

Spring 2001
Delivery Schedule
Inside!

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Radio Market Report

Puerto Rico

Winter 2001

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Radio Market Report

**Spring 2001
Delivery Schedule**

Including Phase 1 &
Phase 2 Arbitrends:
One page in from the
back of the report

2001-2002 Survey Schedule

Winter 2001
January 4 - March 28

Spring 2001
March 29 - June 20

Summer 2001
June 28 - September 19

Fall 2001
September 20 - December 12

Winter 2002
January 3 - March 27

This report not accredited by MRC/

This report is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC) and Arbitron has not requested MRC accreditation for this report. Arbitron does provide syndicated services which are accredited by the MRC.

Preface

This report is designed to provide a compilation of radio audience estimates representing radio listening during an average week for this market for the Winter 2001 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 Radio Report subscribers.

Warning

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

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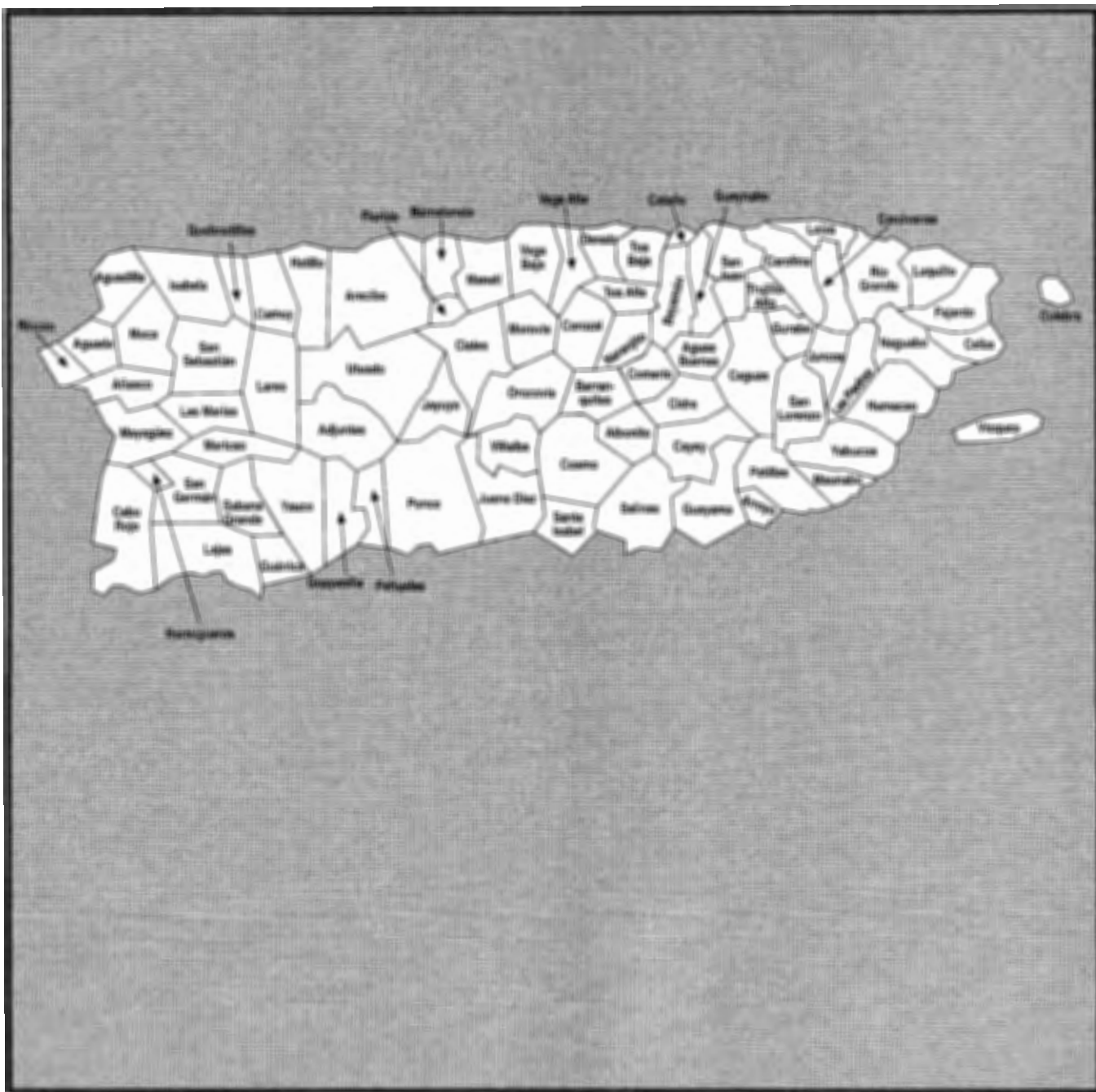
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Please note/Users of this report should become familiar with the sections of this report titled "Description of Methodology" (Pages M3-M7) and "Limitations" (Page M5, Paragraph 12). Instructions for estimating reliability and effective sample bases for this report can be found on Pages M1 and M2.

Puerto Rico



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☐ Metro ☒ TSA

Metro Rank: 13

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

WAEL-AM	WAEL-FM	WCAD-FM	WCMA-FM	WCOM-FM	WCTA-FM
WEGM-FM	WFID-FM	WIAC-AM	WIAC-FM	WIOA-FM	WIOB-FM
WIOC-FM	WIVA-FM	WKAQ-AM	WKAQ-FM	WKSA-FM	WLEO-AM
WLEY-AM	WMEG-FM	WNEL-AM	WOYE-FM	WPAB-AM	WPRM-FM
WRIO-FM	WUKQ-FM	WUNO-AM	WVJP-FM	WZAR-FM	WZMT-FM
WZNT-FM					

* Station subscribers as of release to print.

ARBITRON

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

Estimated P12+ Population	In-Tab	Area	Municipio	ST	Estimated P12+ Population	In-Tab	Area	Municipio	ST
16,700	10	M	ADJUNTAS	PR	29,200	28	M	JUNCOS	PR
33,300	27	M	AGUADA	PR	21,200	19	M	LAJAS	PR
53,600	37	M	AGUADILLA	PR	26,000	14	M	LARES	PR
23,000	30	M	AGUAS BUENAS	PR	8,700	11	M	LAS MARIAS	PR
22,100	15	M	AIBONITO	PR	27,100	20	M	LAS PIEDRAS	PR
22,800	14	M	ANASCO	PR	28,700	11	M	LOIZA	PR
84,000	75	M	ARECIBO	PR	17,400	5	M	LUQUILLO	PR
17,000	17	M	ARROYO	PR	33,900	27	M	MANATI	PR
19,300	30	M	BARCELONETA	PR	4,800	7	M	MARICAO	PR
23,000	22	M	BARRANQUITAS	PR	9,800	12	M	MAUNABO	PR
200,100	148	M	BAYAMON	PR	90,500	62	M	MAYAGUEZ	PR
35,900	29	M	CABO ROJO	PR	30,200	24	M	MOCA	PR
124,100	88	M	CAGUAS	PR	22,700	17	M	MOROVIS	PR
27,100	28	M	CAMUY	PR	19,700	14	M	NAGUABO	PR
34,000	36	M	CANOVANAS	PR	25,600	9	M	NARANJITO	PR
161,000	123	M	CAROLINA	PR	18,100	15	M	OROCOVIS	PR
33,800	25	M	CATANO	PR	17,300	13	M	PATILLAS	PR
42,700	46	M	CAYEY	PR	20,000	16	M	PENUELAS	PR
14,400	15	M	CEIBA	PR	155,400	133	M	PONCE	PR
16,000	13	M	CIALES	PR	19,600	27	M	QUEBRADILLAS	PR
34,300	21	M	CIDRA	PR	10,600	11	M	RINCON	PR
30,200	10	M	COAMO	PR	45,300	29	M	RIO GRANDE	PR
18,100	14	M	COMERIO	PR	21,000	20	M	SABANA GRANDE	PR
29,700	28	M	COROZAL	PR	24,700	23	M	SALINAS	PR
1,500	9	M	CULEBRA	PR	30,900	20	M	SAN GERMAN	PR
29,700	29	M	DORADO	PR	379,900	293	M	SAN JUAN	PR
33,800	38	M	FAJARDO	PR	31,600	18	M	SAN LORENZO	PR
8,600	2	M	FLORIDA	PR	35,300	18	M	SAN SEBASTIAN	PR
17,600	6	M	GUANICA	PR	16,000	15	M	SANTA ISABEL	PR
35,800	34	M	GUAYAMA	PR	41,200	40	M	TOA ALTA	PR
18,100	8	M	GUAYANILLA	PR	82,400	60	M	TOA BAJA	PR
87,400	59	M	GUAYNABO	PR	57,200	46	M	TRUJILLO ALTO	PR
27,600	25	M	GURABO	PR	29,400	22	M	UTUADO	PR
29,700	24	M	HATILLO	PR	31,800	22	M	VEGA ALTA	PR
14,000	8	M	HORMIGUEROS	PR	51,400	36	M	VEGA BAJA	PR
52,200	50	M	HUMACAO	PR	7,400	12	M	VIEQUES	PR
35,300	61	M	ISABELA	PR	19,400	16	M	VILLALBA	PR
13,200	13	M	JAYUYA	PR	34,400	29	M	YABUCOA	PR
38,100	38	M	JUANA DIAZ	PR	37,800	33	M	YAUCO	PR

M - Metro Municipio

T - TSA Municipio

These population estimates are based on 1990 Census data, updated to January 1, 2001, by Third Wave Research.

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	438,300	13.8	331	13.0	13.8
18-24	235,900	7.4	184	7.2	7.4
25-34	297,500	9.4	194	7.6	9.4
35-44	240,200	7.6	204	8.0	7.6
45-49	108,800	3.4	83	3.3	3.4
50-54	99,200	3.1	71	2.8	3.1
55-64	149,600	4.7	94	3.7	4.7
65+	172,600	5.4	115	4.5	5.4
18+	1,303,800	41.1	945	37.0	41.1
Women					
12-24	427,400	13.5	411	16.1	13.5
18-24	231,000	7.3	235	9.2	7.3
25-34	307,100	9.7	267	10.5	9.7
35-44	275,900	8.7	286	11.2	8.7
45-49	130,000	4.1	122	4.8	4.1
50-54	117,700	3.7	101	4.0	3.7
55-64	178,500	5.6	144	5.6	5.6
65+	229,600	7.2	129	5.1	7.2
18+	1,469,800	46.3	1,284	50.3	46.3
P18+	2,773,600	87.4	2,229	87.3	87.4
Teens 12-17	398,800	12.6	323	12.7	12.6
Black P12+	Ethnic control procedures not applied.				
Hispanic P12+	Ethnic control procedures not applied.				
Total P12+	3,172,400		2,552		

Diary Placement/Return

	Metro
LST - Est. Usable Households in Sample	0
UNL - Est. Usable Households in Sample	1,759
TOT - Est. Usable Households in Sample	1,759
LST - Est. Persons in Usable Households	0
UNL - Est. Persons in Usable Households	4,714
TOT - Est. Persons in Usable Households	4,714
LST - Contacted Households	0
UNL - Contacted Households	1,670
TOT - Contacted Households	1,670
LST - Households Accepting Diaries	0
UNL - Households Accepting Diaries	1,506
TOT - Households Accepting Diaries	1,506
LST - Persons Sent Diaries	0
UNL - Persons Sent Diaries	4,060
TOT - Persons Sent Diaries	4,060
LST - Diaries In-Tab	0
UNL - Diaries In-Tab	2,552
TOT - Diaries In-Tab	2,552
Metro Sample Target	2,400
Metro In-Tab/Target Index	106
Metro Response Rate %	54

These population estimates are based on 1990 Census data, updated to January 1, 2001, by Third Wave Research.

LST - Listed UNL - Unlisted TOT - Total

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

Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

[Stations listed alphabetically left to right.]

WABA-AM 850

P O Box 188
Aguadilla, PR 00605
(787) 891-1230 Fax: (787) 882-2282
Format: Nostalgia
Sales Rep: N/A
Network: RELOJ
City of Lic./Alt City ID: Aguadilla, PR
County/Split Co.: Aguadilla, PR
Power Day/Night (watts): 5,000/1,000

WAPA-AM 680

Ave Domenech #134 Urb. Bald
Hato Rey, PR 00918
(787) 750-5920 Fax: (787) 759-9122
Format: News Talk Information
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: San Juan, PR
County/Split Co.: San Juan, PR
Power Day/Night (watts): 10,000/9,500

(s) WCMA-FM 96.5

Calle Francia Lot 42
Guaynabo, PR 00968
(787) 622-9471 Fax: (787) 622-9477
Format: 80's Hits
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Fajardo, PR
County/Split Co.: Fajardo, PR
ERP (watts) / HAAT (meters): 11,500/852

(s) WCOM-FM 94.7

Calle Francia Lot 42
Guaynabo, PR 00968
(787) 622-9471 Fax: (787) 622-9477
Format: Pop Contemporary Hit Radi
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Bayamon, PR
County/Split Co.: Bayamon, PR
ERP (watts) / HAAT (meters): 32,000/542

WERR-FM 104.1

P O Box 29404
San Juan, PR 00929
787-751-1310 Fax: (787) 751-6854
Format: Contemporary Christian
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Utuado, PR
County/Split Co.: Utuado, PR
ERP (watts) / HAAT (meters): 50,000/216

(s) WAEL-AM 600

P O Box 1370
Mayaguez, PR 00681
(787) 832-0600 Fax: (787) 792-3140
Format: Spanish Variety
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Mayaguez, PR
County/Split Co.: Mayaguez, PR
Power Day/Night (watts): 1,000/1,000

WBRQ-FM 97.7

P O Box 6715
Caguas, PR 00726
(787) 745-9770 Fax: (787) 745-9777
Format: Contemporary Christian
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Cidra/San Juan, PR
County/Split Co.: Cidra, PR
ERP (watts) / HAAT (meters): 4,400/274

WCMN-AM 1280

P O Box 436
Arecibo, PR 00613
(787) 878-0070 Fax: (787) 880-1112
Format: Spanish News/Talk
Sales Rep: N/A
Network: NOTI-U
City of Lic./Alt City ID: Arecibo, PR
County/Split Co.: Arecibo, PR
Power Day/Night (watts): 5,000/1,000

(s) WCTA-FM 95.1

Calle Francia Lot 42
Guaynabo, PR 00968
(787) 622-9471 Fax: (787) 622-9477
Format: Spanish Tropical
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: San German, PR
County/Split Co.: San German, PR
ERP (watts) / HAAT (meters): 25,000/600

(s) WFID-FM 95.7

P O Box 363222
San Juan, PR 00936
(787) 758-6096 Fax: (787) 756-8545
Format: Adult Contemporary
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: IND
City of Lic./Alt City ID: Rio Piedras, PR
County/Split Co.: Aguas Buenas, PR
ERP (watts) / HAAT (meters): 50,000/287

(s) WAEL-FM 96.1

P O Box 1370
Mayaguez, PR 00681
(787) 832-0600 Fax: (787) 792-3140
Format: Spanish Contemporary
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Maricao, PR
County/Split Co.: Maricao, PR
ERP (watts) / HAAT (meters): 24,000/613

(s) WCAD-FM 105.7

P O Box 9024188
San Juan, PR 00902
(787) 726-6144 Fax: (787) 268-3313
Format: Album Oriented Rock
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: San Juan/Ponce, PR
County/Split Co.: San Juan, PR
ERP (watts) / HAAT (meters): 50,000/335

WCMN-FM 107.3

P O Box 436
Arecibo, PR 00613
(787) 878-0070 Fax: (787) 880-1112
Format: Pop Contemporary Hit Radi
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Arecibo, PR
County/Split Co.: Arecibo, PR
ERP (watts) / HAAT (meters): 50,000/313

(s) WEGM-FM 92.1

Calle Francia Lot 42
Guaynabo, PR 00968
(787) 622-9471 Fax: (787) 622-9477
Format: Pop Contemporary Hit Radi
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Hormigueros/Myaguez, PR
County/Split Co.: Hormigueros, PR
ERP (watts) / HAAT (meters): 2,000/337

(s) WIAC-AM 740

P O Box 9023916
San Juan, PR 00902
(787) 798-7878 Fax: (787) 798-9613
Format: News Talk Information
Sales Rep: N/A
Network: CNN
City of Lic./Alt City ID: San Juan, PR
County/Split Co.: San Juan, PR
Power Day/Night (watts): 10,000/10,000

(s) Station subscribers as of release to print.

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 7-9 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.

continued...

Network Affiliation Abbreviations

ABC: ABC Radio Networks
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
KADENA: Super Kadena Network

NOTI-U: Noti-Uno Network
RELOJ: Radio Reloj Network
SRN: Salem Radio Network
WESTWD: Westwood One 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

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

(s) **WIAC-FM 102.5**

P O Box 9023916
San Juan, PR 00902
(787) 798-7878 Fax: (787) 798-9613
Format: Adult Contemporary
Sales Rep: LOTUS REPS
Network: IND
City of Lic./Alt City ID: San Juan/Celba, PR
County/Split Co.: San Juan, PR
ERP (watts) / HAAT (meters): 50,000/347

(s) **WIOB-FM 97.5**

Calle Francia Lot 42
Guaynabo, PR 00968
(787) 622-9471 Fax: (787) 622-9477
Format: Adult Contemporary
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Mayaguez, PR
County/Split Co.: Mayaguez, PR
ERP (watts) / HAAT (meters): 50,000/302

(s) **WIVA-FM 100.3**

P O Box 487
Caguas, PR 00726
(787) 744-3131 Fax: (787) 743-0252
Format: Spanish Tropical
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: IND
City of Lic./Alt City ID: Aguadilla, PR
County/Split Co.: Aguadilla, PR
ERP (watts) / HAAT (meters): 22,000/614

WKJB-AM 710

P O Box 1293
Mayaguez, PR 00681
(787) 834-6666 Fax: (787) 831-6925
Format: News Talk Information
Sales Rep: N/A
Network: RELOJ
City of Lic./Alt City ID: Mayaguez, PR
County/Split Co.: Mayaguez, PR
Power Day/Night (watts): 10,000/750

(s) **WLEO-AM 1490**

G P O Box 363222
San Juan, PR 00936
(787) 758-1300 Fax: (787) 756-8545
Format: Spanish News/Talk
Sales Rep: N/A
Network: NOTI-U
City of Lic./Alt City ID: Ponce, PR
County/Split Co.: Ponce, PR
Power Day/Night (watts): 5,000/1,000

WIDI-FM 98.3

P O Box 980
Quebradillas, PR 00678
(787) 895-0000 Fax: (787) 895-4198
Format: Oldies
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Quebradillas, PR
County/Split Co.: Quebradillas, PR
ERP (watts) / HAAT (meters): 22,000/640

(s) **WIOC-FM 105.1**

Calle Francia Lot 42
Guaynabo, PR 00968
(787) 622-9471 Fax: (787) 622-9477
Format: Adult Contemporary
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Ponce, PR
County/Split Co.: Ponce, PR
ERP (watts) / HAAT (meters): 50,000/-55

(s) **WKAQ-AM 580**

P O Box 364668
San Juan, PR 00936
(787) 758-5800 Fax: (787) 763-1854
Format: News Talk Information
Sales Rep: IN HOUSE
Network: RELOJ
City of Lic./Alt City ID: San Juan, PR
County/Split Co.: San Juan, PR
Power Day/Night (watts): 10,000/10,000

(s) **WKSA-FM 101.5**

P O Box 750
Isabela, PR 00662
(787) 798-7878 Fax: (787) 798-2978
Format: Adult Contemporary
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Isabela, PR
County/Split Co.: Isabela, PR
ERP (watts) / HAAT (meters): 50,000/129

(s) **WLEY-AM 1080**

G P O Box 363222
San Juan, PR 00936
(787) 758-1300 Fax: (787) 756-8545
Format: Spanish Variety
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: NOTI-U
City of Lic./Alt City ID: Cayey, PR
County/Split Co.: Cayey, PR
Power Day/Night (watts): 250/250

(s) **WIOA-FM 99.9**

Calle Francia Lot 42
Guaynabo, PR 00968
(787) 622-9471 Fax: (787) 622-9477
Format: Adult Contemporary
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: San Juan/Fajardo, PR
County/Split Co.: San Juan, PR
ERP (watts) / HAAT (meters): 50,000/298

WISO-AM 1260

155 San Antonio St Floral Pk
Hato Rey, PR 00917
(787) 842-4124 Fax: (787) 834-2220
Format: News Talk Information
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Ponce/Mayaguez, PR
County/Split Co.: Ponce, PR
Power Day/Night (watts): 1,000/1,000

(s) **WKAQ-FM 104.7**

P O Box 364668
San Juan, PR 00936
(787) 758-5800 Fax: (787) 763-1854
Format: Pop Contemporary Hit Radi
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: San Juan/Juana Diaz, PR
County/Split Co.: San Juan, PR
ERP (watts) / HAAT (meters): 50,000/372

WKVM-AM 810

Carbonell 415
Hato Rey, PR 00918
(787) 751-1018 Fax: (787) 758-9967
Format: Variety
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: San Juan, PR
County/Split Co.: San Juan, PR
Power Day/Night (watts): 50,000/50,000

WLUZ-AM 1600

P O Box 9394
Santurce, PR 00908
(787) 729-1600 Fax: (787) 723-8685
Format: Nostalgia
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Bayamon, PR
County/Split Co.: Bayamon, PR
Power Day/Night (watts): 5,000/5,000

(s) Station subscribers as of release to print

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

continued...

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

(s) WMEG-FM 106.9

Calle Francia Lot 42
Guaynabo, PR 00968
(787) 622-9471 Fax: (787) 622-9477
Format: Pop Contemporary Hit Radi
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Guayama/San Juan, PR
County/Split Co.: Guayama, PR
ERP (watts) / HAAT (meters): 25,000/594

WNRT-FM 96.9

P O Box 13324
Santurce, PR 00907
(787) 758-8562 Fax: (787) 758-8833
Format: Southern Gospel
Sales Rep: N/A
Network: KADENA
City of Lic./Alt City ID: Manati/San Juan, PR
County/Split Co.: Manati, PR
ERP (watts) / HAAT (meters): 50,000/290

(s) WOYE-FM 94.1

Calle Francia Lot 42
Guaynabo, PR 00968
(787) 622-9471 Fax: (787) 622-9477
Format: Pop Contemporary Hit Radi
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Mayaguez, PR
County/Split Co.: Mayaguez, PR
ERP (watts) / HAAT (meters): 25,000/597

(s) WPRM-FM 98.5

P O Box 487
Caguas, PR 00726
(787) 744-3131 Fax: (787) 743-0252
Format: Spanish Tropical
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: IND
City of Lic./Alt City ID: San Juan, PR
County/Split Co.: San Juan, PR
ERP (watts) / HAAT (meters): 25,000/582

WRRH-FM 106.1

P O Box 1061
Hormigueros, PR 00660
(787) 849-1060 Fax: (787) 849-1061
Format: Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Hormigueros/Mayaguez, PR
County/Split Co.: Hormigueros, PR
ERP (watts) / HAAT (meters): 3,000/253

(s) WNEL-AM 1430

P O Box 487
Caguas, PR 00726
(787) 744-3131 Fax: (787) 743-0252
Format: Oldies
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: NOTI-U
City of Lic./Alt City ID: Caguas, PR
County/Split Co.: Caguas, PR
Power Day/Night (watts): 5,000/5,000

WORO-FM 92.5

415 Calle Carbonell
San Juan, PR 00918
(787) 751-1380 Fax: (787) 758-9967
Format: Easy Listening
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Corozal, PR
County/Split Co.: Corozal, PR
ERP (watts) / HAAT (meters): 50,000/365

(s) WPAB-AM 550

P O Box 7243
Ponce, PR 00732
(787) 840-5550 Fax: (787) 840-7077
Format: Spanish News/Talk
Sales Rep: N/A
Network: CNN
City of Lic./Alt City ID: Ponce, PR
County/Split Co.: Ponce, PR
Power Day/Night (watts): 5,000/5,000

WQBS-AM 870

1508 Calle Bori
San Juan, PR 00927
(787) 758-8700 Fax: (787) 765-2965
Format: Talk/Personality
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: San Juan, PR
County/Split Co.: San Juan, PR
Power Day/Night (watts): 9,600/5,000

WSAN-FM 98.9

1058 Poncede Leon Ave
Santurce, PR 00907
(787) 723-9797 Fax: (787) 721-6767
Format: Oldies
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Vieques, PR
County/Split Co.: Vieques, PR
ERP (watts) / HAAT (meters): 50,000/229

WNIK-FM 106.5

P O Box 556
Arecibo, PR 00613
(787) 880-2607 Fax: (787) 879-1011
Format: Spanish Contemporary
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Arecibo, PR
County/Split Co.: Arecibo, PR
ERP (watts) / HAAT (meters): 19,500/-82

WOSO-AM 1030

P O Box 9023940
San Juan, PR 00902
(787) 724-4242 Fax: (787) 723-9676
Format: News Talk Information
Sales Rep: N/A
Network: ABC, CBS, WESTWD
City of Lic./Alt City ID: San Juan, PR
County/Split Co.: San Juan, PR
Power Day/Night (watts): 10,000/10,000

WPRA-AM 990

P O Box 1293
Mayaguez, PR 00681
(787) 834-6666 Fax: (787) 831-6925
Format: Spanish Variety
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: NOTI-U
City of Lic./Alt City ID: Mayaguez, PR
County/Split Co.: Mayaguez, PR
Power Day/Night (watts): 910/910

(s) WRIO-FM 101.1

P O Box 487
Caguas, PR 00726
(787) 744-3131 Fax: (787) 743-0252
Format: Spanish Tropical
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: IND
City of Lic./Alt City ID: Ponce, PR
County/Split Co.: Ponce, PR
ERP (watts) / HAAT (meters): 50,000/-14

WSKN-AM 630

Eleanor Roosevelt 117
Hato Rey, PR 00918
(787) 764-1090 Fax: (787) 764-3460
Format: News Talk Information
Sales Rep: N/A
Network: KADENA
City of Lic./Alt City ID: San Juan, PR
County/Split Co.: San Juan, PR
Power Day/Night (watts): 5,000/5,000

continued...

(s) Station subscribers as of release to print

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 7-9 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
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
KADENA: Super Kadena Network

NOTI-U: Noti-Uno Network
RELOJ: Radio Reloj Network
SRN: Salem Radio Network
WESTWD: Westwood One 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

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

WTPM-FM 92.9 Sector Cuba #1060 Mayaguez, PR 00680 (787) 831-9200 Fax: (787) 721-6767 Format: Religious Sales Rep: N/A Network: IND City of Lic./Alt City ID: Aguadilla/Ponce, PR County/Split Co.: Aguadilla, PR ERP (watts) / HAAT (meters): 50,000/373	(s) WUQZ-FM 99.1 P.O. Box 364668 San Juan, PR 00936 (787) 758-5800 Fax: 7877631854 Format: Pop Contemporary Hit Radi Sales Rep: N/A Network: IND City of Lic./Alt City ID: Mayaguez, PR County/Split Co.: Mayaguez, PR ERP (watts) / HAAT (meters): 25,000/601	(s) WUNO-AM 1320 P.O. Box 363222 San Juan, PR 00936 (787) 758-1300 Fax: (787) 756-8545 Format: News Talk Information Sales Rep: CABALLERO SPANISH MEDIA, INC Network: NOTI-U City of Lic./Alt City ID: San Juan, PR County/Split Co.: San Juan, PR Power Day/Night (watts): 5,000/2,300
(s) WVJP-FM 103.3 P.O. Box 207 Caguas, PR 00726 (787) 743-5790 Fax: (787) 746-6996 Format: Spanish Variety Sales Rep: N/A Network: IND City of Lic./Alt City ID: Caguas, PR County/Split Co.: Caguas, PR ERP (watts) / HAAT (meters): 28,000/581	WVOZ-FM 107.7 Ave Ponce De Leon 1607 #203 Santurce, PR 00909 (787) 764-1077 Fax: (787) 281-9758 Format: Hot Adult Contemporary Sales Rep: N/A Network: IND City of Lic./Alt City ID: Carolina, PR County/Split Co.: Carolina, PR ERP (watts) / HAAT (meters): 12,000/841	WXEW-AM 840 P.O. Box 100 Yabucoa, PR 00767 (787) 850-0840 Fax: (787) 850-4055 Format: Spanish Variety Sales Rep: CABALLERO SPANISH MEDIA, INC Network: NOTI-U City of Lic./Alt City ID: Yabucoa, PR County/Split Co.: Yabucoa, PR Power Day/Night (watts): 5,000/1,000
WXYX-FM 100.7 H C-67 Box 15390 Bayamon, PR 00956 (787) 785-9390 Fax: (787) 785-9377 Format: Pop Contemporary Hit Radi Sales Rep: IN HOUSE Network: IND City of Lic./Alt City ID: Bayamon/San Juan, PR County/Split Co.: Bayamon, PR ERP (watts) / HAAT (meters): 50,000/238	WYQE-FM 92.9 P.O. Box 9300 Naguabo, PR 00718 (787) 874-9300 Fax: (787) 874-9290 Format: Spanish Tropical Sales Rep: N/A Network: IND City of Lic./Alt City ID: Naguabo, PR County/Split Co.: Naguabo, PR ERP (watts) / HAAT (meters): 3,900/229	(s) WZAR-FM 101.9 G.P.O. Box 363222 San Juan, PR 00936 (787) 758-1300 Fax: (787) 767-9343 Format: Adult Contemporary Sales Rep: CABALLERO SPANISH MEDIA, INC Network: IND City of Lic./Alt City ID: Ponce, PR County/Split Co.: Ponce, PR ERP (watts) / HAAT (meters): 14,000/789
(s) WZMT-FM 93.3 Calle Francia Lot 42 Guaynabo, PR 00968 (787) 622-9471 Fax: (787) 622-9477 Format: Spanish Tropical Sales Rep: IN HOUSE Network: IND City of Lic./Alt City ID: Ponce, PR County/Split Co.: Ponce, PR ERP (watts) / HAAT (meters): 14,500/-69	(s) WZNT-FM 93.7 Calle Francia Lot 42 Guaynabo, PR 00968 (787) 622-9471 Fax: (787) 622-9477 Format: Spanish Tropical Sales Rep: IN HOUSE Network: IND City of Lic./Alt City ID: San Juan/Caguas, PR County/Split Co.: San Juan, PR ERP (watts) / HAAT (meters): 50,000/79	WZOL-FM 92.1 P.O. Box 29027 San Juan, PR 00929 (787) 767-1005 Fax: (787) 767-1048 Format: Religious Sales Rep: N/A Network: IND City of Lic./Alt City ID: Luquillo, PR County/Split Co.: Luquillo, PR ERP (watts) / HAAT (meters): 4,600/279

(s) Station subscribers as of release to print

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 7-9 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.

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RELOJ: Radio Reloj Network
SRN: Salem Radio Network
WESTWD: Westwood One Radio Network

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

Notations

Metro Market Profile



Metro Household Data are 1990 Census data. (For more information, see "Metro Census Data," Page M8.)

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	1,057,357	100.0			
Households by Income			Education: Persons 25+		
Under \$10,000	575,548	54.4	Elementary 0-8 grade	802,193	41.1
\$10,000-19,999	260,254	24.6	High school 1-3 yrs	179,815	9.2
\$20,000-29,999	112,441	10.6	High school grad	410,559	21.0
\$30,000-39,999	49,678	4.7	College 1-3 yrs	281,248	14.4
\$40,000-49,999	24,586	2.3	College 4+ yrs	278,482	14.3
\$50,000-74,999	23,266	2.2			
\$75,000-99,999	11,584	1.1			
\$100,000+	0	.0			
Median income: \$8,895					
Value of Owner-Occupied Housing Units			Occupation		
Less than \$50,000	458,423	43.4	Managerial	213,027	22.8
\$50,000-74,999	129,777	12.3	Technical	278,683	29.8
\$75,000-99,999	43,983	4.2	Service worker	135,323	14.5
\$100,000-149,999	23,308	2.2	Farm worker	21,802	2.3
\$150,000-249,999	12,576	1.2	Precision production	108,345	11.6
\$250,000+	4,629	.4	Operator	177,556	19.0
Median value: \$35,900					
Monthly Gross Rent			Transportation to Work		
Less than \$200	139,439	13.2	Public	94,402	10.5
\$200-349	54,659	5.2	Driving to work	568,580	62.9
\$350-499	18,761	1.8	Carpool	161,169	17.8
\$500-649	5,815	.5	Other	79,925	8.8
\$650-749	1,219	.1			
\$750+	1,536	.1			
Median rent: \$156			Average Travel Time to Work (Min.)	26	
Household Size			Car Ownership by Household		
1 Person	155,434	14.7	0 Cars	336,545	31.9
2 Persons	238,114	22.5	1 Car	447,024	42.4
3-4 Persons	419,554	39.7	2 Cars	216,969	20.6
5+ Persons	244,255	23.1	3+ Cars	54,386	5.1

Notations

Metro Market Profile *(continued)*

Sales Data



Total Retail Sales and 11 categories of store sales are 1997 Economic Census of Outlying Areas data.

Metro Retail Sales Data (\$000)

Total Retail Sales	\$11,706,968
Retail Expenditures per Household (\$)	\$11,072
Food Stores	\$2,959,794
Supermarkets	\$2,084,447
Eating & Drinking Places	\$934,279
General Merchandise Stores	\$1,503,084
Department Stores	\$1,001,755
Apparel and Accessories Stores	\$1,205,144
Automotive Dealers	\$1,688,269
Building Materials & Hardware Stores	\$615,815
Drugstores	\$656,922
Furniture and Appliance Stores	\$623,037
Radio, TV & Music Stores	\$104,502

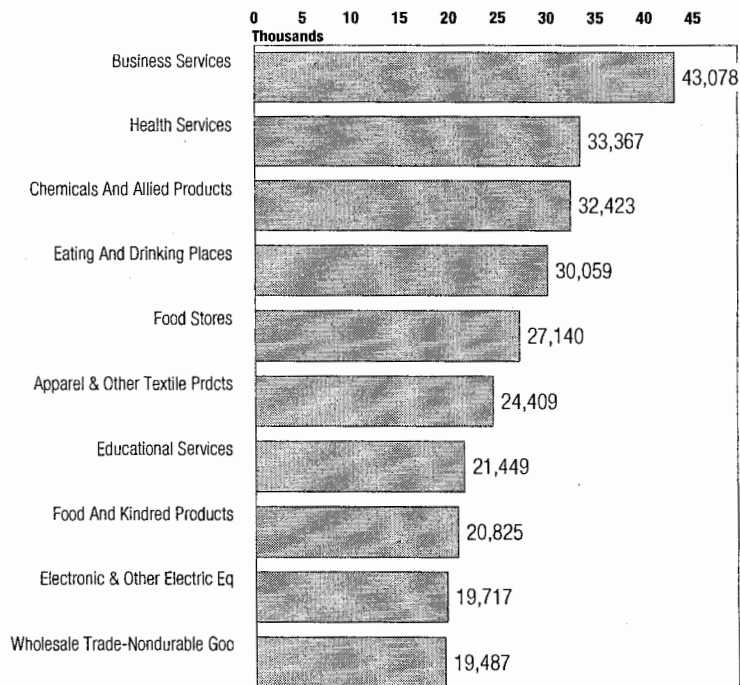
Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1997 County Business Pattern Reports.

Metro Employer Industries

Total Employees
617,986

Top 10 Total Employees
271,954
44.0% of Total



Newspapers

Paper	Circulation	%
EL NUEVO DIA	227,374	18
LE VOCERO DE PUERTO RICO	151,948	12
PRIMERA HORA	48,880	4

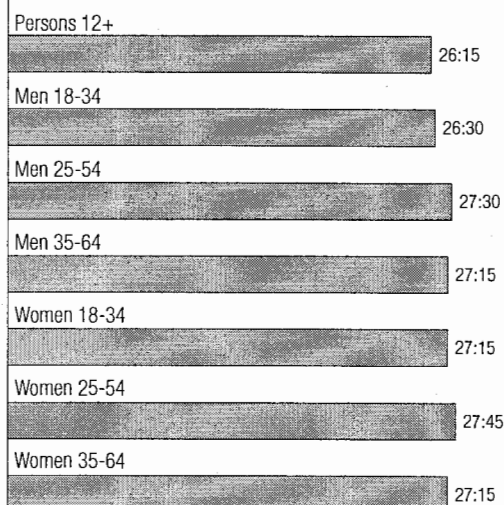
For more information on newspaper data, see Page M8.

Radio Time Spent Listening*

Metro

Mon-Sun 6AM-MID

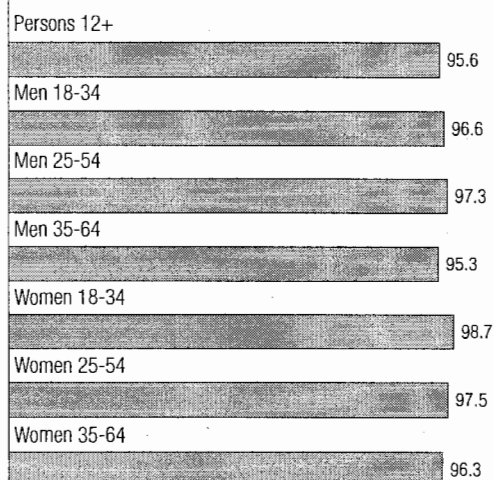
0 6 12 18 24 30
Hours and Minutes



Radio 24-Hour Cume*

Metro

0 20 40 60 80 100
Rating



* Based on Arbitron's Winter 2001 radio survey.

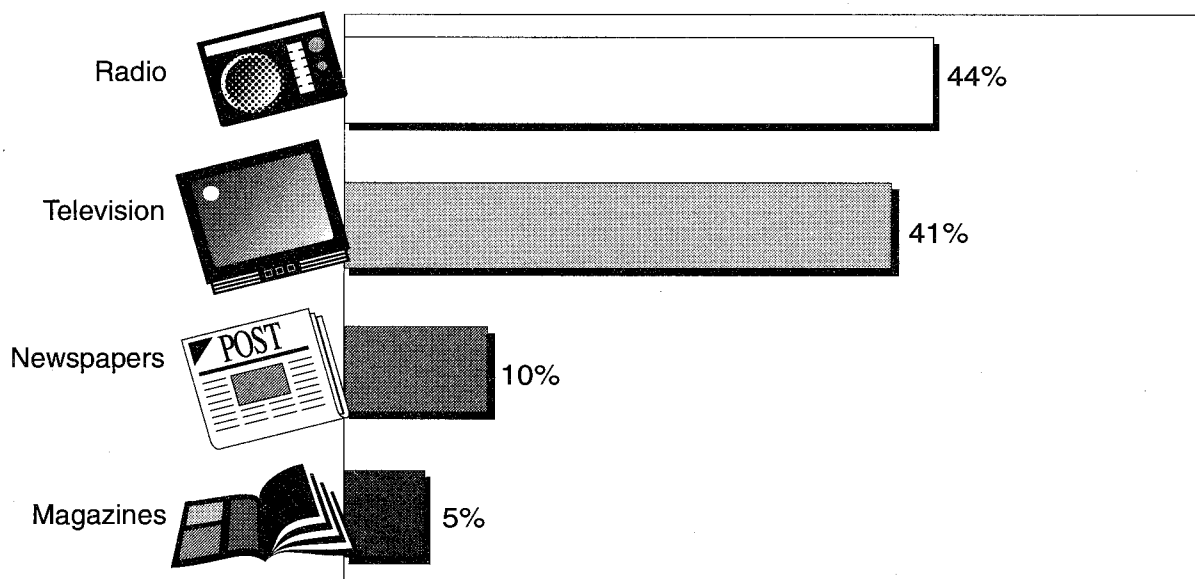
Media Targeting 2000SM

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.

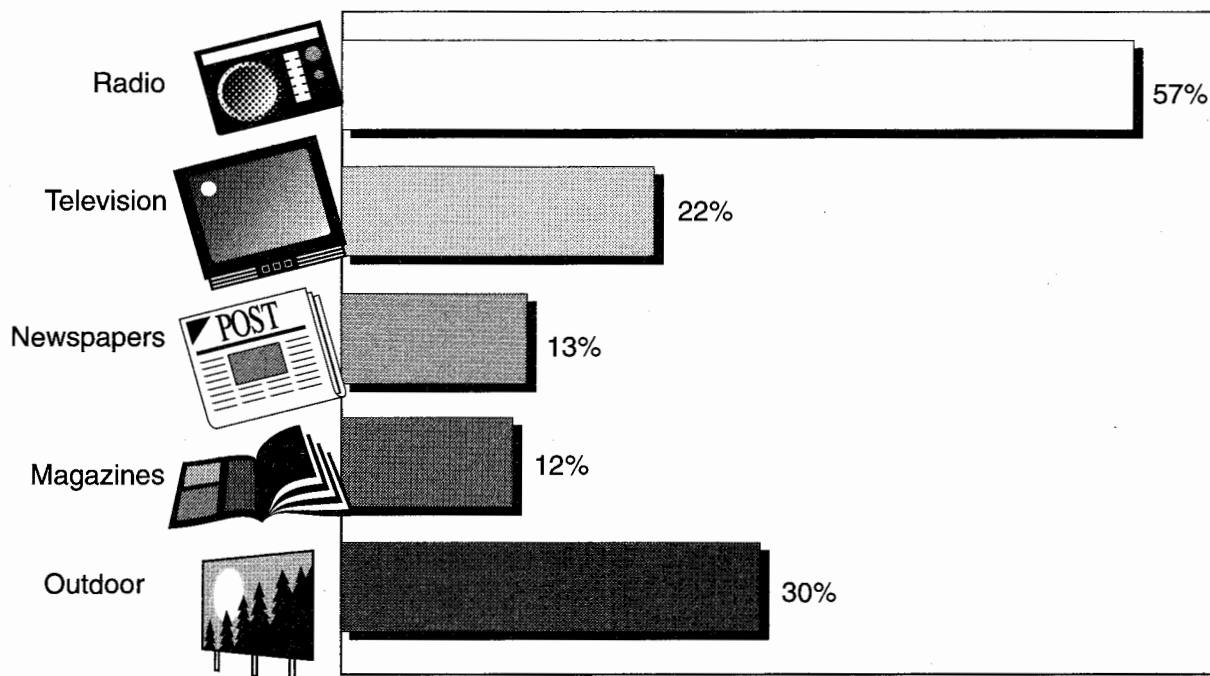
Media Targeting 2000SM

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 MEDIA, 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 "hyponing." Rating Distortion involves station activities that may prompt diarykeepers to report listening that differs from their actual listening. Hyponing 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; hyponing 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 in computer media; 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, Arbitron Inc., 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.

Increased Frequency/ Effective with the Spring 1999 survey, this market will be measured during the Winter, Spring, Summer and Fall Quarterly surveys. This reflects a change in report frequency from two to four reports per year. This market was also produced as an introductory report for the Summer 1998 survey.

All Households to Receive New Hinged Box Mailers/

Effective Spring 2000, all consenting households will be sent hinged box mailers (in either English-only or bilingual version, as appropriate). Black households with four or more persons will continue to receive the two-piece box that has been used over the past number of years.

The Stations

Current Stations, Call Letter Changes and Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/Date of Change
WIDI-FM	WQOZ-FM	SU00 WI00	11/28/00

Stations are identified in this report under their current call letters; and the audience estimates reflect listening recorded for the current and, if applicable, the former call letters. The Trends section displays trend data pertaining to both the former and the current 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.

Music & Information Networks/ The following stations are affiliated with the specified Puerto Rico Music & Information Networks:

Network	Stations
Cosmos	WCOM-FM WQYE-FM
Estereotempo	WIOA-FM WIOB-FM WIOC-FM
Fidelity	WFID-FM WFDT-FM WZAR-FM
KQ-105	WKAQ-FM WUKQ-FM

La Nueva X	WXLX-FM WXYX-FM
La Zeta	WCTA-FM WZMT-FM WZNT-FM
Mega Estacion	WEGM-FM WMEG-FM
Cadena WAPA Radio	WAPA-AM WISO-AM
Noti-Uno	WCMN-AM WKFE-AM WLEO-AM WLEY-AM WLRP-AM WMNT-AM WNEL-AM WWNA-AM WPRA-AM WUNO-AM WXEW-AM WZNA-AM
Cadena Radio Puerto Rico	WALO-AM WEKO-AM WIAC-AM WISA-AM WMSW-AM WPAB-AM
Radio Reloj	WABA-AM WKAQ-AM WKJB-AM WQOI-AM WOIZ-AM WUKQ-AM WUPR-AM
Salsoul	WIVA-FM WPRM-FM WRIO-FM
Sistema 102	WIAC-FM WKSA-FM WMIO-FM WYAC-FM
Super Kadena	WCHQ-AM WENA-AM WGDL-AM WMIA-AM WNRT-FM WORA-AM WPRP-AM WSKN-AM

Note: Radio Reloj, Super Kadena, and Noti-Uno are also included in the list of network affiliations appearing on page 5 of this report. National and regional networks are included in that list based on the number of affiliates, Metro status of affiliates, and similar relevant factors.

Alternate Delivery Systems/ Starting with the Spring 2000 Survey, diary credit may be assigned to radio stations listed in this Radio Market Report for

diary entries that record listening to a station through an alternate delivery system, such as a computer or an internet appliance. The process of the digitization, encoding, and distribution of a radio broadcast for access via the use of an alternate delivery system is known as "streaming." Some of the stations listed in this Radio Market Report that stream their broadcasts may be utilizing "ad-insertion" technology that removes the commercial content of the over the air broadcast from the stream and then inserts other commercial content, or enhanced commercial content, into the stream. Information collected from Arbitron Station Information Packets, callback studies, and streaming technology providers demonstrates that the use of ad-insertion technology is not widespread at this time. The user of this report should be advised that the radio listening estimates published in this Radio Market Report may include diary credit that reflects listening to a station's stream, and that the diarykeeper may not have listened to the same local commercial content in the stream as was in the over the air broadcast.

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	
WABA-AM																								
WI '01	39	414	.1	.6	80	295	.3	.8		40	211	.1	.5		15	126		.2		11	144		.3	
FA '00	26	407	.1	.4	37	167	.1	.4		20	145	.1	.3		15	54		.2		28	165	.1	.7	
SU '00	48	554	.2	.8	26	152	.1	.3		30	222	.1	.4		28	137	.1	.4		87	216	.3	2.7	
SP '00	23	435	.1	.4	44	189	.1	.4		20	228	.1	.3		9	113		.1		22	160	.1	.6	
4-Book	34	453	.1	.6	47	201	.2	.5		28	202	.1	.4		17	108		.2		37	171	.1	1.1	
WI '00	46	448	.1	.7	116	316	.4	1.1		47	245	.2	.7		7	60		.1		39	147	.1	1.1	
VAEL-AM																								
WI '01	19	368	.1	.3	21	144	.1	.2		33	125	.1	.4		4	66		.1		20	104	.1	.6	
FA '00	53	631	.2	.8	86	392	.3	.9		76	279	.2	1.1		61	224	.2	.9		11	107		.3	
SU '00	43	673	.1	.7	60	234	.2	.6		37	219	.1	.5		61	416	.2	.9		39	307	.1	1.2	
SP '00	75	753	.2	1.2	110	433	.4	1.1		96	378	.3	1.3		70	323	.2	1.0		51	275	.2	1.5	
4-Book	48	606	.2	.8	69	301	.3	.7		61	250	.2	.8		49	257	.2	.7		30	198	.1	.9	
WI '00	25	551	.1	.4	34	173	.1	.3		30	233	.1	.4		18	214	.1	.3		26	149	.1	.8	
VAEL-FM																								
WI '01	51	1026	.2	.8	38	306	.1	.4		78	671	.2	1.1		51	372	.2	.7		32	227	.1	.9	
FA '00	74	1405	.2	1.2	67	493	.2	.7		142	925	.4	2.0		50	507	.2	.7		41	364	.1	1.1	
SU '00	62	1339	.2	1.0	62	432	.2	.6		117	833	.4	1.6		43	418	.1	.6		32	294	.1	1.0	
SP '00	39	920	.1	.6	42	374	.1	.4		63	468	.2	.9		27	304	.1	.4		20	191	.1	.6	
4-Book	57	1173	.2	.9	52	401	.2	.5		100	724	.3	1.4		43	400	.2	.6		31	269	.1	.9	
WI '00	78	1192	.2	1.2	87	464	.3	.8		124	830	.4	1.7		64	547	.2	.9		36	298	.1	1.1	
WAPA-AM																								
WI '01	* 155	1661	.5	2.5	284	974	.9	2.9		183	937	.6	2.5		134	727	.4	2.0		* 123	636	.4	3.4	
FA '00	171	1860	.5	2.7	292	1032	.9	2.9		227	1053	.7	3.2		132	641	.4	2.0		111	452	.3	3.0	
SU '00	166	1807	.5	2.6	283	1109	.9	2.8		207	1012	.7	2.8		158	725	.5	2.3		119	548	.4	3.7	
SP '00	184	1834	.6	2.9	312	1173	1.0	3.1		230	1109	.7	3.2		156	788	.5	2.3		127	590	.4	3.7	
4-Book	169	1791	.5	2.7	293	1072	.9	2.9		212	1028	.7	2.9		145	720	.5	2.2		120	557	.4	3.5	
WI '00	157	2254	.5	2.5	264	1212	.8	2.6		187	1260	.6	2.6		153	1071	.5	2.2		106	627	.3	3.1	
WBRQ-FM																								
WI '01	81	1113	.3	1.3	110	695	.3	1.1		93	611	.3	1.3		94	579	.3	1.4		45	390	.1	1.3	
FA '00	58	936	.2	.9	50	399	.2	.5		70	455	.2	1.0		77	536	.2	1.1		49	291	.2	1.3	
SU '00	41	812	.1	.6	40	352	.1	.4		41	386	.1	.6		49	331	.2	.7		21	276	.1	.7	
SP '00	26	666	.1	.4	22	249	.1	.2		25	310	.1	.3		34	356	.1	.5		23	207	.1	.7	
4-Book	52	882	.2	.8	56	424	.2	.6		57	441	.2	.8		64	451	.2	.9		35	291	.1	1.0	
WI '00	**	**	**	**	**	**	**	**		**	**	**	**		**	**	**	**		**	**	**	**	
WCAD-FM																								
WI '01	57	1475	.2	.9	65	535	.2	.7		62	684	.2	.8		84	662	.3	1.2		41	599	.1	1.1	
FA '00	76	1604	.2	1.2	98	716	.3	1.0		79	643	.2	1.1		74	646	.2	1.1		76	582	.2	2.0	
SU '00	86	1834	.3	1.4	122	858	.4	1.2		115	863	.4	1.6		114	936	.4	1.7		40	640	.1	1.2	
SP '00	69	1689	.2	1.1	97	702	.3	1.0		84	724	.3	1.2		60	712	.2	.9		52	631	.2	1.5	
4-Book	72	1651	.2	1.2	96	703	.3	1.0		85	729	.3	1.2		83	739	.3	1.2		52	613	.2	1.5	
WI '00	74	1446	.2	1.2	93	656	.3	.9		74	683	.2	1.0		85	735	.3	1.2		69	578	.2	2.0	
WCMA-FM																								
WI '01	175	2836	.6	2.8	222	1286	.7	2.2		289	1381	.9	3.9		248	1668	.8	3.6		79	775	.2	2.2	
FA '00	208	3128	.7	3.3	248	1335	.8	2.5		291	1537	.9	4.1		287	1778	.9	4.3		121	1158	.4	3.2	
SU '00	113	2660	.4	1.8	140	1097	.4	1.4		145	1242	.5	2.0		123	1054	.4	1.8		70	727	.2	2.2	
SP '00	185	3269	.6	2.9	261	1458	.8	2.6		220	1691	.7	3.0		226	1559	.7	3.4		89	797	.3	2.6	
4-Book	170	2973	.6	2.7	218	1294	.7	2.2		236	1463	.8	3.3		221	1515	.7	3.3		90	864	.3	2.6	
WI '00	209	3524	.7	3.3	254	1593	.8	2.5		302	1954	1.0	4.2		219	1521	.7	3.2		112	1194	.4	3.3	
WCMN-AM																								
WI '01	32	491	.1	.5	58	249	.2	.6		35	191	.1	.5		44	208	.1	.6		4	59		.1	
FA '00	51	710	.2	.8	100	383	.3	1.0		93	355	.3	1.3		45	313	.1	.7		14	143		.4	
SU '00	58	659	.2	.9	115	417	.4	1.2		102	424	.3	1.4		29	240	.1	.4		11	82		.3	
SP '00	40	540	.1	.6	113	357	.4	1.1		50	286	.2	.7		14	149		.2		5	54		.1	
4-Book	45	600	.2	.7	97	352	.3	1.0		70	314	.2	1.0		33	228	.1	.5		9	85		.2	
WI '00	48	709	.2	.8	102	425	.3	1.0		82	355	.3	1.1		47	234	.2	.7		10	124		.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 - Persons 12+

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	
WCMN-FM																				
WI '01	112	1779	.4	1.8	111	779	.3	1.1	123	922	.4	1.7	146	1064	.5	2.1	95	629	.3	2.7
FA '00	106	1706	.3	1.7	159	875	.5	1.6	126	967	.4	1.8	115	911	.4	1.7	54	557	.2	1.4
SU '00	98	1414	.3	1.6	113	659	.4	1.1	111	791	.4	1.5	121	736	.4	1.8	60	490	.2	1.9
SP '00	58	1175	.2	.9	77	533	.2	.8	59	583	.2	.8	65	552	.2	1.0	39	365	.1	1.1
4-Book	94	1519	.3	1.5	115	712	.4	1.2	105	816	.4	1.5	112	816	.4	1.7	62	510	.2	1.8
WI '00	91	1492	.3	1.4	125	638	.4	1.2	146	723	.5	2.0	81	660	.3	1.2	28	332	.1	.8
WCOM-FM																				
WI '01	80	2171	.3	1.3	214	1144	.7	2.2	59	811	.2	.8	57	719	.2	.8	31	455	.1	.9
FA '00	117	2786	.4	1.8	301	1343	.9	3.0	111	1086	.3	1.6	86	861	.3	1.3	50	553	.2	1.3
SU '00	101	2648	.3	1.6	286	1336	.9	2.9	118	1249	.4	1.6	58	763	.2	.8	33	452	.1	1.0
SP '00	134	3198	.4	2.1	282	1534	.9	2.8	134	1293	.4	1.8	107	1068	.3	1.6	75	724	.2	2.2
4-Book	108	2701	.4	1.7	271	1339	.9	2.7	106	1110	.3	1.5	77	853	.3	1.1	47	546	.2	1.4
WI '00	109	2944	.3	1.7	245	1423	.8	2.4	85	1007	.3	1.2	93	920	.3	1.3	68	786	.2	2.0
WCTA-FM																				
WI '01	65	941	.2	1.0	59	382	.2	.6	103	473	.3	1.4	59	434	.2	.9	32	273	.1	.9
FA '00	72	1077	.2	1.1	45	368	.1	.4	88	497	.3	1.2	61	369	.2	.9	30	220	.1	.8
SU '00	65	1047	.2	1.0	42	339	.1	.4	91	623	.3	1.2	74	397	.2	1.1	24	264	.1	.7
SP '00	84	1217	.3	1.3	55	382	.2	.5	107	618	.3	1.5	103	611	.3	1.5	62	427	.2	1.8
4-Book	72	1071	.2	1.1	50	368	.2	.5	97	553	.3	1.3	74	453	.2	1.1	37	296	.1	1.1
WI '00	75	1433	.2	1.2	62	366	.2	.6	110	691	.4	1.5	92	643	.3	1.3	44	418	.1	1.3
WEGM-FM																				
WI '01	80	1317	.3	1.3	97	647	.3	1.0	68	649	.2	.9	132	708	.4	1.9	47	407	.1	1.3
FA '00	53	872	.2	.8	67	478	.2	.7	38	412	.1	.5	77	489	.2	1.1	33	385	.1	.9
SU '00	41	963	.1	.6	37	396	.1	.4	36	391	.1	.5	80	372	.3	1.2	17	228	.1	.5
SP '00	51	792	.2	.8	56	382	.2	.6	60	435	.2	.8	82	549	.3	1.2	20	243	.1	.6
4-Book	56	986	.2	.9	64	476	.2	.7	51	472	.2	.7	93	530	.3	1.4	29	316	.1	.8
WI '00	73	912	.2	1.2	80	550	.3	.8	59	473	.2	.8	97	542	.3	1.4	66	348	.2	1.9
WERR-FM																				
WI '01	60	1301	.2	1.0	100	602	.3	1.0	77	574	.2	1.0	44	494	.1	.6	43	295	.1	1.2
FA '00	32	758	.1	.5	32	379	.1	.3	36	312	.1	.5	43	353	.1	.6	32	272	.1	.9
SU '00	52	1167	.2	.8	87	545	.3	.9	60	537	.2	.8	44	430	.1	.6	40	296	.1	1.2
SP '00	42	1140	.1	.7	84	550	.3	.8	56	462	.2	.8	24	373	.1	.4	24	272	.1	.7
4-Book	47	1092	.2	.8	76	519	.3	.8	57	471	.2	.8	39	413	.1	.6	35	284	.1	1.0
WI '00	58	1102	.2	.9	84	625	.3	.8	76	578	.2	1.1	51	324	.2	.7	37	329	.1	1.1
WFID-FM																				
WI '01	211	3300	.7	3.4	288	1532	.9	2.9	289	1508	.9	3.9	212	1359	.7	3.1	171	1265	.5	4.8
FA '00	255	3538	.8	4.0	287	1595	.9	2.8	370	1597	1.2	5.2	284	1798	.9	4.2	171	1343	.5	4.6
SU '00	286	3881	.9	4.5	387	1767	1.2	3.9	435	2063	1.4	5.9	336	1778	1.1	4.9	159	1213	.5	5.0
SP '00	279	3805	.9	4.4	361	1585	1.2	3.6	409	1965	1.3	5.6	346	1900	1.1	5.2	175	1510	.6	5.1
4-Book	258	3631	.8	4.1	331	1620	1.1	3.3	376	1783	1.2	5.2	295	1709	1.0	4.4	169	1333	.5	4.9
WI '00	299	3925	1.0	4.7	344	1805	1.1	3.4	404	1902	1.3	5.7	366	1975	1.2	5.3	224	1432	.7	6.6
WJAC-AM																				
WI '01	68	958	.2	1.1	129	468	.4	1.3	126	499	.4	1.7	53	301	.2	.8	13	102	.1	.4
FA '00	44	801	.1	.7	92	492	.3	.9	58	346	.2	.8	32	197	.1	.5	23	107	.1	.6
SU '00	51	1038	.2	.8	99	557	.3	1.0	80	443	.3	1.1	41	247	.1	.6	10	111	.1	.3
SP '00	50	924	.2	.8	103	519	.3	1.0	61	461	.2	.8	40	251	.1	.6	16	124	.1	.5
4-Book	53	930	.2	.9	106	509	.3	1.1	81	437	.3	1.1	42	249	.1	.6	16	111	.1	.5
WI '00	68	1279	.2	1.1	163	763	.5	1.6	64	590	.2	.9	73	447	.2	1.1	22	235	.1	.6
WJAC-FM																				
WI '01	185	4061	.6	2.9	325	1941	1.0	3.3	227	1685	.7	3.1	203	1670	.6	3.0	66	773	.2	1.8
FA '00	153	3567	.5	2.4	302	1649	1.0	3.0	168	1358	.5	2.4	167	1535	.5	2.5	75	806	.2	2.0
SU '00	221	4117	.7	3.5	404	1888	1.3	4.1	310	1818	1.0	4.2	213	1519	.7	3.1	111	1044	.4	3.5
SP '00	193	3751	.6	3.1	427	1965	1.4	4.3	207	1485	.7	2.8	175	1373	.6	2.6	99	1088	.3	2.9
4-Book	188	3874	.6	3.0	365	1861	1.2	3.7	228	1587	.7	3.1	190	1524	.6	2.8	88	928	.3	2.6
WI '00	200	4100	.6	3.2	414	1960	1.3	4.0	224	1760	.7	3.1	180	1409	.6	2.6	122	1062	.4	3.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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
+WIDI-FM																			
WI '01	24	402	.1	.4	28	155	.1	.3	47	219	.1	.6	34	208	.1	.5	12	127	.3
FA '00	16	363	.1	.3	27	151	.1	.3	27	192	.1	.4	7	136	.1	.1	7	99	.2
SU '00	27	380	.1	.4	32	143	.1	.3	49	168	.2	.7	28	224	.1	.4	15	106	.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	27	464	.1	.4	37	191	.1	.4	37	197	.1	.5	30	199	.1	.4	18	153	.5
WIOA-FM																			
WI '01	268	4085	.8	4.3	442	2077	1.4	4.5	417	2051	1.3	5.6	274	1761	.9	4.0	121	1054	.4
FA '00	231	3525	.7	3.6	305	1546	1.0	3.0	345	1702	1.1	4.8	211	1498	.7	3.1	134	1012	.4
SU '00	178	3484	.6	2.8	279	1480	.9	2.8	261	1590	.8	3.5	169	1407	.5	2.5	111	1001	.4
SP '00	149	3016	.5	2.4	209	1362	.7	2.1	226	1512	.7	3.1	149	1178	.5	2.2	72	726	.2
4-Book	207	3528	.7	3.3	309	1616	1.0	3.1	312	1714	1.0	4.3	201	1461	.7	3.0	110	948	.4
WI '00	114	2670	.4	1.8	183	1213	.6	1.8	150	1160	.5	2.1	125	1168	.4	1.8	63	649	.2
WIOB-FM																			
WI '01	103	1776	.3	1.6	140	867	.4	1.4	159	874	.5	2.1	95	650	.3	1.4	55	552	.2
FA '00	135	1722	.4	2.1	174	796	.5	1.7	181	892	.6	2.5	135	762	.4	2.0	103	703	.3
SU '00	76	1289	.2	1.2	91	624	.3	.9	125	635	.4	1.7	84	545	.3	1.2	33	260	.1
SP '00	91	1209	.3	1.4	119	630	.4	1.2	130	725	.4	1.8	97	609	.3	1.5	54	307	.2
4-Book	101	1499	.3	1.6	131	729	.4	1.3	149	782	.5	2.0	103	642	.3	1.5	61	456	.2
WI '00	80	1214	.3	1.3	113	556	.4	1.1	104	594	.3	1.5	110	581	.4	1.6	33	376	.1
WIOC-FM																			
WI '01	57	798	.2	.9	66	372	.2	.7	76	439	.2	1.0	56	364	.2	.8	47	244	.1
FA '00	66	949	.2	1.0	86	465	.3	.9	87	423	.3	1.2	51	442	.2	.8	49	314	.2
SU '00	53	794	.2	.8	55	301	.2	.6	51	402	.2	.7	55	368	.2	.8	44	241	.1
SP '00	55	743	.2	.9	55	301	.2	.5	67	356	.2	.9	56	333	.2	.8	58	338	.2
4-Book	58	821	.2	.9	66	360	.2	.7	70	405	.2	1.0	55	377	.2	.8	50	284	.2
WI '00	44	721	.1	.7	57	283	.2	.6	60	312	.2	.8	49	289	.2	.7	18	234	.1
WISO-AM																			
WI '01	* 21	353	.1	.3	24	158	.1	.2	23	177	.1	.3	13	80	.2	.2	* 26	143	.1
FA '00	28	304	.1	.4	44	171	.1	.4	22	175	.1	.3	29	131	.1	.4	29	85	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	27	223	.1	.4	34	136	.1	.3	30	147	.1	.4	21	94	.1	.3	35	94	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
WI '01	130	1582	.4	2.1	303	1043	1.0	3.1	91	552	.3	1.2	168	898	.5	2.4	83	449	.3
FA '00	153	2156	.5	2.4	420	1405	1.3	4.2	107	695	.3	1.5	191	1043	.6	2.8	37	308	.1
SU '00	156	1903	.5	2.5	410	1199	1.3	4.1	140	818	.4	1.9	188	1042	.6	2.7	29	322	.1
SP '00	139	1836	.4	2.2	329	1094	1.1	3.3	126	732	.4	1.7	164	826	.5	2.5	54	305	.2
4-Book	145	1869	.5	2.3	366	1185	1.2	3.7	116	699	.4	1.6	178	952	.6	2.6	51	346	.2
WI '00	130	1927	.4	2.1	320	1206	1.0	3.1	112	726	.4	1.6	167	1036	.5	2.4	46	426	.1
WKAQ-AM																			
WI '01	246	3544	.8	3.9	382	1833	1.2	3.9	277	1568	.9	3.7	446	1740	1.4	6.5	143	1116	.5
FA '00	253	3585	.8	4.0	466	2201	1.5	4.6	196	1319	.6	2.7	381	1694	1.2	5.7	172	1191	.5
SU '00	393	4624	1.3	6.2	726	2870	2.3	7.3	361	1870	1.2	4.9	576	2327	1.8	8.4	262	1704	.8
SP '00	264	3763	.8	4.2	492	2245	1.6	4.9	259	1417	.8	3.6	377	1719	1.2	5.6	171	1134	.5
4-Book	289	3879	.9	4.6	517	2287	1.7	5.2	273	1544	.9	3.7	445	1870	1.4	6.6	187	1286	.6
WI '00	305	3898	1.0	4.8	482	2220	1.5	4.7	321	1578	1.0	4.5	462	2119	1.5	6.7	214	1418	.7
WKAQ-FM																			
WI '01	325	5701	1.0	5.2	319	2464	1.0	3.2	411	2747	1.3	5.5	420	2937	1.3	6.1	163	1520	.5
FA '00	344	5951	1.1	5.4	411	2734	1.3	4.1	416	2952	1.3	5.8	403	2834	1.3	6.0	179	1821	.6
SU '00	315	5744	1.0	5.0	344	2271	1.1	3.5	414	2759	1.3	5.6	352	2564	1.1	5.1	164	1752	.5
SP '00	372	6951	1.2	5.9	410	2915	1.3	4.1	521	3824	1.7	7.2	441	3535	1.4	6.6	169	2050	.5
4-Book	339	6087	1.1	5.4	371	2596	1.2	3.7	441	3071	1.4	6.0	404	2968	1.3	6.0	169	1786	.5
WI '00	286	5840	.9	4.5	292	2224	.9	2.8	332	2984	1.1	4.7	368	2749	1.2	5.3	163	1716	.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

Target Listener Trends - Persons 12+

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
WKJB-AM																			
WI '01	* 21	355	.1	.3	24	190	.1	.2	37	129	.1	.5	30	105	.1	.4	* 5	46	.1
FA '00	24	359	.1	.4	62	193	.2	.6	21	125	.1	.3	21	135	.1	.3	2	42	.1
SU '00	21	506	.1	.3	20	85	.1	.2	23	199	.1	.3	17	126	.1	.2	6	85	.2
SP '00	24	527	.1	.4	23	202	.1	.2	10	132	.1	.1	55	213	.2	.8	33	178	.1
4-Book	23	437	.1	.4	32	168	.1	.3	23	146	.1	.3	31	145	.1	.4	12	88	.4
WI '00	22	380	.1	.3	23	163	.1	.2	33	172	.1	.5	27	126	.1	.4	12	59	.4
WKSA-FM																			
WI '01	22	663	.1	.3	41	283	.1	.4	20	256	.1	.3	21	285	.1	.3	12	191	.3
FA '00	38	839	.1	.6	49	311	.2	.5	38	378	.1	.5	41	348	.1	.6	38	373	.1
SU '00	35	563	.1	.6	38	311	.1	.4	42	308	.1	.6	14	46	.2	.2	**	**	**
SP '00	61	731	.2	1.0	80	456	.3	.8	60	305	.2	.8	22	117	.1	.3	**	**	**
4-Book	39	699	.1	.6	52	340	.2	.5	40	312	.1	.6	25	199	.1	.4	**	**	**
WI '00	53	483	.2	.8	73	294	.2	.7	55	314	.2	.8	16	71	.1	.2	**	**	**
WKVM-AM																			
WI '01	31	593	.1	.5	50	254	.2	.5	40	255	.1	.5	31	208	.1	.5	21	103	.1
FA '00	57	697	.2	.9	75	316	.2	.7	45	302	.1	.6	47	238	.1	.7	51	257	.2
SU '00	51	696	.2	.8	55	186	.2	.6	32	253	.1	.4	50	304	.2	.7	36	167	.1
SP '00	40	560	.1	.6	51	139	.2	.5	32	102	.1	.4	35	220	.1	.5	39	254	.1
4-Book	45	637	.2	.7	58	224	.2	.6	37	228	.1	.5	41	243	.1	.6	37	195	.1
WI '00	77	852	.2	1.2	166	454	.5	1.6	69	285	.2	1.0	73	312	.2	1.1	26	162	.1
WLEO-AM																			
WI '01	37	556	.1	.6	134	422	.4	1.4	24	148	.1	.3	15	112	.2	.2	10	65	.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	17	284	.1	.3	58	174	.2	.6	7	92	.1	.1	14	113	.2	.2	4	34	.1
SP '00	21	396	.1	.3	28	168	.1	.3	18	203	.1	.2	13	108	.2	.2	30	99	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	34	437	.1	.5	85	290	.3	.8	17	185	.1	.2	25	160	.1	.4	20	145	.1
WLEY-AM																			
WI '01	18	321	.1	.3	35	216	.1	.4	23	195	.1	.3	16	153	.1	.2	11	55	.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	25	359	.1	.4	41	224	.1	.4	32	172	.1	.4	22	105	.1	.3	7	77	.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	21	190	.1	.3	36	105	.1	.4	16	57	.1	.2	10	39	.1	.1	11	36	.3
WLUZ-AM																			
WI '01	40	519	.1	.6	91	267	.3	.9	49	269	.2	.7	14	126	.2	.2	14	111	.4
FA '00	45	564	.1	.7	126	342	.4	1.2	44	250	.1	.6	28	189	.1	.4	28	129	.1
SU '00	41	488	.1	.6	145	313	.5	1.5	34	239	.1	.5	24	135	.1	.4	16	85	.1
SP '00	53	482	.2	.8	142	342	.5	1.4	68	196	.2	.9	35	153	.1	.5	23	105	.1
4-Book	45	513	.1	.7	126	316	.4	1.3	49	239	.2	.7	25	151	.1	.4	20	108	.1
WI '00	55	556	.2	.9	215	471	.7	2.1	56	166	.2	.8	13	89	.2	.2	12	48	.4
WMEG-FM																			
WI '01	254	4242	.8	4.0	313	2040	1.0	3.2	193	1837	.6	2.6	362	2294	1.1	5.3	210	1690	.7
FA '00	245	4638	.8	3.8	319	2206	1.0	3.2	201	1895	.6	2.8	319	2532	1.0	4.7	186	1660	.6
SU '00	277	4494	.9	4.4	240	1760	.8	2.4	237	1904	.8	3.2	486	2646	1.6	7.1	222	1666	.7
SP '00	325	5088	1.0	5.2	327	2311	1.0	3.3	290	2204	.9	4.0	490	2888	1.6	7.3	248	1894	.8
4-Book	275	4616	.9	4.4	300	2079	1.0	3.0	230	1960	.7	3.2	414	2590	1.3	6.1	217	1728	.7
WI '00	237	3769	.8	3.8	199	1376	.6	1.9	239	1374	.8	3.3	398	1938	1.3	5.8	158	1387	.5
WNEL-AM																			
WI '01	41	482	.1	.7	50	173	.2	.5	43	218	.1	.6	34	196	.1	.5	28	169	.1
FA '00	52	687	.2	.8	64	315	.2	.6	69	379	.2	1.0	35	310	.1	.5	31	196	.1
SU '00	28	598	.1	.4	74	356	.2	.7	15	131	.2	.2	13	108	.2	.2	15	114	.5
SP '00	21	486	.1	.3	22	160	.1	.2	25	107	.1	.3	15	109	.2	.2	8	102	.2
4-Book	36	563	.1	.6	53	251	.2	.5	38	209	.1	.5	24	181	.1	.4	21	145	.1
WI '00	32	451	.1	.5	24	149	.1	.2	52	219	.2	.7	25	132	.1	.4	19	119	.1

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

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

Target Listener Trends

Persons 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
WNIK-FM																			
WI '01	22	370	.1	.3	26	161	.1	.3	37	190	.1	.5	26	179	.1	.4	4	65	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	18	396	.1	.3	26	135	.1	.3	30	198	.1	.4	22	249	.1	.3	13	99	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	65	1226	.2	1.0	77	526	.2	.8	71	518	.2	1.0	58	473	.2	.8	65	467	.2
FA '00	72	1021	.2	1.1	111	522	.3	1.1	64	500	.2	.9	59	384	.2	.9	71	431	.2
SU '00	72	1095	.2	1.1	87	564	.3	.9	92	517	.3	1.2	74	540	.2	1.1	55	408	.2
SP '00	96	1469	.3	1.5	180	795	.6	1.8	98	647	.3	1.3	60	419	.2	.9	67	473	.2
4-Book	76	1203	.2	1.2	114	602	.4	1.2	81	546	.3	1.1	63	454	.2	.9	65	445	.2
WI '00	142	1331	.5	2.3	228	824	.7	2.2	172	708	.6	2.4	134	610	.4	1.9	101	439	.3
WORD-FM																			
WI '01	211	2724	.7	3.4	194	1106	.6	2.0	309	1427	1.0	4.2	167	948	.5	2.4	75	648	.2
FA '00	153	2528	.5	2.4	105	949	.3	1.0	194	1298	.6	2.7	121	918	.4	1.8	72	594	.2
SU '00	234	2814	.7	3.7	152	980	.5	1.5	258	1328	.8	3.5	168	932	.5	2.5	**	**	**
SP '00	208	3095	.7	3.3	208	1250	.7	2.1	271	1301	.9	3.7	187	1118	.6	2.8	71	662	.2
4-Book	202	2790	.7	3.2	165	1071	.5	1.7	258	1339	.8	3.5	161	979	.5	2.4	**	**	**
WI '00	134	2663	.4	2.1	138	937	.4	1.3	134	1064	.4	1.9	143	946	.5	2.1	85	519	.3
WOSO-AM																			
WI '01	24	349	.1	.4	60	224	.2	.6	29	243	.1	.4	19	170	.1	.3	9	59	.3
FA '00	34	375	.1	.5	67	265	.2	.7	54	250	.2	.8	39	216	.1	.6	11	119	.3
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	29	349	.1	.5	72	258	.2	.7	28	257	.1	.4	24	200	.1	.3	15	159	.4
WOYE-FM																			
WI '01	76	2133	.2	1.2	114	934	.4	1.2	92	930	.3	1.2	66	797	.2	1.0	35	483	.1
FA '00	87	2400	.3	1.4	155	1072	.5	1.5	69	915	.2	1.0	100	881	.3	1.5	49	600	.2
SU '00	113	2287	.4	1.8	167	975	.5	1.7	104	1066	.3	1.4	126	1013	.4	1.8	73	474	.2
SP '00	143	2597	.5	2.3	261	1389	.8	2.6	147	1300	.5	2.0	126	1048	.4	1.9	75	764	.2
4-Book	105	2354	.4	1.7	174	1093	.6	1.8	103	1053	.3	1.4	105	935	.3	1.6	58	580	.2
WI '00	132	2492	.4	2.1	211	1222	.7	2.1	124	1169	.4	1.7	115	1056	.4	1.7	88	706	.3
WPAB-AM																			
WI '01	60	749	.2	1.0	115	420	.4	1.2	72	469	.2	1.0	44	234	.1	.6	60	320	.2
FA '00	41	681	.1	.6	74	321	.2	.7	42	372	.1	.6	27	168	.1	.4	37	117	.1
SU '00	59	833	.2	.9	138	391	.4	1.4	78	553	.2	1.1	38	242	.1	.6	24	119	.1
SP '00	52	860	.2	.8	94	348	.3	.9	101	484	.3	1.4	31	240	.1	.5	25	156	.1
4-Book	53	781	.2	.8	105	370	.3	1.1	73	470	.2	1.0	35	221	.1	.5	37	178	.1
WI '00	68	1104	.2	1.1	66	421	.2	.6	108	699	.3	1.5	76	393	.2	1.1	59	322	.2
WPRA-AM																			
WI '01	* 22	353	.1	.3	59	220	.2	.6	27	146	.1	.4	9	104	.1	.3	* 6	83	.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	28	450	.1	.4	93	279	.3	.9	23	239	.1	.3	14	134	.2	.6	10	134	.3
WPRM-FM																			
WI '01	681	7177	2.1	10.8	1810	5182	5.7	18.3	563	2592	1.8	7.6	760	3834	2.4	11.1	281	1620	.9
FA '00	667	7214	2.1	10.5	1799	5229	5.7	17.8	513	2577	1.6	7.2	827	3721	2.6	12.3	195	1452	.6
SU '00	546	6774	1.7	8.6	1583	4714	5.1	15.9	451	2503	1.4	6.1	681	3516	2.2	10.0	96	998	.3
SP '00	565	7159	1.8	9.0	1507	4704	4.8	15.1	464	2847	1.5	6.4	734	4051	2.4	11.0	140	1148	.4
4-Book	615	7081	1.9	9.7	1675	4957	5.3	16.8	498	2630	1.6	6.8	751	3781	2.4	11.1	178	1305	.6
WI '00	591	7248	1.9	9.4	1644	5067	5.3	16.0	443	2653	1.4	6.2	761	3696	2.4	11.0	132	1109	.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+

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
WQBS-AM																			
WI '01	22	316	.1	.3	26	81	.1	.3	32	140	.1	.4	31	135	.1	.5	3	20	.1
FA '00	37	448	.1	.6	51	209	.2	.5	61	225	.2	.9	30	219	.1	.4	10	94	.3
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	16	447	.1	.3	21	124	.1	.2	20	213	.1	.3	14	102	.2	.2	15	110	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	95	1130	.3	1.5	288	805	.9	2.9	66	472	.2	.9	89	593	.3	1.3	50	230	.2
FA '00	66	827	.2	1.0	214	630	.7	2.1	36	294	.1	.5	63	257	.2	.9	19	154	.1
SU '00	64	972	.2	1.0	178	700	.6	1.8	49	371	.2	.7	74	335	.2	1.1	13	163	.4
SP '00	71	893	.2	1.1	188	605	.6	1.9	67	382	.2	.9	72	385	.2	1.1	10	111	.3
4-Book	74	956	.2	1.2	217	685	.7	2.2	55	380	.2	.8	75	393	.2	1.1	23	165	.1
WI '00	80	1160	.3	1.3	232	798	.7	2.3	58	389	.2	.8	88	507	.3	1.3	8	113	.2
WRRH-FM																			
WI '01	16	197	.1	.3	7	69	.1	.1	16	143	.1	.2	19	109	.1	.3	14	101	.4
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	20	346	.1	.3	24	161	.1	.2	23	153	.1	.3	17	207	.1	.2	21	151	.1
SP '00	30	379	.1	.5	43	250	.1	.4	37	268	.1	.5	25	229	.1	.4	30	145	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	* 29	330	.1	.5	32	134	.1	.3	36	134	.1	.5	23	108	.1	.3	* 12	37	.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	16	361	.1	.3	23	94	.1	.2	19	180	.1	.3	4	43	.1	.1	1	24	.2
SP '00	17	314	.1	.3	11	106	.1	.1	27	137	.1	.4	12	162	.2	.2	8	72	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	28	412	.1	.4	26	174	.1	.3	15	169	.2	.2	7	97	.1	.1	6	39	.2
WSKN-AM																			
WI '01	18	476	.1	.3	18	109	.1	.2	33	344	.1	.4	34	162	.1	.5	9	58	.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	17	529	.1	.3	28	178	.1	.3	22	267	.1	.3	12	163	.2	.2	12	53	.4
SP '00	34	622	.1	.5	99	361	.3	1.0	41	310	.1	.6	33	223	.1	.5	14	162	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	30	825	.1	.5	54	377	.2	.5	51	412	.2	.7	21	289	.1	.3	5	90	.1
WTPM-FM																			
WI '01	* 25	246	.1	.4	35	181	.1	.4	36	153	.1	.5	17	158	.1	.2	* 6	99	.2
FA '00	22	331	.1	.3	40	156	.1	.4	16	138	.1	.2	7	96	.1	.1	7	62	.2
SU '00	34	449	.1	.5	30	211	.1	.3	40	180	.1	.5	29	180	.1	.4	29	157	.1
SP '00	20	244	.1	.3	15	84	.1	.1	15	104	.2	.2	18	121	.1	.3	20	92	.1
4-Book	25	318	.1	.4	30	158	.1	.3	27	144	.1	.4	18	139	.1	.3	16	103	.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQK-FM																			
WI '01	97	1640	.3	1.5	95	660	.3	1.0	107	875	.3	1.4	116	878	.4	1.7	62	471	.2
FA '00	119	2048	.4	1.9	100	805	.3	1.0	153	1037	.5	2.1	133	1122	.4	2.0	92	700	.3
SU '00	88	1911	.3	1.4	80	677	.3	.8	98	955	.3	1.3	109	882	.3	1.6	48	508	.2
SP '00	114	2021	.4	1.8	124	942	.4	1.2	157	1046	.5	2.2	129	970	.4	1.9	67	672	.2
4-Book	105	1905	.4	1.7	100	771	.3	1.0	129	978	.4	1.8	122	963	.4	1.8	67	588	.2
WI '00	131	1919	.4	2.1	135	953	.4	1.3	192	974	.6	2.7	153	997	.5	2.2	74	550	.2
WUNO-AM																			
WI '01	53	1027	.2	.8	139	628	.4	1.4	61	431	.2	.8	40	346	.1	.6	35	241	.1
FA '00	71	1020	.2	1.1	143	645	.5	1.4	74	390	.2	1.0	61	393	.2	.9	57	303	.2
SU '00	57	888	.2	.9	172	634	.6	1.7	51	339	.2	.7	47	363	.2	.7	15	167	.5
SP '00	72	1145	.2	1.1	110	648	.4	1.1	81	514	.3	1.1	65	403	.2	1.0	64	408	.2
4-Book	63	1020	.2	1.0	141	639	.5	1.4	67	419	.2	.9	53	376	.2	.8	43	280	.1
WI '00	76	1199	.2	1.2	171	726	.5	1.7	96	545	.3	1.3	59	385	.2	.9	30	233	.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 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	
WVJP-FM																				
WI '01	88	1452	.3	1.4	125	698	.4	1.3	94	690	.3	1.3	113	732	.4	1.6	33	353	.1	.9
FA '00	114	1711	.4	1.8	133	645	.4	1.3	138	808	.4	1.9	126	805	.4	1.9	76	445	.2	2.0
SU '00	60	1535	.2	1.0	65	572	.2	.7	79	683	.3	1.1	72	635	.2	1.1	27	333	.1	.8
SP '00	74	1435	.2	1.2	82	629	.3	.8	129	828	.4	1.8	72	633	.2	1.1	33	412	.1	1.0
4-Book	84	1533	.3	1.4	101	636	.3	1.0	110	752	.4	1.5	96	701	.3	1.4	42	386	.1	1.2
WI '00	131	1700	.4	2.1	170	631	.5	1.7	196	893	.6	2.7	190	878	.6	2.8	63	540	.2	1.9
WV02-FM																				
WI '01	184	2809	.6	2.9	116	926	.4	1.2	170	1215	.5	2.3	235	1477	.7	3.4	194	1302	.6	5.4
FA '00	121	2030	.4	1.9	108	731	.3	1.1	109	811	.3	1.5	134	902	.4	2.0	129	936	.4	3.4
SU '00	61	1337	.2	1.0	36	316	.1	.4	50	540	.2	.7	58	459	.2	.8	68	631	.2	2.1
SP '00	25	734	.1	.4	10	161	.1	.1	23	280	.1	.3	20	257	.1	.3	25	189	.1	.7
4-Book	98	1728	.3	1.6	68	534	.2	.7	88	712	.3	1.2	112	774	.4	1.6	104	765	.3	2.9
WI '00	18	478	.1	.3	7	81	.1	.1	12	188	.2	.2	11	91	.2	.2	25	146	.1	.7
WXEV-AM																				
WI '01	* 36	334	.1	.6	54	229	.2	.5	34	186	.1	.5	16	99	.1	.2	* 38	117	.1	1.1
FA '00	16	293	.1	.3	31	153	.1	.3	9	91	.1	.1	18	119	.1	.3	7	74	.2	.2
SU '00	30	400	.1	.5	42	171	.1	.4	34	170	.1	.5	31	172	.1	.5	9	56	.3	.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	27	320	.1	.4	38	174	.1	.4	26	152	.1	.4	25	124	.1	.4	24	41	.1	.7
WXYX-FM																				
WI '01	168	3140	.5	2.7	227	1386	.7	2.3	210	1416	.7	2.8	281	1610	.9	4.1	73	700	.2	2.0
FA '00	154	3163	.5	2.4	269	1358	.8	2.7	164	1339	.5	2.3	222	1405	.7	3.3	81	797	.3	2.2
SU '00	170	3123	.5	2.7	319	1404	1.0	3.2	171	1385	.5	2.3	220	1270	.7	3.2	74	915	.2	2.3
SP '00	127	2984	.4	2.0	177	1128	.6	1.8	112	1213	.4	1.5	226	1380	.7	3.4	71	716	.2	2.1
4-Book	155	3103	.5	2.5	248	1319	.8	2.5	164	1338	.5	2.2	237	1416	.8	3.5	75	782	.2	2.2
WI '00	169	3478	.5	2.7	330	1662	1.1	3.2	187	1562	.6	2.6	208	1477	.7	3.0	64	731	.2	1.9
WYQE-FM																				
WI '01	20	262	.1	.3	38	188	.1	.4	27	124	.1	.4	22	165	.1	.3	8	81	.2	.2
FA '00	27	340	.1	.4	59	216	.2	.6	33	140	.1	.5	18	107	.1	.3	4	58	.1	.1
SU '00	30	415	.1	.5	35	209	.1	.4	39	245	.1	.5	28	210	.1	.4	15	145	.5	.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	27	368	.1	.4	64	198	.2	.6	23	150	.1	.3	18	100	.1	.3	13	97	.4	.4
WZAR-FM																				
WI '01	142	2449	.4	2.3	111	830	.3	1.1	164	1063	.5	2.2	168	1102	.5	2.4	169	1042	.5	4.7
FA '00	167	2331	.5	2.6	198	940	.6	2.0	218	1156	.7	3.1	196	1141	.6	2.9	137	987	.4	3.7
SU '00	203	2691	.7	3.2	195	1240	.6	2.0	288	1350	.9	3.9	223	1377	.7	3.3	170	1003	.5	5.3
SP '00	144	2211	.5	2.3	144	821	.5	1.4	209	1145	.7	2.9	176	1073	.6	2.6	81	755	.3	2.4
4-Book	164	2421	.5	2.6	162	958	.5	1.6	220	1179	.7	3.0	191	1173	.6	2.8	139	947	.4	4.0
WI '00	128	1969	.4	2.0	149	832	.5	1.5	155	1017	.5	2.2	146	913	.5	2.1	110	832	.4	3.2
WZMT-FM																				
WI '01	36	617	.1	.6	65	233	.2	.7	32	267	.1	.4	25	231	.1	.4	22	116	.1	.6
FA '00	29	523	.1	.5	19	175	.1	.2	29	226	.1	.4	35	198	.1	.5	17	109	.1	.5
SU '00	43	631	.1	.7	34	170	.1	.3	65	308	.2	.9	70	322	.2	1.0	10	127	.3	.3
SP '00	49	606	.2	.8	63	276	.2	.6	56	344	.2	.8	49	375	.2	.7	53	277	.2	1.6
4-Book	39	594	.1	.7	45	214	.2	.5	46	286	.2	.6	45	282	.2	.7	26	157	.1	.8
WI '00	34	536	.1	.5	44	184	.1	.4	27	234	.1	.4	43	218	.1	.6	26	131	.1	.8
WZNT-FM																				
WI '01	239	3103	.8	3.8	229	1195	.7	2.3	357	1314	1.1	4.8	276	1501	.9	4.0	79	749	.2	2.2
FA '00	231	3448	.7	3.6	210	1309	.7	2.1	286	1669	.9	4.0	236	1661	.7	3.5	141	971	.4	3.8
SU '00	262	3527	.8	4.1	286	1378	.9	2.9	358	1799	1.1	4.9	274	1680	.9	4.0	101	910	.3	3.1
SP '00	286	3932	.9	4.6	323	1667	1.0	3.2	375	1899	1.2	5.1	275	1666	.9	4.1	102	895	.3	3.0
4-Book	255	3503	.8	4.0	262	1387	.8	2.6	344	1670	1.1	4.7	265	1627	.9	3.9	106	881	.3	3.0
WI '00	253	3822	.8	4.0	288	1600	.9	2.8	371	1858	1.2	5.2	273	1862	.9	4.0	87	1009	.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

Persons 12+

Target Listener Trends - Persons 12+

WZOL-FM

WI '01
FA '00
SU '00
SP '00
4-Book
WI '00

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
25	369	.1	.4	20	176	.1	.2	24	105	.1	.3	20	112	.1	.3	20	118	.1	.6
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
20	175	.1	.3	21	76	.1	.2	22	57	.1	.3	17	58	.1	.2	9	61	.1	.3
31	218	.1	.5	38	161	.1	.4	28	92	.1	.4	33	126	.1	.5	30	112	.1	.9
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
6288	30255	19.8		9908	26642	31.2		7409	23575	23.4		6858	24406	21.6		3570	17321	11.3	
6367	30183	20.1		10117	27382	31.9		7140	22735	22.5		6729	24469	21.2		3741	17221	11.8	
6315	29996	20.2		9946	26662	31.9		7366	23825	23.6		6837	24047	21.9		3212	16432	10.3	
6276	29843	20.1		10013	26931	32.1		7283	23576	23.3		6683	24169	21.4		3407	16656	10.9	
6312	30069	20.1		9996	26904	31.8		7300	23428	23.2		6777	24273	21.5		3483	16908	11.1	
6306	29943	20.2		10259	26946	32.9		7139	23013	22.9		6901	23683	22.1		3393	17144	10.9	

** 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	
WABA-AM WI '01 4-Book	45 30	322 316	.1 .1	.6 .4	48 39	319 315	.2 .2	1.0 .8	87 45	173 116	.3 .2	1.6 .8	65 46	197 137	.2 .2	.8 .6	46 26	105 57	.1 .1	.8 .5
WAEI-AM WI '01 4-Book	21 60	226 477	.1 .2	.3 .8	15 37	249 352	.1 .1	.3 .7	37 87	102 202	.1 .3	.7 1.5	6 43	35 88	.1 .1	.1 .6	23 21	76 63	.1 .1	.4 .4
WAEI-FM WI '01 4-Book	58 68	792 947	.2 .2	.7 .9	51 **	622 **	.2 **	1.0 **	56 52	146 136	.2 .2	1.0 .9	109 104	316 282	.3 .4	1.4 1.3	39 49	162 163	.1 .2	.7 .9
WAPA-AM WI '01 4-Book	199 216	1344 1493	.6 .7	2.5 2.7	* 90 107	865 843	.3 .4	1.8 2.1	178 200	423 465	.6 .7	3.2 3.4	112 139	384 387	.4 .5	1.4 1.7	96 98	282 252	.3 .3	1.7 1.8
WBRQ-FM WI '01 4-Book	98 59	1000 714	.3 .2	1.2 .7	73 51	640 542	.2 .2	1.5 1.0	84 57	241 172	.3 .2	1.5 1.0	110 87	332 266	.3 .3	1.4 1.1	94 59	245 164	.3 .2	1.7 1.1
WCAD-FM WI '01 4-Book	70 88	1150 1308	.2 .3	.9 1.1	45 57	578 739	.1 .2	.9 1.1	29 41	123 156	.1 .1	.5 .7	73 101	194 285	.2 .3	.9 1.3	83 80	236 248	.3 .3	1.5 1.5
WCMA-FM WI '01 4-Book	256 226	2416 2458	.8 .7	3.2 2.8	95 126	1193 1471	.3 .4	1.9 2.4	109 116	267 358	.3 .4	1.9 2.0	131 216	424 679	.4 .7	1.7 2.7	148 186	431 459	.5 .6	2.7 3.4
WCMN-AM WI '01 4-Book	45 67	424 536	.1 .2	.6 .8	28 32	260 302	.1 .1	.6 .6	37 50	93 121	.1 .2	.7 .9	22 32	72 113	.1 .1	.3 .4	43 26	89 61	.1 .1	.8 .5
WCMN-FM WI '01 4-Book	126 110	1525 1261	.4 .4	1.6 1.4	99 87	893 821	.3 .3	2.0 1.7	91 95	291 264	.3 .3	1.6 1.6	137 115	373 330	.4 .4	1.7 1.4	111 96	327 266	.3 .3	2.0 1.7
WCOM-FM WI '01 4-Book	106 148	1744 2202	.3 .5	1.3 1.9	65 78	888 1060	.2 .3	1.3 1.5	34 83	118 246	.1 .3	.6 1.4	147 155	336 444	.5 .5	1.9 1.9	84 84	256 247	.3 .3	1.5 1.5
WCTA-FM WI '01 4-Book	76 76	702 786	.2 .2	.9 .9	70 88	550 676	.2 .3	1.4 1.7	54 55	166 156	.2 .2	1.0 1.0	133 161	346 380	.4 .5	1.7 2.0	85 122	205 301	.3 .4	1.5 2.2
WEGM-FM WI '01 4-Book	97 68	1154 834	.3 .2	1.2 .8	74 55	778 598	.2 .2	1.5 1.1	24 29	96 109	.1 .1	.4 .5	105 69	305 248	.3 .2	1.3 .9	96 70	200 193	.3 .2	1.7 1.2
WERR-FM WI '01 4-Book	74 57	1058 885	.2 .2	.9 .7	48 37	678 565	.2 .1	1.0 .7	68 39	183 126	.2 .1	1.2 .7	75 51	225 159	.2 .2	.9 .7	23 32	61 87	.1 .1	.4 .6
WFID-FM WI '01 4-Book	265 337	2412 2830	.8 1.1	3.3 4.2	143 177	1424 1804	.5 .6	2.9 3.5	149 175	379 514	.5 .6	2.7 3.0	247 289	534 707	.8 1.0	3.1 3.6	174 202	382 493	.5 .6	3.1 3.7
WIAC-AM WI '01 4-Book	105 77	760 763	.3 .2	1.3 1.0	41 37	480 448	.1 .1	.8 .7	78 81	209 202	.2 .3	1.4 1.4	108 56	240 167	.3 .2	1.4 .7	4 18	15 50	.1 .1	.1 .3
WIAC-FM WI '01 4-Book	250 258	3242 3082	.8 .8	3.1 3.2	151 131	1819 1628	.5 .4	3.0 2.5	145 152	478 431	.5 .5	2.6 2.6	287 227	701 632	.9 .7	3.6 2.8	209 176	434 431	.7 .6	3.8 3.2
+WIDI-FM WI '01 4-Book	37 **	327 **	.1 **	.5 **	10 **	159 **	.2 **	.2 **	** **	** **	** **	** **	7 **	21 **	.1 **	.1 **	13 **	39 **	.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

Target Listener Estimates - Persons 12+

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	
WIOA-FM WI '01 4-Book	381 277	3310 2732	1.2 .9	4.8 3.5	167 147	1840 1668	.5 .5	3.3 2.8	151 147	405 436	.5 .5	2.7 2.5	288 283	799 756	.9 .9	3.6 3.5	205 164	514 433	.6 .5	3.7 3.0
WIOB-FM WI '01 4-Book	133 129	1385 1206	.4 .4	1.7 1.7	82 79	1028 792	.3 .3	1.6 1.5	126 81	356 214	.4 .3	2.2 1.4	171 151	502 378	.5 .5	2.2 1.9	54 79	196 202	.2 .3	1.0 1.5
WIOC-FM WI '01 4-Book	67 64	640 626	.2 .2	.8 .8	45 52	412 470	.1 .2	.9 1.0	31 44	68 116	.1 .1	.6 .8	122 79	256 193	.4 .3	1.5 1.0	40 55	85 129	.1 .2	.7 1.0
WISO-AM WI '01 4-Book	20 **	250 **	.1 **	.2 **	* 19 **	189 **	.1 **	.4 **	23 **	62 **	.1 **	.4 **	36 **	65 **	.1 **	.5 **	40 **	110 **	.1 **	.7 **
WIVA-FM WI '01 4-Book	180 212	1403 1648	.6 .7	2.2 2.7	72 88	673 792	.2 .3	1.4 1.7	104 125	250 264	.3 .4	1.9 2.2	133 137	370 370	.4 .4	1.7 1.7	63 99	185 255	.2 .3	1.1 1.8
WKAQ-AM WI '01 4-Book	361 401	3152 3511	1.1 1.3	4.5 5.0	108 158	1199 1611	.3 .5	2.2 3.0	311 336	715 881	1.0 1.1	5.5 5.8	172 257	505 676	.5 .8	2.2 3.2	123 138	376 369	.4 .5	2.2 2.5
WKAQ-FM WI '01 4-Book	386 408	4712 4947	1.2 1.3	4.8 5.1	329 333	3041 3354	1.0 1.1	6.6 6.5	275 285	680 829	.9 .9	4.9 4.9	590 639	1544 1624	1.9 2.0	7.5 8.0	427 422	1082 1077	1.3 1.3	7.7 7.6
WKJB-AM WI '01 4-Book	31 28	320 319	.1 .1	.4 .4	* 14 20	128 202	.3 .1	.3 .4	7 37	27 114	.1 .1	.3 .6	23 49	62 98	.1 .2	.3 .6	8 13	17 29	.1 .2	.1 .2
WKSA-FM WI '01 4-Book	27 43	548 561	.1 .1	.3 .5	22 35	282 344	.1 .1	.4 .7	36 34	66 101	.1 .1	.6 .6	29 65	145 167	.1 .2	.4 .8	20 21	56 52	.1 .1	.4 .4
WKVM-AM WI '01 4-Book	41 45	452 425	.1 .1	.5 .6	22 50	239 345	.1 .2	.4 1.0	13 55	44 108	.2 .2	.2 .9	18 46	38 82	.1 .2	.2 .6	38 38	99 90	.1 .1	.7 .7
WLEO-AM WI '01 4-Book	55 **	487 **	.2 **	.7 **	23 **	277 **	.1 **	.5 **	73 **	159 **	.2 **	1.3 **	16 **	82 **	.1 **	.2 **	5 **	21 **	.1 **	.1 **
WLEY-AM WI '01 4-Book	24 **	279 **	.1 **	.3 **	13 **	130 **	.3 **	.3 **	25 **	49 **	.1 **	.4 **	17 **	51 **	.1 **	.2 **	7 **	25 **	.1 **	.1 **
WLUZ-AM WI '01 4-Book	51 65	427 450	.2 .2	.6 .8	36 24	282 210	.1 .1	.7 .5	35 32	137 82	.1 .1	.6 .6	43 31	109 86	.1 .1	.5 .4	32 16	96 46	.1 .1	.6 .3
WMEG-FM WI '01 4-Book	282 308	3547 3776	.9 1.0	3.5 3.9	235 257	2474 2667	.7 .8	4.7 5.0	181 207	523 634	.6 .7	3.2 3.6	294 337	866 962	.9 1.1	3.7 4.2	270 326	732 858	.9 1.1	4.8 5.9
WNEL-AM WI '01 4-Book	42 38	383 405	.1 .1	.5 .5	47 41	247 305	.1 .1	.9 .8	108 76	194 136	.3 .2	1.9 1.3	80 76	130 149	.3 .3	1.0 1.0	48 38	61 78	.2 .1	.9 .7
WNIK-FM WI '01 4-Book	30 **	318 **	.1 **	.4 **	20 **	142 **	.1 **	.4 **	23 **	60 **	.1 **	.4 **	41 **	52 **	.1 **	.5 **	38 **	65 **	.1 **	.7 **
WNRT-FM WI '01 4-Book	69 86	922 957	.2 .3	.9 1.1	57 67	666 685	.2 .2	1.1 1.3	60 87	198 234	.2 .3	1.1 1.5	73 94	235 266	.2 .3	.9 1.2	50 69	118 163	.2 .2	.9 1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
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	
WORO-FM WI '01 4-Book	230 200	1899 1861	.7 .6	2.9 2.5	272 274	1801 1952	.9 .9	5.4 5.3	135 158	359 425	.4 .5	2.4 2.7	293 286	555 632	.9 .9	3.7 3.6	167 161	369 393	.5 .5	3.0 2.9
WOSO-AM WI '01 4-Book	35 **	322 **	.1 **	.4 **	14 **	138 **	.3 **	.3 **	34 **	76 **	.1 **	.6 **	17 **	64 **	.1 **	.2 **	2 **	26 **	.3 **	1.9 **
WOYE-FM WI '01 4-Book	91 126	1680 1937	.3 .4	1.1 1.6	76 101	907 1128	.2 .3	1.5 1.9	76 98	212 261	.2 .3	1.4 1.7	130 141	349 439	.4 .5	1.6 1.8	105 102	331 303	.3 .3	1.9 1.8
WPAB-AM WI '01 4-Book	77 71	633 651	.2 .2	1.0 .9	30 31	276 326	.1 .1	.6 .6	70 57	175 151	.2 .2	1.2 1.0	54 42	163 129	.2 .2	.7 .5	36 29	94 80	.1 .1	.6 .5
WPRA-AM WI '01 4-Book	31 **	275 **	.1 **	.4 **	14 **	219 **	.3 **	.3 **	38 **	80 **	.1 **	.7 **	15 **	40 **	.2 **	.2 **	20 **	66 **	.1 **	.4 **
WPRM-FM WI '01 4-Book	1007 938	6620 6556	3.2 3.0	12.6 11.8	369 335	3265 2886	1.2 1.1	7.4 6.5	546 519	1129 1096	1.7 1.7	9.7 8.9	555 534	1229 1195	1.7 1.7	7.0 6.7	361 385	935 938	1.1 1.2	6.5 6.9
WQBS-AM WI '01 4-Book	30 **	235 **	.1 **	.4 **	21 **	190 **	.1 **	.4 **	25 **	32 **	.1 **	.4 **	27 **	60 **	.1 **	.3 **	17 **	22 **	.1 **	.3 **
WRIO-FM WI '01 4-Book	141 111	1038 863	.4 .3	1.8 1.4	44 44	442 415	.1 .1	.9 .9	75 75	125 141	.2 .2	1.3 1.3	57 65	176 177	.2 .2	.7 .8	65 53	176 135	.2 .2	1.2 1.0
WRRH-FM WI '01 4-Book	14 **	180 **	.2 **	.2 **	19 **	173 **	.1 **	.4 **	13 **	50 **	.2 **	.2 **	33 **	89 **	.1 **	.4 **	27 **	56 **	.1 **	.5 **
WSAN-FM WI '01 4-Book	31 **	225 **	.1 **	.4 **	* 32 **	198 **	.1 **	.6 **	18 **	72 **	.1 **	.3 **	59 **	108 **	.2 **	.7 **	25 **	62 **	.1 **	.4 **
WSKN-AM WI '01 4-Book	29 **	407 **	.1 **	.4 **	3 **	41 **	.1 **	.1 **	9 **	20 **	.2 **	.2 **	2 **	10 **	.2 **	.2 **	6 **	13 **	.1 **	.1 **
WTPM-FM WI '01 4-Book	30 25	238 242	.1 .1	.4 .3	* 28 31	201 222	.1 .1	.6 .6	82 63	170 131	.3 .2	1.5 1.1	59 54	163 142	.2 .2	.7 .7	22 37	83 82	.1 .1	.4 .7
WUQZ-FM WI '01 4-Book	106 118	1398 1534	.3 .4	1.3 1.5	105 106	849 1043	.3 .3	2.1 2.1	91 81	276 270	.3 .3	1.6 1.4	201 204	525 540	.6 .6	2.5 2.6	130 125	336 352	.4 .4	2.3 2.3
WUNO-AM WI '01 4-Book	78 85	929 908	.2 .3	1.0 1.1	20 38	371 403	.1 .1	.4 .7	42 60	146 150	.1 .2	.7 1.0	32 51	117 133	.1 .2	.4 .7	10 29	35 69	.2 .1	.2 .5
WVJP-FM WI '01 4-Book	109 103	1223 1227	.3 .3	1.4 1.3	89 80	675 724	.3 .3	1.8 1.6	70 77	196 225	.2 .3	1.2 1.3	171 146	315 351	.5 .5	2.2 1.8	113 91	267 207	.4 .3	2.0 1.6
WVOZ-FM WI '01 4-Book	173 89	2093 1195	.5 .3	2.2 1.1	197 110	1635 1027	.6 .4	3.9 2.1	95 44	284 155	.3 .1	1.7 .8	249 117	613 336	.8 .4	3.1 1.5	257 109	534 243	.8 .4	4.6 2.0
WXEV-AM WI '01 4-Book	35 **	273 **	.1 **	.4 **	* 37 **	195 **	.1 **	.7 **	54 **	116 **	.2 **	1.0 **	27 **	91 **	.1 **	.3 **	20 **	40 **	.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 - Persons 12+

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	
WXYX-FM																				
WI '01	237	2661	.7	3.0	111	1296	.3	2.2	85	288	.3	1.5	217	571	.7	2.7	184	434	.6	3.3
4-Book	213	2512	.7	2.7	107	1315	.3	2.1	80	262	.3	1.4	193	583	.6	2.4	168	396	.5	3.1
WYQE-FM																				
WI '01	29	255	.1	.4	14	105	.3		2	4			15	43	.2		16	22	.1	.3
4-Book	**	**	**	**	**	**	**		**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	149	1771	.5	1.9	113	1138	.4	2.3	97	275	.3	1.7	116	345	.4	1.5	142	316	.4	2.5
4-Book	193	1857	.6	2.5	129	1251	.4	2.5	133	366	.4	2.3	216	526	.7	2.7	132	355	.4	2.4
WZMT-FM																				
WI '01	40	507	.1	.5	38	335	.1	.8	25	83	.1	.4	64	178	.2	.8	33	112	.1	.6
4-Book	45	451	.2	.6	38	349	.1	.8	40	110	.1	.7	67	167	.2	.8	41	109	.1	.8
WZNT-FM																				
WI '01	293	2366	.9	3.7	252	1818	.8	5.0	193	538	.6	3.4	475	1017	1.5	6.0	335	696	1.1	6.0
4-Book	295	2678	1.0	3.7	286	2214	.9	5.5	257	640	.8	4.4	481	1080	1.6	6.0	364	840	1.2	6.6
WZOL-FM																				
WI '01	22	218	.1	.3	34	298	.1	.7	57	147	.2	1.0	100	252	.3	1.3	54	112	.2	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	8011	29797	25.3		5014	25096	15.8		5606	12825	17.7		7916	16762	25.0		5572	12411	17.6	
4-Book	7976	29566	25.4		5177	25351	16.5		5850	13563	18.6		8030	16841	25.5		5545	12333	17.6	

** 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 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	
WABA-AM																				
WI '01	23	40	.1	.6	57	160	.2	1.7	62	155	.2	1.0	25	43	.1	.5	25	85	.1	.8
4-Book	37	65	.1	1.0	41	107	.1	1.1	52	132	.2	.8	31	59	.1	.6	34	69	.1	1.1
WAEI-AM																				
WI '01	11	32		.3	14	35		.4	10	58		.2	12	63		.3	9	23		.3
4-Book	14	46		.4	54	109	.2	1.4	54	132	.2	.9	22	81	.1	.5	8	22		.3
WAEI-FM																				
WI '01	40	115	.1	1.1	40	101	.1	1.2	65	227	.2	1.1	20	68	.1	.4	27	126	.1	.9
4-Book	32	98	.1	.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
WI '01	* 53	123	.2	1.5	52	100	.2	1.5	74	225	.2	1.2	82	202	.3	1.8	* 71	168	.2	2.4
4-Book	74	143	.2	2.0	90	208	.3	2.3	89	252	.3	1.4	72	178	.3	1.5	94	189	.3	3.1
WBRQ-FM																				
WI '01	40	137	.1	1.1	34	102	.1	1.0	108	285	.3	1.7	69	212	.2	1.5	41	114	.1	1.4
4-Book	30	108	.1	.8	29	94	.1	.8	47	174	.2	.8	60	177	.2	1.3	33	111	.1	1.1
WCAD-FM																				
WI '01	65	186	.2	1.8	13	53		.4	43	178	.1	.7	31	118	.1	.7	18	77	.1	.6
4-Book	67	223	.2	1.9	21	61	.1	.6	61	202	.2	1.0	50	168	.2	1.1	27	115	.1	.9
WCMA-FM																				
WI '01	58	242	.2	1.6	76	185	.2	2.2	97	340	.3	1.6	100	343	.3	2.2	49	151	.2	1.6
4-Book	79	266	.3	2.1	76	207	.2	2.0	126	441	.4	2.0	134	375	.5	2.9	73	239	.3	2.5
WCMN-AM																				
WI '01	7	18		.2	36	92	.1	1.1	30	110	.1	.5	45	88	.1	1.0	16	33	.1	.5
4-Book	7	23		.2	46	106	.2	1.2	33	88	.1	.5	42	84	.2	.9	25	63	.1	.8
WCMN-FM																				
WI '01	67	218	.2	1.9	59	116	.2	1.7	127	348	.4	2.1	130	304	.4	2.8	66	187	.2	2.2
4-Book	60	189	.2	1.7	62	165	.2	1.6	110	286	.4	1.7	101	232	.3	2.1	54	159	.2	1.8
WCOM-FM																				
WI '01	17	76	.1	.5	23	78	.1	.7	56	169	.2	.9	80	247	.3	1.8	71	182	.2	2.4
4-Book	39	153	.1	1.1	38	112	.1	1.0	65	235	.2	1.1	74	189	.3	1.6	82	232	.3	2.8
WCTA-FM																				
WI '01	31	93	.1	.9	37	119	.1	1.1	98	218	.3	1.6	71	189	.2	1.6	46	135	.1	1.5
4-Book	61	173	.2	1.7	45	118	.2	1.2	111	233	.4	1.8	90	236	.3	1.9	49	151	.2	1.6
WEGM-FM																				
WI '01	47	160	.1	1.3	56	154	.2	1.6	108	343	.3	1.7	90	209	.3	2.0	63	139	.2	2.1
4-Book	41	120	.1	1.1	33	92	.1	.9	68	205	.2	1.1	67	152	.2	1.4	58	134	.2	2.0
WERR-FM																				
WI '01	40	113	.1	1.1	59	224	.2	1.7	69	257	.2	1.1	26	63	.1	.6	19	60	.1	.6
4-Book	33	106	.1	.9	44	169	.2	1.2	39	157	.1	.6	31	100	.1	.7	23	73	.1	.8
WFID-FM																				
WI '01	111	282	.3	3.1	46	167	.1	1.3	127	341	.4	2.1	127	268	.4	2.8	146	370	.5	4.9
4-Book	164	467	.5	4.5	93	286	.3	2.4	192	475	.6	3.1	141	350	.4	3.0	141	382	.5	4.7
WIAC-AM																				
WI '01	4	11		.1	46	153	.1	1.3	70	153	.2	1.1					13	46		.4
4-Book	12	36		.3	46	136	.1	1.2	61	137	.2	1.0	18	48		.4	11	45		.4
WIAC-FM																				
WI '01	107	371	.3	3.0	68	224	.2	2.0	200	568	.6	3.2	123	324	.4	2.7	58	225	.2	1.9
4-Book	98	312	.3	2.7	65	199	.2	1.7	155	456	.5	2.5	110	292	.4	2.3	63	210	.2	2.1
+WIDI-FM																				
WI '01	17	42	.1	.5	17	34	.1	.5	17	59	.1	.3	4	17		.1	7	26		.2
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 - 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	
W10A-FM																				
WI '01	131	405	.4	3.6	92	290	.3	2.7	188	471	.6	3.0	141	356	.4	3.1	123	434	.4	4.1
4-Book	107	319	.3	2.9	90	264	.3	2.4	165	495	.5	2.6	117	311	.4	2.5	89	312	.3	3.0
W10B-FM																				
WI '01	58	188	.2	1.6	41	149	.1	1.2	100	304	.3	1.6	64	229	.2	1.4	31	128	.1	1.0
4-Book	59	183	.2	1.6	48	142	.2	1.2	96	247	.3	1.5	79	202	.3	1.7	31	113	.1	1.0
W10C-FM																				
WI '01	47	126	.1	1.3	9	37	.3		34	92	.1	.6	35	106	.1	.8	30	62	.1	1.0
4-Book	52	151	.2	1.4	29	82	.1	.8	57	139	.2	.9	42	109	.1	.9	46	89	.2	1.6
W10D-AM																				
WI '01	* 13	41		.4	10	31		.3	10	48		.2	5	26		.1	* 8	26		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
W10E-FM																				
WI '01	74	139	.2	2.0	71	143	.2	2.1	59	161	.2	1.0	45	100	.1	1.0	25	68	.1	.8
4-Book	53	155	.2	1.5	78	169	.3	2.0	103	268	.3	1.6	80	197	.3	1.7	33	91	.1	1.1
WKAQ-AM																				
WI '01	29	137	.1	.8	96	278	.3	2.8	25	123	.1	.4	93	242	.3	2.0	56	163	.2	1.9
4-Book	65	216	.2	1.8	208	531	.7	5.3	117	334	.4	1.9	110	264	.3	2.3	63	207	.2	2.1
WKAQ-FM																				
WI '01	197	581	.6	5.5	153	425	.5	4.5	461	1170	1.5	7.5	387	957	1.2	8.5	127	485	.4	4.2
4-Book	230	719	.7	6.3	138	432	.4	3.6	432	1149	1.4	6.9	328	847	1.1	7.0	162	505	.5	5.4
WKJB-AM																				
WI '01					19	60	.1	.6	40	107	.1	.6	9	25		.2	*			
4-Book					22	70	.1	.6	24	63	.1	.4	6	19		.1	3	7		.1
WKSA-FM																				
WI '01	26	55	.1	.7	24	29	.1	.7	16	41	.1	.3	22	48	.1	.5	7	11		.2
4-Book	**	**	**	**	27	68	.1	.7	31	87	.1	.5	27	54	.1	.6	**	**	**	**
WKVM-AM																				
WI '01	23	57	.1	.6	42	84	.1	1.2	18	43	.1	.3	14	35		.3	12	31		.4
4-Book	27	70	.1	.8	94	191	.3	2.4	85	135	.3	1.3	44	98	.1	1.0	20	57	.1	.7
WLEO-AM																				
WI '01	12	49		.3	39	62	.1	1.1	29	97	.1	.5	9	25		.2	6	16		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01	14	32		.4	22	68	.1	.6	7	23		.1	8	32		.2	6	7		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01	27	43	.1	.7	24	107	.1	.7	55	123	.2	.9	9	46		.2	53	82	.2	1.8
4-Book	22	41	.1	.6	22	50	.1	.6	27	73	.1	.5	14	38		.3	25	45	.1	.8
WMEG-FM																				
WI '01	209	600	.7	5.8	82	319	.3	2.4	223	710	.7	3.6	224	607	.7	4.9	359	787	1.1	12.0
4-Book	239	702	.8	6.6	101	333	.3	2.6	222	704	.7	3.5	224	624	.7	4.7	364	844	1.2	12.2
WNEL-AM																				
WI '01	36	61	.1	1.0	32	74	.1	.9	33	48	.1	.5	14	55		.3	25	48	.1	.8
4-Book	27	56	.1	.7	29	66	.1	.8	43	94	.1	.7	27	74	.1	.6	14	27	.1	.4
WNIK-FM																				
WI '01	29	59	.1	.8					9	10		.1	5	32		.1	10	20		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	57	131	.2	1.6	78	274	.2	2.3	38	134	.1	.6	64	177	.2	1.4	44	126	.1	1.5
4-Book	55	155	.2	1.5	100	291	.3	2.6	51	182	.2	.8	49	131	.2	1.1	40	120	.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.

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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	
WYXX-FM																				
WI '01	82	300	.3	2.3	34	123	.1	1.0	121	362	.4	2.0	85	243	.3	1.9	71	223	.2	2.4
4-Book	86	278	.3	2.4	48	138	.2	1.2	135	410	.4	2.2	89	228	.3	1.9	49	156	.2	1.7
WYQE-FM																				
WI '01	5	11	.1	.1	4	9	.1	.1	27	76	.1	.4	46	64	.1	1.0				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	120	316	.4	3.3	54	139	.2	1.6	122	359	.4	2.0	145	405	.5	3.2	103	263	.3	3.4
4-Book	138	333	.5	3.8	48	145	.2	1.2	109	322	.4	1.7	123	299	.4	2.6	119	303	.4	4.0
WZMT-FM																				
WI '01	58	130	.2	1.6	21	87	.1	.6	50	114	.2	.8	18	59	.1	.4	27	84	.1	.9
4-Book	31	93	.1	.9	20	64	.1	.5	47	123	.2	.7	35	78	.1	.8	22	60	.1	.7
WZNT-FM																				
WI '01	143	339	.5	4.0	98	251	.3	2.9	335	703	1.1	5.4	272	523	.9	6.0	141	412	.4	4.7
4-Book	174	435	.6	4.8	165	393	.5	4.3	408	900	1.3	6.5	318	667	1.1	6.8	110	318	.3	3.7
WZOL-FM																				
WI '01	19	59	.1	.5	3	13	.1	.1	13	13	.2	.2	15	19	.3	.3	11	30	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	3610	8812	11.4		3416	8593	10.8		6179	13119	19.5		4566	10001	14.4		3000	7772	9.5	
4-Book	3641	9107	11.6		3843	9312	12.2		6323	13447	20.1		4718	10242	15.0		2991	7630	9.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
WABA-AM																			
WI '01	2	27		.1	3	27		.2	2	15		.2							
FA '00		25			2	25		.1											
SU '00		25			1	11				11				7					
SP '00	1	20		.1								3	10		.2	3	10		.3
4-Book	1	24		.1	2	16		.1	1	7		.1	1	4		.1	1	3	.1
WI '00	8	65	.1	.6	26	47	.3	1.3	10	35	.1	.8				2	24		.2
Wael-AM																			
WI '01	1	27		.1					3	9		.2							
FA '00	1	50		.1	1	31			1	10		.1		1			1		
SU '00	1	48		.1	4	19		.2						18			11		.1
SP '00	5	76	.1	.3	13	64	.1	.7	1	18		.1	2	32		.1	1	18	.1
4-Book	2	50		.2	5	29		.2	1	9		.1	1	13		.1	1	8	.1
WI '00	2	86		.1	1	11		.1	4	30		.3	1	18		.1	2	13	.2
Wael-FM																			
WI '01	16	474	.2	1.1	10	105	.1	.5	29	344	.3	2.2	12	129	.1	.7	11	104	.1
FA '00	26	430	.3	1.8	29	221	.3	1.4	37	220	.4	2.9	22	184	.3	1.3	22	203	.3
SU '00	30	617	.3	2.0	17	167	.2	.8	56	374	.6	3.4	24	215	.3	1.3	22	169	.2
SP '00	16	342	.2	1.1	21	144	.2	1.1	20	197	.2	1.3	9	101	.1	.5	11	106	.1
4-Book	22	466	.3	1.5	19	159	.2	1.0	36	284	.4	2.5	17	157	.2	1.0	17	146	.2
WI '00	18	383	.2	1.3	19	173	.2	1.0	20	184	.2	1.6	20	187	.2	1.1	15	99	.2
WAPA-AM																			
WI '01	*	3	69		.2	7	41	.1	.4	2	27		.2	5	17	.1	.3	*	2
FA '00	3	59		.2	9	27	.1	.4	7	22	.1	.5	1	17		.1	1	17	.1
SU '00	5	94	.1	.3	3	30		.1	16	24	.2	1.0		9			5	28	.1
SP '00	3	80		.2	5	33	.1	.3	4	41		.3	2	18		.1	2	32	.2
4-Book	4	76		.2	6	33	.1	.3	7	29	.1	.5	2	15		.1	3	27	.3
WI '00	2	74		.1	4	27		.2					6	25	.1	.3			
WBRQ-FM																			
WI '01	31	372	.4	2.2	34	233	.4	1.8	36	262	.4	2.7	43	219	.5	2.4	21	191	.2
FA '00	29	371	.3	2.0	21	172	.2	1.0	40	187	.5	3.1	43	253	.5	2.5	17	154	.2
SU '00	18	487	.2	1.2	21	201	.2	1.0	16	179	.2	1.0	18	145	.2	1.0	12	153	.1
SP '00	7	233	.1	.5	5	79	.1	.3	5	92	.1	.3	6	106	.1	.3	10	103	.1
4-Book	21	366	.3	1.5	20	171	.2	1.0	24	180	.3	1.8	28	181	.3	1.6	15	150	.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
WI '01	18	616	.2	1.3	17	197	.2	.9	21	246	.2	1.6	30	213	.3	1.7	12	228	.1
FA '00	36	753	.4	2.4	38	291	.4	1.9	27	271	.3	2.1	35	375	.4	2.0	49	344	.6
SU '00	27	703	.3	1.8	47	345	.5	2.3	23	247	.3	1.4	36	296	.4	2.0	20	343	.2
SP '00	24	746	.3	1.6	23	285	.3	1.2	25	280	.3	1.7	24	326	.3	1.4	26	305	.3
4-Book	26	705	.3	1.8	31	280	.4	1.6	24	261	.3	1.7	31	303	.4	1.8	27	305	.3
WI '00	27	573	.3	1.9	29	254	.3	1.5	25	283	.3	1.9	28	253	.3	1.6	26	260	.3
WCMA-FM																			
WI '01	16	595	.2	1.1	25	210	.3	1.3	17	191	.2	1.3	25	289	.3	1.4	14	162	.2
FA '00	33	891	.4	2.2	40	276	.5	2.0	26	341	.3	2.0	52	406	.6	3.0	26	308	.3
SU '00	23	988	.3	1.5	30	403	.3	1.5	32	439	.4	2.0	18	224	.2	1.0	17	230	.2
SP '00	49	1081	.6	3.3	58	498	.7	3.0	53	594	.6	3.5	55	528	.6	3.2	32	361	.4
4-Book	30	889	.4	2.0	38	347	.5	2.0	32	391	.4	2.2	38	362	.4	2.2	22	265	.3
WI '00	73	1322	.8	5.1	62	515	.7	3.2	86	665	1.0	6.7	86	631	1.0	4.9	65	598	.7
WCMN-AM																			
WI '01		12											1	12		.1			
FA '00	3	67		.2	7	47	.1	.3	3	18		.2	3	27		.2	2	26	.2
SU '00		50			3	50		.1											
SP '00		25																	
4-Book	1	39		.1	3	24		.1	1	5		.1	1	10		.1	1	7	.1
WI '00	1	57		.1	5	36	.1	.3	1	12		.1	2	21		.1			

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-FM																				
WI '01	53	831	.6	3.7	56	406	.6	3.0	58	447	.7	4.4	69	555	.8	3.9	41	319	.5	3.5
FA '00	39	659	.5	2.6	56	263	.6	2.8	35	338	.4	2.7	42	376	.5	2.4	26	231	.3	2.2
SU '00	49	588	.6	3.2	58	290	.7	2.9	44	385	.5	2.7	56	295	.6	3.1	37	315	.4	3.4
SP '00	30	510	.3	2.0	34	316	.4	1.8	29	277	.3	1.9	32	219	.4	1.9	24	203	.3	2.1
4-Book	43	647	.5	2.9	51	319	.6	2.6	42	362	.5	2.9	50	361	.6	2.8	32	267	.4	2.8
WI '00	38	719	.4	2.6	60	324	.7	3.1	43	304	.5	3.3	34	400	.4	1.9	17	205	.2	1.6
WCOM-FM																				
WI '01	46	1205	.5	3.2	92	616	1.1	5.0	36	483	.4	2.7	41	440	.5	2.3	21	223	.2	1.8
FA '00	67	1534	.8	4.5	154	739	1.8	7.6	64	664	.7	5.0	56	583	.6	3.2	40	400	.5	3.4
SU '00	57	1617	.6	3.7	135	725	1.5	6.7	71	790	.8	4.3	40	568	.5	2.2	25	356	.3	2.3
SP '00	79	1792	.9	5.3	144	803	1.6	7.4	71	732	.8	4.7	68	702	.8	3.9	58	545	.7	5.1
4-Book	62	1537	.7	4.2	131	721	1.5	6.7	61	667	.7	4.2	51	573	.6	2.9	36	381	.4	3.2
WI '00	62	1684	.7	4.3	90	754	1.0	4.7	51	563	.6	4.0	60	515	.7	3.4	50	537	.6	4.7
WCTA-FM																				
WI '01	5	159	.1	.3	2	27	.1	.1	3	50	.2	.2	5	50	.1	.3	6	29	.1	.5
FA '00	15	325	.2	1.0	12	128	.1	.6	5	71	.1	.4	14	85	.2	.8	5	66	.1	.4
SU '00	6	229	.1	.4	2	48	.1	.1	5	96	.1	.3	7	82	.1	.4	5	61	.1	.5
SP '00	35	360	.4	2.3	17	116	.2	.9	32	209	.4	2.1	45	194	.5	2.6	34	183	.4	3.0
4-Book	15	268	.2	1.0	8	80	.1	.4	11	107	.2	.8	18	103	.2	1.0	13	85	.2	1.1
WI '00	13	279	.1	.9	13	85	.1	.7	15	153	.2	1.2	23	97	.3	1.3	6	67	.1	.6
WEGM-FM																				
WI '01	44	650	.5	3.1	51	338	.6	2.7	26	316	.3	2.0	80	396	.9	4.5	29	262	.3	2.4
FA '00	34	489	.4	2.3	43	294	.5	2.1	23	237	.3	1.8	54	313	.6	3.1	22	253	.3	1.9
SU '00	29	471	.3	1.9	25	223	.3	1.2	26	232	.3	1.6	62	241	.7	3.4	15	155	.2	1.4
SP '00	32	446	.4	2.1	26	196	.3	1.3	40	272	.5	2.6	55	316	.6	3.2	16	163	.2	1.4
4-Book	35	514	.4	2.4	36	263	.4	1.8	29	264	.4	2.0	63	317	.7	3.6	21	208	.3	1.8
WI '00	49	481	.6	3.4	51	301	.6	2.6	37	258	.4	2.9	60	263	.7	3.4	48	225	.5	4.5
WERR-FM																				
WI '01	11	296	.1	.8	14	90	.2	.8	10	109	.1	.8	9	122	.1	.5	12	97	.1	1.0
FA '00	8	171	.1	.5	8	90	.1	.4	11	69	.1	.9	12	79	.1	.7	6	55	.1	.5
SU '00	13	325	.1	.9	15	133	.2	.7	6	123	.1	.4	16	150	.2	.9	10	94	.1	.9
SP '00	3	182	.2	.2	7	86	.1	.4	5	61	.1	.3	1	24	.1	.1	2	19	.1	.2
4-Book	9	244	.1	.6	11	100	.2	.6	8	91	.1	.6	10	94	.1	.6	8	66	.1	.7
WI '00	6	307	.1	.4	7	138	.1	.4	10	129	.1	.8	5	76	.1	.3	2	59	.1	.2
WFID-FM																				
WI '01	55	938	.6	3.8	69	436	.8	3.7	58	319	.7	4.4	42	287	.5	2.4	76	474	.9	6.4
FA '00	67	1052	.8	4.5	56	375	.6	2.8	77	414	.9	6.0	67	402	.8	3.9	77	463	.9	6.5
SU '00	60	1087	.7	3.9	73	425	.8	3.6	91	546	1.0	5.5	63	379	.7	3.5	49	420	.6	4.5
SP '00	74	1189	.8	4.9	91	445	1.0	4.7	99	546	1.1	6.5	78	509	.9	4.5	62	492	.7	5.5
4-Book	64	1067	.7	4.3	72	420	.8	3.7	81	456	.9	5.6	63	394	.7	3.6	66	462	.8	5.7
WI '00	71	1172	.8	4.9	70	466	.8	3.6	83	578	.9	6.4	75	505	.9	4.3	64	397	.7	6.0
WIAC-AM																				
WI '01	1	44	.1	.1	3	19	.2	.2	1	15	.1	.1								
FA '00		17			2	17	.1	.1												
SU '00	1	34	.1	.1	1	14	.1	.1												
SP '00	1	52	.1	.1	3	25	.2	.2	1	27	.1	.1		5			1	21	.1	.1
4-Book	1	37	.1	.1	2	19	.1	.1	1	11	.1	.1		1			5			
WI '00																				
WIAC-FM																				
WI '01	39	1134	.5	2.7	38	415	.4	2.0	40	401	.5	3.0	43	475	.5	2.4	22	281	.3	1.9
FA '00	30	1006	.3	2.0	25	266	.3	1.2	30	312	.3	2.3	42	431	.5	2.4	31	288	.4	2.6
SU '00	67	1197	.8	4.4	99	446	1.1	4.9	108	530	1.2	6.6	71	444	.8	3.9	52	435	.6	4.8
SP '00	36	1057	.4	2.4	51	360	.6	2.6	36	405	.4	2.4	45	357	.5	2.6	32	322	.4	2.8
4-Book	43	1099	.5	2.9	53	372	.6	2.7	54	412	.6	3.6	50	427	.6	2.8	34	332	.4	3.0
WI '00	46	1194	.5	3.2	68	426	.8	3.5	51	503	.6	4.0	36	377	.4	2.0	57	413	.6	5.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
+WIDI-FM																				
WI '01	1	79	.1		1	18	.1						1	27	.1		1	39		.1
FA '00	1	40	.1						1	24	.1			9			2	17		.2
SU '00	2	42	.1		4	25	.2			10			1	17	.1		2	24		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	76	.1			12			1	28	.1						2	21		.2
WIOA-FM																				
WI '01	47	975	.5	3.3	77	399	.9	4.1	44	304	.5	3.3	47	337	.5	2.6	32	313	.4	2.7
FA '00	38	810	.4	2.6	24	230	.3	1.2	37	223	.4	2.9	39	322	.5	2.3	49	352	.6	4.1
SU '00	23	691	.3	1.5	28	251	.3	1.4	35	259	.4	2.1	21	245	.2	1.2	22	249	.2	2.0
SP '00	20	587	.2	1.3	22	216	.2	1.1	24	218	.3	1.6	18	172	.2	1.0	21	198	.2	1.9
4-Book	32	766	.4	2.2	38	274	.4	2.0	35	251	.4	2.5	31	269	.4	1.8	31	278	.4	2.7
WI '00	21	660	.2	1.5	17	186	.2	.9	15	231	.2	1.2	25	285	.3	1.4	18	152	.2	1.7
WIOB-FM																				
WI '01	24	557	.3	1.7	29	218	.3	1.6	28	269	.3	2.1	19	178	.2	1.1	13	215	.2	1.1
FA '00	24	409	.3	1.6	17	150	.2	.8	27	206	.3	2.1	31	233	.4	1.8	28	192	.3	2.4
SU '00	18	426	.2	1.2	12	187	.1	.6	42	186	.5	2.6	15	143	.2	.8	13	102	.1	1.2
SP '00	29	357	.3	1.9	35	198	.4	1.8	40	188	.5	2.6	32	169	.4	1.9	25	126	.3	2.2
4-Book	24	437	.3	1.6	23	188	.3	1.2	34	212	.4	2.4	24	181	.3	1.4	20	159	.2	1.7
WI '00	23	303	.3	1.6	37	136	.4	1.9	30	134	.3	2.3	25	84	.3	1.4	15	121	.2	1.4
WIOC-FM																				
WI '01	19	228	.2	1.3	21	102	.2	1.1	20	110	.2	1.5	19	112	.2	1.1	18	87	.2	1.5
FA '00	17	335	.2	1.2	16	161	.2	.8	7	67	.1	.5	8	135	.1	.5	26	126	.3	2.2
SU '00	12	250	.1	.8	17	56	.2	.8	12	116	.1	.7	8	103	.1	.4	14	67	.2	1.3
SP '00	22	287	.2	1.5	22	117	.2	1.1	22	145	.2	1.5	27	137	.3	1.6	27	172	.3	2.4
4-Book	18	275	.2	1.2	19	109	.2	1.0	15	110	.2	1.1	16	122	.2	.9	21	113	.3	1.9
WI '00	8	212	.1	.6	8	66	.1	.4	8	72	.1	.6	8	113	.1	.5	4	53		.4
WISO-AM																				
WI '01	*	11															*			
FA '00		19			2	19	.1													
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	13	**	**	2	13	.1		**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	30	439	.3	2.1	59	270	.7	3.2	17	139	.2	1.3	33	203	.4	1.9	32	153	.4	2.7
FA '00	26	580	.3	1.8	57	311	.7	2.8	16	172	.2	1.2	40	277	.5	2.3	6	69	.1	.5
SU '00	55	639	.6	3.6	131	402	1.5	6.5	38	242	.4	2.3	81	426	.9	4.5	11	151	.1	1.0
SP '00	40	591	.5	2.7	70	333	.8	3.6	31	198	.4	2.0	50	203	.6	2.9	28	113	.3	2.5
4-Book	38	562	.4	2.6	79	329	.9	4.0	26	188	.3	1.7	51	277	.6	2.9	19	122	.2	1.7
WI '00	38	536	.4	2.6	100	371	1.1	5.2	20	156	.2	1.6	60	318	.7	3.4	11	154	.1	1.0
WKAQ-AM																				
WI '01	8	227	.1	.6	12	122	.1	.6	11	99	.1	.8	13	66	.2	.7	4	9		.3
FA '00	6	237	.1	.4	16	159	.2	.8	9	77	.1	.7	2	22	.1		2	43		.2
SU '00	11	344	.1	.7	25	260	.3	1.2	25	94	.3	1.5	7	62	.1	.4	3	65		.3
SP '00	7	258	.1	.5	19	159	.2	1.0	8	56	.1	.5	9	108	.1	.5	2	31		.2
4-Book	8	267	.1	.6	18	175	.2	.9	13	82	.2	.9	8	65	.1	.4	3	37		.3
WI '00	4	222		.3	8	92	.1	.4	3	54		.2	6	65	.1	.3	3	46		.3
WKAQ-FM																				
WI '01	137	2373	1.6	9.5	121	997	1.4	6.5	151	1148	1.7	11.4	169	1160	2.0	9.5	114	838	1.3	9.6
FA '00	133	2340	1.5	9.0	145	1086	1.7	7.1	115	1119	1.3	8.9	170	1284	2.0	9.9	93	902	1.1	7.9
SU '00	143	2514	1.6	9.4	130	927	1.5	6.4	173	1269	2.0	10.5	155	1177	1.8	8.5	112	958	1.3	10.4
SP '00	175	3026	2.0	11.7	153	1291	1.7	7.9	203	1651	2.3	13.4	230	1764	2.6	13.3	110	1159	1.2	9.7
4-Book	147	2563	1.7	9.9	137	1075	1.6	7.0	161	1297	1.8	11.1	181	1346	2.1	10.3	107	964	1.2	9.4
WI '00	138	2592	1.6	9.6	143	1097	1.6	7.4	132	1363	1.5	10.2	172	1298	2.0	9.8	94	907	1.1	8.7

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener 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	
WKJB-AM																				
WI '01	* 1	9	.1	5	9	.1	.3									*				
FA '00		12		3	12		.1													
SU '00	1	30	.1					2	24	.1		1	17	.1		1	11		.1	
SP '00		12																		
4-Book	1	16	.1	2	5		.1	1	6				4				3			
WI '00		19		1	19		.1													
WKSA-FM																				
WI '01	10	245	.1	.7	19	116	.2	1.0	9	122	.1	.7	9	126	.1	.5	7	115	.1	.6
FA '00	14	294	.2	.9	16	113	.2	.8	11	120	.1	.9	19	106	.2	1.1	11	118	.1	.9
SU '00	10	205	.1	.7	7	73	.1	.3	12	108	.1	.7	3	16	.2		**	**	**	**
SP '00	8	149	.1	.5	8	74	.1	.4	6	52	.1	.4	3	27	.2		**	**	**	**
4-Book	11	223	.1	.7	13	94	.2	.6	10	101	.1	.7	9	69	.1	.5	**	**	**	**
WI '00	3	85	.2		1	20		.1	2	46	.2		8	23	.1	.5	**	**	**	**
WKVM-AM																				
WI '01		19							1	11	.1							9		
FA '00	3	61	.2		11	51	.1	.5												
SU '00		10								10			1	10	.1		1	10		.1
SP '00		14																		
4-Book	1	26	.1		3	13		.1		5			3				5			
WI '00	8	51	.1	.6	16	37	.2	.8	10	12	.1	.8	11	21	.1	.6	2	22		.2
WLEO-AM																				
WI '01	1	35	.1		4	35	.2													
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		13											1	13	.1					
SP '00	1	19	.1		2	12	.1		1	12	.1			12			8			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	36	.1																	
WLEY-AM																				
WI '01	1	21	.1		1	9	.1						1	12	.1					
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	3	46	.2		4	24	.2		3	9	.2		1	9	.1		2	15		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		11							2	11	.2									
WLUZ-AM																				
WI '01	1	37	.1		12				2	25	.2		2	11	.1					
FA '00		27			1	17			1	10	.1			10						
SU '00	1	14	.1		3	14	.1													
SP '00	1	26	.1						1	13	.1		1	13	.1		1	13		.1
4-Book	1	26	.1		1	11			1	12	.1		1	9	.1		1	3		
WI '00		17			1	17	.1													
WMEG-FM																				
WI '01	170	2585	2.0	11.8	205	1345	2.4	11.0	127	1190	1.5	9.6	271	1547	3.1	15.2	144	1104	1.7	12.1
FA '00	166	2617	1.9	11.2	195	1305	2.3	9.6	131	1112	1.5	10.2	210	1505	2.4	12.2	143	1112	1.7	12.1
SU '00	170	2536	1.9	11.2	113	900	1.3	5.6	138	1120	1.6	8.4	317	1593	3.6	17.5	167	1180	1.9	15.4
SP '00	198	2755	2.2	13.2	191	1189	2.2	9.9	175	1227	2.0	11.6	260	1514	2.9	15.0	191	1267	2.2	16.9
4-Book	176	2623	2.0	11.9	176	1185	2.1	9.0	143	1162	1.7	10.0	265	1540	3.0	15.0	161	1166	1.9	14.1
WI '00	147	2028	1.7	10.2	110	824	1.2	5.7	121	814	1.4	9.4	258	1083	2.9	14.7	132	1006	1.5	12.3
WNEL-AM																				
WI '01	1	22	.1										2	12	.1		3	22		.3
FA '00		8				8														
SU '00		14			2	14	.1													
SP '00																				
4-Book		11			1	6							1	3			1	6		.1
WI '00																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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
WNK-FM																			
WI '01	6	146	.1	.4	7	54	.1	.4	10	64	.1	.8	13	85	.2	.7	3	33	.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	3	141		.2	5	55	.1	.3	3	55		.2	3	52		.2	1	37	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	7	196	.1	.5	8	98	.1	.4	5	68	.1	.4	3	60		.2	12	71	.1
FA '00	15	338	.2	1.0	25	146	.3	1.2	12	129	.1	.9	11	93	.1	.6	19	164	.2
SU '00	7	287	.1	.5	6	114	.1	.3	8	142	.1	.5	11	144	.1	.6	6	109	.1
SP '00	12	257	.1	.8	9	86	.1	.5	13	98	.1	.9	8	83	.1	.5	14	117	.2
4-Book	10	270	.1	.7	12	111	.2	.6	10	109	.1	.7	8	95	.1	.5	13	115	.2
WI '00	16	339	.2	1.1	29	226	.3	1.5	15	169	.2	1.2	27	209	.3	1.5	2	45	.2
WORD-FM																			
WI '01	5	123	.1	.3	3	18		.2	9	65	.1	.7	12	60	.1	.7	1	28	.1
FA '00	5	75	.1	.3	2	14		.1	2	16		.2	9	45	.1	.5	11	33	.1
SU '00	18	284	.2	1.2	10	77	.1	.5	16	98	.2	1.0	14	59	.2	.8	**	**	**
SP '00	22	382	.2	1.5	26	206	.3	1.3	23	117	.3	1.5	30	136	.3	1.7	11	91	.1
4-Book	13	216	.2	.8	10	79	.1	.5	13	74	.2	.9	16	75	.2	.9	**	**	**
WI '00	6	206	.1	.4	4	71		.2	6	99	.1	.5	22	86	.2	1.3	4	51	.4
WOSO-AM																			
WI '01	1	23		.1		9			1	23		.1		9				9	
FA '00	1	11		.1					3	11		.2	1	11		.1			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
WI '01	29	958	.3	2.0	27	339	.3	1.5	37	448	.4	2.8	34	410	.4	1.9	15	271	.2
FA '00	34	991	.4	2.3	44	422	.5	2.2	29	408	.3	2.3	43	442	.5	2.5	27	356	.3
SU '00	62	1221	.7	4.1	84	537	1.0	4.2	43	505	.5	2.6	78	603	.9	4.3	55	322	.6
SP '00	82	1332	.9	5.5	143	770	1.6	7.4	76	693	.9	5.0	63	522	.7	3.6	48	479	.5
4-Book	52	1126	.6	3.5	75	517	.9	3.8	46	514	.5	3.2	55	494	.6	3.1	36	357	.4
WI '00	63	1124	.7	4.4	95	593	1.1	4.9	50	496	.6	3.9	42	486	.5	2.4	54	427	.6
WPAB-AM																			
WI '01																			
FA '00	1	84		.1	4	56		.2	1	17		.1		14					
SU '00		11			2	11		.1											
SP '00		18				5			1	13		.1							
4-Book		28			2	18		.1	1	8		.1		4					
WI '00		44			1	22		.1	1	22		.1							
WPRA-AM																			
WI '01	*	1		.1	4	19		.2									*		
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		31							1	13		.1		12					
WPRM-FM																			
WI '01	142	1853	1.6	9.9	408	1326	4.7	22.0	60	461	.7	4.5	157	893	1.8	8.8	92	447	1.1
FA '00	161	2002	1.9	10.9	463	1475	5.3	22.8	99	629	1.1	7.7	183	899	2.1	10.6	46	455	.5
SU '00	137	2046	1.6	9.0	403	1360	4.6	20.0	91	772	1.0	5.5	169	1043	1.9	9.3	40	409	.5
SP '00	116	1969	1.3	7.7	336	1243	3.8	17.3	77	705	.9	5.1	125	937	1.4	7.2	35	362	.4
4-Book	139	1968	1.6	9.4	403	1351	4.6	20.5	82	642	.9	5.7	159	943	1.8	9.0	53	418	.6
WI '00	143	2143	1.6	9.9	361	1482	4.1	18.7	121	755	1.4	9.4	201	966	2.3	11.4	45	283	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
VQBS-AM																				
WI '01		3																		
FA '00	1	11		.1	1	11			1	11		.1					1	11		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	1	21		.1	1	9		.1	2	21		.1					1	9		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	27	417	.3	1.9	69	276	.8	3.7	19	143	.2	1.4	30	200	.3	1.7	25	85	.3	2.1
FA '00	26	355	.3	1.8	82	291	.9	4.0	14	148	.2	1.1	26	121	.3	1.5	6	81	.1	.5
SU '00	10	212	.1	.7	41	175	.5	2.0	4	60		.2	5	28	.1	.3	2	23		.2
SP '00	18	323	.2	1.2	41	166	.5	2.1	22	137	.2	1.5	19	96	.2	1.1	8	84	.1	.7
4-Book	20	327	.2	1.4	58	227	.7	3.0	15	122	.2	1.1	20	111	.2	1.2	10	68	.1	.9
WI '00	22	390	.2	1.5	77	254	.9	4.0	8	66	.1	.6	19	176	.2	1.1	3	53		.3
WRRH-FM																				
WI '01	7	64	.1	.5	2	21		.1	5	43	.1	.4	14	58	.2	.8	6	29	.1	.5
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	7	129	.1	.5	11	76	.1	.5	12	64	.1	.7	4	64	.2	.2	4	43		.4
SP '00	9	147	.1	.6	9	90	.1	.5	9	87	.1	.6	10	88	.1	.6	15	71	.2	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	* 3	45		.2	6	11	.1	.3	3	33		.2	3	33		.2	* 1	11		.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		15							1	15										
SP '00		44								17			1	27		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	2	20		.1	1	10		.1												
WSKN-AM																				
WI '01		15			1	15		.1												
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00																				
SP '00		13			1	13		.1									1	13		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		7																		
WTPM-FM																				
WI '01	* 1	34		.1		15			2	9		.2	2	20		.1	* 1	11		.1
FA '00		25			1	6														
SU '00	3	97		.2	1	36			3	14		.2	3	36		.2	2	25		.2
SP '00	2	42		.1		5				5			1	25		.1		15		
4-Book	2	50		.1	1	16			1	7		.1	2	20		.1	1	13		.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
WI '01	43	800	.5	3.0	32	255	.4	1.7	43	427	.5	3.2	52	435	.6	2.9	48	304	.6	4.0
FA '00	55	980	.6	3.7	50	414	.6	2.5	63	507	.7	4.9	58	549	.7	3.4	48	362	.6	4.1
SU '00	47	950	.5	3.1	32	340	.4	1.6	54	568	.6	3.3	67	457	.8	3.7	31	339	.4	2.9
SP '00	50	919	.6	3.3	57	475	.6	2.9	60	512	.7	4.0	55	496	.6	3.2	40	338	.5	3.5
4-Book	49	912	.6	3.3	43	371	.5	2.2	55	504	.6	3.9	58	484	.7	3.3	42	336	.5	3.6
WI '00	40	842	.5	2.8	42	463	.5	2.2	35	384	.4	2.7	47	456	.5	2.7	38	320	.4	3.5
WUNO-AM																				
WI '01	1	75		.1	3	37		.2	1	12		.1					1	29		.1
FA '00	1	28		.1	3	17		.1												
SU '00	1	23		.1						8			3	23		.2	1	16		.1
SP '00	4	75		.3	9	34	.1	.5	5	52	.1	.3	1	12		.1				
4-Book	2	50		.2	4	22		.2	2	18		.1	1	9		.1	1	11		.1
WI '00	4	94		.3	16	61	.2	.8	1	17		.1	2	52		.1	1	37		.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 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	
WVJP-FM																					
WI '01	11	359	.1	.8	16	179	.2	.9	14	145	.2	1.1	13	178	.2	.7	4	90		.3	
FA '00	21	392	.2	1.4	26	130	.3	1.3	11	117	.1	.9	27	164	.3	1.6	26	104	.3	2.2	
SU '00	6	285	.1	.4	4	54		.2	3	49		.2	4	80		.2	13	121	.1	1.2	
SP '00	12	277	.1	.8	14	125	.2	.7	24	126	.3	1.6	15	111	.2	.9	7	102	.1	.6	
4-Book	13	328	.1	.9	15	122	.2	.8	13	109	.2	1.0	15	133	.2	.9	13	104	.1	1.1	
WI '00	15	377	.2	1.0	8	102	.1	.4	8	113	.1	.6	14	163	.2	.8	27	205	.3	2.5	
WVOZ-FM																					
WI '01	131	1793	1.5	9.1	72	580	.8	3.9	113	818	1.3	8.5	169	971	2.0	9.5	146	870	1.7	12.3	
FA '00	88	1270	1.0	6.0	61	401	.7	3.0	59	487	.7	4.6	101	641	1.2	5.9	106	705	1.2	9.0	
SU '00	44	896	.5	2.9	29	245	.3	1.4	32	363	.4	2.0	39	288	.4	2.1	57	488	.6	5.3	
SP '00	17	391	.2	1.1	7	118	.1	.4	16	161	.2	1.1	17	187	.2	1.0	17	110	.2	1.5	
4-Book	70	1088	.8	4.8	42	336	.5	2.2	55	457	.7	4.1	82	522	1.0	4.6	82	543	.9	7.0	
WI '00	7	227	.1	.5		20			3	66		.2	2	20		.1	6	53	.1	.6	
WXEW-AM																					
WI '01	*	4		.3	2	11		.1	5	11	.1	.4	1	11		.1	*	5	34	.1	.4
FA '00	1	50		.1	2	14		.1	1	14		.1		8			1	7		.1	
SU '00		10				10							1	10		.1					
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	2	18		.1	1	11		.1	3	18		.2	1	11		.1	4	7		.4	
WXYX-FM																					
WI '01	65	1421	.8	4.5	64	522	.7	3.4	78	639	.9	5.9	117	761	1.4	6.6	38	367	.4	3.2	
FA '00	60	1397	.7	4.1	89	534	1.0	4.4	71	626	.8	5.5	92	681	1.1	5.3	34	413	.4	2.9	
SU '00	68	1557	.8	4.5	96	626	1.1	4.8	66	694	.7	4.0	90	639	1.0	5.0	45	547	.5	4.2	
SP '00	68	1450	.8	4.5	70	464	.8	3.6	56	603	.6	3.7	119	713	1.3	6.9	60	473	.7	5.3	
4-Book	65	1456	.8	4.4	80	537	.9	4.1	68	641	.8	4.8	105	699	1.2	6.0	44	450	.5	3.9	
WI '00	71	1673	.8	4.9	99	629	1.1	5.1	77	789	.9	6.0	98	713	1.1	5.6	38	409	.4	3.5	
WYQE-FM																					
WI '01	7	96	.1	.5	8	54	.1	.4	11	49	.1	.8	10	53	.1	.6	6	48	.1	.5	
FA '00	1	56		.1					1	17		.1	2	24		.1	1	11		.1	
SU '00	12	132	.1	.8	16	65	.2	.8	9	79	.1	.5	12	86	.1	.7	8	59	.1	.7	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	5	73	.1	.3	8	25	.1	.4	1	12		.1	5	25	.1	.3	1	6		.1	
WZAR-FM																					
WI '01	46	918	.5	3.2	28	248	.3	1.5	54	322	.6	4.1	57	399	.7	3.2	70	473	.8	5.9	
FA '00	32	702	.4	2.2	19	207	.2	.9	30	239	.3	2.3	42	313	.5	2.4	43	310	.5	3.6	
SU '00	76	857	.9	5.0	49	323	.6	2.4	80	408	.9	4.9	86	509	1.0	4.7	98	469	1.1	9.1	
SP '00	40	872	.5	2.7	30	229	.3	1.5	40	331	.5	2.6	46	342	.5	2.7	51	409	.6	4.5	
4-Book	49	837	.6	3.3	32	252	.4	1.6	51	325	.6	3.5	58	391	.7	3.3	66	415	.8	5.8	
WI '00	53	738	.6	3.7	47	256	.5	2.4	60	438	.7	4.7	47	302	.5	2.7	65	356	.7	6.0	
WZMT-FM																					
WI '01	2	99		.1	3	42		.2	1	21		.1		13			3	16		.3	
FA '00	7	165	.1	.5	6	70	.1	.3	7	76	.1	.5	3	46		.2	4	44		.3	
SU '00	9	220	.1	.6	3	26		.1	14	141	.2	.9	11	90	.1	.6	4	55		.4	
SP '00	11	143	.1	.7	17	92	.2	.9	6	75	.1	.4	15	100	.2	.9	12	79	.1	1.1	
4-Book	7	157	.1	.5	7	58	.1	.4	7	78	.1	.5	7	62	.1	.4	6	49		.5	
WI '00	6	145	.1	.4	9	32	.1	.5	4	66		.3	8	48	.1	.5	4	37		.4	
WZNY-FM																					
WI '01	27	720	.3	1.9	17	214	.2	.9	35	229	.4	2.6	30	227	.3	1.7	12	142	.1	1.0	
FA '00	34	805	.4	2.3	14	153	.2	.7	46	343	.5	3.6	44	397	.5	2.6	25	243	.3	2.1	
SU '00	55	772	.6	3.6	59	335	.7	2.9	78	455	.9	4.8	52	283	.6	2.9	23	218	.3	2.1	
SP '00	38	881	.4	2.5	36	304	.4	1.9	48	361	.5	3.2	41	294	.5	2.4	9	101	.1	.8	
4-Book	39	795	.4	2.6	32	252	.4	1.6	52	347	.6	3.6	42	300	.5	2.4	17	176	.2	1.5	
WI '00	44	1062	.5	3.1	51	465	.6	2.6	25	378	.3	1.9	49	501	.6	2.8	27	271	.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 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 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
WABA-AM																			
WI '01	2	27	.1	2	15	.2						3	15	.1		6	15	.1	.4
4-Book	1	20	.1	1	8	.1		2				2	8	.1		2	4		.1
WAEI-AM																			
WI '01	1	9	.1	2	18	.2		7	18	.1	.7	4	18	.2		5	18	.1	.3
4-Book	2	35	.2	3	34	.2		8	16	.1	.7	2	11	.1		1	5		.1
WAEI-FM																			
WI '01	18	384	.2	17	252	.2	1.3	13	27	.2	1.3	32	140	.4	1.6	14	67	.2	1.0
4-Book	25	367	.3	**	**	**	**	20	51	.2	1.7	39	128	.5	2.0	26	82	.3	1.8
WAPA-AM																			
WI '01	4	53	.2	* 3	32	.2		4	17		.4								
4-Book	5	49	.1	2	22	.1		4	10		.3	1	3	.1		1	3		.1
WBRQ-FM																			
WI '01	37	363	.4	26	250	.3	2.1	39	127	.5	3.9	47	133	.5	2.3	39	107	.5	2.7
4-Book	24	286	.3	20	238	.2	1.6	18	75	.2	1.7	40	111	.4	2.0	22	72	.3	1.4
WCAD-FM																			
WI '01	23	440	.3	13	234	.2	1.0	2	25		.2	23	70	.3	1.1	17	70	.2	1.2
4-Book	29	533	.4	21	333	.3	1.5	9	45	.1	.8	27	102	.3	1.3	26	93	.3	1.7
WCMA-FM																			
WI '01	22	487	.3	8	156	.1	.6	9	26	.1	.9	13	42	.2	.6	15	35	.2	1.0
4-Book	36	694	.4	27	409	.3	2.0	22	82	.3	1.9	41	150	.5	2.1	34	102	.4	2.2
WCMN-AM																			
WI '01		12																	
4-Book	1	32	.1	1	11	.1						1	5						
WCMN-FM																			
WI '01	61	747	.7	48	415	.6	3.8	33	143	.4	3.3	79	219	.9	3.9	56	185	.6	3.9
4-Book	47	556	.6	43	363	.5	3.3	38	122	.5	3.4	67	173	.8	3.4	47	137	.5	3.1
WCOM-FM																			
WI '01	55	1008	.6	45	532	.5	3.6	17	69	.2	1.7	106	209	1.2	5.3	58	151	.7	4.0
4-Book	79	1266	.9	49	657	.6	3.7	33	120	.4	2.8	89	260	1.0	4.5	56	159	.7	3.6
WCTA-FM																			
WI '01	4	86	.2	7	117	.1	.6	3	21		.3	10	42	.1	.5	2	8		.1
4-Book	13	175	.2	23	192	.3	1.7	9	29	.1	.8	41	92	.5	2.1	26	69	.3	1.6
WEGM-FM																			
WI '01	51	596	.6	42	422	.5	3.3	17	50	.2	1.7	49	161	.6	2.4	62	125	.7	4.3
4-Book	42	456	.5	32	339	.4	2.4	17	61	.2	1.5	33	140	.4	1.7	45	110	.5	3.0
WERR-FM																			
WI '01	11	208	.1	11	188	.1	.9	6	19	.1	.6	21	57	.2	1.0	5	10	.1	.3
4-Book	9	189	.1	9	132	.1	.7	9	22	.1	.8	12	41	.1	.6	5	14	.1	.3
WFID-FM																			
WI '01	57	580	.7	38	404	.4	3.0	26	80	.3	2.6	71	143	.8	3.5	42	111	.5	2.9
4-Book	73	757	.9	46	535	.5	3.5	44	139	.5	3.9	70	167	.8	3.5	61	143	.7	4.0
WYAC-AM																			
WI '01	1	33	.1	1	20	.1		1	9		.1								
4-Book	1	26	.1	1	18	.1		1	7		.1	1	4	.1					
WYAC-FM																			
WI '01	40	824	.5	48	593	.6	3.8	32	105	.4	3.2	112	261	1.3	5.6	37	91	.4	2.6
4-Book	53	794	.6	32	468	.4	2.5	32	88	.4	2.8	64	180	.7	3.2	38	104	.4	2.5
+WIDI-FM																			
WI '01		44		2	33	.2						4	13	.2					
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 - 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	
55 35	658 488	.6 .4	3.4 2.1	43 28	450 353	.5 .4	3.4 2.2	19 18	65 67	.2 .2	1.9 1.5	72 55	183 149	.8 .6	3.6 2.7	44 26	103 76	.5 .3	3.0 1.7	
25 28	421 355	.3 .3	1.5 1.6	30 19	353 210	.3 .2	2.4 1.4	40 16	134 48	.5 .2	4.0 1.5	50 38	149 110	.6 .5	2.5 1.9	17 11	66 41	.2 .1	1.2 .7	
20 16	181 199	.2 .2	1.2 1.0	18 17	129 179	.2 .2	1.4 1.3	7 13	11 29	.1 .2	.7 1.2	42 22	93 64	.5 .3	2.1 1.1	19 21	38 55	.2 .2	1.3 1.3	
**	**	**	**	* **	11 **	.1 **	.1 **	**	**	**	**	**	**	**	**	**	6 **	11 **	.1 **	.4 **
35 50	374 485	.4 .6	2.1 2.9	22 30	193 263	.3 .4	1.7 2.3	18 39	64 88	.2 .4	1.8 3.5	25 37	70 112	.3 .4	1.2 1.9	9 32	35 81	.1 .4	.6 2.1	
12 13	227 251	.1 .1	.7 .7	4 3	35 59	.3 .2	.3 .2	3 5	10 23	.3 .1	.3 .5	5 3	27 17	.1 .1	.2 .1	9 5	25 14	.1 .1	.6 .3	
147 160	1961 2083	1.7 1.8	9.0 9.4	136 152	1380 1571	1.6 1.8	10.8 11.5	111 102	318 324	1.3 1.2	11.2 9.2	244 266	682 738	2.8 3.1	12.2 13.4	169 211	449 543	2.0 2.5	11.7 13.8	
1 1	9 13	.1 .1	*		3															
12 10	193 172	.1 .1	.7 .6	9 12	88 101	.1 .2	.7 .9	19 13	33 33	.2 .1	1.9 1.2	14 26	47 55	.2 .3	.7 1.3	1 7	6 20	.1	.1 .4	
1	11 18	.1		1	6	.1										2	6		.1	
1 **	35 **	.1 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
1 **	21 **	.1 **	**	**	12 **	.1 **	.1 **	6 **	12 **	.1 **	.6 **	**	**	**	**	**	**	**	**	
1 1	37 23	.1 .1			3															
195 190	2310 2166	2.3 2.2	12.0 11.2	144 160	1606 1634	1.7 1.8	11.4 12.1	78 110	247 365	.9 1.3	7.9 9.7	186 211	583 619	2.1 2.4	9.3 10.6	192 210	496 552	2.2 2.4	13.3 13.7	
1 1	12 9	.1 .1																		
10 **	146 **	.1 **	.6 **	2 **	26 **	.2 **	.2 **	**	**	**	**	6 **	7 **	.1 **	.3 **	5 **	7 **	.1 **	.3 **	
5 10	162 200	.1 .1	.3 .6	7 10	126 168	.1 .1	.6 .8	4 9	14 24	.4 .1	.4 .8	13 13	59 53	.2 .2	.6 .7	3 15	13 42	.2	.2 .9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WORO-FM																			
WI '01	8	115	.1	.5	2	28	.2	.2	2	9	.2	.2	4	9	.2	.2	4	10	.3
4-Book	13	141	.1	.7	15	106	.2	1.1	12	22	.2	1.1	17	46	.2	.9	11	19	.1
WOSO-AM																			
WI '01	1	23	.1	.1	9	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
WI '01	33	730	.4	2.0	32	443	.4	2.5	20	68	.2	2.0	59	160	.7	2.9	45	163	.5
4-Book	57	936	.6	3.3	52	549	.6	3.9	45	120	.5	4.0	61	198	.7	3.1	41	138	.5
WPAB-AM																			
WI '01	1	26	.1	.1	1	14	.1	.1	2	10	.2	.2							
4-Book	1	26	.1	.1	1	14	.1	.1	2	10	.2	.2							
WPRA-AM																			
WI '01	1	19	.1	.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
WI '01	197	1692	2.3	12.1	77	896	.9	6.1	136	251	1.6	13.7	62	166	.7	3.1	59	148	.7
4-Book	204	1803	2.3	12.0	81	801	.9	6.2	134	277	1.6	11.9	108	262	1.2	5.5	94	231	1.1
WQBS-AM																			
WI '01	**	**	**	**	**	3	.1	.1	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	38	386	.4	2.3	8	110	.1	.6	3	17	.3	.3	14	38	.2	.7	21	51	.2
4-Book	30	293	.4	1.8	11	127	.1	.8	19	36	.2	1.7	16	43	.2	.8	16	42	.2
WRRH-FM																			
WI '01	7	58	.1	.4	10	60	.1	.8	4	18	.4	.4	12	33	.1	.6	16	33	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	4	33	.2	.2	* 3	23	.2	.2	3	11	.3	.3	11	11	.1	.5	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																			
WI '01	**	15	.1	.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																			
WI '01	1	34	.1	.1	* 2	20	.2	.2	5	11	.1	.5	3	11	.1	.1	3	11	.2
4-Book	1	36	.1	.1	3	34	.3	.3	6	14	.1	.6	9	25	.1	.4	3	11	.2
WUQO-FM																			
WI '01	43	690	.5	2.6	42	335	.5	3.3	27	86	.3	2.7	76	192	.9	3.8	51	111	.6
4-Book	52	762	.6	3.1	48	485	.6	3.6	35	120	.4	3.1	92	253	1.1	4.7	48	152	.5
WUNO-AM																			
WI '01	2	49	.1	.1	1	11	.1	.1	2	5	.2	.2							
4-Book	2	41	.2	.2	1	18	.1	.1	2	5	.2	.2							
WVJP-FM																			
WI '01	14	304	.2	.9	8	111	.1	.6	14	49	.2	1.4	17	47	.2	.8			
4-Book	14	235	.2	.9	10	126	.1	.7	9	37	.1	.8	19	58	.2	.9	9	23	.1
WVOZ-FM																			
WI '01	117	1414	1.4	7.2	144	1090	1.7	11.4	69	200	.8	6.9	190	446	2.2	9.5	176	347	2.0
4-Book	59	778	.7	3.6	81	697	.9	6.3	26	79	.3	2.5	86	239	1.0	4.3	81	175	1.0
WXEW-AM																			
WI '01	3	11	.2	.2	* 5	34	.1	.4	3	11	.3	.3	4	11	.2	.2	**	**	**
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 - 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	
WYXX-FM																				
WI '01	86	1195	1.0	5.3	48	673	.6	3.8	26	132	.3	2.6	86	248	1.0	4.3	96	210	1.1	6.6
4-Book	83	1164	1.0	4.9	48	660	.6	3.7	34	123	.4	2.9	80	269	.9	4.1	92	202	1.1	6.2
WYQE-FM																				
WI '01	10	89	.1	.6	3	37	.2						5	25	.1	.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	47	627	.5	2.9	27	380	.3	2.1	24	82	.3	2.4	19	70	.2	.9	7	31	.1	.5
4-Book	47	598	.5	2.8	40	426	.5	3.1	35	98	.4	3.2	59	163	.7	3.0	40	114	.5	2.7
WZMT-FM																				
WI '01	1	68		.1	4	31		.3					9	22	.1	.4				
4-Book	7	109	.1	.5	9	103	.1	.7	8	24	.1	.7	13	41	.2	.7	4	15	.1	.3
WZNT-FM																				
WI '01	28	528	.3	1.7	36	376	.4	2.8	31	108	.4	3.1	74	153	.9	3.7	42	87	.5	2.9
4-Book	42	580	.5	2.5	47	449	.6	3.5	46	111	.5	4.2	69	176	.8	3.5	44	102	.5	2.9
WZOL-FM																				
WI '01	1	53		.1	13	105	.2	1.0	35	84	.4	3.5	32	78	.4	1.6	34	64	.4	2.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	1629	8035	18.8		1265	6952	14.6		993	2709	11.5		2006	4411	23.2		1446	3261	16.7	
4-Book	1702	8165	19.5		1316	7114	15.1		1120	2945	12.8		1986	4541	22.8		1522	3494	17.5	

** 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 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
WABA-AM																			
WI '01				6	15	.1	1.1	3	15		.2								
4-Book	1	3	.1	2	6		.3	1	6		.1								
WAEI-AM																			
WI '01				8	20	.1	1.1	4	12	.1	.3	1	5		.1				
4-Book																			
WAEI-FM																			
WI '01	15	50	.2	4	14		.7	32	78	.4	2.3	5	10	.1	.4	15	72	.2	1.4
4-Book	16	41	.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																			
WI '01	*			6	20	.1	1.1	2	12		.1	9	12	.1	.7	*			
4-Book				2	5		.3	1	3			3	5		.2	3	5		.3
WBRQ-FM																			
WI '01	11	57	.1	8	43	.1	1.4	37	130	.4	2.7	20	83	.2	1.6	4	35		.4
4-Book	10	45	.1	12	45	.1	1.7	14	63	.2	1.0	29	87	.3	2.5	17	67	.2	1.6
WCAD-FM																			
WI '01	21	81	.2	4	9		.7	28	91	.3	2.0	5	29	.1	.4	3	17		.3
4-Book	33	112	.4	8	22	.1	1.1	28	102	.3	2.0	17	60	.2	1.4	14	48	.1	1.3
WCMA-FM																			
WI '01	8	41	.1	3	11		.5					6	25	.1	.5	10	19	.1	1.0
4-Book	22	77	.3	17	53	.2	2.4	26	107	.3	1.8	34	92	.4	2.7	20	62	.2	1.8
WCMN-AM																			
WI '01				2	5		.2	3	6		.2	1	6		.1		2		
4-Book																			
WCMN-FM																			
WI '01	41	124	.5	23	48	.3	4.1	64	159	.7	4.6	58	103	.7	4.7	29	90	.3	2.8
4-Book	34	109	.4	24	68	.3	3.5	48	126	.5	3.4	53	120	.6	4.4	32	100	.4	3.0
WCOM-FM																			
WI '01	14	54	.2	13	33	.2	2.3	41	109	.5	3.0	50	127	.6	4.0	56	110	.6	5.4
4-Book	26	99	.3	20	64	.3	2.8	41	147	.5	2.8	55	130	.7	4.4	64	170	.7	6.0
WCTA-FM																			
WI '01	3	14		2	13		.4	16	36	.2	1.2	4	19		.3	15	31	.2	1.4
4-Book	15	32	.2	9	31	.1	1.2	40	85	.5	2.7	25	68	.3	2.0	13	31	.2	1.2
WEGM-FM																			
WI '01	22	99	.3	33	89	.4	5.9	54	168	.6	3.9	59	141	.7	4.7	43	98	.5	4.1
4-Book	20	68	.2	19	55	.2	2.9	43	117	.5	3.0	40	96	.5	3.2	38	91	.4	3.5
WERR-FM																			
WI '01	9	37	.1	10	53	.1	1.8	18	86	.2	1.3	2	8		.2	13	35	.2	1.2
4-Book	7	27	.1	8	41	.1	1.2	11	43	.1	.8	11	27	.1	.9	9	25	.1	.8
WFID-FM																			
WI '01	31	68	.4					18	55	.2	1.3	36	91	.4	2.9	69	187	.8	6.6
4-Book	56	173	.7	18	49	.2	2.4	35	96	.4	2.4	33	89	.4	2.7	47	138	.6	4.4
WIAC-AM																			
WI '01				1	9		.2									5	11	.1	.5
4-Book					2		.1	2	5		.2					1	3		.1
WIAC-FM																			
WI '01	62	164	.7	11	50	.1	2.0	67	210	.8	4.8	33	73	.4	2.7	15	59	.2	1.4
4-Book	39	125	.5	15	58	.2	2.1	29	104	.3	2.1	20	63	.3	1.6	19	63	.2	1.8
+WIDI-FM																			
WI '01	8	8	.1					2	12		.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 - Persons 12-24

Persons 12-24																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
29 27	87 73	.3 .3	2.3 2.1	18 9	66 38	.2 .1	3.2 1.4	64 36	98 105	.7 .4	4.6 2.5	43 24	102 77	.5 .3	3.5 2.0	42 22	114 69	.5 .3	4.0 2.0
28 21	87 63	.3 .2	2.2 1.7	23 14	82 39	.3 .2	4.1 2.1	52 25	146 69	.6 .3	3.7 1.8	28 16	94 47	.3 .2	2.2 1.3	3 8	24 27	.1 .1	.3 .7
9 21	22 59	.1 .3	.7 1.6	3 7	19 20	.5 .1	.5 1.1	26 22	59 57	.3 .3	1.9 1.5	15 10	49 39	.2 .1	1.2 .8	12 17	19 30	.1 .2	1.1 1.6
* **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* **	** **	** **	** **
43 27	81 64	.5 .3	3.4 2.1	28 26	55 51	.3 .3	5.0 3.8	8 33	27 87	.1 .4	.6 2.4	23 28	55 82	.3 .3	1.8 2.3	18 15	35 32	.2 .2	1.7 1.4
	2			5	16	.1	.7	3 5	17 22	.2 .1	.7 .4	9 2	25 6	.1 .2	.7 .2	1	7		.1
134 136	360 421	1.5 1.6	10.5 10.6	34 38	113 155	.4 .5	6.1 5.6	137 190	469 502	1.6 2.2	9.9 13.2	187 151	469 390	2.2 1.7	15.0 12.2	64 98	218 281	.7 1.1	6.1 9.1
								1	3							*			
12 **	26 **	.1 **	.9 **	14 10	14 20	.2 .1	2.5 1.6	8	21	.1	.5	14 5	34 15	.2 .1	1.1 .4	**	4 **	** **	** **
2	5		.1					2	3		.1	1	3		.1				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
									3										
128 149	375 455	1.5 1.7	10.1 11.7	52 64	174 209	.6 .8	9.3 9.3	112 137	420 433	1.3 1.6	8.1 9.6	145 138	448 384	1.7 1.6	11.6 11.3	239 238	545 546	2.8 2.7	22.9 22.2
4 **	19 **	** **	.3 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
14 11	38 49	.2 .2	1.1 .9	8 14	31 61	.1 .2	1.4 2.1	2 4	10 23		.1 .3	3 4	8 17		.2 .3	5 7	12 29	.1 .1	.5 .7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
WORO-FM WI '01 4-Book	2 **	19 **	.2 **	3 **	9 **	.5 **		25 **	35 **	.3 **	1.8 **	26 **	63 **	.3 **	2.1 **	**	**	**	**
WOSO-AM WI '01 4-Book	**	**	**	**	**	**	**	**	**	**	**	1 **	9 **	.1 **	.1 **	**	**	**	**
WOYE-FM WI '01 4-Book	16 45	71 121	.2 .5	11 34	28 86	.1 .4	2.0 4.8	47 69	134 183	.5 .8	3.4 4.7	40 58	89 128	.5 .7	3.2 4.7	16 57	71 149	.2 .7	1.5 5.2
WPAB-AM WI '01 4-Book	1 **	4 **	.1 **	1 **	4 **	.1 **													
WPRA-AM WI '01 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM WI '01 4-Book	62 50	135 132	.7 .6	100 78	205 172	1.2 .9	17.9 11.7	81 84	267 219	.9 1.0	5.8 5.9	89 69	212 192	1.0 .8	7.1 5.7	43 41	108 109	.5 .5	4.1 3.8
WQBS-AM WI '01 4-Book	**	**	**	**	**	**	**	1 **	3 **	.1 **	.1 **	2 **	3 **	.2 **	.2 **	**	**	**	**
WRIO-FM WI '01 4-Book	15 7	28 18	.2 .1	3 8	14 19	.5 .1	1.1 1.1	11 **	40 **	.1 **	.7 **	1 8	7 21	.1 .1	.1 .6	8 4	20 13	.1 .1	.8 .4
WRRH-FM WI '01 4-Book	12 **	25 **	.1 **	8 **	25 **	.1 **	1.4 **	4 **	12 **	.3 **	.3 **	15 **	25 **	.2 **	1.2 **	5 **	25 **	.1 **	.5 **
WSAN-FM WI '01 4-Book	* **	** **	** **	* **	** **	** **	** **	7 **	23 **	.1 **	.5 **	** **	** **	** **	** **	* **	** **	** **	** **
WSKN-AM WI '01 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM WI '01 4-Book	* **							5 2	9 6	.1 .1	.4 .2	2 **	4 **	.1 **	.1 **	* 2	4 **	.1 **	.1 **
WUKO-FM WI '01 4-Book	47 42	97 116	.5 .5	12 25	41 84	.1 .3	2.1 3.5	36 51	103 155	.4 .6	2.6 3.6	44 43	90 125	.5 .5	3.5 3.6	34 39	86 109	.4 .5	3.3 3.6
WUNO-AM WI '01 4-Book				2 **	10 **	.3 **		1 **	3 **			3 3	11 5	.2 .3	.2 .3	3 **	5 **	.3 **	.3 **
WVJP-FM WI '01 4-Book	3 **	7 **	.2 **	6 10	28 35	.1 .1	1.1 1.4	11 12	44 35	.1 .1	.8 .8	12 8	31 20	.1 .1	1.0 .6	4 10	11 23	.4 .1	.4 .9
WVOZ-FM WI '01 4-Book	288 223	554 405	3.3 2.6	16 14	85 54	.2 .2	2.9 2.0	150 72	345 163	1.7 .8	10.8 5.1	120 57	286 144	1.4 .7	9.6 4.6	105 62	279 176	1.2 .7	10.1 5.9
WXEV-AM WI '01 4-Book	* **	7 **	.1 **	* **	13 **	.2 **	2.3 **	11 **	22 **	.1 **	.8 **	** **	** **	** **	** **	* **	7 **	.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 - Persons 12-24

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WXYX-FM																				
WI '01	28	115	.3	2.2	11	63	.1	2.0	56	194	.6	4.0	39	127	.5	3.1	38	129	.4	3.6
4-Book	31	133	.4	2.4	21	67	.3	3.0	66	218	.7	4.6	45	121	.5	3.7	18	60	.2	1.7
WYQE-FM																				
WI '01	**	**	**	**	**	**	**	**	6	21	.1	.4	11	11	.1	.9	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	35	97	.4	2.7	11	34	.1	2.0	26	91	.3	1.9	49	166	.6	3.9	43	121	.5	4.1
4-Book	55	137	.6	4.2	11	37	.2	1.6	27	89	.3	1.9	31	90	.4	2.6	54	132	.6	5.0
WZMT-FM																				
WI '01	6	8	.1	.5	2	14	.1	.4	6	14	.1	.4	2	9	.2	.2	3	8	.1	.3
4-Book	6	18	.1	.4	5	17	.1	.7	12	33	.2	.8	13	30	.2	1.1	8	19	.1	.7
WZNT-FM																				
WI '01	23	61	.3	1.8	15	39	.2	2.7	51	117	.6	3.7	29	74	.3	2.3	19	59	.2	1.8
4-Book	35	89	.4	2.7	28	78	.3	3.9	77	165	.9	5.3	50	127	.6	4.2	20	65	.2	1.8
WZOL-FM																				
WI '01	3	14	.2		**	**	**	**	**	**	**	**	**	**	**	**	3	11		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	1273	3018	14.7		559	1707	6.5		1387	3438	16.0		1245	2920	14.4		1044	2618	12.1	
4-Book	1292	3216	14.8		693	1981	8.0		1430	3452	16.4		1219	2890	14.0		1075	2645	12.3	

** 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.

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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
WCMN-FM																				
WI '01	57	813	.5	2.6	58	361	.5	1.7	71	431	.7	2.7	74	478	.7	2.9	49	302	.5	3.5
FA '00	42	644	.4	1.9	63	346	.6	1.9	57	404	.5	2.2	40	306	.4	1.6	21	216	.2	1.6
SU '00	48	591	.5	2.3	70	300	.7	2.1	58	357	.6	2.2	52	341	.5	2.1	30	244	.3	2.9
SP '00	32	480	.3	1.5	35	267	.3	1.1	35	274	.3	1.4	36	261	.3	1.5	23	184	.2	1.9
4-Book	45	632	.4	2.1	57	319	.5	1.7	55	367	.5	2.1	51	347	.5	2.0	31	237	.3	2.5
WI '00	49	711	.5	2.4	73	283	.7	2.2	86	296	.8	3.8	50	320	.5	2.1	13	177	.1	1.1
WCOM-FM																				
WI '01	53	1313	.5	2.4	168	752	1.6	5.0	37	466	.3	1.4	37	422	.3	1.4	18	237	.2	1.3
FA '00	73	1463	.7	3.3	217	838	2.0	6.5	77	675	.7	3.0	47	474	.4	1.9	34	348	.3	2.6
SU '00	53	1364	.5	2.5	165	766	1.6	5.0	60	578	.6	2.3	30	320	.3	1.2	17	240	.2	1.7
SP '00	71	1512	.7	3.4	152	833	1.5	4.7	82	714	.8	3.2	62	542	.6	2.6	32	341	.3	2.7
4-Book	63	1413	.6	2.9	176	797	1.7	5.3	64	608	.6	2.5	44	440	.4	1.8	25	292	.3	2.1
WI '00	56	1424	.5	2.7	113	659	1.1	3.5	64	580	.6	2.8	39	436	.4	1.6	30	347	.3	2.5
WCTA-FM																				
WI '01	15	330	.1	.7	5	73	.1	.1	23	150	.2	.9	9	96	.1	.3	11	53	.1	.8
FA '00	18	409	.2	.8	10	126	.1	.3	28	136	.3	1.1	14	102	.1	.6	3	55	.2	.2
SU '00	21	424	.2	1.0	5	107	.2	.2	30	254	.3	1.1	19	171	.2	.8	9	109	.1	.9
SP '00	53	502	.5	2.5	37	197	.4	1.2	72	295	.7	2.8	64	307	.6	2.6	35	199	.3	3.0
4-Book	27	416	.3	1.3	14	126	.1	.5	38	209	.4	1.5	27	169	.3	1.1	15	104	.1	1.2
WI '00	17	403	.2	.8	14	79	.1	.4	23	167	.2	1.0	22	170	.2	.9	12	90	.1	1.0
WEGM-FM																				
WI '01	47	673	.4	2.1	66	327	.6	2.0	43	307	.4	1.7	69	364	.6	2.7	30	163	.3	2.1
FA '00	30	469	.3	1.4	41	240	.4	1.2	23	219	.2	.9	35	247	.3	1.4	19	206	.2	1.5
SU '00	26	587	.3	1.2	24	280	.2	.7	27	263	.3	1.0	44	224	.4	1.8	8	118	.1	.8
SP '00	26	442	.3	1.2	30	211	.3	.9	26	274	.3	1.0	43	294	.4	1.8	13	152	.1	1.1
4-Book	32	543	.3	1.5	40	265	.4	1.2	30	266	.3	1.2	48	282	.4	1.9	18	160	.2	1.4
WI '00	54	521	.5	2.6	59	312	.6	1.8	43	301	.4	1.9	80	324	.8	3.3	46	247	.4	3.8
WERR-FM																				
WI '01	15	349	.1	.7	25	130	.2	.7	16	151	.1	.6	10	147	.1	.4	12	83	.1	.8
FA '00	10	273	.1	.5	9	152	.1	.3	14	119	.1	.5	10	100	.1	.4	12	104	.1	.9
SU '00	7	270	.1	.3	11	76	.1	.3	8	123	.1	.3	6	46	.1	.2	3	31	.1	.3
SP '00	10	399	.1	.5	27	187	.3	.8	13	195	.1	.5	4	77	.2	.2	3	52	.1	.3
4-Book	11	323	.1	.5	18	136	.2	.5	13	147	.1	.5	8	93	.1	.3	8	68	.1	.6
WI '00	9	283	.1	.4	7	123	.1	.2	17	175	.2	.7	3	41	.1	.1	5	85	.1	.4
WFID-FM																				
WI '01	135	1700	1.3	6.1	198	884	1.8	5.9	185	910	1.7	7.1	124	786	1.2	4.8	108	710	1.0	7.6
FA '00	142	1770	1.3	6.4	152	793	1.4	4.5	211	817	2.0	8.2	152	845	1.4	6.0	86	726	.8	6.6
SU '00	152	1876	1.5	7.2	185	857	1.8	5.6	245	1015	2.4	9.4	173	906	1.7	6.9	89	675	.9	8.6
SP '00	172	1945	1.7	8.1	203	852	2.0	6.3	282	1174	2.7	11.1	205	1032	2.0	8.5	103	836	1.0	8.7
4-Book	150	1823	1.5	7.0	185	847	1.8	5.6	231	979	2.2	9.0	164	892	1.6	6.6	97	737	.9	7.9
WI '00	161	1890	1.6	7.8	174	863	1.7	5.3	258	993	2.5	11.3	197	969	1.9	8.2	114	683	1.1	9.5
WJAC-AM																				
WI '01	1	39			4	10		.1		18			2	28		.1				
FA '00	3	61		.1	2	41		.1	11	40	.1	.4								
SU '00	8	135	.1	.4	24	51	.2	.7	8	42	.1	.3		6			2	21		.2
SP '00	4	78		.2	10	38	.1	.3	8	56	.1	.3	2	23		.1		9		
4-Book	4	78		.2	10	35		.3	7	39		.3	1	14		.1	1	8		.1
WI '00	5	124		.2	15	90	.1	.5	3	77		.1	11	65	.1	.5				
WJAC-FM																				
WI '01	87	1875	.8	3.9	156	908	1.5	4.6	101	748	.9	3.9	87	732	.8	3.4	41	415	.4	2.9
FA '00	54	1414	.5	2.4	94	629	.9	2.8	54	490	.5	2.1	66	636	.6	2.6	34	332	.3	2.6
SU '00	98	1558	1.0	4.7	158	735	1.5	4.8	139	591	1.3	5.3	110	614	1.1	4.4	58	500	.6	5.6
SP '00	85	1866	.8	4.0	135	847	1.3	4.2	96	732	.9	3.8	104	703	1.0	4.3	50	577	.5	4.2
4-Book	81	1678	.8	3.8	136	780	1.3	4.1	98	640	.9	3.8	92	671	.9	3.7	46	456	.5	3.8
WI '00	86	1841	.8	4.2	140	817	1.4	4.3	93	719	.9	4.1	81	675	.8	3.4	65	524	.6	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

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	
+WIDI-FM																				
WI '01	16	200	.1	.7	19	72	.2	.6	34	116	.3	1.3	18	112	.2	.7	10	68	.1	.7
FA '00	4	145	.2	.2	4	69	.1	.1	5	71	.2	.2	3	53	.1	.1	4	53	.3	.3
SU '00	6	96	.1	.3	4	25	.1	.1	18	59	.2	.7	9	60	.1	.4	2	32	.2	.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	7	127	.1	.3	7	63	.1	.2	8	40	.1	.3	9	43	.1	.4	6	75	.1	.5
WIOA-FM																				
WI '01	102	1514	1.0	4.6	148	692	1.4	4.4	151	699	1.4	5.8	122	690	1.1	4.7	41	407	.4	2.9
FA '00	74	1174	.7	3.3	110	529	1.0	3.3	101	508	.9	3.9	67	507	.6	2.7	43	428	.4	3.3
SU '00	60	1145	.6	2.9	90	472	.9	2.7	94	440	.9	3.6	58	476	.6	2.3	39	360	.4	3.8
SP '00	47	1136	.5	2.2	59	442	.6	1.8	52	506	.5	2.0	49	362	.5	2.0	43	373	.4	3.6
4-Book	71	1242	.7	3.3	102	534	1.0	3.1	100	538	.9	3.8	74	509	.7	2.9	42	392	.4	3.4
WI '00	39	1064	.4	1.9	51	357	.5	1.6	37	392	.4	1.6	43	408	.4	1.8	27	329	.3	2.3
WIOB-FM																				
WI '01	38	634	.4	1.7	53	285	.5	1.6	57	294	.5	2.2	34	220	.3	1.3	24	217	.2	1.7
FA '00	47	650	.4	2.1	44	246	.4	1.3	56	302	.5	2.2	63	375	.6	2.5	50	301	.5	3.8
SU '00	29	546	.3	1.4	30	250	.3	.9	61	266	.6	2.3	26	194	.3	1.0	18	127	.2	1.7
SP '00	38	507	.4	1.8	48	251	.5	1.5	63	281	.6	2.5	45	231	.4	1.9	25	146	.2	2.1
4-Book	38	584	.4	1.8	44	258	.4	1.3	59	286	.6	2.3	42	255	.4	1.7	29	198	.3	2.3
WI '00	40	435	.4	1.9	56	194	.5	1.7	51	227	.5	2.2	56	247	.5	2.3	18	156	.2	1.5
WIOC-FM																				
WI '01	17	249	.2	.8	22	119	.2	.7	23	138	.2	.9	13	107	.1	.5	14	69	.1	1.0
FA '00	18	322	.2	.8	24	144	.2	.7	20	150	.2	.8	9	141	.1	.4	17	97	.2	1.3
SU '00	23	309	.2	1.1	29	114	.3	.9	24	148	.2	.9	25	136	.2	1.0	13	123	.1	1.3
SP '00	25	293	.2	1.2	30	154	.3	.9	27	141	.3	1.1	33	156	.3	1.4	32	126	.3	2.7
4-Book	21	293	.2	1.0	26	133	.3	.8	24	144	.2	.9	20	135	.2	.8	19	104	.2	1.6
WI '00	12	275	.1	.6	19	121	.2	.6	15	93	.1	.7	11	125	.1	.5	6	56	.1	.5
WISO-AM																				
WI '01	*	22			12	22	.1	.4	3	14		.1	1	11			*			
FA '00	6	22	.1	.3	12	22	.1	.4	3	14		.1	10	22	.1	.4				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	1	28			2	13		.1									2	15		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	61	755	.6	2.7	153	526	1.4	4.5	43	302	.4	1.7	69	420	.6	2.7	40	244	.4	2.8
FA '00	48	843	.4	2.2	145	571	1.4	4.3	23	214	.2	.9	63	394	.6	2.5	13	119	.1	1.0
SU '00	93	835	.9	4.4	260	607	2.5	7.9	90	424	.9	3.4	109	538	1.1	4.3	18	194	.2	1.7
SP '00	55	796	.5	2.6	136	459	1.3	4.2	36	274	.3	1.4	78	357	.8	3.2	24	116	.2	2.0
4-Book	64	807	.6	3.0	174	541	1.7	5.2	48	304	.5	1.9	80	427	.8	3.2	24	168	.2	1.9
WI '00	59	838	.6	2.9	164	564	1.6	5.0	49	306	.5	2.1	74	473	.7	3.1	17	180	.2	1.4
VKAQ-AM																				
WI '01	20	511	.2	.9	31	265	.3	.9	25	185	.2	1.0	42	273	.4	1.6	9	82	.1	.6
FA '00	15	352	.1	.7	18	172	.2	.5	10	80	.1	.4	33	134	.3	1.3	7	50	.1	.5
SU '00	27	514	.3	1.3	58	335	.6	1.8	31	142	.3	1.2	37	168	.4	1.5	14	106	.1	1.4
SP '00	18	448	.2	.9	31	203	.3	1.0	19	115	.2	.7	31	193	.3	1.3	17	137	.2	1.4
4-Book	20	456	.2	1.0	35	244	.4	1.1	21	131	.2	.8	36	192	.4	1.4	12	94	.1	1.0
WI '00	25	541	.2	1.2	37	231	.4	1.1	21	166	.2	.9	57	284	.6	2.4	17	159	.2	1.4
VKAQ-FM																				
WI '01	158	2770	1.5	7.1	139	1157	1.3	4.1	223	1489	2.1	8.6	192	1434	1.8	7.4	90	731	.8	6.4
FA '00	157	2560	1.5	7.1	150	1012	1.4	4.5	206	1337	1.9	8.0	203	1277	1.9	8.0	73	828	.7	5.6
SU '00	150	2634	1.5	7.1	138	1024	1.3	4.2	210	1211	2.0	8.0	173	1242	1.7	6.9	80	791	.8	7.8
SP '00	174	3091	1.7	8.2	166	1242	1.6	5.2	248	1780	2.4	9.7	209	1674	2.0	8.6	85	973	.8	7.2
4-Book	160	2764	1.6	7.4	148	1109	1.4	4.5	222	1454	2.1	8.6	194	1407	1.9	7.7	82	831	.8	6.8
WI '00	140	2763	1.4	6.8	138	1071	1.3	4.2	183	1529	1.8	8.0	165	1271	1.6	6.8	95	917	.9	7.9

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Trends

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	
WKJB-AM																					
WI '01	*	1	9		5	9		.1									*				
FA '00		2	44	.1	3	12		.1	4	23		.2	2	17		.1					
SU '00		1	35			8			2	19		.1	1	19			1	11		.1	
SP '00			21																		
4-Book		1	27		2	7		.1	2	11		.1	1	9				3			
WI '00		2	66	.1	5	54		.2	3	21		.1	3	33		.1	1	11		.1	
WKSA-FM																					
WI '01		13	291	.1	.6	21	85	.2	.6	8	113	.1	.3	16	173	.1	.6	6	80	.1	.4
FA '00		20	383	.2	.9	23	191	.2	.7	17	183	.2	.7	24	180	.2	1.0	22	166	.2	1.7
SU '00		14	230	.1	.7	17	152	.2	.5	9	94	.1	.3	3	16		.1	**	**	**	**
SP '00		18	298	.2	.9	28	188	.3	.9	14	103	.1	.6	14	63	.1	.6	**	**	**	**
4-Book		16	301	.2	.8	22	154	.2	.7	12	123	.1	.5	14	108	.1	.6	**	**	**	**
WI '00		16	232	.2	.8	20	128	.2	.6	14	146	.1	.6	9	39	.1	.4	**	**	**	**
WKVM-AM																					
WI '01		1	39		2	20		.1	1	11								9			
FA '00		1	24		1	13															
SU '00		3	38	.1	1	14							4	8		.2	2	14		.2	
SP '00		5	83	.2	2	6		.1	1	6			1	6			13	62	.1	1.1	
4-Book		3	46	.1	2	13		.1	1	4			1	4		.1	4	21		.3	
WI '00		1	52						1	10							4	42		.3	
WLEO-AM																					
WI '01			38		3	38		.1													
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00		1	25		3	25		.1	1	16											
SP '00		1	31		3	31		.1	1	12				12							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00		1	30		3	19		.1	1	11				11			1	11		.1	
WLEY-AM																					
WI '01		1	37		2	28		.1					1	8							
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00		3	72	.1	5	49		.2	3	9		.1	2	23		.1	2	15		.2	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00		1	18		1	8			2	18		.1									
WLUZ-AM																					
WI '01		1	40			12			3	29		.1	2	11		.1					
FA '00		1	24		2	14		.1	1	10				10							
SU '00			8						1	8											
SP '00		2	50	.1	9	31	.1	.3	1	25							1	13		.1	
4-Book		1	31		3	14		.1	2	18			1	5				3			
WI '00			17		1	17															
WMEG-FM																					
WI '01		143	2444	1.3	6.4	183	1083	1.7	5.4	114	1103	1.1	4.4	193	1389	1.8	7.5	105	930	1.0	7.4
FA '00		122	2260	1.1	5.5	161	1040	1.5	4.8	116	1005	1.1	4.5	167	1264	1.6	6.6	78	798	.7	6.0
SU '00		160	2477	1.6	7.6	129	941	1.3	3.9	136	1086	1.3	5.2	311	1486	3.0	12.4	117	929	1.1	11.4
SP '00		173	2629	1.7	8.2	152	1166	1.5	4.7	168	1266	1.6	6.6	262	1549	2.5	10.8	127	1076	1.2	10.8
4-Book		150	2453	1.4	6.9	156	1058	1.5	4.7	134	1115	1.3	5.2	233	1422	2.2	9.3	107	933	1.0	8.9
WI '00		147	2001	1.4	7.1	119	639	1.2	3.7	154	827	1.5	6.7	256	1126	2.5	10.6	93	743	.9	7.8
WNEL-AM																					
WI '01		3	52	.1	8	30	.1	.2					4	25		.2	3	22		.2	
FA '00			8		1	8															
SU '00			14		1	14															
SP '00		2	46	.1	3	16		.1					2	16		.1	3	30		.3	
4-Book		1	30	.1	3	17		.1					2	10		.1	2	13		.1	
WI '00			18										1	18			1	18		.1	

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

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

Target Listener Trends - Persons 18-34

** 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

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
WQBS-AM																				
WI '01	1	27							1	9			8	27	.1	.3				
FA '00		1				1														
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	22		.1	4	22		.1	1	22			3	13		.1	3	22		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIQ-FM																				
WI '01	43	416	.4	1.9	125	344	1.2	3.7	22	160	.2	.8	53	237	.5	2.0	24	71	.2	1.7
FA '00	33	380	.3	1.5	94	296	.9	2.8	22	170	.2	.9	49	192	.5	1.9	5	38		.4
SU '00	26	274	.3	1.2	76	251	.7	2.3	22	124	.2	.8	34	138	.3	1.4	4	76		.4
SP '00	37	402	.4	1.7	80	275	.8	2.5	40	188	.4	1.6	37	188	.4	1.5	8	76	.1	.7
4-Book	35	368	.4	1.6	94	292	.9	2.8	27	161	.3	1.0	43	189	.4	1.7	10	65	.1	.8
WI '00	37	534	.4	1.8	132	436	1.3	4.1	26	174	.3	1.1	36	228	.3	1.5	5	67		.4
WRRH-FM																				
WI '01	5	59		.2	1	20			8	42	.1	.3	7	43	.1	.3	2	13		.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	10	148	.1	.5	16	106	.2	.5	8	69	.1	.3	8	92	.1	.3	11	69	.1	1.1
SP '00	14	221	.1	.7	17	136	.2	.5	19	123	.2	.7	14	118	.1	.6	18	103	.2	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	* 8	80	.1	.4	19	46	.2	.6	3	33		.1	3	33		.1	* 10	24	.1	.7
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	3	92		.1	4	8		.1	2	28		.1	1	6				13		
SP '00		6								6			1	6						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	60		.2	2	18		.1		8			1	12			3	18		.3
WSKN-AM																				
WI '01		18								18										
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		26				14			1	12										
SP '00	2	66		.1	10	49	.1	.3	2	38		.1		9			1	22		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	5	144		.2	1	19			14	93	.1	.6	6	46	.1	.2	2	35		.2
WTPM-FM																				
WI '01	* 1	9							2	9		.1		9			*			
FA '00	5	92		.2	3	29		.1	1	19			2	27		.1	1	19		.1
SU '00	6	84	.1	.3	7	59	.1	.2	7	37	.1	.3	4	16		.2	5	61		.5
SP '00	2	49		.1		5				5			1	25				15		
4-Book	4	59		.2	3	23		.1	3	18		.1	2	19		.1	2	24		.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQZ-FM																				
WI '01	43	719	.4	1.9	39	257	.4	1.2	50	424	.5	1.9	49	308	.5	1.9	30	235	.3	2.1
FA '00	50	809	.5	2.3	42	347	.4	1.3	88	496	.8	3.4	43	473	.4	1.7	36	286	.3	2.8
SU '00	36	748	.3	1.7	30	284	.3	.9	39	385	.4	1.5	48	313	.5	1.9	19	227	.2	1.8
SP '00	53	936	.5	2.5	65	449	.6	2.0	65	522	.6	2.6	60	456	.6	2.5	31	313	.3	2.6
4-Book	46	803	.4	2.1	44	334	.4	1.4	61	457	.6	2.4	50	388	.5	2.0	29	265	.3	2.3
WI '00	65	800	.6	3.2	66	402	.6	2.0	94	430	.9	4.1	74	434	.7	3.1	43	285	.4	3.6
WUNO-AM																				
WI '01	2	123		.1	7	62	.1	.2	4	35		.2					2	40		.1
FA '00	2	57		.1	4	45		.1	5	13		.2								
SU '00	4	92		.2	6	35	.1	.2	9	42	.1	.3	8	70	.1	.3	1	16		.1
SP '00	8	228	.1	.4	17	129	.2	.5	12	117	.1	.5	5	41		.2	3	56		.3
4-Book	4	125		.2	9	68	.1	.3	8	52	.1	.3	3	28		.1	2	28		.1
WI '00	8	178	.1	.4	30	145	.3	.9	7	89	.1	.3	3	54		.1		17		

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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	
WVJP-FM																				
WI '01	22	472	.2	1.0	26	187	.2	.8	36	247	.3	1.4	28	221	.3	1.1	8	111	.1	.6
FA '00	32	549	.3	1.4	31	231	.3	.9	51	238	.5	2.0	35	253	.3	1.4	8	131	.1	.6
SU '00	15	366	.1	.7	13	157	.1	.4	24	146	.2	.9	13	112	.1	.5	7	96	.1	.7
SP '00	33	564	.3	1.6	39	261	.4	1.2	53	302	.5	2.1	29	223	.3	1.2	14	155	.1	1.2
4-Book	26	488	.2	1.2	27	209	.3	.8	41	233	.4	1.6	26	202	.3	1.1	9	123	.1	.8
WI '00	23	545	.2	1.1	20	174	.2	.6	17	226	.2	.7	24	236	.2	1.0	29	238	.3	2.4
WVOZ-FM																				
WI '01	92	1371	.9	4.1	57	504	.5	1.7	103	708	1.0	4.0	105	748	1.0	4.1	99	644	.9	7.0
FA '00	70	1048	.7	3.2	58	394	.5	1.7	68	469	.6	2.6	74	448	.7	2.9	77	499	.7	5.9
SU '00	19	482	.2	.9	16	98	.2	.5	13	198	.1	.5	10	116	.1	.4	23	259	.2	2.2
SP '00	12	351	.1	.6	5	81	.2	.2	12	150	.1	.5	13	150	.1	.5	8	46	.1	.7
4-Book	48	813	.5	2.2	34	269	.3	1.0	49	381	.5	1.9	51	366	.5	2.0	52	362	.5	4.0
WI '00	11	206	.1	.5	5	50	.2	.2	7	82	.1	.3	8	53	.1	.3	17	58	.2	1.4
WXEV-AM																				
WI '01	* 14	75	.1	.6	12	34	.1	.4	12	34	.1	.5	7	24	.1	.3	* 18	44	.2	1.3
FA '00	3	85	.1	.1	8	39	.1	.2	1	14	.1	.1	2	23	.1	.1	1	7	.1	.1
SU '00		25			1	25														
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	66	.2	.2	9	35	.1	.3	6	52	.1	.3	3	22	.1	.1	4	7	.3	.3
WXYX-FM																				
WI '01	109	1779	1.0	4.9	131	779	1.2	3.9	146	903	1.4	5.6	199	961	1.9	7.7	44	410	.4	3.1
FA '00	104	1814	1.0	4.7	161	817	1.5	4.8	122	897	1.1	4.7	151	892	1.4	6.0	68	560	.6	5.2
SU '00	91	1592	.9	4.3	182	808	1.8	5.5	117	731	1.1	4.5	109	610	1.1	4.3	40	468	.4	3.9
SP '00	69	1587	.7	3.3	90	538	.9	2.8	72	721	.7	2.8	149	818	1.4	6.1	29	333	.3	2.5
4-Book	93	1693	.9	4.3	141	736	1.4	4.3	114	813	1.1	4.4	152	820	1.5	6.0	45	443	.4	3.7
WI '00	105	1881	1.0	5.1	182	834	1.8	5.6	120	1006	1.2	5.2	128	807	1.2	5.3	41	359	.4	3.4
WYQE-FM																				
WI '01	7	107	.1	.3	7	57	.1	.2	10	45	.1	.4	12	99	.1	.5	6	34	.1	.4
FA '00	14	103	.1	.6	28	60	.3	.8	21	40	.2	.8	13	54	.1	.5	1	11	.1	.1
SU '00	11	141	.1	.5	22	106	.2	.7	10	112	.1	.4	10	75	.1	.4	5	28	.5	.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	7	120	.1	.3	12	27	.1	.4	3	34	.1	.1	1	6	.1	.1	7	33	.1	.6
WZAR-FM																				
WI '01	80	1111	.7	3.6	63	415	.6	1.9	97	515	.9	3.7	91	528	.8	3.5	107	600	1.0	7.6
FA '00	72	1075	.7	3.2	87	473	.8	2.6	93	526	.9	3.6	87	512	.8	3.4	60	458	.6	4.6
SU '00	108	1197	1.0	5.1	123	611	1.2	3.7	152	676	1.5	5.8	126	661	1.2	5.0	80	495	.8	7.8
SP '00	75	1022	.7	3.5	68	360	.7	2.1	128	600	1.2	5.0	85	505	.8	3.5	39	343	.4	3.3
4-Book	84	1101	.8	3.9	85	465	.8	2.6	118	579	1.1	4.5	97	552	.9	3.9	72	474	.7	5.8
WI '00	71	1023	.7	3.4	63	432	.6	1.9	89	508	.9	3.9	83	561	.8	3.4	76	500	.7	6.3
WZMT-FM																				
WI '01	7	162	.1	.3	11	58	.1	.3	10	95	.1	.4	4	32	.1	.2	8	32	.1	.6
FA '00	12	191	.1	.5	6	73	.1	.2	13	98	.1	.5	10	50	.1	.4	6	41	.1	.5
SU '00	12	211	.1	.6	8	48	.1	.2	16	93	.2	.6	16	61	.2	.6	5	52	.5	.5
SP '00	14	249	.1	.7	22	106	.2	.7	10	116	.1	.4	10	122	.1	.4	20	114	.2	1.7
4-Book	11	203	.1	.5	12	71	.1	.4	12	101	.1	.5	10	66	.1	.4	10	60	.1	.8
WI '00	11	186	.1	.5	7	34	.1	.2	6	61	.1	.3	19	63	.2	.8	17	55	.2	1.4
WZNT-FM																				
WI '01	88	1155	.8	4.0	68	383	.6	2.0	142	519	1.3	5.5	97	470	.9	3.8	27	259	.3	1.9
FA '00	76	1230	.7	3.4	41	371	.4	1.2	102	598	1.0	4.0	84	532	.8	3.3	53	325	.5	4.1
SU '00	107	1237	1.0	5.1	103	470	1.0	3.1	161	619	1.6	6.2	118	564	1.1	4.7	38	381	.4	3.7
SP '00	71	1315	.7	3.4	59	377	.6	1.8	100	589	1.0	3.9	57	433	.6	2.4	31	300	.3	2.6
4-Book	86	1234	.8	4.0	68	400	.7	2.0	126	581	1.2	4.9	89	500	.9	3.6	37	316	.4	3.1
WI '00	72	1431	.7	3.5	84	659	.8	2.6	93	683	.9	4.1	76	765	.7	3.1	29	379	.3	2.4

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Persons 18-34

WZOL-FM

WI '01
FA '00
SU '00
SP '00
4-Book
WI '00

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
11	129	.1	.5	11	81	.1	.3	13	45	.1	.5	9	69	.1	.3	9	45	.1	.6
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	27	.1	.4	5	14	.2	.2	15	27	.1	.6	10	14	.1	.4	4	14	.4	.4
3	69	.1	.1	9	69	.1	.3	1	12	.1	.3	2	30	.1	.1	2	12	.2	.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
WI '01	2226	10431	20.8	3369	9235	31.4		2605	8295	24.3		2586	8916	24.1		1413	6407	13.2	
FA '00	2219	10404	20.7	3348	9459	31.2		2574	8226	24.0		2524	9058	23.6		1303	6350	12.2	
SU '00	2101	10103	20.4	3288	9177	31.9		2609	8034	25.3		2506	8420	24.3		1029	5870	10.0	
SP '00	2115	9990	20.5	3201	8864	31.1		2544	8144	24.7		2423	8508	23.5		1180	6032	11.4	
4-Book	2165	10232	20.6	3302	9184	31.4		2583	8175	24.6		2510	8726	23.9		1231	6165	11.7	
WI '00	2061	9981	20.0	3257	8991	31.6		2291	7700	22.2		2415	8185	23.4		1197	5947	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

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
VABA-AM																			
WI '01	2	27	.1	2	30	.1						5	30	.2		6	15	.1	.3
4-Book	1	27	.1	2	28	.1		2	4	.1		2	10	.1		2	4	.1	.1
WAEI-AM																			
WI '01	5	28	.2																
4-Book	3	38	.1	1	24	.1		2	6	.1						1	3		
WAEI-FM																			
WI '01	32	455	.3	26	333	.2	1.5	28	81	.3	1.9	55	165	.5	2.0	18	81	.2	.9
4-Book	28	412	.3	**	**	**	**	18	51	.2	1.2	40	111	.4	1.5	19	64	.2	1.0
WAPA-AM																			
WI '01	13	148	.1	* 2	57	.1		13	47	.1	.9	2	10	.1		1	10		
4-Book	18	153	.2	3	63	.2		6	20	.1	.4	3	13	.1		2	8		.1
WBRQ-FM																			
WI '01	31	398	.3	23	254	.2	1.4	15	80	.1	1.0	34	103	.3	1.2	37	100	.3	1.8
4-Book	27	347	.3	26	282	.2	1.5	26	94	.3	1.6	43	122	.4	1.6	34	94	.3	1.7
WCAD-FM																			
WI '01	43	729	.4	34	420	.3	2.0	24	102	.2	1.6	63	149	.6	2.3	73	201	.7	3.6
4-Book	59	798	.6	39	471	.4	2.3	33	112	.3	2.1	70	191	.7	2.6	54	167	.5	2.8
WCMA-FM																			
WI '01	164	1343	1.5	58	686	.5	3.4	63	176	.6	4.2	91	295	.8	3.3	84	251	.8	4.1
4-Book	114	1166	1.1	57	709	.5	3.3	48	154	.5	2.9	112	345	1.1	4.1	92	228	.9	4.7
WCMN-AM																			
WI '01		30		1	21	.1		8	21	.1	.5								
4-Book	3	58	.1	1	24	.1		2	5	.1	.1	1	7				2		
WCMN-FM																			
WI '01	68	706	.6	43	349	.4	2.6	28	96	.3	1.9	54	159	.5	1.9	45	95	.4	2.2
4-Book	54	538	.5	38	348	.4	2.3	38	112	.4	2.4	54	148	.5	2.0	34	91	.3	1.8
WCOM-FM																			
WI '01	77	1106	.7	35	505	.3	2.1	33	104	.3	2.2	70	153	.7	2.5	44	137	.4	2.2
4-Book	92	1191	.9	35	522	.3	2.1	36	119	.3	2.2	69	213	.7	2.5	39	105	.4	2.0
WCTA-FM																			
WI '01	13	222	.1	22	203	.2	1.3	12	45	.1	.8	45	123	.4	1.6	37	62	.3	1.8
4-Book	27	301	.3	35	277	.3	2.1	21	62	.2	1.3	64	157	.6	2.4	53	112	.5	2.7
WEGM-FM																			
WI '01	58	575	.5	41	398	.4	2.4	16	50	.1	1.1	62	148	.6	2.2	32	68	.3	1.6
4-Book	38	452	.4	32	339	.3	1.9	17	55	.2	1.1	39	124	.4	1.4	27	91	.3	1.4
WERR-FM																			
WI '01	17	265	.2	13	177	.1	.8	19	36	.2	1.3	23	71	.2	.8	9	30	.1	.4
4-Book	13	254	.1	9	160	.1	.6	11	35	.1	.7	15	53	.1	.5	7	24	.1	.3
WFID-FM																			
WI '01	170	1305	1.6	91	834	.8	5.4	83	214	.8	5.5	166	319	1.5	6.0	124	264	1.2	6.1
4-Book	196	1441	1.9	105	952	1.0	6.3	89	248	.9	5.4	185	389	1.8	6.8	129	288	1.3	6.7
WIAC-AM																			
WI '01	2	28	.1	1	11	.1													
4-Book	6	55	.1	3	37	.2		4	19	.2		4	16	.2					
WIAC-FM																			
WI '01	113	1440	1.1	71	885	.7	4.2	58	187	.5	3.8	144	361	1.3	5.2	95	208	.9	4.7
4-Book	107	1298	1.1	58	738	.6	3.5	58	174	.6	3.6	110	295	1.1	4.1	85	197	.8	4.4
+WIDI-FM																			
WI '01	24	192	.2	4	67	.2						4	13	.1		2	8	.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 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 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
WORD-FM																			
WI '01	16	295	.1	.6	10	96	.1	.6	2	9	.1	.1	6	27	.1	.2	4	10	.2
4-Book	20	255	.2	.7	20	176	.2	1.2	13	34	.1	.8	19	59	.2	.7	14	35	.1
WOSO-AM																			
WI '01	1	27				9							3	9	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
WI '01	61	929	.6	2.2	38	448	.4	2.3	27	95	.3	1.8	89	202	.8	3.2	45	157	.4
4-Book	74	1039	.7	2.7	53	598	.5	3.2	47	136	.5	2.9	71	201	.7	2.6	47	160	.5
WPAB-AM																			
WI '01	3	41		.1															
4-Book	3	40		.1	1	16		.1					2	4	.1		1	4	.1
WPRA-AM																			
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
WI '01	402	2843	3.8	14.2	129	1203	1.2	7.7	144	316	1.3	9.5	188	456	1.8	6.7	154	369	1.4
4-Book	407	2772	3.9	14.6	124	1146	1.2	7.3	184	402	1.8	11.1	185	454	1.8	6.7	149	367	1.4
WQBS-AM																			
WI '01	3	27		.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	63	394	.6	2.2	20	162	.2	1.2	23	31	.2	1.5	31	59	.3	1.1	48	115	.4
4-Book	52	342	.5	1.9	20	176	.2	1.2	25	44	.3	1.5	34	89	.3	1.3	30	67	.3
WRRH-FM																			
WI '01	5	53		.2	5	59		.3	4	16		.3	6	31	.1	.2	19	34	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	8	68	.1	.3	* 9	50	.1	.5	3	11		.2	24	24	.2	.9	3	13	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																			
WI '01	**	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																			
WI '01	1	9			* 1	9		.1											
4-Book	3	39		.1	7	47	.1	.4	15	24	.1	.9	19	34	.2	.7	10	21	.1
WUKQ-FM																			
WI '01	47	547	.4	1.7	47	402	.4	2.8	60	174	.6	4.0	97	276	.9	3.5	51	124	.5
4-Book	53	637	.5	1.9	45	454	.4	2.7	39	120	.4	2.5	83	233	.8	3.1	45	133	.5
WUNO-AM																			
WI '01	4	86		.1		11													
4-Book	7	109	.1	.2	2	24		.1	3	7		.2	2	5		.1			
WVJP-FM																			
WI '01	30	416	.3	1.1	16	131	.1	1.0	8	32	.1	.5	19	53	.2	.7	22	57	.2
4-Book	32	377	.3	1.2	25	205	.2	1.5	27	64	.3	1.6	36	90	.4	1.3	29	64	.3
WVOZ-FM																			
WI '01	90	1048	.8	3.2	91	729	.8	5.4	39	109	.4	2.6	108	258	1.0	3.9	102	219	1.0
4-Book	45	573	.4	1.6	52	480	.5	3.1	24	85	.2	1.4	55	155	.5	2.0	51	114	.5
WXEW-AM																			
WI '01	10	34	.1	.4	* 18	75	.2	1.1	19	54	.2	1.3	11	44	.1	.4	15	23	.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 - Persons 18-34

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	
WXYX-FM																				
WI '01	158	1531	1.5	5.6	66	746	.6	3.9	49	163	.5	3.2	126	314	1.2	4.5	129	305	1.2	6.3
4-Book	134	1420	1.3	4.8	53	676	.5	3.1	38	121	.4	2.3	94	293	.9	3.5	90	201	.9	4.6
WYQE-FM																				
WI '01	10	107	.1	.4	4	36	.2	.2	**	**	**	**	4	16	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	85	787	.8	3.0	52	563	.5	3.1	38	128	.4	2.5	38	129	.4	1.4	39	106	.4	1.9
4-Book	101	879	1.0	3.6	61	582	.6	3.6	65	180	.6	4.0	96	225	.9	3.6	59	162	.6	3.1
WZMT-FM																				
WI '01	8	137	.1	.3	5	82	.3	.3	10	28	.1	.6	10	39	.1	.4	14	22	.1	.7
4-Book	12	141	.1	.4	12	116	.1	.7	10	28	.1	.6	28	65	.3	1.1	13	28	.1	.7
WZNT-FM																				
WI '01	105	851	1.0	3.7	101	633	.9	6.0	65	182	.6	4.3	196	365	1.8	7.0	136	277	1.3	6.7
4-Book	97	875	.9	3.5	99	743	.9	5.9	77	194	.7	4.8	162	373	1.5	5.9	113	253	1.1	5.8
WZOL-FM																				
WI '01	11	94	.1	.4	12	109	.1	.7	18	54	.2	1.2	26	69	.2	.9	20	36	.2	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	2837	10270	26.5		1682	8715	15.7		1512	3746	14.1		2788	5846	26.0		2039	4511	19.0	
4-Book	2784	10121	26.5		1682	8603	16.0		1628	3997	15.5		2726	5779	25.9		1955	4315	18.6	

** 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 18-34																			
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
WABA-AM																			
WI '01				6	15	.1	.7	3	15		.2								
4-Book	1	3	.1	5	13	.1	.5	3	16		.2	1	2		.1				
WAEI-AM																			
WI '01																			
4-Book	1	3		3	11		.3						4						
WAEI-FM																			
WI '01	25	72	.2	8	42	.1	1.0	36	128	.3	2.0	12	35	.1	.8	20	70	.2	1.6
4-Book	16	39	.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																			
WI '01	*			4	17		.5									*			
4-Book	2	4	.1	6	18	.1	.6	2	8		.1	1	2			4	14		.4
WBRQ-FM																			
WI '01	14	50	.1	7	26	.1	.9	27	79	.3	1.5	20	72	.2	1.3	31	49	.3	2.4
4-Book	12	50	.1	17	59	.2	1.6	18	83	.2	1.0	30	99	.3	2.0	25	67	.3	2.1
WCAD-FM																			
WI '01	49	121	.5	11	43	.1	1.3	21	120	.2	1.2	16	62	.1	1.1	12	55	.1	.9
4-Book	41	133	.4	18	45	.2	1.9	41	131	.4	2.2	34	104	.3	2.3	20	77	.2	1.7
WCMA-FM																			
WI '01	36	140	.3	44	99	.4	5.3	59	221	.6	3.3	66	220	.6	4.3	28	83	.3	2.2
4-Book	38	150	.4	33	93	.3	3.5	60	211	.6	3.3	51	158	.5	3.3	19	84	.2	1.6
WCMN-AM																			
WI '01				1	2		.1	3	9		.2	2	11		.1	1	5		.1
4-Book																			
WCMN-FM																			
WI '01	39	117	.4	18	43	.2	2.2	55	125	.5	3.1	59	119	.6	3.9	39	99	.4	3.0
4-Book	35	88	.4	26	64	.3	2.8	44	116	.4	2.4	40	89	.4	2.6	24	68	.3	2.0
WCOM-FM																			
WI '01	8	56	.1	11	45	.1	1.3	29	97	.3	1.6	33	117	.3	2.2	46	107	.4	3.6
4-Book	13	76	.1	12	48	.1	1.3	28	115	.3	1.5	35	92	.4	2.3	43	123	.4	3.6
WCTA-FM																			
WI '01	13	39	.1	6	24	.1	.7	19	59	.2	1.1	17	45	.2	1.1	23	32	.2	1.8
4-Book	30	75	.3	14	34	.2	1.4	39	99	.4	2.1	37	90	.4	2.5	21	42	.2	1.7
WEGM-FM																			
WI '01	36	125	.3	16	42	.1	1.9	76	200	.7	4.3	53	108	.5	3.5	24	66	.2	1.9
4-Book	30	86	.3	16	43	.2	1.6	42	117	.4	2.3	39	88	.4	2.6	40	92	.4	3.3
WERR-FM																			
WI '01	10	31	.1	9	49	.1	1.1	16	75	.1	.9	6	17	.1	.4	12	25	.1	.9
4-Book	8	23	.1	11	58	.1	1.2	7	29		.4	10	30	.1	.7	6	17		.5
WFID-FM																			
WI '01	91	224	.8	36	117	.3	4.4	68	188	.6	3.8	58	138	.5	3.8	91	226	.8	7.1
4-Book	108	293	1.0	47	149	.4	4.8	109	245	1.0	5.9	69	180	.7	4.5	89	237	.8	7.4
WIAC-AM																			
WI '01																5	11		.4
4-Book				1	7		.1	11	17	.1	.6	3	7		.3	1	3		.1
WIAC-FM																			
WI '01	71	211	.7	24	93	.2	2.9	99	306	.9	5.5	37	137	.3	2.4	30	116	.3	2.3
4-Book	49	158	.5	28	101	.3	3.0	60	188	.6	3.3	39	127	.4	2.6	33	111	.3	2.8
+WIDI-FM																			
WI '01	10	16	.1					9	29	.1	.5	2	8		.1	4	17		.3
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 - Persons 18-34

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
63 53	137 145	.6 .5	4.1 3.6	43 22	137 72	.4 .2	5.2 2.3	82 51	193 168	.8 .5	4.6 2.7	71 46	198 129	.7 .5	4.7 2.9	57 33	187 111	.5 .3	4.5 2.7
34 21	92 70	.3 .2	2.2 1.4	11 16	40 48	.1 .2	1.3 1.7	38 32	134 88	.4 .3	2.1 1.7	13 23	38 52	.1 .2	.9 1.5	16 9	46 32	.1 .1	1.3 .7
7 20	30 51	.1 .2	.5 1.4	2 9	8 30	. .1	.2 .9	24 14	39 33	.2 .1	1.3 .7	13 13	25 38	.1 .1	.9 .9	10 21	25 40	.1 .2	.8 1.8
* **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* **	** **	** **	** **
11 18	41 53	.1 .2	.7 1.3	40 38	66 68	.4 .4	4.9 4.0	24 38	69 96	.2 .4	1.3 2.1	15 22	47 57	.1 .2	1.0 1.4	3 8	13 22	. .1	.2 .7
1 	3 			10 	28 	.1 	.9 	3 6	17 26	. .1	.2 .3	8 6	17 15	.1 .1	.5 .3	3 	10 		.2
120 125	300 355	1.1 1.2	7.9 8.7	61 47	166 168	.6 .5	7.4 5.0	198 198	633 533	1.8 1.9	11.1 10.8	157 161	456 415	1.5 1.6	10.3 10.5	59 78	214 235	.6 .7	4.6 6.6
								1 	3 							* 1	2 		.1
24 **	43 **	.2 **	1.6 **	19 10	21 24	.2 .1	2.3 1.1	7 10	7 32	.1 .1	.4 .6	18 12	39 27	.2 .1	1.2 .8	7 **	7 **	.1 **	.5 **
5 	12 		.4 	4 	7 	.1 	.4 	8 	9 	.1 	.5 	4 	9 		.3 	6 	11 	.1 	.6
** 	** 	** 	** 	** 	** 	** 	** 	** 	** 	** 	** 	** 	** 	** 	** 	** 	** 	** 	**
6 **	17 **	.1 **	.4 **	2 **	8 **		.2 **					2 **	8 **		.1 **				
								1 	6 										
134 134	404 423	1.3 1.3	8.8 9.3	38 48	162 149	.4 .5	4.6 5.0	128 106	363 310	1.2 1.0	7.2 5.9	128 116	306 317	1.2 1.1	8.4 7.7	229 235	548 534	2.1 2.3	17.9 19.8
				10 5	14 8	.1 .1	1.2 .5												
22 **	26 **	.2 **	1.4 **	** 	** 	** 	** 	** 	** 	** 	** 	1 **	12 **		.1 **	** 	** 	** 	**
12 10	34 40	.1 .1	.8 .7	36 30	123 98	.3 .3	4.4 3.3	4 7	25 39		.2 .4	19 11	63 43	.2 .1	1.3 .7	5 4	12 20		.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 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
WORD-FM																			
WI '01	6	28	.1	.4	4	18	.5	27	61	.3	1.5	21	49	.2	1.4	4	27	.3	.3
4-Book	**	**	**	**	11	24	.1	1.2	50	.89	.5	2.7	29	74	.3	2.0	**	**	**
WOSO-AM																			
WI '01												1	9		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
WI '01	7	36	.1	.5	23	52	.2	2.8	47	131	.4	2.6	26	64	.2	1.7	35	95	.3
4-Book	43	112	.4	3.1	32	74	.3	3.3	67	185	.6	3.6	55	125	.5	3.6	60	169	.6
WPAB-AM																			
WI '01					1	7	.1	2	10		.1						3		
4-Book																			
WPRA-AM																			
WI '01																			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
WI '01	177	345	1.7	11.6	67	130	.6	8.1	108	344	1.0	6.1	102	277	1.0	6.7	81	189	.8
4-Book	102	232	1.0	6.9	96	189	.9	9.9	113	326	1.1	6.2	104	277	1.0	6.8	63	155	.6
WQBS-AM																			
WI '01																			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	15	28	.1	1.0	3	14	.4	12	20	.1	.7	21	37	.2	1.4	7	17	.1	.5
4-Book	17	44	.2	1.2	8	26	.1	.8	20	63	.2	1.1	17	34	.2	1.1	10	27	.1
WRRH-FM																			
WI '01	3	13		.2	5	13	.6	4	13		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	*				*			18	36	.2	1.0	10	13	.1	.7	*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																			
WI '01																			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																			
WI '01	*							5	9		.3	*				*			
4-Book	2	7		.1	1	2	.1	3	9		.2	4	10		.3	2	4		.1
WUQO-FM																			
WI '01	26	73	.2	1.7	30	74	.3	3.6	34	94	.3	1.9	52	134	.5	3.4	23	72	.2
4-Book	31	93	.3	2.1	25	89	.2	2.6	58	159	.5	3.1	46	117	.4	3.0	27	89	.3
WUNO-AM																			
WI '01					4	13	.1	.4	1	3			3	11	.2		1	3	.1
4-Book																			
WVJP-FM																			
WI '01	15	34	.1	1.0	12	37	.1	1.5	25	56	.2	1.4	23	40	.2	1.5			
4-Book	9	33	.1	.6	13	42	.1	1.3	50	99	.5	2.6	26	53	.3	1.8	7	22	.1
WVOZ-FM																			
WI '01	206	410	1.9	13.5	21	68	.2	2.6	70	169	.7	3.9	69	168	.6	4.5	85	235	.8
4-Book	140	261	1.3	9.5	15	48	.2	1.6	39	111	.4	2.1	37	87	.3	2.3	40	100	.4
WXEW-AM																			
WI '01	*	20	.2	1.3	*	17	.2	2.1	28	44	.3	1.6	3	10	.2		*	33	.3
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 - Persons 18-34

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	
WXYX-FM WI '01 4-Book	47 45	167 154	.4 .4	3.1 3.0	8 22	50 64	.1 .2	1.0 2.1	62 64	175 196	.6 .6	3.5 3.6	52 34	140 91	.5 .4	3.4 2.3	48 28	147 79	.4 .3	3.8 2.3
WYQE-FM WI '01 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	8 **	20 **	.1 **	.4 **	18 **	20 **	.2 **	1.2 **	** **	** **	** **	** **
WZAR-FM WI '01 4-Book	67 69	170 177	.6 .6	4.4 4.8	28 21	65 61	.3 .2	3.4 2.3	54 50	170 157	.5 .5	3.0 2.7	87 62	247 160	.8 .6	5.7 4.1	64 58	154 156	.6 .6	5.0 4.9
WZMT-FM WI '01 4-Book	3 6	9 22		.2 .4	6 7	25 20	.1 .1	.7 .7	6 11	14 26	.1 .1	.3 .5	13	27	.1	.8	6	11	.1	.5
WZNT-FM WI '01 4-Book	40 57	138 140	.4 .6	2.6 3.9	21 56	54 133	.2 .5	2.6 5.7	135 161	277 316	1.3 1.6	7.6 8.9	139 122	218 222	1.3 1.2	9.2 8.1	66 40	164 102	.6 .4	5.2 3.2
WZOL-FM WI '01 4-Book	** **	** **	** **	** **	3 **	13 **		.4 **	13 **	13 **	.1 **	.7 **	13 **	13 **	.1 **	.9 **	7 **	24 **	.1 **	.5 **
TOTALS WI '01 4-Book	1522 1451	3548 3549	14.2 13.8		823 962	2201 2487	7.7 9.2		1784 1838	4142 4192	16.6 17.5		1519 1525	3293 3395	14.2 14.5		1279 1192	3008 2907	11.9 11.3	

** 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
WABA-AM																			
WI '01	7	137	.2	11	77	.1	.2	4	46	.1	.1	3	39	.1	.1	4	58	.2	.2
FA '00	10	245	.1	22	134	.1	.4	4	66	.1	.1	1	12	.1	.1	10	85	.1	.5
SU '00	6	160	.2	10	60	.1	.2	5	50	.1	.1	3	45	.1	.1	3	22	.2	.2
SP '00	6	158	.2	9	76	.1	.2	7	74	.2	.2	2	45	.1	.1	7	68	.4	.4
4-Book	7	175	.2	13	87	.1	.3	5	59	.1	.1	2	35	.1	.1	6	58	.3	.3
WI '00	20	180	.1	57	134	.3	.9	24	111	.1	.6	6	46	.1	.1	7	43	.4	.4
WAEL-AM																			
WI '01	4	64	.1	3	27	.1	.1	15	56	.1	.3	1	19	.1	.1	1	15	.1	.1
FA '00	3	184	.1	9	101	.1	.2	2	35	.1	.1	3	30	.1	.1	1	17	.1	.1
SU '00	15	225	.1	20	56	.1	.3	10	79	.1	.2	25	142	.1	.6	12	100	.1	.7
SP '00	15	330	.1	25	157	.1	.4	12	100	.1	.3	13	133	.1	.3	12	102	.1	.6
4-Book	9	201	.1	14	85	.1	.2	10	68	.1	.2	11	81	.1	.3	7	59	.1	.3
WI '00	9	188	.1	18	81	.1	.3	14	95	.1	.3	3	54	.1	.1	5	47	.1	.3
WAEL-FM																			
WI '01	42	779	.2	27	197	.1	.4	66	533	.4	1.4	45	273	.2	1.0	29	182	.2	1.4
FA '00	36	766	.2	29	213	.2	.5	86	562	.5	1.9	19	207	.1	.5	12	144	.1	.6
SU '00	35	922	.2	27	252	.2	.5	76	612	.4	1.7	28	290	.2	.7	20	231	.1	1.2
SP '00	22	561	.1	18	228	.1	.3	47	316	.3	1.0	17	223	.1	.4	10	114	.1	.5
4-Book	34	757	.2	25	223	.2	.4	69	506	.4	1.5	27	248	.2	.7	18	168	.1	.9
WI '00	44	705	.2	52	221	.3	.9	80	498	.4	1.9	36	284	.2	.9	15	162	.1	.8
WAPA-AM																			
WI '01	* 37	480	.2	74	319	.4	1.2	53	260	.3	1.2	33	174	.2	.8	* 28	166	.2	1.3
FA '00	26	543	.1	61	291	.3	1.0	38	167	.2	.9	19	166	.1	.5	8	81	.1	.4
SU '00	30	471	.2	57	272	.3	1.0	36	160	.2	.8	23	121	.1	.5	23	132	.1	1.4
SP '00	33	522	.2	70	332	.4	1.2	56	275	.3	1.2	34	203	.2	.8	8	105	.1	.4
4-Book	32	504	.2	66	304	.4	1.1	46	216	.3	1.0	27	166	.2	.7	17	121	.1	.9
WI '00	44	717	.2	91	435	.5	1.5	39	391	.2	.9	49	346	.3	1.2	26	150	.1	1.4
WBRQ-FM																			
WI '01	52	729	.3	64	445	.4	1.1	70	418	.4	1.5	52	406	.3	1.2	31	270	.2	1.5
FA '00	51	700	.3	44	347	.2	.7	59	317	.3	1.3	70	423	.4	1.7	46	259	.3	2.2
SU '00	33	629	.2	31	252	.2	.5	32	312	.2	.7	43	255	.2	1.0	13	194	.1	.8
SP '00	19	520	.1	19	189	.1	.3	17	227	.1	.4	24	262	.1	.6	14	151	.1	.7
4-Book	39	645	.2	40	308	.2	.7	45	319	.3	1.0	47	337	.3	1.1	26	219	.2	1.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
WI '01	49	1149	.3	54	420	.3	.9	50	579	.3	1.1	72	560	.4	1.7	37	490	.2	1.7
FA '00	60	1185	.3	83	581	.5	1.4	76	576	.4	1.7	56	464	.3	1.4	46	403	.3	2.2
SU '00	78	1518	.4	111	763	.6	1.9	107	738	.6	2.4	106	824	.6	2.5	34	534	.2	2.1
SP '00	58	1275	.3	86	545	.5	1.5	75	603	.4	1.7	45	476	.3	1.1	39	453	.2	2.0
4-Book	61	1282	.3	84	577	.5	1.4	77	624	.4	1.7	70	581	.4	1.7	39	470	.2	2.0
WI '00	60	1172	.3	74	532	.4	1.2	69	534	.4	1.6	74	606	.4	1.8	54	512	.3	2.9
WCMA-FM																			
WI '01	149	2198	.8	189	1001	1.0	3.1	252	1134	1.4	5.5	208	1267	1.1	4.8	68	632	.4	3.2
FA '00	178	2482	1.0	215	1151	1.2	3.6	266	1304	1.5	6.0	225	1471	1.2	5.5	99	907	.5	4.7
SU '00	77	1781	.4	89	764	.5	1.5	99	850	.6	2.3	77	678	.4	1.8	52	484	.3	3.2
SP '00	114	2269	.6	162	971	.9	2.8	158	1179	.9	3.5	124	1066	.7	3.0	49	448	.3	2.6
4-Book	130	2183	.7	164	972	.9	2.8	194	1117	1.1	4.3	159	1121	.9	3.8	67	618	.4	3.4
WI '00	132	2369	.7	171	1096	1.0	2.8	209	1313	1.2	5.0	132	994	.7	3.2	67	713	.4	3.6
WCMN-AM																			
WI '01	5	159	.1	15	80	.1	.2	4	35	.1	.1	4	45	.1	.1		9		
FA '00	17	328	.1	36	221	.2	.6	24	155	.1	.5	10	119	.1	.2	7	71		.3
SU '00	10	192	.1	30	120	.2	.5	14	101	.1	.3	5	57	.1	.1	3	23		.2
SP '00	8	171	.2	23	94	.1	.4	14	66	.1	.3	6	52	.1	.1		8		
4-Book	10	213	.1	26	129	.2	.4	14	89	.1	.3	6	68	.1	.1	3	28		.1
WI '00	16	286	.1	43	226	.2	.7	20	122	.1	.5	14	95	.1	.3	5	44		.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 - Persons 18-49

Persons 18-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-FM																			
76	1144	.4	2.0	79	532	.4	1.3	87	578	.5	1.9	95	628	.5	2.2	66	426	.4	3.1
69	1031	.4	1.8	97	574	.5	1.6	91	621	.5	2.1	72	535	.4	1.8	34	324	.2	1.6
60	906	.3	1.7	85	454	.5	1.4	71	500	.4	1.6	69	486	.4	1.6	35	292	.2	2.1
44	706	.2	1.2	54	348	.3	.9	47	369	.3	1.0	48	383	.3	1.2	32	218	.2	1.7
62	947	.3	1.7	79	477	.4	1.3	74	517	.4	1.7	71	508	.4	1.7	42	315	.3	2.1
65	1074	.4	1.8	94	445	.5	1.5	115	509	.6	2.7	64	433	.4	1.5	14	194	.1	.7
WCOM-FM																			
61	1565	.3	1.6	185	893	1.0	3.1	44	571	.2	1.0	39	491	.2	.9	19	273	.1	.9
87	1851	.5	2.3	248	983	1.4	4.2	90	800	.5	2.0	56	606	.3	1.4	38	388	.2	1.8
71	1743	.4	2.0	224	991	1.2	3.8	77	779	.4	1.8	36	410	.2	.9	23	284	.1	1.4
93	2178	.5	2.5	204	1132	1.1	3.5	105	990	.6	2.3	73	682	.4	1.8	43	436	.2	2.2
78	1834	.4	2.1	215	1000	1.2	3.7	79	785	.4	1.8	51	547	.3	1.3	31	345	.2	1.6
74	1946	.4	2.0	182	962	1.0	3.0	73	751	.4	1.7	53	580	.3	1.3	37	440	.2	2.0
WCTA-FM																			
54	743	.3	1.4	45	311	.2	.7	80	372	.4	1.8	47	371	.3	1.1	27	214	.1	1.3
56	694	.3	1.5	32	243	.2	.5	74	321	.4	1.7	48	268	.3	1.2	28	177	.2	1.3
57	800	.3	1.6	34	242	.2	.6	80	496	.4	1.8	67	344	.4	1.6	23	242	.1	1.4
73	887	.4	2.0	49	308	.3	.8	99	510	.6	2.2	87	483	.5	2.1	52	340	.3	2.7
60	781	.3	1.6	40	276	.2	.7	83	425	.5	1.9	62	367	.4	1.5	33	243	.2	1.7
44	856	.2	1.2	42	206	.2	.7	66	432	.4	1.6	52	366	.3	1.3	25	230	.1	1.3
WEGM-FM																			
54	896	.3	1.4	73	436	.4	1.2	50	436	.3	1.1	80	437	.4	1.8	33	228	.2	1.6
35	555	.2	.9	47	290	.3	.8	31	271	.2	.7	37	296	.2	.9	21	244	.1	1.0
31	778	.2	.9	30	331	.2	.5	30	319	.2	.7	51	264	.3	1.2	9	152	.1	.5
35	559	.2	.9	47	286	.3	.8	35	340	.2	.8	57	394	.3	1.4	13	173	.1	.7
39	697	.2	1.0	49	336	.3	.8	37	342	.2	.8	56	348	.3	1.3	19	199	.1	1.0
58	670	.3	1.6	66	392	.4	1.1	50	353	.3	1.2	87	420	.5	2.1	48	284	.3	2.6
WERR-FM																			
38	768	.2	1.0	59	323	.3	1.0	46	349	.3	1.0	31	310	.2	.7	28	187	.2	1.3
21	480	.1	.6	19	236	.1	.3	26	210	.1	.6	23	194	.1	.6	23	163	.1	1.1
23	623	.1	.6	41	258	.2	.7	34	292	.2	.8	16	178	.1	.4	10	144	.1	.6
27	742	.2	.7	68	418	.4	1.2	41	367	.2	.9	14	229	.1	.3	6	124	.1	.3
27	653	.2	.7	47	309	.3	.8	37	305	.2	.8	21	228	.1	.5	17	155	.1	.8
40	617	.2	1.1	57	354	.3	.9	52	354	.3	1.2	36	170	.2	.9	23	197	.1	1.2
WFID-FM																			
182	2500	1.0	4.8	252	1227	1.4	4.2	261	1221	1.4	5.7	182	1095	1.0	4.2	133	961	.7	6.3
197	2668	1.1	5.2	216	1210	1.2	3.6	293	1233	1.6	6.6	215	1319	1.2	5.2	117	1001	.6	5.6
248	2971	1.4	6.8	340	1478	1.9	5.7	380	1567	2.1	8.6	297	1523	1.7	7.1	134	1007	.7	8.2
240	2946	1.3	6.5	313	1283	1.7	5.4	369	1615	2.1	8.1	297	1565	1.7	7.2	139	1178	.8	7.2
217	2771	1.2	5.8	280	1300	1.6	4.7	326	1409	1.8	7.3	248	1376	1.4	5.9	131	1037	.7	6.8
257	3095	1.4	7.0	295	1466	1.6	4.8	366	1598	2.0	8.7	333	1671	1.9	8.0	186	1138	1.0	9.9
WJAC-AM																			
16	279	.1	.4	30	102	.2	.5	18	118	.1	.4	32	118	.2	.7	7	37	.1	.3
7	158	.1	.2	16	128	.1	.3	12	51	.1	.3	1	10	.1	.2	6	35	.1	.3
12	274	.1	.3	31	129	.2	.5	16	100	.1	.4	3	17	.1	.3	2	21	.1	.1
11	283	.1	.3	26	159	.1	.4	14	148	.1	.3	11	67	.1	.3	1	27	.1	.1
12	249	.1	.3	26	130	.2	.4	15	104	.1	.4	12	53	.1	.3	4	30	.1	.2
15	318	.1	.4	24	135	.1	.4	19	168	.1	.5	22	117	.1	.5	6	93	.1	.3
WJAC-FM																			
133	2772	.7	3.5	246	1408	1.3	4.1	155	1116	.8	3.4	141	1102	.8	3.2	51	505	.3	2.4
106	2290	.6	2.8	218	1172	1.2	3.7	109	882	.6	2.5	131	1100	.7	3.2	43	480	.2	2.1
147	2630	.8	4.0	273	1319	1.5	4.6	207	1105	1.2	4.7	143	900	.8	3.4	68	628	.4	4.1
149	2733	.8	4.0	308	1410	1.7	5.3	171	1116	1.0	3.8	147	1018	.8	3.6	75	839	.4	3.9
134	2606	.7	3.6	261	1327	1.4	4.4	161	1055	.9	3.6	141	1030	.8	3.4	59	613	.3	3.1
154	2984	.9	4.2	311	1469	1.7	5.1	179	1238	1.0	4.3	139	1099	.8	3.4	87	785	.5	4.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																				
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	
+WIDI-FM																				
WI '01	21	327	.1	.6	22	106	.1	.4	43	178	.2	.9	28	167	.2	.6	11	77	.1	.5
FA '00	12	256	.1	.3	21	112	.1	.4	20	138	.1	.5	5	87	.1	.1	6	92	.1	.3
SU '00	18	217	.1	.5	19	75	.1	.3	39	110	.2	.9	21	122	.1	.5	5	63	.1	.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	23	347	.1	.6	36	177	.2	.6	29	115	.2	.7	25	155	.1	.6	17	137	.1	.9
WIOA-FM																				
WI '01	188	2790	1.0	4.9	303	1420	1.7	5.0	290	1355	1.6	6.3	200	1228	1.1	4.6	79	756	.4	3.7
FA '00	169	2361	.9	4.5	240	1123	1.3	4.0	264	1174	1.4	6.0	140	1031	.8	3.4	91	744	.5	4.4
SU '00	125	2365	.7	3.4	190	999	1.1	3.2	191	1094	1.1	4.3	121	944	.7	2.9	73	627	.4	4.5
SP '00	104	2103	.6	2.8	146	956	.8	2.5	148	993	.8	3.3	100	827	.6	2.4	58	559	.3	3.0
4-Book	147	2405	.8	3.9	220	1125	1.2	3.7	223	1154	1.2	5.0	140	1008	.8	3.3	75	672	.4	3.9
WI '00	86	1833	.5	2.4	132	803	.7	2.2	113	731	.6	2.7	98	805	.5	2.4	49	524	.3	2.6
WIOB-FM																				
WI '01	72	1083	.4	1.9	102	564	.6	1.7	124	572	.7	2.7	69	441	.4	1.6	32	323	.2	1.5
FA '00	98	1155	.5	2.6	122	542	.7	2.0	134	584	.7	3.0	97	533	.5	2.4	76	490	.4	3.6
SU '00	56	852	.3	1.5	63	439	.4	1.1	100	422	.6	2.3	57	341	.3	1.4	25	205	.1	1.5
SP '00	68	816	.4	1.8	84	410	.5	1.4	100	498	.6	2.2	77	456	.4	1.9	42	216	.2	2.2
4-Book	74	977	.4	2.0	93	489	.6	1.6	115	519	.7	2.6	75	443	.4	1.8	44	309	.2	2.2
WI '00	70	888	.4	1.9	95	413	.5	1.6	95	478	.5	2.3	102	517	.6	2.5	23	263	.1	1.2
WIOC-FM																				
WI '01	38	505	.2	1.0	48	278	.3	.8	52	268	.3	1.1	33	223	.2	.8	33	171	.2	1.6
FA '00	49	650	.3	1.3	73	329	.4	1.2	75	342	.4	1.7	38	325	.2	.9	29	181	.2	1.4
SU '00	30	501	.2	.8	34	185	.2	.6	31	213	.2	.7	36	229	.2	.9	19	156	.1	1.2
SP '00	38	499	.2	1.0	41	208	.2	.7	40	221	.2	.9	42	234	.2	1.0	45	211	.3	2.3
4-Book	39	539	.2	1.0	49	250	.3	.8	50	261	.3	1.1	37	253	.2	.9	32	180	.2	1.6
WI '00	21	422	.1	.6	33	166	.2	.5	28	168	.2	.7	18	180	.1	.4	7	110	.1	.4
WISO-AM																				
WI '01	* 2	95	.1	.1	3	19	.1	.2	7	84	.2	.2	1	11	.1	.3	* 6	30	.1	.3
FA '00	12	127	.1	.3	14	57	.1	.2	**	**	**	**	14	58	.1	.3	13	17	.1	.6
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	8	45	.2	.2	8	30	.1	.1	5	17	.1	.1	5	17	.1	.1	15	32	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	89	1150	.5	2.3	224	793	1.2	3.7	64	436	.4	1.4	115	665	.6	2.6	54	343	.3	2.5
FA '00	95	1392	.5	2.5	272	951	1.5	4.6	49	399	.3	1.1	137	734	.8	3.3	28	203	.2	1.3
SU '00	132	1384	.7	3.6	367	969	2.0	6.2	123	701	.7	2.8	155	805	.9	3.7	27	286	.2	1.6
SP '00	104	1338	.6	2.8	253	793	1.4	4.3	98	560	.5	2.2	134	668	.7	3.3	39	247	.2	2.0
4-Book	105	1316	.6	2.8	279	877	1.5	4.7	84	524	.5	1.9	135	718	.8	3.2	37	270	.2	1.9
WI '00	102	1414	.6	2.8	263	919	1.5	4.3	94	536	.5	2.2	126	778	.7	3.0	32	289	.2	1.7
WKAQ-AM																				
WI '01	66	1208	.4	1.7	104	588	.6	1.7	76	466	.4	1.7	119	610	.7	2.7	38	388	.2	1.8
FA '00	55	1253	.3	1.5	73	567	.4	1.2	30	283	.2	.7	109	596	.6	2.7	45	400	.2	2.2
SU '00	114	1862	.6	3.1	204	1072	1.1	3.4	106	628	.6	2.4	213	887	1.2	5.1	79	629	.4	4.8
SP '00	77	1360	.4	2.1	126	802	.7	2.2	80	473	.4	1.8	108	625	.6	2.6	65	470	.4	3.4
4-Book	78	1421	.4	2.1	127	757	.7	2.1	73	463	.4	1.7	137	680	.8	3.3	57	472	.3	3.1
WI '00	80	1432	.4	2.2	125	624	.7	2.0	81	459	.5	1.9	147	733	.8	3.5	49	396	.3	2.6
WKAQ-FM																				
WI '01	232	3850	1.3	6.1	238	1651	1.3	4.0	311	1970	1.7	6.8	287	2059	1.6	6.6	107	974	.6	5.0
FA '00	233	3790	1.3	6.2	259	1644	1.4	4.3	335	2042	1.8	7.6	261	1744	1.4	6.4	104	1111	.6	5.0
SU '00	234	3865	1.3	6.4	253	1586	1.4	4.3	329	1824	1.8	7.5	263	1837	1.5	6.3	103	1078	.6	6.3
SP '00	253	4580	1.4	6.8	280	1868	1.6	4.8	390	2620	2.2	8.6	278	2357	1.5	6.8	102	1280	.6	5.3
4-Book	238	4021	1.3	6.4	258	1687	1.4	4.4	341	2114	1.9	7.6	272	1999	1.5	6.5	104	1111	.6	5.4
WI '00	188	3902	1.0	5.1	184	1428	1.0	3.0	237	2043	1.3	5.7	226	1710	1.3	5.4	108	1144	.6	5.8

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

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
WKJB-AM																			
WI '01	* 5	114	.1	12	58	.1	.2	5	52	.1	.1	7	33	.2	*				
FA '00	7	142	.2	22	78	.1	.4	5	33	.1	.1	8	51	.2		1	23		
SU '00	8	182	.2	17	64	.1	.3	12	49	.1	.3	5	50	.1		1	18		.1
SP '00	3	120	.1	7	29		.1	5	41	.1	.1	4	40	.1		1	23		.1
4-Book	6	140	.2	15	57	.1	.3	7	44	.2	.2	6	44	.2		1	16		.1
WI '00	5	143	.1	7	75		.1	5	62	.1	.1	8	43	.2		4	21		.2
WKSA-FM																			
WI '01	17	448	.1	.4	29	142	.2	.5	13	174	.1	.3	19	221	.1	.4	8	125	.4
FA '00	31	612	.2	.8	41	259	.2	.7	33	283	.2	.7	32	244	.2	.8	33	268	.2
SU '00	22	364	.1	.6	28	236	.2	.5	17	144	.1	.4	14	46	.1	.3	**	**	**
SP '00	44	522	.2	1.2	62	350	.3	1.1	40	212	.2	.9	22	108	.1	.5	**	**	**
4-Book	29	487	.2	.8	40	247	.2	.7	26	203	.2	.6	22	155	.1	.5	**	**	**
WI '00	33	354	.2	.9	49	215	.3	.8	23	208	.1	.5	12	51	.1	.3	**	**	**
WKVM-AM																			
WI '01	2	97	.1	.1	2	36			2	36			2	20			1	19	
FA '00	8	151	.2	.2	22	62	.1	.4	2	27			6	27	.1	.1	5	45	.2
SU '00	4	109	.1	.1	1	24			1	20			4	8	.1	.1	2	23	.1
SP '00	8	217	.2	.3	3	19	.1	.1	2	15			3	70	.1	.1	16	113	.1
4-Book	6	144	.2	.2	7	35	.1	.1	2	25			4	31	.1	.1	6	50	.3
WI '00	9	205	.1	.2	20	106	.1	.3	6	59	.1	.1	5	61	.1	.1	8	74	.4
WLED-AM																			
WI '01	7	145	.2	.2	26	120	.1	.4	6	27	.1	.1	3	20	.1	.1			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	5	110	.1	.1	12	62	.1	.2	4	37	.1	.1	4	33	.1	.1	1	13	.1
SP '00	4	118	.1	.1	15	72	.1	.3	3	58	.1	.1	2	24			1	21	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	16	198	.1	.4	38	130	.2	.6	12	117	.1	.3	10	61	.1	.2	10	77	.1
WLEY-AM																			
WI '01	7	127	.2	.2	7	72	.1	.1	5	49	.1	.1	5	53	.1	.1	6	20	.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	7	135	.2	.2	18	94	.1	.3	5	29	.1	.1	2	34			2	15	.1
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	82	.1	.1	15	71	.1	.2	2	18							14		
WLUZ-AM																			
WI '01	4	96	.1	.1	4	47	.1	.1	9	56	.2	.2	4	21	.1	.1	2	11	.1
FA '00	6	105	.2	.2	11	59	.1	.2	12	38	.1	.3	5	38	.1	.1	5	40	.2
SU '00	3	46	.1	.1	16	37	.1	.3	2	18									
SP '00	4	109	.1	.1	15	68	.1	.3	3	47	.1	.1					3	26	.2
4-Book	4	89	.1	.1	12	53	.1	.2	7	40	.2	.2	2	15	.1	.1	3	19	.1
WI '00	1	45			1	17							2	13					
WMEG-FM																			
WI '01	158	2887	.9	4.1	209	1332	1.1	3.5	125	1274	.7	2.7	218	1563	1.2	5.0	111	1065	.6
FA '00	153	3096	.8	4.1	210	1481	1.1	3.5	142	1317	.8	3.2	210	1687	1.1	5.1	98	1063	.5
SU '00	192	3150	1.1	5.3	177	1280	1.0	3.0	166	1339	.9	3.8	347	1886	1.9	8.3	135	1066	.8
SP '00	222	3469	1.2	6.0	211	1573	1.2	3.6	216	1642	1.2	4.8	340	2034	1.9	8.3	150	1302	.8
4-Book	181	3151	1.0	4.9	202	1417	1.1	3.4	162	1393	.9	3.6	279	1793	1.5	6.7	124	1124	.7
WI '00	170	2547	.9	4.6	143	844	.8	2.3	192	989	1.1	4.6	286	1367	1.6	6.9	101	838	.6
WNEL-AM																			
WI '01	8	166	.2	.2	18	69	.1	.3					5	49	.1	.1	10	80	.1
FA '00	1	62			2	19			1	12							3	17	.2
SU '00	3	80	.1	.1	13	71	.1	.2									5	67	.3
SP '00	6	182	.2	.2	8	60	.1	.1	6	32	.1	.1	3	34	.1	.1	5	41	.3
4-Book	5	123	.1	.1	10	55	.1	.2	2	11			2	21	.1	.1	5	41	.3
WI '00	4	96	.1	.1	7	25	.1	.1	6	39	.1	.1	5	46	.1	.1	2	30	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
WNIK-FM																			
WI '01	18	274	.1	.5	25	133	.1	.4	32	155	.2	.7	20	126	.1	.5	3	51	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	12	182	.1	.3	19	84	.1	.3	26	114	.1	.6	15	110	.1	.4	3	31	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	42	830	.2	1.1	54	333	.3	.9	45	390	.2	1.0	33	291	.2	.8	39	288	.2
FA '00	29	654	.2	.8	49	325	.3	.8	27	312	.1	.6	16	167	.1	.4	35	257	.2
SU '00	29	521	.2	.8	44	238	.2	.7	37	241	.2	.8	32	263	.2	.8	19	193	.1
SP '00	57	903	.3	1.5	96	486	.5	1.6	69	480	.4	1.5	49	343	.3	1.2	27	262	.2
4-Book	39	727	.2	1.1	61	346	.3	1.0	45	356	.2	1.0	33	266	.2	.8	30	250	.2
WI '00	80	809	.4	2.2	128	497	.7	2.1	108	499	.6	2.6	95	406	.5	2.3	39	214	.2
WORO-FM																			
WI '01	67	1065	.4	1.8	66	447	.4	1.1	105	510	.6	2.3	64	373	.4	1.5	31	258	.2
FA '00	49	921	.3	1.3	25	227	.1	.4	51	364	.3	1.2	44	283	.2	1.1	35	273	.2
SU '00	80	975	.4	2.2	56	356	.3	.9	103	485	.6	2.3	75	374	.4	1.8	**	**	**
SP '00	83	1338	.5	2.2	96	554	.5	1.6	111	519	.6	2.5	81	490	.5	2.0	27	279	.2
4-Book	70	1075	.4	1.9	61	396	.3	1.0	93	470	.5	2.1	66	380	.4	1.6	**	**	**
WI '00	50	990	.3	1.4	61	367	.3	1.0	50	341	.3	1.2	48	291	.3	1.2	33	206	.2
WOSO-AM																			
WI '01	6	127	.1	.2	24	97	.1	.4	5	68	.1	.1	6	53	.1	.1	9	56	.3
FA '00	17	178	.1	.5	41	178	.2	.7	20	112	.1	.5	18	120	.1	.4	6	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	9	179	.1	.2	25	136	.1	.4	9	121	.1	.2	4	68	.1	.1	6	55	.3
WOYE-FM																			
WI '01	59	1553	.3	1.5	94	777	.5	1.6	80	709	.4	1.8	52	552	.3	1.2	25	279	.1
FA '00	65	1694	.4	1.7	127	829	.7	2.1	52	648	.3	1.2	68	522	.4	1.7	33	377	.2
SU '00	88	1657	.5	2.4	128	739	.7	2.2	82	781	.5	1.9	96	753	.5	2.3	60	283	.3
SP '00	100	1825	.6	2.7	198	983	1.1	3.4	100	906	.6	2.2	83	772	.5	2.0	55	580	.3
4-Book	78	1682	.5	2.1	137	832	.8	2.3	79	761	.5	1.8	75	650	.4	1.8	43	380	.2
WI '00	91	1677	.5	2.5	160	888	.9	2.6	82	744	.5	2.0	85	645	.5	2.0	56	437	.3
WPAB-AM																			
WI '01	10	156	.1	.3	24	70	.1	.4	8	45	.2	.2	9	52	.1	.3	9	103	.4
FA '00	12	195	.1	.3	13	64	.1	.2	9	113	.2	.2	11	45	.1	.3	16	46	.1
SU '00	18	250	.1	.5	63	163	.4	1.1	15	154	.1	.3	12	90	.1	.3	8	34	.5
SP '00	11	276	.1	.3	20	104	.1	.3	16	100	.1	.4	11	100	.1	.3	8	51	.4
4-Book	13	219	.1	.4	30	100	.2	.5	12	103	.1	.3	11	72	.1	.3	10	59	.5
WI '00	11	300	.1	.3	12	113	.1	.2	21	167	.1	.5	11	90	.1	.3	5	55	.3
WPRA-AM																			
WI '01	* 7	53	.2	.2	14	32	.1	.2	12	32	.1	.3	2	23	.1	.3	* 3	34	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	171	.2	.2	20	91	.1	.3	9	94	.1	.2	1	27	.1	.2	2	32	.1
WPRM-FM																			
WI '01	530	5265	2.9	13.9	1399	4001	7.7	23.3	438	1950	2.4	9.6	627	2976	3.4	14.4	231	1239	1.3
FA '00	524	5206	2.9	13.9	1406	3866	7.7	23.6	414	1871	2.3	9.3	633	2847	3.5	15.4	157	1055	.9
SU '00	396	4711	2.2	10.9	1194	3419	6.6	20.1	340	1682	1.9	7.7	491	2520	2.7	11.7	59	645	.3
SP '00	420	4907	2.3	11.3	1120	3248	6.2	19.2	352	2075	2.0	7.8	555	2832	3.1	13.5	103	872	.6
4-Book	468	5022	2.6	12.5	1280	3634	7.1	21.6	386	1895	2.2	8.6	577	2794	3.2	13.8	138	953	.8
WI '00	480	5418	2.7	13.1	1383	3995	7.7	22.6	360	2028	2.0	8.6	606	2922	3.4	14.6	109	875	.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 - Persons 18-49

Persons 18-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQBS-AM																			
8	78		.2	6	34		.1	10	32	.1	.2	16	36	.1	.4	1	7		
4	110		.1	9	29		.2	7	66		.2	4	47		.1	1	22		
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	146		.2	10	51	.1	.2	3	64		.1	7	32		.2	10	73	.1	.5
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
66	739	.4	1.7	190	542	1.0	3.2	46	291	.3	1.0	69	393	.4	1.6	30	119	.2	1.4
48	544	.3	1.3	141	421	.8	2.4	30	230	.2	.7	59	232	.3	1.4	15	61	.1	.7
47	616	.3	1.3	146	476	.8	2.5	34	207	.2	.8	57	245	.3	1.4	6	99		.4
58	565	.3	1.6	139	405	.8	2.4	57	234	.3	1.3	64	283	.4	1.6	9	88	.1	.5
55	616	.3	1.5	154	461	.9	2.6	42	241	.3	1.0	62	288	.4	1.5	15	92	.1	.8
56	767	.3	1.5	184	603	1.0	3.0	42	273	.2	1.0	57	337	.3	1.4	8	91		.4
WRRH-FM																			
7	138		.2	5	48		.1	11	89	.1	.2	7	70		.2	4	62		.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
13	222	.1	.4	18	133	.1	.3	13	112	.1	.3	10	135	.1	.2	14	101	.1	.9
24	311	.1	.6	30	198	.2	.5	35	214	.2	.8	20	175	.1	.5	30	143	.2	1.6
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
* 12	124	.1	.3	19	46	.1	.3	6	70		.1	10	57	.1	.2	* 12	37	.1	.6
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
8	204		.2	7	35		.1	13	102	.1	.3	2	27				13		
1	58				7			1	23			1	30				13		
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
11	174	.1	.3	9	54	.1	.1	4	34		.1	3	33		.1	6	39		.3
WSKN-AM																			
3	133		.1	3	21			5	103		.1	4	36		.1				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	129		.1	8	77		.1	1	31			2	32						
7	236		.2	24	143	.1	.4	10	111	.1	.2	3	61		.1		46		.1
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
11	297	.1	.3	19	83	.1	.3	21	127	.1	.5	10	85	.1	.2	3	50		.2
WTPM-FM																			
* 7	59		.2	6	34		.1	11	50	.1	.2	4	38		.1	* 3	34		.1
9	176		.2	10	73	.1	.2	5	56		.1	5	83		.1	2	23		.1
11	195	.1	.3	10	88	.1	.2	19	93	.1	.4	8	55		.2	5	83		.3
14	166	.1	.4	6	49		.1	5	56		.1	12	96	.1	.3	20	86	.1	1.0
10	149	.1	.3	8	61	.1	.2	10	64	.1	.2	7	68		.2	8	57		.4
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUNO-AM																			
68	1118	.4	1.8	65	447	.4	1.1	80	647	.4	1.8	82	544	.4	1.9	33	291	.2	1.6
76	1190	.4	2.0	60	493	.3	1.0	121	680	.7	2.7	81	690	.4	2.0	52	405	.3	2.5
57	1139	.3	1.6	54	435	.3	.9	65	567	.4	1.5	68	470	.4	1.6	31	328	.2	1.9
79	1346	.4	2.1	86	625	.5	1.5	110	729	.6	2.4	88	637	.5	2.1	44	446	.2	2.3
70	1198	.4	1.9	66	500	.4	1.1	94	656	.5	2.1	80	585	.4	1.9	40	368	.2	2.1
99	1238	.6	2.7	100	621	.6	1.6	150	619	.8	3.6	117	607	.7	2.8	58	374	.3	3.1
WVBC-AM																			
19	389	.1	.5	53	227	.3	.9	25	183	.1	.5	14	102	.1	.3	12	86	.1	.6
14	318	.1	.4	26	226	.1	.4	10	119	.1	.2	14	92	.1	.3	12	102	.1	.6
14	307	.1	.4	43	223	.2	.7	18	113	.1	.4	15	126	.1	.4	4	45		.2
23	486	.1	.6	43	292	.2	.7	33	232	.2	.7	14	116	.1	.3	22	167	.1	1.1
18	375	.1	.5	41	242	.2	.7	22	162	.1	.5	14	109	.1	.3	13	100	.1	.6
21	455	.1	.6	53	269	.3	.9	29	229	.2	.7	11	103	.1	.3	3	58		.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 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	
WVJP-FM																				
WI '01	56	884	.3	1.5	86	438	.5	1.4	68	454	.4	1.5	71	471	.4	1.6	22	225	.1	1.0
FA '00	66	1016	.4	1.8	71	422	.4	1.2	87	465	.5	2.0	68	476	.4	1.7	37	315	.2	1.8
SU '00	34	869	.2	.9	34	336	.2	.6	47	444	.3	1.1	36	333	.2	.9	13	176	.1	.8
SP '00	49	930	.3	1.3	60	419	.3	1.0	79	489	.4	1.7	46	391	.3	1.1	20	241	.1	1.0
4-Book	51	925	.3	1.4	63	404	.4	1.1	70	463	.4	1.6	55	418	.3	1.3	23	239	.1	1.2
WI '00	53	989	.3	1.4	54	359	.3	.9	61	455	.3	1.5	63	437	.4	1.5	37	300	.2	2.0
WVOZ-FM																				
WI '01	107	1675	.6	2.8	74	606	.4	1.2	123	808	.7	2.7	130	881	.7	3.0	109	763	.6	5.1
FA '00	74	1225	.4	2.0	62	454	.3	1.0	72	518	.4	1.6	80	525	.4	1.9	82	540	.4	3.9
SU '00	29	729	.2	.8	18	124	.1	.3	24	295	.1	.5	24	227	.1	.6	25	316	.1	1.5
SP '00	15	478	.1	.4	5	87	.1	.1	16	196	.1	.4	14	169	.1	.3	10	77	.1	.5
4-Book	56	1027	.3	1.5	40	318	.2	.7	59	454	.3	1.3	62	451	.3	1.5	57	424	.3	2.8
WI '00	13	317	.1	.4	5	50	.1	.1	10	120	.1	.2	10	68	.1	.2	18	94	.1	1.0
WXEV-AM																				
WI '01	* 16	82	.1	.4	18	41	.1	.3	17	41	.1	.4	7	24	.2		* 18	44	.1	.8
FA '00	7	129	.2		20	66	.1	.3	3	41	.1		3	32	.1		2	23		.1
SU '00	5	187	.1		9	58	.1	.2	5	81	.1		5	52	.1		6	30		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	12	178	.1	.3	16	90	.1	.3	14	99	.1	.3	9	68	.1	.2	5	17		.3
WXYX-FM																				
WI '01	138	2258	.8	3.6	190	1050	1.0	3.2	171	1102	.9	3.7	227	1153	1.2	5.2	62	534	.3	2.9
FA '00	125	2397	.7	3.3	205	1037	1.1	3.4	140	1091	.8	3.2	190	1127	1.0	4.6	72	633	.4	3.4
SU '00	129	2092	.7	3.6	254	1030	1.4	4.3	141	983	.8	3.2	176	909	1.0	4.2	49	594	.3	3.0
SP '00	91	2035	.5	2.4	138	778	.8	2.4	90	894	.5	2.0	178	1011	1.0	4.3	33	403	.2	1.7
4-Book	121	2196	.7	3.2	197	974	1.1	3.3	136	1018	.8	3.0	193	1050	1.1	4.6	54	541	.3	2.8
WI '00	134	2566	.7	3.7	244	1157	1.4	4.0	151	1229	.8	3.6	171	1132	1.0	4.1	52	533	.3	2.8
WYQE-FM																				
WI '01	16	209	.1	.4	31	148	.2	.5	19	100	.1	.4	17	147	.1	.4	8	67		.4
FA '00	19	186	.1	.5	40	97	.2	.7	25	84	.1	.6	16	95	.1	.4	4	57		.2
SU '00	18	262	.1	.5	26	146	.1	.4	17	172	.1	.4	20	149	.1	.5	8	89		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	13	219	.1	.4	30	89	.2	.5	12	68	.1	.3	2	15			8	40		.4
WZAR-FM																				
WI '01	121	1743	.7	3.2	94	667	.5	1.6	143	837	.8	3.1	143	845	.8	3.3	140	837	.8	6.6
FA '00	126	1696	.7	3.3	154	747	.8	2.6	179	868	1.0	4.0	159	882	.9	3.9	89	670	.5	4.3
SU '00	157	1878	.9	4.3	171	968	1.0	2.9	231	1029	1.3	5.3	177	1019	1.0	4.2	117	722	.7	7.1
SP '00	116	1535	.6	3.1	123	588	.7	2.1	188	840	1.0	4.2	135	806	.8	3.3	55	508	.3	2.9
4-Book	130	1713	.7	3.5	136	743	.8	2.3	185	894	1.0	4.2	154	888	.9	3.7	100	684	.6	5.2
WI '00	106	1417	.6	2.9	134	697	.7	2.2	125	667	.7	3.0	131	777	.7	3.2	86	607	.5	4.6
WZMT-FM																				
WI '01	23	408	.1	.6	23	135	.1	.4	26	212	.1	.6	15	172	.1	.3	14	100	.1	.7
FA '00	20	320	.1	.5	14	127	.1	.2	25	160	.1	.6	20	115	.1	.5	6	53		.3
SU '00	31	454	.2	.9	26	110	.1	.4	43	179	.2	1.0	51	218	.3	1.2	6	77		.4
SP '00	37	414	.2	1.0	54	188	.3	.9	44	248	.2	1.0	34	253	.2	.8	44	205	.2	2.3
4-Book	28	399	.2	.8	29	140	.2	.5	35	200	.2	.8	30	190	.2	.7	18	109	.1	.9
WI '00	25	381	.1	.7	29	125	.2	.5	21	166	.1	.5	33	175	.2	.8	26	115	.1	1.4
WZNT-FM																				
WI '01	192	2420	1.1	5.0	169	921	.9	2.8	274	1031	1.5	6.0	226	1231	1.2	5.2	68	622	.4	3.2
FA '00	166	2451	.9	4.4	153	922	.8	2.6	201	1211	1.1	4.5	160	1095	.9	3.9	101	641	.6	4.8
SU '00	206	2521	1.1	5.7	221	1058	1.2	3.7	280	1266	1.6	6.4	215	1261	1.2	5.1	86	748	.5	5.2
SP '00	200	2703	1.1	5.4	200	1088	1.1	3.4	266	1345	1.5	5.9	188	1123	1.0	4.6	74	650	.4	3.9
4-Book	191	2524	1.1	5.1	186	997	1.0	3.1	255	1213	1.4	5.7	197	1178	1.1	4.7	82	665	.5	4.3
WI '00	192	2813	1.1	5.2	222	1248	1.2	3.6	286	1422	1.6	6.8	199	1462	1.1	4.8	58	782	.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

WZOL-FM
WI '01
FA '00
SU '00
SP '00
4-Book
WI '00

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
20	211	.1	.5	18	123	.1	.3	23	80	.1	.5	19	105	.1	.4	16	96	.1	.8
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
11	65	.1	.3	9	34	.1	.2	15	27	.1	.3	10	14	.1	.2	4	14	.1	.2
9	125	.1	.2	15	101	.1	.3	3	35	.1	.1	5	48	.1	.1	15	39	.1	.8
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
3808	17766	20.8		6006	15888	32.9		4569	14177	25.0		4344	15132	23.8		2124	10527	11.6	
3771	17596	20.6		5968	16177	32.7		4429	13580	24.2		4105	14828	22.5		2088	10124	11.4	
3630	17443	20.2		5948	15971	33.1		4395	13946	24.5		4185	14401	23.3		1639	9505	9.1	
3717	17353	20.7		5847	15606	32.6		4528	14020	25.2		4115	14509	22.9		1921	9681	10.7	
3732	17540	20.6		5942	15911	32.8		4480	13931	24.7		4187	14718	23.1		1943	9959	10.7	
3658	17442	20.4		6116	15792	34.1		4184	13537	23.3		4148	14261	23.1		1876	9842	10.4	

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Trends - Persons 18-49

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
WABA-AM																			
WI '01	6	85	.1	12	106	.1	.4	12	30	.1	.4	12	56	.1	.3	17	47	.1	.5
4-Book	7	118	.1	10	109	.1	.4	18	47	.1	.6	15	46	.1	.3	5	16		.2
VAEL-AM																			
WI '01	7	64	.1	1	30			4	15	.1	.1	1	6			4	8		.1
4-Book	12	152	.1	8	106	.1	.3	19	48	.1	.6	4	15		.1	3	9		.1
VAEL-FM																			
WI '01	47	604	.3	41	466	.2	1.4	56	146	.3	1.9	93	250	.5	2.0	24	115	.1	.7
4-Book	43	616	.3	**	**	**	**	30	83	.2	1.0	60	165	.3	1.3	25	88	.1	.8
WAPA-AM																			
WI '01	53	393	.3	* 13	180	.1	.4	43	127	.2	1.5	10	42	.1	.2	8	24		.2
4-Book	46	404	.3	13	193	.1	.5	36	94	.2	1.2	10	44	.1	.2	10	21	.1	.3
WBRQ-FM																			
WI '01	63	654	.3	49	454	.3	1.7	35	133	.2	1.2	69	223	.4	1.4	62	159	.3	1.8
4-Book	44	512	.2	38	420	.2	1.3	39	125	.2	1.3	64	198	.4	1.3	43	119	.3	1.3
WCAD-FM																			
WI '01	58	924	.3	41	495	.2	1.4	29	123	.2	1.0	67	172	.4	1.4	81	222	.4	2.3
4-Book	77	1049	.4	49	590	.3	1.7	37	137	.2	1.2	89	237	.5	1.9	68	210	.4	2.1
WCMA-FM																			
WI '01	219	1842	1.2	78	970	.4	2.7	88	225	.5	3.0	120	376	.7	2.5	112	339	.6	3.2
4-Book	174	1815	1.0	93	1127	.5	3.2	86	275	.5	2.8	174	539	1.0	3.6	139	355	.8	4.2
WCMN-AM																			
WI '01	8	128	.2	3	63		.1	12	36	.1	.4								
4-Book	15	193	.1	6	90		.2	15	44	.1	.5	8	39	.1	.2	1	5		
WCMN-FM																			
WI '01	87	977	.5	64	540	.4	2.2	64	173	.4	2.2	70	211	.4	1.5	71	174	.4	2.1
4-Book	75	804	.4	55	520	.3	1.9	61	164	.4	2.0	70	200	.4	1.5	58	150	.4	1.8
WCOM-FM																			
WI '01	86	1306	.5	45	637	.2	1.5	33	104	.2	1.1	99	218	.5	2.1	64	208	.4	1.9
4-Book	113	1539	.6	50	676	.3	1.7	61	181	.3	2.0	100	286	.5	2.1	51	147	.3	1.6
WCTA-FM																			
WI '01	59	559	.3	63	436	.3	2.2	45	146	.2	1.5	107	270	.6	2.2	79	182	.4	2.3
4-Book	64	596	.3	73	490	.4	2.5	48	131	.3	1.6	131	292	.7	2.8	101	229	.5	3.0
WEGM-FM																			
WI '01	66	762	.4	47	492	.3	1.6	21	86	.1	.7	70	190	.4	1.5	48	101	.3	1.4
4-Book	47	576	.3	38	423	.2	1.3	23	81	.1	.7	47	159	.3	1.0	38	122	.2	1.1
WERR-FM																			
WI '01	45	634	.2	31	387	.2	1.1	39	98	.2	1.3	59	144	.3	1.2	23	61	.1	.7
4-Book	35	534	.2	21	326	.1	.7	23	80	.1	.8	36	104	.2	.7	19	60	.1	.6
WFID-FM																			
WI '01	234	1846	1.3	122	1173	.7	4.2	139	347	.8	4.7	216	445	1.2	4.5	156	320	.9	4.5
4-Book	288	2192	1.6	149	1423	.8	5.1	136	386	.8	4.4	253	583	1.4	5.3	177	414	1.0	5.4
VIAC-AM																			
WI '01	26	192	.1	5	97		.2	15	45	.1	.5	6	34		.1				
4-Book	18	192	.1	7	90		.2	10	37	.1	.3	6	30		.1	2	7		.1
VIAC-FM																			
WI '01	179	2176	1.0	109	1350	.6	3.8	106	368	.6	3.6	211	522	1.2	4.4	159	340	.9	4.6
4-Book	185	2069	1.0	93	1142	.5	3.2	97	300	.6	3.2	167	454	.9	3.5	131	317	.7	4.0
+WIDI-FM																			
WI '01	32	278	.2	9	125		.3					7	21		.1	13	39	.1	.4
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 - Persons 18-49

Persons 18-49																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
266 197	2299 1868	1.5 1.1	5.4 4.1	123 106	1330 1201	.7 .6	4.2 3.6	131 111	347 341	.7 .6	4.4 3.6	225 208	588 554	1.2 1.2	4.7 4.4	145 118	354 324	.8 .7	4.2 3.5
100 96	911 809	.5 .5	2.0 2.0	49 54	556 488	.3 .3	1.7 1.9	61 43	212 122	.3 .2	2.1 1.4	92 101	276 235	.5 .6	1.9 2.1	31 57	81 128	.2 .3	.9 1.7
45 46	393 411	.2 .2	.9 1.0	28 31	233 274	.2 .2	1.0 1.1	22 32	49 76	.1 .2	.7 1.1	71 48	123 116	.4 .3	1.5 1.0	19 32	34 79	.1 .2	.5 1.0
1 **	30 **	**	**	* 2 **	34 **	**	.1 **	**	**	**	**	2 **	12 **	**	**	1 **	12 **	**	**
129 160	1055 1199	.7 .9	2.6 3.3	41 54	433 522	.2 .3	1.4 1.9	77 82	179 169	.4 .5	2.6 2.7	88 92	245 240	.5 .5	1.8 1.9	39 60	145 172	.2 .3	1.1 1.8
98 109	1089 1263	.5 .6	2.0 2.3	28 37	373 513	.2 .2	1.0 1.3	72 82	186 248	.4 .5	2.4 2.7	48 62	149 190	.3 .4	1.0 1.3	45 32	119 95	.2 .2	1.3 .9
281 294	3200 3285	1.5 1.6	5.7 6.1	230 230	2168 2258	1.3 1.3	7.9 7.9	173 203	440 575	.9 1.1	5.8 6.6	427 452	1080 1113	2.3 2.5	9.0 9.5	298 291	754 742	1.6 1.6	8.6 8.8
8 9	114 113		.2 .2	* 3 3	37 54		.1 .1					6 7	22 27		.1 .2				.1
20 32	373 395	.1 .2	.4 .7	18 24	229 239	.1 .1	.6 .8	19 25	39 75	.1 .1	.6 .8	21 42	132 121	.1 .2	.4 .9	17 14	51 40	.1 .1	.5 .4
2 4	76 72		.1	2 8	28 69		.1 .3	4 3	16 11		.1 .1	3 4	16 10		.1 .1	4 4	11		.1
11 **	120 **	.1 **	.2 **	3 **	56 **	**	.1 **	9 **	22 **	**	.3 **	3 **	8 **	**	.1 **	**	**	**	**
6 **	86 **	**	.1 **	9 **	81 **	**	.3 **	16 **	29 **	.1 **	.5 **	17 **	51 **	.1 **	.4 **	7 **	25 **	**	.2 **
6 7	86 75		.1 .1	3 2	46 36		.1 .1	2 1	9 6		.1 .1	3 4	16 16		.1 .1	8 3	11 5		.2 .1
179 210	2316 2581	1.0 1.2	3.6 4.3	152 169	1684 1786	.8 .9	5.2 5.8	141 143	390 418	.8 .8	4.8 4.7	182 216	521 606	1.0 1.2	3.8 4.5	172 202	501 537	.9 1.1	5.0 6.1
7 5	104 74		.1 .1	6 5	68 50		.2 .1	16 9	42 21	.1 .1	.5 .3		6		.1	1	4		
26 **	232 **	.1 **	.5 **	12 **	96 **	.1 **	.4 **	14 **	33 **	.1 **	.5 **	15 **	19 **	.1 **	.3 **	26 **	49 **	.1 **	.8 **
44 46	624 585	.2 .3	.9 1.0	39 34	470 423	.2 .2	1.3 1.2	41 45	134 128	.2 .2	1.4 1.5	53 52	165 160	.3 .3	1.1 1.1	30 29	74 87	.2 .2	.9 .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 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
80 75	780 709	.4 .4	1.6 1.6	68 80	550 655	.4 .4	2.3 2.7	33 54	122 137	.2 .3	1.1 1.8	74 80	147 185	.4 .5	1.6 1.7	37 53	91 125	.2 .3	1.1 1.6
11 **	115 **	.1 **	.2 **	1 **	21 **	** **	** **	** **	** **	** **	** **	3 **	9 **	** **	.1 **	** **	** **	** **	** **
76 96	1273 1387	.4 .5	1.5 2.0	53 70	610 806	.3 .4	1.8 2.4	42 63	143 186	.2 .3	1.4 2.1	106 104	259 310	.6 .6	2.2 2.2	69 72	226 223	.4 .4	2.0 2.2
13 17	102 178	.1 .1	.3 .4	3 6	33 69		.1 .2	2 7	14 27		.1 .2	6 8	33 31		.1 .2	10 8	25 25	.1 .	.3 .3
9 **	43 **	** **	.2 **	6 **	43 **	** **	.2 **	10 **	32 **	.1 **	.3 **	9 **	21 **	** **	.2 **	6 **	12 **	** **	.2 **
792 720	4944 4689	4.3 4.0	16.0 14.9	265 241	2405 2081	1.5 1.4	9.1 8.2	343 357	804 788	1.9 2.0	11.6 11.5	412 377	961 864	2.3 2.1	8.7 7.9	297 276	757 685	1.6 1.5	8.6 8.3
11 **	60 **	.1 **	.2 **	7 **	27 **	** **	.2 **	12 **	19 **	.1 **	.4 **	9 **	9 **	** **	.2 **	8 **	9 **	** **	.2 **
97 83	664 562	.5 .5	2.0 1.7	33 31	320 284	.2 .2	1.1 1.1	43 48	64 81	.2 .3	1.5 1.6	50 50	115 122	.3 .3	1.0 1.0	60 38	165 91	.3 .2	1.7 1.1
8 **	121 **	** **	.2 **	8 **	130 **	** **	.3 **	8 **	29 **	** **	.3 **	17 **	69 **	.1 **	.4 **	19 **	34 **	.1 **	.5 **
11 **	105 **	.1 **	.2 **	* 12 **	74 **	.1 **	.4 **	6 **	23 **	** **	.2 **	28 **	37 **	.2 **	.6 **	6 **	19 **	** **	.2 **
4 **	123 **	** **	.1 **	2 **	10 **	** **	.1 **	5 **	10 **	** **	.2 **	2 **	10 **	** **	** **	** **	** **	** **	** **
7 9	59 113		.1 .2	* 8 14	59 97		.3 .5	19 24	43 49	.1 .1	.6 .8	19 33	43 69	.1 .2	.4 .7	12 20	43 47	.1 .1	.3 .6
76 81	919 950	.4 .5	1.5 1.7	78 71	625 672	.4 .4	2.7 2.4	81 59	242 184	.4 .3	2.7 1.9	159 136	393 357	.9 .8	3.3 2.9	101 91	239 238	.6 .5	2.9 2.7
30 25	342 338	.2 .2	.6 .5	4 7	78 103		.1 .2	11 9	26 33	.1 .1	.4 .3	4 8	10 31		.1 .2	2 7	10 18		.1 .2
75 64	782 741	.4 .4	1.5 1.3	46 49	333 410	.3 .3	1.6 1.7	40 50	115 142	.2 .3	1.4 1.6	71 78	146 203	.4 .5	1.5 1.7	62 60	140 130	.3 .3	1.8 1.8
110 54	1235 700	.6 .3	2.2 1.1	101 60	878 581	.6 .3	3.5 2.1	54 31	157 114	.3 .2	1.8 1.0	127 65	308 190	.7 .4	2.7 1.4	125 57	292 135	.7 .3	3.6 1.7
14 **	41 **	.1 **	.3 **	* 18 **	82 **	.1 **	.6 **	23 **	61 **	.1 **	.8 **	11 **	44 **	.1 **	.2 **	15 **	23 **	.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 - Persons 18-49

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WYXX-FM																				
WI '01	194	1938	1.1	3.9	91	949	.5	3.1	74	229	.4	2.5	166	409	.9	3.5	149	358	.8	4.3
4-Book	172	1826	1.0	3.5	75	890	.4	2.6	54	171	.3	1.7	136	393	.8	2.9	117	263	.7	3.5
WYQE-FM																				
WI '01	22	209	.1	.4	10	84	.1	.3	2	4	.1	.1	10	23	.1	.2	5	11	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	128	1249	.7	2.6	96	947	.5	3.3	72	218	.4	2.4	99	287	.5	2.1	114	253	.6	3.3
4-Book	160	1338	.9	3.3	97	913	.5	3.4	103	282	.6	3.4	168	387	.9	3.5	97	253	.5	2.9
WZMT-FM																				
WI '01	22	333	.1	.4	31	246	.2	1.1	21	67	.1	.7	51	142	.3	1.1	31	93	.2	.9
4-Book	32	293	.2	.6	28	239	.2	1.0	26	76	.1	.9	51	128	.3	1.1	28	83	.2	.9
WZNT-FM																				
WI '01	227	1809	1.2	4.6	214	1428	1.2	7.4	166	450	.9	5.6	416	851	2.3	8.7	298	623	1.6	8.6
4-Book	216	1906	1.2	4.5	221	1621	1.3	7.6	199	497	1.1	6.5	363	812	2.0	7.6	282	638	1.6	8.5
WZOL-FM																				
WI '01	20	148	.1	.4	21	162	.1	.7	34	87	.2	1.1	47	115	.3	1.0	39	67	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	4946	17513	27.1		2906	14773	15.9		2960	7165	16.2		4762	9849	26.1		3456	7638	18.9	
4-Book	4845	17308	26.8		2922	14699	16.1		3080	7483	17.0		4762	9981	26.3		3328	7390	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 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	
WABA-AM																				
WI '01	10	22	.1	.4	11	36	.1	.7	12	52	.1	.4	6	11	.2	16	41	.1	.9	
4-Book	5	12		.2	12	33	.1	.7	12	47	.1	.4	4	9	.2	5	13		.3	
WAEI-AM																				
WI '01																				
4-Book	5	19	.1	.3	11	30	.1	.6	12	36	.1	.4	8	20	.1	.3				
WAEI-FM																				
WI '01	35	102	.2	1.5	29	74	.2	1.8	43	157	.2	1.3	18	57	.1	.7	21	76	.1	1.1
4-Book	19	54	.1	.8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM																				
WI '01	* 3	12		.1	4	17		.2	15	35	.1	.4	5	23		.2	* 12	33	.1	.6
4-Book	6	17		.2	13	43	.1	.7	15	45	.1	.5	4	17		.2	12	39	.1	.7
WBQI-FM																				
WI '01	25	86	.1	1.1	27	67	.1	1.6	80	176	.4	2.4	51	147	.3	1.9	38	88	.2	2.0
4-Book	21	77	.1	1.0	25	79	.1	1.3	38	139	.2	1.1	47	140	.3	1.8	29	86	.2	1.6
WCAD-FM																				
WI '01	60	159	.3	2.6	13	53	.1	.8	25	144	.1	.7	31	118	.2	1.2	18	77	.1	1.0
4-Book	54	176	.3	2.4	20	55	.1	1.1	47	154	.3	1.4	45	152	.3	1.7	24	102	.2	1.4
WCMA-FM																				
WI '01	47	174	.3	2.0	53	135	.3	3.2	83	302	.5	2.4	86	298	.5	3.2	42	134	.2	2.3
4-Book	61	210	.4	2.7	52	151	.3	2.8	96	337	.6	2.8	88	267	.5	3.3	47	159	.3	2.7
WCMN-AM																				
WI '01					14	27	.1	.9	2	10		.1					5	17		.3
4-Book	1	3			9	21	.1	.5	5	16		.2	4	18		.1				
WCMN-FM																				
WI '01	45	152	.2	2.0	47	83	.3	2.9	85	221	.5	2.5	89	215	.5	3.3	46	133	.3	2.5
4-Book	41	116	.2	1.9	45	102	.3	2.5	74	185	.4	2.2	59	136	.3	2.2	32	87	.2	1.8
WCOM-FM																				
WI '01	11	66	.1	.5	14	56	.1	.9	36	109	.2	1.1	45	151	.2	1.7	53	140	.3	2.9
4-Book	19	92	.1	.9	24	77	.1	1.3	41	157	.2	1.2	42	113	.3	1.6	53	149	.3	3.0
WCTA-FM																				
WI '01	30	88	.2	1.3	37	119	.2	2.3	91	194	.5	2.7	68	183	.4	2.5	42	111	.2	2.3
4-Book	55	146	.3	2.5	38	95	.2	2.1	91	191	.5	2.7	78	179	.4	2.9	38	107	.2	2.1
WEGM-FM																				
WI '01	41	133	.2	1.8	18	46	.1	1.1	78	213	.4	2.3	62	137	.3	2.3	31	78	.2	1.7
4-Book	35	97	.2	1.6	22	57	.1	1.2	48	140	.3	1.4	47	108	.3	1.7	43	99	.2	2.4
WERR-FM																				
WI '01	21	72	.1	.9	25	110	.1	1.5	45	152	.2	1.3	12	28	.1	.4	17	38	.1	.9
4-Book	17	58	.1	.7	24	102	.1	1.3	17	65	.1	.5	18	52	.1	.7	13	39	.1	.7
WFID-FM																				
WI '01	96	257	.5	4.2	44	155	.2	2.7	110	295	.6	3.2	105	214	.6	3.9	104	275	.6	5.6
4-Book	140	388	.8	6.4	75	233	.4	4.0	166	392	.9	4.9	111	275	.6	4.1	113	314	.6	6.4
WJAC-AM																				
WI '01					12	42	.1	.7	1	10							7	21		.4
4-Book	1	3			8	33	.1	.4	17	27	.1	.5	5	15		.2	3	11		.2
WJAC-FM																				
WI '01	90	285	.5	3.9	53	183	.3	3.2	126	390	.7	3.7	74	231	.4	2.8	42	163	.2	2.3
4-Book	68	220	.4	3.1	47	148	.3	2.6	102	303	.6	3.0	77	209	.4	2.9	48	163	.3	2.7
+WIDI-FM																				
WI '01	17	42	.1	.7					17	59	.1	.5	4	17		.1	7	26		.4
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 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
WIOA-FM																				
WI '01	98	281	.5	4.3	56	198	.3	3.4	120	309	.7	3.5	109	281	.6	4.1	90	289	.5	4.9
4-Book	84	248	.5	3.8	57	175	.3	3.0	107	342	.6	3.1	81	213	.5	3.0	68	227	.4	3.8
WIOB-FM																				
WI '01	49	140	.3	2.1	21	75	.1	1.3	74	232	.4	2.2	31	109	.2	1.2	22	91	.1	1.2
4-Book	41	130	.3	1.8	32	98	.2	1.7	71	172	.4	2.1	58	131	.3	2.2	22	82	.1	1.2
WIOC-FM																				
WI '01	35	96	.2	1.5	8	26	.5	.5	25	48	.1	.7	17	41	.1	.6	17	43	.1	.9
4-Book	36	95	.2	1.6	16	47	.1	.9	28	67	.2	.8	21	60	.1	.8	30	64	.2	1.7
WISD-AM																				
WI '01	*				8	23		.5	2	8		.1					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	23	78	.1	1.0	42	83	.2	2.6	34	117	.2	1.0	20	58	.1	.7	5	24		.3
4-Book	28	93	.2	1.3	48	104	.3	2.6	63	168	.4	1.9	47	108	.3	1.7	18	56	.1	1.0
WKAQ-AM																				
WI '01	9	65		.4	18	57	.1	1.1	7	40		.2	33	78	.2	1.2	7	34		.4
4-Book	15	61	.1	.6	49	134	.3	2.6	25	83	.1	.8	22	59	.2	.8	17	62	.1	1.0
WKAQ-FM																				
WI '01	144	384	.8	6.3	99	276	.5	6.0	339	853	1.9	10.0	257	654	1.4	9.6	83	325	.5	4.5
4-Book	154	454	.9	7.0	78	268	.4	4.3	305	796	1.7	9.0	232	596	1.3	8.6	101	314	.6	5.7
WKJB-AM																				
WI '01					1	11		.1	12	26	.1	.4					*			
4-Book					1	5		.1	4	12		.2	1	3		.1	1	2		
WKSJ-FM																				
WI '01	24	51	.1	1.0	19	21	.1	1.2	16	41	.1	.5	18	39	.1	.7	7	7		.4
4-Book	**	**	**	**	15	41	.1	.9	23	70	.1	.7	20	44	.1	.8	**	**	**	**
WKVM-AM																				
WI '01					13	28	.1	.8												
4-Book	7	19	.1	.3	14	35	.1	.8	15	20	.1	.5	8	17	.1	.3	6	11	.1	.4
WLED-AM																				
WI '01					5	14		.3	3	8		.1	9	25		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01	14	32	.1	.6	9	32		.5	1	8			4	16		.1	6	7		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01					2	9		.1					4	10		.1	6	16		.3
4-Book					1	2			1	9			2	6		.1	3	6		.1
WMEG-FM																				
WI '01	146	448	.8	6.4	44	186	.2	2.7	143	423	.8	4.2	130	319	.7	4.8	231	558	1.3	12.5
4-Book	160	489	.9	7.3	63	197	.4	3.5	134	413	.7	4.0	138	384	.8	5.1	267	620	1.5	15.0
WNEL-AM																				
WI '01	10	26	.1	.4	15	29	.1	.9									8	16		.4
4-Book	5	12	.1	.2	8	20	.1	.5	6	11		.2	2	5		.1	2	4		.1
WNIK-FM																				
WI '01	27	45	.1	1.2									5	32		.2	10	20	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	42	100	.2	1.8	54	201	.3	3.3	23	76	.1	.7	46	124	.3	1.7	27	66	.1	1.5
4-Book	28	79	.2	1.3	60	180	.3	3.3	21	91	.1	.6	21	71	.1	.8	19	57	.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 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
51 **	112 **	.3 **	2.2 **	52 48	140 120	.3 .3	3.2 2.6	176 203	363 383	1.0 1.1	5.2 6.0	85 106	167 233	.5 .6	3.2 4.0	21 **	85 **	.1 **	1.1 **
**	**	**	**	2 **	12 **	.1 **	.1 **	**	**	**	**	1 **	9 **	**	**	**	**	**	**
19 50	68 133	.1 .3	.8 2.3	26 40	66 97	.1 .2	1.6 2.2	60 85	165 245	.3 .5	1.8 2.5	48 71	107 161	.3 .4	1.8 2.6	49 70	137 193	.3 .4	2.6 4.1
3	6		.1	6	22	.1	.3	9	34		.3	2	5		.1	6 5	14 15		.3 .3
3 **	11 **	**	.1 **	**	**	**	**	12 **	21 **	.1 **	.4 **	**	**	**	**	5 **	12 **	**	.3 **
249 169	535 410	1.4 1.0	10.8 7.5	153 186	328 390	.8 1.0	9.3 10.0	277 249	705 606	1.5 1.4	8.2 7.3	282 220	700 545	1.5 1.2	10.5 8.2	111 112	308 291	.6 .6	6.0 6.3
1 **	7 **	**	**	5 **	9 **	**	.3 **	9 **	9 **	**	.3 **	8 **	9 **	**	.3 **	1 **	7 **	**	.1 **
22 20	47 51	.1 .1	1.0 .9	6 16	26 47	.1 .1	.4 .9	30 35	84 104	.2 .2	.9 1.0	27 25	52 55	.1 .1	1.0 .9	26 17	36 37	.1 .1	1.4 .9
8 **	26 **	**	.3 **	5 **	13 **	**	.3 **	7 **	28 **	**	.2 **	4 **	15 **	**	.1 **	**	**	**	**
* 4 **	6 **	**	.2 **	* 2 **	6 **	**	.1 **	25 **	55 **	.1 **	.7 **	13 **	26 **	.1 **	.5 **	*	**	**	**
**	**	**	**	5 **	10 **	**	.3 **	2 **	10 **	**	.1 **	**	**	**	**	**	**	**	**
*	6	20	.3	3	13		.2	9 10	16 32		.3 .3	7	17		.3	*	6	18	.3
41 46	121 134	.2 .3	1.8 2.1	40 33	99 121	.2 .2	2.4 1.8	75 88	181 227	.4 .5	2.2 2.6	94 77	190 166	.5 .4	3.5 2.9	35 35	118 116	.2 .2	1.9 2.0
6	11		.3	10 14	31 43	.1 .1	.6 .8	4 5	21 19		.1 .1	3 5	11 10		.1 .2	3	13		.2
35 25	82 80	.2 .2	1.5 1.1	24 22	73 73	.1 .1	1.5 1.2	63 86	119 182	.3 .5	1.9 2.5	59 48	104 92	.3 .3	2.2 1.8	16 19	35 55	.1 .1	.9 1.1
207 148	420 280	1.1 .8	9.0 6.7	21 19	68 63	.1 .1	1.3 1.0	91 51	233 146	.5 .3	2.7 1.5	71 52	184 122	.4 .3	2.6 1.9	85 43	235 112	.5 .3	4.6 2.3
* 20 **	24 **	.1 **	.9 **	* 17 **	21 **	.1 **	1.0 **	28 **	44 **	.2 **	.8 **	3 **	10 **	**	.1 **	* 33 **	44 **	.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 Estimates

Target Listener Estimates - Persons 18-49

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	
WXYX-FM																				
WI '01	60	228	.3	2.6	30	98	.2	1.8	94	253	.5	2.8	77	200	.4	2.9	68	194	.4	3.7
4-Book	62	205	.3	2.9	29	89	.2	1.5	92	269	.5	2.7	59	152	.3	2.2	39	116	.2	2.2
WYQE-FM																				
WI '01	5	11	.2	.2	4	9	.2	.2	21	55	.1	.6	35	53	.2	1.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	99	263	.5	4.3	36	104	.2	2.2	108	332	.6	3.2	136	370	.7	5.1	95	229	.5	5.1
4-Book	96	241	.6	4.4	34	98	.2	1.8	87	260	.5	2.6	102	254	.6	3.8	79	206	.4	4.4
WZMT-FM																				
WI '01	44	84	.2	1.9	17	71	.1	1.0	43	106	.2	1.3	16	51	.1	.6	18	67	.1	1.0
4-Book	22	60	.1	1.0	16	51	.1	.9	32	86	.2	.9	28	62	.2	1.0	16	47	.1	.9
WZNT-FM																				
WI '01	126	307	.7	5.5	70	187	.4	4.3	273	562	1.5	8.1	212	420	1.2	7.9	132	375	.7	7.1
4-Book	142	332	.8	6.5	121	293	.7	6.5	323	686	1.8	9.6	249	490	1.4	9.3	88	242	.5	4.9
WZOL-FM																				
WI '01	11	18	.1	.5	3	13	.2	.2	13	13	.1	.4	15	19	.1	.6	11	30	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	2295	5567	12.6		1638	4330	9.0		3390	7374	18.6		2681	5860	14.7		1855	4740	10.2	
4-Book	2214	5518	12.3		1846	4763	10.2		3407	7535	18.8		2693	5862	14.9		1783	4537	9.9	

** 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 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
WABA-AM																			
WI '01	6	110	.2	7	49	.1	.1	2	30	.1	.1	3	39	.1	.1	4	58	.3	.3
FA '00	9	221	.1	19	109	.1	.4	4	66	.1	.1	1	12	.1	.1	10	85	.1	.7
SU '00	6	160	.2	10	60	.1	.2	5	50	.2	.2	3	45	.1	.1	3	22	.3	.3
SP '00	6	148	.2	9	76	.1	.2	7	74	.1	.2	2	45	.1	.1	7	68	.1	.6
4-Book	7	160	.2	11	74	.1	.2	5	55	.2	.2	2	35	.1	.1	6	58	.1	.5
WI '00	15	132	.1	.5	40	95	.3	.8	17	85	.1	.5	6	46	.2	.2	5	20	.4
VAEL-AM																			
WI '01	4	55	.1	3	27	.1	.1	12	47	.1	.3	1	19	.1	.1	1	15	.1	.1
FA '00	3	155	.1	9	80	.1	.2	1	25	.1	.1	3	28	.1	.1	1	16	.1	.1
SU '00	14	203	.1	.5	20	56	.2	.4	10	79	.1	.3	24	131	.2	.8	11	89	.1
SP '00	14	281	.1	.5	21	121	.2	.4	11	81	.1	.3	12	114	.1	.4	11	83	.1
4-Book	9	174	.1	.3	13	71	.1	.3	9	58	.1	.2	10	73	.1	.3	6	51	.1
WI '00	8	151	.1	.3	18	70	.1	.4	10	71	.1	.3	2	41	.1	.1	4	34	.3
VAEL-FM																			
WI '01	31	459	.2	1.1	22	147	.2	.5	43	272	.3	1.2	38	195	.3	1.1	22	110	.2
FA '00	23	597	.2	.8	17	152	.1	.4	59	438	.4	1.7	14	176	.1	.5	7	94	.1
SU '00	16	515	.1	.6	21	158	.2	.5	36	339	.3	1.1	13	141	.1	.4	4	108	.4
SP '00	17	401	.1	.6	16	173	.1	.3	40	249	.3	1.1	11	151	.1	.4	6	50	.5
4-Book	22	493	.2	.8	19	158	.2	.4	45	325	.3	1.3	19	166	.2	.6	10	91	.1
WI '00	37	544	.3	1.4	46	183	.3	.9	66	416	.5	2.0	28	214	.2	.9	11	134	.1
WAPA-AM																			
WI '01	* 35	426	.3	1.2	67	278	.5	1.4	52	246	.4	1.4	28	157	.2	.8	* 28	152	.2
FA '00	23	493	.2	.8	52	265	.4	1.1	31	145	.2	.9	18	149	.1	.6	8	72	.1
SU '00	26	413	.2	1.0	56	256	.4	1.2	19	136	.1	.6	22	113	.2	.7	18	118	.1
SP '00	31	468	.2	1.1	65	311	.5	1.4	52	247	.4	1.5	33	198	.2	1.1	7	86	.1
4-Book	29	450	.2	1.0	60	278	.5	1.3	39	194	.3	1.1	25	154	.2	.8	15	107	.1
WI '00	43	692	.3	1.6	91	435	.7	1.9	39	391	.3	1.2	43	321	.3	1.4	26	150	.2
WBRQ-FM																			
WI '01	41	515	.3	1.4	53	336	.4	1.1	53	260	.4	1.5	40	316	.3	1.2	21	163	.2
FA '00	26	420	.2	.9	25	203	.2	.5	23	147	.2	.7	31	212	.2	1.0	31	130	.2
SU '00	19	285	.1	.7	16	122	.1	.3	20	167	.2	.6	29	157	.2	.9	7	94	.1
SP '00	14	365	.1	.5	14	127	.1	.3	13	170	.1	.4	20	195	.2	.6	10	82	.1
4-Book	25	396	.2	.9	27	197	.2	.6	27	186	.2	.8	30	220	.2	.9	17	117	.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
WI '01	38	782	.3	1.3	45	311	.3	.9	38	397	.3	1.0	54	449	.4	1.6	28	354	.2
FA '00	34	741	.3	1.2	50	376	.4	1.1	51	359	.4	1.5	36	257	.3	1.2	16	180	.1
SU '00	57	1018	.4	2.1	73	501	.6	1.6	89	555	.7	2.7	73	553	.6	2.4	20	283	.2
SP '00	43	833	.3	1.5	72	388	.5	1.5	55	404	.4	1.6	34	348	.3	1.1	23	303	.2
4-Book	43	844	.3	1.5	60	394	.5	1.3	58	429	.5	1.7	49	402	.4	1.6	22	280	.2
WI '00	41	777	.3	1.5	56	366	.4	1.2	48	356	.4	1.5	53	424	.4	1.7	33	298	.2
WCMA-FM																			
WI '01	138	1882	1.0	4.7	170	906	1.3	3.5	241	1013	1.8	6.6	194	1144	1.4	5.8	57	526	.4
FA '00	162	1948	1.2	5.6	196	983	1.4	4.2	247	1039	1.8	7.1	204	1220	1.5	6.6	92	773	.7
SU '00	64	1236	.5	2.4	71	538	.5	1.5	79	605	.6	2.4	69	573	.5	2.2	40	340	.3
SP '00	94	1703	.7	3.3	140	707	1.1	3.0	125	805	.9	3.6	106	775	.8	3.4	39	290	.3
4-Book	115	1692	.9	4.0	144	784	1.1	3.1	173	866	1.3	4.9	143	928	1.1	4.5	57	482	.4
WI '00	88	1559	.7	3.2	125	760	.9	2.6	145	879	1.1	4.5	88	672	.7	2.9	35	390	.3
WCMN-AM																			
WI '01	5	147	.2	.2	15	80	.1	.3	4	35	.1	.1	4	33	.1	.1		9	
FA '00	15	272	.1	.5	32	185	.2	.7	22	148	.2	.6	7	92	.1	.2	6	56	.4
SU '00	10	192	.1	.4	30	120	.2	.6	14	101	.1	.4	5	57	.2	.2	3	23	.3
SP '00	8	146	.1	.3	23	94	.2	.5	14	66	.1	.4	6	52	.2	.2		8	
4-Book	10	189	.1	.4	25	120	.2	.5	14	88	.1	.4	6	59	.2	.2	2	24	.2
WI '00	15	250	.1	.5	42	202	.3	.9	19	110	.1	.6	13	83	.1	.4	5	44	.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 25-49

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
WCMN-FM																				
WI '01	50	689	.4	1.7	45	299	.3	.9	49	319	.4	1.3	64	380	.5	1.9	51	276	.4	3.5
FA '00	47	691	.3	1.6	58	399	.4	1.2	62	395	.5	1.8	55	362	.4	1.8	21	215	.2	1.4
SU '00	38	627	.3	1.4	51	310	.4	1.1	47	320	.4	1.4	49	355	.4	1.6	22	144	.2	2.1
SP '00	24	436	.2	.9	35	162	.3	.7	23	183	.2	.7	27	253	.2	.9	13	106	.1	1.0
4-Book	40	611	.3	1.4	47	293	.4	1.0	45	304	.4	1.3	49	338	.4	1.6	27	185	.2	2.0
WI '00	47	678	.4	1.7	60	283	.5	1.2	90	346	.7	2.8	43	231	.3	1.4	10	107	.1	.8
WCOM-FM																				
WI '01	31	790	.2	1.1	117	477	.9	2.4	18	254	.1	.5	14	232	.1	.4	7	163	.1	.5
FA '00	39	965	.3	1.4	129	533	.9	2.8	34	315	.3	1.0	21	236	.2	.7	9	142	.1	.6
SU '00	38	878	.3	1.4	132	524	1.0	2.8	41	419	.3	1.3	12	145	.1	.4	7	78	.1	.7
SP '00	46	1178	.3	1.6	104	626	.8	2.2	56	492	.4	1.6	36	326	.3	1.2	15	156	.1	1.2
4-Book	39	953	.3	1.4	121	540	.9	2.6	37	370	.3	1.1	21	235	.2	.7	10	135	.1	.8
WI '00	37	1008	.3	1.4	123	568	.9	2.5	33	392	.2	1.0	22	301	.2	.7	11	185	.1	.9
WCTA-FM																				
WI '01	50	616	.4	1.7	43	288	.3	.9	77	323	.6	2.1	43	335	.3	1.3	23	203	.2	1.6
FA '00	50	513	.4	1.7	27	170	.2	.6	71	278	.5	2.1	44	238	.3	1.4	25	150	.2	1.7
SU '00	52	615	.4	1.9	32	201	.2	.7	76	411	.6	2.3	62	289	.5	2.0	19	191	.1	1.8
SP '00	41	626	.3	1.5	33	204	.2	.7	69	350	.5	2.0	46	324	.3	1.5	22	200	.2	1.7
4-Book	48	593	.4	1.7	34	216	.2	.7	73	341	.6	2.1	49	297	.4	1.6	22	186	.2	1.7
WI '00	36	734	.3	1.3	33	186	.2	.7	54	356	.4	1.7	39	313	.3	1.3	25	230	.2	2.1
WEGM-FM																				
WI '01	34	554	.3	1.2	42	283	.3	.9	35	263	.3	1.0	51	291	.4	1.5	18	145	.1	1.2
FA '00	15	285	.1	.5	19	147	.1	.4	12	102	.1	.3	7	117	.1	.2	10	123	.1	.7
SU '00	11	432	.1	.4	12	166	.1	.3	9	135	.1	.3	16	101	.1	.5	2	58		.2
SP '00	18	256	.1	.6	27	143	.2	.6	19	140	.1	.5	24	198	.2	.8	4	70		.3
4-Book	20	382	.2	.7	25	185	.2	.6	19	160	.2	.5	25	177	.2	.8	9	99	.1	.6
WI '00	22	385	.2	.8	29	227	.2	.6	20	182	.2	.6	35	257	.3	1.1	17	123	.1	1.4
WERR-FM																				
WI '01	30	606	.2	1.0	50	271	.4	1.0	39	277	.3	1.1	26	238	.2	.8	19	133	.1	1.3
FA '00	14	352	.1	.5	13	180	.1	.3	15	141	.1	.4	14	147	.1	.5	17	119	.1	1.2
SU '00	20	460	.2	.7	41	243	.3	.9	28	198	.2	.9	11	137	.1	.4	9	119	.1	.8
SP '00	24	624	.2	.9	64	386	.5	1.4	35	306	.3	1.0	13	218	.1	.4	4	104		.3
4-Book	22	511	.2	.8	42	270	.3	.9	29	231	.2	.9	16	185	.1	.5	12	119	.1	.9
WI '00	36	472	.3	1.3	55	291	.4	1.1	44	267	.3	1.4	34	140	.3	1.1	23	177	.2	1.9
WFID-FM																				
WI '01	141	1857	1.0	4.8	198	948	1.5	4.1	206	943	1.5	5.6	155	880	1.1	4.6	85	637	.6	5.8
FA '00	148	1984	1.1	5.2	176	958	1.3	3.8	220	885	1.6	6.4	158	999	1.2	5.1	77	723	.6	5.3
SU '00	200	2282	1.5	7.4	283	1163	2.1	6.1	299	1180	2.3	9.1	246	1223	1.9	8.0	97	707	.7	9.0
SP '00	178	2115	1.3	6.3	235	940	1.8	5.0	277	1141	2.1	7.9	229	1179	1.7	7.4	96	886	.7	7.5
4-Book	167	2060	1.2	5.9	223	1002	1.7	4.8	251	1037	1.9	7.3	197	1070	1.5	6.3	89	738	.7	6.9
WI '00	205	2344	1.6	7.5	248	1184	1.9	5.1	296	1149	2.2	9.2	272	1291	2.1	8.8	144	905	1.1	11.9
WJAC-AM																				
WI '01	16	269	.1	.5	30	102	.2	.6	18	118	.1	.5	32	118	.2	1.0	7	37	.1	.5
FA '00	7	158	.1	.2	16	128	.1	.3	12	51	.1	.3	1	10			6	35		.4
SU '00	12	254	.1	.4	31	129	.2	.7	16	100	.1	.5	3	17		.1	2	21		.2
SP '00	10	269	.1	.4	26	159	.2	.6	13	134	.1	.4	11	61	.1	.4	1	19		.1
4-Book	11	238	.1	.4	26	130	.2	.6	15	101	.1	.4	12	52	.1	.4	4	28		.3
WI '00	15	318	.1	.5	24	135	.2	.5	19	168	.1	.6	22	117	.2	.7	6	93		.5
WJAC-FM																				
WI '01	111	2140	.8	3.8	220	1184	1.6	4.5	134	874	1.0	3.7	126	877	.9	3.8	36	343	.3	2.5
FA '00	83	1668	.6	2.9	196	946	1.4	4.2	87	658	.6	2.5	97	831	.7	3.1	22	332	.2	1.5
SU '00	109	2028	.8	4.0	215	1045	1.6	4.6	140	870	1.1	4.3	102	697	.8	3.3	40	331	.3	3.7
SP '00	124	2020	.9	4.4	291	1219	2.2	6.2	137	779	1.0	3.9	111	782	.8	3.6	53	621	.4	4.2
4-Book	107	1964	.8	3.8	231	1099	1.7	4.9	125	795	.9	3.6	109	797	.8	3.5	38	407	.3	3.0
WI '00	120	2213	.9	4.4	264	1197	2.0	5.4	137	901	1.0	4.2	115	841	.9	3.7	45	495	.3	3.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
+WIDI-FM																				
WI '01	20	274	.1	.7	21	89	.2	.4	43	178	.3	1.2	28	140	.2	.8	10	65	.1	.7
FA '00	11	233	.1	.4	21	112	.2	.4	20	124	.1	.6	5	78	.2	.2	4	75		.3
SU '00	18	201	.1	.7	17	68	.1	.4	38	100	.3	1.2	21	115	.2	.7	4	57		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	22	304	.2	.8	36	165	.3	.7	29	93	.2	.9	25	155	.2	.8	15	116	.1	1.2
WIOA-FM																				
WI '01	152	2156	1.1	5.2	249	1143	1.8	5.1	247	1091	1.8	6.8	168	1025	1.2	5.0	61	565	.4	4.2
FA '00	146	1903	1.1	5.1	221	982	1.6	4.7	242	1038	1.8	7.0	121	861	.9	3.9	68	547	.5	4.7
SU '00	115	2096	.9	4.3	177	895	1.3	3.8	171	1019	1.3	5.2	114	888	.9	3.7	65	532	.5	6.1
SP '00	87	1680	.7	3.1	128	784	1.0	2.7	130	839	1.0	3.7	83	693	.6	2.7	39	396	.3	3.1
4-Book	125	1959	1.0	4.4	194	951	1.4	4.1	198	997	1.5	5.7	122	867	.9	3.8	58	510	.4	4.5
WI '00	70	1418	.5	2.6	119	690	.9	2.5	101	555	.8	3.1	81	643	.6	2.6	37	402	.3	3.1
WIOB-FM																				
WI '01	60	791	.4	2.0	87	448	.6	1.8	112	436	.8	3.1	61	339	.4	1.8	26	211	.2	1.8
FA '00	78	871	.6	2.7	107	428	.8	2.3	109	417	.8	3.1	69	356	.5	2.2	54	358	.4	3.7
SU '00	42	547	.3	1.6	53	293	.4	1.1	62	271	.5	1.9	45	239	.3	1.5	19	147	.1	1.8
SP '00	51	646	.4	1.8	67	314	.5	1.4	73	380	.6	2.1	57	371	.4	1.8	27	143	.2	2.1
4-Book	58	714	.4	2.0	79	371	.6	1.7	89	376	.7	2.6	58	326	.4	1.8	32	215	.2	2.4
WI '00	49	714	.4	1.8	63	321	.5	1.3	66	396	.5	2.0	78	449	.6	2.5	11	168	.1	.9
WIOC-FM																				
WI '01	30	394	.2	1.0	41	240	.3	.8	43	224	.3	1.2	28	183	.2	.8	26	127	.2	1.8
FA '00	40	463	.3	1.4	63	233	.5	1.3	70	293	.5	2.0	35	265	.3	1.1	17	135	.1	1.2
SU '00	28	377	.2	1.0	32	172	.2	.7	27	168	.2	.8	34	198	.3	1.1	18	143	.1	1.7
SP '00	24	350	.2	.9	27	150	.2	.6	26	145	.2	.7	24	167	.2	.8	29	150	.2	2.3
4-Book	31	396	.2	1.1	41	199	.3	.9	42	208	.3	1.2	30	203	.3	1.0	23	139	.2	1.8
WI '00	18	312	.1	.7	31	126	.2	.6	24	140	.2	.7	13	102	.1	.4	6	93		.5
WISO-AM																				
WI '01	* 2	95		.1	3	19		.1					1	11			* 6	30		.4
FA '00	12	127	.1	.4	14	57	.1	.3	7	84	.1	.2	14	58	.1	.5	13	17	.1	.9
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	7	32	.1	.2	6	17		.1	5	17		.1	5	17		.2	15	32	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VIVA-FM																				
WI '01	68	877	.5	2.3	173	623	1.3	3.6	54	332	.4	1.5	90	512	.7	2.7	34	248	.3	2.3
FA '00	82	1078	.6	2.9	241	776	1.8	5.2	43	325	.3	1.2	118	612	.9	3.8	26	184	.2	1.8
SU '00	90	981	.7	3.3	264	677	2.0	5.7	90	510	.7	2.7	92	500	.7	3.0	18	172	.1	1.7
SP '00	83	1002	.6	2.9	213	611	1.6	4.5	86	467	.7	2.5	101	531	.8	3.3	24	178	.2	1.9
4-Book	81	985	.6	2.9	223	672	1.7	4.8	68	409	.5	2.0	100	539	.8	3.2	26	196	.2	1.9
WI '00	73	1034	.6	2.7	186	659	1.4	3.8	76	412	.6	2.4	86	562	.7	2.8	23	163	.2	1.9
VKAQ-AM																				
WI '01	59	1058	.4	2.0	94	491	.7	1.9	65	395	.5	1.8	108	568	.8	3.2	36	382	.3	2.5
FA '00	52	1141	.4	1.8	69	510	.5	1.5	22	226	.2	.6	107	579	.8	3.5	44	392	.3	3.0
SU '00	106	1669	.8	3.9	192	934	1.5	4.1	83	563	.6	2.5	207	825	1.6	6.7	78	591	.6	7.3
SP '00	74	1227	.6	2.6	116	717	.9	2.5	78	451	.6	2.2	103	575	.8	3.3	65	470	.5	5.1
4-Book	73	1274	.6	2.6	118	663	.9	2.5	62	409	.5	1.8	131	637	1.0	4.2	56	459	.4	4.5
WI '00	77	1285	.6	2.8	120	572	.9	2.5	79	416	.6	2.4	143	689	1.1	4.6	47	369	.4	3.9
VKAQ-FM																				
WI '01	145	2383	1.1	4.9	163	1065	1.2	3.4	195	1178	1.4	5.3	197	1368	1.4	5.9	38	500	.3	2.6
FA '00	162	2601	1.2	5.6	184	1120	1.4	3.9	253	1373	1.9	7.3	173	1156	1.3	5.6	62	689	.5	4.3
SU '00	142	2338	1.1	5.3	166	1039	1.3	3.6	203	1114	1.5	6.2	169	1136	1.3	5.5	38	525	.3	3.5
SP '00	151	2909	1.1	5.4	199	1214	1.5	4.2	250	1617	1.9	7.2	154	1386	1.2	5.0	44	674	.3	3.5
4-Book	150	2558	1.1	5.3	178	1110	1.4	3.8	225	1321	1.7	6.5	173	1262	1.3	5.5	46	597	.4	3.5
WI '00	113	2400	.9	4.1	110	811	.8	2.3	154	1192	1.2	4.8	145	1062	1.1	4.7	51	611	.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

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
WKJB-AM																				
WI '01	*	4	105	.1	8	48	.1	.2	5	52	.1	.2	7	33	.1	.2	*			
FA '00		6	131	.2	19	66	.1	.4	5	33	.1	.4	8	51	.1	.3	1	23		.1
SU '00		8	171	.1	17	64	.1	.4	10	38	.1	.3	5	39	.1	.2		7		
SP '00		3	108	.1	7	29	.1	.1	5	41	.1	.1	4	40	.1	.1		23		.1
4-Book		5	129	.2	13	52	.1	.3	6	41	.2	.2	6	41	.1	.2		13		.1
WI '00		5	133	.2	6	65		.1	5	62		.2	8	43	.1	.3	4	21		.3
WKSA-FM																				
WI '01		10	335	.1	13	102	.1	.3	9	111	.1	.2	12	154	.1	.4	5	76		.3
FA '00		22	444	.2	28	173	.2	.6	24	196	.2	.7	20	199	.1	.6	26	207	.2	1.8
SU '00		15	236	.1	22	177	.2	.5	14	94	.1	.4	11	30	.1	.4	**	**		**
SP '00		41	427	.3	57	302	.4	1.2	39	205	.3	1.1	19	80	.1	.6	**	**		**
4-Book		22	361	.2	30	189	.2	.7	22	152	.2	.6	16	116	.1	.5	**	**		**
WI '00		30	292	.2	48	195	.4	1.0	21	171	.2	.7	6	37		.2	**	**		**
WKVM-AM																				
WI '01		2	77	.1	2	36			1	25			2	20		.1	1	11		.1
FA '00		7	128	.1	21	49	.2	.4	2	27		.1	6	27		.2	5	45		.3
SU '00		4	109	.1	1	24			1	20			4	8		.1	2	23		.2
SP '00		8	203	.1	3	19		.1	2	15		.1	3	70		.1	16	113	.1	1.3
4-Book		5	129	.1	7	32	.1	.1	2	22		.1	4	31		.1	6	48		.5
WI '00		9	191	.1	20	106	.2	.4	6	59		.2	5	61		.2	6	60		.5
WLEO-AM																				
WI '01		7	137	.1	25	112	.2	.5	6	27		.2	3	20		.1				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		5	110	.2	12	62	.1	.3	4	37		.1	4	33		.1	1	13		.1
SP '00		4	107	.1	13	60	.1	.3	2	46		.1	1	12		.1	1	21		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		16	198	.1	38	130	.3	.8	12	117	.1	.4	10	61	.1	.3	10	77	.1	.8
WLEY-AM																				
WI '01		7	118	.1	6	63		.1	5	49		.1	5	53		.1	6	20		.4
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		4	103	.1	14	70	.1	.3	2	21		.1	1	25		.1				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		3	71	.1	15	71	.1	.3		8								14		
WLWZ-AM																				
WI '01		4	74	.1	4	35		.1	8	45	.1	.2	2	11		.1	2	11		.1
FA '00		6	95	.2	11	59	.1	.2	11	28	.1	.3	5	28		.2	5	40		.3
SU '00		3	46	.1	16	37	.1	.3	2	18		.1								
SP '00		4	97	.1	15	68	.1	.3	3	47		.1					2	14		.2
4-Book		4	78	.1	12	50	.1	.2	6	35	.1	.2	2	10		.1	2	16		.2
WI '00		1	28										2	13		.1				
WMEG-FM																				
WI '01		74	1472	.5	101	661	.7	2.1	55	543	.4	1.5	76	683	.6	2.3	62	530	.5	4.2
FA '00		69	1765	.5	102	789	.8	2.2	57	663	.4	1.6	100	960	.7	3.2	39	507	.3	2.7
SU '00		95	1612	.7	114	763	.9	2.5	76	648	.6	2.3	154	953	1.2	5.0	53	434	.4	4.9
SP '00		115	1978	.9	123	989	.9	2.6	103	862	.8	3.0	205	1234	1.6	6.6	57	623	.4	4.5
4-Book		88	1707	.7	110	801	.8	2.4	73	679	.6	2.1	134	958	1.0	4.3	53	524	.4	4.1
WI '00		73	1405	.6	74	428	.6	1.5	97	438	.7	3.0	115	712	.9	3.7	22	324	.2	1.8
WNEL-AM																				
WI '01		7	144	.1	18	69	.1	.4					3	37		.1	7	57	.1	.5
FA '00		1	62		2	19			1	12										
SU '00		3	80	.1	13	71	.1	.3									3	17		.3
SP '00		6	182	.2	8	60	.1	.2	6	32		.2	3	34		.1	5	67		.4
4-Book		4	117	.1	10	55	.1	.2	2	11		.1	2	18		.1	4	35		.3
WI '00		4	96	.1	7	25	.1	.1	6	39		.2	5	46		.2	2	30		.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 25-49

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
WNIK-FM																			
12	187	.1	.4	18	91	.1	.4	23	105	.2	.6	9	74	.1	.3	1	31		.1
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
11	137	.1	.4	18	63	.1	.4	25	93	.2	.7	14	104	.1	.5	3	25		.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
37	709	.3	1.3	48	266	.4	1.0	42	349	.3	1.2	32	267	.2	1.0	31	253	.2	2.1
18	386	.1	.6	27	201	.2	.6	18	207	.1	.5	9	97	.1	.3	19	132	.1	1.3
25	410	.2	.9	42	200	.3	.9	31	157	.2	.9	25	182	.2	.8	18	177	.1	1.7
50	784	.4	1.8	91	466	.7	1.9	61	413	.5	1.7	41	273	.3	1.3	20	195	.2	1.6
33	572	.3	1.2	52	283	.4	1.1	38	282	.3	1.1	27	205	.2	.9	22	189	.2	1.7
73	645	.6	2.7	116	384	.9	2.4	97	382	.7	3.0	88	295	.7	2.9	37	190	.3	3.1
WORD-FM																			
63	1018	.5	2.1	64	438	.5	1.3	99	483	.7	2.7	53	333	.4	1.6	30	239	.2	2.0
45	891	.3	1.6	23	220	.2	.5	49	347	.4	1.4	36	263	.3	1.2	27	253	.2	1.9
71	838	.5	2.6	52	327	.4	1.1	92	434	.7	2.8	64	345	.5	2.1	**	**	**	**
71	1133	.5	2.5	76	445	.6	1.6	96	434	.7	2.8	66	397	.5	2.1	23	232	.2	1.8
63	970	.5	2.2	54	358	.4	1.1	84	425	.6	2.4	55	335	.4	1.8	**	**	**	**
49	944	.4	1.8	60	349	.5	1.2	50	324	.4	1.5	48	291	.4	1.6	32	198	.2	2.7
WOSO-AM																			
6	118		.2	24	88	.2	.5	5	59		.1	6	44		.2				
17	178	.1	.6	41	178	.3	.9	20	112	.1	.6	18	120	.1	.6	6	56		.4
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	179	.1	.3	25	136	.2	.5	9	121	.1	.3	4	68		.1	6	55		.5
WOYE-FM																			
40	969	.3	1.4	76	543	.6	1.6	50	394	.4	1.4	29	320	.2	.9	18	184	.1	1.2
46	1148	.3	1.6	94	568	.7	2.0	34	394	.3	1.0	50	347	.4	1.6	20	211	.1	1.4
45	872	.3	1.7	77	379	.6	1.7	54	451	.4	1.6	43	356	.3	1.4	16	115	.1	1.5
54	1054	.4	1.9	112	567	.8	2.4	60	501	.5	1.7	51	462	.4	1.7	22	249	.2	1.7
46	1011	.3	1.7	90	514	.7	1.9	50	435	.4	1.4	43	371	.3	1.4	19	190	.1	1.5
50	1050	.4	1.8	91	515	.7	1.9	53	457	.4	1.6	59	388	.4	1.9	18	177	.1	1.5
WPAB-AM																			
10	156	.1	.3	24	70	.2	.5	8	45	.1	.2	9	52	.1	.3	9	103	.1	.6
12	178	.1	.4	13	64	.1	.3	8	96	.1	.2	11	45	.1	.4	16	46	.1	1.1
18	250	.1	.7	63	163	.5	1.4	15	154	.1	.5	12	90	.1	.4	8	34	.1	.7
10	259	.1	.4	20	99	.2	.4	15	88	.1	.4	11	100	.1	.4	8	51	.1	.6
13	211	.1	.5	30	99	.3	.7	12	96	.1	.3	11	72	.1	.4	10	59	.1	.8
11	290	.1	.4	12	113	.1	.2	21	157	.2	.7	11	90	.1	.4	5	55		.4
WPRA-AM																			
* 7	53	.1	.2	14	32	.1	.3	12	32	.1	.3	2	23		.1	*	3	34	.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
6	158		.2	20	91	.2	.4	8	81	.1	.2	1	27			2	32		.2
WPRM-FM																			
442	4242	3.3	15.0	1155	3246	8.5	23.9	404	1677	3.0	11.1	515	2399	3.8	15.4	170	1019	1.3	11.6
409	4059	3.0	14.3	1063	2939	7.8	22.8	345	1497	2.5	10.0	504	2280	3.7	16.3	123	814	.9	8.5
309	3557	2.3	11.4	910	2570	6.9	19.6	279	1276	2.1	8.5	388	1918	2.9	12.7	48	501	.4	4.5
353	3790	2.7	12.5	938	2601	7.1	19.9	296	1577	2.2	8.5	487	2341	3.7	15.8	85	642	.6	6.7
378	3912	2.8	13.3	1017	2839	7.6	21.6	331	1507	2.5	9.5	474	2235	3.5	15.1	107	744	.8	7.8
372	4034	2.8	13.6	1125	3021	8.5	23.2	256	1441	1.9	7.9	449	2216	3.4	14.6	74	685	.6	6.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 25-49

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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
WVJP-FM																			
49	651	.4	1.7	74	327	.5	1.5	54	323	.4	1.5	62	359	.5	1.9	20	179	.1	1.4
59	827	.4	2.1	62	335	.5	1.3	83	404	.6	2.4	63	411	.5	2.0	30	252	.2	2.1
33	801	.2	1.2	33	328	.2	.7	46	426	.3	1.4	36	333	.3	1.2	11	140	.1	1.0
38	722	.3	1.3	46	303	.3	1.0	56	388	.4	1.6	35	312	.3	1.1	15	182	.1	1.2
45	750	.3	1.6	54	323	.4	1.1	60	385	.4	1.7	49	354	.4	1.6	19	188	.1	1.4
42	704	.3	1.5	49	296	.4	1.0	57	376	.4	1.8	56	326	.4	1.8	14	148	.1	1.2
WVOZ-FM																			
53	961	.4	1.8	44	337	.3	.9	57	391	.4	1.6	66	502	.5	2.0	48	432	.4	3.3
25	622	.2	.9	29	268	.2	.6	31	219	.2	.9	31	245	.2	1.0	23	220	.2	1.6
14	343	.1	.5	6	59	.1	.1	16	153	.1	.5	17	145	.1	.6	6	85	.6	.6
6	277	.2	.2	2	32	.1	.1	6	99	.2	.2	2	39	.1	.1	2	32	.2	.2
25	551	.2	.9	20	174	.1	.4	28	216	.2	.8	29	233	.2	.9	20	192	.2	1.4
10	203	.1	.4	5	30	.1	.1	8	90	.1	.2	8	59	.1	.3	16	76	.1	1.3
WXEW-AM																			
* 12	60	.1	.4	16	30	.1	.3	12	30	.1	.3	6	13	.2	.2	* 14	23	.1	1.0
6	100	.2	.2	17	52	.1	.4	3	27	.1	.1	3	23	.1	.1	2	23	.1	.1
5	187	.2	.2	9	58	.1	.2	5	81	.2	.2	5	52	.2	.2	6	30	.6	.6
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
10	161	.1	.4	15	79	.1	.3	11	82	.1	.3	8	57	.1	.3	1	11	.1	.1
WXYX-FM																			
89	1381	.7	3.0	142	707	1.0	2.9	105	621	.8	2.9	141	684	1.0	4.2	34	308	.3	2.3
87	1543	.6	3.0	154	708	1.1	3.3	88	607	.6	2.5	125	675	.9	4.0	46	356	.3	3.2
85	1206	.6	3.1	189	623	1.4	4.1	96	579	.7	2.9	116	504	.9	3.8	22	255	.2	2.1
52	1223	.4	1.8	89	512	.7	1.9	51	506	.4	1.5	102	590	.8	3.3	10	212	.1	.8
78	1338	.6	2.7	144	638	1.1	3.1	85	578	.6	2.5	121	613	.9	3.8	28	283	.2	2.1
82	1427	.6	3.0	174	772	1.3	3.6	93	626	.7	2.9	99	632	.7	3.2	23	271	.2	1.9
WYQE-FM																			
10	155	.1	.3	29	122	.2	.6	10	63	.1	.3	8	102	.1	.2	2	33	.1	.1
18	151	.1	.6	40	97	.3	.9	25	74	.2	.7	14	70	.1	.5	3	46	.2	.2
10	180	.1	.4	14	93	.1	.3	12	111	.1	.4	12	95	.1	.4	4	61	.4	.4
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
12	177	.1	.4	30	89	.2	.6	11	56	.1	.3	2	15	.1	.1	8	40	.1	.7
WZAR-FM																			
85	1179	.6	2.9	71	482	.5	1.5	96	589	.7	2.6	100	580	.7	3.0	87	489	.6	5.9
106	1259	.8	3.7	137	575	1.0	2.9	155	701	1.1	4.5	133	689	1.0	4.3	64	463	.5	4.4
106	1412	.8	3.9	130	754	1.0	2.8	166	763	1.3	5.1	112	707	.8	3.7	62	469	.5	5.8
92	1070	.7	3.3	103	471	.8	2.2	157	621	1.2	4.5	106	621	.8	3.4	28	319	.2	2.2
97	1230	.7	3.5	110	571	.8	2.4	144	669	1.1	4.2	113	649	.8	3.6	60	435	.5	4.6
65	930	.5	2.4	96	515	.7	2.0	77	393	.6	2.4	93	538	.7	3.0	37	354	.3	3.1
WZMT-FM																			
22	362	.2	.7	21	103	.2	.4	26	204	.2	.7	15	172	.1	.4	13	91	.1	.9
15	202	.1	.5	10	74	.1	.2	19	108	.1	.5	18	78	.1	.6	3	22	.2	.2
25	319	.2	.9	24	98	.2	.5	36	110	.3	1.1	45	174	.3	1.5	3	41	.3	.3
32	313	.2	1.1	44	138	.3	.9	39	197	.3	1.1	27	195	.2	.9	38	159	.3	3.0
24	299	.2	.8	25	103	.2	.5	30	155	.2	.9	26	155	.2	.9	14	78	.1	1.1
24	319	.2	.9	29	125	.2	.6	19	134	.1	.6	32	151	.2	1.0	22	94	.2	1.8
WZNT-FM																			
170	1939	1.3	5.8	156	779	1.1	3.2	241	847	1.8	6.6	206	1103	1.5	6.2	61	541	.4	4.2
141	1976	1.0	4.9	142	815	1.0	3.0	159	971	1.2	4.6	131	892	1.0	4.2	86	523	.6	5.9
167	2102	1.3	6.2	178	858	1.3	3.8	219	973	1.7	6.7	183	1105	1.4	6.0	72	615	.5	6.7
173	2159	1.3	6.1	175	922	1.3	3.7	226	1097	1.7	6.5	159	963	1.2	5.2	68	585	.5	5.3
163	2044	1.2	5.8	163	844	1.2	3.4	211	972	1.6	6.1	170	1016	1.3	5.4	72	566	.5	5.5
166	2147	1.3	6.1	189	915	1.4	3.9	267	1157	2.0	8.3	175	1135	1.3	5.7	46	612	.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

Target Listener Trends - Persons 25-49

WZOL-FM
WI '01
FA '00
SU '00
SP '00
4-Book
WI '00

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
17	140	.1	.6	17	100	.1	.4	23	70	.2	.6	17	82	.1	.5	14	76	.1	1.0
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
11	65	.1	.4	9	34	.1	.2	15	27	.1	.5	10	14	.1	.3	4	14	.4	.4
9	98	.1	.3	13	74	.1	.3	3	35	.1	.1	5	48	.2	.2	15	39	.1	1.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
WI '01	2949	13269	21.7	4839	12065	35.6		3647	10611	26.8		3342	11432	24.6		1466	7565	10.8	
FA '00	2868	13103	21.1	4670	12239	34.4		3461	9902	25.5		3090	10980	22.7		1453	7233	10.7	
SU '00	2700	12814	20.4	4646	11831	35.2		3273	10188	24.8		3067	10518	23.2		1073	6460	8.1	
SP '00	2819	12808	21.3	4711	11748	35.7		3489	10202	26.4		3085	10610	23.4		1272	6673	9.6	
4-Book	2834	12999	21.1	4717	11971	35.2		3468	10226	25.9		3146	10885	23.5		1316	6983	9.8	
WI '00	2738	12888	20.7	4856	11801	36.8		3227	10060	24.4		3083	10554	23.3		1206	6883	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

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	
WABA-AM																				
WI '01	4	58	.1	10	91	.1	.5	12	30	.1	.5	9	40	.1	.3	11	32	.1	.4	
4-Book	6	105	.2	9	103	.1	.4	18	47	.2	.8	14	39	.1	.4	4	12		.1	
WAEI-AM																				
WI '01	6	55	.2	1	30			4	15		.2	1	6			4	8		.2	
4-Book	11	133	.1	.3	7	90	.1	.3	19	46	.1	.8	4	15	.1	3	9		.1	
WAEI-FM																				
WI '01	35	330	.3	.9	29	304	.2	1.3	42	119	.3	1.8	72	163	.5	2.0	18	83	.1	.7
4-Book	29	405	.2	.8	**	**	**	**	17	51	.2	.7	39	97	.3	1.1	10	44	.1	.4
WAPA-AM																				
WI '01	49	352	.4	1.2	* 12	163	.1	.5	38	110	.3	1.6	10	42	.1	.3	8	24	.1	.3
4-Book	41	365	.3	1.1	12	176	.1	.6	33	87	.3	1.4	9	41	.1	.3	9	17	.1	.4
WBRQ-FM																				
WI '01	49	449	.4	1.2	40	313	.3	1.8	30	93	.2	1.3	54	173	.4	1.5	41	117	.3	1.6
4-Book	28	318	.2	.7	25	257	.2	1.2	32	82	.2	1.3	40	135	.3	1.1	28	70	.2	1.1
WCAD-FM																				
WI '01	45	661	.3	1.1	31	335	.2	1.4	27	98	.2	1.1	48	115	.4	1.4	66	166	.5	2.5
4-Book	56	709	.4	1.5	34	375	.3	1.6	31	105	.2	1.3	68	164	.5	2.0	49	146	.4	2.0
WCMA-FM																				
WI '01	205	1621	1.5	5.2	72	893	.5	3.3	83	214	.6	3.5	110	358	.8	3.1	96	304	.7	3.7
4-Book	155	1423	1.2	4.1	80	907	.6	3.7	72	231	.5	3.0	155	467	1.2	4.3	121	297	.9	4.9
WCMN-AM																				
WI '01	7	117	.1	.2	3	63		.1	12	36	.1	.5								
4-Book	15	176	.1	.4	5	82		.2	15	44	.1	.6	8	37	.1	.3	1	5		.1
WCMN-FM																				
WI '01	52	582	.4	1.3	44	359	.3	2.0	52	126	.4	2.2	43	119	.3	1.2	47	115	.3	1.8
4-Book	47	510	.4	1.2	35	341	.3	1.6	41	102	.3	1.8	35	112	.3	1.0	40	99	.3	1.6
WCOM-FM																				
WI '01	47	641	.3	1.2	18	316	.1	.8	17	48	.1	.7	35	101	.3	1.0	26	105	.2	1.0
4-Book	58	798	.4	1.6	23	325	.2	1.1	41	106	.3	1.7	50	142	.4	1.4	22	71	.2	.9
WCTA-FM																				
WI '01	56	487	.4	1.4	56	348	.4	2.5	42	125	.3	1.8	96	228	.7	2.7	77	174	.6	2.9
4-Book	54	472	.4	1.4	57	354	.4	2.6	39	102	.3	1.7	105	223	.8	3.0	84	188	.6	3.4
WEGM-FM																				
WI '01	42	475	.3	1.1	30	299	.2	1.4	7	46	.1	.3	52	122	.4	1.5	34	69	.3	1.3
4-Book	23	300	.2	.6	22	228	.2	1.0	13	49	.1	.5	33	95	.3	.9	24	77	.2	1.0
WERR-FM																				
WI '01	38	510	.3	1.0	23	287	.2	1.0	39	98	.3	1.6	47	120	.3	1.3	18	51	.1	.7
4-Book	29	426	.2	.8	16	249	.1	.7	20	71	.2	.8	27	79	.2	.8	16	53	.1	.6
WFID-FM																				
WI '01	188	1451	1.4	4.8	96	881	.7	4.4	121	283	.9	5.1	160	329	1.2	4.5	124	245	.9	4.7
4-Book	226	1648	1.7	6.0	115	1069	.9	5.3	105	289	.8	4.3	193	453	1.5	5.4	129	312	1.0	5.2
WJAC-AM																				
WI '01	26	192	.2	.7	4	87		.2	15	45	.1	.6	6	34		.2				
4-Book	18	188	.1	.5	6	79		.3	10	37	.1	.4	5	26		.2	2	7		.1
WJAC-FM																				
WI '01	158	1741	1.2	4.0	79	980	.6	3.6	84	295	.6	3.5	151	373	1.1	4.3	148	309	1.1	5.6
4-Book	152	1618	1.1	4.1	73	855	.6	3.4	76	239	.6	3.2	131	349	1.0	3.7	110	256	.8	4.4
+WIDI-FM																				
WI '01	32	234	.2	.8	7	92	.1	.3					3	7		.1	13	39	.1	.5
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 - Persons 25-49

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
223 173	1852 1589	1.6 1.3	5.7 4.6	86 85	1015 984	.6 .6	3.9 3.9	112 96	282 285	.8 .7	4.7 4.0	159 165	432 440	1.2 1.3	4.5 4.6	107 98	276 273	.8 .7	4.1 3.9
89 76	686 587	.7 .6	2.3 2.1	31 43	389 366	.2 .3	1.4 1.9	41 35	135 95	.3 .3	1.7 1.5	53 73	177 164	.4 .6	1.5 2.1	20 50	45 104	.1 .4	.8 2.1
38 38	318 318	.3 .3	1.0 1.0	19 23	180 190	.1 .2	.9 1.1	22 24	49 60	.2 .2	.9 1.0	49 38	84 85	.4 .3	1.4 1.1	13 23	25 49	.1 .2	.5 .9
1 **	30 **	** **	** **	* 2 **	34 **	** **	.1 **	** **	** **	** **	** **	2 **	12 **	** **	.1 **	1 **	12 **	** **	** **
102 126	803 895	.8 1.0	2.6 3.4	30 38	326 372	.2 .3	1.4 1.8	60 56	126 112	.4 .4	2.5 2.3	68 64	190 170	.5 .5	1.9 1.8	31 45	116 132	.2 .3	1.2 1.8
87 101	939 1123	.6 .8	2.2 2.7	25 35	346 471	.2 .3	1.1 1.6	69 77	176 228	.5 .6	2.9 3.3	43 59	123 176	.3 .4	1.2 1.7	36 27	103 83	.3 .2	1.4 1.1
185 195	1979 2098	1.4 1.5	4.7 5.2	146 141	1282 1368	1.1 1.1	6.6 6.4	104 135	261 386	.8 1.0	4.4 5.6	273 290	668 679	2.0 2.2	7.7 8.1	183 162	474 415	1.3 1.2	7.0 6.5
6 8	105 105	.1 .1	.2 .2	* 3 3	37 51	.1 .1	.1 .1	8	23	.1 .1	.3 .3	6 7	22 27	.1 .1	.2 .2	2	3		.1
11 25	285 295	.1 .2	.3 .7	10 17	163 175	.1 .1	.5 .8	1 14	11 51	.1 .1	.6 .6	12 31	89 89	.1 .3	.3 .9	15 12	46 30	.1 .1	.6 .5
2 4	65 66	.1 .1	.1 .1	2 7	28 63	.1 .1	.1 .3	4 3	16 11	.2 .1	.2 .1	3 4	16 10	.1 .1	.1 .1	2	4		.1
11 **	112 **	.1 **	.3 **	3 **	56 **	.1 **	.1 **	9 **	22 **	.1 **	.4 **	3 **	8 **	.1 **	.1 **	**	**	**	**
6 **	76 **	.2 **	.2 **	9 **	81 **	.1 **	.4 **	16 **	29 **	.1 **	.7 **	17 **	51 **	.1 **	.5 **	7 **	25 **	.1 **	.3 **
5 7	64 67	.1 .2	.1 .2	3 2	46 34	.1 .1	.1 .1	2 1	9 6	.1 .1	.1 .1	3 4	16 16	.1 .1	.1 .1	8 3	11 5	.1 .1	.3 .1
76 103	1111 1407	.6 .8	1.9 2.8	81 87	766 894	.6 .7	3.7 4.0	98 82	241 219	.7 .6	4.1 3.4	88 103	229 281	.6 .8	2.5 2.9	65 103	223 267	.5 .8	2.5 4.2
7 5	92 71	.1 .1	.2 .1	6 5	68 50	.3 .2	.3 .2	16 9	42 21	.1 .1	.7 .4	3	6	.1	.1	1	4		.1
17 **	145 **	.1 **	.4 **	11 **	83 **	.1 **	.5 **	14 **	33 **	.1 **	.6 **	10 **	12 **	.1 **	.3 **	22 **	41 **	.2 **	.8 **
41 39	537 462	.3 .3	1.0 1.0	34 28	381 322	.3 .2	1.5 1.3	41 39	134 116	.3 .3	1.7 1.6	44 43	135 129	.3 .3	1.2 1.2	27 20	64 58	.2 .2	1.0 .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 25-49																				
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	
WORO-FM																				
WI '01	74	733	.5	1.9	65	531	.5	3.0	31	113	.2	1.3	71	138	.5	2.0	32	81	.2	1.2
4-Book	66	636	.5	1.8	73	602	.5	3.4	49	126	.4	2.0	75	165	.5	2.1	49	117	.4	2.0
WOSO-AM																				
WI '01	11	106	.1	.3		12														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOYE-FM																				
WI '01	52	787	.4	1.3	36	358	.3	1.6	35	106	.3	1.5	63	166	.5	1.8	46	135	.3	1.8
4-Book	60	834	.5	1.6	41	476	.3	1.9	40	115	.3	1.7	70	209	.6	2.0	52	142	.4	2.1
WPAB-AM																				
WI '01	13	102	.1	.3	3	33		.1	2	14		.1	6	33		.2	10	25	.1	.4
4-Book	17	169	.1	.5	6	69	.1	.2	7	27		.3	8	31	.1	.2	8	25	.1	.3
WPRA-AM																				
WI '01	9	43	.1	.2	6	43		.3	10	32	.1	.4	9	21	.1	.3	6	12		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																				
WI '01	669	3963	4.9	17.0	221	1956	1.6	10.0	256	650	1.9	10.7	366	834	2.7	10.3	261	663	1.9	9.9
4-Book	586	3656	4.4	15.5	192	1604	1.4	8.7	272	613	2.1	11.3	308	696	2.3	8.6	215	533	1.6	8.6
WQBS-AM																				
WI '01	11	60	.1	.3	7	27	.1	.3	12	19	.1	.5	9	9	.1	.3	8	9	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WRIO-FM																				
WI '01	69	455	.5	1.8	25	232	.2	1.1	42	55	.3	1.8	36	86	.3	1.0	39	114	.3	1.5
4-Book	62	406	.5	1.7	24	207	.2	1.1	37	64	.3	1.6	36	90	.3	1.0	26	63	.2	1.1
WRRH-FM																				
WI '01	6	92		.2	6	95		.3	7	23	.1	.3	13	48	.1	.4	6	13		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSAN-FM																				
WI '01	8	72	.1	.2	* 9	52	.1	.4	3	13		.1	17	26	.1	.5	6	19		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSKN-AM																				
WI '01	4	123		.1	2	10		.1	5	10		.2	2	10		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WTPM-FM																				
WI '01	6	49		.2	* 7	49	.1	.3	19	43	.1	.8	19	43	.1	.5	12	43	.1	.5
4-Book	8	101	.1	.3	12	79	.1	.6	21	44	.2	.9	27	55	.2	.7	19	41	.2	.8
WUKQ-FM																				
WI '01	53	580	.4	1.4	58	452	.4	2.6	62	180	.5	2.6	112	283	.8	3.2	72	188	.5	2.7
4-Book	53	566	.4	1.4	48	436	.4	2.2	41	128	.3	1.7	87	219	.6	2.4	66	167	.5	2.7
WUNO-AM																				
WI '01	29	307	.2	.7	4	67		.2	11	26	.1	.5	4	10		.1	2	10		.1
4-Book	24	310	.2	.6	6	88	.1	.3	7	28	.1	.3	8	31	.1	.2	7	18	.1	.3
WVJP-FM																				
WI '01	62	559	.5	1.6	44	281	.3	2.0	35	94	.3	1.5	59	112	.4	1.7	62	140	.5	2.4
4-Book	54	605	.4	1.5	45	353	.3	2.0	46	125	.4	1.9	68	170	.5	1.9	57	122	.4	2.3
WVOZ-FM																				
WI '01	56	659	.4	1.4	51	509	.4	2.3	26	85	.2	1.1	59	167	.4	1.7	69	165	.5	2.6
4-Book	26	359	.2	.7	25	286	.2	1.2	18	73	.2	.8	26	86	.2	.8	25	60	.2	1.0
WXEV-AM																				
WI '01	12	30	.1	.3	* 13	60	.1	.6	20	50	.1	.8	6	33		.2	15	23	.1	.6
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 - Persons 25-49

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	
WYXX-FM																				
WI '01	127	1184	.9	3.2	58	547	.4	2.6	54	148	.4	2.3	120	291	.9	3.4	80	197	.6	3.0
4-Book	114	1107	.9	3.0	49	541	.4	2.2	38	114	.3	1.6	95	262	.7	2.7	66	160	.5	2.6
WYQE-FM																				
WI '01	15	155	.1	.4	8	57	.1	.4	2	4	.1	.1	5	6	.1	.1	5	11	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	90	853	.7	2.3	74	643	.5	3.4	55	155	.4	2.3	83	236	.6	2.3	112	246	.8	4.3
4-Book	124	979	.9	3.3	74	662	.6	3.4	81	224	.6	3.4	131	293	1.0	3.7	75	192	.5	3.0
WZMT-FM																				
WI '01	21	301	.2	.5	29	232	.2	1.3	21	67	.2	.9	43	128	.3	1.2	31	93	.2	1.2
4-Book	27	230	.2	.7	23	179	.2	1.1	23	64	.2	1.0	39	95	.3	1.1	26	75	.2	1.1
WZNT-FM																				
WI '01	204	1477	1.5	5.2	185	1197	1.4	8.4	140	366	1.0	5.9	346	741	2.5	9.7	271	571	2.0	10.3
4-Book	184	1566	1.4	4.9	189	1351	1.4	8.7	165	419	1.3	6.9	312	696	2.3	8.7	255	585	1.9	10.2
WZOL-FM																				
WI '01	19	112	.1	.5	15	99	.1	.7	19	45	.1	.8	32	79	.2	.9	19	31	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	3924	13148	28.9		2202	10894	16.2		2383	5636	17.5		3552	7367	26.1		2625	5830	19.3	
4-Book	3757	12849	28.1		2184	10801	16.3		2405	5789	17.9		3583	7393	26.7		2485	5490	18.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
WI '01	10	22	.1	.6	5	21	.4	.9	37	.1	.3	6	11	.3		16	41	.1	1.2	
4-Book	4	10		.3	11	29	.1	.7	11	43	.1	.4	4	9	.2	5	13		.4	
WAEI-AM																				
WI '01																				
4-Book	5	19	.1	.4	8	20	.1	.6	12	36	.1	.5	7	18	.1	.4				
WAEI-FM																				
WI '01	21	51	.2	1.3	25	60	.2	1.8	30	123	.2	1.1	13	47	.1	.6	9	39	.1	.7
4-Book	7	25	.1	.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM																				
WI '01	* 3	12		.2				15	35	.1	.6	5	23		.2	* 12	33	.1	.9	
4-Book	6	17	.1	.4	12	39	.1	.8	15	45	.1	.6	4	15	.2	10	34	.1	.8	
WBRQ-FM																				
WI '01	23	63	.2	1.4	26	59	.2	1.9	65	133	.5	2.4	43	116	.3	2.1	37	79	.3	2.9
4-Book	16	49	.2	1.0	14	42	.1	1.0	31	98	.3	1.1	27	80	.2	1.3	15	41	.1	1.2
WCAD-FM																				
WI '01	44	106	.3	2.8	8	44	.1	.6	15	87	.1	.6	26	90	.2	1.3	15	60	.1	1.2
4-Book	33	107	.2	2.2	13	39	.1	.9	31	96	.3	1.2	31	103	.3	1.6	14	67	.1	1.2
WCMA-FM																				
WI '01	47	174	.3	3.0	50	124	.4	3.6	83	302	.6	3.1	82	288	.6	4.0	32	114	.2	2.5
4-Book	51	170	.4	3.4	44	122	.3	3.0	83	279	.6	3.2	74	224	.6	3.6	40	134	.3	3.4
WCMN-AM																				
WI '01					14	27	.1	1.0	2	10		.1								
4-Book	1	3		.1	9	19	.1	.6	2	10		.1	4	12		.2	4	15		.3
WCMN-FM																				
WI '01	24	87	.2	1.5	35	68	.3	2.5	54	163	.4	2.0	66	174	.5	3.3	37	96	.3	2.9
4-Book	21	62	.2	1.4	33	77	.3	2.2	54	133	.4	2.0	41	91	.3	2.0	21	53	.2	1.8
WCOM-FM																				
WI '01	4	21		.3	10	45	.1	.7	14	47	.1	.5	26	106	.2	1.3	13	59	.1	1.0
4-Book	9	42	.1	.6	14	44	.1	1.0	20	76	.1	.7	14	50	.1	.7	15	54	.1	1.3
WCTA-FM																				
WI '01	27	74	.2	1.7	35	106	.3	2.5	77	167	.6	2.9	64	164	.5	3.2	31	99	.2	2.4
4-Book	42	122	.3	2.7	32	77	.3	2.2	66	132	.5	2.5	58	130	.5	2.9	27	87	.2	2.2
WEGM-FM																				
WI '01	24	61	.2	1.5	18	46	.1	1.3	52	153	.4	1.9	23	57	.2	1.1	20	41	.1	1.6
4-Book	21	53	.2	1.3	13	32	.1	.9	25	82	.2	.9	25	54	.2	1.2	17	36	.1	1.4
WERR-FM																				
WI '01	13	50	.1	.8	20	81	.1	1.5	33	106	.2	1.2	10	20	.1	.5	5	13		.4
4-Book	12	49	.1	.8	20	78	.2	1.4	12	45	.1	.4	13	37	.1	.7	9	27	.1	.7
WFID-FM																				
WI '01	80	214	.6	5.0	44	155	.3	3.2	100	256	.7	3.7	84	159	.6	4.1	54	136	.4	4.2
4-Book	103	278	.8	7.1	69	209	.5	4.7	139	328	1.0	5.3	93	222	.7	4.6	77	208	.6	6.7
WJAC-AM																				
WI '01					12	42	.1	.9	1	10						2	11		.2	
4-Book	1	3			8	33	.1	.6	15	22	.1	.6	5	15		.3	2	9		.2
WJAC-FM																				
WI '01	38	169	.3	2.4	45	144	.3	3.3	77	241	.6	2.9	53	181	.4	2.6	39	141	.3	3.0
4-Book	45	148	.3	3.1	39	108	.3	2.6	84	235	.6	3.2	63	165	.5	3.1	37	123	.3	3.2
+WIDI-FM																				
WI '01	9	34	.1	.6					15	47	.1	.6	4	17		.2	7	26	.1	.5
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 - Persons 25-49

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
80 66	232 205	.6 .5	5.0 4.3	37 51	131 149	.3 .4	2.7 3.4	72 85	236 279	.5 .6	2.7 3.2	68 65	193 167	.5 .5	3.4 3.2	50 49	190 174	.4 .4	3.9 4.1
31 32	100 98	.2 .3	2.0 2.0	16 25	51 76	.1 .2	1.2 1.7	46 57	144 130	.3 .4	1.7 2.1	18 49	71 107	.1 .4	.9 2.4	20 19	77 67	.1 .1	1.6 1.6
35 27	96 77	.3 .2	2.2 1.8	6 12	18 38	.4 .1	.4 .8	1 18	8 44	.2 .2	.7	9 15	32 44	.1 .1	.4 .8	15 22	35 49	.1 .2	1.2 1.9
* **	** **	** **	** **	8 **	23 **	.1 **	.6 **	2 **	8 **	** **	.1 **	** **	** **	** **	** **	* **	** **	** **	** **
12 16	37 60	.1 .1	.8 1.1	31 34	63 77	.2 .2	2.2 2.3	29 45	104 132	.2 .3	1.1 1.7	10 36	27 79	.1 .3	.5 1.8	2 13	11 43	.1 .1	.2 1.1
9 14	65 60	.1 .1	.6 .9	18 48	57 127	.1 .4	1.3 3.2	4 22	24 66	.2 .2	.9	25 20	62 55	.2 .2	1.2 1.0	7 16	34 55	.1 .2	.5 1.4
54 73	189 228	.4 .6	3.4 4.9	78 60	211 190	.6 .5	5.7 4.1	258 199	562 530	1.9 1.5	9.7 7.5	151 142	393 374	1.1 1.1	7.4 7.0	56 55	233 193	.4 .4	4.4 4.7
				1 1	11 5	.1 .1	.1 .1	12 4	26 9	.1 .1	.4 .1		3		.1	*	1	2	.1
14 **	29 **	.1 **	.9 **	5 8	7 27	.4 .1	.4 .6	16 18	41 54	.1 .1	.6 .7	8 16	15 31	.1 .1	.4 .8	7 **	7 **	.1 **	.5 **
6	14	.1	.4	13 14	28 35	.1 .1	.9 .9	13	17	.1	.5	7	14	.1	.3	6	11	.1	.6
**	**	**	**	5 **	14 **	.4 **	.4 **	3 **	8 **	.1 **	.1 **	9 **	25 **	.1 **	.4 **	**	**	**	**
14 **	32 **	.1 **	.9 **	9 **	32 **	.1 **	.7 **	1 **	8 **	** **	** **	4 **	16 **	** **	.2 **	6 **	7 **	** **	.5 **
				2 1	9 2	.1	.1		7			4 2	10 6		.2 .1	6 3	16 6		.5 .2
69 84	208 234	.5 .6	4.3 5.7	28 33	132 111	.2 .2	2.0 2.2	101 79	246 238	.7 .6	3.8 3.0	72 80	146 220	.5 .6	3.6 4.0	114 123	229 290	.8 .9	8.9 10.5
10 5	26 12	.1 .1	.6 .3	15 8	29 20	.1 .1	1.1 .6		11	.1	.2	2	5		.1	8 2	16 4	.1	.6 .2
25 **	40 **	.2 **	1.6 **	**	**	**	**	**	**	**	**	5 **	32 **	**	.2 **	10 **	20 **	.1 **	.8 **
30 22	66 51	.2 .2	1.9 1.5	45 50	169 140	.3 .4	3.3 3.4	21 18	70 83	.2 .2	.8 .7	43 19	115 56	.3 .2	2.1 1.0	21 15	54 40	.2 .1	1.6 1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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
50 **	102 **	.4 **	3.1 **	52 45	140 115	.4 .4	3.8 3.1	175 192	353 365	1.3 1.5	6.6 7.2	79 93	157 196	.6 .7	3.9 4.6	21 **	85 **	.2 **	1.6 **
**	**	**	**	2 **	12 **	**	.1 **	**	**	**	**	**	**	**	**	**	**	**	**
14 19	44 55	.1 .2	.9 1.3	26 25	66 57	.2 .2	1.9 1.7	32 49	80 154	.2 .4	1.2 1.9	29 38	57 88	.2 .3	1.4 1.9	43 32	112 90	.3 .3	3.4 2.8
3	6		.2	6	22	.1	.4	9	34	.1	.4	2	5		.1	6 5	14 15		.5 .4
3 **	11 **	**	.2 **	**	**	**	**	12 **	21 **	.1 **	.4 **	**	**	**	**	5 **	12 **	**	.4 **
192 132	426 326	1.4 1.0	12.1 8.5	109 144	252 304	.8 1.1	7.9 9.7	251 203	625 489	1.8 1.5	9.4 7.6	245 185	600 439	1.8 1.4	12.1 9.1	86 89	271 242	.6 .7	6.7 7.6
1 **	7 **	**	.1 **	5 **	9 **	**	.4 **	9 **	9 **	.1 **	.3 **	8 **	9 **	.1 **	.4 **	1 **	7 **	**	.1 **
8 13	19 33	.1 .1	.5 1.0	3 13	12 35	.2 .1	.2 .9	30 29	84 81	.2 .2	1.1 1.1	25 18	45 39	.2 .1	1.2 .9	21 15	29 33	.2 .1	1.6 1.3
8 **	26 **	.1 **	.5 **	5 **	13 **	**	.4 **	7 **	28 **	.1 **	.3 **	4 **	15 **	**	.2 **	**	**	**	**
* 4 **	6 **	**	.3 **	* 2 **	6 **	**	.1 **	18 **	32 **	.1 **	.7 **	13 **	26 **	.1 **	.6 **	* **	**	**	**
**	**	**	**	5 **	10 **	**	.4 **	2 **	10 **	**	.1 **	**	**	**	**	**	**	**	**
* 6 **	20 **		.4	3 **	13 **		.2	4 8	7 26	.1 .1	.3	5 **	13 **	.1 .1	.3	* 4 **	14 **		.4
32 32	84 89	.2 .3	2.0 2.1	35 23	85 82	.3 .2	2.5 1.6	58 58	138 145	.4 .4	2.2 2.2	68 51	149 106	.5 .4	3.4 2.5	23 20	84 71	.2 .2	1.8 1.7
6	11	.1	.4	10 12	31 33	.1 .1	.7 .8	4 5	21 16	.1 .2	.1	2 **	5 **		.1	3 **	11 **		.2
35 24	82 77	.3 .2	2.2 1.6	24 20	73 65	.2 .2	1.7 1.4	63 79	109 170	.5 .6	2.4 2.9	56 45	97 85	.4 .3	2.8 2.3	16 17	35 50	.1 .1	1.2 1.4
82 45	183 101	.6 .4	5.2 3.0	15 11	46 41	.1 .1	1.1 .7	55 28	139 82	.4 .2	2.1 1.1	36 27	80 62	.3 .2	1.8 1.4	58 20	155 55	.4 .2	4.5 1.6
* 13 **	13 **	.1 **	.8 **	* 10 **	10 **	.1 **	.7 **	18 **	23 **	.1 **	.7 **	3 **	10 **	**	.1 **	* 26 **	33 **	.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 Estimates

Target Listener Estimates - Persons 25-49

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	
WXYZ-FM																				
WI '01	40	155	.3	2.5	23	60	.2	1.7	61	157	.4	2.3	46	116	.3	2.3	33	93	.2	2.6
4-Book	44	128	.3	3.1	21	55	.2	1.4	57	162	.4	2.2	36	95	.3	1.8	29	86	.2	2.5
WYQE-FM																				
WI '01	5	11	.3	.3	4	9	.3	.3	17	44	.1	.6	23	41	.2	1.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	75	193	.6	4.7	27	82	.2	2.0	85	254	.6	3.2	92	225	.7	4.5	57	128	.4	4.4
4-Book	65	154	.5	4.4	26	74	.2	1.8	69	202	.5	2.6	80	185	.6	4.0	57	146	.4	4.9
WZMT-FM																				
WI '01	44	84	.3	2.8	15	57	.1	1.1	38	92	.3	1.4	16	51	.1	.8	18	67	.1	1.4
4-Book	21	54	.2	1.4	14	44	.1	1.0	27	69	.2	1.0	22	48	.2	1.1	12	39	.1	1.0
WZNT-FM																				
WI '01	106	265	.8	6.7	59	162	.4	4.3	238	499	1.8	8.9	193	378	1.4	9.5	114	316	.8	8.9
4-Book	117	273	.9	7.9	100	243	.7	6.7	269	583	2.0	10.3	218	414	1.7	10.8	75	202	.6	6.3
WZOL-FM																				
WI '01	11	18	.1	.7	3	13	.2	.2	13	13	.1	.5	15	19	.1	.7	8	19	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	1588	3919	11.7		1378	3557	10.1		2669	5662	19.6		2028	4395	14.9		1281	3315	9.4	
4-Book	1504	3791	11.2		1478	3727	11.0		2648	5731	19.7		2026	4311	15.1		1181	3109	8.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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
WABA-AM																				
WI '01	15	199	.1	.4	27	122	.2	.5	5	56		.1	9	81	.1	.2	9	107	.1	.5
FA '00	12	260	.1	.4	21	120	.1	.4	7	78		.2	3	21		.1	12	97	.1	.7
SU '00	9	201	.1	.3	10	67	.1	.2	6	68		.2	5	63		.1	5	33		.4
SP '00	11	206	.1	.3	22	118	.1	.4	10	98	.1	.2	2	45		.1	10	78	.1	.7
4-Book	12	217	.1	.4	20	107	.1	.4	7	75		.2	5	53		.1	9	79	.1	.6
WI '00	17	178	.1	.5	45	131	.3	.8	19	96	.1	.5	7	60		.2	6	33		.4
WAEI-AM																				
WI '01	5	94		.1	5	46		.1	12	47	.1	.3	1	27			4	34		.2
FA '00	9	245	.1	.3	26	132	.2	.5	3	65		.1	4	35		.1	1	23		.1
SU '00	18	273	.1	.6	26	90	.2	.5	11	95	.1	.3	28	167	.2	.8	13	111	.1	1.0
SP '00	18	343	.1	.5	25	164	.2	.5	14	122	.1	.3	14	155	.1	.4	16	110	.1	1.1
4-Book	13	239	.1	.4	21	108	.2	.4	10	82	.1	.3	12	96	.1	.3	9	70	.1	.6
WI '00	13	235	.1	.4	23	94	.1	.4	12	96	.1	.3	3	62		.1	18	73	.1	1.2
WAEI-FM																				
WI '01	32	507	.2	1.0	24	171	.2	.4	46	296	.3	1.1	39	217	.2	1.0	22	123	.1	1.3
FA '00	31	725	.2	.9	25	191	.2	.5	81	546	.5	2.0	17	229	.1	.5	9	115	.1	.5
SU '00	23	581	.1	.7	35	191	.2	.7	50	375	.3	1.3	17	177	.1	.5	5	116		.4
SP '00	18	451	.1	.5	16	188	.1	.3	40	258	.3	1.0	14	187	.1	.4	9	86	.1	.6
4-Book	26	566	.2	.8	25	185	.2	.5	54	369	.4	1.4	22	203	.1	.6	11	110	.1	.7
WI '00	42	596	.3	1.3	53	196	.3	.9	72	462	.5	1.9	33	240	.2	.9	15	150	.1	1.0
WAPA-AM																				
WI '01	* 41	518	.3	1.2	78	345	.5	1.4	57	271	.4	1.4	33	203	.2	.9	* 37	198	.2	2.2
FA '00	35	650	.2	1.0	77	394	.5	1.4	40	220	.3	1.0	24	189	.2	.7	21	124	.1	1.2
SU '00	36	632	.2	1.2	72	369	.5	1.3	34	204	.2	.9	29	170	.2	.8	32	180	.2	2.5
SP '00	47	671	.3	1.4	109	458	.7	2.0	80	403	.5	2.0	39	245	.3	1.1	9	135	.1	.6
4-Book	40	618	.3	1.2	84	392	.6	1.5	53	275	.4	1.3	31	202	.2	.9	25	159	.2	1.6
WI '00	70	1011	.5	2.2	125	619	.8	2.2	84	555	.5	2.2	75	486	.5	2.1	37	215	.2	2.5
WBRQ-FM																				
WI '01	44	577	.3	1.3	56	367	.4	1.0	54	280	.3	1.3	48	345	.3	1.3	21	163	.1	1.2
FA '00	26	426	.2	.8	25	208	.2	.5	23	147	.1	.6	31	212	.2	.9	31	130	.2	1.8
SU '00	19	285	.1	.6	16	122	.1	.3	20	167	.1	.5	29	157	.2	.8	7	94		.5
SP '00	16	416	.1	.5	17	167	.1	.3	16	201	.1	.4	24	233	.2	.7	10	90	.1	.7
4-Book	26	426	.2	.8	29	216	.2	.5	28	199	.2	.7	33	237	.2	.9	17	119	.1	1.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
WI '01	38	782	.2	1.1	45	311	.3	.8	38	397	.2	.9	54	449	.3	1.4	28	354	.2	1.7
FA '00	40	805	.3	1.2	60	425	.4	1.1	52	372	.3	1.3	38	270	.2	1.1	25	207	.2	1.5
SU '00	58	1050	.4	1.9	74	513	.5	1.4	91	576	.6	2.4	74	574	.5	2.1	20	283	.1	1.6
SP '00	43	864	.3	1.3	74	406	.5	1.4	56	412	.4	1.4	35	361	.2	1.0	23	303	.1	1.5
4-Book	45	875	.3	1.4	63	414	.4	1.2	59	439	.4	1.5	50	414	.3	1.4	24	287	.2	1.6
WI '00	46	864	.3	1.4	63	402	.4	1.1	49	400	.3	1.3	57	482	.4	1.6	43	318	.3	3.0
WCMA-FM																				
WI '01	145	1982	.9	4.3	181	997	1.1	3.2	257	1058	1.6	6.2	203	1200	1.3	5.4	59	571	.4	3.5
FA '00	166	2025	1.1	5.0	202	1008	1.3	3.7	253	1085	1.6	6.3	214	1284	1.4	6.0	93	805	.6	5.5
SU '00	66	1352	.4	2.1	74	558	.5	1.4	81	652	.5	2.1	75	641	.5	2.1	42	362	.3	3.3
SP '00	102	1842	.7	3.1	151	768	1.0	2.8	132	891	.9	3.3	119	850	.8	3.3	43	317	.3	2.9
4-Book	120	1800	.8	3.6	152	833	1.0	2.8	181	922	1.2	4.5	153	994	1.0	4.2	59	514	.4	3.8
WI '00	108	1753	.7	3.4	158	895	1.0	2.8	173	1020	1.1	4.5	110	765	.7	3.1	38	439	.2	2.6
WCMN-AM																				
WI '01	8	207	.1	.2	23	122	.1	.4	9	63	.1	.2	10	46	.1	.3		9		
FA '00	16	334	.1	.5	32	185	.2	.6	24	168	.2	.6	9	112	.1	.3	6	56		.4
SU '00	21	270	.1	.7	64	191	.4	1.2	32	173	.2	.8	10	78	.1	.3	3	23		.2
SP '00	13	229	.1	.4	45	150	.3	.8	17	105	.1	.4	7	64		.2	1	21		.1
4-Book	15	260	.1	.5	41	162	.3	.8	21	127	.2	.5	9	75	.1	.3	3	27	.1	.2
WI '00	15	275	.1	.5	42	202	.3	.7	19	110	.1	.5	13	83	.1	.4	5	44		.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
WCMN-FM																				
WI '01	54	792	.3	1.6	47	312	.3	.8	60	400	.4	1.5	71	449	.5	1.9	53	289	.3	3.1
FA '00	54	778	.3	1.6	82	437	.5	1.5	65	428	.4	1.6	58	401	.4	1.6	23	265	.1	1.4
SU '00	41	657	.3	1.3	52	329	.3	1.0	57	343	.4	1.5	50	367	.3	1.4	22	144	.1	1.7
SP '00	27	556	.2	.8	42	204	.3	.8	27	253	.2	.7	31	276	.2	.9	14	145	.1	.9
4-Book	44	696	.3	1.3	56	321	.4	1.0	52	356	.4	1.3	53	373	.4	1.5	28	211	.2	1.8
WI '00	51	732	.3	1.6	60	283	.4	1.1	101	386	.7	2.7	46	251	.3	1.3	10	107	.1	.7
WCOM-FM																				
WI '01	32	854	.2	1.0	118	502	.7	2.1	19	280	.1	.5	15	253	.1	.4	8	181	.1	.5
FA '00	45	1044	.3	1.3	141	576	.9	2.6	41	358	.3	1.0	25	247	.2	.7	10	153	.1	.6
SU '00	40	925	.3	1.3	140	563	.9	2.6	43	432	.3	1.1	13	158	.1	.4	8	90	.1	.6
SP '00	51	1267	.3	1.6	127	672	.8	2.3	60	535	.4	1.5	39	352	.3	1.1	16	166	.1	1.1
4-Book	42	1023	.3	1.3	132	578	.8	2.4	41	401	.3	1.0	23	253	.2	.7	11	148	.1	.7
WI '00	40	1089	.3	1.2	135	607	.9	2.4	34	410	.2	.9	23	311	.1	.6	13	201	.1	.9
WCTA-FM																				
WI '01	51	658	.3	1.5	44	293	.3	.8	77	329	.5	1.9	43	340	.3	1.1	24	214	.2	1.4
FA '00	54	605	.3	1.6	32	214	.2	.6	78	326	.5	1.9	47	265	.3	1.3	25	154	.2	1.5
SU '00	56	670	.4	1.8	37	257	.2	.7	83	459	.5	2.2	65	301	.4	1.9	20	203	.1	1.6
SP '00	44	721	.3	1.3	33	223	.2	.6	70	376	.5	1.7	51	374	.3	1.4	27	235	.2	1.8
4-Book	51	664	.3	1.6	37	247	.2	.7	77	373	.5	1.9	52	320	.3	1.4	24	202	.2	1.6
WI '00	42	867	.3	1.3	38	225	.2	.7	67	419	.4	1.8	43	351	.3	1.2	26	244	.2	1.8
WEGM-FM																				
WI '01	34	584	.2	1.0	43	296	.3	.8	35	268	.2	.8	51	297	.3	1.4	18	145	.1	1.1
FA '00	16	309	.1	.5	19	150	.1	.3	13	119	.1	.3	10	133	.1	.3	11	133	.1	.7
SU '00	12	455	.1	.4	13	173	.1	.2	9	143	.1	.2	17	109	.1	.5	3	73	.2	.2
SP '00	18	290	.1	.5	28	154	.2	.5	20	150	.1	.5	25	208	.2	.7	4	70	.3	.3
4-Book	20	410	.1	.6	26	193	.2	.5	19	170	.1	.5	26	187	.2	.7	9	105	.1	.6
WI '00	22	395	.1	.7	29	227	.2	.5	20	192	.1	.5	35	257	.2	1.0	17	123	.1	1.2
WERR-FM																				
WI '01	34	663	.2	1.0	59	305	.4	1.1	44	300	.3	1.1	28	261	.2	.7	19	141	.1	1.1
FA '00	15	409	.1	.4	15	199	.1	.3	17	157	.1	.4	19	165	.1	.5	17	119	.1	1.0
SU '00	28	594	.2	.9	54	297	.4	1.0	38	286	.2	1.0	19	201	.1	.5	17	165	.1	1.3
SP '00	28	675	.2	.9	71	423	.5	1.3	40	327	.3	1.0	14	227	.1	.4	5	125	.3	.3
4-Book	26	585	.2	.8	50	306	.4	.9	35	268	.2	.9	20	214	.1	.5	15	138	.1	.9
WI '00	39	590	.3	1.2	59	359	.4	1.0	46	290	.3	1.2	37	182	.2	1.0	26	198	.2	1.8
WFID-FM																				
WI '01	147	2043	.9	4.4	203	995	1.3	3.6	216	1012	1.4	5.2	159	928	1.0	4.2	90	695	.6	5.3
FA '00	168	2167	1.1	5.0	205	1076	1.3	3.7	251	992	1.6	6.2	189	1157	1.2	5.3	89	777	.6	5.3
SU '00	213	2487	1.4	6.8	299	1260	1.9	5.6	323	1292	2.1	8.5	263	1339	1.7	7.5	101	739	.7	7.9
SP '00	196	2308	1.3	6.0	261	1036	1.7	4.8	297	1255	1.9	7.4	262	1303	1.7	7.4	107	951	.7	7.2
4-Book	181	2251	1.2	5.6	242	1092	1.6	4.4	272	1138	1.8	6.8	218	1182	1.4	6.1	97	791	.7	6.4
WI '00	214	2473	1.4	6.6	259	1241	1.7	4.6	307	1203	2.0	8.1	277	1333	1.8	7.8	150	963	1.0	10.3
WIAC-AM																				
WI '01	16	290	.1	.5	31	115	.2	.6	18	126	.1	.4	32	118	.2	.8	7	37	.4	.4
FA '00	18	323	.1	.5	40	216	.3	.7	31	138	.2	.8	13	56	.1	.4	7	49	.4	.4
SU '00	24	401	.2	.8	59	221	.4	1.1	34	177	.2	.9	14	57	.1	.4	5	33	.4	.4
SP '00	16	355	.1	.5	34	196	.2	.6	16	170	.1	.4	12	75	.1	.3	9	43	.1	.6
4-Book	19	342	.1	.6	41	187	.3	.8	25	153	.2	.6	18	77	.1	.5	7	41	.1	.5
WI '00	23	404	.1	.7	53	200	.3	.9	23	199	.1	.6	28	153	.2	.8	10	114	.1	.7
WIAC-FM																				
WI '01	118	2312	.7	3.5	231	1232	1.5	4.1	146	960	.9	3.5	134	978	.9	3.6	37	356	.2	2.2
FA '00	98	2006	.6	2.9	233	1126	1.5	4.2	105	776	.7	2.6	112	999	.7	3.1	28	398	.2	1.7
SU '00	130	2353	.8	4.2	263	1210	1.7	4.9	170	1079	1.1	4.5	118	847	.8	3.4	46	395	.3	3.6
SP '00	132	2209	.9	4.0	302	1262	2.0	5.5	145	852	.9	3.6	118	880	.8	3.3	58	670	.4	3.9
4-Book	120	2220	.8	3.7	257	1208	1.7	4.7	142	917	.9	3.6	121	926	.8	3.4	42	455	.3	2.9
WI '00	127	2395	.8	3.9	274	1233	1.8	4.9	150	1030	1.0	3.9	127	907	.8	3.6	48	520	.3	3.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	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
+WIDI-FM																				
WI '01	21	290	.1	.6	22	104	.1	.4	43	185	.3	1.0	28	148	.2	.7	11	72	.1	.7
FA '00	13	282	.1	.4	22	126	.1	.4	20	136	.1	.5	6	113	.2	.2	5	82	.1	.3
SU '00	25	273	.2	.8	28	118	.2	.5	47	126	.3	1.2	23	141	.1	.7	14	82	.1	1.1
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	24	325	.2	.7	36	179	.2	.6	33	114	.2	.9	28	176	.2	.8	16	124	.1	1.1
WIDA-FM																				
WI '01	186	2499	1.2	5.5	305	1320	1.9	5.4	301	1310	1.9	7.3	201	1185	1.3	5.3	82	664	.5	4.9
FA '00	159	2167	1.0	4.7	239	1106	1.5	4.3	254	1133	1.6	6.3	136	968	.9	3.8	71	582	.5	4.2
SU '00	127	2305	.8	4.1	195	986	1.3	3.6	192	1121	1.3	5.1	126	990	.8	3.6	71	574	.5	5.5
SP '00	95	1840	.6	2.9	142	865	.9	2.6	141	957	.9	3.5	96	781	.6	2.7	43	446	.3	2.9
4-Book	142	2203	.9	4.3	220	1069	1.4	4.0	222	1130	1.4	5.6	140	981	.9	3.9	67	567	.5	4.4
WI '00	82	1672	.5	2.5	150	868	1.0	2.7	121	715	.8	3.2	91	735	.6	2.6	40	443	.3	2.7
WIOB-FM																				
WI '01	66	903	.4	2.0	97	497	.6	1.7	120	478	.8	2.9	63	355	.4	1.7	29	224	.2	1.7
FA '00	84	989	.5	2.5	116	499	.7	2.1	121	484	.8	3.0	74	405	.5	2.1	57	386	.4	3.4
SU '00	46	653	.3	1.5	57	348	.4	1.1	68	317	.4	1.8	57	305	.4	1.6	20	158	.1	1.6
SP '00	59	728	.4	1.8	81	385	.5	1.5	85	461	.6	2.1	60	415	.4	1.7	28	164	.2	1.9
4-Book	64	818	.4	2.0	88	432	.6	1.6	99	435	.7	2.5	64	370	.4	1.8	34	233	.2	2.2
WI '00	52	788	.3	1.6	66	359	.4	1.2	73	433	.5	1.9	84	488	.5	2.4	12	189	.1	.8
WIOC-FM																				
WI '01	35	478	.2	1.0	43	257	.3	.8	49	250	.3	1.2	36	236	.2	1.0	28	144	.2	1.7
FA '00	42	493	.3	1.3	64	248	.4	1.2	71	308	.5	1.8	38	280	.2	1.1	18	142	.1	1.1
SU '00	34	429	.2	1.1	33	190	.2	.6	28	186	.2	.7	40	216	.3	1.1	27	153	.2	2.1
SP '00	25	359	.2	.8	30	158	.2	.5	27	154	.2	.7	26	176	.2	.7	30	158	.2	2.0
4-Book	34	440	.2	1.1	43	213	.3	.8	44	225	.3	1.1	35	227	.2	1.0	26	149	.2	1.7
WI '00	25	397	.2	.8	38	163	.2	.7	37	196	.2	1.0	22	124	.1	.6	9	129	.1	.6
WISO-AM																				
WI '01	* 5	156		.1	6	64		.1	6	44		.1	1	11			* 11	83	.1	.7
FA '00	16	154	.1	.5	20	74	.1	.4	12	94	.1	.3	15	67	.1	.4	17	43	.1	1.0
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	10	84	.1	.3	7	28		.1	14	54	.1	.3	7	31		.2	16	47	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	72	942	.5	2.1	182	657	1.2	3.2	62	350	.4	1.5	98	555	.6	2.6	34	248	.2	2.0
FA '00	102	1236	.6	3.0	288	892	1.8	5.2	68	395	.4	1.7	134	685	.9	3.8	30	206	.2	1.8
SU '00	92	1068	.6	2.9	266	699	1.7	5.0	93	553	.6	2.5	97	559	.6	2.8	18	172	.1	1.4
SP '00	92	1097	.6	2.8	230	679	1.5	4.2	93	507	.6	2.3	111	593	.7	3.1	26	192	.2	1.7
4-Book	90	1086	.6	2.7	242	732	1.6	4.4	79	451	.5	2.0	110	598	.7	3.1	27	205	.2	1.7
WI '00	78	1091	.5	2.4	194	705	1.3	3.4	79	455	.5	2.1	96	606	.6	2.7	24	180	.2	1.6
WKAQ-AM																				
WI '01	90	1360	.6	2.7	146	644	.9	2.6	95	472	.6	2.3	173	735	1.1	4.6	60	496	.4	3.6
FA '00	65	1420	.4	1.9	105	719	.7	1.9	27	279	.2	.7	128	677	.8	3.6	52	462	.3	3.1
SU '00	136	2087	.9	4.4	250	1194	1.6	4.7	107	710	.7	2.8	260	1062	1.7	7.4	96	760	.6	7.5
SP '00	102	1598	.7	3.1	188	952	1.2	3.4	94	558	.6	2.3	147	763	1.0	4.1	80	548	.5	5.4
4-Book	98	1616	.7	3.0	172	877	1.1	3.2	81	505	.5	2.0	177	809	1.2	4.9	72	567	.5	4.9
WI '00	117	1786	.8	3.6	199	845	1.3	3.5	122	637	.8	3.2	198	971	1.3	5.6	66	545	.4	4.5
WKAQ-FM																				
WI '01	154	2573	1.0	4.6	179	1178	1.1	3.2	199	1258	1.3	4.8	212	1468	1.3	5.6	41	575	.3	2.4
FA '00	181	2960	1.1	5.4	212	1275	1.3	3.8	268	1521	1.7	6.6	198	1341	1.3	5.5	76	811	.5	4.5
SU '00	151	2597	1.0	4.8	182	1157	1.2	3.4	215	1220	1.4	5.7	182	1237	1.2	5.2	41	563	.3	3.2
SP '00	167	3241	1.1	5.1	214	1354	1.4	3.9	275	1826	1.8	6.9	178	1564	1.2	5.0	49	761	.3	3.3
4-Book	163	2843	1.1	5.0	197	1241	1.3	3.6	239	1456	1.6	6.0	193	1403	1.3	5.3	52	678	.4	3.4
WI '00	121	2639	.8	3.8	116	898	.8	2.1	162	1304	1.1	4.3	162	1171	1.1	4.6	55	675	.4	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

Target Listener Trends - Persons 25-54

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
WKJB-AM																			
WI '01	* 5	131	.1	9	62	.1	.2	8	65	.1	.2	7	33		.2	*			
FA '00	9	190	.1	23	88	.1	.4	10	55	.1	.2	9	58	.1	.3	1	30		.1
SU '00	9	202	.1	19	70	.1	.4	11	49	.1	.3	5	47		.1	1	21		.1
SP '00	5	185	.2	8	48	.1	.1	5	41	.1	.1	7	54		.2	2	37		.1
4-Book	7	177	.1	15	67	.1	.3	9	53	.1	.2	7	48		.2	1	22		.1
WI '00	5	191	.2	6	65		.1	5	62		.1	9	70	.1	.3	4	21		.3
WWSA-FM																			
WI '01	11	368	.1	17	116	.1	.3	10	126	.1	.2	12	159	.1	.3	5	76		.3
FA '00	23	458	.1	31	186	.2	.6	25	210	.2	.6	20	199	.1	.6	26	207	.2	1.5
SU '00	16	258	.1	23	192	.1	.4	14	101	.1	.4	11	30	.1	.3	**	**	**	**
SP '00	47	547	.3	65	361	.4	1.2	42	238	.3	1.0	19	90	.1	.5	**	**	**	**
4-Book	24	408	.2	34	214	.2	.6	23	169	.2	.6	16	120	.1	.4	**	**	**	**
WI '00	42	351	.3	61	226	.4	1.1	38	230	.2	1.0	8	47	.1	.2	**	**	**	**
WKVM-AM																			
WI '01	4	127	.1	5	65		.1	7	62		.2	4	34		.1	1	19		.1
FA '00	11	218	.1	29	69	.2	.5	12	67	.1	.3	12	50	.1	.3	6	71		.4
SU '00	9	145	.1	6	44		.1	1	20			6	24		.2	11	37	.1	.9
SP '00	12	267	.1	6	55		.1	6	35		.1	12	96	.1	.3	19	141	.1	1.3
4-Book	9	189	.1	12	58	.1	.2	7	46		.2	9	51	.1	.2	9	67	.1	.7
WI '00	13	243	.1	28	138	.2	.5	13	79	.1	.3	8	91	.1	.2	6	60		.4
WLEO-AM																			
WI '01	16	254	.1	69	185	.4	1.2	6	27		.1	4	29		.1	3	36		.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	7	132		19	83	.1	.4	4	50		.1	7	46		.2	4	34		.3
SP '00	11	133	.1	13	60	.1	.2	2	46			1	12			27	47	.2	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	18	233	.1	46	158	.3	.8	12	125	.1	.3	10	61	.1	.3	10	77	.1	.7
WLEY-AM																			
WI '01	9	161	.1	14	106	.1	.2	7	68		.2	9	76	.1	.2	8	31	.1	.5
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	5	125		14	70	.1	.3	4	43		.1	4	37		.1	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	83		18	83	.1	.3	8								14			
WLUZ-AM																			
WI '01	12	141	.1	28	71	.2	.5	19	103	.1	.5	7	41		.2	5	41		.3
FA '00	8	138	.1	20	90	.1	.4	13	45	.1	.3	5	33		.1	6	58		.4
SU '00	4	95		17	50	.1	.3	4	42		.1	1	12						
SP '00	8	166	.1	20	92	.1	.4	4	59		.1	4	33		.1	13	45	.1	.9
4-Book	8	135	.1	21	76	.1	.4	10	62	.1	.3	4	30		.1	6	36		.4
WI '00	9	86	.1	22	45	.1	.4	18	34	.1	.5	3	27		.1				
WMEG-FM																			
WI '01	76	1535	.5	104	671	.7	1.9	57	560	.4	1.4	76	700	.5	2.0	62	545	.4	3.7
FA '00	75	1867	.5	113	858	.7	2.0	66	709	.4	1.6	108	1014	.7	3.0	40	525	.3	2.4
SU '00	102	1730	.7	121	814	.8	2.3	92	725	.6	2.4	164	989	1.1	4.7	54	447	.4	4.2
SP '00	118	2107	.8	127	1043	.8	2.3	105	886	.7	2.6	215	1307	1.4	6.0	57	623	.4	3.8
4-Book	93	1810	.6	116	847	.8	2.1	80	720	.5	2.0	141	1003	.9	3.9	53	535	.4	3.5
WI '00	84	1552	.5	85	510	.6	1.5	115	504	.7	3.0	129	788	.8	3.6	25	366	.2	1.7
WNEL-AM																			
WI '01	12	224	.1	29	110	.2	.5	9	40	.1	.2	4	59		.1	10	73	.1	.6
FA '00	13	167	.1	18	96	.1	.3	8	56	.1	.2	9	58	.1	.3	7	41		.4
SU '00	4	129		19	110	.1	.4					1	19			3	17		.2
SP '00	10	245	.1	13	93	.1	.2	12	46	.1	.3	7	59		.2	8	86	.1	.5
4-Book	10	191	.1	20	102	.1	.4	7	36	.1	.2	5	49		.2	7	54	.1	.4
WI '00	13	174	.1	14	86	.1	.2	21	88	.1	.6	13	88	.1	.4	8	48	.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																			
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
WNIK-FM																			
WI '01	15	213	.1	.4	19	107	.1	.3	27	126	.2	.7	13	95	.1	.3	1	31	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	13	150	.1	.4	18	63	.1	.3	26	105	.2	.6	16	117	.1	.4	10	37	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	37	725	.2	1.1	49	275	.3	.9	43	364	.3	1.0	32	272	.2	.8	31	253	.2
FA '00	26	455	.2	.8	41	228	.3	.7	21	234	.1	.5	17	155	.1	.5	28	171	.2
SU '00	36	561	.2	1.2	52	291	.3	1.0	35	227	.2	.9	29	261	.2	.8	41	232	.3
SP '00	56	899	.4	1.7	104	548	.7	1.9	68	470	.4	1.7	43	300	.3	1.2	24	233	.2
4-Book	39	660	.3	1.2	62	336	.4	1.1	42	324	.3	1.0	30	247	.2	.8	31	222	.2
WI '00	91	788	.6	2.8	141	464	.9	2.5	109	413	.7	2.9	103	348	.7	2.9	66	269	.4
WORO-FM																			
WI '01	105	1403	.7	3.1	101	637	.6	1.8	148	709	.9	3.6	86	551	.5	2.3	49	390	.3
FA '00	64	1214	.4	1.9	34	311	.2	.6	74	524	.5	1.8	49	374	.3	1.4	39	333	.2
SU '00	98	1155	.6	3.1	72	412	.5	1.3	111	569	.7	2.9	90	488	.6	2.6	**	**	**
SP '00	106	1569	.7	3.2	114	641	.7	2.1	145	601	.9	3.6	95	551	.6	2.7	32	294	.2
4-Book	93	1335	.6	2.8	80	500	.5	1.5	120	601	.8	3.0	80	491	.5	2.3	**	**	**
WI '00	73	1320	.5	2.3	83	504	.5	1.5	66	447	.4	1.7	67	443	.4	1.9	43	265	.3
WOSO-AM																			
WI '01	9	204	.1	.3	27	119	.2	.5	12	137	.1	.3	10	96	.1	.3			
FA '00	26	232	.2	.8	59	217	.4	1.1	37	154	.2	.9	30	147	.2	.8	6	56	.4
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	10	196	.1	.3	27	153	.2	.5	9	138	.1	.2	5	85	.1	.1	6	72	.4
WOYE-FM																			
WI '01	42	1017	.3	1.2	77	561	.5	1.4	53	437	.3	1.3	29	320	.2	.8	18	184	.1
FA '00	49	1242	.3	1.5	100	610	.6	1.8	35	415	.2	.9	55	400	.3	1.5	21	230	.1
SU '00	48	933	.3	1.5	82	402	.5	1.5	57	478	.4	1.5	45	377	.3	1.3	18	135	.1
SP '00	59	1150	.4	1.8	115	592	.7	2.1	64	544	.4	1.6	62	516	.4	1.7	26	275	.2
4-Book	50	1086	.3	1.5	94	541	.6	1.7	52	469	.3	1.3	48	403	.3	1.3	21	206	.1
WI '00	55	1121	.4	1.7	95	540	.6	1.7	58	514	.4	1.5	63	445	.4	1.8	21	212	.1
WPAB-AM																			
WI '01	17	250	.1	.5	39	113	.2	.7	20	110	.1	.5	23	94	.1	.6	12	128	.1
FA '00	14	250	.1	.4	20	87	.1	.4	13	143	.1	.3	13	53	.1	.4	16	46	.1
SU '00	29	403	.2	.9	81	231	.5	1.5	29	240	.2	.8	19	118	.1	.5	17	72	.1
SP '00	21	359	.1	.6	32	153	.2	.6	45	146	.3	1.1	17	150	.1	.5	8	63	.1
4-Book	20	316	.1	.6	43	146	.3	.8	27	160	.2	.7	18	104	.1	.5	13	77	.1
WI '00	20	450	.1	.6	21	187	.1	.4	35	245	.2	.9	13	116	.1	.4	18	95	.1
WPRA-AM																			
WI '01	* 8	77	.1	.2	15	45	.1	.3	12	45	.1	.3	2	34	.1	.1	* 3	34	.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	166	.1	.2	20	91	.1	.4	9	89	.1	.2	1	35	.1	.1	2	32	.1
WPRM-FM																			
WI '01	474	4625	3.0	14.1	1231	3504	7.8	22.0	433	1845	2.7	10.5	557	2616	3.5	14.8	184	1091	1.2
FA '00	453	4576	2.9	13.5	1172	3293	7.4	21.2	374	1642	2.4	9.3	571	2520	3.6	16.0	138	914	.9
SU '00	343	3911	2.2	11.0	1013	2849	6.6	18.9	305	1423	2.0	8.1	424	2097	2.8	12.1	50	531	.3
SP '00	387	4330	2.5	11.8	1013	2834	6.6	18.5	328	1777	2.1	8.2	541	2666	3.5	15.2	94	711	.6
4-Book	414	4361	2.7	12.6	1107	3120	7.1	20.2	360	1672	2.3	9.0	523	2475	3.4	14.5	117	812	.8
WI '00	400	4460	2.6	12.4	1187	3260	7.7	21.1	270	1581	1.8	7.1	498	2443	3.2	14.0	82	777	.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

	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
WQBS-AM																				
WI '01	16	99	.1	.5	19	46	.1	.3	23	45	.1	.6	26	57	.2	.7	1	7		.1
FA '00	12	165	.1	.4	18	43	.1	.3	17	92	.1	.4	12	102	.1	.3	1	22		.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	8	179	.1	.2	14	62	.1	.3	7	89		.2	8	45	.1	.2	9	65	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	55	597	.3	1.6	174	429	1.1	3.1	41	257	.3	1.0	53	347	.3	1.4	15	102	.1	.9
FA '00	34	365	.2	1.0	113	271	.7	2.0	20	123	.1	.5	37	136	.2	1.0	12	44	.1	.7
SU '00	48	622	.3	1.5	132	441	.9	2.5	37	230	.2	1.0	62	270	.4	1.8	8	108	.1	.6
SP '00	48	419	.3	1.5	130	361	.8	2.4	41	172	.3	1.0	48	215	.3	1.3	1	24		.1
4-Book	46	501	.3	1.4	137	376	.9	2.5	35	196	.2	.9	50	242	.3	1.4	9	70	.1	.6
WI '00	43	590	.3	1.3	122	439	.8	2.2	38	245	.2	1.0	49	259	.3	1.4	5	60		.3
WRRH-FM																				
WI '01	6	103		.2	4	39		.1	9	71	.1	.2	5	40		.1	4	62		.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	11	162	.1	.4	10	77	.1	.2	12	81	.1	.3	9	109	.1	.3	13	86	.1	1.0
SP '00	19	215	.1	.6	30	143	.2	.5	28	164	.2	.7	14	124	.1	.4	15	75	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	* 13	108	.1	.4	19	48	.1	.3	11	58	.1	.3	15	46	.1	.4	* 11	26	.1	.7
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	10	225	.1	.3	7	35		.1	12	92	.1	.3	2	31		.1	1	24		.1
SP '00	5	124		.2	1	27			13	52	.1	.3	3	50		.1		13		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	11	198	.1	.3	12	62	.1	.2	4	36		.1	4	49		.1	6	39		.4
WSKN-AM																				
WI '01	4	172		.1	3	21		.1	9	141	.1	.2	5	45		.1				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	4	195		.1	10	105	.1	.2	4	73		.1	2	32		.1				
SP '00	12	293	.1	.4	31	164	.2	.6	18	144	.1	.4	9	85	.1	.3	5	49		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	16	441	.1	.5	35	175	.2	.6	24	179	.2	.6	14	134	.1	.4	3	50		.2
WTPM-FM																				
WI '01	* 8	74	.1	.2	9	59	.1	.2	10	66	.1	.2	4	54		.1	* 4	59		.2
FA '00	10	186	.1	.3	10	76	.1	.2	7	65		.2	7	91		.2	2	23		.1
SU '00	14	200	.1	.4	13	107	.1	.2	27	119	.2	.7	11	80	.1	.3	9	70	.1	.7
SP '00	14	149	.1	.4	9	50	.1	.2	8	57	.1	.2	12	87	.1	.3	20	77	.1	1.3
4-Book	12	152	.1	.3	10	73	.1	.2	13	77	.1	.3	9	78	.1	.2	9	57	.1	.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQF-FM																				
WI '01	51	753	.3	1.5	61	367	.4	1.1	61	395	.4	1.5	59	382	.4	1.6	11	140	.1	.7
FA '00	53	830	.3	1.6	39	318	.2	.7	80	420	.5	2.0	68	518	.4	1.9	33	257	.2	2.0
SU '00	35	747	.2	1.1	41	267	.3	.8	37	314	.2	1.0	32	298	.2	.9	16	160	.1	1.3
SP '00	60	978	.4	1.8	58	397	.4	1.1	94	505	.6	2.3	68	442	.4	1.9	25	318	.2	1.7
4-Book	50	827	.3	1.5	50	337	.3	.9	68	409	.4	1.7	57	410	.4	1.6	21	219	.2	1.4
WI '00	80	835	.5	2.5	86	427	.6	1.5	145	460	.9	3.8	90	418	.6	2.5	29	207	.2	2.0
WUNO-AM																				
WI '01	21	418	.1	.6	55	233	.3	1.0	24	200	.2	.6	15	143	.1	.4	19	76	.1	1.1
FA '00	22	465	.1	.7	43	322	.3	.8	22	159	.1	.5	18	141	.1	.5	21	129	.1	1.2
SU '00	26	414	.2	.8	72	321	.5	1.3	27	175	.2	.7	29	174	.2	.8	6	68		.5
SP '00	22	519	.1	.7	35	291	.2	.6	29	222	.2	.7	15	148	.1	.4	27	224	.2	1.8
4-Book	23	454	.1	.7	51	292	.3	.9	26	189	.2	.6	19	152	.1	.5	18	124	.1	1.2
WI '00	23	507	.1	.7	55	323	.4	1.0	34	275	.2	.9	16	105	.1	.4	4	51		.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

	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
WVJP-FM																				
WI '01	57	809	.4	1.7	85	406	.5	1.5	64	410	.4	1.6	70	442	.4	1.9	23	203	.1	1.4
FA '00	73	1031	.5	2.2	84	417	.5	1.5	101	508	.6	2.5	77	496	.5	2.2	42	303	.3	2.5
SU '00	38	877	.2	1.2	35	360	.2	.7	52	467	.3	1.4	39	385	.3	1.1	13	170	.1	1.0
SP '00	51	876	.3	1.6	57	399	.4	1.0	80	519	.5	2.0	48	405	.3	1.3	22	251	.1	1.5
4-Book	55	898	.4	1.7	65	396	.4	1.2	74	476	.5	1.9	59	432	.4	1.6	25	232	.2	1.6
WI '00	51	851	.3	1.6	50	306	.3	.9	69	473	.4	1.8	61	378	.4	1.7	27	182	.2	1.9
WVOZ-FM																				
WI '01	53	985	.3	1.6	44	345	.3	.8	57	397	.4	1.4	66	506	.4	1.8	48	432	.3	2.9
FA '00	26	682	.2	.8	30	293	.2	.5	34	257	.2	.8	32	255	.2	.9	23	231	.1	1.4
SU '00	15	368	.1	.5	6	70		.1	16	153	.1	.4	19	156	.1	.5	6	85		.5
SP '00	7	309		.2	2	32			7	120		.2	3	71		.1	3	53		.2
4-Book	25	586	.2	.8	21	185	.1	.4	29	232	.2	.7	30	247	.2	.8	20	200	.1	1.3
WI '00	11	220	.1	.3	5	30		.1	8	90	.1	.2	8	59	.1	.2	18	93	.1	1.2
WXEW-AM																				
WI '01	* 22	120	.1	.7	31	68	.2	.6	17	74	.1	.4	7	21		.2	* 31	71	.2	1.8
FA '00	7	107		.2	17	52	.1	.3	3	27		.1	3	23		.1	2	23		.1
SU '00	10	217	.1	.3	10	65	.1	.2	13	111	.1	.3	12	82	.1	.3	7	37		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	12	183	.1	.4	16	83	.1	.3	11	88	.1	.3	8	61	.1	.2	3	15		.2
WXYX-FM																				
WI '01	96	1573	.6	2.9	153	806	1.0	2.7	116	703	.7	2.8	154	775	1.0	4.1	35	333	.2	2.1
FA '00	91	1651	.6	2.7	165	769	1.0	3.0	90	669	.6	2.2	130	724	.8	3.6	47	369	.3	2.8
SU '00	89	1313	.6	2.8	192	653	1.3	3.6	98	597	.6	2.6	118	532	.8	3.4	23	270	.1	1.8
SP '00	56	1373	.4	1.7	103	593	.7	1.9	52	539	.3	1.3	106	647	.7	3.0	10	233	.1	.7
4-Book	83	1478	.6	2.5	153	705	1.0	2.8	89	627	.6	2.2	127	670	.8	3.5	29	301	.2	1.9
WI '00	90	1587	.6	2.8	208	870	1.4	3.7	101	693	.7	2.7	102	679	.7	2.9	24	290	.2	1.6
WYQE-FM																				
WI '01	10	155	.1	.3	29	122	.2	.5	10	63	.1	.2	8	102	.1	.2	2	33		.1
FA '00	19	172	.1	.6	41	106	.3	.7	26	86	.2	.6	16	82	.1	.4	3	46		.2
SU '00	10	186	.1	.3	14	93	.1	.3	12	117	.1	.3	12	100	.1	.3	4	61		.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	17	218	.1	.5	46	128	.3	.8	17	78	.1	.4	5	42		.1	8	42	.1	.5
WZAR-FM																				
WI '01	89	1294	.6	2.6	76	519	.5	1.4	104	614	.7	2.5	105	658	.7	2.8	87	502	.6	5.2
FA '00	114	1359	.7	3.4	152	612	1.0	2.8	173	752	1.1	4.3	137	714	.9	3.8	66	501	.4	3.9
SU '00	115	1556	.7	3.7	138	814	.9	2.6	179	805	1.2	4.7	133	809	.9	3.8	65	491	.4	5.1
SP '00	99	1162	.6	3.0	111	524	.7	2.0	163	700	1.1	4.1	122	686	.8	3.4	28	319	.2	1.9
4-Book	104	1343	.7	3.2	119	617	.8	2.2	155	718	1.0	3.9	124	717	.8	3.5	62	453	.4	4.0
WI '00	69	1030	.4	2.1	97	531	.6	1.7	81	430	.5	2.1	94	559	.6	2.6	41	411	.3	2.8
WZMT-FM																				
WI '01	30	442	.2	.9	53	174	.3	.9	26	204	.2	.6	21	189	.1	.6	19	100	.1	1.1
FA '00	16	229	.1	.5	11	82	.1	.2	19	108	.1	.5	20	93	.1	.6	4	30		.2
SU '00	28	346	.2	.9	27	116	.2	.5	42	128	.3	1.1	50	191	.3	1.4	4	58		.3
SP '00	32	341	.2	1.0	44	138	.3	.8	40	205	.3	1.0	28	215	.2	.8	39	166	.3	2.6
4-Book	27	340	.2	.8	34	128	.2	.6	32	161	.2	.8	30	172	.2	.9	17	89	.1	1.1
WI '00	24	334	.2	.7	29	125	.2	.5	20	141	.1	.5	32	151	.2	.9	22	94	.1	1.5
WZNT-FM																				
WI '01	186	2144	1.2	5.5	181	855	1.1	3.2	260	925	1.6	6.3	220	1162	1.4	5.8	65	576	.4	3.9
FA '00	169	2219	1.1	5.0	173	991	1.1	3.1	200	1076	1.3	5.0	161	1029	1.0	4.5	101	588	.6	6.0
SU '00	173	2272	1.1	5.5	186	911	1.2	3.5	225	1037	1.5	6.0	190	1163	1.2	5.4	74	638	.5	5.8
SP '00	209	2527	1.4	6.4	223	1079	1.5	4.1	281	1254	1.8	7.0	200	1168	1.3	5.6	79	687	.5	5.3
4-Book	184	2291	1.2	5.6	191	959	1.2	3.5	242	1073	1.6	6.1	193	1131	1.2	5.3	80	622	.5	5.3
WI '00	186	2414	1.2	5.8	205	1001	1.3	3.6	296	1270	1.9	7.8	200	1224	1.3	5.6	59	724	.4	4.0

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

WZOL-FM
WI '01
FA '00
SU '00
SP '00
4-Book
WI '00

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
19	180	.1	.6	18	107	.1	.3	24	77	.2	.6	19	89	.1	.5	15	83	.1	.9
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
15	86	.1	.5	13	41	.1	.2	21	48	.1	.6	16	35	.1	.5	4	14	.3	.3
13	122	.1	.4	19	87	.1	.3	10	45	.1	.2	10	57	.1	.3	18	60	.1	1.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
3365	15316	21.3		5603	13931	35.5		4126	12126	26.2		3765	13026	23.9		1683	8663	10.7	
3348	15177	21.2		5523	14180	35.0		4035	11494	25.6		3571	12633	22.7		1690	8162	10.7	
3126	14846	20.4		5367	13641	35.0		3780	11812	24.6		3508	12074	22.9		1280	7378	8.3	
3276	14846	21.4		5465	13620	35.6		4010	11860	26.1		3559	12302	23.2		1493	7718	9.7	
3279	15046	21.1		5490	13843	35.3		3988	11823	25.6		3601	12509	23.2		1537	7980	9.9	
3221	14955	21.0		5637	13666	36.8		3804	11686	24.8		3559	12154	23.2		1457	8026	9.5	

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this survey.

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reported broadcast schedule.

+ Station(s) changed 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	
VABA-AM																				
WI '01	13	130	.1	.3	24	158	.2	1.0	25	86	.2	.9	24	83	.2	.6	24	50	.2	.8
4-Book	11	150	.1	.3	16	150	.1	.7	25	69	.2	.9	21	59	.1	.5	11	26	.1	.4
VAEL-AM																				
WI '01	7	83		.2	3	49		.1	6	24		.2	1	6			4	8		.1
4-Book	14	187	.1	.3	12	134	.1	.5	29	70	.2	1.0	9	26	.1	.2	8	20	.1	.3
VAEL-FM																				
WI '01	37	364	.2	.8	31	331	.2	1.2	42	119	.3	1.5	77	176	.5	1.9	24	96	.2	.8
4-Book	35	468	.2	.8	**	**	**	**	22	60	.1	.8	48	119	.3	1.2	13	50	.1	.4
VAPA-AM																				
WI '01	56	420	.4	1.3	* 14	211	.1	.6	42	123	.3	1.5	12	67	.1	.3	8	24	.1	.3
4-Book	56	500	.4	1.3	19	245	.1	.8	45	114	.3	1.6	19	76	.1	.5	12	32	.1	.5
WBRO-FM																				
WI '01	53	511	.3	1.2	44	346	.3	1.8	32	101	.2	1.1	56	184	.4	1.4	55	138	.3	1.9
4-Book	30	347	.2	.7	26	272	.2	1.1	32	84	.2	1.1	41	140	.3	1.0	32	77	.2	1.1
WCAD-FM																				
WI '01	45	661	.3	1.0	31	335	.2	1.2	27	98	.2	1.0	48	115	.3	1.2	66	166	.4	2.2
4-Book	58	735	.4	1.3	36	392	.2	1.4	32	109	.2	1.1	72	174	.5	1.8	54	155	.4	1.9
WCMA-FM																				
WI '01	217	1721	1.4	4.8	73	906	.5	2.9	83	214	.5	3.0	115	371	.7	2.8	96	304	.6	3.3
4-Book	163	1516	1.1	3.7	83	943	.5	3.2	74	238	.5	2.6	161	490	1.0	3.9	123	302	.8	4.3
WCMN-AM																				
WI '01	13	177	.1	.3	4	75		.2	12	36	.1	.4					6	8		.2
4-Book	23	237	.1	.5	7	110	.1	.3	21	61	.1	.7	11	49	.1	.3	3	7		.1
WCMN-FM																				
WI '01	59	673	.4	1.3	45	391	.3	1.8	52	126	.3	1.9	43	119	.3	1.1	49	122	.3	1.7
4-Book	53	576	.3	1.3	38	372	.3	1.5	49	120	.3	1.7	38	120	.3	.9	45	110	.3	1.6
WCOM-FM																				
WI '01	48	687	.3	1.1	18	316	.1	.7	17	48	.1	.6	35	101	.2	.9	26	105	.2	.9
4-Book	63	853	.4	1.5	25	344	.2	1.0	49	120	.3	1.7	52	149	.3	1.3	22	71	.2	.8
WCTA-FM																				
WI '01	57	498	.4	1.3	58	371	.4	2.3	42	125	.3	1.5	100	247	.6	2.5	78	178	.5	2.7
4-Book	57	519	.4	1.3	61	409	.4	2.4	42	111	.3	1.5	110	244	.7	2.7	90	204	.6	3.2
WEGM-FM																				
WI '01	43	494	.3	1.0	31	315	.2	1.2	7	46		.3	52	122	.3	1.3	34	75	.2	1.2
4-Book	24	320	.2	.6	22	239	.1	.9	13	49	.1	.5	35	100	.2	.8	25	83	.2	.9
VERR-FM																				
WI '01	44	555	.3	1.0	27	323	.2	1.1	42	104	.3	1.5	49	126	.3	1.2	18	51	.1	.6
4-Book	35	492	.2	.8	19	291	.1	.8	21	73	.1	.7	35	93	.2	.8	19	56	.1	.7
WFID-FM																				
WI '01	194	1553	1.2	4.3	102	975	.6	4.1	123	299	.8	4.4	175	378	1.1	4.3	130	257	.8	4.4
4-Book	246	1812	1.6	5.7	122	1142	.8	4.9	113	314	.7	3.9	205	484	1.3	5.0	135	324	.9	4.8
WIAC-AM																				
WI '01	26	213	.2	.6	4	87		.2	15	45	.1	.5	6	34		.1				
4-Book	28	275	.2	.6	10	132	.1	.4	19	54	.1	.7	8	39	.1	.2	7	13	.1	.3
WIAC-FM																				
WI '01	169	1880	1.1	3.8	81	1027	.5	3.2	94	328	.6	3.4	153	389	1.0	3.8	148	309	.9	5.0
4-Book	171	1829	1.1	4.0	82	950	.5	3.3	86	266	.6	3.0	143	392	.9	3.5	121	286	.8	4.3
+WIDI-FM																				
WI '01	32	249	.2	.7	7	92		.3					3	7		.1	13	39	.1	.4
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 - Persons 25-54

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
271 196	2141 1781	1.7 1.3	6.1 4.5	104 95	1155 1085	.7 .6	4.1 3.8	129 110	328 326	.8 .7	4.6 3.8	183 186	507 498	1.2 1.2	4.5 4.5	117 110	302 299	.7 .7	4.0 3.9
96 85	739 669	.6 .6	2.1 2.0	40 48	500 436	.3 .3	1.6 1.9	68 46	188 122	.4 .3	2.4 1.6	72 87	207 197	.5 .6	1.8 2.1	27 60	72 126	.2 .4	.9 2.1
43 41	380 350	.3 .3	1.0 1.0	25 27	255 226	.2 .2	1.0 1.1	24 25	57 65	.2 .2	.9 .9	73 46	151 105	.5 .3	1.8 1.1	17 27	34 57	.1 .2	.6 1.0
4 **	74 **	 **	.1 **	* 2 **	43 **	 **	.1 **	 **	 **	 **	 **	 **	12 **	 **	 **	1 **	12 **	 **	 **
110 139	850 986	.7 .9	2.5 3.2	32 46	366 422	.2 .3	1.3 1.8	63 70	130 141	.4 .5	2.3 2.5	73 79	215 203	.5 .5	1.8 1.9	31 53	116 144	.2 .4	1.1 1.9
135 139	1208 1437	.9 .9	3.0 3.2	31 44	438 593	.2 .3	1.2 1.7	100 99	248 297	.6 .6	3.6 3.5	45 76	142 216	.3 .5	1.1 1.8	45 37	136 111	.3 .3	1.5 1.3
197 212	2158 2340	1.2 1.4	4.4 4.9	153 152	1372 1497	1.0 1.0	6.1 6.0	125 152	307 430	.8 1.0	4.5 5.3	286 317	733 752	1.8 2.1	7.1 7.7	203 178	508 452	1.3 1.2	6.9 6.3
8 10	131 135	.1 .1	.2 .3	* 4 5	51 80	 .2	.2 .2	 16	 31	 .1	.6 .6	 11	35 34	.1 .1	.2 .3	 2	 3	 	.1
13 27	305 327	.1 .2	.3 .6	12 20	186 208	.1 .2	.5 .8	16 21	33 67	.1 .2	.6 .7	15 35	98 102	.1 .2	.4 .9	18 14	50 32	.1 .1	.6 .5
5 9	102 107	 .1	.1 .2	5 10	64 94	 .1	.2 .4	4 5	16 17	 .1	.2 .2	16 7	29 13	.1 .1	.4 .2	1 3	9 10	 	.1
25 **	185 **	.2 **	.6 **	10 **	164 **	.1 **	.4 **	34 **	95 **	.2 **	1.2 **	8 **	37 **	.1 **	.2 **	 **	 **	 **	 **
10 **	119 **	.1 **	.2 **	10 **	88 **	.1 **	.4 **	19 **	36 **	.1 **	.7 **	17 **	51 **	.1 **	.4 **	7 **	25 **	 **	.2 **
18 12	131 114	.1 .1	.4 .3	7 3	63 58	 .2	.3 .2	17 6	26 15	.1 	.6 .2	12 7	33 23	.1 .1	.3 .2	8 3	11 5	.1 	.3 .1
77 110	1137 1492	.5 .7	1.7 2.5	84 90	819 936	.5 .6	3.3 3.6	102 87	258 235	.6 .6	3.7 3.1	96 109	270 304	.6 .7	2.4 2.7	65 107	223 282	.4 .7	2.2 3.8
14 11	165 135	.1 .1	.3 .3	10 10	117 85	.1 .1	.4 .4	21 17	64 46	.1 .1	.8 .6	13 15	40 31	.1 .1	.3 .4	 9	18 	.1 	.3
20 **	172 **	.1 **	.4 **	16 **	105 **	.1 **	.6 **	20 **	49 **	.1 **	.7 **	26 **	33 **	.2 **	.6 **	33 **	57 **	.2 **	1.1 **
41 44	552 540	.3 .3	.9 1.0	34 34	381 367	.2 .2	1.4 1.3	41 49	134 138	.3 .3	1.5 1.7	44 48	135 151	.3 .3	1.1 1.2	27 24	64 69	.2 .2	.9 .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.

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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 25-54

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	
WXYX-FM																				
WI '01	139	1348	.9	3.1	61	583	.4	2.4	59	157	.4	2.1	120	296	.8	3.0	86	210	.5	2.9
4-Book	121	1221	.8	2.8	53	586	.4	2.1	41	127	.3	1.4	100	279	.7	2.4	69	169	.5	2.4
WYQE-FM																				
WI '01	15	155	.1	.3	8	57	.1	.3	2	4	.1	.1	5	6	.1	.1	5	11	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	95	954	.6	2.1	79	693	.5	3.1	59	167	.4	2.1	83	236	.5	2.1	122	260	.8	4.2
4-Book	134	1073	.9	3.1	80	714	.5	3.2	88	241	.6	3.1	140	314	.9	3.4	83	215	.5	3.0
WZMT-FM																				
WI '01	33	381	.2	.7	32	241	.2	1.3	21	67	.1	.8	50	137	.3	1.2	31	93	.2	1.1
4-Book	32	263	.2	.8	24	187	.1	1.0	24	66	.2	.8	42	101	.3	1.0	26	75	.2	.9
WZNT-FM																				
WI '01	223	1631	1.4	5.0	201	1326	1.3	8.0	151	391	1.0	5.4	363	780	2.3	9.0	289	595	1.8	9.9
4-Book	211	1758	1.4	4.9	208	1512	1.3	8.2	182	467	1.2	6.3	348	765	2.3	8.4	285	642	1.9	10.0
WZOL-FM																				
WI '01	20	119	.1	.4	18	138	.1	.7	20	52	.1	.7	50	119	.3	1.2	20	38	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	4475	15158	28.4		2508	12500	15.9		2786	6547	17.7		4043	8488	25.6		2934	6510	18.6	
4-Book	4337	14862	27.9		2533	12505	16.3		2866	6809	18.5		4147	8556	26.7		2850	6256	18.3	

** 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	
WABA-AM																				
WI '01	23	40	.1	1.3	12	53	.1	.7	29	79	.2	.9	25	43	.2	1.1	25	85	.2	1.7
4-Book	10	20	.1	.6	17	50	.1	1.0	23	66	.2	.7	11	20	.1	.5	11	28	.1	.8
WAEI-AM																				
WI '01	2	9	.1	.1	6	19	.4	.4	2	11	.1	.1	1	11	.1	.4	1	4		.1
4-Book	9	31	.1	.6	16	33	.1	.9	20	57	.1	.7	9	28	.1	.4	1	4		.1
WAEI-FM																				
WI '01	21	51	.1	1.2	25	60	.2	1.5	30	123	.2	1.0	13	47	.1	.6	12	53	.1	.8
4-Book	8	29	.5	.5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
WI '01	* 10	26	.1	.6					18	48	.1	.6	5	23	.2		* 17	42	.1	1.2
4-Book	10	26	.1	.6	20	58	.1	1.2	20	63	.1	.7	5	19	.2		16	53	.1	1.2
WBRQ-FM																				
WI '01	23	63	.1	1.3	26	59	.2	1.6	71	155	.5	2.3	49	129	.3	2.2	37	79	.2	2.5
4-Book	16	49	.1	1.0	14	42	.1	.8	33	107	.2	1.1	30	87	.2	1.3	15	41	.1	1.1
WCAD-FM																				
WI '01	44	106	.3	2.5	8	44	.1	.5	15	87	.1	.5	26	90	.2	1.1	15	60	.1	1.0
4-Book	35	111	.2	2.1	13	39	.1	.8	32	97	.2	1.0	33	106	.2	1.4	14	67	.1	1.0
WCMA-FM																				
WI '01	47	174	.3	2.6	50	124	.3	3.1	83	302	.5	2.7	82	288	.5	3.6	32	114	.2	2.2
4-Book	52	175	.4	3.0	46	129	.3	2.6	86	288	.6	2.8	75	228	.5	3.2	43	148	.3	3.2
WCMN-AM																				
WI '01					17	32	.1	1.1	4	15		.1					4	15		.3
4-Book	2	6		.1	11	29	.1	.7	3	16		.1	7	17	.1	.3	4	15		.3
WCMN-FM																				
WI '01	26	95	.2	1.5	35	68	.2	2.2	57	180	.4	1.9	70	182	.4	3.1	37	96	.2	2.5
4-Book	23	71	.2	1.3	33	77	.2	1.9	57	142	.4	1.8	42	93	.3	1.9	21	53	.1	1.5
WCOM-FM																				
WI '01	4	21		.2	10	45	.1	.6	14	47	.1	.5	26	106	.2	1.1	13	59	.1	.9
4-Book	10	45		.6	14	44	.1	.8	23	80	.2	.7	15	53	.1	.6	15	54	.1	1.2
WCTA-FM																				
WI '01	28	79	.2	1.6	35	106	.2	2.2	83	181	.5	2.7	64	164	.4	2.8	32	104	.2	2.2
4-Book	44	125	.3	2.6	34	84	.2	1.9	71	148	.5	2.3	61	140	.4	2.6	32	101	.2	2.4
WEGM-FM																				
WI '01	24	61	.2	1.3	18	46	.1	1.1	52	153	.3	1.7	31	68	.2	1.4	20	41	.1	1.4
4-Book	21	53	.2	1.2	13	32	.1	.7	25	82	.2	.8	27	56	.2	1.2	17	36	.1	1.3
WERR-FM																				
WI '01	13	50	.1	.7	27	95	.2	1.7	38	117	.2	1.2	21	42	.1	.9	5	13		.3
4-Book	16	59	.1	1.0	22	82	.2	1.3	15	57	.1	.5	17	49	.1	.7	10	34	.1	.8
WFID-FM																				
WI '01	80	214	.5	4.5	46	167	.3	2.8	104	267	.7	3.4	84	159	.5	3.7	73	170	.5	5.0
4-Book	105	282	.7	6.4	73	227	.5	4.2	148	350	1.0	4.8	99	236	.6	4.3	87	225	.6	6.5
WIAC-AM																				
WI '01					12	42	.1	.7	1	10							2	11		.1
4-Book	5	15	.1	.4	15	59	.1	.9	16	29	.1	.6	7	19		.3	4	15		.3
WIAC-FM																				
WI '01	38	169	.2	2.1	45	144	.3	2.8	84	255	.5	2.7	53	181	.3	2.3	39	141	.2	2.7
4-Book	50	159	.3	3.1	43	119	.3	2.5	100	272	.6	3.2	70	177	.5	3.0	38	129	.3	2.9
+WIDI-FM																				
WI '01	9	34	.1	.5					15	47	.1	.5	4	17		.2	7	26		.5
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 - Persons 25-54

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
WIOA-FM																				
WI '01	90	278	.6	5.0	55	162	.3	3.4	106	305	.7	3.5	74	205	.5	3.3	69	279	.4	4.8
4-Book	70	221	.5	4.1	57	164	.3	3.2	98	310	.6	3.1	69	175	.5	3.0	55	201	.4	4.1
WIOB-FM																				
WI '01	31	100	.2	1.7	18	67	.1	1.1	46	144	.3	1.5	31	99	.2	1.4	21	89	.1	1.4
4-Book	32	98	.2	1.8	26	83	.2	1.5	59	139	.4	1.9	55	125	.4	2.4	20	73	.1	1.4
WIOC-FM																				
WI '01	38	104	.2	2.1	6	18		.4	4	17		.1	11	41	.1	.5	18	43	.1	1.2
4-Book	29	82	.2	1.8	16	45	.1	.9	25	58	.2	.8	20	51	.1	.9	25	54	.2	1.9
WISO-AM																				
WI '01	*				10	31	.1	.6	3	17		.1					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	12	37	.1	.7	31	63	.2	1.9	30	108	.2	1.0	13	32	.1	.6	2	11		1.1
4-Book	18	71	.1	1.1	42	94	.3	2.4	53	148	.4	1.7	41	95	.3	1.8	15	51	.1	1.1
WKAQ-AM																				
WI '01	9	65	.1	.5	28	87	.2	1.7	4	37		.1	25	67	.2	1.1	7	34		.5
4-Book	16	67	.1	.9	61	169	.4	3.4	28	87	.2	.9	24	67	.2	1.0	20	73	.1	1.6
WKAQ-FM																				
WI '01	54	189	.3	3.0	80	224	.5	4.9	260	580	1.6	8.5	152	398	1.0	6.7	58	246	.4	4.0
4-Book	79	248	.5	4.6	64	207	.4	3.7	210	563	1.3	6.8	149	387	1.0	6.5	58	201	.4	4.3
WKJB-AM																				
WI '01					6	24		.4	16	39	.1	.5					*			
4-Book					7	17	.1	.4	6	15		.2	1	3		.1	3	7		.2
WKSA-FM																				
WI '01	14	29	.1	.8	5	7		.3	16	41	.1	.5	8	15	.1	.4	7	7		.5
4-Book	**	**	**	**	10	33	.1	.6	19	59	.1	.6	20	35	.1	.9	**	**	**	**
WKVM-AM																				
WI '01	1	9		.1	18	43	.1	1.1	1	9										
4-Book	10	24	.1	.6	20	47	.1	1.2	19	33	.1	.6	9	17		.4	9	14	.1	.7
WLEO-AM																				
WI '01	7	36		.4	5	14		.3	18	44	.1	.6	9	25	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01	14	32	.1	.8	11	39	.1	.7	1	8			4	16		.2	6	7		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01					2	9		.1					4	10		.2	13	33	.1	.9
4-Book	1	6		.1	1	2			1	7			3	9		.2	7	17	.1	.5
WMEG-FM																				
WI '01	69	208	.4	3.9	28	132	.2	1.7	104	259	.7	3.4	72	146	.5	3.2	120	242	.8	8.3
4-Book	85	237	.6	5.1	35	119	.2	2.0	81	247	.5	2.6	81	225	.5	3.5	124	293	.8	9.3
WNEL-AM																				
WI '01	10	26	.1	.6	15	29	.1	.9	7	18		.2	2	9		.1	11	25	.1	.8
4-Book	12	25	.1	.7	8	22	.1	.5	11	21	.1	.4	4	13		.2	5	12		.4
WNIK-FM																				
WI '01	25	40	.2	1.4					9	10	.1	.3	5	32		.2	10	20	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	30	66	.2	1.7	45	169	.3	2.8	21	70	.1	.7	43	115	.3	1.9	21	54	.1	1.4
4-Book	24	58	.2	1.4	63	171	.4	3.6	23	100	.2	.8	25	68	.2	1.1	17	47	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
97 **	178 **	.6 **	5.4 **	74 65	206 171	.5 .4	4.6 3.7	298 293	597 542	1.9 1.9	9.7 9.5	160 158	297 329	1.0 1.0	7.1 6.9	72 **	205 **	.5 **	5.0 **
1 **	15 **	.1 **	.1 **	2 **	12 **	.1 **	.1 **	2 **	16 **	.1 **	.1 **	**	**	**	**	**	**	**	**
14 21	44 64	.1 .1	.8 1.3	26 26	66 61	.2 .2	1.6 1.5	35 54	96 169	.2 .4	1.1 1.7	29 41	57 95	.2 .3	1.3 1.8	43 33	112 95	.3 .2	3.0 2.5
4	12		.2	12	35	.1	.7	21	63	.2	.7	2	9		.1	6 6	14 22		.4 .5
3 **	11 **	.2 **	.2 **	**	**	**	**	14 **	34 **	.1 **	.5 **	3 **	13 **	.1 **	.1 **	5 **	12 **	**	.3 **
200 141	452 356	1.3 .9	11.2 8.1	111 149	261 322	.7 1.0	6.9 8.4	267 225	659 539	1.7 1.5	8.7 7.2	245 198	600 472	1.6 1.3	10.8 8.6	89 91	279 249	.6 .6	6.1 6.8
1 **	7 **	.1 **	.1 **	17 **	22 **	.1 **	1.1 **	22 **	22 **	.1 **	.7 **	17 **	22 **	.1 **	.8 **	1 **	7 **	**	.1 **
13 15	55 44	.1 .1	.7 .9	3 17	12 42	.2 .1	1.0 1.0	30 31	84 86	.2 .2	1.0 1.0	25 21	45 45	.2 .2	1.1 .9	21 15	29 36	.1 .1	1.4 1.2
8 **	26 **	.1 **	.4 **	5 **	13 **	.3 **	.3 **	7 **	28 **	.2 **	.2 **	4 **	15 **	.2 **	.2 **	**	**	**	**
* 4 **	6 **	.2 **	.2 **	* 2 **	6 **	.1 **	.1 **	18 **	32 **	.1 **	.6 **	13 **	26 **	.1 **	.6 **	* **	**	**	**
3 **	9 **	.2 **	.2 **	5 **	10 **	.3 **	.3 **	2 **	10 **	.1 **	.1 **	**	**	**	**	**	**	**	**
* 8	23	.1	.5	2 5	16 22	.1 .3	.1 .3	4 11	7 32	.1 .1	.1 .3	5	14	.1	.3	* 5	17		.4
41 35	102 98	.3 .2	2.3 2.0	37 25	90 90	.2 .2	2.3 1.5	58 64	138 169	.4 .4	1.9 2.1	68 59	149 123	.4 .4	3.0 2.6	24 20	89 77	.2 .2	1.7 1.5
9	15	.1	.5	10 21	31 56	.1 .1	.6 1.2	4 5	21 19	.1 .2	.1 .2	2	5		.1	5	20	.1	.4
39 28	93 87	.2 .2	2.2 1.6	24 22	73 71	.2 .2	1.5 1.3	63 89	109 192	.4 .6	2.1 2.9	62 51	110 99	.4 .4	2.7 2.2	16 26	35 66	.1 .2	1.1 2.0
82 48	183 104	.5 .3	4.6 2.9	15 11	46 41	.1 .1	.9 .6	55 28	139 82	.3 .2	1.8 .9	37 27	85 63	.2 .2	1.6 1.2	58 20	155 55	.4 .2	4.0 1.4
* 35 **	47 **	.2 **	2.0 **	* 24 **	36 **	.2 **	1.5 **	30 **	49 **	.2 **	1.0 **	5 **	18 **	.2 **	.2 **	* 44 **	59 **	.3 **	3.0 **

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-54

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	
WYXX-FM																				
WI '01	53	173	.3	3.0	23	60	.1	1.4	61	157	.4	2.0	46	116	.3	2.0	33	93	.2	2.3
4-Book	52	140	.3	3.2	21	57	.1	1.2	62	172	.4	2.0	36	97	.3	1.6	29	86	.2	2.2
WYQE-FM																				
WI '01	5	11	.3	.3	4	9	.2	.2	17	44	.1	.6	23	41	.1	1.0				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	85	219	.5	4.8	32	94	.2	2.0	96	268	.6	3.1	96	239	.6	4.2	60	142	.4	4.1
4-Book	69	167	.4	4.1	30	88	.2	1.7	78	221	.5	2.5	86	198	.6	3.7	60	160	.4	4.5
WZMT-FM																				
WI '01	49	92	.3	2.7	15	57	.1	.9	44	100	.3	1.4	16	51	.1	.7	23	76	.1	1.6
4-Book	23	56	.2	1.3	14	44	.1	.8	28	71	.2	.9	22	48	.1	.9	13	41	.1	1.0
WZNT-FM																				
WI '01	120	278	.8	6.7	76	197	.5	4.7	259	526	1.6	8.5	220	417	1.4	9.7	115	335	.7	7.9
4-Book	129	309	.9	7.7	110	259	.7	6.2	287	631	1.8	9.3	235	461	1.5	10.2	80	233	.5	5.9
WZOL-FM																				
WI '01	11	18	.1	.6	3	13	.2	.2	13	13	.1	.4	15	19	.1	.7	8	19	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	1787	4363	11.3		1617	4098	10.3		3061	6472	19.4		2265	4855	14.4		1451	3756	9.2	
4-Book	1695	4262	10.9		1756	4393	11.3		3103	6630	20.0		2308	4903	14.9		1343	3527	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 Trends

Persons 35-64																			
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
25	292	.2	.9	54	189	.4	1.2	17	133	.1	.5	9	90	.1	.3	10	130	.1	.8
15	249	.1	.5	22	103	.2	.5	16	117	.1	.5	13	42	.1	.5	10	100	.1	.7
23	395	.2	.9	11	78	.1	.2	17	149	.1	.5	26	113	.2	.9	23	105	.2	2.0
15	252	.1	.5	26	99	.2	.6	13	133	.1	.4	3	62		.1	18	125	.1	1.4
20	297	.2	.7	28	117	.2	.6	16	133	.1	.5	13	77	.1	.5	15	115	.1	1.2
15	190	.1	.5	32	119	.2	.7	15	84	.1	.4	6	37		.2	11	47	.1	.9
9	190	.1	.3	10	73	.1	.2	5	63		.2	2	30		.1	18	87	.1	1.4
27	378	.2	1.0	66	222	.5	1.4	30	144	.2	.9	15	75	.1	.5	7	54	.1	.5
21	393	.2	.8	35	128	.3	.8	15	132	.1	.5	25	248	.2	.9	17	178	.1	1.5
33	475	.3	1.2	40	240	.3	.9	30	211	.2	.9	26	225	.2	.9	32	191	.2	2.4
23	359	.2	.8	38	166	.3	.8	20	138	.1	.6	17	145	.1	.6	19	128	.1	1.5
20	344	.2	.7	25	95	.2	.5	25	175	.2	.7	14	167	.1	.5	21	86	.2	1.6
15	250	.1	.6	20	117	.2	.4	17	163	.1	.5	19	124	.1	.7	3	41		.2
30	608	.2	1.1	26	174	.2	.6	66	437	.5	2.0	21	212	.2	.8	10	106	.1	.7
23	398	.2	.9	37	149	.3	.8	37	263	.3	1.2	12	141	.1	.4	8	80	.1	.7
12	278	.1	.4	14	153	.1	.3	22	120	.2	.7	10	123	.1	.4	3	51		.2
20	384	.2	.8	24	148	.2	.5	36	246	.3	1.1	16	150	.1	.6	6	70	.1	.5
38	510	.3	1.3	54	217	.4	1.1	61	394	.5	1.8	30	206	.2	1.0	16	125	.1	1.2
* 83	759	.6	3.1	160	501	1.2	3.5	100	405	.8	3.0	84	368	.6	3.0	* 57	296	.4	4.5
84	990	.6	3.1	132	557	1.0	2.8	103	583	.8	3.1	75	342	.6	2.7	62	223	.5	4.5
57	809	.4	2.1	96	488	.7	2.2	70	353	.5	2.2	51	254	.4	1.8	44	256	.3	3.8
63	860	.5	2.3	140	545	1.1	3.1	84	452	.6	2.5	49	338	.4	1.7	18	191	.1	1.4
72	855	.5	2.7	132	523	1.0	2.9	89	448	.7	2.7	65	326	.5	2.3	45	242	.3	3.6
95	1323	.7	3.4	160	762	1.2	3.3	101	671	.8	3.0	90	544	.7	3.0	70	350	.5	5.5
31	429	.2	1.2	42	236	.3	.9	43	251	.3	1.3	32	211	.2	1.1	13	115	.1	1.0
10	208	.1	.4	15	98	.1	.3	16	117	.1	.5	12	95	.1	.4	5	55		.4
12	217	.1	.4	9	70	.1	.2	14	138	.1	.4	22	117	.2	.8	2	36		.2
12	240	.1	.4	9	107	.1	.2	15	159	.1	.5	21	172	.2	.7	10	76	.1	.8
16	274	.1	.6	19	128	.2	.4	22	166	.2	.7	22	149	.2	.8	8	71	.1	.6
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
12	224	.1	.4	17	114	.1	.4	14	97	.1	.4	18	161	.1	.6	8	102	.1	.6
18	414	.1	.7	32	209	.2	.7	14	144	.1	.4	16	126	.1	.6	19	73	.1	1.4
25	497	.2	.9	25	207	.2	.6	51	310	.4	1.6	35	285	.3	1.3	8	137	.1	.7
9	321	.1	.3	14	136	.1	.3	8	144	.1	.2	9	137	.1	.3	4	64		.3
16	364	.1	.6	22	167	.2	.5	22	174	.2	.7	20	177	.2	.7	10	94	.1	.8
13	305	.1	.5	16	123	.1	.3	9	114	.1	.3	15	187	.1	.5	17	61	.1	1.3
58	859	.4	2.2	74	437	.6	1.6	90	444	.7	2.7	80	467	.6	2.8	32	299	.2	2.6
79	1122	.6	2.9	121	506	.9	2.6	124	596	1.0	3.7	80	640	.6	2.9	43	446	.3	3.1
53	1044	.4	2.0	69	406	.5	1.5	65	490	.5	2.1	52	506	.4	1.9	31	266	.2	2.7
80	1325	.6	2.9	116	610	.9	2.5	88	668	.7	2.7	101	612	.8	3.6	42	317	.3	3.2
68	1088	.5	2.5	95	490	.7	2.1	92	550	.7	2.8	78	556	.6	2.8	37	332	.3	2.9
88	1223	.7	3.1	132	611	1.0	2.7	155	699	1.2	4.6	86	515	.7	2.9	18	258	.1	1.4
14	258	.1	.5	30	169	.2	.7	19	127	.1	.6	23	95	.2	.8	2	23		.2
35	482	.3	1.3	71	268	.5	1.5	62	233	.5	1.9	26	176	.2	.9	10	84	.1	.7
35	379	.3	1.3	72	265	.6	1.6	47	225	.4	1.5	18	161	.1	.6	7	64	.1	.6
28	369	.2	1.0	84	250	.6	1.8	33	193	.3	1.0	12	135	.1	.4	1	21		.1
28	372	.2	1.0	64	238	.5	1.4	40	195	.3	1.3	20	142	.2	.7	5	48	.1	.4
22	361	.2	.8	51	236	.4	1.1	29	126	.2	.9	26	123	.2	.9	6	60		.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 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
WCMN-FM																				
WI '01	28	573	.2	1.0	31	245	.2	.7	32	303	.2	1.0	34	278	.3	1.2	20	157	.2	1.6
FA '00	37	599	.3	1.3	65	333	.5	1.4	42	317	.3	1.3	37	305	.3	1.3	16	166	.1	1.2
SU '00	19	458	.1	.7	18	192	.1	.4	29	204	.2	.9	22	196	.2	.8	6	67		.5
SP '00	16	418	.1	.6	28	136	.2	.6	17	185	.1	.5	15	164	.1	.5	10	90	.1	.8
4-Book	25	512	.2	.9	36	227	.3	.8	30	252	.2	.9	27	236	.2	1.0	13	120	.1	1.0
WI '00	22	460	.2	.8	25	194	.2	.5	42	286	.3	1.2	19	143	.1	.6	2	38		.2
WCOM-FM																				
WI '01	10	382	.1	.4	22	192	.2	.5	11	157	.1	.3	4	116		.1	3	91		.2
FA '00	24	601	.2	.9	48	215	.4	1.0	24	201	.2	.7	15	159	.1	.5	5	52		.4
SU '00	25	514	.2	.9	79	312	.6	1.8	23	241	.2	.7	12	139	.1	.4	7	63	.1	.6
SP '00	29	827	.2	1.1	82	360	.6	1.8	29	346	.2	.9	14	166	.1	.5	12	104	.1	.9
4-Book	22	581	.2	.8	58	270	.5	1.3	22	236	.2	.7	11	145	.1	.4	7	78	.1	.5
WI '00	21	668	.2	.7	82	356	.6	1.7	10	206	.1	.3	14	171	.1	.5	9	108	.1	.7
WCTA-FM																				
WI '01	40	493	.3	1.5	41	243	.3	.9	58	238	.4	1.8	40	304	.3	1.4	17	172	.1	1.4
FA '00	43	459	.3	1.6	27	161	.2	.6	57	283	.4	1.7	37	202	.3	1.3	25	125	.2	1.8
SU '00	41	481	.3	1.5	35	203	.3	.8	57	291	.4	1.8	53	200	.4	1.9	14	145	.1	1.2
SP '00	26	543	.2	.9	17	173	.1	.4	33	274	.3	1.0	35	269	.3	1.2	24	185	.2	1.8
4-Book	38	494	.3	1.4	30	195	.2	.7	51	272	.4	1.6	41	244	.3	1.5	20	157	.2	1.6
WI '00	41	714	.3	1.5	37	192	.3	.8	78	411	.6	2.3	43	296	.3	1.5	16	172	.1	1.2
WEGM-FM																				
WI '01	8	274	.1	.3	8	122	.1	.2	11	156	.1	.3	11	79	.1	.4	3	65		.2
FA '00	8	149	.1	.3	6	53		.1	11	91	.1	.3	17	96	.1	.6	3	48		.2
SU '00	6	251		.2	7	58	.1	.2	4	79		.1	9	70	.1	.3	2	48		.2
SP '00	10	182	.1	.4	18	92	.1	.4	10	76	.1	.3	17	134	.1	.6	1	31		.1
4-Book	8	214	.1	.3	10	81	.1	.2	9	101	.1	.3	14	95	.1	.5	2	48		.2
WI '00	6	194		.2	8	102	.1	.2	9	84	.1	.3	9	118	.1	.3	1	37		.1
WERR-FM																				
WI '01	34	662	.3	1.3	60	335	.5	1.3	44	297	.3	1.3	27	245	.2	1.0	18	136	.1	1.4
FA '00	19	364	.1	.7	19	153	.1	.4	20	148	.2	.6	26	161	.2	.9	16	95	.1	1.2
SU '00	30	626	.2	1.1	59	321	.5	1.3	44	326	.3	1.4	24	225	.2	.9	17	167	.1	1.5
SP '00	24	495	.2	.9	48	269	.4	1.0	37	237	.3	1.1	14	183	.1	.5	9	145	.1	.7
4-Book	27	537	.2	1.0	47	270	.4	1.0	36	252	.3	1.1	23	204	.2	.8	15	136	.1	1.2
WI '00	39	501	.3	1.4	61	323	.5	1.3	45	227	.3	1.3	39	186	.3	1.3	23	172	.2	1.8
WFID-FM																				
WI '01	57	1110	.4	2.1	73	451	.6	1.6	91	450	.7	2.8	65	416	.5	2.3	32	333	.2	2.6
FA '00	87	1235	.7	3.2	116	647	.9	2.5	135	587	1.0	4.1	104	729	.8	3.8	45	340	.3	3.2
SU '00	118	1477	.9	4.4	182	770	1.4	4.1	170	779	1.3	5.4	149	774	1.1	5.4	58	400	.4	5.0
SP '00	92	1344	.7	3.3	145	607	1.1	3.2	113	642	.9	3.4	129	718	1.0	4.6	51	460	.4	3.9
4-Book	89	1292	.7	3.3	129	619	1.0	2.9	127	615	1.0	3.9	112	659	.9	4.0	47	383	.3	3.7
WI '00	116	1548	.9	4.1	142	742	1.1	2.9	130	745	1.0	3.8	154	845	1.2	5.2	86	568	.7	6.7
WJAC-AM																				
WI '01	32	450	.2	1.2	69	245	.5	1.5	48	232	.4	1.5	39	159	.3	1.4	13	89	.1	1.0
FA '00	24	473	.2	.9	51	247	.4	1.1	34	197	.3	1.0	24	174	.2	.9	10	72	.1	.7
SU '00	29	512	.2	1.1	60	305	.5	1.3	43	213	.3	1.4	25	122	.2	.9	6	55		.5
SP '00	26	497	.2	.9	52	244	.4	1.1	29	234	.2	.9	19	123	.1	.7	9	43	.1	.7
4-Book	28	483	.2	1.0	58	260	.5	1.3	39	219	.3	1.2	27	145	.2	1.0	10	65	.1	.7
WI '00	32	588	.2	1.1	75	289	.6	1.6	28	217	.2	.8	29	155	.2	1.0	18	153	.1	1.4
WJAC-FM																				
WI '01	74	1395	.6	2.8	147	699	1.1	3.2	92	642	.7	2.8	81	618	.6	2.9	14	174	.1	1.1
FA '00	79	1485	.6	2.9	186	846	1.4	4.0	95	674	.7	2.9	88	704	.7	3.2	17	248	.1	1.2
SU '00	84	1729	.6	3.1	193	910	1.5	4.3	116	831	.9	3.7	58	515	.4	2.1	21	294	.2	1.8
SP '00	85	1299	.7	3.1	222	764	1.7	4.8	93	562	.7	2.8	57	500	.4	2.0	38	382	.3	2.9
4-Book	81	1477	.6	3.0	187	805	1.4	4.1	99	677	.8	3.1	71	584	.5	2.6	23	275	.2	1.8
WI '00	86	1599	.7	3.1	202	820	1.6	4.2	117	795	.9	3.5	81	540	.6	2.7	28	339	.2	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 Trends

Persons 35-64																			
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
+WIDI-FM																			
WI '01	6	142	.2	4	49	.1	.1	9	69	.1	.3	11	63	.1	.4	1	16	.1	.1
FA '00	10	175	.1	21	73	.2	.4	18	86	.1	.5	3	75	.1	.1	3	46	.2	.2
SU '00	20	258	.2	26	99	.2	.6	31	109	.2	1.0	19	153	.1	.7	13	56	.1	1.1
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	19	295	.1	30	127	.2	.6	28	141	.2	.8	22	157	.2	.7	12	78	.1	.9
WIOA-FM																			
WI '01	144	1950	1.1	262	1126	2.0	5.7	241	1115	1.9	7.3	129	829	1.0	4.6	64	493	.5	5.1
FA '00	133	1735	1.0	185	851	1.4	3.9	209	921	1.6	6.3	116	741	.9	4.2	64	415	.5	4.6
SU '00	96	1757	.7	145	750	1.1	3.3	150	922	1.2	4.8	94	687	.7	3.4	52	401	.4	4.5
SP '00	88	1534	.7	133	787	1.0	2.9	150	847	1.2	4.5	91	721	.7	3.2	23	271	.2	1.8
4-Book	115	1744	.9	181	879	1.4	4.0	188	951	1.5	5.7	108	745	.8	3.9	51	395	.4	4.0
WI '00	68	1267	.5	126	758	1.0	2.6	106	645	.8	3.1	73	602	.6	2.5	30	290	.2	2.3
WIOB-FM																			
WI '01	48	764	.4	68	439	.5	1.5	83	406	.6	2.5	48	338	.4	1.7	14	174	.1	1.1
FA '00	69	816	.5	104	463	.8	2.2	108	488	.8	3.3	47	289	.4	1.7	41	301	.3	2.9
SU '00	36	503	.3	44	286	.3	1.0	51	260	.4	1.6	51	245	.4	1.8	8	88	.1	.7
SP '00	40	488	.3	52	250	.4	1.1	53	348	.4	1.6	40	294	.3	1.4	19	109	.1	1.4
4-Book	48	643	.4	67	360	.5	1.5	74	376	.6	2.3	47	292	.4	1.7	21	168	.2	1.5
WI '00	37	617	.3	53	318	.4	1.1	52	316	.4	1.5	53	317	.4	1.8	10	161	.1	.8
WIOC-FM																			
WI '01	26	369	.2	28	176	.2	.6	37	186	.3	1.1	27	168	.2	1.0	20	119	.2	1.6
FA '00	37	425	.3	54	233	.4	1.1	61	240	.5	1.8	33	212	.3	1.2	16	122	.1	1.2
SU '00	17	312	.1	10	118	.1	.2	17	136	.1	.5	23	140	.2	.8	14	44	.1	1.2
SP '00	18	272	.1	18	89	.1	.4	21	127	.2	.6	14	107	.1	.5	14	102	.1	1.1
4-Book	25	345	.2	28	154	.2	.6	34	172	.3	1.0	24	157	.2	.9	16	97	.1	1.3
WI '00	20	288	.2	26	123	.2	.5	36	164	.3	1.1	18	96	.1	.6	7	108	.1	.5
WISO-AM																			
WI '01	* 10	191	.1	9	79	.1	.2	14	101	.1	.4	3	31	.1	.1	* 19	115	.1	1.5
FA '00	17	205	.1	20	96	.2	.4	12	102	.1	.4	16	97	.1	.6	29	85	.2	2.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	23	141	.2	23	69	.2	.5	26	109	.2	.8	20	77	.2	.7	32	79	.2	2.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
WI '01	50	599	.4	128	404	1.0	2.8	36	178	.3	1.1	74	387	.6	2.6	22	134	.2	1.8
FA '00	85	943	.7	219	638	1.7	4.7	70	347	.5	2.1	105	485	.8	3.8	20	140	.2	1.4
SU '00	49	782	.4	120	465	.9	2.7	45	342	.3	1.4	59	370	.5	2.1	8	91	.1	.7
SP '00	64	768	.5	163	485	1.3	3.6	70	337	.5	2.1	68	404	.5	2.4	18	145	.1	1.4
4-Book	62	773	.5	158	498	1.2	3.5	55	301	.4	1.7	77	412	.6	2.7	17	128	.2	1.3
WI '00	58	859	.4	132	509	1.0	2.7	59	367	.5	1.7	70	432	.5	2.4	20	175	.2	1.6
WKAQ-AM																			
WI '01	129	1817	1.0	182	877	1.4	4.0	130	745	1.0	3.9	267	935	2.1	9.4	91	690	.7	7.3
FA '00	135	2097	1.0	257	1283	2.0	5.5	101	716	.8	3.1	192	989	1.5	7.0	98	742	.8	7.1
SU '00	186	2583	1.4	306	1473	2.4	6.9	144	908	1.1	4.6	337	1374	2.6	12.1	157	1043	1.2	13.7
SP '00	142	2095	1.1	268	1258	2.1	5.8	126	799	1.0	3.8	205	1010	1.6	7.3	97	660	.7	7.4
4-Book	148	2148	1.1	253	1223	2.0	5.6	125	792	1.0	3.9	250	1077	2.0	9.0	111	784	.9	8.9
WI '00	154	2221	1.2	258	1114	2.0	5.4	158	779	1.2	4.7	257	1195	2.0	8.7	97	714	.7	7.6
WKAQ-FM																			
WI '01	101	1619	.8	124	727	1.0	2.7	118	710	.9	3.6	130	897	1.0	4.6	25	380	.2	2.0
FA '00	115	1953	.9	169	977	1.3	3.6	166	1010	1.3	5.0	110	797	.8	4.0	51	475	.4	3.7
SU '00	110	1860	.8	160	839	1.2	3.6	152	868	1.2	4.9	116	798	.9	4.2	32	437	.2	2.8
SP '00	112	2163	.9	158	913	1.2	3.4	192	1227	1.5	5.8	114	1003	.9	4.0	25	458	.2	1.9
4-Book	110	1899	.9	153	864	1.2	3.3	157	954	1.2	4.8	118	874	.9	4.2	33	438	.3	2.6
WI '00	66	1684	.5	69	606	.5	1.4	82	832	.6	2.4	90	681	.7	3.0	19	336	.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 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
WKJB-AM																				
WI '01	* 10	203	.1	.4	14	93	.1	.3	11	78	.1	.3	15	65	.1	.5	* 2	10		.2
FA '00	10	195	.1	.4	28	112	.2	.6	7	45	.1	.2	9	66	.1	.3	1	30		.1
SU '00	16	307	.1	.6	19	77	.1	.4	16	102	.1	.5	13	75	.1	.5	4	49		.3
SP '00	14	350	.1	.5	14	87	.1	.3	6	68		.2	25	128	.2	.9	19	109	.1	1.4
4-Book	13	264	.1	.5	19	92	.1	.4	10	73	.1	.3	16	84	.1	.6	7	50		.5
WI '00	6	193		.2	4	49		.1	14	72	.1	.4	7	55	.1	.2	3	10		.2
WKSA-FM																				
WI '01	6	231		.2	16	112	.1	.3	6	84		.2	3	53		.1	3	45		.2
FA '00	13	260	.1	.5	22	93	.2	.5	18	131	.1	.5	9	70	.1	.3	11	102	.1	.8
SU '00	14	194	.1	.5	17	120	.1	.4	18	95	.1	.6	11	30	.1	.4	**	**	**	**
SP '00	38	365	.3	1.4	50	242	.4	1.1	40	157	.3	1.2	8	54	.1	.3	**	**	**	**
4-Book	18	263	.1	.7	26	142	.2	.6	21	117	.1	.6	8	52	.1	.3	**	**	**	**
WI '00	36	218	.3	1.3	53	156	.4	1.1	40	159	.3	1.2	5	23		.2	**	**	**	**
WKVM-AM																				
WI '01	15	293	.1	.6	24	132	.2	.5	26	132	.2	.8	16	113	.1	.6	5	28		.4
FA '00	22	401	.2	.8	33	97	.3	.7	19	176	.1	.6	17	137	.1	.6	21	117	.2	1.5
SU '00	16	244	.1	.6	17	85	.1	.4	9	88	.1	.3	18	107	.1	.6	13	77	.1	1.1
SP '00	13	281	.1	.5	8	68	.1	.2	15	56	.1	.5	21	129	.2	.7	9	102	.1	.7
4-Book	17	305	.1	.6	21	96	.2	.5	17	113	.1	.6	18	122	.1	.6	12	81	.1	.9
WI '00	40	422	.3	1.4	80	237	.6	1.7	38	139	.3	1.1	36	162	.3	1.2	21	97	.2	1.6
WLEO-AM																				
WI '01	24	317	.2	.9	94	248	.7	2.1	7	59	.1	.2	12	60	.1	.4	4	51		.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	10	174	.1	.4	31	99	.2	.7	6	75		.2	8	58	.1	.3	4	34		.3
SP '00	16	213	.1	.6	20	77	.2	.4	8	92	.1	.2	9	51	.1	.3	29	92	.2	2.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	19	257	.1	.7	46	156	.4	1.0	14	150	.1	.4	10	59	.1	.3	9	66	.1	.7
WLEY-AM																				
WI '01	14	220	.1	.5	28	150	.2	.6	18	143	.1	.5	12	118	.1	.4	10	41	.1	.8
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	7	119	.1	.3	18	79	.1	.4	5	56		.2	8	37	.1	.3	2	13		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	5	135		.2	17	76	.1	.4	1	17			1	17				14		
WLUZ-AM																				
WI '01	22	210	.2	.8	58	117	.4	1.3	24	102	.2	.7	10	72	.1	.4	10	72	.1	.8
FA '00	16	337	.1	.6	33	185	.3	.7	26	145	.2	.8	12	124	.1	.4	9	96	.1	.6
SU '00	22	311	.2	.8	63	159	.5	1.4	18	132	.1	.6	20	107	.2	.7	16	85	.1	1.4
SP '00	22	249	.2	.8	59	153	.5	1.3	24	91	.2	.7	16	102	.1	.6	16	67	.1	1.2
4-Book	21	277	.2	.8	53	154	.4	1.2	23	118	.2	.7	15	101	.1	.5	13	80	.1	1.0
WI '00	22	281	.2	.8	89	212	.7	1.8	26	111	.2	.8	5	58		.2				
WMEG-FM																				
WI '01	20	571	.2	.7	34	284	.3	.7	18	241	.1	.5	29	204	.2	1.0	6	149		.5
FA '00	39	1032	.3	1.4	62	521	.5	1.3	38	404	.3	1.1	51	491	.4	1.9	24	307	.2	1.7
SU '00	41	916	.3	1.5	59	416	.5	1.3	50	369	.4	1.6	49	461	.4	1.8	19	168	.1	1.7
SP '00	58	1123	.4	2.1	68	530	.5	1.5	58	478	.4	1.8	96	602	.7	3.4	24	230	.2	1.8
4-Book	40	911	.3	1.4	56	438	.5	1.2	41	373	.3	1.3	56	440	.4	2.0	18	214	.1	1.4
WI '00	38	832	.3	1.3	40	329	.3	.8	59	283	.5	1.7	53	363	.4	1.8	12	153	.1	.9
WNEL-AM																				
WI '01	31	299	.2	1.2	38	119	.3	.8	35	130	.3	1.1	24	108	.2	.8	24	120	.2	1.9
FA '00	20	378	.2	.7	27	181	.2	.6	14	183	.1	.4	13	133	.1	.5	19	113	.1	1.4
SU '00	16	254	.1	.6	49	193	.4	1.1	12	73	.1	.4	3	51		.1	6	49		.5
SP '00	13	294	.1	.5	14	109	.1	.3	19	62	.1	.6	13	74	.1	.5	5	56		.4
4-Book	20	306	.2	.8	32	151	.3	.7	20	112	.2	.6	13	92	.1	.5	14	85	.1	1.1
WI '00	20	326	.2	.7	15	117	.1	.3	30	152	.2	.9	16	78	.1	.5	15	79	.1	1.2

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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 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
WNIK-FM																				
WI '01	10	140	.1	.4	8	67	.1	.2	14	86	.1	.4	11	61	.1	.4	1	31		.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	13	128	.1	.5	18	52	.1	.4	25	109	.2	.8	17	116	.1	.6	8	24	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	38	690	.3	1.4	47	292	.4	1.0	44	326	.3	1.3	35	288	.3	1.2	38	282	.3	3.0
FA '00	34	462	.3	1.2	56	244	.4	1.2	28	254	.2	.8	29	210	.2	1.1	24	148	.2	1.7
SU '00	54	594	.4	2.0	73	396	.6	1.6	68	238	.5	2.2	43	294	.3	1.5	46	230	.4	4.0
SP '00	60	764	.5	2.2	116	442	.9	2.5	69	405	.5	2.1	38	256	.3	1.3	31	238	.2	2.4
4-Book	47	628	.4	1.7	73	344	.6	1.6	52	306	.4	1.6	36	262	.3	1.3	35	225	.3	2.8
WI '00	80	682	.6	2.8	111	372	.9	2.3	92	344	.7	2.7	80	274	.6	2.7	71	280	.5	5.5
WORO-FM																				
WI '01	151	1725	1.2	5.6	146	779	1.1	3.2	211	862	1.6	6.4	122	671	.9	4.3	56	450	.4	4.5
FA '00	90	1473	.7	3.3	76	569	.6	1.6	122	772	.9	3.7	68	520	.5	2.5	36	337	.3	2.6
SU '00	158	1772	1.2	5.9	115	686	.9	2.6	158	883	1.2	5.0	125	647	1.0	4.5	**	**	**	**
SP '00	141	1919	1.1	5.1	152	837	1.2	3.3	194	770	1.5	5.9	134	719	1.0	4.7	42	386	.3	3.2
4-Book	135	1722	1.1	5.0	122	718	1.0	2.7	171	822	1.3	5.3	112	639	.9	4.0	**	**	**	**
WI '00	84	1708	.6	3.0	101	639	.8	2.1	85	688	.7	2.5	69	614	.5	2.3	40	336	.3	3.1
WOSO-AM																				
WI '01	11	214	.1	.4	36	135	.3	.8	12	136	.1	.4	9	94	.1	.3	2	12		.2
FA '00	30	295	.2	1.1	60	228	.5	1.3	45	170	.3	1.4	34	169	.3	1.2	11	104	.1	.8
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	19	250	.1	.7	46	174	.4	1.0	22	192	.2	.7	16	134	.1	.5	8	121	.1	.6
WOYE-FM																				
WI '01	17	509	.1	.6	24	224	.2	.5	17	181	.1	.5	19	219	.1	.7	7	77	.1	.6
FA '00	21	623	.2	.8	35	202	.3	.7	17	237	.1	.5	27	198	.2	1.0	10	115	.1	.7
SU '00	19	537	.1	.7	37	218	.3	.8	19	237	.1	.6	13	180	.1	.5	6	72		.5
SP '00	31	560	.2	1.1	47	265	.4	1.0	37	264	.3	1.1	39	278	.3	1.4	11	132	.1	.8
4-Book	22	557	.2	.8	36	227	.3	.8	23	230	.2	.7	25	219	.2	.9	9	99	.1	.7
WI '00	35	612	.3	1.2	40	257	.3	.8	42	375	.3	1.2	45	270	.3	1.5	15	154	.1	1.2
WPAB-AM																				
WI '01	37	437	.3	1.4	84	241	.6	1.8	46	311	.4	1.4	25	109	.2	.9	31	169	.2	2.5
FA '00	24	336	.2	.9	33	137	.3	.7	22	202	.2	.7	22	108	.2	.8	22	67	.2	1.6
SU '00	38	447	.3	1.4	95	241	.7	2.1	42	284	.3	1.3	28	160	.2	1.0	16	72	.1	1.4
SP '00	37	465	.3	1.3	75	272	.6	1.6	63	222	.5	1.9	26	210	.2	.9	21	125	.2	1.6
4-Book	34	421	.3	1.3	72	223	.6	1.6	43	255	.4	1.3	25	147	.2	.9	23	108	.2	1.8
WI '00	28	629	.2	1.0	30	243	.2	.6	43	349	.3	1.3	18	200	.1	.6	35	188	.3	2.7
WPRA-AM																				
WI '01	* 14	156	.1	.5	32	108	.2	.7	21	100	.2	.6	7	66	.1	.2	* 4	53		.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	10	194	.1	.4	29	129	.2	.6	10	114	.1	.3	4	81	.1	.3	5	57		.4
WPRM-FM																				
WI '01	319	2994	2.5	11.9	819	2221	6.3	17.9	315	1359	2.4	9.5	367	1761	2.8	13.0	87	661	.7	6.9
FA '00	299	3017	2.3	10.9	794	2240	6.1	16.9	249	1126	1.9	7.5	362	1551	2.8	13.1	82	587	.6	5.9
SU '00	234	2728	1.8	8.7	645	1873	5.0	14.5	203	1050	1.6	6.5	290	1495	2.2	10.4	40	383	.3	3.5
SP '00	245	3083	1.9	8.9	569	1860	4.4	12.4	212	1178	1.6	6.4	362	1872	2.8	12.8	65	460	.5	5.0
4-Book	274	2956	2.1	10.1	707	2049	5.5	15.4	245	1178	1.9	7.5	345	1670	2.7	12.3	69	523	.5	5.3
WI '00	264	3000	2.0	9.4	694	2121	5.3	14.4	220	1154	1.7	6.5	324	1608	2.5	10.9	71	621	.5	5.5

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

Target Listener Trends

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
WQBS-AM																				
WI '01	16	158	.1	.6	20	60	.2	.4	24	64	.2	.7	22	69	.2	.8	1	7		.1
FA '00	16	290	.1	.6	25	101	.2	.5	23	113	.2	.7	12	117	.1	.4	8	69	.1	.6
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	9	272	.1	.3	11	49	.1	.2	12	122	.1	.4	9	77	.1	.3	9	63	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIQ-FM																				
WI '01	38	453	.3	1.4	115	307	.9	2.5	36	231	.3	1.1	29	244	.2	1.0	15	102	.1	1.2
FA '00	21	237	.2	.8	75	182	.6	1.6	11	89	.1	.3	11	45	.1	.4	12	36	.1	.9
SU '00	29	473	.2	1.1	85	293	.7	1.9	20	140	.2	.6	36	184	.3	1.3	5	42		.4
SP '00	29	280	.2	1.1	89	211	.7	1.9	21	102	.2	.6	31	146	.2	1.1	1	15		.1
4-Book	29	361	.2	1.1	91	248	.7	2.0	22	141	.2	.7	27	155	.2	1.0	8	49	.1	.7
WI '00	33	398	.3	1.2	78	231	.6	1.6	28	154	.2	.8	34	182	.3	1.1	3	24		.2
WRRH-FM																				
WI '01	5	97		.2	4	37		.1	5	65		.2	1	37			6	59		.5
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	5	126		.2	4	35		.1	9	61	.1	.3	5	63		.2	4	41		.3
SP '00	15	132	.1	.5	26	104	.2	.6	18	132	.1	.5	8	85	.1	.3	12	40	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VSAN-FM																				
WI '01	* 9	131	.1	.3	6	39		.1	15	72	.1	.5	15	46	.1	.5	* 2	13		.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	10	223	.1	.4	4	40		.1	13	112	.1	.4	4	43		.1	1	11		.1
SP '00	14	208	.1	.5	7	77	.1	.2	21	95	.2	.6	11	118	.1	.4	8	60	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	20	299	.2	.7	23	131	.2	.5	7	109	.1	.2	4	56		.1	3	21		.2
WSKN-AM																				
WI '01	6	252		.2	4	51		.1	18	211	.1	.5	6	61		.2				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	8	324	.1	.3	15	118	.1	.3	10	120	.1	.3	6	91		.2	3	14		.3
SP '00	15	360	.1	.5	32	161	.2	.7	21	175	.2	.6	11	114	.1	.4	10	94	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	13	404	.1	.5	39	211	.3	.8	12	126	.1	.4	11	131	.1	.4	2	38		.2
WTPM-FM																				
WI '01	* 17	130	.1	.6	28	107	.2	.6	19	84	.1	.6	12	101	.1	.4	* 5	67		.4
FA '00	12	159	.1	.4	29	94	.2	.6	13	70	.1	.4	5	68		.2	2	18		.1
SU '00	17	234	.1	.6	13	105	.1	.3	24	104	.2	.8	14	102	.1	.5	15	71	.1	1.3
SP '00	18	159	.1	.7	14	66	.1	.3	13	73	.1	.4	16	85	.1	.6	20	77	.2	1.5
4-Book	16	171	.1	.6	21	93	.2	.5	17	83	.1	.6	12	89	.1	.4	11	58	.1	.8
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQO-FM																				
WI '01	31	508	.2	1.2	36	243	.3	.8	40	267	.3	1.2	38	284	.3	1.3	6	83		.5
FA '00	36	589	.3	1.3	27	207	.2	.6	45	291	.3	1.4	45	285	.3	1.6	22	162	.2	1.6
SU '00	29	621	.2	1.1	32	228	.2	.7	34	271	.3	1.1	31	291	.2	1.1	13	117	.1	1.1
SP '00	34	600	.3	1.2	34	270	.3	.7	54	286	.4	1.6	36	229	.3	1.3	16	179	.1	1.2
4-Book	33	580	.3	1.2	32	237	.3	.7	43	279	.3	1.3	38	272	.3	1.3	14	135	.1	1.1
WI '00	49	643	.4	1.7	48	315	.4	1.0	83	316	.6	2.5	51	277	.4	1.7	24	129	.2	1.9
WUNO-AM																				
WI '01	33	541	.3	1.2	74	313	.6	1.6	48	257	.4	1.5	27	209	.2	1.0	22	92	.2	1.8
FA '00	34	608	.3	1.2	74	415	.6	1.6	26	242	.2	.8	38	233	.3	1.4	31	195	.2	2.2
SU '00	29	510	.2	1.1	100	422	.8	2.2	21	170	.2	.7	26	178	.2	.9	6	81		.5
SP '00	32	553	.2	1.2	50	287	.4	1.1	34	241	.3	1.0	22	186	.2	.8	38	213	.3	2.9
4-Book	32	553	.3	1.2	75	359	.6	1.6	32	228	.3	1.0	28	202	.2	1.0	24	145	.2	1.9
WI '00	27	525	.2	1.0	61	294	.5	1.3	41	291	.3	1.2	23	154	.2	.8	9	84	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 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
WVJP-FM																				
WI '01	50	726	.4	1.9	81	413	.6	1.8	47	344	.4	1.4	59	377	.5	2.1	19	166	.1	1.5
FA '00	58	769	.4	2.1	82	348	.6	1.7	68	391	.5	2.1	57	368	.4	2.1	41	235	.3	2.9
SU '00	30	751	.2	1.1	35	284	.3	.8	37	417	.3	1.2	31	316	.2	1.1	9	151	.1	.8
SP '00	35	674	.3	1.3	36	284	.3	.8	66	417	.5	2.0	39	366	.3	1.4	16	200	.1	1.2
4-Book	43	730	.3	1.6	59	332	.5	1.3	55	392	.4	1.7	47	357	.4	1.7	21	188	.2	1.6
WI '00	93	933	.7	3.3	131	349	1.0	2.7	157	552	1.2	4.6	142	488	1.1	4.8	29	200	.2	2.3
WVOZ-FM																				
WI '01	16	341	.1	.6	18	111	.1	.4	20	106	.2	.6	25	137	.2	.9	9	119	.1	.7
FA '00	13	314	.1	.5	21	122	.2	.4	23	154	.2	.7	7	94	.1	.3	5	53		.4
SU '00	12	328	.1	.4	3	38		.1	12	121	.1	.4	16	138	.1	.6	5	99		.4
SP '00	4	177		.1	1	17			5	67		.2	2	51		.1	5	62		.4
4-Book	11	290	.1	.4	11	72	.1	.2	15	112	.1	.5	13	105	.1	.5	6	83		.5
WI '00	4	159		.1	2	31			4	69		.1	2	28		.1	4	54		.3
WXEW-AM																				
WI '01	* 16	141	.1	.6	26	107	.2	.6	16	95	.1	.5	4	40		.1	* 19	60	.1	1.5
FA '00	8	111	.1	.3	17	69	.1	.4	5	60		.2	10	55	.1	.4	3	31		.2
SU '00	26	298	.2	1.0	28	83	.2	.6	34	170	.3	1.1	30	162	.2	1.1	9	56	.1	.8
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	19	190	.1	.7	19	97	.1	.4	17	71	.1	.5	18	63	.1	.6	20	34	.2	1.6
WXYX-FM																				
WI '01	42	779	.3	1.6	76	409	.6	1.7	46	336	.4	1.4	51	352	.4	1.8	20	150	.2	1.6
FA '00	26	749	.2	.9	59	320	.5	1.3	20	270	.2	.6	45	284	.3	1.6	5	101		.4
SU '00	48	736	.4	1.8	91	312	.7	2.0	32	318	.2	1.0	75	373	.6	2.7	12	166	.1	1.0
SP '00	27	676	.2	1.0	64	340	.5	1.4	20	224	.2	.6	33	271	.3	1.2	5	101		.4
4-Book	36	735	.3	1.3	73	345	.6	1.6	30	287	.3	.9	51	320	.4	1.8	11	130	.1	.9
WI '00	40	937	.3	1.4	108	477	.8	2.2	42	339	.3	1.2	48	408	.4	1.6	12	193	.1	.9
WYQE-FM																				
WI '01	12	112	.1	.4	25	102	.2	.5	15	66	.1	.5	9	59	.1	.3	2	33		.2
FA '00	7	123	.1	.3	15	63	.1	.3	9	72	.1	.3	4	53		.1	3	48		.2
SU '00	13	183	.1	.5	6	65		.1	24	101	.2	.8	12	96	.1	.4	4	78		.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	14	183	.1	.5	38	130	.3	.8	18	98	.1	.5	7	52	.1	.2	2	23		.2
WZAR-FM																				
WI '01	51	863	.4	1.9	37	300	.3	.8	58	433	.4	1.8	63	425	.5	2.2	44	296	.3	3.5
FA '00	70	826	.5	2.5	96	362	.7	2.0	107	450	.8	3.2	78	442	.6	2.8	44	310	.3	3.2
SU '00	62	929	.5	2.3	61	464	.5	1.4	99	477	.8	3.2	71	473	.5	2.5	41	271	.3	3.6
SP '00	51	664	.4	1.9	64	304	.5	1.4	69	353	.5	2.1	72	394	.6	2.5	16	172	.1	1.2
4-Book	59	821	.5	2.2	65	358	.5	1.4	83	428	.6	2.6	71	434	.6	2.5	36	262	.3	2.9
WI '00	43	605	.3	1.5	72	291	.6	1.5	48	266	.4	1.4	53	276	.4	1.8	17	205	.1	1.3
WZMT-FM																				
WI '01	27	371	.2	1.0	52	164	.4	1.1	20	147	.2	.6	21	186	.2	.7	12	76	.1	1.0
FA '00	14	231	.1	.5	8	62	.1	.2	14	88	.1	.4	24	123	.2	.9	11	54	.1	.8
SU '00	28	336	.2	1.0	25	108	.2	.6	41	142	.3	1.3	50	216	.4	1.8	4	57		.3
SP '00	27	270	.2	1.0	34	102	.3	.7	38	159	.3	1.1	29	192	.2	1.0	26	130	.2	2.0
4-Book	24	302	.2	.9	30	109	.3	.7	28	134	.2	.9	31	179	.3	1.1	13	79	.1	1.0
WI '00	19	267	.1	.7	28	118	.2	.6	20	139	.2	.6	18	130	.1	.6	9	60	.1	.7
WZNT-FM																				
WI '01	128	1555	1.0	4.8	142	664	1.1	3.1	168	645	1.3	5.1	152	892	1.2	5.4	45	399	.3	3.6
FA '00	138	1698	1.1	5.0	159	794	1.2	3.4	171	859	1.3	5.2	132	860	1.0	4.8	70	456	.5	5.0
SU '00	125	1728	1.0	4.7	160	745	1.2	3.6	150	833	1.2	4.8	118	834	.9	4.2	54	444	.4	4.7
SP '00	187	2062	1.4	6.8	219	1004	1.7	4.8	243	1094	1.9	7.4	201	1036	1.5	7.1	63	506	.5	4.8
4-Book	145	1761	1.1	5.3	170	802	1.3	3.7	183	858	1.4	5.6	151	906	1.2	5.4	58	451	.4	4.5
WI '00	152	1795	1.2	5.4	174	763	1.3	3.6	242	927	1.9	7.2	160	847	1.2	5.4	42	515	.3	3.3

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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

Persons 35-64

Target Listener Trends - Persons 35-64

WZOL-FM

WI '01
FA '00
SU '00
SP '00
4-Book
WI '00

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
11	132	.1	.4	8	59	.1	.2	11	43	.1	.3	11	43	.1	.4	9	59	.1	.7
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
7	105	.1	.3	9	36	.1	.2	7	30	.1	.2	7	44	.1	.3	5	46		.4
23	128	.2	.8	29	92	.2	.6	27	80	.2	.8	22	74	.2	.8	23	84	.2	1.8
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
WI '01	2687	12438	20.7	4574	11233	35.2		3300	9917	25.4		2830	10040	21.8		1253	6633	9.6	
FA '00	2748	12425	21.1	4698	11538	36.1		3308	9522	25.4		2755	9727	21.2		1390	6298	10.7	
SU '00	2677	12377	20.6	4455	11332	34.3		3132	9871	24.1		2785	9799	21.4		1150	5986	8.8	
SP '00	2751	12497	21.2	4586	11430	35.3		3306	10054	25.4		2827	10120	21.7		1312	6322	10.1	
4-Book	2716	12434	20.9	4578	11383	35.2		3262	9841	25.1		2799	9922	21.5		1276	6310	9.8	
WI '00	2818	12572	21.7	4817	11410	37.1		3384	9982	26.0		2964	10080	22.8		1283	6573	9.9	

** 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 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	
WABA-AM																				
WI '01	26	216	.2	.7	33	223	.3	1.6	61	123	.5	2.3	40	116	.3	1.2	30	62	.2	1.3
4-Book	19	214	.1	.5	24	199	.2	1.1	35	86	.3	1.3	33	83	.3	1.0	20	40	.1	.9
WAEI-AM																				
WI '01	6	131		.2	9	132	.1	.4	26	68	.2	1.0	3	17		.1	4	8		.2
4-Book	25	287	.2	.7	21	218	.2	1.0	53	132	.4	1.9	22	48	.2	.6	14	34	.1	.6
WAEI-FM																				
WI '01	19	202	.1	.5	18	172	.1	.9	28	65	.2	1.0	43	98	.3	1.3	12	46	.1	.5
4-Book	26	335	.2	.7	**	**	**	**	21	52	.2	.8	41	89	.3	1.2	13	39	.1	.6
WAPA-AM																				
WI '01	113	639	.9	3.2	* 38	360	.3	1.8	88	179	.7	3.3	45	138	.3	1.4	36	99	.3	1.6
4-Book	95	714	.8	2.7	43	381	.4	2.0	92	207	.7	3.4	56	162	.4	1.6	39	98	.3	1.7
WBRQ-FM																				
WI '01	39	356	.3	1.1	30	247	.2	1.4	22	61	.2	.8	43	146	.3	1.3	40	81	.3	1.8
4-Book	21	224	.2	.6	14	158	.1	.6	13	33	.1	.5	24	87	.2	.7	14	32	.1	.6
WCAD-FM																				
WI '01	16	209	.1	.5	7	80	.1	.3	5	21		.2	5	28		.2	8	21	.1	.4
4-Book	21	305	.2	.6	12	143	.1	.5	5	28		.2	23	60	.2	.7	19	53	.2	.9
WCMA-FM																				
WI '01	82	731	.6	2.3	34	405	.3	1.6	43	77	.3	1.6	38	105	.3	1.2	58	158	.4	2.5
4-Book	89	902	.7	2.5	51	545	.4	2.3	53	159	.4	1.9	79	248	.6	2.3	71	175	.5	3.1
WCMN-AM																				
WI '01	23	249	.2	.6	6	91		.3	7	25	.1	.3	4	25		.1	9	20	.1	.4
4-Book	41	336	.3	1.2	20	185	.2	.9	40	97	.3	1.5	25	85	.2	.7	18	42	.2	.8
WCMN-FM																				
WI '01	32	468	.2	.9	26	292	.2	1.2	41	99	.3	1.5	20	69	.2	.6	34	105	.3	1.5
4-Book	31	403	.3	.9	23	262	.2	1.1	34	82	.3	1.3	22	80	.2	.6	33	85	.3	1.4
WCOM-FM																				
WI '01	12	272	.1	.3	12	162	.1	.6					32	81	.2	1.0	21	70	.2	.9
4-Book	30	456	.2	.8	19	216	.2	.9	34	81	.3	1.2	42	106	.3	1.2	17	53	.2	.7
WCTA-FM																				
WI '01	47	380	.4	1.3	43	262	.3	2.1	33	100	.3	1.2	65	166	.5	2.0	46	130	.4	2.0
4-Book	42	383	.3	1.2	43	297	.3	2.0	30	78	.3	1.1	73	168	.6	2.1	55	137	.4	2.4
WEGM-FM																				
WI '01	10	228	.1	.3	9	132	.1	.4	6	36		.2	13	64	.1	.4	16	39	.1	.7
4-Book	11	176	.1	.3	8	110	.1	.4	6	26		.2	11	48	.1	.3	12	36	.1	.5
WERR-FM																				
WI '01	44	565	.3	1.2	28	365	.2	1.3	37	110	.3	1.4	42	102	.3	1.3	14	31	.1	.6
4-Book	35	445	.3	1.0	20	287	.1	.9	20	64	.2	.8	33	82	.3	1.0	18	45	.1	.8
WFID-FM																				
WI '01	78	755	.6	2.2	38	446	.3	1.8	58	149	.4	2.1	66	175	.5	2.0	39	69	.3	1.7
4-Book	123	1045	1.0	3.5	56	599	.4	2.6	67	192	.5	2.5	90	251	.7	2.6	59	155	.5	2.6
WIAC-AM																				
WI '01	52	351	.4	1.5	9	154	.1	.4	29	74	.2	1.1	16	60	.1	.5				
4-Book	41	383	.3	1.2	16	200	.1	.8	38	79	.3	1.4	17	60	.1	.5	8	19	.1	.4
WIAC-FM																				
WI '01	106	1177	.8	3.0	57	621	.4	2.7	77	260	.6	2.8	89	206	.7	2.7	88	164	.7	3.9
4-Book	118	1223	.9	3.3	53	625	.4	2.4	70	204	.6	2.6	82	234	.6	2.4	71	179	.6	3.1
+WIDI-FM																				
WI '01	8	101	.1	.2	4	58		.2					3	7		.1	11	30	.1	.5
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 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
WIOA-FM																				
WI '01	213	1669	1.6	6.0	77	839	.6	3.7	88	226	.7	3.3	137	357	1.1	4.2	97	243	.7	4.3
4-Book	161	1429	1.2	4.6	78	808	.6	3.6	88	235	.7	3.2	157	394	1.2	4.6	86	214	.7	3.8
WIOB-FM																				
WI '01	67	642	.5	1.9	38	455	.3	1.8	63	143	.5	2.3	100	277	.8	3.0	35	116	.3	1.5
4-Book	63	534	.5	1.8	41	365	.3	1.9	44	104	.3	1.6	80	185	.6	2.4	52	124	.4	2.2
WIOC-FM																				
WI '01	31	298	.2	.9	21	182	.2	1.0	22	47	.2	.8	63	131	.5	1.9	17	34	.1	.7
4-Book	29	264	.2	.8	23	186	.2	1.0	22	53	.2	.8	43	89	.3	1.3	19	49	.1	.8
WISO-AM																				
WI '01	9	121	.1	.3	* 7	88	.1	.3	6	26		.2	9	26	.1	.3	7	41	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	76	550	.6	2.1	23	249	.2	1.1	33	81	.3	1.2	47	137	.4	1.4	27	80	.2	1.2
4-Book	94	683	.8	2.6	36	321	.3	1.7	48	103	.4	1.8	61	147	.5	1.8	40	103	.3	1.8
WKAQ-AM																				
WI '01	188	1598	1.4	5.3	48	641	.4	2.3	136	332	1.0	5.0	57	186	.4	1.7	63	229	.5	2.8
4-Book	203	1931	1.6	5.8	74	886	.6	3.4	160	466	1.2	5.9	117	318	.9	3.4	60	182	.5	2.6
WKAQ-FM																				
WI '01	123	1268	.9	3.5	112	777	.9	5.3	123	256	.9	4.5	201	452	1.5	6.1	136	309	1.0	6.0
4-Book	143	1550	1.1	4.1	102	916	.8	4.7	113	287	.9	4.1	218	479	1.7	6.3	116	298	.9	5.1
WKJB-AM																				
WI '01	13	183	.1	.4	* 9	81	.1	.4	3	10		.1	16	46	.1	.5				
4-Book	14	189	.1	.4	12	123	.1	.5	24	55	.2	.9	26	61	.2	.8	7	16	.1	.3
WKSA-FM																				
WI '01	8	191	.1	.2	6	113		.3	16	33	.1	.6	12	55	.1	.4	6	22		.3
4-Book	20	206	.2	.6	13	140	.1	.6	15	42	.1	.6	23	63	.2	.7	5	12		.2
WKVM-AM																				
WI '01	22	221	.2	.6	8	121	.1	.4	6	25		.2	18	38	.1	.5	5	24		.2
4-Book	19	201	.2	.5	16	159	.2	.7	18	34	.1	.7	13	34	.1	.4	9	26	.1	.4
WLEO-AM																				
WI '01	35	248	.3	1.0	16	212	.1	.8	56	143	.4	2.1	13	69	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01	19	187	.1	.5	9	87	.1	.4	14	28	.1	.5	12	34	.1	.4	2	8		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01	30	172	.2	.8	16	107	.1	.8	19	43	.1	.7	19	50	.1	.6	8	11	.1	.4
4-Book	30	236	.2	.9	9	101	.1	.5	9	23	.1	.3	14	38	.1	.4	7	18	.1	.3
WMEG-FM																				
WI '01	26	430	.2	.7	19	299	.1	.9	29	118	.2	1.1	32	91	.2	1.0	34	82	.3	1.5
4-Book	50	745	.4	1.4	35	451	.3	1.6	41	120	.3	1.5	52	156	.4	1.5	46	140	.4	2.0
WNEL-AM																				
WI '01	33	224	.3	.9	32	182	.2	1.5	65	129	.5	2.4	64	107	.5	1.9	37	39	.3	1.6
4-Book	22	222	.2	.6	22	164	.2	1.0	37	77	.3	1.4	37	64	.3	1.1	20	32	.2	.9
WNIK-FM																				
WI '01	11	120	.1	.3	14	84	.1	.7	21	48	.2	.8	36	44	.3	1.1	23	37	.2	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	42	525	.3	1.2	32	317	.2	1.5	25	90	.2	.9	42	102	.3	1.3	32	61	.2	1.4
4-Book	54	518	.4	1.5	42	339	.3	1.9	54	140	.4	2.0	60	152	.5	1.7	40	90	.3	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.

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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
WYXX-FM																				
WI '01	56	664	.4	1.6	30	265	.2	1.4	30	74	.2	1.1	50	126	.4	1.5	27	66	.2	1.2
4-Book	49	591	.4	1.4	29	302	.2	1.3	21	67	.2	.8	57	149	.5	1.7	35	86	.3	1.5
WYQE-FM																				
WI '01	16	112	.1	.5	10	60	.1	.5	2	4		.1	10	18	.1	.3	16	22	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	53	659	.4	1.5	51	458	.4	2.4	38	102	.3	1.4	63	171	.5	1.9	92	174	.7	4.0
4-Book	74	633	.6	2.1	46	427	.4	2.1	50	132	.4	1.8	87	210	.7	2.5	52	132	.4	2.3
WZMT-FM																				
WI '01	30	321	.2	.8	31	218	.2	1.5	25	83	.2	.9	47	112	.4	1.4	17	71	.1	.7
4-Book	30	241	.2	.8	21	174	.2	1.0	24	64	.2	.9	35	82	.3	1.0	26	69	.2	1.1
WZNT-FM																				
WI '01	155	1196	1.2	4.4	135	974	1.0	6.4	123	332	.9	4.5	261	575	2.0	7.9	183	385	1.4	8.0
4-Book	169	1403	1.3	4.8	159	1188	1.2	7.2	156	386	1.2	5.7	272	582	2.1	7.8	220	509	1.7	9.6
WZOL-FM																				
WI '01	10	71	.1	.3	13	102	.1	.6	19	51	.1	.7	44	96	.3	1.3	20	48	.2	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	3549	12289	27.3		2094	10179	16.1		2706	5949	20.8		3292	6889	25.3		2278	4960	17.5	
4-Book	3530	12240	27.2		2187	10407	16.8		2730	6183	21.0		3460	7074	26.6		2284	5034	17.6	

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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 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
WABA-AM																			
23	40	.2	1.9	26	101	.2	1.6	38	111	.3	1.4	25	43	.2	1.3	25	85	.2	2.6
14	29	.1	1.1	21	66	.2	1.2	33	88	.3	1.2	20	35	.2	1.0	16	38	.1	1.6
WAEI-AM																			
11	32	.1	.9	14	35	.1	.9	8	41	.1	.3	1	11	.1		9	23	.1	.9
14	42	.1	1.1	27	52	.2	1.5	26	71	.2	.9	12	34	.1	.6	7	17	.1	.7
WAEI-FM																			
15	43	.1	1.3	27	45	.2	1.6	7	29	.1	.3	6	22	.3		4	21	.4	
8	28	.1	.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																			
* 25	47	.2	2.1	2	9	.1		39	100	.3	1.4	36	92	.3	1.9	* 35	82	.3	3.6
27	51	.2	2.2	28	73	.2	1.5	42	103	.3	1.5	22	64	.2	1.1	36	81	.3	3.6
WBQI-FM																			
11	36	.1	.9	20	41	.2	1.2	59	119	.5	2.1	38	88	.3	2.0	7	38	.1	.7
9	26	.1	.7	8	20	.1	.4	23	66	.2	.8	19	49	.2	1.0	4	19		.4
WCAD-FM																			
11	38	.1	.9	1	10	.1		5	23	.2		15	56	.1	.8	6	22		.6
15	47	.1	1.2	2	9	.1		8	27	.1	.3	15	55	.1	.7	4	25		.4
WCMA-FM																			
14	61	.1	1.2	32	87	.2	2.0	38	120	.3	1.4	31	108	.2	1.7	20	68	.2	2.0
29	79	.2	2.4	28	83	.2	1.6	50	172	.4	1.8	54	158	.4	2.8	40	112	.3	4.0
WCMN-AM																			
				17	32	.1	1.0	8	26	.1	.3					9	14	.1	.9
3	10		.2	27	58	.2	1.5	17	39	.1	.6	20	33	.2	1.0	18	36	.2	1.7
WCMN-FM																			
8	43	.1	.7	29	41	.2	1.8	40	122	.3	1.4	36	123	.3	1.9	7	34	.1	.7
9	38	.1	.7	23	51	.2	1.3	39	93	.3	1.4	23	61	.2	1.2	8	21	.1	.8
WCOM-FM																			
3	10		.3	3	11	.2		8	25	.1	.3	16	47	.1	.9	8	47	.1	.8
8	25	.1	.7	15	33	.1	.9	17	51	.2	.6	10	27	.1	.5	10	29	.1	1.0
WCTA-FM																			
18	54	.1	1.5	31	95	.2	1.9	77	149	.6	2.8	54	144	.4	2.9	19	84	.1	1.9
27	77	.2	2.1	26	67	.2	1.5	57	108	.4	2.0	48	112	.4	2.5	24	84	.2	2.4
WEGM-FM																			
5	8		.4	3	4	.2		5	34	.2		17	40	.1	.9	6	13		.6
5	11		.4	6	14	.3		7	29	.1	.3	10	23	.1	.5	6	14	.1	.6
WERR-FM																			
19	54	.1	1.6	39	134	.3	2.4	45	124	.3	1.6	19	46	.1	1.0	6	25		.6
15	51	.1	1.2	24	82	.2	1.4	23	82	.2	.8	15	49	.1	.8	10	36	.1	1.0
WFID-FM																			
5	32		.4	9	50	.1	.5	45	118	.3	1.6	47	76	.4	2.5	37	95	.3	3.8
36	107	.3	3.0	35	111	.3	1.9	68	179	.5	2.4	49	115	.4	2.5	39	107	.3	3.9
WIAC-AM																			
4	11		.3	12	42	.1	.7	9	37	.1	.3					4	22		.4
9	26	.1	.8	24	73	.2	1.3	24	52	.2	.8	8	25	.1	.4	6	23	.1	.6
WIAC-FM																			
24	98	.2	2.0	40	106	.3	2.4	64	150	.5	2.3	71	151	.5	3.8	14	58	.1	1.4
29	90	.3	2.4	27	66	.2	1.5	74	198	.6	2.6	61	132	.5	3.2	18	60	.1	1.8
+WIDI-FM																			
8	26	.1	.7					8	29	.1	.3	2	9	.1		4	9	.4	
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 35-64

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
WIOA-FM																			
55	215	.4	4.6	36	115	.3	2.2	79	210	.6	2.8	54	125	.4	2.9	60	218	.5	6.1
45	140	.3	3.6	56	150	.4	3.2	86	242	.7	3.0	53	127	.4	2.7	49	171	.4	4.9
WIOB-FM																			
14	48	.1	1.2	12	51	.1	.7	36	98	.3	1.3	36	135	.3	1.9	7	57	.1	.7
20	60	.2	1.6	18	62	.2	1.0	48	110	.4	1.7	50	128	.4	2.6	15	62	.1	1.5
WIOC-FM																			
32	74	.2	2.7	6	18	.4	.4	4	17	.1	.1	6	24	.3	.3	10	27	.1	1.0
20	55	.2	1.6	14	33	.1	.8	28	64	.2	1.0	20	40	.2	1.0	13	32	.1	1.3
WISO-AM																			
* 5	26	.4	.4	10	31	.1	.6	10	48	.1	.4	5	26	.3	.3	* 6	16	.6	.6
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
17	45	.1	1.4	12	29	.1	.7	24	65	.2	.9	17	29	.1	.9	7	33	.1	.7
18	68	.1	1.5	27	70	.2	1.5	46	114	.4	1.6	37	79	.3	1.9	15	52	.1	1.5
WKAQ-AM																			
11	78	.1	.9	60	155	.5	3.7	4	37	.1	.1	37	140	.3	2.0	33	98	.3	3.4
28	102	.2	2.2	111	283	.9	6.3	55	166	.4	1.9	42	117	.3	2.1	36	121	.3	3.5
WKAQ-FM																			
29	97	.2	2.4	78	195	.6	4.8	183	320	1.4	6.5	123	260	.9	6.6	27	136	.2	2.8
45	152	.4	3.5	58	162	.5	3.3	139	347	1.1	4.9	92	237	.7	4.6	27	97	.2	2.7
WKJB-AM																			
				15	44	.1	.9	26	60	.2	.9	5	10	.3	.3	*			
				16	40	.1	.9	14	36	.1	.5	4	7	.2	.2	2	5		.2
WKSA-FM																			
	7			4	9	.2	.2	9	34	.1	.3								
**	**	**	**	10	29	.1	.5	14	43	.1	.5	14	25	.1	.7	**	**	**	**
WKVM-AM																			
1	9	.1	.1	26	65	.2	1.6	6	30	.2	.2	4	9	.2	.2				
11	27	.1	.9	34	75	.3	1.9	25	58	.2	.9	15	36	.1	.7	8	20	.1	.8
WLEO-AM																			
7	36	.1	.6	22	46	.2	1.3	19	60	.1	.7	9	25	.1	.5	6	16		.6
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																			
8	15	.1	.7	16	46	.1	1.0	7	23	.1	.3	6	23	.3	.3	6	7		.6
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																			
17	17	.1	1.4	10	42	.1	.6	24	44	.2	.9	7	27	.1	.4	21	50	.2	2.1
12	24	.1	1.0	3	11		.2	10	28	.1	.4	9	23	.1	.4	10	24	.1	.9
WMEG-FM																			
12	43	.1	1.0	7	36	.1	.4	21	85	.2	.8	8	26	.1	.4	7	24	.1	.7
29	74	.2	2.3	19	63	.2	1.1	33	127	.3	1.2	27	82	.2	1.3	34	95	.3	3.4
WNEL-AM																			
36	61	.3	3.0	7	23	.1	.4	10	25	.1	.4	8	32	.1	.4	25	48	.2	2.6
20	38	.2	1.6	15	45	.1	.9	22	60	.2	.8	11	37	.1	.5	9	17	.1	.9
WNIK-FM																			
5	20	.4	.4					9	10	.1	.3	4	20	.2	.2	10	20	.1	1.0
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
33	75	.3	2.8	34	120	.3	2.1	24	74	.2	.9	36	96	.3	1.9	29	97	.2	3.0
33	76	.3	2.7	58	153	.5	3.3	35	107	.3	1.2	29	68	.3	1.5	27	74	.2	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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		
WORO-FM																					
WI '01	112	225	.9	9.4	100	306	.8	6.1	543	918	4.2	19.4	252	503	1.9	13.5	83	218	.6	8.5	
4-Book	**	**	**	**	87	245	.7	4.9	456	797	3.5	16.0	235	499	1.8	11.9	**	**	**	**	
WOSO-AM																					
WI '01	4	26	.3	.3	13	24	.1	.8	4	28	.1	.1					1	12	.1	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOYE-FM																					
WI '01	12	33	.1	1.0	3	15	.2	.2	17	50	.1	.6	30	54	.2	1.6	13	43	.1	1.3	
4-Book	10	31	.1	.8	13	33	.1	.7	26	84	.2	.9	22	48	.2	1.1	13	33	.1	1.2	
WPAB-AM																					
WI '01	12	30	.1	1.0													18	44	.1	1.8	
4-Book	10	29	.1	.9	18	40	.2	1.0	26	76	.2	.9	11	21	.1	.6	14	37	.1	1.4	
WPRA-AM																					
WI '01	3	11	.3	.3					14	34	.1	.5	3	13	.2	.2	5	12	.5	.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																					
WI '01	80	215	.6	6.7	140	264	1.1	8.6	226	452	1.7	8.1	190	449	1.5	10.2	33	127	.3	3.4	
4-Book	84	227	.7	6.7	116	248	.9	6.6	178	378	1.4	6.2	140	324	1.1	7.2	59	160	.5	5.9	
WQBS-AM																					
WI '01	1	7	.1	.1	17	22	.1	1.0	26	43	.2	.9	17	22	.1	.9	5	17	.5	.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WRIO-FM																					
WI '01	13	55	.1	1.1	3	12	.2	.2	18	64	.1	.6	5	15	.3	.3	19	19	.1	1.9	
4-Book	6	24	.5	.5	15	32	.1	.9	18	49	.1	.6	11	26	.1	.5	8	14	.1	.8	
WRRH-FM																					
WI '01	9	23	.1	.8	5	10	.3	.3	7	24	.1	.3	4	15	.2	.2	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSAN-FM																					
WI '01	* 4	6	.3	.3	* 6	18	.4	.4	8	23	.1	.3	3	13	.2	.2	*	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSKN-AM																					
WI '01	3	9	.3	.3	5	10	.3	.3	2	10	.1	.1					**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WTPM-FM																					
WI '01	*	9	.1	.8	18	35	.1	1.1	15	25	.1	.5	9	19	.1	.5	*	8	25	.1	.8
4-Book		23	.1	.8	19	47	.1	1.1	19	50	.2	.7	9	21	.1	.5					
WUQO-FM																					
WI '01	24	66	.2	2.0	12	30	.1	.7	41	87	.3	1.5	41	56	.3	2.2	13	51	.1	1.3	
4-Book	20	52	.2	1.6	13	44	.1	.7	48	106	.4	1.7	42	74	.4	2.1	9	33	.1	.9	
WUNO-AM																					
WI '01	15	35	.1	1.1	15	43	.1	.9	17	67	.1	.6					7	26	.1	.7	
4-Book					31	82	.3	1.7	13	40	.1	.5	3	8							
WVJP-FM																					
WI '01	24	60	.2	2.0	14	53	.1	.9	65	120	.5	2.3	61	119	.5	3.3	20	64	.2	2.0	
4-Book	20	60	.2	1.6	16	49	.1	.9	58	142	.4	2.0	34	72	.3	1.8	22	55	.2	2.1	
WVOZ-FM																					
WI '01	1	10	.1	.1					23	78	.2	.8	3	21	.2	.2					
4-Book	11	23	.1	1.0	8	29	.1	.5	19	55	.2	.6	18	43	.1	.9	2	12		.2	
WXEV-AM																					
WI '01	* 22	35	.2	1.8	* 20	47	.2	1.2	22	58	.2	.8	2	8	.1	.1	* 18	26	.1	1.8	
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 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
WXYX-FM																				
WI '01	26	78	.2	2.2	22	48	.2	1.3	36	89	.3	1.3	25	60	.2	1.3	20	47	.2	2.0
4-Book	28	66	.2	2.4	12	37	.1	.7	35	95	.3	1.3	27	67	.2	1.3	12	40	.1	1.2
WYQE-FM																				
WI '01	5	11		.4	4	9		.2	18	47	.1	.6	29	44	.2	1.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	42	118	.3	3.5	23	61	.2	1.4	66	177	.5	2.4	52	137	.4	2.8	34	89	.3	3.5
4-Book	33	82	.3	2.7	20	58	.2	1.2	50	131	.4	1.8	48	110	.4	2.5	24	64	.2	2.4
WZMT-FM																				
WI '01	48	113	.4	4.0	15	61	.1	.9	44	100	.3	1.6	16	51	.1	.9	23	76	.2	2.3
4-Book	20	59	.2	1.7	11	35	.1	.6	26	71	.2	.9	15	35	.1	.8	12	38	.1	1.2
WZNT-FM																				
WI '01	99	182	.8	8.3	74	182	.6	4.5	163	324	1.3	5.8	99	240	.8	5.3	68	229	.5	6.9
4-Book	105	257	.8	8.5	90	210	.7	5.1	208	484	1.6	7.3	160	355	1.3	8.1	62	185	.5	6.2
WZOL-FM																				
WI '01	11	18	.1	.9									2	6		.1	4	6		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	1195	3052	9.2		1637	3887	12.6		2796	5471	21.5		1868	4053	14.4		979	2848	7.5	
4-Book	1243	3166	9.6		1764	4217	13.6		2856	5801	22.0		1972	4160	15.2		1005	2691	7.7	

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Trends

Men 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
WABA-AM																			
WI '01	2	27	.3	3	27	.1	.3	2	15		.3								
FA '00		25		2	25		.2												
SU '00		18		1	11		.1		11				7						
SP '00																			
4-Book	1	18	.1	2	16	.2	.2	1	7	.1	.1	2							
WI '00	5	28	.1	16	28	.4	1.6	6	15	.1	1.0					1	13		.2
WAEI-AM																			
WI '01	1	27	.1					3	9	.1	.5								
FA '00		20			10								7						
SU '00		16			9														
SP '00	5	64	.1	13	64	.3	1.3	1	18		.1	2	32		.2	1	18		.2
4-Book	2	32	.2	3	21	.1	.3	1	7	.2	.2	1	10	.1	.1		5	.1	.1
WI '00	1	45	.1									1	13	.1	.1	2	13		.4
WAEI-FM																			
WI '01	5	187	.1	6	47	.1	.6	13	157	.3	2.1	3	48	.1	.4	1	8		.2
FA '00	6	161	.1	6	51	.1	.5	10	62	.2	1.7	4	53	.1	.5	6	85	.1	1.2
SU '00	17	278	.4	7	53	.2	.6	34	188	.8	4.2	12	102	.3	1.4	17	103	.4	3.1
SP '00	3	161	.1	1	20		.1	3	71	.1	.4	4	60	.1	.5	2	38		.4
4-Book	8	197	.2	5	43	.1	.5	15	120	.4	2.1	6	66	.2	.7	7	59	.1	1.2
WI '00	11	204	.2	15	108	.3	1.5	12	114	.3	2.0	11	132	.2	1.4	14	62	.3	2.8
WAPA-AM																			
WI '01	* 2	44	.3	6	31	.1	.6	1	14		.2	5	17	.1	.6	*	13		
FA '00	2	34	.3	7	19	.2	.6	6	14	.1	1.0								
SU '00	1	41	.1													5	28	.1	.9
SP '00	2	60	.3	3	22	.1	.3	4	34	.1	.6	1	13		.1	2	25		.4
4-Book	2	45	.3	4	18	.1	.4	3	16	.1	.5	2	8	.2	.2	2	17	.3	.3
WI '00	1	27	.1									4	14	.1	.5				
WBQI-FM																			
WI '01	11	176	.3	15	115	.3	1.6	12	108	.3	1.9	13	70	.3	1.5	7	53	.2	1.3
FA '00	8	79	.2	7	30	.2	.6	20	46	.5	3.5	13	52	.3	1.6	17	17		
SU '00	6	193	.1	9	92	.2	.8	2	27		.2	5	37	.1	.6	6	63	.1	1.1
SP '00	1	87	.1	2	36		.2	1	29		.1		22			1	11		.2
4-Book	7	134	.2	8	68	.2	.8	9	53	.2	1.4	8	45	.2	.9	4	36	.1	.7
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
WI '01	14	381	.3	14	147	.3	1.5	18	156	.4	2.9	21	143	.5	2.5	10	183	.2	1.9
FA '00	20	430	.5	16	123	.4	1.4	13	105	.3	2.3	21	191	.5	2.6	34	187	.8	6.6
SU '00	12	321	.3	14	124	.3	1.3	14	160	.3	1.7	15	93	.3	1.8	13	183	.3	2.4
SP '00	10	362	.2	12	158	.3	1.2	6	107	.1	.9	8	126	.2	1.0	15	160	.3	2.8
4-Book	14	374	.3	14	138	.3	1.4	13	132	.3	2.0	16	138	.4	2.0	18	178	.4	3.4
WI '00	22	445	.5	26	217	.6	2.5	17	218	.4	2.8	22	189	.5	2.7	20	198	.4	4.1
WCMA-FM																			
WI '01	7	219	.2	12	89	.3	1.3	6	40	.1	1.0	11	122	.3	1.3	8	66	.2	1.5
FA '00	17	376	.4	20	89	.5	1.8	12	109	.3	2.1	28	211	.6	3.4	15	121	.3	2.9
SU '00	10	529	.2	14	210	.3	1.3	12	179	.3	1.5	6	78	.1	.7	10	151	.2	1.8
SP '00	16	396	.4	12	207	.3	1.2	21	217	.5	3.0	15	200	.3	1.9	12	117	.3	2.2
4-Book	13	380	.3	15	149	.4	1.4	13	136	.3	1.9	15	153	.3	1.8	11	114	.3	2.1
WI '00	25	489	.6	14	110	.3	1.4	26	218	.6	4.4	28	158	.6	3.5	24	181	.5	4.9
WCMN-AM																			
WI '01		12										1	12		.1				
FA '00		33		1	14		.1					2	19		.2				
SU '00		16		1	16		.1												
SP '00		25																	
4-Book	1	22	.1	1	8	.1	.1	1	12	.2	.2	1	8	.1	.1				
WI '00		34		2	24		.2					1	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 Trends

Target Listener Trends - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WCMN-FM																				
WI '01	35	454	.8	5.1	36	246	.8	3.8	45	277	1.0	7.2	40	283	.9	4.7	26	172	.6	4.9
FA '00	11	268	.3	1.6	18	106	.4	1.6	11	142	.3	1.9	9	94	.2	1.1	6	65	.1	1.2
SU '00	19	286	.4	2.5	26	117	.6	2.4	22	152	.5	2.7	18	106	.4	2.1	13	133	.3	2.4
SP '00	15	195	.3	2.1	11	131	.2	1.1	16	106	.4	2.3	16	96	.4	2.0	16	84	.4	3.0
4-Book	20	301	.5	2.8	23	150	.5	2.2	24	169	.6	3.5	21	145	.5	2.5	15	114	.4	2.9
WI '00	15	313	.3	2.2	32	165	.7	3.1	20	90	.4	3.4	17	223	.4	2.1	3	78	.1	.6
WCOM-FM																				
WI '01	25	644	.6	3.7	69	362	1.6	7.3	18	267	.4	2.9	20	226	.5	2.4	10	85	.2	1.9
FA '00	37	741	.8	5.3	102	394	2.3	9.2	28	283	.6	4.9	26	291	.6	3.2	22	190	.5	4.3
SU '00	30	875	.7	4.0	72	457	1.6	6.6	36	413	.8	4.5	20	280	.4	2.4	15	219	.3	2.7
SP '00	44	904	1.0	6.2	98	432	2.2	9.9	37	319	.8	5.4	36	372	.8	4.4	31	244	.7	5.8
4-Book	34	791	.8	4.8	85	411	1.9	8.3	30	321	.7	4.4	26	292	.6	3.1	20	185	.4	3.7
WI '00	24	634	.5	3.6	53	345	1.2	5.2	27	204	.6	4.5	21	111	.5	2.6	16	189	.4	3.3
WCTA-FM																				
WI '01	3	69	.1	.4					1	6		.2	3	10	.1	.4	6	29	.1	1.1
FA '00	10	236	.2	1.4	5	87	.1	.4	4	63	.1	.7	13	64	.3	1.6	2	26		.4
SU '00	3	111	.1	.4	1	30		.1	3	67	.1	.4	4	33	.1	.5	3	35	.1	.5
SP '00	32	254	.7	4.5	15	85	.3	1.5	28	161	.6	4.1	40	143	.9	4.9	32	162	.7	6.0
4-Book	12	168	.3	1.7	5	51	.1	.5	9	74	.2	1.4	15	63	.4	1.9	11	63	.2	2.0
WI '00	12	222	.3	1.8	11	62	.2	1.1	14	114	.3	2.3	22	72	.5	2.7	4	50	.1	.8
WEGM-FM																				
WI '01	21	327	.5	3.1	14	170	.3	1.5	11	155	.3	1.8	45	225	1.0	5.3	14	141	.3	2.6
FA '00	19	262	.4	2.7	29	196	.7	2.6	12	114	.3	2.1	33	179	.8	4.0	8	101	.2	1.6
SU '00	15	236	.3	2.0	14	124	.3	1.3	18	150	.4	2.2	23	111	.5	2.7	9	77	.2	1.6
SP '00	21	240	.5	2.9	15	93	.3	1.5	27	169	.6	3.9	40	197	.9	4.9	10	79	.2	1.9
4-Book	19	266	.4	2.7	18	146	.4	1.7	17	147	.4	2.5	35	178	.8	4.2	10	100	.2	1.9
WI '00	28	271	.6	4.2	29	168	.6	2.8	26	139	.6	4.4	34	139	.8	4.2	28	125	.6	5.7
WERR-FM																				
WI '01	4	107	.1	.6	2	27		.2	1	26		.2	4	50	.1	.5	8	40	.2	1.5
FA '00	4	90	.1	.6	5	41	.1	.4	6	54	.1	1.0	5	31	.1	.6	4	28	.1	.8
SU '00	4	175	.1	.5	8	61	.2	.7	4	99	.1	.5	3	68	.1	.4	1	27		.2
SP '00	2	108		.3	1	39		.1	4	50	.1	.6	1	24		.1	2	19		.4
4-Book	4	120	.1	.5	4	42	.1	.4	4	57	.1	.6	3	43	.1	.4	4	29	.1	.7
WI '00	3	152	.1	.4	3	49	.1	.3	2	53		.3	2	39		.2	2	51		.4
WFID-FM																				
WI '01	18	354	.4	2.6	23	173	.5	2.4	25	91	.6	4.0	11	127	.3	1.3	21	207	.5	3.9
FA '00	22	369	.5	3.2	22	140	.5	2.0	26	136	.6	4.5	22	134	.5	2.7	23	164	.5	4.5
SU '00	21	378	.5	2.8	35	153	.8	3.2	32	150	.7	4.0	14	93	.3	1.7	15	142	.3	2.7
SP '00	22	501	.5	3.1	27	184	.6	2.7	22	259	.5	3.2	23	177	.5	2.8	27	257	.6	5.0
4-Book	21	401	.5	2.9	27	163	.6	2.6	26	159	.6	3.9	18	133	.4	2.1	22	193	.5	4.0
WI '00	23	421	.5	3.4	19	148	.4	1.9	30	259	.7	5.0	30	252	.7	3.7	16	117	.4	3.3
WJAC-AM																				
WI '01		15							1	15		.2								
FA '00		17			2	17		.2												
SU '00		20																		
SP '00	1	47		.1	3	25	.1	.3	1	22		.1					1	21		.2
4-Book		25			1	11		.1	1	9		.1						5		.1
WI '00																				
WJAC-FM																				
WI '01	16	391	.4	2.4	17	110	.4	1.8	25	112	.6	4.0	20	155	.5	2.4	4	77	.1	.7
FA '00	9	377	.2	1.3	5	79	.1	.4	3	46	.1	.5	11	143	.3	1.3	12	135	.3	2.3
SU '00	26	502	.6	3.5	40	193	.9	3.6	36	228	.8	4.5	29	151	.6	3.5	20	172	.4	3.6
SP '00	10	492	.2	1.4	27	184	.6	2.7	6	110	.1	.9	7	110	.2	.9	4	94	.1	.7
4-Book	15	441	.4	2.2	22	142	.5	2.1	18	124	.4	2.5	17	140	.4	2.0	10	120	.2	1.8
WI '00	23	531	.5	3.4	46	202	1.0	4.5	19	185	.4	3.2	14	158	.3	1.7	32	144	.7	6.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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
+WIDI-FM																				
WI '01	1	48		.1										13			1	27		.2
FA '00		19							1	10		.2						8		
SU '00	1	26		.1	2	19		.2					1	10		.1	1	17		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	46		.1		12			1	24		.2					2	21		.4
WIOA-FM																				
WI '01	22	394	.5	3.2	48	213	1.1	5.1	17	112	.4	2.7	21	127	.5	2.5	6	88	.1	1.1
FA '00	14	339	.3	2.0	3	57	.1	.3	15	47	.3	2.6	20	129	.5	2.4	20	147	.5	3.9
SU '00	6	220	.1	.8	5	52	.1	.5	7	64	.2	.9	6	43	.1	.7	7	82	.2	1.3
SP '00	8	274	.2	1.1	8	84	.2	.8	16	108	.4	2.3	5	56	.1	.6	7	110	.2	1.3
4-Book	13	307	.3	1.8	16	102	.4	1.7	14	83	.3	2.1	13	89	.3	1.6	10	107	.3	1.9
WI '00	9	226	.2	1.3	6	43	.1	.6	6	86	.1	1.0	10	82	.2	1.2	9	67	.2	1.8
WIOB-FM																				
WI '01	11	223	.3	1.6	16	96	.4	1.7	12	112	.3	1.9	7	42	.2	.8	4	78	.1	.7
FA '00	7	120	.2	1.0	6	49	.1	.5	4	28	.1	.7	11	85	.3	1.3	9	56	.2	1.8
SU '00	8	154	.2	1.1	3	89	.1	.3	20	80	.4	2.5	10	60	.2	1.2	8	56	.2	1.5
SP '00	4	123	.1	.6	3	40	.1	.3	8	52	.2	1.2	5	42	.1	.6	1	35		.2
4-Book	8	155	.2	1.1	7	69	.2	.7	11	68	.3	1.6	8	57	.2	1.0	6	56	.1	1.1
WI '00	9	88	.2	1.3	13	45	.3	1.3	13	42	.3	2.2	12	21	.3	1.5	4	28	.1	.8
WIOC-FM																				
WI '01	1	27		.1					2	13		.3					8	34	.2	1.6
FA '00	5	95	.1	.7	5	44	.1	.4					1	32		.1				
SU '00	6	129	.1	.8	15	43	.3	1.4	6	58	.1	.7	4	58	.1	.5	2	38		.4
SP '00	13	140	.3	1.8	10	51	.2	1.0	12	73	.3	1.7	13	75	.3	1.6	19	88	.4	3.5
4-Book	6	98	.1	.9	8	35	.2	.7	5	36	.1	.7	5	41	.1	.6	7	40	.2	1.4
WI '00	4	86	.1	.6	7	40	.2	.7	5	28	.1	.8	2	32		.2	1	21		.2
WISO-AM																				
WI '01	*	11															*			
FA '00																				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	19	240	.4	2.8	38	146	.9	4.0	9	80	.2	1.4	21	119	.5	2.5	22	89	.5	4.1
FA '00	11	286	.3	1.6	23	132	.5	2.1	7	67	.2	1.2	17	137	.4	2.1		10		
SU '00	34	358	.8	4.5	88	243	2.0	8.0	17	133	.4	2.1	50	242	1.1	6.0	9	114	.2	1.6
SP '00	32	289	.7	4.5	43	163	1.0	4.4	27	117	.6	3.9	46	146	1.0	5.7	25	63	.6	4.7
4-Book	24	293	.6	3.4	48	171	1.1	4.6	15	99	.4	2.2	34	161	.8	4.1	14	69	.3	2.6
WI '00	24	322	.5	3.6	64	228	1.4	6.3	15	94	.3	2.5	43	213	1.0	5.3	6	96	.1	1.2
WKAQ-AM																				
WI '01	3	99	.1	.4	7	54	.2	.7	4	25	.1	.6	4	37	.1	.5				
FA '00	4	154	.1	.6	8	76	.2	.7	7	48	.2	1.2	2	17		.2	1	22		.2
SU '00	5	208	.1	.7	14	151	.3	1.3	9	59	.2	1.1	1	20		.1	3	65	.1	.5
SP '00	5	172	.1	.7	15	111	.3	1.5	7	47	.2	1.0	6	72	.1	.7	2	31		.4
4-Book	4	158	.1	.6	11	98	.3	1.1	7	45	.2	1.0	3	37	.1	.4	2	30		.3
WI '00	2	142		.3	4	35	.1	.4	1	18		.2	4	39	.1	.5	2	37		.4
WKAQ-FM																				
WI '01	48	1030	1.1	7.1	40	370	.9	4.2	49	451	1.1	7.9	52	443	1.2	6.2	45	352	1.0	8.4
FA '00	40	720	.9	5.7	51	374	1.2	4.6	41	347	.9	7.1	53	348	1.2	6.5	24	272	.5	4.7
SU '00	51	1067	1.1	6.8	43	323	1.0	3.9	67	510	1.5	8.4	55	443	1.2	6.5	33	311	.7	6.0
SP '00	66	1276	1.5	9.2	42	422	.9	4.3	81	548	1.8	11.8	85	704	1.9	10.5	42	435	.9	7.8
4-Book	51	1023	1.2	7.2	44	372	1.0	4.3	60	464	1.3	8.8	61	485	1.4	7.4	36	343	.8	6.7
WI '00	46	1131	1.0	6.9	47	343	1.0	4.6	47	508	1.0	7.9	59	482	1.3	7.3	30	340	.7	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

	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
WKJB-AM																				
WI '01	*	1	9	.1	5	9	.1	.5									*			
FA '00																				
SU '00																				
SP '00																				
4-Book		2			1	2	.1	.1												
WI '00		6			1	6	.1	.1												
WWSA-FM																				
WI '01	6	128	.1	.9	15	39	.3	1.6	4	62	.1	.6	4	55	.1	.5	3	74	.1	.6
FA '00	6	119	.1	.9	6	34	.1	.5	4	52	.1	.7	11	56	.3	1.3	6	52	.1	1.2
SU '00	1	74	.1	.1	2	25	.2	.2	1	13	.1	.1					**	**	**	**
SP '00	1	46	.1	.1					1	9	.1	.1	3	27	.1	.4	**	**	**	**
4-Book	4	92	.1	.5	6	25	.1	.6	3	34	.1	.4	5	35	.1	.6	**	**	**	**
WI '00	1	36	.1	.1		6			1	16	.2	.2					**	**	**	**
WKVM-AM																				
WI '01																				
FA '00	1	40	.1	.1	7	40	.2	.6												
SU '00		10								10			1	10	.1	.1	1	10		.2
SP '00		9																		
4-Book		15			2	10	.1	.2		3				3				3		.1
WI '00		18			2	18	.2	.2						9						
WLEO-AM																				
WI '01		13			2	13	.2	.2												
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		13											1	13	.1	.1				
SP '00																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	36	.1	.1																
WLEY-AM																				
WI '01		9			1	9	.1	.1												
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	1	28	.1	.1	2	15	.2	.2									2	15		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00																				
WLUZ-AM																				
WI '01		15							1	15	.2	.2								
FA '00		17			1	17	.1	.1												
SU '00																				
SP '00	1	26	.1	.1					1	13	.1	.1	1	13	.1	.1	1	13	.2	.2
4-Book		15				4			1	7	.1	.1		3				3		.1
WI '00																				
WMEG-FM																				
WI '01	83	1347	1.9	12.2	101	744	2.3	10.7	67	615	1.5	10.8	139	733	3.2	16.4	60	542	1.4	11.2
FA '00	68	1120	1.6	9.7	105	593	2.4	9.4	51	366	1.2	8.8	90	589	2.1	11.0	56	453	1.3	10.9
SU '00	75	1164	1.7	10.0	40	379	.9	3.6	53	483	1.2	6.6	132	763	2.9	15.7	98	610	2.2	17.9
SP '00	80	1309	1.8	11.2	89	581	2.0	9.0	59	518	1.3	8.6	108	715	2.4	13.3	71	607	1.6	13.2
4-Book	77	1235	1.8	10.8	84	574	1.9	8.2	58	496	1.3	8.7	117	700	2.7	14.1	71	553	1.6	13.3
WI '00	62	872	1.4	9.2	53	323	1.2	5.2	56	342	1.2	9.4	92	417	2.0	11.4	58	404	1.3	11.8
WNEL-AM																				
WI '01																				
FA '00		8				8														
SU '00		14			2	14	.2	.2												
SP '00																				
4-Book		6			1	6	.1	.1												
WI '00																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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
WNIK-FM																			
WI '01	1	66	.1	1	33	.1			7			4	40	.1	.5		7		
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	1	14	.1	1	14	.1			14			**	14	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	1	103	.1	2	52	.2		1	22	.2		1	28	.1		2	14		.4
FA '00	9	175	.2	15	61	.3	1.3	6	66	.1	1.0	6	45	.1	.7	11	72	.3	2.1
SU '00	4	125	.1	5	97	.1	.5	5	80	.1	.6	7	101	.2	.8	3	50	.1	.5
SP '00	3	125	.1	2	38	.2		4	50	.1	.6	2	38	.2		1	13		.2
4-Book	4	132	.1	6	62	.1	.6	4	55	.1	.6	4	53	.1	.5	4	37	.1	.8
WI '00	8	166	.2	20	115	.4	2.0	7	105	.2	1.2	15	89	.3	1.9	1	12		.2
WORO-FM																			
WI '01	2	65	.3	1	9	.1		4	47	.1	.6	2	19	.2		1	18		.2
FA '00	5	67	.1	2	14	.2		2	16	.3		9	37	.2	1.1	11	33	.3	2.1
SU '00	7	178	.2	4	32	.1	.4	6	54	.1	.7	1	14	.1		**	**	**	**
SP '00	7	160	.2	17	98	.4	1.7	4	42	.1	.6	5	51	.1	.6	**	**	**	**
4-Book	5	118	.1	6	38	.1	.6	4	40	.1	.6	4	30	.1	.5	**	**	**	**
WI '00	5	139	.1	3	41	.1	.3	4	59	.1	.7	18	75	.4	2.2	3	36	.1	.6
WOSO-AM																			
WI '01																			
FA '00																			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00																			
WQYE-FM																			
WI '01	17	464	.4	18	193	.4	1.9	19	191	.4	3.1	20	195	.5	2.4	7	150	.2	1.3
FA '00	16	398	.4	24	189	.5	2.2	13	169	.3	2.3	22	144	.5	2.7	12	145	.3	2.3
SU '00	36	647	.8	52	327	1.2	4.7	21	247	.5	2.6	49	355	1.1	5.8	36	158	.8	6.6
SP '00	50	708	1.1	93	434	2.1	9.4	47	361	1.0	6.8	33	242	.7	4.1	31	314	.7	5.8
4-Book	30	554	.7	47	286	1.1	4.6	25	242	.6	3.7	31	234	.7	3.8	22	192	.5	4.0
WI '00	34	536	.8	51	313	1.1	5.0	28	199	.6	4.7	22	212	.5	2.7	30	221	.7	6.1
WPAB-AM																			
WI '01																			
FA '00	1	46	.1	3	29	.1	.3	1	17		.2								
SU '00		11		2	11		.2												
SP '00		13						1	13		.1								
4-Book		18		1	10		.1	1	8		.1								
WI '00		32		1	22		.1		10										
WPRV-AM																			
WI '01	*	19	.1	4	19	.1	.4									*			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		13						1	13		.2								
WPRM-FM																			
WI '01	78	921	1.8	226	691	5.2	23.9	15	148	.3	2.4	104	513	2.4	12.3	56	235	1.3	10.5
FA '00	109	1199	2.5	327	849	7.5	29.4	64	322	1.5	11.1	134	595	3.1	16.4	23	274	.5	4.5
SU '00	93	1202	2.1	292	842	6.5	26.6	68	499	1.5	8.5	99	609	2.2	11.8	23	230	.5	4.2
SP '00	70	1071	1.6	197	661	4.4	19.9	43	361	1.0	6.2	84	610	1.9	10.4	18	231	.4	3.4
4-Book	88	1098	2.0	261	761	5.9	25.0	48	333	1.1	7.1	105	582	2.4	12.7	30	243	.7	5.7
WI '00	92	1309	2.0	223	918	5.0	21.8	87	480	1.9	14.6	134	579	3.0	16.6	31	181	.7	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 - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WQBS-AM																				
WI '01																				
FA '00																				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00		13						2	13		.3									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WRIO-FM																				
WI '01	16	207	.4	2.4	46	144	1.0	4.9	10	68	.2	1.6	17	122	.4	2.0	18	45	.4	3.4
FA '00	16	202	.4	2.3	60	157	1.4	5.4	9	82	.2	1.6	12	77	.3	1.5	2	50		.4
SU '00	7	143	.2	.9	30	130	.7	2.7	3	49	.1	.4	2	15		.2				
SP '00	14	206	.3	2.0	35	121	.8	3.5	16	81	.4	2.3	15	64	.3	1.9	8	72	.2	1.5
4-Book	13	190	.3	1.9	43	138	1.0	4.1	10	70	.2	1.5	12	70	.3	1.4	7	42	.2	1.3
WI '00	11	202	.2	1.6	53	168	1.2	5.2	3	43	.1	.5	8	78	.2	1.0	2	44		.4
WRRH-FM																				
WI '01	1	18		.1	1	9		.1	3	18	.1	.5	2	18		.2				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00	3	59	.1	.4	1	26		.1	5	14	.1	.6	3	44	.1	.4	4	37	.1	.7
SP '00	5	84	.1	.7	7	51	.2	.7	6	51	.1	.9	5	45	.1	.6	9	31	.2	1.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSAN-FM																				
WI '01	* 1	11		.1					2	11		.3	1	11		.1	*			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00																				
SP '00		44			**	**	**	**	**	17			1	27		.1		**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	2	20		.3	1	10		.1					**	**	**	**	**	**	**	
WSKN-AM																				
WI '01		15			1	15		.1												
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00																				
SP '00		13			1	13		.1									1	13		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00		7																		
WTPM-FM																				
WI '01	* 1	24		.1		15			2	9		.3		9			*			
FA '00																				
SU '00	2	72		.3		21			3	14	.1	.4	3	27	.1	.4	2	25		.4
SP '00																				
4-Book	1	24		.1		9			1	6		.2	1	9		.1	1	6		.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUQF-FM																				
WI '01	11	361	.3	1.6	7	84	.2	.7	11	131	.3	1.8	10	163	.2	1.2	15	159	.3	2.8
FA '00	22	375	.5	3.2	19	152	.4	1.7	36	214	.8	6.2	16	189	.4	2.0	11	85	.3	2.1
SU '00	18	476	.4	2.4	12	150	.3	1.1	18	305	.4	2.2	20	178	.4	2.4	16	188	.4	2.9
SP '00	27	408	.6	3.8	41	263	.9	4.1	32	243	.7	4.6	31	230	.7	3.8	22	126	.5	4.1
4-Book	20	405	.5	2.8	20	162	.5	1.9	24	223	.6	3.7	19	190	.4	2.4	16	140	.4	3.0
WI '00	16	370	.4	2.4	17	185	.4	1.7	14	132	.3	2.3	18	185	.4	2.2	11	78	.2	2.2
WUND-AM																				
WI '01	1	52		.1	3	37	.1	.3									1	29		.2
FA '00	1	17		.1	3	17	.1	.3												
SU '00		8								8			1	8		.1				
SP '00	2	55		.3	4	24	.1	.4	5	43	.1	.7	1	12		.1				
4-Book	1	33		.1	3	20	.1	.3	1	13		.2	1	5		.1		7		.1
WI '00	2	37		.3	7	19	.2	.7					2	37		.2	1	37		.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 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
WVJP-FM																			
WI '01	3	107	.1	.4	6	63	.1	.6	1	17		.2	4	49	.1	.5	2	34	.4
FA '00	8	105	.2	1.1	10	29	.2	.9	5	23	.1	.9	16	86	.4	2.0	8	16	.2
SU '00	3	113	.1	.4	2	30		.2	3	16	.1	.4	1	15		.1	5	66	.1
SP '00	4	102	.1	.6	4	51	.1	.4	6	28	.1	.9	5	40	.1	.6	3	41	.1
4-Book	5	107	.1	.6	6	43	.1	.5	4	21	.1	.6	7	48	.2	.8	5	39	.1
WI '00	5	156	.1	.7	4	48	.1	.4	1	44		.2	5	66	.1	.6	9	74	.2
WVOZ-FM																			
WI '01	76	917	1.7	11.2	41	350	.9	4.3	79	418	1.8	12.7	96	559	2.2	11.4	89	494	2.0
FA '00	53	753	1.2	7.6	29	186	.7	2.6	34	276	.8	5.9	54	381	1.2	6.6	75	410	1.7
SU '00	19	453	.4	2.5	18	82	.4	1.6	10	143	.2	1.2	11	115	.2	1.3	28	241	.6
SP '00	8	190	.2	1.1	3	44	.1	.3	9	72	.2	1.3	9	91	.2	1.1	7	48	.2
4-Book	39	578	.9	5.6	23	166	.5	2.2	33	227	.8	5.3	43	287	1.0	5.1	50	298	1.1
WI '00	3	134	.1	.4		20			3	42	.1	.5					1	8	.2
WXEV-AM																			
WI '01	* 4	22	.1	.6	2	11		.2	5	11	.1	.8	1	11		.1	* 4	22	.1
FA '00		20			1	6		.1	1	14		.2							
SU '00		10				10							1	10		.1			
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	2	18		.3	1	11		.1	3	18	.1	.5	1	11		.1	4	7	.1
WXYX-FM																			
WI '01	23	635	.5	3.4	20	200	.5	2.1	23	228	.5	3.7	49	309	1.1	5.8	15	144	.3
FA '00	31	593	.7	4.4	58	225	1.3	5.2	35	281	.8	6.1	41	281	.9	5.0	13	154	.3
SU '00	39	872	.9	5.2	44	339	1.0	4.0	43	386	1.0	5.4	52	338	1.2	6.2	31	339	.7
SP '00	35	615	.8	4.9	36	169	.8	3.6	21	222	.5	3.0	57	247	1.3	7.0	41	242	.9
4-Book	32	679	.7	4.5	40	233	.9	3.7	31	279	.7	4.6	50	294	1.1	6.0	25	220	.6
WI '00	30	706	.7	4.5	51	301	1.1	5.0	27	276	.6	4.5	44	295	1.0	5.4	19	181	.4
WYQE-FM																			
WI '01	2	24		.3	3	13	.1	.3	4	11	.1	.6	1	11		.1			
FA '00	1	38		.1						10			2	24		.2			
SU '00	6	73	.1	.8	5	27	.1	.5	8	63	.2	1.0	7	65	.2	.8	4	21	.1
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	50	.1	.6	8	25	.2	.8	1	12		.2	5	25	.1	.6	1	6	.2
WZAR-FM																			
WI '01	21	378	.5	3.1	10	99	.2	1.1	31	113	.7	5.0	25	179	.6	3.0	31	236	.7
FA '00	7	220	.2	1.0	4	55	.1	.4	3	34	.1	.5	2	54		.2	10	88	.2
SU '00	32	355	.7	4.3	16	124	.4	1.5	37	186	.8	4.6	44	220	1.0	5.2	38	183	.8
SP '00	16	377	.4	2.2	10	104	.2	1.0	10	136	.2	1.5	21	154	.5	2.6	23	171	.5
4-Book	19	333	.5	2.7	10	96	.2	1.0	20	117	.5	2.9	23	152	.5	2.8	26	170	.6
WI '00	15	317	.3	2.2	11	86	.2	1.1	14	134	.3	2.3	9	84	.2	1.1	28	119	.6
WZMT-FM																			
WI '01	2	63		.3	1	15		.1	1	13		.2		13			2	8	.4
FA '00	3	68	.1	.4	1	24		.1	3	24	.1	.5	1	12		.1	2	12	.4
SU '00	7	129	.2	.9	3	26	.1	.3	12	103	.3	1.5	8	64	.2	1.0	3	42	.1
SP '00	5	87	.1	.7	9	42	.2	.9	3	34	.1	.4	6	44	.1	.7	5	32	.1
4-Book	4	87	.1	.6	4	27	.1	.4	5	44	.1	.7	4	33	.1	.5	3	24	.1
WI '00	4	56	.1	.6	8	16	.2	.8	2	31		.3	7	31	.2	.9	1	16	.2
WZNF-FM																			
WI '01	18	424	.4	2.6	10	133	.2	1.1	22	122	.5	3.5	18	142	.4	2.1	8	86	.2
FA '00	28	577	.6	4.0	7	52	.2	.6	39	269	.9	6.8	38	323	.9	4.6	20	202	.5
SU '00	41	498	.9	5.5	50	231	1.1	4.6	63	312	1.4	7.9	34	178	.8	4.0	16	167	.4
SP '00	30	554	.7	4.2	30	211	.7	3.0	41	254	.9	6.0	34	212	.8	4.2	5	53	.1
4-Book	29	513	.7	4.1	24	157	.6	2.3	41	239	.9	6.1	31	214	.7	3.7	12	127	.3
WI '00	29	621	.6	4.3	32	267	.7	3.1	16	231	.4	2.7	30	326	.7	3.7	25	202	.6

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

WZOL-FM
WI '01
FA '00
SU '00
SP '00
4-Book
WI '00

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
4	70	.1	.6	1	13		.1					1	13	.1		4	27	.1	.7
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11			2	4		.2					1	6	.1					
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
WI '01	680	4037	15.5	946	3365	21.6		621	2585	14.2		845	3139	19.3		535	2554	12.2	
FA '00	698	4186	15.9	1113	3532	25.4		577	2525	13.2		818	3312	18.7		514	2555	11.7	
SU '00	749	4311	16.6	1096	3556	24.3		801	3138	17.8		840	3351	18.6		549	2857	12.2	
SP '00	714	4190	15.8	988	3547	21.9		689	2925	15.3		809	3402	18.0		536	2556	11.9	
4-Book	710	4181	16.0	1036	3500	23.3		672	2793	15.1		828	3301	18.7		534	2631	12.0	
WI '00	671	4124	14.9	1023	3561	22.7		597	2579	13.3		809	3065	18.0		492	2458	10.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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
WABA-AM																			
WI '01	2	27	.3	2	15	.3						3	15	.1	.3	6	15	.1	.8
4-Book	1	18	.1	1	4	.1						1	4	.1	.1	2	4		.2
WAEI-AM																			
WI '01	1	9	.1	2	18	.3		7	18	.2	1.4	4	18	.1	.5	5	18	.1	.7
4-Book	2	25	.2	2	21	.4		7	11	.2	1.1	2	11	.1	.3	1	5		.2
WAEI-FM																			
WI '01	8	157	.2	3	71	.1	.5					4	24	.1	.5				
4-Book	9	141	.2	**	**	**	**	5	13	.1	.8	12	39	.3	1.3	7	26	.2	1.1
WAPA-AM																			
WI '01	4	31	.1	* 1	17	.2		4	17	.1	.8					1	3		.1
4-Book	3	25	.1	1	13	.2		2	7	.1	.4	1	3		.1				
WBRQ-FM																			
WI '01	13	167	.3	10	142	.2	1.7	19	65	.4	3.9	20	84	.5	2.3	13	35	.3	1.8
4-Book	8	99	.2	5	83	.1	.9	8	25	.2	1.4	11	34	.3	1.3	8	24	.2	1.1
WCAD-FM																			
WI '01	18	290	.4	9	133	.2	1.5	1	8		.2	16	50	.4	1.9	13	37	.3	1.8
4-Book	14	271	.3	11	181	.2	1.8	2	15	.1	.4	14	52	.3	1.6	15	46	.3	2.1
WCMA-FM																			
WI '01	9	168	.2	2	77		.3	4	15	.1	.8	1	13		.1	2	9		.3
4-Book	14	296	.3	11	156	.2	1.7	10	35	.2	1.7	15	52	.4	1.6	11	30	.2	1.5
WCMN-AM																			
WI '01		12																	
4-Book		15		1	6		.1												
WCMN-FM																			
WI '01	41	409	.9	30	247	.7	5.2	18	86	.4	3.7	38	106	.9	4.4	48	138	1.1	6.7
4-Book	22	254	.5	19	153	.4	3.1	11	42	.2	1.9	26	65	.6	2.9	22	60	.5	3.1
WCOM-FM																			
WI '01	34	573	.8	19	255	.4	3.3	14	45	.3	2.9	45	96	1.0	5.2	18	59	.4	2.5
4-Book	46	675	1.0	23	308	.5	3.8	22	72	.5	3.8	44	131	1.0	4.9	24	72	.5	3.3
WCTA-FM																			
WI '01	1	17	.1	6	58	.1	1.0	2	6		.4	5	15	.1	.6	2	8		.3
4-Book	10	113	.2	17	127	.4	2.7	6	16	.1	1.1	27	50	.6	3.0	22	49	.5	3.0
WEGM-FM																			
WI '01	23	315	.5	23	204	.5	4.0	6	21	.1	1.2	32	93	.7	3.7	33	62	.8	4.6
4-Book	23	244	.5	18	181	.4	2.9	9	31	.2	1.5	20	82	.5	2.3	18	52	.4	2.6
WERR-FM																			
WI '01	2	63	.3	5	79	.1	.9					14	23	.3	1.6				
4-Book	4	94	.1	3	56	.1	.6	4	9	.1	.6	7	25	.2	.8				
WFID-FM																			
WI '01	20	204	.5	11	114	.3	1.9	10	27	.2	2.0	22	38	.5	2.6	10	25	.2	1.4
4-Book	24	275	.5	15	193	.4	2.4	11	36	.2	1.9	18	48	.4	2.0	20	53	.4	2.8
WIAC-AM																			
WI '01		15																	
4-Book	1	17	.1		12		.1	1	4		.1	1	2		.1				
WIAC-FM																			
WI '01	21	239	.5	15	203	.3	2.6	13	39	.3	2.7	33	74	.8	3.8	18	42	.4	2.5
4-Book	19	288	.4	12	194	.3	2.1	15	44	.4	2.7	20	61	.5	2.2	13	37	.3	1.7
+WIDI-FM																			
WI '01		13		1	8		.2												
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																			
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
WIOA-FM																			
28	284	.6	3.5	24	158	.5	4.1	18	57	.4	3.7	35	73	.8	4.1	32	69	.7	4.5
14	176	.3	1.8	13	139	.3	2.1	11	34	.3	1.9	20	53	.5	2.3	12	31	.3	1.7
WIOB-FM																			
12	132	.3	1.5	14	163	.3	2.4	19	53	.4	3.9	30	73	.7	3.5				
9	115	.2	1.1	7	71	.2	1.2	7	17	.2	1.4	16	32	.4	1.9	2	7	.1	.3
WIOC-FM																			
1	13	.1	.1	1	27	.1	.2					6	27	.1	.7				
6	67	.1	.7	7	75	.1	1.1	7	14	.2	1.2	2	16	.3		6	21	.2	.9
WISO-AM																			
**	**	**	**	* 1	11		.2	**	**	**	**	**	**	**	**	6	11	.1	.8
				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
22	213	.5	2.8	12	65	.3	2.1					6	15	.1	.7	8	15	.2	1.1
31	270	.7	3.7	18	127	.4	2.9	22	42	.5	3.6	20	61	.5	2.3	21	45	.5	2.8
WKAQ-AM																			
5	99	.1	.6	3	25	.1	.5					3	17	.1	.3	9	25	.2	1.3
7	144	.2	.8	2	36	.1	.4	3	12	.1	.5	2	12	.1	.2	5	14	.1	.7
WKAQ-FM																			
47	811	1.1	6.0	52	565	1.2	9.0	27	68	.6	5.5	64	221	1.5	7.4	73	211	1.7	10.2
55	786	1.3	6.7	55	596	1.3	9.0	37	109	.8	6.3	98	251	2.2	10.9	80	215	1.8	11.3
WKJB-AM																			
1	9		.1	*															
	2																		
WKSA-FM																			
7	95	.2	.9	6	37	.1	1.0	15	21	.3	3.1	4	22	.1	.5				
4	68	.1	.5	3	33	.1	.5	5	12	.1	1.0	4	15	.1	.5	4	9	.1	.6
WKVM-AM																			
1	13		.1		2												2		
WLEO-AM																			
1	13		.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																			
**	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																			
	15																		
	11																		
WMEG-FM																			
100	1203	2.3	12.7	70	840	1.6	12.0	41	142	.9	8.4	103	334	2.3	11.9	112	244	2.6	15.6
84	1017	1.9	10.2	67	772	1.5	10.9	55	170	1.2	9.4	103	306	2.3	11.4	101	263	2.3	14.1
WNEL-AM																			
	6																		
WNIK-FM																			
2	66		.3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
1	89		.1	1	43		.2					1	14		.1				
5	100	.1	.6	4	77	.1	.6	4	9	.1	.6	3	21	.1	.3	4	13	.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

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	
WORO-FM																				
WI '01	3	57	.1	.4	1	18	.2	.2	2	9	.4	4	9	.1	.5					
4-Book	5	75	.1	.6	7	59	.2	1.1	9	14	.2	1.5	9	27	.2	1.0	3	5	.1	.4
WOSO-AM																				
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOYE-FM																				
WI '01	19	337	.4	2.4	19	205	.4	3.3	10	21	.2	2.0	37	78	.8	4.3	35	125	.8	4.9
4-Book	34	458	.8	4.0	27	240	.6	4.4	24	55	.5	4.1	34	87	.8	3.7	22	78	.5	3.2
WPAB-AM																				
WI '01	1	18		.1		7		.1	1	4		.2								
4-Book	1	18		.1		7		.1	1	4		.2								
WPRA-AM																				
WI '01	1	19		.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																				
WI '01	107	846	2.4	13.6	39	418	.9	6.7	98	159	2.2	20.0	24	72	.5	2.8	27	74	.6	3.8
4-Book	131	1005	2.9	15.7	49	455	1.1	8.1	95	181	2.1	16.5	66	146	1.5	7.3	54	127	1.2	7.8
WQBS-AM																				
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WRIO-FM																				
WI '01	23	207	.5	2.9	3	56	.1	.5								11	23	.3	1.5	
4-Book	20	173	.5	2.5	6	84	.2	1.0	13	22	.3	2.1	5	18	.1	.6	8	22	.2	1.1
WRRH-FM																				
WI '01	2	18		.3	1	18		.2				2	9		.2	9	9	.2	1.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSAN-FM																				
WI '01	1	11		.1	* 3	11	.1	.5	3	11	.1	.6	11	11	.3	1.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSKN-AM																				
WI '01	**	15			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WTPM-FM																				
WI '01	1	24		.1	* 1	9		.2								1	6		.1	
4-Book	1	18		.1	1	12		.2				4	9	.1	.5	1	6		.1	
WUKQ-FM																				
WI '01	9	289	.2	1.1	12	108	.3	2.1	7	29	.2	1.4	25	59	.6	2.9	13	40	.3	1.8
4-Book	21	329	.5	2.6	20	194	.4	3.2	18	63	.5	3.1	43	120	1.0	4.8	18	56	.4	2.5
WUNQ-AM																				
WI '01	1	37		.1																
4-Book	1	29		.2		8		.1	1	3		.1								
WVJP-FM																				
WI '01	3	94	.1	.4	5	49	.1	.9	11	39	.3	2.2	8	23	.2	.9				
4-Book	5	81	.1	.6	4	35	.1	.6	3	14	.1	.6	6	18	.1	.7	4	4	.1	.6
WVOZ-FM																				
WI '01	72	736	1.6	9.1	74	595	1.7	12.7	34	96	.8	7.0	99	241	2.3	11.5	88	185	2.0	12.3
4-Book	33	405	.8	4.1	43	389	1.0	7.2	13	39	.3	2.5	43	118	1.0	4.9	48	107	1.1	6.9
WXEV-AM																				
WI '01	3	11	.1	.4	* 5	22	.1	.9	3	11	.1	.6	4	11	.1	.5				
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																				
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	
WXYX-FM																				
WI '01	30	507	.7	3.8	16	315	.4	2.8	8	61	.2	1.6	30	94	.7	3.5	37	95	.8	5.2
4-Book	39	516	.9	4.7	24	318	.6	3.9	16	48	.4	2.7	37	131	.8	4.1	46	97	1.0	6.7
WYQE-FM																				
WI '01	3	24	.1	.4	2	11	.3													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	23	253	.5	2.9	9	126	.2	1.5	9	23	.2	1.8	2	11	.2		3	13	.1	.4
4-Book	18	235	.4	2.2	16	174	.4	2.6	13	44	.3	2.2	23	63	.5	2.5	19	49	.4	2.7
WZMT-FM																				
WI '01		41			3	22	.1	.5					8	14	.2	.9				
4-Book	4	56	.1	.5	5	59	.1	.8	5	13	.1	.9	9	23	.2	1.0	3	10	.1	.4
WZNT-FM																				
WI '01	17	297	.4	2.2	26	241	.6	4.5	21	50	.5	4.3	54	77	1.2	6.3	25	55	.6	3.5
4-Book	33	386	.8	3.9	34	299	.8	5.6	42	89	1.0	7.2	45	108	1.0	5.0	27	64	.6	3.6
WZOL-FM																				
WI '01	1	26		.1	10	70	.2	1.7	25	70	.6	5.1	25	54	.6	2.9	30	40	.7	4.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	789	3920	18.0		581	3295	13.3		489	1249	11.2		862	1998	19.7		718	1556	16.4	
4-Book	833	4053	18.8		609	3422	13.7		580	1420	13.1		897	2131	20.2		709	1618	16.0	

** Station(s) not reported this survey.

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

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

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
WABA-AM																			
WI '01				6	15	.1	2.2	3	15	.1	.5								
4-Book				2	4		.6	1	4		.1								
WAEI-AM																			
WI '01				6	12	.1	1.6	4	12	.1	.6	1	3		.2				
4-Book																			
WAEI-FM																			
WI '01				**	**	**	**	12	36	.3	1.9	**	**	**	**	5	34	.1	1.1
4-Book	7	9	.1	1.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																			
WI '01	*			4	17	.1	1.5									*			
4-Book				1	4		.4									2	4	.1	.4
WBRO-FM																			
WI '01	7	35	.2	1.1	1	8	.4	11	61	.3	1.8	5	26	.1	1.0				
4-Book	2	9	.1	.3	3	15	.1	.9	5	26	.1	.8	5	29	.1	1.1	3	18	.1
WCAD-FM																			
WI '01	10	37	.2	1.5				20	58	.5	3.2	2	15		.4	3	17	.1	.7
4-Book	17	65	.4	2.9	4	14	.1	1.2	14	48	.3	2.0	9	35	.2	1.7	9	31	.2
WCMA-FM																			
WI '01	3	27	.1	.5								3	14	.1	.6	5	14	.1	1.1
4-Book	8	31	.2	1.3	6	20	.2	1.6	10	45	.2	1.5	14	37	.3	2.5	11	31	.3
WCMN-AM																			
WI '01								3	6	.1	.3	1	6		.1				
4-Book																			
WCMN-FM																			
WI '01	33	94	.8	5.1	22	39	.5	8.1	39	85	.9	6.3	21	37	.5	4.0	21	63	.5
4-Book	21	54	.5	3.2	10	25	.2	3.3	23	50	.6	3.7	19	41	.4	3.5	15	47	.4
WCOM-FM																			
WI '01	3	13	.1	.5	7	8	.2	2.6	19	49	.4	3.1	16	60	.4	3.1	24	49	.5
4-Book	14	44	.3	2.3	13	33	.3	3.5	22	83	.5	3.3	25	57	.6	4.6	21	54	.5
WCTA-FM																			
WI '01					2	13	.7		13	19	.3	2.1	4	19	.1	.8	15	31	.3
4-Book	11	21	.2	1.9	7	23	.1	1.8	29	62	.7	4.1	19	53	.4	3.4	13	29	.3
WEGM-FM																			
WI '01	11	64	.3	1.7	26	61	.6	9.5	28	102	.6	4.5	25	73	.6	4.8	18	31	.4
4-Book	13	48	.3	2.0	13	37	.3	4.0	25	68	.6	3.8	20	50	.5	3.6	21	38	.5
WERR-FM																			
WI '01	8	31	.2	1.2	2	13	.7		6	25	.1	1.0				7	17	.2	1.5
4-Book	2	8	.1	.3	2	14	.6		3	15	.1	.5	3	12	.1	.5	2	6	.1
WFID-FM																			
WI '01								3	13	.1	.5	20	43	.5	3.8	20	72	.5	4.4
4-Book	22	75	.5	3.6	9	23	.2	2.1	8	23	.2	1.1	11	26	.3	2.0	17	63	.4
WIAC-AM																			
WI '01								2	5	.1	.3								
4-Book																			
WIAC-FM																			
WI '01	31	67	.7	4.8				14	48	.3	2.3	7	14	.2	1.3				
4-Book	19	51	.4	2.9	8	33	.2	2.1	10	39	.2	1.6	7	20	.2	1.2	7	16	.2
+WIDI-FM																			
WI '01	8	8	.2	1.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported
this survey.

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

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

Target Listener Estimates

Target Listener Estimates - 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
WIOA-FM																			
10	46	.2	1.5	16	57	.4	5.9	44	54	1.0	7.1	32	57	.7	6.1	6	25	.1	1.3
14	38	.3	2.4	6	17	.1	1.8	17	44	.4	2.6	12	29	.3	2.3	8	24	.2	1.7
WIOB-FM																			
16	36	.4	2.5	7	36	.2	2.6	23	42	.5	3.7	17	54	.4	3.3				
9	22	.2	1.5	2	9	.1	.7	8	17	.2	1.3	6	16	.1	1.1	3	10	.1	.8
WIOC-FM																			
11	30	.3	1.9	3	9	.1	1.0	5	17	.1	.7	3	16	.1	.7	11	16	.2	2.4
WISO-AM																			
*																*			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
33	51	.8	5.1	14	14	.3	5.1	3	14	.1	.5	10	14	.2	1.9	16	22	.4	3.5
21	41	.5	3.4	19	28	.4	5.2	19	49	.4	2.9	13	39	.3	2.3	6	12	.2	1.4
WKAQ-AM																			
				1	9		.3	3	17	.1	.5	9	25	.2	1.7				
								4	16	.1	.7	2	6	.1	.4	1	5		.1
WKAQ-FM																			
82	210	1.9	12.7	19	44	.4	7.0	40	192	.9	6.5	72	209	1.6	13.8	33	108	.8	7.3
48	145	1.1	7.8	13	56	.3	3.8	71	184	1.6	10.3	60	142	1.3	10.7	29	90	.7	6.4
WKJB-AM																			
																*			
WKSA-FM																			
10	16	.2	1.5	14	14	.3	5.1					9	16	.2	1.7				
**	**	**	**	5	6	.1	1.7	1	7		.2	2	4	.1	.4	**	**	**	**
WKVM-AM																			
1	2		.1																
WLED-AM																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																			
65	172	1.5	10.1	27	101	.6	9.9	49	200	1.1	7.9	83	217	1.9	15.9	79	207	1.8	17.4
57	201	1.3	9.4	27	96	.6	7.5	49	167	1.1	7.3	57	169	1.3	10.8	80	205	1.8	18.0
WNEL-AM																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNIK-FM																			
1	14	.2		3	14	.1	1.1												
4	21	.1	.6	8	31	.2	2.2	1	8		.2	3	12	.1	.4	4	16	.1	.9

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Men 12-24																			
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
WORO-FM WI '01 4-Book	2 **	9 **	.3 **	3 **	9 **	.1 **	1.0 **	11 **	12 **	.2 **	1.6 **	10 **	29 **	.2 **	2.0 **	**	**	**	**
WOSO-AM WI '01 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM WI '01 4-Book	9 26	26 62	.2 .6	7 19	8 44	.2 .4	2.6 5.3	22 38	66 83	.5 .9	3.6 5.4	14 30	30 69	.3 .7	2.7 5.6	16 24	71 69	.4 .5	3.5 5.3
WPAB-AM WI '01 4-Book	1	4	.2	1	4	.1													
WPRA-AM WI '01 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM WI '01 4-Book	41 29	63 73	.9 .7	41 51	91 111	.9 1.1	15.0 14.3	31 53	126 126	.7 1.2	5.0 7.9	35 33	84 87	.8 .7	6.7 6.3	26 20	49 53	.6 .4	5.7 4.6
WQBS-AM WI '01 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM WI '01 4-Book	8 2	21 8	.2 .1	7 7	13 13	.2 .2	1.7 1.7	8 8	29 29	.2 .2	1.1 1.1	4 4	10 10	.1 .1	.6 .6	3 1	13 7	.1 .1	.7 .3
WRRH-FM WI '01 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM WI '01 4-Book	* **	**	**	* **	**	**	**	4 **	11 **	.1 **	.6 **	**	**	**	**	* **	**	**	**
WSKN-AM WI '01 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM WI '01 4-Book	* 1							5 1	9 2	.1 .2	.8 .2					*			
WUQO-FM WI '01 4-Book	13 12	26 41	.3 .3	14 14	39 39	.3 .3	3.6 3.6	13 19	34 53	.3 .4	2.1 2.8	11 16	34 44	.3 .4	2.1 3.0	8 13	31 34	.2 .3	1.8 2.9
WUNO-AM WI '01 4-Book				2	8	.1	.5												
WVJP-FM WI '01 4-Book	3	4	.1	6 4	28 15	.1 .1	2.2 1.1	3 2	13 7	.1 .1	.5 .3	7 3	13 7	.2 .1	1.3 .5	4 3	11 11	.1 .1	.9 .8
WVOZ-FM WI '01 4-Book	162 116	317 220	3.7 2.6	6 10	25 34	.1 .2	2.2 2.6	75 35	177 83	1.7 .8	12.1 5.4	53 29	143 70	1.2 .7	10.2 5.6	57 35	132 95	1.3 .8	12.6 8.1
WXEV-AM WI '01 4-Book	* **	7 **	.2 **	* **	7 **	.2 **	2.6 **	11 **	22 **	.3 **	1.8 **	**	**	**	**	* **	7 **	.2 **	1.5 **

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener 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
WXYX-FM																			
WI '01	15	43	.3	2	17		.7	12	66	.3	1.9	5	34	.1	1.0	19	56	.4	4.2
4-Book	15	65	.3	15	37	.3	3.8	28	104	.6	4.0	25	59	.6	4.6	10	32	.2	2.1
WYQE-FM																			
WI '01								5	11	.1	.8	11	11	.3	2.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																			
WI '01	18	43	.4	3	13	.1	1.1	10	38	.2	1.6	17	73	.4	3.3	12	38	.3	2.6
4-Book	26	66	.6	2	12	.1	.7	9	33	.2	1.4	8	30	.2	1.5	21	56	.5	4.9
WZMT-FM																			
WI '01	6	8	.1	2	14		.7	6	14	.1	1.0					3	8	.1	.7
4-Book	3	8	.1	3	10	.1	.7	7	26	.2	1.1	6	14	.1	1.0	1	5		.2
WZNT-FM																			
WI '01	12	43	.3	11	25	.3	4.0	44	93	1.0	7.1	21	54	.5	4.0	17	49	.4	3.8
4-Book	19	46	.4	23	63	.5	6.1	60	116	1.4	9.0	38	87	.9	6.9	16	47	.4	3.6
WZOL-FM																			
WI '01																			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
WI '01	646	1488	14.7	273	758	6.2		619	1571	14.1		522	1273	11.9		453	1117	10.3	
4-Book	618	1529	13.9	360	981	8.1		668	1599	15.0		536	1291	12.1		441	1132	9.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

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	
WABA-AM																				
WI '01	2	27	.2	3	27	.1	.2	2	15		.2									
FA '00	1	39	.1	4	39	.1	.2													
SU '00		8			8															
SP '00																				
4-Book	1	19	.1	2	19	.1	.1	1	4		.1									
WI '00	9	38	.2	19	38	.4	1.1	9	25	.2	.8	2	10		.2	6	23	.1	1.0	
WAEI-AM																				
WI '01	3	28	.1	.3	2	19		.1	11	28	.2	.9	1	19		.1				
FA '00		10																		
SU '00	2	21	.2										10	21	.2	.8	4	21	.1	
SP '00	2	39	.2		6	39	.1	.4	1	18		.1	1	18		.1	1	18	.2	
4-Book	2	25	.2	2	15		.1	3	12	.1	.3	3	15	.1	.3	1	10		.3	
WI '00	2	39	.2	2	27		.1		9			1	13		.1	3	22	.1	.5	
WAEI-FM																				
WI '01	14	232	.3	1.3	4	34	.1	.2	25	178	.5	2.1	19	64	.4	1.5	17	60	.3	
FA '00	7	191	.1	.6	1	18		.1	25	152	.5	2.0	2	41		.2		9		
SU '00	17	323	.3	1.6	6	76	.1	.3	34	237	.7	2.7	12	104	.2	1.0	15	96	.3	
SP '00	5	189	.1	.5	3	47	.1	.2	12	71	.2	1.0	5	87	.1	.4	2	46	.3	
4-Book	11	234	.2	1.0	4	44	.1	.2	24	160	.5	2.0	10	74	.2	.8	9	53	.2	
WI '00	7	164	.1	.7	6	34	.1	.4	16	96	.3	1.4	7	99	.1	.6	5	41	.1	
WAPA-AM																				
WI '01	*	7	150	.1	.7	16	101	.3	.9	11	70	.2	.9	10	35	.2	.8	*	1	
FA '00	11	163	.2	1.0	28	80	.5	1.6	24	35	.4	1.9	3	39	.1	.2	2	21	.3	
SU '00	3	87	.1	.3	7	31	.1	.4		9							7	28	.1	
SP '00	13	124	.3	1.3	21	68	.4	1.3	32	111	.6	2.7	11	56	.2	.9	1	13	.2	
4-Book	9	131	.2	.8	18	70	.3	1.1	17	56	.3	1.4	6	33	.1	.5	3	23	.5	
WI '00	8	157	.2	.8	10	65	.2	.6	7	96	.1	.6	11	110	.2	.9	10	51	.2	
WBRQ-FM																				
WI '01	7	176	.1	.7	11	101	.2	.7	6	81	.1	.5	9	68	.2	.7	6	75	.1	
FA '00	20	233	.4	1.8	11	71	.2	.6	26	81	.5	2.1	30	148	.6	2.3	20	62	.4	
SU '00	10	195	.2	1.0	15	107	.3	.9	8	49	.2	.6	9	60	.2	.7	6	78	.1	
SP '00	2	132		.2	6	73	.1	.4	1	47		.1	1	40		.1				
4-Book	10	184	.2	.9	11	88	.2	.7	10	65	.2	.8	12	79	.3	1.0	8	54	.2	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																				
WI '01	27	602	.5	2.5	28	192	.5	1.7	26	301	.5	2.2	40	259	.7	3.1	25	297	.5	
FA '00	33	525	.6	3.0	40	269	.7	2.3	48	284	.9	3.9	29	207	.5	2.2	25	234	.5	
SU '00	34	607	.7	3.3	48	290	.9	2.8	39	333	.8	3.1	48	305	.9	3.9	19	237	.4	
SP '00	34	540	.7	3.3	58	274	1.1	3.5	46	301	.9	3.9	17	175	.3	1.4	29	249	.6	
4-Book	32	569	.6	3.0	44	256	.8	2.6	40	305	.8	3.3	34	237	.6	2.7	25	254	.5	
WI '00	38	625	.7	3.8	48	283	.9	2.9	41	324	.8	3.7	45	348	.9	3.7	35	345	.7	
WCMA-FM																				
WI '01	57	844	1.1	5.3	68	343	1.3	4.0	110	467	2.1	9.1	65	460	1.2	5.0	24	204	.4	
FA '00	55	684	1.0	5.0	45	323	.8	2.6	75	344	1.4	6.0	99	437	1.9	7.5	35	232	.7	
SU '00	15	479	.3	1.4	20	177	.4	1.2	13	144	.3	1.0	13	101	.3	1.1	13	139	.3	
SP '00	22	445	.4	2.1	36	261	.7	2.2	40	274	.8	3.4	24	187	.5	2.0	3	48	.1	
4-Book	37	613	.7	3.5	42	276	.8	2.5	60	307	1.2	4.9	50	296	1.0	3.9	19	156	.4	
WI '00	23	512	.5	2.3	21	188	.4	1.3	34	302	.7	3.0	23	170	.5	1.9	16	151	.3	
WCMN-AM																				
WI '01		30											1	30		.1				
FA '00	1	72		.1	3	38	.1	.2	1	38		.1	2	19		.2				
SU '00	1	30		.1	4	10	.1	.2	4	30		.3								
SP '00	1	38		.1	1	7		.1					2	6		.2				
4-Book	1	43		.1	2	14		.1	1	17		.1	1	14		.1				
WI '00	2	54		.2	7	54	.1	.4	2	42		.2								

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

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

Target Listener Trends

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
WCMN-FM																				
WI '01	32	437	.6	3.0	32	198	.6	1.9	37	210	.7	3.1	40	241	.7	3.1	32	183	.6	4.7
FA '00	17	362	.3	1.5	23	161	.4	1.3	24	191	.4	1.9	18	120	.3	1.4	8	90	.1	1.3
SU '00	27	282	.5	2.6	39	121	.8	2.3	39	175	.8	3.1	28	150	.6	2.3	18	124	.4	3.6
SP '00	15	201	.3	1.5	11	111	.2	.7	19	133	.4	1.6	20	130	.4	1.7	17	80	.3	2.9
4-Book	23	321	.4	2.2	26	148	.5	1.6	30	177	.6	2.4	27	160	.5	2.1	19	119	.4	3.1
WI '00	37	332	.7	3.7	62	179	1.2	3.7	77	130	1.5	6.9	35	177	.7	2.9	9	111	.2	1.4
WCOM-FM																				
WI '01	33	728	.6	3.1	130	484	2.4	7.7	18	241	.3	1.5	15	201	.3	1.2	10	101	.2	1.5
FA '00	45	826	.8	4.1	152	489	2.8	8.7	35	364	.7	2.8	25	262	.5	1.9	23	209	.4	3.6
SU '00	32	775	.6	3.1	99	469	2.0	5.7	40	359	.8	3.1	16	166	.3	1.3	9	142	.2	1.8
SP '00	39	688	.8	3.8	88	406	1.7	5.3	52	371	1.0	4.4	39	298	.8	3.3	14	155	.3	2.4
4-Book	37	754	.7	3.5	117	462	2.2	6.9	36	334	.7	3.0	24	232	.5	1.9	14	152	.3	2.3
WI '00	25	624	.5	2.5	62	353	1.2	3.7	28	241	.6	2.5	18	164	.4	1.5	12	193	.2	1.9
WCTA-FM																				
WI '01	7	152	.1	.7	2	29	.1	.1	6	55	.1	.5	5	33	.1	.4	11	53	.2	1.6
FA '00	14	281	.3	1.3	8	96	.1	.5	27	110	.5	2.2	14	93	.3	1.1	1	27	.2	.2
SU '00	13	232	.3	1.3	3	78	.1	.2	22	152	.4	1.7	12	74	.2	1.0	6	76	.1	1.2
SP '00	49	347	1.0	4.8	34	141	.7	2.0	66	218	1.3	5.6	56	218	1.1	4.7	31	161	.6	5.3
4-Book	21	253	.4	2.0	12	86	.2	.7	30	134	.6	2.5	22	105	.4	1.8	12	79	.2	2.1
WI '00	11	228	.2	1.1	9	10	.2	.5	16	105	.3	1.4	20	113	.4	1.7	5	59	.1	.8
WEGM-FM																				
WI '01	16	317	.3	1.5	22	160	.4	1.3	7	110	.1	.6	31	214	.6	2.4	9	76	.2	1.3
FA '00	17	236	.3	1.5	24	117	.4	1.4	14	110	.3	1.1	25	134	.5	1.9	9	93	.2	1.4
SU '00	16	344	.3	1.5	17	197	.3	1.0	19	197	.4	1.5	25	122	.5	2.0	4	65	.1	.8
SP '00	14	209	.3	1.4	16	83	.3	1.0	11	122	.2	.9	31	171	.6	2.6	6	66	.1	1.0
4-Book	16	277	.3	1.5	20	139	.4	1.2	13	135	.3	1.0	28	160	.6	2.2	7	75	.2	1.1
WI '00	30	278	.6	3.0	32	202	.6	1.9	30	152	.6	2.7	56	209	1.1	4.7	22	136	.4	3.5
VERR-FM																				
WI '01	9	176	.2	.8	15	80	.3	.9	8	60	.1	.7	4	57	.1	.3	10	59	.2	1.5
FA '00	6	159	.1	.5	6	111	.1	.3	6	66	.1	.5	6	72	.1	.5	8	69	.1	1.3
SU '00	2	100	.2	.3	3	20	.1	.2	3	70	.1	.2	2	16	.2	.2		16		
SP '00	4	174	.1	.4	8	75	.2	.5	7	107	.1	.6	1	30	.1	.1	2	38		.3
4-Book	5	152	.1	.5	8	72	.2	.5	6	76	.1	.5	3	44	.1	.3	5	46	.1	.8
WI '00	2	104		.2		16			3	49	.1	.3		11			1	23		.2
WFID-FM																				
WI '01	40	604	.7	3.7	45	257	.8	2.7	58	290	1.1	4.8	32	237	.6	2.5	35	267	.7	5.1
FA '00	53	691	1.0	4.8	49	307	.9	2.8	74	273	1.4	5.9	55	328	1.0	4.1	36	303	.7	5.6
SU '00	56	767	1.1	5.4	75	330	1.5	4.4	95	415	1.9	7.5	48	286	.9	3.9	31	289	.6	6.2
SP '00	50	677	1.0	4.8	48	255	.9	2.9	75	437	1.5	6.3	48	284	.9	4.1	39	279	.8	6.6
4-Book	50	685	1.0	4.7	54	287	1.0	3.2	76	354	1.5	6.1	46	284	.9	3.7	35	285	.7	5.9
WI '00	51	695	1.0	5.0	45	265	.9	2.7	75	391	1.5	6.7	66	391	1.3	5.5	43	252	.8	6.9
WIAC-AM																				
WI '01	1	28		.1	4	10	.1	.2		18			2	28		.2				
FA '00	3	61	.1	.3	2	41		.1	11	40	.2	.9								
SU '00	3	67	.1	.3	6	21	.1	.3												
SP '00	2	51		.2	3	20	.1	.2	5	45	.1	.4	1	13		.1		9		
4-Book	2	52	.1	.2	4	23	.1	.2	4	26	.1	.3	1	10		.1		2		
WI '00	4	86	.1	.4	13	64	.3	.8	3	63	.1	.3	10	53	.2	.8				
WIAC-FM																				
WI '01	27	728	.5	2.5	49	350	.9	2.9	27	235	.5	2.2	31	272	.6	2.4	8	120	.1	1.2
FA '00	18	543	.3	1.6	31	221	.6	1.8	17	102	.3	1.4	18	183	.3	1.4	10	151	.2	1.6
SU '00	34	510	.7	3.3	51	284	1.0	3.0	40	178	.8	3.1	36	167	.7	2.9	29	159	.6	5.8
SP '00	35	795	.7	3.4	74	451	1.5	4.5	37	289	.7	3.1	35	215	.7	3.0	15	196	.3	2.5
4-Book	29	644	.6	2.7	51	327	1.0	3.1	30	201	.6	2.5	30	209	.6	2.4	16	157	.3	2.8
WI '00	31	691	.6	3.1	60	318	1.2	3.6	22	205	.4	2.0	29	204	.6	2.4	27	145	.5	4.3

** Station(s) not reported
this survey.

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reported broadcast schedule.

+ Station(s) changed 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	
+WIDI-FM																				
WI '01	13	84	.2	1.2	17	32	.3	1.0	28	55	.5	2.3	14	51	.3	1.1	8	41	.1	1.2
FA '00	1	74		.1	2	43		.1	1	40		.1	1	26		.1	1	17		.2
SU '00	5	35	.1	.5					17	29	.3	1.3	7	27	.1	.6	1	15		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	5	78	.1	.5	4	39	.1	.2	8	36	.2	.7	6	18	.1	.5	5	60	.1	.8
WIOA-FM																				
WI '01	33	461	.6	3.1	52	234	1.0	3.1	43	227	.8	3.6	32	195	.6	2.5	10	135	.2	1.5
FA '00	21	452	.4	1.9	20	125	.4	1.1	33	128	.6	2.7	22	161	.4	1.7	15	165	.3	2.4
SU '00	11	315	.2	1.1	19	115	.4	1.1	14	107	.3	1.1	7	58	.1	.6	7	67	.1	1.4
SP '00	15	434	.3	1.5	19	123	.4	1.1	26	254	.5	2.2	16	159	.3	1.4	10	132	.2	1.7
4-Book	20	416	.4	1.9	28	149	.6	1.6	29	179	.6	2.4	19	143	.4	1.6	11	125	.2	1.8
WI '00	13	355	.3	1.3	4	27	.1	.2	7	104	.1	.6	20	149	.4	1.7	18	167	.4	2.9
WIOB-FM																				
WI '01	14	217	.3	1.3	15	63	.3	.9	22	81	.4	1.8	11	59	.2	.9	10	71	.2	1.5
FA '00	20	245	.4	1.8	19	76	.4	1.1	22	93	.4	1.8	23	159	.4	1.7	18	137	.3	2.8
SU '00	10	187	.2	1.0	12	103	.2	.7	20	93	.4	1.6	13	84	.3	1.1	7	53	.1	1.4
SP '00	9	216	.2	.9	11	73	.2	.7	12	72	.2	1.0	8	84	.2	.7	8	66	.2	1.4
4-Book	13	216	.3	1.3	14	79	.3	.9	19	85	.4	1.6	14	97	.3	1.1	11	82	.2	1.8
WI '00	15	97	.3	1.5	13	49	.3	.8	20	81	.4	1.8	22	62	.4	1.8	7	45	.1	1.1
WIOC-FM																				
WI '01	1	26		.1					2	13		.2	1	13		.1				
FA '00	3	87	.1	.3	4	39	.1	.2	1	26		.1		12			1	26		.2
SU '00	3	89	.1	.3	1	11		.1	3	29	.1	.2		18			3	24	.1	.6
SP '00	12	114	.2	1.2	7	48	.1	.4	11	49	.2	.9	16	64	.3	1.4	21	64	.4	3.6
4-Book	5	79	.1	.5	3	25	.1	.2	4	29	.1	.4	4	27	.1	.4	6	29	.1	1.1
WI '00	3	111	.1	.3	4	44	.1	.2	3	32	.1	.3	2	43		.2	3	32	.1	.5
WISO-AM																				
WI '01	*	22											1	11		.1	*			
FA '00	1	7		.1	2	7		.1					2	7		.2				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	15			**	**	**	**	**	**	**	**	**	**	**	**	**	2	15	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	32	392	.6	3.0	90	242	1.7	5.3	17	133	.3	1.4	36	219	.7	2.8	26	132	.5	3.8
FA '00	27	494	.5	2.4	87	368	1.6	5.0	8	98	.1	.6	40	236	.7	3.0	10	68	.2	1.6
SU '00	64	502	1.3	6.2	183	389	3.6	10.6	63	261	1.2	5.0	69	303	1.4	5.6	12	121	.2	2.4
SP '00	38	364	.7	3.7	88	224	1.7	5.3	27	121	.5	2.3	58	192	1.1	4.9	22	77	.4	3.7
4-Book	40	438	.8	3.8	112	306	2.2	6.6	29	153	.5	2.3	51	238	1.0	4.1	18	100	.3	2.9
WI '00	34	470	.7	3.4	96	301	1.9	5.7	33	166	.7	3.0	45	304	.9	3.7	6	95	.1	1.0
WKAQ-AM																				
WI '01	9	280	.2	.8	14	111	.3	.8	10	62	.2	.8	25	163	.5	1.9	1	18		.1
FA '00	9	193	.2	.8	6	65	.1	.3	5	39	.1	.4	24	92	.4	1.8	4	29	.1	.6
SU '00	11	220	.2	1.1	29	141	.6	1.7	9	66	.2	.7	14	61	.3	1.1	1	52		.2
SP '00	11	281	.2	1.1	15	112	.3	.9	8	64	.2	.7	19	110	.4	1.6	15	100	.3	2.5
4-Book	10	244	.2	1.0	16	107	.3	.9	8	58	.2	.7	21	107	.4	1.6	5	50	.1	.9
WI '00	19	350	.4	1.9	27	134	.5	1.6	15	123	.3	1.3	44	211	.9	3.7	12	118	.2	1.9
WKAQ-FM																				
WI '01	46	1185	.9	4.3	37	400	.7	2.2	61	568	1.1	5.1	54	554	1.0	4.2	34	277	.6	5.0
FA '00	54	988	1.0	4.9	52	418	1.0	3.0	82	436	1.5	6.6	67	393	1.3	5.0	21	266	.4	3.3
SU '00	60	1090	1.2	5.8	44	350	.9	2.6	87	451	1.7	6.8	72	491	1.4	5.9	26	288	.5	5.2
SP '00	73	1266	1.4	7.1	64	509	1.3	3.9	112	725	2.2	9.5	85	672	1.7	7.2	29	350	.6	4.9
4-Book	58	1132	1.1	5.5	49	419	1.0	2.9	86	545	1.6	7.0	70	528	1.4	5.6	28	295	.5	4.6
WI '00	49	1151	1.0	4.8	37	308	.7	2.2	69	622	1.4	6.2	64	465	1.3	5.3	40	413	.8	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 - Men 18-34

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		
WKJB-AM																					
WI '01	*	1	9		5	9	.1	.3								*					
FA '00		1	21						2	14		.2		1	7		.1				
SU '00																					
SP '00																					
4-Book		1	8		1	2	.1	.1	1	4		.1		2							
WI '00		2	27		3	27	.1	.2	3	21	.1	.3		2	21		.2	1	11	.2	
WKSA-FM																					
WI '01		7	132	.1	.7	16	36	.3	.9	3	52	.1	.2	9	80	.2	.7	3	39	.1	.4
FA '00		10	167	.2	.9	9	82	.2	.5	6	92	.1	.5	15	100	.3	1.1	12	92	.2	1.9
SU '00		1	60		.1	3	34	.1	.2									**	**	**	**
SP '00		11	131	.2	1.1	14	68	.3	.8	11	63	.2	.9	14	63	.3	1.2	**	**	**	**
4-Book		7	123	.1	.7	11	55	.2	.6	5	52	.1	.4	10	61	.2	.8	**	**	**	**
WI '00		5	86	.1	.5	6	49	.1	.4	7	60	.1	.6	1	12		.1	**	**	**	**
WKVM-AM																					
WI '01			20		2	20		.1													
FA '00			13		1	13		.1													
SU '00		2	16											4	8	.1	.3				
SP '00		3	39	.1	.3	2	6	.1	.1	1	6		.1	1	6		.1	6	24	.1	1.0
4-Book		1	22		.1	1	10		.1		2			1	4		.1	2	6		.3
WI '00			17															1	17		.2
WLEO-AM																					
WI '01			21		2	21		.1													
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	1	25		.1	3	25	.1	.2	1	16		.1									
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	22		.1	3	11	.1	.2	1	11		.1			11			1	11		.2
WLEY-AM																					
WI '01			20		1	20		.1													
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	1	29		.1	2	15		.1										2	15		.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																					
WI '01			18						1	18		.1									
FA '00																					
SU '00			8						1	8		.1									
SP '00			19						1	6		.1						1	13		.2
4-Book			11						1	8		.1							3		.1
WI '00																					
WMEG-FM																					
WI '01	89	1330	1.7	8.3	110	624	2.1	6.5	69	540	1.3	5.7	116	696	2.2	9.0	68	488	1.3	10.0	
FA '00	61	1029	1.1	5.5	89	540	1.7	5.1	61	431	1.1	4.9	91	571	1.7	6.9	39	375	.7	6.1	
SU '00	83	1139	1.6	8.0	67	456	1.3	3.9	66	541	1.3	5.2	160	769	3.2	13.1	78	503	1.5	15.6	
SP '00	76	1249	1.5	7.4	62	535	1.2	3.7	58	598	1.1	4.9	134	810	2.6	11.4	57	593	1.1	9.7	
4-Book	77	1187	1.5	7.3	82	539	1.6	4.8	64	528	1.2	5.2	125	712	2.4	10.1	61	490	1.2	10.4	
WI '00	71	924	1.4	7.0	60	280	1.2	3.6	77	360	1.5	6.9	100	502	2.0	8.3	51	364	1.0	8.1	
WNEL-AM																					
WI '01	1	16		.1	4	16		.1	.2												
FA '00		8			1	8			.1												
SU '00		14			1	14			.1												
SP '00	2	33		.2	3	16		.1	.2					2	16		.2	2	16		.3
4-Book	1	18		.1	2	14		.1	.2					1	4		.1	1	4		.1
WI '00		18												1	18		.1	1	18		.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																			
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
WNIK-FM																			
WI '01	2	82	.2	3	39	.1	.2	1	25	.1	.1	3	30	.1	.2		7		
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	47	.2	4	28	.1	.2	1	20	.1	.1	1	27	.1	.1	3	13	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	5	188	.1	.5	2	54	.1	.1	8	35	.1	.7	8	68	.1	.6	1	29	.1
FA '00	11	237	.2	1.0	21	100	.4	1.2	7	78	.1	.6	8	64	.1	.6	13	92	.2
SU '00	2	78	.2	.2	2	37	.1	.1	4	53	.1	.3	5	53	.1	.4	2	31	.4
SP '00	6	164	.1	.6	2	43	.1	.1	7	96	.1	.6	8	44	.2	.7	2	42	.3
4-Book	6	167	.1	.6	7	59	.1	.4	7	66	.1	.6	7	57	.1	.6	5	49	.1
WI '00	22	226	.4	2.2	43	137	.8	2.6	33	140	.7	3.0	27	122	.5	2.2	4	30	.1
WORO-FM																			
WI '01	5	152	.1	.5	5	63	.1	.3	6	58	.1	.5	3	35	.1	.2	4	46	.1
FA '00	9	138	.2	.8	4	19	.1	.2	8	80	.1	.6	9	65	.2	.7	13	77	.2
SU '00	7	177	.1	.7	3	47	.1	.2	11	64	.2	.9	3	42	.1	.2	**	**	**
SP '00	9	203	.2	.9	16	94	.3	1.0	5	67	.1	.4	5	56	.1	.4	1	14	.2
4-Book	8	168	.2	.7	7	56	.2	.4	8	67	.1	.6	5	50	.1	.4	**	**	**
WI '00	9	111	.2	.9	5	34	.1	.3	4	34	.1	.4	16	16	.3	1.3	12	24	.2
WOSO-AM																			
WI '01		18							18			1	18		.1				
FA '00	2	21		.2	4	21	.1	.2	4	21	.1	.3	4	21	.1	.3			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
WI '01	28	535	.5	2.6	57	345	1.1	3.4	40	240	.7	3.3	18	116	.3	1.4	8	111	.1
FA '00	23	568	.4	2.1	55	331	1.0	3.1	16	217	.3	1.3	24	160	.4	1.8	11	126	.2
SU '00	45	671	.9	4.3	56	317	1.1	3.2	41	325	.8	3.2	62	365	1.2	5.1	37	102	.7
SP '00	44	773	.9	4.3	106	412	2.1	6.4	38	431	.7	3.2	23	220	.5	1.9	30	309	.6
4-Book	35	637	.7	3.3	69	351	1.3	4.0	34	303	.6	2.8	32	215	.6	2.6	22	162	.4
WI '00	38	654	.7	3.8	93	410	1.8	5.6	25	231	.5	2.2	25	230	.5	2.1	26	178	.5
WPAB-AM																			
WI '01	1	17		.1					5	17	.1	.4							
FA '00		17							1	17		.1							
SU '00	1	16		.1	2	16		.1	2	16		.2	2	16		.2			
SP '00	1	65		.1					3	28	.1	.3	3	10	.1	.3	1	10	.2
4-Book	1	29		.1	1	4			3	20	.1	.3	1	7		.1		3	.1
WI '00	2	95		.2	1	28		.1	2	56		.2	6	28	.1	.5			
WPRA-AM																			
WI '01	*																*		
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	31		.1		9			2	22		.2							
WPRM-FM																			
WI '01	153	1594	2.9	14.2	439	1212	8.2	26.0	79	372	1.5	6.6	197	827	3.7	15.3	92	321	1.7
FA '00	199	1719	3.7	18.0	565	1326	10.6	32.3	137	577	2.6	11.0	277	1017	5.2	20.9	56	373	1.0
SU '00	146	1562	2.9	14.1	489	1208	9.6	28.4	127	516	2.5	10.0	179	795	3.5	14.6	13	173	.3
SP '00	149	1559	2.9	14.5	459	1141	9.0	27.6	113	665	2.2	9.5	180	979	3.5	15.3	40	329	.8
4-Book	162	1609	3.1	15.2	488	1222	9.4	28.6	114	533	2.2	9.3	208	905	4.0	16.5	50	299	1.0
WI '00	168	1769	3.3	16.6	474	1317	9.3	28.3	132	716	2.6	11.8	229	961	4.5	19.0	32	233	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQBS-AM																				
WI '01	1	18		.1									7	18	.1	.5				
FA '00																				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	23	204	.4	2.1	67	192	1.3	4.0	12	67	.2	1.0	33	146	.6	2.6	18	32	.3	2.6
FA '00	15	167	.3	1.4	49	122	.9	2.8	9	70	.2	.7	22	107	.4	1.7		7		
SU '00	9	129	.2	.9	36	129	.7	2.1	3	33	.1	.2	13	65	.3	1.1		33		
SP '00	24	268	.5	2.3	52	178	1.0	3.1	25	130	.5	2.1	26	128	.5	2.2	7	62	.1	1.2
4-Book	18	192	.4	1.7	51	155	1.0	3.0	12	75	.3	1.0	24	112	.5	1.9	6	34	.1	1.0
WI '00	19	274	.4	1.9	82	252	1.6	4.9	13	65	.3	1.2	13	109	.3	1.1	1	33		.2
WRRH-FM																				
WI '01	4	42	.1	.4	1	20		.1	8	42	.1	.7	6	31	.1	.5	2	13		.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	1	44		.1	1	27		.1					4	44	.1	.3	1	27		.2
SP '00	8	119	.2	.8	11	76	.2	.7	10	80	.2	.8	8	64	.2	.7	11	45	.2	1.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	* 3	24	.1	.3	3	13	.1	.2	2	11		.2	1	11		.1	*			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	3	62	.1	.3	4	8	.1	.2	1	13		.1						13		
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	32	.1	.3	1	10		.1					1	12		.1	2	12		.3
WSKN-AM																				
WI '01		18								18										
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00																				
SP '00	2	53		.2	10	37	.2	.6	1	26		.1		9			1	22		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	97	.1	.4	12				12	68	.2	1.1	6	46	.1	.5	2	35		.3
WTPM-FM																				
WI '01	* 1	9		.1					2	9		.2		9			*			
FA '00	3	40	.1	.3	1	14		.1												
SU '00	1	25		.1													2	25		.4
SP '00																				
4-Book	1	19		.1		4			1	2		.1		2			1	6		.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUOQ-FM																				
WI '01	10	306	.2	.9	10	75	.2	.6	9	139	.2	.7	12	96	.2	.9	7	105	.1	1.0
FA '00	20	351	.4	1.8	20	168	.4	1.1	38	188	.7	3.1	11	185	.2	.8	11	98	.2	1.7
SU '00	9	338	.2	.9	7	99	.1	.4	8	176	.2	.6	8	66	.2	.7	6	80	.1	1.2
SP '00	27	421	.5	2.6	34	214	.7	2.0	27	229	.5	2.3	29	183	.6	2.5	22	140	.4	3.7
4-Book	17	354	.3	1.6	18	139	.4	1.0	21	183	.4	1.7	15	133	.3	1.2	12	106	.2	1.9
WI '00	30	310	.6	3.0	30	150	.6	1.8	48	147	.9	4.3	35	134	.7	2.9	18	96	.4	2.9
WUNO-AM																				
WI '01	1	48		.1	6	33	.1	.4		11							1	29		.1
FA '00		30			2	30		.1												
SU '00	3	48	.1	.3	6	35	.1	.3	6	13	.1	.5	4	39	.1	.3				
SP '00	4	150	.1	.4	8	86	.2	.5	8	75	.2	.7	1	28		.1	1	16		.2
4-Book	2	69	.1	.2	6	46	.1	.3	4	25	.1	.3	1	17		.1	1	11		.1
WI '00	2	60		.2	4	43	.1	.2	4	43	.1	.4	3	39	.1	.2		17		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
WVJP-FM																			
WI '01	2	101	.2	3	38	.1	.2	2	51	.2	.2	5	55	.1	.4		10		
FA '00	10	184	.2	10	71	.2	.6	13	45	.2	1.0	6	51	.1	.5	1	41		.2
SU '00	3	118	.1	4	66	.1	.2	2	37	.2	.2	4	43	.1	.3	1	30		.2
SP '00	13	230	.3	15	113	.3	.9	17	90	.3	1.4	7	91	.1	.6	6	61	.1	1.0
4-Book	7	158	.2	8	72	.2	.5	9	56	.1	.7	6	60	.1	.5	2	36		.4
WI '00	4	158	.1	1	45		.1	2	69		.2	4	71	.1	.3	8	68	.2	1.3
WVOZ-FM																			
WI '01	70	888	1.3	44	353	.8	2.6	81	460	1.5	6.7	78	511	1.5	6.0	78	508	1.5	11.4
FA '00	50	651	.9	39	228	.7	2.2	43	261	.8	3.5	51	264	1.0	3.8	58	338	1.1	9.1
SU '00	11	221	.2	11	38	.2	.6	6	91	.1	.5	5	36	.1	.4	17	162	.3	3.4
SP '00	8	189	.2	3	44	.1	.2	10	110	.2	.8	10	111	.2	.8	6	22	.1	1.0
4-Book	35	487	.7	24	166	.5	1.4	35	231	.7	2.9	36	231	.7	2.8	40	258	.8	6.2
WI '00	8	132	.2	5	42	.1	.3	6	42	.1	.5	6	22	.1	.5	15	39	.3	2.4
WXEV-AM																			
WI '01	* 10	34	.2	7	24	.1	.4	11	24	.2	.9	7	24	.1	.5	* 13	34	.2	1.9
FA '00	2	57		4	18	.1	.2	1	14		.1		7						
SU '00		25		1	25		.1												
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	46	.1	7	22	.1	.4	4	41	.1	.4	3	22	.1	.2	4	7	.1	.6
WXYX-FM																			
WI '01	60	899	1.1	65	386	1.2	3.9	78	439	1.5	6.5	119	467	2.2	9.2	22	229	.4	3.2
FA '00	58	832	1.1	80	335	1.5	4.6	58	467	1.1	4.7	98	426	1.8	7.4	46	331	.9	7.2
SU '00	54	863	1.1	98	453	1.9	5.7	79	443	1.6	6.2	63	346	1.2	5.1	24	251	.5	4.8
SP '00	32	584	.6	43	153	.8	2.6	25	204	.5	2.1	82	320	1.6	6.9	16	151	.3	2.7
4-Book	51	795	1.0	72	332	1.4	4.2	60	388	1.2	4.9	91	390	1.7	7.2	27	241	.5	4.5
WI '00	52	893	1.0	95	420	1.9	5.7	55	453	1.1	4.9	60	326	1.2	5.0	25	181	.5	4.0
WYQE-FM																			
WI '01	2	46		2	21		.1	4	11	.1	.3	3	46	.1	.2				
FA '00	12	62	.2	21	38	.4	1.2	19	29	.4	1.5	11	43	.2	.8				
SU '00	2	43		2	16		.1	4	43	.1	.3	3	43	.1	.2				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	62	.1					1	12		.1					5	27	.1	.8
WZAR-FM																			
WI '01	23	422	.4	14	140	.3	.8	31	141	.6	2.6	31	187	.6	2.4	32	234	.6	4.7
FA '00	14	310	.3	17	139	.3	1.0	26	164	.5	2.1	8	93	.1	.6	15	106	.3	2.4
SU '00	43	448	.8	43	251	.8	2.5	55	235	1.1	4.3	55	254	1.1	4.5	32	208	.6	6.4
SP '00	23	381	.5	21	123	.4	1.3	41	248	.8	3.5	20	155	.4	1.7	10	87	.2	1.7
4-Book	26	390	.5	24	163	.5	1.4	38	197	.8	3.1	29	172	.6	2.3	22	159	.4	3.8
WI '00	26	473	.5	20	181	.4	1.2	34	189	.7	3.0	24	195	.5	2.0	36	215	.7	5.7
WZMT-FM																			
WI '01	5	95	.1	10	42	.2	.6	8	56	.1	.7					5	16	.1	.7
FA '00	8	110	.1	3	36	.1	.2	11	71	.2	.9	8	26	.1	.6	4	23	.1	.6
SU '00	11	123	.2	8	38	.2	.5	16	68	.3	1.3	15	48	.3	1.2	4	39	.1	.8
SP '00	8	177	.2	12	70	.2	.7	5	79	.1	.4	5	60	.1	.4	13	52	.3	2.2
4-Book	8	126	.2	8	47	.2	.5	10	69	.2	.8	7	34	.1	.6	7	33	.2	1.1
WI '00	6	71	.1		11			3	27	.1	.3	15	38	.3	1.2	13	35	.3	2.1
WZNT-FM																			
WI '01	67	771	1.3	51	285	1.0	3.0	119	388	2.2	9.9	77	355	1.4	6.0	18	165	.3	2.6
FA '00	52	771	1.0	24	192	.4	1.4	80	387	1.5	6.4	61	354	1.1	4.6	30	223	.6	4.7
SU '00	86	798	1.7	87	365	1.7	5.0	138	457	2.7	10.8	97	398	1.9	7.9	32	287	.6	6.4
SP '00	51	868	1.0	40	255	.8	2.4	84	454	1.7	7.1	48	335	.9	4.1	17	185	.3	2.9
4-Book	64	802	1.3	51	274	1.0	3.0	105	422	2.0	8.6	71	361	1.3	5.7	24	215	.5	4.2
WI '00	48	849	.9	64	459	1.3	3.8	62	414	1.2	5.6	54	503	1.1	4.5	21	248	.4	3.3

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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

Men 18-34

Target Listener Trends - Men 18-34

WZOL-FM
WI '01
FA '00
SU '00
SP '00
4-Book
WI '00

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
5	63	.1	.5	3	34	.1	.2	8	21	.1	.7	6	34	.1	.5	2	13		.3
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	14	.2	.9	5	14	.1	.3	14	14	.3	1.1	10	14	.2	.8	4	14	.1	.8
1	34		.1	7	34	.1	.4						18						
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
WI '01	1075	5126	20.2	1688	4419	31.6		1203	3915	22.6		1291	4199	24.2		683	3046	12.8	
FA '00	1106	5199	20.7	1749	4656	32.8		1244	3882	23.3		1328	4535	24.9		638	3030	12.0	
SU '00	1038	4934	20.5	1724	4521	34.0		1272	3900	25.1		1224	4015	24.1		501	2721	9.9	
SP '00	1031	4854	20.3	1662	4238	32.8		1184	3802	23.3		1180	4062	23.3		589	2778	11.6	
4-Book	1063	5028	20.4	1706	4459	32.8		1226	3875	23.6		1256	4203	24.1		603	2894	11.6	
WI '00	1012	4881	19.9	1672	4368	33.0		1116	3585	22.0		1204	3871	23.7		627	2922	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

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
WABA-AM																			
WI '01	2	27	.1	2	15	.3						3	15	.1	.2	6	15	.1	.6
4-Book	1	19	.1	1	7	.1						1	4	.1		2	4		.2
WAEI-AM																			
WI '01	5	28	.1																
4-Book	3	22	.1		7														
WAEI-FM																			
WI '01	17	188	.3	6	66	.1	.8	6	29	.1	.8	13	37	.2	1.0	2	11		.2
4-Book	14	184	.3	**	**	**	**	5	16	.1	.6	17	43	.3	1.3	6	26	.1	.7
WAPA-AM																			
WI '01	12	119	.2	* 2	34	.3		9	34	.2	1.2								
4-Book	14	94	.3	2	47	.3		4	13	.1	.5	2	11	.1	.2	2	5		.2
WBQI-FM																			
WI '01	8	153	.1	6	101	.1	.8	4	29	.1	.6	17	57	.3	1.3	16	39	.3	1.6
4-Book	11	142	.2	9	106	.2	1.1	17	44	.4	2.0	17	47	.3	1.4	17	43	.3	1.7
WCAD-FM																			
WI '01	31	468	.6	22	251	.4	2.8	17	62	.3	2.3	43	94	.8	3.3	53	111	1.0	5.2
4-Book	39	469	.8	25	275	.5	3.2	24	70	.5	3.0	47	118	.9	3.7	37	98	.7	3.8
WCMA-FM																			
WI '01	83	671	1.6	31	376	.6	3.9	26	102	.5	3.6	45	149	.8	3.5	53	163	1.0	5.2
4-Book	51	507	1.0	25	299	.5	3.1	22	77	.4	2.7	53	156	1.0	4.2	44	102	.9	4.4
WCMN-AM																			
WI '01		30																	
4-Book	2	37	.1	1	9	.1													
WCMN-FM																			
WI '01	36	381	.7	25	172	.5	3.1	7	26	.1	1.0	38	90	.7	3.0	32	64	.6	3.1
4-Book	28	262	.5	18	156	.4	2.3	15	45	.3	1.8	23	56	.5	1.8	16	38	.3	1.7
WCOM-FM																			
WI '01	52	671	1.0	14	194	.3	1.8	18	63	.3	2.5	32	57	.6	2.5	9	24	.2	.9
4-Book	58	671	1.1	16	236	.3	2.1	19	60	.4	2.3	35	107	.7	2.8	17	43	.4	1.8
WCTA-FM																			
WI '01	4	95	.1	9	78	.2	1.1	5	20	.1	.7	13	45	.2	1.0	16	39	.3	1.6
4-Book	22	183	.4	24	172	.5	3.1	13	34	.3	1.6	42	96	.8	3.3	37	72	.7	4.0
WEGM-FM																			
WI '01	19	304	.4	15	155	.3	1.9	6	21	.1	.8	21	47	.4	1.6	19	42	.4	1.9
4-Book	19	240	.4	15	173	.3	1.9	8	29	.1	.9	14	56	.3	1.1	13	45	.3	1.3
WERR-FM																			
WI '01	9	114	.2	8	99	.1	1.0	19	36	.4	2.6	19	49	.4	1.5	3	11	.1	.3
4-Book	6	121	.1	4	69	.1	.6	7	14	.1	.9	11	40	.2	.9	2	5	.1	.2
WFID-FM																			
WI '01	46	448	.9	33	266	.6	4.2	30	71	.6	4.1	39	72	.7	3.0	54	83	1.0	5.3
4-Book	60	525	1.2	42	369	.8	5.3	25	80	.5	3.1	53	128	1.0	4.2	55	113	1.1	5.9
WIAC-AM																			
WI '01	2	28	.1																
4-Book	3	39	.1	3	24	.3		2	10	.1	.2	2	9	.1					
WIAC-FM																			
WI '01	35	563	.7	26	353	.5	3.3	22	71	.4	3.0	47	114	.9	3.7	28	83	.5	2.7
4-Book	37	480	.7	24	294	.5	3.0	29	88	.5	3.5	39	93	.8	3.1	32	79	.6	3.4
+WIDI-FM																			
WI '01	20	77	.4	3	33	.1	.4												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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this survey.

* Listener estimates adjusted for
reported broadcast schedule.

+ Station(s) changed 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
WIOA-FM																				
WI '01	42	414	.8	3.0	31	212	.6	3.9	18	57	.3	2.5	53	137	1.0	4.1	44	63	.8	4.3
4-Book	26	287	.5	1.9	17	194	.3	2.1	12	45	.2	1.5	28	81	.6	2.2	19	49	.4	1.9
WIOB-FM																				
WI '01	17	128	.3	1.2	11	123	.2	1.4	16	46	.3	2.2	23	42	.4	1.8				
4-Book	17	165	.3	1.2	10	96	.2	1.3	8	22	.2	1.0	22	40	.4	1.7	10	24	.2	1.0
WIOC-FM																				
WI '01	1	13	.1	.1		14							3	14	.1	.2				
4-Book	4	43	.1	.3	6	61	.1	.7	8	17	.2	1.0	1	9	.1	.1	6	17	.1	.6
WISO-AM																				
WI '01		11			* 1	12		.1					2	12		.2	1	12		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	45	337	.8	3.3	13	124	.2	1.6	24	49	.4	3.3	41	109	.8	3.2	12	41	.2	1.2
4-Book	61	409	1.2	4.4	18	154	.3	2.3	32	59	.6	3.9	33	90	.7	2.6	17	45	.3	1.9
WKAQ-AM																				
WI '01	16	263	.3	1.2	3	17	.1	.4					3	17	.1	.2	8	17	.1	.8
4-Book	14	224	.3	1.1	5	59	.1	.6	11	32	.2	1.3	5	27	.1	.4	8	20	.2	.7
WKAQ-FM																				
WI '01	51	972	1.0	3.7	46	648	.9	5.8	22	35	.4	3.0	50	206	.9	3.9	73	191	1.4	7.1
4-Book	69	885	1.4	5.0	59	636	1.2	7.5	48	131	.9	5.8	108	258	2.1	8.6	78	199	1.5	8.3
WKJB-AM																				
WI '01	1	9		.1	*															
4-Book	1	8		.1																
WKSA-FM																				
WI '01	9	117	.2	.7	6	69	.1	.8	15	21	.3	2.1	5	46	.1	.4				
4-Book	8	105	.2	.6	5	64	.1	.7	8	24	.2	1.0	8	30	.2	.7	6	14	.1	.7
WKVM-AM																				
WI '01	1	20		.1																
4-Book	1	12		.1	2	14	.1	.3					1	2		.1		2		
WLEO-AM																				
WI '01	1	21		.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01		20																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01		18																		
4-Book		8																		
WMEG-FM																				
WI '01	96	1053	1.8	7.0	92	839	1.7	11.6	86	193	1.6	11.8	105	302	2.0	8.2	104	259	1.9	10.2
4-Book	88	983	1.7	6.4	69	711	1.3	8.7	67	178	1.3	8.4	85	243	1.7	6.8	91	222	1.7	9.7
WNEL-AM																				
WI '01	1	16		.1																
4-Book	1	14		.1		4											1	4		.1
WNIK-FM																				
WI '01	2	62		.1	4	20	.1	.5									10	20	.2	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	6	111	.1	.4	6	120	.1	.8	5	18	.1	.7	2	18	.2	.7	5	18	.1	.5
4-Book	7	111	.1	.5	6	86	.1	.7	9	19	.2	1.0	8	27	.2	.7	7	20	.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 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
WORO-FM																			
WI '01	5	102	.1	.4	7	67	.1	.9	2	9	.3	6	27	.1	.5	5	12	.1	.5
4-Book	7	118	.1	.5	10	91	.2	1.3	7	15	.1	.8	10	30	.2	.8			
WOSO-AM																			
WI '01	**	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQYE-FM																			
WI '01	38	427	.7	2.8	24	211	.4	3.0	8	27	.1	1.1	58	113	1.1	4.5	25	100	.5
4-Book	44	514	.9	3.2	29	286	.6	3.7	26	71	.5	3.2	36	89	.7	2.8	28	96	.5
WPAB-AM																			
WI '01	2	17		.1													1	4	.1
4-Book	2	22		.1		7													
WPRA-AM																			
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
WI '01	226	1516	4.2	16.4	63	612	1.2	7.9	96	179	1.8	13.2	84	182	1.6	6.5	69	179	1.3
4-Book	258	1536	4.9	18.6	66	584	1.3	8.2	125	234	2.4	15.1	90	211	1.7	7.1	83	195	1.6
WQBS-AM																			
WI '01	2	18		.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	35	204	.7	2.5	4	66	.1	.5	11	11	.2	1.5				18	45	.3	1.8
4-Book	28	185	.6	2.0	8	80	.2	1.0	11	16	.2	1.3	9	25	.2	.7	10	25	.2
WRRH-FM																			
WI '01	5	42	.1	.4	4	42	.1	.5	3	11	.1	.4	4	20	.1	.3	15	22	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	2	24		.1	* 6	24	.1	.8	3	11	.1	.4	11	11	.2	.9	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																			
WI '01	**	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																			
WI '01	1	9		.1	* 1	9	.1	.1									7	13	.2
4-Book		6			4	15	.1	.5	7	7	.1	.7	10	13	.2	.8	7	13	.2
WUOQ-FM																			
WI '01	10	185	.2	.7	14	142	.3	1.8	29	69	.5	4.0	33	112	.6	2.6	3	28	.1
4-Book	18	255	.4	1.3	18	182	.4	2.2	18	51	.3	2.3	33	97	.7	2.6	14	52	.3
WUNO-AM																			
WI '01	2	33		.1				.1	2	5	.1	.2	1	2		.1			
4-Book	4	65	.1	.3	1	10													
WVJP-FM																			
WI '01	3	101	.1	.2	1	28		.1	3	10	.1	.4	3	10	.1	.2	7	18	.1
4-Book	7	117	.2	.5	10	67	.2	1.2	13	25	.3	1.5	13	29	.3	1.0	12	28	.2
WVOZ-FM																			
WI '01	68	634	1.3	4.9	69	538	1.3	8.7	33	83	.6	4.5	84	181	1.6	6.5	74	140	1.4
4-Book	32	334	.6	2.3	36	319	.7	4.5	17	57	.3	2.1	37	94	.7	2.9	36	75	.7
WXEV-AM																			
WI '01	9	24	.2	.7	* 11	34	.2	1.4	6	24	.1	.8	8	24	.1	.6	10	13	.2
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 18-34

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	
WYXX-FM																				
WI '01	87	771	1.6	6.3	39	417	.7	4.9	30	102	.6	4.1	92	205	1.7	7.2	84	219	1.6	8.2
4-Book	73	661	1.4	5.3	29	325	.6	3.6	23	72	.5	2.8	58	168	1.1	4.6	54	117	1.0	5.6
WYQE-FM																				
WI '01	3	46	.1	.2	2	11		.3												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM																				
WI '01	26	308	.5	1.9	12	161	.2	1.5	13	44	.2	1.8	2	11		.2	3	13	.1	.3
4-Book	31	316	.6	2.3	20	197	.4	2.5	22	57	.4	2.7	35	64	.7	2.9	19	45	.4	2.0
WZMT-FM																				
WI '01	6	81	.1	.4	4	53	.1	.5					10	31	.2	.8	14	22	.3	1.4
4-Book	9	86	.2	.6	9	79	.2	1.1	8	20	.2	1.0	23	47	.4	1.8	11	26	.2	1.2
WZNT-FM																				
WI '01	85	595	1.6	6.2	68	446	1.3	8.6	48	111	.9	6.6	152	277	2.8	11.8	98	195	1.8	9.6
4-Book	78	603	1.5	5.6	67	494	1.3	8.5	56	136	1.1	7.0	125	277	2.4	9.9	82	186	1.6	8.7
WZOL-FM																				
WI '01	5	47	.1	.4	7	63	.1	.9	15	42	.3	2.1	21	47	.4	1.6	19	26	.4	1.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																				
WI '01	1379	4994	25.9		794	4177	14.9		726	1744	13.6		1284	2711	24.1		1022	2180	19.2	
4-Book	1383	4963	26.6		797	4152	15.3		817	1903	15.7		1262	2696	24.3		952	2083	18.3	

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

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

Target Listener Estimates

Men 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	
WABA-AM																				
WI '01				6	15	.1	1.8	3	15	.1	.4									
4-Book				3	7	.1	.8	2	7	.1	.2									
WAEL-AM																				
WI '01																				
4-Book				1	5		.3					3								
WAEL-FM																				
WI '01	3	11	.1	.3	1	11	.3	11	42	.2	1.4	3	11	.1	.5	7	26	.1	1.2	
4-Book	7	10	.2	1.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM																				
WI '01	*			4	17	.1	1.2									*				
4-Book				5	16	.1	1.1	2	8	.1	.2					3	9	.1	.6	
WBRQ-FM																				
WI '01	1	14		.1				5	26	.1	.6	2	13		.3					
4-Book	1	6		.1	6	21	.1	1.2	4	24	.1	.5	8	38	.2	1.2	3	18	.1	.7
WCAD-FM																				
WI '01	35	82	.7	4.1	1	11	.3	7	53	.1	.9	4	26	.1	.6	12	55	.2	2.0	
4-Book	21	77	.4	2.8	14	34	.3	2.9	27	73	.5	2.9	16	58	.3	2.3	14	59	.3	2.8
VCMA-FM																				
WI '01	24	76	.4	2.8	13	44	.2	3.9	30	112	.6	3.7	42	138	.8	6.7	17	53	.3	2.9
4-Book	19	66	.4	2.6	13	32	.2	2.9	24	84	.5	2.8	20	69	.4	3.2	5	21	.1	.9
WCMN-AM																				
WI '01																				
4-Book								3	6	.1	.3	1	6		.1	1	3		.1	
WCMN-FM																				
WI '01	26	70	.5	3.0	11	15	.2	3.3	31	44	.6	3.9	22	35	.4	3.5	26	79	.5	4.4
4-Book	21	45	.4	2.9	14	29	.3	3.1	22	43	.4	2.5	18	30	.3	2.4	13	39	.3	2.4
WCOM-FM																				
WI '01	3	13	.1	.3	1	11	.3	15	57	.3	1.9	10	50	.2	1.6	24	49	.4	4.0	
4-Book	6	37	.1	.8	7	26	.1	1.3	15	65	.3	1.7	15	41	.3	2.2	16	43	.3	3.1
WCTA-FM																				
WI '01	9	13	.2	1.0	2	13	.6	14	27	.3	1.7	4	19	.1	.6	11	12	.2	1.8	
4-Book	18	40	.4	2.7	10	23	.2	2.1	29	70	.6	3.3	26	62	.5	3.8	18	37	.4	3.2
WEGM-FM																				
WI '01	18	83	.3	2.1	4	14	.1	1.2	27	76	.5	3.4	14	29	.3	2.2	5	12	.1	.8
4-Book	19	56	.4	2.7	8	26	.2	1.6	19	54	.4	2.2	18	44	.4	2.7	20	36	.4	3.7
WERR-FM																				
WI '01	7	17	.1	.8	7	33	.1	2.1	6	33	.1	.7				7	17	.1	1.2	
4-Book	4	11	.1	.5	6	26	.1	1.4	2	10	.1	.3	4	11	.1	.6	2	6		.4
WFID-FM																				
WI '01	43	91	.8	5.0	15	43	.3	4.5	26	77	.5	3.2	32	59	.6	5.1	23	88	.4	3.9
4-Book	49	128	.9	6.8	21	75	.4	4.6	52	103	1.0	5.8	43	102	.8	6.1	35	103	.7	6.8
WIAC-AM																				
WI '01																				
4-Book				1	7		.3	11	17	.2	1.2	3	7	.1	.6					
WIAC-FM																				
WI '01	29	63	.5	3.4	10	37	.2	3.0	42	126	.8	5.2	8	63	.1	1.3	16	46	.3	2.7
4-Book	21	56	.4	2.9	13	48	.3	2.9	29	77	.6	3.4	12	57	.2	1.8	13	36	.3	2.5
+WIDI-FM																				
WI '01	8	8	.1	.9	**	**	**	**	7	17	.1	.9	2	8		.3	4	17	.1	.7
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 18-34

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
21 19	43 56	.4 .4	2.4 2.6	18 8	75 31	.3 .2	5.3 2.0	45 20	72 59	.8 .4	5.6 2.4	39 14	75 35	.7 .3	6.2 2.1	10 10	62 38	.2 .2	1.7 1.8
21 11	49 31	.4 .2	2.4 1.3	3	9	.1	.6	13 12	41 26	.2 .2	1.6 1.3	6 14	12 24	.1 .3	1.0 1.9	7 4	17 14	.1 .1	1.2 .7
9	18	.2	1.2	4	13	.1	.7	4	9	.1	.4	4	15	.1	.6	9	13	.2	1.7
* **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* **	** **	** **	** **
3 14	15 39	.1 .3	.3 2.1	17 22	17 32	.3 .4	5.0 4.9	4 17	17 39	.1 .4	.5 2.0	8	18	.2	1.1	1	4		.3
				8	20	.2	1.5	3 3	17 15	.1 .1	.4 .3	8 5	17 12	.1 .1	1.3 .7	1	5		.1
65 52	149 133	1.2 1.0	7.5 7.2	30 17	62 60	.6 .4	8.9 4.1	45 72	239 193	.8 1.4	5.6 8.3	56 65	199 169	1.0 1.3	8.9 9.6	26 28	76 86	.5 .6	4.4 5.4
																*			
10 **	16 **	.2 **	1.2 **	14 5	14 10	.3 .1	4.2 1.4	2	14	.1	.3	10 5	24 12	.2 .1	1.6 .8	**	**	**	**
2	6	.1	.3	3	6	.1	.6	4	4	.1	.5	2	4	.1	.3	2	4	.1	.4
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
93 70	220 214	1.7 1.3	10.8 9.6	28 22	90 68	.5 .4	8.3 5.0	92 51	233 146	1.7 1.0	11.4 6.1	83 57	175 140	1.6 1.1	13.2 8.6	130 101	264 227	2.4 2.0	21.8 19.2
				2	4	.1	.4												
20 **	20 **	.4 **	2.3 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 2	14 15	.1 .1	.1 .3	28 14	86 42	.5 .3	8.3 3.5	2 3	19 15	.2 .1	.2 .3	14 5	44 21	.3 .1	2.2 .8	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

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	
WORO-FM																				
WI '01	5	18	.1	.6	4	18	.1	1.2	19	40	.4	2.4	10	28	.2	1.6	3	18	.1	.5
4-Book	**	**	**	**	9	19	.2	1.8	27	45	.5	3.0	15	41	.3	2.3	**	**	**	**
WOSO-AM																				
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
WI '01					19	36	.4	5.6	34	79	.6	4.2	18	35	.3	2.9	25	57	.5	4.2
4-Book	26	57	.5	4.0	20	42	.4	4.5	38	86	.7	4.3	27	59	.5	4.1	29	82	.6	5.7
WPAB-AM																				
WI '01									1	3	.1									
4-Book																				
WPRA-AM																				
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
WI '01	128	227	2.4	14.8	5	20	.1	1.5	38	133	.7	4.7	31	109	.6	4.9	43	103	.8	7.2
4-Book	58	117	1.1	7.4	52	96	1.0	10.3	53	140	1.0	6.0	43	120	.8	6.2	29	78	.6	5.4
WQBS-AM																				
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	8	21	.1	.9																
4-Book	7	19	.1	1.0	4	13	.1	.9	13	37	.3	1.4	6	12	.1	.8	5	9	.1	.9
WRRH-FM																				
WI '01	3	13	.1	.3	5	13	.1	1.5	4	13	.1	.5								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	*	**	**	**	*	**	**	**	15	24	.3	1.9	10	13	.2	1.6	*	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
WI '01	*								5	9	.1	.6					*			
4-Book	2	7		.2					1	2		.2								
WUQJ-FM																				
WI '01	7	19	.1	.8	13	31	.2	3.9	2	22		.2	15	51	.3	2.4	7	11	.1	1.2
4-Book	10	30	.2	1.4	9	33	.2	2.2	20	55	.4	2.2	18	49	.4	2.7	13	38	.2	2.5
WUNO-AM																				
WI '01					2	8		.4												
4-Book																				
WVJP-FM																				
WI '01																				
4-Book	1	5		.1	4	13	.1	.8	26	44	.5	2.8	8	18	.2	1.2	3	8	.1	.5
WVOZ-FM																				
WI '01	159	319	3.0	18.4	16	45	.3	4.7	63	134	1.2	7.8	51	116	1.0	8.1	50	153	.9	8.4
4-Book	95	179	1.8	12.5	12	37	.3	2.7	31	77	.6	3.5	27	58	.5	3.8	26	66	.5	4.8
WXEV-AM																				
WI '01	*	20	.4	2.3	*	7	.1	2.1	22	34	.4	2.7					*	20	.4	3.4
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 18-34

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
WXYX-FM WI '01 4-Book	31 27	81 83	.6 .5	3.6 3.7	8	25	.2 1.5	23 26	59 67	.4 .5	2.9 3.0	20 17	59 38	.4 .3	3.2 2.5	28 14	79 39	.5 .3	4.7 2.6
WYQE-FM WI '01 4-Book	**	**	**	**	**	**	**	**	5 **	11 **	.1 **	.6 **	11 **	11 **	.2 **	1.8 **	**	**	**
WZAR-FM WI '01 4-Book	18 18	43 48	.3 .3	2.1 2.5	13 9	22 26	.2 .2	3.9 2.2	17 15	37 51	.3 .3	2.1 1.7	17 16	62 47	.3 .3	2.7 2.5	16 22	48 65	.3 .4
WZMT-FM WI '01 4-Book	4	12	.1	.6	2 4	14 13	.6 .1	.9	6 7	14 22	.1 .1	.7 .8	9	23	.2	1.2	2	3	.3
WZNT-FM WI '01 4-Book	19 37	76 88	.4 .7	2.2 5.4	11 34	25 87	.2 .7	3.3 7.0	87 96	206 189	1.6 1.9	10.8 11.2	79 71	132 135	1.5 1.4	12.6 10.6	43 26	120 68	.8 .5
WZOL-FM WI '01 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS WI '01 4-Book	863 728	1820 1703	16.2 14.0		337 465	898 1158	6.3 9.0		805 875	1886 1911	15.1 16.8		627 680	1341 1505	11.8 13.1		595 525	1411 1292	11.2 10.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																				
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	
WABA-AM																				
WI '01	4	53	.2	6	47	.1	.2	4	34	.2		1	19			3	25		.3	
FA '00	4	119	.2	6	56	.1	.2									6	38	.1	.6	
SU '00	3	90	.2	3	21		.1	1	12			1	20				15			
SP '00	2	89	.1	1	24			4	56	.2		2	45	.1		3	57		.3	
4-Book	3	88	.2	4	37	.1	.1	2	26	.1		1	21			3	34		.3	
WI '00	10	81	.1	.6	25	66	.3	.8	10	53	.1	.5	3	25	.1		6	23	.1	.6
WAEI-AM																				
WI '01	3	49	.2	2	19		.1	13	49	.1	.6	1	19			1	15		.1	
FA '00	1	36	.1	4	26		.1		6				2				9			
SU '00	6	96	.1	.3	3	19		.1	6	35	.1	.3	16	50	.2	.8	5	41	.1	.6
SP '00	7	160	.1	.4	19	109	.2	.7	3	35	.1		3	71	.1		7	66	.1	.8
4-Book	4	85	.1	.3	7	43	.1	.3	6	31	.1	.3	5	36	.1	.2	3	33	.1	.4
WI '00	3	85		.2	2	27		.1	2	32		.1	2	33		.1	3	22		.3
WAEI-FM																				
WI '01	20	299	.2	1.1	9	67	.1	.3	28	225	.3	1.4	33	130	.4	1.5	17	60	.2	1.7
FA '00	13	356	.1	.7	4	58		.1	43	284	.5	2.1	5	76	.1	.2	5	38	.1	.5
SU '00	20	432	.2	1.1	10	96	.1	.3	46	322	.5	2.2	15	139	.2	.7	16	121	.2	2.0
SP '00	8	257	.1	.5	7	96	.1	.2	19	106	.2	.9	6	97	.1	.3	3	49		.3
4-Book	15	336	.2	.9	8	79	.1	.2	34	234	.4	1.7	15	111	.2	.7	10	67	.1	1.1
WI '00	22	335	.3	1.2	25	88	.3	.8	46	224	.5	2.3	17	150	.2	.8	9	85	.1	.9
WAPA-AM																				
WI '01	* 28	351	.3	1.5	56	224	.6	1.9	47	210	.5	2.3	25	115	.3	1.2	* 15	117	.2	1.5
FA '00	19	321	.2	1.0	38	176	.4	1.3	32	94	.4	1.6	13	93	.1	.6	6	51	.1	.6
SU '00	17	217	.2	1.0	28	112	.3	.9	16	72	.2	.8	21	62	.2	1.0	12	76	.1	1.5
SP '00	25	323	.3	1.4	49	212	.6	1.7	51	190	.6	2.5	20	124	.2	1.0	4	55		.4
4-Book	22	303	.3	1.2	43	181	.5	1.5	37	142	.4	1.8	20	99	.2	1.0	9	75	.1	1.0
WI '00	24	412	.3	1.3	46	217	.5	1.5	22	223	.3	1.1	27	218	.3	1.3	18	103	.2	1.9
WBRQ-FM																				
WI '01	14	276	.2	.8	22	151	.2	.8	14	114	.2	.7	14	98	.2	.6	12	117	.1	1.2
FA '00	21	278	.2	1.1	12	89	.1	.4	27	103	.3	1.3	31	163	.4	1.5	20	62	.2	1.9
SU '00	13	271	.2	.7	15	107	.2	.5	10	92	.1	.5	16	93	.2	.8	6	93	.1	.7
SP '00	7	195	.1	.4	9	91	.1	.3	7	89	.1	.3	12	103	.1	.6	3	30		.3
4-Book	14	255	.2	.8	15	110	.2	.5	15	100	.2	.7	18	114	.2	.9	10	76	.1	1.0
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
WI '01	33	726	.4	1.8	38	246	.4	1.3	35	370	.4	1.7	50	356	.6	2.3	28	350	.3	2.7
FA '00	39	674	.4	2.1	54	315	.6	1.8	58	361	.7	2.8	36	279	.4	1.7	25	243	.3	2.4
SU '00	51	853	.6	2.9	61	392	.7	2.0	74	495	.9	3.6	67	425	.8	3.2	26	339	.3	3.2
SP '00	38	651	.4	2.1	67	322	.8	2.3	49	359	.6	2.4	19	195	.2	.9	29	268	.3	3.1
4-Book	40	726	.5	2.2	55	319	.6	1.9	54	396	.7	2.6	43	314	.5	2.0	27	300	.3	2.9
WI '00	44	717	.5	2.5	54	324	.6	1.8	48	392	.6	2.4	53	401	.6	2.6	42	386	.5	4.4
WCMA-FM																				
WI '01	73	1095	.8	4.0	93	476	1.1	3.2	134	581	1.5	6.5	89	568	1.0	4.1	31	286	.4	3.0
FA '00	97	1145	1.1	5.3	98	561	1.1	3.3	151	647	1.7	7.3	136	736	1.5	6.4	65	472	.7	6.3
SU '00	31	734	.4	1.8	30	273	.3	1.0	26	251	.3	1.3	24	237	.3	1.1	30	242	.3	3.7
SP '00	37	827	.4	2.1	51	369	.6	1.8	52	410	.6	2.5	38	328	.4	1.9	16	107	.2	1.7
4-Book	60	950	.7	3.3	68	420	.8	2.3	91	472	1.0	4.4	72	467	.8	3.4	36	277	.4	3.7
WI '00	34	817	.4	1.9	40	307	.5	1.3	52	436	.6	2.6	35	246	.4	1.7	16	165	.2	1.7
WCMN-AM																				
WI '01	2	78		.1	4	30		.1	1	18			4	45		.2		9		
FA '00	6	163	.1	.3	16	122	.2	.5	6	59	.1	.3	5	54	.1	.2	2	22		.2
SU '00	6	101	.1	.3	15	52	.2	.5	9	60	.1	.4	3	15		.1	3	23		.4
SP '00	3	97		.2	10	56	.1	.3	2	19		.1	5	23	.1	.2				
4-Book	4	110	.1	.2	11	65	.1	.4	5	39	.1	.2	4	34	.1	.2	1	14		.2
WI '00	7	152	.1	.4	22	123	.3	.7	10	76	.1	.5	7	39	.1	.3	1	19		.1

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Target Listener Trends - Men 18-49

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
WCMN-FM																			
41	600	.5	2.3	39	262	.4	1.3	47	278	.5	2.3	51	317	.6	2.4	39	245	.4	3.8
28	539	.3	1.5	31	240	.4	1.0	34	257	.4	1.6	32	209	.4	1.5	10	120	.1	1.0
33	406	.4	1.9	44	182	.5	1.5	47	237	.5	2.3	36	223	.4	1.7	21	154	.2	2.6
17	255	.2	1.0	12	118	.1	.4	20	150	.2	1.0	21	167	.2	1.0	18	87	.2	1.9
30	450	.4	1.7	32	201	.4	1.1	37	231	.4	1.8	35	229	.4	1.7	22	152	.2	2.3
41	493	.5	2.3	63	231	.7	2.1	86	258	1.0	4.3	40	204	.5	2.0	9	111	.1	.9
WCOM-FM																			
36	851	.4	2.0	139	560	1.6	4.8	20	282	.2	1.0	16	236	.2	.7	10	116	.1	1.0
53	984	.6	2.9	171	555	1.9	5.7	43	396	.5	2.1	28	307	.3	1.3	24	221	.3	2.3
37	920	.4	2.1	119	572	1.4	4.0	43	440	.5	2.1	17	199	.2	.8	11	163	.1	1.4
50	990	.6	2.8	120	594	1.4	4.1	67	499	.8	3.2	43	338	.5	2.1	20	219	.2	2.2
44	936	.5	2.5	137	570	1.6	4.7	43	404	.5	2.1	26	270	.3	1.2	16	180	.2	1.7
33	802	.4	1.9	99	460	1.1	3.2	30	303	.3	1.5	20	190	.2	1.0	16	215	.2	1.7
WCTA-FM																			
41	475	.5	2.3	39	232	.4	1.3	55	247	.6	2.7	29	235	.3	1.3	27	190	.3	2.6
43	491	.5	2.3	29	191	.3	1.0	67	244	.8	3.2	41	210	.5	1.9	16	96	.2	1.6
42	473	.5	2.4	28	167	.3	.9	66	317	.8	3.2	54	205	.6	2.5	15	166	.2	1.9
66	620	.8	3.7	45	229	.5	1.6	89	386	1.0	4.3	77	364	.9	3.8	48	294	.6	5.2
48	515	.6	2.7	35	205	.4	1.2	69	299	.8	3.4	50	254	.6	2.4	27	187	.3	2.8
31	507	.4	1.7	34	102	.4	1.1	47	296	.5	2.3	44	252	.5	2.1	12	132	.1	1.3
WEGM-FM																			
19	402	.2	1.1	25	209	.3	.9	10	171	.1	.5	37	256	.4	1.7	10	97	.1	1.0
19	251	.2	1.0	24	117	.3	.8	17	125	.2	.8	26	147	.3	1.2	9	95	.1	.9
18	438	.2	1.0	20	218	.2	.7	19	210	.2	.9	26	133	.3	1.2	4	68	.5	.5
18	242	.2	1.0	26	116	.3	.9	12	134	.1	.6	39	203	.5	1.9	6	66	.1	.6
19	333	.2	1.0	24	165	.3	.8	15	160	.2	.7	32	185	.4	1.5	7	82	.1	.8
32	337	.4	1.8	34	227	.4	1.1	34	162	.4	1.7	61	239	.7	3.0	22	136	.3	2.3
WERR-FM																			
17	309	.2	.9	27	144	.3	.9	14	115	.2	.7	16	109	.2	.7	17	107	.2	1.7
9	242	.1	.5	10	150	.1	.3	8	97	.1	.4	11	110	.1	.5	13	96	.1	1.3
8	254	.1	.5	23	109	.3	.8	9	115	.1	.4	6	62	.1	.3	3	59	.4	.4
7	280	.1	.4	14	144	.2	.5	14	146	.2	.7	3	68	.1	.1	3	61	.3	.3
10	271	.1	.6	19	137	.2	.6	11	118	.2	.6	9	87	.1	.4	9	81	.1	.9
21	244	.2	1.2	26	109	.3	.8	22	132	.3	1.1	23	73	.3	1.1	14	86	.2	1.5
WFID-FM																			
56	901	.6	3.1	60	342	.7	2.1	81	381	.9	4.0	48	350	.5	2.2	52	423	.6	5.1
74	1045	.8	4.0	76	525	.9	2.5	107	432	1.2	5.2	82	528	.9	3.9	44	418	.5	4.3
93	1253	1.1	5.3	143	550	1.7	4.8	131	625	1.5	6.4	88	507	1.0	4.2	61	454	.7	7.6
80	1165	.9	4.5	99	471	1.1	3.4	120	630	1.4	5.8	94	549	1.1	4.7	49	434	.6	5.3
76	1091	.9	4.2	95	472	1.1	3.2	110	517	1.3	5.4	78	484	.9	3.8	52	432	.6	5.6
84	1235	1.0	4.7	68	461	.8	2.2	105	634	1.2	5.2	114	665	1.3	5.6	82	492	1.0	8.6
WJAC-AM																			
10	172	.1	.6	19	64	.2	.7	9	78	.1	.4	24	76	.3	1.1	5	21	.1	.5
4	107	.2	.2	6	87	.1	.2	11	40	.1	.5					2	12		.2
5	143	.1	.3	8	58	.1	.3	5	36	.1	.2								
6	175	.1	.3	11	83	.1	.4	9	98	.1	.4	10	48	.1	.5		9		
6	149	.1	.4	11	73	.1	.4	9	63	.1	.4	9	31	.1	.4	2	11		.2
13	239	.2	.7	22	100	.3	.7	17	144	.2	.8	16	85	.2	.8	5	72	.1	.5
WJAC-FM																			
38	1051	.4	2.1	69	515	.8	2.4	37	327	.4	1.8	39	367	.4	1.8	11	156	.1	1.1
36	838	.4	2.0	66	398	.7	2.2	39	225	.4	1.9	46	361	.5	2.2	11	211	.1	1.1
47	895	.5	2.7	93	523	1.1	3.1	51	343	.6	2.5	41	236	.5	1.9	31	210	.4	3.9
59	1178	.7	3.3	139	705	1.6	4.8	64	382	.7	3.1	54	319	.6	2.7	26	317	.3	2.8
45	991	.5	2.5	92	535	1.1	3.1	48	319	.5	2.3	45	321	.5	2.2	20	224	.2	2.2
56	1191	.6	3.1	133	624	1.5	4.3	48	382	.6	2.4	52	387	.6	2.5	31	228	.4	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 18-49																				
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	
+WIDI-FM																				
WI '01	15	162	.2	.8	18	54	.2	.6	29	75	.3	1.4	19	76	.2	.9	8	50	.1	.8
FA '00	5	130	.1	.3	9	56	.1	.3	7	70	.1	.3	2	32	.1	.1	2	43	.2	.2
SU '00	11	112	.1	.6	8	25	.1	.3	31	55	.4	1.5	12	73	.1	.6	3	40	.4	.4
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	14	198	.2	.8	23	115	.3	.8	19	73	.2	.9	15	80	.2	.7	11	100	.1	1.1
WIOA-FM																				
WI '01	63	927	.7	3.5	97	447	1.1	3.3	95	458	1.1	4.6	61	376	.7	2.8	21	234	.2	2.1
FA '00	51	812	.6	2.8	56	285	.6	1.9	81	297	.9	3.9	46	329	.5	2.2	32	269	.4	3.1
SU '00	23	785	.3	1.3	35	272	.4	1.2	28	340	.3	1.4	16	207	.2	.8	18	124	.2	2.2
SP '00	34	750	.4	1.9	43	240	.5	1.5	57	400	.7	2.8	33	320	.4	1.6	19	203	.2	2.1
4-Book	43	819	.5	2.4	58	311	.7	2.0	65	374	.8	3.2	39	308	.5	1.9	23	208	.3	2.4
WI '00	28	618	.3	1.6	29	168	.3	.9	42	211	.5	2.1	38	232	.4	1.9	22	222	.3	2.3
WIOB-FM																				
WI '01	25	379	.3	1.4	36	181	.4	1.2	45	157	.5	2.2	26	160	.3	1.2	12	107	.1	1.2
FA '00	31	405	.4	1.7	35	133	.4	1.2	30	148	.3	1.5	32	201	.4	1.5	27	212	.3	2.6
SU '00	16	252	.2	.9	18	135	.2	.6	26	114	.3	1.3	17	128	.2	.8	10	69	.1	1.2
SP '00	14	303	.2	.8	18	130	.2	.6	20	152	.2	1.0	17	152	.2	.8	11	85	.1	1.2
4-Book	22	335	.3	1.2	27	145	.3	.9	30	143	.3	1.5	23	160	.3	1.1	15	118	.2	1.6
WI '00	28	315	.3	1.6	33	183	.4	1.1	40	207	.5	2.0	42	181	.5	2.1	9	90	.1	.9
WIOC-FM																				
WI '01	2	53	.1	.1	2	10	.1	.1	2	13	.1	.1	5	39	.1	.2	1	10	.1	.1
FA '00	8	192	.1	.4	7	79	.1	.2	3	43	.1	.1	3	45	.1	.1	11	74	.1	1.1
SU '00	3	120	.2	.2	2	26	.1	.1	3	29	.1	.1	1	35	.1	.1	3	24	.4	.4
SP '00	15	159	.2	.8	7	48	.1	.2	14	66	.2	.7	17	78	.2	.8	26	78	.3	2.8
4-Book	7	131	.1	.4	5	41	.1	.2	6	38	.1	.3	7	49	.1	.3	10	47	.1	1.1
WI '00	6	155	.1	.3	9	53	.1	.3	5	53	.1	.2	5	75	.1	.2	3	55	.3	.3
WISO-AM																				
WI '01	* 2	51	.1	.1	3	13	.1	.1	1	26	.1	.1	1	11	.1	.1	* 5	17	.1	.5
FA '00	6	33	.1	.3	2	17	.1	.1	**	**	**	**	5	33	.1	.2	13	17	.1	1.3
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	7	32	.1	.4	6	17	.1	.2	5	17	.1	.2	5	17	.1	.2	15	32	.2	1.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	45	552	.5	2.5	117	365	1.3	4.0	33	193	.4	1.6	58	337	.7	2.7	33	169	.4	3.2
FA '00	56	781	.6	3.0	184	592	2.1	6.1	15	168	.2	.7	83	405	.9	3.9	20	95	.2	1.9
SU '00	88	781	1.0	5.0	249	584	2.9	8.3	80	397	.9	3.9	100	449	1.2	4.7	20	200	.2	2.5
SP '00	61	656	.7	3.4	147	387	1.7	5.1	51	250	.6	2.5	97	382	1.1	4.8	29	161	.3	3.1
4-Book	63	693	.7	3.5	174	482	2.0	5.9	45	252	.5	2.2	85	393	1.0	4.0	26	156	.3	2.7
WI '00	65	851	.8	3.6	162	556	1.9	5.3	64	324	.7	3.2	87	507	1.0	4.2	19	177	.2	2.0
WKAQ-AM																				
WI '01	31	686	.4	1.7	38	245	.4	1.3	26	207	.3	1.3	75	385	.8	3.5	16	211	.2	1.6
FA '00	32	636	.4	1.7	34	245	.4	1.1	15	119	.2	.7	71	362	.8	3.4	29	251	.3	2.8
SU '00	57	933	.7	3.2	102	502	1.2	3.4	38	310	.4	1.8	126	515	1.5	5.9	41	383	.5	5.1
SP '00	40	753	.5	2.3	57	417	.7	2.0	33	236	.4	1.6	61	361	.7	3.0	41	289	.5	4.4
4-Book	40	752	.5	2.2	58	352	.7	2.0	28	218	.3	1.4	83	406	1.0	4.0	32	284	.4	3.5
WI '00	46	746	.5	2.6	72	311	.8	2.4	46	289	.5	2.3	96	468	1.1	4.7	22	235	.3	2.3
WKAQ-FM																				
WI '01	68	1592	.8	3.8	63	591	.7	2.2	79	654	.9	3.9	81	784	.9	3.8	40	339	.5	3.9
FA '00	80	1374	.9	4.4	93	656	1.1	3.1	114	664	1.3	5.5	86	534	1.0	4.1	38	366	.4	3.7
SU '00	102	1578	1.2	5.8	106	568	1.2	3.5	153	722	1.8	7.4	114	736	1.3	5.4	36	424	.4	4.5
SP '00	108	1958	1.3	6.1	103	695	1.2	3.6	180	1111	2.1	8.7	117	988	1.4	5.8	38	506	.4	4.1
4-Book	90	1626	1.1	5.0	91	628	1.1	3.1	132	788	1.5	6.4	100	761	1.2	4.8	38	409	.4	4.1
WI '00	60	1514	.7	3.4	48	413	.6	1.6	77	782	.9	3.8	79	568	.9	3.9	45	478	.5	4.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
WKJB-AM																				
WI '01	*	3	58	.2	7	24	.1	.2	2	19	.1	.1	5	15	.1	.2	*			
FA '00		4	83	.2	12	41	.1	.4	3	23	.1	.1	6	30	.1	.3		11		
SU '00		7	86	.1	15	35	.2	.5	9	24	.1	.4	4	24	.1	.2				
SP '00		1	65	.1	2	19	.1	.1	1	30	.1	.1	2	28	.1	.1				
4-Book		4	73	.2	9	30	.1	.3	4	24	.2	.2	4	24	.1	.2		3		
WI '00		4	78	.2	5	37	.1	.2	5	57	.1	.2	7	31	.1	.3	4	21		.4
WKSA-FM																				
WI '01		8	169	.1	.4	17	57	.2	.6	3	52	.1	.1	9	80	.1	.4	3	55	.3
FA '00		14	260	.2	.8	13	94	.1	.4	11	130	.1	.5	17	117	.2	.8	22	178	.2
SU '00		7	146	.1	.4	11	95	.1	.4	3	8	.1	.1	11	30	.1	.5	**	**	**
SP '00		19	210	.2	1.1	26	123	.3	.9	19	103	.2	.9	16	75	.2	.8	**	**	**
4-Book		12	196	.2	.7	17	92	.2	.6	9	73	.1	.4	13	76	.2	.6	**	**	**
WI '00		16	154	.2	.9	24	95	.3	.8	14	105	.2	.7	4	24	.2	.2	**	**	**
WKVM-AM																				
WI '01		2	56	.1	.1	2	36	.1	.1	1	16			2	20	.1	.1	1	11	.1
FA '00		4	68	.2	.2	15	40	.2	.5					6	27	.1	.3		11	
SU '00		2	45	.1	.1					6				4	8	.2	.2	1	9	.1
SP '00		3	90	.2	.2	2	6	.1	.1	1	6			2	57	.1	.1	7	43	.1
4-Book		3	65	.2	.2	5	21	.1	.2	1	7			4	28	.2	.2	2	19	.3
WI '00		4	68	.2	.2	9	31	.1	.3	2	12	.1	.1		12			3	31	.3
WLED-AM																				
WI '01		3	74	.2	.2	11	49	.1	.4	4	12	.2	.2	2	12	.1	.1			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		2	67	.1	.1	6	41	.1	.2	1	16							**	**	**
SP '00			14							1	14							**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		2	60	.1	.1	4	34	.1	.1	2	25	.1	.1	2	25	.1	.1	2	25	.2
WLEY-AM																				
WI '01		3	68	.2	.2	4	42	.1	.1	2	28	.1	.1	4	35	.2	.2			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		3	66	.2	.2	8	34	.1	.3		9							2	15	.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		2	37	.1	.1	8	37	.1	.3											
WLUZ-AM																				
WI '01		3	54	.2	.2	3	25	.1	.1	8	45	.1	.4	2	11	.1	.1	2	11	.2
FA '00		2	30	.1	.1	1	16			6	16	.1	.3	2	16	.1	.1	1	15	.1
SU '00		2	34	.1	.1	11	26	.1	.4	2	18	.1	.1							
SP '00		2	58	.1	.1	5	25	.1	.2	1	20							3	26	.3
4-Book		2	44	.1	.1	5	23	.1	.2	4	25	.1	.2	1	7	.1	.1	2	13	.2
WI '00			14																	
WMEG-FM																				
WI '01	96	1509	1.1	5.3	121	718	1.4	4.2	73	624	.8	3.6	127	748	1.4	5.9	69	517	.8	6.7
FA '00	72	1322	.8	3.9	103	668	1.2	3.4	70	502	.8	3.4	108	710	1.2	5.1	50	505	.6	4.9
SU '00	97	1366	1.1	5.5	95	610	1.1	3.2	79	606	.9	3.8	175	935	2.0	8.3	82	548	1.0	10.2
SP '00	99	1556	1.1	5.6	95	727	1.1	3.3	77	769	.9	3.7	173	1023	2.0	8.6	70	678	.8	7.6
4-Book	91	1438	1.0	5.1	104	681	1.2	3.5	75	625	.9	3.6	146	854	1.7	7.0	68	562	.8	7.4
WI '00	86	1156	1.0	4.8	76	381	.9	2.5	110	447	1.3	5.5	119	602	1.4	5.8	53	418	.6	5.5
WNEL-AM																				
WI '01		3	87	.2	.2	5	32	.1	.2					2	23	.1	.1	6	47	.1
FA '00			8			1	8													
SU '00		1	43	.1	.1	4	43	.1	.1									2	9	.2
SP '00		4	98	.2	.2	8	60	.1	.3	6	24	.1	.3	2	16	.1	.1	3	35	.3
4-Book		2	59	.1	.1	5	36	.1	.2	2	6	.1	.1	1	10	.1	.1	3	23	.3
WI '00		2	56	.1	.1	5	12	.1	.2		12			2	32	.1	.1	2	30	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																			
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
WNK-FM																			
WI '01	6	113	.1	.3	7	50	.1	.2	7	47	.1	.3	9	51	.1	.4	1	18	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	3	66	.2	.2	7	35	.1	.2	6	39	.1	.3	4	34	.2	.2	3	13	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	10	344	.1	.6	15	139	.2	.5	14	109	.2	.7	11	115	.1	.5	6	86	.1
FA '00	16	326	.2	.9	30	143	.3	1.0	14	124	.2	.7	9	78	.1	.4	16	131	.2
SU '00	6	178	.1	.3	10	87	.1	.3	7	87	.1	.3	7	98	.1	.3	4	58	.5
SP '00	20	349	.2	1.1	37	165	.4	1.3	26	222	.3	1.3	19	108	.2	.9	4	70	.4
4-Book	13	299	.2	.7	23	134	.3	.8	15	136	.2	.8	12	100	.1	.5	8	86	.1
WI '00	37	407	.4	2.1	65	222	.8	2.1	48	239	.6	2.4	52	192	.6	2.5	16	82	.2
WORD-FM																			
WI '01	31	489	.4	1.7	30	175	.3	1.0	40	181	.5	2.0	24	159	.3	1.1	17	119	.2
FA '00	23	384	.3	1.3	13	69	.1	.4	18	126	.2	.9	16	123	.2	.8	19	129	.2
SU '00	35	467	.4	2.0	19	164	.2	.6	47	210	.5	2.3	33	143	.4	1.6	**	**	**
SP '00	35	636	.4	2.0	49	288	.6	1.7	42	191	.5	2.0	25	181	.3	1.2	11	157	.1
4-Book	31	494	.4	1.8	28	174	.3	.9	37	177	.4	1.8	25	152	.3	1.2	**	**	**
WI '00	25	445	.3	1.4	21	136	.2	.7	18	163	.2	.9	30	120	.3	1.5	22	122	.3
WOSO-AM																			
WI '01	5	78	.1	.3	19	60	.2	.7	4	53	.2	.2	3	37	.1	.1			
FA '00	14	125	.2	.8	30	125	.3	1.0	15	71	.2	.7	15	95	.2	.7	6	56	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	71	.2	.2	8	57	.1	.3	3	42	.1	.1	1	30	.1	.1	3	42	.3
WOYE-FM																			
WI '01	36	766	.4	2.0	67	456	.8	2.3	49	314	.6	2.4	30	244	.3	1.4	11	153	.1
FA '00	34	874	.4	1.8	78	424	.9	2.6	23	329	.3	1.1	41	259	.5	1.9	19	195	.2
SU '00	51	823	.6	2.9	73	393	.8	2.4	46	382	.5	2.2	68	447	.8	3.2	37	102	.4
SP '00	57	911	.7	3.2	130	509	1.5	4.5	56	492	.6	2.7	35	290	.4	1.7	32	345	.4
4-Book	45	844	.5	2.5	87	446	1.0	3.0	44	379	.5	2.1	44	310	.5	2.1	25	199	.3
WI '00	52	871	.6	2.9	108	485	1.3	3.5	42	386	.5	2.1	46	310	.5	2.2	30	229	.3
WPAB-AM																			
WI '01	2	43	.1	.1	1	14	.1	.1	5	32	.1	.2		14		.1	3	14	.3
FA '00	4	110	.2	.2	4	33	.1	.1	3	67	.1	.1	4	11	.2	.2	2	8	.2
SU '00	11	143	.1	.6	40	97	.5	1.3	11	100	.1	.5	9	60	.1	.4	2	9	.2
SP '00	3	188	.2	.2	5	56	.1	.2	4	55	.2	.2	5	78	.1	.2	1	10	.1
4-Book	5	121	.3	.3	13	50	.2	.4	6	64	.1	.3	5	41	.1	.2	2	10	.2
WI '00	7	196	.1	.4	9	74	.1	.3	16	111	.2	.8	8	53	.1	.4	1	9	.1
WPRA-AM																			
WI '01	* 4	12	.2	.2	5	12	.1	.2	8	12	.1	.4	1	12		.2	* 2	12	.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	73	.2	.2	12	28	.1	.4	7	53	.1	.3					10		
WPRM-FM																			
WI '01	306	2895	3.5	16.9	818	2204	9.3	28.1	219	933	2.5	10.7	404	1688	4.6	18.7	131	682	1.5
FA '00	331	2796	3.8	18.0	938	2186	10.6	31.3	258	1029	2.9	12.5	415	1644	4.7	19.6	90	647	1.0
SU '00	244	2544	2.8	13.8	762	1926	8.8	25.5	214	957	2.5	10.4	310	1431	3.6	14.6	30	341	.3
SP '00	247	2676	2.9	14.0	682	1788	7.9	23.5	199	1075	2.3	9.7	334	1719	3.9	16.6	74	574	.9
4-Book	282	2728	3.3	15.7	800	2026	9.2	27.1	223	999	2.6	10.8	366	1621	4.2	17.4	81	561	.9
WI '00	297	3026	3.4	16.7	854	2290	9.9	27.9	226	1168	2.6	11.3	354	1627	4.1	17.3	80	576	.9

** 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

Target Listener Trends - Men 18-49

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
WQBS-AM																			
WI '01	7	52	.1	.4	5	24	.1	.2	9	24	.1	.4	15	27	.2	.7			
FA '00	3	50		.2	2	5		.1	6	50	.1	.3	3	29		.1	1	12	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	3	67		.2	6	21	.1	.2	1	34			3	11		.1	2	11	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	33	357	.4	1.8	98	287	1.1	3.4	17	124	.2	.8	39	245	.4	1.8	22	51	.2
FA '00	26	254	.3	1.4	81	189	.9	2.7	16	108	.2	.8	32	135	.4	1.5	11	21	.1
SU '00	20	331	.2	1.1	73	240	.8	2.4	14	90	.2	.7	24	131	.3	1.1	33	33	
SP '00	40	349	.5	2.3	93	234	1.1	3.2	36	154	.4	1.7	50	196	.6	2.5	7	62	.1
4-Book	30	323	.4	1.7	86	238	1.0	2.9	21	119	.3	1.0	36	177	.4	1.7	10	42	.1
WI '00	28	376	.3	1.6	99	308	1.1	3.2	21	117	.2	1.0	28	159	.3	1.4	2	45	.2
WRRH-FM																			
WI '01	5	68	.1	.3	1	20			8	42	.1	.4	6	46	.1	.3	3	39	.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	2	79		.1	1	27			2	17		.1	4	60		.2	3	46	.4
SP '00	14	152	.2	.8	20	110	.2	.7	19	114	.2	.9	12	85	.1	.6	21	79	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	* 6	61	.1	.3	3	13		.1	5	48	.1	.2	9	35	.1	.4	* 1	6	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	6	120	.1	.3	6	27	.1	.2	9	53	.1	.4	1	19				13	
SP '00	1	28		.1										13				13	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	5	64	.1	.3	2	17		.1					1	12			2	12	.2
WSKN-AM																			
WI '01	2	105		.1	3	21		.1	4	74		.2	3	14		.1			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	2	84		.1	6	57	.1	.2		19			2	18		.1			
SP '00	5	141	.1	.3	18	89	.2	.6	7	56	.1	.3	3	51		.1	2	46	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	172	.1	.3	2	25		.1	14	91	.2	.7	10	72	.1	.5	3	50	.3
WTPM-FM																			
WI '01	* 3	29		.2	5	20	.1	.2	3	29		.1		9			* 2	20	.2
FA '00	4	63		.2	3	35		.1	1	10			1	13			1	2	.1
SU '00	3	63		.2	1	11			1	17				11			3	36	.4
SP '00	2	47		.1	1	7			2	16		.1					6	16	.1
4-Book	3	51		.2	3	18		.1	2	18		.1		8			3	19	.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																			
WI '01	13	412	.1	.7	15	141	.2	.5	12	182	.1	.6	14	149	.2	.6	7	105	.1
FA '00	25	458	.3	1.4	20	170	.2	.7	51	238	.6	2.5	17	222	.2	.8	14	141	.2
SU '00	14	467	.2	.8	12	129	.1	.4	12	218	.1	.6	14	123	.2	.7	10	115	.1
SP '00	35	562	.4	2.0	34	231	.4	1.2	39	274	.5	1.9	36	242	.4	1.8	29	193	.3
4-Book	22	475	.3	1.2	20	168	.2	.7	29	228	.3	1.4	20	184	.3	1.0	15	139	.2
WI '00	49	504	.6	2.7	40	239	.5	1.3	76	227	.9	3.8	60	218	.7	2.9	32	151	.4
WUNO-AM																			
WI '01	12	216	.1	.7	40	123	.5	1.4	13	94	.1	.6	9	58	.1	.4	4	62	.4
FA '00	5	158	.1	.3	8	116	.1	.3	3	70		.1	8	54	.1	.4	5	54	.1
SU '00	9	156	.1	.5	28	129	.3	.9	13	70	.2	.6	11	96	.1	.5	1	18	.1
SP '00	8	277	.1	.5	15	150	.2	.5	15	132	.2	.7	6	72	.1	.3	4	69	.4
4-Book	9	202	.1	.5	23	130	.3	.8	11	92	.1	.5	9	70	.1	.4	4	51	.4
WI '00	9	214	.1	.5	13	120	.2	.4	22	131	.3	1.1	4	65		.2	3	58	.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
WVJP-FM																			
10	223	.1	.6	17	102	.2	.6	6	97	.1	.3	14	118	.2	.6	6	51	.1	.6
18	361	.2	1.0	20	139	.2	.7	20	103	.2	1.0	13	67	.1	.6	9	103	.1	.9
8	242	.1	.5	7	102	.1	.2	4	64	.2	.2	11	112	.1	.5	4	60		.5
17	407	.2	1.0	20	163	.2	.7	21	153	.2	1.0	13	162	.2	.6	11	106	.1	1.2
13	308	.2	.8	16	127	.2	.6	13	104	.1	.6	13	115	.2	.6	8	80	.1	.8
17	361	.2	1.0	13	110	.2	.4	21	158	.2	1.0	24	143	.3	1.2	10	92	.1	1.0
WVOZ-FM																			
83	1057	.9	4.6	60	404	.7	2.1	98	528	1.1	4.8	97	604	1.1	4.5	85	577	1.0	8.3
51	727	.6	2.8	41	261	.5	1.4	46	294	.5	2.2	54	306	.6	2.5	58	338	.7	5.6
17	347	.2	1.0	12	53	.1	.4	14	157	.2	.7	17	123	.2	.8	17	182	.2	2.1
10	240	.1	.6	3	44		.1	13	123	.2	.6	11	125	.1	.5	6	36	.1	.6
40	593	.5	2.3	29	191	.3	1.0	43	276	.5	2.1	45	290	.5	2.1	42	283	.5	4.2
10	183	.1	.6	5	42	.1	.2	7	59	.1	.3	8	36	.1	.4	16	67	.2	1.7
WXEW-AM																			
* 13	42	.1	.7	13	31	.1	.4	17	31	.2	.8	7	24	.1	.3	* 13	34	.1	1.3
3	79		.2	8	29	.1	.3	1	24				7			1	11		.1
3	105		.2	9	58	.1	.3	1	33			4	40		.2	3	9		.4
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5	84	.1	.3	7	22	.1	.2	4	41		.2	5	48	.1	.2	4	7		.4
WXYX-FM																			
72	1089	.8	4.0	89	479	1.0	3.1	86	503	1.0	4.2	129	557	1.5	6.0	32	284	.4	3.1
73	1107	.8	4.0	112	446	1.3	3.7	71	600	.8	3.4	126	538	1.4	5.9	48	372	.5	4.7
73	1095	.8	4.1	143	577	1.7	4.8	90	559	1.0	4.4	101	490	1.2	4.8	30	333	.3	3.7
44	766	.5	2.5	70	255	.8	2.4	35	278	.4	1.7	97	397	1.1	4.8	17	172	.2	1.8
66	1014	.7	3.7	104	439	1.2	3.5	71	485	.8	3.4	113	496	1.3	5.4	32	290	.4	3.3
65	1174	.8	3.6	135	580	1.6	4.4	63	523	.7	3.1	74	412	.9	3.6	31	290	.4	3.2
WYQE-FM																			
4	67		.2	7	42	.1	.2	5	25	.1	.2	5	59	.1	.2		17		.1
16	110	.2	.9	33	69	.4	1.1	21	43	.2	1.0	13	60	.1	.6	1	28		.4
6	104	.1	.3	4	48		.1	4	51		.2	9	83	.1	.4	3			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
9	132	.1	.5	17	51	.2	.6	10	36	.1	.5	1	9			5	27	.1	.5
WZAR-FM																			
34	661	.4	1.9	17	196	.2	.6	41	223	.5	2.0	48	251	.5	2.2	43	284	.5	4.2
39	572	.4	2.1	43	250	.5	1.4	70	308	.8	3.4	35	218	.4	1.7	29	164	.3	2.8
61	727	.7	3.5	56	358	.6	1.9	80	368	.9	3.9	70	372	.8	3.3	48	297	.6	6.0
33	499	.4	1.9	31	181	.4	1.1	64	318	.7	3.1	34	244	.4	1.7	12	128	.1	1.3
42	615	.5	2.4	37	246	.4	1.3	64	304	.7	3.1	47	271	.5	2.2	33	218	.4	3.6
34	638	.4	1.9	43	309	.5	1.4	35	204	.4	1.7	39	263	.5	1.9	37	255	.4	3.9
WZMT-FM																			
18	266	.2	1.0	19	100	.2	.7	19	123	.2	.9	11	130	.1	.5	11	84	.1	1.1
14	204	.2	.8	7	63	.1	.2	19	123	.2	.9	17	82	.2	.8	5	35	.1	.5
22	226	.3	1.2	16	58	.2	.5	35	114	.4	1.7	42	151	.5	2.0	4	43		.5
19	233	.2	1.1	34	109	.4	1.2	23	129	.3	1.1	17	99	.2	.8	17	67	.2	1.8
18	232	.2	1.0	19	83	.2	.7	24	122	.3	1.2	22	116	.3	1.0	9	57	.1	1.0
16	179	.2	.9	17	78	.2	.6	10	84	.1	.5	24	132	.3	1.2	22	84	.3	2.3
WZNT-FM																			
144	1564	1.6	8.0	129	703	1.5	4.4	222	744	2.5	10.9	177	891	2.0	8.2	48	443	.5	4.7
108	1446	1.2	5.9	86	512	1.0	2.9	142	705	1.6	6.9	119	792	1.3	5.6	62	412	.7	6.0
157	1634	1.8	8.9	164	765	1.9	5.5	225	881	2.6	10.9	179	930	2.1	8.4	68	549	.8	8.5
140	1746	1.6	7.9	145	703	1.7	5.0	193	928	2.2	9.4	136	740	1.6	6.8	43	419	.5	4.6
137	1598	1.6	7.7	131	671	1.5	4.6	196	815	2.2	9.5	153	838	1.8	7.3	55	456	.6	6.0
134	1654	1.6	7.5	168	842	1.9	5.5	207	930	2.4	10.3	137	874	1.6	6.7	40	504	.5	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 18-49

Target Listener Trends - Men 18-49

TOTALS

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

Target Listener Estimates

Men 18-49																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WABA-AM																			
WI '01	4	47	.2	6	41	.1	.4	10	19	.1	.7	10	41	.1	.5	6	15	.1	.4
4-Book	3	57	.1	5	46	.1	.4	7	13	.1	.5	10	28	.1	.5	2	8		.2
WAEI-AM																			
WI '01	6	49	.1	1	22		.1	4	15		.3	1	6						
4-Book	6	66	.1	3	38	.1	.2	4	14		.3	1	6			2	5		.1
WAEI-FM																			
WI '01	24	255	.3	15	108	.2	1.1	26	72	.3	1.7	40	80	.5	1.8	4	30		.2
4-Book	20	274	.2	**	**	**	**	11	31	.1	.7	24	57	.3	1.1	7	32	.1	.5
WAPA-AM																			
WI '01	43	274	.5	* 7	123	.1	.5	31	94	.4	2.1	4	20		.2				
4-Book	33	225	.4	8	127	.1	.6	23	67	.3	1.6	7	31	.1	.3	6	11	.1	.4
WBRQ-FM																			
WI '01	16	221	.2	13	145	.1	.9	6	39	.1	.4	27	101	.3	1.2	27	58	.3	1.6
4-Book	16	194	.2	13	154	.2	.9	20	52	.2	1.4	24	77	.3	1.1	21	53	.3	1.3
WCAD-FM																			
WI '01	40	582	.5	25	313	.3	1.8	19	70	.2	1.3	45	104	.5	2.0	54	118	.6	3.2
4-Book	51	601	.6	31	356	.4	2.3	26	84	.3	1.8	61	152	.7	2.8	45	123	.5	2.8
WCMA-FM																			
WI '01	108	879	1.2	40	511	.5	2.9	42	132	.5	2.8	62	191	.7	2.8	69	214	.8	4.0
4-Book	78	782	.9	43	486	.5	3.2	36	128	.4	2.3	83	255	1.0	3.8	72	172	.9	4.4
WCMN-AM																			
WI '01	3	69			9														
4-Book	7	98	.1	2	39		.2	7	20	.1	.5	2	15		.1				
WCMN-FM																			
WI '01	45	513	.5	34	259	.4	2.5	21	56	.2	1.4	44	114	.5	2.0	51	117	.6	3.0
4-Book	35	374	.4	26	231	.3	1.9	25	68	.3	1.7	30	77	.4	1.4	30	71	.4	1.8
WCOM-FM																			
WI '01	55	786	.6	18	229	.2	1.3	18	63	.2	1.2	49	80	.6	2.2	19	52	.2	1.1
4-Book	67	830	.8	22	283	.3	1.6	29	78	.3	1.9	45	124	.5	2.1	21	57	.2	1.3
WCTA-FM																			
WI '01	42	358	.5	48	285	.5	3.5	38	120	.4	2.5	70	185	.8	3.2	52	141	.6	3.0
4-Book	53	397	.6	54	336	.6	3.9	40	101	.4	2.7	96	204	1.1	4.4	70	159	.8	4.4
WEGM-FM																			
WI '01	23	384	.3	17	189	.2	1.2	10	37	.1	.7	25	69	.3	1.1	27	57	.3	1.6
4-Book	23	283	.3	18	208	.2	1.3	11	41	.1	.7	17	70	.2	.8	17	59	.2	1.1
WERR-FM																			
WI '01	19	232	.2	14	164	.2	1.0	28	67	.3	1.9	22	62	.2	1.0	7	32	.1	.4
4-Book	13	224	.1	8	134	.1	.6	11	33	.1	.8	13	48	.2	.6	5	21	.1	.4
WFID-FM																			
WI '01	65	617	.7	45	403	.5	3.3	54	121	.6	3.6	61	115	.7	2.8	65	101	.7	3.8
4-Book	95	829	1.1	59	560	.7	4.3	46	135	.5	3.0	75	191	.9	3.4	68	154	.8	4.3
WIAC-AM																			
WI '01	16	128	.2	2	54		.1	8	22	.1	.5	3	20		.1				
4-Book	9	111	.1	5	56		.3	4	16		.3	3	17		.1	2	7		.1
WIAC-FM																			
WI '01	48	805	.5	40	545	.5	2.9	39	149	.4	2.6	72	165	.8	3.3	54	139	.6	3.2
4-Book	61	766	.7	35	431	.4	2.6	43	132	.5	2.8	59	142	.7	2.7	45	109	.5	2.8
+WIDI-FM																			
WI '01	23	121	.3	6	75	.1	.4									5	22	.1	.3
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 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
85 55	760 585	1.0 .6	3.6 2.4	51 35	435 404	.6 .4	3.7 2.5	38 33	123 106	.4 .4	2.5 2.2	107 71	268 183	1.2 .8	4.8 3.2	78 38	144 101	.9 .5	4.6 2.3
36 27	290 263	.4 .3	1.5 1.2	14 16	174 148	.2 .2	1.0 1.2	23 13	82 42	.3 .1	1.5 .8	31 29	73 57	.4 .3	1.4 1.3	15	34	.2	1.0
3 6	39 84	.1 .1	.1 .3	7	14 75	.1 .1	.5	8	17	.1	.6	3 1	14 9		.1	6	21	.1	.4
1 **	23 **	** **	** **	* **	1 **	12 **	.1 **	**	** **	** **	** **	2 **	12 **	** **	.1 **	1 **	12 **	** **	.1 **
66 97	498 637	.7 1.1	2.8 4.1	17 27	174 269	.2 .3	1.2 2.0	31 42	68 87	.4 .5	2.1 2.8	42 46	124 128	.5 .5	1.9 2.1	23 28	75 86	.3 .3	1.3 1.8
45 54	598 669	.5 .6	1.9 2.3	18 21	201 260	.2 .3	1.3 1.5	27 45	68 134	.3 .5	1.8 3.0	31 41	94 128	.4 .5	1.4 1.9	32 21	79 59	.4 .2	1.9 1.2
75 110	1268 1286	.8 1.3	3.2 4.7	75 89	818 878	.8 1.0	5.5 6.5	38 78	68 202	.4 .9	2.5 5.2	90 170	283 386	1.0 2.0	4.1 7.7	112 112	275 282	1.3 1.3	6.5 7.1
4 6	58 66	.2 .1	.2 .3	* 2	15 29	.1 .2		6	15	.1	.4	4	11	.1	.2	2	3		.1
9 13	138 161	.1 .2	.4 .6	8 8	99 94	.1 .1	.6 .6	15 12	21 36	.2 .1	1.0 .8	12 14	77 46	.1 .2	.5 .6	7	15	.1	.4
2 3	56 42	.1 .1		2 3	16 28	.1 .2		4 2	16 8	.3 .1		3 2	16 6	.1 .1			2		
6 **	49 **	.1 **	.3 **	2 **	41 **	.1 **	.1 **	7 **	17 **	.1 **	.5 **	**	**	** **	** **	** **	** **	** **	** **
3 **	55 **	.1 **	.1 **	4 **	49 **	.3 **	.3 **	11 **	21 **	.1 **	.7 **	12 **	34 **	.1 **	.5 **	2 **	8 **	.1 **	.1 **
5 4	54 37	.1 .2	.2 .2	3 1	36 20	.2 .1		2 1	9 6	.1 .1		3 2	16 8	.1 .1		8 2	11 3	.1 .1	.5 .1
105 106	1176 1197	1.2 1.2	4.5 4.5	98 81	953 861	1.1 .9	7.1 5.9	95 82	228 220	1.1 1.0	6.4 5.5	108 99	312 278	1.2 1.1	4.9 4.5	120 107	306 273	1.4 1.2	7.0 6.7
2 2	55 45	.1 .1		3 2	32 18	.2 .1		2 1	16 4	.1 .1			1	4			1	4	.1
8 **	93 **	.1 **	.3 **	7 **	32 **	.1 **	.5 **	12 **	12 **	.1 **	.8 **	10 **	12 **	.1 **	.5 **	18 **	32 **	.2 **	1.1 **
13 16	225 223	.1 .2	.6 .7	9 11	177 151	.1 .1	.7 .8	8 14	33 36	.1 .2	.5 .9	4 18	33 52	.2 .2	.9	9 13	30 36	.1 .1	.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 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
WORO-FM																			
32	295	.4	1.4	39	278	.4	2.8	17	64	.2	1.1	46	83	.5	2.1	23	37	.3	1.3
30	296	.4	1.3	40	313	.5	2.9	32	76	.4	2.1	42	90	.5	1.9	17	49	.2	1.1
WOSD-AM																			
9	78	.1	.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
48	622	.5	2.0	31	310	.4	2.3	18	66	.2	1.2	68	152	.8	3.1	40	144	.5	2.3
57	687	.6	2.4	36	387	.4	2.7	34	97	.4	2.3	51	142	.6	2.3	42	135	.5	2.7
WPAB-AM																			
2	32	.1	.1		11							1	11			3	11		.2
8	104	.1	.3	2	37		.2	3	10		.2	3	10		.1	4	15		.3
WPRA-AM																			
5	12	.1	.2	4	12		.3	3	12		.2	7	12	.1	.3	6	12	.1	.4
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
460	2674	5.2	19.6	148	1315	1.7	10.8	233	478	2.6	15.6	208	468	2.4	9.4	157	424	1.8	9.2
444	2568	5.1	18.9	128	1084	1.5	9.4	218	443	2.5	14.3	199	438	2.3	9.0	156	383	1.8	9.6
WQBS-AM																			
10	42	.1	.4	6	19	.1	.4	12	19	.1	.8	9	9	.1	.4	8	9	.1	.5
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
49	341	.6	2.1	14	177	.2	1.0	24	36	.3	1.6	14	42	.2	.6	27	83	.3	1.6
46	307	.6	2.0	15	137	.2	1.1	25	37	.3	1.7	20	48	.2	.9	16	41	.2	1.0
WRRH-FM																			
5	57	.1	.2	5	68	.1	.4	3	11		.2	8	31	.1	.4	15	22	.2	.9
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
6	61	.1	.3	* 9	49	.1	.7	6	23	.1	.4	15	23	.2	.7	3	6		.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																			
3	94		.1	2	10		.1	5	10	.1	.3	2	10		.1				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																			
3	29		.1	* 4	29		.3	13	20	.1	.9	10	20	.1	.5	3	20		.2
2	29		.1	6	38	.1	.5	13	22	.1	.9	15	30	.2	.7	11	25	.1	.7
WUQO-FM																			
14	291	.2	.6	16	166	.2	1.2	29	69	.3	1.9	37	130	.4	1.7	12	46	.1	.7
24	331	.3	1.0	23	253	.3	1.7	23	62	.3	1.5	46	129	.6	2.1	25	82	.3	1.6
WUNO-AM																			
20	191	.2	.9	3	58		.2	11	26	.1	.7								
14	188	.2	.6	2	54		.2	6	23	.1	.4	2	13		.1	2	6		.2
WVJP-FM																			
12	211	.1	.5	8	105	.1	.6	18	38	.2	1.2	6	31	.1	.3	24	59	.3	1.4
14	225	.2	.6	16	131	.2	1.2	20	39	.2	1.3	23	62	.3	1.1	22	52	.3	1.3
WVOZ-FM																			
86	739	1.0	3.7	77	634	.9	5.6	46	122	.5	3.1	98	210	1.1	4.4	89	191	1.0	5.2
39	407	.5	1.7	42	369	.5	3.0	22	75	.3	1.5	43	117	.5	2.0	41	90	.5	2.4
WXEV-AM																			
13	31	.1	.6	* 12	42	.1	.9	9	31	.1	.6	8	24	.1	.4	10	13	.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

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
WXYX-FM																				
WI '01	100	937	1.1	4.3	49	512	.6	3.6	41	128	.5	2.7	98	221	1.1	4.4	84	219	1.0	4.9
4-Book	94	841	1.1	4.0	38	422	.5	2.8	30	92	.4	2.0	72	197	.8	3.3	68	149	.8	4.2
WYQE-FM																				
WI '01	6	67	.1	.3	4	25		.3	2	4		.1					2	4		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	36	426	.4	1.5	25	327	.3	1.8	24	81	.3	1.6	36	92	.4	1.6	23	66	.3	1.3
4-Book	51	467	.6	2.2	33	331	.4	2.4	36	90	.4	2.5	70	133	.8	3.2	28	69	.4	1.7
WZMT-FM																				
WI '01	17	218	.2	.7	24	173	.3	1.7	17	60	.2	1.1	46	119	.5	2.1	25	71	.3	1.5
4-Book	22	175	.3	1.0	18	137	.2	1.3	20	51	.2	1.3	35	80	.4	1.6	17	50	.2	1.1
WZNT-FM																				
WI '01	180	1250	2.0	7.7	146	961	1.7	10.6	137	352	1.6	9.2	306	619	3.5	13.8	214	417	2.4	12.5
4-Book	163	1259	1.9	7.0	148	1047	1.7	10.9	146	355	1.7	9.8	258	556	3.0	11.7	194	442	2.2	12.1
WZOL-FM																				
WI '01	10	76	.1	.4	14	90	.2	1.0	28	69	.3	1.9	37	74	.4	1.7	37	44	.4	2.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	2346	8354	26.6		1373	6941	15.6		1494	3478	16.9		2215	4567	25.1		1712	3705	19.4	
4-Book	2347	8246	27.0		1369	6916	15.7		1510	3520	17.3		2202	4598	25.2		1604	3560	18.4	

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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
WABA-AM																			
WI '01				6	15	.1	.9	4	22		.3					10	19	.1	1.2
4-Book				8	20	.1	.9	6	24	.1	.4	2	4		.1	3	5		.3
WAEI-AM																			
WI '01																			
4-Book	2	7	.2	4	10	.1	.5	5	17	.1	.4	5	11	.1	.4				
WAEI-FM																			
WI '01	11	30	.1	.9	15	25	.2	2.1	14	56	.2	.9	3	11	.3	7	26	.1	.8
4-Book	9	18	.1	.9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																			
WI '01	*			4	17		.6	12	23	.1	.8	1	11		.1	*	8	21	.1
4-Book	2	2	.2	7	21	.1	.8	10	28	.1	.7	3	12	.2		9	26	.1	1.2
WBRQ-FM																			
WI '01	3	24	.2	4	10		.6	22	49	.2	1.4	10	36	.1	.9	3	10		.4
4-Book	3	13	.2	9	32	.1	1.0	11	43	.1	.7	13	50	.2	1.1	5	23		.6
WCAD-FM																			
WI '01	41	107	.5	3.4	3	21		.4	9	63	.1	.6	13	69	.1	1.1	13	64	.1
4-Book	29	102	.3	2.6	16	44	.2	1.8	31	90	.4	2.0	23	90	.3	1.8	16	71	.2
WCMA-FM																			
WI '01	28	98	.3	2.3	19	64	.2	2.7	35	134	.4	2.3	48	167	.5	4.2	21	63	.2
4-Book	34	102	.4	3.2	22	59	.3	2.6	40	136	.5	2.6	39	114	.4	3.2	21	59	.3
WCMN-AM																			
WI '01				2	9		.3												
4-Book	1	3	.1	4	12	.1	.5	3	8		.2	2	11	.2		1	7		.2
WCMN-FM																			
WI '01	26	70	.3	2.1	11	15	.1	1.6	49	96	.6	3.2	37	86	.4	3.2	30	101	.3
4-Book	23	50	.3	2.1	15	33	.2	1.8	38	75	.5	2.4	28	56	.3	2.2	16	46	.2
WCOM-FM																			
WI '01	3	13	.2		1	11		.1	15	57	.2	1.0	10	50	.1	.9	24	49	.3
4-Book	8	41	.1	.8	12	35	.2	1.3	18	76	.2	1.1	18	49	.2	1.5	20	49	.2
WCTA-FM																			
WI '01	26	62	.3	2.1	32	107	.4	4.6	82	154	.9	5.3	53	149	.6	4.6	26	84	.3
4-Book	39	98	.5	3.5	30	69	.4	3.5	69	141	.8	4.4	55	127	.6	4.5	28	83	.3
WEGM-FM																			
WI '01	18	83	.2	1.5	4	14		.6	29	88	.3	1.9	16	42	.2	1.4	5	12	.1
4-Book	22	61	.3	2.1	10	30	.1	1.1	23	70	.3	1.4	22	55	.3	1.8	20	37	.2
WERR-FM																			
WI '01	14	40	.2	1.1	10	46	.1	1.4	13	57	.1	.8	5	11	.1	.4	12	29	.1
4-Book	6	21	.1	.5	11	41	.1	1.3	5	21	.1	.3	6	17	.1	.5	5	16	.1
WFID-FM																			
WI '01	47	118	.5	3.8	19	61	.2	2.7	44	124	.5	2.9	45	88	.5	3.9	26	106	.3
4-Book	63	172	.7	5.9	34	111	.4	4.0	78	163	.9	4.9	57	141	.7	4.6	43	134	.5
WIAC-AM																			
WI '01				6	23	.1	.9									2	11		.2
4-Book				5	22	.1	.6	17	25	.2	1.2	5	15	.1	.4	1	3		.1
WIAC-FM																			
WI '01	39	113	.4	3.2	17	73	.2	2.4	49	156	.6	3.2	25	112	.3	2.2	21	56	.2
4-Book	30	85	.3	2.8	20	63	.3	2.4	40	121	.5	2.6	25	86	.3	2.0	19	52	.2
+WIDI-FM																			
WI '01	15	29	.2	1.2					15	47	.2	1.0	4	17	.3		7	26	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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this survey.

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

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

Target Listener Estimates

Men 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
WIOA-FM																			
WI '01	30	79	.3	19	86	.2	2.7	59	125	.7	3.8	62	121	.7	5.4	16	95	.2	1.9
4-Book	30	86	.4	18	59	.2	2.1	39	135	.5	2.5	27	65	.3	2.3	22	83	.3	2.8
WIOB-FM																			
WI '01	21	49	.2					16	56	.2	1.0	10	27	.1	.9	10	38	.1	1.2
4-Book	17	50	.2	5	14	.1	.5	20	44	.2	1.2	21	42	.3	1.7	6	25	.1	.8
WIOC-FM																			
WI '01																			
4-Book	13	29	.2	4	17		.5	6	13	.1	.4	4	15	.1	.4	13	25	.1	1.7
WISO-AM																			
WI '01	*															*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
WI '01	11	37	.1	19	24	.2	2.7	7	33	.1	.5								
4-Book	22	68	.2	25	42	.3	2.9	25	66	.3	1.7	22	48	.3	1.7	8	21	.1	1.0
WKAQ-AM																			
WI '01	6	47	.1	16	47	.2	2.3	7	40	.1	.5	27	66	.3	2.3	5	24	.1	.6
4-Book	7	28	.1	26	68	.3	2.9	11	45	.2	.7	12	39	.1	1.0	8	34	.1	1.0
WKAQ-FM																			
WI '01	65	149	.7	41	111	.5	5.9	115	342	1.3	7.5	99	264	1.1	8.6	35	105	.4	4.1
4-Book	64	172	.7	34	103	.4	4.2	112	294	1.3	7.3	92	235	1.1	7.6	41	122	.5	5.2
WKJB-AM																			
WI '01								9	15	.1	.6					*			
4-Book				1	2		.1	3	7		.2	1	3		.1				
WKSA-FM																			
WI '01	10	16	.1	14	14	.2	2.0	3	16		.2	10	24	.1	.9				
4-Book	**	**	**	7	13	.1	.9	5	28	.1	.3	6	17	.1	.5	**	**	**	**
WKVM-AM																			
WI '01				8	16	.1	1.1												
4-Book	5	13	.1	7	13	.1	.8	4	4	.1	.3	2	4		.2	2	4		.3
WLEO-AM																			
WI '01												9	25	.1	.8				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																			
WI '01	2	8		4	14		.6	1	8		.1	2	8		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																			
WI '01				2	9		.3									6	16	.1	.7
4-Book				1	2		.1	1	4		.1	1	4			2	4		.2
WMEG-FM																			
WI '01	104	252	1.2	30	100	.3	4.3	99	265	1.1	6.4	83	175	.9	7.2	130	264	1.5	15.2
4-Book	82	247	.9	29	93	.3	3.4	61	183	.7	3.9	68	171	.8	5.6	116	269	1.4	14.6
WNEL-AM																			
WI '01	8	16	.1	5	16	.1	.7									8	16	.1	.9
4-Book	4	6	.1	4	12	.1	.5									2	4		.2
WNIK-FM																			
WI '01	20	20	.2				1.6												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	1	14		34	122	.4	4.9	5	34	.1	.3	14	44	.2	1.2				
4-Book	6	22	.1	24	72	.3	3.0	7	34	.1	.5	7	28	.1	.6	1	7		.1

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

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

Target Listener Estimates

Men 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	
WORO-FM																								
WI '01	35	68	.4	2.9	21	59	.2	3.0	102	196	1.2	6.6	45	74	.5	3.9	15	65	.2	1.8				
4-Book	**	**	**	**	24	56	.3	2.8	107	193	1.2	6.8	56	127	.6	4.5	**	**	**	**				
WOSO-AM																								
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
WOYE-FM																								
WI '01	10	22	.1	.8	19	36	.2	2.7	35	88	.4	2.3	21	50	.2	1.8	31	92	.4	3.6				
4-Book	31	71	.4	3.0	21	44	.3	2.5	44	111	.5	2.8	32	70	.4	2.6	33	96	.4	4.2				
WPAB-AM																								
WI '01	1	2		.1	3	11	.1	.4	4	16	.1	.3					1	2		.1				
4-Book																								
WPRA-AM																								
WI '01	**	**	**	**	**	**	**	**	7	12	.1	.5	**	**	**	**	5	12	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
WPRM-FM																								
WI '01	186	381	2.1	15.2	70	176	.8	10.0	123	340	1.4	8.0	152	385	1.7	13.2	56	181	.6	6.6				
4-Book	101	233	1.2	8.9	97	202	1.1	11.2	110	272	1.3	7.0	104	258	1.2	8.6	54	153	.6	6.8				
WQBS-AM																								
WI '01	**	**	**	**	5	9	.1	.7	9	9	.1	.6	8	9	.1	.7	**	**	**	**				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
WRIO-FM																								
WI '01	16	40	.2	1.3	11	25	.2	1.2	9	44	.1	.6				19	19	.2	2.2					
4-Book	9	24	.1	.8	11	25	.2	1.2	20	60	.2	1.3	8	15	.1	.7	10	13	.1	1.2				
WRRH-FM																								
WI '01	3	13	.2		5	13	.1	.7	4	13		.3	4	15		.3	**	**	**	**				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
WSAN-FM																								
WI '01	* 4	6	.3		* 2	6		.3	22	43	.2	1.4	13	26	.1	1.1	*	**	**	**				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
WSKN-AM																								
WI '01	**	**	**	**	5	10	.1	.7	2	10		.1	**	**	**	**	**	**	**	**				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
WTPM-FM																								
WI '01	*								5	9	.1	.3					*							
4-Book	3	11	.1	.3	1	5		.1	3	11		.2	1	3		.1		1	5		.1			
WUKQ-FM																								
WI '01	7	19	.1	.6	13	31	.1	1.9	4	28		.3	17	58	.2	1.5	8	17	.1	.9				
4-Book	12	39	.1	1.1	10	43	.1	1.2	27	70	.3	1.7	23	62	.3	1.9	15	43	.2	1.9				
WUNO-AM																								
WI '01					10	31	.1	1.4	4	21		.3					1	3		.2				
4-Book	2	4		.2	6	26	.1	.8	1	5		.1												
WVJP-FM																								
WI '01	6	18	.1	.5	4	7		.6	5	13	.1	.3	2	7		.2	3	7		.4				
4-Book	5	18	.1	.4	9	23	.1	1.0	36	68	.4	2.2	13	31	.2	1.1	6	20	.1	.7				
WVOZ-FM																								
WI '01	160	330	1.8	13.1	16	45	.2	2.3	83	187	.9	5.4	53	133	.6	4.6	50	153	.6	5.9				
4-Book	101	192	1.2	9.1	14	45	.2	1.6	37	94	.4	2.4	37	76	.4	3.0	27	71	.3	3.3				
WXEV-AM																								
WI '01	* 20	24	.2	1.6	* 7	11	.1	1.0	22	34	.2	1.4				*	20	24	.2	2.3				
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 18-49

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	
WXYX-FM																				
WI '01	37	106	.4	3.0	12	28	.1	1.7	39	87	.4	2.5	32	71	.4	2.8	44	117	.5	5.2
4-Book	31	96	.4	2.9	12	37	.1	1.4	37	96	.4	2.4	27	64	.3	2.2	21	59	.3	2.6
WYQE-FM																				
WI '01								10	21	.1	.6	18	21	.2	1.6					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM																				
WI '01	18	54	.2	1.5	15	35	.2	2.1	33	105	.4	2.1	33	116	.4	2.9	21	73	.2	2.5
4-Book	28	68	.3	2.7	14	39	.2	1.7	24	85	.3	1.5	29	82	.3	2.4	28	84	.3	3.6
WZMT-FM																				
WI '01	32	55	.4	2.6	9	52	.1	1.3	24	60	.3	1.6	16	51	.2	1.4	18	67	.2	2.1
4-Book	15	35	.2	1.4	7	26	.1	.9	18	49	.2	1.1	17	45	.2	1.4	9	26	.1	1.2
WZNT-FM																				
WI '01	73	182	.8	6.0	51	127	.6	7.3	164	357	1.9	10.6	124	262	1.4	10.8	89	265	1.0	10.4
4-Book	96	213	1.1	8.9	78	200	.9	9.1	198	421	2.3	12.8	154	321	1.8	12.6	57	155	.7	7.1
WZOL-FM																				
WI '01	11	18	.1	.9																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																				
WI '01	1222	2740	13.8		700	1876	7.9		1543	3352	17.5		1151	2506	13.0		853	2230	9.7	
4-Book	1092	2626	12.5		852	2167	9.8		1567	3382	18.0		1230	2665	14.1		790	2031	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 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
WABA-AM																			
WI '01	3	25	.2	3	19	.1		2	19		.1	1	19		.1	3	25		.4
FA '00	4	94	.1	4	31	.1	.2									6	38	.1	.8
SU '00	3	90	.2	3	21		.1	1	12		.1	1	20		.1		15		
SP '00	2	89	.1	1	24			4	56	.1	.3	2	45		.1	3	57		.5
4-Book	3	75	.2	3	24		.1	2	22		.1	1	21		.1	3	34		.4
WI '00	5	53	.1	9	38	.1	.4	4	38	.1	.3	3	25		.2	5	10	.1	.8
WAEI-AM																			
WI '01	3	40	.2	2	19		.1	10	40	.2	.6	1	19		.1	1	15		.1
FA '00	1	36	.1	4	26	.1	.2		6				2				9		
SU '00	6	96	.1	3	19		.1	6	35	.1	.4	16	50	.3	1.0	5	41	.1	1.0
SP '00	6	123	.1	14	72	.2	.6	1	16		.1	2	52		.1	6	47	.1	1.0
4-Book	4	74	.1	6	34	.1	.3	4	24	.1	.3	5	31	.1	.3	3	28	.1	.5
WI '00	2	73	.1	2	27		.1	2	32		.1	1	20		.1	1	9		.2
WAEI-FM																			
WI '01	17	178	.3	6	44	.1	.3	18	116	.3	1.1	31	106	.5	1.9	16	52	.2	2.3
FA '00	11	320	.2	4	58	.1	.2	35	257	.5	2.2	5	76	.1	.3	5	38	.1	.7
SU '00	6	225	.1	7	63	.1	.3	19	183	.3	1.3	5	54	.1	.3	1	34		.2
SP '00	6	167	.1	6	76	.1	.3	19	95	.3	1.2	2	47		.1	1	10		.2
4-Book	10	223	.2	6	60	.1	.3	23	163	.4	1.5	11	71	.2	.7	6	34	.1	.9
WI '00	17	252	.3	19	54	.3	.8	36	182	.6	2.3	12	98	.2	.8	6	61	.1	1.0
WAPA-AM																			
WI '01	* 26	307	.4	50	193	.8	2.2	47	195	.7	2.9	20	98	.3	1.2	* 15	104	.2	2.2
FA '00	17	288	.3	32	156	.5	1.4	26	80	.4	1.6	13	93	.2	.8	6	51	.1	.8
SU '00	16	189	.3	28	112	.5	1.2	16	72	.3	1.1	21	62	.3	1.3	8	63	.1	1.6
SP '00	23	289	.4	46	203	.7	2.0	47	169	.8	2.9	20	124	.3	1.3	3	42		.5
4-Book	21	268	.4	39	166	.6	1.7	34	129	.6	2.1	19	94	.3	1.2	8	65	.1	1.3
WI '00	24	397	.4	46	217	.7	1.9	22	223	.4	1.4	24	204	.4	1.6	18	103	.3	2.9
WBRQ-FM																			
WI '01	10	172	.2	16	108	.2	.7	9	50	.1	.6	11	71	.2	.7	7	72	.1	1.0
FA '00	13	199	.2	5	60	.1	.2	7	56	.1	.4	19	111	.3	1.2	20	45	.3	2.7
SU '00	7	98	.1	6	23	.1	.3	8	65	.1	.5	11	56	.2	.7	2	38		.4
SP '00	7	149	.1	7	55	.1	.3	7	77	.1	.4	12	81	.2	.8	3	30		.5
4-Book	9	155	.2	9	62	.1	.4	8	62	.1	.5	13	80	.2	.9	8	46	.1	1.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
WI '01	26	512	.4	33	187	.5	1.4	26	264	.4	1.6	37	286	.6	2.2	20	246	.3	2.9
FA '00	25	447	.4	38	212	.6	1.7	45	255	.7	2.8	28	195	.4	1.8	6	123	.1	.8
SU '00	42	653	.7	50	308	.8	2.2	63	373	1.0	4.2	53	342	.9	3.3	17	220	.3	3.5
SP '00	31	452	.5	60	242	1.0	2.6	43	266	.7	2.7	16	157	.3	1.0	18	185	.3	3.0
4-Book	31	516	.5	45	237	.7	2.0	44	290	.7	2.8	34	246	.6	2.1	15	194	.3	2.6
WI '00	30	440	.5	39	195	.6	1.6	35	269	.6	2.3	39	273	.6	2.5	27	233	.4	4.3
WCMA-FM																			
WI '01	68	998	1.1	84	444	1.3	3.7	128	542	2.0	7.9	85	541	1.3	5.1	24	248	.4	3.5
FA '00	90	914	1.4	91	503	1.4	4.0	141	552	2.2	8.8	126	612	1.9	7.9	61	418	.9	8.1
SU '00	26	455	.4	21	166	.3	.9	19	168	.3	1.3	23	209	.4	1.5	24	143	.4	4.9
SP '00	32	653	.5	43	263	.7	1.8	42	270	.7	2.6	35	236	.6	2.3	13	76	.2	2.2
4-Book	54	755	.9	60	344	.9	2.6	83	383	1.3	5.2	67	400	1.1	4.2	31	221	.5	4.7
WI '00	19	521	.3	27	214	.4	1.1	34	294	.5	2.2	19	171	.3	1.2	3	60		.5
WCMN-AM																			
WI '01	2	66	.1	4	30	.1	.2	1	18		.1	4	33	.1	.2		9		
FA '00	6	130	.1	15	108	.2	.7	6	59	.1	.4	3	34		.2	2	22		.3
SU '00	6	101	.1	15	52	.2	.7	9	60	.1	.6	3	15		.2	3	23		.6
SP '00	3	72	.2	10	56	.2	.4	2	19		.1	5	23	.1	.3				
4-Book	4	92	.1	11	62	.2	.5	5	39	.1	.3	4	26	.1	.2	1	14		.2
WI '00	7	127	.1	21	99	.3	.9	9	64	.1	.6	7	39	.1	.5	1	19		.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

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
WCMN-FM																				
WI '01	21	332	.3	1.5	14	120	.2	.6	17	135	.3	1.1	29	181	.4	1.7	29	158	.4	4.2
FA '00	22	374	.3	1.6	19	171	.3	.8	26	156	.4	1.6	29	155	.4	1.8	7	80	.1	.9
SU '00	23	265	.4	1.8	28	131	.5	1.2	32	167	.5	2.1	31	180	.5	2.0	16	80	.3	3.3
SP '00	5	151	.1	.4	4	36	.1	.2	5	67	.1	.3	8	101	.1	.5	3	33		.5
4-Book	18	281	.3	1.3	16	115	.3	.7	20	131	.3	1.3	24	154	.4	1.5	14	88	.2	2.2
WI '00	29	310	.5	2.2	34	122	.5	1.4	68	207	1.1	4.4	29	95	.5	1.9	7	59	.1	1.1
WCOM-FM																				
WI '01	18	429	.3	1.3	85	299	1.3	3.7	6	104	.1	.4	6	119	.1	.4	3	70		.4
FA '00	25	524	.4	1.8	97	339	1.5	4.3	17	147	.3	1.1	10	108	.2	.6	5	87	.1	.7
SU '00	17	432	.3	1.3	66	285	1.1	2.9	20	217	.3	1.3	3	47		.2	3	40		.6
SP '00	24	508	.4	1.8	46	323	.7	2.0	40	248	.6	2.5	22	131	.4	1.4	6	84	.1	1.0
4-Book	21	473	.4	1.6	74	312	1.2	3.2	21	179	.3	1.3	10	101	.2	.7	4	70	.1	.7
WI '00	16	394	.3	1.2	64	230	1.0	2.7	6	139	.1	.4	7	105	.1	.5	6	82	.1	1.0
WCTA-FM																				
WI '01	38	425	.6	2.8	39	232	.6	1.7	54	241	.8	3.4	26	225	.4	1.6	22	180	.3	3.2
FA '00	39	368	.6	2.8	25	135	.4	1.1	64	209	1.0	4.0	37	180	.6	2.3	15	86	.2	2.0
SU '00	40	378	.6	3.1	27	137	.4	1.2	64	261	1.0	4.2	51	188	.8	3.2	12	131	.2	2.5
SP '00	36	437	.6	2.7	30	156	.5	1.3	62	274	1.0	3.9	40	246	.6	2.6	18	166	.3	3.0
4-Book	38	402	.6	2.9	30	165	.5	1.3	61	246	1.0	3.9	39	210	.6	2.4	17	141	.3	2.7
WI '00	24	402	.4	1.8	25	92	.4	1.1	35	237	.6	2.3	31	208	.5	2.0	12	132	.2	1.9
WEGM-FM																				
WI '01	12	240	.2	.9	19	139	.3	.8	4	85	.1	.2	28	166	.4	1.7	4	64	.1	.6
FA '00	5	96	.1	.4	1	17			5	29	.1	.3	2	45		.1	5	41	.1	.7
SU '00	5	256	.1	.4	7	114	.1	.3	4	81	.1	.3	4	42	.1	.3		11		
SP '00	7	96	.1	.5	12	49	.2	.5	3	27		.2	12	78	.2	.8	2	26		.3
4-Book	7	172	.1	.6	10	80	.2	.4	4	56	.1	.3	12	83	.2	.7	3	36	.1	.4
WI '00	15	187	.2	1.1	17	150	.3	.7	14	85	.2	.9	28	145	.5	1.8	11	58	.2	1.8
WERR-FM																				
WI '01	14	252	.2	1.0	25	117	.4	1.1	13	101	.2	.8	15	82	.2	.9	10	77	.2	1.4
FA '00	5	153	.1	.4	6	109	.1	.3	3	43		.2	6	79	.1	.4	9	68	.1	1.2
SU '00	7	184	.1	.5	23	109	.4	1.0	5	45	.1	.3	4	46	.1	.3	2	43		.4
SP '00	6	197	.1	.4	13	131	.2	.6	10	96	.2	.6	3	57		.2	1	41		.2
4-Book	8	197	.1	.6	17	117	.3	.8	8	71	.1	.5	7	66	.1	.5	6	57	.1	.8
WI '00	20	188	.3	1.5	25	93	.4	1.1	21	120	.3	1.4	23	73	.4	1.5	14	74	.2	2.2
WFID-FM																				
WI '01	41	666	.6	3.0	43	247	.7	1.9	56	290	.9	3.5	37	246	.6	2.2	33	269	.5	4.7
FA '00	57	788	.9	4.1	59	420	.9	2.6	83	323	1.3	5.2	63	415	1.0	3.9	29	316	.4	3.9
SU '00	75	995	1.2	5.8	112	421	1.8	4.9	100	489	1.6	6.6	74	424	1.2	4.7	49	345	.8	10.1
SP '00	63	831	1.0	4.7	77	332	1.2	3.3	100	417	1.6	6.3	76	446	1.2	5.0	32	308	.5	5.3
4-Book	59	820	.9	4.4	73	355	1.2	3.2	85	380	1.4	5.4	63	383	1.0	4.0	36	310	.6	6.0
WI '00	70	995	1.1	5.2	60	400	1.0	2.5	83	441	1.3	5.4	93	482	1.5	6.0	73	446	1.2	11.6
WJAC-AM																				
WI '01	10	172	.2	.7	19	64	.3	.8	9	78	.1	.6	24	76	.4	1.4	5	21	.1	.7
FA '00	4	107	.1	.3	6	87	.1	.3	11	40	.2	.7					2	12		.3
SU '00	5	123	.1	.4	8	58	.1	.3	5	36	.1	.3								
SP '00	6	166	.1	.4	11	83	.2	.5	8	89	.1	.5	10	48	.2	.7				
4-Book	6	142	.1	.5	11	73	.2	.5	8	61	.1	.5	9	31	.2	.5	2	8		.3
WI '00	13	239	.2	1.0	22	100	.4	.9	17	144	.3	1.1	16	85	.3	1.0	5	72	.1	.8
WJAC-FM																				
WI '01	30	846	.5	2.2	56	447	.9	2.4	25	255	.4	1.6	32	277	.5	1.9	9	119	.1	1.3
FA '00	29	598	.4	2.1	61	333	.9	2.7	36	179	.6	2.3	37	271	.6	2.3	5	133	.1	.7
SU '00	40	669	.6	3.1	84	423	1.4	3.7	44	288	.7	2.9	33	196	.5	2.1	19	105	.3	3.9
SP '00	53	883	.9	4.0	131	629	2.1	5.6	57	272	.9	3.6	50	274	.8	3.3	22	248	.4	3.6
4-Book	38	749	.6	2.9	83	458	1.3	3.6	41	249	.7	2.6	38	255	.6	2.4	14	151	.2	2.4
WI '00	40	856	.6	3.0	103	517	1.7	4.3	37	291	.6	2.4	45	306	.7	2.9	8	128	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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	
+WIDI-FM																				
WI '01	15	141	.2	1.1	18	54	.3	.8	29	75	.4	1.8	18	63	.3	1.1	8	50	.1	1.2
FA '00	5	122	.1	.4	9	56	.1	.4	7	70	.1	.4	2	32	.1		2	35		.3
SU '00	11	112	.2	.8	8	25	.1	.3	31	55	.5	2.0	12	73	.2	.8	3	40		.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	13	159	.2	1.0	23	103	.4	1.0	19	55	.3	1.2	15	80	.2	1.0	9	78	.1	1.4
WIOA-FM																				
WI '01	45	709	.7	3.3	67	328	1.0	2.9	79	363	1.2	4.9	46	300	.7	2.8	16	162	.2	2.3
FA '00	41	619	.6	3.0	55	249	.9	2.4	67	250	1.0	4.2	33	239	.5	2.1	21	195	.3	2.8
SU '00	20	709	.3	1.5	32	261	.5	1.4	24	329	.4	1.6	16	207	.3	1.0	13	80	.2	2.7
SP '00	28	566	.5	2.1	37	181	.6	1.6	46	316	.7	2.9	29	278	.5	1.9	12	118	.2	2.0
4-Book	34	651	.5	2.5	48	255	.8	2.1	54	315	.8	3.4	31	256	.5	2.0	16	139	.2	2.5
WI '00	22	464	.4	1.6	25	142	.4	1.1	39	157	.6	2.5	30	182	.5	1.9	13	162	.2	2.1
WIOB-FM																				
WI '01	21	284	.3	1.5	33	153	.5	1.4	41	129	.6	2.5	24	136	.4	1.4	9	53	.1	1.3
FA '00	26	341	.4	1.9	30	108	.5	1.3	26	123	.4	1.6	23	137	.4	1.4	22	174	.3	2.9
SU '00	9	135	.1	.7	16	64	.3	.7	6	33	.1	.4	7	73	.1	.4	7	33	.1	1.4
SP '00	13	245	.2	1.0	18	111	.3	.8	16	120	.3	1.0	16	143	.3	1.0	9	66	.1	1.5
4-Book	17	251	.3	1.3	24	109	.4	1.1	22	101	.4	1.4	18	122	.3	1.1	12	82	.2	1.8
WI '00	20	267	.3	1.5	22	151	.4	.9	28	175	.5	1.8	30	160	.5	1.9	5	62	.1	.8
WIOC-FM																				
WI '01	2	39		.1	2	10		.1	2	13		.1	5	39	.1	.3	1	10		.1
FA '00	5	131	.1	.4	3	51		.1	3	43		.2	2	33		.1	11	74	.2	1.5
SU '00	2	72		.2	2	26		.1		11				17			3	24		.6
SP '00	6	86	.1	.4	1	26			6	32	.1	.4	7	44	.1	.5	13	44	.2	2.2
4-Book	4	82	.1	.3	2	28		.1	3	25		.2	4	33	.1	.2	7	38	.1	1.1
WI '00	4	99	.1	.3	8	31	.1	.3	2	43		.1	4	43	.1	.3	3	45		.5
WISO-AM																				
WI '01	* 2	51		.1	3	13		.1					1	11		.1	* 5	17		.7
FA '00	6	33	.1	.4	2	17		.1	1	26		.1	5	33	.1	.3	13	17	.2	1.7
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	7	32	.1	.5	6	17	.1	.3	5	17	.1	.3	5	17	.1	.3	15	32	.2	2.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	34	410	.5	2.5	85	281	1.3	3.7	27	134	.4	1.7	43	239	.7	2.6	21	123	.3	3.0
FA '00	50	633	.8	3.6	167	508	2.6	7.4	12	149	.2	.8	73	337	1.1	4.6	20	95	.3	2.7
SU '00	60	506	1.0	4.6	179	386	2.9	7.8	63	274	1.0	4.2	59	258	1.0	3.7	12	108	.2	2.5
SP '00	46	540	.7	3.4	130	338	2.1	5.6	41	214	.7	2.6	67	299	1.1	4.4	15	118	.2	2.5
4-Book	48	522	.8	3.5	140	378	2.2	6.1	36	193	.6	2.3	61	283	1.0	3.8	17	111	.3	2.7
WI '00	46	598	.7	3.4	109	384	1.8	4.6	49	230	.8	3.2	59	347	1.0	3.8	14	97	.2	2.2
WKAQ-AM																				
WI '01	28	618	.4	2.0	33	202	.5	1.4	23	183	.4	1.4	71	369	1.1	4.3	16	211	.2	2.3
FA '00	30	557	.5	2.2	34	220	.5	1.5	9	80	.1	.6	69	345	1.1	4.3	29	243	.4	3.9
SU '00	55	837	.9	4.2	100	446	1.6	4.3	30	270	.5	2.0	125	495	2.0	7.9	41	345	.7	8.4
SP '00	38	685	.6	2.8	49	361	.8	2.1	32	224	.5	2.0	60	346	1.0	3.9	41	289	.7	6.8
4-Book	38	674	.6	2.8	54	307	.9	2.3	24	189	.4	1.5	81	389	1.3	5.1	32	272	.5	5.4
WI '00	44	647	.7	3.3	70	284	1.1	3.0	45	271	.7	2.9	93	438	1.5	6.0	21	217	.3	3.3
WKAQ-FM																				
WI '01	39	974	.6	2.8	38	409	.6	1.7	42	363	.6	2.6	59	552	.9	3.6	9	121	.1	1.3
FA '00	56	962	.9	4.0	61	437	.9	2.7	85	445	1.3	5.3	57	375	.9	3.6	26	244	.4	3.5
SU '00	66	935	1.1	5.1	81	402	1.3	3.5	103	461	1.7	6.8	73	461	1.2	4.6	16	235	.3	3.3
SP '00	63	1247	1.0	4.7	77	497	1.2	3.3	115	730	1.9	7.2	58	552	.9	3.8	17	273	.3	2.8
4-Book	56	1030	.9	4.2	64	436	1.0	2.8	86	500	1.4	5.5	62	485	1.0	3.9	17	218	.3	2.7
WI '00	31	810	.5	2.3	22	191	.4	.9	40	413	.6	2.6	46	305	.7	3.0	23	226	.4	3.7

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener 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
WKJB-AM																				
WI '01	*	2	49	.1	2	15	.1	.1	2	19	.1	.1	5	15	.1	.3	*			
FA '00		4	83	.1	12	41	.2	.5	3	23	.2	.2	6	30	.1	.4		11		
SU '00		7	86	.1	15	35	.2	.7	9	24	.1	.6	4	24	.1	.3				
SP '00		1	65	.1	2	19	.1	.1	1	30	.1	.1	2	28	.1	.1				
4-Book		4	71	.1	8	28	.1	.4	4	24	.3	.3	4	24	.1	.3		3		
WI '00		4	72	.1	4	31	.1	.2	5	57	.1	.3	7	31	.1	.5	4	21	.1	.6
WKSA-FM																				
WI '01		2	102	.1	3	37	.1	.1	1	14	.1	.1	5	49	.1	.3	2	24		.3
FA '00		9	188	.1	8	60	.1	.4	7	79	.1	.4	8	90	.1	.5	17	145	.3	2.3
SU '00		6	104	.1	9	79	.1	.4	3	8	.2	.2	11	30	.2	.7	**	**	**	**
SP '00		19	183	.3	26	123	.4	1.1	19	103	.3	1.2	14	48	.2	.9	**	**	**	**
4-Book		9	144	.1	12	75	.2	.5	8	51	.1	.5	10	54	.2	.6	**	**	**	**
WI '00		16	132	.3	24	89	.4	1.0	13	89	.2	.8	4	24	.1	.3	**	**	**	**
WKVM-AM																				
WI '01		2	56	.1	2	36	.1	.1	1	16	.1	.1	2	20	.1	.1	1	11		.1
FA '00		4	54	.1	14	27	.2	.6					6	27	.1	.4		11		
SU '00		2	45	.2						6			4	8	.1	.3	1	9		.2
SP '00		3	81	.2	2	6	.1	.1	1	6	.1	.1	2	57	.1	.1	7	43	.1	1.2
4-Book		3	59	.2	5	17	.1	.2	1	7	.1	.1	4	28	.1	.2	2	19		.4
WI '00		4	68	.1	9	31	.1	.4	2	12	.1	.1		12			3	31		.5
WLEO-AM																				
WI '01		3	74	.2	11	49	.2	.5	4	12	.1	.2	2	12	.1	.1				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		2	67	.2	6	41	.1	.3	1	16	.1	.1								
SP '00			14						1	14	.1	.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		2	60	.1	4	34	.1	.2	2	25	.1	.1	2	25	.1	.1	2	25		.3
WLEY-AM																				
WI '01		3	59	.2	3	33	.1	.1	2	28	.1	.1	4	35	.1	.2				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		2	51	.2	6	19	.1	.3		9										
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		2	37	.1	8	37	.1	.3												
WLUZ-AM																				
WI '01		3	54	.2	3	25	.1	.1	8	45	.1	.5	2	11	.1	.1	2	11		.3
FA '00		2	30	.1	1	16			6	16	.1	.4	2	16	.1	.1	1	15		.1
SU '00		2	34	.2	11	26	.2	.5	2	18	.1	.1								
SP '00		2	45	.1	5	25	.1	.2	1	20	.1	.1					2	14		.3
4-Book		2	41	.2	5	23	.1	.2	4	25	.1	.3	1	7	.1	.1	1	10		.2
WI '00			14																	
WMEG-FM																				
WI '01		47	751	.7	60	331	.9	2.6	31	242	.5	1.9	44	325	.7	2.7	42	243	.6	6.0
FA '00		28	682	.4	42	311	.6	1.9	27	226	.4	1.7	49	398	.8	3.1	16	233	.2	2.1
SU '00		52	710	.8	69	398	1.1	3.0	45	310	.7	3.0	97	499	1.6	6.1	23	210	.4	4.7
SP '00		61	899	1.0	60	465	1.0	2.6	41	438	.7	2.6	127	644	2.1	8.3	37	314	.6	6.1
4-Book		47	761	.7	58	376	.9	2.5	36	304	.6	2.3	79	467	1.3	5.1	30	250	.5	4.7
WI '00		41	681	.7	39	213	.6	1.6	62	208	1.0	4.0	57	360	.9	3.7	10	178	.2	1.6
WNEL-AM																				
WI '01		3	87	.2	5	32	.1	.2					2	23	.1	.1	6	47	.1	.9
FA '00			8		1	8														
SU '00		1	43	.1	4	43	.1	.2									2	9		.4
SP '00		4	98	.1	8	60	.1	.3	6	24	.1	.4	2	16	.1	.1	3	35		.5
4-Book		2	59	.2	5	36	.1	.2	2	6	.1	.1	1	10	.1	.1	3	23		.5
WI '00		2	56	.1	5	12	.1	.2		12			2	32	.1	.1	2	30		.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 25-49																			
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
WNIK-FM																			
WI '01	5	70	.1	.4	6	30	.1	.3	6	40	.1	.4	6	21	.1	.4	12		
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	3	66		.2	7	35	.1	.3	6	39	.1	.4	4	34	.1	.3	3	13	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	10	290	.2	.7	14	113	.2	.6	14	109	.2	.9	10	101	.2	.6	6	86	.1
FA '00	9	183	.1	.6	14	81	.2	.6	9	71	.1	.6	5	46	.1	.3	7	72	.1
SU '00	4	125	.1	.3	8	50	.1	.3	3	33		.2	3	44		.2	4	42	.1
SP '00	18	285	.3	1.3	37	165	.6	1.6	24	184	.4	1.5	18	82	.3	1.2	3	57	.5
4-Book	10	221	.2	.7	18	102	.3	.8	13	99	.2	.8	9	68	.2	.6	5	64	.1
WI '00	34	310	.5	2.5	56	175	.9	2.4	42	172	.7	2.7	49	149	.8	3.2	16	69	.3
WORO-FM																			
WI '01	30	480	.5	2.2	29	166	.4	1.3	38	172	.6	2.4	23	150	.4	1.4	17	110	.3
FA '00	20	355	.3	1.4	11	62	.2	.5	16	110	.2	1.0	8	103	.1	.5	11	109	.2
SU '00	33	391	.5	2.5	19	164	.3	.8	42	189	.7	2.8	33	143	.5	2.1	**	**	**
SP '00	29	529	.5	2.2	35	214	.6	1.5	38	149	.6	2.4	20	130	.3	1.3	11	157	.2
4-Book	28	439	.5	2.1	24	152	.4	1.0	34	155	.5	2.2	21	132	.3	1.3	**	**	**
WI '00	24	412	.4	1.8	20	118	.3	.8	17	145	.3	1.1	30	120	.5	1.9	22	114	.4
WOSO-AM																			
WI '01	5	78	.1	.4	19	60	.3	.8	4	53	.1	.2	3	37		.2			
FA '00	14	125	.2	1.0	30	125	.5	1.3	15	71	.2	.9	15	95	.2	.9	6	56	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	71		.2	8	57	.1	.3	3	42		.2	1	30		.1	3	42	.5
WOYE-FM																			
WI '01	26	508	.4	1.9	55	316	.9	2.4	33	208	.5	2.0	18	171	.3	1.1	8	106	.1
FA '00	25	647	.4	1.8	60	295	.9	2.7	15	235	.2	.9	34	195	.5	2.1	13	115	.2
SU '00	28	401	.5	2.2	49	186	.8	2.1	34	212	.5	2.2	29	177	.5	1.8	8	22	.1
SP '00	30	499	.5	2.2	74	281	1.2	3.2	31	260	.5	1.9	22	168	.4	1.4	12	137	.2
4-Book	27	514	.5	2.0	60	270	1.0	2.6	28	229	.4	1.8	26	178	.4	1.6	10	95	.2
WI '00	30	549	.5	2.2	70	283	1.1	3.0	27	248	.4	1.8	30	180	.5	1.9	9	94	.1
WPAB-AM																			
WI '01	2	43		.1	1	14			5	32	.1	.3		14			3	14	.4
FA '00	3	93		.2	4	33	.1	.2	2	50		.1	4	11	.1	.3	2	8	.3
SU '00	11	143	.2	.8	40	97	.6	1.7	11	100	.2	.7	9	60	.1	.6	2	9	.4
SP '00	3	175		.2	5	56	.1	.2	3	42		.2	5	78	.1	.3	1	10	.2
4-Book	5	114	.1	.3	13	50	.2	.5	5	56	.1	.3	5	41	.1	.3	2	10	.3
WI '00	7	186	.1	.5	9	74	.1	.4	16	100	.3	1.0	8	53	.1	.5	1	9	.2
WPRA-AM																			
WI '01	* 4	12	.1	.3	5	12	.1	.2	8	12	.1	.5	1	12		.1	* 2	12	.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	60		.2	12	28	.2	.5	6	40	.1	.4						10	
WPRM-FM																			
WI '01	254	2384	3.9	18.4	678	1807	10.5	29.5	206	847	3.2	12.8	327	1373	5.1	19.7	91	564	1.4
FA '00	248	2095	3.8	17.9	671	1640	10.4	29.7	211	847	3.3	13.2	313	1251	4.8	19.6	74	505	1.1
SU '00	186	1924	3.0	14.3	566	1454	9.1	24.6	166	699	2.7	10.9	254	1112	4.1	16.0	23	255	.4
SP '00	211	2181	3.4	15.7	592	1521	9.6	25.5	169	861	2.7	10.6	298	1448	4.8	19.5	63	436	1.0
4-Book	225	2146	3.5	16.6	627	1606	9.9	27.3	188	814	3.0	11.9	298	1296	4.7	18.7	63	440	1.0
WI '00	228	2182	3.7	17.1	695	1714	11.2	29.3	150	790	2.4	9.8	255	1209	4.1	16.5	56	458	.9

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Target Listener Trends - 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
WQBS-AM																			
WI '01	7	52	.1	.5	5	24	.1	.2	9	24	.1	.6	15	27	.2	.9			
FA '00	3	50		.2	2	5		.1	6	50	.1	.4	3	29		.2	1	12	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	3	67		.2	6	21	.1	.3	1	34		.1	3	11		.2	2	11	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	21	264	.3	1.5	64	194	1.0	2.8	11	92	.2	.7	27	187	.4	1.6	4	19	.1
FA '00	17	162	.3	1.2	54	114	.8	2.4	8	46	.1	.5	22	77	.3	1.4	11	21	.2
SU '00	16	280	.3	1.2	51	189	.8	2.2	14	90	.2	.9	22	115	.4	1.4	33	33	
SP '00	27	207	.4	2.0	69	164	1.1	3.0	20	72	.3	1.3	35	131	.6	2.3	2	2	
4-Book	20	228	.3	1.5	60	165	.9	2.6	13	75	.2	.9	27	128	.4	1.7	4	19	.1
WI '00	20	247	.3	1.5	55	196	.9	2.3	20	97	.3	1.3	25	120	.4	1.6	1	23	.2
WRRH-FM																			
WI '01	3	50		.2	1	11			5	24	.1	.3	4	28	.1	.2	3	39	.4
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	2	64		.2	1	12			2	17		.1	4	45	.1	.3	2	31	.4
SP '00	9	81	.1	.7	13	59	.2	.6	14	63	.2	.9	7	54	.1	.5	12	48	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	* 5	51	.1	.4	3	13		.1	4	37	.1	.2	7	25	.1	.4	* 1	6	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	6	120	.1	.5	6	27	.1	.3	9	53	.1	.6	1	19		.1		13	
SP '00	1	28		.1										13				13	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	45		.2	1	7							1	12		.1	2	12	.3
WSKN-AM																			
WI '01	2	105		.1	3	21		.1	4	74	.1	.2	3	14		.2			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	2	84		.2	6	57	.1	.3		19			2	18		.1			
SP '00	5	128	.1	.4	18	76	.3	.8	7	56	.1	.4	3	51		.2	1	33	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	172	.1	.4	2	25		.1	14	91	.2	.9	10	72	.2	.6	3	50	.5
WTPM-FM																			
WI '01	* 2	20		.1	5	20	.1	.2	1	20		.1					* 2	20	.3
FA '00	4	63	.1	.3	3	35		.1	1	10		.1	1	13		.1	1	2	.1
SU '00	2	38		.2	1	11			1	17		.1		11				11	
SP '00	2	47		.1	1	7			2	16		.1					6	16	.1
4-Book	3	42		.2	3	18		.1	1	16		.1		6			2	12	.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																			
WI '01	10	247	.2	.7	14	105	.2	.6	8	103	.1	.5	13	124	.2	.8	2	31	.3
FA '00	13	302	.2	.9	9	86	.1	.4	22	129	.3	1.4	14	154	.2	.9	11	100	.2
SU '00	8	218	.1	.6	9	56	.1	.4	5	55	.1	.3	6	56	.1	.4	5	35	.1
SP '00	20	352	.3	1.5	12	97	.2	.5	28	139	.5	1.8	23	159	.4	1.5	13	117	.2
4-Book	13	280	.2	.9	11	86	.2	.5	16	107	.3	1.0	14	123	.2	.9	8	71	.1
WI '00	39	298	.6	2.9	32	150	.5	1.3	65	155	1.0	4.2	48	145	.8	3.1	22	102	.4
WUNO-AM																			
WI '01	11	178	.2	.8	37	100	.6	1.6	13	94	.2	.8	9	58	.1	.5	3	33	.4
FA '00	5	158	.1	.4	8	116	.1	.4	3	70		.2	8	54	.1	.5	5	54	.1
SU '00	9	156	.1	.7	28	129	.5	1.2	13	70	.2	.9	11	96	.2	.7	1	18	.2
SP '00	6	234	.1	.4	12	139	.2	.5	10	89	.2	.6	5	60	.1	.3	4	69	.1
4-Book	8	182	.1	.6	21	121	.4	.9	10	81	.2	.6	8	67	.1	.5	3	44	.1
WI '00	9	196	.1	.7	13	120	.2	.5	22	131	.4	1.4	4	48	.1	.3	3	41	.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																				
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	
WVJP-FM																				
WI '01	8	169	.1	.6	15	65	.2	.7	5	80	.1	.3	11	93	.2	.7	6	40	.1	.9
FA '00	18	328	.3	1.3	20	126	.3	.9	19	96	.3	1.2	13	54	.2	.8	9	103	.1	1.2
SU '00	8	220	.1	.6	7	102	.1	.3	4	64	.1	.3	11	112	.2	.7	3	39		.6
SP '00	14	333	.2	1.0	16	112	.3	.7	15	138	.2	.9	9	137	.1	.6	8	79	.1	1.3
4-Book	12	263	.2	.9	15	101	.2	.7	11	95	.2	.7	11	99	.2	.7	7	65	.1	1.0
WI '00	14	265	.2	1.0	12	89	.2	.5	21	126	.3	1.4	23	108	.4	1.5	4	63	.1	.6
WVOZ-FM																				
WI '01	42	654	.6	3.0	36	236	.6	1.6	48	304	.7	3.0	47	344	.7	2.8	40	342	.6	5.8
FA '00	18	372	.3	1.3	23	180	.4	1.0	20	122	.3	1.3	25	152	.4	1.6	15	145	.2	2.0
SU '00	8	161	.1	.6	1	15			10	86	.2	.7	12	86	.2	.8	4	48	.1	.8
SP '00	3	126		.2					4	51	.1	.3	1	33		.1		14		
4-Book	18	328	.3	1.3	15	108	.3	.7	21	141	.3	1.3	21	154	.3	1.3	15	137	.2	2.2
WI '00	8	112	.1	.6	4	22	.1	.2	5	38	.1	.3	8	36	.1	.5	16	67	.3	2.6
WXEV-AM																				
WI '01	* 9	20	.1	.7	11	20	.2	.5	11	20	.2	.7	6	13	.1	.4	* 9	13	.1	1.3
FA '00	3	59		.2	7	23	.1	.3		11				7			1	11		.1
SU '00	3	105		.2	9	58	.1	.4	1	33		.1	4	40	.1	.3	3	9		.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	66		.2	6	11	.1	.3	1	23		.1	4	37	.1	.3				
WXYX-FM																				
WI '01	54	676	.8	3.9	76	341	1.2	3.3	67	317	1.0	4.2	90	358	1.4	5.4	20	184	.3	2.9
FA '00	52	716	.8	3.7	81	299	1.3	3.6	45	344	.7	2.8	92	349	1.4	5.8	37	234	.6	4.9
SU '00	48	635	.8	3.7	106	344	1.7	4.6	59	342	1.0	3.9	64	282	1.0	4.0	14	151	.2	2.9
SP '00	27	511	.4	2.0	46	198	.7	2.0	20	167	.3	1.3	62	263	1.0	4.1	5	93	.1	.8
4-Book	45	635	.7	3.3	77	296	1.2	3.4	48	293	.8	3.1	77	313	1.2	4.8	19	166	.3	2.9
WI '00	42	649	.7	3.1	96	380	1.5	4.0	42	298	.7	2.7	44	221	.7	2.8	15	163	.2	2.4
WYQE-FM																				
WI '01	3	56		.2	7	42	.1	.3	2	13		.1	4	48	.1	.2				
FA '00	15	85	.2	1.1	33	69	.5	1.5	21	34	.3	1.3	11	36	.2	.7	1	17		.1
SU '00	3	60		.2	3	32		.1		7			7	40	.1	.4	3	28		.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	8	113	.1	.6	17	51	.3	.7	9	24	.1	.6	1	9		.1	5	27	.1	.8
WZAR-FM																				
WI '01	19	431	.3	1.4	10	124	.2	.4	13	137	.2	.8	29	147	.4	1.7	27	135	.4	3.9
FA '00	36	454	.6	2.6	39	195	.6	1.7	67	274	1.0	4.2	35	209	.5	2.2	25	113	.4	3.3
SU '00	37	540	.6	2.8	40	273	.6	1.7	50	224	.8	3.3	39	227	.6	2.5	24	186	.4	4.9
SP '00	28	333	.5	2.1	26	132	.4	1.1	61	235	1.0	3.8	24	185	.4	1.6	7	91	.1	1.2
4-Book	30	440	.5	2.2	29	181	.5	1.2	48	218	.8	3.0	32	192	.5	2.0	21	131	.3	3.3
WI '00	20	418	.3	1.5	33	240	.5	1.4	22	114	.4	1.4	31	198	.5	2.0	12	152	.2	1.9
WZMT-FM																				
WI '01	17	237	.3	1.2	19	85	.3	.8	19	123	.3	1.2	11	130	.2	.7	11	84	.2	1.6
FA '00	12	150	.2	.9	6	38	.1	.3	16	99	.2	1.0	16	70	.2	1.0	3	22		.4
SU '00	17	168	.3	1.3	14	47	.2	.6	28	70	.5	1.8	37	119	.6	2.3	2	20		.4
SP '00	16	156	.3	1.2	25	76	.4	1.1	21	94	.3	1.3	12	65	.2	.8	14	44	.2	2.3
4-Book	16	178	.3	1.2	16	62	.3	.7	21	97	.3	1.3	19	96	.3	1.2	8	43	.1	1.2
WI '00	15	164	.2	1.1	17	78	.3	.7	9	70	.1	.6	22	118	.4	1.4	22	84	.4	3.5
WZNT-FM																				
WI '01	129	1267	2.0	9.3	122	625	1.9	5.3	200	631	3.1	12.4	166	806	2.6	10.0	43	393	.7	6.2
FA '00	88	1113	1.4	6.3	81	473	1.3	3.6	107	505	1.7	6.7	93	626	1.4	5.8	52	328	.8	6.9
SU '00	126	1393	2.0	9.7	126	614	2.0	5.5	172	678	2.8	11.3	157	840	2.5	9.9	56	443	.9	11.5
SP '00	119	1395	1.9	8.9	122	571	2.0	5.2	160	746	2.6	10.0	110	617	1.8	7.2	40	381	.6	6.6
4-Book	116	1292	1.8	8.6	113	571	1.8	4.9	160	640	2.6	10.1	132	722	2.1	8.2	48	386	.8	7.8
WI '00	116	1264	1.9	8.7	146	632	2.4	6.2	196	787	3.2	12.8	118	656	1.9	7.6	31	392	.5	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 Trends - Men 25-49

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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
WABA-AM																			
WI '01	2	19	.1	3	25	.3	.3	10	19	.2	.8	7	25	.1	.4				
4-Book	2	44	.1	4	42	.1	.4	7	13	.1	.6	9	24	.1	.5	1	4		.1
WAEI-AM																			
WI '01	5	40	.1	1	22	.1	.3	4	15	.1	.3	1	6		.1				
4-Book	5	54	.1	3	33	.1	.3	4	14	.1	.3	1	6		.1	2	5		.2
WAEI-FM																			
WI '01	19	146	.3	14	80	.2	1.4	26	72	.4	2.2	40	80	.6	2.4	4	30	.1	.3
4-Book	14	191	.2	**	**	**	**	9	24	.1	.8	17	36	.3	1.0	2	13		.1
WAPA-AM																			
WI '01	40	243	.6	* 7	107	.1	.7	27	77	.4	2.3	4	20	.1	.2				
4-Book	31	204	.5	8	114	.1	.8	21	61	.4	1.9	7	28	.1	.4	5	8	.1	.5
WBQI-FM																			
WI '01	12	127	.2	9	60	.1	.9	2	10		.2	16	60	.2	1.0	17	36	.3	1.3
4-Book	10	119	.2	9	93	.1	.9	17	37	.3	1.5	16	58	.3	1.0	14	33	.2	1.2
WCAD-FM																			
WI '01	31	426	.5	19	227	.3	1.8	18	61	.3	1.5	32	66	.5	1.9	41	81	.6	3.2
4-Book	41	437	.7	23	242	.4	2.3	24	72	.4	2.1	49	112	.8	3.0	34	92	.5	2.9
WCMA-FM																			
WI '01	102	821	1.6	39	488	.6	3.8	42	132	.6	3.5	62	191	1.0	3.8	66	205	1.0	5.1
4-Book	71	626	1.1	40	415	.6	3.9	29	110	.4	2.5	76	232	1.2	4.6	69	158	1.1	5.6
WCMN-AM																			
WI '01	3	57			9														
4-Book	6	87	.1	2	33		.2	7	20	.1	.6	2	15		.2				
WCMN-FM																			
WI '01	19	279	.3	18	149	.3	1.7	13	30	.2	1.1	24	63	.4	1.5	27	66	.4	2.1
4-Book	20	236	.3	16	153	.3	1.6	21	54	.3	1.8	14	41	.2	.9	18	45	.3	1.4
WCOM-FM																			
WI '01	30	403	.5	6	81	.1	.6	5	18	.1	.4	17	23	.3	1.0	10	27	.2	.8
4-Book	34	422	.6	9	114	.2	.9	15	32	.3	1.3	21	50	.4	1.3	9	30	.2	.7
WCTA-FM																			
WI '01	41	341	.6	43	245	.7	4.2	36	114	.6	3.0	65	170	1.0	3.9	50	132	.8	3.9
4-Book	45	319	.7	41	247	.7	4.1	33	85	.5	2.9	78	164	1.2	4.7	55	129	.9	4.6
WEGM-FM																			
WI '01	16	233	.2	10	101	.2	1.0	4	15	.1	.3	17	38	.3	1.0	19	39	.3	1.5
4-Book	8	135	.1	9	103	.1	.9	4	17	.1	.4	10	33	.2	.6	10	34	.2	.8
WERR-FM																			
WI '01	17	191	.3	10	121	.2	1.0	28	67	.4	2.4	11	49	.2	.7	7	32	.1	.5
4-Book	10	165	.2	6	102	.1	.6	9	28	.1	.8	7	29	.1	.4	5	21	.1	.4
WFID-FM																			
WI '01	46	491	.7	36	326	.6	3.5	44	94	.7	3.7	40	77	.6	2.4	55	76	.9	4.3
4-Book	74	624	1.2	48	432	.8	4.7	37	102	.6	3.2	58	149	.9	3.5	50	112	.8	4.3
WJAC-AM																			
WI '01	16	128	.2	2	54		.2	8	22	.1	.7	3	20		.2				
4-Book	9	108	.2	5	49	.1	.5	4	16		.4	3	15		.2	2	7		.2
WJAC-FM																			
WI '01	37	674	.6	31	420	.5	3.0	30	122	.5	2.5	55	129	.9	3.3	54	139	.8	4.2
4-Book	53	618	.9	29	308	.5	2.9	31	97	.5	2.7	49	107	.8	3.0	41	91	.7	3.4
+WIDI-FM																			
WI '01	23	108	.4	5	67	.1	.5									5	22	.1	.4
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

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
WIOA-FM																				
WI '01	65	588	1.0	3.5	29	325	.4	2.8	20	66	.3	1.7	72	195	1.1	4.4	53	101	.8	4.1
4-Book	45	484	.7	2.5	26	323	.4	2.5	24	78	.4	2.1	53	140	.8	3.2	29	81	.5	2.4
WIOB-FM																				
WI '01	33	250	.5	1.8	7	121	.1	.7	16	53	.2	1.3	8	31	.1	.5				
4-Book	22	198	.4	1.2	12	117	.2	1.2	9	30	.1	.7	16	36	.3	1.0	13	27	.2	1.1
WIOC-FM																				
WI '01	3	39	.2																	
4-Book	3	63	.2		3	32	.1	.3	1	4		.1					1	4		.1
WISO-AM																				
WI '01	1	23	.1		* 1	12		.1					2	12		.1	1	12		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	50	355	.8	2.7	14	158	.2	1.4	31	68	.5	2.6	36	108	.6	2.2	15	59	.2	1.2
4-Book	76	472	1.2	4.2	18	198	.3	1.8	29	62	.5	2.6	30	86	.5	1.9	19	68	.3	1.6
WKAQ-AM																				
WI '01	41	530	.6	2.2	15	184	.2	1.5	27	68	.4	2.3	27	77	.4	1.6	23	62	.4	1.8
4-Book	51	598	.8	2.8	19	232	.3	1.9	42	125	.7	3.7	38	116	.6	2.3	16	48	.3	1.3
WKAQ-FM																				
WI '01	46	787	.7	2.5	48	498	.7	4.7	26	51	.4	2.2	65	194	1.0	3.9	82	202	1.3	6.3
4-Book	72	837	1.2	4.0	54	527	.9	5.3	54	142	.9	4.8	106	241	1.7	6.4	64	154	1.0	5.3
WKJB-AM																				
WI '01	3	49	.2		* 1	15		.1												
4-Book	6	64	.1	.3	2	29		.2	6	15	.1	.6	4	11	.1	.3	2	3		.1
WKSA-FM																				
WI '01	3	86	.2		2	63		.2					9	55	.1	.5				
4-Book	10	119	.2	.6	6	69	.1	.6	7	24	.1	.6	11	34	.2	.7	5	9	.1	.4
WKVM-AM																				
WI '01	2	56	.1		2	16		.2	4	16	.1	.3	3	16		.2				
4-Book	3	39	.2		3	26		.3	2	8		.2	2	6		.1				
WLED-AM																				
WI '01	6	49	.1	.3	2	41		.2	7	17	.1	.6								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01	3	46	.2		4	49	.1	.4	11	21	.2	.9	12	34	.2	.7	2	8		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01	5	54	.1	.3	3	36		.3	2	9		.2	3	16		.2	8	11	.1	.6
4-Book	4	37	.1	.2	1	20		.1	1	6		.1	2	8		.2	2	3		.2
WMEG-FM																				
WI '01	44	548	.7	2.4	55	433	.9	5.3	68	141	1.1	5.7	43	107	.7	2.6	49	155	.8	3.8
4-Book	56	654	.9	3.1	42	406	.7	4.2	46	114	.8	4.0	39	104	.6	2.4	54	132	.9	4.6
WNEL-AM																				
WI '01	2	55	.1		3	32		.3	2	16		.2								
4-Book	2	45	.1		2	18		.2	1	4		.1	1	4		.1	1	4		.1
WNIK-FM																				
WI '01	6	50	.1	.3	7	32	.1	.7	12	12	.2	1.0	10	12	.2	.6	18	32	.3	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	13	185	.2	.7	8	149	.1	.8	8	33	.1	.7	4	33	.1	.2	9	30	.1	.7
4-Book	13	166	.2	.7	9	109	.1	.9	11	30	.2	1.0	16	40	.3	1.0	11	29	.2	.9

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Estimates - Men 25-49

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
31 27	286 256	.5 .4	1.7 1.5	39 38	269 282	.6 .6	3.8 3.7	15 29	55 71	.2 .5	1.3 2.5	42 39	74 77	.6 .6	2.5 2.3	23 16	37 48	.4 .3	1.8 1.4
9 **	78 **	.1 **	.5 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
35 37	429 422	.5 .6	1.9 2.1	21 21	202 243	.3 .4	2.0 2.1	18 22	66 65	.3 .4	1.5 1.9	39 33	111 104	.6 .5	2.4 2.0	22 32	77 88	.3 .5	1.7 2.7
2 7	32 96	.1 .1	.1 .4	2 2	11 37	.1 .1	.2 .2	3 3	10 10	.1 .1	.2 .2	1 3	11 10	.1 .2	.1 .2	3 4	11 15	.1 .1	.2 .4
5 **	12 **	.1 **	.3 **	4 **	12 **	.1 **	.4 **	3 **	12 **	.3 **	.3 **	7 **	12 **	.1 **	.4 **	6 **	12 **	.1 **	.5 **
389 357	2187 2024	6.0 5.6	21.2 19.8	125 99	1116 826	1.9 1.6	12.1 9.6	172 154	389 327	2.7 2.4	14.5 13.4	185 159	408 350	2.9 2.5	11.2 9.7	135 120	371 298	2.1 1.9	10.4 9.8
10 **	42 **	.2 **	.5 **	6 **	19 **	.1 **	.6 **	12 **	19 **	.2 **	1.0 **	9 **	9 **	.1 **	.5 **	8 **	9 **	.1 **	.6 **
32 32	248 219	.5 .5	1.7 1.7	11 11	133 95	.2 .2	1.1 1.1	24 20	36 28	.4 .3	2.0 1.7	14 16	42 39	.2 .3	.8 1.0	16 10	60 30	.2 .2	1.2 .9
3 **	38 **	.2 **	.2 **	4 **	50 **	.1 **	.4 **	3 **	11 **	.3 **	.3 **	7 **	22 **	.1 **	.4 **	6 **	13 **	.1 **	.5 **
5 **	51 **	.1 **	.3 **	* 7 **	38 **	.1 **	.7 **	3 **	13 **	.3 **	.3 **	4 **	13 **	.1 **	.2 **	3 **	6 **	.2 **	.2 **
3 **	94 **	.2 **	.2 **	2 **	10 **	.2 **	.2 **	5 **	10 **	.1 **	.4 **	2 **	10 **	.1 **	.1 **	** **	** **	** **	** **
2 2	20 27	.1 .1	* 3 .1	3 5	20 30	.3 .1	.3 .5	13 13	20 22	.2 .2	1.1 1.1	10 11	20 24	.2 .2	.6 .7	3 10	20 19	.2 .2	.2 .8
12 14	185 187	.2 .2	.7 .8	14 15	137 169	.2 .3	1.4 1.5	22 13	40 33	.3 .2	1.9 1.1	33 29	110 72	.5 .5	2.0 1.7	12 17	46 55	.2 .3	.9 1.5
19 13	168 171	.3 .2	1.0 .7	3 2	58 47	.3 .2	.3 .2	11 5	26 20	.2 .1	.9 .5	2 2	13 13	.2 .2	.2 .2	2 2	6 6	.1 .1	.2 .2
10 12	156 191	.2 .2	.5 .7	7 16	95 121	.1 .3	.7 1.5	16 19	28 37	.2 .3	1.3 1.7	3 22	20 55	.2 .4	.2 1.3	24 22	59 52	.4 .4	1.9 1.8
44 19	422 217	.7 .3	2.4 1.1	39 17	376 179	.6 .3	3.8 1.6	24 12	75 48	.4 .2	2.0 1.0	42 16	100 49	.6 .2	2.5 1.0	43 13	98 35	.7 .2	3.3 1.0
10 **	20 **	.2 **	.5 **	* 7 **	20 **	.1 **	.7 **	7 **	20 **	.1 **	.6 **	4 **	13 **	.1 **	.2 **	10 **	13 **	.2 **	.8 **

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-49

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	
WXYX-FM																				
WI '01	77	586	1.2	4.2	37	329	.6	3.6	36	91	.6	3.0	77	169	1.2	4.7	49	133	.8	3.8
4-Book	66	531	1.1	3.7	26	260	.4	2.5	23	66	.4	2.0	50	122	.8	3.1	39	98	.6	3.2
WYQE-FM																				
WI '01	4	56	.1	.2	2	13	.2	.2	2	4	.2	.2					2	4	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	17	261	.3	.9	18	222	.3	1.7	15	58	.2	1.3	34	81	.5	2.1	23	66	.4	1.8
4-Book	37	330	.6	2.1	24	244	.4	2.4	28	65	.5	2.6	53	102	.9	3.3	19	48	.3	1.6
WZMT-FM																				
WI '01	16	203	.2	.9	22	159	.3	2.1	17	60	.3	1.4	38	106	.6	2.3	25	71	.4	1.9
4-Book	19	144	.3	1.1	14	100	.2	1.4	18	45	.3	1.6	26	60	.4	1.6	15	42	.3	1.2
WZNT-FM																				
WI '01	166	1066	2.6	9.0	123	789	1.9	12.0	116	302	1.8	9.8	252	542	3.9	15.3	199	384	3.1	15.4
4-Book	137	1032	2.2	7.6	124	867	2.0	12.4	114	286	1.8	9.9	223	478	3.5	13.6	181	417	2.9	15.1
WZOL-FM																				
WI '01	9	50	.1	.5	8	48	.1	.8	13	27	.2	1.1	24	48	.4	1.5	18	18	.3	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	1837	6214	28.4		1029	5053	15.9		1187	2721	18.4		1652	3402	25.6		1292	2848	20.0	
4-Book	1806	6022	28.5		1015	5014	16.0		1150	2655	18.2		1648	3352	26.1		1201	2647	19.0	

** Station(s) not reported this survey.

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

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

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
WABA-AM																			
WI '01								1	6		.1					10	19	.2	1.7
4-Book				7	16	.1	1.0	6	20	.1	.5	2	4		.2	3	5	.1	.4
WAEL-AM																			
WI '01																			
4-Book	2	7	.3	3	6	.1	.4	5	17	.1	.5	5	11	.1	.6				
WAEL-FM																			
WI '01	11	30	.2	15	25	.2	2.6	11	44	.2	.9	3	11	.3	.3	3	11		.5
4-Book	3	10	.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																			
WI '01	*							12	23	.2	1.0	1	11	.1		* 8	21	.1	1.3
4-Book	2	2	.3	6	17	.1	.9	10	28	.2	.8	3	12	.3		8	23	.1	1.5
WBRQ-FM																			
WI '01	2	10	.2	4	10	.1	.7	17	23	.3	1.4	9	23	.1	1.0	3	10		.5
4-Book	2	9	.3	6	19	.1	.9	8	26	.2	.7	9	28	.1	1.0	2	7		.3
WCAD-FM																			
WI '01	31	70	.5	3	21		.5	6	39	.1	.5	11	54	.2	1.3	11	47	.2	1.8
4-Book	18	58	.3	12	33	.2	1.8	23	62	.4	1.9	16	61	.3	1.7	9	48	.1	1.6
WCMA-FM																			
WI '01	28	98	.4	19	64	.3	3.2	35	134	.5	2.9	48	167	.7	5.5	16	50	.2	2.7
4-Book	31	86	.5	20	53	.3	3.0	36	113	.6	3.1	36	99	.6	3.9	20	55	.3	3.9
WCMN-AM																			
WI '01				2	9		.3												
4-Book	1	3	.1	4	12	.1	.6	1	2			1	5	.1		1	7		.2
WCMN-FM																			
WI '01	11	26	.2					24	65	.4	2.0	18	63	.3	2.1	24	71	.4	4.0
4-Book	9	25	.1	10	26	.2	1.4	27	56	.4	2.1	21	46	.3	2.2	11	30	.2	2.0
WCOM-FM																			
WI '01				1	11		.2	7	35	.1	.6	8	35	.1	.9				
4-Book	3	17	.5	7	18	.1	.9	6	27	.1	.5	7	24	.1	.8	4	13	.1	.9
WCTA-FM																			
WI '01	26	62	.4	31	95	.5	5.3	69	135	1.1	5.8	49	130	.8	5.6	15	72	.2	2.5
4-Book	28	81	.5	25	55	.4	3.8	49	92	.8	4.2	40	92	.7	4.3	17	63	.3	3.2
WEGM-FM																			
WI '01	10	37	.2	4	14	.1	.7	23	66	.4	1.9	2	12	.2	.2				
4-Book	14	34	.2	4	13	.1	.6	11	42	.2	.9	12	25	.2	1.2	6	9	.1	1.1
WERR-FM																			
WI '01	7	24	.1	8	33	.1	1.4	8	44	.1	.7	5	11	.1	.6	5	13	.1	.8
4-Book	4	17	.1	9	32	.1	1.4	3	16		.3	3	8	.1	.3	3	10	.1	.5
WFID-FM																			
WI '01	47	118	.7	19	61	.3	3.2	41	110	.6	3.4	33	60	.5	3.8	12	55	.2	2.0
4-Book	49	124	.8	32	99	.5	4.7	71	145	1.1	5.9	49	119	.8	5.2	30	82	.5	5.7
WIAC-AM																			
WI '01				6	23	.1	1.0									2	11		.3
4-Book				5	22	.1	.8	15	20	.2	1.3	5	15	.1	.6	1	3		.1
WIAC-FM																			
WI '01	13	59	.2	17	73	.3	2.9	37	122	.6	3.1	25	112	.4	2.9	21	56	.3	3.5
4-Book	21	56	.4	17	41	.3	2.6	35	96	.6	3.0	22	74	.4	2.4	14	39	.2	2.7
+WIDI-FM																			
WI '01	7	22	.1					15	47	.2	1.3	4	17	.1	.5	7	26	.1	1.2
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 25-49

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
24 21	55 65	.4 .3	3.0 2.9	3 14	30 45	.5 .2	.5 2.0	20 27	82 109	.3 .4	1.7 2.2	30 18	64 44	.5 .3	3.4 2.0	10 15	70 62	.2 .2	1.7 2.7
10 13	36 42	.2 .2	1.2 1.8	5 14	14 .1	.7	5 17	32 38	.1 .3	.4 1.4	4 18	15 36	.1 .3	.5 1.9	10 6	38 22	.2 .1	1.7 1.0	
7	18	.1	.9	2	11	.3	5	6	.1	.3	2	7	.2	9	19	.2	1.7		
* **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* **	** **	** **	** **
8 11	22 41	.1 .2	1.0 1.6	19 16	24 30	.3 .3	3.2 2.4	7 14	33 46	.1 .2	.6 1.2	17	34	.3	1.8	7	19	.1	1.4
6 7	47 28	.1 .1	.7 .8	16 25	47 63	.2 .4	2.7 3.7	4 9	24 32	.1 .2	.3 .7	18 10	50 35	.3 .2	2.1 1.1	5 7	24 29	.1 .1	.8 1.3
13 35	46 95	.2 .6	1.6 4.7	28 29	81 78	.4 .5	4.8 4.4	92 66	227 188	1.4 1.1	7.7 5.6	55 49	135 139	.9 .8	6.3 5.3	25 24	75 76	.4 .4	4.2 4.6
				1	2	.1	9 3	15 7	.1 .3	.8 .3	1	3	.1	*					
**	**	**	**	3	10	.1	.4	3 4	16 22	.1	.3 .4	1 3	8 13	.1 .1	.1 .4	**	**	**	**
4	11	.1	.6	8 7	16 13	.1 .1	1.4 1.0	4	4	.1	.4	2	4	.2	2	4	.4		
**	**	**	**	**	**	**	**	**	**	**	**	9 25	.1 1.0	1.0	**	**	**	**	
2 **	8 **	.2 **	.2 **	4 **	14 **	.1 **	.7 **	1 **	8 **	.1 **	.1 **	2 **	8 **	.2 **	.2 **	**	**	**	**
				2 1	9 2	.3 .1	.3 .1	1	4	.1	.1	1	4	.1	.1	6 2	16 4	.1 .3	1.0 .3
53 43	129 113	.8 .7	6.6 5.9	19 13	76 48	.3 .2	3.2 2.1	68 37	144 104	1.1 .6	5.7 3.2	44 46	78 105	.7 .7	5.1 5.0	87 59	137 132	1.3 .9	14.5 11.0
8 4	16 6	.1 .1	1.0 .5	5 4	16 12	.1 .1	.9 .7									8 2	16 4	.1 .3	1.3 .3
20 **	20 **	.3 **	2.5 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	7	.1	.5	32 20	107 55	.5 .3	5.5 3.2	5 7	34 34	.1 .1	.4 .6	14 6	44 19	.2 .1	1.6 .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 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
WORD-FM																				
WI '01	35	68	.5	4.3	21	59	.3	3.6	102	196	1.6	8.5	45	74	.7	5.2	15	65	.2	2.5
4-Book	**	**	**	**	21	51	.3	3.1	104	191	1.7	8.7	50	108	.8	5.4	**	**	**	**
WOSO-AM																				
WI '01																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
WI '01	10	22	.2	1.2	19	36	.3	3.2	19	56	.3	1.6	11	29	.2	1.3	26	67	.4	4.3
4-Book	13	34	.2	1.9	12	22	.2	1.9	24	73	.4	2.1	13	30	.2	1.5	18	53	.3	3.5
WPAB-AM																				
WI '01																				
4-Book	1	2		.1	3	11	.1	.5	4	16	.1	.4					1	2		.1
WPRA-AM																				
WI '01									7	12	.1	.6					5	12	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
WI '01	146	318	2.3	18.1	65	156	1.0	11.1	117	318	1.8	9.8	147	371	2.3	16.9	36	157	.6	6.0
4-Book	80	190	1.3	10.5	71	148	1.1	10.5	82	209	1.3	6.7	91	219	1.4	10.0	43	128	.7	8.2
WQBS-AM																				
WI '01					5	9	.1	.9	9	9	.1	.8	8	9	.1	.9				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	8	19	.1	1.0					9	44	.1	.8					19	19	.3	3.2
4-Book	7	16	.1	.9	8	18	.1	1.2	15	43	.2	1.3	5	8	.1	.5	10	13	.2	1.8
WRRH-FM																				
WI '01	3	13		.4	5	13	.1	.9	4	13	.1	.3	4	15	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	* 4	6	.1	.5	* 2	6		.3	18	32	.3	1.5	13	26	.2	1.5	*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
WI '01					5	10	.1	.9	2	10		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
WI '01	*																*			
4-Book	3	11	.1	.4	1	5		.1	2	9		.2	1	3		.1	1	5		.2
WUQZ-FM																				
WI '01	7	19	.1	.9	13	31	.2	2.2	4	28	.1	.3	17	58	.3	2.0	8	17	.1	1.3
4-Book	10	28	.2	1.4	6	30	.1	.9	18	50	.3	1.5	15	40	.2	1.6	11	30	.2	2.0
WUNO-AM																				
WI '01					10	31	.2	1.7	4	21	.1	.3								
4-Book	2	4		.2	5	19	.1	.7	1	5		.1					1	3		.2
WVJP-FM																				
WI '01	6	18	.1	.7	4	7	.1	.7	5	13	.1	.4	2	7		.2	3	7		.5
4-Book	5	18	.1	.6	9	23	.2	1.3	35	65	.6	2.8	12	28	.2	1.3	6	20	.1	1.1
WVOZ-FM																				
WI '01	69	161	1.1	8.5	12	34	.2	2.0	48	104	.7	4.0	24	47	.4	2.8	36	110	.6	6.0
4-Book	33	76	.5	4.4	7	29	.1	1.1	17	44	.3	1.4	17	31	.3	1.9	13	37	.2	2.2
WXEV-AM																				
WI '01	* 13	13	.2	1.6	* **	**	**	**	12	13	.2	1.0					* 13	13	.2	2.2
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

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	
WXYX-FM																				
WI '01	25	75	.4	3.1	12	28	.2	2.0	38	72	.6	3.2	29	46	.4	3.3	26	75	.4	4.3
4-Book	25	66	.4	3.5	9	27	.2	1.4	25	57	.4	2.1	16	41	.3	1.8	16	45	.3	3.0
WYQE-FM																				
WI '01									5	9	.1	.4	6	9	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	3	24		.4	15	35	.2	2.6	25	80	.4	2.1	21	64	.3	2.4	8	35	.1	1.3
4-Book	13	30	.2	2.0	13	31	.2	1.9	18	64	.3	1.5	26	65	.4	2.8	20	56	.3	3.9
WZMT-FM																				
WI '01	32	55	.5	4.0	7	38	.1	1.2	19	47	.3	1.6	16	51	.2	1.8	18	67	.3	3.0
4-Book	15	32	.2	2.0	5	19	.1	.7	14	34	.2	1.1	13	34	.2	1.4	9	26	.2	1.7
WZNT-FM																				
WI '01	65	157	1.0	8.0	40	102	.6	6.8	129	293	2.0	10.8	107	230	1.7	12.3	73	216	1.1	12.2
4-Book	82	181	1.3	11.3	59	153	.9	8.7	158	350	2.5	13.4	131	270	2.1	14.4	47	127	.7	8.7
WZOL-FM																				
WI '01	11	18	.2	1.4																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	808	1878	12.5		587	1560	9.1		1195	2574	18.5		871	1889	13.5		600	1615	9.3	
4-Book	729	1776	11.5		667	1675	10.6		1197	2536	18.9		925	1967	14.6		533	1397	8.4	

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener 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
WABA-AM																			
WI '01	5	67	.1	.3	12	50	.2	.5	3	32	.2	2	32	.1		4	39	.1	.5
FA '00	5	118	.1	.3	5	43	.1	.2	3	12	.2	8	50	.1		8	50	.1	.9
SU '00	3	104	.2		4	28	.1	.1	1	19	.1	1	20	.1		15			
SP '00	4	119	.1	.3	4	38	.1	.1	7	70	.1	2	45	.1		3	57		.4
4-Book	4	102	.1	.3	6	40	.1	.2	4	33	.2	1	24	.1		4	40	.1	.5
WI '00	5	64	.1	.3	10	50	.1	.4	4	38	.1	3	25	.2		5	10	.1	.7
WAEI-AM																			
WI '01	3	49	.1	.2	2	19	.1		10	40	.1	1	27	.1		1	15		.1
FA '00	4	91	.1	.2	9	49	.1	.3	1	33	.1		2				9		
SU '00	8	118	.1	.5	3	19	.1		6	35	.1	18	66	.3	1.0	7	63	.1	1.2
SP '00	8	153	.1	.5	16	103	.2	.6	4	47	.1	4	83	.1	.2	10	64	.1	1.4
4-Book	6	103	.1	.4	8	48	.1	.3	5	39	.1	6	45	.1	.3	5	38	.1	.7
WI '00	5	118	.1	.3	6	36	.1	.2	2	32	.1	1	20	.1		10	27	.1	1.4
WAEI-FM																			
WI '01	17	201	.2	1.1	6	44	.1	.2	18	116	.2	32	116	.4	1.7	16	66	.2	1.9
FA '00	14	386	.2	.9	5	74	.1	.2	44	309	.6	6	104	.1	.3	6	51	.1	.7
SU '00	10	255	.1	.7	14	73	.2	.5	27	194	.4	6	76	.1	.3	1	41		.2
SP '00	7	194	.1	.4	6	76	.1	.2	19	95	.3	3	60	.2		3	37		.4
4-Book	12	259	.2	.8	8	67	.1	.3	27	179	.4	12	89	.2	.6	7	49	.1	.8
WI '00	17	258	.2	1.1	21	60	.3	.8	36	182	.5	12	98	.2	.7	6	61	.1	.8
WAPA-AM																			
WI '01	* 27	320	.4	1.7	50	193	.7	1.9	47	195	.6	20	98	.3	1.0	* 21	118	.3	2.6
FA '00	27	385	.4	1.7	52	239	.7	2.0	32	128	.4	19	132	.3	1.0	16	90	.2	1.8
SU '00	24	278	.3	1.6	40	183	.6	1.5	25	105	.3	25	95	.3	1.4	19	98	.3	3.1
SP '00	28	374	.4	1.8	62	277	.9	2.3	52	238	.7	23	143	.3	1.3	4	69	.1	.6
4-Book	27	339	.4	1.7	51	223	.7	1.9	39	167	.5	22	117	.3	1.2	15	94	.2	2.0
WI '00	44	591	.6	2.8	70	316	1.0	2.6	58	334	.8	54	336	.8	3.0	21	136	.3	2.9
WBRQ-FM																			
WI '01	11	186	.1	.7	16	108	.2	.6	10	63	.1	11	71	.1	.6	7	72	.1	.9
FA '00	13	199	.2	.8	5	60	.1	.2	7	56	.1	19	111	.3	1.0	20	45	.3	2.3
SU '00	7	98	.1	.5	6	23	.1	.2	8	65	.1	11	56	.2	.6	2	38		.3
SP '00	7	172	.1	.4	8	78	.1	.3	8	89	.1	13	104	.2	.7	3	30		.4
4-Book	10	164	.1	.6	9	67	.1	.3	8	68	.1	14	86	.2	.7	8	46	.1	1.0
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
WI '01	26	512	.3	1.6	33	187	.4	1.3	26	264	.3	37	286	.5	1.9	20	246	.3	2.4
FA '00	28	476	.4	1.7	42	226	.6	1.6	45	255	.6	30	209	.4	1.6	10	136	.1	1.2
SU '00	42	666	.6	2.8	51	320	.7	1.9	64	385	.9	53	354	.7	2.9	17	220	.2	2.8
SP '00	31	466	.4	2.0	62	256	.9	2.3	43	266	.6	16	157	.2	.9	18	185	.3	2.5
4-Book	32	530	.4	2.0	47	247	.7	1.8	45	293	.6	34	252	.5	1.8	16	197	.2	2.2
WI '00	35	504	.5	2.2	47	231	.7	1.7	36	314	.5	42	321	.6	2.4	37	253	.5	5.1
WCMA-FM																			
WI '01	70	1040	.9	4.4	89	485	1.2	3.4	131	550	1.8	88	566	1.2	4.6	26	280	.3	3.2
FA '00	92	954	1.2	5.7	91	503	1.2	3.4	145	573	1.9	129	652	1.7	7.0	62	438	.8	7.2
SU '00	27	501	.4	1.8	25	186	.3	.9	20	194	.3	28	254	.4	1.5	24	143	.3	4.0
SP '00	33	701	.5	2.1	43	268	.6	1.6	43	289	.6	36	254	.5	2.1	14	91	.2	2.0
4-Book	56	799	.8	3.5	62	361	.8	2.3	85	402	1.2	70	432	1.0	3.8	32	238	.4	4.1
WI '00	29	622	.4	1.9	39	304	.5	1.4	51	393	.7	33	241	.5	1.9	4	70	.1	.5
WCMN-AM																			
WI '01	3	110	.1	.2	5	57	.1	.2	2	35	.1	9	41	.1	.5		9		
FA '00	6	150	.1	.4	15	108	.2	.6	6	59	.1	5	54	.1	.3	2	22		.2
SU '00	9	138	.1	.6	31	83	.4	1.2	11	91	.2	3	15	.2		3	23		.5
SP '00	5	109	.1	.3	18	78	.3	.7	2	33	.1	5	23	.1	.3	1	14		.1
4-Book	6	127	.1	.4	17	82	.3	.7	5	55	.1	6	33	.1	.3	2	17		.2
WI '00	7	151	.1	.4	21	99	.3	.8	9	64	.1	7	39	.1	.4	1	19		.1

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Target Listener Trends - Men 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
WCMN-FM																			
WI '01	23	386	.3	1.5		14	120	.2	.5		24	181	.3	1.3		32	217	.4	1.7
FA '00	28	426	.4	1.7		43	196	.6	1.6		28	180	.4	1.5		32	194	.4	1.7
SU '00	26	285	.4	1.7		29	151	.4	1.1		40	179	.6	2.3		31	192	.4	1.7
SP '00	7	252	.1	.4		11	70	.2	.4		8	129	.1	.4		12	124	.2	.7
4-Book	21	337	.3	1.3		24	134	.4	.9		25	167	.4	1.4		27	182	.4	1.5
WI '00	31	337	.4	2.0		34	122	.5	1.2		72	234	1.0	3.9		29	95	.4	1.6
WCOM-FM																			
WI '01	18	479	.2	1.1		85	315	1.1	3.2		6	121	.1	.3		7	135	.1	.4
FA '00	29	551	.4	1.8		107	354	1.4	4.0		20	174	.3	1.1		14	120	.2	.8
SU '00	19	479	.3	1.2		74	324	1.0	2.8		22	229	.3	1.2		4	59	.1	.2
SP '00	27	555	.4	1.7		60	354	.8	2.2		44	282	.6	2.4		23	150	.3	1.3
4-Book	23	516	.3	1.5		82	337	1.1	3.1		23	202	.3	1.3		12	116	.2	.7
WI '00	18	430	.3	1.2		76	250	1.1	2.8		6	139	.1	.3		7	105	.1	.4
WCTA-FM																			
WI '01	38	439	.5	2.4		39	232	.5	1.5		54	241	.7	3.0		26	225	.3	1.4
FA '00	41	424	.5	2.5		28	169	.4	1.1		67	229	.9	3.6		38	200	.5	2.1
SU '00	43	408	.6	2.8		30	167	.4	1.1		68	291	.9	3.9		54	200	.8	2.9
SP '00	39	505	.5	2.5		30	156	.4	1.1		63	300	.9	3.4		44	286	.6	2.5
4-Book	40	444	.5	2.6		32	181	.4	1.2		63	265	.9	3.5		41	228	.6	2.2
WI '00	29	520	.4	1.9		30	130	.4	1.1		47	289	.7	2.6		34	241	.5	1.9
WEGM-FM																			
WI '01	13	269	.2	.8		21	152	.3	.8		4	90	.1	.2		28	171	.4	1.5
FA '00	5	97	.1	.3		1	19				6	31	.1	.3		2	46		.1
SU '00	6	270	.1	.4		8	121	.1	.3		5	89	.1	.3		5	49	.1	.3
SP '00	7	121	.1	.4		12	49	.2	.4		4	37	.1	.2		12	78	.2	.7
4-Book	8	189	.1	.5		11	85	.2	.4		5	62	.1	.3		12	86	.2	.7
WI '00	15	187	.2	1.0		17	150	.2	.6		14	85	.2	.8		28	145	.4	1.6
WERR-FM																			
WI '01	16	286	.2	1.0		32	140	.4	1.2		14	107	.2	.8		15	87	.2	.8
FA '00	6	189	.1	.4		8	129	.1	.3		4	50	.1	.2		10	87	.1	.5
SU '00	9	255	.1	.6		31	149	.4	1.2		6	70	.1	.3		7	76	.1	.4
SP '00	9	223	.1	.6		16	143	.2	.6		14	109	.2	.8		3	57		.2
4-Book	10	238	.1	.7		22	140	.3	.8		10	84	.2	.5		9	77	.1	.5
WI '00	20	231	.3	1.3		26	117	.4	1.0		21	120	.3	1.1		23	73	.3	1.3
WFID-FM																			
WI '01	42	733	.6	2.7		43	247	.6	1.6		58	322	.8	3.2		39	262	.5	2.0
FA '00	62	855	.8	3.8		67	469	.9	2.5		90	350	1.2	4.8		75	476	1.0	4.1
SU '00	78	1064	1.1	5.1		115	465	1.6	4.3		103	514	1.4	5.8		78	461	1.1	4.3
SP '00	67	889	.9	4.3		86	366	1.2	3.2		100	429	1.4	5.4		85	483	1.2	4.9
4-Book	62	885	.9	4.0		78	387	1.1	2.9		88	404	1.2	4.8		69	421	1.0	3.8
WI '00	70	1012	1.0	4.5		60	400	.8	2.2		83	441	1.2	4.5		93	482	1.3	5.2
WJAC-AM																			
WI '01	10	172	.1	.6		19	64	.3	.7		9	78	.1	.5		24	76	.3	1.3
FA '00	11	204	.1	.7		18	119	.2	.7		22	84	.3	1.2		13	46	.2	.7
SU '00	11	190	.2	.7		33	126	.5	1.2		14	75	.2	.8		1	13		.1
SP '00	10	219	.1	.6		18	107	.3	.7		11	115	.2	.6		12	61	.2	.7
4-Book	11	196	.1	.7		22	104	.3	.8		14	88	.2	.8		13	49	.2	.7
WI '00	15	271	.2	1.0		29	132	.4	1.1		18	154	.3	1.0		20	105	.3	1.1
WJAC-FM																			
WI '01	30	887	.4	1.9		56	447	.8	2.1		26	263	.3	1.4		32	277	.4	1.7
FA '00	35	766	.5	2.2		70	416	.9	2.6		41	210	.5	2.2		45	385	.6	2.4
SU '00	53	867	.7	3.5		120	529	1.7	4.5		61	419	.8	3.5		42	304	.6	2.3
SP '00	55	937	.8	3.5		135	638	1.9	5.0		57	272	.8	3.1		52	293	.7	3.0
4-Book	43	864	.6	2.8		95	508	1.3	3.6		46	291	.6	2.6		43	315	.6	2.4
WI '00	42	930	.6	2.7		103	517	1.4	3.8		40	336	.6	2.2		47	335	.7	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 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	
+WIDI-FM																				
WI '01	15	156	.2	.9	19	70	.3	.7	30	83	.4	1.6	19	70	.3	1.0	9	57	.1	1.1
FA '00	5	151	.1	.3	10	70	.1	.4	7	70	.1	.4	2	47	.1	.1	2	35	.2	.2
SU '00	18	137	.3	1.2	18	50	.3	.7	40	81	.6	2.3	15	98	.2	.8	12	65	.2	2.0
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	13	159	.2	.8	23	103	.3	.8	19	55	.3	1.0	15	80	.2	.8	9	78	.1	1.2
WIOA-FM																				
WI '01	49	840	.7	3.1	75	376	1.0	2.9	82	430	1.1	4.5	49	361	.7	2.6	21	204	.3	2.6
FA '00	45	704	.6	2.8	63	291	.8	2.4	72	287	1.0	3.9	37	268	.5	2.0	21	195	.3	2.4
SU '00	27	792	.4	1.8	45	311	.6	1.7	35	364	.5	2.0	24	266	.3	1.3	19	105	.3	3.1
SP '00	29	611	.4	1.9	38	194	.5	1.4	49	361	.7	2.7	31	304	.4	1.8	13	131	.2	1.8
4-Book	38	737	.5	2.4	55	293	.7	2.1	60	361	.8	3.3	35	300	.5	1.9	19	159	.3	2.5
WI '00	26	570	.4	1.7	37	194	.5	1.4	48	244	.7	2.6	35	209	.5	2.0	15	181	.2	2.0
WIOB-FM																				
WI '01	25	336	.3	1.6	37	178	.5	1.4	47	154	.6	2.6	26	148	.3	1.4	11	66	.1	1.3
FA '00	29	404	.4	1.8	33	124	.4	1.2	35	162	.5	1.9	27	165	.4	1.5	23	188	.3	2.7
SU '00	12	184	.2	.8	17	86	.2	.6	10	57	.1	.6	17	103	.2	.9	7	33	.1	1.2
SP '00	13	258	.2	.8	19	124	.3	.7	17	133	.2	.9	17	156	.2	1.0	9	66	.1	1.3
4-Book	20	296	.3	1.3	27	128	.4	1.0	27	127	.4	1.5	22	143	.3	1.2	13	88	.2	1.6
WI '00	20	302	.3	1.3	24	169	.3	.9	28	192	.4	1.5	32	177	.4	1.8	5	62	.1	.7
WIOC-FM																				
WI '01	6	87	.1	.4	3	27	.1	.1	8	38	.1	.4	12	56	.2	.6	3	27	.1	.4
FA '00	5	131	.1	.3	3	51	.1	.1	3	43	.2	.2	2	33	.1	.1	11	74	.1	1.3
SU '00	2	92	.1	.1	3	33	.1	.1	1	18	.1	.1	1	24	.1	.1	3	24	.1	.5
SP '00	6	86	.1	.4	1	26	.1	.1	6	32	.1	.3	7	44	.1	.4	13	44	.2	1.8
4-Book	5	99	.1	.3	3	34	.1	.1	5	33	.1	.3	6	39	.1	.3	8	42	.1	1.0
WI '00	4	126	.1	.3	8	31	.1	.3	4	56	.1	.2	4	43	.1	.2	4	59	.1	.5
WISO-AM																				
WI '01	* 2	68	.1	.1	4	21	.1	.2	2	9	.1	.1	1	11	.1	.1	* 6	25	.1	.7
FA '00	9	52	.1	.6	7	26	.1	.3	6	35	.1	.3	5	43	.1	.3	14	36	.2	1.6
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	9	73	.1	.6	6	17	.1	.2	12	44	.2	.7	7	31	.1	.4	16	47	.2	2.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	35	429	.5	2.2	87	287	1.2	3.3	27	140	.4	1.5	46	258	.6	2.4	21	123	.3	2.6
FA '00	67	717	.9	4.1	202	581	2.7	7.6	32	193	.4	1.7	86	386	1.2	4.7	24	106	.3	2.8
SU '00	60	539	.8	3.9	180	397	2.5	6.7	65	286	.9	3.7	59	281	.8	3.2	12	108	.2	2.0
SP '00	54	598	.8	3.5	145	396	2.0	5.4	49	245	.7	2.7	76	343	1.1	4.4	17	132	.2	2.4
4-Book	54	571	.8	3.4	154	415	2.1	5.8	43	216	.6	2.4	67	317	.9	3.7	19	117	.3	2.5
WI '00	50	630	.7	3.2	115	416	1.6	4.2	50	247	.7	2.7	66	379	.9	3.7	15	115	.2	2.0
WKAQ-AM																				
WI '01	51	781	.7	3.2	59	270	.8	2.3	45	232	.6	2.5	127	504	1.7	6.7	40	317	.5	4.9
FA '00	34	661	.5	2.1	49	311	.7	1.8	11	95	.1	.6	74	359	1.0	4.0	30	264	.4	3.5
SU '00	75	1035	1.0	4.9	130	539	1.8	4.9	45	350	.6	2.6	168	637	2.3	9.2	54	431	.8	8.9
SP '00	50	893	.7	3.2	95	489	1.3	3.5	33	241	.5	1.8	79	428	1.1	4.5	44	306	.6	6.2
4-Book	53	843	.7	3.4	83	402	1.2	3.1	34	230	.5	1.9	112	482	1.5	6.1	42	330	.6	5.9
WI '00	61	881	.8	3.9	106	396	1.5	3.9	64	353	.9	3.5	111	589	1.5	6.2	29	295	.4	4.0
WKAQ-FM																				
WI '01	45	1063	.6	2.8	51	480	.7	1.9	43	379	.6	2.4	71	601	1.0	3.7	12	171	.2	1.5
FA '00	66	1113	.9	4.1	75	504	1.0	2.8	88	491	1.2	4.7	71	462	1.0	3.9	37	301	.5	4.3
SU '00	71	1058	1.0	4.7	90	459	1.3	3.4	112	524	1.6	6.4	85	549	1.2	4.6	16	250	.2	2.6
SP '00	66	1347	.9	4.2	80	557	1.1	3.0	119	784	1.7	6.5	59	571	.8	3.4	18	288	.3	2.5
4-Book	62	1145	.9	4.0	74	500	1.0	2.8	91	545	1.3	5.0	72	546	1.0	3.9	21	253	.3	2.7
WI '00	33	862	.5	2.1	24	218	.3	.9	40	413	.6	2.2	51	332	.7	2.9	24	262	.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

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
WKJB-AM																				
WI '01	*	3	75	.2	3	28	.1	.1	4	32	.1	.2	5	15	.1	.3	*			
FA '00	6	124	.1	.4	14	56	.2	.5	8	38	.1	.4	6	30	.1	.3		11		
SU '00	7	100	.1	.5	15	35	.2	.6	9	24	.1	.5	4	31	.1	.2	1	14		.2
SP '00	3	122	.2	.2	3	35	.1	.1	1	30	.1	.1	5	42	.1	.3	1	14		.1
4-Book	5	105	.1	.3	9	39	.1	.3	6	31	.1	.3	5	30	.1	.3	1	10		.1
WI '00	5	116	.1	.3	4	31	.1	.1	5	57	.1	.3	8	58	.1	.4	4	21	.1	.5
WKSA-FM																				
WI '01	3	121	.2	.2	3	37	.1	.1	1	20	.1	.1	5	55	.1	.3	2	24		.2
FA '00	9	188	.1	.6	8	60	.1	.3	7	79	.1	.4	8	90	.1	.4	17	145	.2	2.0
SU '00	7	118	.1	.5	9	86	.1	.3	3	8	.2	.2	11	30	.2	.6	**	**	**	**
SP '00	23	263	.3	1.5	33	161	.5	1.2	20	116	.3	1.1	14	48	.2	.8	**	**	**	**
4-Book	11	173	.1	.7	13	86	.2	.5	8	56	.1	.5	10	56	.2	.5	**	**	**	**
WI '00	20	146	.3	1.3	29	103	.4	1.1	21	103	.3	1.1	4	24	.1	.2	**	**	**	**
WKVM-AM																				
WI '01	3	70	.2	.2	4	50	.1	.2	4	30	.1	.2	4	34	.1	.2	1	11		.1
FA '00	4	79	.1	.2	15	38	.2	.6					6	27	.1	.3		11		
SU '00	2	55	.1	.1						6			5	18	.1	.3	1	9		.2
SP '00	6	123	.1	.4	4	36	.1	.1	5	19	.1	.3	12	83	.2	.7	9	59	.1	1.3
4-Book	4	82	.1	.2	6	31	.1	.2	2	14	.1	.1	7	41	.1	.4	3	23		.4
WI '00	5	89	.1	.3	13	52	.2	.5	2	22	.1	.1	1	22	.1	.1	3	31		.4
WLEO-AM																				
WI '01	4	91	.1	.3	12	58	.2	.5	4	12	.1	.2	3	20		.2				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	4	79	.1	.3	11	53	.2	.4	1	29	.1	.1	3	12		.2	1	12		.2
SP '00	8	40	.1	.5					1	14		.1					26	26	.4	3.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	73		.2	11	48	.2	.4	2	25		.1	2	25		.1	2	25		.3
WLEY-AM																				
WI '01	4	71	.1	.3	4	44	.1	.2	3	39		.2	5	47	.1	.3	2	11		.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	2	74		.1	6	19	.1	.2	2	32		.1	2	12		.1	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	2	37		.1	8	37	.1	.3					**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01	7	93	.1	.4	6	34	.1	.2	12	76	.2	.7	7	41	.1	.4	5	41	.1	.6
FA '00	3	56	.2	.2	6	41	.1	.2	6	16	.1	.3	2	16		.1	3	33		.3
SU '00	3	59	.2	.2	12	39	.2	.4	4	30	.1	.2								
SP '00	4	91	.1	.3	7	37	.1	.3	1	20		.1	4	33	.1	.2	9	33	.1	1.3
4-Book	4	75	.1	.3	8	38	.1	.3	6	36	.1	.3	3	23	.1	.2	4	27	.1	.6
WI '00	7	49	.1	.4	10	20	.1	.4	18	34	.3	1.0	1	14		.1				
WMEG-FM																				
WI '01	47	776	.6	3.0	60	331	.8	2.3	33	259	.4	1.8	45	342	.6	2.4	42	243	.6	5.1
FA '00	32	714	.4	2.0	50	343	.7	1.9	34	249	.5	1.8	52	409	.7	2.8	16	233	.2	1.8
SU '00	57	777	.8	3.7	71	418	1.0	2.7	61	377	.8	3.5	106	522	1.5	5.8	23	222	.3	3.8
SP '00	62	963	.9	4.0	63	491	.9	2.3	41	438	.6	2.2	133	692	1.8	7.6	37	314	.5	5.2
4-Book	50	808	.7	3.2	61	396	.9	2.3	42	331	.6	2.3	84	491	1.2	4.7	30	253	.4	4.0
WI '00	47	735	.7	3.0	47	247	.7	1.7	76	222	1.1	4.2	62	384	.9	3.5	10	188	.1	1.4
WNEL-AM																				
WI '01	6	132	.1	.4	6	46	.1	.2	8	32	.1	.4	2	37		.1	6	47	.1	.7
FA '00	4	50	.1	.2	2	22		.1	1	14		.1	6	27	.1	.3	7	28	.1	.8
SU '00	1	43		.1	4	43	.1	.1									2	9		.3
SP '00	7	112	.1	.4	11	74	.2	.4	12	38	.2	.7	5	30	.1	.3	3	35		.4
4-Book	5	84	.1	.3	6	46	.1	.2	5	21	.1	.3	3	24	.1	.2	5	30	.1	.6
WI '00	8	108	.1	.5	10	53	.1	.4	15	53	.2	.8	10	74	.1	.6	5	40	.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 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
WNIK-FM																			
WI '01	7	80	.1	.4	7	40	.1	.3	8	51	.1	.4	8	31	.1	.4	12		
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	3	66		.2	7	35	.1	.3	6	39	.1	.3	4	34	.1	.2	3	13	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	10	296	.1	.6	14	113	.2	.5	14	115	.2	.8	10	106	.1	.5	6	86	.1
FA '00	10	203	.1	.6	14	81	.2	.5	9	71	.1	.5	6	66	.1	.3	7	72	.1
SU '00	10	181	.1	.7	14	106	.2	.5	4	64	.1	.2	4	75	.1	.2	19	72	.3
SP '00	20	319	.3	1.3	40	199	.6	1.5	25	205	.3	1.4	18	82	.3	1.0	6	91	.1
4-Book	13	250	.2	.8	21	125	.3	.8	13	114	.2	.7	10	82	.2	.5	10	80	.2
WI '00	35	346	.5	2.2	56	187	.8	2.1	42	172	.6	2.3	49	149	.7	2.8	23	94	.3
WORD-FM																			
WI '01	55	651	.7	3.5	50	273	.7	1.9	68	280	.9	3.7	45	243	.6	2.4	30	194	.4
FA '00	26	496	.3	1.6	14	110	.2	.5	23	163	.3	1.2	10	129	.1	.5	19	142	.3
SU '00	47	571	.7	3.1	31	212	.4	1.2	45	251	.6	2.6	45	237	.6	2.5	**	**	**
SP '00	50	764	.7	3.2	52	306	.7	1.9	73	241	1.0	4.0	38	197	.5	2.2	17	200	.2
4-Book	45	621	.6	2.9	37	225	.5	1.4	52	234	.7	2.9	35	202	.5	1.9	**	**	**
WI '00	36	601	.5	2.3	37	215	.5	1.4	29	215	.4	1.6	38	193	.5	2.1	26	147	.4
WOSO-AM																			
WI '01	6	142	.1	.4	20	76	.3	.8	7	116	.1	.4	6	67	.1	.3			
FA '00	21	140	.3	1.3	43	140	.6	1.6	31	86	.4	1.7	27	110	.4	1.5	6	56	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	87	.1	.3	10	73	.1	.4	4	58	.1	.2	2	46	.1		3	59	.4
WOYE-FM																			
WI '01	26	522	.3	1.6	56	329	.8	2.1	35	222	.5	1.9	18	171	.2	.9	8	106	.1
FA '00	26	674	.3	1.6	60	311	.8	2.3	16	237	.2	.9	37	223	.5	2.0	13	127	.2
SU '00	29	407	.4	1.9	50	193	.7	1.9	35	218	.5	2.0	30	183	.4	1.6	8	29	.1
SP '00	30	513	.4	1.9	75	295	1.0	2.8	31	260	.4	1.7	22	168	.3	1.3	12	137	.2
4-Book	28	529	.4	1.8	60	282	.8	2.3	29	234	.4	1.6	27	186	.4	1.5	10	100	.2
WI '00	32	567	.4	2.0	72	301	1.0	2.6	29	266	.4	1.6	31	197	.4	1.7	11	112	.2
WPAB-AM																			
WI '01	9	113	.1	.6	12	45	.2	.5	17	85	.2	.9	14	45	.2	.7	6	40	.1
FA '00	4	137	.1	.2	7	49	.1	.3	3	68		.2	4	11	.1	.2	2	8	.2
SU '00	17	249	.2	1.1	47	130	.7	1.8	15	139	.2	.9	10	68	.1	.5	11	47	.2
SP '00	12	250	.2	.8	16	104	.2	.6	33	101	.5	1.8	8	110	.1	.5	1	10	.1
4-Book	11	187	.2	.7	21	82	.3	.8	17	98	.2	1.0	9	59	.1	.5	5	26	.1
WI '00	14	291	.2	.9	12	116	.2	.4	27	164	.4	1.5	9	80	.1	.5	14	50	.2
WPRA-AM																			
WI '01	* 5	25	.1	.3	7	25	.1	.3	8	25	.1	.4	1	12		.1	* 2	12	.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	60		.2	12	28	.2	.4	6	40	.1	.3						10	
WPRM-FM																			
WI '01	277	2577	3.7	17.5	723	1941	9.7	27.6	229	950	3.1	12.5	358	1520	4.8	18.8	104	618	1.4
FA '00	277	2374	3.7	17.1	744	1846	10.0	27.9	230	948	3.1	12.4	359	1397	4.8	19.5	81	554	1.1
SU '00	202	2076	2.8	13.3	607	1577	8.4	22.7	177	754	2.5	10.1	279	1221	3.9	15.2	24	280	.3
SP '00	230	2511	3.2	14.8	642	1656	8.9	23.8	184	964	2.6	10.0	330	1621	4.6	18.9	65	464	.9
4-Book	247	2385	3.4	15.7	679	1755	9.3	25.5	205	904	2.8	11.3	332	1440	4.5	18.1	69	479	.9
WI '00	244	2414	3.4	15.6	722	1811	10.0	26.5	155	857	2.2	8.5	288	1352	4.0	16.2	61	504	.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 - 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
WQBS-AM																			
WI '01	7	52	.1	.4	5	24	.1	.2	9	24	.1	.5	15	27	.2	.8			
FA '00	3	50		.2	2	5		.1	6	50	.1	.3	3	29		.2	1	12	.1
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	4	99	.1	.3	10	41	.1	.4	6	67	.1	.3	3	23		.2	2	11	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	22	295	.3	1.4	70	216	.9	2.7	12	106	.2	.7	29	210	.4	1.5	4	28	.1
FA '00	17	162	.2	1.1	54	114	.7	2.0	8	46	.1	.4	22	77	.3	1.2	11	21	.1
SU '00	20	320	.3	1.3	58	208	.8	2.2	16	103	.2	.9	27	137	.4	1.5	2	42	.3
SP '00	27	211	.4	1.7	69	164	1.0	2.6	20	77	.3	1.1	35	136	.5	2.0	2	2	
4-Book	22	247	.3	1.4	63	176	.9	2.4	14	83	.2	.8	28	140	.4	1.6	4	23	.1
WI '00	22	266	.3	1.4	55	196	.8	2.0	20	97	.3	1.1	25	120	.3	1.4	1	23	.1
WRRH-FM																			
WI '01	3	50		.2	1	11			5	24	.1	.3	4	28	.1	.2	3	39	.4
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	2	64		.1	1	12			2	17		.1	4	45	.1	.2	2	31	.3
SP '00	9	81	.1	.6	13	59	.2	.5	14	63	.2	.8	7	54	.1	.4	12	48	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	* 8	64	.1	.5	8	27	.1	.3	10	51	.1	.5	13	38	.2	.7	* 1	6	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	6	131	.1	.4	6	27	.1	.2	9	53	.1	.5	1	19		.1	1	24	.2
SP '00	4	64	.1	.3	1	20			8	20	.1	.4	2	34		.1		13	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	63	.1	.3	5	25	.1	.2		2			1	28		.1	2	12	.3
WSKN-AM																			
WI '01	2	122		.1	3	21		.1	6	91	.1	.3	3	14		.2			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	3	130		.2	8	77	.1	.3	3	53		.2	2	18		.1			
SP '00	8	155	.1	.5	24	102	.3	.9	13	82	.2	.7	8	63	.1	.5	1	33	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	9	253	.1	.6	13	96	.2	.5	16	125	.2	.9	11	96	.2	.6	3	50	.4
WTPM-FM																			
WI '01	* 3	29		.2	6	29	.1	.2	1	29		.1		9			* 2	29	.2
FA '00	4	63	.1	.2	3	35	.1	.1	1	10		.1	1	13		.1	1	2	.1
SU '00	6	82	.1	.4	4	44	.1	.1	9	42	.1	.5	3	37		.2	6	22	.1
SP '00	2	47		.1	1	7			2	16		.1		6		.1	6	16	.1
4-Book	4	55	.1	.2	4	29	.1	.1	3	24		.2	1	15		.1	4	17	.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUOQ-FM																			
WI '01	14	277	.2	.9	22	135	.3	.8	15	115	.2	.8	17	141	.2	.9	2	37	.2
FA '00	16	364	.2	1.0	11	109	.1	.4	27	152	.4	1.5	19	202	.3	1.0	11	100	.1
SU '00	9	260	.1	.6	9	67	.1	.3	5	55	.1	.3	8	77	.1	.4	5	41	.1
SP '00	21	390	.3	1.3	13	111	.2	.5	28	149	.4	1.5	23	159	.3	1.3	13	131	.2
4-Book	15	323	.2	1.0	14	106	.2	.5	19	118	.3	1.0	17	145	.2	.9	8	77	.1
WI '00	45	350	.6	2.9	39	182	.5	1.4	81	187	1.1	4.4	52	191	.7	2.9	23	119	.3
WUNO-AM																			
WI '01	14	229	.2	.9	40	116	.5	1.5	14	110	.2	.8	10	74	.1	.5	12	52	.2
FA '00	8	206	.1	.5	15	164	.2	.6	5	85	.1	.3	9	69	.1	.5	12	69	.2
SU '00	18	243	.3	1.2	47	202	.7	1.8	20	107	.3	1.1	20	147	.3	1.1	4	44	.1
SP '00	7	293	.1	.4	13	158	.2	.5	11	121	.2	.6	7	94	.1	.4	8	115	.1
4-Book	12	243	.2	.8	29	160	.4	1.1	13	106	.2	.7	12	96	.2	.6	9	70	.2
WI '00	12	257	.2	.8	18	170	.3	.7	25	182	.3	1.4	10	83	.1	.6	4	51	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																			
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
WVJP-FM																			
11	214	.1	.7	24	99	.3	.9	8	96	.1	.4	14	109	.2	.7	6	40	.1	.7
28	414	.4	1.7	28	154	.4	1.1	31	143	.4	1.7	24	98	.3	1.3	21	146	.3	2.4
10	257	.1	.7	9	114	.1	.3	5	76	.1	.3	12	136	.2	.7	4	51	.1	.7
18	377	.3	1.2	20	156	.3	.7	26	182	.4	1.4	10	146	.1	.6	11	109	.2	1.5
17	316	.2	1.1	20	131	.3	.8	18	124	.3	1.0	15	122	.2	.8	11	87	.2	1.3
17	343	.2	1.1	12	89	.2	.4	25	194	.3	1.4	27	150	.4	1.5	9	77	.1	1.2
WVOZ-FM																			
42	654	.6	2.7	36	236	.5	1.4	48	304	.6	2.6	47	344	.6	2.5	40	342	.5	4.9
18	372	.2	1.1	23	180	.3	.9	20	122	.3	1.1	25	152	.3	1.4	15	145	.2	1.7
8	174	.1	.5	1	15			10	86	.1	.6	12	86	.2	.7	4	48	.1	.7
3	146		.2					5	72	.1	.3	2	54		.1	1	35		.1
18	337	.2	1.1	15	108	.2	.6	21	146	.3	1.2	22	159	.3	1.2	15	143	.2	1.9
9	129	.1	.6	4	22	.1	.1	5	38	.1	.3	8	36	.1	.4	18	84	.3	2.5
WXEV-AM																			
* 14	52	.2	.9	20	38	.3	.8	15	52	.2	.8	6	13	.1	.3	* 19	45	.3	2.3
3	59		.2	7	23	.1	.3		11				7			1	11		.1
7	128	.1	.5	9	58	.1	.3	8	56	.1	.5	10	63	.1	.5	3	9		.5
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	66		.2	6	11	.1	.2	1	23		.1	4	37	.1	.2				
WXYX-FM																			
56	760	.8	3.5	78	391	1.0	3.0	68	350	.9	3.7	94	376	1.3	4.9	20	184	.3	2.4
53	746	.7	3.3	84	317	1.1	3.2	46	373	.6	2.5	93	360	1.2	5.0	37	234	.5	4.3
48	663	.7	3.2	107	351	1.5	4.0	59	342	.8	3.4	64	282	.9	3.5	14	151	.2	2.3
29	583	.4	1.9	57	254	.8	2.1	20	167	.3	1.1	63	298	.9	3.6	5	113	.1	.7
47	688	.7	3.0	82	328	1.1	3.1	48	308	.7	2.7	79	329	1.1	4.3	19	171	.3	2.4
44	696	.6	2.8	100	418	1.4	3.7	47	317	.7	2.6	45	240	.6	2.5	16	173	.2	2.2
WYQE-FM																			
3	56		.2	7	42	.1	.3	2	13		.1	4	48	.1	.2		17		.1
15	95	.2	.9	34	78	.5	1.3	21	34	.3	1.1	11	36	.1	.6	1	28		.5
3	60		.2	3	32		.1		7			7	40	.1	.4	3			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
12	142	.2	.8	28	78	.4	1.0	14	41	.2	.8	4	36	.1	.2	6	29	.1	.8
WZAR-FM																			
23	470	.3	1.5	13	149	.2	.5	19	151	.3	1.0	30	161	.4	1.6	27	149	.4	3.3
37	511	.5	2.3	39	202	.5	1.5	69	295	.9	3.7	36	216	.5	2.0	27	151	.4	3.1
45	630	.6	3.0	47	314	.7	1.8	63	265	.9	3.6	53	293	.7	2.9	28	208	.4	4.6
35	425	.5	2.2	34	185	.5	1.3	67	314	.9	3.6	41	251	.6	2.4	7	91	.1	1.0
35	509	.5	2.3	33	213	.5	1.3	55	256	.8	3.0	40	230	.6	2.2	22	150	.3	3.0
21	452	.3	1.3	33	240	.5	1.2	23	130	.3	1.3	31	198	.4	1.7	13	170	.2	1.8
WZMT-FM																			
25	317	.3	1.6	52	156	.7	2.0	19	123	.3	1.0	17	147	.2	.9	17	92	.2	2.1
12	163	.2	.7	6	38	.1	.2	16	99	.2	.9	16	70	.2	.9	3	22		.3
18	177	.3	1.2	16	56	.2	.6	31	80	.4	1.8	39	129	.5	2.1	2	29		.3
16	156	.2	1.0	25	76	.3	.9	21	94	.3	1.1	12	65	.2	.7	14	44	.2	2.0
18	203	.3	1.1	25	82	.3	.9	22	99	.3	1.2	21	103	.3	1.2	9	47	.1	1.2
15	164	.2	1.0	17	78	.2	.6	9	70	.1	.5	22	118	.3	1.2	22	84	.3	3.0
WZNT-FM																			
138	1365	1.9	8.7	139	678	1.9	5.3	212	666	2.8	11.6	177	839	2.4	9.3	43	393	.6	5.2
106	1234	1.4	6.6	96	550	1.3	3.6	137	559	1.8	7.4	120	717	1.6	6.5	67	382	.9	7.7
128	1454	1.8	8.4	127	630	1.8	4.8	174	694	2.4	9.9	160	854	2.2	8.7	57	449	.8	9.4
145	1646	2.0	9.3	159	682	2.2	5.9	202	841	2.8	11.0	136	762	1.9	7.8	49	468	.7	6.9
129	1425	1.8	8.3	130	635	1.8	4.9	181	690	2.5	10.0	148	793	2.0	8.1	54	423	.8	7.3
130	1402	1.8	8.3	155	669	2.2	5.7	221	872	3.1	12.1	135	694	1.9	7.6	36	452	.5	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 Trends - Men 25-54

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

Target Listener 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
WABA-AM																			
WI '01	5	50	.1	.2	6	50	.1	.5	11	32	.1	.8	7	25	.1	.4			
4-Book	4	64	.1	.2	6	64	.1	.5	8	20	.1	.6	11	30	.1	.6	2	8	.2
WAEI-AM																			
WI '01	5	49	.1	.2	1	22	.1	.1	4	15	.1	.3	1	6	.1	.1			
4-Book	6	80	.1	.3	6	53	.1	.5	8	21	.1	.5	5	15	.1	.3	7	16	.1
WAEI-FM																			
WI '01	19	156	.3	.9	15	94	.2	1.3	26	72	.3	1.9	40	80	.5	2.1	4	30	.1
4-Book	16	219	.2	.8	**	**	**	**	12	30	.2	.9	21	44	.3	1.1	2	13	.1
WAPA-AM																			
WI '01	40	243	.5	1.9	* 7	120	.1	.6	27	77	.4	1.9	4	20	.1	.2			
4-Book	38	269	.5	1.8	12	141	.2	1.0	29	73	.4	2.1	13	43	.2	.7	8	17	.1
WBRQ-FM																			
WI '01	12	140	.2	.6	12	73	.2	1.0	2	10	.1	.1	16	60	.2	.9	30	49	.4
4-Book	10	128	.1	.5	10	99	.2	.9	17	37	.2	1.2	17	60	.2	.9	18	36	.3
WCAD-FM																			
WI '01	31	426	.4	1.5	19	227	.3	1.6	18	61	.2	1.3	32	66	.4	1.7	41	81	.5
4-Book	42	447	.6	2.1	24	249	.4	2.1	25	75	.4	1.9	50	116	.7	2.6	38	99	.5
WCMA-FM																			
WI '01	105	862	1.4	5.0	39	488	.5	3.3	42	132	.6	3.0	62	191	.8	3.3	66	205	.9
4-Book	74	665	1.0	3.5	41	428	.6	3.4	29	111	.4	2.1	79	243	1.1	4.1	70	161	1.0
WCMN-AM																			
WI '01	5	101	.1	.2	1	17	.1	.1									6	8	.1
4-Book	9	120	.1	.4	3	40	.1	.3	7	20	.1	.5	3	18	.2	.2	2	2	.1
WCMN-FM																			
WI '01	23	324	.3	1.1	19	169	.3	1.6	13	30	.2	.9	24	63	.3	1.3	29	74	.4
4-Book	25	279	.4	1.2	19	176	.3	1.6	27	68	.4	2.0	17	50	.2	.9	22	57	.3
WCOM-FM																			
WI '01	31	436	.4	1.5	6	81	.1	.5	5	18	.1	.4	17	23	.2	.9	10	27	.1
4-Book	38	458	.5	1.8	10	128	.2	.9	19	40	.3	1.3	22	56	.3	1.2	9	30	.1
WCTA-FM																			
WI '01	41	341	.5	2.0	44	259	.6	3.7	36	114	.5	2.6	67	184	.9	3.6	50	132	.7
4-Book	47	345	.6	2.3	44	288	.6	3.7	35	93	.5	2.6	81	179	1.1	4.2	58	139	.8
WEGM-FM																			
WI '01	17	252	.2	.8	11	118	.1	.9	4	15	.1	.3	17	38	.2	.9	20	44	.3
4-Book	9	147	.1	.4	10	114	.1	.8	4	17	.1	.3	11	38	.1	.6	11	39	.2
WERR-FM																			
WI '01	20	214	.3	1.0	12	146	.2	1.0	31	73	.4	2.2	11	49	.1	.6	7	32	.1
4-Book	13	198	.2	.6	8	127	.1	.7	10	30	.1	.7	12	35	.2	.6	9	25	.1
WFID-FM																			
WI '01	47	523	.6	2.2	38	358	.5	3.2	46	110	.6	3.3	49	109	.7	2.6	55	76	.7
4-Book	79	676	1.1	3.8	49	454	.7	4.1	37	106	.5	2.7	61	160	.8	3.2	51	115	.7
WYAC-AM																			
WI '01	16	128	.2	.8	2	54	.1	.2	8	22	.1	.6	3	20	.2	.2			
4-Book	16	155	.2	.8	6	76	.1	.6	6	22	.1	.4	3	18	.2	.2	4	10	.1
WYAC-FM																			
WI '01	37	682	.5	1.8	33	454	.4	2.8	40	155	.5	2.9	57	145	.8	3.0	54	139	.7
4-Book	60	713	.8	2.9	32	350	.4	2.7	37	113	.5	2.7	53	127	.8	2.8	43	98	.6
+WIDI-FM																			
WI '01	23	123	.3	1.1	5	67	.1	.4									5	22	.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 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
70 51	701 554	.9 .7	3.3 2.4	30 28	349 350	.4 .4	2.5 2.3	20 29	66 91	.3 .4	1.4 2.1	78 59	219 155	1.0 .8	4.2 3.1	53 31	101 84	.7 .4	3.6 2.2
37 25	275 228	.5 .3	1.8 1.2	12 15	173 149	.2 .2	1.0 1.2	33 14	78 40	.4 .2	2.4 1.0	25 22	56 52	.3 .3	1.3 1.1	7 18	27 41	.1 .2	.5 1.3
8 4	65 72	.1 .1	.4 .2	4 4	40 45	.1 .1	.3 .4	3 2	9 6		.2 .1	13 3	31 8	.2 .1	.7 .2	5 3	9 9	.1 .1	.3 .2
2 **	32 **	** **	.1 **	* 1 **	20 **	** **	.1 **	** **	** **	** **	** **	2 **	12 **	** **	.1 **	1 **	12 **	** **	.1 **
51 84	374 520	.7 1.2	2.4 4.0	15 23	164 225	.2 .3	1.3 2.0	31 40	68 81	.4 .5	2.2 2.9	36 40	108 108	.5 .6	1.9 2.1	15 25	59 78	.2 .3	1.0 1.8
75 73	692 752	1.0 1.0	3.6 3.5	17 24	223 304	.2 .3	1.4 2.0	32 51	88 159	.4 .7	2.3 3.8	29 48	97 139	.4 .7	1.5 2.5	23 22	62 63	.3 .3	1.6 1.6
54 80	875 940	.7 1.1	2.6 3.9	53 59	548 577	.7 .8	4.5 5.0	40 58	84 154	.5 .8	2.9 4.3	69 116	228 268	.9 1.6	3.7 6.1	102 75	235 177	1.4 1.0	7.0 5.4
4 7	75 87	.1 .1	.2 .3	* 3 4	28 49		.3 .4				1.0	3 8	13 18		.2 .4		3 3		.1
3 11	91 132		.1 .5	3 8	76 93		.3 .7	12 12	13 35	.2 .2	.9 .9	9 13	55 39	.1 .2	.5 .7	7	10	.1	.5
4 5	70 58	.1 .1	.2 .2	2 4	16 33		.2 .3	4 2	16 8	.1 .1	.3 .1	3 2	16 6		.2 .1	1	4		.1
6 **	58 **	.1 **	.3 **	2 **	50 **	** **	.2 **	9 **	25 **	.1 **	.6 **	** **	** **	** **	** **	** **	** **	** **	** **
4 **	57 **	.1 **	.2 **	4 **	49 **	.1 **	.3 **	11 **	21 **	.1 **	.8 **	12 **	34 **	.2 **	.6 **	2 **	8 **	** **	.1 **
9 6	93 68	.1 .1	.4 .3	7 3	53 32	.1 .2	.6 .2	17 6	26 15	.2 .1	1.2 .4	12 5	33 12	.2 .1	.6 .2	8 2	11 3	.1 .1	.5 .1
45 61	566 698	.6 .9	2.1 2.9	56 44	459 423	.8 .6	4.8 3.7	72 49	158 125	1.0 .7	5.1 3.5	49 43	133 117	.7 .6	2.6 2.3	49 55	155 136	.7 .8	3.4 4.1
5 5	101 66	.1 .1	.2 .2	6 4	63 31	.1 .1	.5 .3	5 5	29 13	.1 .1	.4 .4	11 6	32 17	.1 .1	.6 .3	2	8		.1
7 **	60 **	.1 **	.3 **	11 **	42 **	.1 **	.9 **	15 **	22 **	.2 **	1.1 **	20 **	22 **	.3 **	1.1 **	25 **	42 **	.3 **	1.7 **
13 15	191 194	.2 .2	.6 .7	8 11	149 125	.1 .1	.7 1.0	8 18	33 41	.1 .2	.6 1.3	4 16	33 40	.1 .2	.2 .8	9 11	30 29	.1 .1	.6 .8

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

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
WORO-FM																			
55	412	.7	2.6	72	440	1.0	6.1	40	89	.5	2.9	66	124	.9	3.5	50	86	.7	3.4
42	373	.6	2.0	63	446	.9	5.3	45	109	.6	3.3	62	129	.9	3.3	33	84	.5	2.4
WOSO-AM																			
10	142	.1	.5	1	27		.1					7	27	.1	.4	1	11		.1
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
36	442	.5	1.7	21	202	.3	1.8	18	66	.2	1.3	39	111	.5	2.1	22	77	.3	1.5
38	437	.5	1.8	22	251	.3	1.9	23	66	.3	1.7	33	105	.5	1.7	32	89	.4	2.4
WPAB-AM																			
14	85	.2	.7	1	25		.1	7	14	.1	.5	1	11		.1	3	11		.2
16	150	.2	.8	6	75	.1	.5	11	28	.2	.8	3	10		.2	5	18	.1	.3
WPRA-AM																			
6	25	.1	.3	5	25	.1	.4	13	25	.2	.9	7	12	.1	.4	6	12	.1	.4
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
421	2364	5.6	20.1	138	1221	1.9	11.7	197	444	2.6	14.1	228	496	3.1	12.1	148	405	2.0	10.2
390	2247	5.3	18.7	112	918	1.5	9.4	180	376	2.5	12.9	193	410	2.6	10.0	136	334	1.9	9.7
WQBS-AM																			
10	42	.1	.5	6	19	.1	.5	12	19	.2	.9	9	9	.1	.5	8	9	.1	.5
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
35	270	.5	1.7	11	133	.1	.9	24	36	.3	1.7	14	42	.2	.7	16	60	.2	1.1
33	236	.5	1.6	13	105	.2	1.1	22	31	.3	1.6	18	47	.3	.9	13	37	.2	1.0
WRRH-FM																			
3	38		.1	4	50	.1	.3	3	11		.2	7	22	.1	.4	6	13	.1	.4
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
11	64	.1	.5	* 7	38	.1	.6	3	13		.2	4	13	.1	.2	3	6		.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																			
4	112	.1	.2	2	10		.2	5	10	.1	.4	2	10		.1				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																			
2	29		.1	* 4	29	.1	.3	15	29	.2	1.1	14	29	.2	.7	5	29	.1	.3
3	37		.1	6	43	.1	.5	14	26	.2	1.0	14	33	.2	.7	11	21	.2	.7
WUQK-FM																			
18	215	.2	.9	15	143	.2	1.3	23	45	.3	1.6	34	116	.5	1.8	14	51	.2	1.0
17	223	.2	.8	17	190	.2	1.4	14	37	.2	1.0	31	82	.5	1.6	20	61	.3	1.5
WUNO-AM																			
21	200	.3	1.0	3	73		.3	14	42	.2	1.0								
17	225	.2	.9	5	70	.1	.4	11	33	.2	.8	4	16	.1	.3	5	9	.1	.3
WVJP-FM																			
15	190	.2	.7	9	106	.1	.8	16	28	.2	1.1	3	20		.2	30	71	.4	2.1
18	232	.3	.9	20	154	.3	1.7	22	48	.3	1.6	29	67	.4	1.5	23	55	.3	1.7
WVOZ-FM																			
44	422	.6	2.1	39	376	.5	3.3	24	75	.3	1.7	42	100	.6	2.2	43	98	.6	3.0
20	222	.3	.9	17	182	.2	1.5	12	48	.2	.9	16	52	.2	.9	13	35	.2	.9
WXEW-AM																			
14	52	.2	.7	* 12	38	.2	1.0	16	38	.2	1.1	7	31	.1	.4	10	13	.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 - 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
WXYX-FM																			
WI '01	79	653	1.1	39	347	.5	3.3	36	91	.5	2.6	77	169	1.0	4.1	49	133	.7	3.4
4-Book	68	571	.9	27	280	.4	2.3	24	73	.4	1.7	51	125	.7	2.6	39	98	.6	2.7
WYQE-FM																			
WI '01	4	56	.1	2	13	.2	.2	2	4	.1	.1					2	4	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																			
WI '01	21	286	.3	23	261	.3	2.0	20	69	.3	1.4	34	81	.5	1.8	33	80	.4	2.3
4-Book	44	388	.6	29	284	.4	2.5	36	80	.5	2.6	59	117	.9	3.1	26	69	.3	1.9
WZMT-FM																			
WI '01	28	283	.4	25	167	.3	2.1	17	60	.2	1.2	45	114	.6	2.4	25	71	.3	1.7
4-Book	22	166	.3	15	105	.2	1.3	18	45	.3	1.3	29	65	.4	1.5	15	42	.2	1.1
WZNT-FM																			
WI '01	179	1153	2.4	132	854	1.8	11.2	125	320	1.7	8.9	252	542	3.4	13.4	205	395	2.7	14.1
4-Book	155	1135	2.1	135	966	1.9	11.4	124	312	1.7	8.9	242	512	3.3	12.5	201	454	2.7	14.6
WZOL-FM																			
WI '01	9	50	.1	10	67	.1	.8	13	27	.2	.9	39	67	.5	2.1	18	18	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
WI '01	2094	7145	28.1	1178	5773	15.8		1400	3146	18.8		1879	3871	25.2		1456	3168	19.5	
4-Book	2086	6957	28.5	1185	5823	16.2		1385	3138	18.9		1925	3896	26.3		1380	3010	18.8	

** 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 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
WABA-AM																			
WI '01				3	13		.4	9	31	.1	.6	7	13	.1	.7	12	32	.2	1.7
4-Book				10	26	.1	1.2	11	35	.1	.8	3	7	.1	.3	3	8	.1	.4
WAEL-AM																			
WI '01																			
4-Book	4	13	.1	.5	5	9	.1	.6	11	31	.2	.8	6	17	.1	.6	1	4	.1
WAEL-FM																			
WI '01	11	30	.1	1.2	15	25	.2	2.2	11	44	.1	.8	3	11	.3	.3	6	24	.1
4-Book	4	12	.4	.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																			
WI '01	* 7	14	.1	.8				12	23	.2	.9	1	11	.1	.1	* 8	21	.1	1.2
4-Book	6	12	.1	.8	11	26	.1	1.2	14	39	.2	1.0	4	15	.1	.4	9	29	.1
WBRQ-FM																			
WI '01	2	10	.2	.6	4	10	.1	.6	22	36	.3	1.6	15	36	.2	1.5	3	10	.4
4-Book	2	9	.3	.3	6	19	.1	.8	10	29	.2	.7	11	31	.2	1.0	2	7	.3
VCAD-FM																			
WI '01	31	70	.4	3.4	3	21	.4	.4	6	39	.1	.4	11	54	.1	1.1	11	47	.1
4-Book	20	62	.3	2.4	12	33	.2	1.5	23	62	.3	1.7	16	61	.2	1.5	9	48	.1
WCMA-FM																			
WI '01	28	98	.4	3.0	19	64	.3	2.8	35	134	.5	2.5	48	167	.6	4.8	16	50	.2
4-Book	31	88	.4	3.8	20	55	.3	2.6	38	116	.5	2.7	36	100	.5	3.4	21	59	.3
WCMN-AM																			
WI '01				2	9		.3												
4-Book	2	6	.2	.2	4	12	.1	.5	1	7	.1	.1	3	7	.1	.2	1	7	.2
WCMN-FM																			
WI '01	12	33	.2	1.3				27	77	.4	1.9	18	63	.2	1.8	24	71	.3	3.5
4-Book	12	34	.2	1.4	10	26	.2	1.2	30	62	.4	2.1	21	46	.3	2.0	11	30	.2
WCOM-FM																			
WI '01				1	11		.1	7	35	.1	.5	8	35	.1	.8				
4-Book	4	20	.1	.5	7	18	.1	.7	9	31	.1	.6	8	27	.1	.8	4	13	.1
WCTA-FM																			
WI '01	26	62	.3	2.8	31	95	.4	4.6	75	149	1.0	5.4	49	130	.7	4.9	15	72	.2
4-Book	28	81	.4	3.3	27	61	.4	3.4	54	106	.7	3.8	43	102	.6	4.0	21	73	.3
WEGM-FM																			
WI '01	10	37	.1	1.1	4	14	.1	.6	23	66	.3	1.7	10	23	.1	1.0			
4-Book	14	34	.2	1.7	4	13	.1	.5	11	42	.2	.8	14	28	.2	1.3	6	9	.1
WERR-FM																			
WI '01	7	24	.1	.8	15	46	.2	2.2	10	49	.1	.7	14	28	.2	1.4	5	13	.1
4-Book	6	24	.1	.8	11	35	.2	1.4	6	27	.1	.4	6	16	.1	.6	4	13	.1
WFID-FM																			
WI '01	47	118	.6	5.1	19	61	.3	2.8	41	110	.5	3.0	33	60	.4	3.3	12	55	.2
4-Book	49	124	.7	6.2	33	102	.5	4.1	75	156	1.0	5.3	50	120	.7	4.6	30	82	.4
WIAC-AM																			
WI '01				6	23	.1	.9												
4-Book	3	7	.1	.4	9	38	.1	1.1	15	23	.2	1.1	7	19	.1	.6	3	9	.4
WIAC-FM																			
WI '01	13	59	.2	1.4	17	73	.2	2.5	37	122	.5	2.7	25	112	.3	2.5	21	56	.3
4-Book	24	59	.4	3.2	20	47	.3	2.5	39	109	.5	2.8	22	77	.3	2.1	16	43	.2
+WIDI-FM																			
WI '01	7	22	.1	.8				15	47	.2	1.1	4	17	.1	.4	7	26	.1	1.0
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 25-54

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	
24	55	.3	2.6	3	30		.4	20	82	.3	1.4	30	64	.4	3.0	10	70	.1	1.5	
22	67	.3	2.6	14	45	.2	1.7	29	115	.4	2.0	18	44	.3	1.7	15	62	.2	2.4	
10	36	.1	1.1					5	32	.1	.4	4	15	.1	.4	10	38	.1	1.5	
13	42	.2	1.6	6	17	.1	.7	18	41	.3	1.2	21	42	.3	1.9	6	25	.1	1.0	
3	9		.3					3	9		.2	2	9		.2	3	9		.4	
7	21	.1	.9	2	11		.2	5	8	.1	.4	3	9		.2	9	21	.1	1.6	
*				2	9		.3	2	9		.1					*				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
8	22	.1	.9	19	24	.3	2.8	7	33	.1	.5	3	6		.3					
12	49	.2	1.5	24	46	.4	3.0	21	59	.3	1.5	20	44	.3	1.9	8	23	.1	1.4	
6	47	.1	.7	21	66	.3	3.1	4	37	.1	.3	19	55	.3	1.9	5	24	.1	.7	
7	32	.1	.9	32	88	.4	3.9	12	43	.2	.9	13	44	.2	1.2	10	40	.1	1.7	
13	46	.2	1.4	28	81	.4	4.2	92	227	1.2	6.6	55	135	.7	5.5	25	75	.3	3.6	
38	102	.5	4.6	31	84	.4	4.0	71	204	1.0	5.0	51	146	.7	4.9	24	76	.3	4.0	
				5	13	.1	.7	13	28	.2	.9					*				
				4	7	.1	.5	5	12	.1	.4	1	3		.1	1	2		.2	
**	**	**	**	5	16	.1	.6	3	16		.2	1	8		.1	**	**	**	**	
				4	22	.1	.3	4	22	.1	.3	7	17	.1	.7	**	**	**	**	
6	15	.1	.7	8	16	.1	1.2													
				7	13	.1	.9	5	8	.1	.4	2	4		.2	2	4		.4	
**	**	**	**	**	**	**	**	**	**	**	**	**	9	25	.1	.9	**	**	**	**
				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
2	8		.2	4	14	.1	.6	1	8		.1	2	8		.2					
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
				2	9		.3									13	33	.2	1.9	
				1	2		.1	1	4		.1	2	7		.2	5	11	.1	.7	
53	129	.7	5.8	19	76	.3	2.8	68	144	.9	4.9	44	78	.6	4.4	87	137	1.2	12.6	
43	113	.6	5.2	14	54	.2	1.9	38	107	.5	2.8	46	108	.7	4.5	59	132	.8	9.6	
8	16	.1	.9	5	16	.1	.7	7	18	.1	.5					8	16	.1	1.2	
6	12	.1	.7	4	12	.1	.5	2	5		.1					3	8	.1	.5	
20	20	.3	2.2					9	10	.1	.6									
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4	10		.5	32	107	.4	4.8	5	34	.1	.4	14	44	.2	1.4					
				26	70	.4	3.4	11	45	.2	.8	10	26	.2	.9	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

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	
WORO-FM																				
WI '01	81	145	1.1	8.8	27	89	.4	4.0	159	304	2.1	11.5	87	149	1.2	8.7	53	142	.7	7.7
4-Book	**	**	**	**	31	73	.5	3.8	153	273	2.1	11.0	85	180	1.2	8.1	**	**	**	**
WOSO-AM																				
WI '01									2	16		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOYE-FM																				
WI '01	10	22	.1	1.1	19	36	.3	2.8	19	56	.3	1.4	11	29	.1	1.1	26	67	.3	3.8
4-Book	14	37	.2	1.8	13	24	.2	1.7	25	79	.4	1.8	13	30	.2	1.3	18	53	.2	3.0
WPAB-AM																				
WI '01																				
4-Book	2	8		.3	8	23	.1	.9	12	37	.2	.9	1	4		.1	2	9		.4
WPRA-AM																				
WI '01									9	25	.1	.6	3	13		.3	5	12	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
WI '01	154	343	2.1	16.7	65	156	.9	9.7	130	343	1.7	9.4	147	371	2.0	14.8	39	165	.5	5.7
4-Book	85	204	1.2	9.7	72	153	1.0	9.0	96	244	1.3	6.7	97	234	1.3	9.3	44	132	.6	7.3
WQBS-AM																				
WI '01					5	9	.1	.7	9	9	.1	.6	8	9	.1	.8				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	8	19	.1	.9					9	44	.1	.6					19	19	.3	2.8
4-Book	8	18	.1	.9	11	21	.2	1.3	16	46	.2	1.2	6	11	.1	.5	10	16	.2	1.7
WRRH-FM																				
WI '01	3	13		.3	5	13	.1	.7	4	13	.1	.3	4	15	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	* 4	6	.1	.4	* 2	6		.3	18	32	.2	1.3	13	26	.2	1.3	*	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
WI '01					5	10	.1	.7	2	10		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
WI '01	*																*			
4-Book	5	13	.1	.6	1	7		.1	2	9		.1	1	3		.1	2	7		.3
WUQZ-FM																				
WI '01	9	24	.1	1.0	15	37	.2	2.2	4	28	.1	.3	17	58	.2	1.7	9	23	.1	1.3
4-Book	10	29	.2	1.3	6	32	.1	.9	22	61	.3	1.5	20	49	.3	1.9	11	36	.2	1.8
WUNO-AM																				
WI '01					10	31	.1	1.5	4	21	.1	.3								
4-Book	5	8	.1	.5	10	31	.1	1.4	2	8		.1					2	6		.3
WVJP-FM																				
WI '01	11	29	.1	1.2	4	7	.1	.6	5	13	.1	.4	2	7		.2	3	7		.4
4-Book	7	23	.1	.9	11	27	.2	1.3	37	72	.5	2.6	16	34	.2	1.5	15	36	.2	2.6
WVOZ-FM																				
WI '01	69	161	.9	7.5	12	34	.2	1.8	48	104	.6	3.5	24	47	.3	2.4	36	110	.5	5.2
4-Book	36	80	.5	4.3	7	29	.1	.9	17	44	.3	1.3	17	31	.2	1.6	13	37	.2	1.9
WXEV-AM																				
WI '01	* 25	31	.3	2.7	* 6	18	.1	.9	15	31	.2	1.1					* 25	31	.3	3.6
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

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
WXYX-FM																				
WI '01	38	93	.5	4.1	12	28	.2	1.8	38	72	.5	2.7	29	46	.4	2.9	26	75	.3	3.8
4-Book	28	70	.4	3.4	9	27	.1	1.2	27	62	.4	1.9	16	41	.2	1.5	16	45	.2	2.6
WYQE-FM																				
WI '01									5	9	.1	.4	6	9	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	9	38	.1	1.0	19	47	.3	2.8	37	94	.5	2.7	24	78	.3	2.4	11	49	.1	1.6
4-Book	16	40	.2	2.1	16	42	.2	2.0	24	78	.4	1.7	28	74	.4	2.7	23	68	.3	3.8
WZMT-FM																				
WI '01	37	63	.5	4.0	7	38	.1	1.0	26	55	.3	1.9	16	51	.2	1.6	23	76	.3	3.3
4-Book	16	34	.2	1.9	5	19	.1	.6	16	36	.2	1.1	13	34	.2	1.2	11	28	.2	1.7
WZNT-FM																				
WI '01	65	157	.9	7.1	57	138	.8	8.5	147	311	2.0	10.6	126	258	1.7	12.7	74	234	1.0	10.8
4-Book	88	205	1.2	10.7	63	162	.9	8.0	168	378	2.3	12.1	142	297	2.0	13.6	50	150	.7	8.2
WZOL-FM																				
WI '01	11	18	.1	1.2																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	921	2106	12.4		669	1769	9.0		1386	2921	18.6		995	2135	13.3		688	1782	9.2	
4-Book	830	2008	11.3		794	1979	10.9		1408	2965	19.2		1057	2249	14.4		611	1597	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

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	
WABA-AM																				
WI '01	11	120	.2	.9	28	103	.5	1.4	9	77	.2	.6	3	41	.1	.2	5	61	.1	.8
FA '00	5	104	.1	.4	3	29	.1	.1	3	12	.1	.2					8	50	.1	1.2
SU '00	10	219	.2	.8	4	28	.1	.2	9	75	.1	.7	13	43	.2	.9	8	59	.1	1.4
SP '00	7	144	.1	.6	4	30	.1	.2	9	87	.1	.6	3	62	.2	.2	9	90	.1	1.5
4-Book	8	147	.2	.7	10	48	.2	.5	8	63	.1	.5	5	37	.1	.3	8	65	.1	1.2
WI '00	2	55		.1	7	40	.1	.3	1	28		.1	1	15		.1				
WAEI-AM																				
WI '01	3	87	.1	.2	7	35	.1	.3	3	57	.1	.2	2	30		.1	3	34	.1	.5
FA '00	15	173	.3	1.2	34	113	.6	1.5	19	70	.3	1.3	13	43	.2	.9	3	21	.1	.4
SU '00	9	197	.1	.7	9	41	.1	.4	7	57	.1	.5	13	122	.2	.9	9	120	.1	1.6
SP '00	11	210	.2	.9	19	138	.3	.9	4	54	.1	.3	7	107	.1	.5	12	81	.2	1.9
4-Book	10	167	.2	.8	17	82	.3	.8	8	60	.2	.6	9	76	.1	.6	7	64	.1	1.1
WI '00	7	167	.1	.5	4	31	.1	.2	5	57	.1	.3	7	80	.1	.5	14	50	.2	2.4
WAEI-FM																				
WI '01	6	91	.1	.5	5	33	.1	.2	2	48		.1	15	77	.3	1.1		14		
FA '00	10	295	.2	.8	4	56	.1	.2	28	218	.5	1.9	8	93	.1	.6	6	43	.1	.9
SU '00	8	167	.1	.6	12	46	.2	.6	20	125	.3	1.4	4	57	.1	.3	1	33		.2
SP '00	3	94		.2	4	48	.1	.2	8	35	.1	.5	1	23		.1	2	30		.3
4-Book	7	162	.1	.5	6	46	.1	.3	15	107	.2	1.0	7	63	.1	.5	2	30		.4
WI '00	17	233	.3	1.3	24	103	.4	1.0	32	176	.5	2.0	11	72	.2	.7	8	56	.1	1.3
WAPA-AM																				
WI '01	* 49	383	.8	4.0	91	227	1.5	4.5	65	251	1.1	4.6	49	184	.8	3.5	* 34	163	.6	5.6
FA '00	38	448	.6	3.0	60	244	1.0	2.7	44	244	.7	3.0	34	168	.6	2.5	30	120	.5	4.4
SU '00	27	330	.4	2.1	40	201	.7	1.8	33	154	.5	2.4	30	128	.5	2.0	19	127	.3	3.3
SP '00	29	445	.5	2.3	71	321	1.2	3.4	35	239	.6	2.4	23	172	.4	1.7	6	94	.1	1.0
4-Book	36	402	.6	2.9	66	248	1.1	3.1	44	222	.7	3.1	34	163	.6	2.4	22	126	.4	3.6
WI '00	47	744	.8	3.5	79	368	1.3	3.4	62	372	1.0	3.9	56	322	.9	3.7	28	203	.5	4.7
WBQI-FM																				
WI '01	8	137	.1	.7	12	73	.2	.6	8	70	.1	.6	5	31	.1	.4	5	42	.1	.8
FA '00	2	74		.2	2	19		.1	4	50	.1	.3	2	23		.1				
SU '00	3	75		.2					3	43		.2	7	34	.1	.5		15		
SP '00	5	86	.1	.4	4	42	.1	.2	7	55	.1	.5	12	86	.2	.9	3	30		.5
4-Book	5	93	.1	.4	5	34	.1	.2	6	55	.1	.4	7	44	.1	.5	2	22		.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
WI '01	7	138	.1	.6	11	69	.2	.5	9	74	.2	.6	10	97	.2	.7	3	53	.1	.5
FA '00	9	178	.2	.7	17	60	.3	.8	10	76	.2	.7	9	85	.2	.7	5	23	.1	.7
SU '00	17	258	.3	1.3	14	115	.2	.6	36	174	.6	2.6	20	132	.3	1.4	7	102	.1	1.2
SP '00	6	155	.1	.5	10	62	.2	.5	5	70	.1	.3	3	37		.2	3	31		.5
4-Book	10	182	.2	.8	13	77	.2	.6	15	99	.3	1.1	11	88	.2	.8	5	52	.1	.7
WI '00	12	157	.2	.9	14	77	.2	.6	9	114	.1	.6	12	101	.2	.8	17	61	.3	2.9
WCMA-FM																				
WI '01	26	408	.4	2.1	37	219	.6	1.8	35	192	.6	2.5	36	202	.6	2.5	13	132	.2	2.2
FA '00	45	517	.8	3.5	54	239	.9	2.5	80	323	1.3	5.5	42	356	.7	3.1	31	259	.5	4.5
SU '00	20	377	.3	1.6	15	134	.2	.7	18	173	.3	1.3	21	222	.3	1.4	19	139	.3	3.3
SP '00	26	528	.4	2.0	28	194	.5	1.3	25	224	.4	1.7	35	227	.6	2.5	18	101	.3	2.9
4-Book	29	458	.5	2.3	34	197	.6	1.6	40	228	.7	2.8	34	252	.6	2.4	20	158	.3	3.2
WI '00	26	504	.4	1.9	33	234	.5	1.4	42	249	.7	2.6	31	188	.5	2.1	3	33		.5
WCMN-AM																				
WI '01	6	129	.1	.5	9	71	.2	.4	5	58	.1	.4	16	49	.3	1.1	2	23		.3
FA '00	13	207	.2	1.0	27	130	.5	1.2	22	87	.4	1.5	14	88	.2	1.0	5	39	.1	.7
SU '00	15	183	.2	1.2	31	129	.5	1.4	19	117	.3	1.4	5	49	.1	.3	3	23		.5
SP '00	9	149	.1	.7	33	125	.5	1.6	3	54		.2	6	70	.1	.4	1	14		.2
4-Book	11	167	.2	.9	25	114	.4	1.2	12	79	.2	.9	10	64	.2	.7	3	25		.4
WI '00	9	187	.1	.7	22	107	.4	1.0	9	47	.1	.6	15	64	.2	1.0	1	19		.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

Target Listener Trends - Men 35-64

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	
WCMN-FM																				
WI '01	15	281	.3	1.2	15	117	.3	.7	20	166	.3	1.4	19	155	.3	1.3	10	90	.2	1.7
FA '00	17	287	.3	1.3	34	138	.6	1.5	14	123	.2	1.0	18	145	.3	1.3	4	74	.1	.6
SU '00	10	215	.2	.8	6	80	.1	.3	19	85	.3	1.4	9	96	.1	.6	3	30		.5
SP '00	4	181	.1	.3	7	48	.1	.3	5	79	.1	.3	6	79	.1	.4	2	34		.3
4-Book	12	241	.2	.9	16	96	.3	.7	15	113	.2	1.0	13	119	.2	.9	5	57	.1	.8
WI '00	7	199	.1	.5	2	64		.1	14	167	.2	.9	6	27	.1	.4	1	12		.2
WCOM-FM																				
WI '01	3	172	.1	.2	9	91	.2	.4	2	58		.1	2	51		.1	1	32		.2
FA '00	13	255	.2	1.0	28	81	.5	1.3	12	82	.2	.8	10	71	.2	.7	2	24		.3
SU '00	7	211	.1	.5	29	161	.5	1.3	5	93	.1	.4	2	46		.1	4	33	.1	.7
SP '00	17	406	.3	1.3	54	235	.9	2.5	21	189	.3	1.4	5	59	.1	.4	6	64	.1	1.0
4-Book	10	261	.2	.8	30	142	.5	1.4	10	106	.2	.7	5	57	.1	.3	3	38	.1	.6
WI '00	10	245	.2	.7	50	142	.8	2.2	1	61		.1	1	26		.1	6	39	.1	1.0
WCTA-FM																				
WI '01	34	345	.6	2.8	37	203	.6	1.8	49	201	.8	3.5	24	203	.4	1.7	15	138	.3	2.5
FA '00	31	316	.5	2.4	23	128	.4	1.0	46	189	.8	3.2	29	137	.5	2.1	15	69	.3	2.2
SU '00	32	309	.5	2.5	29	131	.5	1.3	47	195	.8	3.4	47	157	.8	3.2	9	90	.1	1.6
SP '00	21	364	.3	1.7	12	111	.2	.6	25	208	.4	1.7	27	199	.4	1.9	20	159	.3	3.2
4-Book	30	334	.5	2.4	25	143	.4	1.2	42	198	.7	3.0	32	174	.5	2.2	15	114	.3	2.4
WI '00	30	465	.5	2.2	34	157	.6	1.5	56	297	.9	3.5	33	200	.5	2.2	9	87	.1	1.5
WEGM-FM																				
WI '01	5	137	.1	.4	5	62	.1	.2	8	87	.1	.6	6	48	.1	.4	1	22		.2
FA '00	4	44	.1	.3		2			4	26	.1	.3	11	32	.2	.8		4		
SU '00	2	108		.2	4	28	.1	.2	1	20		.1	2	19		.1		10		
SP '00	5	57	.1	.4	10	32	.2	.5	2	22		.1	8	32	.1	.6				
4-Book	4	87	.1	.3	5	31	.1	.2	4	39	.1	.3	7	33	.1	.5	9			.1
WI '00	2	72		.1	2	25		.1	3	10		.2	4	30	.1	.3				
WERR-FM																				
WI '01	13	222	.2	1.1	25	130	.4	1.2	10	73	.2	.7	13	71	.2	.9	8	56	.1	1.3
FA '00	8	166	.1	.6	10	90	.2	.5	5	58	.1	.3	16	76	.3	1.2	5	32	.1	.7
SU '00	11	283	.2	.9	40	172	.7	1.8	11	119	.2	.8	7	85	.1	.5	2	43		.4
SP '00	7	159	.1	.6	9	81	.1	.4	12	68	.2	.8	2	38		.1	3	45		.5
4-Book	10	208	.2	.8	21	118	.4	1.0	10	80	.2	.7	10	68	.2	.7	5	44	.1	.7
WI '00	20	207	.3	1.5	26	117	.4	1.1	19	83	.3	1.2	23	62	.4	1.5	14	87	.2	2.4
WFID-FM																				
WI '01	21	408	.4	1.7	25	124	.4	1.2	29	151	.5	2.0	20	173	.3	1.4	20	186	.3	3.3
FA '00	29	451	.5	2.3	39	296	.7	1.8	47	214	.8	3.2	39	261	.7	2.8	10	133	.2	1.5
SU '00	43	611	.7	3.3	76	290	1.3	3.5	45	275	.7	3.3	49	277	.8	3.3	32	177	.5	5.6
SP '00	34	560	.6	2.7	60	258	1.0	2.8	45	210	.7	3.1	55	302	.9	4.0	14	167	.2	2.3
4-Book	32	508	.6	2.5	50	242	.9	2.3	42	213	.7	2.9	41	253	.7	2.9	19	166	.3	3.2
WI '00	38	654	.6	2.8	27	236	.4	1.2	37	296	.6	2.3	53	327	.9	3.5	43	291	.7	7.3
WTAC-AM																				
WI '01	15	191	.3	1.2	22	92	.4	1.1	21	97	.4	1.5	28	76	.5	2.0	10	42	.2	1.7
FA '00	14	212	.2	1.1	25	125	.4	1.1	22	75	.4	1.5	18	77	.3	1.3	7	49	.1	1.0
SU '00	17	245	.3	1.3	43	155	.7	2.0	26	127	.4	1.9	9	50	.1	.6	1	13		.2
SP '00	12	247	.2	.9	18	107	.3	.8	15	130	.2	1.0	16	81	.3	1.1	6	14	.1	1.0
4-Book	15	224	.3	1.1	27	120	.5	1.3	21	107	.4	1.5	18	71	.3	1.3	6	30	.1	1.0
WI '00	17	393	.3	1.3	35	198	.6	1.5	22	169	.4	1.4	17	102	.3	1.1	6	94	.1	1.0
WTAC-FM																				
WI '01	16	443	.3	1.3	28	198	.5	1.4	15	162	.3	1.1	12	140	.2	.8	5	53	.1	.8
FA '00	28	568	.5	2.2	56	325	.9	2.6	32	224	.5	2.2	41	326	.7	3.0	5	103	.1	.7
SU '00	32	692	.5	2.5	84	363	1.4	3.9	39	356	.6	2.8	19	209	.3	1.3	6	101	.1	1.1
SP '00	29	479	.5	2.3	82	301	1.4	3.9	27	112	.4	1.8	21	124	.3	1.5	16	166	.3	2.6
4-Book	26	546	.5	2.1	63	297	1.1	3.0	28	214	.5	2.0	23	200	.4	1.7	8	106	.2	1.3
WI '00	29	683	.5	2.2	77	332	1.3	3.4	30	258	.5	1.9	30	234	.5	2.0	5	98	.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																			
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
+WIDI-FM																			
WI '01	3	93	.1	.2	2	38	.1	.1	2	27	.1	.1	6	33	.1	.4	1	16	.2
FA '00	5	85	.1	.4	9	27	.2	.4	5	30	.1	.3	1	20	.1	.1	2	26	.3
SU '00	13	136	.2	1.0	18	50	.3	.8	24	52	.4	1.7	10	105	.2	.7	11	50	1.9
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	10	148	.2	.7	19	77	.3	.8	13	65	.2	.8	11	77	.2	.7	6	40	1.0
WIOA-FM																			
WI '01	40	681	.7	3.3	68	345	1.1	3.4	67	360	1.1	4.7	34	260	.6	2.4	17	158	2.8
FA '00	38	549	.6	3.0	50	257	.8	2.3	55	222	.9	3.8	29	212	.5	2.1	21	119	3.1
SU '00	24	632	.4	1.9	36	216	.6	1.7	34	313	.6	2.5	20	237	.3	1.4	23	100	4.0
SP '00	31	518	.5	2.4	42	207	.7	2.0	50	262	.8	3.4	36	267	.6	2.6	9	83	1.5
4-Book	33	595	.6	2.7	49	256	.8	2.4	52	289	.9	3.6	30	244	.5	2.1	18	115	2.9
WI '00	22	434	.4	1.6	39	243	.6	1.7	46	244	.8	2.9	24	142	.4	1.6	8	92	1.3
WIOB-FM																			
WI '01	19	302	.3	1.5	29	187	.5	1.4	33	145	.6	2.3	18	135	.3	1.3	4	49	.7
FA '00	17	294	.3	1.3	25	119	.4	1.1	24	149	.4	1.7	14	98	.2	1.0	12	107	1.8
SU '00	11	147	.2	.9	8	70	.1	.4	15	78	.2	1.1	19	90	.3	1.3	3	16	.5
SP '00	7	134	.1	.6	8	69	.1	.4	10	110	.2	.7	14	97	.2	1.0	3	36	.5
4-Book	14	219	.2	1.1	18	111	.3	.8	21	121	.4	1.5	16	105	.3	1.2	6	52	.9
WI '00	15	279	.2	1.1	23	166	.4	1.0	22	161	.4	1.4	23	146	.4	1.5	1	45	.2
WIOC-FM																			
WI '01	5	75	.1	.4	3	27	.1	.1	6	26	.1	.4	10	44	.2	.7	3	27	.5
FA '00	6	127	.1	.5	3	53	.1	.1	3	29	.1	.2	5	46	.1	.4	11	69	1.6
SU '00	2	96	.2	.2	3	37	.1	.1	4	37	.1	.3	2	39	.1	.1	6	14	1.0
SP '00	3	55	.2	.2	2	10	.1	.1	4	27	.1	.3	1	14	.1	.1	5	28	.8
4-Book	4	88	.1	.3	3	32	.1	.1	4	30	.1	.3	5	36	.1	.3	5	28	.8
WI '00	5	100	.1	.4	6	23	.1	.3	11	49	.2	.7	4	32	.1	.3	1	37	.2
WISO-AM																			
WI '01	* 7	93	.1	.6	7	37	.1	.3	9	56	.2	.6	3	31	.1	.2	* 14	57	2.3
FA '00	10	73	.2	.8	5	28	.1	.2	6	35	.1	.4	5	55	.1	.4	16	55	2.3
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	11	94	.2	.9	10	30	.2	.5	14	80	.2	1.0	9	51	.1	.6	17	61	2.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
WI '01	21	250	.4	1.7	54	169	.9	2.7	16	66	.3	1.1	32	175	.5	2.3	11	45	1.8
FA '00	60	495	1.0	4.7	168	414	2.8	7.7	45	170	.8	3.1	71	271	1.2	5.2	15	52	2.2
SU '00	31	408	.5	2.4	71	237	1.2	3.3	26	159	.4	1.9	40	212	.7	2.7	8	79	1.4
SP '00	35	400	.6	2.8	92	259	1.5	4.3	31	159	.5	2.1	50	247	.8	3.6	9	98	1.5
4-Book	37	388	.6	2.9	96	270	1.6	4.5	30	139	.5	2.1	48	226	.8	3.5	11	69	1.7
WI '00	37	544	.6	2.8	79	338	1.3	3.4	34	203	.6	2.1	53	275	.9	3.5	14	100	2.4
WKAQ-AM																			
WI '01	67	971	1.1	5.5	72	369	1.2	3.6	52	350	.9	3.7	163	607	2.7	11.5	53	404	8.8
FA '00	60	1011	1.0	4.7	123	651	2.1	5.6	38	273	.6	2.6	85	448	1.4	6.2	44	414	6.4
SU '00	106	1379	1.8	8.2	181	737	3.0	8.4	57	454	.9	4.1	205	778	3.4	13.9	92	608	16.1
SP '00	68	1096	1.1	5.4	136	655	2.3	6.4	47	392	.8	3.2	100	542	1.7	7.2	47	322	7.6
4-Book	75	1114	1.3	6.0	128	603	2.2	6.0	49	367	.8	3.4	138	594	2.3	9.7	59	437	9.7
WI '00	77	1023	1.3	5.7	131	514	2.2	5.7	74	313	1.2	4.7	135	667	2.2	9.0	48	383	8.1
WKAQ-FM																			
WI '01	35	600	.6	2.8	42	290	.7	2.1	30	135	.5	2.1	45	325	.8	3.2	10	141	1.7
FA '00	43	687	.7	3.4	74	402	1.2	3.4	39	342	.7	2.7	40	259	.7	2.9	30	180	4.4
SU '00	53	737	.9	4.1	93	349	1.5	4.3	78	375	1.3	5.6	53	333	.9	3.6	14	171	2.5
SP '00	46	911	.8	3.6	50	274	.8	2.4	85	514	1.4	5.8	45	396	.7	3.2	11	196	1.8
4-Book	44	734	.8	3.5	65	329	1.1	3.1	58	342	1.0	4.1	46	328	.8	3.2	16	172	2.6
WI '00	17	553	.3	1.3	20	229	.3	.9	19	249	.3	1.2	24	191	.4	1.6	8	138	1.3

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends – Men 35-64

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

Target Listener Trends

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WNIK-FM																				
WI '01	6	42	.1	.5	5	22	.1	.2	7	33	.1	.5	8	31	.1	.6	12			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	3	57		.2	7	24	.1	.3	6	57	.1	.4	4	44	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNRT-FM																				
WI '01	7	236	.1	.6	15	109	.3	.7	8	104	.1	.6	5	106	.1	.4	6	86	.1	1.0
FA '00	15	195	.3	1.2	23	101	.4	1.0	11	88	.2	.8	15	90	.3	1.1	11	52	.2	1.6
SU '00	21	234	.3	1.6	26	184	.4	1.2	24	97	.4	1.7	20	135	.3	1.4	19	76	.3	3.3
SP '00	21	294	.3	1.7	53	176	.9	2.5	22	159	.4	1.5	11	77	.2	.8	8	88	.1	1.3
4-Book	16	240	.3	1.3	29	143	.5	1.4	16	112	.3	1.2	13	102	.2	.9	11	76	.2	1.8
WI '00	18	266	.3	1.3	22	105	.4	1.0	16	112	.3	1.0	26	83	.4	1.7	23	116	.4	3.9
WORO-FM																				
WI '01	75	786	1.3	6.1	72	361	1.2	3.6	96	357	1.6	6.8	62	324	1.0	4.4	34	242	.6	5.6
FA '00	41	633	.7	3.2	27	253	.5	1.2	47	282	.8	3.2	33	206	.6	2.4	22	184	.4	3.2
SU '00	83	940	1.4	6.4	60	412	1.0	2.8	69	474	1.1	5.0	68	335	1.1	4.6	**	**	**	**
SP '00	70	950	1.2	5.5	74	370	1.2	3.5	92	319	1.5	6.3	73	309	1.2	5.2	26	265	.4	4.2
4-Book	67	827	1.2	5.3	58	349	1.0	2.8	76	358	1.3	5.3	59	294	1.0	4.2	**	**	**	**
WI '00	41	876	.7	3.1	48	339	.8	2.1	41	351	.7	2.6	37	313	.6	2.5	18	159	.3	3.0
WOSO-AM																				
WI '01	6	124	.1	.5	20	76	.3	1.0	6	98	.1	.4	5	49	.1	.4				
FA '00	26	207	.4	2.0	47	165	.8	2.1	39	117	.7	2.7	30	121	.5	2.2	11	104	.2	1.6
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	118	.1	.4	12	88	.2	.5	8	89	.1	.5	7	77	.1	.5	5	89	.1	.8
WVEE-FM																				
WI '01	9	253	.2	.7	12	124	.2	.6	11	87	.2	.8	13	136	.2	.9	3	42	.1	.5
FA '00	13	387	.2	1.0	24	108	.4	1.1	9	140	.2	.6	20	126	.3	1.5	9	81	.2	1.3
SU '00	9	212	.1	.7	20	99	.3	.9	8	94	.1	.6	7	88	.1	.5	1	23		.2
SP '00	14	179	.2	1.1	26	128	.4	1.2	19	88	.3	1.3	14	80	.2	1.0	2	36		.3
4-Book	11	258	.2	.9	21	115	.3	1.0	12	102	.2	.8	14	108	.2	1.0	4	46	.1	.6
WI '00	16	267	.3	1.2	17	106	.3	.7	20	185	.3	1.3	23	98	.4	1.5	6	75	.1	1.0
WPAB-AM																				
WI '01	21	236	.4	1.7	37	114	.6	1.8	39	208	.7	2.8	14	45	.2	1.0	22	79	.4	3.6
FA '00	7	179	.1	.5	9	61	.2	.4	5	88	.1	.3	7	38	.1	.5	7	20	.1	1.0
SU '00	23	288	.4	1.8	64	147	1.1	3.0	19	163	.3	1.4	14	72	.2	.9	11	47	.2	1.9
SP '00	23	285	.4	1.8	39	163	.6	1.8	46	139	.8	3.1	15	136	.2	1.1	10	56	.2	1.6
4-Book	19	247	.3	1.5	37	121	.6	1.8	27	150	.5	1.9	13	73	.2	.9	13	51	.2	2.0
WI '00	20	400	.3	1.5	22	161	.4	1.0	34	245	.6	2.1	9	143	.1	.6	26	131	.4	4.4
WPRA-AM																				
WI '01	* 7	60	.1	.6	11	45	.2	.5	12	45	.2	.8	4	32	.1	.3	* 4	32	.1	.7
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	64	.1	.3	16	42	.3	.7	5	41	.1	.3	1	12		.1	2	21		.3
WPRM-FM																				
WI '01	194	1609	3.2	15.8	472	1223	7.9	23.5	187	711	3.1	13.2	249	1081	4.2	17.6	52	414	.9	8.6
FA '00	178	1514	3.0	13.9	495	1190	8.3	22.6	153	624	2.6	10.6	214	856	3.6	15.6	44	350	.7	6.4
SU '00	130	1412	2.2	10.1	360	1014	6.0	16.6	105	542	1.7	7.6	197	925	3.3	13.3	20	202	.3	3.5
SP '00	135	1740	2.2	10.6	308	1017	5.1	14.5	120	625	2.0	8.2	207	1063	3.4	14.9	45	313	.7	7.3
4-Book	159	1569	2.7	12.6	409	1111	6.8	19.3	141	626	2.4	9.9	217	981	3.6	15.4	40	320	.7	6.5
WI '00	163	1710	2.7	12.2	444	1224	7.4	19.3	122	640	2.0	7.7	182	917	3.0	12.2	53	401	.9	8.9

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 35-64

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		
WQBS-AM																					
WI '01	7	82	.1	.6	5	24	.1	.2	10	39	.2	.7	11	48	.2	.8					
FA '00	6	129	.1	.5	7	44	.1	.3	12	71	.2	.8	3	29	.1	.2	5	44	.1	.7	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '00	6	152	.1	.5	10	41	.2	.5	8	85	.1	.5	7	57	.1	.5	2	11	.3		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WRIO-FM																					
WI '01	13	204	.2	1.1	41	136	.7	2.0	6	91	.1	.4	13	140	.2	.9	4	28	.1	.7	
FA '00	11	87	.2	.9	31	67	.5	1.4	7	38	.1	.5	9	29	.2	.7	10	14	.2	1.5	
SU '00	16	257	.3	1.2	46	145	.8	2.1	12	70	.2	.9	17	88	.3	1.2	1	9		.2	
SP '00	16	101	.3	1.3	45	71	.7	2.1	11	28	.2	.8	24	72	.4	1.7					
4-Book	14	162	.3	1.1	41	105	.7	1.9	9	57	.2	.7	16	82	.3	1.1	4	13	.1	.6	
WI '00	15	136	.2	1.1	31	70	.5	1.4	8	53	.1	.5	21	64	.3	1.4	1	12		.2	
WRRH-FM																					
WI '01	1	26		.1									15				1	26		.2	
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SU '00	1	46		.1					2	17		.1	3	28		.2	1	19		.2	
SP '00	8	51	.1	.6	13	51	.2	.6	9	51	.1	.6	4	38	.1	.3	10	34	.2	1.6	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WSAN-FM																					
WI '01	*	7	.72	.1	.6	5	13	.1	.2	11	56	.2	.8	13	38	.2	.9	*	1	.6	.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SU '00	4	82	.1	.3	3	32		.1	9	52	.1	.7	1	19		.1	1	11		.2	
SP '00	9	125	.1	.7	5	58	.1	.2	13	58	.2	.9	9	88	.1	.6	7	59	.1	1.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WI '00	7	93	.1	.5	10	50	.2	.4	1	13		.1	1	27		.1					
WSKN-AM																					
WI '01	3	129	.1	.2	3	30	.1	.1	7	88	.1	.5	3	30	.1	.2					
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SU '00	6	257	.1	.5	13	90	.2	.6	8	98	.1	.6	5	65	.1	.3					
SP '00	8	189	.1	.6	15	78	.2	.7	12	94	.2	.8	8	71	.1	.6	7	78	.1	1.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WI '00	7	229	.1	.5	16	129	.3	.7	6	86	.1	.4	7	91	.1	.5	1	14		.2	
WTPM-FM																					
WI '01	*	5	.58	.1	.4	12	58	.2	.6	1	29		.1	2	38		.1	*	2	.29	.3
FA '00	1	27		.1	2	21		.1	1	14		.1	1	17		.1	1	4		.1	
SU '00	11	104	.2	.9	10	66	.2	.5	13	64	.2	.9	9	58	.1	.6	11	44	.2	1.9	
SP '00	2	47		.2	1	7			2	16		.1					6	16	.1	1.0	
4-Book	5	59	.1	.4	6	38	.1	.3	4	31	.1	.3	3	28		.2	5	23	.1	.8	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WUQO-FM																					
WI '01	7	167	.1	.6	13	96	.2	.6	11	64	.2	.8	9	101	.2	.6	2	14		.3	
FA '00	10	238	.2	.8	3	42	.1	.1	19	117	.3	1.3	12	98	.2	.9	5	56	.1	.7	
SU '00	9	237	.1	.7	7	63	.1	.3	5	56	.1	.4	14	134	.2	.9	5	41	.1	.9	
SP '00	10	228	.2	.8	10	79	.2	.5	14	69	.2	1.0	7	59	.1	.5	7	68	.1	1.1	
4-Book	9	218	.2	.7	8	70	.2	.4	12	77	.2	.9	11	98	.2	.7	5	45	.1	.8	
WI '00	29	298	.5	2.2	20	149	.3	.9	48	139	.8	3.0	29	136	.5	1.9	16	72	.3	2.7	
WUNO-AM																					
WI '01	19	312	.3	1.5	42	152	.7	2.1	23	146	.4	1.6	17	106	.3	1.2	12	67	.2	2.0	
FA '00	13	245	.2	1.0	28	185	.5	1.3	8	121	.1	.6	16	99	.3	1.2	14	84	.2	2.0	
SU '00	18	271	.3	1.4	60	243	1.0	2.8	16	118	.3	1.2	18	126	.3	1.2	4	44	.1	.7	
SP '00	8	236	.1	.6	13	119	.2	.6	10	119	.2	.7	8	92	.1	.6	9	114	.1	1.5	
4-Book	15	266	.2	1.1	36	175	.6	1.7	14	126	.3	1.0	15	106	.3	1.1	10	77	.2	1.6	
WI '00	15	291	.2	1.1	27	171	.4	1.2	28	200	.5	1.8	10	90	.2	.7	4	51	.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

	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
WVJP-FM																				
WI '01	13	201	.2	1.1	29	132	.5	1.4	8	78	.1	.6	14	95	.2	1.0	6	40	.1	1.0
FA '00	19	270	.3	1.5	20	104	.3	.9	20	112	.3	1.4	20	68	.3	1.5	20	105	.3	2.9
SU '00	9	251	.1	.7	10	82	.2	.5	3	66		.2	12	111	.2	.8	5	84	.1	.9
SP '00	11	263	.2	.9	9	93	.1	.4	21	149	.3	1.4	10	122	.2	.7	10	107	.2	1.6
4-Book	13	246	.2	1.1	17	103	.3	.8	13	101	.2	.9	14	99	.2	1.0	10	84	.2	1.6
WI '00	63	500	1.0	4.7	97	181	1.6	4.2	114	333	1.9	7.2	112	265	1.9	7.5	14	132	.2	2.4
WVOZ-FM																				
WI '01	13	170	.2	1.1	16	51	.3	.8	18	68	.3	1.3	19	93	.3	1.3	7	70	.1	1.2
FA '00	8	107	.1	.6	16	65	.3	.7	16	64	.3	1.1	3	42	.1	.2				
SU '00	7	149	.1	.5	1	15			9	75	.1	.7	13	95	.2	.9		29		
SP '00	3	83		.2	1	11			4	34	.1	.3	2	34		.1	3	45		.5
4-Book	8	127	.1	.6	9	36	.2	.4	12	60	.2	.9	9	66	.2	.6	3	36		.4
WI '00	2	81		.1	1	13			1	30		.1	2	28		.1	3	44		.5
WXEW-AM																				
WI '01	* 8	57	.1	.7	17	43	.3	.8	9	39	.2	.6					* 10	32	.2	1.7
FA '00	4	51	.1	.3	9	39	.2	.4	2	25		.1	7	15	.1	.5	2	26		.3
SU '00	8	149	.1	.6	10	46	.2	.5	9	68	.1	.7	12	96	.2	.8	3	9		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	2	52		.1	6	8	.1	.3					3	25		.2				
WXYX-FM																				
WI '01	16	309	.3	1.3	29	155	.5	1.4	11	122	.2	.8	19	130	.3	1.3	10	56	.2	1.7
FA '00	16	337	.3	1.3	35	144	.6	1.6	14	176	.2	1.0	29	124	.5	2.1	2	41		.3
SU '00	22	307	.4	1.7	54	148	.9	2.5	12	134	.2	.9	38	155	.6	2.6	6	83	.1	1.1
SP '00	15	305	.2	1.2	38	178	.6	1.8	11	94	.2	.8	17	111	.3	1.2	2	42		.3
4-Book	17	315	.3	1.4	39	156	.7	1.8	12	132	.2	.9	26	130	.4	1.8	5	56	.1	.9
WI '00	18	384	.3	1.3	55	238	.9	2.4	14	117	.2	.9	17	119	.3	1.1	7	119	.1	1.2
WYQE-FM																				
WI '01	5	32	.1	.4	7	32	.1	.3	7	25	.1	.5	6	25	.1	.4				
FA '00	4	57	.1	.3	12	40	.2	.5	2	15		.1	2	17		.1	1	17		.1
SU '00	7	91	.1	.5	3	49		.1	12	24	.2	.9	7	45	.1	.5	3	33		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	11	130	.2	.8	31	95	.5	1.4	16	72	.3	1.0	6	51	.1	.4	1	16		.2
WZAR-FM																				
WI '01	16	317	.3	1.3	8	93	.1	.4	18	136	.3	1.3	20	90	.3	1.4	11	65	.2	1.8
FA '00	29	369	.5	2.3	30	132	.5	1.4	47	177	.8	3.2	29	154	.5	2.1	25	121	.4	3.7
SU '00	27	394	.4	2.1	21	163	.3	1.0	40	200	.7	2.9	30	183	.5	2.0	20	122	.3	3.5
SP '00	18	233	.3	1.4	17	111	.3	.8	29	150	.5	2.0	32	168	.5	2.3	2	40		.3
4-Book	23	328	.4	1.8	19	125	.3	.9	34	166	.6	2.4	28	149	.5	2.0	15	87	.2	2.3
WI '00	10	248	.2	.7	23	128	.4	1.0	2	51		.1	16	81	.3	1.1	4	87	.1	.7
WZMT-FM																				
WI '01	22	280	.4	1.8	42	129	.7	2.1	15	97	.3	1.1	21	177	.4	1.5	12	76	.2	2.0
FA '00	10	137	.2	.8	4	26	.1	.2	11	72	.2	.8	14	65	.2	1.0	7	21	.1	1.0
SU '00	14	142	.2	1.1	12	44	.2	.6	23	70	.4	1.7	32	127	.5	2.2	2	27		.4
SP '00	13	121	.2	1.0	23	59	.4	1.1	21	59	.3	1.4	15	68	.2	1.1	7	47	.1	1.1
4-Book	15	170	.3	1.2	20	65	.4	1.0	18	75	.3	1.3	21	109	.3	1.5	7	43	.1	1.1
WI '00	11	138	.2	.8	18	85	.3	.8	8	75	.1	.5	13	112	.2	.9	9	49	.1	1.5
WZNT-FM																				
WI '01	92	951	1.5	7.5	103	496	1.7	5.1	128	423	2.1	9.0	119	629	2.0	8.4	30	278	.5	5.0
FA '00	89	909	1.5	7.0	92	448	1.5	4.2	117	485	2.0	8.1	106	641	1.8	7.7	52	302	.9	7.6
SU '00	84	1014	1.4	6.5	93	455	1.5	4.3	106	497	1.8	7.7	90	559	1.5	6.1	37	296	.6	6.5
SP '00	125	1294	2.1	9.9	158	631	2.6	7.5	156	650	2.6	10.6	126	608	2.1	9.1	44	365	.7	7.1
4-Book	98	1042	1.6	7.7	112	508	1.8	5.3	127	514	2.1	8.9	110	609	1.9	7.8	41	310	.7	6.6
WI '00	108	1032	1.8	8.1	125	465	2.1	5.4	189	633	3.1	11.9	112	454	1.9	7.5	24	315	.4	4.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

WZOL-FM
WI '01
FA '00
SU '00
SP '00
4-Book
WI '00

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
6	68	.1	.5	4	39	.1	.2	5	29	.1	.4	4	18	.1	.3	3	27	.1	.5
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	52		.2	5	29	.1	.2	1	9		.1	1	23		.1	2	32		.4
13	54	.2	1.0	18	50	.3	.8	18	41	.3	1.2	12	37	.2	.9	9	46	.1	1.5
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
WI '01	1229	5700	20.6	2008	5067	33.6		1417	4303	23.7		1415	4675	23.7		604	3115	10.1	
FA '00	1279	5678	21.4	2194	5214	36.7		1450	4059	24.3		1375	4519	23.0		683	2918	11.4	
SU '00	1287	5711	21.4	2164	5267	35.9		1381	4392	22.9		1476	4719	24.5		570	2831	9.5	
SP '00	1269	5789	21.1	2119	5226	35.2		1465	4402	24.3		1392	4766	23.1		617	2958	10.2	
4-Book	1266	5720	21.1	2121	5194	35.4		1428	4289	23.8		1415	4670	23.6		619	2956	10.3	
WI '00	1341	5902	22.3	2295	5272	38.1		1589	4584	26.4		1494	4831	24.8		593	3087	9.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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
WABA-AM																			
WI '01	13	103	.2	.8	12	94	.2	1.2	33	54	.6	2.4	16	48	.3	1.1			
4-Book	7	96	.1	.4	10	94	.2	1.0	15	31	.3	1.1	15	40	.3	1.0	2	8	.2
WAEI-AM																			
WI '01	4	87	.1	.3	3	57	.1	.3	13	34	.2	.9	1	6	.1	.1			
4-Book	11	137	.2	.7	9	96	.2	.9	20	57	.3	1.5	8	18	.1	.5	8	20	.1
WAEI-FM																			
WI '01	7	77	.1	.4	10	56	.2	1.0	20	42	.3	1.4	27	42	.5	1.8	2	19	.2
4-Book	10	141	.2	.6	**	**	**	**	10	21	.2	.7	11	21	.2	.7	1	5	.1
WAPA-AM																			
WI '01	68	292	1.1	4.3	* 23	223	.4	2.3	59	115	1.0	4.2	31	80	.5	2.1	22	63	.4
4-Book	48	322	.8	2.9	22	195	.4	2.2	55	118	.9	4.1	21	64	.4	1.4	18	44	.3
WBRQ-FM																			
WI '01	8	104	.1	.5	10	57	.2	1.0	2	10		.1	11	44	.2	.7	24	33	.4
4-Book	5	74	.1	.3	5	56	.1	.5	4	9		.3	8	35	.1	.5	8	14	.1
WCAD-FM																			
WI '01	10	128	.2	.6	3	62	.1	.3	1	8		.1	2	10		.1	1	8	.1
4-Book	13	153	.2	.8	7	88	.1	.7	3	18		.2	16	38	.3	1.0	12	33	.2
WCMA-FM																			
WI '01	36	337	.6	2.3	17	209	.3	1.7	26	46	.4	1.9	17	42	.3	1.1	35	97	.6
4-Book	36	378	.6	2.2	24	241	.4	2.3	21	65	.3	1.6	37	123	.6	2.3	38	91	.6
WCMN-AM																			
WI '01	10	120	.2	.6	2	31		.2					1	14		.1	6	8	.1
4-Book	16	151	.3	1.0	9	83	.1	.8	13	35	.2	1.0	7	40	.1	.5	10	25	.2
WCMN-FM																			
WI '01	18	242	.3	1.1	12	137	.2	1.2	19	52	.3	1.4	6	24	.1	.4	25	69	.4
4-Book	14	195	.3	.9	11	125	.2	1.1	19	48	.3	1.5	10	34	.2	.7	20	46	.3
WCOM-FM																			
WI '01	4	147	.1	.3	3	35	.1	.3					17	23	.3	1.1	10	27	.2
4-Book	15	221	.3	.9	7	73	.1	.7	14	30	.3	1.0	16	35	.3	1.1	5	17	.1
WCTA-FM																			
WI '01	38	272	.6	2.4	39	221	.7	4.0	33	100	.6	2.4	60	153	1.0	4.0	36	102	.6
4-Book	34	264	.6	2.1	32	220	.5	3.2	29	74	.5	2.2	58	129	1.0	3.7	36	99	.6
WEGM-FM																			
WI '01	6	120	.1	.4	4	72	.1	.4	4	15	.1	.3	9	43	.2	.6	8	21	.1
4-Book	5	67	.1	.3	4	59	.1	.4	3	12	.1	.3	5	27	.1	.4	6	20	.1
WERR-FM																			
WI '01	15	184	.3	.9	11	144	.2	1.1	19	67	.3	1.4	4	26	.1	.3	4	21	.1
4-Book	13	178	.2	.8	8	122	.1	.8	7	28	.1	.5	7	19	.1	.5	9	22	.2
WFID-FM																			
WI '01	25	246	.4	1.6	14	170	.2	1.4	26	66	.4	1.9	32	75	.5	2.2	11	18	.2
4-Book	44	388	.7	2.7	19	226	.3	1.9	23	67	.4	1.7	28	82	.5	1.8	14	44	.2
WIAC-AM																			
WI '01	23	137	.4	1.4	3	65	.1	.3	8	22	.1	.6	3	20	.1	.2			
4-Book	22	172	.4	1.3	7	92	.2	.7	13	27	.2	1.0	5	21	.1	.3	5	15	.1
WIAC-FM																			
WI '01	18	329	.3	1.1	21	246	.4	2.1	32	116	.5	2.3	30	72	.5	2.0	44	77	.7
4-Book	37	449	.6	2.2	19	219	.3	1.9	31	79	.5	2.4	27	76	.4	1.7	23	51	.4
+WIDI-FM																			
WI '01	3	60	.1	.2	3	42	.1	.3									5	22	.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 35-64

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
WIOA-FM																			
57	542	1.0	3.6	26	285	.4	2.6	20	66	.3	1.4	64	176	1.1	4.3	43	99	.7	3.9
44	454	.8	2.7	26	287	.4	2.6	32	85	.5	2.4	53	134	.9	3.5	23	64	.4	2.2
WIOB-FM																			
27	253	.5	1.7	14	169	.2	1.4	33	83	.6	2.4	49	122	.8	3.3	15	71	.3	1.4
18	171	.3	1.1	10	115	.1	1.0	12	35	.2	.9	21	56	.4	1.4	13	40	.3	1.3
WIOC-FM																			
7	52	.1	.4	4	40	.1	.4	3	9	.1	.2	13	31	.2	.9	5	9	.1	.5
4	62	.1	.2	4	41	.1	.4	3	6	.1	.2	5	11	.1	.4	4	12	.1	.4
WISD-AM																			
6	68	.1	.4	* 5	56	.1	.5	4	16	.1	.3	8	16	.1	.5	6	31	.1	.5
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
33	228	.6	2.1	7	114	.1	.7	7	19	.1	.5	7	44	.1	.5	13	42	.2	1.2
56	348	.9	3.4	20	183	.3	2.0	26	54	.4	2.0	31	76	.5	2.0	22	65	.4	2.1
WKAQ-AM																			
92	848	1.5	5.8	30	390	.5	3.0	62	159	1.0	4.5	43	152	.7	2.9	28	103	.5	2.5
100	995	1.7	6.1	40	487	.7	3.9	87	257	1.4	6.7	66	193	1.1	4.2	28	86	.5	2.6
WKAQ-FM																			
38	460	.6	2.4	45	263	.8	4.6	47	83	.8	3.4	65	139	1.1	4.4	73	146	1.2	6.6
56	599	.9	3.4	42	358	.7	4.1	45	97	.8	3.5	84	182	1.4	5.4	54	125	.9	5.1
WKJB-AM																			
5	95	.1	.3	* 3	28	.1	.3					3	13	.1	.2				
10	122	.2	.6	8	74	.2	.7	20	42	.4	1.6	16	32	.3	1.0	4	9	.1	.4
WKSA-FM																			
1	44		.1	3	53	.1	.3	12	13	.2	.9	7	31	.1	.5				
8	81	.1	.5	6	64	.1	.6	10	23	.2	.8	10	26	.2	.6	2	3		.2
WKVM-AM																			
13	109	.2	.8	2	32		.2	4	16	.1	.3	3	16	.1	.2	4	16	.1	.4
9	98	.2	.5	4	59	.1	.4	5	11	.1	.4	2	11	.1	.1	5	15	.1	.5
WLEO-AM																			
13	90	.2	.8	7	81	.1	.7	27	56	.5	1.9	2	16		.1				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																			
9	85	.2	.6	6	64	.1	.6	11	21	.2	.8	12	34	.2	.8	2	8		.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																			
17	109	.3	1.1	16	85	.3	1.6	19	43	.3	1.4	19	50	.3	1.3	8	11	.1	.7
14	129	.2	.9	7	61	.1	.7	6	19	.1	.5	7	18	.1	.5	5	10	.1	.5
WMEG-FM																			
11	153	.2	.7	7	140	.1	.7	13	52	.2	.9	9	36	.2	.6	16	47	.3	1.4
25	288	.4	1.5	16	192	.3	1.5	21	67	.4	1.6	22	59	.4	1.4	21	65	.4	2.0
WNEL-AM																			
14	123	.2	.9	25	102	.4	2.5	44	68	.7	3.2	50	70	.8	3.4	37	39	.6	3.4
11	103	.2	.6	12	88	.2	1.2	21	34	.3	1.5	23	41	.4	1.5	12	16	.2	1.1
WNIK-FM																			
7	42	.1	.4	7	22	.1	.7	15	22	.3	1.1	20	22	.3	1.3	15	22	.3	1.4
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
9	184	.2	.6	4	91	.1	.4	5	28	.1	.4	2	15		.1	4	11	.1	.4
19	206	.4	1.2	14	121	.3	1.3	22	50	.4	1.7	20	42	.3	1.3	16	30	.3	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

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
WORO-FM																				
WI '01	78	495	1.3	4.9	99	585	1.7	10.1	55	122	.9	3.9	81	148	1.4	5.4	65	140	1.1	5.9
4-Book	65	538	1.1	4.0	92	604	1.6	9.1	64	166	1.1	4.9	103	208	1.7	6.6	54	128	.9	5.1
WOSO-AM																				
WI '01	10	124	.2	.6	1	27		.1					7	27	.1	.5	1	11		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
WI '01	12	216	.2	.8	7	107	.1	.7	10	39	.2	.7	12	48	.2	.8	15	44	.3	1.4
4-Book	15	211	.3	.9	9	123	.2	.9	9	28	.2	.7	18	67	.3	1.2	16	43	.3	1.5
WPAB-AM																				
WI '01	30	208	.5	1.9	5	64	.1	.5	31	53	.5	2.2	5	31	.1	.3	3	11	.1	.3
4-Book	26	206	.4	1.6	10	103	.2	.9	24	45	.4	1.8	9	29	.2	.6	4	20	.1	.4
WPRA-AM																				
WI '01	9	45	.2	.6	6	60	.1	.6	13	25	.2	.9	13	32	.2	.9	8	28	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
WI '01	294	1450	4.9	18.4	114	847	1.9	11.6	196	392	3.3	14.1	191	413	3.2	12.8	105	294	1.8	9.5
4-Book	247	1460	4.1	15.1	85	659	1.4	8.4	138	298	2.3	10.4	156	324	2.6	10.1	100	248	1.7	9.4
WQBS-AM																				
WI '01	9	63	.2	.6	7	29	.1	.7	12	19	.2	.9	9	9	.2	.6	8	9	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	19	179	.3	1.2	10	130	.2	1.0	18	45	.3	1.3	14	42	.2	.9	9	38	.2	.8
4-Book	21	152	.4	1.3	9	74	.2	.8	19	31	.3	1.4	13	31	.2	.8	9	23	.2	.8
WRRH-FM																				
WI '01		15			1	26		.1					4	11	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	10	56	.2	.6	* 5	41	.1	.5	3	13	.1	.2	4	13	.1	.3	15	22	.3	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
WI '01	5	118	.1	.3	2	20		.2	9	20	.2	.6	2	10		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
WI '01	4	58	.1	.3	* 7	58	.1	.7	34	58	.6	2.4	20	58	.3	1.3	5	29	.1	.5
4-Book	5	47	.1	.3	6	50	.1	.5	14	32	.2	1.0	10	39	.2	.7	7	20	.1	.7
WUKO-FM																				
WI '01	11	167	.2	.7	3	30	.1	.3	1	6		.1	5	23	.1	.3	11	23	.2	1.0
4-Book	10	163	.2	.6	9	108	.2	.8	6	18	.1	.5	19	51	.3	1.2	13	36	.2	1.3
WUNO-AM																				
WI '01	27	268	.5	1.7	7	167	.1	.7	19	58	.3	1.4	14	61	.2	.9				
4-Book	21	240	.4	1.3	6	104	.1	.6	12	39	.2	1.0	8	34	.1	.5	5	9	.1	.5
WVJP-FM																				
WI '01	16	177	.3	1.0	12	121	.2	1.2	16	28	.3	1.1	10	37	.2	.7	23	53	.4	2.1
4-Book	15	187	.2	.9	13	114	.2	1.2	10	25	.2	.8	19	48	.3	1.2	13	29	.2	1.2
WVOZ-FM																				
WI '01	17	105	.3	1.1	8	96	.1	.8	13	39	.2	.9	14	29	.2	.9	15	51	.3	1.4
4-Book	10	91	.2	.6	7	67	.1	.7	5	18	.1	.4	12	34	.2	.8	5	16	.1	.4
WXEV-AM																				
WI '01	9	57	.2	.6	* 6	25	.1	.6	13	25	.2	.9	4	18	.1	.3				
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 35-64

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	
WXYX-FM																				
WI '01	19	266	.3	1.2	13	124	.2	1.3	11	26	.2	.8	11	27	.2	.7				
4-Book	25	244	.4	1.5	12	141	.2	1.2	11	32	.2	.8	21	54	.4	1.3	16	40	.3	1.5
WYQE-FM																				
WI '01	7	32	.1	.4	6	25	.1	.6	2	4		.1	5	11	.1	.3	13	16	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	16	182	.3	1.0	19	216	.3	1.9	15	49	.3	1.1	34	81	.6	2.3	30	67	.5	2.7
4-Book	28	236	.5	1.7	19	197	.3	1.9	23	54	.4	1.8	41	93	.7	2.7	18	52	.3	1.7
WZMT-FM																				
WI '01	25	246	.4	1.6	24	157	.4	2.4	17	60	.3	1.2	43	97	.7	2.9	11	49	.2	1.0
4-Book	19	141	.3	1.2	13	93	.2	1.3	16	37	.3	1.2	19	47	.3	1.2	12	31	.2	1.1
WZNT-FM																				
WI '01	117	802	2.0	7.3	90	605	1.5	9.1	101	284	1.7	7.3	165	368	2.8	11.1	125	248	2.1	11.3
4-Book	117	856	2.0	7.2	102	723	1.7	10.1	111	264	1.9	8.5	167	352	2.8	10.7	142	328	2.4	13.4
WZOL-FM																				
WI '01	4	39	.1	.3	10	56	.2	1.0	15	37	.3	1.1	36	56	.6	2.4	18	28	.3	1.6
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

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
WABA-AM																				
WI '01					9	35	.2	1.2	18	53	.3	1.4	7	13	.1	.8	12	32	.2	2.5
4-Book	4	10	.1	.7	12	32	.2	1.5	18	44	.3	1.4	5	11	.1	.5	8	18	.1	1.8
WAEI-AM																				
WI '01					8	16	.1	1.1	3	16	.1	.2								
4-Book	4	14	.1	.7	15	25	.3	1.8	12	36	.2	.9	6	14	.1	.6	1	5		.3
WAEI-FM																				
WI '01	8	19	.1	1.4	13	14	.2	1.8	3	14	.1	.2					3	14	.1	.6
4-Book	3	9		.5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
WI '01	* 7	14	.1	1.2					24	54	.4	1.9	22	44	.4	2.5	* 18	40	.3	3.8
4-Book	10	20	.2	1.7	12	25	.2	1.5	25	57	.4	2.0	14	37	.2	1.5	19	43	.3	4.0
WBRQ-FM																				
WI '01	2	10		.4	4	10	.1	.5	22	36	.4	1.7	15	36	.3	1.7	3	10	.1	.6
4-Book	2	7		.3	3	11	.1	.4	8	23	.2	.7	7	15	.1	.7	1	5		.3
WCAD-FM																				
WI '01	6	25	.1	1.1	1	10		.1	2	10		.2	9	43	.2	1.0	1	9		.2
4-Book	10	28	.2	1.7	2	9		.2	4	17	.1	.3	7	33	.1	.7	1	12		.3
WCMA-FM																				
WI '01	6	38	.1	1.1	18	47	.3	2.5	12	38	.2	.9	17	59	.3	1.9	11	28	.2	2.3
4-Book	18	44	.3	3.0	13	35	.2	1.6	21	66	.4	1.6	25	64	.4	2.7	18	45	.3	4.0
WCMN-AM																				
WI '01					2	9		.3									9	14	.2	1.9
4-Book	2	6		.3	10	23	.2	1.3	8	18	.1	.6	12	18	.2	1.2	10	18	.2	2.0
WCMN-FM																				
WI '01	2	8		.4					27	72	.5	2.1	16	59	.3	1.8	5	23	.1	1.1
4-Book	4	16		.6	5	17	.1	.6	22	40	.4	1.7	12	32	.2	1.3	3	8	.1	.7
WCOM-FM																				
WI '01																				
4-Book	3	7	.1	.4	5	9	.1	.6	7	15	.1	.5	5	12	.1	.5	3	7	.1	.7
WCTA-FM																				
WI '01	17	49	.3	3.0	31	95	.5	4.3	73	141	1.2	5.7	49	130	.8	5.6	15	72	.3	3.2
4-Book	20	58	.4	3.3	21	53	.4	2.7	45	84	.8	3.5	32	77	.5	3.4	16	61	.3	3.5
WEGM-FM																				
WI '01									5	34	.1	.4	10	23	.2	1.1				
4-Book	3	6	.1	.4	2	4		.2	4	21	.1	.3	6	13	.1	.7	3	6	.1	.6
WERR-FM																				
WI '01	7	24	.1	1.2	17	57	.3	2.3	17	53	.3	1.3	16	41	.3	1.8	6	25	.1	1.3
4-Book	4	17	.1	.7	12	36	.2	1.5	11	36	.2	.8	8	23	.1	.9	5	17	.1	1.0
WFID-FM																				
WI '01	4	27	.1	.7	3	18	.1	.4	18	47	.3	1.4	13	29	.2	1.5	3	18	.1	.6
4-Book	14	43	.3	2.5	15	47	.3	1.8	32	79	.5	2.5	15	41	.3	1.7	8	30	.2	1.5
WIAC-AM																				
WI '01	4	11	.1	.7	6	23	.1	.8									4	22	.1	.8
4-Book	4	12	.1	.7	9	35	.2	1.1	12	22	.2	.9	6	18	.1	.6	3	14	.1	.7
WIAC-FM																				
WI '01	10	50	.2	1.8	12	41	.2	1.6	11	36	.2	.9	27	71	.5	3.1	5	10	.1	1.1
4-Book	13	38	.2	2.3	11	22	.2	1.4	20	71	.3	1.6	19	45	.3	2.0	8	20	.1	1.7
+WIDI-FM																				
WI '01	7	22	.1	1.2					8	29	.1	.6	2	9		.2	4	9	.1	.8
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 35-64

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	
WIOA-FM																					
WI '01	16	46	.3	2.8		4	23	.1	.5	19	65	.3	1.5	31	63	.5	3.5	7	33	.1	1.5
4-Book	16	40	.3	2.7	15	43	.3	1.9	27	96	.5	2.1	20	49	.3	2.2	16	57	.3	3.4	
WIOB-FM																					
WI '01									3	15	.1	.2	7	37	.1	.8	3	20	.1	.6	
4-Book	6	20	.1	1.0	4	11	.1	.4	10	25	.2	.7	11	34	.2	1.2	4	18	.1	.7	
WIOC-FM																					
WI '01	3	9	.1	.5					3	9	.1	.2	2	9		.2	3	9	.1	.6	
4-Book	7	21	.1	1.0	1	4		.1	3	6	.1	.3	2	5		.2	5	14	.1	1.1	
WISO-AM																					
WI '01	* 4	16	.1	.7	2	9		.3	8	40	.1	.6	4	16	.1	.5	* 6	16	.1	1.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM																					
WI '01	13	30	.2	2.3	2	6		.3	4	16	.1	.3	3	6	.1	.3	4	22	.1	.8	
4-Book	13	49	.2	2.3	16	37	.3	2.0	24	57	.4	1.9	20	44	.4	2.1	8	26	.1	1.7	
WKAQ-AM																					
WI '01	6	47	.1	1.1	46	122	.8	6.3	4	37	.1	.3	28	105	.5	3.2	31	88	.5	6.6	
4-Book	15	56	.3	2.5	58	147	1.0	7.3	28	95	.5	2.3	23	71	.4	2.4	23	78	.4	4.8	
WKAQ-FM																					
WI '01					28	65	.5	3.8	89	135	1.5	6.9	56	97	.9	6.4	9	28	.2	1.9	
4-Book	21	64	.4	3.3	30	64	.5	3.7	51	130	.9	4.0	36	95	.6	3.9	13	39	.2	2.8	
WKJB-AM																					
WI '01					5	13	.1	.7	13	28	.2	1.0					*				
4-Book					10	20	.2	1.2	6	18	.1	.5	1	3		.1	1	2		.3	
WKSA-FM																					
WI '01					4	9	.1	.5	3	16	.1	.2									
4-Book	**	**	**	**	5	13	.1	.6	3	15	.1	.2	6	13	.1	.6	**	**	**	**	
WKVM-AM																					
WI '01					8	16	.1	1.1													
4-Book	4	11	.1	.6	10	17	.2	1.2	7	22	.1	.5	4	12	.1	.4	1	3		.2	
WLEO-AM																					
WI '01					18	31	.3	2.5	2	16		.2	9	25	.2	1.0	6	16	.1	1.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WLEY-AM																					
WI '01	2	8		.4	11	30	.2	1.5	7	23	.1	.5	6	23	.1	.7					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WLUZ-AM																					
WI '01	17	17	.3	3.0	10	42	.2	1.4	23	33	.4	1.8	3	17	.1	.3	21	50	.4	4.4	
4-Book	10	15	.2	1.7	3	11	.1	.4	8	20	.1	.7	5	15	.1	.5	7	16	.1	1.4	
WMEG-FM																					
WI '01	11	33	.2	1.9	2	10		.3	7	32	.1	.5									
4-Book	14	37	.3	2.2	9	33	.2	1.1	11	41	.2	.8	12	34	.2	1.2	16	46	.3	3.4	
WNEL-AM																					
WI '01																					
4-Book	31	39	.5	5.5	5	16	.1	.7	7	18	.1	.5	6	23	.1	.7	22	39	.4	4.7	
	13	22	.2	2.3	11	30	.2	1.3	8	31	.1	.6	6	21	.1	.7	7	13	.1	1.5	
WNIK-FM																					
WI '01									9	10	.2	.7									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNRT-FM																					
WI '01					19	69	.3	2.6	3	15	.1	.2	2	13		.2	2	22		.4	
4-Book	7	16	.1	1.1	24	65	.4	3.0	12	41	.2	.9	9	21	.2	.9	3	15	.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

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	
WORO-FM WI '01 4-Book	83 **	144 **	1.4 **	14.7 **	43 35	138 89	.7 .6	5.9 4.4	261 224	415 382	4.4 3.8	20.3 17.6	123 123	222 259	2.1 2.1	14.1 13.3	60 **	140 **	1.0 **	12.7 **
WQSO-AM WI '01 4-Book	**	**	**	**	**	**	**	**	2 **	16 **	.2 **	.2 **	**	**	**	**	**	**	**	**
WQYE-FM WI '01 4-Book	10 6	22 17	.2 .1	1.8 .9	3	6	.1 .3	.3	1 11	9 36	.1 .2	.1 .9	4 6	15 14	.1 .1	.5 .7	6 4	35 14	.1 .1	1.3 .9
WPAB-AM WI '01 4-Book	4	14	.1	.7	11	26	.2	1.3	16	45	.3	1.3	4	10	.1	.5	4	12	.1	.9
WPRA-AM WI '01 4-Book	**	**	**	**	**	**	**	**	9 **	25 **	.2 **	.7 **	3 **	13 **	.1 **	.3 **	5 **	12 **	.1 **	1.1 **
WPRM-FM WI '01 4-Book	67 52	179 142	1.1 .9	11.8 8.6	99 59	194 128	1.7 1.0	13.6 7.6	123 80	270 188	2.1 1.4	9.6 6.3	125 70	291 162	2.1 1.2	14.3 7.7	16 27	86 82	.3 .5	3.4 5.7
WQBS-AM WI '01 4-Book	**	**	**	**	5 **	9 **	.1 **	.7 **	11 **	19 **	.2 **	.9 **	8 **	9 **	.1 **	.9 **	4 **	10 **	.1 **	.8 **
WRIO-FM WI '01 4-Book	8 3	19 7	.1 .5	1.4 .5	9	16	.1	1.1	9 9	44 26	.2 .2	.7 .7	3	6	.1	.4	19 5	19 8	.3 .1	4.0 1.1
WRRH-FM WI '01 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	4 **	15 **	.1 **	.5 **	**	**	**	**
WSAN-FM WI '01 4-Book	* **	4 **	.6 **	.7 **	* **	2 **	.6 **	.3 **	7 **	19 **	.1 **	.5 **	3 **	13 **	.1 **	.3 **	* **	**	**	**
WSKN-AM WI '01 4-Book	**	**	**	**	5 **	10 **	.1 **	.7 **	2 **	10 **	.2 **	.2 **	**	**	**	**	**	**	**	**
WTPM-FM WI '01 4-Book	* 3	7	.1	.5	2	12	.3	.3	2	10	.2	.2	3	9	.3	.3	* 4	13	.1	.7
WUQK-FM WI '01 4-Book	2 3	6 10	.4 .5	.4 .5	2 2	6 11	.3 .2	.3 .2	1 13	6 29	.1 .2	1.0 1.0	2 11	6 25	.2 .2	1.2 1.2	2 3	12 11	.4 .6	.4 .6
WUNO-AM WI '01 4-Book	6	15	.1	.9	10 11	31 35	.2 .2	1.4 1.3	17 5	67 20	.3 .1	1.3 .4					3	10		.6
WVJP-FM WI '01 4-Book	11 7	29 21	.2 .1	1.9 1.2	4 7	7 15	.1 .1	.5 .9	21 20	29 42	.4 .4	1.6 1.5	10 12	23 28	.2 .2	1.1 1.2	5 13	23 32	.1 .2	1.1 2.8
WVOZ-FM WI '01 4-Book	1 9	10 16	.2 .1	1.2 1.6	5	19	.1	.6	20 10	53 27	.3 .2	1.6 .8	2 10	17 18	.2 .2	1.0 1.0	1	5		.1
WXEV-AM WI '01 4-Book	* **	12 **	.2 **	2.1 **	* **	6 **	.1 **	.8 **	4 **	18 **	.1 **	.3 **	**	**	**	**	* **	12 **	.2 **	2.5 **

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Estimates

Target Listener Estimates - Men 35-64

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	
WXYX-FM WI '01 4-Book	20 8	43 18	.3 .1	3.5 1.4	12 6	28 17	.2 .1	1.6 .8	20 15	40 45	.3 .2	1.6 1.2	13 11	13 27	.2 .2	1.5 1.1	16 7	38 20	.3 .1	3.4 1.5
WYQE-FM WI '01 4-Book	**	**	**	**	**	**	**	**	10 **	20 **	.2 **	.8 **	18 **	20 **	.3 **	2.1 **	**	**	**	**
WZAR-FM WI '01 4-Book	6 14	24 32	.1 .2	1.1 2.4	17 12	36 31	.3 .2	2.3 1.5	27 18	82 56	.5 .3	2.1 1.4	19 17	68 49	.3 .3	2.2 1.9	8 9	39 31	.1 .2	1.7 1.9
WZMT-FM WI '01 4-Book	40 16	92 42	.7 .3	7.1 2.7	7 3	38 13	.1 .1	1.0 .4	26 15	55 37	.4 .2	2.0 1.2	16 8	51 22	.3 .1	1.8 .8	23 9	76 25	.4 .2	4.9 1.9
WZNT-FM WI '01 4-Book	54 69	106 169	.9 1.2	9.5 11.4	64 58	152 144	1.1 1.0	8.8 7.3	99 129	180 298	1.7 2.2	7.7 10.2	63 101	159 237	1.1 1.7	7.2 10.7	48 43	164 127	.8 .7	10.2 9.3
WZOL-FM WI '01 4-Book	11 **	18 **	.2 **	1.9 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS WI '01 4-Book	566 600	1380 1493	9.5 10.0		729 796	1745 1874	12.2 13.3		1284 1274	2440 2596	21.5 21.2		875 930	1910 1966	14.6 15.5		472 468	1307 1245	7.9 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

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	
WABA-AM																				
WI '01																				
FA '00		7																		
SU '00	1	20	.1									3	10	.1	.3	3	10	.1	.5	
SP '00		7										1	3	.1	.1	1	3	.1	.1	
4-Book																				
WI '00	3	38	.1	.4	9	20	.2	1.0	4	20	.1	.6				1	11		.2	
WAEI-AM																				
WI '01																				
FA '00		29			21			1	10		.1		1				1			
SU '00	1	32	.1	.4	4	10	.1	.4					11			1	11		.2	
SP '00		12																		
4-Book		18		.1	8		.1		3				3				3		.1	
WI '00	1	41	.1	.1	1	11	.1	.1	4	30	.1	.6	1	6	.1					
WAEI-FM																				
WI '01	11	287	.3	1.4	4	58	.1	.4	15	188	.4	2.1	9	80	.2	1.0	9	96	.2	1.4
FA '00	20	269	.5	2.6	23	170	.5	2.5	27	158	.6	3.8	17	131	.4	1.9	16	118	.4	2.4
SU '00	13	338	.3	1.7	10	115	.2	1.1	22	186	.5	2.6	12	113	.3	1.2	5	66	.1	.9
SP '00	13	181	.3	1.7	20	124	.5	2.1	17	126	.4	2.1	6	42	.1	.7	9	67	.2	1.5
4-Book	14	269	.4	1.9	14	117	.3	1.5	20	165	.5	2.7	11	92	.3	1.2	10	87	.2	1.6
WI '00	6	179	.1	.8	4	65	.1	.4	7	71	.2	1.0	8	54	.2	.8	2	37		.3
WAPA-AM																				
WI '01	* 1	25	.1	.1	1	10	.1	.1	1	12		.1				*	1	16	.2	
FA '00	1	25	.1	.1	2	7	.2	.2	1	7		.1	1	17	.1		1	17	.1	
SU '00	4	53	.1	.5	3	30	.1	.3	16	24	.4	1.9		9						
SP '00	1	20	.1	.1	2	12	.2	.2		6				5			6			
4-Book	2	31	.2	.2	2	15	.2	.2	5	12	.1	.5		8			10		.1	
WI '00	1	47	.1	.1	4	27	.1	.4					3	11	.1	.3				
WBRQ-FM																				
WI '01	20	196	.5	2.6	19	118	.4	2.1	24	154	.6	3.4	30	149	.7	3.2	14	138	.3	2.1
FA '00	21	292	.5	2.7	15	143	.4	1.6	20	141	.5	2.8	30	201	.7	3.3	17	137	.4	2.5
SU '00	12	294	.3	1.6	11	109	.3	1.2	14	152	.3	1.7	12	108	.3	1.2	6	90	.1	1.1
SP '00	6	146	.1	.8	3	42	.1	.3	5	63	.1	.6	6	84	.1	.7	10	92	.2	1.7
4-Book	15	232	.4	1.9	12	103	.3	1.3	16	128	.4	2.1	20	136	.5	2.1	12	114	.3	1.9
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WCAD-FM																				
WI '01	4	236	.1	.5	3	49	.1	.3	3	90	.1	.4	9	70	.2	1.0	2	45		.3
FA '00	15	323	.4	1.9	22	168	.5	2.4	15	166	.4	2.1	14	184	.3	1.5	16	156	.4	2.4
SU '00	15	382	.3	1.9	34	220	.8	3.7	9	87	.2	1.1	21	202	.5	2.2	7	160	.2	1.3
SP '00	14	383	.3	1.8	11	127	.3	1.2	19	173	.4	2.3	17	201	.4	1.9	12	144	.3	2.0
4-Book	12	331	.3	1.5	18	141	.4	1.9	12	129	.3	1.5	15	164	.4	1.7	9	126	.2	1.5
WI '00	5	128	.1	.7	3	37	.1	.3	8	65	.2	1.2	6	64	.1	.6	7	62	.2	1.2
WCMA-FM																				
WI '01	9	376	.2	1.2	13	121	.3	1.4	11	151	.3	1.6	14	167	.3	1.5	6	96	.1	.9
FA '00	16	515	.4	2.1	20	187	.5	2.2	14	232	.3	2.0	23	194	.5	2.5	10	187	.2	1.5
SU '00	13	460	.3	1.7	15	193	.3	1.6	20	260	.5	2.4	12	145	.3	1.2	6	79	.1	1.1
SP '00	33	684	.8	4.2	45	291	1.0	4.7	33	377	.8	4.0	40	328	.9	4.4	20	245	.5	3.4
4-Book	18	509	.4	2.3	23	198	.5	2.5	20	255	.5	2.5	22	209	.5	2.4	11	152	.2	1.7
WI '00	48	833	1.1	6.3	47	405	1.1	5.2	60	446	1.4	8.7	58	473	1.3	6.1	41	417	1.0	7.0
WCMN-AM																				
WI '01																				
FA '00	2	33		.3	6	33	.1	.7	3	18	.1	.4	1	7		.1	2	26		.3
SU '00		34			2	34		.2												
SP '00																				
4-Book	1	17	.1	.1	2	17	.2	.2	1	5	.1	.1		2			1	7		.1
WI '00	1	23	.1	.1	3	11	.1	.3					1	12	.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 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

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	
+WIDI-FM																				
WI '01		31		1	18		.1						13				12			
FA '00	1	22	.1					1	14		.1		9			2	9		.3	
SU '00	1	16	.1	2	6		.2		10				7			1	6		.2	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00		30							4											
WIOA-FM																				
WI '01	25	581	.6	3.3	28	186	.7	3.1	27	192	.6	3.8	26	210	.6	2.8	26	226	.6	4.0
FA '00	24	471	.6	3.1	22	174	.5	2.4	22	175	.5	3.1	19	193	.4	2.1	29	206	.7	4.3
SU '00	17	471	.4	2.2	22	199	.5	2.4	28	194	.6	3.3	15	201	.3	1.5	15	166	.3	2.8
SP '00	12	313	.3	1.5	15	132	.3	1.6	8	110	.2	1.0	13	116	.3	1.4	14	88	.3	2.3
4-Book	20	459	.5	2.5	22	173	.5	2.4	21	168	.5	2.8	18	180	.4	2.0	21	172	.5	3.4
WI '00	12	434	.3	1.6	11	143	.3	1.2	9	145	.2	1.3	16	203	.4	1.7	9	85	.2	1.5
WIOB-FM																				
WI '01	13	334	.3	1.7	13	123	.3	1.4	15	157	.4	2.1	11	136	.3	1.2	9	137	.2	1.4
FA '00	17	289	.4	2.2	11	101	.3	1.2	23	178	.5	3.2	21	148	.5	2.3	19	136	.4	2.8
SU '00	9	272	.2	1.2	8	99	.2	.9	22	106	.5	2.6	5	83	.1	.5	5	46	.1	.9
SP '00	24	234	.6	3.1	31	157	.7	3.3	32	136	.7	3.9	27	126	.6	2.9	24	91	.6	4.0
4-Book	16	282	.4	2.1	16	120	.4	1.7	23	144	.5	3.0	16	123	.4	1.7	14	103	.3	2.3
WI '00	14	214	.3	1.8	24	91	.6	2.7	17	92	.4	2.5	13	63	.3	1.4	11	93	.3	1.9
WIOC-FM																				
WI '01	18	201	.4	2.4	21	102	.5	2.3	18	97	.4	2.5	19	112	.4	2.0	18	87	.4	2.8
FA '00	12	239	.3	1.5	10	117	.2	1.1	7	67	.2	1.0	7	103	.2	.8	19	92	.4	2.8
SU '00	6	121	.1	.8	2	13		.2	6	58	.1	.7	4	44	.1	.4	12	29	.3	2.3
SP '00	9	147	.2	1.1	12	66	.3	1.3	10	72	.2	1.2	14	62	.3	1.5	8	84	.2	1.3
4-Book	11	177	.3	1.5	11	75	.3	1.2	10	74	.2	1.4	11	80	.3	1.2	14	73	.3	2.3
WI '00	4	126	.1	.5	2	26		.2	2	43		.3	7	82	.2	.7	3	32	.1	.5
WISO-AM																				
WI '01	*				2	19		.2									*			
FA '00		19			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00		13			2	13		.2	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM																				
WI '01	12	199	.3	1.6	21	123	.5	2.3	7	59	.2	1.0	12	84	.3	1.3	10	64	.2	1.5
FA '00	15	294	.4	1.9	34	179	.8	3.7	9	105	.2	1.3	22	140	.5	2.4	6	59	.1	.9
SU '00	21	281	.5	2.7	43	160	1.0	4.7	20	109	.5	2.4	31	184	.7	3.2	2	37	.4	.4
SP '00	9	302	.2	1.1	27	170	.6	2.8	4	81	.1	.5	3	57	.1	.3	3	50	.1	.5
4-Book	14	269	.4	1.8	31	158	.7	3.4	10	89	.3	1.3	17	116	.4	1.8	5	53	.1	.8
WI '00	14	214	.3	1.8	36	143	.8	4.0	5	61	.1	.7	17	105	.4	1.8	5	58	.1	.9
WKAQ-AM																				
WI '01	5	128	.1	.7	5	68	.1	.5	8	75	.2	1.1	9	29	.2	1.0	4	9	.1	.6
FA '00	2	83		.3	7	83	.2	.8	2	29		.3		5			1	21		.1
SU '00	6	135	.1	.8	11	109	.3	1.2	16	35	.4	1.9	6	42	.1	.6				
SP '00	2	86		.3	5	47	.1	.5	1	10		.1	3	35	.1	.3				
4-Book	4	108	.1	.5	7	77	.2	.8	7	37	.2	.9	5	28	.1	.5	1	8		.2
WI '00	2	80		.3	4	57	.1	.4	1	35		.1	2	26		.2	1	10		.2
WKAQ-FM																				
WI '01	90	1343	2.1	11.9	81	628	1.9	8.9	103	697	2.4	14.6	118	718	2.8	12.6	69	487	1.6	10.6
FA '00	93	1620	2.2	12.0	94	712	2.2	10.2	74	772	1.7	10.4	118	936	2.8	13.0	69	631	1.6	10.3
SU '00	92	1447	2.1	11.9	88	604	2.0	9.6	106	759	2.5	12.6	99	734	2.3	10.2	79	648	1.8	14.8
SP '00	109	1750	2.5	13.9	111	868	2.6	11.7	122	1104	2.8	14.8	145	1060	3.4	15.8	67	723	1.6	11.2
4-Book	96	1540	2.2	12.4	94	703	2.2	10.1	101	833	2.4	13.1	120	862	2.8	12.9	71	622	1.7	11.7
WI '00	91	1461	2.1	11.9	96	754	2.2	10.6	85	855	2.0	12.3	113	816	2.6	11.9	64	567	1.5	11.0

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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
WKJB-AM																				
WI '01	*																*			
FA '00		12			3	12	.1	.3												
SU '00	1	30		.1					2	24		.2		1	17		.1	1	11	.2
SP '00		12																		
4-Book		14			1	3		.1	1	6		.1		4				3		.1
WI '00		13			1	13		.1												
WKSA-FM																				
WI '01	4	116	.1	.5	4	77	.1	.4	6	60	.1	.8	5	70	.1	.5	4	41	.1	.6
FA '00	8	175	.2	1.0	10	80	.2	1.1	7	68	.2	1.0	8	50	.2	.9	5	66	.1	.7
SU '00	9	131	.2	1.2	5	48	.1	.5	11	95	.3	1.3	3	16	.1	.3	**	**	**	**
SP '00	7	103	.2	.9	8	74	.2	.8	5	43	.1	.6					**	**	**	**
4-Book	7	131	.2	.9	7	70	.2	.7	7	67	.2	.9	4	34	.1	.4	**	**	**	**
WI '00	2	49		.3	1	15		.1	1	30		.1	8	23	.2	.8	**	**	**	**
WKVM-AM																				
WI '01		19							1	11		.1						9		
FA '00	1	22		.1	3	11	.1	.3												
SU '00		5																		
SP '00		12			1	3		.1		3								2		
WI '00	8	34	.2	1.0	15	19	.3	1.7	10	12	.2	1.4	11	12	.3	1.2	2	22		.3
WLED-AM																				
WI '01		22			2	22		.2												
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00																				
SP '00	1	19		.1	2	12		.2	1	12		.1		12				8		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00																				
WLEY-AM																				
WI '01		12											1	12		.1				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	1	17		.1	2	9		.2	3	9		.4	1	9		.1				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		11							2	11		.3								
WLUZ-AM																				
WI '01	1	22		.1		12			1	11		.1	2	11		.2				
FA '00		10							1	10		.1		10						
SU '00	1	14		.1	3	14		.3												
SP '00																				
4-Book	1	12		.1	1	7		.1	1	5		.1	1	5		.1				
WI '00		17			1	17		.1												
WMEG-FM																				
WI '01	87	1238	2.0	11.5	104	601	2.4	11.4	60	576	1.4	8.5	132	814	3.1	14.1	84	563	2.0	12.9
FA '00	98	1497	2.3	12.6	91	712	2.1	9.9	80	746	1.9	11.3	120	916	2.8	13.2	86	659	2.0	12.9
SU '00	95	1373	2.2	12.3	74	521	1.7	8.0	84	637	1.9	10.0	185	830	4.3	19.0	69	571	1.6	13.0
SP '00	118	1446	2.7	15.1	102	607	2.4	10.7	117	710	2.7	14.2	153	799	3.5	16.7	120	660	2.8	20.1
4-Book	100	1389	2.3	12.9	93	610	2.2	10.0	85	667	2.0	11.0	148	840	3.4	15.8	90	613	2.1	14.7
WI '00	85	1156	2.0	11.1	57	501	1.3	6.3	65	473	1.5	9.4	165	666	3.8	17.4	74	602	1.7	12.7
WNEL-AM																				
WI '01	1	22		.1									2	12		.2	3	22	.1	.5
FA '00																				
SU '00																				
SP '00																				
4-Book		6											1	3		.1	1	6		.1
WI '00																				

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

Target Listener Trends

Women 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	
WNK-FM																				
WI '01	5	81	.1	.7	6	21	.1	.7	10	57	.2	1.4	9	45	.2	1.0	3	26	.1	.5
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	127		.3	4	41	.1	.4	3	41	.1	.4	3	38	.1	.3	1	37		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	6	93	.1	.8	6	46	.1	.7	4	46	.1	.6	2	32		.2	10	58	.2	1.5
FA '00	6	163	.1	.8	10	85	.2	1.1	6	64	.1	.8	5	49	.1	.6	8	92	.2	1.2
SU '00	3	162	.1	.4		17			2	62		.2	4	42	.1	.4	3	59	.1	.6
SP '00	9	132	.2	1.1	7	48	.2	.7	9	48	.2	1.1	6	44	.1	.7	13	105	.3	2.2
4-Book	6	138	.1	.8	6	49	.1	.6	5	55	.1	.7	4	42	.1	.5	9	79	.2	1.4
WI '00	8	173	.2	1.0	9	111	.2	1.0	8	64	.2	1.2	12	120	.3	1.3	1	33		.2
WORO-FM																				
WI '01	3	58	.1	.4	1	9		.1	5	18	.1	.7	10	41	.2	1.1		10		
FA '00		8												8						
SU '00	11	106	.3	1.4	6	44	.1	.7	10	44	.2	1.2	13	44	.3	1.3	**	**	**	**
SP '00	16	222	.4	2.0	9	108	.2	.9	18	75	.4	2.2	25	86	.6	2.7	11	81	.3	1.8
4-Book	8	99	.2	1.0	4	40	.1	.4	8	34	.2	1.0	12	45	.3	1.3	**	**	**	**
WI '00	1	67		.1	1	30		.1	2	40		.3	5	11	.1	.5	1	15		.2
WOSO-AM																				
WI '01	1	23		.1		9			1	23		.1		9				9		
FA '00	1	11		.1					3	11	.1	.4	1	11		.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00																				
WOYE-FM																				
WI '01	12	494	.3	1.6	9	146	.2	1.0	18	257	.4	2.5	14	215	.3	1.5	7	121	.2	1.1
FA '00	18	593	.4	2.3	20	233	.5	2.2	16	239	.4	2.3	21	297	.5	2.3	14	212	.3	2.1
SU '00	26	574	.6	3.4	32	210	.7	3.5	22	258	.5	2.6	28	248	.6	2.9	19	164	.4	3.6
SP '00	32	624	.7	4.1	50	336	1.2	5.3	29	333	.7	3.5	29	279	.7	3.2	17	164	.4	2.8
4-Book	22	571	.5	2.9	28	231	.7	3.0	21	272	.5	2.7	23	260	.5	2.5	14	165	.3	2.4
WI '00	29	587	.7	3.8	44	280	1.0	4.9	22	297	.5	3.2	20	274	.5	2.1	24	206	.6	4.1
WPAB-AM																				
WI '01																				
FA '00		38			1	27		.1						14						
SU '00																				
SP '00		5				5														
4-Book		11				8								4						
WI '00		12							1	12		.1								
WPRA-AM																				
WI '01	*																*			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		19												12						
WPRM-FM																				
WI '01	64	932	1.5	8.4	182	635	4.3	20.0	45	312	1.1	6.4	53	380	1.2	5.7	36	213	.8	5.5
FA '00	52	803	1.2	6.7	135	626	3.2	14.7	35	306	.8	4.9	49	304	1.1	5.4	23	182	.5	3.4
SU '00	43	844	1.0	5.6	111	517	2.6	12.1	23	273	.5	2.7	71	434	1.6	7.3	17	180	.4	3.2
SP '00	46	898	1.1	5.9	138	582	3.2	14.5	34	344	.8	4.1	41	327	1.0	4.5	17	130	.4	2.8
4-Book	51	869	1.2	6.7	142	590	3.3	15.3	34	309	.8	4.5	54	361	1.2	5.7	23	176	.5	3.7
WI '00	51	834	1.2	6.6	138	565	3.2	15.3	34	275	.8	4.9	67	387	1.6	7.1	14	102	.3	2.4

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Trends

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	
VQBS-AM																				
WI '01	3																			
FA '00	11		.1	1	11		.1	1	11		.1					1	11		.1	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	9			1	9		.1	1	9		.1					1	9		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WRIO-FM																				
WI '01	11	210	.3	1.4	23	132	.5	2.5	10	74	.2	1.4	13	78	.3	1.4	6	40	.1	.9
FA '00	10	153	.2	1.3	22	134	.5	2.4	5	65	.1	.7	14	44	.3	1.5	4	31	.1	.6
SU '00	3	69	.1	.4	11	45	.3	1.2	2	12		.2	3	13	.1	.3	2	23		.4
SP '00	4	117	.1	.5	6	44	.1	.6	6	56	.1	.7	5	32	.1	.5	1	11		.2
4-Book	7	137	.2	.9	16	89	.4	1.7	6	52	.1	.8	9	42	.2	.9	3	26	.1	.5
WI '00	10	189	.2	1.3	25	86	.6	2.8	5	24	.1	.7	11	98	.3	1.2	1	9		.2
WRRH-FM																				
WI '01	6	46	.1	.8	2	12		.2	2	25		.3	12	40	.3	1.3	6	29	.1	.9
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00	4	70	.1	.5	10	50	.2	1.1	6	50	.1	.7		20			6	6		
SP '00	4	62	.1	.5	2	39		.2	3	36	.1	.4	5	43	.1	.5	6	40	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSAN-FM																				
WI '01	* 2	34		.3	6	11	.1	.7	1	22		.1	2	22		.2	* 1	11		.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00		15							1	15		.1								
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSKN-AM																				
WI '01																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WTPM-FM																				
WI '01	* 1	11		.1									1	11		.1	* 1	11		.2
FA '00		25			1	6		.1												
SU '00	1	24		.1	1	15		.1					1	9		.1				
SP '00	2	42		.3		5			5				1	25		.1		15		
4-Book	1	26		.1	1	7		.1	1				1	11		.1		7		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUQZ-FM																				
WI '01	32	439	.7	4.2	25	171	.6	2.7	33	295	.8	4.7	42	272	1.0	4.5	33	145	.8	5.1
FA '00	33	605	.8	4.2	31	262	.7	3.4	27	293	.6	3.8	41	360	1.0	4.5	36	277	.8	5.4
SU '00	29	474	.7	3.8	19	190	.4	2.1	36	263	.8	4.3	47	278	1.1	4.8	15	151	.3	2.8
SP '00	22	511	.5	2.8	17	212	.4	1.8	27	268	.6	3.3	25	265	.6	2.7	18	211	.4	3.0
4-Book	29	507	.7	3.8	23	209	.5	2.5	31	280	.7	4.0	39	294	.9	4.1	26	196	.6	4.1
WI '00	24	472	.6	3.1	25	278	.6	2.8	21	253	.5	3.0	28	271	.6	3.0	27	242	.6	4.6
WUNO-AM																				
WI '01		22							1	12		.1								
FA '00		11																		
SU '00	1	16		.1									2	16		.2	1	16		.2
SP '00	2	19		.3	5	10		.5		10										
4-Book	1	17		.1	1	3		.1		6			1	4		.1		4		.1
WI '00	2	57		.3	9	42		1.0	1	17		.1		16						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																				
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	
WVJP-FM																				
WI '01	7	252	.2	.9	10	115	.2	1.1	14	128	.3	2.0	9	129	.2	1.0	3	56	.1	.5
FA '00	13	287	.3	1.7	15	101	.4	1.6	6	94	.1	.8	12	78	.3	1.3	18	88	.4	2.7
SU '00	3	172	.1	.4	3	23	.1	.3	1	32	.1	.1	3	65	.1	.3	8	55	.2	1.5
SP '00	9	175	.2	1.1	11	74	.3	1.2	18	98	.4	2.2	10	71	.2	1.1	3	61	.1	.5
4-Book	8	222	.2	1.0	10	78	.3	1.1	10	88	.2	1.3	9	86	.2	.9	8	65	.2	1.3
WI '00	10	221	.2	1.3	5	55	.1	.6	7	70	.2	1.0	9	97	.2	.9	18	132	.4	3.1
WVOZ-FM																				
WI '01	55	876	1.3	7.2	31	230	.7	3.4	34	399	.8	4.8	73	412	1.7	7.8	57	376	1.3	8.7
FA '00	35	517	.8	4.5	32	215	.7	3.5	25	211	.6	3.5	48	260	1.1	5.3	31	295	.7	4.6
SU '00	26	442	.6	3.4	11	164	.3	1.2	22	220	.5	2.6	27	172	.6	2.8	29	247	.7	5.5
SP '00	9	201	.2	1.1	4	74	.1	.4	7	89	.2	.8	8	95	.2	.9	10	62	.2	1.7
4-Book	31	509	.7	4.1	20	171	.5	2.1	22	230	.5	2.9	39	235	.9	4.2	32	245	.7	5.1
WI '00	4	93	.1	.5					1	25		.1	2	20		.2	5	44	.1	.9
WXEV-AM																				
WI '01	*	12															*	1	12	.2
FA '00	1	30		.1	2	8		.2						8			1	7		.1
SU '00																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00																				
WXYX-FM																				
WI '01	42	787	1.0	5.5	45	321	1.1	4.9	54	410	1.3	7.6	68	452	1.6	7.3	23	223	.5	3.5
FA '00	29	805	.7	3.7	32	309	.7	3.5	37	345	.9	5.2	51	400	1.2	5.6	21	259	.5	3.1
SU '00	29	686	.7	3.8	52	287	1.2	5.7	22	309	.5	2.6	38	302	.9	3.9	14	209	.3	2.6
SP '00	33	836	.8	4.2	34	295	.8	3.6	35	381	.8	4.2	62	466	1.4	6.8	19	231	.4	3.2
4-Book	33	779	.8	4.3	41	303	1.0	4.4	37	361	.9	4.9	55	405	1.3	5.9	19	231	.4	3.1
WI '00	40	966	.9	5.2	48	328	1.1	5.3	51	512	1.2	7.4	53	418	1.2	5.6	19	228	.4	3.3
WYQE-FM																				
WI '01	5	72	.1	.7	5	41	.1	.5	7	38	.2	1.0	9	41	.2	1.0	6	48	.1	.9
FA '00		18								7							1	11		.1
SU '00	6	59	.1	.8	10	38	.2	1.1	1	17		.1	6	21	.1	.6	5	38	.1	.9
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		23																		
WZAR-FM																				
WI '01	25	540	.6	3.3	18	149	.4	2.0	23	209	.5	3.3	32	220	.7	3.4	39	238	.9	6.0
FA '00	26	482	.6	3.3	15	152	.4	1.6	26	205	.6	3.7	40	259	.9	4.4	33	222	.8	4.9
SU '00	44	502	1.0	5.7	33	200	.8	3.6	43	222	1.0	5.1	42	288	1.0	4.3	59	287	1.4	11.1
SP '00	24	495	.6	3.1	20	124	.5	2.1	30	195	.7	3.6	25	188	.6	2.7	28	239	.6	4.7
4-Book	30	505	.7	3.9	22	156	.5	2.3	31	208	.7	3.9	35	239	.8	3.7	40	247	.9	6.7
WI '00	37	421	.9	4.8	36	170	.8	4.0	46	304	1.1	6.7	38	218	.9	4.0	37	237	.9	6.3
WZMT-FM																				
WI '01	1	36		.1	2	27		.2		8							1	8		.2
FA '00	4	96	.1	.5	5	46	.1	.5	4	51	.1	.6	3	34	.1	.3	2	32		.3
SU '00	2	92		.3					2	39		.2	2	27		.2	1	13		.2
SP '00	7	56	.2	.9	8	50	.2	.8	3	41	.1	.4	9	56	.2	1.0	7	47	.2	1.2
4-Book	4	70	.1	.5	4	31	.1	.4	2	35	.1	.3	4	29	.1	.4	3	25	.1	.5
WI '00	2	89		.3	1	16		.1	3	35	.1	.4		17			4	21	.1	.7
WZNT-FM																				
WI '01	9	296	.2	1.2	8	81	.2	.9	12	107	.3	1.7	12	85	.3	1.3	4	55	.1	.6
FA '00	7	228	.2	.9	7	102	.2	.8	7	74	.2	1.0	6	75	.1	.7	5	41	.1	.7
SU '00	14	275	.3	1.8	10	104	.2	1.1	15	143	.3	1.8	19	104	.4	2.0	7	51	.2	1.3
SP '00	8	327	.2	1.0	6	93	.1	.6	7	107	.2	.8	7	82	.2	.8	4	48	.1	.7
4-Book	10	282	.2	1.2	8	95	.2	.9	10	108	.3	1.3	11	87	.3	1.2	5	49	.1	.8
WI '00	15	441	.3	2.0	19	198	.4	2.1	10	147	.2	1.4	19	175	.4	2.0	3	69	.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

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
WZOL-FM																			
WI '01	1	46	.1	1	27	.1			11				11				8		
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00																			
SP '00		23		1	23	.1													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
WI '01	759	4175	17.8	911	3484	21.3		706	3123	16.5		935	3594	21.9		653	3016	15.3	
FA '00	778	4139	18.2	921	3612	21.5		710	3180	16.6		907	3595	21.2		668	3042	15.6	
SU '00	772	4228	17.9	920	3552	21.3		841	3321	19.5		974	3639	22.6		532	2803	12.3	
SP '00	783	4184	18.2	950	3660	22.0		825	3313	19.1		918	3626	21.3		597	3007	13.9	
4-Book	773	4182	18.0	926	3577	21.5		771	3234	17.9		934	3614	21.8		613	2967	14.3	
WI '00	767	4187	17.8	904	3541	21.0		691	3100	16.0		948	3535	22.0		584	2920	13.5	

** Station(s) not reported this survey.

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

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

Target Listener Estimates

Women 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
WABA-AM																			
WI '01																			
4-Book	3			1	4	.1		2	.1			1	4	.1					
WAEI-AM																			
WI '01																			
4-Book	1	11	.1		13			1	5	.3									
WAEI-FM																			
WI '01	10	227	.2	14	182	.3	2.0	13	27	.3	2.6	29	116	.7	2.5	14	67	.3	1.9
4-Book	16	227	.3	**	**	**	**	15	37	.4	2.7	27	89	.6	2.5	19	57	.4	2.4
WAPA-AM																			
WI '01	1	22	.1	* 2	16	.3													
4-Book	3	24	.1	1	9	.1		2	3	.3									
WBRQ-FM																			
WI '01	24	196	.6	16	107	.4	2.3	19	62	.4	3.8	28	49	.7	2.4	26	72	.6	3.6
4-Book	16	187	.4	15	155	.3	2.0	10	50	.2	1.9	30	78	.7	2.7	14	49	.3	1.8
WCAD-FM																			
WI '01	5	150	.1	5	101	.1	.7	1	17		.2	7	19	.2	.6	4	33	.1	.5
4-Book	15	262	.4	10	152	.2	1.4	7	31	.2	1.2	13	51	.3	1.2	12	47	.3	1.4
WCMA-FM																			
WI '01	12	319	.3	6	78	.1	.9	6	11	.1	1.2	13	29	.3	1.1	13	26	.3	1.8
4-Book	22	397	.5	17	252	.4	2.3	12	48	.3	2.1	26	99	.6	2.5	24	72	.6	2.9
WCMN-AM																			
WI '01																			
4-Book	1	17	.1		5							1	5	.1					
WCMN-FM																			
WI '01	20	338	.5	18	169	.4	2.6	15	57	.4	3.0	41	112	1.0	3.6	7	48	.2	1.0
4-Book	25	302	.6	25	210	.6	3.5	27	80	.7	5.0	41	108	1.0	3.8	25	77	.6	3.0
WCOM-FM																			
WI '01	21	434	.5	27	276	.6	3.9	4	24	.1	.8	61	113	1.4	5.3	40	92	.9	5.5
4-Book	34	590	.8	26	349	.6	3.6	11	47	.2	1.9	46	129	1.1	4.2	32	87	.7	4.0
WCTA-FM																			
WI '01	3	69	.1	2	58	.3		2	14		.4	5	28	.1	.4				
4-Book	3	63	.1	6	65	.1	.9	3	13	.1	.6	14	43	.3	1.3	4	20	.1	.6
WEGM-FM																			
WI '01	28	281	.7	20	218	.5	2.9	10	29	.2	2.0	17	68	.4	1.5	28	63	.7	3.8
4-Book	19	212	.5	14	159	.4	2.0	8	30	.2	1.4	13	57	.3	1.2	27	59	.6	3.4
WERR-FM																			
WI '01	9	145	.2	6	108	.1	.9	6	19	.1	1.2	7	34	.2	.6	5	10	.1	.7
4-Book	6	96	.1	6	76	.1	.9	5	13	.1	.9	5	16	.1	.4	5	14	.1	.6
WFID-FM																			
WI '01	36	376	.8	27	290	.6	3.9	15	53	.4	3.0	50	105	1.2	4.4	32	86	.7	4.4
4-Book	49	481	1.1	32	342	.8	4.4	33	103	.8	6.0	53	119	1.2	4.8	42	91	1.0	5.1
WIAC-AM																			
WI '01	1	19	.1	1	20	.1		1	9		.2								
4-Book		10			6				2		.1		1						
WIAC-FM																			
WI '01	19	585	.4	33	390	.8	4.8	19	66	.4	3.8	80	187	1.9	7.0	19	49	.4	2.6
4-Book	34	505	.8	20	275	.5	2.9	17	44	.4	3.1	44	119	1.0	4.0	25	67	.6	3.1
+WIDI-FM																			
WI '01																			
4-Book	**	31	**	**	1	25	.1	**	**	**	**	**	13	.1	.3	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

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
WIOA-FM																				
WI '01	27	374	.6	3.2	19	292	.4	2.8	1	9		.2	37	110	.9	3.2	12	34	.3	1.6
4-Book	21	313	.5	2.4	15	214	.4	2.2	7	33	.2	1.2	35	96	.8	3.2	14	44	.3	1.7
WIOB-FM																				
WI '01	13	289	.3	1.5	16	190	.4	2.3	20	81	.5	4.0	20	76	.5	1.7	17	66	.4	2.3
4-Book	19	240	.4	2.1	12	139	.3	1.7	9	31	.2	1.7	22	78	.5	2.0	8	34	.2	1.1
WIOC-FM																				
WI '01	19	168	.4	2.3	17	102	.4	2.5	7	11	.2	1.4	36	66	.8	3.1	19	38	.4	2.6
4-Book	11	133	.3	1.3	11	104	.3	1.5	6	16	.2	1.1	20	48	.5	1.8	15	34	.3	1.8
WISO-AM																				
WI '01					*															
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	13	161	.3	1.5	10	128	.2	1.5	18	64	.4	3.6	19	54	.4	1.7	1	19		.1
4-Book	19	216	.5	2.2	12	135	.3	1.7	17	46	.4	3.2	17	50	.4	1.6	11	36	.3	1.4
WKAQ-AM																				
WI '01	7	128	.2	.8	1	10		.1	3	10	.1	.6	2	10		.2				
4-Book	6	107	.2	.7	1	23		.1	2	11	.1	.5	1	5		.1				
WKAQ-FM																				
WI '01	101	1150	2.4	12.0	84	815	2.0	12.3	84	250	2.0	16.7	180	461	4.2	15.7	96	239	2.2	13.2
4-Book	105	1297	2.5	12.0	96	975	2.3	13.6	65	215	1.6	12.2	168	487	3.9	15.4	131	328	3.1	15.9
WKJB-AM																				
WI '01					*															
4-Book	1	11		.1		3														
WKSA-FM																				
WI '01	5	98	.1	.6	3	51	.1	.4	4	12	.1	.8	10	25	.2	.9	1	6		.1
4-Book	7	105	.2	.8	9	68	.2	1.2	7	21	.2	1.4	21	40	.5	2.0	3	11	.1	.3
WKVM-AM																				
WI '01		11																		
4-Book		6			1	4		.1									2	4		.2
WLEO-AM																				
WI '01	1	22		.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01		12			1	12		.1	6	12	.1	1.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01	1	22		.1																
4-Book	1	12		.1		3														
WMEG-FM																				
WI '01	96	1108	2.2	11.4	74	766	1.7	10.8	37	105	.9	7.3	83	249	1.9	7.3	80	252	1.9	11.0
4-Book	107	1149	2.5	12.3	94	862	2.2	13.2	55	195	1.3	10.1	108	313	2.5	10.0	109	289	2.6	13.2
WNEL-AM																				
WI '01	1	12		.1																
4-Book		3																		
WNIK-FM																				
WI '01	8	81	.2	1.0	2	26		.3					6	7	.1	.5	5	7	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	4	73	.1	.5	6	83	.1	.9	4	14	.1	.8	12	44	.3	1.0	3	13	.1	.4
4-Book	5	100	.1	.6	6	91	.1	.8	6	16	.1	1.1	10	32	.2	.9	11	30	.3	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
5 8	58 66	.1 .2	.6 .9	1 8	10 47	.1 .2	.1 1.1	3	8	.1 .6		8	18	.2 .8		4 8	10 14	.1 .2	.5 1.0
1 **	23 **	 **	.1 **	 **	9 **	 **	 **	 **	 **	 **	 **	3 **	9 **	.1 **	.3 **	 **	 **	 **	 **
14 24	393 479	.3 .5	1.7 2.7	13 25	238 310	.3 .6	1.9 3.5	10 21	47 65	.2 .5	2.0 4.0	22 28	82 111	.5 .7	1.9 2.6	10 19	38 60	.2 .4	1.4 2.3
	8				6			1	6		.1								
 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **
90 73	846 797	2.1 1.7	10.7 8.5	38 32	478 347	.9 .8	5.6 4.5	37 39	93 97	.9 .9	7.3 7.0	38 43	94 116	.9 1.0	3.3 3.9	32 40	74 104	.7 .9	4.4 4.8
 **	 **	 **	 **	 **	3 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **
15 10	179 120	.4 .2	1.8 1.2	6 5	53 43	.1 .1	.9 .7	3 7	17 14	.1 .2	.6 1.2	14 11	38 25	.3 .3	1.2 .9	10 8	28 20	.2 .2	1.4 1.0
5 **	40 **	.1 **	.6 **	8 **	42 **	.2 **	1.2 **	4 **	18 **	.1 **	.8 **	10 **	24 **	.2 **	.9 **	7 **	24 **	.2 **	1.0 **
3 **	22 **	.1 **	.4 **	* **	12 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **
 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **
	11 18			* 2	11 22		.1 .3	5 6	11 14	.1 .1	1.0 1.2	3 5	11 16	.1 .1	.3 .5	3 2	11 5	.1 .1	.4 .3
33 31	401 433	.8 .7	3.9 3.6	30 29	226 291	.7 .7	4.4 4.1	20 16	57 58	.5 .4	4.0 3.0	50 49	133 134	1.2 1.2	4.4 4.5	37 30	71 96	.9 .7	5.1 3.7
1 1	12 12		.1 .1		11 10		.1	1 1	3		.2								
11 9	211 155	.3 .2	1.3 1.1	3 6	62 91	.1 .2	.4 .9	3 5	11 24	.1 .1	.6 .9	9 12	23 40	.2 .3	.8 1.1		5 19	.1	.7
45 26	679 374	1.1 .6	5.4 3.1	70 39	496 309	1.6 .9	10.2 5.5	35 13	104 40	.8 .3	6.9 2.4	91 43	204 121	2.1 1.0	8.0 3.8	88 33	162 68	2.1 .8	12.1 4.3
 **	 **	 **	 **	* **	12 **	 **	.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	
WXYX-FM																				
WI '01	56	688	1.3	6.7	32	357	.7	4.7	18	71	.4	3.6	55	154	1.3	4.8	59	116	1.4	8.1
4-Book	44	648	1.0	5.1	25	341	.6	3.5	17	75	.4	3.2	43	138	1.0	4.0	46	105	1.1	5.8
WYQE-FM																				
WI '01	7	65	.2	.8	1	25	.1	.1					5	25	.1	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	24	374	.6	2.9	18	254	.4	2.6	15	59	.4	3.0	17	59	.4	1.5	4	18	.1	.5
4-Book	29	364	.7	3.4	25	252	.6	3.5	22	54	.5	4.2	36	100	.9	3.3	21	65	.5	2.6
WZMT-FM																				
WI '01	1	27	.1	.1		9							1	9		.1				
4-Book	3	53	.1	.4	4	44	.1	.5	2	11	.1	.4	4	19	.1	.4	2	5		.2
WZNT-FM																				
WI '01	11	231	.3	1.3	10	135	.2	1.5	10	58	.2	2.0	21	76	.5	1.8	18	32	.4	2.5
4-Book	10	194	.2	1.1	13	150	.3	1.8	4	22	.1	.8	24	68	.6	2.3	18	39	.4	2.3
WZOL-FM																				
WI '01		27			3	35	.1	.4	10	14	.2	2.0	6	24	.1	.5	4	24	.1	.5
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

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
WABA-AM																			
WI '01																			
4-Book	1	3	.2		2			1	2	.1									
WAEI-AM																			
WI '01				2	8	.1	.7					2							
4-Book																			
WAEI-FM																			
WI '01	15	50	.4	4	14	.1	1.4	20	41	.5	2.6	5	10	.1	.7	10	38	.2	1.7
4-Book	10	32	.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																			
WI '01	*			2	3		.7	2	12		.3	9	12	.2	1.2	*	1		
4-Book				1	1		.2	1	3		.1	3	5	.1	.4		1		.2
WBQQ-FM																			
WI '01	3	22	.1	7	35	.2	2.4	26	69	.6	3.4	15	57	.4	2.1	4	35	.1	.7
4-Book	8	37	.2	9	31	.2	2.6	9	37	.2	1.2	23	58	.6	3.4	14	49	.3	2.1
WCAD-FM																			
WI '01	11	43	.3	4	9	.1	1.4	7	33	.2	.9	3	14	.1	.4				
4-Book	15	47	.4	4	8	.1	1.2	15	53	.4	2.0	8	24	.2	1.2	5	17	.1	.8
WCMA-FM																			
WI '01	6	14	.1	3	11	.1	1.0					3	11	.1	.4	4	6	.1	.7
4-Book	15	46	.3	12	32	.3	3.3	16	62	.4	2.1	20	55	.5	3.0	9	31	.2	1.4
WCMN-AM																			
WI '01				2	5		.4										2		.1
4-Book																			
WCMN-FM																			
WI '01	9	29	.2	1	10		.3	24	74	.6	3.1	37	66	.9	5.1	8	27	.2	1.4
4-Book	14	55	.3	14	44	.3	4.2	24	76	.6	3.2	34	80	.8	5.0	18	53	.4	2.7
WCOM-FM																			
WI '01	11	41	.3	6	24	.1	2.1	21	59	.5	2.7	34	68	.8	4.7	31	61	.7	5.2
4-Book	12	54	.3	6	31	.1	1.9	19	64	.4	2.5	30	73	.7	4.4	43	116	1.0	6.7
WCTA-FM																			
WI '01	3	14	.1	3	8	.1	.7	3	17	.1	.4						2		.1
4-Book	4	11	.1					12	22	.3	1.5	6	15	.1	.8				
WEGM-FM																			
WI '01	11	35	.3	7	28	.2	2.4	26	66	.6	3.4	33	69	.8	4.6	25	66	.6	4.2
4-Book	7	20	.2	6	18	.2	1.8	18	50	.4	2.4	20	47	.5	2.9	18	52	.4	2.8
WERR-FM																			
WI '01	1	6	.2	9	39	.2	3.1	11	61	.3	1.4	2	8		.3	6	18	.1	1.0
4-Book	5	19	.1	6	27	.1	1.9	7	28	.2	1.0	7	15	.2	1.1	6	19	.1	1.0
WFID-FM																			
WI '01	31	68	.7					15	42	.4	2.0	16	47	.4	2.2	49	115	1.1	8.3
4-Book	34	98	.8	9	27	.2	2.6	27	73	.7	3.5	22	63	.5	3.2	30	75	.7	4.9
WJAC-AM																			
WI '01				1	9		.3									5	11	.1	.8
4-Book					2		.1									1	3		.2
WJAC-FM																			
WI '01	30	97	.7	11	50	.3	3.8	53	163	1.2	6.9	25	58	.6	3.5	15	59	.4	2.5
4-Book	20	74	.5	7	25	.2	2.1	19	65	.5	2.5	13	43	.3	1.9	12	47	.3	1.9
+WIDI-FM																			
WI '01								2	12		.3								
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 - Women 12-24

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
19 13	41 36	.4 .3	3.0 1.9	2 4	10 21	.7 .1	.7 1.0	21 20	44 61	.5 .5	2.7 2.5	11 12	46 48	.3 .3	1.5 1.7	36 14	89 45	.8 .3	6.1 2.3
12 12	51 41	.3 .3	1.9 1.9	17 12	46 30	.4 .3	5.9 3.7	28 17	104 53	.7 .4	3.7 2.2	11 11	40 31	.3 .3	1.5 1.5	3 4	24 18	.1 .1	.5 .7
9 9	22 30	.2 .2	1.4 1.3	3 4	19 11	.1 .1	1.0 1.1	26 17	59 40	.6 .4	3.4 2.2	15 7	49 24	.4 .2	2.1 1.0	12 7	19 14	.3 .2	2.0 1.1
* **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* **	** **	** **	** **
10 5	30 23	.2 .1	1.6 .8	14 7	41 23	.3 .2	4.9 2.2	5 14	13 38	.1 .3	.7 1.9	12 15	42 44	.3 .4	1.7 2.2	3 9	13 19	.1 .2	.5 1.4
	2		.1	4	7	.1	1.0	1	6		.1						2		.1
52 88	151 276	1.2 2.0	8.3 12.9	15 25	70 99	.4 .6	5.2 7.5	97 120	277 318	2.3 2.8	12.6 15.8	115 91	260 248	2.7 2.1	15.9 13.3	30 69	110 191	.7 1.6	5.1 10.7
								1	3		.1					*			
3 **	10 **	.1 **	.5 **	6	15	.1	1.6	7	14	.2	.9	5 3	18 11	.1 .1	.7 .4	**	4 **	** **	** **
1	3		.1					2	3	.1	.3	1	3		.2				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
								3											
63 92	202 255	1.5 2.2	10.0 13.7	24 37	73 113	.6 .9	8.4 11.0	63 88	220 266	1.5 2.1	8.2 11.6	63 82	231 216	1.5 1.9	8.7 12.0	160 159	338 341	3.7 3.7	27.0 25.1
4 **	19 **	.1 **	.6 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
12 8	24 27	.3 .2	1.9 1.2	6 7	17 30	.1 .2	2.1 2.0	2 3	10 16	.3 .1	.3 .5	3 1	8 5	.1 .1	.4 .1	5 3	12 13	.1 .1	.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

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
WORD-FM																			
WI '01	1	10	.2					1	10	.1		6	10	.1	.8				
4-Book	**	**	**					14	23	.3	1.9	16	34	.4	2.3	**	**	**	**
WOSO-AM																			
WI '01												1	9	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
WI '01	8	44	.2	4	20	.1	1.4	25	68	.6	3.3	26	59	.6	3.6				
4-Book	19	59	.5	15	42	.4	4.5	31	100	.7	4.1	27	59	.6	4.0	33	80	.8	5.0
WPAB-AM																			
WI '01																			
4-Book																			
WPRA-AM																			
WI '01																			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
WI '01	22	72	.5	59	114	1.4	20.6	50	141	1.2	6.5	54	127	1.3	7.5	17	59	.4	2.9
4-Book	21	58	.5	27	61	.6	8.6	31	93	.8	4.0	36	105	.9	5.2	21	56	.5	3.3
WQBS-AM																			
WI '01								1	3	.1		2	3	.3					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	7	7	.2	3	14	.1	1.0					1	7	.1		5	7	.1	.8
4-Book	4	10	.1	1	5	.4		3	11	.1	.4	4	11	.1	.6	2	6	.1	.4
WRRH-FM																			
WI '01	12	25	.3	8	25	.2	2.8	4	12	.1	.5	15	25	.4	2.1	5	25	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	*			*				2	12	.3						*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																			
WI '01																			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																			
WI '01	*															*			
4-Book								1	4	.1		2	4	.1	.3	2	4	.2	
WUOQ-FM																			
WI '01	34	71	.8	12	41	.3	4.2	23	70	.5	3.0	33	56	.8	4.6	26	54	.6	4.4
4-Book	30	75	.7	11	46	.3	3.4	32	103	.7	4.3	28	80	.7	4.0	26	76	.6	4.2
WUND-AM																			
WI '01												3	11	.1	.4				
4-Book					3	.1		1	3	.1		3	5	.1	.5	3	5	.1	.4
WVJP-FM																			
WI '01								8	31	.2	1.0	5	18	.1	.7				
4-Book	3			6	20	.1	1.5	10	29	.2	1.2	5	13	.1	.8	7	13	.2	1.0
WVOZ-FM																			
WI '01	126	237	2.9	10	60	.2	3.5	75	169	1.8	9.8	67	143	1.6	9.3	48	147	1.1	8.1
4-Book	107	185	2.5	4	20	.1	1.2	37	81	.9	4.9	28	74	.7	3.9	27	81	.6	4.4
WXEV-AM																			
WI '01	*			*	6	12	.1									*			
4-Book	**	**	**	**	**	**	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																				
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	
WXYX-FM																				
WI '01	14	71	.3	2.2	9	46	.2	3.1	44	128	1.0	5.7	34	93	.8	4.7	19	73	.4	3.2
4-Book	17	67	.4	2.5	7	31	.2	2.1	38	114	.9	5.0	20	62	.5	2.9	8	29	.2	1.3
WYQE-FM																				
WI '01									1	9		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WZAR-FM																				
WI '01	18	54	.4	2.9	8	21	.2	2.8	16	53	.4	2.1	32	93	.7	4.4	31	83	.7	5.2
4-Book	30	71	.7	4.4	9	25	.2	2.7	18	57	.4	2.4	23	60	.5	3.4	33	76	.8	5.2
WZMT-FM																				
WI '01													2	9		.3				
4-Book	2	10	.1	.4	2	7	.1	.6	5	7	.1	.6	8	16	.2	1.1	7	14	.2	1.1
WZNT-FM																				
WI '01	11	17	.3	1.8	4	15	.1	1.4	7	25	.2	.9	7	19	.2	1.0	2	9		.3
4-Book	16	43	.4	2.4	5	15	.1	1.6	16	49	.4	2.2	13	40	.3	1.9	4	18	.1	.6
WZOL-FM																				
WI '01	3	14	.1	.5													3	11	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																				
WI '01	627	1530	14.7		286	949	6.7		767	1867	17.9		723	1647	16.9		592	1501	13.9	
4-Book	674	1687	15.7		333	999	7.8		761	1853	17.7		683	1600	15.9		634	1512	14.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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 18-34

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	
WCMN-FM																				
WI '01	25	376	.5	2.2	27	164	.5	1.6	33	222	.6	2.4	34	237	.6	2.6	17	119	.3	2.3
FA '00	25	282	.5	2.2	40	185	.7	2.5	34	214	.6	2.6	22	186	.4	1.8	13	126	.2	2.0
SU '00	21	309	.4	2.0	31	179	.6	2.0	19	182	.4	1.4	24	190	.5	1.9	12	120	.2	2.3
SP '00	17	279	.3	1.6	23	156	.4	1.5	17	142	.3	1.3	17	131	.3	1.4	7	104	.1	1.2
4-Book	22	312	.4	2.0	30	171	.6	1.9	26	190	.5	1.9	24	186	.5	1.9	12	117	.2	2.0
WI '00	12	378	.2	1.1	11	104	.2	.7	10	166	.2	.9	15	143	.3	1.2	4	66	.1	.7
WCOM-FM																				
WI '01	20	584	.4	1.7	38	268	.7	2.3	19	225	.4	1.4	22	221	.4	1.7	8	136	.1	1.1
FA '00	28	638	.5	2.5	65	349	1.2	4.1	41	311	.8	3.1	22	211	.4	1.8	11	139	.2	1.7
SU '00	21	589	.4	2.0	65	297	1.2	4.2	20	219	.4	1.5	14	155	.3	1.1	8	97	.2	1.5
SP '00	32	824	.6	3.0	64	427	1.2	4.2	30	343	.6	2.2	23	244	.4	1.9	18	186	.3	3.0
4-Book	25	659	.5	2.3	58	335	1.1	3.7	28	275	.6	2.1	20	208	.4	1.6	11	140	.2	1.8
WI '00	31	801	.6	3.0	51	305	1.0	3.2	36	339	.7	3.1	21	272	.4	1.7	18	155	.3	3.2
WCTA-FM																				
WI '01	8	177	.1	.7	4	44	.1	.2	17	95	.3	1.2	4	63	.1	.3				
FA '00	4	128	.1	.4	2	30		.1	1	26		.1		10			2	28		.3
SU '00	8	192	.2	.8	3	29	.1	.2	8	102	.2	.6	7	97	.1	.5	3	33	.1	.6
SP '00	5	155	.1	.5	3	56	.1	.2	6	77	.1	.4	8	89	.2	.6	4	38	.1	.7
4-Book	6	163	.1	.6	3	40	.1	.2	8	75	.2	.6	5	65	.1	.4	2	25	.1	.4
WI '00	5	175	.1	.5	5	69	.1	.3	7	62	.1	.6	3	57	.1	.2	7	31	.1	1.2
WEGM-FM																				
WI '01	32	357	.6	2.8	44	167	.8	2.6	36	197	.7	2.6	38	150	.7	2.9	21	88	.4	2.9
FA '00	13	233	.2	1.2	17	122	.3	1.1	9	109	.2	.7	9	112	.2	.8	10	113	.2	1.5
SU '00	10	242	.2	.9	7	84	.1	.4	8	66	.2	.6	19	102	.4	1.5	4	53	.1	.8
SP '00	12	232	.2	1.1	14	128	.3	.9	15	152	.3	1.1	12	124	.2	1.0	7	87	.1	1.2
4-Book	17	266	.3	1.5	21	125	.4	1.3	17	131	.4	1.3	20	122	.4	1.6	11	85	.2	1.6
WI '00	24	243	.5	2.3	27	110	.5	1.7	13	149	.2	1.1	23	115	.4	1.9	24	111	.5	4.2
WERR-FM																				
WI '01	6	173	.1	.5	10	50	.2	.6	8	91	.1	.6	6	91	.1	.5	2	24		.3
FA '00	4	114	.1	.4	2	41		.1	8	53	.1	.6	5	28	.1	.4	4	35	.1	.6
SU '00	5	170	.1	.5	8	56	.2	.5	4	53	.1	.3	4	30	.1	.3	2	15		.4
SP '00	6	225	.1	.6	19	111	.4	1.2	6	88	.1	.4	3	47	.1	.2	1	14		.2
4-Book	5	171	.1	.5	10	65	.2	.6	7	71	.1	.5	5	49	.1	.4	2	22		.4
WI '00	7	179	.1	.7	6	108	.1	.4	14	126	.3	1.2	3	30	.1	.2	4	62	.1	.7
WFID-FM																				
WI '01	95	1096	1.8	8.3	153	627	2.8	9.1	128	620	2.4	9.1	92	550	1.7	7.1	73	443	1.4	10.0
FA '00	89	1080	1.7	8.0	103	486	1.9	6.4	137	544	2.5	10.3	97	518	1.8	8.1	51	422	.9	7.7
SU '00	95	1109	1.8	8.9	110	527	2.1	7.0	150	601	2.9	11.2	125	620	2.4	9.8	57	385	1.1	10.8
SP '00	122	1268	2.3	11.3	155	597	3.0	10.1	207	737	4.0	15.2	157	748	3.0	12.6	64	556	1.2	10.8
4-Book	100	1138	1.9	9.1	130	559	2.5	8.2	156	626	3.0	11.5	118	609	2.2	9.4	61	452	1.2	9.8
WI '00	110	1195	2.1	10.5	129	598	2.5	8.1	183	602	3.5	15.6	131	578	2.5	10.8	72	431	1.4	12.6
WJAC-AM																				
WI '01		11																		
FA '00																				
SU '00	5	68	.1	.5	18	30	.3	1.2	8	42	.2	.6		6			2	21		.4
SP '00	2	27		.2	7	18	.1	.5	2	11		.1		11						
4-Book	2	27		.2	6	12	.1	.4	3	13	.1	.2		4			1	5		.1
WI '00	1	38		.1	2	26		.1	1	14		.1		12		.1				
WJAC-FM																				
WI '01	60	1147	1.1	5.2	106	558	2.0	6.3	74	513	1.4	5.3	55	459	1.0	4.2	34	295	.6	4.7
FA '00	36	871	.7	3.2	63	408	1.2	3.9	37	388	.7	2.8	48	452	.9	4.0	24	181	.4	3.6
SU '00	64	1047	1.2	6.0	107	451	2.0	6.8	99	413	1.9	7.4	74	447	1.4	5.8	29	341	.6	5.5
SP '00	50	1070	1.0	4.6	61	395	1.2	4.0	59	443	1.1	4.3	69	488	1.3	5.6	35	381	.7	5.9
4-Book	53	1034	1.0	4.8	84	453	1.6	5.3	67	439	1.3	5.0	62	462	1.2	4.9	31	300	.6	4.9
WI '00	55	1150	1.1	5.2	80	499	1.5	5.0	71	514	1.4	6.0	51	471	1.0	4.2	38	379	.7	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 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	
+WIDI-FM																				
WI '01	3	115	.1	.3	2	41	.1	.1	6	61	.1	.4	5	61	.1	.4	3	27	.1	.4
FA '00	3	71	.1	.3	2	26	.1	.1	3	31	.1	.2	2	27	.1	.2	4	36	.1	.6
SU '00	1	61	.1	.1	4	25	.1	.3	1	30	.1	.1	1	33	.1	.1	1	17	.1	.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	2	49	.2	.2	3	25	.1	.2		4			3	25	.1	.2	1	15		.2
WIOA-FM																				
WI '01	69	1053	1.3	6.0	95	458	1.8	5.7	108	473	2.0	7.7	90	496	1.7	6.9	31	271	.6	4.2
FA '00	53	722	1.0	4.8	89	404	1.7	5.6	68	380	1.3	5.1	45	346	.8	3.8	28	263	.5	4.2
SU '00	49	830	.9	4.6	71	357	1.4	4.5	80	333	1.5	6.0	51	418	1.0	4.0	32	293	.6	6.1
SP '00	31	703	.6	2.9	40	320	.8	2.6	27	252	.5	2.0	33	204	.6	2.7	32	240	.6	5.4
4-Book	51	827	1.0	4.6	74	385	1.4	4.6	71	360	1.3	5.2	55	366	1.0	4.4	31	267	.6	5.0
WI '00	26	709	.5	2.5	48	331	.9	3.0	31	288	.6	2.6	23	259	.4	1.9	9	162	.2	1.6
WIOB-FM																				
WI '01	24	417	.4	2.1	38	222	.7	2.3	35	213	.7	2.5	23	161	.4	1.8	14	146	.3	1.9
FA '00	27	404	.5	2.4	25	171	.5	1.6	34	209	.6	2.6	40	217	.7	3.3	32	163	.6	4.8
SU '00	19	359	.4	1.8	17	146	.3	1.1	41	173	.8	3.1	13	110	.2	1.0	11	74	.2	2.1
SP '00	29	291	.6	2.7	37	178	.7	2.4	51	209	1.0	3.8	37	147	.7	3.0	17	80	.3	2.9
4-Book	25	368	.5	2.3	29	179	.6	1.9	40	201	.8	3.0	28	159	.5	2.3	19	116	.4	2.9
WI '00	25	338	.5	2.4	43	144	.8	2.7	31	146	.6	2.6	34	186	.6	2.8	10	110	.2	1.8
WIOC-FM																				
WI '01	16	223	.3	1.4	22	119	.4	1.3	21	126	.4	1.5	12	94	.2	.9	14	69	.3	1.9
FA '00	15	235	.3	1.3	20	105	.4	1.3	19	124	.4	1.4	9	129	.2	.8	16	71	.3	2.4
SU '00	20	220	.4	1.9	28	103	.5	1.8	22	119	.4	1.6	24	118	.5	1.9	11	99	.2	2.1
SP '00	13	179	.2	1.2	23	106	.4	1.5	16	91	.3	1.2	16	92	.3	1.3	12	62	.2	2.0
4-Book	16	214	.3	1.5	23	108	.4	1.5	20	115	.4	1.4	15	108	.3	1.2	13	75	.3	2.1
WI '00	9	164	.2	.9	15	78	.3	.9	11	60	.2	.9	9	82	.2	.7	3	24	.1	.5
WISO-AM																				
WI '01	*																*			
FA '00	5	14	.1	.4	10	14	.2	.6	3	14	.1	.2	9	14	.2	.8				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00		13			2	13		.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	29	363	.5	2.5	64	284	1.2	3.8	26	169	.5	1.9	33	201	.6	2.5	14	112	.3	1.9
FA '00	22	350	.4	2.0	58	204	1.1	3.6	15	116	.3	1.1	23	158	.4	1.9	4	51	.1	.6
SU '00	30	334	.6	2.8	76	218	1.5	4.9	27	163	.5	2.0	40	235	.8	3.1	6	73	.1	1.1
SP '00	17	432	.3	1.6	48	235	.9	3.1	10	153	.2	.7	20	166	.4	1.6	2	39		.3
4-Book	25	370	.5	2.2	62	235	1.2	3.9	20	150	.4	1.4	29	190	.6	2.3	7	69	.1	1.0
WI '00	24	368	.5	2.3	68	263	1.3	4.3	16	139	.3	1.4	29	169	.6	2.4	11	85	.2	1.9
WKAQ-AM																				
WI '01	11	231	.2	1.0	17	155	.3	1.0	16	123	.3	1.1	17	109	.3	1.3	8	64	.1	1.1
FA '00	6	159	.1	.5	12	107	.2	.8	4	42	.1	.3	9	41	.2	.8	3	21	.1	.5
SU '00	16	294	.3	1.5	29	194	.6	1.9	22	76	.4	1.6	23	106	.4	1.8	13	54	.2	2.5
SP '00	8	167	.2	.7	16	91	.3	1.0	11	51	.2	.8	12	82	.2	1.0	2	37		.3
4-Book	10	213	.2	.9	19	137	.4	1.2	13	73	.3	1.0	15	85	.3	1.2	7	44	.1	1.1
WI '00	7	191	.1	.7	10	97	.2	.6	7	43	.1	.6	13	73	.2	1.1	4	40	.1	.7
WKAQ-FM																				
WI '01	112	1586	2.1	9.7	102	757	1.9	6.1	162	922	3.0	11.6	138	880	2.6	10.7	56	454	1.0	7.7
FA '00	103	1572	1.9	9.3	97	594	1.8	6.1	124	901	2.3	9.3	136	884	2.5	11.4	53	562	1.0	8.0
SU '00	90	1544	1.7	8.5	93	674	1.8	5.9	123	760	2.3	9.2	100	751	1.9	7.8	54	503	1.0	10.2
SP '00	101	1825	1.9	9.3	103	732	2.0	6.7	136	1055	2.6	10.0	124	1002	2.4	10.0	56	624	1.1	9.5
4-Book	102	1632	1.9	9.2	99	689	1.9	6.2	136	910	2.6	10.0	125	879	2.4	10.0	55	536	1.0	8.9
WI '00	91	1611	1.7	8.7	101	764	1.9	6.4	114	907	2.2	9.7	102	806	1.9	8.4	55	504	1.1	9.6

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener 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
WKJB-AM																				
WI '01	*																*			
FA '00	1	22		.1	3	12	.1	.2	2	9		.2	1	9		.1				
SU '00	1	35		.1		8			2	19		.1	1	19		.1	1	11		.2
SP '00		21																		
4-Book	1	20		.1	1	5		.1	1	7		.1	1	7		.1		3		.1
WI '00		39			1	27		.1					1	12		.1				
WKSA-FM																				
WI '01	6	159	.1	.5	5	49	.1	.3	6	61	.1	.4	7	93	.1	.5	3	40	.1	.4
FA '00	11	216	.2	1.0	15	109	.3	.9	11	92	.2	.8	9	80	.2	.8	9	73	.2	1.4
SU '00	12	170	.2	1.1	14	118	.3	.9	9	94	.2	.7	3	16	.1	.2	**	**	**	**
SP '00	7	167	.1	.6	15	120	.3	1.0	3	40	.1	.2					**	**	**	**
4-Book	9	178	.2	.8	12	99	.3	.8	7	72	.2	.5	5	47	.1	.4	**	**	**	**
WI '00	12	146	.2	1.1	14	79	.3	.9	8	86	.2	.7	8	27	.2	.7	**	**	**	**
WKVM-AM																				
WI '01		19							1	11		.1						9		
FA '00	1	11		.1																
SU '00	1	21		.1	1	14		.1									2	14		.4
SP '00	2	43		.2													7	38	.1	1.2
4-Book	1	24		.1		4				3							2	15		.4
WI '00	1	36		.1					1	10		.1					3	26	.1	.5
WLEO-AM																				
WI '01		17			1	17		.1												
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00																				
SP '00	1	31		.1	3	31	.1	.2	1	12		.1		12			**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		8			1	8		.1									**	**	**	**
WLEY-AM																				
WI '01	1	17		.1	1	8		.1					1	8		.1				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	2	43		.2	3	34	.1	.2	3	9		.2	2	23		.2	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	18		.1	1	8		.1	2	18		.2					**	**	**	**
WLUZ-AM																				
WI '01	1	22		.1		12			1	11		.1	2	11		.2				
FA '00	1	24		.1	2	14		.1	1	10		.1		10						
SU '00																				
SP '00	2	31		.2	9	31	.2	.6	1	18		.1								
4-Book	1	19		.1	3	14	.1	.2	1	10		.1	1	5		.1				
WI '00		17			1	17		.1												
WMEG-FM																				
WI '01	54	1115	1.0	4.7	72	459	1.3	4.3	45	563	.8	3.2	77	693	1.4	5.9	37	443	.7	5.1
FA '00	61	1231	1.1	5.5	72	500	1.3	4.5	54	574	1.0	4.1	76	692	1.4	6.4	39	423	.7	5.9
SU '00	77	1338	1.5	7.2	62	485	1.2	4.0	70	544	1.3	5.2	150	718	2.9	11.7	39	426	.7	7.4
SP '00	98	1379	1.9	9.0	90	631	1.7	5.8	110	668	2.1	8.1	128	739	2.4	10.3	70	482	1.3	11.8
4-Book	73	1266	1.4	6.6	74	519	1.4	4.7	70	587	1.3	5.2	108	711	2.0	8.6	46	444	.9	7.6
WI '00	76	1076	1.5	7.2	58	359	1.1	3.7	76	467	1.5	6.5	156	624	3.0	12.9	41	378	.8	7.2
WNEL-AM																				
WI '01	3	36	.1	.3	4	14	.1	.2					4	25	.1	.3	3	22	.1	.4
FA '00																				
SU '00																				
SP '00		13															1	13		.2
4-Book	1	12		.1	1	4		.1					1	6		.1	1	9		.2
WI '00																				

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

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
WNIK-FM																			
WI '01	9	89	.2	.8	15	43	.3	.9	21	66	.4	1.5	10	55	.2	.8	1	13	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	1	67	.1	.1	1	21	.1	.1	2	35	.1	.1	1	29	.1	.1	6	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	10	178	.2	.9	18	98	.3	1.1	11	113	.2	.8	3	50	.1	.2	12	65	1.6
FA '00	8	191	.1	.7	10	96	.2	.6	7	107	.1	.5	4	49	.1	.3	17	99	2.6
SU '00	10	150	.2	.9	5	25	.1	.3	16	99	.3	1.2	19	81	.4	1.5	2	26	.4
SP '00	16	234	.3	1.5	25	148	.5	1.6	15	88	.3	1.1	13	98	.2	1.0	13	93	2.2
4-Book	11	188	.2	1.0	15	92	.3	.9	12	102	.2	.9	10	70	.2	.8	11	71	1.7
WI '00	6	147	.1	.6	6	113	.1	.4	8	95	.2	.7	7	93	.1	.6	4	40	.7
WORO-FM																			
WI '01	7	193	.1	.6	7	107	.1	.4	15	125	.3	1.1	12	88	.2	.9	2	35	.3
FA '00	9	176	.2	.8	3	36	.1	.2	16	76	.3	1.2	13	57	.2	1.1	7	59	1.1
SU '00	16	154	.3	1.5	9	61	.2	.6	20	101	.4	1.5	23	104	.4	1.8	**	**	**
SP '00	13	244	.2	1.2	9	49	.2	.6	17	79	.3	1.3	14	80	.3	1.1	5	72	.8
4-Book	11	192	.2	1.0	7	63	.2	.5	17	95	.3	1.3	16	82	.3	1.2	**	**	**
WI '00	4	124	.1	.4	6	80	.1	.4	3	27	.1	.3	1	15	.1	.1	2	22	.4
WOSO-AM																			
WI '01		9				9			1	9		.1		9				9	
FA '00	1	16	.1	.1	3	16	.1	.2	1	16		.1							
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		12			1	12	.1	.1		12									
WOYE-FM																			
WI '01	18	610	.3	1.6	25	261	.5	1.5	27	331	.5	1.9	16	225	.3	1.2	12	106	1.6
FA '00	25	670	.5	2.2	44	350	.8	2.8	23	253	.4	1.7	23	217	.4	1.9	13	154	2.0
SU '00	29	601	.6	2.7	42	242	.8	2.7	28	286	.5	2.1	24	239	.5	1.9	19	146	3.6
SP '00	30	638	.6	2.8	52	358	1.0	3.4	29	281	.6	2.1	34	339	.6	2.7	17	175	2.9
4-Book	26	630	.5	2.3	41	303	.8	2.6	27	288	.5	2.0	24	255	.5	1.9	15	145	2.5
WI '00	29	592	.6	2.8	42	298	.8	2.6	28	269	.5	2.4	24	256	.5	2.0	19	155	3.3
WPAB-AM																			
WI '01	1	39	.1	.1		9							2	15	.2	.2	4	39	.5
FA '00	1	23	.1	.1													5	13	.8
SU '00	3	44	.1	.3	14	32	.3	.9	1	16	.1	.1					1	12	.2
SP '00		22			1	13	.1	.1									1	9	.2
4-Book	1	32	.1	.1	4	14	.1	.3		4			1	4	.1	.1	3	18	.4
WI '00	1	34	.1	.1	2	19	.1	.1	2	34	.2	.2	1	8	.1	.1	1	10	.2
WPRA-AM																			
WI '01	*																*		
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		10				10			1	10	.1	.1							
WPRM-FM																			
WI '01	123	1377	2.3	10.7	308	1017	5.7	18.3	109	511	2.0	7.8	127	747	2.4	9.8	68	338	9.3
FA '00	99	1302	1.8	8.9	248	899	4.6	15.5	82	494	1.5	6.2	106	658	2.0	8.9	42	250	6.3
SU '00	80	1289	1.5	7.5	245	928	4.7	15.7	51	402	1.0	3.8	111	645	2.1	8.7	14	177	2.7
SP '00	99	1343	1.9	9.1	256	904	4.9	16.6	93	653	1.8	6.8	108	575	2.1	8.7	18	215	3.0
4-Book	100	1328	1.9	9.1	264	937	5.0	16.5	84	515	1.6	6.2	113	656	2.2	9.0	36	245	5.3
WI '00	108	1452	2.1	10.3	334	1036	6.4	21.1	63	523	1.2	5.4	145	775	2.8	12.0	18	147	3.2

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

Target Listener Trends

Women 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
WQBS-AM																				
WI '01		9							1	9	.1		1	9	.1					
FA '00		1				1														
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	22	.2		4	22	.1	.3	1	22	.1		3	13	.1	.2	3	22	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	20	212	.4	1.7	58	152	1.1	3.5	10	94	.2	.7	20	91	.4	1.5	7	39	.1	1.0
FA '00	18	214	.3	1.6	45	173	.8	2.8	13	100	.2	1.0	27	86	.5	2.3	4	31	.1	.6
SU '00	17	145	.3	1.6	40	122	.8	2.6	19	92	.4	1.4	22	73	.4	1.7	3	44	.1	.6
SP '00	12	134	.2	1.1	29	98	.6	1.9	15	58	.3	1.1	11	60	.2	.9	1	14	.1	.2
4-Book	17	176	.3	1.5	43	136	.8	2.7	14	86	.3	1.1	20	78	.4	1.6	4	32	.1	.6
WI '00	18	261	.3	1.7	50	184	1.0	3.2	14	109	.3	1.2	24	119	.5	2.0	4	34	.1	.7
WRRH-FM																				
WI '01		17											1	11	.1					
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	9	104	.2	.8	15	79	.3	1.0	8	69	.2	.6	4	49	.1	.3	10	42	.2	1.9
SP '00	6	103	.1	.6	6	60	.1	.4	8	43	.2	.6	6	54	.1	.5	7	58	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	* 6	56	.1	.5	16	32	.3	1.0	1	22	.1		2	22	.2		* 10	24	.2	1.4
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		30							1	15	.1									
SP '00		6								6			1	6	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	28	.1		2	8	.1			8				**	**	**	**	6		
VSKN-AM																				
WI '01																				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		26				14			1	12	.1									
SP '00		12				12				12										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	47	.1			8			2	25	.2									
WTPM-FM																				
WI '01	*																*			
FA '00	2	52	.2		2	15	.1		1	19	.1		2	27	.2		1	19	.2	
SU '00	5	59	.1	.5	7	59	.1	.4	7	37	.1	.5	4	16	.1	.3	2	37	.4	
SP '00	2	49	.2			5				5			1	25	.1			15		
4-Book	2	40	.2		2	20	.1		2	15	.2		2	17	.2		1	18	.2	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
WI '01	33	414	.6	2.9	29	183	.5	1.7	42	285	.8	3.0	38	212	.7	2.9	23	130	.4	3.2
FA '00	30	458	.6	2.7	22	179	.4	1.4	50	308	.9	3.8	32	288	.6	2.7	25	188	.5	3.8
SU '00	27	410	.5	2.5	23	185	.4	1.5	32	209	.6	2.4	39	246	.7	3.0	14	146	.3	2.7
SP '00	26	516	.5	2.4	32	235	.6	2.1	38	293	.7	2.8	30	273	.6	2.4	9	173	.2	1.5
4-Book	29	450	.6	2.6	27	196	.5	1.7	41	274	.8	3.0	35	255	.7	2.8	18	159	.4	2.8
WI '00	35	490	.7	3.3	36	252	.7	2.3	46	283	.9	3.9	39	300	.7	3.2	25	189	.5	4.4
WUND-AM																				
WI '01	1	75	.1		1	29	.1		3	24	.1	.2					1	12	.1	
FA '00	1	27	.1		1	14	.1		5	13	.1	.4								
SU '00	2	45	.2						3	29	.1	.2		30	.1	.3	1	16	.2	
SP '00	4	78	.1	.4	9	42	.2	.6	3	42	.1	.2	3	13	.1	.2	3	39	.1	.5
4-Book	2	56	.2		3	21	.1	.2	4	27	.1	.3	2	11	.1	.1	1	17	.2	
WI '00	6	118	.1	.6	26	102	.5	1.6	3	46	.1	.3		16						

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

Target Listener Trends

Women 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
WVJP-FM																				
WI '01	19	372	.4	1.7	23	149	.4	1.4	33	196	.6	2.4	23	166	.4	1.8	7	101	.1	1.0
FA '00	22	365	.4	2.0	21	161	.4	1.3	37	193	.7	2.8	29	202	.5	2.4	8	90	.1	1.2
SU '00	11	248	.2	1.0	9	91	.2	.6	21	109	.4	1.6	9	69	.2	.7	6	67	.1	1.1
SP '00	21	333	.4	1.9	24	148	.5	1.6	36	212	.7	2.6	22	132	.4	1.8	8	95	.2	1.4
4-Book	18	330	.4	1.7	19	137	.4	1.2	32	178	.6	2.4	21	142	.4	1.7	7	88	.1	1.2
WI '00	19	388	.4	1.8	18	129	.3	1.1	15	157	.3	1.3	20	165	.4	1.7	21	170	.4	3.7
WVOZ-FM																				
WI '01	21	484	.4	1.8	13	151	.2	.8	23	248	.4	1.6	28	237	.5	2.2	21	136	.4	2.9
FA '00	20	397	.4	1.8	19	166	.4	1.2	24	207	.4	1.8	23	184	.4	1.9	19	161	.4	2.9
SU '00	8	261	.2	.8	5	59	.1	.3	7	107	.1	.5	6	79	.1	.5	6	97	.1	1.1
SP '00	4	163	.1	.4	2	37	.1	.1	2	40	.1	.1	3	39	.1	.2	3	24	.1	.5
4-Book	13	326	.3	1.2	10	103	.2	.6	14	151	.2	1.0	15	135	.3	1.2	12	105	.3	1.9
WI '00	2	74	.2	.2	1	8	.1	.1	1	40	.1	.1	2	32	.2	.2	2	18	.4	.4
WXEW-AM																				
WI '01	* 4	40	.1	.3	5	10	.1	.3	1	10		.1					* 5	10	.1	.7
FA '00	1	28		.1	4	21	.1	.3					1	16		.1	1	7		.2
SU '00																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	1	20		.1	2	13		.1	2	11		.2								
WXYX-FM																				
WI '01	49	880	.9	4.3	66	393	1.2	3.9	68	464	1.3	4.9	80	494	1.5	6.2	22	181	.4	3.0
FA '00	45	982	.8	4.0	80	482	1.5	5.0	64	430	1.2	4.8	53	466	1.0	4.4	22	229	.4	3.3
SU '00	37	728	.7	3.5	83	355	1.6	5.3	38	288	.7	2.8	46	264	.9	3.6	15	217	.3	2.8
SP '00	37	1003	.7	3.4	47	385	.9	3.1	48	518	.9	3.5	67	497	1.3	5.4	13	183	.2	2.2
4-Book	42	898	.8	3.8	69	404	1.3	4.3	55	425	1.0	4.0	62	430	1.2	4.9	18	203	.3	2.8
WI '00	54	989	1.0	5.1	87	414	1.7	5.5	64	554	1.2	5.5	68	480	1.3	5.6	17	177	.3	3.0
WYQE-FM																				
WI '01	5	61	.1	.4	5	36	.1	.3	6	34	.1	.4	10	53	.2	.8	6	34	.1	.8
FA '00	2	41		.2	7	22	.1	.4	1	11		.1	2	11		.2	1	11		.2
SU '00	9	98	.2	.8	20	90	.4	1.3	6	69	.1	.4	7	32	.1	.5	5	28	.1	.9
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	58	.1	.4	12	27	.2	.8	2	22		.2	1	6		.1	1	6		.2
WZAR-FM																				
WI '01	57	689	1.1	5.0	49	275	.9	2.9	65	374	1.2	4.6	60	341	1.1	4.6	75	366	1.4	10.3
FA '00	58	766	1.1	5.2	70	333	1.3	4.4	67	362	1.2	5.0	79	419	1.5	6.6	44	352	.8	6.6
SU '00	65	750	1.2	6.1	80	360	1.5	5.1	97	442	1.9	7.3	71	407	1.4	5.5	49	287	.9	9.3
SP '00	52	640	1.0	4.8	46	237	.9	3.0	87	352	1.7	6.4	65	350	1.2	5.2	29	256	.6	4.9
4-Book	58	711	1.1	5.3	61	301	1.2	3.9	79	383	1.5	5.8	69	379	1.3	5.5	49	315	.9	7.8
WI '00	45	550	.9	4.3	43	251	.8	2.7	55	319	1.1	4.7	59	366	1.1	4.9	40	285	.8	7.0
WZMT-FM																				
WI '01	2	67		.2	1	17		.1	2	39		.1	4	32	.1	.3	3	16	.1	.4
FA '00	4	81	.1	.4	3	36	.1	.2	2	28		.2	2	24		.2	1	18		.2
SU '00	1	88		.1		10			1	25		.1	1	13		.1	1	13		.2
SP '00	5	71	.1	.5	9	37	.2	.6	4	37	.1	.3	5	62	.1	.4	8	62	.2	1.4
4-Book	3	77	.1	.3	3	25	.1	.2	2	32		.2	3	33	.1	.3	3	27	.1	.6
WI '00	5	114	.1	.5	7	23	.1	.4	3	34	.1	.3	5	25	.1	.4	4	21	.1	.7
WZNT-FM																				
WI '01	21	384	.4	1.8	17	98	.3	1.0	23	131	.4	1.6	20	115	.4	1.5	9	93	.2	1.2
FA '00	24	459	.4	2.2	17	179	.3	1.1	22	211	.4	1.7	23	178	.4	1.9	23	102	.4	3.5
SU '00	21	439	.4	2.0	16	105	.3	1.0	24	162	.5	1.8	21	167	.4	1.6	6	94	.1	1.1
SP '00	20	447	.4	1.8	19	122	.4	1.2	16	134	.3	1.2	9	98	.2	.7	14	115	.3	2.4
4-Book	22	432	.4	2.0	17	126	.3	1.1	21	160	.4	1.6	18	140	.4	1.4	13	101	.3	2.1
WI '00	24	582	.5	2.3	20	200	.4	1.3	31	269	.6	2.6	22	262	.4	1.8	7	130	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

WZOL-FM

WI '01
FA '00
SU '00
SP '00
4-Book
WI '00

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
6	66	.1	.5	8	47	.1	.5	5	24	.1	.4	4	35	.1	.3	7	32	.1	1.0
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	12			2	35			1	12			1	12			2	12		.3
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
1151	5304	21.4		1680	4816	31.2		1402	4381	26.1		1295	4718	24.1		730	3361	13.6	
1112	5205	20.7		1599	4802	29.7		1330	4345	24.7		1196	4522	22.2		665	3320	12.4	
1064	5168	20.3		1565	4656	29.9		1337	4135	25.5		1281	4405	24.5		528	3149	10.1	
1084	5136	20.7		1540	4626	29.4		1359	4342	26.0		1243	4447	23.7		591	3254	11.3	
1103	5203	20.8		1596	4725	30.1		1357	4301	25.6		1254	4523	23.6		629	3271	11.9	
1049	5100	20.0		1585	4623	30.3		1174	4114	22.4		1211	4314	23.1		570	3025	10.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
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	
WABA-AM																				
WI '01					15							1	15		.1					
4-Book	9			1	21		.1	2	4		.2	1	6		.1					
Wael-AM																				
WI '01					17		.1	2	6	.1	.3					1	3		.1	
4-Book	17			1	17		.1	2	6	.1	.3					1	3		.1	
Wael-FM																				
WI '01	15	267	.3	1.0	20	268	.4	2.3	22	52	.4	2.8	42	127	.8	2.8	16	71	.3	1.6
4-Book	14	228	.3	1.0	**	**	**	**	13	35	.3	1.6	23	68	.5	1.6	13	38	.3	1.4
WAPA-AM																				
WI '01	1	30		.1	* 1	22		.1	5	12	.1	.6	2	10		.1	1	10		.1
4-Book	4	59	.1	.3	1	16		.1	3	6	.1	.4	1	3			1	4		.1
WBRO-FM																				
WI '01	22	246	.4	1.5	18	153	.3	2.0	12	51	.2	1.5	17	46	.3	1.1	20	61	.4	2.0
4-Book	16	205	.3	1.1	17	176	.3	1.9	10	51	.2	1.2	26	75	.5	1.7	17	51	.3	1.7
WCAD-FM																				
WI '01	12	261	.2	.8	12	169	.2	1.4	7	40	.1	.9	19	55	.4	1.3	20	91	.4	2.0
4-Book	19	329	.4	1.4	14	196	.3	1.6	9	42	.2	1.1	23	73	.5	1.6	18	69	.4	1.8
WCMA-FM																				
WI '01	81	672	1.5	5.6	28	310	.5	3.2	37	74	.7	4.7	46	146	.9	3.1	32	88	.6	3.1
4-Book	63	660	1.2	4.5	32	411	.6	3.6	25	77	.5	3.0	60	190	1.1	4.0	48	126	.9	4.8
WCMN-AM																				
WI '01					1	21		.1	8	21	.1	1.0								
4-Book	2	22		.1	1	15		.1	2	5		.3	1	7		.1		2		
WCMN-FM																				
WI '01	32	325	.6	2.2	18	177	.3	2.0	21	70	.4	2.7	16	69	.3	1.1	13	31	.2	1.3
4-Book	27	275	.5	1.9	19	192	.4	2.2	23	67	.5	2.9	31	92	.6	2.1	18	54	.4	1.9
WCOM-FM																				
WI '01	25	435	.5	1.7	20	311	.4	2.3	14	41	.3	1.8	39	96	.7	2.6	35	113	.7	3.4
4-Book	35	520	.7	2.5	18	286	.4	2.1	16	59	.3	2.1	34	106	.6	2.3	22	62	.4	2.1
WCTA-FM																				
WI '01	9	128	.2	.6	12	126	.2	1.4	8	26	.1	1.0	32	78	.6	2.1	21	24	.4	2.1
4-Book	6	118	.1	.4	11	105	.2	1.3	9	28	.2	1.1	22	61	.4	1.5	17	40	.3	1.7
WEGM-FM																				
WI '01	39	270	.7	2.7	26	243	.5	2.9	9	28	.2	1.1	41	101	.8	2.7	13	26	.2	1.3
4-Book	19	212	.4	1.4	17	166	.3	1.9	10	26	.2	1.2	25	68	.5	1.7	15	47	.3	1.5
WERR-FM																				
WI '01	8	152	.1	.5	5	78	.1	.6					4	22	.1	.3	6	19	.1	.6
4-Book	7	134	.1	.5	5	91	.1	.6	4	21	.1	.5	4	13	.1	.3	5	19	.1	.5
WFID-FM																				
WI '01	124	857	2.3	8.5	59	568	1.1	6.6	53	143	1.0	6.7	127	246	2.4	8.4	71	181	1.3	7.0
4-Book	136	916	2.6	9.7	64	582	1.2	7.2	64	169	1.2	7.7	132	261	2.5	9.0	75	175	1.4	7.4
WJAC-AM																				
WI '01					1	11		.1												
4-Book	3	16	.1	.2	1	13		.1	2	9		.2	2	7	.1	.2				
WJAC-FM																				
WI '01	78	877	1.4	5.3	45	532	.8	5.1	36	116	.7	4.6	97	247	1.8	6.4	67	125	1.2	6.6
4-Book	71	818	1.3	5.1	34	444	.6	3.9	29	86	.5	3.7	70	202	1.3	4.9	53	119	1.0	5.3
+WIDI-FM																				
WI '01	4	115	.1	.3	1	34		.1					4	13	.1	.3	2	8		.2
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

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
WIDA-FM																				
WI '01	99	793	1.8	6.8	43	536	.8	4.8	45	123	.8	5.7	76	216	1.4	5.1	31	117	.6	3.1
4-Book	67	624	1.3	4.8	36	431	.7	4.0	38	130	.7	4.6	71	198	1.4	4.9	39	117	.7	3.9
WIOB-FM																				
WI '01	32	364	.6	2.2	16	220	.3	1.8	29	110	.5	3.7	24	104	.4	1.6	12	50	.2	1.2
4-Book	33	311	.6	2.4	14	177	.3	1.6	12	43	.2	1.5	30	90	.6	2.1	12	33	.2	1.2
WIOC-FM																				
WI '01	19	174	.4	1.3	12	112	.2	1.4	3	10	.1	.4	28	45	.5	1.9	6	8	.1	.6
4-Book	19	175	.4	1.4	12	98	.2	1.4	9	21	.2	1.1	20	50	.4	1.4	15	30	.3	1.6
WISO-AM																				
WI '01	**	**	**	**	*	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	40	333	.7	2.7	19	202	.4	2.1	38	96	.7	4.8	35	97	.7	2.3	11	45	.2	1.1
4-Book	35	330	.7	2.5	17	172	.3	1.9	27	60	.5	3.4	29	73	.6	2.0	21	58	.4	2.1
WKAQ-AM																				
WI '01	17	219	.3	1.2	3	61	.1	.3	15	36	.3	1.9	10	36	.2	.7				
4-Book	16	189	.3	1.1	3	62	.1	.4	11	34	.2	1.4	5	15	.1	.4	1	2		.1
WKAQ-FM																				
WI '01	137	1400	2.5	9.4	106	992	2.0	11.9	88	250	1.6	11.2	230	565	4.3	15.3	141	367	2.6	13.9
4-Book	121	1385	2.3	8.7	99	985	1.9	11.2	84	246	1.6	10.4	188	521	3.6	12.8	134	333	2.5	13.4
WKJB-AM																				
WI '01					*															
4-Book	1	10		.1		10			1	4		.1	1	4						
WKSA-FM																				
WI '01	6	126	.1	.4	8	78	.1	.9	3	8	.1	.4	8	40	.1	.5	13	33	.2	1.3
4-Book	9	146	.2	.7	10	85	.2	1.1	9	26	.2	1.1	18	47	.3	1.2	6	17	.1	.6
WKVM-AM																				
WI '01		11																		
4-Book		6			2	12	.1	.3	1	4		.1					2	4		.2
WLEO-AM																				
WI '01	**	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01	1	8		.1	3	17	.1	.3	5	8	.1	.6	5	17	.1	.3	5	17	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01	1	22		.1																
4-Book	1	19		.1		9							1	4		.1				
WMEG-FM																				
WI '01	63	925	1.2	4.3	48	630	.9	5.4	32	114	.6	4.1	65	181	1.2	4.3	46	172	.9	4.5
4-Book	83	1015	1.6	5.9	71	731	1.3	8.1	47	159	.9	5.9	93	254	1.8	6.5	77	206	1.5	7.6
WNEL-AM																				
WI '01	2	25		.1	2	14		.2	10	14	.2	1.3								
4-Book	1	6			1	4		.1	3	4	.1	.3								
WNIK-FM																				
WI '01	16	77	.3	1.1	2	25		.2	1	12		.1	6	7	.1	.4	5	7	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	11	147	.2	.8	8	142	.1	.9	12	39	.2	1.5	19	68	.4	1.3	4	18	.1	.4
4-Book	13	161	.2	.9	9	139	.2	1.0	10	34	.2	1.3	15	50	.3	1.0	11	32	.2	1.1

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* Listener estimates adjusted for reported broadcast schedule.

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

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

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	
WORO-FM																				
WI '01	12	193	.2	.8	3	30	.1	.3								4	10	.1	.4	
4-Book	14	136	.3	1.0	9	86	.2	1.0	6	19	.2	.8	9	29	.2	.6	9	24	.2	.9
WOSD-AM																				
WI '01	1	9	.1		9								3	9	.1	.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
WI '01	23	502	.4	1.6	14	237	.3	1.6	19	69	.4	2.4	31	89	.6	2.1	20	57	.4	2.0
4-Book	30	525	.6	2.2	24	312	.5	2.8	20	65	.4	2.5	35	111	.7	2.4	19	64	.4	1.9
WPAB-AM																				
WI '01	1	24	.1																	
4-Book	2	17	.1		1	10	.1						2	4	.1					
WPRA-AM																				
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
WI '01	176	1326	3.3	12.1	66	591	1.2	7.4	48	137	.9	6.1	103	275	1.9	6.8	85	190	1.6	8.4
4-Book	149	1235	2.8	10.6	58	562	1.1	6.5	59	168	1.1	7.2	95	243	1.8	6.4	67	172	1.3	6.6
WQBS-AM																				
WI '01	1	9	.1		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	28	190	.5	1.9	16	97	.3	1.8	13	20	.2	1.7	31	59	.6	2.1	30	70	.6	3.0
4-Book	25	157	.5	1.8	12	96	.2	1.4	14	28	.3	1.7	25	64	.5	1.7	21	43	.4	2.1
WRRH-FM																				
WI '01	**	11	**	**	1	17	.1		1	6	.1		2	11	.1		4	11	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	6	44	.1	.4	* 3	26	.1	.3					13	13	.2	.9	3	13	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
WI '01					*															
4-Book	2	33	.2		3	32	.1	.4	8	17	.2	1.0	9	22	.2	.6	3	8	.1	.3
WUQO-FM																				
WI '01	37	363	.7	2.5	33	259	.6	3.7	31	106	.6	3.9	64	164	1.2	4.3	47	96	.9	4.6
4-Book	35	383	.7	2.5	28	272	.6	3.1	21	69	.4	2.6	50	137	1.0	3.4	30	80	.6	3.0
WUNO-AM																				
WI '01	2	53	.1		11															
4-Book	3	44	.1	.2	1	14	.1		1	3	.2		1	3	.1					
WVJP-FM																				
WI '01	27	315	.5	1.9	14	102	.3	1.6	5	21	.1	.6	17	43	.3	1.1	16	39	.3	1.6
4-Book	25	260	.5	1.8	15	137	.3	1.7	14	38	.3	1.7	24	61	.4	1.6	18	37	.3	1.7
WVOZ-FM																				
WI '01	21	413	.4	1.4	22	191	.4	2.5	6	26	.1	.8	24	77	.4	1.6	28	80	.5	2.8
4-Book	13	239	.2	.9	16	162	.3	1.8	7	28	.1	.8	19	61	.4	1.3	15	39	.3	1.5
WXEV-AM																				
WI '01	2	10	.1		* 6	40	.1	.7	13	30	.2	1.7	3	20	.1	.2	5	10	.1	.5
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 - Women 18-34

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	
WYXX-FM																				
WI '01	71	760	1.3	4.9	27	329	.5	3.0	19	61	.4	2.4	34	109	.6	2.3	45	87	.8	4.4
4-Book	62	760	1.2	4.4	24	351	.5	2.7	15	49	.3	1.8	37	125	.7	2.5	36	84	.7	3.6
WYQE-FM																				
WI '01	7	61	.1	.5	2	24	.2	.2					4	16	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	59	479	1.1	4.0	40	402	.7	4.5	25	84	.5	3.2	36	118	.7	2.4	35	92	.7	3.4
4-Book	71	563	1.3	5.0	41	386	.8	4.6	43	123	.8	5.3	60	161	1.2	4.1	40	117	.8	4.0
WZMT-FM																				
WI '01	2	56	.1	.1	1	28	.1	.1					8	.1	.4					
4-Book	3	55	.2	.2	3	36	.3	.3	2	8	.1	.2	5	19	.1	.4	2	2	.2	.2
WZNT-FM																				
WI '01	20	256	.4	1.4	33	187	.6	3.7	17	70	.3	2.2	44	89	.8	2.9	38	83	.7	3.7
4-Book	19	272	.4	1.4	33	249	.6	3.7	21	59	.4	2.6	36	96	.7	2.5	31	67	.6	3.1
WZOL-FM																				
WI '01	6	47	.1	.4	6	46	.1	.7	3	12	.1	.4	4	22	.1	.3	1	11	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	1458	5276	27.1		888	4538	16.5		786	2002	14.6		1504	3135	28.0		1016	2331	18.9	
4-Book	1401	5158	26.4		885	4451	16.7		811	2094	15.3		1464	3083	27.6		1002	2232	18.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
WI '01																				
4-Book	1	3	.2	2	6	.1	.4	2	9	.2		1	2	.2						
WAEI-AM																				
WI '01																				
4-Book	1	3	.1	2	6	.1	.3						2							
WAEI-FM																				
WI '01	21	62	.4	3.2	7	31	.1	1.4	25	86	.5	2.6	9	24	.2	1.0	13	43	.2	1.9
4-Book	8	29	.2	1.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WAPA-AM																				
WI '01	*															*				
4-Book	2	4	.2	1	2		.1					1	2	.1		2	5		.2	
WBRQ-FM																				
WI '01	12	36	.2	1.8	7	26	.1	1.4	23	53	.4	2.3	18	59	.3	2.0	31	49	.6	4.5
4-Book	12	45	.2	1.6	11	38	.2	2.1	14	59	.3	1.5	21	60	.4	2.6	22	49	.4	3.2
WCAD-FM																				
WI '01	14	39	.3	2.1	10	32	.2	2.1	14	68	.3	1.4	12	37	.2	1.3				
4-Book	20	56	.4	2.7	4	11	.1	.8	14	58	.3	1.5	18	46	.3	2.1	6	18	.1	.9
WCMA-FM																				
WI '01	12	64	.2	1.8	31	55	.6	6.4	29	108	.5	3.0	24	82	.4	2.7	11	30	.2	1.6
4-Book	19	84	.4	2.6	21	61	.4	4.0	36	127	.7	3.7	31	90	.6	3.6	14	63	.3	2.1
WCMN-AM																				
WI '01																				
4-Book				1	2		.2	1	3		.1	1	5		.1		2			
WCMN-FM																				
WI '01	13	47	.2	2.0	7	27	.1	1.4	24	80	.4	2.5	37	83	.7	4.1	13	20	.2	1.9
4-Book	14	44	.3	1.9	12	35	.2	2.5	22	72	.4	2.4	23	60	.4	2.7	11	29	.2	1.7
WCOM-FM																				
WI '01	6	43	.1	.9	10	34	.2	2.1	14	40	.3	1.4	23	67	.4	2.6	22	58	.4	3.2
4-Book	7	39	.2	1.0	6	22	.1	1.2	13	51	.3	1.4	20	52	.4	2.4	27	81	.5	4.0
WCTA-FM																				
WI '01	4	26	.1	.6	4	12	.1	.8	5	33	.1	.5	13	26	.2	1.5	12	19	.2	1.8
4-Book	12	35	.2	1.6	4	11	.1	.7	10	29	.2	1.1	10	28	.2	1.3	3	5	.1	.5
WEGM-FM																				
WI '01	19	42	.4	2.9	12	28	.2	2.5	49	125	.9	5.0	39	79	.7	4.4	19	53	.4	2.8
4-Book	11	31	.2	1.6	8	17	.1	1.7	23	62	.4	2.4	21	44	.4	2.5	20	57	.4	3.0
WERR-FM																				
WI '01	3	15	.1	.5	3	15	.1	.6	10	41	.2	1.0	6	17	.1	.7	5	8	.1	.7
4-Book	4	12	.1	.6	6	33	.1	1.2	4	18	.1	.5	6	19	.1	.8	3	10	.1	.5
WFID-FM																				
WI '01	48	133	.9	7.3	21	74	.4	4.3	43	111	.8	4.4	26	79	.5	2.9	68	139	1.3	9.9
4-Book	59	165	1.1	8.3	25	74	.5	5.0	58	143	1.1	6.1	27	79	.5	3.3	54	134	1.0	8.1
WIAC-AM																				
WI '01																	5	11	.1	.7
4-Book																	1	3		.2
WIAC-FM																				
WI '01	42	148	.8	6.4	14	56	.3	2.9	57	181	1.1	5.8	29	74	.5	3.3	14	71	.3	2.0
4-Book	28	103	.5	3.9	15	53	.3	3.2	31	111	.6	3.2	27	70	.5	3.1	20	75	.4	3.0
+WIDI-FM																				
WI '01	2	8		.3																
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 - Women 18-34

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
WIOA-FM																			
42	93	.8	6.4	25	62	.5	5.1	37	121	.7	3.8	32	124	.6	3.6	47	125	.9	6.9
34	89	.7	4.8	13	41	.3	2.6	31	110	.6	3.1	32	95	.6	3.6	24	73	.4	3.5
WIOB-FM																			
14	43	.3	2.1	11	40	.2	2.3	24	93	.4	2.5	7	26	.1	.8	9	28	.2	1.3
10	39	.2	1.4	14	39	.3	2.8	19	62	.4	2.0	9	27	.2	1.1	5	18	.1	.7
WIOC-FM																			
7	30	.1	1.1	2	8		.4	24	39	.4	2.5	13	25	.2	1.5	10	25	.2	1.5
12	33	.2	1.7	5	16	.1	1.1	11	23	.2	1.1	9	23	.2	1.2	12	26	.3	1.8
WISO-AM																			
*																*			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
8	26	.1	1.2	22	48	.4	4.5	20	51	.4	2.0	15	47	.3	1.7	3	13	.1	.4
4	14	.1	.6	16	35	.3	3.2	21	57	.4	2.2	14	39	.3	1.7	6	18	.1	1.0
WKAQ-AM																			
1	3		.1	2	8		.4	3	11	.1	.3	1	3		.1	2	5		.3
WKAQ-FM																			
55	151	1.0	8.3	31	104	.6	6.4	153	394	2.8	15.6	101	256	1.9	11.3	33	138	.6	4.8
73	222	1.4	10.1	30	109	.6	6.1	125	339	2.4	13.0	96	246	1.8	11.2	49	149	.9	7.4
WKJB-AM																			
																*			
							.1	1	3		.1					1	2		.1
WKSA-FM																			
14	27	.3	2.1	5	7	.1	1.0	7	7	.1	.7	8	15	.1	.9	7	7	.1	1.0
**	**	**	**	6	14	.1	1.1	8	18	.1	.8	7	15	.1	.8	**	**	**	**
WKVM-AM																			
3	6	.1	.4	1	2		.2	4	5	.1	.4	2	5	.1	.3	4	6	.1	.7
WLEO-AM																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																			
6	17	.1	.9	2	8		.4					2	8		.2				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																			
								1	6		.1								
WMEG-FM																			
40	185	.7	6.1	11	72	.2	2.3	36	130	.7	3.7	45	131	.8	5.0	99	284	1.8	14.5
64	209	1.2	8.8	26	81	.5	5.4	55	164	1.1	5.8	59	177	1.1	7.0	134	306	2.5	20.1
WNEL-AM																			
				10	14	.2	2.1												
				3	4	.1	.5												
WNIK-FM																			
2	6		.3									1	12		.1				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
11	20	.2	1.7	9	37	.2	1.9	2	6		.2	5	19	.1	.6	5	12	.1	.7
7	25	.1	1.0	16	56	.3	3.5	4	24	.1	.4	6	21	.1	.8	3	13	.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																			
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
WORO-FM																			
WI '01	1	10	.2					8	21	.1	.8	12	21	.2	1.3	1	9		.1
4-Book	**	**	**	3	5	.1	.6	24	45	.5	2.5	15	33	.3	1.7	**	**	**	**
WOSO-AM																			
WI '01												1	9	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
WI '01	7	36	.1	4	16	.1	.8	13	53	.2	1.3	8	29	.1	.9	10	38	.2	1.5
4-Book	17	56	.3	12	32	.3	2.4	30	100	.6	3.1	28	66	.5	3.4	31	87	.6	5.0
WPAB-AM																			
WI '01				1	7		.2	2	7		.2					3			.1
4-Book																			
WPRA-AM																			
WI '01																			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
WI '01	49	118	.9	62	111	1.2	12.8	70	211	1.3	7.2	71	169	1.3	8.0	38	86	.7	5.6
4-Book	44	116	.8	43	94	.8	8.9	60	187	1.1	6.2	61	157	1.1	7.1	34	77	.6	5.0
WQBS-AM																			
WI '01																			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	7	7	.1	3	14	.1	.6	12	20	.2	1.2	21	37	.4	2.4	7	17	.1	1.0
4-Book	10	24	.2	4	13	.1	.7	8	27	.2	.8	11	22	.2	1.3	5	18	.1	.8
WRRH-FM																			
WI '01																			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	*			*				2	12		.2					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																			
WI '01																			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																			
WI '01	*															*			
4-Book				1	2		.1	1	6		.1	4	10	.1	.5	2	4		.2
WUQJ-FM																			
WI '01	19	54	.4	17	43	.3	3.5	31	72	.6	3.2	37	83	.7	4.1	17	62	.3	2.5
4-Book	21	63	.4	16	55	.3	3.2	37	103	.7	3.9	27	68	.5	3.3	15	51	.3	2.2
WUNO-AM																			
WI '01				2	6		.3	1	3		.1	3	11	.1	.3				
4-Book																1	3		.1
WVJP-FM																			
WI '01	15	34	.3	12	37	.2	2.5	25	56	.5	2.6	23	40	.4	2.6				
4-Book	9	28	.2	9	29	.2	1.9	25	55	.5	2.5	18	35	.3	2.2	5	15	.1	.8
WVOZ-FM																			
WI '01	47	91	.9	4	23	.1	.8	7	34	.1	.7	18	51	.3	2.0	35	82	.7	5.1
4-Book	45	82	.8	3	11	.1	.5	8	35	.2	.9	10	29	.2	1.2	14	34	.3	2.1
WXEW-AM																			
WI '01	*			*	10	10	.2	6	10	.1	.6	3	10	.1	.3	*	13	20	.2
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 - Women 18-34

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	
WXYX-FM																				
WI '01	16	87	.3	2.4	8	50	.1	1.6	38	116	.7	3.9	32	81	.6	3.6	20	68	.4	2.9
4-Book	18	71	.3	2.5	14	39	.2	2.6	39	129	.7	4.0	17	53	.3	2.1	14	40	.3	2.1
WYQE-FM																				
WI '01									3	8	.1	.3	6	8	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	49	126	.9	7.4	15	43	.3	3.1	37	133	.7	3.8	70	185	1.3	7.8	49	106	.9	7.2
4-Book	51	129	1.0	7.1	12	35	.2	2.3	35	106	.7	3.7	45	114	.9	5.4	36	91	.7	5.4
WZMT-FM																				
WI '01	3	9	.1	.5	4	12	.1	.8												
4-Book	2	10	.1	.3	3	8	.1	.6	3	4	.1	.3	4	4	.1	.4	4	8	.1	.6
WZNT-FM																				
WI '01	21	62	.4	3.2	10	30	.2	2.1	48	72	.9	4.9	60	86	1.1	6.7	23	44	.4	3.4
4-Book	19	51	.4	2.6	22	46	.4	4.4	65	128	1.2	6.8	51	88	1.0	6.1	14	35	.3	2.0
WZOL-FM																				
WI '01					3	13	.1	.6	13	13	.2	1.3	13	13	.2	1.5	7	24	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	660	1728	12.3		486	1304	9.0		979	2255	18.2		892	1952	16.6		684	1597	12.7	
4-Book	724	1846	13.7		497	1329	9.4		963	2281	18.1		845	1890	15.9		667	1615	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 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
WABA-AM																			
WI '01	3	84	.2	5	30	.1	.2		11			2	20	.1		1	32		.1
FA '00	6	126	.1	16	78	.2	.5	4	66	.2		1	12	.1		5	47	.1	.5
SU '00	4	71	.2	6	39	.1	.2	4	39	.2		1	24			3	7		.4
SP '00	4	69	.2	8	52	.1	.3	3	18	.1						4	11		.4
4-Book	4	88	.2	9	50	.1	.3	3	34	.1		1	14	.1		3	24		.4
WI '00	10	99	.1	31	68	.3	1.0	14	58	.1	.6	3	22	.1		1	21		.1
WAEI-AM																			
WI '01	1	15	.1		8			2	7	.1							9		
FA '00	2	149	.1	5	75	.1	.2	2	29	.1		3	27	.2			59	.1	.8
SU '00	8	129	.1	17	37	.2	.6	5	44	.1	.2	9	92	.1	.4	7	36	.1	.5
SP '00	8	171	.1	6	48	.1	.2	10	65	.1	.4	9	62	.1	.4	5	36	.1	.5
4-Book	5	116	.1	7	42	.1	.3	5	36	.1	.2	5	45	.1	.3	3	26	.1	.3
WI '00	7	102	.1	16	54	.2	.5	11	63	.1	.5	1	21			3	25		.3
WAEI-FM																			
WI '01	22	481	.2	18	130	.2	.6	38	308	.4	1.5	12	142	.1	.5	11	122	.1	1.0
FA '00	23	410	.2	25	154	.3	.8	43	278	.5	1.8	14	131	.1	.7	8	106	.1	.8
SU '00	15	489	.2	17	156	.2	.6	31	290	.3	1.3	13	151	.1	.6	5	109	.1	.6
SP '00	14	305	.1	12	133	.1	.4	28	210	.3	1.1	11	127	.1	.5	7	65	.1	.7
4-Book	19	421	.2	18	143	.2	.6	35	272	.4	1.4	13	138	.1	.6	8	101	.1	.8
WI '00	23	370	.2	28	133	.3	.9	35	273	.4	1.6	18	134	.2	.9	6	77	.1	.7
WAPA-AM																			
WI '01	* 9	130	.1	18	94	.2	.6	6	51	.1	.2	8	59	.1	.4	* 13	48	.1	1.2
FA '00	7	222	.1	22	116	.2	.7	6	73	.1	.3	6	73	.1	.3	2	31		.2
SU '00	13	255	.1	29	159	.3	1.0	20	88	.2	.9	2	59			10	56	.1	1.2
SP '00	9	199	.1	21	120	.2	.7	5	85	.1	.2	14	78	.1	.7	5	51	.1	.5
4-Book	10	202	.1	23	122	.2	.8	9	74	.1	.4	8	67	.1	.4	8	47	.1	.8
WI '00	19	306	.2	44	218	.5	1.4	16	168	.2	.7	22	128	.2	1.0	8	47	.1	.9
WBRQ-FM																			
WI '01	38	454	.4	42	294	.4	1.4	56	304	.6	2.2	39	308	.4	1.8	19	153	.2	1.7
FA '00	30	421	.3	31	257	.3	1.0	32	215	.3	1.4	39	260	.4	2.0	26	197	.3	2.5
SU '00	20	358	.2	16	145	.2	.5	22	220	.2	.9	27	162	.3	1.3	7	102	.1	.8
SP '00	12	324	.1	10	98	.1	.3	11	138	.1	.4	11	159	.1	.5	12	121	.1	1.2
4-Book	25	389	.3	25	199	.3	.8	30	219	.3	1.2	29	222	.3	1.4	16	143	.2	1.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
WI '01	16	422	.2	16	174	.2	.5	16	209	.2	.6	22	204	.2	1.0	10	139	.1	.9
FA '00	21	510	.2	30	266	.3	1.0	18	215	.2	.8	19	185	.2	1.0	21	160	.2	2.0
SU '00	27	665	.3	51	371	.5	1.7	33	243	.4	1.4	39	399	.4	1.9	8	195	.1	1.0
SP '00	20	623	.2	19	223	.2	.6	26	245	.3	1.1	26	281	.3	1.2	9	185	.1	.9
4-Book	21	555	.2	29	259	.3	1.0	23	228	.3	1.0	27	267	.3	1.3	12	170	.1	1.2
WI '00	16	455	.2	20	208	.2	.7	21	142	.2	1.0	20	205	.2	1.0	12	126	.1	1.3
WCMA-FM																			
WI '01	76	1103	.8	96	525	1.0	3.1	118	552	1.3	4.7	118	699	1.3	5.4	37	346	.4	3.4
FA '00	81	1337	.9	116	589	1.2	3.9	115	657	1.2	4.9	89	736	.9	4.5	34	436	.4	3.2
SU '00	46	1047	.5	60	491	.6	2.0	73	598	.8	3.1	54	441	.6	2.6	22	243	.2	2.6
SP '00	77	1442	.8	111	602	1.2	3.8	106	768	1.1	4.3	86	738	.9	4.1	33	341	.4	3.3
4-Book	70	1232	.8	96	552	1.0	3.2	103	644	1.1	4.3	87	654	.9	4.2	32	342	.4	3.1
WI '00	97	1552	1.0	131	789	1.4	4.3	157	877	1.7	7.2	96	748	1.0	4.6	51	548	.5	5.6
WCMN-AM																			
WI '01	3	81	.2	11	50	.1	.4	3	18		.1								
FA '00	11	164	.1	19	99	.2	.6	18	96	.2	.8	5	65	.1	.3	6	49	.1	.6
SU '00	4	91	.2	15	68	.2	.5	5	41	.1	.2	2	42		.1				
SP '00	5	74	.1	12	38	.1	.4	12	47	.1	.5	1	29				8		
4-Book	6	103	.1	14	64	.2	.5	10	51	.1	.4	2	34	.1		2	14		.2
WI '00	8	135	.1	21	103	.2	.7	10	46	.1	.5	7	56	.1	.3	5	24	.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 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
WCMN-FM																				
WI '01	35	544	.4	1.8	41	270	.4	1.3	40	300	.4	1.6	44	311	.5	2.0	27	181	.3	2.5
FA '00	41	492	.4	2.1	66	335	.7	2.2	56	365	.6	2.4	40	325	.4	2.0	24	204	.3	2.3
SU '00	27	500	.3	1.4	41	272	.4	1.4	24	263	.3	1.0	33	263	.4	1.6	14	137	.1	1.7
SP '00	28	451	.3	1.4	43	229	.5	1.5	27	219	.3	1.1	26	216	.3	1.2	14	131	.1	1.4
4-Book	33	497	.4	1.7	48	277	.5	1.6	37	287	.4	1.5	36	279	.4	1.7	20	163	.2	2.0
WI '00	24	582	.3	1.3	31	214	.3	1.0	29	251	.3	1.3	23	229	.2	1.1	5	84	.1	.5
WCOM-FM																				
WI '01	25	714	.3	1.3	46	333	.5	1.5	24	289	.3	1.0	22	255	.2	1.0	9	157	.1	.8
FA '00	35	868	.4	1.8	77	428	.8	2.6	47	404	.5	2.0	28	299	.3	1.4	14	167	.1	1.3
SU '00	34	823	.4	1.8	106	420	1.1	3.6	33	339	.4	1.4	19	211	.2	.9	12	121	.1	1.4
SP '00	43	1188	.5	2.2	84	538	.9	2.9	38	492	.4	1.5	30	343	.3	1.4	23	216	.2	2.3
4-Book	34	898	.4	1.8	78	430	.8	2.7	36	381	.4	1.5	25	277	.3	1.2	15	165	.1	1.5
WI '00	41	1144	.4	2.2	82	501	.9	2.7	43	449	.5	2.0	33	390	.4	1.6	21	224	.2	2.3
WCTA-FM																				
WI '01	13	268	.1	.7	7	79	.1	.2	25	125	.3	1.0	18	136	.2	.8		23		
FA '00	13	203	.1	.7	4	52		.1	7	77	.1	.3	8	58	.1	.4	12	81	.1	1.1
SU '00	15	327	.2	.8	6	75	.1	.2	14	179	.1	.6	13	140	.1	.6	8	75	.1	1.0
SP '00	8	267	.1	.4	4	79		.1	10	123	.1	.4	9	120	.1	.4	5	46	.1	.5
4-Book	12	266	.1	.7	5	71	.1	.2	14	126	.2	.6	12	114	.1	.6	6	56	.1	.7
WI '00	13	349	.1	.7	8	104	.1	.3	19	137	.2	.9	8	114	.1	.4	13	97	.1	1.4
WEGM-FM																				
WI '01	36	494	.4	1.8	47	226	.5	1.5	40	265	.4	1.6	43	181	.5	2.0	23	131	.2	2.1
FA '00	17	304	.2	.9	23	173	.2	.8	15	146	.2	.6	11	149	.1	.6	12	150	.1	1.1
SU '00	13	340	.1	.7	10	114	.1	.3	11	109	.1	.5	25	132	.3	1.2	5	84	.1	.6
SP '00	17	317	.2	.9	21	171	.2	.7	24	206	.3	1.0	18	191	.2	.9	7	108	.1	.7
4-Book	21	364	.2	1.1	25	171	.3	.8	23	182	.3	.9	24	163	.3	1.2	12	118	.1	1.1
WI '00	26	333	.3	1.4	32	164	.3	1.0	16	191	.2	.7	26	181	.3	1.2	26	148	.3	2.8
WERR-FM																				
WI '01	21	459	.2	1.1	32	180	.3	1.0	32	234	.3	1.3	15	201	.2	.7	11	80	.1	1.0
FA '00	12	238	.1	.6	9	86	.1	.3	18	113	.2	.8	12	84	.1	.6	10	67	.1	.9
SU '00	15	369	.2	.8	19	149	.2	.6	25	177	.3	1.1	10	116	.1	.5	8	85	.1	1.0
SP '00	20	462	.2	1.0	54	274	.6	1.8	27	221	.3	1.1	11	161	.1	.5	3	63		.3
4-Book	17	382	.2	.9	29	172	.3	.9	26	186	.3	1.1	12	141	.1	.6	8	74	.1	.8
WI '00	19	373	.2	1.0	32	246	.3	1.0	30	222	.3	1.4	13	97	.1	.6	9	111	.1	1.0
WFID-FM																				
WI '01	126	1598	1.3	6.3	192	885	2.0	6.2	179	840	1.9	7.1	134	745	1.4	6.1	81	538	.9	7.4
FA '00	123	1623	1.3	6.4	141	685	1.5	4.7	186	801	2.0	7.9	133	791	1.4	6.7	73	583	.8	6.9
SU '00	155	1718	1.7	8.3	197	929	2.1	6.7	249	942	2.7	10.7	209	1016	2.2	10.1	73	552	.8	8.7
SP '00	160	1781	1.7	8.2	215	812	2.3	7.3	249	985	2.7	10.1	203	1016	2.2	9.7	89	744	1.0	8.9
4-Book	141	1680	1.5	7.3	186	828	2.0	6.2	216	892	2.3	9.0	170	892	1.8	8.2	79	604	.9	8.0
WI '00	172	1861	1.8	9.2	227	1006	2.4	7.4	261	963	2.8	12.0	219	1006	2.3	10.4	104	646	1.1	11.3
WJAC-AM																				
WI '01	6	107	.1	.3	11	38	.1	.4	9	40	.1	.4	8	42	.1	.4	1	16		.1
FA '00	3	51		.2	10	41	.1	.3	2	10		.1	1	10		.1	3	23		.3
SU '00	7	132	.1	.4	23	71	.2	.8	11	64	.1	.5	3	17		.1	2	21		.2
SP '00	5	108	.1	.3	16	77	.2	.5	5	50	.1	.2	1	19		.1	1	19		.1
4-Book	5	100	.1	.3	15	57	.2	.5	7	41	.1	.3	3	22		.2	2	20		.2
WI '00	2	79		.1	2	36		.1	1	24		.1	6	33	.1	.3	1	21		.1
WJAC-FM																				
WI '01	95	1721	1.0	4.8	177	894	1.9	5.7	118	790	1.3	4.7	102	735	1.1	4.7	40	350	.4	3.6
FA '00	70	1452	.7	3.6	153	774	1.6	5.1	70	657	.7	3.0	85	738	.9	4.3	32	269	.3	3.0
SU '00	99	1734	1.1	5.3	180	796	1.9	6.1	156	761	1.7	6.7	101	664	1.1	4.9	37	417	.4	4.4
SP '00	90	1555	1.0	4.6	169	704	1.8	5.7	107	734	1.1	4.3	93	699	1.0	4.4	50	522	.5	5.0
4-Book	89	1616	1.0	4.6	170	792	1.8	5.7	113	736	1.2	4.7	95	709	1.0	4.6	40	390	.4	4.0
WI '00	98	1792	1.0	5.2	178	845	1.9	5.8	130	856	1.4	6.0	87	712	.9	4.1	56	557	.6	6.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
+WIDI-FM																			
WI '01	6	164	.1	.3	4	52	.1	.1	13	103	.1	.5	10	91	.1	.5	3	27	.3
FA '00	7	126	.1	.4	12	56	.1	.4	13	68	.1	.5	4	56	.2	.4	4	49	.4
SU '00	7	105	.1	.4	11	50	.1	.4	7	55	.1	.3	9	49	.1	.4	2	23	.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	9	149	.1	.5	13	62	.1	.4	10	42	.1	.5	10	74	.1	.5	6	37	.7
WIOA-FM																			
WI '01	125	1862	1.3	6.3	206	973	2.2	6.7	195	897	2.1	7.7	139	851	1.5	6.4	58	522	.6
FA '00	118	1549	1.3	6.1	184	838	1.9	6.2	183	877	1.9	7.7	94	702	1.0	4.7	59	475	.6
SU '00	102	1580	1.1	5.5	155	727	1.7	5.2	163	754	1.7	7.0	105	738	1.1	5.1	55	503	.6
SP '00	69	1353	.7	3.5	103	716	1.1	3.5	90	593	1.0	3.6	67	506	.7	3.2	40	356	.4
4-Book	104	1586	1.1	5.4	162	814	1.7	5.4	158	780	1.7	6.5	101	699	1.1	4.9	53	464	.6
WI '00	57	1215	.6	3.0	103	635	1.1	3.4	71	521	.8	3.3	60	572	.6	2.9	26	302	.3
WIOB-FM																			
WI '01	47	704	.5	2.4	65	383	.7	2.1	80	415	.8	3.2	43	281	.5	2.0	21	216	.2
FA '00	67	750	.7	3.5	87	410	.9	2.9	104	437	1.1	4.4	65	332	.7	3.3	49	278	.5
SU '00	40	600	.4	2.1	45	304	.5	1.5	74	308	.8	3.2	40	213	.4	1.9	16	136	.2
SP '00	53	513	.6	2.7	65	280	.7	2.2	79	346	.8	3.2	60	304	.6	2.9	32	131	.3
4-Book	52	642	.6	2.7	66	344	.7	2.2	84	377	.9	3.5	52	283	.6	2.5	30	190	.3
WI '00	42	573	.4	2.2	62	230	.7	2.0	54	272	.6	2.5	60	336	.6	2.9	14	173	.1
WIOC-FM																			
WI '01	36	451	.4	1.8	46	267	.5	1.5	50	255	.5	2.0	27	183	.3	1.2	32	161	.3
FA '00	41	458	.4	2.1	66	249	.7	2.2	73	299	.8	3.1	35	280	.4	1.8	18	107	.2
SU '00	27	381	.3	1.4	31	160	.3	1.0	28	184	.3	1.2	35	194	.4	1.7	16	132	.2
SP '00	23	340	.2	1.2	34	160	.4	1.2	26	156	.3	1.1	25	156	.3	1.2	18	133	.2
4-Book	32	408	.3	1.6	44	209	.5	1.5	44	224	.5	1.9	31	203	.4	1.5	21	133	.2
WI '00	15	267	.2	.8	24	113	.3	.8	23	115	.2	1.1	13	105	.1	.6	4	55	.4
WISD-AM																			
WI '01	*	43				7											14		
FA '00	6	94	.1	.3	12	40	.1	.4	6	58	.1	.3	10	24	.1	.5			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	13			2	13			**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
WI '01	43	598	.5	2.2	107	428	1.1	3.5	32	243	.3	1.3	57	327	.6	2.6	21	175	.2
FA '00	38	612	.4	2.0	88	358	.9	3.0	34	230	.4	1.4	54	329	.6	2.7	7	109	.1
SU '00	45	603	.5	2.4	118	385	1.3	4.0	43	305	.5	1.8	54	356	.6	2.6	7	86	.1
SP '00	43	682	.5	2.2	105	406	1.1	3.6	48	311	.5	1.9	37	286	.4	1.8	10	87	.1
4-Book	42	624	.5	2.2	105	394	1.1	3.5	39	272	.4	1.6	51	325	.6	2.4	11	114	.1
WI '00	37	563	.4	2.0	101	363	1.1	3.3	31	212	.3	1.4	38	271	.4	1.8	13	112	.1
WKAQ-AM																			
WI '01	35	522	.4	1.8	65	343	.7	2.1	50	259	.5	2.0	44	225	.5	2.0	22	177	.2
FA '00	23	617	.2	1.2	39	322	.4	1.3	15	164	.2	.6	38	235	.4	1.9	16	149	.2
SU '00	57	929	.6	3.1	102	570	1.1	3.5	68	318	.7	2.9	87	371	.9	4.2	37	247	.4
SP '00	37	607	.4	1.9	69	386	.7	2.3	47	237	.5	1.9	46	264	.5	2.2	24	181	.3
4-Book	38	669	.4	2.0	69	405	.7	2.3	45	245	.5	1.9	54	274	.6	2.6	25	189	.3
WI '00	34	686	.4	1.8	53	312	.6	1.7	35	169	.4	1.6	51	265	.5	2.4	27	161	.3
WKAQ-FM																			
WI '01	164	2258	1.7	8.2	174	1060	1.8	5.6	232	1316	2.5	9.2	206	1276	2.2	9.4	66	635	.7
FA '00	153	2416	1.6	7.9	166	988	1.8	5.6	221	1378	2.3	9.3	175	1210	1.9	8.8	66	745	.7
SU '00	133	2287	1.4	7.1	147	1018	1.6	5.0	176	1103	1.9	7.5	149	1101	1.6	7.2	66	654	.7
SP '00	145	2622	1.6	7.4	178	1174	1.9	6.0	210	1509	2.2	8.5	160	1369	1.7	7.6	63	775	.7
4-Book	149	2396	1.6	7.7	166	1060	1.8	5.6	210	1327	2.2	8.6	173	1239	1.9	8.3	65	702	.7
WI '00	128	2388	1.4	6.8	136	1014	1.5	4.5	160	1261	1.7	7.3	147	1143	1.6	7.0	63	665	.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 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
WKJB-AM																				
WI '01	*	2	56	.1	5	33	.1	.2	4	33	.2	.2	2	18	.1	*				
FA '00		3	60	.2	10	37	.1	.3	2	9	.1	.1	2	21	.1			12		
SU '00		1	96	.1	2	29	.1	.1	3	25	.1	.1	1	26			1	18		.1
SP '00		2	55	.1	5	11	.1	.2	4	11	.2	.2	2	11	.1		1	23		.1
4-Book		2	67	.1	6	28	.1	.2	3	20	.2	.2	2	19	.1		1	13		.1
WI '00		1	66	.1	3	38		.1		5			1	12						
WKSA-FM																				
WI '01		9	279	.1	12	85	.1	.4	10	122	.1	.4	10	140	.1	.5	5	69	.1	.5
FA '00		17	352	.2	27	165	.3	.9	22	153	.2	.9	15	127	.2	.8	11	89	.1	1.0
SU '00		15	218	.2	17	141	.2	.6	14	135	.1	.6	3	16		.1	**	**	**	**
SP '00		25	311	.3	37	227	.4	1.3	21	109	.2	.9	5	33	.1	.2	**	**	**	**
4-Book		17	290	.2	23	155	.3	.8	17	130	.2	.7	8	79	.1	.4	**	**	**	**
WI '00		17	200	.2	25	120	.3	.8	9	103	.1	.4	8	27	.1	.4	**	**	**	**
WKVM-AM																				
WI '01			40						1	20								9		
FA '00		4	84	.2	7	22	.1	.2	2	27		.1					4	34		.4
SU '00		2	64	.1	1	24				14							2	14		.2
SP '00		4	127	.2	1	13			1	9			1	13			9	70	.1	.9
4-Book		3	79	.1	2	15		.1	1	18				3			4	32		.4
WI '00		5	137	.1	11	76	.1	.4	4	47	.2	.2	5	49	.1	.2	5	43	.1	.5
WLEO-AM																				
WI '01		3	71	.2	15	71	.2	.5	2	16		.1	1	8						
FA '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		3	43	.2	6	21	.1	.2	3	21		.1	4	33		.2	1	13		.1
SP '00		4	104	.2	15	72	.2	.5	2	44		.1	2	24		.1	1	21		.1
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		14	139	.1	33	96	.4	1.1	10	91	.1	.5	8	35	.1	.4	7	51	.1	.8
WLEY-AM																				
WI '01		4	59	.2	2	30		.1	4	22		.2	1	17			6	20	.1	.5
FA '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		4	69	.2	10	60	.1	.3	5	20	.1	.2	2	34		.1	**	**	**	**
SP '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		2	45	.1	7	34	.1	.2	2	18		.1					14			
WLUZ-AM																				
WI '01		1	42	.1	1	22			1	11			2	11		.1				
FA '00		4	75	.2	10	44	.1	.3	6	22	.1	.3	3	22		.2	3	25		.3
SU '00		1	11	.1	4	11		.1												
SP '00		2	52	.1	10	43	.1	.3	1	28										
4-Book		2	45	.1	6	30	.1	.2	2	15		.1	1	8		.1	1	6		.1
WI '00		1	30	.1	1	17							2	13		.1				
WMEG-FM																				
WI '01		62	1378	.7	87	614	.9	2.8	52	649	.6	2.1	91	815	1.0	4.2	42	548	.4	3.8
FA '00		81	1774	.9	107	813	1.1	3.6	72	815	.8	3.0	102	978	1.1	5.1	47	558	.5	4.4
SU '00		95	1784	1.0	82	670	.9	2.8	87	732	.9	3.7	172	951	1.8	8.3	53	518	.6	6.3
SP '00		122	1913	1.3	115	846	1.2	3.9	139	874	1.5	5.6	167	1012	1.8	7.9	80	624	.9	8.0
4-Book		90	1712	1.0	98	736	1.0	3.3	88	768	1.0	3.6	133	939	1.4	6.4	56	562	.6	5.6
WI '00		84	1391	.9	68	463	.7	2.2	82	542	.9	3.8	167	765	1.8	8.0	47	421	.5	5.1
WNEL-AM																				
WI '01		4	79	.2	13	37	.1	.4					4	25		.2	5	32	.1	.5
FA '00		1	54	.1	1	11			1	12										
SU '00		2	37	.1	8	28	.1	.3									1	9		.1
SP '00		2	84	.1						8			1	17			2	33		.2
4-Book		2	64	.1	6	19	.1	.2		5			1	11		.1	2	19		.2
WI '00		3	39	.2	2	14		.1	5	27	.1	.2	2	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 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
WNK-FM																			
WI '01	11	161	.1	.6	17	83	.2	.5	26	108	.3	1.0	11	75	.1	.5	2	33	.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	8	115	.1	.4	12	49	.1	.4	20	75	.2	.8	11	77	.1	.5	1	18	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	31	486	.3	1.6	39	194	.4	1.3	32	281	.3	1.3	22	176	.2	1.0	33	202	.3
FA '00	13	328	.1	.7	19	182	.2	.6	14	188	.1	.6	7	89	.1	.4	19	126	.2
SU '00	23	343	.2	1.2	34	151	.4	1.2	30	154	.3	1.3	24	166	.3	1.2	14	135	.1
SP '00	37	554	.4	1.9	58	320	.6	2.0	43	258	.5	1.7	30	235	.3	1.4	23	193	.2
4-Book	26	428	.3	1.4	38	212	.4	1.3	30	220	.3	1.2	21	167	.2	1.0	22	164	.2
WI '00	43	402	.5	2.3	63	276	.7	2.1	60	260	.6	2.7	43	214	.5	2.0	22	133	.2
WORO-FM																			
WI '01	36	576	.4	1.8	36	272	.4	1.2	65	330	.7	2.6	40	214	.4	1.8	14	140	.1
FA '00	26	536	.3	1.3	12	158	.1	.4	33	237	.3	1.4	28	160	.3	1.4	16	144	.2
SU '00	45	508	.5	2.4	37	191	.4	1.3	57	274	.6	2.4	42	231	.4	2.0	**	**	**
SP '00	49	702	.5	2.5	47	265	.5	1.6	69	328	.7	2.8	56	309	.6	2.7	16	122	.2
4-Book	39	581	.4	2.0	33	222	.4	1.1	56	292	.6	2.3	42	229	.4	2.0	**	**	**
WI '00	25	544	.3	1.3	40	231	.4	1.3	33	179	.4	1.5	17	171	.2	.8	10	84	.1
WOSO-AM																			
WI '01	2	49	.1	.1	5	37	.1	.2	1	15	.1	.1	2	15	.1	.1	9		
FA '00	3	53	.2	.2	11	53	.1	.4	4	40	.2	.2	3	25	.2	.2			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	109	.1	.3	17	80	.2	.6	5	80	.1	.2	3	38	.1	.1	3	13	.3
WQYE-FM																			
WI '01	23	787	.2	1.2	27	321	.3	.9	31	395	.3	1.2	22	308	.2	1.0	14	127	.1
FA '00	31	820	.3	1.6	49	405	.5	1.6	30	318	.3	1.3	27	263	.3	1.4	15	182	.2
SU '00	37	834	.4	2.0	56	345	.6	1.9	36	399	.4	1.5	28	307	.3	1.4	23	181	.2
SP '00	42	914	.4	2.2	68	474	.7	2.3	44	415	.5	1.8	48	482	.5	2.3	23	235	.2
4-Book	33	839	.3	1.8	50	386	.5	1.7	35	382	.4	1.5	31	340	.3	1.5	19	181	.2
WI '00	40	806	.4	2.1	52	402	.6	1.7	40	358	.4	1.8	39	335	.4	1.9	25	208	.3
WPAB-AM																			
WI '01	8	113	.1	.4	24	56	.3	.8	3	14	.1	.1	9	37	.1	.4	7	88	.1
FA '00	8	85	.1	.4	9	31	.1	.3	6	46	.1	.3	7	34	.1	.4	14	39	.1
SU '00	7	108	.1	.4	23	65	.2	.8	4	54	.2	.2	3	31	.1	.1	6	25	.1
SP '00	8	88	.1	.4	15	47	.2	.5	12	45	.1	.5	6	23	.1	.3	7	41	.1
4-Book	8	99	.1	.4	18	50	.2	.6	6	40	.1	.3	6	31	.1	.3	9	48	.1
WI '00	4	104	.2	.2	3	39	.1	.1	6	56	.1	.3	3	36	.1	.1	4	46	.4
WPRA-AM																			
WI '01	*	3	.4	.2	8	19	.1	.3	4	19	.2	.2	1	11	.1	.1	*	1	.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	2	98	.1	.1	7	63	.1	.2	2	41	.1	.1	1	27	.1	.1	1	21	.1
WPRM-FM																			
WI '01	224	2370	2.4	11.2	582	1798	6.2	18.8	219	1018	2.3	8.7	223	1288	2.4	10.2	100	557	1.1
FA '00	193	2409	2.0	10.0	469	1680	5.0	15.8	156	841	1.7	6.6	219	1203	2.3	11.0	67	408	.7
SU '00	152	2166	1.6	8.2	432	1493	4.6	14.6	126	724	1.3	5.4	180	1089	1.9	8.7	29	304	.3
SP '00	173	2231	1.9	8.9	438	1460	4.7	14.9	153	1000	1.6	6.2	221	1113	2.4	10.5	29	298	.3
4-Book	186	2294	2.0	9.6	480	1608	5.1	16.0	164	896	1.7	6.7	211	1173	2.3	10.1	56	392	.6
WI '00	183	2392	2.0	9.8	529	1705	5.7	17.3	134	859	1.4	6.1	252	1295	2.7	12.0	29	299	.3

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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
WQBS-AM																			
WI '01	1	26	.1	1	10			1	9			1	9			1	7		.1
FA '00	2	60	.1	8	24	.1	.3	1	16			1	19	.1		10			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	4	79	.2	4	30	.1	.1	2	30	.1	.1	5	22	.1	.2	8	63	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	32	382	.3	92	255	1.0	3.0	29	167	.3	1.1	30	149	.3	1.4	9	68	.1	.8
FA '00	22	291	.2	60	232	.6	2.0	14	122	.1	.6	27	97	.3	1.4	5	40	.1	.5
SU '00	27	285	.3	73	236	.8	2.5	21	117	.2	.9	33	114	.4	1.6	6	66	.1	.7
SP '00	18	216	.2	46	171	.5	1.6	21	80	.2	.9	14	87	.1	.7	2	27		.2
4-Book	25	294	.3	68	224	.7	2.3	21	122	.2	.9	26	112	.3	1.3	6	50	.1	.6
WI '00	27	391	.3	84	295	.9	2.7	21	156	.2	1.0	29	178	.3	1.4	6	46	.1	.7
WRRH-FM																			
WI '01	3	70	.2	4	29		.1	4	47		.2	1	23			1	23		.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	11	144	.1	17	105	.2	.6	11	95	.1	.5	5	75	.1	.2	11	55	.1	1.3
SP '00	10	159	.1	10	89	.1	.3	15	100	.2	.6	8	90	.1	.4	9	64	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	* 6	63	.1	16	32	.2	.5	1	22			2	22		.1	* 11	31	.1	1.0
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	2	84	.1	1	8			4	49		.2	1	8						
SP '00	1	29	.1	**	7		**	1	23		**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	5	110	.1	7	37	.1	.2	4	34		.2	3	22		.1	3	27		.3
WSKN-AM																			
WI '01	1	29	.1	**	**	**	**	1	29			2	22		.1	**	**	**	**
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	1	45	.1	1	20			1	12			1	13						
SP '00	2	94	.1	6	54	.1	.2	4	54		.2	**	10			**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	5	125	.1	17	59	.2	.6	7	37	.1	.3	1	13			**	**	**	**
WTPM-FM																			
WI '01	* 4	29	.2	1	14			8	21	.1	.3	3	29		.1	* 1	14		.1
FA '00	4	113	.2	6	38	.1	.2	4	46		.2	4	70		.2	2	21		.2
SU '00	8	132	.1	9	77	.1	.3	18	77	.2	.8	8	44	.1	.4	3	47		.4
SP '00	11	119	.1	5	41	.1	.2	4	39		.2	12	96	.1	.6	14	70	.1	1.4
4-Book	7	98	.1	5	43	.1	.2	9	46	.1	.4	7	60	.1	.3	5	38		.5
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																			
WI '01	55	705	.6	50	306	.5	1.6	69	465	.7	2.7	67	395	.7	3.1	26	186	.3	2.4
FA '00	51	732	.5	40	323	.4	1.3	70	442	.7	3.0	64	469	.7	3.2	38	263	.4	3.6
SU '00	42	673	.4	42	306	.4	1.4	53	348	.6	2.3	53	347	.6	2.6	20	213	.2	2.4
SP '00	45	785	.5	51	394	.5	1.7	71	455	.8	2.9	52	396	.6	2.5	15	253	.2	1.5
4-Book	48	724	.5	46	332	.5	1.5	66	428	.7	2.7	59	402	.7	2.9	25	229	.3	2.5
WI '00	50	733	.5	59	382	.6	1.9	74	392	.8	3.4	57	389	.6	2.7	26	223	.3	2.8
WUNO-AM																			
WI '01	7	174	.1	13	104	.1	.4	12	89	.1	.5	5	44	.1	.2	8	24	.1	.7
FA '00	9	161	.1	17	110	.2	.6	7	49	.1	.3	6	38	.1	.3	6	48	.1	.6
SU '00	5	150	.1	16	94	.2	.5	4	43		.2	4	30		.2	3	27		.4
SP '00	15	209	.2	28	142	.3	1.0	17	100	.2	.7	8	44	.1	.4	18	98	.2	1.8
4-Book	9	174	.1	19	113	.2	.6	10	70	.1	.4	6	39	.1	.3	9	49	.1	.9
WI '00	11	241	.1	39	150	.4	1.3	8	98	.1	.4	6	38	.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 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	
WVJP-FM																				
WI '01	46	661	.5	2.3	69	336	.7	2.2	63	358	.7	2.5	58	353	.6	2.7	16	174	.2	1.5
FA '00	48	656	.5	2.5	51	283	.5	1.7	68	362	.7	2.9	54	409	.6	2.7	28	212	.3	2.6
SU '00	26	628	.3	1.4	27	233	.3	.9	43	379	.5	1.8	25	220	.3	1.2	10	116	.1	1.2
SP '00	32	523	.3	1.6	40	256	.4	1.4	59	335	.6	2.4	33	229	.4	1.6	9	135	.1	.9
4-Book	38	617	.4	2.0	47	277	.5	1.6	58	359	.6	2.4	43	303	.5	2.1	16	159	.2	1.6
WI '00	37	629	.4	2.0	42	250	.4	1.4	40	297	.4	1.8	39	294	.4	1.9	27	208	.3	2.9
WVOZ-FM																				
WI '01	24	617	.3	1.2	15	202	.2	.5	25	280	.3	1.0	34	277	.4	1.6	24	186	.3	2.2
FA '00	23	498	.2	1.2	21	193	.2	.7	27	224	.3	1.1	26	219	.3	1.3	23	202	.2	2.2
SU '00	12	381	.1	.6	6	70	.1	.2	10	138	.1	.4	7	104	.1	.3	8	133	.1	1.0
SP '00	6	238	.1	.3	2	43	.1	.1	4	73	.2	.2	3	45	.1	.1	4	42	.1	.4
4-Book	16	434	.2	.8	11	127	.1	.4	17	179	.2	.7	18	161	.2	.8	15	141	.2	1.5
WI '00	4	133	.2	.2	1	8			4	61	.2	.2	2	32	.1	.1	3	28		.3
WXEV-AM																				
WI '01	* 4	40		.2	5	10	.1	.2	1	10							* 5	10	.1	.5
FA '00	4	50		.2	12	37	.1	.4	2	16		.1	3	24		.2	1	12		.1
SU '00	2	82		.1					4	48		.2	1	12			4	22		.5
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	7	95	.1	.4	9	67	.1	.3	10	59	.1	.5	4	20		.2	1	11		.1
WXYX-FM																				
WI '01	66	1169	.7	3.3	101	571	1.1	3.3	85	599	.9	3.4	98	596	1.0	4.5	30	250	.3	2.7
FA '00	52	1290	.6	2.7	93	591	1.0	3.1	69	491	.7	2.9	64	589	.7	3.2	23	261	.2	2.2
SU '00	55	997	.6	3.0	111	453	1.2	3.8	52	424	.6	2.2	75	419	.8	3.6	19	261	.2	2.3
SP '00	47	1269	.5	2.4	69	523	.7	2.3	55	615	.6	2.2	81	614	.9	3.9	16	230	.2	1.6
4-Book	55	1181	.6	2.9	94	535	1.0	3.1	65	532	.7	2.7	80	555	.9	3.8	22	251	.2	2.2
WI '00	69	1392	.7	3.7	108	577	1.2	3.5	88	706	.9	4.0	96	720	1.0	4.6	21	244	.2	2.3
WYQE-FM																				
WI '01	12	142	.1	.6	23	106	.2	.7	14	75	.1	.6	13	88	.1	.6	8	67	.1	.7
FA '00	3	76		.2	7	28	.1	.2	4	41		.2	3	34		.2	3	40		.3
SU '00	12	158	.1	.6	22	98	.2	.7	13	121	.1	.6	11	65	.1	.5	5	61	.1	.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	87		.2	12	37	.1	.4	2	32		.1	1	6			2	13		.2
WZAR-FM																				
WI '01	87	1082	.9	4.4	77	471	.8	2.5	103	614	1.1	4.1	95	594	1.0	4.3	97	552	1.0	8.8
FA '00	87	1124	.9	4.5	111	497	1.2	3.7	109	560	1.2	4.6	124	664	1.3	6.2	60	506	.6	5.7
SU '00	97	1151	1.0	5.2	115	610	1.2	3.9	151	661	1.6	6.5	107	647	1.1	5.2	68	425	.7	8.1
SP '00	83	1036	.9	4.3	92	407	1.0	3.1	123	522	1.3	5.0	101	562	1.1	4.8	43	380	.5	4.3
4-Book	89	1098	.9	4.6	99	496	1.1	3.3	122	589	1.3	5.1	107	617	1.1	5.1	67	466	.7	6.7
WI '00	72	779	.8	3.8	91	388	1.0	3.0	91	463	1.0	4.2	92	513	1.0	4.4	50	351	.5	5.4
WZMT-FM																				
WI '01	5	142	.1	.3	3	35		.1	7	89	.1	.3	4	42		.2	3	16		.3
FA '00	6	117	.1	.3	7	64	.1	.2	6	36	.1	.3	3	33		.2	1	18		.1
SU '00	9	228	.1	.5	10	52	.1	.3	8	65	.1	.3	9	67	.1	.4	2	34		.2
SP '00	18	181	.2	.9	20	79	.2	.7	20	120	.2	.8	17	154	.2	.8	27	138	.3	2.7
4-Book	10	167	.1	.5	10	58	.1	.3	10	78	.1	.4	8	74	.1	.4	8	52	.1	.8
WI '00	9	202	.1	.5	12	47	.1	.4	11	82	.1	.5	10	43	.1	.5	4	31		.4
WZNT-FM																				
WI '01	48	857	.5	2.4	41	218	.4	1.3	52	287	.6	2.1	49	340	.5	2.2	19	179	.2	1.7
FA '00	59	1005	.6	3.1	67	410	.7	2.3	58	506	.6	2.5	41	303	.4	2.1	39	229	.4	3.7
SU '00	49	887	.5	2.6	56	292	.6	1.9	54	386	.6	2.3	36	331	.4	1.7	18	199	.2	2.2
SP '00	59	957	.6	3.0	55	386	.6	1.9	73	417	.8	3.0	52	383	.6	2.5	31	231	.3	3.1
4-Book	54	927	.6	2.8	55	327	.6	1.9	59	399	.7	2.5	45	339	.5	2.1	27	210	.3	2.7
WI '00	58	1159	.6	3.1	54	406	.6	1.8	79	492	.8	3.6	62	588	.7	3.0	18	278	.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 18-49

Target Listener Trends - Women 18-49

WZOL-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
10	109	.1	.5	11	60	.1	.4	11	30	.1	.4	10	53	.1	.5	11	57	.1	1.0
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '00	1	30	.1					1	12										
SU '00	7	74	.1	6	54	.1	.2	3	31	.1	.1	5	30	.1	.2	12	30	.1	1.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

TOTALS

WI '01	2000	9225	21.2	3097	8422	32.8	2522	7728	26.7	2185	8020	23.1	1100	5530	11.7
FA '00	1933	9088	20.5	2971	8496	31.5	2365	7409	25.1	1985	7585	21.0	1057	5357	11.2
SU '00	1864	9190	20.0	2956	8373	31.7	2336	7468	25.0	2065	7549	22.1	837	5036	9.0
SP '00	1947	9099	20.9	2947	8310	31.6	2466	7612	26.4	2101	7675	22.5	995	5248	10.7
4-Book	1936	9151	20.7	2993	8400	31.9	2422	7554	25.8	2084	7707	22.2	997	5293	10.7
WI '00	1875	9070	20.1	3055	8290	32.7	2182	7233	23.4	2100	7544	22.5	918	5107	9.8

** 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 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	
WABA-AM																				
WI '01	2	39	.1	6	65	.1	.4	3	11	.2	.2	1	15			11	32	.1	.6	
4-Book	4	62	.2	5	63		.3	11	34	.1	.7	5	18	.1	.2	3	8		.2	
VAEL-AM																				
WI '01	1	15			8											4	8		.2	
4-Book	6	86	.1	.2	5	68	.1	.3	16	34	.2	1.0	3	9	.1	2	5		.1	
VAEL-FM																				
WI '01	24	349	.3	.9	25	358	.3	1.6	30	74	.3	2.0	52	170	.6	2.0	19	85	.2	1.1
4-Book	23	342	.3	.9	**	**	**	**	19	52	.2	1.2	36	108	.4	1.4	18	56	.2	1.1
WAPA-AM																				
WI '01	10	120	.1	.4	* 5	57	.1	.3	12	33	.1	.8	6	22	.1	.2	8	24	.1	.5
4-Book	13	179	.1	.5	5	67	.1	.3	13	27	.1	.9	3	13	.1		4	10	.1	.2
WBQ-FM																				
WI '01	46	434	.5	1.8	36	309	.4	2.3	29	94	.3	2.0	42	123	.4	1.6	35	101	.4	2.0
4-Book	28	318	.3	1.1	25	266	.3	1.6	19	73	.2	1.2	40	121	.4	1.6	23	66	.3	1.3
WCAD-FM																				
WI '01	18	342	.2	.7	16	182	.2	1.0	10	53	.1	.7	22	68	.2	.9	27	104	.3	1.5
4-Book	26	448	.3	1.1	18	234	.2	1.1	11	53	.1	.7	28	85	.3	1.1	23	87	.3	1.3
WCMA-FM																				
WI '01	111	962	1.2	4.3	38	459	.4	2.5	46	93	.5	3.1	58	185	.6	2.3	43	125	.5	2.5
4-Book	96	1033	1.0	3.8	50	641	.6	3.2	50	147	.6	3.2	91	285	1.0	3.6	68	183	.7	4.0
WCMN-AM																				
WI '01	5	60	.1	.2	3	54		.2	12	36	.1	.8								
4-Book	9	95	.1	.4	3	50		.2	8	24	.1	.5	6	24	.1	.2	1	5		.1
WCMN-FM																				
WI '01	42	464	.4	1.6	30	281	.3	2.0	44	117	.5	3.0	26	97	.3	1.0	20	57	.2	1.1
4-Book	40	430	.4	1.6	29	289	.3	1.9	37	97	.4	2.4	40	123	.4	1.6	29	79	.3	1.7
WCOM-FM																				
WI '01	30	520	.3	1.2	27	408	.3	1.8	14	41	.1	1.0	51	138	.5	2.0	45	156	.5	2.6
4-Book	45	709	.5	1.9	28	393	.3	1.8	32	103	.3	2.1	55	163	.6	2.1	30	90	.3	1.7
WCTA-FM																				
WI '01	17	200	.2	.7	15	151	.2	1.0	8	26	.1	.5	36	86	.4	1.4	27	42	.3	1.5
4-Book	11	199	.1	.4	20	154	.2	1.3	9	30	.1	.6	35	89	.4	1.4	31	71	.3	1.8
WEGM-FM																				
WI '01	43	379	.5	1.7	30	304	.3	2.0	11	49	.1	.7	45	122	.5	1.8	21	44	.2	1.2
4-Book	24	293	.3	1.0	20	215	.2	1.3	12	40	.1	.8	30	90	.3	1.2	20	63	.2	1.2
WERR-FM																				
WI '01	27	402	.3	1.0	17	223	.2	1.1	11	31	.1	.7	38	82	.4	1.5	16	29	.2	.9
4-Book	22	309	.2	.9	13	191	.1	.9	12	48	.1	.8	23	57	.3	.9	14	39	.2	.8
WFID-FM																				
WI '01	169	1229	1.8	6.5	77	770	.8	5.0	85	225	.9	5.8	155	330	1.6	6.1	92	219	1.0	5.3
4-Book	193	1363	2.1	7.7	90	863	1.0	5.8	91	252	1.0	5.8	178	393	1.9	7.0	110	259	1.2	6.4
WIAC-AM																				
WI '01	9	64	.1	.3	3	43		.2	7	22	.1	.5	3	14		.1				
4-Book	8	81	.1	.3	2	34		.1	6	22	.1	.4	3	13		.1				
WIAC-FM																				
WI '01	131	1370	1.4	5.0	69	806	.7	4.5	67	220	.7	4.6	139	357	1.5	5.5	105	201	1.1	6.0
4-Book	125	1303	1.4	5.0	57	712	.6	3.7	54	168	.6	3.5	108	312	1.2	4.3	86	208	.9	5.0
+WIDI-FM																				
WI '01	9	157	.1	.3	2	50		.1					7	21	.1	.3	8	17	.1	.5
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 - 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
181 142	1540 1283	1.9 1.5	7.0 5.7	71 70	895 797	.8 .8	4.6 4.5	93 78	225 235	1.0 .8	6.3 5.0	118 138	319 371	1.3 1.5	4.6 5.4	66 80	209 223	.7 .9	3.8 4.6
64 69	621 546	.7 .7	2.5 2.8	34 38	382 340	.4 .4	2.2 2.4	38 31	129 80	.4 .3	2.6 2.0	61 72	204 179	.6 .8	2.4 2.8	31 42	81 94	.3 .4	1.8 2.5
42 40	353 327	.4 .4	1.6 1.6	27 24	219 198	.3 .3	1.8 1.5	22 24	49 58	.2 .3	1.5 1.5	67 47	109 107	.7 .5	2.6 1.8	19 26	34 58	.2 .3	1.1 1.6
**	7 **	**	**	* 1 **	23 **		.1 **	**	**	**	**	**	**	**	**	**	**	**	**
63 63	557 562	.7 .7	2.4 2.5	24 27	260 253	.3 .3	1.6 1.8	45 39	111 82	.5 .4	3.1 2.5	46 46	122 113	.5 .5	1.8 1.8	17 32	70 86	.2 .3	1.0 1.9
53 55	492 595	.6 .6	2.0 2.2	10 16	172 253	.1 .2	.7 1.1	45 37	117 113	.5 .4	3.1 2.4	18 22	55 62	.2 .3	.7 .9	13 11	41 36	.1 .1	.7 .6
206 185	1932 1999	2.2 2.0	7.9 7.4	155 141	1350 1380	1.6 1.5	10.1 9.1	135 126	372 373	1.4 1.3	9.2 8.0	337 283	798 728	3.6 3.0	13.2 11.0	186 179	478 460	2.0 1.9	10.7 10.5
4 4	56 47		.2 .2	* 1 1	22 25		.1 .1				.1	6 3	22 16	.1 .1	.2 .1				
11 18	236 235	.1 .2	.4 .8	10 15	129 145	.1 .2	.7 1.0	4 13	19 40		.3 .8	9 28	55 74	.1 .3	.4 1.1	17 8	51 24	.2 .1	1.0 .4
1 1	20 30			1 5	12 41		.1 .3					2	5		.1	4	8	.1	.2
6 **	71 **	.1 **	.2 **	2 **	14 **		.1 **	2 **	6 **		.1 **	3 **	8 **		.1 **	**	**	**	**
3 **	30 **		.1 **	5 **	33 **	.1 **	.3 **	5 **	8 **	.1 **	.3 **	5 **	17 **	.1 **	.2 **	5 **	17 **	.1 **	.3 **
1 3	32 37		.1		10 16							1	8		.1	1	2		
75 105	1140 1384	.8 1.1	2.9 4.2	54 88	730 926	.6 1.0	3.5 5.6	47 61	162 197	.5 .7	3.2 3.9	75 117	209 328	.8 1.3	2.9 4.6	52 95	194 264	.6 1.0	3.0 5.5
5 2	48 29	.1	.2 .1	3 3	37 33		.2 .2	14 8	27 17	.1 .1	1.0 .6	2	2		.1				
18 **	139 **	.2 **	.7 **	5 **	64 **	.1 **	.3 **	3 **	22 **		.2 **	6 **	7 **	.1 **	.2 **	8 **	17 **	.1 **	.5 **
31 29	399 362	.3 .3	1.2 1.2	30 23	293 271	.3 .3	2.0 1.5	33 31	101 92	.3 .3	2.2 2.0	49 34	132 108	.5 .4	1.9 1.3	21 17	45 52	.2 .2	1.2 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 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	
WORD-FM																				
WI '01	48	486	.5	1.8	28	272	.3	1.8	15	58	.2	1.0	29	64	.3	1.1	14	54	.1	.8
4-Book	44	414	.5	1.8	39	343	.4	2.5	22	60	.3	1.4	39	95	.4	1.5	36	76	.4	2.1
WOSO-AM																				
WI '01	3	37	.1	.1	1	21	.1	.1					3	9	.1	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WOYE-FM																				
WI '01	27	651	.3	1.0	22	301	.2	1.4	24	77	.3	1.6	39	108	.4	1.5	29	82	.3	1.7
4-Book	39	700	.4	1.5	34	419	.4	2.2	29	88	.3	1.9	54	168	.6	2.1	30	88	.3	1.7
WPAB-AM																				
WI '01	11	71	.1	.4	2	22	.1	.1	2	14	.1	.1	4	22	.2	.2	7	14	.1	.4
4-Book	10	75	.1	.4	4	31	.2	.2	5	17	.3	.3	5	21	.1	.2	5	10	.1	.3
WPRA-AM																				
WI '01	4	31	.2	.2	2	31	.1	.1	7	19	.1	.5	2	8	.1	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WPRM-FM																				
WI '01	332	2270	3.5	12.8	118	1090	1.3	7.7	110	326	1.2	7.5	203	493	2.2	8.0	140	334	1.5	8.0
4-Book	276	2121	2.9	11.0	113	998	1.2	7.3	140	345	1.5	8.8	178	425	1.9	6.9	120	303	1.3	6.9
WQBS-AM																				
WI '01	1	19	.1	.1		7	.1	.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WRIO-FM																				
WI '01	49	324	.5	1.9	19	144	.2	1.2	20	27	.2	1.4	35	73	.4	1.4	33	82	.3	1.9
4-Book	37	255	.4	1.5	16	148	.2	1.0	22	44	.2	1.4	30	74	.4	1.2	23	50	.2	1.3
WRRH-FM																				
WI '01	3	64	.1	.1	3	63	.2	.2	5	18	.1	.3	9	38	.1	.4	4	11	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSAN-FM																				
WI '01	6	44	.1	.2	* 3	26	.2	.2					13	13	.1	.5	3	13	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSKN-AM																				
WI '01	1	29	.1	.1			.1	.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WTPM-FM																				
WI '01	4	29	.2	.2	* 4	29	.3	.3	6	22	.1	.4	8	22	.1	.3	9	22	.1	.5
4-Book	7	84	.1	.3	8	59	.1	.5	11	27	.1	.7	17	39	.2	.7	9	22	.1	.5
WUQK-FM																				
WI '01	62	628	.7	2.4	63	458	.7	4.1	52	173	.6	3.5	122	263	1.3	4.8	88	193	.9	5.0
4-Book	58	619	.6	2.3	49	419	.5	3.1	37	123	.4	2.3	90	228	1.0	3.5	66	156	.7	3.9
WUNO-AM																				
WI '01	10	151	.1	.4	1	20	.1	.1					4	10	.2	.2	2	10	.1	.1
4-Book	12	151	.1	.5	4	49	.1	.3	3	11	.2	.2	6	18	.1	.2	5	12	.1	.3
WVJP-FM																				
WI '01	63	571	.7	2.4	38	228	.4	2.5	22	76	.2	1.5	65	115	.7	2.6	38	81	.4	2.2
4-Book	50	517	.6	2.0	32	280	.3	2.1	30	103	.3	1.9	55	141	.6	2.2	38	78	.4	2.2
WVOZ-FM																				
WI '01	24	496	.3	.9	24	244	.3	1.6	8	36	.1	.5	29	99	.3	1.1	36	101	.4	2.1
4-Book	15	293	.2	.6	19	213	.2	1.2	9	39	.1	.6	21	74	.2	.8	17	45	.2	1.0
WXEW-AM																				
WI '01	2	10	.1	.1	* 6	40	.1	.4	13	30	.1	.9	3	20	.1	.1	5	10	.1	.3
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

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
WXYX-FM																				
WI '01	94	1002	1.0	3.6	41	437	.4	2.7	33	100	.3	2.2	67	188	.7	2.6	66	140	.7	3.8
4-Book	78	986	.8	3.1	37	468	.4	2.4	23	79	.3	1.5	64	196	.7	2.5	49	114	.5	2.9
WYQE-FM																				
WI '01	16	142	.2	.6	6	60	.1	.4					10	23	.1	.4	3	6		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	92	823	1.0	3.5	70	620	.7	4.6	48	137	.5	3.3	63	195	.7	2.5	92	187	1.0	5.3
4-Book	110	872	1.2	4.4	65	581	.7	4.2	67	192	.7	4.3	99	254	1.1	3.9	70	184	.8	4.1
WZMT-FM																				
WI '01	5	114	.1	.2	7	73	.1	.5	4	7		.3	5	23	.1	.2	6	22	.1	.3
4-Book	10	118	.1	.4	10	101	.1	.7	6	25	.1	.4	16	47	.2	.6	11	33	.1	.7
WZNT-FM																				
WI '01	47	559	.5	1.8	68	468	.7	4.4	29	98	.3	2.0	110	232	1.2	4.3	83	206	.9	4.8
4-Book	53	647	.6	2.1	73	574	.8	4.7	53	142	.6	3.3	105	255	1.1	4.1	88	196	1.0	5.1
WZOL-FM																				
WI '01	11	72	.1	.4	8	72	.1	.5	6	18	.1	.4	10	42	.1	.4	1	24		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	2599	9159	27.5		1534	7832	16.3		1467	3687	15.5		2547	5282	27.0		1744	3933	18.5	
4-Book	2497	9062	26.6		1553	7783	16.6		1570	3963	16.7		2561	5383	27.3		1724	3830	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 - 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
WABA-AM																			
10 5	22 12	.1 .1	.9 .5	5 4	21 13	.1 .1	.5 .4	8 6	30 23	.1 .1	.4 .3	6 3	11 5	.1 .2	.4 .2	6 3	22 8	.1 .1	.6 .3
WAEI-AM																			
3	12		.3	7	20	.1	.7	7	19	.1	.4	3	9		.2				
25 10	72 37	.3 .1	2.3 .9	15 **	49 **	.2 **	1.6 **	29 **	101 **	.3 **	1.6 **	15 **	46 **	.2 **	1.0 **	14 **	50 **	.1 **	1.4 **
WAPA-AM																			
* 3 4	12 14		.3 .3	7	22	.1	.7	4 5	12 17		.2 .3	4 2	12 5		.3 .1	* 5 3	12 13	.1 .1	.5 .3
WBRQ-FM																			
21 18	62 64	.2 .2	2.0 1.7	24 16	58 48	.3 .2	2.6 1.6	58 27	128 96	.6 .3	3.1 1.5	41 33	111 90	.4 .4	2.7 2.3	35 24	78 62	.4 .3	3.5 2.4
WCAD-FM																			
19 25	52 74	.2 .3	1.8 2.2	10 4	32 11	.1 .1	1.1 .4	17 17	81 64	.2 .2	.9 .9	19 23	50 62	.2 .2	1.2 1.6	5 9	13 30	.1 .1	.5 .9
WCMA-FM																			
19 27	75 108	.2 .3	1.8 2.4	34 30	71 92	.4 .3	3.6 3.0	48 56	168 202	.5 .6	2.6 3.1	38 49	131 154	.4 .5	2.5 3.3	21 26	70 101	.2 .3	2.1 2.6
WCMN-AM																			
				11 5	18 9	.1 .1	1.2 .5	2 2	10 8		.1 .1	2	7		.2	3	10		.3
WCMN-FM																			
19 19	82 66	.2 .2	1.8 1.7	35 30	68 70	.4 .3	3.7 3.0	37 36	125 110	.4 .4	2.0 2.0	52 32	129 80	.6 .3	3.4 2.2	15 16	31 41	.2 .2	1.5 1.6
WCOM-FM																			
9 11	53 51	.1 .2	.8 1.0	13 12	45 43	.1 .1	1.4 1.2	21 23	52 82	.2 .3	1.1 1.3	36 24	100 63	.4 .3	2.4 1.7	29 34	91 100	.3 .4	2.9 3.4
WCTA-FM																			
4 17	26 48		.4 1.5	4 8	12 26		.4 .8	9 22	40 51	.1 .3	.5 1.2	15 23	34 52	.2 .2	1.0 1.6	15 10	27 24	.2 .1	1.5 1.0
WEGM-FM																			
24 13	51 36	.3 .2	2.2 1.2	15 13	32 27	.2 .1	1.6 1.3	49 26	125 69	.5 .3	2.7 1.4	46 25	96 54	.5 .3	3.0 1.7	26 23	66 62	.3 .3	2.6 2.3
WERR-FM																			
7 11	32 37	.1 .1	.7 1.0	15 14	64 60	.2 .2	1.6 1.4	32 12	95 44	.3 .1	1.7 .7	6 12	17 35	.1 .2	.4 .8	5 8	8 23	.1 .1	.5 .8
WFID-FM																			
49 77	138 216	.5 .8	4.6 6.9	26 42	94 122	.3 .5	2.8 4.2	66 88	171 228	.7 1.0	3.6 4.8	60 54	126 134	.6 .6	3.9 3.7	78 71	169 181	.8 .8	7.8 7.1
WJAC-AM																			
1	3		.1	6 3	19 11	.1 .1	.6 .3	1	10 3		.1					5 3	11 9	.1 .1	.5 .3
WJAC-FM																			
51 37	172 135	.5 .4	4.8 3.3	36 26	110 86	.4 .3	3.8 2.7	76 61	234 182	.8 .7	4.1 3.3	50 53	119 123	.5 .6	3.3 3.6	21 29	107 111	.2 .3	2.1 3.0
+WIDI-FM																			
3 **	13 **		.3 **	** **	** **		** **	2 **	12 **		.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 18-49

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
68 55	201 161	.7 .6	6.3 4.8	37 38	112 116	.4 .4	3.9 3.8	61 68	184 207	.6 .7	3.3 3.7	47 54	160 148	.5 .6	3.1 3.7	73 46	194 144	.8 .5	7.3 4.5
28 25	92 80	.3 .3	2.6 2.2	21 27	75 84	.2 .3	2.2 2.7	58 51	176 128	.6 .5	3.1 2.7	21 37	82 90	.2 .4	1.4 2.5	12 16	53 57	.1 .2	1.2 1.5
35 23	96 66	.4 .3	3.3 2.1	8 12	26 30	.1 .1	.9 1.2	25 22	48 54	.3 .2	1.4 1.2	17 17	41 45	.2 .2	1.1 1.2	17 17	43 39	.2 .2	1.7 1.7
* **	** **	** **	** **	8 **	23 **	.1 **	.9 **	2 **	8 **		.1 **	** **	** **	** **	** **	* **	** **	** **	** **
12 7	41 25	.1 .1	1.1 .6	23 24	59 62	.2 .2	2.5 2.4	27 38	84 102	.3 .4	1.5 2.1	20 24	58 60	.2 .3	1.3 1.6	5 10	24 36	.1 .1	.5 1.0
3 8	18 34		.3 .7	2 23	10 66		.2 2.3	13 13	38 38	.1 .1	.8 .8	6 10	12 20	.1 .1	.4 .7	2 9	10 28		.2 .9
78 90	234 282	.8 .9	7.3 8.1	58 45	166 165	.6 .5	6.2 4.5	225 193	511 502	2.4 2.1	12.2 10.5	158 140	391 361	1.7 1.5	10.3 9.6	48 60	221 193	.5 .6	4.8 6.0
				1 1	11 3		.1 .1	3 1	11 6		.2 .1					* 1	2 2		.1 .1
15 **	35 **	.2 **	1.4 **	5 9	7 27	.1 .1	.5 .9	13 17	25 42	.1 .2	.7 .9	8 15	15 27	.1 .2	.5 1.0	7 **	7 **	.1 **	.7 **
3	6		.2	4 7	12 23		.4 .7	11	16	.1	.6	6	13	.1	.4	4	6	.1	.4
**	**	**	**	5 **	14 **	.1 **	.5 **	3 **	8 **		.2 **	** **	** **	** **	** **	** **	** **	** **	** **
11 **	24 **	.1 **	1.0 **	5 **	17 **	.1 **	.5 **	** **	** **	** **	** **	2 **	8 **		.1 **	6 **	7 **	.1 **	.6 **
								1	6		.1	1	10 3		.3 .1	1	2		.1
41 78	195 242	.4 .8	3.8 6.9	14 35	86 105	.1 .4	1.5 3.5	45 74	157 230	.5 .8	2.4 4.0	46 70	144 213	.5 .8	3.0 4.8	101 151	295 351	1.1 1.6	10.1 15.2
2 1	10 5		.2 .1	10 4	14 8	.1 .1	1.1 .4	6	11	.1	.3	2	5		.1				
7 **	25 **	.1 **	.7 **	** **	** **	** **	** **	** **	** **	** **	** **	5 **	32 **	.1 **	.3 **	10 **	20 **	.1 **	1.0 **
41 22	86 58	.4 .2	3.8 2.1	19 35	79 109	.2 .4	2.0 3.5	18 14	42 57	.2 .2	1.0 .8	32 15	80 43	.3 .2	2.1 1.0	27 18	66 50	.3 .2	2.7 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

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			
WORD-FM																						
WI '01	16	44	.2	1.5	30	81	.3	3.2	74	167	.8	4.0	40	93	.4	2.6	6	19	.1	.6		
4-Book	**	**	**	**	24	64	.3	2.5	96	190	1.0	5.3	50	106	.5	3.4	**	**	**	**		
WOSO-AM																						
WI '01	**	**	**	**	2	12	.2	**	**	**	**	1	9	.1	**	**	**	**	**			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
WOYE-FM																						
WI '01	10	47	.1	.9	7	30	.1	.7	26	77	.3	1.4	26	57	.3	1.7	17	45	.2	1.7		
4-Book	19	62	.2	1.7	20	53	.2	2.0	41	134	.5	2.2	38	91	.4	2.6	37	97	.4	3.9		
WPAB-AM																						
WI '01	2	4	.1		3	10	.3		5	18	.1	.3	2	5	.1		6	14	.1	.6		
4-Book																	4	13	.1	.4		
WPRA-AM																						
WI '01	3	11	.3		**	**	**	**	5	8	.1	.3	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WPRM-FM																						
WI '01	62	154	.7	5.8	84	153	.9	9.0	154	365	1.6	8.3	131	316	1.4	8.6	55	127	.6	5.5		
4-Book	68	177	.7	5.9	89	188	1.0	9.0	139	334	1.5	7.5	116	287	1.3	7.9	58	139	.6	5.8		
WQBS-AM																						
WI '01	1	7	.1		**	**	**	**	**	**	**	**	**	**	**	**	1	7	.1			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WRIO-FM																						
WI '01	7	7	.1	.7	6	26	.1	.6	21	41	.2	1.1	27	52	.3	1.8	7	17	.1	.7		
4-Book	11	27	.1	1.0	6	21	.1	.6	16	44	.2	.8	17	40	.2	1.2	7	24	.1	.8		
WRRH-FM																						
WI '01	5	13	.1	.5	**	**	**	**	3	14	.2		**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WSAN-FM																						
WI '01	*	**	**	**	*	**	**	**	2	12	.1		**	**	**	**	*	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WSKN-AM																						
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WTPM-FM																						
WI '01	*	3		.3	2	8	.2		4	7	.2		6	13	.1	.4	*	5	13	.1	.5	
4-Book									7	21	.1	.4										
WUQZ-FM																						
WI '01	34	102	.4	3.2	27	67	.3	2.9	71	153	.8	3.8	77	132	.8	5.0	27	101	.3	2.7		
4-Book	34	96	.4	3.0	23	79	.3	2.3	61	157	.7	3.3	53	104	.6	3.6	21	74	.2	2.1		
WUNO-AM																						
WI '01	4	8	.4		8	17	.1	.7	4	13	.1	.2	3	11	.2		2	10		.2		
4-Book													5	10	.3							
WVJP-FM																						
WI '01	28	64	.3	2.6	20	65	.2	2.1	58	107	.6	3.1	58	97	.6	3.8	13	28	.1	1.3		
4-Book	19	62	.2	1.7	14	50	.2	1.4	50	114	.5	2.7	35	61	.4	2.4	13	35	.1	1.3		
WVOZ-FM																						
WI '01	47	91	.5	4.4	4	23	.4		8	46	.1	.4	18	51	.2	1.2	35	82	.4	3.5		
4-Book	47	89	.5	4.3	5	18	.5		14	52	.2	.8	15	46	.2	1.1	16	41	.2	1.6		
WXEW-AM																						
WI '01	*	**	**	**	*	10	10	.1	1.1	6	10	.1	.3	3	10	.2		*	13	20	.1	1.3
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 - Women 18-49

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	
WXYX-FM																				
WI '01	23	122	.2	2.1	18	70	.2	1.9	55	166	.6	3.0	45	129	.5	2.9	23	77	.2	2.3
4-Book	31	109	.3	2.9	17	52	.2	1.7	55	172	.6	3.0	33	88	.4	2.2	18	57	.2	1.8
WYQE-FM																				
WI '01	5	11	.1	.5	4	9	.4		11	35	.1	.6	17	32	.2	1.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	81	209	.9	7.5	21	68	.2	2.2	76	227	.8	4.1	103	254	1.1	6.7	75	156	.8	7.5
4-Book	68	174	.8	6.1	19	59	.2	2.0	64	175	.7	3.5	73	171	.8	5.0	52	122	.6	5.2
WZMT-FM																				
WI '01	12	29	.1	1.1	8	19	.1	.9	19	45	.2	1.0								
4-Book	7	24	.1	.6	10	25	.1	1.0	14	37	.2	.8	11	17	.1	.8	7	21	.1	.7
WZNT-FM																				
WI '01	53	125	.6	4.9	19	60	.2	2.0	109	205	1.2	5.9	88	157	.9	5.8	43	109	.5	4.3
4-Book	46	119	.5	4.2	43	93	.5	4.3	124	265	1.4	6.8	95	168	1.0	6.5	31	86	.3	3.1
WZOL-FM																				
WI '01					3	13	.3		13	13	.1	.7	15	19	.2	1.0	11	30	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	1073	2827	11.4		937	2454	9.9		1847	4021	19.6		1530	3354	16.2		1002	2510	10.6	
4-Book	1122	2892	12.0		993	2596	10.6		1840	4153	19.6		1463	3197	15.6		993	2507	10.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WABA-AM																				
WI '01	3	84	.2	5	30	.1	.2		11			2	20	.1		1	32	.1	.1	
FA '00	6	126	.1	.4	16	78	.2	.7	4	66	.1	.2	1	12	.1	5	47	.1	.7	
SU '00	4	71	.1	.3	6	39	.1	.3	4	39	.1	.2	1	24	.1	3	7		.5	
SP '00	4	60	.1	.3	8	52	.1	.3	3	18		.2				4	11	.1	.6	
4-Book	4	85	.1	.3	9	50	.1	.4	3	34	.1	.2	1	14	.1	3	24	.1	.5	
WI '00	10	80	.1	.7	31	57	.4	1.2	14	47	.2	.8	3	22	.2	1	10		.2	
WAEI-AM																				
WI '01	1	15	.1		8			2	7		.1						7			
FA '00	2	119	.1		4	54	.1	.2	1	18	.1		3	26	.2					
SU '00	8	107	.1	.6	17	37	.2	.7	5	44	.1	.3	9	81	.1	6	48	.1	1.0	
SP '00	8	158	.1	.5	6	48	.1	.3	10	65	.1	.5	9	62	.1	5	36	.1	.7	
4-Book	5	100	.1	.3	7	37	.1	.3	5	34	.1	.3	5	42	.1	3	23	.1	.4	
WI '00	6	78	.1	.4	15	43	.2	.6	8	39	.1	.5	1	21	.1	3	25		.5	
WAEI-FM																				
WI '01	14	282	.2	.9	16	103	.2	.6	25	155	.4	1.2	7	89	.1	4	57	.1	.6	
FA '00	12	277	.2	.8	13	93	.2	.5	24	181	.3	1.3	9	100	.1	6	57		.4	
SU '00	9	290	.1	.6	14	95	.2	.6	17	156	.2	1.0	8	87	.1	5	75		.5	
SP '00	11	234	.2	.7	10	98	.1	.4	21	154	.3	1.1	9	103	.1	6	40	.1	.9	
4-Book	12	271	.2	.8	13	97	.2	.5	22	162	.3	1.2	8	95	.1	5	57	.1	.6	
WI '00	20	292	.3	1.4	27	128	.4	1.1	30	234	.4	1.8	16	116	.2	1.0	73	.1	.9	
WAPA-AM																				
WI '01	*	9	.1	.6	17	85	.2	.7	6	51	.1	.3	8	59	.1	.5	13	48	.2	1.7
FA '00	6	205	.1	.4	20	108	.3	.8	5	65	.1	.3	5	56	.1	.3	2	21		.3
SU '00	10	223	.1	.7	27	144	.4	1.2	4	64	.1	.2	2	50	.1		10	56	.1	1.7
SP '00	8	179	.1	.5	19	108	.3	.8	5	78	.1	.3	13	73	.2	.8	5	45	.1	.7
4-Book	8	182	.1	.6	21	111	.3	.9	5	65	.1	.3	7	60	.1	.4	8	43	.1	1.1
WI '00	19	295	.3	1.4	44	218	.6	1.8	16	168	.2	.9	19	117	.3	1.2	8	47	.1	1.4
WBRQ-FM																				
WI '01	31	343	.4	2.0	37	228	.5	1.5	44	210	.6	2.2	29	244	.4	1.7	15	91	.2	1.9
FA '00	13	221	.2	.9	20	143	.3	.8	16	90	.2	.9	12	101	.2	.8	12	84	.2	1.7
SU '00	12	187	.2	.9	10	99	.1	.4	12	102	.2	.7	18	100	.3	1.2	5	57	.1	.9
SP '00	8	217	.1	.5	8	72	.1	.3	6	93	.1	.3	9	113	.1	.6	7	52	.1	1.0
4-Book	16	242	.2	1.1	19	136	.3	.8	20	124	.3	1.0	17	140	.3	1.1	10	71	.2	1.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
WI '01	12	271	.2	.8	13	124	.2	.5	12	133	.2	.6	17	162	.2	1.0	8	108	.1	1.0
FA '00	9	293	.1	.6	11	163	.2	.5	6	103	.1	.3	8	62	.1	.5	11	57	.2	1.6
SU '00	15	365	.2	1.1	23	193	.3	1.0	26	182	.4	1.5	20	211	.3	1.3	2	63		.3
SP '00	12	381	.2	.8	11	146	.2	.5	12	138	.2	.6	18	191	.3	1.2	5	118	.1	.7
4-Book	12	328	.2	.8	15	157	.2	.6	14	139	.2	.8	16	157	.2	1.0	7	87	.1	.9
WI '00	11	337	.2	.8	17	171	.2	.7	13	87	.2	.8	15	152	.2	1.0	6	64	.1	1.0
WCMA-FM																				
WI '01	69	884	1.0	4.4	85	462	1.2	3.3	113	472	1.6	5.6	109	603	1.5	6.5	33	278	.5	4.3
FA '00	72	1034	1.0	4.9	105	480	1.5	4.4	106	487	1.5	5.7	78	608	1.1	5.2	31	355	.4	4.4
SU '00	38	780	.5	2.7	49	372	.7	2.1	59	437	.8	3.4	46	365	.7	3.1	16	198	.2	2.7
SP '00	62	1050	.9	4.2	97	443	1.4	4.1	83	535	1.2	4.4	71	539	1.0	4.6	25	214	.4	3.7
4-Book	60	937	.9	4.1	84	439	1.2	3.5	90	483	1.3	4.8	76	529	1.1	4.9	26	261	.4	3.8
WI '00	70	1038	1.0	5.0	97	546	1.4	3.9	110	585	1.6	6.5	70	501	1.0	4.6	32	330	.5	5.5
WCMN-AM																				
WI '01	3	81	.2		11	50	.2	.4	3	18		.1								
FA '00	9	142	.1	.6	16	77	.2	.7	16	88	.2	.9	4	58	.1	.3	4	34	.1	.6
SU '00	4	91	.1	.3	15	68	.2	.6	5	41	.1	.3	2	42		.1				
SP '00	5	74	.1	.3	12	38	.2	.5	12	47	.2	.6	1	29		.1		8		
4-Book	5	97	.1	.4	14	58	.2	.6	9	49	.1	.5	2	32		.1		1	11	.2
WI '00	8	123	.1	.6	21	103	.3	.8	10	46	.1	.6	6	44	.1	.4	5	24	.1	.9

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

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

Target Listener Trends

Women 25-49

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
WCMN-FM																				
WI '01	29	357	.4	1.8	31	179	.4	1.2	33	184	.5	1.6	36	199	.5	2.1	23	118	.3	3.0
FA '00	25	317	.4	1.7	39	229	.5	1.6	36	238	.5	1.9	26	207	.4	1.7	14	136	.2	2.0
SU '00	15	362	.2	1.1	23	178	.3	1.0	16	154	.2	.9	19	175	.3	1.3	7	65	.1	1.2
SP '00	19	285	.3	1.3	31	126	.4	1.3	18	116	.3	1.0	19	152	.3	1.2	10	73	.1	1.5
4-Book	22	330	.3	1.5	31	178	.4	1.3	26	173	.4	1.4	25	183	.4	1.6	14	98	.2	1.9
WI '00	18	368	.3	1.3	26	161	.4	1.0	23	139	.3	1.4	14	136	.2	.9	2	48		.3
WCOM-FM																				
WI '01	13	361	.2	.8	32	178	.4	1.3	12	150	.2	.6	8	113	.1	.5	4	93	.1	.5
FA '00	14	441	.2	.9	32	194	.4	1.3	17	168	.2	.9	12	128	.2	.8	4	55	.1	.6
SU '00	21	446	.3	1.5	66	239	.9	2.8	21	202	.3	1.2	9	99	.1	.6	4	38	.1	.7
SP '00	22	670	.3	1.5	58	303	.8	2.4	16	244	.2	.8	14	195	.2	.9	9	72	.1	1.3
4-Book	18	480	.3	1.2	47	229	.6	2.0	17	191	.2	.9	11	134	.2	.7	5	65	.1	.8
WI '00	21	614	.3	1.5	59	338	.8	2.4	27	253	.4	1.6	15	196	.2	1.0	6	103	.1	1.0
WCTA-FM																				
WI '01	12	192	.2	.8	5	56	.1	.2	23	82	.3	1.1	17	110	.2	1.0		23		
FA '00	11	146	.2	.7	2	34		.1	7	69	.1	.4	8	58	.1	.5	9	64	.1	1.3
SU '00	12	237	.2	.9	5	64	.1	.2	12	150	.2	.7	11	101	.2	.7	7	60	.1	1.2
SP '00	5	189	.1	.3	2	48		.1	6	76	.1	.3	6	78	.1	.4	3	34		.4
4-Book	10	191	.2	.7	4	51	.1	.2	12	94	.2	.6	11	87	.2	.7	5	45	.1	.7
WI '00	13	331	.2	.9	8	94	.1	.3	18	119	.3	1.1	8	106	.1	.5	13	97	.2	2.2
WEGM-FM																				
WI '01	22	315	.3	1.4	23	144	.3	.9	31	178	.4	1.5	23	125	.3	1.4	14	81	.2	1.8
FA '00	10	189	.1	.7	18	129	.3	.7	7	73	.1	.4	5	73	.1	.3	5	82	.1	.7
SU '00	6	177	.1	.4	5	52	.1	.2	5	54	.1	.3	11	60	.2	.7	2	47		.3
SP '00	11	159	.2	.7	15	95	.2	.6	16	113	.2	.8	13	120	.2	.8	2	45		.3
4-Book	12	210	.2	.8	15	105	.2	.6	15	105	.2	.8	13	95	.2	.8	6	64	.1	.8
WI '00	7	198	.1	.5	11	77	.2	.4	6	98	.1	.4	6	111	.1	.4	7	65	.1	1.2
VERR-FM																				
WI '01	17	355	.2	1.1	25	154	.4	1.0	26	175	.4	1.3	11	157	.2	.7	9	56	.1	1.2
FA '00	9	200	.1	.6	8	71	.1	.3	12	97	.2	.6	8	67	.1	.5	9	51	.1	1.3
SU '00	13	276	.2	.9	18	134	.3	.8	23	153	.3	1.3	7	92	.1	.5	7	76	.1	1.2
SP '00	19	427	.3	1.3	51	255	.7	2.1	25	210	.4	1.3	11	161	.2	.7	3	63		.4
4-Book	15	315	.2	1.0	26	154	.4	1.1	22	159	.3	1.1	9	119	.2	.6	7	62	.1	1.0
WI '00	16	284	.2	1.1	30	198	.4	1.2	22	147	.3	1.3	11	67	.2	.7	9	103	.1	1.6
WFID-FM																				
WI '01	100	1191	1.4	6.4	155	701	2.2	6.1	150	653	2.1	7.4	118	634	1.7	7.0	51	368	.7	6.6
FA '00	91	1197	1.3	6.1	117	539	1.6	4.9	138	562	1.9	7.4	95	584	1.3	6.4	47	407	.7	6.7
SU '00	126	1287	1.8	9.0	171	743	2.4	7.3	199	691	2.8	11.3	172	799	2.5	11.6	47	362	.7	8.0
SP '00	115	1284	1.6	7.8	158	607	2.3	6.6	177	724	2.5	9.4	153	733	2.2	9.8	65	579	.9	9.7
4-Book	108	1240	1.5	7.3	150	648	2.1	6.2	166	658	2.3	8.9	135	688	1.9	8.7	53	429	.8	7.8
WI '00	136	1349	1.9	9.7	188	784	2.7	7.6	213	708	3.0	12.6	178	809	2.5	11.6	71	459	1.0	12.3
WJAC-AM																				
WI '01	6	97	.1	.4	11	38	.2	.4	9	40	.1	.4	8	42	.1	.5	1	16		.1
FA '00	3	51		.2	10	41	.1	.4	2	10		.1	1	10		.1	3	23		.4
SU '00	7	132	.1	.5	23	71	.3	1.0	11	64	.2	.6	3	17		.2	2	21		.3
SP '00	4	102	.1	.3	16	77	.2	.7	5	45	.1	.3	1	14		.1	1	19		.1
4-Book	5	96	.1	.4	15	57	.2	.6	7	40	.1	.4	3	21		.2	2	20		.2
WI '00	2	79		.1	2	36		.1	1	24		.1	6	33	.1	.4	1	21		.2
WJAC-FM																				
WI '01	81	1295	1.1	5.2	164	737	2.3	6.4	109	620	1.5	5.4	94	600	1.3	5.6	27	224	.4	3.5
FA '00	54	1070	.8	3.6	136	612	1.9	5.7	51	479	.7	2.7	60	561	.8	4.0	16	199	.2	2.3
SU '00	69	1359	1.0	4.9	131	622	1.9	5.6	96	583	1.4	5.5	69	501	1.0	4.6	21	225	.3	3.6
SP '00	71	1136	1.0	4.8	160	591	2.3	6.7	80	506	1.1	4.2	61	509	.9	3.9	32	373	.5	4.8
4-Book	69	1215	1.0	4.6	148	641	2.1	6.1	84	547	1.2	4.5	71	543	1.0	4.5	24	255	.4	3.6
WI '00	79	1357	1.1	5.6	161	680	2.3	6.5	99	610	1.4	5.8	70	536	1.0	4.6	37	366	.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

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
+WIDI-FM																			
WI '01	6	134	.1	.4	4	34	.1	.2	13	103	.2	.6	9	78	.1	.5	2	15	.3
FA '00	7	111	.1	.5	12	56	.2	.5	13	54	.2	.7	3	46	.2	.2	2	40	.3
SU '00	6	89	.1	.4	9	43	.1	.4	7	45	.1	.4	8	42	.1	.5	2	17	.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	9	145	.1	.6	13	62	.2	.5	10	38	.1	.6	10	74	.1	.7	6	37	1.0
WIOA-FM																			
WI '01	107	1447	1.5	6.8	182	815	2.6	7.2	168	728	2.4	8.3	123	726	1.7	7.3	45	403	.6
FA '00	106	1284	1.5	7.2	167	734	2.3	6.9	175	789	2.5	9.4	87	622	1.2	5.8	47	352	.7
SU '00	95	1387	1.4	6.8	145	633	2.1	6.2	147	689	2.1	8.4	98	681	1.4	6.6	51	452	.7
SP '00	59	1113	.8	4.0	91	603	1.3	3.8	84	522	1.2	4.4	55	415	.8	3.5	27	278	.4
4-Book	92	1308	1.3	6.2	146	696	2.1	6.0	144	682	2.1	7.6	91	611	1.3	5.8	43	371	.6
WI '00	49	954	.7	3.5	94	548	1.3	3.8	62	398	.9	3.7	52	462	.7	3.4	23	240	.3
WIOB-FM																			
WI '01	39	508	.5	2.5	54	295	.8	2.1	71	307	1.0	3.5	38	203	.5	2.3	17	158	.2
FA '00	52	530	.7	3.5	76	320	1.1	3.2	82	294	1.2	4.4	46	219	.6	3.1	32	185	.4
SU '00	33	412	.5	2.4	37	229	.5	1.6	56	238	.8	3.2	38	167	.5	2.6	12	114	.2
SP '00	39	402	.6	2.6	49	203	.7	2.1	56	259	.8	3.0	41	228	.6	2.6	17	77	.2
4-Book	41	463	.6	2.8	54	262	.8	2.3	66	275	1.0	3.5	41	204	.6	2.7	20	134	.3
WI '00	29	447	.4	2.1	40	170	.6	1.6	39	221	.6	2.3	48	290	.7	3.1	6	106	.1
WIOC-FM																			
WI '01	29	354	.4	1.8	40	230	.6	1.6	42	211	.6	2.1	23	143	.3	1.4	25	117	.4
FA '00	34	332	.5	2.3	59	183	.8	2.5	67	250	.9	3.6	32	231	.4	2.1	6	61	.1
SU '00	26	305	.4	1.9	30	146	.4	1.3	26	157	.4	1.5	33	181	.5	2.2	15	119	.2
SP '00	18	264	.3	1.2	26	124	.4	1.1	20	113	.3	1.1	17	123	.2	1.1	15	105	.2
4-Book	27	314	.4	1.8	39	171	.6	1.6	39	183	.6	2.1	26	170	.4	1.7	15	101	.2
WI '00	14	213	.2	1.0	23	95	.3	.9	22	97	.3	1.3	10	59	.1	.7	3	48	.5
WISO-AM																			
WI '01	*	43			12	7			6	58	.1	.3	10	24	.1	.7	*	14	
FA '00	6	94	.1	.4	40	.2	.5	6	58	.1	.3	10	24	.1	.7	*	14		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
WI '01	34	467	.5	2.2	88	342	1.2	3.5	27	198	.4	1.3	47	272	.7	2.8	13	125	.2
FA '00	32	446	.4	2.2	74	268	1.0	3.1	31	176	.4	1.7	45	275	.6	3.0	5	89	.1
SU '00	31	475	.4	2.2	85	291	1.2	3.6	26	236	.4	1.5	33	242	.5	2.2	6	64	.1
SP '00	37	462	.5	2.5	83	272	1.2	3.5	45	252	.6	2.4	34	231	.5	2.2	9	60	.1
4-Book	34	463	.5	2.3	83	293	1.2	3.4	32	216	.5	1.7	40	255	.6	2.6	8	85	.1
WI '00	27	436	.4	1.9	77	275	1.1	3.1	27	182	.4	1.6	28	215	.4	1.8	9	65	.1
WKAQ-AM																			
WI '01	31	440	.4	2.0	61	289	.9	2.4	43	212	.6	2.1	37	199	.5	2.2	20	171	.3
FA '00	22	584	.3	1.5	35	290	.5	1.5	13	146	.2	.7	38	235	.5	2.6	16	149	.2
SU '00	52	832	.7	3.7	92	488	1.3	3.9	53	293	.8	3.0	81	330	1.2	5.5	37	247	.5
SP '00	36	542	.5	2.4	67	356	1.0	2.8	46	227	.7	2.4	44	229	.6	2.8	24	181	.3
4-Book	35	600	.5	2.4	64	356	.9	2.7	39	220	.6	2.1	50	248	.7	3.3	24	187	.3
WI '00	33	638	.5	2.4	50	288	.7	2.0	34	145	.5	2.0	50	252	.7	3.3	26	152	.4
WKAQ-FM																			
WI '01	105	1408	1.5	6.7	125	657	1.8	4.9	152	816	2.1	7.5	137	816	1.9	8.1	28	379	.4
FA '00	106	1638	1.5	7.2	123	684	1.7	5.1	168	928	2.4	9.0	116	781	1.6	7.8	36	445	.5
SU '00	76	1403	1.1	5.4	85	637	1.2	3.6	101	653	1.4	5.8	96	675	1.4	6.5	23	290	.3
SP '00	89	1662	1.3	6.0	122	717	1.7	5.1	135	888	1.9	7.1	97	834	1.4	6.2	26	401	.4
4-Book	94	1528	1.4	6.3	114	674	1.6	4.7	139	821	2.0	7.4	112	777	1.6	7.2	28	379	.4
WI '00	82	1590	1.2	5.9	88	619	1.3	3.5	114	778	1.6	6.7	99	757	1.4	6.4	28	385	.4

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 25-49

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
WKJB-AM																				
WI '01	*	2	56	.1	5	33	.1	.2	4	33	.1	.2	2	18	.1	*				
FA '00		2	48	.1	7	25	.1	.3	2	9	.1	.1	2	21	.1		12			
SU '00		1	85	.1	2	29	.1	.1	1	15	.1	.1	1	15	.1		7			
SP '00		2	43	.1	5	11	.1	.2	4	11	.1	.2	2	11	.1		23			.1
4-Book		2	58	.1	5	25	.1	.2	3	17	.1	.2	2	16	.1		11			
WI '00		1	61	.1	2	34	.1	.1		5			1	12	.1					
WKSA-FM																				
WI '01		7	233	.1	10	66	.1	.4	8	97	.1	.4	7	104	.1	.4	3	52	.1	.4
FA '00		13	257	.2	20	113	.3	.8	17	117	.2	.9	12	109	.2	.8	9	62	.1	1.3
SU '00		9	132	.1	13	98	.2	.6	10	85	.1	.6					**	**	**	**
SP '00		22	244	.3	31	180	.4	1.3	20	102	.3	1.1	5	33	.1	.3	**	**	**	**
4-Book		13	217	.2	19	114	.3	.8	14	100	.2	.8	6	62	.1	.4	**	**	**	**
WI '00		15	160	.2	25	105	.4	1.0	8	82	.1	.5	3	13	.2		**	**	**	**
WKVM-AM																				
WI '01			21						1	9										
FA '00		3	73	.2	7	22	.1	.3	2	27	.1						4	34	.1	.6
SU '00		2	64	.1	1	24				14							2	14		.3
SP '00		4	121	.1	1	13			1	9	.1		1	13	.1		9	70	.1	1.3
4-Book		2	70	.2	2	15	.1	.1	1	15	.1	.1		3			4	30	.1	.6
WI '00		5	123	.1	11	76	.2	.4	4	47	.1	.2	5	49	.1	.3	3	29		.5
WLEO-AM																				
WI '01		3	63	.2	14	63	.2	.6	2	16	.1	.1	1	8	.1					
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		3	43	.2	6	21	.1	.3	3	21	.2	.2	4	33	.1	.3	1	13		.2
SP '00		4	92	.1	13	60	.2	.5	1	32	.1	.1	1	12	.1		1	21		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		14	139	.2	33	96	.5	1.3	10	91	.1	.6	8	35	.1	.5	7	51	.1	1.2
WLEY-AM																				
WI '01		4	59	.1	2	30	.1	.1	4	22	.1	.2	1	17	.1		6	20	.1	.8
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		2	51	.1	8	51	.1	.3	2	11	.1	.1	1	25	.1					
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		2	34	.1	7	34	.1	.3		8								14		
WLWZ-AM																				
WI '01			20		1	10														
FA '00		4	65	.1	10	44	.1	.4	5	12	.1	.3	2	12	.1		3	25		.4
SU '00		1	11	.1	4	11	.1	.2												
SP '00		2	52	.1	10	43	.1	.4	1	28	.1	.1								
4-Book		2	37	.1	6	27	.1	.3	2	10	.1	.1	1	3			1	6		.1
WI '00		1	13	.1									2	13	.1					
WMEG-FM																				
WI '01		28	721	.4	41	330	.6	1.6	24	301	.3	1.2	32	358	.4	1.9	20	288	.3	2.6
FA '00		41	1083	.6	60	478	.8	2.5	30	436	.4	1.6	51	562	.7	3.4	22	274	.3	3.1
SU '00		43	903	.6	46	364	.7	2.0	30	338	.4	1.7	56	455	.8	3.8	30	224	.4	5.1
SP '00		54	1079	.8	63	524	.9	2.6	62	424	.9	3.3	78	590	1.1	5.0	20	309	.3	3.0
4-Book		42	947	.6	53	424	.8	2.2	37	375	.5	2.0	54	491	.8	3.5	23	274	.3	3.5
WI '00		32	724	.5	35	215	.5	1.4	34	230	.5	2.0	57	352	.8	3.7	13	146	.2	2.2
WNEL-AM																				
WI '01		4	57	.1	13	37	.2	.5					1	14	.1		2	10		.3
FA '00		1	54	.1	1	11			1	12		.1					1	9		.2
SU '00		2	37	.1	8	28	.1	.3										33		.3
SP '00		2	84	.1						8			1	17	.1		2			
4-Book		2	58	.2	6	19	.1	.2		5			1	8	.1		1	13		.2
WI '00		3	39	.2	2	14		.1	5	27	.1	.3	2	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 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	
WNIK-FM																				
WI '01	7	117	.1	.4	12	62	.2	.5	17	64	.2	.8	3	54	.2	.1	20	.1	.1	
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	8	71	.1	.5	11	28	.2	.5	19	53	.3	1.0	11	71	.2	.7	12	.7	.7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WNRT-FM																				
WI '01	27	419	.4	1.7	34	153	.5	1.3	28	240	.4	1.4	22	166	.3	1.3	25	166	.4	3.2
FA '00	8	203	.1	.5	12	120	.2	.5	9	136	.1	.5	4	51	.1	.3	12	60	.2	1.7
SU '00	22	285	.3	1.6	34	151	.5	1.4	29	123	.4	1.7	23	138	.3	1.5	14	135	.2	2.4
SP '00	31	500	.4	2.1	53	301	.8	2.2	37	229	.5	2.0	24	191	.3	1.5	17	139	.2	2.5
4-Book	22	352	.3	1.5	33	181	.5	1.4	26	182	.4	1.4	18	137	.3	1.2	17	125	.3	2.5
WI '00	39	335	.6	2.8	60	208	.9	2.4	54	209	.8	3.2	39	146	.6	2.5	21	121	.3	3.6
WORO-FM																				
WI '01	33	537	.5	2.1	36	272	.5	1.4	60	312	.8	2.9	30	183	.4	1.8	13	130	.2	1.7
FA '00	26	536	.4	1.8	12	158	.2	.5	33	237	.5	1.8	28	160	.4	1.9	16	144	.2	2.3
SU '00	38	447	.5	2.7	33	162	.5	1.4	50	245	.7	2.9	32	202	.5	2.2	**	**	**	**
SP '00	42	604	.6	2.8	42	231	.6	1.8	58	285	.8	3.1	46	267	.7	3.0	13	75	.2	1.9
4-Book	35	531	.5	2.4	31	206	.5	1.3	50	270	.7	2.7	34	203	.5	2.2	**	**	**	**
WI '00	25	533	.4	1.8	40	231	.6	1.6	33	179	.5	1.9	17	171	.2	1.1	10	84	.1	1.7
WOSO-AM																				
WI '01	1	40	.1	.1	4	28	.1	.2	7	7	.1	.2	2	7	.1	.1				
FA '00	3	53	.2	.2	11	53	.2	.5	4	40	.1	.2	3	25	.2	.2				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	109	.1	.4	17	80	.2	.7	5	80	.1	.3	3	38	.2	.2	3	13	.5	.5
WOYE-FM																				
WI '01	15	460	.2	1.0	21	227	.3	.8	17	186	.2	.8	11	150	.2	.7	10	78	.1	1.3
FA '00	21	501	.3	1.4	34	273	.5	1.4	19	159	.3	1.0	16	151	.2	1.1	8	96	.1	1.1
SU '00	17	471	.2	1.2	28	193	.4	1.2	21	239	.3	1.2	14	180	.2	.9	8	92	.1	1.4
SP '00	24	555	.3	1.6	38	286	.5	1.6	30	241	.4	1.6	28	294	.4	1.8	11	112	.2	1.6
4-Book	19	497	.3	1.3	30	245	.4	1.3	22	206	.3	1.2	17	194	.3	1.1	9	95	.1	1.4
WI '00	20	500	.3	1.4	20	232	.3	.8	26	208	.4	1.5	30	208	.4	2.0	8	83	.1	1.4
WPAB-AM																				
WI '01	8	113	.1	.5	24	56	.3	.9	3	14	.1	.1	9	37	.1	.5	7	88	.1	.9
FA '00	8	85	.1	.5	9	31	.1	.4	6	46	.1	.3	7	34	.1	.5	14	39	.2	2.0
SU '00	7	108	.1	.5	23	65	.3	1.0	4	54	.1	.2	3	31	.2	.2	6	25	.1	1.0
SP '00	8	83	.1	.5	15	42	.2	.6	12	45	.2	.6	6	23	.1	.4	7	41	.1	1.0
4-Book	8	97	.1	.5	18	49	.2	.7	6	40	.1	.3	6	31	.1	.4	9	48	.1	1.2
WI '00	4	104	.1	.3	3	39	.1	.1	6	56	.1	.4	3	36	.2	.2	4	46	.1	.7
WPRA-AM																				
WI '01	* 3	41	.2	.2	8	19	.1	.3	4	19	.1	.2	1	11	.1	.1	* 1	22	.1	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	2	98	.1	.1	7	63	.1	.3	2	41	.1	.1	1	27	.1	.1	1	21	.2	.2
WPRM-FM																				
WI '01	188	1858	2.6	12.0	477	1439	6.7	18.8	198	829	2.8	9.7	188	1026	2.6	11.2	79	455	1.1	10.2
FA '00	161	1964	2.3	10.9	392	1299	5.5	16.3	134	650	1.9	7.2	191	1028	2.7	12.8	49	309	.7	7.0
SU '00	123	1633	1.8	8.8	344	1116	4.9	14.7	113	577	1.6	6.4	134	806	1.9	9.0	25	246	.4	4.3
SP '00	142	1608	2.0	9.6	346	1080	4.9	14.5	127	716	1.8	6.7	190	893	2.7	12.2	22	206	.3	3.3
4-Book	154	1766	2.2	10.3	390	1234	5.5	16.1	143	693	2.0	7.5	176	938	2.5	11.3	44	304	.6	6.2
WI '00	144	1852	2.1	10.3	430	1307	6.1	17.3	106	651	1.5	6.3	194	1006	2.8	12.6	17	227	.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 25-49

	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	
WQBS-AM																					
WI '01	1	26		.1	1	10			1	9			1	9		.1	1	7		.1	
FA '00	2	60		.1	8	24	.1	.3	1	16		.1	1	19		.1		10			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	3	71		.2	4	22	.1	.2	1	22		.1	5	22	.1	.3	7	54	.1	1.0	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WRIO-FM																					
WI '01	23	243	.3	1.5	74	166	1.0	2.9	20	103	.3	1.0	19	101	.3	1.1	3	39		.4	
FA '00	13	167	.2	.9	46	128	.6	1.9	9	56	.1	.5	13	53	.2	.9		9			
SU '00	26	272	.4	1.9	70	223	1.0	3.0	21	117	.3	1.2	33	114	.5	2.2	6	66	.1	1.0	
SP '00	16	171	.2	1.1	46	163	.7	1.9	18	67	.3	1.0	11	62	.2	.7	1	22		.1	
4-Book	20	213	.3	1.4	59	170	.8	2.4	17	86	.3	.9	19	83	.3	1.2	3	34		.4	
WI '00	20	289	.3	1.4	67	237	1.0	2.7	16	136	.2	.9	21	117	.3	1.4	5	37	.1	.9	
WRRH-FM																					
WI '01	2	53		.1	4	29	.1	.2	4	47	.1	.2		12			1	23		.1	
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00	8	88	.1	.6	9	64	.1	.4	6	54	.1	.3	5	64	.1	.3	11	55	.2	1.9	
SP '00	7	109	.1	.5	9	60	.1	.4	13	77	.2	.7	5	60	.1	.3	3	27		.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WSAN-FM																					
WI '01	* 4	28	.1	.3	10	21	.1	.4		**	**	**	**	**	**	**	*	10	20	.1	1.3
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00	2	70		.1	1	8			3	34		.2		8							
SP '00	1	29		.1		7			1	23		.1	1	16		.1	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	5	110	.1	.4	7	37	.1	.3	4	34	.1	.2	3	22		.2	3	27		.5	
WSKN-AM																					
WI '01	1	29		.1		**	**	**	1	29			2	22		.1		**	**	**	
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '00	1	45		.1	1	20			1	12		.1	1	13		.1		**	**	**	
SP '00	2	94		.1	6	54	.1	.3	4	54	.1	.2		10				**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	5	125	.1	.4	17	59	.2	.7	7	37	.1	.4	1	13		.1		**	**	**	
WTPM-FM																					
WI '01	* 4	29	.1	.3	1	14			8	21	.1	.4	3	29		.2	*	1	14	.1	
FA '00	4	107	.1	.3	5	32	.1	.2	4	46	.1	.2	4	70	.1	.3	2	21		.3	
SU '00	8	117	.1	.6	8	62	.1	.3	18	77	.3	1.0	8	44	.1	.5	3	47		.5	
SP '00	10	88	.1	.7	5	37	.1	.2	3	35		.2	11	81	.2	.7	13	55	.2	1.9	
4-Book	7	85	.1	.5	5	36	.1	.2	8	45	.1	.5	7	56	.1	.4	5	34	.1	.7	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WUQD-FM																					
WI '01	35	439	.5	2.2	38	221	.5	1.5	44	269	.6	2.2	42	241	.6	2.5	8	90	.1	1.0	
FA '00	36	439	.5	2.4	27	200	.4	1.1	53	267	.7	2.8	48	309	.7	3.2	20	136	.3	2.8	
SU '00	22	401	.3	1.6	28	165	.4	1.2	26	192	.4	1.5	21	173	.3	1.4	11	119	.2	1.9	
SP '00	34	523	.5	2.3	40	254	.6	1.7	59	301	.8	3.1	39	252	.6	2.5	10	172	.1	1.5	
4-Book	32	451	.5	2.1	33	210	.5	1.4	46	257	.6	2.4	38	244	.6	2.4	12	129	.2	1.8	
WI '00	34	463	.5	2.4	47	245	.7	1.9	62	251	.9	3.7	37	215	.5	2.4	6	88	.1	1.0	
WUNO-AM																					
WI '01	7	151	.1	.4	13	104	.2	.5	11	78	.2	.5	5	44	.1	.3	8	24	.1	1.0	
FA '00	9	161	.1	.6	17	110	.2	.7	7	49	.1	.4	6	38	.1	.4	6	48	.1	.9	
SU '00	4	135	.1	.3	16	94	.2	.7	4	43	.1	.2	2	14		.1	2	11		.3	
SP '00	14	190	.2	.9	23	133	.3	1.0	17	90	.2	.9	8	44	.1	.5	18	98	.3	2.7	
4-Book	9	159	.1	.6	17	110	.2	.7	10	65	.2	.5	5	35	.1	.3	9	45	.1	1.2	
WI '00	10	208	.1	.7	32	132	.5	1.3	7	81	.1	.4	6	22	.1	.4					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	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
WVJP-FM																				
WI '01	40	482	.6	2.6	59	263	.8	2.3	49	243	.7	2.4	51	266	.7	3.0	14	138	.2	1.8
FA '00	41	499	.6	2.8	43	209	.6	1.8	64	307	.9	3.4	50	357	.7	3.4	21	148	.3	3.0
SU '00	25	581	.4	1.8	25	225	.4	1.1	42	361	.6	2.4	25	220	.4	1.7	8	101	.1	1.4
SP '00	24	390	.3	1.6	30	191	.4	1.3	41	250	.6	2.2	25	176	.4	1.6	7	102	.1	1.0
4-Book	33	488	.5	2.2	39	222	.6	1.6	49	290	.7	2.6	38	255	.6	2.4	13	122	.2	1.8
WI '00	28	440	.4	2.0	37	207	.5	1.5	36	251	.5	2.1	33	217	.5	2.1	10	85	.1	1.7
WVOZ-FM																				
WI '01	11	307	.2	.7	8	100	.1	.3	9	87	.1	.4	19	158	.3	1.1	8	89	.1	1.0
FA '00	7	250	.1	.5	5	88	.1	.2	11	97	.2	.6	6	93	.1	.4	8	76	.1	1.1
SU '00	6	183	.1	.4	5	44	.1	.2	6	67	.1	.3	5	59	.1	.3	2	37	.1	.3
SP '00	3	152	.2	.2	2	32	.1	.1	2	48	.1	.1	1	6	.1	.1	2	18	.1	.3
4-Book	7	223	.1	.5	5	66	.1	.2	7	75	.1	.4	8	79	.1	.5	5	55	.1	.7
WI '00	2	91	.1	.1	1	8			3	52		.2	1	23		.1	1	10		.2
WXEW-AM																				
WI '01	* 4	40	.1	.3	5	10	.1	.2	1	10							* 5	10	.1	.6
FA '00	3	41		.2	10	29	.1	.4	2	16		.1	2	16		.1	1	12		.1
SU '00	2	82		.1					4	48	.1	.2	1	12		.1	4	22	.1	.7
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	7	95	.1	.5	9	67	.1	.4	10	59	.1	.6	4	20	.1	.3	1	11		.2
WXYX-FM																				
WI '01	35	705	.5	2.2	66	365	.9	2.6	38	304	.5	1.9	51	326	.7	3.0	14	124	.2	1.8
FA '00	34	827	.5	2.3	73	409	1.0	3.0	43	263	.6	2.3	32	326	.4	2.1	9	122	.1	1.3
SU '00	38	571	.5	2.7	83	280	1.2	3.5	37	238	.5	2.1	52	223	.7	3.5	8	104	.1	1.4
SP '00	26	712	.4	1.8	42	314	.6	1.8	31	339	.4	1.6	41	327	.6	2.6	5	119	.1	.7
4-Book	33	704	.5	2.3	66	342	.9	2.7	37	286	.5	2.0	44	301	.6	2.8	9	117	.1	1.3
WI '00	40	778	.6	2.9	78	391	1.1	3.1	51	328	.7	3.0	56	410	.8	3.6	8	109	.1	1.4
WYQE-FM																				
WI '01	8	99	.1	.5	21	80	.3	.8	8	50	.1	.4	4	54	.1	.2	2	33		.3
FA '00	3	66		.2	7	28	.1	.3	4	41	.1	.2	3	34		.2	2	30		.3
SU '00	6	120	.1	.4	12	60	.2	.5	11	104	.2	.6	5	55	.1	.3	1	34		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	4	64	.1	.3	12	37	.2	.5	2	32		.1	1	6		.1	2	13		.3
WZAR-FM																				
WI '01	65	749	.9	4.1	61	358	.9	2.4	84	452	1.2	4.1	71	433	1.0	4.2	60	354	.8	7.8
FA '00	70	805	1.0	4.7	98	380	1.4	4.1	89	427	1.2	4.8	97	480	1.4	6.5	39	349	.5	5.5
SU '00	68	872	1.0	4.9	89	482	1.3	3.8	116	539	1.7	6.6	74	480	1.1	5.0	38	283	.5	6.5
SP '00	64	736	.9	4.3	77	339	1.1	3.2	96	386	1.4	5.1	81	435	1.2	5.2	21	228	.3	3.1
4-Book	67	791	1.0	4.5	81	390	1.2	3.4	96	451	1.4	5.2	81	457	1.2	5.2	40	304	.5	5.7
WI '00	44	513	.6	3.1	64	274	.9	2.6	55	279	.8	3.2	61	340	.9	4.0	25	203	.4	4.3
WZMT-FM																				
WI '01	5	125	.1	.3	2	18		.1	7	80	.1	.3	4	42	.1	.2	2	7		.3
FA '00	3	52		.2	4	36	.1	.2	3	8		.2	1	8		.1				
SU '00	8	151	.1	.6	10	52	.1	.4	7	40	.1	.4	8	54	.1	.5	1	21		.2
SP '00	16	157	.2	1.1	18	62	.3	.8	19	102	.3	1.0	15	130	.2	1.0	24	114	.3	3.6
4-Book	8	121	.1	.6	9	42	.1	.4	9	58	.1	.5	7	59	.1	.5	7	36	.1	1.0
WI '00	8	155	.1	.6	12	47	.2	.5	10	64	.1	.6	9	34	.1	.6		10		
WZNT-FM																				
WI '01	41	672	.6	2.6	34	153	.5	1.3	41	216	.6	2.0	40	296	.6	2.4	18	149	.3	2.3
FA '00	54	863	.8	3.6	61	342	.9	2.5	52	466	.7	2.8	38	266	.5	2.6	34	195	.5	4.8
SU '00	41	709	.6	2.9	51	245	.7	2.2	46	295	.7	2.6	26	265	.4	1.8	16	172	.2	2.7
SP '00	54	763	.8	3.7	53	351	.8	2.2	66	351	.9	3.5	49	346	.7	3.1	28	204	.4	4.2
4-Book	48	752	.7	3.2	50	273	.7	2.1	51	332	.7	2.7	38	293	.6	2.5	24	180	.4	3.5
WI '00	50	883	.7	3.6	43	283	.6	1.7	71	370	1.0	4.2	57	480	.8	3.7	15	220	.2	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

WZOL-FM

WI '01
FA '00
SU '00
SP '00
4-Book
WI '00

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
9	81	.1	.6	11	50	.2	.4	10	19	.1	.5	10	43	.1	.6	10	49	.1	1.3
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	30	.1	.1					1	12	.1	.1								
6	51	.1	.4	5	31	.1	.2	3	31	.2	.2	5	30	.1	.3	12	30	.2	1.8
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																			
WI '01	1568	6971	22.0	2544	6472	35.7		2036	5812	28.6		1684	6030	23.6		771	3992	10.8	
FA '00	1481	6876	20.8	2407	6529	33.8		1863	5477	26.1		1490	5645	20.9		704	3806	9.9	
SU '00	1401	6894	20.0	2346	6273	33.5		1754	5530	25.0		1484	5582	21.2		588	3608	8.4	
SP '00	1478	6810	21.1	2386	6290	34.0		1892	5592	27.0		1558	5631	22.2		668	3623	9.5	
4-Book	1482	6888	21.0	2421	6391	34.3		1886	5603	26.7		1554	5722	22.0		683	3757	9.7	
WI '00	1401	6807	20.0	2485	6302	35.4		1693	5355	24.1		1535	5570	21.9		579	3538	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 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
WABA-AM																			
WI '01	2	39	.1	6	65	.1	.5	3	11	.3	.3	1	15	.1	.1	11	32	.2	.8
4-Book	4	62	.1	4	60	.1	.4	11	34	.2	.9	4	16	.1	.2	3	8	.1	.2
VAEL-AM																			
WI '01	1	15			8											4	8	.1	.3
4-Book	6	79	.1	5	57	.1	.4	15	32	.2	1.2	3	9	.1	.2	2	4	.1	.1
VAEL-FM																			
WI '01	17	184	.2	15	225	.2	1.3	16	47	.2	1.3	32	84	.4	1.7	14	53	.2	1.1
4-Book	15	214	.2	**	**	**	**	9	27	.1	.7	22	62	.3	1.1	9	31	.1	.7
WAPA-AM																			
WI '01	10	110	.1	* 5	57	.1	.4	12	33	.2	1.0	6	22	.1	.3	8	24	.1	.6
4-Book	11	161	.1	5	63	.1	.4	12	26	.2	1.0	3	13	.1	.2	4	10	.1	.3
WBRO-FM																			
WI '01	37	323	.5	32	253	.4	2.7	28	84	.4	2.3	39	113	.5	2.1	24	81	.3	1.8
4-Book	19	199	.3	16	164	.2	1.4	15	46	.2	1.3	24	77	.3	1.3	14	37	.2	1.0
WCAD-FM																			
WI '01	14	235	.2	12	108	.2	1.0	9	36	.1	.8	15	49	.2	.8	24	85	.3	1.8
4-Book	15	272	.2	11	134	.2	.9	7	33	.1	.5	19	53	.3	1.0	15	55	.2	1.1
WCMA-FM																			
WI '01	103	800	1.4	33	405	.5	2.8	41	82	.6	3.4	47	168	.7	2.5	30	99	.4	2.3
4-Book	84	798	1.2	41	491	.6	3.5	43	121	.6	3.3	78	235	1.1	4.0	52	139	.7	4.1
WCMN-AM																			
WI '01	5	60	.1	3	54	.3	.3	12	36	.2	1.0								
4-Book	8	90	.1	3	49	.3	.3	8	24	.1	.7	6	22	.1	.3	1	5		.1
WCMN-FM																			
WI '01	33	304	.5	26	210	.4	2.2	39	96	.5	3.3	19	56	.3	1.0	20	49	.3	1.5
4-Book	27	275	.4	19	188	.3	1.6	21	49	.3	1.7	21	71	.3	1.1	22	54	.3	1.8
WCOM-FM																			
WI '01	17	238	.2	12	235	.2	1.0	12	30	.2	1.0	18	77	.3	.9	16	78	.2	1.2
4-Book	24	376	.3	14	211	.2	1.2	26	74	.4	2.1	29	92	.4	1.5	13	42	.2	1.0
WCTA-FM																			
WI '01	15	145	.2	14	103	.2	1.2	6	12	.1	.5	32	58	.4	1.7	27	42	.4	2.0
4-Book	9	153	.1	16	106	.2	1.4	6	18	.1	.5	28	58	.4	1.4	29	59	.4	2.3
WEGM-FM																			
WI '01	26	242	.4	20	197	.3	1.7	3	31	.3	.3	35	84	.5	1.8	14	31	.2	1.1
4-Book	15	165	.2	13	125	.2	1.1	9	31	.1	.7	23	62	.3	1.2	14	44	.2	1.1
WERR-FM																			
WI '01	21	319	.3	14	166	.2	1.2	11	31	.2	.9	36	72	.5	1.9	11	19	.2	.8
4-Book	19	261	.3	11	148	.2	.9	11	43	.2	.9	20	50	.3	1.1	11	32	.2	.8
WFID-FM																			
WI '01	142	960	2.0	60	555	.8	5.1	78	188	1.1	6.5	120	252	1.7	6.3	69	169	1.0	5.2
4-Book	152	1025	2.2	68	638	1.0	5.9	68	187	1.0	5.4	136	304	1.9	7.0	79	200	1.1	6.2
WIAC-AM																			
WI '01	9	64	.1	2	32	.2	.2	7	22	.1	.6	3	14		.2				
4-Book	8	80	.1	2	30		.2	6	22	.1	.5	3	11		.2				
WIAC-FM																			
WI '01	121	1067	1.7	48	560	.7	4.1	54	173	.8	4.5	96	245	1.3	5.1	94	171	1.3	7.1
4-Book	100	1000	1.4	45	547	.7	3.9	45	142	.7	3.6	82	242	1.2	4.3	69	165	1.0	5.4
+WIDI-FM																			
WI '01	9	126	.1	2	25	.2	.2					3	7		.2	8	17	.1	.6
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

Women 25-49

Target Listener Estimates - Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIOA-FM																				
WI '01	158	1264	2.2	7.6	57	690	.8	4.9	92	216	1.3	7.7	87	236	1.2	4.6	54	175	.8	4.1
4-Book	128	1105	1.8	6.6	60	660	.8	5.1	72	208	1.0	5.8	112	300	1.6	5.8	68	192	1.0	5.3
WIOB-FM																				
WI '01	56	437	.8	2.7	25	268	.4	2.1	25	82	.4	2.1	45	146	.6	2.4	20	45	.3	1.5
4-Book	55	389	.8	2.8	31	249	.5	2.6	26	65	.4	2.1	57	128	.8	3.0	37	77	.5	3.0
WIOC-FM																				
WI '01	35	279	.5	1.7	19	180	.3	1.6	22	49	.3	1.8	49	84	.7	2.6	13	25	.2	1.0
4-Book	35	254	.5	1.8	19	157	.3	1.7	23	56	.4	1.8	38	85	.5	2.0	22	45	.3	1.8
WISO-AM																				
WI '01		7			* 1	23		.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	52	447	.7	2.5	16	167	.2	1.4	29	58	.4	2.4	32	82	.4	1.7	16	57	.2	1.2
4-Book	50	423	.7	2.6	21	174	.3	1.8	27	51	.4	2.2	34	84	.5	1.8	26	65	.4	2.0
WKAQ-AM																				
WI '01	47	410	.7	2.3	10	162	.1	.9	42	107	.6	3.5	16	45	.2	.8	13	41	.2	1.0
4-Book	50	525	.7	2.6	16	239	.2	1.4	35	103	.5	2.8	21	60	.3	1.1	11	36	.2	.9
WKAQ-FM																				
WI '01	139	1193	1.9	6.7	98	785	1.4	8.4	79	209	1.1	6.6	208	473	2.9	10.9	101	273	1.4	7.6
4-Book	123	1261	1.7	6.3	87	841	1.2	7.5	81	244	1.2	6.4	185	438	2.6	9.5	98	261	1.4	7.7
WKJB-AM																				
WI '01	4	56	.1	.2	* 1	22		.1					6	22	.1	.3				
4-Book	3	42	.1	.2	1	22		.1	2	8		.2	3	16	.1	.2				
WKSA-FM																				
WI '01	9	200	.1	.4	8	101	.1	.7	1	11	.1	.1	3	34	.2	.2	15	46	.2	1.1
4-Book	15	177	.2	.7	11	106	.2	1.0	7	28	.1	.6	20	55	.3	1.1	7	21	.1	.5
WKVM-AM																				
WI '01		9			1	12		.1					2	5		.1	2	4		.2
4-Book	1	27		.1	4	37	.1	.4	1	4		.1	2	5		.1	2	4		.2
WLEO-AM																				
WI '01	6	63	.1	.3	2	14		.2	2	6		.2	3	8		.2				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01	3	30		.1	5	33	.1	.4	5	8	.1	.4	5	17	.1	.3	5	17	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01		10				10														
4-Book	3	29		.2		14							1	8		.1	1	2		
WMEG-FM																				
WI '01	32	562	.4	1.5	26	333	.4	2.2	30	100	.4	2.5	45	122	.6	2.4	17	69	.2	1.3
4-Book	47	752	.7	2.4	45	488	.6	3.8	36	105	.5	2.9	65	177	.9	3.4	49	136	.7	3.9
WNEL-AM																				
WI '01	4	37	.1	.2	3	37		.3	14	27	.2	1.2								
4-Book	2	26		.1	3	33	.1	.3	8	17	.1	.7	2	2		.1				
WNIK-FM																				
WI '01	11	95	.2	.5	3	51		.3	3	22		.3					4	10	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	28	352	.4	1.3	25	232	.4	2.1	33	101	.5	2.8	40	102	.6	2.1	19	35	.3	1.4
4-Book	26	297	.4	1.3	19	213	.3	1.6	28	86	.4	2.3	27	89	.4	1.4	9	29	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																			
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
WORO-FM																			
43	447	.6	2.1	27	262	.4	2.3	15	58	.2	1.3	29	64	.4	1.5	10	44	.1	.8
39	380	.6	2.0	36	320	.5	3.1	19	55	.3	1.6	35	88	.5	1.8	33	69	.5	2.6
WOSO-AM																			
2	28	.1	.1	12	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
16	358	.2	.8	15	155	.2	1.3	17	40	.2	1.4	24	55	.3	1.3	23	59	.3	1.7
23	412	.3	1.2	20	232	.3	1.7	18	51	.3	1.4	37	105	.5	1.9	20	55	.3	1.6
WPAB-AM																			
11	71	.2	.5	2	22	.2	.2	2	14	.2	.2	4	22	.1	.2	7	14	.1	.5
10	74	.2	.5	4	31	.3	.3	5	17	.3	.3	5	21	.1	.3	5	10	.1	.4
WPR-AM																			
4	31	.1	.2	2	31	.2	.2	7	19	.1	.6	2	8	.1	.1	.1	.1	.1	.1
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
281	1776	3.9	13.5	96	841	1.3	8.2	83	261	1.2	6.9	181	427	2.5	9.5	125	292	1.8	9.4
229	1632	3.2	11.7	94	778	1.3	8.0	118	286	1.7	9.3	148	347	2.1	7.6	96	235	1.4	7.4
VQBS-AM																			
1	19	.1	.1	7	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
36	207	.5	1.7	14	99	.2	1.2	19	19	.3	1.6	22	44	.3	1.2	24	54	.3	1.8
31	187	.4	1.6	12	112	.2	1.0	18	36	.3	1.4	20	51	.3	1.1	16	33	.2	1.3
WRRH-FM																			
3	53	.1	.1	3	46	.3	.3	4	13	.1	.3	6	27	.1	.3	.1	.1	.1	.1
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
3	21	.1	.1	* 3	13	.3	.3	.1	.1	.1	.1	13	13	.2	.7	3	13	.2	.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																			
1	29	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																			
4	29	.1	.2	* 4	29	.1	.3	6	22	.1	.5	8	22	.1	.4	9	22	.1	.7
7	74	.1	.3	7	50	.1	.6	8	22	.2	.7	15	31	.2	.8	9	22	.1	.7
WUQ-FM																			
41	394	.6	2.0	43	315	.6	3.7	40	140	.6	3.3	79	173	1.1	4.2	59	143	.8	4.4
39	380	.6	2.0	32	266	.5	2.8	28	96	.4	2.2	58	147	.8	3.0	49	112	.7	3.8
WUNO-AM																			
10	140	.1	.5	1	10	.1	.1	.1	.1	.1	.1	4	10	.1	.2	2	10	.2	.2
11	139	.1	.6	4	42	.1	.3	2	9	.1	.2	6	18	.1	.3	5	12	.1	.4
WVJP-FM																			
53	403	.7	2.5	36	186	.5	3.1	19	66	.3	1.6	56	92	.8	2.9	38	81	.5	2.9
43	414	.6	2.2	29	232	.4	2.5	27	89	.4	2.1	46	115	.7	2.4	36	70	.5	2.8
WVOZ-FM																			
12	237	.2	.6	13	133	.2	1.1	2	10	.2	.2	17	67	.2	.9	25	66	.4	1.9
7	143	.1	.4	9	107	.2	.8	6	25	.1	.5	10	38	.1	.5	11	25	.2	.8
WXEV-AM																			
2	10	.1	.1	* 6	40	.1	.5	13	30	.2	1.1	3	20	.2	.2	5	10	.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

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
WXYX-FM																				
WI '01	51	598	.7	2.4	21	218	.3	1.8	18	57	.3	1.5	43	123	.6	2.3	31	64	.4	2.3
4-Book	48	576	.7	2.5	24	281	.4	2.0	15	49	.2	1.2	45	141	.7	2.4	27	63	.4	2.1
WYQE-FM																				
WI '01	11	99	.2	.5	6	43	.1	.5					5	6	.1	.3	3	6		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	73	592	1.0	3.5	56	421	.8	4.8	40	97	.6	3.3	50	155	.7	2.6	89	179	1.2	6.7
4-Book	87	648	1.2	4.5	50	418	.7	4.3	52	160	.7	4.2	78	192	1.1	4.0	56	144	.8	4.4
WZMT-FM																				
WI '01	4	98	.1	.2	7	73	.1	.6	4	7	.1	.3	5	23	.1	.3	6	22	.1	.5
4-Book	8	87	.1	.4	9	79	.1	.8	5	19	.1	.4	13	36	.2	.7	11	33	.2	.9
WZNT-FM																				
WI '01	38	411	.5	1.8	62	408	.9	5.3	24	65	.3	2.0	94	199	1.3	4.9	72	187	1.0	5.4
4-Book	47	534	.7	2.4	65	485	.9	5.5	51	133	.7	4.0	89	219	1.3	4.6	75	169	1.1	5.8
WZOL-FM																				
WI '01	10	61	.1	.5	7	51	.1	.6	6	18	.1	.5	8	31	.1	.4	1	13		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	2087	6933	29.3		1173	5840	16.5		1196	2914	16.8		1900	3965	26.6		1333	2982	18.7	
4-Book	1952	6828	27.6		1169	5786	16.6		1255	3134	17.8		1935	4041	27.4		1284	2843	18.2	

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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

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	
WABA-AM																				
WI '01	10	22	.1	1.3	5	21	.1	.6	8	30	.1	.5	6	11	.1	.5	6	22	.1	.9
4-Book	4	10	.1	.6	4	13	.1	.5	6	23	.1	.4	3	5	.1	.2	3	8	.1	.4
WAEI-AM																				
WI '01																				
4-Book	3	12		.5	6	14	.1	.7	7	19	.1	.5	3	7		.2				
WAEI-FM																				
WI '01	10	22	.1	1.3	10	35	.1	1.3	19	79	.3	1.3	10	37	.1	.9	6	29	.1	.9
4-Book	4	15		.5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
WI '01	* 3	12		.4					4	12	.1	.3	4	12	.1	.3	* 5	12	.1	.7
4-Book	4	14	.1	.4	7	22	.1	.8	5	17	.1	.4	1	3		.1	2	11		.3
WBRQ-FM																				
WI '01	21	54	.3	2.7	22	49	.3	2.8	48	111	.7	3.3	34	93	.5	2.9	34	70	.5	5.0
4-Book	14	41	.2	1.8	8	24	.1	1.0	22	72	.3	1.5	18	52	.3	1.7	13	34	.2	2.1
WCAD-FM																				
WI '01	13	36	.2	1.7	6	23	.1	.8	9	48	.1	.6	15	36	.2	1.3	5	13	.1	.7
4-Book	15	49	.2	1.9	2	6		.2	8	34	.1	.6	15	42	.2	1.4	5	19	.1	.8
WCMA-FM																				
WI '01	19	75	.3	2.4	31	60	.4	3.9	48	168	.7	3.3	35	121	.5	3.0	16	64	.2	2.3
4-Book	21	83	.3	2.5	24	69	.3	3.0	47	166	.7	3.2	38	125	.6	3.4	20	79	.3	3.1
WCMN-AM																				
WI '01					11	18	.2	1.4	2	10		.1								
4-Book					4	7	.1	.5	2	8		.1	2	7		.2	3	8	.1	.4
WCMN-FM																				
WI '01	13	61	.2	1.7	35	68	.5	4.4	30	98	.4	2.0	48	111	.7	4.1	14	25	.2	2.1
4-Book	12	37	.2	1.5	23	51	.3	2.8	27	77	.4	1.8	20	45	.3	1.8	10	23	.2	1.6
WCOM-FM																				
WI '01	4	21	.1	.5	9	35	.1	1.1	7	11	.1	.5	19	71	.3	1.6	13	59	.2	1.9
4-Book	6	25	.1	.8	8	27	.1	1.0	14	49	.2	1.0	8	27	.1	.7	11	41	.2	1.7
WCTA-FM																				
WI '01	1	12		.1	4	12	.1	.5	8	32	.1	.5	15	34	.2	1.3	15	27	.2	2.2
4-Book	14	40	.2	1.8	7	23	.1	.9	17	40	.3	1.1	17	38	.2	1.6	10	24	.2	1.5
WEGM-FM																				
WI '01	14	24	.2	1.8	15	32	.2	1.9	30	87	.4	2.0	21	45	.3	1.8	20	41	.3	2.9
4-Book	7	18	.1	.9	9	19	.2	1.2	14	40	.2	1.0	13	29	.2	1.2	11	27	.2	1.7
WERR-FM																				
WI '01	6	26	.1	.8	12	48	.2	1.5	25	63	.4	1.7	4	9	.1	.3				
4-Book	9	32	.1	1.1	12	47	.2	1.4	9	30	.1	.6	10	29	.2	.9	5	17	.1	.9
WFID-FM																				
WI '01	33	96	.5	4.2	26	94	.4	3.3	58	146	.8	3.9	51	98	.7	4.4	42	81	.6	6.2
4-Book	54	155	.8	7.1	38	111	.6	4.6	68	182	1.0	4.7	44	103	.6	4.1	48	127	.7	7.5
WIAC-AM																				
WI '01					6	19	.1	.8	1	10		.1								
4-Book	1	3		.1	3	11	.1	.4		3							2	6		.2
WIAC-FM																				
WI '01	25	110	.4	3.2	29	71	.4	3.7	40	119	.6	2.7	29	69	.4	2.5	18	85	.3	2.6
4-Book	24	93	.4	3.1	22	67	.3	2.7	49	139	.7	3.4	42	91	.6	3.8	23	84	.4	3.6
+WIDI-FM																				
WI '01	3	13		.4																
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

Women 25-49

Target Listener Estimates - Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIOA-FM																				
WI '01	56	177	.8	7.2	34	102	.5	4.3	52	154	.7	3.5	38	129	.5	3.3	40	120	.6	5.9
4-Book	45	141	.7	5.7	37	104	.6	4.5	58	170	.8	4.0	47	123	.7	4.3	35	112	.5	5.3
WIOB-FM																				
WI '01	21	64	.3	2.7	16	51	.2	2.0	41	112	.6	2.8	15	56	.2	1.3	10	39	.1	1.5
4-Book	19	56	.3	2.3	20	62	.3	2.4	39	92	.6	2.7	31	71	.4	2.8	13	45	.2	2.0
WIOC-FM																				
WI '01	35	96	.5	4.5	6	18	.1	.8	1	8	.1	.1	9	32	.1	.8	15	35	.2	2.2
4-Book	20	59	.3	2.7	10	26	.2	1.3	14	38	.2	.9	13	37	.2	1.2	14	29	.2	2.2
WISO-AM																				
WI '01	*				8	23	.1	1.0	2	8	.1	.1					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	4	15	.1	.5	12	39	.2	1.5	21	71	.3	1.4	10	27	.1	.9	2	11		.3
4-Book	5	19	.1	.6	18	47	.3	2.2	32	86	.5	2.2	20	45	.3	1.8	6	24	.1	.9
WKAQ-AM																				
WI '01	3	18		.4	2	10		.3					6	12	.1	.5	2	10		.3
4-Book	8	32	.1	.9	23	64	.3	2.8	13	34	.2	1.0	10	20	.2	.9	9	26	.1	1.4
WKAQ-FM																				
WI '01	41	142	.6	5.3	50	129	.7	6.3	166	336	2.3	11.3	96	258	1.3	8.3	31	157	.4	4.6
4-Book	39	132	.6	5.1	31	112	.4	3.8	133	342	1.9	9.2	94	235	1.3	8.5	31	117	.4	4.7
WKJB-AM																				
WI '01					1	11		.1	3	11		.2					*			
4-Book					1	3		.1	1	3		.1					1	2		.1
WKSA-FM																				
WI '01	14	29	.2	1.8	5	7	.1	.6	13	25	.2	.9	7	7	.1	.6	7	7	.1	1.0
4-Book	**	**	**	**	5	17	.1	.6	14	32	.2	.9	13	18	.2	1.2	**	**	**	**
WKVM-AM																				
WI '01					4	12	.1	.5												
4-Book	2	3		.2	7	23	.1	.9	9	13	.1	.6	5	10	.1	.4	4	6	.1	.7
WLEO-AM																				
WI '01					5	14	.1	.6	3	8		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01	11	24	.2	1.4	5	17	.1	.6					2	8		.2	6	7	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01													4	10	.1	.3				
4-Book										3			1	3		.1	1	2		.2
WMEG-FM																				
WI '01	16	79	.2	2.1	9	56	.1	1.1	34	101	.5	2.3	27	68	.4	2.3	28	93	.4	4.1
4-Book	41	121	.6	5.4	20	62	.3	2.4	42	134	.6	2.9	34	116	.5	3.1	64	159	.9	9.9
WNEL-AM																				
WI '01	2	10		.3	10	14	.1	1.3												
4-Book	1	5		.2	4	8	.1	.5	6	11	.1	.4	2	5		.2				
WNIK-FM																				
WI '01	5	20	.1	.6									5	32	.1	.4	10	20	.1	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	30	66	.4	3.9	14	62	.2	1.8	16	37	.2	1.1	29	71	.4	2.5	21	54	.3	3.1
4-Book	19	44	.3	2.6	30	85	.4	3.7	11	49	.2	.8	14	38	.2	1.2	15	40	.3	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
WORO-FM																				
WI '01	16	34	.2	2.1	30	81	.4	3.8	73	157	1.0	5.0	34	83	.5	2.9	6	19	.1	.9
4-Book	**	**	**	**	24	64	.3	3.0	87	175	1.3	6.1	43	88	.6	3.9	**	**	**	**
WOSO-AM																				
WI '01	**	**	**	**	2	12	.3		**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
WI '01	4	22	.1	.5	7	30	.1	.9	13	25	.2	.9	18	28	.3	1.6	17	45	.2	2.5
4-Book	6	21	.1	.7	13	35	.2	1.6	25	80	.4	1.7	24	58	.4	2.2	14	38	.2	2.1
WPAB-AM																				
WI '01	2	4	.2		3	10	.4		5	18	.1	.4	2	5	.2		6	14	.1	.9
4-Book	2	4	.2		3	10	.4		5	18	.1	.4	2	5	.2		4	13	.1	.6
WPRA-AM																				
WI '01	3	11	.4		**	**	**	**	5	8	.1	.3	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
WI '01	46	109	.6	5.9	44	97	.6	5.6	135	307	1.9	9.2	97	229	1.4	8.4	50	115	.7	7.3
4-Book	52	137	.7	6.4	73	156	1.0	9.0	121	279	1.7	8.3	94	221	1.3	8.5	46	114	.7	7.1
WQBS-AM																				
WI '01	1	7	.1		**	**	**	**	**	**	**	**	**	**	**	**	1	7		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	7	17	.1	1.0	3	12	.4		21	41	.3	1.4	25	45	.4	2.2	2	10		.3
4-Book	7	17	.1	1.0	5	18	.1	.6	14	38	.2	1.0	13	31	.2	1.2	5	19	.1	.9
WRRH-FM																				
WI '01	5	13	.1	.6	**	**	**	**	3	14	.2		**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	*	**	**	**	*	**	**	**	**	**	**	**	**	**	**	*	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
WI '01	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
WI '01	*	3	.9	.5	2	8	.3		4	7	.1	.3	*	4	.1	.4	4	10	.1	.6
4-Book	3	9	.5		2	8	.3		7	17	.1	.5	4	10	.1	.4	4	10	.1	.6
WUQZ-FM																				
WI '01	24	66	.3	3.1	22	53	.3	2.8	54	109	.8	3.7	52	92	.7	4.5	15	67	.2	2.2
4-Book	22	61	.3	2.8	17	51	.2	2.1	39	95	.6	2.7	36	67	.5	3.2	9	42	.1	1.4
WUNQ-AM																				
WI '01	4	8	.1	.5	7	15	.1	.9	4	11	.1	.3	2	5	.2		2	8		.3
4-Book	4	8	.1	.5	7	15	.1	.9	4	11	.1	.3	2	5	.2		2	8		.3
WVJP-FM																				
WI '01	28	64	.4	3.6	20	65	.3	2.5	57	96	.8	3.9	54	90	.8	4.7	13	28	.2	1.9
4-Book	19	59	.3	2.5	11	41	.2	1.4	44	105	.6	3.1	33	57	.5	3.0	11	30	.2	1.7
WVOZ-FM																				
WI '01	12	22	.2	1.5	3	12	.4		7	35	.1	.5	12	33	.2	1.0	22	45	.3	3.2
4-Book	13	25	.2	1.6	4	12	.1	.5	11	38	.2	.8	10	31	.2	1.0	7	19	.1	1.1
WXEV-AM																				
WI '01	*	**	**	**	* 10	10	.1	1.3	6	10	.1	.4	3	10	.3		* 13	20	.2	1.9
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

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
WXYX-FM																				
WI '01	15	80	.2	1.9	11	31	.2	1.4	23	85	.3	1.6	17	71	.2	1.5	7	18	.1	1.0
4-Book	19	62	.3	2.7	11	27	.2	1.4	32	105	.4	2.2	19	54	.3	1.8	13	41	.2	2.0
WYQE-FM																				
WI '01	5	11	.1	.6	4	9	.1	.5	11	35	.2	.7	17	32	.2	1.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	72	170	1.0	9.2	12	47	.2	1.5	60	174	.8	4.1	71	161	1.0	6.1	48	93	.7	7.0
4-Book	52	124	.7	6.7	13	42	.2	1.6	52	139	.7	3.6	54	121	.8	4.9	37	91	.5	5.7
WZMT-FM																				
WI '01	12	29	.2	1.5	8	19	.1	1.0	19	45	.3	1.3								
4-Book	6	22	.1	.8	10	25	.1	1.2	13	36	.2	.9	9	15	.1	.8	3	13	.1	.5
WZNT-FM																				
WI '01	42	107	.6	5.4	19	60	.3	2.4	109	205	1.5	7.4	86	148	1.2	7.4	41	100	.6	6.0
4-Book	36	92	.5	4.6	41	90	.6	5.1	111	232	1.6	7.7	87	144	1.2	7.9	28	75	.4	4.2
WZOL-FM																				
WI '01					3	13		.4	13	13	.2	.9	15	19	.2	1.3	8	19	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	779	2041	10.9		791	1998	11.1		1474	3089	20.7		1157	2506	16.2		681	1700	9.6	
4-Book	775	2015	11.0		811	2052	11.5		1452	3196	20.6		1101	2344	15.6		649	1712	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 25-49

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
WABA-AM																			
10	132	.1	.6	16	71	.2	.5	2	23		.1	6	49	.1	.3	5	69	.1	.6
7	143	.1	.4	16	78	.2	.6	4	66		.2	3	21		.2	5	47	.1	.6
6	96	.1	.4	6	39	.1	.2	5	49	.1	.2	4	42		.2	5	18	.1	.7
7	87	.1	.4	18	80	.2	.6	3	28		.1					7	20	.1	.9
8	115	.1	.5	14	67	.2	.5	4	42		.2	3	28		.2	6	39	.1	.7
11	114	.1	.7	35	81	.4	1.2	15	58	.2	.8	4	35		.2	2	23		.3
WAEI-AM																			
2	45		.1	2	28		.1	2	7		.1					2	19		.2
5	154	.1	.3	17	83	.2	.6	2	32		.1	3	33		.2	1	14		.1
10	155	.1	.6	23	71	.3	.9	5	60	.1	.2	10	101	.1	.6	6	48	.1	.9
10	189	.1	.6	9	62	.1	.3	11	76	.1	.5	10	72	.1	.6	6	46	.1	.8
7	136	.1	.4	13	61	.2	.5	5	44	.1	.2	6	52	.1	.4	4	32	.1	.5
8	117	.1	.5	17	58	.2	.6	10	64	.1	.5	2	42		.1	8	46	.1	1.1
WAEI-FM																			
15	306	.2	.8	18	127	.2	.6	28	180	.3	1.2	7	101	.1	.4	5	57	.1	.6
17	340	.2	1.0	20	117	.2	.7	37	237	.4	1.7	11	125	.1	.6	3	64		.4
13	326	.2	.8	21	118	.3	.8	24	182	.3	1.2	11	101	.1	.7	3	75		.4
11	257	.1	.6	10	112	.1	.4	21	163	.3	1.0	11	127	.1	.6	6	48	.1	.8
14	307	.2	.8	17	119	.2	.6	28	191	.3	1.3	10	114	.1	.6	4	61	.1	.6
25	338	.3	1.5	32	136	.4	1.1	36	280	.4	1.8	21	142	.3	1.2	9	89	.1	1.2
WAPA-AM																			
* 14	197	.2	.8	28	152	.3	.9	10	76	.1	.4	13	105	.2	.7	* 15	80	.2	1.7
9	265	.1	.5	25	155	.3	.9	7	92	.1	.3	5	56	.1	.3	5	34	.1	.6
13	354	.2	.8	31	186	.4	1.1	9	99	.1	.4	4	75		.2	13	82	.2	1.9
19	296	.2	1.1	47	181	.6	1.7	29	165	.4	1.3	16	102	.2	.9	5	66	.1	.6
14	278	.2	.8	33	169	.4	1.2	14	108	.2	.6	10	85	.1	.5	10	66	.2	1.2
27	421	.3	1.6	55	303	.7	1.9	26	221	.3	1.3	21	150	.3	1.2	16	79	.2	2.2
WBRQ-FM																			
33	391	.4	1.9	40	259	.5	1.3	44	217	.5	1.9	37	274	.4	2.0	15	91	.2	1.7
13	226	.2	.8	20	148	.2	.7	16	90	.2	.7	12	101	.1	.7	12	84	.1	1.5
12	187	.1	.7	10	99	.1	.4	12	102	.1	.6	18	100	.2	1.1	5	57	.1	.7
9	245	.1	.5	9	89	.1	.3	8	112	.1	.4	11	129	.1	.6	7	60	.1	.9
17	262	.2	1.0	20	149	.2	.7	20	130	.2	.9	20	151	.2	1.1	10	73	.1	1.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																			
12	271	.1	.7	13	124	.2	.4	12	133	.1	.5	17	162	.2	.9	8	108	.1	.9
12	329	.1	.7	18	199	.2	.6	7	117	.1	.3	8	62	.1	.5	15	71	.2	1.8
16	385	.2	1.0	23	193	.3	.9	27	191	.3	1.3	21	220	.3	1.3	2	63		.3
12	397	.1	.7	11	149	.1	.4	13	146	.2	.6	19	204	.2	1.0	5	118	.1	.6
13	346	.1	.8	16	166	.2	.6	15	147	.2	.7	16	162	.2	.9	8	90	.1	.9
11	360	.1	.7	17	171	.2	.6	13	87	.2	.7	15	162	.2	.8	6	64	.1	.8
WCMA-FM																			
74	943	.9	4.2	92	512	1.1	3.1	126	508	1.5	5.5	115	635	1.4	6.2	33	291	.4	3.8
74	1071	.9	4.3	111	505	1.3	3.9	108	512	1.3	5.0	84	633	1.0	4.9	31	368	.4	3.8
39	852	.5	2.4	49	372	.6	1.8	60	459	.7	3.0	48	387	.6	2.9	18	219	.2	2.7
69	1141	.8	4.0	108	501	1.3	3.9	90	602	1.1	4.1	83	597	1.0	4.6	29	226	.4	3.7
64	1002	.8	3.7	90	473	1.1	3.2	96	520	1.2	4.4	83	563	1.0	4.7	28	276	.4	3.5
79	1132	1.0	4.8	119	590	1.5	4.1	121	627	1.5	6.1	77	524	.9	4.3	34	369	.4	4.7
WCMN-AM																			
5	97	.1	.3	18	65	.2	.6	6	27	.1	.3		5						
10	184	.1	.6	16	77	.2	.6	18	109	.2	.8	4	58		.2	4	34		.5
12	131	.1	.7	33	109	.4	1.2	21	82	.3	1.0	7	62	.1	.4				
9	120	.1	.5	27	72	.3	1.0	15	71	.2	.7	2	42		.1		8		
9	133	.1	.5	24	81	.3	.9	15	72	.2	.7	3	42		.2	1	11		.1
8	123	.1	.5	21	103	.3	.7	10	46	.1	.5	6	44	.1	.3	5	24	.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

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
31	407	.4	1.7	33	192	.4	1.1	36	220	.4	1.6	38	232	.5	2.0	23	124	.3	2.7
26	353	.3	1.5	40	241	.5	1.4	36	249	.4	1.7	26	207	.3	1.5	15	149	.2	1.8
16	372	.2	1.0	23	178	.3	.9	17	164	.2	.8	19	175	.2	1.1	7	65	.1	1.0
19	305	.2	1.1	32	134	.4	1.2	19	125	.2	.9	19	152	.2	1.0	10	84	.1	1.3
23	359	.3	1.3	32	186	.4	1.2	27	190	.3	1.3	26	192	.3	1.4	14	106	.2	1.7
20	396	.2	1.2	26	161	.3	.9	29	152	.4	1.5	18	156	.2	1.0	2	48		.3
13	375	.2	.7	33	187	.4	1.1	13	159	.2	.6	8	118	.1	.4	4	93		.5
16	494	.2	.9	34	222	.4	1.2	21	185	.3	1.0	12	128	.1	.7	4	55		.5
21	446	.3	1.3	66	239	.8	2.4	21	202	.3	1.0	9	99	.1	.5	4	38		.6
24	711	.3	1.4	66	318	.8	2.4	16	253	.2	.7	16	203	.2	.9	9	81	.1	1.2
19	507	.3	1.1	50	242	.6	1.8	18	200	.3	.8	11	137	.1	.6	5	67		.7
22	659	.3	1.3	60	357	.7	2.1	28	270	.3	1.4	15	206	.2	.8	6	103	.1	.8
13	219	.2	.7	5	61	.1	.2	23	89	.3	1.0	17	115	.2	.9	2	35		.2
13	180	.2	.8	4	45		.1	11	97	.1	.5	8	65	.1	.5	10	68	.1	1.2
14	262	.2	.9	7	90	.1	.3	15	168	.2	.7	11	101	.1	.7	7	72	.1	1.0
6	217	.1	.3	3	67		.1	6	76	.1	.3	7	88	.1	.4	4	42		.5
12	220	.2	.7	5	66	.1	.2	14	108	.2	.6	11	92	.1	.6	6	54	.1	.7
13	347	.2	.8	8	94	.1	.3	20	129	.2	1.0	8	111	.1	.4	13	97	.2	1.8
22	315	.3	1.2	23	144	.3	.8	31	178	.4	1.3	23	125	.3	1.2	14	81	.2	1.6
11	211	.1	.6	18	131	.2	.6	8	88	.1	.4	8	86	.1	.5	6	90	.1	.7
6	184	.1	.4	5	52	.1	.2	5	54	.1	.2	11	60	.1	.7	2	54		.3
11	170	.1	.6	16	105	.2	.6	16	113	.2	.7	13	131	.2	.7	2	45		.3
13	220	.2	.7	16	108	.2	.6	15	108	.2	.7	14	101	.2	.8	6	68	.1	.7
7	208	.1	.4	11	77	.1	.4	6	107	.1	.3	6	111	.1	.3	7	65	.1	1.0
18	377	.2	1.0	27	165	.3	.9	30	192	.4	1.3	13	174	.2	.7	9	56	.1	1.0
9	220	.1	.5	8	71	.1	.3	13	107	.2	.6	10	79	.1	.6	9	51	.1	1.1
19	338	.2	1.2	24	148	.3	.9	32	216	.4	1.6	13	125	.2	.8	14	123	.2	2.1
19	452	.2	1.1	54	280	.7	1.9	26	218	.3	1.2	11	170	.1	.6	3	71		.4
16	347	.2	1.0	28	166	.4	1.0	25	183	.3	1.2	12	137	.2	.7	9	75	.1	1.2
19	359	.2	1.1	33	242	.4	1.1	25	171	.3	1.3	14	109	.2	.8	12	124	.1	1.7
105	1310	1.3	5.9	160	748	1.9	5.4	158	690	1.9	6.9	120	666	1.4	6.5	55	408	.7	6.4
106	1311	1.3	6.1	138	607	1.7	4.8	161	642	1.9	7.4	113	681	1.4	6.5	58	442	.7	7.0
135	1423	1.7	8.4	183	795	2.2	6.8	219	779	2.7	10.8	185	878	2.3	11.1	49	382	.6	7.3
130	1419	1.6	7.6	176	671	2.2	6.4	196	826	2.4	9.0	176	820	2.2	9.7	72	631	.9	9.2
119	1366	1.5	7.0	164	705	2.0	5.9	184	734	2.2	8.5	149	761	1.8	8.5	59	466	.7	7.5
144	1462	1.8	8.7	199	841	2.4	6.8	224	762	2.7	11.3	183	851	2.2	10.3	76	500	.9	10.5
6	118	.1	.3	12	50	.1	.4	9	48	.1	.4	8	42	.1	.4	1	16		.1
7	119	.1	.4	21	97	.3	.7	9	54	.1	.4	1	10		.1	3	23		.4
13	210	.2	.8	26	96	.3	1.0	19	102	.2	.9	13	43	.2	.8	5	33	.1	.7
6	136	.1	.3	16	88	.2	.6	5	55	.1	.2	1	14		.1	3	29		.4
8	146	.1	.5	19	83	.2	.7	11	65	.1	.5	6	27	.1	.4	3	25		.4
9	133	.1	.5	24	69	.3	.8	5	45	.1	.3	9	48	.1	.5	5	41	.1	.7
87	1425	1.0	4.9	175	785	2.1	5.9	120	697	1.4	5.2	102	701	1.2	5.5	28	237	.3	3.3
63	1240	.8	3.6	163	710	2.0	5.7	64	566	.8	2.9	67	614	.8	3.9	19	222	.2	2.3
77	1487	.9	4.8	143	681	1.8	5.3	109	660	1.3	5.4	76	543	.9	4.5	25	266	.3	3.7
77	1272	.9	4.5	167	623	2.1	6.0	88	580	1.1	4.1	66	587	.8	3.6	33	400	.4	4.2
76	1356	.9	4.5	162	700	2.0	5.7	95	626	1.2	4.4	78	611	.9	4.4	26	281	.3	3.4
86	1465	1.1	5.2	171	716	2.1	5.9	110	694	1.4	5.6	79	572	1.0	4.4	40	390	.5	5.5

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Trends

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
+WIDI-FM																			
WI '01	6	134	.1	.3	4	34		.1	13	103	.2	.6	9	78	.1	.5	2	15	.2
FA '00	7	131	.1	.4	12	56	.1	.4	13	66	.2	.6	4	66		.2	2	47	.2
SU '00	7	135	.1	.4	10	68	.1	.4	7	45	.1	.3	8	42	.1	.5	2	17	.3
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	11	166	.1	.7	14	75	.2	.5	14	59	.2	.7	13	96	.2	.7	7	45	1.0
WIOA-FM																			
WI '01	137	1659	1.6	7.7	229	943	2.8	7.7	219	880	2.6	9.5	152	823	1.8	8.2	61	460	.7
FA '00	114	1463	1.4	6.6	176	815	2.1	6.2	181	846	2.2	8.3	99	700	1.2	5.7	51	387	.6
SU '00	100	1513	1.2	6.2	151	675	1.9	5.6	157	757	1.9	7.8	102	724	1.3	6.1	53	469	.7
SP '00	66	1229	.8	3.8	103	671	1.3	3.7	92	595	1.1	4.2	65	477	.8	3.6	30	316	.4
4-Book	104	1466	1.3	6.1	165	776	2.0	5.8	162	770	2.0	7.5	105	681	1.3	5.9	49	408	.6
WI '00	56	1101	.7	3.4	113	674	1.4	3.9	73	470	.9	3.7	55	525	.7	3.1	24	262	.3
WIOB-FM																			
WI '01	41	567	.5	2.3	60	318	.7	2.0	73	324	.9	3.2	38	207	.5	2.0	17	158	.2
FA '00	55	585	.7	3.2	82	375	1.0	2.9	86	322	1.0	3.9	47	240	.6	2.7	34	199	.4
SU '00	34	470	.4	2.1	39	262	.5	1.4	58	260	.7	2.9	40	203	.5	2.4	13	125	.2
SP '00	46	470	.6	2.7	62	262	.8	2.2	69	328	.8	3.2	43	259	.5	2.4	19	98	.2
4-Book	44	523	.6	2.6	61	304	.8	2.1	72	309	.9	3.3	42	227	.5	2.4	21	145	.3
WI '00	32	486	.4	1.9	42	190	.5	1.4	44	242	.5	2.2	52	310	.6	2.9	7	127	.1
WIOC-FM																			
WI '01	29	390	.3	1.6	40	230	.5	1.3	42	211	.5	1.8	25	179	.3	1.3	25	117	.3
FA '00	36	362	.4	2.1	61	198	.7	2.1	68	265	.8	3.1	35	246	.4	2.0	7	68	.1
SU '00	31	337	.4	1.9	31	157	.4	1.1	27	168	.3	1.3	39	192	.5	2.3	24	130	.3
SP '00	19	273	.2	1.1	29	132	.4	1.0	21	122	.3	1.0	19	132	.2	1.0	16	114	.2
4-Book	29	341	.3	1.7	40	179	.5	1.4	40	192	.5	1.8	30	187	.4	1.7	18	107	.2
WI '00	20	271	.2	1.2	30	132	.4	1.0	33	140	.4	1.7	18	81	.2	1.0	5	70	.1
WISO-AM																			
WI '01	* 2	88		.1	2	43		.1	4	36		.2		24		.6	* 4	58	.5
FA '00	7	102	.1	.4	13	48	.2	.5	6	58	.1	.3	10				2	8	.2
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	1	11		.1	1	11			2	11		.1	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
WI '01	38	513	.5	2.1	95	370	1.1	3.2	35	211	.4	1.5	52	296	.6	2.8	13	125	.2
FA '00	36	519	.4	2.1	86	311	1.0	3.0	35	202	.4	1.6	48	299	.6	2.8	6	100	.1
SU '00	32	529	.4	2.0	86	302	1.1	3.2	29	268	.4	1.4	38	279	.5	2.3	6	64	.1
SP '00	39	499	.5	2.3	85	282	1.0	3.1	45	262	.6	2.1	35	250	.4	1.9	9	60	.1
4-Book	36	515	.5	2.1	88	316	1.1	3.1	36	236	.5	1.7	43	281	.5	2.5	9	87	.1
WI '00	28	461	.3	1.7	78	289	1.0	2.7	29	208	.4	1.5	29	227	.4	1.6	9	65	.1
WKAQ-AM																			
WI '01	39	579	.5	2.2	87	375	1.0	2.9	50	241	.6	2.2	46	230	.6	2.5	20	179	.2
FA '00	31	759	.4	1.8	56	409	.7	2.0	16	184	.2	.7	54	318	.7	3.1	22	198	.3
SU '00	61	1051	.7	3.8	119	655	1.5	4.4	62	360	.8	3.1	92	425	1.1	5.5	43	328	.5
SP '00	51	705	.6	3.0	93	463	1.1	3.4	61	317	.7	2.8	67	335	.8	3.7	36	242	.4
4-Book	46	774	.6	2.7	89	476	1.1	3.2	47	276	.6	2.2	65	327	.8	3.7	30	237	.4
WI '00	56	905	.7	3.4	93	449	1.1	3.2	58	284	.7	2.9	87	382	1.1	4.9	37	250	.5
WKAQ-FM																			
WI '01	108	1510	1.3	6.1	128	698	1.5	4.3	156	879	1.9	6.8	141	867	1.7	7.6	29	405	.3
FA '00	115	1847	1.4	6.6	137	771	1.6	4.8	180	1029	2.2	8.3	127	879	1.5	7.4	40	510	.5
SU '00	80	1538	1.0	5.0	92	698	1.1	3.4	104	697	1.3	5.2	97	688	1.2	5.8	24	313	.3
SP '00	102	1894	1.3	5.9	134	797	1.6	4.8	156	1042	1.9	7.2	119	993	1.5	6.6	31	472	.4
4-Book	101	1697	1.3	5.9	123	741	1.5	4.3	149	912	1.8	6.9	121	857	1.5	6.9	31	425	.4
WI '00	88	1777	1.1	5.3	92	680	1.1	3.2	122	891	1.5	6.2	111	839	1.4	6.2	30	413	.4

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener Trends

Women 25-54

	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
WKJB-AM																				
WI '01	*	2	56	.1	5	33	.1	.2	4	33	.2	.2	2	18	.1	*				
FA '00		3	66	.2	8	32	.1	.3	3	16	.1	.1	3	28	.2		1	19		.1
SU '00		2	102	.1	4	35	.1	.1	2	25	.1	.1	1	15	.1			7		
SP '00		3	63	.2	6	13	.1	.2	4	11	.2	.2	2	11	.1		1	23		.1
4-Book		3	72	.2	6	28	.1	.2	3	21	.2	.2	2	18	.1		1	12		.1
WI '00		1	75	.1	2	34		.1		5			1	12	.1					
WKSA-FM																				
WI '01		8	247	.1	14	80	.2	.5	9	106	.1	.4	7	104	.1	.4	3	52		.3
FA '00		14	271	.2	24	127	.3	.8	19	131	.2	.9	12	109	.1	.7	9	62	.1	1.1
SU '00		10	140	.1	13	106	.2	.5	11	93	.1	.5					**	**	**	**
SP '00		24	284	.3	32	200	.4	1.2	22	122	.3	1.0	6	42	.1	.3	**	**	**	**
4-Book		14	236	.2	21	128	.3	.8	15	113	.2	.7	6	64	.1	.4	**	**	**	**
WI '00		22	205	.3	32	123	.4	1.1	17	127	.2	.9	5	23	.1	.3	**	**	**	**
WKVM-AM																				
WI '01		2	57	.1	1	15			2	32	.1	.1						9		
FA '00		8	138	.1	14	31	.2	.5	12	67	.1	.6	6	24	.1	.3	6	59	.1	.7
SU '00		7	90	.1	6	44	.1	.2		14			1	6		.1	10	27	.1	1.5
SP '00		5	143	.1	2	20		.1	2	16		.1	1	13		.1	10	82	.1	1.3
4-Book		6	107	.1	6	28	.1	.2	4	32	.2	.2	2	11		.1	7	44	.1	.9
WI '00		8	154	.1	15	86	.2	.5	11	57	.1	.6	8	70	.1	.4	3	29		.4
WLEQ-AM																				
WI '01		12	163	.1	56	127	.7	1.9	2	16		.1	1	8		.1	3	36		.3
FA '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		3	52	.2	8	30	.1	.3	3	21		.1	4	33		.2	3	22		.4
SP '00		4	92	.2	13	60	.2	.5	1	32		.1	1	12		.1	1	21		.1
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		15	160	.2	35	111	.4	1.2	11	100	.1	.6	8	35	.1	.4	7	51	.1	1.0
WLEY-AM																				
WI '01		6	90	.1	9	62	.1	.3	4	29		.2	4	29		.2	6	20	.1	.7
FA '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		2	51	.1	8	51	.1	.3	2	11		.1	1	25		.1	**	**	**	**
SP '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		2	47	.1	10	47	.1	.3		8								14		
WLUZ-AM																				
WI '01		5	48	.1	21	38	.3	.7	8	28	.1	.3					3	25		.4
FA '00		5	82	.1	13	49	.2	.5	7	30	.1	.3	3	18		.2				
SU '00		1	36	.1	4	11		.1		12			1	12		.1				
SP '00		4	75	.2	13	54	.2	.5	3	39		.1					4	11		.5
4-Book		4	60	.1	13	38	.2	.5	5	27	.1	.2	1	8		.1	2	9		.2
WI '00		3	38	.2	13	25	.2	.4					2	13		.1				
WMEG-FM																				
WI '01		29	758	.3	44	339	.5	1.5	24	301	.3	1.0	32	358	.4	1.7	20	302	.2	2.3
FA '00		43	1153	.5	63	515	.8	2.2	32	460	.4	1.5	56	605	.7	3.2	23	292	.3	2.8
SU '00		44	953	.5	50	396	.6	1.9	31	348	.4	1.5	58	466	.7	3.5	30	224	.4	4.4
SP '00		56	1143	.7	64	553	.8	2.3	64	448	.8	2.9	82	615	1.0	4.5	20	309	.2	2.6
4-Book		43	1002	.5	55	451	.7	2.0	38	389	.5	1.7	57	511	.7	3.2	23	282	.3	3.0
WI '00		37	818	.5	37	263	.5	1.3	39	282	.5	2.0	67	404	.8	3.8	16	178	.2	2.2
WNEL-AM																				
WI '01		6	91	.1	23	64	.3	.8	2	9		.1	2	22		.1	5	26	.1	.6
FA '00		9	118	.1	16	74	.2	.6	7	43	.1	.3	3	30		.2	1	13		.1
SU '00		3	86	.2	15	67	.2	.6					1	19		.1	1	9		.1
SP '00		3	133	.2	2	19		.1		8			1	29		.1	4	51		.5
4-Book		5	107	.1	14	56	.2	.5	2	15		.1	2	25		.1	3	25		.3
WI '00		5	66	.1	4	33		.1	6	35	.1	.3	2	14		.1	3	8		.4

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener 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
WNIK-FM																			
WI '01	8	134	.1	.4	12	67	.1	.4	20	76	.2	.9	6	64	.1	.3	1	20	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	10	83	.1	.6	11	28	.1	.4	20	66	.2	.9	12	83	.1	.7	8	24	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	27	429	.3	1.5	35	162	.4	1.2	29	249	.3	1.3	22	166	.3	1.2	25	166	.3
FA '00	16	252	.2	.9	27	147	.3	.9	12	163	.1	.6	11	89	.1	.6	21	98	.3
SU '00	26	380	.3	1.6	38	185	.5	1.4	30	163	.4	1.5	25	186	.3	1.5	23	159	.3
SP '00	35	580	.4	2.0	64	348	.8	2.3	43	265	.5	2.0	25	217	.3	1.4	17	142	.2
4-Book	26	410	.3	1.5	41	211	.5	1.5	29	210	.3	1.4	21	165	.3	1.2	22	141	.3
WI '00	56	442	.7	3.4	85	277	1.0	2.9	66	241	.8	3.3	55	199	.7	3.1	42	175	.5
WORO-FM																			
WI '01	50	752	.6	2.8	51	364	.6	1.7	80	429	1.0	3.5	41	307	.5	2.2	20	196	.2
FA '00	38	718	.5	2.2	21	200	.3	.7	52	360	.6	2.4	39	246	.5	2.3	20	190	.2
SU '00	51	584	.6	3.2	41	200	.5	1.5	65	318	.8	3.2	46	251	.6	2.7	**	**	**
SP '00	56	806	.7	3.3	63	335	.8	2.3	72	360	.9	3.3	57	353	.7	3.1	14	93	.2
4-Book	49	715	.6	2.9	44	275	.6	1.6	67	367	.8	3.1	46	289	.6	2.6	**	**	**
WI '00	37	719	.5	2.2	46	289	.6	1.6	36	232	.4	1.8	29	250	.4	1.6	17	118	.2
WOSO-AM																			
WI '01	3	63	.1	.2	7	43	.1	.2	5	21	.1	.2	4	29	.1	.2			
FA '00	5	92	.1	.3	16	78	.2	.6	7	68	.1	.3	3	37	.1	.2			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	109	.1	.4	17	80	.2	.6	5	80	.1	.3	3	38	.1	.2	3	13	.4
WOYE-FM																			
WI '01	15	495	.2	.8	22	233	.3	.7	18	215	.2	.8	11	150	.1	.6	10	78	.1
FA '00	23	568	.3	1.3	40	300	.5	1.4	20	178	.2	.9	19	177	.2	1.1	8	102	.1
SU '00	19	526	.2	1.2	32	209	.4	1.2	22	260	.3	1.1	15	194	.2	.9	9	106	.1
SP '00	29	637	.4	1.7	41	297	.5	1.5	34	284	.4	1.6	40	348	.5	2.2	14	138	.2
4-Book	22	557	.3	1.3	34	260	.4	1.2	24	234	.3	1.1	21	217	.3	1.2	10	106	.1
WI '00	23	554	.3	1.4	23	239	.3	.8	29	248	.4	1.5	32	247	.4	1.8	10	100	.1
WPAB-AM																			
WI '01	8	137	.1	.4	27	68	.3	.9	3	25	.1	.1	9	49	.1	.5	7	88	.1
FA '00	10	114	.1	.6	13	38	.2	.5	10	74	.1	.5	9	42	.1	.5	14	39	.2
SU '00	13	154	.2	.8	34	101	.4	1.3	14	101	.2	.7	9	50	.1	.5	6	25	.1
SP '00	9	109	.1	.5	16	48	.2	.6	12	45	.1	.6	9	41	.1	.5	7	53	.1
4-Book	10	129	.1	.6	23	64	.3	.8	10	61	.1	.5	9	46	.1	.5	9	51	.1
WI '00	5	159	.1	.3	8	71	.1	.3	8	81	.1	.4	3	36	.1	.2	4	46	.6
WPRA-AM																			
WI '01	* 3	52	.1	.2	8	19	.1	.3	4	19	.1	.2	1	22	.1	.1	* 1	22	.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	106	.1	.2	7	63	.1	.2	3	49	.1	.2	1	35	.1	.1	1	21	.1
WPRM-FM																			
WI '01	196	2048	2.4	11.0	508	1563	6.1	17.0	204	895	2.5	8.9	199	1096	2.4	10.7	80	473	1.0
FA '00	176	2202	2.1	10.2	428	1447	5.2	15.0	144	694	1.7	6.6	212	1123	2.6	12.3	57	360	.7
SU '00	141	1835	1.7	8.8	406	1273	5.0	15.1	128	670	1.6	6.3	145	876	1.8	8.7	26	250	.3
SP '00	158	1819	1.9	9.2	371	1178	4.6	13.4	143	814	1.8	6.6	211	1045	2.6	11.6	28	247	.3
4-Book	168	1976	2.0	9.8	428	1365	5.2	15.1	155	768	1.9	7.1	192	1035	2.4	10.8	48	333	.6
WI '00	156	2046	1.9	9.4	464	1449	5.7	15.9	115	724	1.4	5.8	210	1090	2.6	11.8	21	273	.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
WQBS-AM																				
WI '01	10	47	.1	.6	14	23	.2	.5	14	21	.2	.6	12	30	.1	.6	1	7		.1
FA '00	9	115	.1	.5	16	38	.2	.6	11	42	.1	.5	9	73	.1	.5		10		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	4	80		.2	4	22		.1	1	22			5	22	.1	.3	7	54	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	33	302	.4	1.9	104	213	1.3	3.5	29	150	.3	1.3	25	137	.3	1.3	11	75	.1	1.3
FA '00	17	203	.2	1.0	59	156	.7	2.1	12	77	.1	.6	15	59	.2	.9	1	22		.1
SU '00	27	302	.3	1.7	74	234	.9	2.7	21	127	.3	1.0	35	133	.4	2.1	6	66	.1	.9
SP '00	21	208	.3	1.2	61	196	.7	2.2	20	96	.2	.9	13	80	.2	.7	1	22		.1
4-Book	25	254	.3	1.5	75	200	.9	2.6	21	113	.2	1.0	22	102	.3	1.3	5	46	.1	.6
WI '00	21	324	.3	1.3	67	242	.8	2.3	18	148	.2	.9	24	140	.3	1.3	5	37	.1	.7
WRRH-FM																				
WI '01	2	53		.1	4	29		.1	4	47		.2		12			1	23		.1
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	9	98	.1	.6	9	64	.1	.3	10	64	.1	.5	5	64	.1	.3	11	55	.1	1.6
SP '00	10	134	.1	.6	17	85	.2	.6	14	101	.2	.6	7	70	.1	.4	3	27		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	* 4	44		.2	10	21	.1	.3	1	7			2	8		.1	* 10	20	.1	1.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	4	94		.2	1	8			4	39		.2	1	12		.1				
SP '00	2	60		.1		7			5	31	.1	.2	1	16		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	135	.1	.4	7	37	.1	.2	4	34		.2	3	22		.2	3	27		.4
WSKN-AM																				
WI '01	1	50		.1					3	50		.1	3	31		.2				
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	1	65		.1	2	28		.1	1	20			1	13		.1				
SP '00	4	139		.2	7	61	.1	.3	5	61	.1	.2	1	22		.1	3	16		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	7	187	.1	.4	22	79	.3	.8	8	54	.1	.4	3	38		.2				
WTPM-FM																				
WI '01	* 5	45	.1	.3	3	30		.1	10	37	.1	.4	4	45		.2	* 2	30		.2
FA '00	6	123	.1	.3	7	41	.1	.2	7	55	.1	.3	6	78	.1	.3	2	21		.2
SU '00	8	117	.1	.5	8	62	.1	.3	18	77	.2	.9	8	44	.1	.5	3	47		.4
SP '00	12	103	.1	.7	8	42	.1	.3	6	40	.1	.3	12	87	.1	.7	14	61	.2	1.8
4-Book	8	97	.1	.5	7	44	.1	.2	10	52	.1	.5	8	64	.1	.4	5	40	.1	.7
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUKQ-FM																				
WI '01	37	476	.4	2.1	39	231	.5	1.3	45	280	.5	2.0	42	241	.5	2.3	9	103	.1	1.0
FA '00	37	466	.4	2.1	27	208	.3	.9	53	268	.6	2.4	48	316	.6	2.8	22	156	.3	2.7
SU '00	26	487	.3	1.6	32	201	.4	1.2	32	259	.4	1.6	24	221	.3	1.4	11	119	.1	1.6
SP '00	39	587	.5	2.3	44	286	.5	1.6	66	355	.8	3.0	45	283	.6	2.5	12	187	.1	1.5
4-Book	35	504	.4	2.0	36	232	.4	1.3	49	291	.6	2.3	40	265	.5	2.3	14	141	.2	1.7
WI '00	34	485	.4	2.0	47	245	.6	1.6	64	273	.8	3.2	38	227	.5	2.1	6	88	.1	.8
WUNO-AM																				
WI '01	7	189	.1	.4	15	117	.2	.5	11	90	.1	.5	5	70	.1	.3	8	24	.1	.9
FA '00	13	259	.2	.8	28	158	.3	1.0	17	74	.2	.8	9	72	.1	.5	9	59	.1	1.1
SU '00	8	171	.1	.5	25	119	.3	.9	7	68	.1	.3	8	27	.1	.5	2	24		.3
SP '00	14	226	.2	.8	23	133	.3	.8	17	101	.2	.8	8	55	.1	.4	19	109	.2	2.4
4-Book	11	211	.2	.6	23	132	.3	.8	13	83	.2	.6	8	56	.1	.4	10	54	.1	1.2
WI '00	11	249	.1	.7	37	153	.5	1.3	8	93	.1	.4	6	22	.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
WVJP-FM																				
WI '01	46	595	.6	2.6	61	307	.7	2.0	56	314	.7	2.4	56	333	.7	3.0	17	162	.2	2.0
FA '00	46	617	.6	2.7	56	262	.7	2.0	69	365	.8	3.2	54	398	.7	3.1	22	157	.3	2.7
SU '00	28	620	.3	1.7	27	246	.3	1.0	47	391	.6	2.3	27	248	.3	1.6	9	119	.1	1.3
SP '00	32	499	.4	1.9	36	243	.4	1.3	54	336	.7	2.5	37	258	.5	2.0	11	142	.1	1.4
4-Book	38	583	.5	2.2	45	265	.5	1.6	57	352	.7	2.6	44	309	.6	2.4	15	145	.2	1.9
WI '00	34	508	.4	2.0	38	217	.5	1.3	44	279	.5	2.2	34	228	.4	1.9	18	106	.2	2.5
WVOZ-FM																				
WI '01	11	331	.1	.6	9	109	.1	.3	9	93	.1	.4	19	162	.2	1.0	8	89	.1	.9
FA '00	8	310	.1	.5	7	112	.1	.2	14	135	.2	.6	7	104	.1	.4	8	87	.1	1.0
SU '00	7	194	.1	.4	5	55	.1	.2	6	67	.1	.3	6	70	.1	.4	2	37		.3
SP '00	4	163		.2	2	32		.1	2	48		.1	1	17		.1	2	18		.3
4-Book	8	250	.1	.4	6	77	.1	.2	8	86	.1	.4	8	88	.1	.5	5	58	.1	.6
WI '00	2	91		.1	1	8			3	52		.2	1	23		.1	1	10		.1
WXEV-AM																				
WI '01	* 8	69	.1	.4	11	30	.1	.4	1	22			1	8		.1	* 12	27	.1	1.4
FA '00	4	48		.2	10	29	.1	.3	2	16		.1	2	16		.1	1	12		.1
SU '00	3	89		.2	1	7			4	55		.2	2	19		.1	4	29		.6
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	9	117	.1	.5	10	71	.1	.3	10	65	.1	.5	4	25		.2	3	15		.4
WXYX-FM																				
WI '01	40	813	.5	2.2	75	415	.9	2.5	48	352	.6	2.1	60	399	.7	3.2	16	149	.2	1.9
FA '00	37	905	.4	2.1	81	452	1.0	2.8	44	296	.5	2.0	37	363	.4	2.1	9	134	.1	1.1
SU '00	41	650	.5	2.6	85	302	1.0	3.2	39	255	.5	1.9	54	251	.7	3.2	9	119	.1	1.3
SP '00	27	790	.3	1.6	47	338	.6	1.7	32	372	.4	1.5	43	349	.5	2.4	5	119	.1	.6
4-Book	36	790	.4	2.1	72	377	.9	2.6	41	319	.5	1.9	49	341	.6	2.7	10	130	.1	1.2
WI '00	46	891	.6	2.8	108	452	1.3	3.7	55	377	.7	2.8	57	438	.7	3.2	9	117	.1	1.2
WYQE-FM																				
WI '01	8	99	.1	.4	21	80	.3	.7	8	50	.1	.3	4	54		.2	2	33		.2
FA '00	4	77		.2	7	28	.1	.2	5	52	.1	.2	4	46		.2	2	30		.2
SU '00	7	126	.1	.4	12	60	.1	.4	12	110	.1	.6	6	60	.1	.4	1	34		.1
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	5	76	.1	.3	18	49	.2	.6	3	37		.2	1	6		.1	2	13		.3
WZAR-FM																				
WI '01	67	825	.8	3.8	63	370	.8	2.1	84	463	1.0	3.7	74	497	.9	4.0	60	354	.7	7.0
FA '00	77	848	.9	4.4	113	410	1.4	4.0	104	457	1.3	4.8	101	498	1.2	5.8	39	350	.5	4.7
SU '00	70	926	.9	4.4	91	500	1.1	3.4	116	539	1.4	5.7	79	516	1.0	4.7	38	283	.5	5.6
SP '00	64	736	.8	3.7	77	339	.9	2.8	96	386	1.2	4.4	81	435	1.0	4.5	21	228	.3	2.7
4-Book	70	834	.9	4.1	86	405	1.1	3.1	100	461	1.2	4.7	84	487	1.0	4.8	40	304	.5	5.0
WI '00	48	578	.6	2.9	64	291	.8	2.2	58	301	.7	2.9	62	361	.8	3.5	28	240	.3	3.9
WZMT-FM																				
WI '01	5	125	.1	.3	2	18		.1	7	80	.1	.3	4	42		.2	2	7		.2
FA '00	4	67		.2	5	43	.1	.2	3	8		.1	4	24		.2	1	8		.1
SU '00	10	169	.1	.6	11	60	.1	.4	11	48	.1	.5	12	62	.1	.7	2	29		.3
SP '00	17	185	.2	1.0	18	62	.2	.6	19	111	.2	.9	16	151	.2	.9	25	122	.3	3.2
4-Book	9	137	.1	.5	9	46	.1	.3	10	62	.1	.5	9	70	.1	.5	8	42	.1	1.0
WI '00	9	170	.1	.5	12	47	.1	.4	11	71	.1	.6	9	34	.1	.5		10		
WZNT-FM																				
WI '01	47	779	.6	2.6	42	177	.5	1.4	49	259	.6	2.1	43	323	.5	2.3	22	183	.3	2.6
FA '00	62	985	.7	3.6	77	440	.9	2.7	63	517	.8	2.9	41	312	.5	2.4	34	206	.4	4.1
SU '00	44	818	.5	2.7	59	280	.7	2.2	51	343	.6	2.5	30	310	.4	1.8	18	189	.2	2.7
SP '00	64	882	.8	3.7	64	397	.8	2.3	80	412	1.0	3.7	64	406	.8	3.5	29	219	.4	3.7
4-Book	54	866	.7	3.2	61	324	.7	2.2	61	383	.8	2.8	45	338	.6	2.5	26	199	.3	3.3
WI '00	57	1012	.7	3.4	51	332	.6	1.8	75	399	.9	3.8	65	530	.8	3.7	23	272	.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

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	
WZOL-FM																				
WI '01	10	101	.1	.6	12	57	.1	.4	11	27	.1	.5	11	50	.1	.6	12	56	.1	1.4
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	5	51	.1	.3	4	7	.1	.1	7	33	.1	.3	6	21	.1	.4				
SP '00	11	75	.1	.6	11	44	.1	.4	10	40	.1	.5	10	39	.1	.6	16	51	.2	2.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	1783	8077	21.5		2986	7496	35.9		2299	6621	27.7		1859	6889	22.4		861	4552	10.4	
FA '00	1732	8003	20.8		2860	7611	34.4		2179	6456	26.2		1727	6558	20.8		823	4315	9.9	
SU '00	1604	7944	19.7		2696	7182	33.1		2019	6420	24.8		1673	6338	20.5		675	4060	8.3	
SP '00	1717	7902	21.1		2771	7300	34.0		2170	6535	26.6		1816	6535	22.3		779	4166	9.6	
4-Book	1709	7982	20.8		2828	7397	34.4		2167	6508	26.3		1769	6580	21.5		785	4273	9.6	
WI '00	1659	7910	20.4		2910	7355	35.7		1975	6263	24.2		1778	6450	21.8		725	4199	8.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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	
WABA-AM																				
WI '01	8	80	.1	.3	17	108	.2	1.3	14	54	.2	1.0	16	58	.2	.7	24	50	.3	1.6
4-Book	7	86	.1	.3	10	87	.1	.7	16	49	.2	1.1	10	29	.1	.5	9	18	.1	.6
WABL-AM																				
WI '01	1	34			2	28	.1	.2	2	9		.1				4	8		.3	
4-Book	8	107	.1	.3	7	81	.1	.5	21	49	.3	1.4	4	12	.1	.2	2	4		.1
WABL-FM																				
WI '01	19	208	.2	.8	16	237	.2	1.2	16	47	.2	1.2	37	96	.4	1.7	20	66	.2	1.4
4-Book	19	249	.2	.9	**	**	**	**	10	30	.1	.7	27	75	.3	1.2	11	37	.1	.8
WAPA-AM																				
WI '01	17	177	.2	.7	* 7	90	.1	.5	15	46	.2	1.1	8	47	.1	.4	8	24	.1	.5
4-Book	18	231	.2	.8	7	105	.1	.5	16	41	.2	1.1	6	33	.1	.3	5	14	.1	.3
WBQF-FM																				
WI '01	41	371	.5	1.7	32	272	.4	2.4	30	92	.4	2.2	41	123	.5	1.9	25	89	.3	1.7
4-Book	20	219	.3	.9	17	173	.2	1.2	16	48	.2	1.1	24	80	.3	1.1	14	41	.2	1.0
WCAD-FM																				
WI '01	14	235	.2	.6	12	108	.1	.9	9	36	.1	.6	15	49	.2	.7	24	85	.3	1.6
4-Book	16	287	.2	.7	11	143	.1	.9	7	33	.1	.4	21	58	.3	1.0	16	57	.2	1.1
WCMA-FM																				
WI '01	112	859	1.3	4.7	34	418	.4	2.6	41	82	.5	3.0	52	180	.6	2.4	30	99	.4	2.0
4-Book	90	851	1.1	4.0	42	514	.5	3.1	45	127	.5	3.0	81	248	1.0	3.6	53	142	.7	3.6
WCMN-AM																				
WI '01	8	75	.1	.3	4	59		.3	12	36	.1	.9					1	5		.1
4-Book	14	117	.2	.6	5	70		.4	14	41	.2	1.0	8	31	.1	.4				
WCMN-FM																				
WI '01	36	349	.4	1.5	27	222	.3	2.0	39	96	.5	2.8	19	56	.2	.9	20	49	.2	1.4
4-Book	28	296	.3	1.2	20	196	.2	1.5	22	52	.3	1.5	21	71	.3	1.0	22	54	.3	1.6
WCOM-FM																				
WI '01	18	251	.2	.8	12	235	.1	.9	12	30	.1	.9	18	77	.2	.8	16	78	.2	1.1
4-Book	26	394	.3	1.2	15	217	.2	1.1	30	80	.4	2.1	29	92	.4	1.3	13	42	.2	.9
WCTA-FM																				
WI '01	16	157	.2	.7	14	112	.2	1.1	6	12	.1	.4	33	63	.4	1.5	28	46	.3	1.9
4-Book	10	174	.1	.5	17	120	.2	1.3	6	19	.1	.4	30	65	.4	1.3	33	65	.4	2.3
WEGM-FM																				
WI '01	26	242	.3	1.1	20	197	.2	1.5	3	31		.2	35	84	.4	1.6	14	31	.2	.9
4-Book	15	174	.2	.7	13	125	.2	.9	9	31	.1	.6	23	62	.3	1.0	14	44	.2	.9
WERR-FM																				
WI '01	24	342	.3	1.0	15	177	.2	1.1	11	31	.1	.8	38	78	.5	1.8	11	19	.1	.7
4-Book	22	294	.3	1.0	12	164	.2	.9	11	43	.2	.7	23	59	.3	1.1	11	32	.1	.7
WFID-FM																				
WI '01	147	1031	1.8	6.2	65	617	.8	4.9	78	188	.9	5.6	126	269	1.5	5.8	75	181	.9	5.1
4-Book	167	1136	2.1	7.5	74	689	.9	5.5	76	208	.9	5.1	144	324	1.8	6.5	84	210	1.0	5.8
WIAC-AM																				
WI '01	10	85	.1	.4	2	32		.2	7	22	.1	.5	3	14		.1				
4-Book	12	120	.1	.5	4	56		.3	13	32	.2	.9	5	21	.1	.2	3	3		.2
WIAC-FM																				
WI '01	131	1197	1.6	5.5	49	574	.6	3.7	54	173	.7	3.9	96	245	1.2	4.4	94	171	1.1	6.4
4-Book	110	1116	1.3	4.9	50	601	.6	3.7	49	154	.6	3.4	91	265	1.1	4.1	78	188	1.0	5.4
+WIDI-FM																				
WI '01	9	126	.1	.4	2	25		.2					3	7		.1	8	17	.1	.5
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 - Women 25-54

Women 25-54																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
201 145	1440 1227	2.4 1.8	8.4 6.4	74 68	806 735	.9 .8	5.6 5.0	109 81	262 235	1.3 1.0	7.9 5.5	105 128	288 343	1.3 1.6	4.9 5.8	64 80	201 215	.8 1.0	4.3 5.4
58 59	464 442	.7 .7	2.4 2.6	28 34	328 287	.3 .4	2.1 2.5	35 32	110 82	.4 .4	2.5 2.1	47 65	150 144	.6 .8	2.2 3.0	20 42	45 85	.2 .5	1.4 2.9
36 37	315 279	.4 .5	1.5 1.6	21 23	215 180	.3 .3	1.6 1.7	22 23	49 59	.3 .3	1.6 1.6	59 43	120 97	.7 .5	2.7 2.0	13 25	25 48	.2 .3	.9 1.7
2 **	43 **	 **	.1 **	* 1 **	23 **	 **	.1 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	 **
59 54	476 466	.7 .7	2.5 2.4	17 23	202 198	.2 .3	1.3 1.7	31 30	62 60	.4 .4	2.2 2.0	37 38	107 95	.4 .5	1.7 1.7	16 28	57 67	.2 .3	1.1 1.9
60 66	516 686	.7 .8	2.5 2.9	14 20	215 289	.2 .3	1.1 1.5	68 48	160 138	.8 .6	4.9 3.3	16 28	45 77	.2 .4	.7 1.2	21 15	74 48	.3 .2	1.4 1.0
143 133	1283 1400	1.7 1.6	6.0 5.9	101 94	825 921	1.2 1.1	7.6 7.0	85 94	223 276	1.0 1.2	6.1 6.3	217 201	504 484	2.6 2.4	10.0 9.0	101 103	273 276	1.2 1.3	6.8 7.1
4 4	56 49	 .	.2 .2	* 1 1	22 31	 .	.1 .1	 3	 9	 .	.2 .	 6 3	22 16	.1 .1	.3 .1	 .	 .	 .	 .
10 16	214 196	.1 .2	.4 .7	9 12	109 116	.1 .2	.7 .9	5 9	19 32	.1 .1	.4 .6	6 23	43 63	.1 .3	.3 1.0	18 7	50 22	.2 .1	1.2 .5
1 4	32 50	 .	 .2	3 7	48 61	 .1	.2 .5	 3	 9	 .1	.2 .	 13 5	13 8	.2 .1	.6 .2	1 2	9 7	 .1	.2 .2
18 **	127 **	.2 **	.8 **	8 **	114 **	.1 **	.6 **	25 **	70 **	.3 **	1.8 **	8 **	37 **	.1 **	.4 **	 **	 **	 **	 **
6 **	62 **	.1 **	.3 **	6 **	40 **	.1 **	.5 **	9 **	15 **	.1 **	.6 **	5 **	17 **	.1 **	.2 **	5 **	17 **	.1 **	.3 **
10 6	38 47	.1 .1	.4 .3	 1	10 26	 .	.1 .	 .	 .	 .	 .	 3	11 .	 .	.1 .	1 2	 .	 .	 .
33 49	572 794	.4 .6	1.4 2.2	27 46	361 514	.3 .6	2.0 3.4	30 38	100 109	.4 .5	2.2 2.6	47 66	137 187	.6 .8	2.2 3.0	17 52	69 146	.2 .6	1.1 3.5
8 6	64 69	.1 .1	.3 .2	4 7	54 54	 .1	.3 .5	15 12	35 33	.2 .1	1.1 .8	2 10	9 14	 .1	.1 .4	7 .	11 .	.1 .	.5 .
13 **	112 **	.2 **	.5 **	5 **	63 **	.1 **	.4 **	4 **	28 **	 **	.3 **	6 **	12 **	.1 **	.3 **	8 **	16 **	.1 **	.5 **
29 30	362 345	.3 .4	1.2 1.4	25 22	232 242	.3 .3	1.9 1.6	33 31	101 98	.4 .4	2.4 2.2	40 32	102 111	.5 .4	1.8 1.5	19 13	35 40	.2 .2	1.3 .9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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	
WORO-FM																				
WI '01	59	621	.7	2.5	54	418	.7	4.1	29	108	.3	2.1	69	112	.8	3.2	35	94	.4	2.4
4-Book	53	511	.7	2.4	55	457	.7	4.1	31	95	.4	2.1	58	128	.7	2.7	45	94	.6	3.0
WOSO-AM																				
WI '01	5	50	.1	.2	1	27		.1	2	15		.1	2	15		.1	1	15		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																				
WI '01	17	393	.2	.7	16	171	.2	1.2	17	40	.2	1.2	24	55	.3	1.1	23	59	.3	1.6
4-Book	26	463	.3	1.2	22	262	.3	1.6	21	57	.2	1.4	40	113	.5	1.8	24	65	.3	1.7
WPAB-AM																				
WI '01	12	94	.1	.5	2	22		.2	2	14		.1	4	22		.2	7	14	.1	.5
4-Book	13	102	.1	.6	5	44	.1	.4	6	22	.1	.4	7	25	.1	.4	5	10	.1	.3
WPRA-AM																				
WI '01	4	41		.2	2	31		.2	7	19	.1	.5	2	8		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																				
WI '01	296	1942	3.6	12.4	97	858	1.2	7.3	85	270	1.0	6.1	183	436	2.2	8.5	125	292	1.5	8.5
4-Book	250	1817	3.1	11.1	102	854	1.3	7.5	129	315	1.6	8.7	164	384	2.0	7.4	110	264	1.4	7.4
WQBS-AM																				
WI '01	13	40	.2	.5	9	20	.1	.7	13	13	.2	.9	13	13	.2	.6	9	13	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																				
WI '01	51	265	.6	2.1	16	146	.2	1.2	19	19	.2	1.4	26	80	.3	1.2	29	65	.3	2.0
4-Book	38	225	.5	1.7	14	134	.2	1.1	23	46	.3	1.6	24	66	.3	1.1	19	38	.2	1.3
WRRH-FM																				
WI '01	3	53		.1	3	46		.2	4	13		.3	6	27	.1	.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	4	37		.2	* 3	13		.2					13	13	.2	.6	3	13		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																				
WI '01	2	50		.1		9														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																				
WI '01	6	45	.1	.3	* 5	45	.1	.4	13	38	.2	.9	9	38	.1	.4	9	22	.1	.6
4-Book	8	82	.1	.4	8	61	.1	.6	11	30	.2	.8	16	36	.2	.7	9	24	.1	.6
WUKQ-FM																				
WI '01	42	405	.5	1.8	46	342	.6	3.5	41	145	.5	3.0	85	187	1.0	3.9	63	155	.8	4.3
4-Book	42	416	.5	1.9	36	308	.5	2.7	30	103	.4	2.0	65	168	.8	2.9	54	128	.7	3.7
WUNO-AM																				
WI '01	10	178	.1	.4	1	22		.1					5	22	.1	.2	2	10		.1
4-Book	14	184	.2	.6	5	65	.1	.4	4	12		.3	7	28	.1	.3	5	12	.1	.3
WVJP-FM																				
WI '01	58	515	.7	2.4	45	257	.5	3.4	19	66	.2	1.4	100	163	1.2	4.6	56	141	.7	3.8
4-Book	49	508	.6	2.2	34	276	.4	2.5	30	100	.3	2.0	61	143	.8	2.8	43	90	.5	2.9
WVOZ-FM																				
WI '01	12	256	.1	.5	13	138	.2	1.0	2	10		.1	17	67	.2	.8	26	71	.3	1.8
4-Book	7	168	.1	.3	9	114	.1	.7	6	28	.1	.4	10	38	.1	.5	12	29	.1	.8
WXEV-AM																				
WI '01	4	30		.2	* 13	57	.2	1.0	21	38	.3	1.5	8	28	.1	.4	9	18	.1	.6
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 - Women 25-54

Women 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WXYX-FM																				
WI '01	60	695	.7	2.5	22	236	.3	1.7	23	66	.3	1.7	43	128	.5	2.0	38	78	.5	2.6
4-Book	53	650	.6	2.4	26	306	.3	1.9	17	54	.2	1.1	50	155	.6	2.3	30	72	.4	2.0
WYQE-FM																				
WI '01	11	99	.1	.5	6	43	.1	.5					5	6	.1	.2	3	6		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	75	668	.9	3.2	56	432	.7	4.2	40	97	.5	2.9	50	155	.6	2.3	89	179	1.1	6.0
4-Book	91	686	1.1	4.1	52	430	.6	3.8	53	161	.6	3.6	81	197	1.0	3.7	57	146	.7	3.9
WZMT-FM																				
WI '01	4	98		.2	7	73	.1	.5	4	7		.3	5	23	.1	.2	6	22	.1	.4
4-Book	9	98	.1	.4	9	82	.1	.7	6	21	.1	.4	13	36	.2	.6	11	33	.2	.8
WZNT-FM																				
WI '01	45	477	.5	1.9	69	472	.8	5.2	27	72	.3	1.9	111	238	1.3	5.1	84	200	1.0	5.7
4-Book	56	623	.7	2.5	72	546	.9	5.3	58	155	.7	3.9	106	253	1.3	4.8	84	189	1.0	5.7
WZOL-FM																				
WI '01	11	69	.1	.5	7	71	.1	.5	7	26	.1	.5	11	51	.1	.5	2	20		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	2380	8013	28.7		1329	6727	16.0		1386	3402	16.7		2164	4617	26.1		1479	3342	17.8	
4-Book	2251	7905	27.4		1348	6682	16.4		1480	3671	18.0		2221	4659	27.0		1470	3246	17.9	

** 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 25-54																				
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	
WABA-AM																				
WI '01	23	40	.3	2.7	9	40	.1	.9	19	49	.2	1.1	18	30	.2	1.4	13	52	.2	1.7
4-Book	10	20	.1	1.2	8	24	.1	.8	12	32	.1	.7	8	13	.1	.6	8	20	.1	1.1
WAEI-AM																				
WI '01	2	9	.1	.2	6	19	.1	.6	2	11	.1	.1	1	11	.1	.1				
4-Book	5	19	.1	.7	11	24	.1	1.1	9	26	.1	.5	3	12	.2	.2				
WAEI-FM																				
WI '01	10	22	.1	1.2	10	35	.1	1.1	19	79	.2	1.1	10	37	.1	.8	6	29	.1	.8
4-Book	4	17	.5	.5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
WI '01	* 3	12	.3						6	25	.1	.4	4	12	.3	*	9	21	.1	1.2
4-Book	4	14	.4		10	31	.1	1.0	7	24	.1	.4	1	4	.1		7	25	.1	1.0
WBRQ-FM																				
WI '01	21	54	.3	2.4	22	49	.3	2.3	49	119	.6	2.9	34	93	.4	2.7	34	70	.4	4.5
4-Book	14	41	.2	1.6	8	24	.1	.8	23	78	.3	1.4	19	56	.2	1.5	13	34	.2	1.8
WCAD-FM																				
WI '01	13	36	.2	1.5	6	23	.1	.6	9	48	.1	.5	15	36	.2	1.2	5	13	.1	.7
4-Book	15	49	.2	1.7	2	6	.2	.2	9	35	.1	.5	17	45	.2	1.4	5	19	.1	.8
WCMA-FM																				
WI '01	19	75	.2	2.2	31	60	.4	3.3	48	168	.6	2.9	35	121	.4	2.8	16	64	.2	2.1
4-Book	21	86	.3	2.3	26	75	.3	2.7	48	172	.6	2.8	39	128	.5	3.1	22	90	.3	3.1
WCMN-AM																				
WI '01					15	23	.2	1.6	4	15	.2									
4-Book					7	16	.1	.7	2	9	.1		4	10	.1	.3	3	8		.3
WCMN-FM																				
WI '01	13	61	.2	1.5	35	68	.4	3.7	30	103	.4	1.8	52	119	.6	4.1	14	25	.2	1.8
4-Book	12	37	.2	1.3	23	51	.3	2.4	27	80	.3	1.6	21	47	.3	1.7	10	23	.1	1.4
WCOM-FM																				
WI '01	4	21	.5		9	35	.1	.9	7	11	.1	.4	19	71	.2	1.5	13	59	.2	1.7
4-Book	6	25	.1	.7	8	27	.1	.8	14	49	.2	.8	8	27	.1	.6	11	41	.2	1.5
WCTA-FM																				
WI '01	2	17	.2	.2	4	12	.4		8	32	.1	.5	15	34	.2	1.2	16	32	.2	2.1
4-Book	16	44	.2	1.8	7	23	.1	.7	17	42	.2	1.0	18	39	.2	1.5	11	28	.2	1.5
WEGM-FM																				
WI '01	14	24	.2	1.6	15	32	.2	1.6	30	87	.4	1.8	21	45	.3	1.7	20	41	.2	2.6
4-Book	7	18	.1	.8	9	19	.1	1.0	14	41	.2	.8	13	29	.2	1.1	11	27	.1	1.5
WERR-FM																				
WI '01	6	26	.1	.7	12	48	.1	1.3	28	68	.3	1.7	8	14	.1	.6				
4-Book	10	36	.1	1.2	12	47	.2	1.2	10	31	.1	.6	11	34	.1	.9	6	20	.1	.9
WFID-FM																				
WI '01	33	96	.4	3.8	27	106	.3	2.8	62	157	.7	3.7	51	98	.6	4.0	60	115	.7	7.9
4-Book	56	158	.7	6.5	41	125	.5	4.3	73	193	.9	4.4	50	115	.6	4.0	57	144	.7	7.8
WIAC-AM																				
WI '01					6	19	.1	.6	1	10	.1									
4-Book	2	9	.3		7	21	.1	.7	1	7	.1						2	6		.2
WIAC-FM																				
WI '01	25	110	.3	2.9	29	71	.3	3.1	47	133	.6	2.8	29	69	.3	2.3	18	85	.2	2.4
4-Book	26	100	.3	3.0	23	72	.3	2.4	61	163	.8	3.6	48	100	.6	3.8	23	87	.3	3.2
+WIDI-FM																				
WI '01	3	13	.3																	
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

Women 25-54

Target Listener Estimates - Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WIOA-FM																				
WI '01	66	223	.8	7.6	51	132	.6	5.4	86	223	1.0	5.1	45	141	.5	3.5	58	209	.7	7.6
4-Book	49	153	.6	5.5	43	119	.5	4.5	69	195	.9	4.1	51	132	.6	4.0	40	140	.5	5.4
WIOB-FM																				
WI '01	21	64	.3	2.4	18	67	.2	1.9	41	112	.5	2.4	27	84	.3	2.1	11	51	.1	1.4
4-Book	19	56	.3	2.1	20	66	.2	2.1	41	98	.5	2.4	35	84	.4	2.8	14	48	.2	1.8
WIOC-FM																				
WI '01	35	96	.4	4.0	6	18	.1	.6	1	8		.1	9	32	.1	.7	15	35	.2	2.0
4-Book	22	61	.3	2.7	15	33	.2	1.5	20	49	.2	1.2	17	42	.2	1.4	16	32	.2	2.2
WISO-AM																				
WI '01	*				8	23	.1	.8	2	8		.1					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																				
WI '01	4	15	.5		12	39	.1	1.3	23	75	.3	1.4	10	27	.1	.8	2	11		.3
4-Book	6	23	.1	.8	18	47	.2	1.9	32	89	.4	1.9	21	51	.2	1.7	7	29	.1	.9
WKAQ-AM																				
WI '01	3	18	.3		7	21	.1	.7					6	12	.1	.5	2	10		.3
4-Book	8	35	.1	.9	29	81	.4	3.0	16	44	.2	1.0	11	23	.2	.9	11	33	.1	1.5
WKAQ-FM																				
WI '01	41	142	.5	4.7	51	143	.6	5.4	168	354	2.0	10.0	97	263	1.2	7.6	33	171	.4	4.3
4-Book	41	146	.5	4.8	33	123	.4	3.5	138	360	1.7	8.2	98	241	1.2	7.8	33	125	.4	4.4
WKJB-AM																				
WI '01					1	11	.1		3	11		.2					*			
4-Book					3	9	.3		1	3		.1					2	5		.2
WWSA-FM																				
WI '01	14	29	.2	1.6	5	7	.1	.5	13	25	.2	.8	7	7	.1	.6	7	7	.1	.9
4-Book	**	**	**	**	5	17	.1	.5	15	37	.2	.9	13	18	.2	1.0	**	**	**	**
WKVM-AM																				
WI '01	1	9	.1		10	27	.1	1.1	1	9		.1								
4-Book	4	8	.1	.5	14	34	.2	1.4	14	25	.2	.9	7	13	.1	.6	7	10	.1	1.0
WLEO-AM																				
WI '01	7	36	.1	.8	5	14	.1	.5	18	44	.2	1.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01	11	24	.1	1.3	7	24	.1	.7					2	8		.2	6	7	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01													4	10		.3				
4-Book	1	6		.1						3			1	3		.1	2	5		.3
WMEG-FM																				
WI '01	16	79	.2	1.8	9	56	.1	.9	36	115	.4	2.1	27	68	.3	2.1	33	106	.4	4.3
4-Book	42	123	.5	4.9	21	64	.2	2.1	43	140	.5	2.5	35	117	.4	2.8	65	162	.8	8.9
WNEL-AM																				
WI '01	2	10		.2	10	14	.1	1.1					2	9		.2	3	9		.4
4-Book	6	13	.1	.6	4	10		.4	10	17	.1	.6	4	13	.1	.3	2	4		.3
WNIK-FM																				
WI '01	5	20	.1	.6									5	32	.1	.4	10	20	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	30	66	.4	3.5	14	62	.2	1.5	16	37	.2	1.0	29	71	.3	2.3	21	54	.3	2.8
4-Book	20	48	.3	2.4	36	100	.5	3.8	12	55	.2	.7	15	42	.2	1.2	17	44	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
16 **	34 **	.2 **	1.8 **	48 35	117 98	.6 .5	5.1 3.6	139 140	293 269	1.7 1.7	8.3 8.2	72 72	148 149	.9 .9	5.7 5.8	19 **	63 **	.2 **	2.5 **
1 **	15 **	.1 **	.1 **	2 **	12 **	.2 **	.2 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
4 7	22 27	.5 .1	.5 .8	7 13	30 37	.1 .2	.7 1.3	16 29	41 91	.2 .3	1.0 1.7	18 27	28 65	.2 .3	1.4 2.2	17 15	45 42	.2 .2	2.2 2.1
2	4		.2	4	13	.1	.4	8	26	.1	.5	2	5		.1	6 4	14 13	.1 .1	.8 .5
3 **	11 **	.3 **	.3 **	** **	** **	** **	** **	5 **	8 **	.1 **	.3 **	** **	** **	** **	** **	** **	** **	** **	** **
46 56	109 151	.6 .7	5.3 6.3	47 78	106 169	.6 1.0	5.0 8.1	137 130	316 296	1.6 1.6	8.2 7.7	97 102	229 238	1.2 1.3	7.6 8.1	50 48	115 117	.6 .6	6.6 6.5
1 **	7 **	.1 **	.1 **	13 **	13 **	.2 **	1.4 **	13 **	13 **	.2 **	.8 **	9 **	13 **	.1 **	.7 **	1 **	7 **	.1 **	.1 **
5 8	36 26	.1 .1	.6 1.0	3 7	12 22	.3 .1	.3 .7	21 15	41 40	.3 .2	1.3 .9	25 15	45 33	.3 .2	2.0 1.2	2 5	10 19	.3 .1	.3 .8
5 **	13 **	.1 **	.6 **	** **	** **	** **	** **	3 **	14 **	.2 **	.2 **	** **	** **	** **	** **	** **	** **	** **	** **
* **	** **	** **	** **	* **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	* **	** **	** **	** **
3 **	9 **	.3 **	.3 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
* 3	9		.4	2 5	16 15	.2 .1	.2 .5	4 9	7 23	.2 .1	.2 .5	4	11		.3	* 4	10	.1	.5
32 25	78 68	.4 .3	3.7 2.8	22 19	53 58	.3 .3	2.3 1.9	54 43	109 107	.7 .5	3.2 2.5	52 40	92 75	.6 .5	4.1 3.2	15 9	67 42	.2 .1	2.0 1.3
4	8	.1	.5	11	25	.1	1.2	4	11		.2	2	5		.1	4	13	.1	.5
28 21	64 64	.3 .3	3.2 2.4	20 12	65 44	.2 .1	2.1 1.2	57 52	96 120	.7 .6	3.4 3.1	61 36	103 65	.7 .4	4.8 2.9	13 11	28 30	.2 .2	1.7 1.5
12 13	22 25	.1 .1	1.4 1.5	3 4	12 12	.3 .4	.3 .4	7 11	35 38	.1 .2	.4 .7	13 11	37 32	.2 .2	1.0 .9	22 7	45 19	.3 .1	2.9 1.0
* 10 **	17 **	.1 **	1.2 **	* 18 **	18 **	.2 **	1.9 **	14 **	18 **	.2 **	.8 **	5 **	18 **	.1 **	.4 **	* 19 **	28 **	.2 **	2.5 **

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-54

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	
WXYX-FM WI '01 4-Book	15 24	80 69	.2 .3	1.7 3.0	11 12	31 30	.1 .2	1.2 1.2	23 36	85 110	.3 .5	1.4 2.1	17 20	71 56	.2 .3	1.3 1.6	7 13	18 41	.1 .2	.9 1.7
WYQE-FM WI '01 4-Book	5 **	11 **	.1 **	.6 **	4 **	9 **	.4 **	11 **	35 **	.1 **	.7 **	17 **	32 **	.2 **	1.3 **	** **	** **	** **	** **	
WZAR-FM WI '01 4-Book	76 53	181 127	.9 .6	8.8 6.1	12 14	47 45	.1 .2	1.3 1.5	60 55	174 142	.7 .7	3.6 3.3	71 57	161 124	.9 .7	5.6 4.6	48 37	93 92	.6 .5	6.3 5.1
WZMT-FM WI '01 4-Book	12 6	29 22	.1 .1	1.4 .7	8 10	19 25	.1 .1	.8 1.0	19 13	45 36	.2 .1	1.1 .8	9 15	15 .1	.7 .7	3 13	13 .1	.5 .5	.5 .5	
WZNT-FM WI '01 4-Book	55 42	121 104	.7 .5	6.4 4.8	19 47	60 98	.2 .6	2.0 4.8	112 118	216 253	1.3 1.4	6.7 7.0	94 93	159 163	1.1 1.1	7.4 7.5	41 30	100 82	.5 .4	5.4 4.0
WZOL-FM WI '01 4-Book	** **	** **	** **	** **	3 **	13 **	.3 **	13 **	13 **	13 **	.2 **	.8 **	15 **	19 **	.2 **	1.2 **	8 **	19 **	.1 **	1.0 **
TOTALS WI '01 4-Book	866 865	2257 2255	10.4 10.5	948 962	2328 2413	11.4 11.7	1675 1695	3551 3666	20.2 20.6	1270 1251	2720 2654	15.3 15.2	763 733	1975 1931	9.2 8.9					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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	
WABA-AM																				
WI '01	14	172	.2	1.0	25	86	.4	1.0	8	56	.1	.4	6	49	.1	.4	5	69	.1	.8
FA '00	11	145	.2	.7	18	74	.3	.7	13	105	.2	.7	13	42	.2	.9	3	51		.4
SU '00	13	176	.2	.9	8	49	.1	.3	8	74	.1	.5	13	70	.2	1.0	14	45	.2	2.4
SP '00	8	108	.1	.5	22	69	.3	.9	4	46	.1	.2					8	35	.1	1.1
4-Book	12	150	.2	.8	18	70	.3	.7	8	70	.1	.5	8	40	.1	.6	8	50	.1	1.2
WI '00	13	136	.2	.9	25	79	.4	1.0	14	56	.2	.8	4	22	.1	.3	11	47	.2	1.6
WAEI-AM																				
WI '01	6	103	.1	.4	3	38		.1	2	7		.1					15	52	.2	2.3
FA '00	12	206	.2	.8	31	109	.4	1.2	11	73	.2	.6	3	32		.2	3	33		.4
SU '00	11	197	.2	.8	26	87	.4	1.1	8	76	.1	.5	12	126	.2	.9	8	57	.1	1.4
SP '00	22	264	.3	1.5	21	102	.3	.9	26	157	.4	1.4	19	119	.3	1.3	20	110	.3	2.9
4-Book	13	193	.2	.9	20	84	.3	.8	12	78	.2	.7	9	69	.1	.6	12	63	.2	1.8
WI '00	12	177	.2	.8	21	64	.3	.8	20	118	.3	1.1	7	87	.1	.5	7	36	.1	1.0
WAEI-FM																				
WI '01	9	160	.1	.6	14	84	.2	.5	15	115	.2	.8	4	47	.1	.3	2	27		.3
FA '00	19	312	.3	1.3	22	118	.3	.9	38	219	.5	2.0	13	119	.2	.9	5	63	.1	.7
SU '00	15	231	.2	1.1	25	102	.4	1.1	17	139	.2	1.0	8	84	.1	.6	7	47	.1	1.2
SP '00	9	184	.1	.6	10	104	.1	.4	15	85	.2	.8	9	100	.1	.6	1	21		.1
4-Book	13	222	.2	.9	18	102	.3	.7	21	140	.3	1.2	9	88	.1	.6	4	40	.1	.6
WI '00	21	276	.3	1.4	30	114	.4	1.2	29	219	.4	1.6	18	135	.3	1.2	8	69	.1	1.2
WAPA-AM																				
WI '01	* 33	376	.5	2.3	69	274	1.0	2.7	35	154	.5	1.9	35	184	.5	2.5	* 24	133	.3	3.7
FA '00	46	542	.7	3.1	72	312	1.0	2.9	59	339	.8	3.2	41	175	.6	3.0	32	103	.5	4.5
SU '00	30	478	.4	2.2	55	286	.8	2.4	37	199	.5	2.1	22	126	.3	1.7	25	128	.4	4.3
SP '00	34	415	.5	2.3	69	224	1.0	2.8	49	213	.7	2.7	26	166	.4	1.8	12	98	.2	1.7
4-Book	36	453	.5	2.5	66	274	1.0	2.7	45	226	.6	2.5	31	163	.5	2.3	23	116	.4	3.6
WI '00	47	579	.7	3.2	81	394	1.2	3.2	39	298	.6	2.2	34	223	.5	2.3	41	147	.6	5.9
WBRQ-FM																				
WI '01	23	292	.3	1.6	31	163	.4	1.2	35	181	.5	1.9	27	180	.4	1.9	8	73	.1	1.2
FA '00	8	134	.1	.5	13	80	.2	.5	12	67	.2	.6	10	72	.1	.7	5	55	.1	.7
SU '00	8	142	.1	.6	9	70	.1	.4	11	95	.2	.6	15	83	.2	1.1	2	21		.3
SP '00	7	154	.1	.5	5	65	.1	.2	8	105	.1	.4	9	85	.1	.6	7	46	.1	1.0
4-Book	12	181	.2	.8	15	95	.2	.6	17	112	.3	.9	15	105	.2	1.1	6	49	.1	.8
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
WI '01	5	85	.1	.3	6	45	.1	.2	4	23	.1	.2	8	63	.1	.6	5	49	.1	.8
FA '00	9	236	.1	.6	15	149	.2	.6	4	68	.1	.2	7	40	.1	.5	15	50	.2	2.1
SU '00	8	239	.1	.6	11	92	.2	.5	15	136	.2	.9	15	153	.2	1.1	1	35		.2
SP '00	4	167	.1	.3	3	74		.1	3	74		.2	6	99	.1	.4	1	34		.1
4-Book	7	182	.1	.5	9	90	.1	.4	7	75	.1	.4	9	89	.1	.7	6	42	.1	.8
WI '00	2	148		.1	2	45		.1					4	86	.1	.3				
WCMA-FM																				
WI '01	32	451	.5	2.2	38	218	.5	1.5	55	252	.8	2.9	43	265	.6	3.0	20	168	.3	3.1
FA '00	34	605	.5	2.3	68	267	1.0	2.7	43	272	.6	2.3	38	284	.5	2.8	12	187	.2	1.7
SU '00	32	666	.5	2.3	54	272	.8	2.4	47	317	.7	2.7	31	284	.4	2.4	12	126	.2	2.1
SP '00	55	797	.8	3.7	88	417	1.3	3.6	63	444	.9	3.4	66	385	.9	4.6	25	216	.4	3.6
4-Book	38	630	.6	2.6	62	294	.9	2.6	52	321	.8	2.8	45	305	.6	3.2	17	174	.3	2.6
WI '00	62	719	.9	4.2	99	377	1.4	3.9	113	450	1.6	6.3	55	328	.8	3.7	15	225	.2	2.2
WCMN-AM																				
WI '01	8	129	.1	.5	21	98	.3	.8	13	69	.2	.7	7	46	.1	.5				
FA '00	22	274	.3	1.5	44	137	.6	1.8	41	146	.6	2.2	12	88	.2	.9	5	45	.1	.7
SU '00	20	197	.3	1.4	42	136	.6	1.8	28	107	.4	1.6	14	112	.2	1.1	4	41	.1	.7
SP '00	19	220	.3	1.3	52	125	.7	2.1	30	139	.4	1.6	6	65	.1	.4		7		
4-Book	17	205	.3	1.2	40	124	.6	1.6	28	115	.4	1.5	10	78	.2	.7	2	23	.1	.4
WI '00	13	174	.2	.9	29	129	.4	1.1	20	79	.3	1.1	12	59	.2	.8	6	41	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WCMN-FM																				
WI '01	13	292	.2	.9	16	128	.2	.6	12	137	.2	.6	15	124	.2	1.1	10	67	.1	1.5
FA '00	19	312	.3	1.3	31	195	.4	1.2	28	194	.4	1.5	19	160	.3	1.4	11	92	.2	1.6
SU '00	9	243	.1	.6	12	112	.2	.5	10	119	.1	.6	13	101	.2	1.0	3	37		.5
SP '00	12	237	.2	.8	21	88	.3	.9	12	106	.2	.7	9	85	.1	.6	8	56	.1	1.1
4-Book	13	271	.2	.9	20	131	.3	.8	16	139	.2	.9	14	118	.2	1.0	8	63	.1	1.2
WI '00	16	260	.2	1.1	23	130	.3	.9	27	119	.4	1.5	13	116	.2	.9	1	26		.1
WCOM-FM																				
WI '01	7	209	.1	.5	13	101	.2	.5	8	99	.1	.4	3	65		.2	2	59		.3
FA '00	11	346	.2	.7	20	135	.3	.8	13	119	.2	.7	6	88	.1	.4	3	28		.4
SU '00	17	303	.2	1.2	49	151	.7	2.1	17	148	.2	1.0	10	93	.1	.8	4	30	.1	.7
SP '00	13	420	.2	.9	28	126	.4	1.1	8	158	.1	.4	8	107	.1	.6	6	40	.1	.9
4-Book	12	320	.2	.8	28	128	.4	1.1	12	131	.2	.6	7	88	.1	.5	4	39	.1	.6
WI '00	11	422	.2	.7	32	215	.5	1.3	8	145	.1	.4	13	145	.2	.9	3	70		.4
WCTA-FM																				
WI '01	6	148	.1	.4	4	40	.1	.2	8	37	.1	.4	16	101	.2	1.1	2	35		.3
FA '00	12	144	.2	.8	4	33	.1	.2	12	94	.2	.6	8	64	.1	.6	9	57	.1	1.3
SU '00	8	172	.1	.6	5	72	.1	.2	9	96	.1	.5	6	43	.1	.5	5	54	.1	.9
SP '00	5	179	.1	.3	5	62	.1	.2	8	67	.1	.4	8	70	.1	.6	3	26		.4
4-Book	8	161	.1	.5	5	52	.1	.2	9	74	.1	.5	10	70	.1	.7	5	43	.1	.7
WI '00	11	250	.2	.7	3	35		.1	22	114	.3	1.2	10	96	.1	.7	7	85	.1	1.0
WEGM-FM																				
WI '01	4	137	.1	.3	3	59		.1	3	69		.2	5	31	.1	.4	3	43		.5
FA '00	5	105	.1	.3	6	52	.1	.2	7	65	.1	.4	6	64	.1	.4	3	45		.4
SU '00	4	143	.1	.3	3	30		.1	3	59		.2	7	51	.1	.5	1	38		.2
SP '00	5	126	.1	.3	8	59	.1	.3	8	54	.1	.4	9	102	.1	.6	1	31		.1
4-Book	5	128	.1	.3	5	50	.1	.2	5	62	.1	.3	7	62	.1	.5	2	39		.3
WI '00	4	122	.1	.3	6	77	.1	.2	5	74	.1	.3	5	89	.1	.3	1	37		.1
VERR-FM																				
WI '01	22	440	.3	1.5	35	205	.5	1.4	34	224	.5	1.8	14	175	.2	1.0	11	80	.2	1.7
FA '00	11	198	.2	.7	9	64	.1	.4	15	91	.2	.8	10	86	.1	.7	12	63	.2	1.7
SU '00	19	344	.3	1.4	20	149	.3	.9	33	207	.5	1.9	16	140	.2	1.2	14	124	.2	2.4
SP '00	17	336	.2	1.1	38	188	.5	1.5	24	169	.3	1.3	12	144	.2	.8	7	100	.1	1.0
4-Book	17	330	.3	1.2	26	152	.4	1.1	27	173	.4	1.5	13	136	.2	.9	11	92	.2	1.7
WI '00	19	294	.3	1.3	35	206	.5	1.4	26	144	.4	1.4	16	124	.2	1.1	9	85	.1	1.3
WFID-FM																				
WI '01	37	702	.5	2.5	48	327	.7	1.9	62	299	.9	3.3	45	243	.6	3.2	13	147	.2	2.0
FA '00	58	784	.8	3.9	77	351	1.1	3.1	89	373	1.3	4.8	65	468	.9	4.7	34	207	.5	4.8
SU '00	75	867	1.1	5.4	106	481	1.5	4.6	125	504	1.8	7.1	99	497	1.4	7.6	26	222	.4	4.5
SP '00	58	785	.8	3.9	84	349	1.2	3.4	68	432	1.0	3.7	74	416	1.1	5.2	37	293	.5	5.3
4-Book	57	785	.8	3.9	79	377	1.1	3.3	86	402	1.3	4.7	71	406	1.0	5.2	28	217	.4	4.2
WI '00	78	895	1.1	5.3	115	506	1.6	4.6	93	450	1.3	5.2	101	518	1.4	6.9	44	276	.6	6.4
WJAC-AM																				
WI '01	17	259	.2	1.2	48	153	.7	1.9	27	134	.4	1.4	11	83	.2	.8	3	47		.5
FA '00	10	261	.1	.7	26	121	.4	1.0	12	122	.2	.6	5	98	.1	.4	3	23		.4
SU '00	12	267	.2	.9	18	150	.3	.8	17	86	.2	1.0	16	72	.2	1.2	5	42	.1	.9
SP '00	13	250	.2	.9	34	138	.5	1.4	13	104	.2	.7	3	42	.2	.2	3	29		.4
4-Book	13	259	.2	.9	32	141	.5	1.3	17	112	.3	.9	9	74	.1	.7	4	35		.6
WI '00	15	195	.2	1.0	40	91	.6	1.6	6	48	.1	.3	13	53	.2	.9	11	59	.2	1.6
WJAC-FM																				
WI '01	57	952	.8	3.9	119	501	1.7	4.6	76	480	1.1	4.0	70	478	1.0	4.9	10	121	.1	1.5
FA '00	51	917	.7	3.5	130	520	1.9	5.2	63	450	.9	3.4	47	379	.7	3.4	12	145	.2	1.7
SU '00	52	1037	.7	3.7	110	547	1.6	4.8	77	474	1.1	4.4	38	305	.5	2.9	15	193	.2	2.6
SP '00	56	820	.8	3.8	141	463	2.0	5.7	65	449	.9	3.5	36	376	.5	2.5	22	216	.3	3.2
4-Book	54	932	.8	3.7	125	508	1.8	5.1	70	463	1.0	3.8	48	385	.7	3.4	15	169	.2	2.3
WI '00	58	916	.8	3.9	125	488	1.8	5.0	86	537	1.2	4.8	51	305	.7	3.5	23	241	.3	3.3

** Station(s) not reported
this survey.

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

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

Target Listener Trends

Women 35-64																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
+WIDI-FM																					
WI '01	3	49	.2	2	11	.1		8	42	.1	.4	5	30	.1	.4						
FA '00	6	90	.1	12	46	.2	.5	13	56	.2	.7	2	54	.1	.1	1	19		.1		
SU '00	6	122	.1	8	49	.1	.3	8	57	.1	.5	9	48	.1	.7	1	6		.2		
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WI '00	10	147	.1	11	51	.2	.4	15	76	.2	.8	11	80	.2	.7	6	39	.1	.9		
WIOA-FM																					
WI '01	104	1269	1.5	7.1	194	781	2.8	7.6	174	755	2.5	9.2	95	569	1.4	6.7	47	336	.7	7.3	
FA '00	95	1186	1.4	6.5	135	595	1.9	5.4	153	700	2.2	8.2	88	528	1.3	6.4	43	296	.6	6.1	
SU '00	72	1125	1.0	5.2	109	535	1.6	4.8	115	609	1.6	6.6	74	450	1.1	5.7	29	301	.4	5.0	
SP '00	57	1017	.8	3.8	91	580	1.3	3.7	100	585	1.4	5.4	55	454	.8	3.8	14	188	.2	2.0	
4-Book	82	1149	1.2	5.7	132	623	1.9	5.4	136	662	1.9	7.4	78	500	1.2	5.7	33	280	.5	5.1	
WI '00	46	833	.7	3.1	87	515	1.2	3.4	60	401	.9	3.3	49	460	.7	3.3	22	198	.3	3.2	
WIOB-FM																					
WI '01	30	462	.4	2.1	39	251	.6	1.5	50	261	.7	2.7	30	203	.4	2.1	9	125	.1	1.4	
FA '00	52	522	.7	3.5	78	344	1.1	3.1	84	339	1.2	4.5	33	191	.5	2.4	29	194	.4	4.1	
SU '00	25	356	.4	1.8	36	216	.5	1.6	37	182	.5	2.1	31	155	.4	2.4	5	73	.1	.9	
SP '00	33	354	.5	2.2	45	181	.6	1.8	43	238	.6	2.3	26	197	.4	1.8	16	73	.2	2.3	
4-Book	35	424	.5	2.4	50	248	.7	2.0	54	255	.8	2.9	30	187	.4	2.2	15	116	.2	2.2	
WI '00	22	338	.3	1.5	30	152	.4	1.2	30	155	.4	1.7	30	172	.4	2.0	9	117	.1	1.3	
WIOC-FM																					
WI '01	21	294	.3	1.4	25	148	.4	1.0	31	160	.4	1.6	17	125	.2	1.2	17	92	.2	2.6	
FA '00	31	299	.4	2.1	50	179	.7	2.0	59	210	.8	3.2	29	167	.4	2.1	5	53	.1	.7	
SU '00	16	216	.2	1.2	7	82	.1	.3	13	99	.2	.7	21	101	.3	1.6	14	44	.2	2.4	
SP '00	15	218	.2	1.0	16	79	.2	.6	18	101	.3	1.0	13	93	.2	.9	8	88	.1	1.1	
4-Book	21	257	.3	1.4	25	122	.4	1.0	30	143	.4	1.6	20	122	.3	1.5	11	69	.2	1.7	
WI '00	15	189	.2	1.0	20	100	.3	.8	25	116	.4	1.4	15	63	.2	1.0	6	71	.1	.9	
WISO-AM																					
WI '01	*	3	98	.2	2	43	.1		5	46	.1	.3		43	.2		*	4	58	.1	.6
FA '00	8	132	.1	.5	15	68	.2	.6	6	67	.1	.3	11	43	.2	.8	13	30	.2	1.8	
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	12	48	.2	.8	13	39	.2	.5	12	29	.2	.7	11	27	.2	.8	15	18	.2	2.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM																					
WI '01	29	349	.4	2.0	74	235	1.1	2.9	20	113	.3	1.1	42	212	.6	3.0	10	89	.1	1.5	
FA '00	24	448	.3	1.6	51	225	.7	2.0	26	176	.4	1.4	35	214	.5	2.5	5	87	.1	.7	
SU '00	18	375	.3	1.3	49	229	.7	2.1	19	183	.3	1.1	19	158	.3	1.5		13			
SP '00	29	368	.4	2.0	70	225	1.0	2.8	38	178	.5	2.1	19	157	.3	1.3	8	48	.1	1.1	
4-Book	25	385	.4	1.7	61	229	.9	2.5	26	163	.4	1.4	29	185	.4	2.1	6	59	.1	.8	
WI '00	20	315	.3	1.4	53	172	.8	2.1	25	164	.4	1.4	17	157	.2	1.2	6	75	.1	.9	
WKAQ-AM																					
WI '01	62	846	.9	4.3	110	508	1.6	4.3	79	395	1.1	4.2	103	328	1.5	7.3	38	286	.5	5.9	
FA '00	76	1086	1.1	5.2	134	632	1.9	5.4	63	443	.9	3.4	108	541	1.5	7.8	54	328	.8	7.6	
SU '00	80	1204	1.1	5.8	125	736	1.8	5.5	88	455	1.3	5.0	132	596	1.9	10.1	65	435	.9	11.2	
SP '00	74	999	1.1	5.0	132	603	1.9	5.4	79	408	1.1	4.3	105	468	1.5	7.3	50	338	.7	7.2	
4-Book	73	1034	1.1	5.1	125	620	1.8	5.2	77	425	1.1	4.2	112	483	1.6	8.1	52	347	.7	8.0	
WI '00	77	1198	1.1	5.2	127	600	1.8	5.0	84	467	1.2	4.7	123	528	1.8	8.4	48	331	.7	7.0	
WKAQ-FM																					
WI '01	66	1019	.9	4.5	82	437	1.2	3.2	88	575	1.3	4.7	85	572	1.2	6.0	14	240	.2	2.2	
FA '00	73	1266	1.0	5.0	95	575	1.4	3.8	126	667	1.8	6.8	70	539	1.0	5.1	22	294	.3	3.1	
SU '00	57	1123	.8	4.1	66	489	.9	2.9	74	493	1.1	4.2	63	465	.9	4.8	18	265	.3	3.1	
SP '00	66	1251	.9	4.5	108	639	1.5	4.4	107	713	1.5	5.8	69	607	1.0	4.8	14	261	.2	2.0	
4-Book	66	1165	.9	4.5	88	535	1.3	3.6	99	612	1.4	5.4	72	546	1.0	5.2	17	265	.3	2.6	
WI '00	49	1131	.7	3.3	50	376	.7	2.0	63	583	.9	3.5	65	490	.9	4.4	11	198	.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 - Women 35-64

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

Target Listener Trends

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
WNIK-FM																			
WI '01	4	99	.1	.3	3	45	.1	.1	8	54	.1	.4	3	30	.2	.2	1	20	.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	10	71	.1	.7	11	28	.2	.4	19	52	.3	1.0	13	71	.2	.9	8	24	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
WI '01	31	454	.4	2.1	32	184	.5	1.2	36	222	.5	1.9	29	182	.4	2.0	32	196	.5
FA '00	19	267	.3	1.3	33	143	.5	1.3	17	166	.2	.9	14	120	.2	1.0	14	96	.2
SU '00	33	360	.5	2.4	47	212	.7	2.1	43	141	.6	2.5	23	159	.3	1.8	27	154	.4
SP '00	39	470	.6	2.6	62	266	.9	2.5	47	246	.7	2.6	26	179	.4	1.8	23	150	.3
4-Book	31	388	.5	2.1	44	201	.7	1.8	36	194	.5	2.0	23	160	.3	1.7	24	149	.4
WI '00	61	416	.9	4.1	89	267	1.3	3.5	77	232	1.1	4.3	54	191	.8	3.7	48	165	.7
WORO-FM																			
WI '01	75	939	1.1	5.1	73	418	1.0	2.8	116	505	1.7	6.2	60	346	.9	4.2	22	208	.3
FA '00	49	840	.7	3.3	49	317	.7	2.0	75	489	1.1	4.0	35	314	.5	2.5	14	154	.2
SU '00	75	832	1.1	5.4	56	274	.8	2.4	89	408	1.3	5.1	57	312	.8	4.4	**	**	**
SP '00	71	969	1.0	4.8	78	468	1.1	3.2	102	451	1.5	5.5	61	411	.9	4.2	16	121	.2
4-Book	68	895	1.0	4.7	64	369	.9	2.6	96	463	1.4	5.2	53	346	.8	3.8	**	**	**
WI '00	43	833	.6	2.9	54	300	.8	2.1	44	336	.6	2.5	33	300	.5	2.2	22	178	.3
WOSO-AM																			
WI '01	6	90	.1	.4	16	59	.2	.6	5	37	.1	.3	5	45	.1	.4	2	12	.3
FA '00	4	88	.1	.3	13	62	.2	.5	5	53	.1	.3	4	48	.1	.3			
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	12	132	.2	.8	34	86	.5	1.3	14	103	.2	.8	8	57	.1	.5	3	31	.4
WOYE-FM																			
WI '01	8	256	.1	.5	13	100	.2	.5	6	94	.1	.3	6	83	.1	.4	4	35	.1
FA '00	9	236	.1	.6	11	94	.2	.4	8	97	.1	.4	7	72	.1	.5	1	34	.1
SU '00	11	325	.2	.8	17	120	.2	.7	10	143	.1	.6	6	92	.1	.5	5	50	.1
SP '00	18	381	.3	1.2	20	137	.3	.8	19	176	.3	1.0	25	198	.4	1.7	9	96	.1
4-Book	12	300	.2	.8	15	113	.2	.6	11	128	.2	.6	11	111	.2	.8	5	54	.1
WI '00	19	346	.3	1.3	22	151	.3	.9	21	190	.3	1.2	22	173	.3	1.5	9	79	.1
WPAB-AM																			
WI '01	15	201	.2	1.0	47	127	.7	1.8	7	103	.1	.4	12	64	.2	.8	9	90	.1
FA '00	17	156	.2	1.2	24	76	.3	1.0	18	114	.3	1.0	15	71	.2	1.1	15	46	.2
SU '00	15	159	.2	1.1	30	95	.4	1.3	22	121	.3	1.3	14	89	.2	1.1	5	24	.1
SP '00	14	180	.2	.9	35	108	.5	1.4	17	83	.2	.9	11	74	.2	.8	10	69	.1
4-Book	15	174	.2	1.1	34	102	.5	1.4	16	105	.2	.9	13	75	.2	1.0	10	57	.1
WI '00	8	228	.1	.5	8	81	.1	.3	9	103	.1	.5	9	57	.1	.6	9	58	.1
WPRA-AM																			
WI '01	* 7	96	.1	.5	22	63	.3	.9	9	55	.1	.5	2	34	.1	.1	* 1	22	.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	130	.1	.4	13	87	.2	.5	5	73	.1	.3	4	68	.1	.3	3	37	.4
WPRM-FM																			
WI '01	125	1385	1.8	8.6	348	998	5.0	13.6	128	648	1.8	6.8	118	680	1.7	8.3	35	247	.5
FA '00	122	1503	1.7	8.3	299	1050	4.3	11.9	97	502	1.4	5.2	148	695	2.1	10.7	38	237	.5
SU '00	104	1316	1.5	7.5	285	859	4.1	12.4	99	507	1.4	5.7	93	570	1.3	7.1	21	181	.3
SP '00	109	1342	1.6	7.4	261	844	3.7	10.6	92	553	1.3	5.0	155	809	2.2	10.8	20	147	.3
4-Book	115	1387	1.7	8.0	298	938	4.3	12.1	104	553	1.5	5.7	129	689	1.8	9.2	29	203	.4
WI '00	101	1290	1.4	6.8	250	897	3.6	9.9	98	514	1.4	5.5	142	691	2.0	9.7	18	219	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
WQBS-AM																				
WI '01	9	76	.1	.6	14	36	.2	.5	13	24	.2	.7	11	21	.2	.8	1	7		.2
FA '00	10	161	.1	.7	18	56	.3	.7	11	42	.2	.6	10	88	.1	.7	3	25		.4
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	4	120	.1	.3	1	8	**	**	4	36	.1	.2	2	20	.1	.1	7	52	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIQ-FM																				
WI '01	24	249	.3	1.6	75	170	1.1	2.9	30	140	.4	1.6	16	104	.2	1.1	11	74	.2	1.7
FA '00	10	150	.1	.7	44	116	.6	1.8	5	51	.1	.3	2	17	.1	.1	1	22		.1
SU '00	14	216	.2	1.0	39	148	.6	1.7	8	70	.1	.5	19	97	.3	1.5	3	33		.5
SP '00	13	179	.2	.9	43	140	.6	1.7	11	74	.2	.6	7	73	.1	.5	1	15		.1
4-Book	15	199	.2	1.1	50	144	.7	2.0	14	84	.2	.8	11	73	.2	.8	4	36	.1	.6
WI '00	17	262	.2	1.2	47	161	.7	1.9	20	102	.3	1.1	12	117	.2	.8	2	12		.3
WRRH-FM																				
WI '01	5	72	.1	.3	4	37	.1	.2	5	65	.1	.3	1	22		.1	5	33	.1	.8
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	4	79	.1	.3	4	35	.1	.2	7	45	.1	.4	2	35	.2	.2	2	22		.3
SP '00	7	81	.1	.5	13	54	.2	.5	9	81	.1	.5	4	47	.1	.3	2	6		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																				
WI '01	* 2	59		.1	1	25			4	16	.1	.2	2	8		.1	* 1	7		.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	5	141	.1	.4	1	8			4	60	.1	.2	3	25		.2		**	**	**
SP '00	4	83	.1	.3	2	18		.1	8	37	.1	.4	2	29		.1		1		**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	13	207	.2	.9	13	81	.2	.5	7	97	.1	.4	3	29		.2	3	21		.4
WSKN-AM																				
WI '01	3	123		.2	1	20			12	123	.2	.6	3	31		.2		**	**	**
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	2	67		.1	2	28		.1	1	22		.1	2	26		.2	3	14		.5
SP '00	7	171	.1	.5	17	83	.2	.7	8	81	.1	.4	3	44		.2	3	16		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	6	175	.1	.4	23	82	.3	.9	6	39	.1	.3	3	40		.2	1	24		.1
WTPM-FM																				
WI '01	* 12	72	.2	.8	16	49	.2	.6	18	55	.3	1.0	11	64	.2	.8	* 3	38		.5
FA '00	11	132	.2	.7	27	73	.4	1.1	11	56	.2	.6	4	51	.1	.3	1	15		.1
SU '00	6	130	.1	.4	2	40		.1	11	40	.2	.6	5	44	.1	.4	4	26		.7
SP '00	15	112	.2	1.0	13	59	.2	.5	12	57	.2	.7	16	85	.2	1.1	14	61	.2	2.0
4-Book	11	112	.2	.7	15	55	.2	.6	13	52	.2	.7	9	61	.2	.7	6	35	.1	.8
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUHQ-FM																				
WI '01	24	342	.3	1.6	22	147	.3	.9	29	203	.4	1.5	29	183	.4	2.0	5	69	.1	.8
FA '00	26	351	.4	1.8	24	165	.3	1.0	26	174	.4	1.4	33	188	.5	2.4	16	106	.2	2.3
SU '00	20	384	.3	1.4	25	165	.4	1.1	29	215	.4	1.7	17	157	.2	1.3	8	76	.1	1.4
SP '00	25	372	.4	1.7	24	191	.3	1.0	41	217	.6	2.2	29	171	.4	2.0	9	111	.1	1.3
4-Book	24	362	.4	1.6	24	167	.3	1.0	31	202	.5	1.7	27	175	.4	1.9	10	91	.1	1.5
WI '00	20	345	.3	1.4	28	166	.4	1.1	35	177	.5	1.9	22	141	.3	1.5	8	57	.1	1.2
WUNO-AM																				
WI '01	15	230	.2	1.0	31	161	.4	1.2	25	111	.4	1.3	11	102	.2	.8	10	24	.1	1.5
FA '00	21	362	.3	1.4	46	230	.7	1.8	18	121	.3	1.0	22	135	.3	1.6	17	111	.2	2.4
SU '00	11	240	.2	.8	40	179	.6	1.7	6	52	.1	.3	8	51	.1	.6	2	37		.3
SP '00	24	317	.3	1.6	37	168	.5	1.5	25	122	.4	1.4	14	94	.2	1.0	30	100	.4	4.3
4-Book	18	287	.3	1.2	39	185	.6	1.6	19	102	.3	1.0	14	96	.2	1.0	15	68	.2	2.1
WI '00	13	234	.2	.9	34	122	.5	1.3	12	91	.2	.7	13	64	.2	.9	4	33	.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 - 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
WVJP-FM																				
WI '01	37	525	.5	2.5	53	281	.8	2.1	39	266	.6	2.1	44	282	.6	3.1	12	125	.2	1.9
FA '00	39	500	.6	2.7	62	244	.9	2.5	48	280	.7	2.6	38	300	.5	2.8	21	130	.3	3.0
SU '00	21	499	.3	1.5	24	202	.3	1.0	33	351	.5	1.9	19	205	.3	1.5	4	67	.1	.7
SP '00	24	411	.3	1.6	27	191	.4	1.1	44	267	.6	2.4	29	244	.4	2.0	6	93	.1	.9
4-Book	30	484	.4	2.1	42	230	.6	1.7	41	291	.6	2.3	33	258	.5	2.4	11	104	.2	1.6
WI '00	30	434	.4	2.0	34	168	.5	1.3	43	219	.6	2.4	30	223	.4	2.0	14	68	.2	2.0
WVOZ-FM																				
WI '01	3	172	.1	.2	3	60	.1	.1	2	38	.1	.1	6	45	.1	.4	2	50	.1	.3
FA '00	5	207	.1	.3	6	57	.1	.2	7	90	.1	.4	4	52	.1	.3	5	53	.1	.7
SU '00	4	179	.1	.3	1	22			3	45	.2	.2	3	43	.2	.2	4	69	.1	.7
SP '00	2	94	.1	.1		6			1	33	.1	.1	1	17	.1	.1	2	18	.1	.3
4-Book	4	163	.1	.2	3	36		.1	3	52	.2	.2	4	39	.1	.3	3	48	.1	.5
WI '00	1	78	.1	.1		18			3	39	.2	.2					1	10		.1
WXEW-AM																				
WI '01	* 8	84	.1	.5	9	64	.1	.4	7	56	.1	.4	4	40	.1	.3	* 9	28	.1	1.4
FA '00	4	60	.1	.3	8	30	.1	.3	3	35	.2	.2	3	40	.2	.2	1	5		.1
SU '00	18	150	.3	1.3	19	37	.3	.8	25	102	.4	1.4	18	66	.3	1.4	6	48	.1	1.0
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	16	138	.2	1.1	13	88	.2	.5	17	71	.2	.9	15	37	.2	1.0	20	34	.3	2.9
WXYX-FM																				
WI '01	26	471	.4	1.8	47	254	.7	1.8	34	214	.5	1.8	32	222	.5	2.3	10	94	.1	1.5
FA '00	11	412	.2	.7	24	177	.3	1.0	6	94	.1	.3	16	161	.2	1.2	3	59		.4
SU '00	26	429	.4	1.9	37	164	.5	1.6	20	185	.3	1.1	37	218	.5	2.8	6	84	.1	1.0
SP '00	13	371	.2	.9	26	162	.4	1.1	9	131	.1	.5	17	159	.2	1.2	3	58		.4
4-Book	19	421	.3	1.3	34	189	.5	1.4	17	156	.3	.9	26	190	.4	1.9	6	74	.1	.8
WI '00	22	552	.3	1.5	53	239	.8	2.1	28	222	.4	1.6	31	289	.4	2.1	5	75	.1	.7
WYQE-FM																				
WI '01	7	80	.1	.5	18	70	.3	.7	8	42	.1	.4	3	35		.2	2	33		.3
FA '00	3	66	.1	.2	3	23		.1	7	57	.1	.4	2	36		.1	2	31		.3
SU '00	6	92	.1	.4	3	16		.1	12	77	.2	.7	5	51	.1	.4	1	45		.2
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	53		.2	7	35	.1	.3	2	26		.1		1			1	7		.1
WZAR-FM																				
WI '01	35	546	.5	2.4	29	208	.4	1.1	40	298	.6	2.1	43	336	.6	3.0	33	232	.5	5.1
FA '00	40	457	.6	2.7	66	230	.9	2.6	61	273	.9	3.3	49	289	.7	3.6	19	189	.3	2.7
SU '00	35	535	.5	2.5	40	301	.6	1.7	59	277	.8	3.4	41	290	.6	3.1	20	149	.3	3.4
SP '00	33	431	.5	2.2	47	193	.7	1.9	39	203	.6	2.1	40	227	.6	2.8	14	131	.2	2.0
4-Book	36	492	.5	2.5	46	233	.7	1.8	50	263	.7	2.7	43	286	.6	3.1	22	175	.3	3.3
WI '00	33	357	.5	2.2	49	163	.7	1.9	46	215	.7	2.6	37	195	.5	2.5	13	118	.2	1.9
WZMT-FM																				
WI '01	5	91	.1	.3	10	34	.1	.4	5	50	.1	.3		10				33		.6
FA '00	5	93	.1	.3	5	35	.1	.2	3	17		.2	10	57	.1	.7	4	33	.1	.6
SU '00	14	194	.2	1.0	13	64	.2	.6	18	72	.3	1.0	17	88	.2	1.3	2	29		.3
SP '00	14	148	.2	.9	11	43	.2	.4	17	100	.2	.9	14	123	.2	1.0	19	84	.3	2.7
4-Book	10	132	.2	.6	10	44	.2	.4	11	60	.2	.6	10	70	.1	.8	6	37	.1	.9
WI '00	8	129	.1	.5	10	33	.1	.4	12	64	.2	.7	5	18	.1	.3		10		
WZNT-FM																				
WI '01	35	604	.5	2.4	39	168	.6	1.5	40	223	.6	2.1	33	263	.5	2.3	15	121	.2	2.3
FA '00	48	790	.7	3.3	67	346	1.0	2.7	55	375	.8	3.0	26	219	.4	1.9	18	154	.3	2.5
SU '00	41	715	.6	2.9	67	289	1.0	2.9	44	336	.6	2.5	28	275	.4	2.1	17	148	.2	2.9
SP '00	61	768	.9	4.1	61	373	.9	2.5	87	445	1.2	4.7	74	428	1.1	5.2	18	141	.3	2.6
4-Book	46	719	.7	3.2	59	294	.9	2.4	57	345	.8	3.1	40	296	.6	2.9	17	141	.3	2.6
WI '00	44	764	.6	3.0	49	298	.7	1.9	54	294	.8	3.0	48	393	.7	3.3	18	200	.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 - Women 35-64

Target Listener Trends - Women 35-64

TOTALS

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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	
WABA-AM																				
WI '01	13	113	.2	.7	21	129	.3	1.9	28	68	.4	2.1	24	68	.3	1.3	30	62	.4	2.6
4-Book	12	118	.2	.6	14	105	.2	1.2	20	55	.3	1.4	18	43	.3	1.0	18	32	.3	1.5
WABL-AM																				
WI '01	2	44		.1	6	76	.1	.5	12	34	.2	.9	2	10		.1	4	8	.1	.3
4-Book	13	149	.2	.7	12	122	.2	1.0	32	75	.5	2.2	14	30	.2	.7	6	14	.1	.5
WABL-FM																				
WI '01	12	126	.2	.6	8	116	.1	.7	7	22	.1	.5	15	55	.2	.8	10	27	.1	.9
4-Book	17	194	.3	.9	**	**	**	**	11	31	.2	.8	30	68	.4	1.6	13	33	.2	1.0
WAPA-AM																				
WI '01	46	348	.7	2.4	* 15	137	.2	1.4	29	64	.4	2.2	13	59	.2	.7	14	37	.2	1.2
4-Book	48	392	.7	2.5	21	186	.3	1.8	37	89	.5	2.7	35	98	.5	1.8	21	55	.3	1.7
WBRQ-FM																				
WI '01	31	251	.4	1.6	20	190	.3	1.8	19	51	.3	1.4	33	102	.5	1.8	16	48	.2	1.4
4-Book	16	150	.2	.8	9	103	.2	.8	10	24	.2	.7	17	52	.3	.9	7	19	.1	.6
WCAD-FM																				
WI '01	6	81	.1	.3	4	17	.1	.4	3	13		.2	3	17		.2	7	13	.1	.6
4-Book	8	152	.1	.4	5	55	.1	.4	2	11		.2	8	23	.1	.4	7	20	.1	.6
WCMA-FM																				
WI '01	46	394	.7	2.4	16	195	.2	1.4	16	31	.2	1.2	20	63	.3	1.1	23	61	.3	2.0
4-Book	53	523	.8	2.8	27	304	.4	2.3	32	94	.5	2.2	42	125	.6	2.2	34	84	.5	2.8
WCMN-AM																				
WI '01	14	129	.2	.7	4	60	.1	.4	7	25	.1	.5	2	11		.1	3	12		.3
4-Book	26	185	.4	1.4	12	102	.2	1.0	28	62	.4	1.9	17	45	.3	.9	8	16	.1	.7
WCMN-FM																				
WI '01	14	225	.2	.7	14	155	.2	1.3	23	47	.3	1.8	14	45	.2	.8	9	37	.1	.8
4-Book	16	209	.3	.9	12	137	.2	1.0	15	35	.2	1.1	12	45	.2	.6	14	39	.2	1.1
WCOM-FM																				
WI '01	8	125	.1	.4	8	127	.1	.7					15	58	.2	.8	11	43	.2	.9
4-Book	15	235	.2	.8	12	143	.2	1.0	20	51	.3	1.4	26	72	.4	1.3	12	36	.2	1.0
WCTA-FM																				
WI '01	9	108	.1	.5	4	41	.1	.4					5	12	.1	.3	10	28	.1	.9
4-Book	8	119	.1	.4	11	77	.2	.9	1	4		.1	16	39	.2	.8	20	38	.3	1.6
WEGM-FM																				
WI '01	4	108	.1	.2	4	60	.1	.4	2	21		.2	4	21	.1	.2	8	18	.1	.7
4-Book	6	109	.1	.3	4	52	.1	.3	3	15		.2	5	22	.1	.3	5	16	.1	.4
WERR-FM																				
WI '01	29	381	.4	1.5	17	221	.2	1.5	17	43	.2	1.3	38	76	.5	2.1	10	10	.1	.9
4-Book	23	267	.3	1.2	12	164	.2	1.1	12	36	.2	.9	26	64	.4	1.4	9	23	.1	.7
WFID-FM																				
WI '01	53	510	.8	2.7	24	276	.3	2.2	32	82	.5	2.4	34	101	.5	1.9	27	51	.4	2.3
4-Book	79	657	1.2	4.2	37	374	.5	3.2	44	124	.7	3.1	62	169	.9	3.2	45	110	.7	3.7
WIAC-AM																				
WI '01	28	214	.4	1.4	6	89	.1	.5	21	52	.3	1.6	13	39	.2	.7				
4-Book	19	211	.3	1.0	9	108	.1	.8	26	52	.4	1.8	12	39	.2	.6	3	5		.2
WIAC-FM																				
WI '01	87	848	1.2	4.5	37	375	.5	3.3	44	144	.6	3.4	59	134	.8	3.3	44	88	.6	3.8
4-Book	80	774	1.1	4.2	35	406	.5	3.0	39	124	.6	2.8	55	158	.8	2.9	47	129	.7	3.9
+WIDI-FM																				
WI '01	5	42	.1	.3	1	16		.1					3	7		.2	6	9	.1	.5
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 - Women 35-64

Women 35-64																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
156 117	1128 976	2.2 1.7	8.0 6.2	51 53	553 521	.7 .7	4.6 4.5	68 57	160 149	1.0 .9	5.2 4.1	72 103	182 260	1.0 1.5	4.0 5.4	54 63	144 150	.8 .9	4.6 5.1
40 45	389 364	.6 .7	2.0 2.4	24 31	286 250	.3 .4	2.2 2.6	30 31	60 69	.4 .5	2.3 2.2	51 59	155 129	.7 .9	2.8 3.1	20 38	45 85	.3 .6	1.7 3.1
25 26	245 202	.4 .4	1.3 1.4	17 19	142 145	.2 .3	1.5 1.6	19 20	39 47	.3 .3	1.4 1.4	50 38	100 78	.7 .6	2.8 2.0	13 15	25 37	.2 .2	1.1 1.2
3 **	53 **	** **	.2 **	* 2 **	33 **	** **	.2 **	3 **	10 **	** **	.2 **	1 **	10 **	** **	.1 **	1 **	10 **	** **	.1 **
43 37	321 335	.6 .5	2.2 2.0	16 16	134 138	.2 .2	1.4 1.4	26 22	62 50	.4 .3	2.0 1.6	40 30	93 71	.6 .4	2.2 1.6	14 17	38 38	.2 .3	1.2 1.4
96 103	750 936	1.4 1.5	4.9 5.5	18 35	251 399	.3 .5	1.6 2.9	74 73	174 210	1.1 1.1	5.6 5.2	13 52	34 126	.2 .8	.7 2.7	35 32	126 96	.5 .5	3.0 2.6
85 87	808 951	1.2 1.3	4.4 4.6	67 60	514 558	1.0 .9	6.0 5.1	76 69	173 190	1.1 1.0	5.8 4.9	136 134	313 297	1.9 1.9	7.5 7.0	63 62	164 174	.9 .9	5.4 5.1
8 5	88 67	.1 .1	.4 .3	* 6 4	52 49	.1 .1	.5 .4	3 4	10 13		.2 .3	14 10	32 29	.2 .2	.8 .6		7		.2
7 12	147 125	.1 .2	.4 .7	3 7	60 75		.3 .6	5 6	19 18	.1 .1	.4 .4	4 13	24 38	.1 .2	.2 .7	6 3	22 9	.1 .1	.5 .2
10 10	112 103	.1 .1	.5 .5	6 12	89 101	.1 .2	.5 1.0	2 12	9 23		.2 .9	15 11	22 22	.2 .2	.8 .6	1 5	9 12		.1 .4
23 **	158 **	.3 **	1.2 **	9 **	130 **	.1 **	.8 **	29 **	86 **	.4 **	2.2 **	11 **	53 **	.2 **	.6 **	**	**	**	**
10 **	101 **	.1 **	.5 **	3 **	23 **	**	.3 **	3 **	7 **	**	.2 **	**	**	**	**	**	**	**	**
14 16	64 107	.2 .3	.7 .8	1 3	22 40		.1 .3		4		.1	7	20	.1	.4	2	8		.2
15 26	278 458	.2 .4	.8 1.4	12 20	159 259	.2 .3	1.1 1.7	16 19	66 52	.2 .3	1.2 1.3	24 30	56 97	.3 .4	1.3 1.6	18 25	35 75	.3 .4	1.5 2.0
19 11	101 120	.3 .2	1.0 .6	6 9	80 76	.1 .1	.5 .7	21 16	61 42	.3 .3	1.6 1.2	15 14	37 23	.2 .2	.8 .7	8	16	.1	.6
5 **	78 **	.1 **	.3 **	6 **	62 **	.1 **	.5 **	6 **	26 **	.1 **	.5 **	16 **	23 **	.2 **	.9 **	8 **	16 **	.1 **	.7 **
33 34	341 313	.5 .5	1.7 1.8	28 29	226 218	.4 .4	2.5 2.4	21 33	62 90	.3 .5	1.6 2.3	39 40	87 110	.6 .6	2.2 2.1	28 25	50 60	.4 .4	2.4 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 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
86 73	685 627	1.2 1.1	4.4 3.9	94 84	681 636	1.3 1.2	8.5 7.2	43 38	144 116	.6 .6	3.3 2.7	103 87	189 187	1.5 1.3	5.7 4.6	68 56	160 123	1.0 .8	5.8 4.6
8 **	78 **	.1 **	.4 **	4 **	39 **	.1 **	.4 **	11 **	26 **	.2 **	.8 **	2 **	15 **	.1 **	.1 **	1 **	15 **	.1 **	.1 **
8 12	219 243	.1 .2	.4 .7	12 14	125 164	.2 .2	1.1 1.2	13 16	29 39	.2 .2	1.0 1.2	13 25	32 75	.2 .4	.7 1.3	19 17	39 38	.3 .3	1.6 1.4
21 21	154 154	.3 .3	1.1 1.1	10 10	87 70	.1 .1	.9 .9	12 14	54 45	.2 .2	.9 1.0	29 14	77 43	.4 .2	1.6 .8	7 10	14 17	.1 .2	.6 .9
11 **	85 **	.2 **	.6 **	3 **	41 **	.3 **	.3 **	14 **	30 **	.2 **	1.1 **	2 **	8 **	.1 **	.1 **	**	**	**	**
192 171	1265 1246	2.7 2.4	9.8 9.0	65 74	621 602	.9 1.1	5.9 6.3	85 103	237 229	1.2 1.5	6.5 7.3	124 116	268 257	1.8 1.7	6.9 6.1	76 84	200 198	1.1 1.2	6.5 6.9
13 **	57 **	.2 **	.7 **	9 **	44 **	.1 **	.8 **	13 **	13 **	.2 **	1.0 **	14 **	24 **	.2 **	.8 **	9 **	13 **	.1 **	.8 **
39 24	212 173	.6 .4	2.0 1.3	6 7	95 87	.1 .1	.5 .6	7 14	7 27	.1 .2	.5 1.0	8 10	50 27	.1 .1	.4 .5	8 6	23 16	.1 .1	.7 .5
4 **	72 **	.1 **	.2 **	6 **	64 **	.1 **	.5 **	7 **	21 **	.1 **	.5 **	15 **	35 **	.2 **	.8 **	5 **	10 **	.1 **	.4 **
3 **	41 **	.2 **	.2 **	* 1 **	16 **	.1 **	.1 **	**	**	**	**	1 **	4 **	.1 **	.1 **	1 **	4 **	.1 **	.1 **
6 **	123 **	.1 **	.3 **	**	9 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
15 13	64 87	.2 .2	.8 .7	* 12 12	64 68	.2 .2	1.1 1.0	25 17	57 39	.4 .3	1.9 1.3	19 15	57 42	.3 .2	1.1 .8	9 11	22 24	.1 .2	.8 .9
27 28	288 295	.4 .4	1.4 1.5	32 27	226 206	.5 .4	2.9 2.3	22 19	72 66	.3 .3	1.7 1.4	64 51	113 121	.9 .7	3.5 2.7	44 42	109 95	.6 .6	3.8 3.5
23 23	230 247	.3 .3	1.2 1.3	4 9	46 102	.1 .2	.4 .8	3 11	12 27	.2 .2	.2 .8	16 11	34 30	.2 .2	.9 .6	8 8	22 17	.1 .1	.7 .6
45 39	446 425	.6 .6	2.3 2.1	40 29	275 253	.6 .4	3.6 2.5	24 31	77 105	.3 .4	1.8 2.1	105 68	181 153	1.5 1.0	5.8 3.6	52 36	114 77	.7 .5	4.4 2.9
3 3	102 93	.2 .2	.2 .2	2 4	72 70	.2 .1	.2 .3	2 3	10 14	.2 .1	.2 .2	5 3	22 13	.1 .2	.3 .2	9 3	26 9	.1 .3	.8 .3
7 **	76 **	.1 **	.4 **	* 10 **	49 **	.1 **	.9 **	12 **	20 **	.2 **	.9 **	13 **	29 **	.2 **	.7 **	6 **	17 **	.1 **	.5 **

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 35-64

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WXYX-FM																				
WI '01	37	397	.5	1.9	17	141	.2	1.5	19	48	.3	1.4	40	99	.6	2.2	27	66	.4	2.3
4-Book	25	346	.3	1.3	17	160	.2	1.5	10	35	.2	.7	37	96	.6	2.0	19	46	.3	1.6
WYQE-FM																				
WI '01	10	80	.1	.5	5	35	.1	.5					5	6	.1	.3	3	6		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	37	477	.5	1.9	32	242	.5	2.9	23	53	.3	1.8	30	90	.4	1.7	62	107	.9	5.3
4-Book	46	397	.7	2.5	27	230	.4	2.3	26	79	.4	1.9	46	117	.7	2.4	35	80	.5	2.9
WZMT-FM																				
WI '01	5	75	.1	.3	7	61	.1	.6	8	23	.1	.6	4	15	.1	.2	6	22	.1	.5
4-Book	10	100	.2	.6	9	80	.1	.8	9	27	.1	.7	16	35	.2	.8	13	39	.2	1.1
WZNT-FM																				
WI '01	38	394	.5	1.9	45	369	.6	4.1	21	48	.3	1.6	95	207	1.4	5.3	58	138	.8	4.9
4-Book	52	547	.8	2.8	57	465	.8	4.8	45	122	.6	3.1	105	229	1.5	5.5	78	181	1.1	6.4
WZOL-FM																				
WI '01	6	32	.1	.3	3	46		.3	4	14	.1	.3	9	40	.1	.5	2	20		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	1952	6654	27.8		1109	5560	15.8		1313	3023	18.7		1805	3779	25.7		1173	2562	16.7	
4-Book	1890	6626	27.0		1176	5635	16.8		1410	3290	20.2		1901	3895	27.2		1222	2669	17.5	

** 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 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	
WABA-AM																				
WI '01	23	40	.3	3.7	17	65	.2	1.9	20	59	.3	1.3	18	30	.3	1.8	13	52	.2	2.6
4-Book	10	20	.1	1.5	10	34	.1	1.0	16	45	.2	1.0	15	25	.2	1.5	8	20	.1	1.5
WAEI-AM																				
WI '01	11	32	.2	1.7	6	19	.1	.7	4	25	.1	.3	1	11	.1	.6	9	23	.1	1.8
4-Book	10	28	.2	1.5	12	28	.2	1.2	14	35	.2	.9	6	20	.1	.6	6	12	.1	1.1
WAEI-FM																				
WI '01	8	24	.1	1.3	14	31	.2	1.5	4	15	.1	.3	6	22	.1	.6	1	7	.2	.2
4-Book	6	19	.1	1.0	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WAPA-AM																				
WI '01	* 18	33	.3	2.9	2	9	.2	.2	15	46	.2	1.0	13	47	.2	1.3	* 17	42	.2	3.4
4-Book	17	31	.3	2.6	16	48	.2	1.6	17	46	.2	1.1	8	27	.1	.8	17	38	.2	3.3
WBRQ-FM																				
WI '01	9	26	.1	1.4	16	32	.2	1.8	36	83	.5	2.4	23	52	.3	2.3	4	29	.1	.8
4-Book	7	19	.1	1.0	5	10	.1	.5	15	43	.2	1.0	13	33	.2	1.2	2	14	.1	.4
WCAD-FM																				
WI '01	5	13	.1	.8					3	13	.2	.7	7	13	.1	.7	5	13	.1	1.0
4-Book	5	18	.1	.7					4	10	.1	.3	8	22	.1	.7	3	13	.1	.6
WCMA-FM																				
WI '01	8	23	.1	1.3	15	40	.2	1.7	26	82	.4	1.7	14	49	.2	1.4	9	40	.1	1.8
4-Book	12	35	.2	1.8	16	47	.2	1.7	30	106	.4	1.9	30	94	.4	2.8	21	67	.3	3.9
WCMN-AM																				
WI '01					15	23	.2	1.7	8	26	.1	.5								
4-Book	2	4		.3	17	35	.2	1.7	10	21	.1	.6	8	15	.1	.8	8	18	.1	1.4
WCMN-FM																				
WI '01	6	35	.1	1.0	29	41	.4	3.2	13	50	.2	.9	20	64	.3	2.0	2	11		.4
4-Book	6	22	.1	.9	18	35	.3	1.9	17	53	.3	1.1	11	30	.2	1.1	5	14	.1	1.0
WCOM-FM																				
WI '01	3	10		.5	3	11		.3	8	25	.1	.5	16	47	.2	1.6	8	47	.1	1.6
4-Book	6	18	.1	.9	10	25	.1	1.0	11	36	.2	.7	5	15	.1	.5	8	22	.1	1.4
WCTA-FM																				
WI '01	1	5		.2					4	7	.1	.3	5	14	.1	.5	4	12	.1	.8
4-Book	7	19	.1	1.1	5	15	.1	.5	13	23	.2	.8	16	34	.2	1.6	8	23	.1	1.5
WEGM-FM																				
WI '01	5	8	.1	.8	3	4		.3					7	17	.1	.7	6	13	.1	1.2
4-Book	2	6		.2	4	10	.1	.4	3	8		.2	4	10	.1	.4	3	8	.1	.6
WERR-FM																				
WI '01	12	30	.2	1.9	22	77	.3	2.4	29	71	.4	1.9	3	5		.3				
4-Book	11	34	.2	1.7	13	46	.2	1.3	13	47	.2	.8	7	26	.1	.7	6	19	.1	1.1
WFID-FM																				
WI '01	2	5		.3	6	32	.1	.7	27	71	.4	1.8	34	47	.5	3.4	34	77	.5	6.7
4-Book	22	64	.3	3.5	20	65	.3	2.0	37	99	.5	2.3	34	74	.5	3.2	31	77	.5	5.8
WIAC-AM																				
WI '01					6	19	.1	.7	9	37	.1	.6								
4-Book	5	14	.1	.8	15	38	.2	1.5	12	31	.2	.8	2	7		.2	2	9		.4
WIAC-FM																				
WI '01	13	48	.2	2.1	28	65	.4	3.1	53	114	.8	3.5	44	81	.6	4.4	9	48	.1	1.8
4-Book	15	53	.2	2.3	16	44	.2	1.6	54	127	.8	3.4	43	87	.6	4.1	10	41	.2	1.9
+WIDI-FM																				
WI '01	1	4		.2																
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 - 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	
39 29	169 100	.6 .4	6.2 4.4	32 41	92 108	.5 .6	3.5 4.2	60 59	145 147	.9 .9	4.0 3.7	23 33	62 78	.3 .5	2.3 3.2	54 33	186 115	.8 .5	10.7 6.3	
14 14	48 41	.2 .2	2.2 2.1	12 15	51 52	.2 .2	1.3 1.5	33 39	83 86	.5 .6	2.2 2.4	29 39	98 94	.4 .6	2.9 3.7	4 12	36 44	.1 .2	.8 2.2	
29 14	66 35	.4 .2	4.6 2.1	6 13	18 29	.1 .2	.7 1.4	1 24	8 58	.1 .4	.1 1.5	4 18	16 35	.1 .3	.4 1.7	7 8	18 18	.1 .1	1.4 1.5	
* 1 **	10 **	 **	.2 **	8 **	23 **	.1 **	.9 **	2 **	8 **	 **	.1 **	1 **	10 **	 **	.1 **	* **	 **	 **	 **	
4 5	15 19	.1 .1	.6 .7	11 11	23 34	.2 .2	1.2 1.1	20 22	50 57	.3 .3	1.3 1.4	13 17	24 35	.2 .3	1.3 1.7	2 7	11 26	 .1	.4 1.3	
6 13	31 46	.1 .2	1.0 2.0	14 53	33 137	.2 .8	1.5 5.4	 27	 71	 .4	 1.7	 20	35 46	.1 .3	1.0 1.9	2 13	10 42	 .2	.4 2.3	
29 24	97 87	.4 .4	4.6 3.6	50 28	130 99	.7 .4	5.5 2.9	94 88	184 216	1.3 1.3	6.2 5.6	67 56	163 143	1.0 .8	6.7 5.3	18 14	108 58	.3 .2	3.6 2.6	
				10 6	31 20	.1 .1	1.1 .6	13 8	31 18	.2 .1	.9 .5	5 3	10 5	.1 .1	.5 .3	* 1	 3	 	.2	
**	7 **	 **	 **	5	16	.1	.5	6 11	18 28	.1 .2	.4 .6	7	12	.1	.7	**	**	**	**	
1 7	9 16	 .1	.2 1.2	18 24	49 58	.3 .4	2.0 2.5	6 18	30 37	.1 .3	.4 1.1	4 11	9 24	.1 .2	.4 1.1	7	17	.1	1.3	
7 **	36 **	.1 **	1.1 **	5 **	14 **	.1 **	.6 **	18 **	44 **	.3 **	1.2 **	 **	 **	 **	 **	 **	 **	 **	 **	
6 **	7 **	.1 **	1.0 **	5 **	16 **	.1 **	.6 **	 **	 **	 **	 **	 **	 **	 **	 **	6 **	7 **	.1 **	1.2 **	
2	9		.3					1 2	12 9	.1 .1		4 3	10 9	.1 .1	.4 .3	3	9	.1	.6	
1 16	10 38	 .2	.2 2.6	5 10	26 30	.1 .2	.6 1.1	14 23	53 86	.2 .3	.9 1.4	8 15	26 49	.1 .2	.8 1.5	7 19	24 49	.1 .3	1.4 3.5	
4 6	22 16	.1 .1	.6 .9	2 5	7 14	 .1	.2 .5	3 14	7 28	 .2	.2 .9	2 5	9 16	 .1	.2 .5	3 2	9 4	 	.6 .3	
5 **	20 **	.1 **	.8 **	 **	 **	 **	 **	 **	 **	 **	 **	 **	4 **	20 **	.1 **	.4 **	10 **	20 **	.1 **	2.0 **
33 27	75 61	.5 .4	5.2 4.2	15 34	51 89	.2 .5	1.7 3.5	21 24	59 66	.3 .4	1.4 1.5	34 21	84 47	.5 .3	3.4 2.0	26 23	75 59	.4 .3	5.1 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 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
WORO-FM																			
WI '01	30	81	.4	57	168	.8	6.3	282	503	4.0	18.7	129	281	1.8	13.0	23	78	.3	4.5
4-Book	**	**	**	52	156	.7	5.3	232	416	3.3	14.8	112	240	1.6	10.7	**	**	**	**
WOSO-AM																			
WI '01	4	26	.1	13	24	.2	1.4	1	12		.1					1	12		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WOYE-FM																			
WI '01	2	11		3	15		.3	16	41	.2	1.1	26	39	.4	2.6	7	7	.1	1.4
4-Book	4	14	.1	10	27	.1	1.0	15	48	.2	1.0	16	34	.2	1.5	9	19	.1	1.6
WPAB-AM																			
WI '01	12	30	.2													18	44	.3	3.6
4-Book	6	16	.1	8	15	.1	.8	10	31	.1	.6	7	11	.1	.7	10	26	.1	1.8
WPRA-AM																			
WI '01	3	11						5	8	.1	.3								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WPRM-FM																			
WI '01	14	36	.2	41	70	.6	4.5	103	182	1.5	6.8	65	158	.9	6.5	17	41	.2	3.4
4-Book	33	85	.5	57	120	.8	5.8	98	189	1.4	6.2	70	162	1.0	6.7	32	78	.5	6.0
WQBS-AM																			
WI '01	1	7		13	13	.2	1.4	15	25	.2	1.0	9	13	.1	.9	1	7		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WRIO-FM																			
WI '01	5	36	.1	3	12		.3	9	21	.1	.6	5	15	.1	.5				
4-Book	4	17	.1	7	17	.1	.7	9	23	.1	.6	8	21	.1	.7	2	7		.4
WRRH-FM																			
WI '01	9	23	.1	5	10	.1	.6	7	24	.1	.5								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	*			*	4	12	.1	1	4		.1					*			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSKN-AM																			
WI '01	3	9																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WTPM-FM																			
WI '01	*			18	35	.3	2.0	15	25	.2	1.0	9	19	.1	.9	*			
4-Book	6	16	.1	17	35	.3	1.7	17	40	.3	1.1	6	11	.1	.6	5	12	.1	.8
WUQO-FM																			
WI '01	23	61	.3	10	25	.1	1.1	40	81	.6	2.6	40	49	.6	4.0	10	39	.1	2.0
4-Book	17	42	.3	11	34	.2	1.2	35	77	.5	2.2	31	48	.5	3.0	6	22	.1	1.1
WUNO-AM																			
WI '01				4	12	.1	.4												
4-Book	9	19	.1	20	48	.3	2.0	8	21	.1	.5	3	8		.2	5	16	.1	.9
WVJP-FM																			
WI '01	13	31	.2	11	46	.2	1.2	44	91	.6	2.9	51	96	.7	5.1	15	40	.2	3.0
4-Book	13	40	.2	9	34	.2	.9	39	100	.5	2.5	22	44	.3	2.2	9	23	.1	1.6
WVOZ-FM																			
WI '01								3	25		.2	1	5		.1				
4-Book	2	7		3	9	.1	.3	9	28	.1	.5	8	25	.1	.8	2	7		.3
WXEV-AM																			
WI '01	*	10	.1	*	14	.2	1.5	18	40	.3	1.2	2	8		.2	*	6	.1	1.2
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 - 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	
WXYZ-FM																				
WI '01	6	35	.1	1.0	11	20	.2	1.2	17	50	.2	1.1	13	48	.2	1.3	4	9	.1	.8
4-Book	20	48	.3	3.4	6	21	.1	.6	20	51	.3	1.3	17	40	.2	1.6	5	20	.1	.9
WYQE-FM																				
WI '01	5	11	.1	.8	4	9	.1	.4	8	26	.1	.5	11	24	.2	1.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	36	94	.5	5.7	6	25	.1	.7	39	95	.6	2.6	33	69	.5	3.3	26	50	.4	5.1
4-Book	19	50	.3	2.9	9	27	.1	.9	32	75	.5	2.0	31	62	.4	2.9	16	33	.2	3.0
WZMT-FM																				
WI '01	8	21	.1	1.3	8	23	.1	.9	19	45	.3	1.3								
4-Book	5	17	.1	.8	8	21	.1	.8	11	34	.2	.7	7	13	.1	.6	3	13	.1	.5
WZNT-FM																				
WI '01	45	76	.6	7.2	9	30	.1	1.0	64	144	.9	4.2	36	82	.5	3.6	20	66	.3	3.9
4-Book	37	89	.5	5.7	32	66	.5	3.2	79	186	1.1	5.0	59	118	.8	5.7	19	59	.3	3.5
WZOL-FM																				
WI '01													2	6		.2	4	6	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	629	1672	9.0		908	2142	12.9		1512	3031	21.5		993	2144	14.1		507	1541	7.2	
4-Book	644	1673	9.2		969	2343	13.8		1582	3205	22.6		1042	2195	14.9		537	1446	7.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
WABA-AM																				
WI '01																				
FA '00																				
SU '00		25		1	11		.1		11				7							
SP '00	1	10	.2									3	10	.1	.4	3	10	.1	.6	
4-Book		9	.1		3				3			1	4		.1	1	3		.2	
WI '00	2	18	.4	9	9	.2	1.3	4	9	.1	1.2									
WAEI-AM																				
WI '01	1	18	.2																	
FA '00		20			10															
SU '00	1	26	.2	4	19	.1	.6						7							
SP '00	3	27	.1	8	27	.2	1.0					1	14		.1					
4-Book	1	23	.2	3	14	.1	.4						5							
WI '00	1	49	.2					1	6		.3	1	6		.1					
WAEI-FM																				
WI '01	5	154	.1	.9	6	55	.2	.9	7	83	.2	1.7	5	51	.1	.6	3	31	.1	.6
FA '00	13	261	.3	2.3	17	160	.4	2.3	10	96	.3	3.1	17	153	.4	2.4	17	154	.4	3.1
SU '00	10	210	.2	1.7	10	73	.2	1.4	15	101	.4	2.9	9	67	.2	1.3	6	46	.1	1.2
SP '00	11	182	.3	1.8	18	90	.4	2.2	12	130	.3	2.5	4	29	.1	.6	7	42	.2	1.4
4-Book	10	202	.2	1.7	13	95	.3	1.7	11	103	.3	2.6	9	75	.2	1.2	8	68	.2	1.6
WI '00	10	222	.2	1.9	13	135	.3	1.9	5	102	.1	1.5	12	117	.3	1.7	12	71	.3	3.0
WAPA-AM																				
WI '01	* 1	16	.2					1	12		.2					* 1	16		.2	
FA '00		8															8			
SU '00		35		1	14		.1										14			
SP '00	1	25	.2		13			1	13		.2	1	13		.1	1	13		.2	
4-Book	1	21	.1		7			1	6		.1		3			1	13		.1	
WI '00	1	49	.2	4	27	.1	.6													
WBQ-FM																				
WI '01	20	158	.5	3.5	24	124	.6	3.5	19	105	.5	4.7	30	129	.8	3.9	12	84	.3	2.3
FA '00	4	92	.1	.7	3	28	.1	.4	4	17	.1	1.3	3	42	.1	.4	2	24	.1	.4
SU '00	5	142	.1	.8	6	71	.1	.8	4	34	.1	.8	4	46	.1	.6	6	53	.1	1.2
SP '00	2	79		.3	1	17		.1	1	35		.2	3	39	.1	.4	5	35	.1	1.0
4-Book	8	118	.2	1.3	9	60	.2	1.2	7	48	.2	1.8	10	64	.3	1.3	6	49	.2	1.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WCAD-FM																				
WI '01	7	250	.2	1.2	9	88	.2	1.3	9	64	.2	2.2	12	102	.3	1.5	3	92	.1	.6
FA '00	10	309	.3	1.7	4	85	.1	.5	3	54	.1	.9	16	169	.4	2.3	19	121	.5	3.5
SU '00	5	204	.1	.8	9	83	.2	1.3	6	64	.1	1.2	2	24		.3	6	93	.1	1.2
SP '00	9	304	.2	1.5	9	128	.2	1.1	5	81	.1	1.1	14	198	.3	2.0	10	155	.2	2.1
4-Book	8	267	.2	1.3	8	96	.2	1.1	6	66	.1	1.4	11	123	.3	1.5	10	115	.2	1.9
WI '00	7	178	.2	1.4	11	88	.3	1.6	4	104	.1	1.2	8	71	.2	1.2	5	46	.1	1.2
WCMA-FM																				
WI '01	5	279	.1	.9	6	115	.2	.9	6	71	.2	1.5	12	166	.3	1.5	3	56	.1	.6
FA '00	17	357	.4	3.0	22	109	.6	3.0	7	76	.2	2.2	30	154	.8	4.2	18	174	.5	3.3
SU '00	10	442	.2	1.7	11	177	.3	1.5	11	195	.3	2.1	10	119	.2	1.4	5	86	.1	1.0
SP '00	29	515	.7	4.8	36	233	.9	4.5	21	220	.5	4.4	38	237	.9	5.4	21	203	.5	4.3
4-Book	15	398	.4	2.6	19	159	.5	2.5	11	141	.3	2.6	23	169	.6	3.1	12	130	.3	2.3
WI '00	30	513	.7	5.8	16	178	.4	2.4	21	230	.5	6.3	43	309	1.1	6.2	33	274	.8	8.2
WCMN-AM																				
WI '01																				
FA '00	1	11	.2		2	11	.1	.3	1	11		.3					11			
SU '00		50			3	50	.1	.4												
SP '00																				
4-Book		15	.1		1	15	.1	.2		3		.1					3			
WI '00	1	21	.2		3	11	.1	.4					1	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 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
WCMN-FM																			
27	376	.7	4.7	22	173	.6	3.2	21	188	.5	5.2	38	308	1.0	4.9	26	170	.7	4.9
17	319	.4	3.0	18	89	.5	2.4	7	111	.2	2.2	24	203	.6	3.4	14	122	.4	2.6
27	309	.7	4.6	23	146	.6	3.2	21	206	.5	4.0	36	163	.9	5.2	24	168	.6	4.7
10	241	.2	1.7	14	130	.3	1.7	5	91	.1	1.1	12	90	.3	1.7	6	91	.1	1.2
20	311	.5	3.5	19	135	.5	2.6	14	149	.3	3.1	28	191	.7	3.8	18	138	.5	3.4
20	322	.5	3.9	26	161	.6	3.9	18	141	.4	5.4	13	197	.3	1.9	13	117	.3	3.2
WCOM-FM																			
16	429	.4	2.8	25	200	.6	3.6	11	166	.3	2.7	16	181	.4	2.1	9	114	.2	1.7
18	647	.5	3.1	35	290	.9	4.8	9	180	.2	2.8	22	212	.6	3.1	11	153	.3	2.0
24	752	.6	4.1	43	258	1.1	6.0	36	430	.9	6.9	16	303	.4	2.3	9	149	.2	1.7
32	792	.8	5.3	44	297	1.1	5.5	23	233	.6	4.8	31	346	.8	4.4	30	266	.7	6.2
23	655	.6	3.8	37	261	.9	5.0	20	252	.5	4.3	21	261	.6	3.0	15	171	.4	2.9
25	745	.6	4.8	31	361	.8	4.6	11	203	.3	3.3	30	235	.7	4.3	25	282	.6	6.2
WCTA-FM																			
1	33		.2		4							1	14		.1	2	19	.1	.4
10	144	.3	1.7	6	55	.2	.8	1	29		.3	10	55	.3	1.4	2	40	.1	.4
1	44		.2	1	7		.1	1	11		.2	2	26		.3	1	10		.2
2	99		.3	1	12		.1	2	49		.4	4	35	.1	.6	4	43	.1	.8
4	80	.1	.6	2	20	.1	.3	1	22		.2	4	33	.1	.6	2	28	.1	.5
6	156	.1	1.2	4	64	.1	.6	3	76	.1	.9	10	44	.2	1.4	6	67	.1	1.5
WEGM-FM																			
23	309	.6	4.0	20	185	.5	2.9	11	143	.3	2.7	51	250	1.3	6.6	14	179	.4	2.6
13	219	.3	2.3	15	151	.4	2.0	4	67	.1	1.3	24	134	.6	3.4	11	131	.3	2.0
10	125	.2	1.7	6	58	.1	.8	4	48	.1	.8	27	78	.7	3.9	7	61	.2	1.4
14	142	.3	2.3	6	53	.1	.7	23	72	.6	4.8	22	120	.5	3.2	6	60	.1	1.2
15	199	.4	2.6	12	112	.3	1.6	11	83	.3	2.4	31	146	.8	4.3	10	108	.3	1.8
14	197	.3	2.7	13	136	.3	1.9	8	87	.2	2.4	7	99	.2	1.0	18	64	.4	4.5
WERR-FM																			
4	135	.1	.7	5	38	.1	.7	3	37	.1	.7	5	50	.1	.6	3	43	.1	.6
1	43		.2	2	33	.1	.3					3	32	.1	.4		11		
9	162	.2	1.5	14	119	.3	2.0	1	29		.2	11	109	.3	1.6	9	68	.2	1.7
1	64		.2	3	54	.1	.4					1	13		.1				
4	101	.1	.7	6	61	.2	.9	1	17		.2	5	51	.1	.7	3	31	.1	.6
2	162		.4	5	75	.1	.7	2	41		.6	2	46		.3	2	39		.5
WFID-FM																			
14	296	.4	2.4	15	157	.4	2.2	3	41	.1	.7	15	72	.4	1.9	27	150	.7	5.1
17	368	.4	3.0	16	123	.4	2.2	4	66	.1	1.3	10	82	.3	1.4	36	185	.9	6.6
12	398	.3	2.0	16	110	.4	2.2	10	158	.2	1.9	13	79	.3	1.9	12	120	.3	2.3
12	357	.3	2.0	13	101	.3	1.6	7	73	.2	1.5	10	122	.2	1.4	19	200	.5	3.9
14	355	.4	2.4	15	123	.4	2.1	6	85	.2	1.4	12	89	.3	1.7	24	164	.6	4.5
19	420	.5	3.7	23	184	.6	3.4	13	129	.3	3.9	13	124	.3	1.9	22	164	.5	5.4
WJAC-AM																			
1	33		.2	3	19	.1	.4	1	15		.2								
	17			2	17	.1	.3												
	14			1	14		.1												
1	38		.2	3	25	.1	.4	1	13		.2					1	13		.2
1	26	.1		2	19	.1	.3	1	7		.1						3		.1
WJAC-FM																			
17	502	.4	2.9	12	191	.3	1.7	19	159	.5	4.7	28	250	.7	3.6	7	118	.2	1.3
7	384	.2	1.2	3	40	.1	.4	7	88	.2	2.2	9	163	.2	1.3	10	140	.3	1.8
29	596	.7	4.9	41	171	1.0	5.7	41	296	1.0	7.9	30	241	.7	4.3	23	138	.6	4.5
11	343	.3	1.8	34	169	.8	4.2	3	67	.1	.6	9	121	.2	1.3	10	104	.2	2.1
16	456	.4	2.7	23	143	.6	3.0	18	153	.5	3.9	19	194	.5	2.6	13	125	.3	2.4
12	424	.3	2.3	21	154	.5	3.1	9	166	.2	2.7	11	119	.3	1.6	15	122	.4	3.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
+WIDI-FM																				
WI '01	27															1	27		.2	
FA '00	18							1	10		.3									
SU '00	1	26	.2	2	19		.3					1	10		.1	1	17		.2	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	33								6											
WIOA-FM																				
WI '01	11	342	.3	1.9	22	122	.6	3.2	1	40		.2	15	135	.4	1.9	14	122	.4	2.6
FA '00	15	352	.4	2.6	5	90	.1	.7	15	87	.4	4.7	19	152	.5	2.7	26	155	.7	4.7
SU '00	13	422	.3	2.2	16	147	.4	2.2	15	183	.4	2.9	13	188	.3	1.9	14	153	.3	2.7
SP '00	3	164	.1	.5	4	44	.1	.5	6	63	.1	1.3	1	38		.1	2	36		.4
4-Book	11	320	.3	1.8	12	101	.3	1.7	9	93	.2	2.3	12	128	.3	1.7	14	117	.4	2.6
WI '00	6	245	.1	1.2	4	72	.1	.6	4	55	.1	1.2	9	124	.2	1.3	6	30	.1	1.5
WIOB-FM																				
WI '01	12	266	.3	2.1	15	103	.4	2.2	15	134	.4	3.7	11	76	.3	1.4	7	102	.2	1.3
FA '00	4	125	.1	.7	2	35	.1	.3	2	39	.1	.6	4	56	.1	.6	6	60	.2	1.1
SU '00	4	122	.1	.7	2	41		.3	4	36	.1	.8	3	41	.1	.4	7	45	.2	1.4
SP '00	12	188	.3	2.0	18	102	.4	2.2	13	70	.3	2.7	12	83	.3	1.7	10	53	.2	2.1
4-Book	8	175	.2	1.4	9	70	.2	1.3	9	70	.2	2.0	8	64	.2	1.0	8	65	.2	1.5
WI '00	2	129		.4	5	45	.1	.7	1	52		.3	1	16		.1	2	25		.5
WIOC-FM																				
WI '01	12	117	.3	2.1	14	65	.4	2.0	11	66	.3	2.7	15	72	.4	1.9	11	43	.3	2.1
FA '00	8	148	.2	1.4	5	65	.1	.7	2	18	.1	.6	5	74	.1	.7	14	80	.4	2.6
SU '00	10	126	.2	1.7	15	43	.4	2.1	8	71	.2	1.5	6	71	.1	.9	13	53	.3	2.5
SP '00	8	139	.2	1.3	7	58	.2	.9	7	69	.2	1.5	10	70	.2	1.4	11	110	.3	2.3
4-Book	10	133	.2	1.6	10	58	.3	1.4	7	56	.2	1.6	9	72	.2	1.2	12	72	.3	2.4
WI '00	5	102	.1	1.0	6	26	.1	.9	4	43	.1	1.2	4	35	.1	.6	2	36		.5
WISO-AM																				
WI '01	*	11			2	19	.1	.3									*			
FA '00		19																		
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WIVA-FM																				
WI '01	9	166	.2	1.6	9	100	.2	1.3	6	36	.2	1.5	7	50	.2	.9	12	58	.3	2.3
FA '00	13	266	.3	2.3	26	136	.7	3.5	10	97	.3	3.1	21	154	.5	3.0	4	50	.1	.7
SU '00	13	236	.3	2.2	27	111	.7	3.8	4	52	.1	.8	18	120	.4	2.6	2	37		.4
SP '00	19	255	.5	3.2	30	150	.7	3.7	19	105	.5	4.0	17	65	.4	2.4	13	43	.3	2.7
4-Book	14	231	.3	2.3	23	124	.6	3.1	10	73	.3	2.4	16	97	.4	2.2	8	47	.2	1.5
WI '00	9	156	.2	1.7	23	111	.6	3.4	2	32		.6	20	103	.5	2.9	2	28		.5
WKAQ-AM																				
WI '01	1	77		.2	2	25	.1	.3	1	28		.2	3	24	.1	.4	1	3		.2
FA '00	3	125	.1	.5	11	102	.3	1.5	2	21	.1	.6		5			2	34	.1	.4
SU '00	3	151	.1	.5	13	122	.3	1.8	2	29		.4					2	27		.4
SP '00	4	124	.1	.7	9	73	.2	1.1	6	34	.1	1.3	4	57	.1	.6	2	31		.4
4-Book	3	119	.1	.5	9	81	.2	1.2	3	28	.1	.6	2	22	.1	.3	2	24		.4
WI '00	1	76		.2	3	40	.1	.4	1	11		.3	2	21		.3		19		
WKAQ-FM																				
WI '01	51	906	1.3	8.8	46	412	1.2	6.7	35	357	.9	8.6	79	469	2.0	10.2	45	364	1.1	8.5
FA '00	61	1151	1.5	10.6	70	561	1.8	9.5	33	450	.8	10.4	83	697	2.1	11.7	51	480	1.3	9.3
SU '00	50	987	1.2	8.4	43	380	1.1	6.0	47	559	1.2	9.1	60	476	1.5	8.6	47	405	1.2	9.1
SP '00	73	1356	1.8	12.2	72	636	1.8	9.0	64	648	1.6	13.5	107	793	2.6	15.3	52	552	1.3	10.7
4-Book	59	1100	1.5	10.0	58	497	1.5	7.8	45	504	1.1	10.4	82	609	2.1	11.5	49	450	1.2	9.4
WI '00	63	1089	1.5	12.2	69	480	1.7	10.3	48	512	1.2	14.5	91	650	2.2	13.2	37	375	.9	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 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	
WKJB-AM																				
WI '01	*															*				
FA '00																				
SU '00		19							13				1	7	.1					
SP '00		5							3					2						
4-Book		9			9															
WKSA-FM																				
WI '01	3	132	.1	.5	3	76	.1	.4	6	59	.2	1.5	2	58	.1	.3	4	66	.1	.8
FA '00	4	127	.1	.7	3	27	.1	.4	2	32	.1	.6	7	62	.2	1.0	4	57	.1	.7
SU '00	4	77	.1	.7		14			8	58	.2	1.5					**	**	**	**
SP '00	5	54	.1	.8	2	26		.2	6	45	.1	1.3					**	**	**	**
4-Book	4	98	.1	.7	2	36	.1	.3	6	49	.2	1.2	2	30	.1	.3	**	**	**	**
WI '00	1	23		.2						9			2	9	.3		**	**	**	**
WKVM-AM																				
WI '01																				
FA '00	2	38	.1	.3	10	38	.3	1.4					1	10	.1		1	10		.2
SU '00		10								10										
SP '00	1	12		.1	3	10	.1	.4		3				3			3		.1	
4-Book	8	37	.2	1.5	16	37	.4	2.4	10	12	.2	3.0	11	21	.3	1.6		8		
WLEO-AM																				
WI '01	1	26		.2	3	26	.1	.4												
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		13											1	13	.1					
SP '00	**	8			**	**	**	**	**	**	**	**	**	**	**	**	**	8		
4-Book	1	36		.2									**	**	**	**	**	**	**	**
WLEY-AM																				
WI '01		12											1	12	.1					
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00		14			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																				
WI '01		15							1	15		.2								
FA '00		17			1	17		.1												
SU '00	1	14		.2	3	14		.1	.4											
SP '00		13								1	13		.2			1	13		.1	
4-Book		15		.1	1	8		.1		1	7		.1			3				
WMEG-FM																				
WI '01	87	1170	2.2	15.0	97	674	2.4	14.1	57	459	1.4	14.0	128	667	3.2	16.5	95	570	2.4	17.9
FA '00	82	1287	2.1	14.3	87	613	2.2	11.8	46	458	1.2	14.5	101	778	2.5	14.2	84	556	2.1	15.3
SU '00	73	999	1.8	12.3	50	383	1.2	7.0	47	429	1.2	9.1	124	661	3.0	17.8	85	549	2.1	16.5
SP '00	91	1263	2.2	15.2	103	604	2.5	12.9	63	447	1.5	13.3	125	713	3.1	17.9	97	589	2.4	20.0
4-Book	83	1180	2.1	14.2	84	569	2.1	11.5	53	448	1.3	12.7	120	705	3.0	16.6	90	566	2.3	17.4
WI '00	51	886	1.3	9.8	40	408	1.0	6.0	26	264	.6	7.9	87	427	2.1	12.6	53	491	1.3	13.1
WNEL-AM																				
WI '01																				
FA '00		8				8														
SU '00		14			2	14		.3												
SP '00																				
4-Book		6			1	6		.1												
WQOW-FM																				
WI '01																				
FA '00																				
SU '00																				
SP '00																				
4-Book																				
WQOW-FM																				
WI '01																				
FA '00																				
SU '00																				
SP '00																				
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 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
WNIK-FM																				
WI '01	1	59	.2			12			1	13	.2		2	33	.1	.3	1	13		.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	2	96	.3		3	34	.1	.4	2	34	.4		3	46	.1	.4		31		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																				
WI '01	2	75	.1	.3	1	31		.1	1	27	.2		2	36	.1	.3	3	36	.1	.6
FA '00	3	70	.1	.5	2	22	.1	.3	3	24	.1	.9	4	24	.1	.6	3	39	.1	.5
SU '00	4	176	.1	.7	4	77	.1	.6	2	58		.4	4	62	.1	.6	5	93	.1	1.0
SP '00	5	139	.1	.8	3	67	.1	.4	5	32	.1	1.1		13			7	50	.2	1.4
4-Book	4	115	.1	.6	3	49	.1	.4	3	35	.1	.7	3	34	.1	.4	5	55	.1	.9
WI '00	9	174	.2	1.7	17	112	.4	2.5	4	52	.1	1.2	20	99	.5	2.9		21		
WORO-FM																				
WI '01	1	76	.2		1	9		.1	2	38	.1	.5	1	20		.1		9		
FA '00	1	45	.2			7			1	25		.1	1	25		.1	3	13	.1	.5
SU '00	9	147	.2	1.5	5	48	.1	.7	5	48	.1	1.0	3	29	.1	.4	**	**	**	**
SP '00	10	177	.2	1.7	6	98	.1	.7	7	31	.2	1.5	15	44	.4	2.1	8	44	.2	1.7
4-Book	5	111	.1	.9	3	41	.1	.4	4	29	.1	.8	5	30	.1	.7	**	**	**	**
WI '00	6	161	.1	1.2	4	53	.1	.6	5	82	.1	1.5	22	86	.5	3.2	3	43	.1	.7
WOSO-AM																				
WI '01		14								14										
FA '00	1	11	.2						3	11	.1	.9	1	11		.1				
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WQYE-FM																				
WI '01	10	374	.3	1.7	8	104	.2	1.2	7	133	.2	1.7	11	178	.3	1.4	8	176	.2	1.5
FA '00	15	445	.4	2.6	11	161	.3	1.5	11	154	.3	3.5	25	267	.6	3.5	14	191	.4	2.6
SU '00	19	436	.5	3.2	32	177	.8	4.5	15	175	.4	2.9	25	207	.6	3.6	11	153	.3	2.1
SP '00	36	562	.9	6.0	56	354	1.4	7.0	36	288	.9	7.6	30	212	.7	4.3	16	148	.4	3.3
4-Book	20	454	.5	3.4	27	199	.7	3.6	17	188	.5	3.9	23	216	.6	3.2	12	167	.3	2.4
WI '00	22	496	.5	4.2	26	221	.6	3.9	21	209	.5	6.3	16	229	.4	2.3	16	167	.4	4.0
WPAB-AM																				
WI '01																				
FA '00	1	67	.2		4	56	.1	.5					14							
SU '00		11			2	11		.3												
SP '00																				
4-Book		20	.1		2	17	.2						4							
WI '00		34			1	22	.1		1	12	.3									
WPRA-AM																				
WI '01	* 1	19	.2		4	19	.1	.6									*			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		19												12						
WPRM-FM																				
WI '01	54	830	1.4	9.3	164	571	4.1	23.8	27	187	.7	6.7	45	315	1.1	5.8	30	228	.8	5.7
FA '00	46	856	1.2	8.0	119	548	3.0	16.2	29	255	.7	9.1	54	331	1.4	7.6	12	214	.3	2.2
SU '00	50	892	1.2	8.4	120	510	3.0	16.8	30	365	.7	5.8	66	441	1.6	9.5	29	266	.7	5.6
SP '00	49	851	1.2	8.2	153	596	3.8	19.1	21	206	.5	4.4	58	446	1.4	8.3	16	131	.4	3.3
4-Book	50	857	1.3	8.5	139	556	3.5	19.0	27	253	.7	6.5	56	383	1.4	7.8	22	210	.6	4.2
WI '00	35	759	.9	6.8	103	509	2.5	15.4	17	168	.4	5.1	44	260	1.1	6.4	10	93	.2	2.5

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener 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
WQBS-AM																			
WI '01		3																	
FA '00	1	11		1	11		.1	1	11		.3					1	11		.2
SU '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '00		13						2	13		.4								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WR10-FM																			
WI '01	5	185	.1	.9	18	95	.5	2.6	5	47	.1	1.2	7	95	.2	.9	1	24	.2
FA '00	9	140	.2	1.6	40	112	1.0	5.4	2	19	.1	.6	3	19	.1	.4	2	50	.1
SU '00	6	148	.1	1.0	17	110	.4	2.4	4	60	.1	.8	3	13	.1	.4	2	23	.4
SP '00	4	135	.1	.7	17	87	.4	2.1	4	43	.1	.8	1	7	.1	.1	1	19	.2
4-Book	6	152	.1	1.1	23	101	.6	3.1	4	42	.1	.9	4	34	.1	.5	2	29	.3
WI '00	7	160	.2	1.4	16	85	.4	2.4	2	26		.6	9	76	.2	1.3		22	
WRRH-FM																			
WI '01	6	29	.2	1.0	2	12	.1	.3	2	25	.1	.5	11	29	.3	1.4	6	29	.2
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00	4	58	.1	.7	3	20	.1	.4	7	23	.2	1.3	3	38	.1	.4	4	28	.1
SP '00	1	26		.2	1	10		.1	1	13		.2	2	26		.3	2	2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WSAN-FM																			
WI '01	*															*			
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00																			
SP '00		44							17			1	27		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00																			
WSKN-AM																			
WI '01		15			1	15		.1											
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00																			
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		7																	
WTPM-FM																			
WI '01	* 1	25		.2		15						1	11		.1	* 1	11		.2
FA '00		20																	
SU '00	2	57		.3		21			3	14	.1	.6	3	36	.1	.4			
SP '00		11							1	11			1	11		.1			
4-Book	1	28		.1		9			1	4		.2	1	15		.2	3		.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WUQD-FM																			
WI '01	21	368	.5	3.6	19	134	.5	2.8	15	152	.4	3.7	25	256	.6	3.2	24	135	.6
FA '00	28	531	.7	4.9	25	208	.6	3.4	17	222	.4	5.3	38	321	1.0	5.3	27	194	.7
SU '00	20	431	.5	3.4	14	126	.3	2.0	21	248	.5	4.0	26	216	.6	3.7	16	165	.4
SP '00	25	448	.6	4.2	23	201	.6	2.9	36	223	.9	7.6	29	269	.7	4.2	19	181	.5
4-Book	24	445	.6	4.0	20	167	.5	2.8	22	211	.6	5.2	30	266	.7	4.1	22	169	.6
WI '00	14	366	.3	2.7	21	236	.5	3.1	12	171	.3	3.6	15	209	.4	2.2	7	136	.2
WUNO-AM																			
WI '01		15			1	15		.1											
FA '00	1	28		.2	3	17		.1					1	8		.1			
SU '00		8							8										
SP '00		13				13													
4-Book		16		.1	1	11		.1	2					2					
WI '00	2	44		.4	9	44		.2			1.3		1	19		.1	1	19	.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

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	
WVJP-FM																				
WI '01	3	126	.1	.5	4	68	.1	.6		13		3	67	.1	.4	2	44	.1	.4	
FA '00	14	202	.4	2.4	17	43	.4	2.3	6	56	.2	1.9	23	99	.6	3.2	19	40	.5	3.5
SU '00	5	216	.1	.8	3	46	.1	.4	3	31	.1	.6	4	80	.1	.6	11	85	.3	2.1
SP '00	2	69		.3		9			1	25		.2	3	33	.1	.4	2	43		.4
4-Book	6	153	.2	1.0	6	42	.2	.8	3	31	.1	.7	8	70	.2	1.2	9	53	.2	1.6
WI '00	4	92	.1	.8	3	39	.1	.4	4	35	.1	1.2	7	52	.2	1.0	4	53	.1	1.0
WV02-FM																				
WI '01	76	1078	1.9	13.1	41	311	1.0	5.9	47	400	1.2	11.6	104	592	2.6	13.4	86	539	2.2	16.2
FA '00	39	668	1.0	6.8	28	215	.7	3.8	18	188	.5	5.7	53	360	1.3	7.5	47	385	1.2	8.6
SU '00	30	510	.7	5.1	17	181	.4	2.4	25	221	.6	4.8	32	205	.8	4.6	38	257	.9	7.4
SP '00	8	190	.2	1.3	3	63	.1	.4	5	63	.1	1.1	5	56	.1	.7	9	65	.2	1.9
4-Book	38	612	1.0	6.6	22	193	.6	3.1	24	218	.6	5.8	49	303	1.2	6.6	45	312	1.1	8.5
WI '00	4	113	.1	.8					1	37		.3	1	10		.1	4	34	.1	1.0
WXEV-AM																				
WI '01	*	12															*	1	12	.2
FA '00		22																1	7	.2
SU '00		10				10							1	10		.1				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00																				
WXYX-FM																				
WI '01	16	545	.4	2.8	16	178	.4	2.3	12	158	.3	3.0	30	292	.8	3.9	9	141	.2	1.7
FA '00	22	543	.6	3.8	39	205	1.0	5.3	19	141	.5	6.0	26	229	.7	3.7	8	136	.2	1.5
SU '00	25	671	.6	4.2	32	219	.8	4.5	21	291	.5	4.0	30	235	.7	4.3	17	208	.4	3.3
SP '00	29	638	.7	4.8	20	198	.5	2.5	17	216	.4	3.6	44	291	1.1	6.3	37	282	.9	7.6
4-Book	23	599	.6	3.9	27	200	.7	3.7	17	202	.4	4.2	33	262	.8	4.6	18	192	.4	3.5
WI '00	19	533	.5	3.7	29	243	.7	4.3	20	186	.5	6.0	26	212	.6	3.8	9	148	.2	2.2
WYQE-FM																				
WI '01	1	42		.2	6	29	.2	.9	2	12	.1	.5		7				14		
FA '00		21								7										
SU '00	4	50	.1	.7	3	11	.1	.4	4	19	.1	.8	4	32	.1	.6	4	32	.1	.8
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	3	31	.1	.6	8	25	.2	1.2					5	25	.1	.7	1	6		.2
WZAR-FM																				
WI '01	9	354	.2	1.6	6	63	.2	.9	7	73	.2	1.7	13	134	.3	1.7	16	125	.4	3.0
FA '00	12	264	.3	2.1	2	35	.1	.3	6	72	.2	1.9	15	120	.4	2.1	18	102	.5	3.3
SU '00	25	391	.6	4.2	8	110	.2	1.1	14	143	.3	2.7	21	197	.5	3.0	43	217	1.1	8.3
SP '00	16	407	.4	2.7	10	112	.2	1.2	10	111	.2	2.1	17	157	.4	2.4	24	221	.6	5.0
4-Book	16	354	.4	2.7	7	80	.2	.9	9	100	.2	2.1	17	152	.4	2.3	25	166	.7	4.9
WI '00	11	252	.3	2.1	10	74	.2	1.5	13	164	.3	3.9	8	63	.2	1.2	15	103	.4	3.7
WZMT-FM																				
WI '01	1	53		.2	1	11		.1	1	13		.2		13			2	8	.1	.4
FA '00	2	46	.1	.3	2	17	.1	.3	1	23		.3	1	10		.1		14		
SU '00	3	84	.1	.5	1	14		.1	7	73	.2	1.3	4	46	.1	.6	1	19		.2
SP '00	6	42	.1	1.0	7	42	.2	.9	1	23		.2	8	42	.2	1.1	6	33	.1	1.2
4-Book	3	56	.1	.5	3	21	.1	.4	3	33	.1	.5	3	28	.1	.5	2	19	.1	.5
WI '00	4	83	.1	.8	9	32	.2	1.3	2	33		.6	6	25	.1	.9	1	16		.2
WZNT-FM																				
WI '01	6	238	.2	1.0	4	71	.1	.6	2	44	.1	.5	10	99	.3	1.3	5	61	.1	.9
FA '00	9	330	.2	1.6	3	46	.1	.4	4	103	.1	1.3	15	194	.4	2.1	10	125	.3	1.8
SU '00	16	353	.4	2.7	16	136	.4	2.2	16	161	.4	3.1	21	126	.5	3.0	9	85	.2	1.7
SP '00	11	336	.3	1.8	10	137	.2	1.2	9	113	.2	1.9	12	134	.3	1.7	3	35	.1	.6
4-Book	11	314	.3	1.8	8	98	.2	1.1	8	105	.2	1.7	15	138	.4	2.0	7	77	.2	1.3
WI '00	18	396	.4	3.5	18	133	.4	2.7	6	113	.1	1.8	25	174	.6	3.6	15	101	.4	3.7

** Station(s) not reported
this survey.* Listener estimates adjusted for
reported broadcast schedule.+ Station(s) changed call
letters - see Page 13.4-Book: Avg. of current and previous 3 surveys.
2-Book: Avg. of most recent 2 surveys.

Target Listener 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
WZOL-FM																			
WI '01	2	45	.1	.3	1	17	.1									2	14	.1	.4
FA '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '00																			
SP '00		6										1	6	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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
WABA-AM																			
WI '01																			
4-Book	7	.1		2	.1			2	.1			1	2	.1					
WAEI-AM																			
WI '01				2	18	.1	.4	7	18	.2	1.7	4	18	.1	.5	5	18	.1	.8
4-Book	1	16	.2	3	19	.1	.5	8	14	.2	1.7	2	11	.1	.3	1	5	.1	.2
WAEI-FM																			
WI '01	6	109	.2	6	91	.2	1.1					12	54	.3	1.5	9	35	.2	1.5
4-Book	11	157	.3	**	**	**	**	7	19	.2	1.5	18	61	.5	2.3	11	38	.3	1.7
WAPA-AM																			
WI '01	12			* 2	16	.1	.4												
4-Book	10	.1		1	6	.1		1	2	.1									
WBRQ-FM																			
WI '01	24	158	.6	17	110	.4	3.0	34	87	.9	8.2	33	83	.8	4.1	18	65	.5	2.9
4-Book	9	92	.2	7	76	.2	1.2	11	32	.3	2.5	16	48	.4	2.0	6	23	.2	.9
WCAD-FM																			
WI '01	10	177	.3	4	74	.1	.7					4	12	.1	.5	2	14	.1	.3
4-Book	8	193	.2	6	119	.2	1.0	2	14	.1	.4	6	29	.2	.8	7	29	.2	1.0
WCMA-FM																			
WI '01	8	266	.2	2	80	.1	.4	4	15	.1	1.0	2	24	.1	.3				
4-Book	17	302	.4	14	189	.4	2.4	8	38	.2	1.8	22	78	.5	2.8	16	44	.4	2.3
WCMN-AM																			
WI '01																			
4-Book	1	15	.1		3								3						
WCMN-FM																			
WI '01	26	351	.7	29	234	.7	5.2	21	96	.5	5.0	52	126	1.3	6.5	32	127	.8	5.2
4-Book	20	261	.5	24	184	.6	4.1	18	60	.5	4.1	32	85	.8	4.0	28	86	.7	4.3
WCOM-FM																			
WI '01	17	343	.4	18	210	.5	3.2	2	14	.1	.5	42	91	1.1	5.3	20	49	.5	3.3
4-Book	26	524	.6	22	306	.6	3.8	13	45	.3	2.7	40	116	1.0	4.9	26	83	.6	3.8
WCTA-FM																			
WI '01		14		1	28		.2												
4-Book	2	51	.4	7	55	.2	1.1					15	22	.4	1.7	10	28	.2	1.3
WEGM-FM																			
WI '01	26	309	.7	25	228	.6	4.5	2	10	.1	.5	30	93	.8	3.8	47	93	1.2	7.7
4-Book	17	180	.5	15	144	.4	2.6	7	29	.2	1.4	19	75	.5	2.4	31	65	.8	4.7
WERR-FM																			
WI '01	4	84	.1	4	88	.1	.7	6	19	.2	1.4	9	34	.2	1.1				
4-Book	4	82	.1	4	56	.1	.7	5	13	.1	1.2	3	16	.1	.4	2	7	.1	.3
WFID-FM																			
WI '01	11	185	.3	12	112	.3	2.1	8	16	.2	1.9	15	27	.4	1.9	10	36	.3	1.6
4-Book	11	214	.3	13	181	.3	2.2	13	41	.3	2.8	10	36	.3	1.3	13	41	.4	1.8
WJAC-AM																			
WI '01	1	33	.2		9			1	9		.2								
4-Book	1	22	.2		7			1	7		.2								
WJAC-FM																			
WI '01	20	390	.5	19	223	.5	3.4	10	31	.3	2.4	53	112	1.3	6.7	26	61	.7	4.2
4-Book	19	343	.5	13	181	.4	2.3	10	27	.3	2.3	28	75	.7	3.6	16	43	.4	2.6
+WIDI-FM																			
WI '01																			
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 - Teens 12-17

Teens 12-17

Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
12 11	211 209	.3 .3	2.0 1.8	6 8	135 136	.2 .2	1.1 1.3	3	11	.1 .5	.5	6 11	27 35	.2 .3	.8 1.4	6 5	25 25	.2 .1	1.0 .8
14 8	197 133	.4 .2	2.3 1.4	13 8	185 88	.3 .2	2.3 1.3	19 7	57 21	.5 .2	4.6 1.6	11 10	50 39	.3 .3	1.4 1.3	6 4	30 16	.2 .1	1.0 .6
13 9	107 106	.3 .2	2.1 1.4	9 9	75 95	.2 .2	1.6 1.5	7 4	11 13	.2 .1	1.7 1.0	20 12	54 33	.5 .3	2.5 1.5	13 11	30 26	.3 .3	2.1 1.6
**	**	**	**	* **	1 **	11 **	.2 **	**	**	**	**	**	**	**	**	6 **	11 **	.2 **	1.0 **
7 16	121 181	.2 .4	1.2 2.6	11 14	85 113	.3 .4	2.0 2.4	1 14	10 30	.2 .3	1.2 3.1	6 10	14 41	.2 .3	.8 1.3	6 16	.4 .4	2.4 2.4	
2 4	77 111	.1 .1	.3 .7	1 1	8 16	.2 .2	.2 .2	3 3	.1 .1	.1 .1	.1 .1	3 3	3 3	3 3	3 3	1 1	8 2	.2 .1	.2 .1
52 60	740 895	1.3 1.5	8.6 9.8	53 63	494 680	1.3 1.6	9.5 10.9	42 34	139 136	1.1 .9	10.1 7.7	90 104	270 304	2.3 2.6	11.3 12.9	54 82	170 215	1.4 2.1	8.8 11.7
5				*															
4 4	105 73	.1 .1	.7 .6	1 5	23 37	.1 .1	.2 .9	1 2	4 9	.2 .1	.2 .5	4 15	4 24	.1 .4	.5 1.9	5 5	9 9	.1 .1	.6 .6
1	12		.1																
1 **	26 **	**	.2 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	12 **	**	**	**	1 **	12 **	.2 **	6 **	12 **	.2 **	1.4 **	**	**	**	**	**	**	**	**
1	15 15		.1																
91 84	1105 992	2.3 2.1	15.0 13.6	74 79	688 741	1.9 2.0	13.2 13.6	35 48	98 166	.9 1.2	8.4 10.8	92 98	292 294	2.3 2.5	11.6 12.0	85 111	219 282	2.1 2.8	13.8 16.1
6			.1																
1 **	59 **	**	.2 **	**	13 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 3	75 78	.1	.2 .4	1 4	36 68	.1	.2 .6	4 3	14 12	.1 .1	1.0 .7	4 4	29 22	.1 .1	.5 .5	1 6	3 13	.1 .1	.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

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
WORD-FM WI '01 4-Book	1 4	68 68	.1 .6		9 53	.2 .2	1.4	6 11	.2 .2	1.4		10 26	.3 .3	1.3		7 10	.2 .2	1.0	
WOSO-AM WI '01 4-Book	** **	14 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WOYE-FM WI '01 4-Book	8 22	243 384	.2 .6	15 22	191 219	.4 .6	2.7 3.8	13 21	31 50	.3 .5	3.1 4.8	15 27	67 97	.4 .7	1.9 3.4	22 21	72 57	.6 .5	3.6 3.0
WPAB-AM WI '01 4-Book	1 1	17 19	.1 .2	1 1	14 14	.1 .1		2 2	10 10	.1 .1	.4								
WPRA-AM WI '01 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WPRM-FM WI '01 4-Book	75 70	710 770	1.9 1.8	33 32	447 324	.8 .8	5.9 5.5	48 48	98 103	1.2 1.2	11.5 10.9	16 40	40 94	.4 1.0	2.0 5.0	22 33	54 80	.6 .8	3.6 4.8
WQBS-AM WI '01 4-Book	** **	** **	** **	** **	3 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WRIO-FM WI '01 4-Book	9 10	176 137	.2 .3	1 3	22 50	.2 .1	.6	2 9	9 19	.1 .3	.5 2.1	1 2	9 11	.1 .1	.3	4 4	14 14	.1 .1	.6
WRRH-FM WI '01 4-Book	5 **	29 **	.1 **	7 **	25 **	.2 **	1.3	3 **	12 **	.1 **	.7	8 **	12 **	.2 **	1.0	3 **	12 **	.1 **	.5
WSAN-FM WI '01 4-Book	** **	** **	** **	* **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WSKN-AM WI '01 4-Book	** **	15 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
WTPM-FM WI '01 4-Book	1 1	25 23	.1 .1	* 1	11 16	.2 .2		5 4	11 10	.1 .1	1.2 .9	3 2	11 11	.1 .1	.4 .3	3 2	11 5	.1 .1	.5 .3
WUQK-FM WI '01 4-Book	20 24	351 378	.5 .6	21 24	162 249	.5 .6	3.8 4.2	8 16	24 65	.2 .4	1.9 3.6	28 43	82 116	.7 1.1	3.5 5.2	22 23	60 81	.6 .6	3.6 3.4
WUNO-AM WI '01 4-Book		15 13	.1		3	.1													
WVJP-FM WI '01 4-Book	2 6	82 98	.1 .2	5 6	60 69	.1 .1	.9 1.0	8 5	28 20	.2 .1	1.9 1.0	5 8	13 25	.1 .2	.6 .9	7 7	15 15	.2 .2	1.0
WVOZ-FM WI '01 4-Book	63 31	839 438	1.6 .8	95 47	721 401	2.4 1.2	17.0 8.2	41 12	127 38	1.0 .3	9.9 2.9	122 48	304 134	3.1 1.2	15.3 5.9	120 48	220 101	3.0 1.2	19.5 7.5
WXEV-AM WI '01 4-Book	** **	** **	** **	* **	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

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
WXYX-FM																				
WI '01	19	441	.5	3.1	16	271	.4	2.9	7	51	.2	1.7	40	130	1.0	5.0	26	49	.7	4.2
4-Book	25	445	.6	4.0	23	311	.6	4.0	18	66	.5	3.9	40	138	1.0	5.0	41	99	1.0	5.9
WYQE-FM																				
WI '01	3	35	.1	.5		9							1	9		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	9	231	.2	1.5	5	75	.1	.9	7	19	.2	1.7	4	19	.1	.5	5	24	.1	.8
4-Book	11	239	.3	1.8	17	175	.4	2.9	12	40	.3	2.7	22	69	.6	2.8	18	53	.5	2.6
WZMT-FM																				
WI '01	1	37		.2	2	17	.1	.4					1	9		.1				
4-Book	3	46	.1	.5	4	44	.1	.7	4	12	.1	1.0	2	9		.2	2	7	.1	.3
WZNT-FM																				
WI '01	5	196	.1	.8	7	145	.2	1.3	5	25	.1	1.2	5	43	.1	.6	16	34	.4	2.6
4-Book	10	240	.2	1.6	14	180	.4	2.4	12	33	.3	2.7	18	61	.5	2.4	18	49	.5	2.6
WZOL-FM																				
WI '01		17			7	42	.2	1.3	20	42	.5	4.8	17	42	.4	2.1	14	28	.4	2.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	608	3670	15.2		560	3073	14.0		416	1179	10.4		796	1929	20.0		614	1453	15.4	
4-Book	614	3707	15.2		578	3216	14.3		445	1250	11.0		806	1953	20.1		679	1594	16.9	

** 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

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
WABA-AM																			
WI '01																			
4-Book																			
					2			1	2		.1								
WAEI-AM																			
WI '01																			
4-Book																			
				5	9	.1	1.5	4	12	.1	.6	1	3		.2				
WAEI-FM																			
WI '01																			
4-Book																			
4	12	.1	.6	**	**	**	**	19	44	.5	2.9	**	**	**	**	3	35	.1	.6
WAPA-AM																			
WI '01																			
4-Book																			
*				2	3	.1	.7	2	12	.1	.3	9	12	.2	1.5	*			
				1	1		.2	1	3		.1	2	3	.1	.4				
WBRQ-FM																			
WI '01																			
4-Book																			
8	34	.2	1.4	7	34	.2	2.3	22	87	.6	3.3	11	52	.3	1.9	3	26	.1	.6
4	18	.1	.7	2	9	.1	.6	6	22	.2	.8	9	26	.2	1.8	3	22	.1	.6
WCAD-FM																			
WI '01																			
4-Book																			
5	28	.1	.9					17	35	.4	2.6								
12	44	.3	2.1	2	7		.5	12	44	.3	1.8	2	10	.1	.4	3	13	.1	.6
WCMA-FM																			
WI '01																			
4-Book																			
8	41	.2	1.4									3	14	.1	.5				
12	37	.3	2.0	9	25	.2	2.7	13	49	.3	1.9	20	48	.5	3.6	13	37	.3	2.8
WCMN-AM																			
WI '01																			
4-Book																			
				1	3		.3												
WCMN-FM																			
WI '01																			
4-Book																			
21	58	.5	3.7	12	33	.3	4.0	32	101	.8	4.8	35	62	.9	5.9	20	54	.5	4.3
14	54	.4	2.4	11	43	.3	3.6	27	74	.7	4.0	35	75	.9	6.5	21	66	.5	4.4
WCOM-FM																			
WI '01																			
4-Book																			
6	9	.2	1.1	9	22	.2	3.0	19	46	.5	2.9	31	83	.8	5.2	16	28	.4	3.4
15	49	.4	2.7	11	31	.3	3.3	19	66	.5	2.8	27	68	.7	4.7	26	75	.7	5.5
WCTA-FM																			
WI '01																			
4-Book																			
								2	10	.1	.3					4	19	.1	.9
1	7	.1	.2	3	13	.1	1.1	15	26	.4	2.1	5	20	.1	.9	2	11	.1	.4
WEGM-FM																			
WI '01																			
4-Book																			
5	27	.1	.9	33	89	.8	11.0	28	108	.7	4.2	19	61	.5	3.2	32	60	.8	6.8
6	23	.2	1.0	9	31	.2	3.1	20	60	.5	2.9	17	42	.5	3.0	12	28	.3	2.6
WERR-FM																			
WI '01																			
4-Book																			
1	14		.2	6	24	.2	2.0	6	40	.2	.9					1	10		.2
3	18	.1	.5	4	17	.1	1.3	6	23	.2	.9	5	13	.1	1.0	4	13	.1	.9
WFID-FM																			
WI '01																			
4-Book																			
15	25	.4	2.7					8	16	.2	1.2	15	35	.4	2.5	18	48	.5	3.8
19	64	.5	3.3	11	26	.3	3.4	8	32	.2	1.2	14	36	.4	2.7	11	32	.3	2.3
WIAC-AM																			
WI '01																			
4-Book																			
				1	9		.3												
					2		.1												
WIAC-FM																			
WI '01																			
4-Book																			
10	48	.3	1.8	3	11	.1	1.0	19	61	.5	2.9	11	23	.3	1.9	12	37	.3	2.6
17	53	.4	2.8	6	18	.2	1.9	12	36	.3	1.8	6	19	.2	1.0	8	23	.2	1.6
+WIDI-FM																			
WI '01																			
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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
WIOA-FM																			
11	39	.3	1.9					16	25	.4	2.4	3	15	.1	.5	3	15	.1	.6
9	31	.2	1.5	4	12	.1	1.2	14	43	.4	2.1	8	30	.2	1.5	3	16	.1	.6
WIOB-FM																			
10	48	.3	1.8	19	58	.5	6.4	23	58	.6	3.5	16	56	.4	2.7	1	10		.2
11	31	.3	2.0	6	17	.2	2.0	11	28	.3	1.6	7	23	.2	1.1	5	13	.1	1.0
WIOC-FM																			
9	22	.2	1.6	1	11		.3	2	19	.1	.3	7	41	.2	1.2	11	11	.3	2.3
11	42	.3	1.9	4	10	.1	1.1	12	34	.3	1.8	4	24	.1	.7	9	15	.3	1.9
WISO-AM																			
*																*			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WIVA-FM																			
32	40	.8	5.7	16	35	.4	5.4	3	14	.1	.5	13	24	.3	2.2	16	22	.4	3.4
14	31	.4	2.5	12	24	.3	3.6	16	51	.4	2.4	18	53	.4	3.3	10	18	.3	2.1
WKAQ-AM																			
				4	9	.1	1.3	2	5	.1	.3	1	8		.2		1		.1
													2		.1				
WKAQ-FM																			
44	165	1.1	7.8	13	48	.3	4.3	56	178	1.4	8.4	81	208	2.0	13.7	36	125	.9	7.7
55	194	1.4	9.4	20	77	.5	5.8	85	236	2.1	12.5	61	169	1.5	11.0	52	160	1.3	11.1
WKJB-AM																			
																*			
WKAQ-FM																			
2	4	.1	.4									4	10	.1	.7		4		
**	**	**	**	3	7	.1	.8	3	4	.1	.4	1	3	.2		**	**	**	**
WKVM-AM																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEO-AM																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLEY-AM																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WLUZ-AM																			
WMEG-FM																			
51	135	1.3	9.0	36	120	.9	12.0	70	243	1.8	10.5	88	275	2.2	14.9	123	215	3.1	26.2
73	201	1.8	12.6	34	122	.8	10.4	81	257	2.0	12.1	80	220	2.0	14.7	95	216	2.3	20.1
WNEL-AM																			
WNIK-FM																			
1	13		.2																
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WNRT-FM																			
1	4		.2						4										
5	21	.1	.9	5	20	.1	1.5	2	15	.1	.2	2	3	.3		4	12	.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

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
2 **	9 **	.1 **	.4 **	1 **	3 **	.2 **	.2 **	14 **	18 **	.4 **	2.1 **	13 **	26 **	.3 **	2.3 **	** **	** **	** **	** **
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
11 14	46 43	.3 .4	1.9 2.4	11 19	28 46	.3 .5	3.7 5.5	19 33	49 92	.5 .8	2.9 4.9	22 25	39 55	.6 .6	3.7 4.4	11 19	46 46	.3 .5	2.3 4.1
1 **	4 **	.2 **	.2 **	1 **	4 **	.2 **	.2 **	**	**	**	**	**	**	**	**	**	**	**	**
5 13	26 47	.1 .3	.9 2.2	56 36	129 87	1.4 .9	18.7 11.4	55 37	187 101	1.4 .9	8.3 5.6	52 34	112 87	1.3 .9	8.8 6.2	19 18	71 59	.5 .5	4.0 3.7
**	**	**	**	**	**	**	**	1 **	3 **	.2 **	.2 **	2 **	3 **	.1 **	.3 **	**	**	**	**
				4 **	7 **	.1 **	1.4 **	4 **	17 **	.1 **	.6 **	1 **	5 **	.2 **	.2 **	3 **	13 9	.1 .1	.6 .3
12 **	25 **	.3 **	2.1 **	8 **	25 **	.2 **	2.7 **	4 **	12 **	.1 **	.6 **	15 **	25 **	.4 **	2.5 **	5 **	25 **	.1 **	1.1 **
* **	**	**	**	* **	**	**	**	**	**	**	**	**	**	**	**	* **	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
*																*			
37 28	61 71	.9 .7	6.5 4.8	7 15	26 44	.2 .4	2.3 4.6	20 21	59 73	.5 .6	3.0 3.2	18 18	49 65	.5 .5	3.0 3.3	22 23	52 64	.6 .6	4.7 5.0
																2 **	3 **	.1 **	.5 **
3 **	4 **	.1 **	.4 **	6 7	28 27	.2 .2	2.0 2.2	10 5	34 22	.3 .2	1.5 .7	8 5	23 12	.2 .1	1.4 1.0	4 8	11 18	.1 .2	.9 1.7
163 120	316 226	4.1 3.0	28.8 20.5	11 6	63 32	.3 .2	3.7 1.9	113 48	252 99	2.8 1.2	17.0 7.3	85 32	182 83	2.1 .8	14.4 5.7	77 39	199 119	1.9 1.0	16.4 8.3
* **	**	**	**	* **	6 **	.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 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	
WXYX-FM																				
WI '01	8	42	.2	1.4	4	25	.1	1.3	23	97	.6	3.5	8	43	.2	1.4	4	29	.1	.9
4-Book	14	56	.3	2.3	13	33	.3	3.8	31	111	.8	4.7	21	63	.5	3.7	8	30	.2	1.7
WYQE-FM																				
WI '01									1	9		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WZAR-FM																				
WI '01	11	28	.3	1.9	3	13	.1	1.0	3	13	.1	.5	6	21	.2	1.0	5	20	.1	1.1
4-Book	23	50	.6	4.0	4	12	.1	1.2	9	32	.2	1.4	10	21	.3	1.7	32	73	.8	6.8
WZMT-FM																				
WI '01	6	8	.2	1.1									2	9	.1	.3	3	8	.1	.6
4-Book	5	13	.1	.8	3	10	.1	.8	6	16	.2	.9	7	17	.2	1.2	4	11	.1	.8
WZNT-FM																				
WI '01	4	19	.1	.7	4	15	.1	1.3	16	54	.4	2.4	10	32	.3	1.7				
4-Book	10	30	.3	1.8	7	28	.2	2.0	23	61	.6	3.3	19	52	.5	3.4	7	26	.2	1.4
WZOL-FM																				
WI '01	3	14	.1	.5																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
WI '01	566	1370	14.2		299	934	7.5		666	1726	16.7		592	1455	14.8		470	1193	11.8	
4-Book	582	1488	14.5		326	944	8.1		671	1648	16.7		552	1339	13.7		472	1216	11.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

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+
WABA-AM	39		15	2			5	6	3	24			1	9	4	10
(%)	100		40	4			14	14	7	60			3	22	10	25
Rating	.1		.1	.1			.2	.4	.2	.2			.2	.4	.2	.4
Share	.6		.6	.5			1.2	2.0	.9	.8			.2	1.9	1.0	2.2
WAEI-AM	19	1	11	1	2	1		3	5	8				2	4	2
(%)	100	3	57	3	12	4		14	24	41			1	9	21	10
Rating	.1	.3	.1	.3	.1	.1		.2	.3	.1				.1	.2	.1
Share	.3	.2	.4	.2	.3	.2		1.0	1.4	.3				.4	1.0	.4
WAEI-FM	51	5	21	3	11	6	1			25	8	8	2	6	1	1
(%)	100	10	41	6	21	11	2			49	15	15	4	11	2	2
Rating	.2	.1	.2	.1	.4	.2	.2			.2	.3	.3	.1	.2	.1	
Share	.8	.9	.8	.7	1.7	1.2	.2			.8	1.8	1.1	.3	1.3	.3	.2
*WAPA-AM	155	1	99	2	5	14	8	27	43	55		2	1	11	22	20
(%)	100	1	64	1	3	9	5	17	28	35		1		7	14	13
Rating	.5		.8	.1	.2	.6	.4	1.8	2.5	.4		.1		.4	1.2	.9
Share	2.5	.2	3.7	.5	.8	2.8	1.9	9.2	12.3	1.8		.3	.2	2.3	5.6	4.5
WBQI-FM	81	20	18	4	3	7	1		2	43	7	13	14	7	3	1
(%)	100	24	22	6	3	8	2		3	53	8	16	17	8	3	1
Rating	.3	.5	.1	.2	.1	.3			.1	.3	.3	.4	.5	.3	.2	
Share	1.3	3.5	.7	.9	.5	1.4	.2		.6	1.4	1.6	1.8	2.4	1.5	.8	.2
WCAD-FM	57	7	34	8	19	6				16	3	7	5			
(%)	100	12	60	14	34	11		1	1	28	6	12	8	1		1
Rating	.2	.2	.3	.3	.6	.2				.1	.1	.2	.2			
Share	.9	1.2	1.3	1.9	2.9	1.2				.5	.7	1.0	.9			
WCMA-FM	175	5	83	5	52	16	3	7	1	86	6	47	20	7	5	1
(%)	100	3	48	3	30	9	2	4		49	4	27	12	4	3	
Rating	.6	.1	.6	.2	1.7	.7	.1	.5	.1	.6	.3	1.5	.7	.3	.3	
Share	2.8	.9	3.1	1.2	8.0	3.2	.7	2.4	.3	2.8	1.4	6.5	3.4	1.5	1.3	.2
WCMN-AM	32		18			1	2	3	12	14			3	2	3	5
(%)	100		57			4	5	9	38	43		1	8	7	10	16
Rating	.1		.1				.1	.2	.7	.1			.1	.1	.2	.2
Share	.5		.7			.2	.5	1.0	3.4	.5			.5	.4	.8	1.1
WCMN-FM	112	27	47	20	12	6	5	3		38	6	18	9	3	1	
(%)	100	24	42	18	11	6	4	3		34	6	16	8	3	1	
Rating	.4	.7	.4	.8	.4	.2	.2	.2		.3	.3	.6	.3	.1	.1	
Share	1.8	4.7	1.8	4.7	1.9	1.2	1.2	1.0		1.2	1.4	2.5	1.5	.6	.3	
WCOM-FM	80	16	36	18	15	1	2			28	12	8	4	1	2	
(%)	100	20	46	22	19	1	3			35	15	11	5	1	2	
Rating	.3	.4	.3	.8	.5		.1			.2	.5	.3	.1		.1	
Share	1.3	2.8	1.4	4.2	2.3	.2	.5			.9	2.8	1.1	.7	.2	.5	
WCTA-FM	65	1	50	3	4	21	13		9	15	1	7	2	4		1
(%)	100	1	76	4	7	32	19		13	23	2	10	3	6	1	1
Rating	.2		.4	.1	.1	.9	.6		.5	.1		.2	.1	.2		
Share	1.0	.2	1.9	.7	.6	4.2	3.0		2.6	.5	.2	1.0	.3	.8		.2
WEGM-FM	80	23	20	7	9	3	1	1		37	14	18	4			1
(%)	100	29	25	8	11	3	1	1		46	17	22	5			1
Rating	.3	.6	.2	.3	.3	.1		.1		.3	.6	.6	.1			
Share	1.3	4.0	.8	1.6	1.4	.6	.2	.3		1.2	3.2	2.5	.7			.2
VERR-FM	60	4	25	3	6	4	7	3	4	31	4	2	10	6	5	4
(%)	100	6	42	6	9	6	11	4	6	52	7	3	17	10	8	6
Rating	.2	.1	.2	.1	.2	.2	.3	.2	.2	.2	.2	.1	.4	.2	.3	.2
Share	1.0	.7	.9	.7	.9	.8	1.6	1.0	1.1	1.0	.9	.3	1.7	1.3	1.3	.9
WFID-FM	211	14	62	16	24	15	3	3	1	135	25	70	21	14	2	3
(%)	100	7	29	7	12	7	1	1	1	64	12	33	10	6	1	2
Rating	.7	.4	.5	.7	.8	.6	.1	.2	.1	.9	1.1	2.3	.8	.6	.1	.1
Share	3.4	2.4	2.3	3.7	3.7	3.0	.7	1.0	.3	4.4	5.8	9.7	3.6	2.9	.5	.7

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
WABA-AM	414		171	27		6	61	53	23	243		15	48	70	55	56
(%)	100		41	7		2	15	13	6	59		4	12	17	13	14
Rating	1.3		1.3	1.1		.2	2.9	3.5	1.3	1.7		.5	1.7	2.8	3.1	2.4
WAEI-AM	368	18	155	9	19	22	9	57	40	195			8	36	58	92
(%)	100	5	42	2	5	6	2	15	11	53			2	10	16	25
Rating	1.2	.5	1.2	.4	.6	.9	.4	3.8	2.3	1.3			.3	1.5	3.2	4.0
WAEI-FM	1026	154	337	121	111	49	42		14	535	199	165	78	62	19	11
(%)	100	15	33	12	11	5	4		1	52	19	16	8	6	2	1
Rating	3.2	3.9	2.6	5.1	3.7	2.0	2.0		.8	3.6	8.6	5.4	2.8	2.5	1.1	.5
*WAPA-AM	1661	16	856	44	106	137	78	169	323	789	10	30	27	141	208	374
(%)	100	1	52	3	6	8	5	10	19	48	1	2	2	8	13	22
Rating	5.2	.4	6.6	1.9	3.6	5.7	3.8	11.3	18.7	5.4	.4	1.0	1.0	5.7	11.7	16.3
WBRQ-FM	1113	158	355	103	72	74	40	23	43	600	111	135	147	109	36	62
(%)	100	14	32	9	6	7	4	2	4	54	10	12	13	10	3	6
Rating	3.5	4.0	2.7	4.4	2.4	3.1	1.9	1.5	2.5	4.1	4.8	4.4	5.3	4.4	2.0	2.7
WCAD-FM	1475	250	758	215	387	124		14	17	467	152	190	54	27	4	41
(%)	100	17	51	15	26	8		1	1	32	10	13	4	2		3
Rating	4.6	6.3	5.8	9.1	13.0	5.2		.9	1.0	3.2	6.6	6.2	2.0	1.1	.2	1.8
WCMA-FM	2836	279	1288	96	748	223	69	115	36	1270	219	559	263	120	68	41
(%)	100	10	45	3	26	8	2	4	1	45	8	20	9	4	2	1
Rating	8.9	7.0	9.9	4.1	25.1	9.3	3.3	7.7	2.1	8.6	9.5	18.2	9.5	4.8	3.8	1.8
WCMN-AM	491		280	12	18	33	59	37	121	212		21	53	22	54	61
(%)	100		57	2	4	7	12	8	25	43		4	11	4	11	13
Rating	1.5		2.1	.5	.6	1.4	2.8	2.5	7.0	1.4		.7	1.9	.9	3.0	2.7
WCMN-FM	1779	376	736	268	169	116	100	65	18	667	187	189	112	106	74	
(%)	100	21	41	15	10	7	6	4	1	37	11	11	6	6	4	
Rating	5.6	9.4	5.6	11.4	5.7	4.8	4.8	4.3	1.0	4.5	8.1	6.2	4.1	4.3	4.1	
WCOM-FM	2171	429	912	422	307	67	106		11	829	353	231	106	38	66	36
(%)	100	20	42	19	14	3	5		1	38	16	11	5	2	3	2
Rating	6.8	10.8	7.0	17.9	10.3	2.8	5.1		.6	5.6	15.3	7.5	3.8	1.5	3.7	1.6
WCTA-FM	941	33	566	50	102	222	114	9	69	342	76	101	60	58	30	17
(%)	100	3	60	5	11	24	12	1	7	36	8	11	6	6	3	2
Rating	3.0	.8	4.3	2.1	3.4	9.2	5.5	.6	4.0	2.3	3.3	3.3	2.2	2.3	1.7	
WEGM-FM	1317	309	453	163	154	49	66	22		555	179	178	111			
(%)	100	23	34	12	12	4	5	2		42	14	14				
Rating	4.2	7.7	3.5	6.9	5.2	2.0	3.2	1.5		3.8	7.7	5.8				
WERR-FM	1301	135	436	57	118	74	93	54	39	731	104					
(%)	100	10	34	4	9	6	7	4	3	56	8					
Rating	4.1	3.4	3.3	2.4	4.0	3.1	4.5	3.6	2.3	5.0	4.5					
WFID-FM	3300	296	1065	235	369	258	106	44	53	1940	401					
(%)	100	9	32	7	11	8	3	1	2	59						
Rating	10.4	7.4	8.2	10.0	12.4	10.7	5.1	2.9	3.1	13.2						

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

WKNW-A
Rating
Share
WLED-AM
Rating
Share
Listener estimates adjusted for reported broadcast schedule

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+
WAC-AM	68	1	32		1	6	3	6	16	36			4	2	11	18
(%)	100	1	47		1	9	5	8	24	52			6	2	16	27
Rating	.2		.2			.2	.1	.4	.9	.2			.1	.1	.6	.8
Share	1.1	.2	1.2		.2	1.2	.7	2.0	4.6	1.2			.7	.4	2.8	4.0
WAC-FM	185	17	45	8	19	8	4	5	2	123	14	46	31	10	16	5
(%)	100	9	24	4	10	4	2	2	1	66	7	25	17	6	9	3
Rating	.6	.4	.3	.3	.6	.3	.2	.3	.1	.8	.6	1.5	1.1	.4	.9	.2
Share	2.9	2.9	1.7	1.9	2.9	1.6	.9	1.7	.6	4.0	3.2	6.4	5.3	2.1	4.1	1.1
WIDI-FM	24		17		12	2	1		2	7		3	3			1
(%)	100	1	70	2	51	8	3		7	29	2	11	12			4
Rating	.1		.1		.4	.1			.1			.1	.1			
Share	.4		.6		1.9	.4	.2		.6	.2		.4	.5			.2
WIOA-FM	268	11	77	18	15	17	17	6	5	180	18	51	41	45	18	7
(%)	100	4	29	7	6	6	6	2	2	67	7	19	15	17	7	2
Rating	.8	.3	.6	.8	.5	.7	.8	.4	.3	1.2	.8	1.7	1.5	1.8	1.0	.3
Share	4.3	1.9	2.9	4.2	2.3	3.4	4.0	2.0	1.4	5.9	4.2	7.1	7.0	9.4	4.6	1.6
WIOB-FM	103	12	33	5	9	11	4	3		58	8	16	21	4	4	5
(%)	100	12	32	4	9	11	4	3		56	7	16	20	4	4	4
Rating	.3	.3	.3	.2	.3	.5	.2	.2		.4	.3	.5	.8	.2	.2	.2
Share	1.6	2.1	1.2	1.2	1.4	2.2	.9	1.0		1.9	1.8	2.2	3.6	.8	1.0	1.1
WIOC-FM	57	12	8		1	1	5		2	37	7	9	13	7		1
(%)	100	20	14		1	1	8		3	66	13	16	23	13	1	1
Rating	.2	.3	.1				.2		.1	.3	.3	.3	.5	.3		
Share	.9	2.1	.3		.2	.2	1.2		.6	1.2	1.6	1.3	2.2	1.5		.2
*WISO-AM	21		10			1	1	5	3	10				2		7
(%)	100	1	50		1	7	3	25	13	49			2	10	2	36
Rating	.1		.1					.3	.2	.1				.1		.3
Share	.3		.4			.2	.2	1.7	.9	.3				.4		1.6
WIVA-FM	130	9	55	12	20	11	4	7	2	66	9	19	11	8	11	8
(%)	100	7	42	9	16	8	3	5	1	51	7	15	8	6	8	6
Rating	.4	.2	.4	.5	.7	.5	.2	.5	.1	.4	.4	.6	.4	.3	.6	.3
Share	2.1	1.6	2.1	2.8	3.1	2.2	.9	2.4	.6	2.2	2.1	2.6	1.9	1.7	2.8	1.8
WKAQ-AM	246	1	112	3	6	11	34	21	36	133	4	7	12	20	30	60
(%)	100	1	45	1	2	5	14	9	15	54	2	3	5	8	12	24
Rating	.8		.9	.1	.2	.5	1.6	1.4	2.1	.9	.2	.2	.4	.8	1.7	2.6
Share	3.9	.2	4.2	.7	.9	2.2	7.9	7.1	10.3	4.4	.9	1.0	2.0	4.2	7.6	13.5
WKAQ-FM	325	51	88	29	18	16	12	7	7	187	58	53	37	18	11	9
(%)	100	16	27	9	5	5	4	2	2	57	18	16	12	5	3	3
Rating	1.0	1.3	.7	1.2	.6	.7	.6	.5	.4	1.3	2.5	1.7	1.3	.7	.6	.4
Share	5.2	8.8	3.3	6.8	2.8	3.2	2.8	2.4	2.0	6.1	13.4	7.4	6.3	3.8	2.8	2.0
*WKJB-AM	21		7	1		2	1		3	14			1	2	4	8
(%)	100		33	3		7	6		14	67			3	9	20	36
Rating	.1		.1			.1			.2	.1				.1	.2	.3
Share	.3		.3	.2		.4	.2		.9	.5			.2	.4	1.0	1.8
WKSJ-AM	22	3	8	5	2		1	1		11	2	4	3	2		
(%)	100	14	38	23	7		3	2		48	8	18	12	7	2	
Rating	.1	.1	.1	.2	.1			.1		.1	.1	.1	.1	.1		
Share	.3	.5	.3	1.2	.3		.2	.3		.4	.5	.6	.5	.4		
W	31		14			1	2	5	6	18				2	6	10
(%)	100		43			2	7	15	19	57				5	19	32
Rating	.1		.1				.1	.3	.3	.1				.1	.3	.4
Share	.5		.5			.2	.5	1.7	1.7	.6				.4	1.5	2.2
W	37	1	13			3		5	4	24			2	10	3	9
(%)	100	1	35			9		14	10	64			5	28	7	23
Rating	.1		.1			.1		.3	.2	.2			.1	.4	.2	.4
Share	.2		.5			.6		1.7	1.1	.8			.3	2.1	.8	2.0

sted for
tule.+ Station(s) changed call
letters - see Page 13.& Both of the previous
footnotes apply.

ARBITRON

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+
WJAC-AM	958	33	445		28	86	58	47	226	480	11		59	59	142	210
(%)	100	3	46		3	9	6	5	24	50	1		6	6	15	22
Rating	3.0	.8	3.4		.9	3.6	2.8	3.1	13.1	3.3	.5		2.1	2.4	8.0	9.1
WJAC-FM	4061	502	1262	206	522	237	128	78	91	2297	426	721	431	273	248	198
(%)	100	12	31	5	13	6	3	2	2	57	10	18	11	7	6	5
Rating	12.8	12.6	9.7	8.7	17.5	9.9	6.2	5.2	5.3	15.6	18.4	23.5	15.6	11.0	13.9	8.6
WIDI-FM	402	27	195	21	63	65	28		18	180	31	84	49			16
(%)	100	7	49	5	16	16	7		4	45	8	21	12			4
Rating	1.3	.7	1.5	.9	2.1	2.7	1.3		1.0	1.2	1.3	2.7	1.8			.7
WIOA-FM	4085	342	1273	218	243	334	264	84	131	2471	415	638	593	428	248	149
(%)	100	8	31	5	6	8	6	2	3	60	10	16	15	10	6	4
Rating	12.9	8.6	9.8	9.2	8.2	13.9	12.7	5.6	7.6	16.8	18.0	20.8	21.5	17.3	13.9	6.5
WIOB-FM	1776	266	533	95	122	143	71	87	14	977	196	221	239	108	116	98
(%)	100	15	30	5	7	8	4	5	1	55	11	12	13	6	7	6
Rating	5.6	6.7	4.1	4.0	4.1	6.0	3.4	5.8	.8	6.6	8.5	7.2	8.7	4.4	6.5	4.3
WIOC-FM	798	117	147	14	13	17	58		45	534	97	126	169	95	30	17
(%)	100	15	18	2	2	2	7		6	67	12	16	21	12	4	2
Rating	2.5	2.9	1.1	.6	.4	.7	2.8		2.6	3.6	4.2	4.1	6.1	3.8	1.7	.7
*WISO-AM	353	11	169		22	29	17	47	53	173			37	50	10	75
(%)	100	3	48		6	8	5	13	15	49			11	14	3	21
Rating	1.1	.3	1.3		.7	1.2	.8	3.1	3.1	1.2			1.3	2.0	.6	3.3
WIVA-FM	1582	166	691	142	250	122	58	71	49	725	131	232	160	120	68	13
(%)	100	11	44	9	16	8	4	4	3	46	8	15	10	8	4	1
Rating	5.0	4.2	5.3	6.0	8.4	5.1	2.8	4.7	2.8	4.9	5.7	7.6	5.8	4.8	3.8	.6
WKQA-AM	3544	77	1807	68	213	233	335	403	555	1660	82	149	200	231	415	584
(%)	100	2	51	2	6	7	9	11	16	47	2	4	6	7	12	16
Rating	11.2	1.9	13.9	2.9	7.2	9.7	16.1	26.9	32.2	11.3	3.5	4.9	7.2	9.3	23.2	25.4
WKQA-FM	5701	906	1924	618	567	289	207	104	140	2871	849	736	479	295	245	267
(%)	100	16	34	11	10	5	4	2	2	50	15	13	8	5	4	5
Rating	18.0	22.7	14.8	26.2	19.1	12.0	10.0	7.0	8.1	19.5	36.8	24.0	17.4	11.9	13.7	11.6
*WKJB-AM	355		160	9		30	45	19	56	195			27	29	53	87
(%)	100		45	3		9	13	5	16	55			8	8	15	25
Rating	1.1		1.2	.4		1.2	2.2	1.3	3.2	1.3			1.0	1.2	3.0	3.8
WKSA-FM	663	132	215	67	65	23	34	17	10	317	46	113	105	29		
(%)	100	20	32	10	10	3	5	3	1	48	7	17	16			
Rating	2.1	3.3	1.6	2.8	2.2	1.0	1.6	1.1	.6	2.2	2.0	3.7	3.0			
WKVM-AM	593		244		20	20	30	74	100	349	19					
(%)	100		41		3	3	5	13	17	59	3					
Rating	1.9		1.9		.7	.8	1.4	4.9	5.8	2.4	.8					
WLEO-AM	556	26	200		21	53	17	53	56	330	8					
(%)	100	5	36		4	10	3	10	10	59						
Rating	1.8	.7	1.5		.7	2.2	.8	3.5	3.2	2.2						

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Station	Rating	Share
WRDQ-FM	10.3	1.5
WRDQ-TV	1.5	1.5

* Listener estimates adjusted to reported broadcast share

Listener Composition

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+
WLEY-AM	18		8			2	2	3	1	10		1	2	3	3	2
(%)	100	2	42	1		9	10	18	4	56		6	8	16	16	8
Rating	.1		.1			.1	.1	.2	.1	.1		.1	.1	.1	.2	.1
Share	.3		.3			.4	.5	1.0	.3	.3		.1	.3	.6	.8	.4
WLUZ-AM	40		23			2	6	8	8	16	1			5	2	8
(%)	100		59		1	4	14	20	21	40	2		1	12	6	20
Rating	.1		.2			.1	.3	.5	.5	.1				.2	.1	.3
Share	.6		.9			.4	1.4	2.7	2.3	.5	.2			1.0	.5	1.8
WMEG-FM	254	87	97	49	40	6	1	1		70	34	19	8	1	3	4
(%)	100	34	38	19	16	2				28	14	8	3	1	1	2
Rating	.8	2.2	.7	2.1	1.3	.2		.1		.5	1.5	.6	.3		.2	.2
Share	4.0	15.0	3.7	11.5	6.2	1.2	.2	.3		2.3	7.9	2.6	1.4	.2	.8	.9
WNEL-AM	41		22		1		5	13	4	18	1	2	1	4	8	3
(%)	100		55		2		12	31	11	45	2	4	2	10	20	6
Rating	.1		.2				.2	.9	.2	.1		.1		.2	.4	.1
Share	.7		.8		.2		1.2	4.4	1.1	.6	.2	.3	.2	.8	2.0	.7
WNIK-FM	22	1	8	1	2	4	2			13	5	4	2	2		
(%)	100	4	36	3	7	17	8			61	21	20	11	7	2	
Rating	.1		.1		.1	.2	.1			.1	.2	.1	.1	.1		
Share	.3	.2	.3	.2	.3	.8	.5			.4	1.2	.6	.3	.4		
WNRT-FM	65	2	13		5	4	2	2	1	50	5	6	7	14	10	9
(%)	100	3	20	1	7	6	3	3	1	77	7	9	11	21	15	13
Rating	.2	.1	.1		.2	.2	.1	.1	.1	.3	.2	.2	.3	.6	.6	.4
Share	1.0	.3	.5		.8	.8	.5	.7	.3	1.6	1.2	.8	1.2	2.9	2.5	2.0
WORD-FM	211	1	97	1	4	11	41	24	17	113	3	4	15	31	30	30
(%)	100		46	1	2	5	19	11	8	54	1	2	7	15	14	14
Rating	.7		.7		.1	.5	2.0	1.6	1.0	.8	.1	.1	.5	1.3	1.7	1.3
Share	3.4	.2	3.7	.2	.6	2.2	9.5	8.2	4.8	3.7	.7	.6	2.6	6.5	7.6	6.7
WOSO-AM	24		17			1	5		11	7				3	3	1
(%)	100		70		1	2	21		46	29	2		2	11	12	3
Rating	.1		.1				.2		.6					.1	.2	
Share	.4		.6			.2	1.2		3.1	.2				.6	.8	.2
WOYE-FM	76	10	38	10	18	5	3		1	27	8	10	4	1	3	1
(%)	100	14	50	14	23	7	4		1	36	11	13	5	2	4	1
Rating	.2	.3	.3	.4	.6	.2	.1		.1	.2	.3	.3	.1		.2	
Share	1.2	1.7	1.4	2.3	2.8	1.0	.7		.3	.9	1.8	1.4	.7	.2	.8	.2
WPAB-AM	60		37		1	1	7	14	15	23		1	6	1	8	6
(%)	100		62		2	1	12	23	25	38		2	10	2	14	10
Rating	.2		.3				.3	.9	.9	.2			.2		.4	.3
Share	1.0		1.4		.2	.2	1.6	4.8	4.3	.8		.1	1.0	.2	2.0	1.3
WPRR-AM	22	1	11			4	1	2	4	10			2	1	4	3
(%)	100	3	50			19	4	11	17	47			9	5	17	16
Rating	.1		.1			.2		.1	.2	.1			.1		.2	.1
Share	.3	.2	.4			.8	.2	.7	1.1	.3			.3	.2	1.0	.7
WPRM-FM	681	54	361	51	102	102	73	19	14	266	37	86	74	36	15	18
(%)	100	8	53	8	15	15	11	3	2	39	5	13	11	5	2	3
Rating	2.1	1.4	2.8	2.2	3.4	4.2	3.5	1.3	.8	1.8	1.6	2.8	2.7	1.5	.8	.8
Share	10.8	9.3	13.6	11.9	15.7	20.2	17.0	6.5	4.0	8.7	8.5	12.0	12.6	7.5	3.8	4.0
W	22		11		1		5	1	3	11			1	9		1
(%)	100		50		5		25	4	15	50		2	3	39	2	5
Rating	.1		.1				.2	.1	.2	.1				.4		
Share	.3		.4		.2		1.2	.3	.9	.4			.2	1.9		.2
W	95	5	36	13	10	7	5	2		54	9	11	5	17	2	9
(%)	100	5	38	13	11	7	5	2		56	9	12	5	17	2	10
Rating	.1		.3	.6	.3	.3	.2	.1		.4	.4	.4	.2	.7	.1	.4
Share	.9		1.4	3.0	1.5	1.4	1.2	.7		1.8	2.1	1.5	.9	3.6	.5	2.0

† Not for
Schedule.

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

& Both of the previous
footnotes apply.

ARBITRON

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+
WLEY-AM	321	12	133	9	11	22	38	39	14	176		17	7	66	48	38
(%)	100	4	41	3	3	7	12	12	5	55		5	2	21	15	12
Rating	1.0	.3	1.0	.4	.4	.9	1.8	2.6	.8	1.2		.6	.3	2.7	2.7	1.7
WLUZ-AM	519	15	269		18	20	55	49	127	235	22		20	28	38	128
(%)	100	3	52		3	4	11	9	24	45	4		4	5	7	25
Rating	1.6	.4	2.1		.6	.8	2.6	3.3	7.4	1.6	1.0		.7	1.1	2.1	5.6
WMEG-FM	4242	1170	1547	758	571	156	49	12		1526	657	458	236	65	53	57
(%)	100	28	36	18	13	4	1			36	15	11	6	2	1	1
Rating	13.4	29.3	11.9	32.1	19.2	6.5	2.4	.8		10.4	28.4	14.9	8.6	2.6	3.0	2.5
WNEL-AM	482		261		16	23	93	39	90	221	22	14	30	47	67	40
(%)	100		54		3	5	19	8	19	46	5	3	6	10	14	8
Rating	1.5		2.0		.5	1.0	4.5	2.6	5.2	1.5	1.0	.5	1.1	1.9	3.8	1.7
WNIK-FM	370	59	123	44	38	32	10			188	43	46	59	29	11	
(%)	100	16	33	12	10	9	3			51	12	12	16	8	3	
Rating	1.2	1.5	.9	1.9	1.3	1.3	.5			1.3	1.9	1.5	2.1	1.2	.6	
WNRT-FM	1226	75	464	54	134	91	71	74	41	687	67	111	166	151	136	55
(%)	100	6	38	4	11	7	6	6	3	56	5	9	14	12	11	4
Rating	3.9	1.9	3.6	2.3	4.5	3.8	3.4	4.9	2.4	4.7	2.9	3.6	6.0	6.1	7.6	2.4
WORO-FM	2724	76	1216	9	143	224	283	279	277	1432	38	155	223	374	341	300
(%)	100	3	45		5	8	10	10	10	53	1	6	8	14	13	11
Rating	8.6	1.9	9.3	.4	4.8	9.3	13.6	18.6	16.0	9.7	1.6	5.0	8.1	15.1	19.1	13.1
WOSO-AM	349	14	204		18	12	112		62	131	9		21	41	28	32
(%)	100	4	58		5	3	32		18	38	3		6	12	8	9
Rating	1.1	.4	1.6		.6	.5	5.4		3.6	.9	.4		.8	1.7	1.6	1.4
WQYE-FM	2133	374	833	258	277	181	64	9	45	927	326	284	139	72	45	60
(%)	100	18	39	12	13	8	3		2	43	15	13	7	3	2	3
Rating	6.7	9.4	6.4	10.9	9.3	7.5	3.1	.6	2.6	6.3	14.1	9.2	5.0	2.9	2.5	2.6
WPAB-AM	749		386		17	25	70	140	133	362		39	63	35	103	123
(%)	100		52		2	3	9	19	18	48		5	8	5	14	16
Rating	2.4		3.0		.6	1.0	3.4	9.4	7.7	2.5		1.3	2.3	1.4	5.8	5.4
*WPRA-AM	353	19	152			12	13	35	91	182			19	33	44	87
(%)	100	5	43			3	4	10	26	52			5	9	12	25
Rating	1.1	.5	1.2			.5	.6	2.3	5.3	1.2			.7	1.3	2.5	3.8
WPRM-FM	7177	830	3341	511	1083	953	540	115	138	3006	512	864	742	442		
(%)	100	12	47	7	15	13	8	2	2	42	7	12	10			
Rating	22.6	20.8	25.6	21.7	36.4	39.7	26.0	7.7	8.0	20.5	22.2	28.1	26			
WQBS-AM	316	3	210		18	25	9	49	109	103						
(%)	100	1	66		6	8	3	15	35	33						
Rating	1.0	.1	1.6		.6	1.0	.4	3.3	6.3	.7						
WRIQ-FM	1130	185	408	93	111	109	75	20		537	13					
(%)	100	16	36	8	10	10	7	2		48						
Rating	3.6	4.6	3.1	3.9	3.7	4.5	3.6	1.3		3.7						

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

Listener Composition

WZLZ-FM
Rating
Share
3.8
1.1
* Listener estimates adjusted for reported broadcast schedule.

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+
WRRH-FM	16	6	5	1	3		1			5			1	1	2	
(%)	100	37	30	9	18		3			33	3		7	8	15	1
Rating	.1	.2			.1										.1	
Share	.3	1.0	.2	.2	.5		.2			.2			.2	.2	.5	
*WSAN-FM	29		12	1	1		7	1	2	17	2	4		1	1	10
(%)	100		41	5	5		23	2	6	59	6	13		2	4	33
Rating	.1		.1				.3	.1	.1	.1	.1	.1			.1	.4
Share	.5		.5	.2	.2		1.6	.3	.6	.6	.5	.6		.2	.3	2.2
WSKN-AM	18		8			2		1	5	10				1	2	7
(%)	100	1	46			12	2	3	28	54			1	5	11	37
Rating	.1		.1			.1		.1	.3	.1					.1	.3
Share	.3		.3			.4		.3	1.4	.3				.2	.5	1.6
*WTPM-FM	25	1	7	1		2	1	2	1	18			3	2	7	6
(%)	100	3	26	3		9	3	8	4	71			12	8	29	22
Rating	.1		.1			.1		.1	.1	.1			.1	.1	.4	.3
Share	.4	.2	.3	.2		.4	.2	.7	.3	.6			.5	.4	1.8	1.3
WUOQ-FM	97	21	18	2	8	1	5	1		59	20	13	19	5		2
(%)	100	22	18	3	8	1	5	1		60	21	13	20	5		2
Rating	.3	.5	.1	.1	.3		.2	.1		.4	.9	.4	.7	.2		.1
Share	1.5	3.6	.7	.5	1.2	.2	1.2	.3		1.9	4.6	1.8	3.2	1.0		.4
WUNO-AM	53		29	1	1	5	9	5	10	24		1	3	4	8	8
(%)	100		55	1	1	9	16	10	18	44	1	1	5	7	16	14
Rating	.2		.2			.2	.4	.3	.6	.2			.1	.2	.4	.3
Share	.8		1.1	.2	.2	1.0	2.1	1.7	2.8	.8		.1	.5	.8	2.0	1.8
WVJP-FM	88	3	24	1	1	2	8	3	9	61	6	13	17	16	4	5
(%)	100	4	27	1	1	2	9	3	10	69	7	15	19	18	5	6
Rating	.3	.1	.2			.1	.4	.2	.5	.4	.3	.4	.6	.6	.2	.2
Share	1.4	.5	.9	.2	.2	.4	1.9	1.0	2.6	2.0	1.4	1.8	2.9	3.3	1.0	1.1
WVOZ-FM	184	76	83	42	29	12	1			25	13	9	3			
(%)	100	41	45	23	16	6	1			13	7	5	1			
Rating	.6	1.9	.6	1.8	1.0	.5				.2	.6	.3	.1			
Share	2.9	13.1	3.1	9.8	4.5	2.4	.2			.8	3.0	1.3	.5			
*WXEW-AM	36		22	4	6		8		4	14		4		4	4	2
(%)	100	1	61	10	18		22	1	10	38		10		12	11	6
Rating	.1		.2	.2	.2		.4		.2	.1		.1		.2	.2	.1
Share	.6		.8	.9	.9		1.9		1.1	.5		.6		.8	1.0	.4
WXYX-FM	168	16	76	18	42	10	4	2		76	31	17	9	14	3	2
(%)	100	10	45	11	25	6	2	1		45	19	10	5	9	2	1
Rating	.5	.4	.6	.8	1.4	.4	.2	.1		.5	1.3	.6	.3	.6	.2	.1
Share	2.7	2.8	2.9	4.2	6.5	2.0	.9	.7		2.5	7.2	2.4	1.5	2.9	.8	.4
WYQE-FM	20	1	7	1	1	2		3		12	4	1	6	1		
(%)	100	7	35	7	3	8		15		58	20	6	28	5		
Rating	.1		.1			.1		.2		.1	.2		.2			
Share	.3	.2	.3	.2	.2	.4		1.0		.4	.9	.1	1.0	.2		
VZAR-FM	142	9	41	15	8	9	6	2	2	92	22	35	24	8	3	1
(%)	100	7	29	10	6	6	4	1	1	65	15	24	17	5	2	1
Rating	.4	.2	.3	.6	.3	.4	.3	.1	.1	.6	1.0	1.1	.9	.3	.2	
Share	2.3	1.6	1.5	3.5	1.2	1.8	1.4	.7	.6	3.0	5.1	4.9	4.1	1.7	.8	.2
FM	36	1	28	1	5	9	12	2	1	7	1	2	2	1	2	
(%)	100	3	78	2	13	25	33	4	2	18	1	4	5	3	4	
Rating	.1		.2		.2	.4	.6	.1	.1			.1	.1		.1	
Share	.6	.2	1.1	.2	.8	1.8	2.8	.7	.3	.2	.2	.3	.3	.2	.5	
	239	6	161	15	52	59	27	6	2	72	7	15	22	11	3	15
	100	2	68	6	22	25	11	3	1	30	3	6	9	4	1	6
		.2	1.2	.6	1.7	2.5	1.3	.4	.1	.5	.3	.5	.8	.4	.2	.7
		1.0	6.1	3.5	8.0	11.7	6.3	2.0	.6	2.4	1.6	2.1	3.8	2.3	.8	3.4

† Used for
estimate.

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

& Both of the previous
footnotes apply.

ARBITRON

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+
197 100 .6	29 15 .7	68 34 .5	18 9 .8	24 12 .8		26 13 1.3			100 51 .7	17 9 .7		34 17 1.2	20 10 .8	18 9 1.0	11 6 .5
330 100 1.0		138 42 1.1	11 3 .5	13 4 .4	13 4 .5	38 12 1.8	21 6 1.4	42 13 2.4	192 58 1.3	34 10 1.5	21 7 .7	7 2 .3	15 5 .6	37 11 2.1	77 23 3.4
476 100 1.5	15 3 .4	258 54 2.0		18 4 .6	86 18 3.6	17 4 .8	25 5 1.7	111 23 6.4	203 43 1.4			16 3 .6	33 7 1.3	73 15 4.1	80 17 3.5
246 100 .8	25 10 .6	112 45 .9	9 4 .4		20 8 .8	9 3 .4	29 12 1.9	45 18 2.6	109 44 .7			22 9 .8	23 9 .9	27 11 1.5	37 15 1.6
1640 100 5.2	368 22 9.2	487 30 3.7	165 10 7.0	141 9 4.7	50 3 2.1	87 5 4.2	30 2 2.0	14 1 .8	786 48 5.3	267 16 11.6	147 9 4.8	221 13 8.0	109 7 4.4	12 1 .7	30 2 1.3
1027 100 3.2	15 1 .4	514 50 3.9	38 4 1.6	11 1 .4	104 10 4.3	114 11 5.5	94 9 6.3	153 15 8.9	499 49 3.4	22 2 1.0	53 5 1.7	61 6 2.2	76 7 3.1	93 9 5.2	194 19 8.4
1452 100 4.6	126 9 3.2	388 27 3.0	54 4 2.3	46 3 1.5	66 5 2.7	102 7 4.9	33 2 2.2	87 6 5.0	938 65 6.4	179 12 7.7	193 13 6.3	164 11 5.9	238 16 9.6	123 8 6.9	42 3 1.8
2809 100 8.9	1078 38 27.0	1057 38 8.1	404 14 17.1	484 17 16.3	124 4 5.2	46 2 2.2			673 24 4.6	311 11 13.5	173 6 5.6	134 5 4.9	24 1 1.0	14 .8	18 1 .8
334 100 1.1	12 4 .3	144 43 1.1	22 6 .9	13 4 .4		39 12 1.9	18 5 1.2	53 16 3.1	178 53 1.2		40 12 1.3		29 9 1.2	56 17 3.1	54 16 2.4
3140 100 9.9	545 17 13.7	1225 39 9.4	412 13 17.5	486 15 16.3	147 5 6.1	127 4 6.1	35 1 2.3	17 1 1.0	1371 44 9.3	464 15 20.1	416 13 13.5	170 5 6.2	227 7 9.2	74 2 4.1	20 1 .9
262 100 .8	42 16 1.1	78 30 .6	11 4 .5	35 13 1.2	13 5 .5	8 3 .4	11 4 .7		142 54 1.0	42 16 1.8	19 7 .6	69 26 2.5	11 4 .4		
2449 100 7.7	354 14 8.9	787 32 6.0	231 9 9.8	192 8 6.5	176 7 7.3	102 4 4.9	39 2 2.6	47 2 2.7	1308 53 8.9	333 14 14.4	355 15 11.6	305 12 11.1	165 7	77	
617 100 1.9	53 9 1.3	406 66 3.1	29 5 1.2	66 11 2.2	136 22 5.7	114 19 5.5	29 5 1.9	31 5 1.8	158 26 1.1	17 3 .7					
3103 100 9.8	238 8 6.0	1752 56 13.4	297 10 12.6	474 15 15.9	560 18 23.3	331 11 15.9	60 2 4.0	30 1 1.7	1113 36 7.6	184 8					

TOTALS

6388

1308

14

* Listener estimate
Reported broad

CRICO

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

TOTALS
 6088
 100
 16.9
 1.4
 * Listener estimates reported broadcast
 PUERTO RICO

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+
WZOL-FM	369	45	131	42	21	21	37	10		192	29	37	31	33		63
(%)	100	12	36	11	6	6	10	3		52	8	10	8	9		17
Rating	1.2	1.1	1.0	1.8	.7	.9	1.8	.7		1.3	1.3	1.2	1.1	1.3		2.7
TOTALS	30255	3715	12406	2243	2884	2370	1986	1345	1579	14134	2254	3050	2701	2326	1711	2093
(%)	100	12	41	7	10	8	7	4	5	47	7	10	9	8	6	7
Rating	95.4	93.2	95.2	95.1	96.9	98.7	95.5	89.9	91.5	96.2	97.6	99.3	97.9	93.9	95.9	91.2

* 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
WABA-AM (%) 43 90	4 8	1 2		38 95	2 5	1		35 70	4 8		12 23	34 87	3 7	1	2 6
WAEL-AM (%) 8 60	5 40			23 70	9 26		1 4	10 98		2		14 79	3 19	1	1
WAEL-FM (%) 16 41	13 32	10 25	1 2	31 43	23 32	16 22	2 3	26 51	21 41	2 5	2 4	21 46	13 29	10 23	1 3
WAPA-AM (%) 155 74	28 13	25 12	1 1	114 63	22 12	43 24	3 1	71 80	10 11	6 7	1 1	* 115 75	17 11	21 13	1 1
WBRQ-FM (%) 35 46	35 46	6 8	1	29 39	24 33	20 28	1	59 79	16 21			35 57	20 33	6 10	
WCAD-FM (%) 15 23	33 52	16 25	1	18 34	21 40	14 26		13 25	15 30	17 33	7 13	16 31	21 42	13 25	1 2
WCMA-FM (%) 50 22	94 42	81 36	1	56 20	54 19	172 61	2 1	55 47	44 38	10 9	7 6	48 28	56 33	64 38	2 1
WCMN-AM (%) 40 78	10 19	1 3		30 86	3 9	2 5		30 88	1 4		2 7	27 83	4 13	1 3	1 2
WCMN-FM (%) 52 53	29 30	17 17		45 44	27 26	27 27	3 3	56 63	19 22		13 15	46 54	23 26	13 16	3 4
WCOM-FM (%) 32 28	59 51	21 19	3 3	13 28	22 46	6 12	7 14	40 62	12 18	9 14	4 6	23 36	28 43	10 15	3 5
WCTA-FM (%) 25 43	18 31	14 24	1 2	39 39	35 34	27 27	1 1	54 54	25 26	19 19		31 48	18 28	15 23	1
WEGM-FM (%) 31 39	29 37	17 22	2 2	20 35	20 35	17 30		49 70	18 26		3 4	28 50	18 31	9 16	2 3
VERR-FM (%) 39 57	25 37	4 6		44 60	19 26	8 11	2 2	32 69	13 28		1 3	38 67	15 27	3 5	1 1
WFID-FM (%) 45 19	85 36	104 44	1	47 16	36 13	202 71	1	87 55	28 18	43 27		64 32	49 25	83 42	1 1
WIAC-AM (%) 58 65	17 19	14 16		96 76	13 10	17 13		50 99	1 1			51 76	8 12	8 12	1 1
WIAC-FM (%) 85 35	95 39	61 25	2 1	54 26	47 23	102 49	4 2	117 65	31 17	29 16	5 2	70 42	48 29	48 28	2 1
WIDI-FM (%) 15 50	8 27	7 23		9 19	11 23	27 58		7 68	2 18		1 14	11 44	6 23	8 31	2
WIOA-FM (%) 92 27	107 31	138 41	3 1	92 22	65 16	255 61	5 1	122 61	49 24	29 14	1 1	91 35	61 24	102 40	3 1
WIOB-FM (%) 38 37	19 18	45 43	2 2	32 22	22 15	89 62	1 1	45 52	22 26	16 19	3 4	37 41	16 18	36 40	1 1
WIOC-FM (%) 19 41	10 21	15 33	2 5	26 40	8 13	26 40	5 7	45 92	2 4	2 5		27 59	6 13	11 25	2 4
WISO-AM (%) 15 84	1 4	2 12		19 81	3 11	2 7	1	20 93	1 7		*	18 88	1 7	1 5	
WIVA-FM (%) 116 51	66 29	45 20	1	29 34	9 11	41 48	6 7	34 46	8 11	29 40	1 2	58 48	30 25	31 26	2 2
WKAQ-AM (%) 324 79	70 17	17 4	1	204 74	37 14	33 12	2 1	87 85	12 12	3 3	1 1	193 79	36 15	14 6	1
WKAQ-FM (%) 124 40	121 39	58 19	5 1	152 40	92 24	113 30	19 5	258 64	94 23	38 9	12 3	132 48	85 31	49 18	9 3

* 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	
WKJB-AM (%)	19 70	5 18	2 8	1 4	28 77	2 5	7 18		21 100			* 17 79	2 9	2 10		2
WKSJ-AM (%)	20 70	4 14	4 13	1 3	4 28	4 30	5 34	1 8	12 62	6 31	2 8	12 62	4 20	2 13		1 6
WKVM-AM (%)	33 81	4 9	4 9	1 1	24 59	4 9	13 32		22 100			25 80	2 7	4 12		1
WLEO-AM (%)	70 96	3 4			16 66	8 34			11 71	4 29		33 91	3 9			
WLEY-AM (%)	17 68	5 21	3 11		14 61		9 38		10 97		3 3	14 76	2 9	3 14		
WLUZ-AM (%)	34 65	13 25	4 8	1 2	33 68	4 8	12 24		30 82	2 4	2 5	3 8	28 71	6 14	5 12	1 3
WMEG-FM (%)	74 33	128 57	19 8	5 2	46 34	59 43	23 17	7 5	81 48	58 34	20 12	11 7	71 42	73 44	16 10	7 4
WNEL-AM (%)	28 68	7 17	5 11	2 4	36 84	1 2	5 11	1 2	35 77	4 9	1 2	6 12	31 76	4 11	3 6	3 7
WNIK-FM (%)	7 26	5 19	13 54		5 13	6 16	25 69	1 2	18 75		4 18	1 6	7 35	3 15	10 48	2
WNRT-FM (%)	46 69	15 23	5 8		43 61	16 24	11 16		45 82	9 17	1 2		47 74	13 20	4 6	
WORO-FM (%)	77 43	30 17	71 39	3 1	120 39	58 19	127 41	1	322 77	55 13	31 7	8 2	119 56	35 17	54 26	2 1
WOSO-AM (%)	27 69	12 30			16 56	10 34	3 11		7 80	2 20			17 71	6 26	1 3	
WOYE-FM (%)	33 41	26 33	20 24	2 3	32 38	21 25	29 34	2 2	57 71	11 14	5 6	7 9	33 51	16 25	13 21	2 4
WPAB-AM (%)	67 84	9 11	3 3	1 2	56 78	8 11	6 8	2 3	21 73	4 16		3 11	50 83	6 10	2 3	2 3
WPRA-AM (%)	24 76	4 12	2 7	1 4	17 65	5 17	4 13	1 5	9 63	5 37			* 15 73	3 16	2 7	1 4
WPRM-FM (%)	476 40	467 40	212 18	26 2	148 28	137 26	235 44	16 3	223 56	121 30	44 11	10 3	275 44	207 33	127 20	17 3
WQBS-AM (%)	20 72		7 24	1 4	18 57	3 9	11 34		21 71		9 29		15 68	1 3	6 27	2
WRIO-FM (%)	108 61	46 26	22 12	1 1	22 36	21 35	15 25	3 5	34 73	8 17		5 11	56 62	22 24	10 11	2 2
WRRH-FM (%)	6 86	1 14			10 77	3 23			11 69	5 31			8 79	2 21		
WSAN-FM (%)	13 48	14 50	1 1		27 75	7 18	2 7		43 91	4 9			* 20 68	7 25	2 6	1
WSKN-AM (%)	23 89	1 5	2 6		30 90	1 3	2 6	1	3 100				16 91	1 4	1 5	
WTPM-FM (%)	24 95	1 5			35 95	2 5			28 96	1 4			* 24 96	1 4		
WUQJ-FM (%)	40 48	31 37	10 12	2 2	38 42	23 25	28 30	3 4	93 82	14 12	5 4	2 2	44 58	19 25	11 15	2 3
WUNO-AM (%)	61 69	18 20	8 9	2 2	35 58	14 24	10 16	1 2	20 84	2 10	1 6		37 69	11 20	5 9	1 2

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
WVJP-FM (%)	63 55	36 31	13 11	3 3	46 49	25 27	20 21	4 4	106 82	18 14	3 2	2 1	52 61	22 26	9 11	3 3
WVOZ-FM (%)	28 28	30 29	39 38	5 5	15 12	33 27	64 52	10 8	40 37	31 29	32 30	4 4	35 33	32 30	35 32	6 6
WXEW-AM (%)	25 71	6 17	4 13		20 58	7 21	7 20	1	23 82	5 17			* 27 76	5 15	3 9	
WXYX-FM (%)	69 30	98 43	58 25	5 2	37 19	48 24	100 51	12 6	65 51	30 24	29 22	4 3	55 36	48 31	44 29	6 4
WYQE-FM (%)	14 53	3 13	9 33	1	13 51	1 5	9 38	2 7	21 85	1 4	2 9	1 3	11 59	2 9	6 30	1 3
WZAR-FM (%)	32 24	43 33	53 41	2 2	32 20	29 19	92 59	3 2	68 54	34 27	19 15	5 4	51 38	34 26	45 34	3 2
WZMT-FM (%)	15 34	19 43	7 16	4 8	17 53	7 21	4 13	4 13	32 76	9 21		1 3	16 47	11 33	3 9	4 11
WZNT-FM (%)	71 29	95 39	76 31	4 2	104 29	78 22	167 47	6 2	195 56	103 29	37 11	14 4	89 38	69 30	69 30	6 3
WZOL-FM (%)	11 54	7 36	2 10		13 54	6 25	5 21		22 57	17 43			13 59	7 33	2 7	
TOTALS (%)	3713 48	2359 31	1483 19	104 1	3004 43	1422 20	2421 35	156 2	3665 67	1115 20	538 10	179 3	3088 54	1389 24	1113 19	120 2

* Listener estimates adjusted for reported broadcast schedule.

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

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

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
11:45 8:00 11:00 6:45 9:30 12:45	4:45 3:15 4:00 3:15 3:45 19:00	9:45 5:45 5:30 6:45 7:00 11:45	10:45 7:45 7:15 7:30 8:15 10:15	7:00 3:00 0:00 0:30 2:45 29:00	10:15 5:45 3:30 4:00 6:00 10:30	11:30 5:45 5:30 6:00 7:15 4:30	0:30 3:15 4:00 4:00 3:00 10:45	9:15 6:00 7:45 10:15 8:15 12:30	10:00 9:15 9:30 9:30 9:30 12:30
6:30 10:30 8:00 12:30 9:30 5:45	12:00 2:00 8:00 3:45 6:30 5:15	6:30 4:30 8:00 6:30 6:30 7:00	6:00 9:00 6:45 8:45 7:45 7:15	12:00 0:15 15:00 5:30 8:15 5:00	7:45 5:00 8:15 6:45 7:00 5:00	5:00 11:00 6:00 6:30 7:15 5:30	0:00 2:15 1:30 1:30 1:15 5:30	5:15 4:00 8:00 6:30 6:00 9:00	7:00 7:15 7:15 10:15 8:00 8:45
6:15 6:45 5:45 4:30 5:45 7:00	6:15 6:15 5:15 4:00 5:30 4:45	8:00 5:30 5:00 4:30 5:45 7:45	7:45 6:15 7:15 4:45 6:30 8:00	7:30 4:45 6:30 3:00 5:30 4:45	10:45 4:45 5:00 4:00 6:15 7:00	9:00 4:15 6:00 3:30 5:45 7:45	5:15 7:45 4:00 5:15 5:30 4:45	6:15 6:15 5:00 4:45 5:30 8:00	7:00 7:45 8:15 5:15 7:00 8:15
11:00 11:00 11:00 12:00 11:15 8:45	5:45 7:00 6:00 9:45 7:15 6:45	9:30 6:30 6:45 8:15 7:45 8:45	13:00 10:15 8:30 8:45 10:15 9:00	5:45 8:15 4:15 12:15 7:45 6:45	10:15 8:15 10:15 8:45 9:30 9:15	15:15 10:00 9:45 7:45 10:45 8:00	6:00 4:45 8:00 4:00 5:45 6:30	8:15 3:45 4:15 7:45 6:00 8:00	10:30 10:15 7:30 9:45 9:30 10:15
9:00 7:45 6:30 4:45 7:00 **	8:00 9:45 6:30 3:15 7:00 **	9:30 7:45 8:30 5:00 7:45 **	9:15 6:00 6:45 6:30 7:15 **	5:00 10:30 6:15 2:15 6:00 **	7:30 8:00 9:15 5:15 7:30 **	7:45 3:00 5:15 8:00 6:00 **	10:00 9:00 6:45 3:45 7:30 **	10:45 7:15 8:15 4:45 7:45 **	10:00 7:30 7:30 5:45 7:45 **
4:45 6:00 6:00 5:15 5:30 6:30	5:00 7:00 6:15 6:00 6:00 7:00	6:00 6:15 7:00 6:15 6:30 6:45	6:45 5:15 6:30 3:45 5:30 5:30	5:45 8:00 7:15 7:45 7:15 7:45	6:15 7:30 8:00 8:30 7:30 8:45	6:00 6:15 8:30 4:30 6:15 9:15	3:45 5:45 5:00 4:15 4:45 5:30	5:45 4:30 5:00 3:45 4:45 4:00	7:45 4:45 4:15 3:00 5:00 1:30
7:45 8:15 5:15 7:00 7:00 7:30	8:30 8:45 5:00 6:45 7:15 6:15	9:15 10:15 6:15 7:00 8:15 7:45	8:30 8:45 6:15 7:45 7:45 9:00	8:30 10:15 4:00 6:15 7:15 5:45	8:30 12:15 6:45 6:00 8:30 5:45	8:00 11:00 6:45 6:15 8:00 6:30	8:45 7:30 6:00 6:45 7:15 6:15	10:00 8:45 5:45 7:30 8:00 8:45	9:00 7:15 6:00 8:45 7:45 11:00
8:15 9:00 11:00 9:15 9:30 8:30	1:00 3:30 7:00 3:00 3:45 3:15	5:00 5:45 9:45 7:30 7:00 7:00	7:00 9:15 11:45 9:30 9:30 7:45	0:45 2:00 5:45 3:00 3:00 4:00	3:30 5:00 8:15 5:30 5:30 6:00	5:45 8:15 10:30 7:30 8:00 6:15	1:30 6:30 7:45 3:00 4:45 2:00	6:45 6:30 11:15 9:15 8:30 8:15	8:00 10:00 12:45 10:45 10:30 9:15
8:00 7:45 8:45 6:15 7:45 7:45	8:45 8:15 10:15 8:15 9:00 8:45	8:30 8:45 8:00 6:00 7:45 8:45	6:15 7:45 5:15 5:00 6:00 6:00	9:15 6:00 12:00 9:45 9:15 14:00	7:45 8:30 11:30 3:45 8:00 11:30	6:30 7:45 6:00 3:00 5:45 4:15	8:15 11:00 8:30 7:30 8:45 4:00	9:30 9:00 5:15 8:00 8:00 6:30	5:45 7:45 4:45 6:30 6:15 7:30

** 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
4:30	5:00	4:45	3:15	5:45	4:45	2:30	4:30	4:30	4:00
5:15	6:15	5:30	5:00	6:45	6:45	6:30	5:30	4:00	3:45
4:45	5:00	5:30	6:00	5:15	5:00	4:30	4:30	6:00	7:15
5:15	6:00	5:00	4:30	7:15	6:15	5:15	4:45	4:15	3:45
5:00	5:30	5:15	4:45	6:15	5:45	4:45	4:45	4:45	4:45
4:45	5:00	4:45	4:00	5:15	5:15	5:15	4:45	4:15	3:15
8:45	5:45	9:45	10:15	6:00	11:00	12:15	5:45	7:15	5:15
8:30	5:30	11:15	12:00	6:15	12:00	12:30	3:45	9:15	10:45
7:45	6:15	10:30	10:45	7:00	13:15	13:15	5:30	6:30	6:15
8:45	13:30	7:45	6:00	17:45	9:45	7:15	4:00	3:15	3:45
8:30	7:45	9:45	9:45	9:15	11:30	11:15	4:45	6:30	6:30
6:30	5:15	6:15	7:15	6:15	7:00	8:15	4:00	4:45	5:15
7:45	9:00	7:30	4:00	6:15	6:00	4:15	11:15	8:45	3:30
7:45	8:15	6:30	7:00	9:15	6:30	10:15	7:00	6:15	5:30
5:30	5:30	3:15	3:00	5:45	2:45	2:45	5:00	4:15	3:30
8:00	7:30	7:45	6:45	8:15	7:30	10:00	6:45	8:00	5:15
7:15	7:30	6:15	5:15	7:30	5:45	6:45	7:30	6:45	4:30
10:00	13:00	7:00	4:00	13:30	10:00	3:30	12:15	4:15	4:00
5:45	5:15	6:30	6:30	6:30	7:00	7:15	4:15	6:00	6:15
5:30	4:45	4:45	6:30	4:45	4:15	6:15	4:45	5:15	7:00
5:45	3:30	6:00	6:00	3:00	4:30	5:00	3:30	7:00	7:00
4:30	3:00	5:15	6:15	2:45	5:00	5:45	3:15	5:30	6:15
5:30	4:15	5:45	6:15	4:15	5:15	6:00	4:00	6:00	6:45
6:45	3:45	8:15	9:45	2:15	10:45	12:00	4:45	6:45	8:15
8:00	10:00	9:00	6:30	8:15	7:15	6:30	11:00	10:00	6:30
9:00	10:00	9:45	8:45	9:45	9:15	8:00	10:15	10:15	9:15
9:15	10:15	10:45	10:00	9:15	9:15	8:45	10:45	12:00	11:00
9:15	11:15	10:45	8:45	9:15	9:30	7:45	12:00	11:30	9:15
9:00	10:30	10:00	8:30	9:15	8:45	7:45	11:00	11:00	9:00
9:30	10:45	11:00	9:30	9:15	8:45	7:15	11:30	12:30	11:00
9:00	3:45	7:00	9:00	4:15	7:30	9:45	2:15	6:15	8:15
6:45	6:00	7:00	6:30	6:00	6:45	8:15	0:00	7:15	5:00
6:15	7:15	7:30	7:00	5:30	7:30	8:30	9:00	7:30	5:45
6:45	6:45	5:30	6:30	5:00	5:45	6:15	10:00	5:15	6:45
7:15	6:00	6:45	7:15	5:15	7:00	8:15	5:15	6:30	6:30
6:45	5:00	7:15	7:00	6:15	6:45	5:30	2:00	8:15	10:00
5:45	5:45	6:30	6:45	4:45	4:15	4:30	6:30	7:45	7:30
5:30	4:45	6:15	6:45	4:15	5:45	6:15	5:15	6:30	7:00
6:45	8:00	7:00	6:00	8:30	7:45	5:45	7:45	6:30	6:15
6:30	5:45	7:30	8:15	5:30	7:30	7:30	6:00	7:45	8:45
6:15	6:00	6:45	7:00	5:45	6:15	6:00	6:30	7:15	7:30
6:15	5:45	6:45	6:45	5:30	5:45	5:15	6:00	7:30	8:00
7:45	10:00	9:00	5:00	19:00	12:00	3:30	3:15	5:15	7:45
5:30	3:30	5:30	7:30	1:30	4:30	6:45	5:30	7:00	8:15
9:00	8:15	11:30	9:45	18:00	16:45	12:30	2:30	6:00	6:30
**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**
7:15	6:45	9:30	8:15	7:30	10:15	8:15	5:45	8:30	8:15
8:15	8:30	9:15	9:15	9:00	7:15	7:30	8:15	10:30	10:15
8:15	8:00	9:15	9:45	6:00	8:00	8:45	9:15	9:45	10:00
6:30	6:30	7:00	7:00	4:15	4:15	4:45	7:30	8:15	8:00
6:15	5:15	6:30	7:15	4:30	6:00	7:45	5:45	6:45	7:00
7:15	7:00	8:00	8:15	6:00	6:30	7:15	7:45	8:45	8:45
5:15	4:30	6:15	6:45	4:30	5:45	6:15	4:45	6:30	7:00

** 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
7:15	7:30	9:15	8:00	8:00	9:15	8:00	7:15	9:15	8:00
10:00	9:15	10:45	10:45	10:30	9:00	7:30	8:30	11:45	12:30
7:30	6:45	9:00	9:00	7:00	8:00	9:00	6:45	9:15	9:00
9:30	9:30	10:15	10:15	5:15	6:15	6:30	12:30	12:15	11:45
8:30	8:15	9:45	9:30	7:45	8:15	7:45	8:45	10:45	10:15
8:15	11:30	8:15	7:30	19:15	8:30	6:45	9:15	8:15	8:15
9:00	8:30	9:15	9:00	3:00	8:15	8:45	9:00	9:30	9:00
8:45	7:00	10:30	11:00	5:00	5:15	5:45	7:45	12:30	13:15
8:15	9:15	9:45	7:00	4:00	3:00	2:30	11:30	11:45	9:00
9:15	11:00	8:45	8:15	13:45	9:00	7:00	9:00	8:45	8:45
8:45	9:00	9:30	8:45	6:30	6:30	6:00	9:15	10:45	10:00
7:45	5:30	7:45	8:45	3:30	4:30	6:30	6:45	9:15	10:00
7:00	1:15	3:30	6:15	1:15	4:15	9:30	0:00	3:15	3:15
11:00	32:00	12:15	10:15	10:00	20:45	15:30	43:00	8:00	7:00
**	**	**	**	**	**	**	**	**	**
14:15	2:45	14:00	19:45	3:00	15:00	14:00	2:30	6:00	30:45
**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**
10:15	10:15	9:45	10:30	10:15	10:15	10:30	10:00	9:15	10:30
9:00	7:15	10:30	11:15	6:45	11:45	15:15	7:45	8:45	6:45
10:15	14:00	11:00	7:45	16:00	14:00	9:30	11:15	7:45	6:00
9:30	8:45	10:30	10:30	13:00	11:15	11:00	5:00	9:45	10:00
9:45	10:00	10:30	10:00	11:30	11:45	11:30	8:30	9:00	8:15
8:30	8:45	9:00	8:30	9:15	10:00	8:45	8:15	7:45	8:00
8:45	5:00	8:15	9:00	4:00	8:15	8:45	6:00	8:30	9:15
9:00	5:15	5:45	8:15	5:45	6:30	7:30	4:45	5:00	8:45
10:45	6:30	8:15	9:00	6:00	9:15	9:45	6:45	7:15	8:30
8:45	5:15	8:00	8:30	4:45	7:00	7:45	6:00	9:15	9:15
9:15	5:30	7:30	8:45	5:15	7:45	8:30	6:00	7:30	9:00
9:45	6:00	8:15	8:45	6:45	8:45	9:30	4:15	7:45	8:00
7:15	7:15	7:30	7:45	5:00	5:30	7:15	8:45	9:00	8:15
7:15	7:45	7:45	7:30	7:00	7:30	7:45	8:15	7:45	7:15
7:00	7:15	7:15	7:30	7:00	8:30	9:15	7:15	6:30	6:15
6:45	7:00	6:30	6:30	7:15	6:15	6:15	7:00	6:45	6:45
7:00	7:15	7:15	7:15	6:30	7:00	7:45	7:45	7:30	7:15
6:15	6:30	5:45	5:00	5:15	4:45	4:00	7:15	6:15	5:30
7:15	10:00	5:00	6:00	10:00	4:30	4:15	0:00	5:15	7:30
8:00	4:15	5:45	6:00	3:15	6:00	7:00	5:15	5:30	5:00
5:15	3:00	5:15	6:15	0:00	9:00	9:15	3:00	2:00	2:45
5:30	1:00	3:30	4:45	0:00	2:45	5:00	1:00	4:45	4:00
6:30	4:30	5:00	5:45	3:15	5:30	6:30	2:15	4:30	4:45
7:00	3:45	3:15	4:00	7:45	4:45	4:30	1:00	1:15	3:30
4:15	5:30	3:45	3:30	6:30	2:45	3:00	4:45	4:15	3:45
5:45	6:30	6:15	6:15	7:15	6:00	6:00	6:15	6:30	6:15
3:30	3:15	3:30	4:00	1:15	3:15	3:00	4:00	3:45	5:30
4:45	3:15	4:45	5:45	4:30	5:00	6:00	2:30	4:45	5:45
4:30	4:45	4:30	5:00	5:00	4:15	4:30	4:30	4:45	5:15
6:15	4:00	6:45	9:15	3:00	7:45	10:15	4:30	6:00	8:15
6:45	1:30	4:30	6:15	2:00	5:15	7:30	1:15	3:30	5:30
10:15	5:30	6:30	7:00	1:45	6:00	4:15	10:00	7:00	9:15
9:15	10:15	8:15	8:15	12:30	5:30	6:45	8:45	9:45	9:45
9:00	7:15	5:30	5:45	9:15	6:45	4:30	5:15	4:30	6:45
8:45	6:15	6:15	6:45	6:30	6:00	5:45	6:15	6:15	7:45
11:15	2:45	6:30	12:00	2:00	6:30	13:15	3:00	6:30	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
8:15 **	1:30 **	8:00 **	9:30 **	1:45 **	5:15 **	9:00 **	1:30 **	9:30 **	9:45 **
7:45	3:15	7:00	7:15	3:15	6:30	7:00	0:00	8:00	7:15
6:30 **	3:15 **	10:30 **	9:15 **	0:00 **	23:30 **	15:00 **	3:15 **	5:00 **	5:30 **
9:45	3:30	9:45	9:15	4:15	5:45	5:15	1:30	11:30	11:00
7:15 **	4:45 **	7:15 **	8:15 **	1:15 **	6:30 **	8:45 **	8:45 **	8:00 **	8:00 **
8:45 **	5:45 **	5:00 **	7:45 **	6:30 **	4:15 **	7:30 **	5:00 **	6:00 **	7:45 **
13:45 **	3:30 **	5:30 **	5:00 **	0:00 **	5:15 **	5:15 **	3:30 **	5:30 **	4:45 **
9:30	2:45	11:00	13:15	1:30	10:00	15:00	3:30	13:30	10:45
10:15	3:45	7:30	5:45	0:00	7:45	6:15	3:45	7:30	5:15
10:30	2:00	5:30	9:00	2:00	6:30	10:30	0:00	3:45	7:15
13:45	5:00	6:00	11:00	2:15	5:30	5:45	6:30	6:30	16:15
11:00	3:30	7:30	9:45	1:30	7:30	9:30	3:30	7:45	10:00
12:30	1:30	13:15	10:00	0:00	17:00	8:45	1:30	8:45	11:30
7:30	7:30	6:15	4:30	8:30	7:45	4:30	6:00	4:45	4:15
6:45	6:45	5:00	4:45	7:30	5:30	5:30	6:15	4:45	4:15
7:45	8:15	7:30	5:45	9:15	9:15	7:45	7:15	5:45	4:30
8:00	8:15	7:00	6:30	7:45	8:15	8:15	9:00	6:15	5:30
7:30	7:45	6:30	5:30	8:15	7:45	6:30	7:15	5:30	4:45
8:00	9:15	6:45	5:45	9:45	8:00	8:15	9:00	5:45	3:45
10:45	7:30	6:45	13:00	5:00	5:15	14:15	8:45	8:45	11:30
9:30	2:30	9:45	6:45	2:30	9:45	7:00	0:00	9:45	6:30
6:00	1:00	3:45	7:45	1:00	3:00	9:15	0:00	4:15	6:45
5:30	4:45	5:15	5:45	5:45	7:45	8:15	2:00	3:00	3:00
8:00	4:00	6:30	8:15	3:30	6:30	9:45	2:45	6:30	7:00
9:00	2:30	9:30	7:45	2:30	9:45	8:00	0:00	9:00	7:15
7:30 **	8:15 **	9:15 **	9:00 **	3:45 **	11:15 **	16:45 **	12:30 **	7:45 **	5:45 **
6:00 **	2:45 **	11:15 **	13:00 **	4:15 **	6:30 **	7:30 **	1:45 **	14:45 **	17:15 **
6:45	5:15	6:30	7:00	3:30	4:15	3:45	7:15	8:00	8:45
8:45	5:45	7:00	9:15	6:00	6:00	9:30	5:30	8:00	9:00
8:15	6:45	8:00	11:30	3:45	7:00	11:30	8:30	8:30	11:30
8:15	6:45	7:45	9:45	4:30	8:00	9:00	8:30	7:45	10:30
8:00	6:15	7:15	9:30	4:30	6:15	8:30	7:30	8:00	10:00
13:30	9:30	14:30	14:45	12:15	13:00	8:45	5:15	16:00	18:30
9:45	4:30	9:30	11:00	4:15	10:45	12:00	4:45	8:15	10:00
7:45	7:15	6:45	7:45	8:00	6:45	8:00	6:30	6:45	7:15
7:30	6:15	7:45	8:00	3:45	7:30	8:00	9:15	8:00	8:15
8:30	6:00	8:30	9:15	5:30	8:15	9:15	6:30	8:45	9:15
8:30	6:00	8:15	9:00	5:30	8:15	9:15	6:45	8:00	8:45
6:15	7:15	7:00	6:15	10:30	7:30	6:00	4:15	6:30	6:30
8:45	3:15	5:15	6:45	1:30	5:00	5:45	7:00	6:00	8:15
11:30	9:15	14:00	12:45	12:00	19:00	15:45	5:30	6:30	6:00
**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**
10:30	2:30	6:15	9:30	0:00	6:00	7:00	2:30	6:30	12:00

** 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

Time Spent Listening

	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
WOYE-FM										
WI '01	4:30	5:00	5:15	4:15	6:45	6:15	4:15	3:45	4:00	4:00
FA '00	4:30	4:45	5:00	4:15	5:00	5:00	4:00	4:45	5:15	4:30
SU '00	6:15	7:15	6:30	4:30	8:30	8:45	5:15	6:00	4:30	4:00
SP '00	7:00	6:45	6:30	7:00	7:15	7:30	9:45	6:00	5:45	5:45
4-Book	5:30	6:00	5:45	5:00	7:00	7:00	5:45	5:15	5:00	4:30
WI '00	6:45	6:45	6:15	7:15	7:15	7:00	7:30	6:15	5:15	6:45
WPAB-AM										
WI '01	10:00	5:00	8:45	10:45	7:30	9:45	11:30	3:45	7:45	9:45
FA '00	7:30	4:15	7:00	9:00	1:30	4:00	5:00	6:15	11:00	13:30
SU '00	8:45	8:45	9:15	10:45	6:30	8:30	10:00	9:30	10:30	12:15
SP '00	7:30	2:30	7:30	10:00	2:45	6:15	10:00	1:30	10:15	10:00
4-Book	8:30	5:15	8:15	10:15	4:30	7:15	9:15	5:15	10:00	11:30
WI '00	7:45	3:15	5:30	5:45	2:15	6:15	6:15	5:30	4:15	4:30
*WPR-AM										
WI '01	7:30	0:00	12:45	11:00	0:00	23:45	14:45	0:00	7:15	8:45
FA '00	**	**	**	**	**	**	**	**	**	**
SU '00	**	**	**	**	**	**	**	**	**	**
SP '00	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
WI '00	7:45	2:30	4:45	6:15	2:45	7:00	8:15	2:00	3:15	5:15
WPRM-FM										
WI '01	12:00	11:45	13:00	13:30	12:00	13:30	15:15	11:15	12:00	11:15
FA '00	11:45	12:30	12:30	12:30	14:30	14:45	14:45	9:30	10:00	10:15
SU '00	10:15	10:00	11:00	10:45	11:45	12:15	11:45	7:45	9:45	10:00
SP '00	10:00	10:45	11:15	10:00	12:00	11:30	9:45	9:15	11:00	10:15
4-Book	11:00	11:15	12:00	11:45	12:30	13:00	13:00	9:30	10:45	10:30
WI '00	10:15	10:45	11:15	11:00	12:00	12:45	12:00	9:15	9:45	10:00
WQBS-AM										
WI '01	8:45	6:45	20:45	12:45	7:30	16:30	10:15	5:00	25:15	15:45
FA '00	10:30	4:15	9:00	7:15	0:00	6:30	6:00	4:15	10:15	8:00
SU '00	**	**	**	**	**	**	**	**	**	**
SP '00	4:30	11:15	5:30	4:15	0:00	5:45	4:30	11:15	5:30	4:00
4-Book	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**
WRI0-FM										
WI '01	10:45	13:00	11:30	10:30	14:15	9:30	8:15	12:00	13:45	12:15
FA '00	10:00	11:00	11:30	11:00	11:30	13:15	15:30	10:45	10:15	8:15
SU '00	8:15	12:00	9:45	7:45	8:45	8:00	7:30	15:00	11:30	8:00
SP '00	10:00	11:30	14:30	13:00	11:30	16:15	20:15	11:30	12:30	9:15
4-Book	9:45	12:00	11:45	10:30	11:30	11:45	12:15	12:15	12:00	9:30
WI '00	8:45	8:45	9:15	10:15	9:00	10:30	14:00	8:30	8:15	8:15
WRRH-FM										
WI '01	10:00	9:45	7:00	6:45	12:30	8:30	2:45	3:00	5:30	8:15
FA '00	**	**	**	**	**	**	**	**	**	**
SU '00	7:15	8:30	8:15	5:30	3:30	3:45	3:45	10:45	11:15	6:30
SP '00	9:45	8:00	11:15	14:15	8:15	14:00	18:45	7:30	9:45	11:30
4-Book	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**
*VSAN-FM										
WI '01	9:45	11:45	13:00	7:45	13:15	14:15	11:15	11:00	11:15	3:30
FA '00	**	**	**	**	**	**	**	**	**	**
SU '00	5:00	3:30	5:00	4:45	4:30	5:15	6:00	1:30	4:30	4:15
SP '00	6:15	2:30	4:45	7:15	0:00	6:15	8:15	2:30	3:30	5:45
4-Book	**	**	**	**	**	**	**	**	**	**
WI '00	7:30	7:00	6:00	7:30	10:00	8:00	8:15	3:30	5:00	7:15
VSKN-AM										
WI '01	4:45	0:15	2:30	3:00	0:15	2:30	3:00	0:00	2:45	3:00
FA '00	**	**	**	**	**	**	**	**	**	**
SU '00	4:00	0:45	2:30	3:15	0:00	2:45	3:00	0:45	2:15	4:30
SP '00	7:00	4:15	5:15	5:15	5:00	6:30	5:30	1:00	3:45	5:00
4-Book	**	**	**	**	**	**	**	**	**	**
WI '00	4:30	4:00	4:30	4:00	5:00	4:30	3:45	2:15	4:30	4:30

** 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
12:15 7:45 9:00 10:00 9:45 **	10:00 7:00 8:15 5:15 7:45 **	12:30 6:15 8:15 11:00 9:30 **	15:45 9:15 8:30 13:15 11:45 **	10:00 9:30 5:30 0:00 6:15 **	12:00 8:00 8:30 5:45 8:30 **	10:00 6:00 12:30 5:45 8:30 **	0:00 5:00 9:30 5:15 5:00 **	13:00 5:15 8:15 13:30 10:00 **	20:30 9:45 5:15 16:15 13:00 **
7:30 7:15 5:45 7:00 7:00 8:30	7:30 7:45 6:00 7:15 7:15 10:15	8:30 8:00 5:45 7:45 7:30 12:00	7:45 7:45 6:00 7:15 7:15 9:30	4:15 7:00 3:15 8:15 5:45 12:15	6:30 5:30 4:15 6:45 5:45 16:15	5:15 5:15 4:45 5:15 5:15 12:15	10:00 8:30 8:15 6:15 8:15 9:00	9:45 9:45 6:45 8:30 8:45 9:00	8:45 9:15 6:45 8:30 8:15 7:15
6:30 8:45 8:00 8:00 7:45 8:00	2:30 4:00 6:00 4:15 4:15 5:45	6:15 6:00 7:45 5:15 6:15 5:45	7:45 7:00 7:15 7:15 7:15 6:30	3:15 1:30 7:45 3:00 4:00 4:00	7:45 5:15 9:15 3:15 6:30 6:00	7:30 6:30 8:30 4:15 6:45 6:15	1:45 6:45 4:15 6:30 4:45 6:30	4:45 6:30 5:45 8:00 6:15 5:30	8:00 7:15 5:45 9:30 7:45 6:45
7:45 8:30 5:00 6:30 7:00 9:45	5:45 7:30 5:00 7:30 6:30 5:15	9:00 9:00 5:30 7:15 7:45 7:30	8:45 9:30 5:00 6:30 7:30 12:30	2:45 7:00 3:30 6:45 5:00 3:00	6:30 8:30 5:00 6:15 6:30 6:15	8:15 9:00 4:30 5:30 6:45 16:00	6:30 7:45 5:45 7:45 7:00 6:15	9:45 9:15 5:30 8:00 8:15 8:15	8:45 10:00 5:15 7:15 7:45 8:45
8:15 7:30 5:45 4:15 6:30 4:45	8:30 8:30 5:00 4:30 6:45 6:30	6:45 4:45 5:15 2:45 5:00 6:00	5:45 5:00 4:30 3:00 4:30 3:00	10:00 9:30 6:00 5:30 7:45 8:00	8:00 6:00 6:00 2:45 5:45 8:45	9:30 9:00 6:15 4:00 7:15 3:30	5:30 6:30 4:00 3:15 4:45 4:00	4:15 3:00 4:30 2:45 3:45 2:15	2:15 3:00 2:45 2:00 2:30 2:30
12:15 6:15 8:30 ** ** 9:45	21:00 3:45 0:30 ** ** 7:45	21:00 7:00 5:00 ** ** 7:15	13:15 8:15 10:00 ** ** 11:15	33:45 3:15 0:30 ** ** 9:00	32:00 5:30 6:00 ** ** 5:15	16:15 9:00 6:00 ** ** 5:15	10:15 5:15 0:00 ** ** 5:00	13:00 9:00 3:45 ** ** 8:30	11:00 7:30 14:00 ** ** 13:45
6:45 6:15 6:45 5:15 6:15 6:00	7:45 7:15 7:15 5:30 7:00 7:00	7:45 7:00 8:30 5:00 7:00 7:15	6:45 4:30 8:15 5:00 6:15 5:15	8:30 8:45 8:00 7:00 8:00 7:15	9:15 9:00 9:00 6:15 8:30 8:00	6:15 6:00 9:00 6:00 6:45 6:00	7:00 5:45 6:30 4:45 6:00 6:45	6:15 5:15 8:00 4:15 6:00 6:30	7:00 3:15 7:30 4:15 5:30 5:00
9:45 10:00 9:00 ** ** 9:15	8:30 17:45 10:00 ** ** 7:30	8:30 14:15 6:45 ** ** 9:30	13:00 7:15 9:00 ** ** 9:30	5:30 25:15 6:30 ** ** 6:45	6:00 20:30 6:45 ** ** 10:15	20:00 7:45 9:30 ** ** 10:30	10:45 6:15 11:30 ** ** 8:00	9:45 6:15 6:45 ** ** 8:15	10:15 6:30 8:30 ** ** 6:45
7:15 9:00 9:30 8:15 8:30 8:15	9:00 8:30 11:15 9:15 9:30 8:45	8:45 10:30 9:15 10:45 9:45 8:30	7:30 10:30 8:15 9:45 9:00 8:45	7:00 5:45 12:00 7:45 8:15 7:00	6:00 9:15 9:00 10:30 8:45 5:45	6:15 10:00 8:30 9:45 8:45 4:45	10:15 9:30 11:00 10:15 10:15 10:15	10:15 11:30 9:30 11:00 10:30 10:30	8:00 11:15 8:15 9:45 9:15 11:45

** 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
VZMT-FM										
WI '01	7:15	5:45	8:30	9:00	7:00	10:00	10:00	3:45	4:30	6:15
FA '00	7:00	7:45	8:45	7:45	9:30	9:00	9:00	5:45	8:00	6:15
SU '00	8:30	7:00	10:15	10:30	11:00	13:00	12:30	1:30	7:15	8:45
SP '00	10:15	7:00	12:00	12:30	6:00	12:45	13:45	9:15	11:15	11:30
4-Book	8:15	7:00	10:00	10:00	8:30	11:15	11:15	5:00	7:45	8:15
WI '00	8:00	7:15	9:00	8:45	10:45	11:45	10:15	5:15	6:30	7:30
VZNT-FM										
WI '01	9:45	9:45	11:00	10:15	11:00	12:45	12:15	7:00	7:45	7:15
FA '00	8:30	7:45	9:30	10:15	8:30	10:45	12:15	6:30	8:00	7:45
SU '00	9:15	11:00	9:30	9:00	13:30	11:00	10:30	6:00	6:45	7:15
SP '00	9:15	6:45	10:30	11:30	7:15	11:00	12:15	5:45	9:15	10:00
4-Book	9:15	8:45	10:15	10:15	10:00	11:30	11:45	6:15	8:00	8:00
WI '00	8:15	6:15	9:45	10:45	7:00	11:45	13:15	5:15	7:00	7:15
VZOL-FM										
WI '01	8:30	10:45	13:00	10:15	10:15	13:15	10:30	11:15	13:00	9:45
FA '00	**	**	**	**	**	**	**	**	**	**
SU '00	12:45	39:30	19:00	7:45	71:30	32:30	5:30	1:30	9:45	9:45
SP '00	15:45	4:30	12:00	20:15	4:45	5:00	26:15	4:15	16:30	16:00
4-Book	**	**	**	**	**	**	**	**	**	**
WI '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																						
	WABA-AM	WAEI-AM	WAEI-FM	WAPA-AM	WBRQ-FM	WCAD-FM	WCMA-FM	WCMN-AM	WCMN-FM	WCOM-FM	WCTA-FM	WEGM-FM	WERR-FM	WFID-FM	WIAF-AM	WIAF-FM	WIDI-FM	WIOA-FM	WIOB-FM	WIOC-FM	WISO-AM	
Cume Pers. (00)	414	368	1026	1661	1113	1475	2836	491	1779	2171	941	1317	1301	3300	958	4061	402	4085	1776	798	353	
WABA-AM	100	4	3			1			1		3	6					5		7		3	
WAEI-AM	4	100										2					6		5		18	
WAEI-FM	7		100	1			1	2	9		12	18	2	1		1	12		21	7		
WAPA-AM				100	4	4	3	7	1	4	6		7	5	24	5		6	1	3	10	
WBRQ-FM					100	2	2			3			16	4	2	5		4				
WCAD-FM	2			4	2	100	20		4	14	4	1	2	12	2	8		5	1	2		
WCMA-FM	3		2	6	4	39	100	6	9	22	4	2	8	20	4	15	2	14	4	3		
WCMN-AM			1	2			1	100	6				5	1					1			
WCMN-FM	4	2	15	1	5	5	5	23	100	5	15	17	11	4	1	6	21	3	9	2		
WCOM-FM						21	17		6	100	6		4	17	4	16		12	1			
WCTA-FM	7		11	3		3	1	13	8	3	100	10	3	2	2	2	4	1	9	2		
WEGM-FM	19	7	24			1	1		13		14	100	2				16		25	3		
WERR-FM			3	6	19	2	4	12	8	3	4	2	100	3		3		1	1	2	2	
WFID-FM	2		2	10	11	26	23	7	7	26	7	1	8	100	4	21	2	24	4	7	2	
WIAF-AM				14	2	1	2	3	1	2	2			1	100	2	1	3			3	
WIAF-FM	2		5	12	19	22	22	1	14	30	9	1	10	26	8	100		30	3	19	7	
WIDI-FM	5	6	5					5			2	5					100	1	5			
WIOA-FM	4		1	15	14	15	20	3	7	22	4	1	5	30	15	30	7	100	2	1	3	
WIOB-FM	31	23	36	2		2	3	2	9	1	18	34	1	2		1	24	1	100		3	
WIOC-FM		2	5	2		1	1		1		2	2	1	2		4				100	28	
WISO-AM	2	17		2									1		1	1			1	12	100	
WIVA-FM	8	9	30				1	4	14		17	28	1	1	1	1	20	1	24	12	4	
WKAQ-AM	28	11	1	43	12	8	9	12	2	11	8	3	17	10	41	11	2	9	6	10	30	
WKAQ-FM	2		7	12	17	43	28	5	16	49	2		13	34	12	36	3	28	6	21	12	
WKJB-AM	4	28					1					3			2				4		5	
WKSA-FM	16		16				1	3	9		6	14	3			1	15		13	1		
WKVM-AM				9	1	1		3		2			2	2	15			1			4	
WLEO-AM				3		1			1				2		4			1	2	15	22	
WLEY-AM				3	1	2				1	2			2	2	1		1				
WLUZ-AM				9	1	2	1	3		1			1	1	11	1		1				
WMEG-FM			5	5	5	52	25		12	39	4	4	4	25	3	19	2	15	3	10		
WNEL-AM				5	2	2	2	3		2				1	6	2		2	1			
WNIK-FM			2	1		6	5	9	8	2	2		2	2		2			2	2		
WNRT-FM			3	6	20	4	6	13	4	2	1		41	4	1	2		3	2			
WORO-FM	4		4	19	6	13	13	17	6	6	10		10	13	20	12	4	16	3			
WOSO-AM			3	1		3	2	2	1	2			1	1		1		1				
WQYE-FM	9	11	47			6	5	2	29	1	26	48	4	3		4	41	2	32	14	2	
WPAB-AM	3	7	2	5		2		3	1		6		2	1	9	1	1	1	1	9	16	
WPRA-AM	8	21	1				1			1	1	3							1		8	
WPRM-FM	2		5	20	17	20	29	6	8	42	23	1	7	35	14	29	6	34	2	8	2	
WQBS-AM				6	1	1		3		1	2			1	13	2		1				
WRIQ-FM		3	7	1		2	1	4	1		9	1	4	3		1	3		5	24	4	
WRRH-FM		4	1					2					4		1	2					3	
WSAN-FM			1	3	1									1	1	2		2		1		
WSKN-AM				9	1	2	1			1	1		1	1	21	1		1				
WTPM-FM		11					1					1	1				5		3		5	
WUKQ-FM	3	12	39	1		1	2	1	22	1	22	28	5	1		3	8	1	25	3		
WUNO-AM	4		1	16	2	5	4	3		3		1	6	3	22	3	4	4	2	8		
WVJP-FM			1	4	4	5	6	3	7	11	4		1	9	1	14	8	10	1			
WVOZ-FM			1	1	9	17	16	6	14	29	8		7	9	5	12	3	10	2	5		
WXEV-AM			7	1	1		1			1				1	1	1		1				
WXYX-FM			2	2	8	18	17	13	16	39	7	1	7	17	1	18		14	1	2	2	
WYQE-FM						1	3								2			1				
WZAR-FM		4	18	3	3	14	5	4	14	4	12	6	8	3		12	3	8	9	48	8	
WZMT-FM			2				2	5	2	1	16		3	1		1		1	1	11	5	
WZNT-FM				10	7	13	12	9	3	19	10		8	14	10	13	3	17	1			

+ 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.

ARBITRON

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WIVA-FM	WKAQ-AM	WKAQ-FM	WKJB-AM	WKSA-FM	WKVM-AM	WLEO-AM	WLEY-AM	WLUZ-AM	WMEG-FM	WNEL-AM	WNIK-FM	WNRT-FM	WORO-FM	WOSO-AM	WOYE-FM	WPAB-AM	WPRA-AM	WPRM-FM	WQBS-AM	WRIO-FM
Cume Pers. (00)	1582	3544	5701	355	663	593	556	321	519	4242	482	370	1226	2724	349	2133	749	353	7177	316	1130
WABA-AM	2	3		4	10									1		2	2	9			1
WAEL-AM	2	1		29												2	3	21			6
WAPL-FM	20		1		24					1		5	2	2		22	3	4	1		2
WAPA-AM		20	4			24	9	14	29	2	18	3	8	12	13		12		5	33	
WBRQ-FM		4	3			2		4	2	1	4		18	3	4				3	4	
WCAD-FM		3	11			4	4	7	5	18	5	25	5	7	15	4	3		4	5	3
WCMA-FM	2	8	14	6	5		2	4	6	17	9	41	14	14	16	7		6	12	2	2
WCMN-AM	1	2			2	2			3		3	12	5	3	3		2		4		
WCMN-FM	15	1	5		24		2			5		37	5	4	5	24	1		2		2
WCOM-FM	1	7	19		1	6		4	5	20	8	10	3	5	10	1			13	8	1
WCTA-FM	10	2			9			4		1		5	1	3		11	8	4	3	5	7
WEGM-FM	23	1		11	27					1						30		10			1
WERR-FM	1	6	3		5	3	5		3	1		8	44	5	3	3	3		1		4
WFID-FM	1	9	20		2	11		18	7	19	10	20	11	15	7	4	3		16	15	8
WIAC-AM		11	2	4	1	25	6	5	20	1	12		1	7		11			2	38	
WIAC-FM	3	12	26	3	6	6	3	8	8	18	16	25	7	18	11	7	5	4	16	24	5
WIDI-FM	5				9									1		8	1				1
WIOA-FM	2	11	20		1	10	11	10	8	15	18	5	9	24	10	4	2		19	16	1
WIOB-FM	27	3	2	19	36		6			1	3	11	2	2		27	3	4			7
WIOC-FM	6	2	3		2		21			2		4				5	9		1		17
WISO-AM	1	3	1		5	2	14										8	8			1
WIVA-FM	100	3	1	17	24		4			2		4	1	1		28	8	7	1		8
WKAQ-AM	6	100	10	30	11	42	24	28	56	4	38	2	10	21	4	3	50	29	11	55	2
WKAQ-FM	4	16	100		2	21	7	5	16	36	19	26	10	16	12	7	7	3	28	17	9
WKJB-AM	4	3		100	2									1		2	7	34			1
WKSA-FM	10	2		3	100							2				15	2	3			
WKVM-AM		7	2			100	2	11	23		22		2	7			4	2	2	26	
WLEO-AM	2	4	1			2	100			1		4	2	1		1	16	3	1		12
WLEY-AM		3				6		100	2	1	15			3	3		6		2	16	1
WLUZ-AM		8	1			20		4	100		13		1	4	5		5		1	23	
WMEG-FM	6	5	27		1	1	8	11		100	2	31	3	6	6	9	4		18	8	16
WNEL-AM		5	2			18		22	12		100		2	5			2		2	22	1
WNIK-FM	1		2		1		2			3		100	1	3		5			1		
WNRT-FM	1	4	2		1	3	4		2	1	5		100	6	3	2	2	4	2		
WORO-FM	2	16	8	11	1	31	7	28	23	4	28	24	12	100	22	2	8	6	7	16	3
WOSO-AM			1				4		3	1		3	1	3	100	1			1		
WOYE-FM	37	2	3	12	48		2		5			29	3	1	5	100	2	8	2		10
WPAB-AM	4	11	1	14	2	5	22	14	7	1	3		1	2		1	100	6	1	5	3
WPRA-AM	2	3		34	2		2						1	1		1	3	100			
WPRM-FM	5	22	35		3	29	7	44	19	30	31	13	11	18	13	6	9	3	100	38	10
WQBS-AM		5	1			14		15	14	1	15			2			2		2	100	
WRIO-FM	6	1	2	3			25	3	4		3			1		5	4		2		100
WRRH-FM		1		7	3								3		7	1	1				
WSAN-FM		1	1								6			3					2		1
WSKN-AM		8	1			16			23	1	7		2	3			1		1	36	
WTPM-FM	1	1		15										1		1	2	11			
WUQK-FM	25	1	1	7	32		7			3		10	3	1		30		8	1		8
WUNO-AM	2	9	4	4	2	18		7	37	2	18		5	12	9	1	3		3	28	
WVJP-FM		4	9		1	6		13	7	4	7	6	3	10	15	3	2		9	4	3
WVOZ-FM	2	4	20			2		4	3	23		25	5	4	3	5			17	4	1
WXEV-AM		1	1			3		11	6					1			4		2	4	
WXYX-FM	7	3	24		2	2				24		23	10	9	10	6			16	9	1
WYQE-FM			1			1				1			1						2	1	
WZAR-FM	14	1	9		12	2	22	3		13	4	20	7	6	3	16	7	4	9	3	37
WZMT-FM	2	3			2		1			1		3	1			3			2		10
WZNT-FM	1	9	13	4		14		7	9	9	14		6	12	2	1	8		23	9	4

+ 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.

ARBITRON

355

PUERTO RICO

WINTER 2001

Cume Duplication Percent

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WRRH-FM	WSAN-FM	WSKN-AM	WTPM-FM	WUKQ-FM	WUNO-AM	WVJP-FM	WVOZ-FM	WXEV-AM	WXYX-FM	WYQE-FM	WZAR-FM	WZMT-FM	WZNT-FM	WZOL-FM						
Cume Pers. (00)	197	330	476	246	1640	1027	1452	2809	334	3140	262	2449	617	3103	369						
WABA-AM					1	1															
WAEI-AM	8			16	3							1									
WAEI-FM	6	2			24	1	1			1		8	4								
WAPA-AM		16	32		1	26	5	1	33	1	1	2		5	4						
WBRQ-FM		2	3			2	3	4	4	3		1		2	13						
WCAD-FM		2	5			8	5	9		8	3	9		6	11						
WCMA-FM			3	9	4	10	12	16	5	15	28	6	10	11	5						
WCMN-AM	4					1	1	1		2		1	4	1							
WCMN-FM					24		9	9		9		10	5	2	5						
WCOM-FM			6		1	6	16	22	7	27		4	5	13	7						
WCTA-FM			3		13		2	3		2		5	24	3							
WEGM-FM	3			6	23	1						3									
WERR-FM	27		4	3	4	7	1	3		3		4	7	3	5						
WFID-FM		10	6	3	3	8	21	11	13	18	16	4	5	15	27						
WIAF-AM		4	42			21	1	2	3	7	7			3	3						
WIAF-FM	5	25	7	4	7	10	39	18	9	23	16	20	5	17	31						
WIDI-FM				8	2	1	2					1									
WIOA-FM		21	10		2	14	27	14	10	18	17	14	9	23	14						
WIOB-FM				20	27	3	2	1		1		7	2	1							
WIOC-FM		2		11	4			1		1		16	14								
WISO-AM	5			7								1	3								
WIVA-FM				9	24	3	1	1		4		9	6								
WKAQ-AM	13	6	60	9	1	30	10	5	15	4	1	2	16	10	9						
WKAQ-FM	6	12	15		4	20	34	40	13	44	16	21	4	23	27						
WKBZ-AM	13			22	2	1															
WKSJ-AM	11				13	1						3	2	3							
WKVM-AM			20			10	2		6		3										
WLEO-AM					2							5	1								
WLEY-AM						2	3		11												
WLUZ-AM			25		19	2		1	9												
WMEG-FM		2	8		6	9	13	35	6	32	16	22	10	12	28						
WNEL-AM		8	7		8	8	2		22			1		2	7						
WNIK-FM					2		2	3		3		3	2		3						
WNRT-FM	20		5		3	6	2	2		4	2	3	2	3	5						
WORO-FM	4	25	16	9	1	32	18	4	4	8	4	7		11	17						
WOSO-AM		8				3	4			1											
WQBS-AM																					
WRIQ-FM		4	24		5	9	2		4	1	1	17	19	1	1						
WRRH-FM	100			10	2							1									
WSAN-FM		100				3	1	1	10	1			1	2	7						
WSKN-AM			100			14	1	1			2			1							
WTPM-FM	12			100																	
WUKQ-FM	15				100		1	2		3		8	6	1	3						
WUNO-AM		9	30			100	2	1	8	1		1		4							
WVJP-FM		3	3		1	3	100	7	4	11		4	2	6	4						
WVOZ-FM		7	8		4	3	14	100	3	28	13	8	4	17	14						
WXEV-AM		10				3	1		100					2							
WXYX-FM		7	2		7	5	23	31		100	4	14	6	19	10						
WYQE-FM			1					1			100										
WZAR-FM	6			4	12	1	7	7		11		100	19	6	3						
WZMT-FM		2			2		1	1		1		5	100		3						
WZNT-FM		22	7		1	13	12	18	20	19	10	8		100	7						

+ 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

	WABA-AM	WABL-AM	WAEF-FM	WAPA-AM	WBRQ-FM	WCAD-FM	WCMA-FM	WCMN-AM	WCMN-FM	WCOM-FM	WCTA-FM	WEGM-FM	WERR-FM	WFID-FM	WIAC-AM	WIAC-FM	WIDI-FM	WIOA-FM	WIOB-FM	WIOC-FM	WISO-AM
Cume Pers. (00)	414	368	1026	1661	1113	1475	2836	491	1779	2171	941	1317	1301	3300	958	4061	402	4085	1776	798	353
WZOL-FM				1	4	3	1		1	1			1	3	1	3		1			



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.

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	WIVA- FM	WKAQ- AM	WKAQ- FM	WKJB- AM	WKSA- FM	WKVM- AM	WLEO- AM	WLEY- AM	WLUZ- AM	WMEG- FM	WNEL- AM	WN1K- FM	WNRT- FM	WORO- FM	WOSO- AM	WOYE- FM	WPAB- AM	WPRA- AM	WPRM- FM	WQBS- AM	WR10- FM
Cume Pers. (00)	1582	3544	5701	355	663	593	556	321	519	4242	482	370	1226	2724	349	2133	749	353	7177	316	1130
WZOL-FM		1	2							2	6	3	1	2					1	1	

+ 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

	WRRH- FM	WSAN- FM	WSKN- AM	WTPM- FM	WUHQ- FM	WUNO- AM	WVJP- FM	WVOZ- FM	WXEW- AM	WXYX- FM	WYQE- FM	WZAR- FM	WZMT- FM	WZNT- FM	WZOL- FM						
Cume Pers. (00)	197	330	476	246	1640	1027	1452	2809	334	3140	262	2449	617	3103	369						
WZOL-FM		8			1		1	2		1	4			1	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)	
WABA-AM	25	6	4	92	443	WIOC-FM	38	5	8	77	798	WPRA-AM	29	8	*	22	61	353
WAEL-AM			1	33	368	WISD-AM	37	11			353	WPRM-FM	585	8		40	814	7238
WAEL-FM	11	1	2	70	1026	WIVA-FM	42	3	9	180	1582	WQBS-AM	13	4				316
WAPA-AM	99	6			1672	WKAQ-AM	110	3	40	668	3598	WRIO-FM	72	6	32	159	1130	
WBQR-FM	168	15	8	103	1121	WKAQ-FM	292	5	23	606	5755	WRRH-FM	32	16	2	26	197	
WCAD-FM	35	2	6	202	1475	WKJB-AM	19	5	*	7	29	355	WSAN-FM	18	5			337
WCMA-FM	88	3	15	280	2848	WKSA-FM	23	3	7	120	674	WSKN-AM			4	45	498	
WCMN-AM	97	20	21	104	503	WKVM-AM	42	7			631	WTPM-FM	69	28			246	
WCMN-FM	91	5	8	123	1779	WLEO-AM			10	138	584	WUHQ-FM	104	6	28	219	1653	
WCOM-FM	25	1	6	134	2200	WLEY-AM	30	9	3	57	332	WUNO-AM	61	6	12	115	1051	
WCTA-FM	30	3	2	80	941	WLuz-AM					519	WVJP-FM	45	3	9	220	1452	
WEGM-FM	85	6	5	128	1317	WMEG-FM	369	9	20	530	4242	WVOZ-FM	142	5	26	461	2826	
WERR-FM	62	5			1301	WNEL-AM	29	6	6	81	492	WXEV-AM	31	9			345	
WFID-FM	98	3	34	390	3341	WNK-FM			*	1	12	370	WXYX-FM	182	6	6	195	3161
WIAC-AM	77	8	27	302	1109	WNRT-FM	60	5	15	138	1229	WYQE-FM	32	12	3	35	276	
WIAC-FM	162	4	30	418	4128	WORO-FM	196	7			2761	WZAR-FM	101	4	12	311	2470	
WIDI-FM	34	8	2	38	402	WOSO-AM	86	25	12	71	349	WZMT-FM	16	3	1	65	617	
WIOA-FM	255	6	26	437	4111	WOYE-FM	11	1	3	149	2142	WZNT-FM	114	4	20	331	3136	
WIDB-FM	147	8	10	208	1776	WPAB-AM	26	3	5	58	749	WZOL-FM	19	5	2	46	369	
												TOTALS				1142	8859	30342

* Listener estimates adjusted for reported broadcast schedule.

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

Exclusive & Overnight Listening

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	49.76
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	48.86	44.4	49.69	49.4	50.00
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00

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

Instructions

Estimating the Reliability of Audience Ratings Estimates/ The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or *confidence interval*. The confidence interval describes the extent to which a survey estimate, based on a random sample of a population, may vary from the result that would be obtained through a complete census of that population. (See Page M4, Paragraph 10, 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 2.60 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. ([Persons ÷ the population] x 100). (2) Determine standard error using the instructions above. (3) Convert standard error for the rating into standard error for the Persons estimate. ([Standard error x the population] ÷ 100). (4) Use the Persons estimate +/- one standard error for a 68% confidence interval; use the Persons estimate +/- the standard error multiplied by 1.64, 1.96 or 2.58 to get 90%, 95% or 99% confidence intervals, respectively.

Estimating Effective Sample Base (ESB) Sizes/ Approximate ESB for sex/age groups and 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 M4, Paragraph 11, 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 10-12 and 14-17 herein on Pages M4-M6.

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area		All Cume Estimates	Sat 6A-10A Sat 3P-7P Sun 6A-10A Sun 3P-7P	Weekend 10A-7P	Sat 10A-3P Sat 7P-MID Sun 10A-3P Sun 7P-MID	Mon-Fri 6A-10A Mon-Fri 3P-7P	Mon-Fri 10A-3P Mon-Fri 7P-MID	Weekend 6A-MID	Mon-Fri 6A-10A + 3P-7P	Mon-Fri 6A-7P	Mon-Sun MID-6A	Mon-Sun 6A-MID
Persons 12+		39.52	59.42	72.43	58.81	73.74	74.44	87.09	87.30	81.09	89.82	93.64
Persons 18+		*****	*****	68.24	*****	*****	67.58	*****	82.42	*****	*****	88.41
Men	18+	27.60	*****	*****	*****	*****	*****	*****	*****	*****	*****	66.79
	18-24	12.30	*****	*****	*****	*****	*****	*****	*****	*****	*****	35.86
	25-34	12.82	*****	*****	*****	*****	*****	*****	*****	*****	*****	34.00
	35-44	13.24	*****	*****	*****	*****	*****	*****	*****	*****	*****	33.26
	45-54	11.25	*****	*****	*****	*****	*****	*****	*****	*****	*****	27.88
	55-64	9.07	*****	*****	*****	*****	*****	*****	*****	*****	*****	24.47
	65+	10.30	*****	*****	*****	*****	*****	*****	*****	*****	*****	22.46
	12-24	17.03	29.99	*****	29.19	37.80	35.60	44.30	*****	39.91	*****	47.73
	18-34	17.97	28.19	34.54	27.21	36.79	34.50	41.77	41.72	40.49	*****	47.31
	18-49	23.54	36.52	42.62	35.39	46.30	42.46	51.55	51.49	49.96	*****	58.39
	25-49	20.33	30.78	*****	30.34	38.78	35.84	45.64	*****	39.77	*****	49.05
	25-54	21.54	32.17	39.43	31.97	40.72	37.46	47.69	44.32	41.56	*****	51.25
	35-64	19.59	28.62	36.15	29.23	37.13	34.44	43.72	40.63	38.10	*****	46.98
	18+	32.10	*****	*****	*****	*****	*****	*****	*****	*****	*****	73.80
	18-24	14.29	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.72
	25-34	15.41	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.48
	35-44	15.92	*****	*****	*****	*****	*****	*****	*****	*****	*****	41.06
	45-54	13.36	*****	*****	*****	*****	*****	*****	*****	*****	*****	31.71
	55-64	11.58	*****	*****	*****	*****	*****	*****	*****	*****	*****	27.63
	65+	11.29	*****	*****	*****	*****	*****	*****	*****	*****	*****	25.55
Women	12-24	18.77	30.76	*****	30.40	37.62	38.24	46.12	*****	41.00	*****	48.03
	18-34	21.19	32.65	40.31	31.53	41.24	39.95	48.96	45.77	43.78	*****	53.12
	18-49	27.54	42.23	50.89	41.25	52.65	50.50	61.80	57.78	55.27	*****	67.06
	25-49	24.56	36.45	*****	36.37	46.21	43.97	54.63	*****	50.07	*****	59.01
	25-54	25.93	38.07	46.83	38.02	48.38	45.54	56.87	54.52	52.13	*****	61.44
	35-64	23.87	34.56	41.80	34.61	43.52	41.52	50.76	48.66	46.52	*****	54.84
	12-24	23.87	39.00	*****	38.47	48.35	46.93	57.10	*****	52.78	*****	61.39
	18-34	25.79	39.80	49.49	38.51	50.75	49.05	59.63	59.77	55.13	*****	64.12
Persons	18-49	33.38	50.91	61.92	49.54	63.47	60.12	74.61	74.79	68.97	*****	80.22
	25-49	28.76	43.11	*****	42.73	54.12	51.13	63.60	*****	58.79	*****	68.38
	25-54	30.31	44.90	55.53	44.78	56.63	53.41	66.92	67.08	61.86	*****	71.95
	35-64	27.97	40.39	50.44	40.83	51.76	49.29	60.78	60.92	56.19	*****	65.35
	12-17	15.86	25.99	*****	26.48	35.53	39.27	40.38	*****	42.95	*****	46.84
Teens		*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
Black P12+		*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
Hispanic P12+		*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****

***** 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 for this report only.

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.) For this report, the Metro and TSA are composed of municipalities, which are considered as county equivalents.

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) (or county equivalent) 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 available listenership data for existing Metro counties (or county equivalents) and any county (or county equivalent) contiguous to the current Metro. (Complete listenership data may not be readily available for dual-city Metro redefinition requests.)

NOTE: All existing Metro counties (or county equivalents) and all counties (or county equivalents) adjacent to existing Metro counties (or county equivalents) are subject to the Metro evaluation. The two criteria that determine whether evaluated counties

(or county equivalents) are included in the Metro definition are: (i) at least 55.0 percent of listening quarter-hours from the county (or county equivalent) must be credited to existing Metro stations, and (ii) at least 15.0 percent of commuting from the county (or county equivalent) must be into the existing Metro. (See the Arbitron Radio Description of Methodology, Chapter One, "The Market: Changes to Metro Survey Area Definitions," for further information and criteria for adjacent Metro and dual-city Metro redefinitions.) **Metro evaluation results are final - and automatic. This rule applies even if the evaluation finds that one or more counties (or county equivalents) 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) which meet certain criteria for inclusion.

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

Sampling & Measurement Techniques

2. Sampling Methodology for This Metro/Survey sample targets are established for the Metro. Sample targets are then established for each sampling unit proportional to its Persons 12+ population in the survey area. 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. Telephone numbers are randomly generated using the random digit dial (RDD) technique as provided by Survey Sampling, Inc. (SSI). These telephone numbers comprise the sample frame for each sampling unit. Known residential names and addresses are appended to sample telephone numbers. Nonresidential telephone numbers (e.g., businesses, institutions) are not excluded from the sample frame, but are excluded at the time of the diary placement call. 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 for this Metro is a telephone-placed mail survey. The survey instrument, Arbitron's seven-day radio listening diary, is self-administered and de-

signed 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 this Metro.

Monetary premiums are provided to encourage respondent cooperation.

4. Diary Placement and Retrieval/For this Metro, initial contact with sample households is by telephone when an interviewer calls informing them of their selection and requesting their 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 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 aberrant call letters, and other analyses and pretabulation preparations.

* DMA® is a registered service mark of Nielsen Media Research, Inc., and is used pursuant to a license from Nielsen Media Research, Inc.

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 or more 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 times during an Arbitron survey period, the times used in calculating audience estimates are based on the sign-on/sign-off times in effect on the last day of the survey period as reported to Arbitron. (iv) Stations broadcasting for less than an entire reported daypart are indicated in the Radio Report by a footnote symbol next to the station's call letters or audience estimates for the applicable daypart(s). (v) Stations broadcasting for less than an entire daypart must be on the air for a minimum of four quarter-hours on each day of the applicable daypart in order to be reported in that daypart. (vi) Stations should notify Arbitron in writing of any changes in the station's sign-on/sign-off time(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 and TSA 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)/A commercial station is included in this report if it has met all of the following Minimum Reporting Standards for the Metro 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, and
- b. The station must have a Metro Cume rating of 0.495 or greater, and
- c. The station must have a Metro Average Quarter-Hour rating of 0.05 or greater for the time the station is on the air during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market.

9. Home and Outside Stations/Any Metro-qualifying station either licensed to a city located within the Metro of a market, or which has requested Metro home status and is recognized under Arbitron's policies and procedures as having an acceptable alternate city identifier is listed in the market report as a home station. 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. Within each reporting classification, qualifying stations are listed alphabetically.

Statistical Reliability

10. 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 12. 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 12, the reliability of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

11. 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 12. 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 10. 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

12. 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. Such excluded persons may have listening habits which differ from those included in the survey. Additionally, steps are taken during diary placement calling to exclude: business or other nonresidential telephone numbers that may have been included in the sample; residents of media-affiliated households; and group quarters residences containing 10 or more individuals 12 years of age and older.
- 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 Spanish or English. Such persons may have listening habits that differ from other persons.

g. The limitations in data from Third Wave Research are inherent in the Arbitron estimates based thereon. The population estimates from Third Wave Research 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 Third Wave Research 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 and network affiliation(s), 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 calculated and/or 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

13. 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

14. 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

15. 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.

Additionally, Arbitron reserves the right not to produce Arbitron data and listening estimates and/or any Radio Market Report(s) whenever, in its judgment, insufficient data are available to meet its minimum research standards or any event has jeopardized the reliability of the data.

Disclaimer of Warranties

16. 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

17. 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, print, Internet, or any other medium 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., Puerto Rico, Winter 2001, 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 and TSA.

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.

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 and TSA.

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 is sent survey materials.

Effective Sample Base (ESB)/An estimate of the size of a simple random sample which would be required to produce the same degree of reliability (amount of sampling error) as the sample for a complex survey such as Arbitron's.

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.

Home Station/Generally, any station licensed to a city located within a particular Arbitron radio Metro. 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 9.)

In-Tab Sample/The number of usable diaries tabulated in producing the report.

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/Total reported listening to radio in the Metro (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, Paragraph 8.)

Outside Station/A station that is not "home" to a particular Metro. (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. For this report a municipio is considered as a county equivalent.

Share/(See "Average Quarter-Hour Share.")

Split County/A portion of a county, consisting of one or more zip codes, that 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).

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

Metro Census Data

For this report, all Metro Market Profile data are 1990 Census data. For further information, contact your Arbitron representative.

1. Total Households are for the total Metro.
2. Households by Income is grouped into eight discrete income categories and is shown for total Metro households.
3. Value of Owner-Occupied Housing Units 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 data are 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 total Metro Persons 0+.

6. Education represents the educational attainment of Persons 25+ in the Metro.

7. Occupation data 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+.

8. Transportation to Work data are for total Metro employed Persons 16+ who work away from home.

9. Average Travel Time to Work data are for total Metro employed Persons 16+ who work away from home.

10. Car Ownership by Household data are distributed into four Car Ownership categories.

Newspaper Circulation

Newspaper circulation data, as of December 31, 1998, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, IL 60173, (847) 605-0909; and are copyright 1998, 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.

More information on newspaper circulation data, including limitations for this service, can be obtained by contacting the Audit Bureau of Circulations' Data Bank Service.

[illegible]

WINTER 2001

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 Arbitron Inc. 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.

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

RESTRICTIONS ON USE OF REPORT/All *Media Targeting 2000* data and estimates are copyrighted by and proprietary to Arbitron Inc. *Media Targeting 2000* data and estimates are provided by Arbitron to Arbitron clients and the Radio Advertising Bureau, and may only be used pursuant to the restrictions and limitations on use printed herein and in the *Media Targeting 2000* report. Quotations of the data or estimates contained herein by users of this report must identify Arbitron as the source and that the data and estimates are copyrighted. Users of this report should also mention that these data and estimates are subject to all qualifications and limitations stated in the *Media Targeting 2000* report.

Arbitron 2001 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		Maximiser®/Media Professional™		Market Report	TAPSCAN®
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date
Abilene, TX							Aug 10	12:30PM	Aug 14	9:00AM	Aug 15	Aug 17
Akron							Jul 20	4:00PM	Jul 24	1:00PM	Jul 25	Jul 27
Albany, GA	May 24	1:00PM LMT	Jun 21	1:00PM	Jul 20	1:00PM	Aug 10	11:30AM	Aug 14	10:00AM	Aug 15	Aug 17
Albany-Schenectady-Troy	Jun 05	11:30AM LMT	Jul 02	11:30AM	Jul 31	11:30AM	Jul 31	2:30PM	Aug 02	11:30AM	Aug 03	Aug 07
Albuquerque							Aug 06	2:00PM	Aug 08	11:00AM	Aug 09	Aug 13
Alexandria, LA	Jun 08	12:30PM LMT	Jul 06	12:30PM	Aug 06	11:00AM	Aug 13	10:00AM	Aug 15	9:00AM	Aug 16	Aug 20
Allentown-Bethlehem	May 22	1:00PM LMT	Jun 19	1:00PM	Jul 18	1:00PM	Jul 18	4:00PM	Jul 20	1:00PM	Jul 23	Jul 25
Altoona							Jul 25	11:30AM	Jul 27	10:00AM	Jul 30	Aug 01
Amarillo, TX							Aug 09	2:00PM	Aug 13	9:00AM	Aug 14	Aug 16
Anchorage							Aug 13	12:00PM	Aug 15	6:00AM	Aug 16	Aug 20
Ann Arbor							Jul 20	11:00AM	Jul 24	10:00AM	Jul 25	Jul 27
Appleton-Oshkosh							Aug 09	11:30AM	Aug 13	9:00AM	Aug 14	Aug 16
Asheville							Aug 02	10:30AM	Aug 06	10:00AM	Aug 07	Aug 09
Atlanta	May 30	10:00AM LMT	Jun 26	10:00AM	Jul 25	11:30AM	Jul 25	2:30PM	Jul 27	11:30AM	Jul 30	Aug 01
Atlantic City-Cape May							Jul 18	10:00AM	Jul 20	10:00AM	Jul 23	Jul 25
Augusta, GA							Aug 09	12:00PM	Aug 13	10:00AM	Aug 14	Aug 16
Augusta-Waterville, ME							Aug 08	11:30AM	Aug 10	10:00AM	Aug 13	Aug 15
Austin	Jun 04	1:30PM LMT	Jun 29	1:30PM	Jul 31	10:30AM	Jul 31	1:30PM	Aug 02	10:30AM	Aug 03	Aug 07
Bakersfield	May 22	10:00AM LMT	Jun 19	10:00AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 20	10:00AM	Jul 23	Jul 25
Baltimore	May 24	11:30AM LMT	Jun 21	11:30AM	Jul 20	11:30AM	Jul 20	2:30PM	Jul 24	11:30AM	Jul 25	Jul 27
Bangor, ME							Aug 09	10:30AM	Aug 13	10:00AM	Aug 14	Aug 16
Baton Rouge	Jun 08	12:00PM LMT	Jul 06	12:00PM	Aug 06	10:30AM	Aug 06	1:30PM	Aug 08	10:30AM	Aug 09	Aug 13
Battle Creek, MI							Aug 03	11:00AM	Aug 07	10:00AM	Aug 08	Aug 10
Beaumont-Port Arthur, TX							Jul 25	10:00AM	Jul 27	9:00AM	Jul 30	Aug 01
Beckley, WV							Aug 09	11:00AM	Aug 13	10:00AM	Aug 14	Aug 16
Billings, MT							Aug 10	11:30AM	Aug 14	8:00AM	Aug 15	Aug 17
Biloxi-Gulfport-Pascagoula, MS							Aug 01	9:00AM	Aug 03	9:00AM	Aug 06	Aug 08
Binghamton							Aug 08	1:30PM	Aug 10	10:00AM	Aug 13	Aug 15
Birmingham	Jun 01	12:00PM LMT	Jun 28	12:00PM	Jul 27	12:00PM	Jul 27	3:00PM	Jul 31	12:00PM	Aug 01	Aug 03
Bismarck, ND							Aug 10	1:30PM	Aug 14	9:00AM	Aug 15	Aug 17
Blksbrg-Chrstnbg-Rdfrd-Plski, VA							Aug 06	12:00PM	Aug 08	10:00AM	Aug 09	Aug 13
Bloomington							Jul 19	9:00AM	Jul 23	9:00AM	Jul 24	Jul 26
Bluefield, WV							Aug 09	10:00AM	Aug 13	10:00AM	Aug 14	Aug 16
Boise							Aug 10	12:30PM	Aug 14	8:00AM	Aug 15	Aug 17
Boston	May 23	10:00AM LMT	Jun 20	10:00AM	Jul 19	10:00AM	Jul 19	1:00PM	Jul 23	10:00AM	Jul 24	Jul 26
Bowling Green, KY							Aug 03	9:00AM	Aug 07	9:00AM	Aug 08	Aug 10
Bridgeport							Jul 13	10:00AM	Jul 17	10:00AM	Jul 18	Jul 20
Brunswick, GA							Jul 31	10:00AM	Aug 02	10:00AM	Aug 03	Aug 07
Bryan-College Station, TX							Jul 25	9:00AM	Jul 27	9:00AM	Jul 30	Aug 01
Buffalo-Niagara Falls	May 29	10:00AM LMT	Jun 25	10:00AM	Jul 24	10:00AM	Jul 24	1:00PM	Jul 26	10:00AM	Jul 27	Jul 31
Burlington, VT							Aug 09	10:30AM	Aug 13	10:00AM	Aug 14	Aug 16
Canton							Jul 23	10:30AM	Jul 25	10:00AM	Jul 26	Jul 30
Cape Cod, MA							Jul 23	2:00PM	Jul 25	10:00AM	Jul 26	Jul 30
Casper, WY							Aug 10	10:30AM	Aug 14	8:00AM	Aug 15	Aug 17
Cedar Rapids							Aug 07	10:00AM	Aug 09	9:00AM	Aug 10	Aug 14
Champaign, IL							Jul 20	9:30AM	Jul 24	9:00AM	Jul 25	Jul 27
Charleston, SC	Jun 08	10:00AM LMT	Jul 06	10:00AM	Aug 03	10:00AM	Aug 03	1:00PM	Aug 07	10:00AM	Aug 08	Aug 10
Charleston, WV							Aug 07	11:00AM	Aug 09	10:00AM	Aug 10	Aug 14
Charlotte-Gastonia-Rock Hill	May 30	11:30AM LMT	Jun 26	11:30AM	Jul 25	10:00AM	Jul 25	1:00PM	Jul 27	10:00AM	Jul 30	Aug 01
Charlottesville, VA							Aug 08	10:30AM	Aug 10	10:00AM	Aug 13	Aug 15
Chattanooga	Jun 07	10:00AM LMT	Jul 05	10:00AM	Aug 02	10:00AM	Aug 02	1:00PM	Aug 06	10:00AM	Aug 07	Aug 09
Cheyenne, WY							Jul 27	10:30AM	Jul 31	8:00AM	Aug 01	Aug 03
Chicago	May 21	9:00AM LMT	Jun 18	9:00AM	Jul 17	9:00AM	Jul 17	12:00PM	Jul 19	9:00AM	Jul 20	Jul 24
Chico, CA							Jul 23	9:00AM	Jul 25	7:00AM	Jul 26	Jul 30
Cincinnati	May 25	11:30AM LMT	Jun 22	11:30AM	Jul 23	1:00PM	Jul 23	4:00PM	Jul 25	1:00PM	Jul 26	Jul 30

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Arbitron 2001 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		Maximiser®/Media Professional™		Market Report	TAPSCAN®
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date
Clarksville-Hopkinsville, TN-KY							Aug 03	9:00AM	Aug 07	9:00AM	Aug 08	Aug 09
Cleveland	May 24	1:00PM LMT	Jun 21	1:00PM	Jul 20	1:00PM	Jul 20	4:00PM	Jul 24	1:00PM	Jul 25	Jul 27
Colorado Springs	May 31	9:30AM LMT	Jun 27	9:30AM	Jul 25	11:00AM	Jul 25	2:00PM	Jul 27	11:00AM	Jul 30	Jul 31
Columbia, MO							Jul 30	11:00AM	Aug 01	9:00AM	Aug 02	Aug 03
Columbia, SC	Jun 07	10:00AM LMT	Jul 05	10:00AM	Aug 02	10:00AM	Aug 02	1:00PM	Aug 06	10:00AM	Aug 07	Aug 08
Columbus, GA							Aug 08	12:30PM	Aug 10	10:00AM	Aug 13	Aug 14
Columbus, OH	May 31	10:00AM LMT	Jun 27	10:00AM	Jul 26	1:00PM	Jul 26	4:00PM	Jul 30	1:00PM	Jul 31	Aug 01
Columbus-Starkville-West Point, MS							Aug 10	9:30AM	Aug 14	9:00AM	Aug 15	Aug 16
Cookeville, TN							Aug 03	1:30PM	Aug 07	9:00AM	Aug 08	Aug 09
Corpus Christi							Aug 08	9:30AM	Aug 10	9:00AM	Aug 13	Aug 14
Dallas-Ft. Worth	May 29	12:00PM LMT	Jun 25	12:00PM	Jul 24	1:30PM	Jul 24	4:30PM	Jul 26	1:30PM	Jul 27	Jul 30
Danbury, CT							Jul 16	10:00AM	Jul 18	10:00AM	Jul 19	Jul 20
Dayton	Jun 05	10:00AM LMT	Jul 02	10:00AM	Jul 31	10:00AM	Jul 31	1:00PM	Aug 02	10:00AM	Aug 03	Aug 06
Daytona Beach							Jul 26	10:30AM	Jul 30	10:00AM	Jul 31	Aug 01
Decatur, IL							Jul 20	9:30AM	Jul 24	9:00AM	Jul 25	Jul 26
Denver-Boulder	May 31	11:00AM LMT	Jun 27	11:00AM	Jul 25	12:30PM	Jul 25	3:30PM	Jul 27	12:30PM	Jul 30	Jul 31
Des Moines	Jun 08	10:30AM LMT	Jul 06	10:30AM	Aug 03	10:30AM	Aug 03	1:30PM	Aug 07	10:30AM	Aug 08	Aug 09
Detroit	May 22	11:30AM LMT	Jun 19	11:30AM	Jul 18	11:30AM	Jul 18	2:30PM	Jul 20	11:30AM	Jul 23	Jul 24
Dothan, AL							Aug 08	9:00AM	Aug 10	9:00AM	Aug 13	Aug 14
Dubuque, IA							Aug 07	12:00PM	Aug 09	9:00AM	Aug 10	Aug 13
Duluth-Superior							Aug 08	10:00AM	Aug 10	9:00AM	Aug 13	Aug 14
Eau Claire, WI							Aug 06	12:30PM	Aug 08	9:00AM	Aug 09	Aug 10
El Paso	Jun 08	2:00PM LMT	Jul 06	2:00PM	Aug 06	11:00AM	Aug 06	2:00PM	Aug 08	11:00AM	Aug 09	Aug 10
Elizabeth City-Nags Head, NC							Jul 31	10:00AM	Aug 02	10:00AM	Aug 03	Aug 06
Elmira-Corning, NY							Aug 03	10:30AM	Aug 07	10:00AM	Aug 08	Aug 09
Erie							Aug 02	10:00AM	Aug 06	10:00AM	Aug 07	Aug 08
Eugene-Springfield							Aug 02	9:00AM	Aug 06	7:00AM	Aug 07	Aug 08
Eureka, CA							Aug 13	9:00AM	Aug 15	7:00AM	Aug 16	Aug 17
Evansville							Aug 07	10:30AM	Aug 09	9:00AM	Aug 10	Aug 13
Fargo-Moorhead							Aug 09	2:00PM	Aug 13	9:00AM	Aug 14	Aug 15
Fayetteville (NW Arkansas)							Aug 10	9:30AM	Aug 14	9:00AM	Aug 15	Aug 16
Fayetteville, NC							Aug 06	12:00PM	Aug 08	10:00AM	Aug 09	Aug 10
Flagstaff-Prescott, AZ							Jul 24	9:00AM	Jul 26	8:00AM	Jul 27	Jul 30
Flint							Jul 23	3:30PM	Jul 25	10:00AM	Jul 26	Jul 27
Florence, SC							Aug 06	12:30PM	Aug 08	10:00AM	Aug 09	Aug 10
Florence-Muscle Shoals, AL							Aug 09	9:00AM	Aug 13	9:00AM	Aug 14	Aug 15
Frederick, MD							Jul 20	10:00AM	Jul 24	10:00AM	Jul 25	Jul 26
Fredericksburg					Jul 20	11:30AM	Jul 20	2:30PM	Jul 24	11:30AM	Jul 25	Jul 26
Fresno	Jun 01	10:00AM LMT	Jun 28	10:00AM	Jul 27	10:00AM	Jul 27	1:00PM	Jul 31	10:00AM	Aug 01	Aug 02
Ft. Collins-Greeley, CO							Jul 27	11:30AM	Jul 31	8:00AM	Aug 01	Aug 02
Ft. Myers-Naples-Marco Island							Jul 26	11:00AM	Jul 30	10:00AM	Jul 31	Aug 01
Ft. Pierce-Stuart-Vero Beach							Jul 27	10:30AM	Jul 31	10:00AM	Aug 01	Aug 02
Ft. Smith, AR							Aug 10	1:00PM	Aug 14	9:00AM	Aug 15	Aug 16
Ft. Walton Beach, FL							Aug 01	9:30AM	Aug 03	9:00AM	Aug 06	Aug 07
Ft. Wayne							Aug 02	10:00AM	Aug 06	9:00AM	Aug 07	Aug 08
Gainesville-Ocala							Aug 01	10:30AM	Aug 03	10:00AM	Aug 06	Aug 07
Grand Forks, ND-MN							Aug 10	11:30AM	Aug 14	9:00AM	Aug 15	Aug 16
Grand Junction, CO							Jul 30	10:30AM	Aug 01	8:00AM	Aug 02	Aug 03
Grand Rapids	Jun 06	1:00PM LMT	Jul 03	1:00PM	Aug 01	11:30AM	Aug 01	2:30PM	Aug 03	11:30AM	Aug 06	Aug 07
Great Falls, MT							Aug 10	12:00PM	Aug 14	8:00AM	Aug 15	Aug 16
Green Bay							Aug 09	12:30PM	Aug 13	9:00AM	Aug 14	Aug 15
Greensboro-Winston Salem-High Point	Jun 06	1:00PM LMT	Jul 03	1:00PM	Aug 01	1:00PM	Aug 01	4:00PM	Aug 03	1:00PM	Aug 06	Aug 07
Greenville-New Bern-Jacksonville	Jun 08	10:00AM LMT	Jul 06	10:00AM	Aug 03	10:00AM	Aug 03	1:00PM	Aug 07	10:00AM	Aug 08	Aug 09
Greenville-Spartanburg	Jun 07	11:30AM LMT	Jul 05	11:30AM	Aug 02	11:30AM	Aug 02	2:30PM	Aug 06	11:30AM	Aug 07	Aug 08

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Arbitron 2001 Spring Delivery Schedule

	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		MaximiSer®/Media Professional™		Market Report	TAPSCAN®
Market	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date
Hagerstn-Chambrsg-Waynsb, MD-PA Harrisburg-Lebanon-Carlisle Harrisonburg, VA	Jun 05	1:00PM LMT	Jul 02	1:00PM	Aug 01	10:00AM	Jul 23 10:00AM Aug 01 1:00PM Aug 08 12:00PM	Jul 25 10:00AM Aug 03 10:00AM Aug 10 10:00AM	Jul 26 Aug 06 Aug 13	Jul 27 Aug 07 Aug 14	Jul 30 Aug 08 Aug 15	
Hartford-New Britain-Middletown Honolulu Houston-Galveston Huntington-Ashland	May 24 2:30PM LMT Jun 01 10:00AM LMT May 29 3:00PM LMT		Jun 21 2:30PM Jun 28 10:00AM Jun 25 3:00PM		Jul 23 10:00AM Jul 30 10:00AM Jul 24 10:30AM		Jul 23 1:00PM Jul 30 1:00PM Jul 24 1:30PM Aug 07 1:00PM	Jul 25 10:00AM Aug 01 10:00AM Jul 26 10:30AM Aug 09 10:00AM	Jul 26 Aug 02 Jul 27 Aug 10	Jul 27 Aug 03 Jul 30 Aug 13	Jul 30 Aug 06 Jul 31 Aug 14	
Huntsville Indianapolis Ithaca, NY Jackson, MS	Jun 07 12:00PM LMT Jun 01 9:00AM LMT Jun 08 10:30AM LMT		Jul 05 12:00PM Jun 28 9:00AM Jul 06 10:30AM		Aug 02 12:00PM Jul 27 10:30AM Aug 06 10:30AM		Aug 02 3:00PM Jul 27 1:30PM Jul 30 10:00AM Aug 06 1:30PM	Aug 06 12:00PM Jul 31 10:30AM Aug 01 10:00AM Aug 08 10:30AM	Aug 07 Aug 01 Aug 02 Aug 09	Aug 08 Aug 02 Aug 03 Aug 10	Aug 09 Aug 03 Aug 06 Aug 13	
Jackson, TN Jacksonville Johnson City-Kingsport-Bristol Johnstown	Jun 04 11:30AM LMT Jun 08 10:00AM LMT		Jun 29 11:30AM Jul 06 10:00AM		Jul 30 1:00PM Aug 03 10:00AM		Aug 03 2:30PM Jul 30 4:00PM Aug 03 1:00PM Jul 25 11:30AM	Aug 07 10:00AM Aug 01 1:00PM Aug 07 10:00AM Jul 27 10:00AM	Aug 08 Aug 02 Aug 08 Jul 30	Aug 09 Aug 03 Aug 09 Jul 31	Aug 10 Aug 06 Aug 10 Aug 01	
Jonesboro, AR Joplin, MO Kalamazoo Kansas City	Jun 01 10:30AM LMT		Jun 28 10:30AM		Jul 30 9:00AM		Aug 06 9:00AM Aug 09 10:30AM Aug 01 11:00AM Jul 30 12:00PM	Aug 08 9:00AM Aug 13 9:00AM Aug 03 10:00AM Aug 01 9:00AM	Aug 09 Aug 14 Aug 06 Aug 02	Aug 10 Aug 15 Aug 07 Aug 03	Aug 13 Aug 16 Aug 08 Aug 06	
Killeen-Temple, TX Knoxville Lafayette, IN Lafayette, LA	Jun 06 11:30AM LMT		Jul 03 11:30AM		Aug 01 11:30AM		Jul 26 12:00PM Aug 01 2:30PM Jul 30 10:00AM Aug 07 10:30AM	Jul 30 9:00AM Aug 03 11:30AM Aug 01 9:00AM Aug 09 9:00AM	Jul 31 Aug 06 Aug 02 Aug 10	Aug 01 Aug 07 Aug 03 Aug 13	Aug 02 Aug 08 Aug 06 Aug 14	
Lake Charles, LA Lakeland-Winter Haven Lancaster Lansing-East Lansing	Jun 06 11:30AM LMT		Jul 03 11:30AM		Aug 01 1:00PM		Jul 25 9:00AM Jul 26 11:00AM Aug 01 10:00AM Aug 01 4:00PM	Jul 27 9:00AM Jul 30 10:00AM Aug 03 10:00AM Aug 03 1:00PM	Jul 30 Jul 31 Aug 06 Aug 06	Jul 31 Aug 01 Aug 07 Aug 07	Aug 01 Aug 02 Aug 08 Aug 08	
Laredo, TX Las Vegas Laurel-Hattiesburg, MS Lawton, OK	Jun 01 11:30AM LMT		Jun 28 11:30AM		Jul 27 11:30AM		Aug 02 9:00AM Jul 27 2:30PM Aug 01 10:00AM Aug 03 12:00PM	Aug 06 9:00AM Jul 31 11:30AM Aug 03 9:00AM Aug 07 9:00AM	Aug 07 Aug 01 Aug 06 Aug 08	Aug 08 Aug 02 Aug 07 Aug 09	Aug 09 Aug 03 Aug 08 Aug 10	
Lewiston-Auburn, ME Lexington-Fayette Lima, OH Lincoln							Aug 08 11:30AM Aug 07 10:30AM Aug 02 11:30AM Aug 09 11:00AM	Aug 10 10:00AM Aug 09 10:00AM Aug 06 10:00AM Aug 13 9:00AM	Aug 13 Aug 10 Aug 07 Aug 14	Aug 14 Aug 13 Aug 08 Aug 15	Aug 15 Aug 14 Aug 09 Aug 16	
Little Rock Los Angeles Louisville Lubbock	Jun 07 12:00PM LMT May 21 10:00AM LMT Jun 04 10:00AM LMT		Jul 05 12:00PM Jun 18 10:00AM Jun 29 10:00AM		Aug 02 12:00PM Jul 17 10:00AM Jul 30 11:30AM		Aug 02 3:00PM Jul 17 1:00PM Jul 30 2:30PM Aug 08 9:00AM	Aug 06 12:00PM Jul 19 10:00AM Aug 01 11:30AM Aug 10 9:00AM	Aug 07 Jul 20 Aug 02 Aug 13	Aug 08 Jul 23 Aug 03 Aug 14	Aug 09 Jul 24 Aug 06 Aug 15	
Macon Madison Manchester Mankato-New Ulm-St. Peter, MN	Jun 08 12:00PM LMT		Jul 06 12:00PM		Aug 06 9:00AM		Aug 08 1:00PM Aug 06 12:00PM Jul 23 11:30AM Jul 26 1:30PM	Aug 10 10:00AM Aug 08 9:00AM Jul 25 10:00AM Jul 30 9:00AM	Aug 13 Aug 09 Jul 26 Jul 31	Aug 14 Aug 10 Jul 27 Aug 01	Aug 15 Aug 13 Jul 30 Aug 02	
Marion-Carbondale (Southern IL) Mason City, IA McAllen-Brownsville-Harlingen Meadville-Franklin, PA							Jul 27 9:00AM Aug 10 11:00AM Aug 06 9:00AM Jul 25 11:00AM	Jul 31 9:00AM Aug 14 9:00AM Aug 08 9:00AM Jul 27 10:00AM	Aug 01 Aug 15 Aug 09 Jul 30	Aug 02 Aug 16 Aug 10 Jul 31	Aug 03 Aug 17 Aug 13 Aug 01	
Medford-Ashland, OR Melbourne-Titusville-Cocoa Memphis Merced, CA	Jun 06 9:00AM LMT		Jul 03 9:00AM		Jul 31 1:30PM		Aug 13 9:00AM Jul 26 10:00AM Jul 31 4:30PM Jul 20 9:30AM	Aug 15 7:00AM Jul 30 10:00AM Aug 02 1:30PM Jul 24 7:00AM	Aug 16 Jul 31 Aug 03 Jul 25	Aug 17 Aug 01 Aug 06 Jul 26	Aug 20 Aug 02 Aug 07 Jul 27	
Meridian, MS Miami-Ft. Lauderdale-Hollywood Middlesex-Somerset-Union	May 30 2:30PM LMT May 18 1:00PM LMT		Jun 26 2:30PM Jun 15 1:00PM		Jul 26 11:30AM Jul 13 1:00PM		Aug 13 10:30AM Jul 26 2:30PM Jul 13 4:00PM	Aug 15 9:00AM Jul 30 11:30AM Jul 17 1:00PM	Aug 16 Jul 31 Jul 18	Aug 17 Aug 01 Jul 19	Aug 20 Aug 02 Jul 20	

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Arbitron 2001 Spring Delivery Schedule

	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		MaximiSer®/Media Professional™		Market Report	TAPSCAN®	
Market	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Milwaukee-Racine	Jun 01	9:00AM LMT	Jun 28	9:00AM	Jul 27	9:00AM	Jul 27	12:00PM	Jul 31	9:00AM	Aug 01	Aug 02	Aug 03
Minneapolis-St. Paul	May 29	1:30PM LMT	Jun 25	1:30PM	Jul 24	1:30PM	Jul 24	4:30PM	Jul 26	1:30PM	Jul 27	Jul 30	Jul 31
Mobile	Jun 04	12:00PM LMT	Jun 29	12:00PM	Jul 30	1:30PM	Jul 30	4:30PM	Aug 01	1:30PM	Aug 02	Aug 03	Aug 06
Modesto							Jul 19	9:30AM	Jul 23	7:00AM	Jul 24	Jul 25	Jul 26
Monmouth-Ocean							Jul 13	10:30AM	Jul 17	10:00AM	Jul 18	Jul 19	Jul 20
Monroe, LA							Aug 10	9:00AM	Aug 14	9:00AM	Aug 15	Aug 16	Aug 17
Monterey-Salinas-Santa Cruz	May 23	11:30AM LMT	Jun 20	11:30AM	Jul 19	11:30AM	Jul 19	2:30PM	Jul 23	11:30AM	Jul 24	Jul 25	Jul 26
Montgomery							Aug 08	11:30AM	Aug 10	9:00AM	Aug 13	Aug 14	Aug 15
Morgantown-Clarks-Fairmont, WV							Aug 07	10:00AM	Aug 09	10:00AM	Aug 10	Aug 13	Aug 14
Morristown, NJ							Jul 13	10:00AM	Jul 17	10:00AM	Jul 18	Jul 19	Jul 20
Muskegon, MI							Aug 03	11:00AM	Aug 07	10:00AM	Aug 08	Aug 09	Aug 10
Myrtle Beach, SC							Aug 06	10:30AM	Aug 08	10:00AM	Aug 09	Aug 10	Aug 13
Nashville	Jun 06	1:30PM LMT	Jul 03	1:30PM	Aug 01	12:00PM	Aug 01	3:00PM	Aug 03	12:00PM	Aug 06	Aug 07	Aug 08
Nassau-Suffolk (Long Island)	May 18	11:30AM LMT	Jun 15	11:30AM	Jul 13	11:30AM	Jul 13	2:30PM	Jul 17	11:30AM	Jul 18	Jul 19	Jul 20
New Bedford-Fall River, MA							Jul 19	10:00AM	Jul 23	10:00AM	Jul 24	Jul 25	Jul 26
New Haven							Jul 23	11:00AM	Jul 25	10:00AM	Jul 26	Jul 27	Jul 30
New London, CT							Jul 18	10:30AM	Jul 20	10:00AM	Jul 23	Jul 24	Jul 25
New Orleans	Jun 04	12:00PM LMT	Jun 29	12:00PM	Jul 30	1:30PM	Jul 30	4:30PM	Aug 01	1:30PM	Aug 02	Aug 03	Aug 06
New York	May 18	10:00AM LMT	Jun 15	10:00AM	Jul 13	10:00AM	Jul 13	1:00PM	Jul 17	10:00AM	Jul 18	Jul 19	Jul 20
Newburgh-Middletown, NY(Md-Hud Vly)							Jul 18	11:00AM	Jul 20	10:00AM	Jul 23	Jul 24	Jul 25
Norfolk-Virginia Beach-Newport News	Jun 04	11:30AM LMT	Jun 29	11:30AM	Jul 30	1:00PM	Jul 30	4:00PM	Aug 01	1:00PM	Aug 02	Aug 03	Aug 06
Odessa-Midland, TX							Aug 10	10:00AM	Aug 14	9:00AM	Aug 15	Aug 16	Aug 17
Oklahoma City	Jun 06	3:00PM LMT	Jul 03	3:00PM	Aug 01	1:30PM	Aug 01	4:30PM	Aug 03	1:30PM	Aug 06	Aug 07	Aug 08
Omaha-Council Bluffs	Jun 07	10:30AM LMT	Jul 05	10:30AM	Aug 02	10:30AM	Aug 02	1:30PM	Aug 06	10:30AM	Aug 07	Aug 08	Aug 09
Orlando	May 30	1:00PM LMT	Jun 26	1:00PM	Jul 26	10:00AM	Jul 26	1:00PM	Jul 30	10:00AM	Jul 31	Aug 01	Aug 02
Owensboro, KY							Aug 09	12:30PM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 16
Oxnard-Ventura							Jul 19	9:30AM	Jul 23	7:00AM	Jul 24	Jul 25	Jul 26
Palm Springs, CA							Jul 18	9:30AM	Jul 20	7:00AM	Jul 23	Jul 24	Jul 25
Panama City, FL							Aug 10	9:00AM	Aug 14	9:00AM	Aug 15	Aug 16	Aug 17
Parkersburg-Marietta, WV-OH							Aug 09	11:00AM	Aug 13	10:00AM	Aug 14	Aug 15	Aug 16
Pensacola							Jul 30	10:30AM	Aug 01	9:00AM	Aug 02	Aug 03	Aug 06
Peoria							Jul 19	10:00AM	Jul 23	9:00AM	Jul 24	Jul 25	Jul 26
Philadelphia	May 22	10:00AM LMT	Jun 19	10:00AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 20	10:00AM	Jul 23	Jul 24	Jul 25
Phoenix	May 25	11:30AM LMT	Jun 22	11:30AM	Jul 23	1:00PM	Jul 23	4:00PM	Jul 25	1:00PM	Jul 26	Jul 27	Jul 30
Pittsburgh	May 25	10:00AM LMT	Jun 22	10:00AM	Jul 23	11:30AM	Jul 23	2:30PM	Jul 25	11:30AM	Jul 26	Jul 27	Jul 30
Portland, ME							Aug 08	2:00PM	Aug 10	10:00AM	Aug 13	Aug 14	Aug 15
Portland, OR	May 31	1:00PM LMT	Jun 27	1:00PM	Jul 26	1:00PM	Jul 26	4:00PM	Jul 30	1:00PM	Jul 31	Aug 01	Aug 02
Portsmouth-Dover-Rochester							Jul 23	11:00AM	Jul 25	10:00AM	Jul 26	Jul 27	Jul 30
Poughkeepsie, NY							Jul 18	11:00AM	Jul 20	10:00AM	Jul 23	Jul 24	Jul 25
Providence-Warwick-Pawtucket	May 23	11:30AM LMT	Jun 20	11:30AM	Jul 19	11:30AM	Jul 19	2:30PM	Jul 23	11:30AM	Jul 24	Jul 25	Jul 26
Pueblo							Jul 27	9:00AM	Jul 31	8:00AM	Aug 01	Aug 02	Aug 03
Puerto Rico	Jun 05	11:30AM LMT	Jul 02	11:30AM	Jul 31	10:00AM	Jul 31	1:00PM	Aug 02	10:00AM	Aug 03	Aug 06	Aug 07
Quad Cities							Jul 19	10:30AM	Jul 23	9:00AM	Jul 24	Jul 25	Jul 26
Raleigh-Durham	Jun 05	1:00PM LMT	Jul 02	1:00PM	Jul 31	1:00PM	Jul 31	4:00PM	Aug 02	1:00PM	Aug 03	Aug 06	Aug 07
Rapid City, SD							Aug 13	9:00AM	Aug 15	8:00AM	Aug 16	Aug 17	Aug 20
Reading, PA							Jul 20	10:00AM	Jul 24	10:00AM	Jul 25	Jul 26	Jul 27
Redding, CA							Jul 23	9:00AM	Jul 25	7:00AM	Jul 26	Jul 27	Jul 30
Reno							Aug 10	10:00AM	Aug 14	7:00AM	Aug 15	Aug 16	Aug 17
Richmond	Jun 04	10:00AM LMT	Jun 29	10:00AM	Jul 30	10:00AM	Jul 30	1:00PM	Aug 01	10:00AM	Aug 02	Aug 03	Aug 06
Riverside-San Bernardino	May 18	10:00AM LMT	Jun 15	10:00AM	Jul 16	10:00AM	Jul 16	1:00PM	Jul 18	10:00AM	Jul 19	Jul 20	Jul 23
Roanoke-Lynchburg							Aug 07	10:30AM	Aug 09	10:00AM	Aug 10	Aug 13	Aug 14
Rochester, MN							Aug 13	9:30AM	Aug 15	9:00AM	Aug 16	Aug 17	Aug 20
Rochester, NY	Jun 05	11:30AM LMT	Jul 02	11:30AM	Jul 31	1:00PM	Jul 31	4:00PM	Aug 02	1:00PM	Aug 03	Aug 06	Aug 07
Rockford							Jul 17	9:00AM	Jul 19	9:00AM	Jul 20	Jul 23	Jul 24

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Arbitron 2001 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		Maximiser®/Media Professional™		Market Report	TAPSCAN®
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date
Sacramento	May 23	1:00PM LMT	Jun 20	1:00PM	Jul 19	1:00PM	Jul 19	4:00PM	Jul 23	1:00PM	Jul 24	Jul 25
Saginaw-Bay City-Midland							Jul 23	10:30AM	Jul 25	10:00AM	Jul 26	Jul 27
Salisbury-Ocean City							Jul 26	11:30AM	Jul 30	10:00AM	Jul 31	Aug 01
Salt Lake City-Ogden-Provo	Jun 01	2:00PM LMT	Jun 28	2:00PM	Jul 30	9:30AM	Jul 30	12:30PM	Aug 01	9:30AM	Aug 02	Aug 03
San Angelo, TX							Aug 10	12:00PM	Aug 14	9:00AM	Aug 15	Aug 16
San Antonio	Jun 05	1:30PM LMT	Jul 02	1:30PM	Jul 31	1:30PM	Jul 31	4:30PM	Aug 02	1:30PM	Aug 03	Aug 06
San Diego	May 21	11:30AM LMT	Jun 18	11:30AM	Jul 17	11:30AM	Jul 17	2:30PM	Jul 19	11:30AM	Jul 20	Jul 23
San Francisco	May 23	10:00AM LMT	Jun 20	10:00AM	Jul 19	10:00AM	Jul 19	1:00PM	Jul 23	10:00AM	Jul 24	Jul 25
San Jose	May 23	11:30AM LMT	Jun 20	11:30AM	Jul 19	11:30AM	Jul 19	2:30PM	Jul 23	11:30AM	Jul 24	Jul 25
San Luis Obispo, CA							Jul 20	9:00AM	Jul 24	7:00AM	Jul 25	Jul 26
Santa Barbara, CA							Jul 18	9:00AM	Jul 20	7:00AM	Jul 23	Jul 24
Santa Fe, NM							Aug 07	9:00AM	Aug 09	8:00AM	Aug 10	Aug 13
Santa Maria-Lompoc, CA							Jul 20	9:00AM	Jul 24	7:00AM	Jul 25	Jul 26
Santa Rosa							Jul 19	9:00AM	Jul 23	7:00AM	Jul 24	Jul 25
Sarasota-Bradenton							Jul 24	10:00AM	Jul 26	10:00AM	Jul 27	Jul 30
Savannah							Aug 09	11:30AM	Aug 13	10:00AM	Aug 14	Aug 15
Seattle-Tacoma	May 31	11:30AM LMT	Jun 27	11:30AM	Jul 26	11:30AM	Jul 26	2:30PM	Jul 30	11:30AM	Jul 31	Aug 01
Sebring, FL							Jul 26	10:00AM	Jul 30	10:00AM	Jul 31	Aug 01
Shreveport	Jun 07	12:00PM LMT	Jul 05	12:00PM	Aug 02	12:00PM	Aug 02	3:00PM	Aug 06	12:00PM	Aug 07	Aug 08
Sioux City, IA							Aug 13	9:00AM	Aug 15	9:00AM	Aug 16	Aug 17
Sioux Falls, SD							Aug 10	11:00AM	Aug 14	9:00AM	Aug 15	Aug 16
South Bend							Jul 19	9:30AM	Jul 23	9:00AM	Jul 24	Jul 25
Spokane	Jun 08	1:00PM LMT	Jul 06	1:00PM	Aug 06	11:30AM	Aug 06	2:30PM	Aug 08	11:30AM	Aug 09	Aug 10
Springfield, IL							Jul 25	9:30AM	Jul 27	9:00AM	Jul 30	Jul 31
Springfield, MA	May 24	2:30PM LMT	Jun 21	2:30PM	Jul 23	10:00AM	Jul 23	1:00PM	Jul 25	10:00AM	Jul 26	Jul 27
Springfield, MO							Aug 09	11:30AM	Aug 13	9:00AM	Aug 14	Aug 15
St. Cloud, MN							Jul 26	10:30AM	Jul 30	9:00AM	Jul 31	Aug 01
St. George-Cedar City, UT							Jul 30	9:00AM	Aug 01	8:00AM	Aug 02	Aug 03
St. Louis	May 25	12:00PM LMT	Jun 22	12:00PM	Jul 23	1:30PM	Jul 23	4:30PM	Jul 25	1:30PM	Jul 26	Jul 27
Stamford-Norwalk, CT							Jul 13	10:30AM	Jul 17	10:00AM	Jul 18	Jul 19
State College, PA							Jul 25	10:30AM	Jul 27	10:00AM	Jul 30	Jul 31
Stockton							Jul 19	10:30AM	Jul 23	7:00AM	Jul 24	Jul 25
Sussex, NJ							Jul 18	10:00AM	Jul 20	10:00AM	Jul 23	Jul 24
Syracuse	Jun 06	10:00AM LMT	Jul 03	10:00AM	Aug 01	10:00AM	Aug 01	1:00PM	Aug 03	10:00AM	Aug 06	Aug 07
Tallahassee							Aug 09	1:00PM	Aug 13	10:00AM	Aug 14	Aug 15
Tampa-St. Petersburg-Clearwater	May 29	11:30AM LMT	Jun 25	11:30AM	Jul 24	1:00PM	Jul 24	4:00PM	Jul 26	1:00PM	Jul 27	Jul 30
Terre Haute							Aug 10	10:00AM	Aug 14	9:00AM	Aug 15	Aug 16
Texarkana, TX-AR							Aug 06	11:30AM	Aug 08	9:00AM	Aug 09	Aug 10
Toledo	May 31	10:00AM LMT	Jun 27	10:00AM	Jul 26	1:00PM	Jul 26	4:00PM	Jul 30	1:00PM	Jul 31	Aug 01
Topeka							Aug 08	10:00AM	Aug 10	9:00AM	Aug 13	Aug 14
Traverse City-Petoskey, MI							Aug 09	11:00AM	Aug 13	10:00AM	Aug 14	Aug 15
Trenton, NJ							Jul 16	10:30AM	Jul 18	10:00AM	Jul 19	Jul 20
Tri-Cities, WA							Aug 13	9:30AM	Aug 15	7:00AM	Aug 16	Aug 17
Tucson	Jun 06	8:30AM LMT	Jul 03	8:30AM	Jul 31	1:00PM	Jul 31	4:00PM	Aug 02	1:00PM	Aug 03	Aug 06
Tulsa	Jun 04	12:00PM LMT	Jun 29	12:00PM	Jul 30	1:30PM	Jul 30	4:30PM	Aug 01	1:30PM	Aug 02	Aug 03
Tupelo, MS							Aug 13	10:30AM	Aug 15	9:00AM	Aug 16	Aug 17
Tuscaloosa, AL							Jul 27	9:30AM	Jul 31	9:00AM	Aug 01	Aug 02
Tyler-Longview, TX							Jul 26	9:30AM	Jul 30	9:00AM	Jul 31	Aug 01
Utica-Rome							Aug 03	11:00AM	Aug 07	10:00AM	Aug 08	Aug 09
Visalia-Tulare-Hanford							Jul 20	9:30AM	Jul 24	7:00AM	Jul 25	Jul 26
Waco, TX							Jul 26	12:00PM	Jul 30	9:00AM	Jul 31	Aug 01
Washington, DC	May 24	10:00AM LMT	Jun 21	10:00AM	Jul 20	10:00AM	Jul 20	1:00PM	Jul 24	10:00AM	Jul 25	Jul 26
Waterloo-Cedar Falls							Aug 07	9:00AM	Aug 09	9:00AM	Aug 10	Aug 13
Watertown, NY							Aug 03	10:30AM	Aug 07	10:00AM	Aug 08	Aug 09

* All times are local market times.

** All times indicate START of Market calling.

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ARBITRON

Sched - 5

Arbitron 2001 Spring Delivery Schedule

	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		MaximiSer®/ Media Professional™		Market Report	TAPSCAN®
Market	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date
Wausau-Stevens Point, WI							Aug 06	12:00PM	Aug 08 9:00AM	Aug 09	Aug 10	Aug 13
West Palm Beach-Boca Raton	May 31	11:30AM LMT	Jun 27	11:30AM	Jul 27	10:00AM	Jul 27	1:00PM	Jul 31 10:00AM	Aug 01	Aug 02	Aug 03
Westchester	May 1B	11:30AM LMT	Jun 15	11:30AM	Jul 13	11:30AM	Jul 13	2:30PM	Jul 17 11:30AM	Jul 18	Jul 19	Jul 20
Wheeling							Aug 06	10:30AM	Aug 08 10:00AM	Aug 09	Aug 10	Aug 13
Wichita	Jun 07	9:00AM LMT	Jul 05	9:00AM	Aug 02	9:00AM	Aug 02	12:00PM	Aug 06 9:00AM	Aug 07	Aug 08	Aug 09
Wichita Falls, TX							Aug 03	12:00PM	Aug 07 9:00AM	Aug 08	Aug 09	Aug 10
Wilkes Barre-Scranton	Jun 06	2:30PM LMT	Jul 03	2:30PM	Aug 01	11:30AM	Aug 01	2:30PM	Aug 03 11:30AM	Aug 06	Aug 07	Aug 08
Williamsport, PA							Aug 03	10:30AM	Aug 07 10:00AM	Aug 08	Aug 09	Aug 10
Wilmington, DE							Jul 20	11:30AM	Jul 24 10:00AM	Jul 25	Jul 26	Jul 27
Wilmington, NC							Aug 09	1:00PM	Aug 13 10:00AM	Aug 14	Aug 15	Aug 16
Winchester, VA							Jul 24	10:00AM	Jul 26 10:00AM	Jul 27	Jul 30	Jul 31
Worcester							Jul 23	11:30AM	Jul 25 10:00AM	Jul 26	Jul 27	Jul 30
Yakima, WA							Aug 13	9:30AM	Aug 15 7:00AM	Aug 16	Aug 17	Aug 20
York	Jun 05	10:00AM LMT	Jul 02	10:00AM	Aug 01	10:00AM	Aug 01	1:00PM	Aug 03 10:00AM	Aug 06	Aug 07	Aug 08
Youngstown-Warren							Jul 23	3:00PM	Jul 25 10:00AM	Jul 26	Jul 27	Jul 30

* All times are local market times.

** All times indicate START of Market calling.

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ARBITRON

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2001 Radio Survey Schedule

WINTER SURVEY

January 4 - March 28, 2001

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

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

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

SPRING SURVEY

March 29 - June 20, 2001

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

SUMMER SURVEY

June 28 - September 19, 2001

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

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

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

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

FALL SURVEY

September 20 - December 12, 2001

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					

NOTE/The survey dates are subject to change.

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Kathy Koch (212) 887-1304
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Scarborough Training Specialists:

Lis Perry (212) 887-1367
Glen Tacinelli (212) 887-1340

Arbitron Training Specialist:

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Rep/Network Services:

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Michael Powderly (212) 887-1376
Broadcast Market Analyst:
Donna Polifrone (212) 887-1582

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Margaret Bustell, Mgr. (212) 887-1502
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Charmaine Eleazar (212) 887-1308
Arbitron Training Specialist:
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Bethanie Buckingham (312) 542-1874
Melissa Fischer (312) 542-1875
Sarah Liddle (312) 542-1876
Patrick Dergast (312) 542-1878

Arbitron Training Specialist:

John Lennon (312) 542-1882
Joe Walker (312) 542-1881

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Cory Flahaven (312) 542-1868
Tony Hereau (312) 542-1869
Tim Roberts (312) 542-1871

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Oveda Brown (312) 542-1884
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Deanna Moore (312) 542-1870

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Eric Coats (770) 551-1446

Urban Radio Marketing Services:

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

Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 551-1408
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Jennifer Cadoret (205) 668-2132
Cathy Kaufman (770) 551-1404

Arbitron Training Specialists:

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Steven Shrinisky (310) 824-6602
Rob Winston (310) 824-6604

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Brian McHugh (310) 824-6636

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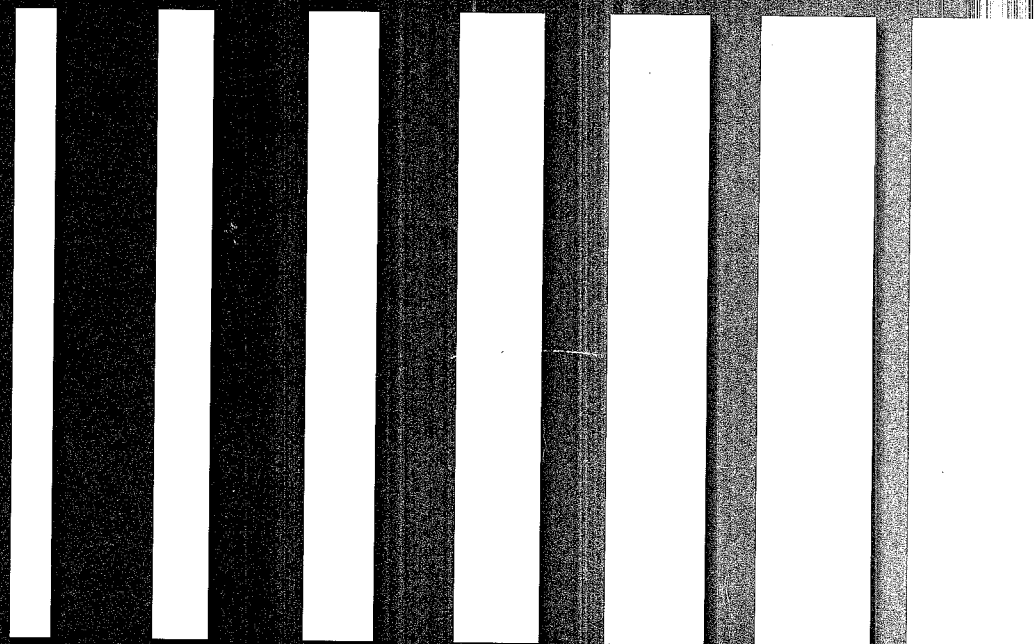
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INFORMATION