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Birch Radio

NA/B TEST
PRODUCT MEMOS
ANSWERING
SAMPLE DIST.
PROBLEMS.

The Birch Seven Day Methods Test

Part I
Cume Model Verification
&
Summary of Findings

December, 1989

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The Birch Seven Day Methods Test

Cume Model Verification

December, 1989

Table of Contents

Background

1. Why Model?

   A. Behavior and characteristics are not always easy to measure.

      * The Census Bureau models population growth yearly because an annual Census is impractical and costly.

   B. Direct measurement may not be as accurate or reliable as modeled estimates.

      * Direct measurement may alter the variable being measured, eg., people may be sensitized to the measurement instrument.

      * This concept is demonstrated in the different viewing levels obtained with the introduction of "People Meters"

   C. Available measurements may not be as accurate or reliable as modeled estimates.

      * Statistical variance of small sample estimates may produce "undecisionable" data.

   D. Decisions are made in many industries utilizing statistical and/or physical models.

      1. "Reach and Frequency" model

      2. Econometric forecasting models

Background (Cont'd)

1. The Yergin Cume Model

    A. Yergin developed a model from a seven day diary test in Ft. Lauderdale in 1983.

    B. The model developed was based on the strong relationship between a stations average daily duplication and it's weekly turnover.

    C. Original Yergin Model calculates Average Daily Duplication and Average Daily Cume by station for Monday to Friday listening from five full days of listening from each respondent. The Yergin model, therefore, uses all five days of listening behavior to calculate the drivers of the model.

2. The Birch Cume Model

    A. Birch Cume Model is based on the same strong relationship Yergin found between Average Daily Duplication and Weekly Turnover.

    B. Birch Models Monday through Friday radio listening using observed information from it's weekday sample.

    C. The Birch Model collects one full (yesterday) day of radio listening data (Average Daily Cume) and day-before-yesterday duplication (Average Daily Duplication) to calculate the drivers of the model.

How Does The Birch Cume Model Work?

Definitions

1. What is Average Daily Cume?

    A. Yergin Calculation of Average Daily Cume

    Yergin's Model calculates Average Daily Cume by determining a listener's probability of listening on an average day.

    This probability is calculated by dividing the number of days each respondent listened to a station from Monday through Friday by five.

    This probability is then multiplied by the listener's weight, and summed by station to arrive at Average Daily Cume.

For example, a stations audience can be made up of the following combinations:

# of Days Listened (Mon-Fri)	Number of Listeners	Average Daily Cume Probability	Listeners in Avg. Daily Cume
1	10	20%	2
2	10	40%	4
3	10	60%	6
4	10	80%	8
5	10	100%	10
Mon-Fri Cume = 50		Avg. Daily Cume = 30	

3

Definitions (Cont'd)

B. Birch Calculation of Average Daily Cume

Birch's Model uses yesterday listening only to calculate Average Daily Cume. All yesterday listeners to a specific station are included in that station's Average Daily Cume.

The weights of all yesterday listeners are then summed to arrive at Average Daily Cume.

2. What is Average Daily Duplication?

Average Daily Duplication is the estimated percent of the Average Daily Cume listeners that listen on the average previous day.

A. Yergin Calculation of Average Daily Duplication

As with the Average Daily Cume, Yergin's Model uses all 5 days of data to determine Average Daily Duplication. The Yergin Model, unlike the present Birch adaptation, calculates duplication by daypart.

As the table below illustrates, those respondents who listen only one day Monday-Friday have no chance of listening on the day before.

Conversely, those respondents who listen to five days Monday-Friday will always be listeners on the previous day.

# of Days Listened (Mon-Fri)	Average Daily Cume Probability	Average Daily Dupe Probability	Monday-Friday Turnover
1	20% (1/5)	0% (0/4)	5.00 (5/1)
2	40% (2/5)	25% (1/4)	2.50 (5/2)
3	60% (3/5)	50% (2/4)	1.67 (5/3)
4	80% (4/5)	75% (3/4)	1.25 (5/4)
5	100% (5/5)	100% (4/4)	1.00 (5/5)

Again, it is this relationship between Average Daily Duplication and Weekly Turn over which provides the basis for modeling Weekly Cume.

4

Definitions (Cont'd)

B. Birch Calculation of Average Daily Duplication

Birch collects full day duplication percentages using the Day-Before-Yesterday duplication question directly observed in the interview.

Birch's present daypart estimates are calculated using this full-day duplication percentage.

3. What is Weekly Turnover?

$$\text{Turnover} = \frac{\text{Weekly Cume}}{\text{Average Daily Cume}}$$

Therefore,

Weekly Cume = Turnover x Average Daily Cume

For example, if a station's audience is composed entirely of five day listeners, the Weekly Cume would be equal to the Average Daily Cume and Turnover would be equal to one.

Conversely, if a station's audience is composed of only one day listeners than the Weekly Cumewould be five times as large as the stations Average Daily Cume and Turnover would be equal to five.

Using the example from the previous page, the station's Weekly Cume is 50 and the Average Daily Cume is 30. In this case, Turnover is equal to1.667 (50/30).

Both the Yergin and Birch Models output Weekly Turnover based on Average Daily Duplication. Once the model has output Weekly Turnover, Monday-Friday Cume is derived through simple multiplication.

How Does It All Fit Together?

As a means of illustration, the following is drawn directly from the Seven Day Methods Test Data:

Station : WBBM-AM
Weekpart : Monday - Friday 6AM to Midnight
Demographic : Total Persons 12+

Variable	Observed Data	Birch Calculation	Yergin Calculation
Average Daily Duplication	62.84%	55.29%	62.84%
Average Daily Cume	18900	18500	18900
Weekly Turnover Factor	1.767	2.133	1.814
* Estimated Weekly Cume	33,400	39,460	34,285

* May not exactly match following tables due to rounding error

The Birch Seven Day Methods Test Methodology

1. Sample

* Sample Area -- Milwaukee, WI MSA

* Sample Frame -- Nielsen TTF - Same frame as used for standard Birch Radio data collection.

* Sample fielded from January 3, 1989 through April 2, 1989.

* Sample Size --   1,235 completed all 7 days of interviewing

                        1,630 completed between 1 and 6   days of interviewing.

* Response Rates -- 55.9% of all eligible respondents completed all 7 days.

                    73.7% of all eligible respondents completed at least the first day.

2. Interviewing Procedures

* Day One -- Standard Birch questionnaire was used for obtaining yesterday radio listening and day before yesterday duplication behavior. Age, sexand race were also collected. Respondent then asked for his/her mailing address for $2.00 incentive.Appointment made for next day callback.

* Day Two -- Only Radio listening portion of scriptasked (no day before yesterday duplication question administered). Appointment made for next day callback.

* Days Three through Six -- For respondents who gave a completed interview on the previous day, only yesterday radio behavior was collected. If respondent did not complete interview on previous night, both yesterday and full day before yesterday recall was asked. No more than yesterday and day before yesterday data was collected during any one interview (no more than 48 hour recall).

* Day Seven -- Radio listening, income and education data collected during final interview. If respondent were unavailable on Day Seven, attempts were made on day Eight to collect only the full day before yesterday radio listening data.

3.   Modification to standard Birch Methodology

* Appointment made with respondent for most convenient time to conduct interview on following night.

7

Conclusions

1. The Birch adaptation of the Yergin Cume Model yields statistically comparable cume estimates for the Monday to Friday, 6AM to Midnight Weekpart.

2. The Birch Cume Model yields statistically comparable cume estimates for all demographic groups analyzed within the Monday to Friday, 6AM to Midnight Weekpart.

3. The Birch Cume Model yields statistically significant correlations for cume estimates for the Monday to Saturday, 6AM to Midnight, Persons 12 + Demographic. Some differences were discerned within this weekpart by demographic cells. These differences will require a minor change to the Weekend Model.

4. The Birch Cume Model yields statistically significant correlations for cume estimates for the Monday to Sunday, 6AM to Midnight, Persons 12 + Demographic. Some differences were discerned within this weekpart by demographic cells. These differences will require a minor change to the Weekend Model.

5. Differences were discerned between the Birch and Observed Monday-Friday Cumes by daypart. Generally, the Birch estimates were lower than the observed estimates.

   These differences may be attributable to the utilization of a full-day duplication rather than a duplication by daypart in the Birch adaptation of the Yergin Model for calculating Average Daily Duplication.

   Originally, Yergin had suggested a full-day duplication question for use by Birch. This suggestion was made because of concern that a daypart duplication calculation would yield potentially unreliable results due to small sample sizes.

   Presently, Birch is working on fine tuning the cume model to improve Monday-Saturday, Monday-Sunday and Daypart estimates. This fine tuning will be implemented as soon as the marketplace is apprised of our intentions and the production software is tested and finalized.

Data Presentation

* Observed = Actual, non-modeled data obtained from the Birch Seven Day Methods Test

* Modeled = Yergin Cume Model estimates

* Birch = Birch adaptation of Yergin Cume Model. Used in present Birch report production

Data Reported

NOTE: Statistical Test are calculated for all stations

Statistical Tests included in this data presentation.

Correlation - Determines the degree of relationship between two data sets (1.0 is a perfect correlation)

R Square - Determines the degree to which the dependent variable predicts the independent variable (1.0 is perfect)

Wilcoxon Sign Ranks Test - A ranks test which tests for differences in both the magnitude and rank of stations within each data set. Probability scores less than or equal to 0.1 indicate significant differences between data sets.

T-Test - Similar to Wilcoxon, but also accounts for differences in distribution. As with Wilcoxon,probability scores less than or equal to 0.1 indicate significant differences between data sets.

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	26.7%	25.8%	29.7%	0.9%	3.0%	3.9%
WTMJ-AM	20.5%	20.5%	22.8%	0.1%	2.3%	2.2%
WLZR-FM	17.4%	16.9%	19.5%	0.5%	2.1%	2.6%
WLUM-FM	17.2%	16.7%	19.6%	0.5%	2.5%	3.0%
WKLH-FM	16.6%	15.5%	14.4%	1.1%	2.3%	1.1%
WQFM-FM	13.5%	14.0%	12.6%	0.6%	0.9%	1.4%
WEZW-FM	12.2%	11.8%	11.0%	0.4%	1.2%	0.8%
WMIL-FM	11.7%	11.3%	8.8%	0.4%	2.9%	2.5%
WOKY-AM	10.5%	10.5%	12.2%	0.0%	1.7%	1.7%
WMYX-FM	9.5%	10.1%	8.0%	0.6%	1.5%	2.1%

		MEAN	0.5%	2.0%	2.1%
		MINIMUM	0.0%	0.9%	0.8%
		MAXIMUM	1.1%	3.0%	3.9%
		RANGE	1.1%	2.2%	3.1%
		*CORRELATION	0.9991	0.9849	
		*R²	0.9982	0.9700	
		*WILCOXON	0.2979	0.8327	
		*T-TEST	0.1380	0.9600	

* CORRELATION, R SQUARE, WILCOXON AND T-TEST
  RUN ON ALL RADIO STATIONS MENTIONED

Note: Due to rounding totals may appear slightly off.

11

SEVEN DAY METHODS TEST - MILWAUKEE WI.

MONDAY – FRIDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

TOP TEN STATIONS

Legend:
- OBSERVED
- YERGIN MODEL
- BIRCH MODEL

Y-axis: RATINGS (0.0% to 35.0%)

X-axis stations: WKTI, WTMJ, WLZR, WLUM, WKLH, WQFM, WEZW, WMIL, WOKY, WMYX

SEVEN DAY METHODS TEST — MILWAUKEE WI.

RATINGS — STATIONS ELEVEN TO TWENTY

MONDAY — FRIDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WISN-AM	8.2%	8.1%	7.0%	0.2%	1.3%	1.1%
WLTQ-FM	8.1%	8.1%	6.1%	0.1%	2.0%	2.0%
WZTR-FM	7.8%	7.6%	6.5%	0.2%	1.3%	1.1%
WBZN-FM	5.6%	5.5%	6.6%	0.2%	1.0%	1.2%
WEMP-AM	5.1%	4.7%	4.5%	0.4%	0.6%	0.2%
WFMR-FM	5.1%	4.8%	5.2%	0.3%	0.1%	0.4%
WRJN-AM	3.1%	2.7%	3.1%	0.3%	0.0%	0.4%
WUWM-FM	2.6%	2.8%	2.8%	0.2%	0.2%	0.0%
WBBM-AM	2.6%	2.7%	3.0%	0.1%	0.5%	0.4%
WGN-AM	2.1%	2.0%	1.1%	0.1%	1.0%	0.8%
	MEAN			0.2%	0.8%	0.8%
	MINIMUM			0.1%	0.0%	0.0%
	MAXIMUM			0.4%	2.0%	2.0%
	RANGE			0.3%	1.9%	2.0%

Note: Due to rounding totals may appear slightly off.

13

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TWENTY STATIONS

MONDAY - FRIDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	26.7%	25.8%	29.7%	0.9%	3.0%	3.9%
WTMJ-AM	20.5%	20.5%	22.8%	0.1%	2.3%	2.2%
WLZR-FM	17.4%	16.9%	19.5%	0.5%	2.1%	2.6%
WLUM-FM	17.2%	16.7%	19.6%	0.5%	2.5%	3.0%
WKLH-FM	16.6%	15.5%	14.4%	1.1%	2.3%	1.1%
WQFM-FM	13.5%	14.0%	12.6%	0.6%	0.9%	1.4%
WEZW-FM	12.2%	11.8%	11.0%	0.4%	1.2%	0.8%
WMIL-FM	11.7%	11.3%	8.8%	0.4%	2.9%	2.5%
WOKY-AM	10.5%	10.5%	12.2%	0.0%	1.7%	1.7%
WMYX-FM	9.5%	10.1%	8.0%	0.6%	1.5%	2.1%
WISN-AM	8.2%	8.1%	7.0%	0.2%	1.3%	1.1%
WLTQ-FM	8.1%	8.1%	6.1%	0.1%	2.0%	2.0%
WZTR-FM	7.8%	7.6%	6.5%	0.2%	1.3%	1.1%
WBZN-FM	5.6%	5.5%	6.6%	0.2%	1.0%	1.2%
WEMP-AM	5.1%	4.7%	4.5%	0.4%	0.6%	0.2%
WFMR-FM	5.1%	4.8%	5.2%	0.3%	0.1%	0.4%
WRJN-AM	3.1%	2.7%	3.1%	0.3%	0.0%	0.4%
WUWM-FM	2.6%	2.8%	2.8%	0.2%	0.2%	0.0%
WBBM-AM	2.6%	2.7%	3.0%	0.1%	0.5%	0.4%
WGN-AM	2.1%	2.0%	1.1%	0.1%	1.0%	0.8%
MEAN				0.3%	1.4%	1.5%
MINIMUM				0.0%	0.0%	0.0%
MAXIMUM				1.1%	3.0%	3.9%
RANGE				1.1%	3.0%	3.9%

Note: Due to rounding totals may appear slightly off.

14

SEVEN DAY METHOD TESTS - MILWAUKEE WI.

RATINGS - TOP TEN STATIONS

MONDAY - SATURDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

STATION	MON-SAT OBSERVED	MON-SAT MODEL	MON-SAT BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	28.2%	27.6%	32.4%	0.6%	4.2%	4.9%
WTMJ-AM	21.5%	22.0%	24.9%	0.5%	3.4%	2.9%
WLZR-FM	17.7%	17.9%	21.0%	0.2%	3.3%	3.1%
WLUM-FM	17.6%	17.8%	22.9%	0.2%	5.3%	5.1%
WKLH-FM	17.3%	16.4%	18.3%	1.0%	0.9%	1.9%
WQFM-FM	14.1%	14.9%	13.3%	0.9%	0.8%	1.6%
WEZW-FM	13.1%	12.7%	11.5%	0.4%	1.6%	1.2%
WMIL-FM	13.0%	12.3%	10.0%	0.6%	2.9%	2.3%
WOKY-AM	11.1%	11.2%	13.3%	0.1%	2.2%	2.1%
WMYX-FM	10.4%	11.0%	9.1%	0.7%	1.3%	1.9%

	MEAN			0.5%	2.6%	2.7%
	MINIMUM			0.1%	0.8%	1.2%
	MAXIMUM			1.0%	5.3%	5.1%
	RANGE			0.8%	4.5%	3.9%
	*CORRELATION			0.9987	0.9781	
	*R²			0.9974	0.9567	
	*WILCOXON			0.9940	0.1359	
	*T-TEST			0.8330	0.0730	

* CORRELATION, R SQUARE, WILCOXON, AND T-TEST
  RUN FOR ALL STATIONS MENTIONED
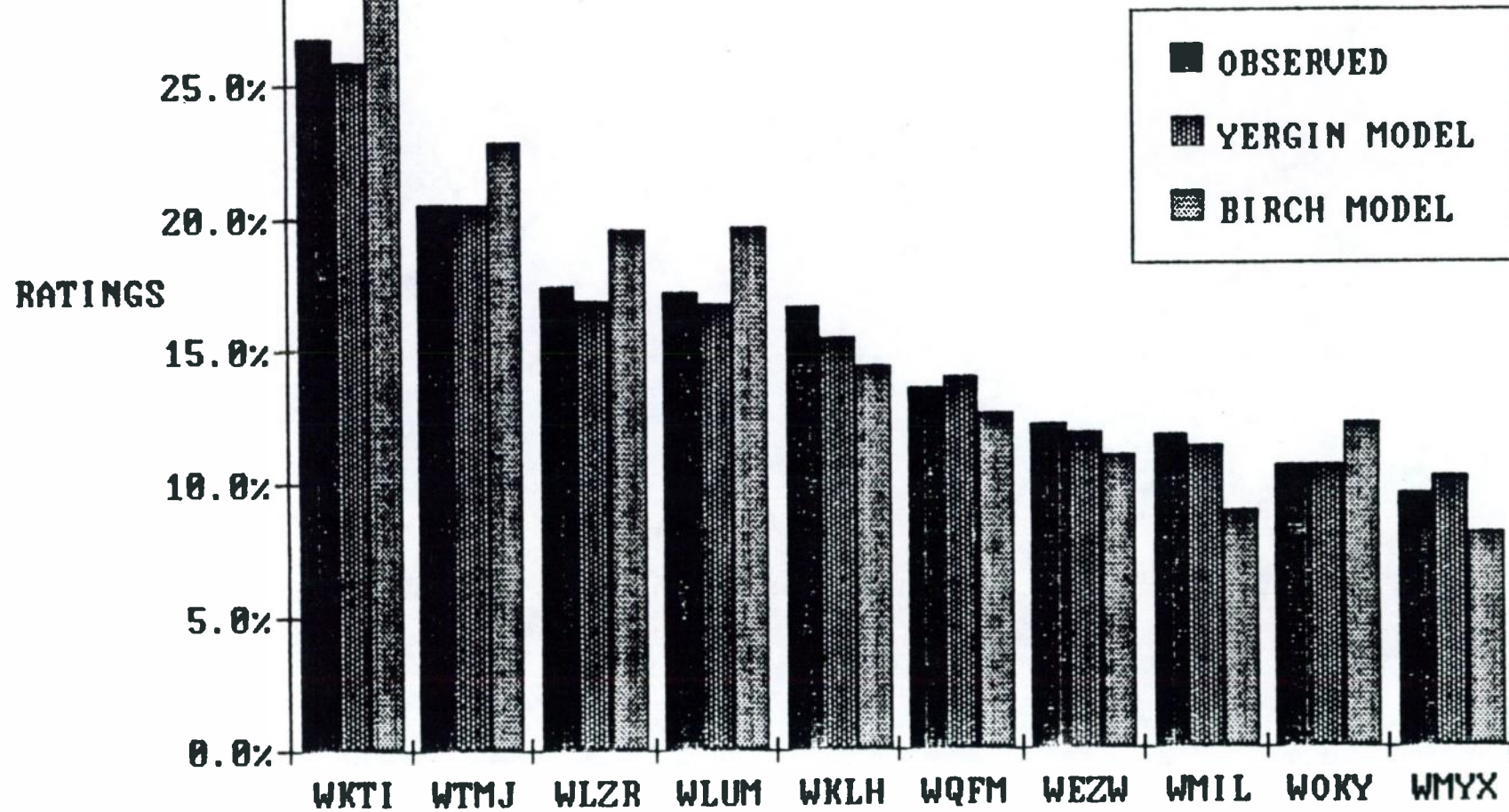
Note: Due to rounding totals may appear slightly off.

15

SEVEN DAY METHODS TEST - MILWAUKEE WI.

MONDAY - SATURDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

TOP TEN STATIONS

Legend:
- OBSERVED
- YERGIN MODEL
- BIRCH MODEL

RATINGS (y-axis): 0.0%, 5.0%, 10.0%, 15.0%, 20.0%, 25.0%, 30.0%, 35.0%

Stations (x-axis): WKTI, WTMJ, WLZR, WLUM, WKLH, WQFM, WEZW, WMIL, WOKY, WMYX

16

SEVEN DAY METHOD TESTS - MILWAUKEE WI.

RATINGS - STATIONS ELEVEN TO TWENTY

MONDAY - SATURDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

STATION	MON-SAT OBSERVED	MON-SAT MODEL	MON-SAT BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WLTQ-FM	8.8%	8.7%	7.4%	0.2%	1.4%	1.3%
WISN-AM	8.6%	8.5%	7.4%	0.1%	1.2%	1.2%
WZTR-FM	8.6%	8.3%	7.6%	0.3%	1.0%	0.8%
WBZN-FM	6.5%	6.2%	7.6%	0.3%	1.1%	1.4%
WEMP-AM	5.5%	5.1%	5.0%	0.4%	0.5%	0.1%
WFMR-FM	5.4%	5.2%	5.4%	0.1%	0.0%	0.1%
WRJN-AM	3.1%	2.8%	3.3%	0.2%	0.2%	0.5%
WBBM-AM	2.8%	2.8%	4.3%	0.0%	1.5%	1.5%
WUWM-FM	2.8%	2.9%	4.0%	0.1%	1.2%	1.1%
WMSE-FM	2.4%	2.3%	2.6%	0.1%	0.1%	0.3%

		MEAN		0.2%	0.8%	0.8%
		MINIMUM		0.0%	0.0%	0.1%
		MAXIMUM		0.4%	1.5%	1.5%
		RANGE		0.4%	1.5%	1.3%

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHOD TESTS - MILWAUKEE WI.

RATINGS - TOP TWENTY STATIONS

MONDAY - SATURDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

STATION	MON-SAT OBSERVED	MON-SAT MODEL	MON-SAT BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	28.2%	27.6%	32.4%	0.6%	4.2%	4.9%
WTMJ-AM	21.5%	22.0%	24.9%	0.5%	3.4%	2.9%
WLZR-FM	17.7%	17.9%	21.0%	0.2%	3.3%	3.1%
WLUM-FM	17.6%	17.8%	22.9%	0.2%	5.3%	5.1%
WKLH-FM	17.3%	16.4%	18.3%	1.0%	0.9%	1.9%
WQFM-FM	14.1%	14.9%	13.3%	0.9%	0.8%	1.6%
WEZW-FM	13.1%	12.7%	11.5%	0.4%	1.6%	1.2%
WMIL-FM	13.0%	12.3%	10.0%	0.6%	2.9%	2.3%
WOKY-AM	11.1%	11.2%	13.3%	0.1%	2.2%	2.1%
WMYX-FM	10.4%	11.0%	9.1%	0.7%	1.3%	1.9%
WLTQ-FM	8.8%	8.7%	7.4%	0.2%	1.4%	1.3%
WISN-AM	8.6%	8.5%	7.4%	0.1%	1.2%	1.2%
WZTR-FM	8.6%	8.3%	7.6%	0.3%	1.0%	0.8%
WBZN-FM	6.5%	6.2%	7.6%	0.3%	1.1%	1.4%
WEMP-AM	5.5%	5.1%	5.0%	0.4%	0.5%	0.1%
WFMR-FM	5.4%	5.2%	5.4%	0.1%	0.0%	0.1%
WRJN-AM	3.1%	2.8%	3.3%	0.2%	0.2%	0.5%
WBBM-AM	2.8%	2.8%	4.3%	0.0%	1.5%	1.5%
WUWM-FM	2.8%	2.9%	4.0%	0.1%	1.2%	1.1%
WMSE-FM	2.4%	2.3%	2.6%	0.1%	0.1%	0.3%
	MEAN			0.3%	1.7%	1.8%
	MINIMUM			0.0%	0.0%	0.1%
	MAXIMUM			1.0%	5.3%	5.1%
	RANGE			1.0%	5.3%	5.0%

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHOD TESTS - MILWAUKEE WI.

RATINGS - TOP TEN STATIONS

MONDAY - SUNDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

STATION	MON-SUN OBSERVED	MON-SUN MODEL	MON-SUN BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	28.8%	28.6%	33.8%	0.2%	5.0%	5.2%
WTMJ-AM	22.2%	22.8%	27.5%	0.6%	5.3%	4.7%
WLZR-FM	18.0%	18.5%	22.0%	0.5%	4.0%	3.5%
WLUM-FM	17.9%	18.4%	23.7%	0.5%	5.8%	5.3%
WKLH-FM	17.6%	16.8%	19.7%	0.8%	2.1%	2.9%
WQFM-FM	15.0%	16.0%	14.2%	1.0%	0.8%	1.8%
WEZW-FM	13.8%	13.3%	11.9%	0.5%	1.9%	1.4%
WMIL-FM	13.6%	12.9%	11.9%	0.7%	1.7%	1.0%
WOKY-AM	11.6%	11.8%	14.4%	0.2%	2.7%	2.6%
WMYX-FM	10.9%	11.6%	9.2%	0.7%	1.7%	2.4%

	MEAN		0.6%	3.1%	3.1%
	MINIMUM		0.2%	0.8%	1.0%
	MAXIMUM		1.0%	5.8%	5.3%
	RANGE		0.8%	5.0%	4.3%
	*CORRELATION		0.9987	0.9844	
	*R²		0.9974	0.9690	
	*WILCOXON		0.6806	0.6105	
	*T-TEST		1.0000	0.5860	

* CORRELATION, R SQUARE, WILCOXON, AND T-TEST
  RUN ON ALL RADIO STATIONS MENTIONED
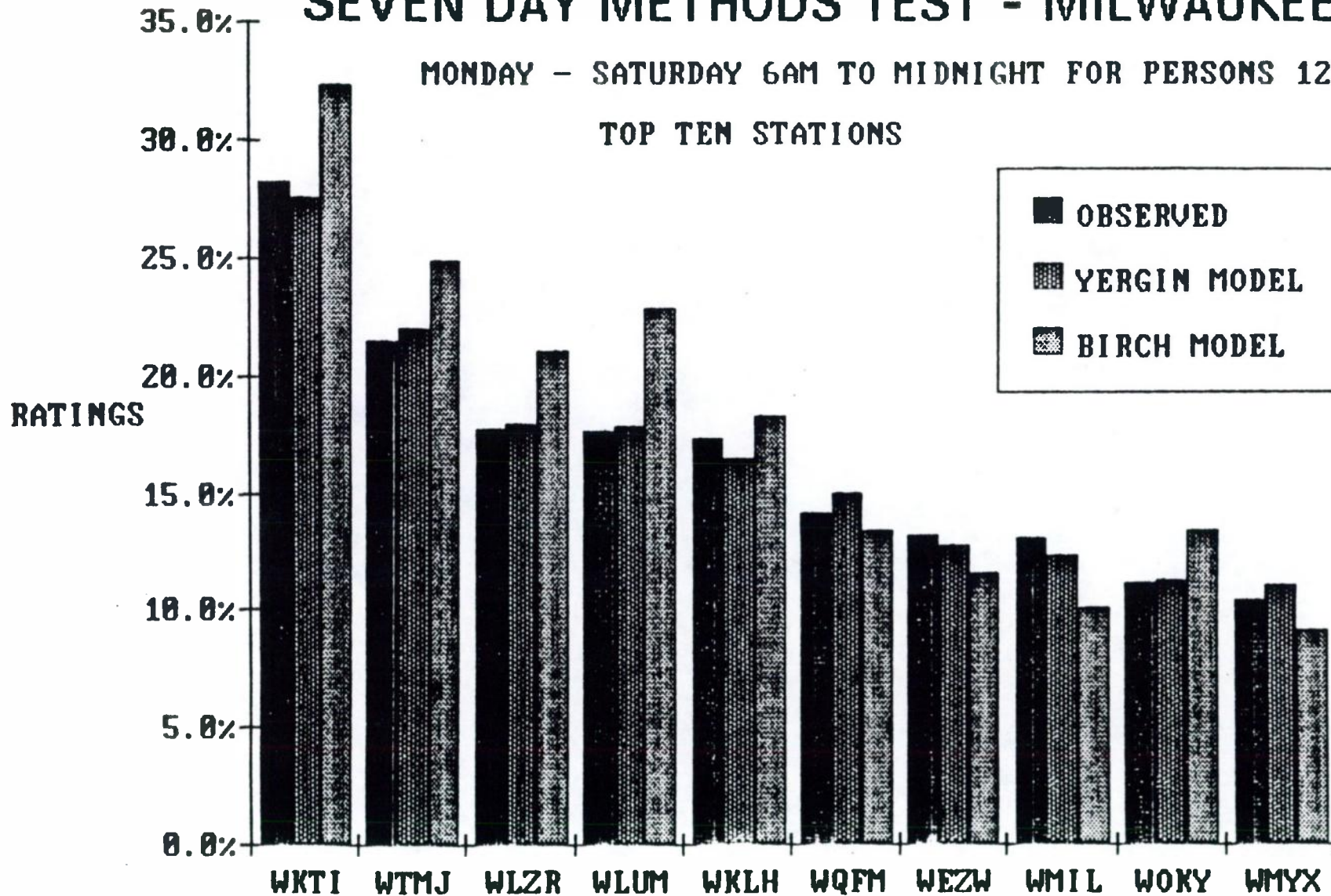
Note: Due to rounding totals may appear slightly of

SEVEN DAY METHODS TEST - MILWAUKEE WI.

MONDAY - SUNDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

TOP TEN STATIONS

SEVEN DAY METHOD TESTS - MILWAUKEE WI.

RATINGS - STATIONS ELEVEN TO TWENTY

MONDAY - SUNDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

STATION	MON-SUN OBSERVED	MON-SUN MODEL	MON-SUN BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WLTQ-FM	9.4%	8.9%	9.3%	0.4%	0.0%	0.4%
WZTR-FM	8.9%	8.6%	11.3%	0.3%	2.4%	2.7%
WISN-AM	8.8%	8.8%	7.4%	0.0%	1.4%	1.4%
WBZN-FM	7.4%	6.7%	7.7%	0.7%	0.3%	1.0%
WEMP-AM	6.1%	5.5%	6.6%	0.6%	0.5%	1.1%
WFMR-FM	5.4%	5.4%	5.7%	0.0%	0.2%	0.2%
WRJN-AM	3.1%	2.9%	3.5%	0.2%	0.5%	0.6%
WBBM-AM	3.0%	3.0%	4.3%	0.0%	1.4%	1.3%
WUWM-FM	2.8%	2.9%	4.0%	0.2%	1.3%	1.1%
WGN-AM	2.6%	2.3%	1.7%	0.4%	0.9%	0.5%
	MEAN			0.3%	0.9%	1.0%
	MINIMUM			0.0%	0.0%	0.2%
	MAXIMUM			0.7%	2.4%	2.7%
	RANGE			0.7%	2.4%	2.5%

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHOD TESTS - MILWAUKEE WI.

RATINGS - TOP TWENTY STATIONS

MONDAY - SUNDAY 6AM TO MIDNIGHT FOR PERSONS 12 +

STATION	MON-SUN OBSERVED	MON-SUN MODEL	MON-SUN BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	28.8%	28.6%	33.8%	0.2%	5.0%	5.2%
WTMJ-AM	22.2%	22.8%	27.5%	0.6%	5.3%	4.7%
WLZR-FM	18.0%	18.5%	22.0%	0.5%	4.0%	3.5%
WLUM-FM	17.9%	18.4%	23.7%	0.5%	5.8%	5.3%
WKLH-FM	17.6%	16.8%	19.7%	0.8%	2.1%	2.9%
WQFM-FM	15.0%	16.0%	14.2%	1.0%	0.8%	1.8%
WEZW-FM	13.8%	13.3%	11.9%	0.5%	1.9%	1.4%
WMIL-FM	13.6%	12.9%	11.9%	0.7%	1.7%	1.0%
WOKY-AM	11.6%	11.8%	14.4%	0.2%	2.7%	2.6%
WMYX-FM	10.9%	11.6%	9.2%	0.7%	1.7%	2.4%
WLTQ-FM	9.4%	8.9%	9.3%	0.4%	0.0%	0.4%
WZTR-FM	8.9%	8.6%	11.3%	0.3%	2.4%	2.7%
WISN-AM	8.8%	8.8%	7.4%	0.0%	1.4%	1.4%
WBZN-FM	7.4%	6.7%	7.7%	0.7%	0.3%	1.0%
WEMP-AM	6.1%	5.5%	6.6%	0.6%	0.5%	1.1%
WFMR-FM	5.4%	5.4%	5.7%	0.0%	0.2%	0.2%
WRJN-AM	3.1%	2.9%	3.5%	0.2%	0.5%	0.6%
WBBM-AM	3.0%	3.0%	4.3%	0.0%	1.4%	1.3%
WUWM-FM	2.8%	2.9%	4.0%	0.2%	1.3%	1.1%
WGN-AM	2.6%	2.3%	1.7%	0.4%	0.9%	0.5%
	MEAN			0.4%	2.0%	2.1%
	MINIMUM			0.0%	0.0%	0.2%
	MAXIMUM			1.0%	5.8%	5.3%
	RANGE			0.9%	5.8%	5.1%

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 6AM TO 10AM FOR PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	18.8%	19.5%	20.0%	0.7%	1.2%	0.5%
WTMJ-AM	15.6%	15.2%	16.7%	0.4%	1.1%	1.5%
WLZR-FM	11.2%	11.2%	11.8%	0.0%	0.6%	0.6%
WLUM-FM	11.1%	11.6%	9.4%	0.5%	1.7%	2.2%
WKLH-FM	10.9%	10.0%	10.0%	0.9%	0.9%	0.0%
WQFM-FM	7.7%	7.3%	5.3%	0.4%	2.4%	2.0%
WEZW-FM	6.6%	6.6%	7.2%	0.0%	0.6%	0.6%
WMIL-FM	8.0%	7.5%	6.3%	0.5%	1.7%	1.2%
WOKY-AM	7.1%	7.0%	8.7%	0.1%	1.6%	1.7%
WMYX-FM	5.9%	6.0%	6.1%	0.1%	0.2%	0.1%

		MEAN	0.4%	1.2%	1.0%
		MINIMUM	0.0%	0.2%	0.0%
		MAXIMUM	0.9%	2.4%	2.2%
		RANGE	0.9%	2.2%	2.2%
		*CORRELATION	0.9985	0.9854	
		*R^2	0.9970	0.9710	
		*WILCOXON	0.1149	0.0996	
		*T-TEST	0.2180	0.0940	

* CORRELATION, R SQUARE, WILCOXON, AND T-TEST
  RUN FOR ALL STATIONS MENTIONED

Note: Due to rounding totals may appear slightly off.

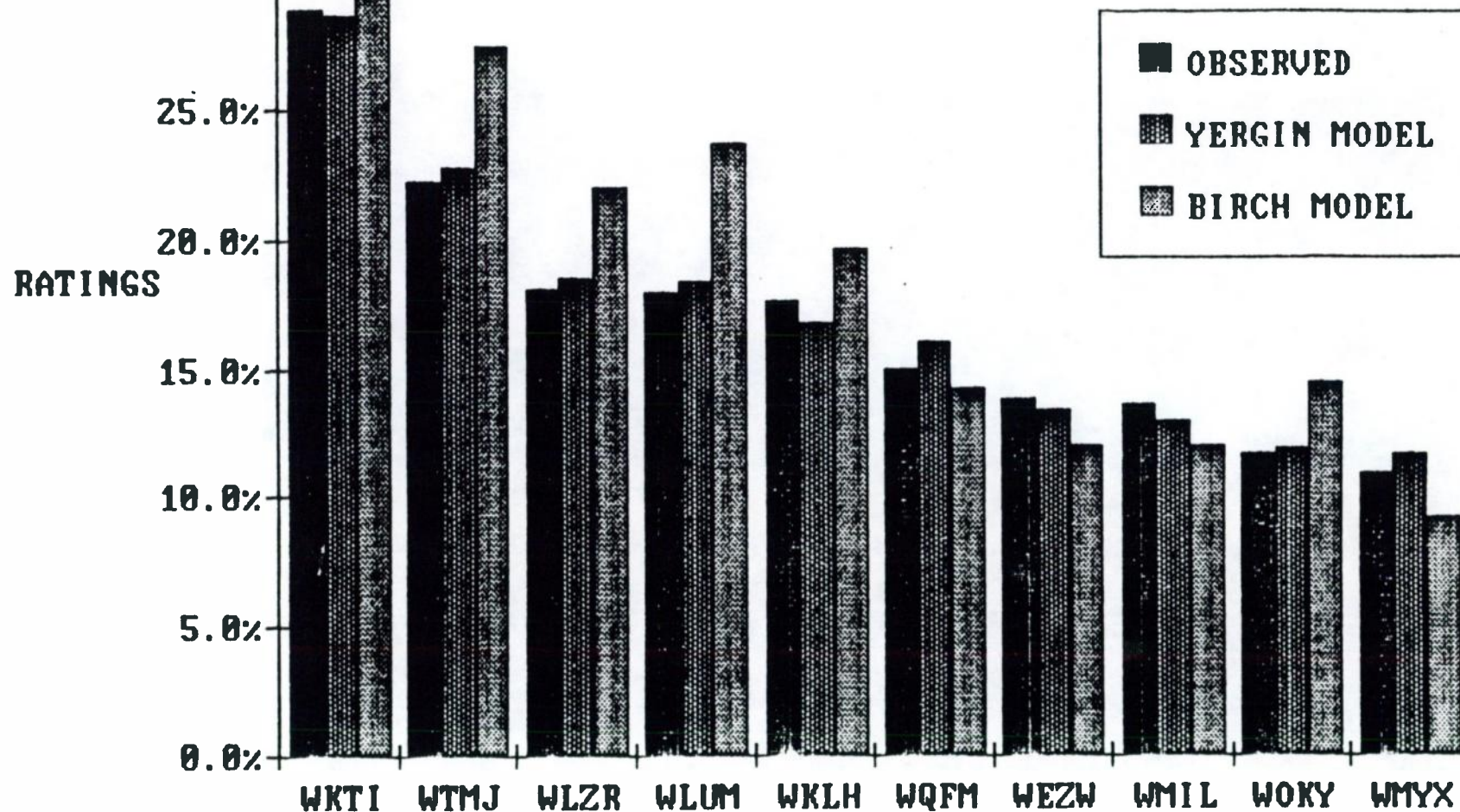SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 10AM TO 3PM FOR PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	13.4%	13.3%	9.9%	0.1%	3.5%	3.4%
WTMJ-AM	9.8%	9.8%	7.6%	0.0%	2.2%	2.2%
WLZR-FM	9.6%	9.8%	8.9%	0.2%	0.7%	0.9%
WLUM-FM	10.4%	10.6%	7.5%	0.2%	2.9%	3.1%
WKLH-FM	9.3%	9.3%	6.5%	0.0%	2.8%	2.8%
WQFM-FM	7.4%	7.4%	5.7%	0.0%	1.7%	1.7%
WEZW-FM	7.1%	7.0%	5.4%	0.1%	1.7%	1.6%
WMIL-FM	7.0%	6.7%	3.8%	0.3%	3.2%	2.9%
WOKY-AM	7.3%	7.2%	6.3%	0.1%	1.0%	0.9%
WMYX-FM	5.7%	5.5%	3.9%	0.2%	1.8%	1.6%

	MEAN			0.1%	2.2%	2.1%
	MINIMUM			0.0%	0.7%	0.9%
	MAXIMUM			0.3%	3.5%	3.4%
	RANGE			0.3%	2.8%	2.5%
	*CORRELATION			0.9991	0.9811	
	*R²			0.9982	0.9626	
	*WILCOXON			0.5614	0.0000	
	*T-TEST			0.9620	0.0000	

* CORRELATION, R SQUARE, WILCOXON, AND T-TEST
  RUN FOR ALL STATIONS MENTIONED

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 3PM TO 7PM FOR PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	20.3%	20.3%	18.8%	0.0%	1.5%	1.5%
WTMJ-AM	11.3%	10.6%	12.2%	0.7%	0.9%	1.6%
WLZR-FM	13.5%	14.5%	13.1%	1.0%	0.4%	1.4%
WLUM-FM	13.3%	14.0%	13.9%	0.7%	0.6%	0.1%
WKLH-FM	12.4%	12.5%	8.1%	0.1%	4.3%	4.4%
WQFM-FM	10.0%	10.0%	7.9%	0.0%	2.1%	2.1%
WEZW-FM	8.4%	8.6%	4.4%	0.2%	4.0%	4.2%
WMIL-FM	8.9%	8.7%	5.8%	0.2%	3.1%	2.9%
WOKY-AM	6.1%	5.9%	5.1%	0.2%	1.0%	0.8%
WMYX-FM	6.6%	6.7%	5.0%	0.1%	1.6%	1.7%

		MEAN		0.3%	2.0%	2.1%
		MINIMUM		0.0%	0.4%	0.1%
		MAXIMUM		1.0%	4.3%	4.4%
		RANGE		1.0%	3.9%	4.3%
		*CORRELATION		0.9987	0.9719	
		*R²		0.9974	0.9446	
		*WILCOXON		0.3853	0.0093	
		*T-TEST		0.5510	0.0080	

* CORRELATION, R SQUARE, WILCOXON, AND T-TEST
  RUN FOR ALL STATIONS MENTIONED

Note: Due to rounding totals may appear slightly off.

25

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 7PM TO 12MID FOR PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	13.2%	13.4%	9.4%	0.2%	3.8%	4.0%
WTMJ-AM	10.0%	10.1%	6.6%	0.1%	3.4%	3.5%
WLZR-FM	11.2%	11.5%	9.8%	0.3%	1.4%	1.7%
WLUM-FM	12.0%	11.8%	12.4%	0.2%	0.4%	0.6%
WKLH-FM	7.5%	7.3%	3.6%	0.2%	3.9%	3.7%
WQFM-FM	6.3%	6.4%	5.2%	0.1%	1.1%	1.2%
WEZW-FM	4.6%	4.6%	2.0%	0.0%	2.6%	2.6%
WMIL-FM	4.7%	4.9%	1.7%	0.2%	3.0%	3.2%
WOKY-AM	3.1%	3.1%	1.6%	0.0%	1.5%	1.5%
WMYX-FM	5.1%	5.1%	2.9%	0.0%	2.2%	2.2%

		MEAN		0.1%	2.3%	2.4%
		MINIMUM		0.0%	0.4%	0.6%
		MAXIMUM		0.3%	3.9%	4.0%
		RANGE		0.3%	3.5%	3.4%
		*CORRELATION		0.9996	0.9576	
		*R²		0.9992	0.9170	
		*WILCOXON		0.2281	0.0001	
		*T-TEST		0.2120	0.0000	

* CORRELATION, R SQUARE, WILCOXON, AND T-TEST
  RUN FOR ALL STATIONS MENTIONED

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 6AM TO MIDNIGHT FOR ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	13.4%	13.5%	14.2%	0.1%	0.8%	0.7%
WTMJ-AM	2.2%	2.1%	2.4%	0.1%	0.2%	0.3%
WLZR-FM	10.8%	11.4%	11.4%	0.6%	0.6%	0.0%
WLUM-FM	9.8%	9.8%	10.5%	0.0%	0.7%	0.7%
WKLH-FM	11.0%	10.5%	11.2%	0.5%	0.2%	0.7%
WQFM-FM	8.5%	8.7%	8.3%	0.2%	0.2%	0.4%
WEZW-FM	0.9%	0.9%	0.6%	0.0%	0.3%	0.3%
WMIL-FM	2.8%	2.9%	1.8%	0.1%	1.0%	1.1%
WOKY-AM	0.5%	0.4%	0.4%	0.1%	0.1%	0.0%
WMYX-FM	4.7%	4.7%	3.2%	0.0%	1.5%	1.5%

			MEAN	0.2%	0.6%	0.6%
			MINIMUM	0.0%	0.1%	0.0%
			MAXIMUM	0.6%	1.5%	1.5%
			RANGE	0.6%	1.4%	1.5%
			*CORRELATION	0.9990	0.9936	
			*R²	0.9980	0.9872	
			*WILCOXON	0.4972	0.3090	
			*T-TEST	0.6290	0.3140	

* CORRELATION, R SQUARE, WILCOXON, AND T-TEST
  RUN FOR ALL STATIONS MENTIONED

Note: Due to rounding totals may appear slightly off.

27

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - STATIONS ELEVEN TO TWENTY

MONDAY - FRIDAY 6AM TO MIDNIGHT FOR ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WISN-AM	1.4%	1.4%	1.1%	0.0%	0.3%	0.3%
WLTQ-FM	3.0%	3.0%	1.9%	0.0%	1.1%	1.1%
WZTR-FM	3.4%	3.3%	3.4%	0.1%	0.0%	0.1%
WBZN-FM	2.6%	2.6%	2.6%	0.0%	0.0%	0.0%
WEMP-AM	1.5%	1.4%	1.6%	0.1%	0.1%	0.2%
WFMR-FM	0.7%	0.6%	0.8%	0.1%	0.1%	0.2%
WRJN-AM	0.3%	0.3%	0.5%	0.0%	0.2%	0.2%
WUWM-FM	1.0%	1.2%	1.2%	0.2%	0.2%	0.0%
WBBM-AM	0.6%	0.6%	0.5%	0.0%	0.1%	0.1%
WGN-AM	0.2%	0.2%	0.3%	0.0%	0.1%	0.1%
MEAN				0.0%	0.2%	0.2%
MINIMUM				0.0%	0.0%	0.0%
MAXIMUM				0.2%	1.1%	1.1%
RANGE				0.2%	1.1%	1.1%

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TWENTY STATIONS

MONDAY - FRIDAY 6AM TO MIDNIGHT FOR ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	13.4%	13.5%	14.2%	0.1%	0.8%	0.7%
WTMJ-AM	2.2%	2.1%	2.4%	0.1%	0.2%	0.3%
WLZR-FM	10.8%	11.4%	11.4%	0.6%	0.6%	0.0%
WLUM-FM	9.8%	9.8%	10.5%	0.0%	0.7%	0.7%
WKLH-FM	11.0%	10.5%	11.2%	0.5%	0.2%	0.7%
WQFM-FM	8.5%	8.7%	8.3%	0.2%	0.2%	0.4%
WEZW-FM	0.9%	0.9%	0.6%	0.0%	0.3%	0.3%
WMIL-FM	2.8%	2.9%	1.8%	0.1%	1.0%	1.1%
WOKY-AM	0.5%	0.4%	0.4%	0.1%	0.1%	0.0%
WMYX-FM	4.7%	4.7%	3.2%	0.0%	1.5%	1.5%
WISN-AM	1.4%	1.4%	1.1%	0.0%	0.3%	0.3%
WLTQ-FM	3.0%	3.0%	1.9%	0.0%	1.1%	1.1%
WZTR-FM	3.4%	3.3%	3.4%	0.1%	0.0%	0.1%
WBZN-FM	2.6%	2.6%	2.6%	0.0%	0.0%	0.0%
WEMP-AM	1.5%	1.4%	1.6%	0.1%	0.1%	0.2%
WFMR-FM	0.7%	0.6%	0.8%	0.1%	0.1%	0.2%
WRJN-AM	0.3%	0.3%	0.5%	0.0%	0.2%	0.2%
WUWM-FM	1.0%	1.2%	1.2%	0.2%	0.2%	0.0%
WBBM-AM	0.6%	0.6%	0.5%	0.0%	0.1%	0.1%
WGN-AM	0.2%	0.2%	0.3%	0.0%	0.1%	0.1%

		MEAN		0.1%	0.4%	0.4%
		MINIMUM		0.0%	0.0%	0.0%
		MAXIMUM		0.6%	1.5%	1.5%
		RANGE		0.6%	1.5%	1.5%

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 6AM TO MIDNIGHT FOR ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	13.4%	13.3%	16.3%	0.1%	2.9%	3.0%
WTMJ-AM	8.8%	8.9%	9.2%	0.1%	0.4%	0.3%
WLZR-FM	6.0%	5.9%	6.8%	0.1%	0.8%	0.9%
WLUM-FM	7.8%	7.7%	7.9%	0.1%	0.1%	0.2%
WKLH-FM	11.9%	11.8%	10.0%	0.1%	1.9%	1.8%
WQFM-FM	6.1%	6.1%	5.7%	0.0%	0.4%	0.4%
WEZW-FM	5.7%	5.7%	5.4%	0.0%	0.3%	0.3%
WMIL-FM	7.2%	7.1%	6.1%	0.1%	1.1%	1.0%
WOKY-AM	3.4%	3.4%	4.3%	0.0%	0.9%	0.9%
WMYX-FM	6.5%	6.7%	5.5%	0.2%	1.0%	1.2%

MEAN	0.1%	1.0%	1.0%
MINIMUM	0.0%	0.1%	0.2%
MAXIMUM	0.2%	2.9%	3.0%
RANGE	0.2%	2.8%	2.8%
*CORRELATION	0.9995	0.9774	
*R²	0.9990	0.9553	
*WILCOXON	0.3515	0.2204	
*T-TEST	0.3520	0.6380	

* CORRELATION, R SQUARE, WILCOXON, ANE T-TEST
  RUN FOR ALL STATIONS MENTIONED

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - STATIONS ELEVEN TO TWENTY

MONDAY - FRIDAY 6AM TO MIDNIGHT FOR ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WISN-AM	4.3%	4.2%	3.9%	0.1%	0.4%	0.3%
WLTQ-FM	6.4%	6.3%	5.6%	0.1%	0.8%	0.7%
WZTR-FM	6.5%	6.5%	5.5%	0.0%	1.0%	1.0%
WBZN-FM	4.8%	4.7%	6.1%	0.1%	1.3%	1.4%
WEMP-AM	4.0%	3.6%	3.6%	0.4%	0.4%	0.0%
WFMR-FM	2.9%	2.9%	2.8%	0.0%	0.1%	0.1%
WRJN-AM	1.5%	1.3%	1.6%	0.2%	0.1%	0.3%
WUWM-FM	1.6%	1.7%	1.7%	0.1%	0.1%	0.0%
WBBM-AM	1.5%	1.4%	1.4%	0.1%	0.1%	0.0%
WGN-AM	0.7%	0.7%	0.3%	0.0%	0.4%	0.4%
	MEAN			0.1%	0.5%	0.4%
	MINIMUM			0.0%	0.1%	0.0%
	MAXIMUM			0.4%	1.3%	1.4%
	RANGE			0.4%	1.2%	1.4%

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TWENTY STATIONS

MONDAY - FRIDAY 6AM TO MIDNIGHT FOR ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	13.4%	13.3%	16.3%	0.1%	2.9%	3.0%
WTMJ-AM	8.8%	8.9%	9.2%	0.1%	0.4%	0.3%
WLZR-FM	6.0%	5.9%	6.8%	0.1%	0.8%	0.9%
WLUM-FM	7.8%	7.7%	7.9%	0.1%	0.1%	0.2%
WKLH-FM	11.9%	11.8%	10.0%	0.1%	1.9%	1.8%
WQFM-FM	6.1%	6.1%	5.7%	0.0%	0.4%	0.4%
WEZW-FM	5.7%	5.7%	5.4%	0.0%	0.3%	0.3%
WMIL-FM	7.2%	7.1%	6.1%	0.1%	1.1%	1.0%
WOKY-AM	3.4%	3.4%	4.3%	0.0%	0.9%	0.9%
WMYX-FM	6.5%	6.7%	5.5%	0.2%	1.0%	1.2%
WISN-AM	4.3%	4.2%	3.9%	0.1%	0.4%	0.3%
WLTQ-FM	6.4%	6.3%	5.6%	0.1%	0.8%	0.7%
WZTR-FM	6.5%	6.5%	5.5%	0.0%	1.0%	1.0%
WBZN-FM	4.8%	4.7%	6.1%	0.1%	1.3%	1.4%
WEMP-AM	4.0%	3.6%	3.6%	0.4%	0.4%	0.0%
WFMR-FM	2.9%	2.9%	2.8%	0.0%	0.1%	0.1%
WRJN-AM	1.5%	1.3%	1.6%	0.2%	0.1%	0.3%
WUWM-FM	1.6%	1.7%	1.7%	0.1%	0.1%	0.0%
WBBM-AM	1.5%	1.4%	1.4%	0.1%	0.1%	0.0%
WGN-AM	0.7%	0.7%	0.3%	0.0%	0.4%	0.4%

		MEAN		0.1%	0.7%	0.7%
		MINIMUM		0.0%	0.1%	0.0%
		MAXIMUM		0.4%	2.9%	3.0%
		RANGE		0.4%	2.8%	3.0%

Note: Due to rounding totals may appear slightly off.

32

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 6AM TO MIDNIGHT FOR ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	6.2%	6.3%	7.1%	0.1%	0.9%	0.8%
WTMJ-AM	11.3%	11.1%	11.9%	0.2%	0.6%	0.8%
WLZR-FM	1.8%	1.7%	1.9%	0.1%	0.1%	0.2%
WLUM-FM	3.3%	3.2%	3.1%	0.1%	0.2%	0.1%
WKLH-FM	4.2%	3.9%	1.9%	0.3%	2.3%	2.0%
WQFM-FM	1.8%	1.8%	1.7%	0.0%	0.1%	0.1%
WEZW-FM	7.7%	7.6%	7.1%	0.1%	0.6%	0.5%
WMIL-FM	7.2%	7.0%	5.8%	0.2%	1.4%	1.2%
WOKY-AM	5.8%	5.6%	8.1%	0.2%	2.3%	2.5%
WMYX-FM	3.8%	3.8%	3.7%	0.0%	0.1%	0.1%

	MEAN			0.1%	0.9%	0.8%
	MINIMUM			0.0%	0.1%	0.1%
	MAXIMUM			0.3%	2.3%	2.5%
	RANGE			0.3%	2.2%	2.4%
	*CORRELATION			0.9992	0.9599	
	*R^2			0.9984	0.9214	
	*WILCOXON			0.6293	0.9124	
	*T-TEST			0.1600	0.9800	

* CORRELATION, R SQUARE, WILCOXON, AND T-TEST
  RUN FOR ALL STATIONS MENTIONED

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - STATIONS ELEVEN TO TWENTY

MONDAY - FRIDAY 6AM TO MIDNIGHT FOR ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WISN-AM	4.5%	4.6%	4.2%	0.1%	0.3%	0.4%
WLTQ-FM	4.2%	4.2%	4.1%	0.0%	0.1%	0.1%
WZTR-FM	4.3%	4.2%	3.0%	0.1%	1.3%	1.2%
WBZN-FM	2.9%	2.7%	4.0%	0.2%	1.1%	1.3%
WEMP-AM	3.0%	2.7%	2.7%	0.3%	0.3%	0.0%
WFMR-FM	3.3%	3.3%	3.3%	0.0%	0.0%	0.0%
WRJN-AM	1.8%	1.5%	1.5%	0.3%	0.3%	0.0%
WUWM-FM	1.2%	1.2%	1.4%	0.0%	0.2%	0.2%
WBBM-AM	1.3%	1.4%	2.2%	0.1%	0.9%	0.8%
WGN-AM	0.7%	0.7%	0.3%	0.0%	0.4%	0.4%
MEAN				0.1%	0.5%	0.4%
MINIMUM				0.0%	0.0%	0.0%
MAXIMUM				0.3%	1.3%	1.3%
RANGE				0.3%	1.3%	1.3%

Note: Due to rounding totals may appear slightly off.

SEVEN DAY METHODS TEST - MILWAUKEE WI.

RATINGS - TOP TWENTY STATIONS

MONDAY - FRIDAY 6AM TO MIDNIGHT FOR ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL	MON-FRI BIRCH	ABSOLUTE DIFF MOD-OBS	ABSOLUTE DIFF BIR-OBS	ABSOLUTE DIFF BIR-MOD
WKTI-FM	6.2%	6.3%	7.1%	0.1%	0.9%	0.8%
WTMJ-AM	11.3%	11.1%	11.9%	0.2%	0.6%	0.8%
WLZR-FM	1.8%	1.7%	1.9%	0.1%	0.1%	0.2%
WLUM-FM	3.3%	3.2%	3.1%	0.1%	0.2%	0.1%
WKLH-FM	4.2%	3.9%	1.9%	0.3%	2.3%	2.0%
WQFM-FM	1.8%	1.8%	1.7%	0.0%	0.1%	0.1%
WEZW-FM	7.7%	7.6%	7.1%	0.1%	0.6%	0.5%
WMIL-FM	7.2%	7.0%	5.8%	0.2%	1.4%	1.2%
WOKY-AM	5.8%	5.6%	8.1%	0.2%	2.3%	2.5%
WMYX-FM	3.8%	3.8%	3.7%	0.0%	0.1%	0.1%
WISN-AM	4.5%	4.6%	4.2%	0.1%	0.3%	0.4%
WLTQ-FM	4.2%	4.2%	4.1%	0.0%	0.1%	0.1%
WZTR-FM	4.3%	4.2%	3.0%	0.1%	1.3%	1.2%
WBZN-FM	2.9%	2.7%	4.0%	0.2%	1.1%	1.3%
WEMP-AM	3.0%	2.7%	2.7%	0.3%	0.3%	0.0%
WFMR-FM	3.3%	3.3%	3.3%	0.0%	0.0%	0.0%
WRJN-AM	1.8%	1.5%	1.5%	0.3%	0.3%	0.0%
WUWM-FM	1.2%	1.2%	1.4%	0.0%	0.2%	0.2%
WBBM-AM	1.3%	1.4%	2.2%	0.1%	0.9%	0.8%
WGN-AM	0.7%	0.7%	0.3%	0.0%	0.4%	0.4%
MEAN				0.1%	0.7%	0.6%
MINIMUM				0.0%	0.0%	0.0%
MAXIMUM				0.3%	2.3%	2.5%
RANGE				0.3%	2.3%	2.5%

Note: Due to rounding totals may appear slightly off.

CONFIDENTIAL

The Birch Seven Day Methods Test

Appendix A - Detail Data Tables

December, 1989

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 6AM - MIDNIGHT - PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WKTI-FM	26.7%	25.8%	29.7%	-0.9%	3.0%	3.9%
WTMJ-AM	20.5%	20.5%	22.8%	0.0%	2.3%	2.3%
WLZR-FM	17.4%	16.9%	19.5%	-0.5%	2.1%	2.6%
WLUM-FM	17.2%	16.7%	19.6%	-0.5%	2.4%	2.9%
WKLH-FM	16.6%	15.5%	14.4%	-1.1%	-2.2%	1.1%
WQFM-FM	13.5%	14.0%	12.6%	0.5%	-0.9%	1.4%
WEZW-FM	12.2%	11.8%	11.0%	-0.4%	-1.2%	0.8%
WMIL-FM	11.7%	11.3%	8.8%	-0.4%	-2.9%	2.5%
WOKY-AM	10.5%	10.5%	12.2%	0.0%	1.7%	1.7%
WMYX-FM	9.5%	10.1%	8.0%	0.6%	-1.5%	2.1%
MEAN	15.6%	15.3%	15.9%	0.5%	2.0%	2.1%
LOW*				-1.1%	-2.9%	0.8%
HIGH**				0.6%	3.0%	3.9%
RANGE				1.7%	5.9%	3.1%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A1

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 6 AM TO MIDNIGHT   -   PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WISN-AM	8.2%	8.1%	7.0%	-0.1%	-1.2%	1.1%
WLTQ-FM	8.1%	8.1%	6.1%	0.0%	-2.0%	2.0%
WZTR-FM	7.8%	7.6%	6.5%	-0.2%	-1.3%	1.1%
WBZN-FM	5.6%	5.5%	6.6%	-0.1%	1.0%	1.1%
WEMP-AM	5.1%	4.7%	4.5%	-0.4%	-0.6%	0.2%
WFMR-FM	5.1%	4.8%	5.2%	-0.3%	0.1%	0.4%
WRJN-AM	3.1%	2.7%	3.1%	-0.4%	0.0%	0.4%
WUWM-FM	2.6%	2.8%	2.8%	0.2%	0.2%	0.0%
WBBM-AM	2.6%	2.7%	3.0%	0.1%	0.4%	0.3%
WGN-AM	2.1%	2.0%	1.1%	-0.1%	-1.0%	0.9%
MEAN	5.0%	4.9%	4.6%	0.2%	0.8%	0.8%
LOW*				-0.4%	-2.0%	0.0%
HIGH**				0.2%	1.0%	2.0%
RANGE				0.6%	3.0%	2.0%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 6AM - MIDNIGHT - ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WKTI-FM	13.4%	13.5%	14.2%	0.1%	0.8%	0.7%
WKLH-FM	11.0%	10.5%	11.2%	-0.5%	0.2%	0.7%
WLZR-FM	10.8%	11.4%	11.4%	0.6%	0.6%	0.0%
WLUM-FM	9.8%	9.8%	10.5%	0.0%	0.7%	0.7%
WQFM-FM	8.5%	8.7%	8.3%	0.2%	-0.2%	0.4%
WMYX-FM	4.7%	4.7%	3.2%	0.0%	-1.5%	1.5%
WZTR-FM	3.4%	3.3%	3.4%	-0.1%	0.0%	0.1%
WLTQ-FM	3.0%	3.0%	1.9%	0.0%	-1.1%	1.1%
WMIL-FM	2.8%	2.9%	1.8%	0.1%	-1.0%	1.1%
WBZN-FM	2.6%	2.6%	2.6%	0.0%	0.0%	0.0%
MEAN	7.0%	7.0%	6.9%	0.2%	0.6%	0.6%
LOW*				-0.5%	-1.5%	0.0%
HIGH**				0.6%	0.8%	1.5%
RANGE				1.1%	2.3%	1.5%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION.

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A3

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 6 AM TO MIDNIGHT   -   ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WTMJ-AM	2.2%	2.1%	2.4%	-0.1%	0.2%	0.3%
WEMP-AM	1.5%	1.4%	1.6%	-0.1%	0.1%	0.2%
WISN-AM	1.4%	1.4%	1.1%	0.0%	-0.3%	0.3%
WMSE-FM	1.3%	1.1%	1.0%	-0.2%	-0.3%	0.1%
WUWM-FM	1.0%	1.2%	1.2%	0.2%	0.2%	0.0%
WEZW-FM	0.9%	0.9%	0.6%	0.0%	-0.3%	0.3%
WNOV-AM	0.9%	1.0%	0.8%	0.1%	-0.1%	0.2%
WLZR-AM	0.8%	0.8%	0.2%	0.0%	-0.6%	0.6%
WFMR-FM	0.7%	0.6%	0.8%	-0.1%	0.1%	0.2%
WBBM-AM	0.6%	0.6%	0.5%	0.0%	-0.1%	0.1%
MEAN	1.1%	1.1%	1.0%	0.1%	0.2%	0.2%
LOW*				-0.2%	-0.6%	0.0%
HIGH**				0.2%	0.2%	0.6%
RANGE				0.4%	0.8%	0.6%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 6AM - MIDNIGHT - ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WKTI-FM	13.4%	13.3%	16.3%	-0.1%	2.9%	3.0%
WKLH-FM	11.9%	11.8%	10.0%	-0.1%	-1.9%	1.8%
WTMJ-AM	8.8%	8.9%	9.2%	0.1%	0.4%	0.3%
WLUM-FM	7.8%	7.7%	7.9%	-0.1%	0.1%	0.2%
WMIL-FM	7.2%	7.1%	6.1%	-0.1%	-1.1%	1.0%
WMYX-FM	6.5%	6.7%	5.5%	0.2%	-1.0%	1.2%
WZTR-FM	6.5%	6.5%	5.5%	0.0%	-1.0%	1.0%
WLTQ-FM	6.4%	6.3%	5.6%	-0.1%	-0.8%	0.7%
WQFM-FM	6.1%	6.1%	5.7%	0.0%	-0.4%	0.4%
WLZR-FM	6.0%	5.9%	6.8%	-0.1%	0.8%	0.9%
MEAN	8.1%	8.0%	7.9%	0.1%	1.0%	1.1%
LOW*				-0.1%	-1.9%	0.2%
HIGH**				0.2%	2.9%	3.0%
RANGE				0.3%	4.8%	2.8%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 6 AM TO MIDNIGHT - ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WEZW-FM	5.7%	5.7%	5.4%	0.0%	-0.3%	0.3%
WBZN-FM	4.8%	4.7%	6.1%	-0.1%	1.3%	1.4%
WISN-AM	4.3%	4.2%	3.9%	-0.1%	-0.4%	0.3%
WEMP-AM	4.0%	3.6%	3.6%	-0.4%	-0.4%	0.0%
WOKY-AM	3.4%	3.4%	4.3%	0.0%	0.9%	0.9%
WFMR-FM	2.9%	2.9%	2.8%	0.0%	-0.1%	0.1%
WUWM-FM	1.6%	1.7%	1.7%	0.1%	0.1%	0.0%
WRJN-AM	1.5%	1.3%	1.6%	-0.2%	0.1%	0.3%
WBBM-AM	1.5%	0.7%	0.3%	-0.8%	-1.2%	0.4%
WVCY-FM	1.0%	1.0%	1.2%	0.0%	0.2%	0.2%
MEAN	3.1%	2.9%	3.1%	0.2%	0.5%	0.4%
LOW*				-0.8%	-1.2%	0.0%
HIGH**				0.1%	1.3%	1.4%
RANGE				0.9%	2.5%	1.4%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A6

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 6AM - MIDNIGHT - ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WTMJ-AM	11.3%	11.1%	11.9%	-0.2%	0.6%	0.8%
WEZW-FM	7.7%	7.6%	7.1%	-0.1%	-0.6%	0.5%
WMIL-FM	7.2%	7.0%	5.8%	-0.2%	-1.4%	1.2%
WKTI-FM	6.2%	6.3%	7.1%	0.1%	0.9%	0.8%
WOKY-AM	5.8%	5.6%	8.1%	-0.2%	2.3%	2.5%
WISN-AM	4.5%	4.6%	4.2%	0.1%	-0.3%	0.4%
WZTR-FM	4.3%	4.2%	3.0%	-0.1%	-1.3%	1.2%
WKLH-FM	4.2%	3.9%	1.9%	-0.3%	-2.3%	2.0%
WLTQ-FM	4.2%	4.2%	4.1%	0.0%	-0.1%	0.1%
WMYX-FM	3.8%	3.8%	3.7%	0.0%	-0.1%	0.1%
MEAN	5.9%	5.8%	5.7%	0.1%	1.0%	1.0%
LOW*				-0.3%	-2.3%	0.1%
HIGH**				0.1%	2.3%	2.5%
RANGE				0.4%	4.6%	2.4%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A7

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 6 AM TO MIDNIGHT - ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WLUM-FM	3.3%	3.2%	3.1%	-0.1%	-0.2%	0.1%
WFMR-FM	3.3%	3.3%	3.3%	0.0%	0.0%	0.0%
WEMP-AM	3.0%	2.7%	2.7%	-0.3%	-0.3%	0.0%
WBZN-FM	2.9%	2.7%	4.0%	-0.2%	1.1%	1.3%
WLZR-FM	1.8%	1.7%	1.9%	-0.1%	0.1%	0.2%
WQFM-FM	1.8%	1.8%	1.9%	0.0%	0.1%	0.1%
WRJN-AM	1.8%	1.5%	1.5%	-0.3%	-0.3%	0.0%
WBBM-AM	1.3%	1.4%	2.2%	0.1%	0.9%	0.8%
WUWM-FM	1.2%	1.2%	1.4%	0.0%	0.2%	0.2%
WHAD-FM	1.1%	1.2%	1.6%	0.1%	0.5%	0.4%
MEAN	2.2%	2.1%	2.4%	0.1%	0.4%	0.3%
LOW*				-0.3%	-0.3%	0.0%
HIGH**				0.1%	1.1%	1.3%
RANGE				0.4%	1.4%	1.3%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A8

SEVEN DAY METHODS TEST – MILWAUKEE, WI.

RATINGS – TOP TEN STATIONS

MONDAY – FRIDAY 6AM TO 10AM   –   PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WKTI-FM	18.8%	19.5%	20.0%	0.7%	1.2%	0.5%
WTMJ-AM	15.6%	15.2%	16.7%	-0.4%	1.1%	1.5%
WLZR-FM	11.2%	11.2%	11.8%	0.0%	0.6%	0.6%
WLUM-FM	11.1%	11.6%	9.4%	0.5%	-1.7%	2.2%
WKLH-FM	10.9%	10.0%	10.0%	-0.9%	-0.9%	0.0%
WMIL-FM	8.0%	7.5%	6.3%	-0.5%	-1.7%	1.2%
WQFM-FM	7.7%	7.3%	5.3%	-0.4%	-2.4%	2.0%
WOKY-AM	7.1%	7.0%	8.7%	-0.1%	1.6%	1.7%
WEZW-FM	6.6%	6.6%	7.2%	0.0%	0.6%	0.6%
WMYX-FM	5.9%	6.0%	6.1%	0.1%	0.2%	0.1%
MEAN	10.3%	10.2%	10.2%	0.4%	1.2%	1.0%
LOW*				-0.9%	-2.4%	0.0%
HIGH**				0.7%	1.6%	2.2%
RANGE				1.6%	4.0%	2.2%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 6AM TO 10 AM   -   PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WLTQ-FM	5.0%	4.8%	4.4%	-0.2%	-0.6%	0.4%
WISN-AM	4.8%	4.6%	3.7%	-0.2%	-1.1%	0.9%
WZTR=FM	4.3%	4.2%	2.8%	-0.1%	-1.5%	1.4%
WBZN-FM	3.6%	3.3%	3.3%	-0.3%	-0.3%	0.0%
WEMP-AM	3.3%	3.2%	2.5%	-0.1%	-0.8%	0.7%
WFMR-FM	2.7%	2.5%	3.1%	-0.2%	0.4%	0.6%
WRJN-AM	2.2%	2.0%	2.2%	-0.2%	0.0%	0.2%
WUWM-FM	1.8%	1.9%	1.3%	0.1%	-0.5%	0.6%
WGN-AM	1.3%	1.4%	0.2%	0.1%	-1.1%	1.2%
WBBM-AM	1.2%	1.1%	0.9%	-0.1%	-0.3%	0.2%
MEAN	3.0%	2.9%	2.4%	0.2%	0.7%	0.6%
LOW*				-0.3%	-1.5%	0.0%
HIGH**				0.1%	0.4%	1.4%
RANGE				0.4%	1.9%	1.4%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A10

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS -   TOP TEN STATIONS

MONDAY - FRIDAY 6AM TO 10AM   -   ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WKTI-FM	8.8%	8.6%	8.4%	-0.2%	-0.4%	0.2%
WKLH-FM	7.3%	7.1%	8.4%	-0.2%	1.1%	1.3%
WLZR-FM	7.0%	7.4%	6.9%	0.4%	-0.1%	0.5%
WLUM-FM	6.4%	6.7%	4.5%	0.3%	-1.9%	2.2%
WQFM-FM	5.0%	5.1%	3.1%	0.1%	-1.9%	2.0%
WMYX-FM	2.6%	2.7%	2.4%	0.1%	-0.2%	0.3%
WMIL-FM	1.9%	1.8%	1.7%	-0.1%	-0.2%	0.1%
WZTR-FM	1.9%	1.9%	1.1%	0.0%	-0.8%	0.8%
WLTQ-FM	1.8%	1.8%	1.3%	0.0%	-0.5%	0.5%
WBZN-FM	1.5%	1.3%	1.1%	-0.2%	-0.4%	0.2%
MEAN	4.4%	4.4%	3.9%	0.2%	0.8%	0.8%
LOW*				-0.2%	-1.9%	0.1%
HIGH**				0.4%	1.1%	2.2%
RANGE				0.6%	3.0%	2.1%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 6 AM TO 10AM - ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WTMJ-AM	1.3%	1.3%	1.7%	0.0%	0.4%	0.4%
WEMP-AM	1.0%	0.8%	1.0%	-0.2%	0.0%	0.2%
WUWM-FM	0.6%	0.8%	0.5%	0.2%	-0.1%	0.3%
WNOV-AM	0.5%	0.6%	0.0%	0.1%	-0.5%	0.6%
WFMR-FM	0.5%	0.5%	0.6%	0.0%	0.1%	0.1%
WISN-AM	0.5%	0.5%	0.3%	0.0%	-0.2%	0.2%
WJZQ-FM	0.5%	0.5%	0.3%	0.0%	-0.2%	0.2%
WEZW-FM	0.4%	0.4%	0.2%	0.0%	-0.2%	0.2%
WOKY-AM	0.4%	0.3%	0.2%	-0.1%	-0.2%	0.1%
WLUP-AM	0.4%	0.3%	0.1%	-0.1%	-0.3%	0.2%
MEAN	0.6%	0.6%	0.5%	0.1%	0.2%	0.3%
LOW*				-0.2%	-0.5%	0.1%
HIGH**				0.2%	0.4%	0.6%
RANGE				0.4%	0.9%	0.5%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 6AM TO 10AM   - ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WKTI-FM	10.4%	10.2%	11.8%	-0.2%	1.4%	1.6%
WKLH-FM	8.3%	8.1%	7.0%	-0.2%	-1.3%	1.1%
WTMJ-AM	6.2%	6.2%	6.0%	0.0%	-0.2%	0.2%
WMIL-FM	5.4%	5.1%	4.8%	-0.3%	-0.6%	0.3%
WLUM-FM	5.0%	5.0%	3.6%	0.0%	-1.4%	1.4%
WMYX-FM	4.7%	4.7%	4.4%	0.0%	-0.3%	0.3%
WLTQ-FM	4.7%	4.2%	3.9%	-0.5%	-0.8%	0.3%
WZTR-FM	4.0%	3.9%	2.8%	-0.1%	-1.2%	1.1%
WLZR-FM	4.0%	3.9%	4.6%	-0.1%	0.6%	0.7%
WQFM-FM	3.9%	4.1%	3.5%	0.2%	-0.4%	0.6%
MEAN	5.7%	5.5%	5.2%	0.2%	0.8%	0.8%
LOW*				-0.5%	-1.4%	0.2%
HIGH**				0.2%	1.4%	1.6%
RANGE				0.7%	2.8%	1.4%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A13

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 6 AM TO 10 AM - ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WEZW-FM	3.3%	3.4%	3.9%	0.1%	0.6%	0.5%
WBZN-FM	3.0%	2.7%	3.3%	-0.3%	0.3%	0.6%
WISN-AM	2.6%	2.5%	1.8%	-0.1%	-0.8%	0.7%
WEMP-AM	2.6%	2.3%	1.8%	-0.3%	-0.8%	0.5%
WOKY-AM	2.2%	2.0%	3.2%	-0.2%	1.0%	1.2%
WFMR-FM	1.8%	1.7%	1.9%	-0.1%	0.1%	0.2%
WUWM-FM	1.4%	1.5%	1.3%	0.1%	-0.1%	0.2%
WRJN-AM	0.9%	0.8%	0.7%	-0.1%	-0.2%	0.1%
WBBM-AM	0.7%	0.6%	0.3%	-0.1%	-0.4%	0.3%
WGN-AM	0.6%	0.7%	0.1%	0.1%	-0.5%	0.6%
MEAN	1.9%	1.8%	1.8%	0.2%	0.5%	0.5%
LOW*				-0.3%	-0.8%	0.1%
HIGH**				0.1%	1.0%	1.2%
RANGE				0.4%	1.8%	1.1%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A14

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 6AM TO 10AM   - ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WTMJ-AM	8.5%	8.3%	7.8%	-0.2%	-0.7%	0.5%
WMIL-FM	5.0%	4.8%	4.1%	-0.2%	-0.9%	0.7%
WKTI-FM	5.0%	5.1%	5.5%	0.1%	0.5%	0.4%
WEZW-FM	4.7%	4.6%	5.4%	-0.1%	0.7%	0.8%
WOKY-AM	3.8%	3.7%	5.7%	-0.1%	1.9%	2.0%
WISN-AM	3.2%	2.9%	2.4%	-0.3%	-0.8%	0.5%
WKLH-FM	2.9%	2.7%	1.0%	-0.2%	-1.9%	1.7%
WLTQ-FM	2.8%	2.8%	2.9%	0.0%	0.1%	0.1%
WMYX-FM	2.7%	2.7%	2.7%	0.0%	0.0%	0.0%
WZTR-FM	2.4%	2.4%	1.7%	0.0%	-0.7%	0.7%
MEAN	4.1%	4.0%	3.9%	0.1%	0.8%	0.7%
LOW*				-0.3%	-1.9%	0.0%
HIGH**				0.1%	1.9%	2.0%
RANGE				0.4%	3.8%	2.0%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 6 AM TO 10 AM - ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WBZN-FM	2.1%	2.0%	2.2%	-0.1%	0.1%	0.2%
WEMP-AM	2.0%	1.9%	1.5%	-0.1%	-0.5%	0.4%
WFMR-FM	1.9%	1.8%	2.2%	-0.1%	0.3%	0.4%
WLUM-FM	1.8%	1.7%	1.6%	-0.1%	-0.2%	0.1%
WRJN-AM	1.3%	1.1%	1.0%	-0.2%	-0.3%	0.1%
WLZR-FM	1.2%	1.2%	1.6%	0.0%	0.4%	0.4%
WQFM-FM	1.1%	1.1%	1.3%	0.0%	0.2%	0.2%
WUWM-FM	1.0%	1.0%	0.8%	0.0%	-0.2%	0.2%
WHAD-FM	0.8%	0.8%	0.9%	0.0%	0.1%	0.1%
WBBM-AM	0.7%	0.7%	0.5%	0.0%	-0.2%	0.2%
MEAN	1.4%	1.3%	1.4%	0.1%	0.3%	0.2%
LOW*				-0.2%	-0.5%	0.1%
HIGH**				0.0%	0.4%	0.4%
RANGE				0.2%	0.9%	0.3%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 10AM TO 3PM   - PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WKTI-FM	13.4%	13.3%	9.9%	-0.1%	-3.5%	3.4%
WLUM-FM	10.4%	10.6%	7.5%	0.2%	-2.9%	3.1%
WTMJ-AM	9.8%	9.8%	7.6%	0.0%	-2.2%	2.2%
WLZR-FM	9.6%	9.8%	8.9%	0.2%	-0.7%	0.9%
WKLH-FM	9.3%	9.3%	6.5%	0.0%	-2.8%	2.8%
WQFM-FM	7.4%	7.4%	5.7%	0.0%	-1.7%	1.7%
WOKY-AM	7.3%	7.2%	6.3%	-0.1%	-1.0%	0.9%
WEZW-FM	7.1%	7.0%	5.4%	-0.1%	-1.7%	1.6%
WMIL-FM	7.0%	6.7%	3.8%	-0.3%	-3.2%	2.9%
WMYX-FM	5.7%	5.5%	3.9%	-0.2%	-1.8%	1.6%
MEAN	8.7%	8.7%	6.6%	0.1%	2.2%	2.1%
LOW*				-0.3%	-3.5%	0.9%
HIGH**				0.2%	-0.7%	3.4%
RANGE				0.5%	2.8%	2.5%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A17

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 10AM TO 3PM   -   PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WISN-AM	5.4%	5.7%	3.4%	0.3%	-2.0%	2.3%
WLTQ-FM	4.5%	4.5%	2.4%	0.0%	-2.1%	2.1%
WZTR-FM	4.3%	3.8%	3.6%	-0.5%	-0.7%	0.2%
WBZN-FM	3.0%	3.2%	2.0%	0.2%	-1.0%	1.2%
WEMP-AM	3.0%	2.9%	2.9%	-0.1%	-0.1%	0.0%
WFMR-FM	3.0%	3.0%	2.2%	0.0%	-0.8%	0.8%
WRJN-AM	1.8%	1.6%	1.2%	-0.2%	-0.6%	0.4%
WUWM-FM	1.3%	1.4%	0.9%	0.1%	-0.4%	0.5%
WGN-AM	1.1%	0.9%	0.2%	-0.2%	-0.9%	0.7%
WVCY-FM	1.1%	1.2%	1.0%	0.1%	-0.1%	0.2%
MEAN	2.9%	2.8%	2.0%	0.2%	0.9%	0.8%
LOW*				-0.5%	-2.1%	0.0%
HIGH**				0.3%	-0.1%	2.3%
RANGE				0.8%	2.0%	2.3%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A18

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 10AM TO 3PM   - ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WKTI-FM	7.7%	7.7%	5.5%	0.0%	-2.2%	2.2%
WLZR-FM	7.1%	7.2%	7.2%	0.1%	0.1%	0.0%
WKLH-FM	6.6%	6.6%	5.7%	0.0%	-0.9%	0.9%
WLUM-FM	6.3%	6.6%	4.4%	0.3%	-1.9%	2.2%
WQFM-FM	5.3%	5.3%	4.2%	0.0%	-1.1%	1.1%
WMYX-FM	3.1%	2.9%	1.6%	-0.2%	-1.5%	1.3%
WZTR-FM	2.1%	2.0%	2.6%	-0.1%	0.5%	0.6%
WLTQ-FM	1.8%	2.0%	0.2%	0.2%	-1.6%	1.8%
WMIL-FM	1.6%	1.6%	0.7%	0.0%	-0.9%	0.9%
WBZN-FM	1.4%	1.4%	2.0%	0.0%	0.6%	0.6%
MEAN	4.3%	4.3%	3.4%	0.1%	1.1%	1.2%
LOW*				-0.2%	-2.2%	0.0%
HIGH**				0.3%	0.6%	2.2%
RANGE				0.5%	2.8%	2.2%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A19

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 10 AM TO 3 PM - ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WEMP-AM	1.0%	0.9%	1.1%	-0.1%	0.1%	0.2%
WTMJ-AM	0.9%	0.9%	1.2%	0.0%	0.3%	0.3%
WISN-AM	0.9%	0.8%	0.5%	-0.1%	-0.4%	0.3%
WMSE-FM	0.7%	0.7%	0.5%	0.0%	-0.2%	0.2%
WUWM-FM	0.6%	0.6%	0.5%	0.0%	-0.1%	0.1%
WEZW-FM	0.5%	0.5%	0.2%	0.0%	-0.3%	0.3%
WLZR-AM	0.5%	0.6%	0.1%	0.1%	-0.4%	0.5%
WNOV-AM	0.4%	0.5%	0.8%	0.1%	0.4%	0.3%
WJZQ-FM	0.4%	0.3%	0.4%	-0.1%	0.0%	0.1%
WLUP-AM	0.4%	0.4%	0.1%	0.0%	-0.3%	0.3%
MEAN	0.6%	0.6%	0.5%	0.0%	0.2%	0.3%
LOW*				-0.1%	-0.4%	0.1%
HIGH**				0.1%	0.4%	0.5%
RANGE				0.2%	0.8%	0.4%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A20

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS -   TOP TEN STATIONS

MONDAY - FRIDAY 10AM TO 3PM   -   ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WKLH-FM	6.9%	7.1%	4.7%	0.2%	-2.2%	2.4%
WKTI-FM	6.8%	6.7%	6.3%	-0.1%	-0.5%	0.4%
WLUM-FM	4.7%	4.6%	2.6%	-0.1%	-2.1%	2.0%
WMIL-FM	4.3%	4.1%	2.7%	-0.2%	-1.6%	1.4%
WMYX-FM	4.2%	4.3%	2.8%	0.1%	-1.4%	1.5%
WLTQ-FM	3.9%	4.1%	2.3%	0.2%	-1.6%	1.8%
WTMJ-AM	3.5%	3.4%	2.1%	-0.1%	-1.4%	1.3%
WZTR-FM	3.5%	3.3%	2.8%	-0.2%	-0.7%	0.5%
WQFM-FM	3.4%	3.2%	3.0%	-0.2%	-0.4%	0.2%
WEZW-FM	3.0%	3.1%	2.4%	0.1%	-0.6%	0.7%
MEAN	4.4%	4.4%	3.2%	0.2%	1.3%	1.2%
LOW*				-0.2%	-2.2%	0.2%
HIGH**				0.2%	-0.4%	2.4%
RANGE				0.4%	1.8%	2.2%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A21

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 10 AM TO 3 PM - ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WLZR-FM	2.9%	2.8%	3.6%	-0.1%	0.7%	0.8%
WISN-AM	2.8%	2.9%	2.2%	0.1%	-0.6%	0.7%
WBZN-FM	2.6%	2.8%	1.8%	0.2%	-0.8%	1.0%
WEMP-AM	2.2%	2.1%	2.5%	-0.1%	0.3%	0.4%
WOKY-AM	1.8%	1.8%	1.5%	0.0%	-0.3%	0.3%
WFMR-FM	1.3%	1.2%	0.9%	-0.1%	-0.4%	0.3%
WRJN-FM	0.9%	0.8%	0.8%	-0.1%	-0.1%	0.0%
WUWM-FM	0.8%	0.9%	0.6%	0.1%	-0.2%	0.3%
WJMK-FM	0.6%	0.7%	0.2%	0.1%	-0.4%	0.5%
WBBM-AM	0.5%	0.4%	0.3%	-0.1%	-0.2%	0.1%
MEAN	1.6%	1.6%	1.4%	0.1%	0.4%	0.4%
LOW*				-0.1%	-0.8%	0.0%
HIGH**				0.2%	0.7%	1.0%
RANGE				0.3%	1.5%	1.0%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

WRH

SEVEN DAY METHODS TEST — MILWAUKEE, WI.

RATINGS — TOP TEN STATIONS

MONDAY — FRIDAY 10AM TO 3PM   —   ADULTS 35 — 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WTMJ-AM	4.8%	4.5%	2.5%	-0.3%	-2.3%	2.0%
WMIL-FM	4.5%	4.3%	2.9%	-0.2%	-1.6%	1.4%
WEZW-FM	4.2%	4.2%	3.3%	0.0%	-0.9%	0.9%
WOKY-AM	3.7%	3.8%	3.8%	0.1%	0.1%	0.0%
WKTI-FM	3.3%	3.6%	2.9%	0.3%	-0.4%	0.7%
WISN-AM	2.8%	3.1%	2.0%	0.3%	-0.8%	1.1%
WLTQ-FM	2.5%	2.7%	1.2%	0.2%	-1.3%	1.5%
WMYX-FM	2.4%	2.4%	1.9%	0.0%	-0.5%	0.5%
WKLH-FM	2.3%	2.4%	0.8%	0.1%	-1.5%	1.6%
WZTR-FM	2.2%	2.0%	1.0%	-0.2%	-1.2%	1.0%
MEAN	3.3%	3.3%	2.2%	0.2%	1.1%	1.1%
LOW*				-0.3%	-2.3%	0.0%
HIGH**				0.3%	0.1%	2.0%
RANGE				0.6%	2.4%	2.0%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A23

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 10 AM TO 3 PM   -   ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WLUM-FM	1.8%	1.7%	1.0%	-0.1%	-0.8%	0.7%
WFMR-FM	1.7%	1.8%	1.3%	0.1%	-0.4%	0.5%
WBZN-FM	1.6%	1.7%	1.7%	0.1%	0.1%	0.0%
WEMP-AM	1.6%	1.6%	1.8%	0.0%	0.2%	0.2%
WRJN-AM	1.1%	0.9%	0.6%	-0.2%	-0.5%	0.3%
WQFM-FM	0.8%	1.0%	1.0%	0.2%	0.2%	0.0%
WLZR-FM	0.6%	0.5%	0.7%	-0.1%	0.1%	0.2%
WJMK-FM	0.6%	0.7%	0.2%	0.1%	-0.4%	0.5%
WBBM-AM	0.5%	0.5%	0.8%	0.0%	0.3%	0.3%
WVCY-FM	0.5%	0.7%	0.2%	0.2%	-0.3%	0.5%
MEAN	1.1%	1.1%	0.9%	0.1%	0.3%	0.3%
LOW*				-0.2%	-0.8%	0.0%
HIGH**				0.2%	0.3%	0.7%
RANGE				0.4%	1.1%	0.7%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A24

WRH

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 3PM TO 7PM   - PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WKTI-FM	20.3%	20.3%	18.8%	0.0%	-1.5%	1.5%
WLZR-FM	13.5%	14.5%	13.1%	1.0%	-0.4%	1.4%
WLUM-FM	13.3%	14.0%	13.9%	0.7%	0.6%	0.1%
WKLH-FM	12.4%	12.5%	8.1%	0.1%	-4.3%	4.4%
WTMJ-AM	11.3%	10.6%	12.2%	-0.7%	0.9%	1.6%
WQFM-FM	10.0%	10.0%	7.9%	0.0%	-2.1%	2.1%
WMIL-FM	8.9%	8.7%	5.8%	-0.2%	-3.1%	2.9%
WEZW-FM	8.4%	8.6%	4.4%	0.2%	-4.0%	4.2%
WMYX-FM	6.6%	6.7%	5.0%	0.1%	-1.6%	1.7%
WZTR-FM	6.2%	6.1%	5.6%	-0.1%	-0.6%	0.5%
MEAN	11.1%	11.2%	9.5%	0.3%	1.9%	2.0%
LOW*				-0.7%	-4.3%	0.1%
HIGH**				1.0%	0.9%	4.4%
RANGE				1.7%	5.2%	4.3%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 3PM TO 7PM   -   PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WOKY-AM	6.1%	5.9%	5.1%	-0.2%	-1.0%	0.8%
WLTQ-FM	5.4%	5.2%	3.5%	-0.2%	-1.9%	1.7%
WISN-AM	4.1%	3.9%	3.2%	-0.2%	-0.9%	0.7%
WEMP-AM	3.6%	3.7%	2.8%	0.1%	-0.8%	0.9%
WBZN-FM	3.5%	3.5%	3.8%	0.0%	0.3%	0.3%
WFMR-FM	3.3%	3.4%	2.2%	0.1%	-1.1%	1.2%
WUWM-FM	2.0%	2.0%	1.9%	0.0%	-0.1%	0.1%
WBBM-AM	1.4%	1.3%	1.4%	-0.1%	0.0%	0.1%
WHAD-FM	1.3%	1.4%	2.2%	0.1%	0.9%	0.8%
WGN-AM	1.2%	1.1%	0.4%	-0.1%	-0.8%	0.7%
MEAN	3.2%	3.1%	2.7%	0.1%	0.8%	0.7%
LOW*				-0.2%	-1.9%	0.1%
HIGH**				0.1%	0.9%	1.7%
RANGE				0.3%	2.8%	1.6%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A26

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 3PM TO 7PM   -   ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WKTI-FM	10.1%	9.8%	9.2%	-0.3%	-0.9%	0.6%
WKLH-FM	8.6%	8.2%	5.9%	-0.4%	-2.7%	2.3%
WLZR-FM	8.6%	9.2%	7.8%	0.6%	-0.8%	1.4%
WLUM-FM	7.4%	7.5%	7.6%	0.1%	0.2%	0.1%
WQFM-FM	6.6%	6.7%	5.2%	0.1%	-1.4%	1.5%
WMYX-FM	3.3%	3.1%	1.5%	-0.2%	-1.8%	1.6%
WZTR-FM	2.6%	2.5%	3.2%	-0.1%	0.6%	0.7%
WMIL-FM	2.0%	1.8%	1.0%	-0.2%	-1.0%	0.8%
WLTQ-FM	2.0%	2.0%	1.3%	0.0%	-0.7%	0.7%
WBZN-FM	1.7%	1.5%	1.9%	-0.2%	0.2%	0.4%
MEAN	5.3%	5.2%	4.5%	0.2%	1.0%	1.0%
LOW*				-0.4%	-2.7%	0.1%
HIGH**				0.6%	0.6%	2.3%
RANGE				1.0%	3.3%	2.2%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A27

SEVEN DAY METHODS TEST – MILWUAKEE, WI.

RATINGS – STATIONS 11 – 20

MONDAY – FRIDAY 3 PM TO 7 PM   –   ADULTS 18 – 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WTMJ-AM	1.5%	1.5%	1.5%	0.0%	0.0%	0.0%
WEMP-AM	1.0%	1.1%	1.1%	0.1%	0.1%	0.0%
WEZW-FM	0.8%	0.8%	0.4%	0.0%	-0.4%	0.4%
WUWM-FM	0.7%	0.7%	0.5%	0.0%	-0.2%	0.2%
WFMR-FM	0.6%	0.6%	0.7%	0.0%	0.1%	0.1%
WMSE-FM	0.6%	0.7%	0.5%	0.1%	-0.1%	0.2%
WNOV-AM	0.5%	0.5%	0.0%	0.0%	-0.5%	0.5%
WISN-AM	0.5%	0.5%	0.2%	0.0%	-0.3%	0.3%
WHAD-FM	0.5%	0.7%	1.1%	0.2%	0.6%	0.4%
WLZR-AM	0.4%	0.4%	0.1%	0.0%	-0.3%	0.3%
MEAN	0.7%	0.8%	0.6%	0.0%	0.3%	0.2%
LOW*				0.0%	-0.5%	0.0%
HIGH**				0.2%	0.6%	0.5%
RANGE				0.2%	1.1%	0.5%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A28

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS -   TOP TEN STATIONS

MONDAY - FRIDAY 3PM TO 7PM   -   ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WKTI-FM	9.8%	9.5%	9.5%	-0.3%	-0.3%	0.0%
WKLH-FM	9.3%	9.3%	5.8%	0.0%	-3.5%	3.5%
WMIL-FM	6.1%	6.0%	4.4%	-0.1%	-1.7%	1.6%
WLUM-FM	6.1%	5.9%	5.8%	-0.2%	-0.3%	0.1%
WZTR-FM	5.2%	5.2%	4.6%	0.0%	-0.6%	0.6%
WTMJ-AM	5.1%	4.8%	4.9%	-0.3%	-0.2%	0.1%
WQFM-FM	4.8%	5.1%	4.0%	0.3%	-0.8%	1.1%
WLTQ-FM	4.7%	4.4%	3.5%	-0.3%	-1.2%	0.9%
WMYX-FM	4.6%	4.6%	4.2%	0.0%	-0.4%	0.4%
WLZR-FM	4.6%	4.6%	4.6%	0.0%	0.0%	0.0%
MEAN	6.0%	5.9%	5.1%	0.2%	0.9%	0.8%
LOW*				-0.3%	-3.5%	0.0%
HIGH**				0.3%	0.0%	3.5%
RANGE				0.6%	3.5%	3.5%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A29

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 3 PM TO 7 PM - ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WEZM-FM	4.4%	4.4%	2.8%	0.0%	-1.6%	1.6%
WBZN-FM	3.1%	3.0%	3.2%	-0.1%	0.1%	0.2%
WEMP-AM	2.8%	2.7%	2.3%	-0.1%	-0.5%	0.4%
WISN-AM	2.2%	2.2%	1.7%	0.0%	-0.5%	0.5%
WFMR-FM	2.2%	2.3%	1.6%	0.1%	-0.6%	0.7%
WOKY-AM	1.9%	1.8%	0.3%	-0.1%	-1.7%	1.6%
WRJN-AM	1.1%	1.1%	1.0%	0.0%	-0.1%	0.1%
WUWM-FM	0.9%	0.8%	1.4%	-0.1%	0.5%	0.6%
WJMK-FM	0.6%	0.7%	0.7%	0.1%	0.1%	0.0%
WBBM-AM	0.6%	0.7%	0.6%	0.1%	0.0%	0.1%
MEAN	2.0%	2.0%	1.6%	0.1%	0.6%	0.6%
LOW*				-0.1%	-1.7%	0.0%
HIGH**				0.1%	0.5%	1.6%
RANGE				0.2%	2.2%	1.6%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A30

WRH

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 3PM TO 7PM   -   ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WTMJ-AM	6.1%	5.8%	6.3%	-0.3%	0.2%	0.5%
WMIL-FM	5.8%	5.9%	4.4%	0.1%	-1.4%	1.5%
WEZW-FM	5.6%	5.5%	3.4%	-0.1%	-2.2%	2.1%
WKTI-FM	4.7%	4.6%	4.0%	-0.1%	-0.7%	0.6%
WZTR-FM	3.4%	3.3%	2.2%	-0.1%	-1.2%	1.1%
WOKY-AM	3.3%	3.3%	3.8%	0.0%	0.5%	0.5%
WLTQ-FM	3.1%	2.9%	2.2%	-0.2%	-0.9%	0.7%
WKLH-FM	3.0%	3.0%	1.2%	0.0%	-1.8%	1.8%
WMYX-FM	2.8%	3.0%	3.0%	0.2%	0.2%	0.0%
WISN-AM	2.5%	2.6%	2.1%	0.1%	-0.4%	0.5%
MEAN	4.0%	4.0%	3.3%	0.1%	1.0%	0.9%
LOW*				-0.3%	-2.2%	0.0%
HIGH**				0.2%	0.5%	2.1%
RANGE				0.5%	2.7%	2.1%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A31

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 3 PM TO 7 PM - ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WISN-AM	2.6%	2.6%	2.1%	0.0%	-0.5%	0.5%
WEMP-AM	2.2%	2.3%	1.7%	0.1%	-0.5%	0.6%
WFMR-FM	2.2%	2.3%	1.5%	0.1%	-0.7%	0.8%
WBZN-FM	1.8%	1.8%	1.9%	0.0%	0.1%	0.1%
WQFM-FM	1.5%	1.4%	1.3%	-0.1%	-0.2%	0.1%
WLZR-FM	1.3%	1.1%	1.4%	-0.2%	0.1%	0.3%
WUWM-FM	0.9%	0.9%	1.4%	0.0%	0.5%	0.5%
WBBM-AM	0.8%	0.8%	1.4%	0.0%	0.6%	0.6%
WHAD-FM	0.6%	0.6%	1.1%	0.0%	0.5%	0.5%
WGN-AM	0.5%	0.6%	0.1%	0.1%	-0.4%	0.5%
MEAN	1.4%	1.4%	1.4%	0.1%	0.4%	0.5%
LOW*				-0.2%	-0.7%	0.1%
HIGH**				0.1%	0.6%	0.8%
RANGE				0.3%	1.3%	0.7%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A32

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 7PM TO MIDNIGHT - PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WKTI-FM	13.2%	13.4%	9.4%	0.2%	-3.8%	4.0%
WLUM-FM	12.0%	11.8%	12.4%	-0.2%	0.4%	0.6%
WLZR-FM	11.2%	11.5%	9.8%	0.3%	-1.4%	1.7%
WTMJ-AM	10.0%	10.1%	6.6%	0.1%	-3.4%	3.5%
WKLH-FM	7.5%	7.3%	3.6%	-0.2%	-3.9%	3.7%
WQFM-FM	6.3%	6.4%	5.2%	0.1%	-1.1%	1.2%
WMYX-FM	5.1%	5.1%	2.9%	0.0%	-2.2%	2.2%
WMIL-FM	4.7%	4.9%	1.7%	0.2%	-3.0%	3.2%
WEZW-FM	4.6%	4.6%	2.0%	0.0%	-2.6%	2.6%
WLTQ-FM	3.6%	3.5%	2.0%	-0.1%	-1.6%	1.5%
MEAN	7.8%	7.9%	5.6%	0.1%	2.3%	2.4%
LOW*				-0.2%	-3.9%	0.6%
HIGH**				0.3%	0.4%	4.0%
RANGE				0.5%	4.3%	3.4%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A33

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 7PM TO MIDNIGHT   -   PERSONS 12 +

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WZTR-FM	3.3%	3.6%	2.5%	0.3%	-0.8%	1.1%
WBZN-FM	3.2%	3.2%	2.4%	0.0%	-0.8%	0.8%
WOKY-AM	3.1%	3.1%	1.6%	0.0%	-1.5%	1.5%
WEMP-AM	2.1%	2.0%	1.4%	-0.1%	-0.7%	0.6%
WFMR-FM	2.1%	2.0%	1.7%	-0.1%	-0.4%	0.3%
WISN-AM	1.9%	1.8%	2.0%	-0.1%	0.1%	0.2%
WBBM-AM	1.2%	1.3%	1.4%	0.1%	0.2%	0.1%
WVCY-FM	1.2%	1.4%	1.0%	0.2%	-0.2%	0.4%
WGN-AM	1.0%	0.8%	0.5%	-0.2%	-0.5%	0.3%
WMSE-FM	1.0%	0.9%	1.2%	-0.1%	0.2%	0.3%
MEAN	2.0%	2.0%	1.6%	0.1%	0.5%	0.6%
LOW*				-0.2%	-1.5%	0.1%
HIGH**				0.3%	0.2%	1.5%
RANGE				0.5%	1.7%	1.4%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A34

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 7PM TO MIDNIGHT - ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WLUM-FM	7.2%	7.4%	6.8%	0.2%	-0.4%	0.6%
WLZR-FM	6.6%	6.5%	5.2%	-0.1%	-1.4%	1.3%
WKTI-FM	6.4%	6.3%	3.4%	-0.1%	-3.0%	2.9%
WKLH-FM	5.2%	5.4%	2.6%	0.2%	-2.6%	2.8%
WQFM-FM	4.1%	4.1%	3.7%	0.0%	-0.4%	0.4%
WMYX-FM	2.5%	2.6%	1.5%	0.1%	-1.0%	1.1%
WZTR-FM	1.5%	1.6%	1.6%	0.1%	0.1%	0.0%
WLTQ-FM	1.5%	1.6%	0.8%	0.1%	-0.7%	0.8%
WBZN-FM	1.5%	1.5%	0.9%	0.0%	-0.6%	0.6%
WMIL-FM	1.4%	1.6%	0.4%	0.2%	-1.0%	1.2%
MEAN	3.8%	3.9%	2.7%	0.1%	1.1%	1.2%
LOW*				-0.1%	-3.0%	0.0%
HIGH**				0.2%	0.1%	2.9%
RANGE				0.3%	3.1%	2.9%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 7 PM TO MID - ADULTS 18 - 34

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WTMJ-AM	1.3%	1.4%	1.1%	0.1%	-0.2%	0.3%
WMSE-FM	0.5%	0.5%	0.5%	0.0%	0.0%	0.0%
WEMP-AM	0.4%	0.4%	0.2%	0.0%	-0.2%	0.2%
WEZW-FM	0.4%	0.4%	0.2%	0.0%	-0.2%	0.2%
WLZR-AM	0.4%	0.4%	0.1%	0.0%	-0.3%	0.3%
WYCY-FM	0.3%	0.3%	0.0%	0.0%	-0.3%	0.3%
WBBM-AM	0.3%	0.4%	0.5%	0.1%	0.2%	0.1%
WUWM-FM	0.2%	0.2%	0.0%	0.0%	-0.2%	0.2%
WISN-AM	0.2%	0.2%	0.2%	0.0%	0.0%	0.0%
WMVP-AM	0.2%	0.2%	0.0%	0.0%	-0.2%	0.2%
MEAN	0.4%	0.4%	0.3%	0.0%	0.2%	0.2%
LOW*				0.0%	-0.3%	0.0%
HIGH**				0.1%	0.2%	0.3%
RANGE				0.1%	0.5%	0.3%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 7PM TO MIDNIGHT - ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WKLH-FM	5.1%	5.3%	2.1%	0.2%	-3.0%	3.2%
WKTI-FM	4.8%	5.0%	2.4%	0.2%	-2.4%	2.6%
WLUM-FM	4.1%	4.3%	2.9%	0.2%	-1.2%	1.4%
WTMJ-AM	3.9%	4.0%	2.3%	0.1%	-1.6%	1.7%
WMIL-FM	3.2%	3.4%	0.9%	0.2%	-2.3%	2.5%
WMYX-FM	3.1%	2.9%	2.2%	-0.2%	-0.9%	0.7%
WLTQ-FM	3.0%	3.1%	2.0%	0.1%	-1.0%	1.1%
WBZN-FM	2.6%	2.6%	2.4%	0.0%	-0.2%	0.2%
WZTR-FM	2.5%	2.8%	2.1%	0.3%	-0.4%	0.7%
WLZR-FM	2.5%	2.6%	1.8%	0.1%	-0.7%	0.8%
MEAN	3.5%	3.6%	2.1%	0.2%	1.4%	1.5%
LOW*				-0.2%	-3.0%	0.2%
HIGH**				0.3%	-0.2%	3.2%
RANGE				0.5%	2.8%	3.0%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A37

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 7 PM TO MID - ADULTS 25 - 54

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WQFM-FM	2.5%	2.6%	1.7%	0.1%	-0.8%	0.9%
WEZW-FM	2.1%	2.2%	0.5%	0.1%	-1.6%	1.7%
WEMP-AM	1.7%	1.5%	1.2%	-0.2%	-0.5%	0.3%
WFMR-FM	1.2%	1.3%	0.7%	0.1%	-0.5%	0.6%
WOKY-AM	1.0%	0.9%	0.2%	-0.1%	-0.8%	0.7%
WISN-AM	0.9%	0.9%	1.2%	0.0%	0.3%	0.3%
WVCY-FM	0.8%	0.8%	1.2%	0.0%	0.4%	0.4%
WBBM-AM	0.5%	0.5%	0.2%	0.0%	-0.3%	0.3%
WUWM-FM	0.4%	0.4%	0.1%	0.0%	-0.3%	0.3%
WGN-AM	0.4%	0.3%	0.3%	-0.1%	-0.1%	0.0%
MEAN	1.2%	1.1%	0.7%	0.1%	0.6%	0.6%
LOW*				-0.2%	-1.6%	0.0%
HIGH**				0.1%	0.4%	1.7%
RANGE				0.3%	2.0%	1.7%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWAUKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - FRIDAY 7PM TO MIDNIGHT - ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WTMJ-AM	5.1%	5.1%	2.9%	0.0%	-2.2%	2.2%
WEZW-FM	3.0%	3.2%	0.9%	0.2%	-2.1%	2.3%
WMIL-FM	2.7%	2.7%	1.1%	0.0%	-1.6%	1.6%
WKTI-FM	1.9%	2.0%	1.0%	0.1%	-0.9%	1.0%
WMYX-FM	1.8%	1.9%	1.2%	0.1%	-0.6%	0.7%
WLTQ-FM	1.7%	1.8%	1.3%	0.1%	-0.4%	0.5%
WZTR-FM	1.7%	2.0%	0.9%	0.3%	-0.8%	1.1%
WBZN-FM	1.7%	1.8%	1.5%	0.1%	-0.2%	0.3%
WOKY-AM	1.6%	1.6%	0.8%	0.0%	-0.8%	0.8%
WKLH-FM	1.5%	1.4%	0.8%	-0.1%	-0.7%	0.6%
MEAN	2.3%	2.4%	1.2%	0.1%	1.0%	1.1%
LOW*				-0.1%	-2.2%	0.3%
HIGH**				0.3%	-0.2%	2.3%
RANGE				0.4%	2.0%	2.0%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - FRIDAY 7 PM TO MID - ADULTS 35 - 64

STATION	MON-FRI OBSERVED	MON-FRI MODEL (DAYPART)	MON-FRI BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WEMP-AM	1.4%	1.4%	1.0%	0.0%	-0.4%	0.4%
WFMR-FM	1.4%	1.4%	0.7%	0.0%	-0.7%	0.7%
WLUM-FM	1.2%	1.1%	1.0%	-0.1%	-0.2%	0.1%
WISN-AM	1.1%	1.0%	1.6%	-0.1%	0.5%	0.6%
WLZR-FM	0.7%	0.7%	0.8%	0.0%	0.1%	0.1%
WQFM-FM	0.7%	0.8%	0.4%	0.1%	-0.3%	0.4%
WVCY-FM	0.7%	0.8%	1.4%	0.1%	0.7%	0.6%
WRJN-AM	0.4%	0.4%	0.3%	0.0%	-0.1%	0.1%
WBBM-AM	0.4%	0.4%	0.5%	0.0%	0.1%	0.1%
WGN-AM	0.4%	0.3%	0.3%	-0.1%	-0.1%	0.0%
MEAN	0.8%	0.8%	0.8%	0.1%	0.3%	0.3%
LOW*				-0.1%	-0.7%	0.0%
HIGH**				0.1%	0.7%	0.7%
RANGE				0.2%	1.4%	0.7%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY   METHODS TEST – MILWAUKEE, WI.

RATINGS –   TOP TEN STATIONS

MONDAY – SUNDAY 6AM –   MIDNIGHT   –   PERSONS 12 +

STATION	MON-SUN OBSERVED	MON-SUN MODEL (DAYPART)	MON-SUN BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WKTI-FM	28.8%	28.6%	33.8%	-0.2%	5.0%	5.2%
WTMJ-AM	22.2%	22.8%	27.5%	0.6%	5.3%	4.7%
WLZR-FM	18.0%	18.5%	22.0%	0.5%	4.0%	3.5%
WLUM-FM	17.9%	18.4%	23.7%	0.5%	5.8%	5.3%
WKLH-FM	17.6%	16.8%	19.7%	-0.8%	2.1%	2.9%
WQFM-FM	15.0%	16.0%	14.2%	1.0%	-0.8%	1.8%
WEZW-FM	13.8%	13.3%	11.9%	-0.5%	-1.9%	1.4%
WMIL-FM	13.6%	12.9%	11.9%	-0.7%	-1.7%	1.0%
WOKY-AM	11.6%	11.8%	14.4%	0.2%	2.8%	2.6%
WMYX-FM	10.9%	11.6%	9.2%	0.7%	-1.7%	2.4%
MEAN	16.9%	17.1%	18.8%	0.6%	3.1%	3.1%
LOW*				-0.8%	-1.9%	1.0%
HIGH**				1.0%	5.8%	5.3%
RANGE				1.8%	7.7%	4.3%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

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            SEVEN DAY  METHODS TEST - MILWAUKEE, WI.

            RATINGS -   STATIONS   11 - 20


            MONDAY - SUNDAY 6AM -   MIDNIGHT   -   PERSONS 12 +

                                                      DIFF        DIFF        DIFF
                                 MON-SUN     MON-SUN   MOD-OBS     BIR-OBS     BIR-MOD
                       MON-SUN   MODEL       BIRCH     (DAYPART-   (FULL DAY-  (FULL DAY-
            STATION    OBSERVED  (DAYPART)   (FULL DAY) OBSERVED)  OBSERVED)   DAYPART)
            =====================================================================================
            WLTQ-FM     9.4%       8.9%        9.3%     -0.5%      -0.1%        0.4%
            WZTR-FM     8.9%       8.6%       11.3%     -0.3%       2.4%        2.7%
            WISN-AM     8.8%       8.8%        7.4%      0.0%      -1.4%        1.4%
            WBZN-FM     7.4%       6.7%        7.7%     -0.7%       0.3%        1.0%
            WEMP-AM     6.1%       5.5%        6.6%     -0.6%       0.5%        1.1%
            WFMR-FM     5.4%       5.4%        5.7%      0.0%       0.3%        0.3%
            WRJN-AM     3.1%       2.9%        3.5%     -0.2%       0.4%        0.6%
            WBBM-AM     3.0%       3.0%        4.3%      0.0%       1.3%        1.3%
            WUWM-FM     2.8%       2.9%        4.0%      0.1%       1.2%        1.1%
            WGN-AM      2.6%       2.3%        1.7%     -0.3%      -0.9%        0.6%
            =====================================================================================

            MEAN        5.8%       5.5%        6.2%      0.3%       0.9%        1.1%
            LOW*                                        -0.7%      -1.4%        0.3%
            HIGH**                                       0.1%       2.4%        2.7%
            RANGE                                        0.8%       3.8%        2.4%


         *  LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

        ** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION
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SEVEN DAY METHODS TEST — MILWUAKEE, WI.

RATINGS — TOP TEN STATIONS

MONDAY — SUNDAY 6 AM TO MIDNIGHT — 18 - 34

STATION	MON-SUN OBSERVED	MON-SUN MODEL (DAYPART)	MON-SUN BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WKTI-FM	14.3%	14.9%	16.3%	0.6%	2.0%	1.4%
WKLH-FM	11.7%	11.5%	16.4%	-0.2%	4.7%	4.9%
WLZR-FM	11.1%	12.5%	13.5%	1.4%	2.4%	1.0%
WLUM-FM	10.3%	10.9%	14.6%	0.6%	4.3%	3.7%
WQFM-FM	9.4%	9.7%	9.1%	0.3%	-0.3%	0.6%
WMYX-FM	5.1%	5.4%	4.0%	0.3%	-1.1%	1.4%
WZTR-FM	3.9%	3.7%	4.5%	-0.2%	0.6%	0.8%
WBZN-FM	3.8%	3.7%	3.9%	-0.1%	0.1%	0.2%
WLTQ-FM	3.3%	3.2%	2.9%	-0.1%	-0.4%	0.3%
WMIL-FM	3.2%	3.2%	2.9%	0.0%	-0.3%	0.3%
MEAN	7.6%	7.9%	8.8%	0.4%	1.6%	1.5%
LOW*				-0.2%	-1.1%	0.2%
HIGH**				1.4%	4.7%	4.9%
RANGE				1.6%	5.8%	4.7%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - SUNDAY 6 AM TO MIDNIGHT - 18 - 34

STATION	MON-SUN OBSERVED	MON-SUN MODEL (DAYPART)	MON-SUN BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WTMJ-FM	2.6%	2.5%	3.0%	-0.1%	0.4%	0.5%
WEMP-AM	1.7%	1.7%	1.8%	0.0%	0.1%	0.1%
WISN-AM	1.5%	1.5%	1.3%	0.0%	-0.2%	0.2%
WMSE-FM	1.5%	1.4%	2.0%	-0.1%	0.5%	0.6%
WEZW-FM	1.3%	1.1%	0.6%	-0.2%	-0.7%	0.5%
WNOV-AM	1.1%	1.2%	0.9%	0.1%	-0.2%	0.3%
WUWM-FM	1.0%	1.2%	2.1%	0.2%	1.1%	0.9%
WLZR-AM	1.0%	1.1%	0.6%	0.1%	-0.4%	0.5%
WJZQ-FM	1.0%	0.9%	0.9%	-0.1%	-0.1%	0.0%
WFMR-FM	0.7%	0.7%	1.0%	0.0%	0.3%	0.3%
MEAN	1.3%	1.3%	1.4%	0.1%	0.4%	0.4%
LOW*				-0.2%	-0.7%	0.0%
HIGH**				0.2%	1.1%	0.9%
RANGE				0.4%	1.8%	0.9%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A44

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - SUNDAY 6 AM TO MIDNIGHT - 25 - 54

STATION	MON-SUN OBSERVED	MON-SUN MODEL (DAYPART)	MON-SUN BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART- OBSERVED)	DIFF BIR-OBS (FULL DAY- OBSERVED)	DIFF BIR-MOD (FULL DAY- DAYPART)
WKTI-FM	14.4%	14.7%	18.9%	0.3%	4.5%	4.2%
WKLH-FM	12.8%	12.8%	14.3%	0.0%	1.5%	1.5%
WTMJ-AM	9.4%	9.9%	11.1%	0.5%	1.7%	1.2%
WLUM-FM	8.3%	8.3%	10.8%	0.0%	2.5%	2.5%
WMIL-FM	8.3%	7.9%	9.4%	-0.4%	1.1%	1.5%
WZTR-FM	7.4%	7.2%	8.2%	-0.2%	0.8%	1.0%
WMYX-FM	7.4%	7.5%	6.1%	0.1%	-1.3%	1.4%
WLTQ-FM	7.3%	6.9%	0.9%	-0.4%	-6.4%	6.0%
WQFM-FM	6.7%	6.8%	0.6%	0.1%	-6.1%	6.2%
WLZR-FM	6.3%	6.3%	8.4%	0.0%	2.1%	2.1%
MEAN	8.8%	8.8%	8.9%	0.2%	2.8%	2.8%
LOW*				-0.4%	-6.4%	1.0%
HIGH**				0.5%	4.5%	6.2%
RANGE				0.9%	10.9%	5.2%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - SUNDAY 6 AM TO MIDNIGHT   -   25 - 54

STATION	MON-SUN OBSERVED	MON-SUN MODEL (DAYPART)	MON-SUN BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WLZR-FM	6.3%	6.3%	8.4%	0.0%	2.1%	2.1%
WBZN-FM	6.1%	5.6%	6.5%	-0.5%	0.4%	0.9%
WISN-AM	4.4%	4.4%	4.4%	0.0%	0.0%	0.0%
WEMP-AM	4.4%	4.1%	5.7%	-0.3%	1.3%	1.6%
WOKY-FM	3.7%	3.8%	5.7%	0.1%	2.0%	1.9%
WFMR-FM	3.2%	3.3%	3.0%	0.1%	-0.2%	0.3%
WUWM-FM	1.7%	1.7%	2.9%	0.0%	1.2%	1.2%
WBBM-AM	1.7%	1.8%	2.4%	0.1%	0.7%	0.6%
WRJN-AM	1.5%	1.4%	1.8%	-0.1%	0.3%	0.4%
WVCY-FM	1.1%	1.1%	1.3%	0.0%	0.2%	0.2%
MEAN	3.4%	3.4%	4.2%	0.1%	0.8%	0.9%
LOW*				-0.5%	-0.2%	0.0%
HIGH**				0.1%	2.1%	2.1%
RANGE				0.6%	2.3%	2.1%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A46

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - TOP TEN STATIONS

MONDAY - SUNDAY 6 AM TO MIDNIGHT   -   35 - 64

STATION	MON-SUN OBSERVED	MON-SUN MODEL (DAYPART)	MON-SUN BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WTMJ-AM	12.0%	12.3%	13.7%	0.3%	1.7%	1.4%
WEZW-FM	8.5%	8.4%	7.7%	-0.1%	-0.8%	0.7%
WMIL-FM	8.4%	8.1%	8.1%	-0.3%	-0.3%	0.0%
WKTI-FM	7.0%	7.0%	7.8%	0.0%	0.8%	0.8%
WOKY-AM	6.5%	6.4%	9.2%	-0.1%	2.7%	2.8%
WLTQ-FM	5.0%	4.6%	7.7%	-0.4%	2.7%	3.1%
WISN-AM	4.7%	4.9%	4.6%	0.2%	-0.1%	0.3%
WZTR-FM	4.7%	4.6%	5.0%	-0.1%	0.3%	0.4%
WMYX-FM	4.7%	4.4%	3.9%	-0.3%	-0.8%	0.5%
WKLH-FM	4.5%	4.2%	2.8%	-0.3%	-1.7%	1.4%
MEAN	6.6%	6.5%	7.1%	0.2%	1.2%	1.1%
LOW*				-0.4%	-1.7%	0.0%
HIGH**				0.3%	2.7%	3.1%
RANGE				0.7%	4.4%	3.1%

 * LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A47

SEVEN DAY METHODS TEST - MILWUAKEE, WI.

RATINGS - STATIONS 11 - 20

MONDAY - SUNDAY 6 AM TO MIDNIGHT   -   35 - 64

STATION	MON-SUN OBSERVED	MON-SUN MODEL (DAYPART)	MON-SUN BIRCH (FULL DAY)	DIFF MOD-OBS (DAYPART-OBSERVED)	DIFF BIR-OBS (FULL DAY-OBSERVED)	DIFF BIR-MOD (FULL DAY-DAYPART)
WLUM-FM	3.5%	3.4%	3.8%	-0.1%	0.3%	0.4%
WEMP-AM	3.5%	3.2%	4.5%	-0.3%	1.0%	1.3%
WFMR-FM	3.4%	3.7%	3.5%	0.3%	0.1%	0.2%
WBZN-FM	3.4%	3.1%	4.2%	-0.3%	0.8%	1.1%
WLZR-FM	2.0%	1.8%	2.4%	-0.2%	0.4%	0.6%
WQFM-FM	2.0%	2.0%	1.9%	0.0%	-0.1%	0.1%
WRJN-AM	1.8%	1.6%	1.8%	-0.2%	0.0%	0.2%
WBBM-AM	1.7%	1.8%	3.2%	0.1%	1.5%	1.4%
WUWM-FM	1.3%	1.3%	1.7%	0.0%	0.4%	0.4%
WGN-AM	1.2%	1.3%	0.8%	0.1%	-0.4%	0.5%
MEAN	2.4%	2.3%	2.8%	0.2%	0.5%	0.6%
LOW*				-0.3%	-0.4%	0.1%
HIGH**				0.3%	1.5%	1.4%
RANGE				0.6%	1.9%	1.3%

* LOW = LOWEST ABSOLUTE NEGATIVE VARIATION

** HIGH = HIGHEST ABSOLUTE POSITIVE VARIATION

A48

CONFIDENTIAL

The Birch Seven Day Methods Test

Appendix B - Summary of Findings

December, 1989

Study Objectives

Background

1. Original Yergin Model developed in 1983 from 7-day diary study

2. Yergin weekly cumes estimated by multiplying Measured Average Daily Cumes (within daypart) by 5-day Turnover Factor based on Measured Daily Duplication (within daypart)

   - Diary studies validated relationship between 5-day Turnover and percentage of Daily Duplication

   - The 7-Day Study was designed to evaluate the Yergin Study with a telephone methodology rather than to rely on diary validations which were done previously

   - This approach is referred to as the "Daypart Model"

3. Yergin recommended utilization of full-day duplication (rather than within daypart) to project weekly cumes in Birch syndicated reports ("Full Day Model")

   - Birch Radio currently uses the Full Day Model for estimating cumes

Study Objectives

The 7-Day Methods Test (7DMT) was designed to evaluate in greater detail:

- Using the "Full Day" Method of modeling vs.

- Using the original "Daypart Model"

Specifically:

1. Compare Cume Estimates from "Daypart Model" with those from 7DMT (Observed Cumes)

2. Compare Cume Estimates from "Full Day Model" with those from 7DMT (Observed Cumes)

Note: Yergin originally recommended "Full Day" Model because of sample size concerns

Methodology: Seven Day Methods Test (7DMT)

Dates: January 3 - April 2, 1989

Market: Milwaukee, WI MSA (Metro Survey Area)

Sample Frame: Standard Birch/Nielsen TTF Sample

Sample Size: 1,235 completed full 7 days

Response Rates: 55.9% completed full 7 days

Methodology: Seven Day Methods Test (7DMT)

Sampling Procedures

Respondent Selection

- **Single Person Per Household**

- **Last Birthday Selection Technique**

- **Mailed $2.00 at end of first interview to each respondent**

- **Up to 8 attempts to reach a household**

- **Up to 8 attempts to reach designated respondents**

Measurement Technique

- **Day 1: Standard Birch Radio Yesterday Recall Interview**

- **Day 2: Yesterday Recall**

- **Days 3-7: Yesterday Recall (48 Hour Recall if necessary)**

Weighting

- **Sample balanced by age/sex, race and county**

Methodology: Seven Day Methods Test (7DMT)

Definitions

Observed Cumes: Estimates based on respondents ("Observed") reporting 7 days of listening

Daypart Model Cumes: Estimates based on average day of ("Daypart") listening and Average Daily Daypart Duplication

Full-Day Model Cumes: Estimates based on 1st day of ("Full Day") listening and previous Full-Day Duplication

Methodology: Seven Day Methods Test (7DMT)

```
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                    │                          │
                    │    7 Day Methods Test    │
                    │                          │
                    └──────────────────────────┘
                                 │
          ┌──────────────────────┼──────────────────────┐
          │                      │                      │
┌─────────────────┐    ┌─────────────────┐    ┌─────────────────┐
│  Daypart Model  │    │    Observed     │    │  Full Day Model │
│     Cumes       │    │     Cumes       │    │     Cumes       │
│  5 Day Average  │    │     5 Days      │    │  1st Day Only   │
└─────────────────┘    └─────────────────┘    └─────────────────┘
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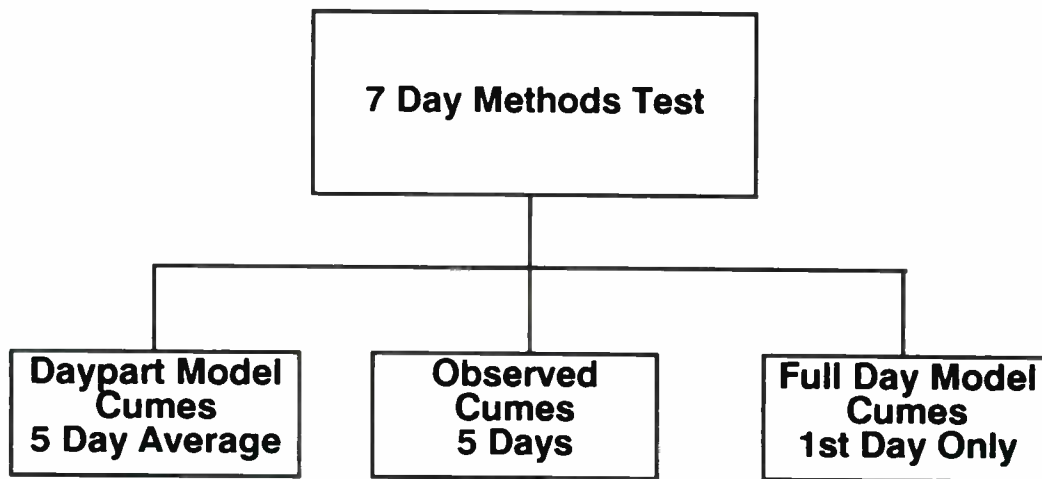
Terms

Observed	=	**7DMT Tabulated Cumes**
Daypart	=	**Average of 2 Day Cume Duplication over 5 days -> within daypart**
Full	=	**Day Before Yesterday Cume Duplication -> 6AM-MID Daypart (first interview only)**

Methodology

Dayparts
Monday-Friday 6AM-Midnight
Monday-Sunday 6AM-Midnight
Monday-Friday 6AM-10AM
Monday-Friday 10AM-3PM
Monday-Friday 3PM-7PM
Monday-Friday 7PM-Midnight

Demographics
Persons:
12+
18-34
25-54
35-64

Comparisons
Observed vs. Daypart vs. Full Day,
Top 10, 11-20, 21+ stations:

Mon-Fri 6AM-Midnight by Demo
Mon-Sun 6AM-Midnight by Demo
Persons 12+ by Daypart
Mon-Fri 6AM-Midnight by Format

Summary of Findings: Monday-Sunday, 6AM-Midnight

1.   Differences descerned between Full-Day and Observed cumes
     in Monday-Sunday 6AM-Midnight demo comparisons.

     • Full Day Model slightly higher among Top 10 stations
       Mon-Sun 6AM-Midnight comparisons

2.   Daypart Model closer to Observed than Full Day Model in near-
     ly all comparisons

Comparison of Average Station Weekly Cume Ratings
Monday-Sunday 6AM-Midnight

Rank by Observed	P12+	A18-34	A25-54	A35-64
Stations 1-10:				
Observed (Test)	16.9	7.6	8.8	6.6
Daypart (Model)	17.1	7.9	8.8	6.5
Full Day (Model)	18.8	8.8	8.9	7.1
Range of Rating Difference from Observed:				
Daypart Low	- 0.8	- 0.2	- 0.4	- 0.4
Daypart High	+ 1.0	+ 1.4	+ 0.5	+ 0.3
Mean Difference	0.6	0.4	0.2	0.2
Full Day Low	- 1.9	- 1.1	- 6.4	- 1.7
Full Day High	+ 5.8	+ 4.7	+ 4.5	+ 2.7
Mean Difference	3.1	1.6	2.8	1.2
Stations 11-20:				
Observed (Test)	5.8	1.3	3.4	2.4
Daypart (Model)	5.5	1.3	3.4	2.3
Full Day (Model)	6.2	1.4	4.2	2.8
Range of Rating Difference from Observed:				
Daypart Low	- 0.7	- 0.2	- 0.5	- 0.3
Daypart High	+ 0.1	+ 0.2	+ 0.1	+ 0.3
Mean Difference	0.3	0.1	0.1	0.2
Full Day Low	- 1.4	- 0.7	- 0.2	- 0.4
Full Day High	+ 2.4	+ 1.1	+ 2.1	+ 1.5
Mean Difference	0.9	0.5	0.8	0.5

"Daypart Low"   -   Lowest absolute negative variation from Observed
"Daypart High"   -   Highest absolute positive variation from Observed
"Mean Difference"   -   Average absolute difference from Observed

Summary of Findings: Monday-Friday 6AM-Midnight

1. The Daypart Model yields comparable estimates to Observed Cumes in all comparisons.

    - All demographics

    - All dayparts

    - All format comparisons

2. The Full-Day Model yields comparable estimates to Observed Cumes in all demo comparisons of Monday-Friday 6AM-Midnight estimates

    - In all demo comparisons

    - In all station groupings

Comparison of Average Station Weekly Cume Ratings
Monday-Friday 6AM-Midnight

Rank by Observed	P12+	A18-34	A25-54	A35-64
Stations 1-10:				
Observed (Test)	15.6	7.0	8.1	5.9
Daypart (Model)	15.3	7.0	8.0	5.8
Full Day (Model)	15.9	6.9	7.9	5.7
Range of Rating Difference From Observed:				
Daypart Low	- 1.1	- 0.5	- 0.1	- 0.3
Daypart High	+ 0.6	+ 0.6	+ 0.2	+ 0.1
Mean Difference	0.5	0.2	0.1	0.1
Full Day Low	- 2.9	- 1.5	- 1.9	- 2.3
Full Day High	+ 3.0	+ 0.8	+ 2.9	+ 2.3
Mean Difference	2.0	0.6	1.0	1.0
Stations 11-20:				
Observed (Test)	5.0	1.1	3.1	2.2
Daypart (Model)	4.9	1.1	2.9	2.1
Full Day (Model)	4.6	1.0	3.1	2.4
Range of Rating Difference From Observed:				
Daypart Low	- 0.4	- 0.2	- 0.8	- 0.3
Daypart High	+ 0.2	+ 0.2	+ 0.1	+ 0.1
Mean Difference	0.2	0.1	0.2	0.1
Full Day Low	- 2.0	- 0.6	- 1.2	- 0.3
Full Day High	+ 1.0	+ 0.2	+ 1.3	+ 1.1
Mean Difference	0.8	0.2	0.5	0.4

"Daypart Low"   -   Lowest absolute negative variation from Observed
"Daypart High"   -   Highest absolute positive variation from Observed
"Mean Difference"   -   Average absolute difference from Observed

Comparison of Average Station Weekly Cume Ratings
Monday-Friday Dayparts
Persons 12 +

Rank by Observed	6A-10A	10A-3P	3P-7P	7P-12A
Stations 1-10:				
Observed (Test)	10.3	8.7	11.1	7.8
Daypart (Model)	10.2	8.7	11.2	7.9
Full Day (Model)	10.2	6.6	9.5	5.6
Range of Rating Difference from Observed:				
Daypart Low	- 0.9	- 0.3	- 0.7	- 0.2
Daypart High	+ 0.7	+ 0.2	+ 1.0	+ 0.3
Mean Difference	0.4	0.1	0.3	0.1
Full Day Low	- 2.4	- 3.5	- 4.3	- 3.9
Full Day High	+ 1.6	- 0.7	+ 0.9	+ 0.4
Mean Difference	1.2	2.2	1.9	2.3
Stations 11-20:				
Observed (Test)	3.0	2.9	3.2	2.0
Daypart (Model)	2.9	2.8	3.1	2.0
Full Day (Model)	2.4	2.0	2.7	1.6
Range of Rating Difference from Observed:				
Daypart Low	- 0.3	- 0.5	- 0.2	- 0.2
Daypart High	+ 0.1	+ 0.3	+ 0.1	+ 0.3
Mean Difference	0.2	0.2	0.1	0.1
Full Day Low	- 1.5	- 2.1	- 1.9	- 1.5
Full Day High	+ 0.4	- 0.1	+ 0.9	+ 0.2
Mean Difference	0.7	0.9	0.8	0.5

"Daypart Low" - *Lowest absolute negative variation from Observed*
"Daypart High" - *Highest absolute positive variation from Observed*
"Mean Difference" - *Average absolute difference from Observed*

Comparison of Average Station Weekly Cume Ratings
Monday-Friday Dayparts
Adults 18-34

Rank by Observed	6A-10A	10A-3P	3P-7P	7P-12A
Stations 1-10:				
Observed (Test)	4.4	4.3	5.3	3.8
Daypart (Model)	4.4	4.3	5.2	3.9
Full Day (Model)	3.9	3.4	4.5	2.7
Range of Rating Difference from Observed:				
Daypart Low	- 0.2	- 0.2	- 0.4	- 0.1
Daypart High	+ 0.4	+ 0.3	+ 0.6	+ 0.2
Mean Difference	0.2	0.1	0.2	0.1
Full Day Low	- 1.9	- 2.2	- 2.7	- 3.0
Full Day High	+ 1.1	+ 0.6	+ 0.6	+ 0.1
Mean Difference	0.8	1.1	1.0	1.1
Stations 11-20:				
Observed (Test)	0.6	0.6	0.7	0.4
Daypart (Model)	0.6	0.6	0.8	0.4
Full Day (Model)	0.5	0.5	0.6	0.3
Range of Rating Difference from Observed:				
Daypart Low	- 0.2	- 0.1	0.0	0.0
Daypart High	+ 0.2	+ 0.1	+ 0.2	+ 0.1
Mean Difference	0.1	0.0	0.0	0.0
Full Day Low	- 0.5	- 0.4	- 0.5	- 0.3
Full Day High	+ 0.4	+ 0.4	+ 0.6	+ 0.2
Mean Difference	0.2	0.2	0.3	0.2

"Daypart Low" - *Lowest absolute negative variation from Observed*
"Daypart High" - *Highest absolute positive variation from Observed*
"Mean Difference" - *Average absolute difference from Observed*

Comparison of Average Station Weekly Cume Ratings
Monday-Friday Dayparts
Adults 25-54

Rank by Observed	6A-10A	10A-3P	3P-7P	7P-12A
Stations 1-10:				
Observed (Test)	5.7	4.4	6.0	3.5
Daypart (Model)	5.5	4.4	5.9	3.6
Full Day (Model)	5.2	3.2	5.1	2.1
Range of Rating Difference from Observed:				
Daypart Low	- 0.5	- 0.2	- 0.3	- 0.2
Daypart High	+ 0.2	+ 0.2	+ 0.3	+ 0.3
Mean Difference	0.2	0.2	0.2	0.2
Full Day Low	- 1.4	- 2.2	- 3.5	- 3.0
Full Day High	+ 1.4	+ 0.4	0.0	- 0.2
Mean Difference	0.8	1.3	0.9	1.4
Stations 11-20:				
Observed (Test)	1.9	1.6	2.0	1.2
Daypart (Model)	1.8	1.6	2.0	1.1
Full Day (Model)	1.8	1.4	1.6	0.7
Range of Rating Difference from Obvserved:				
Daypart Low	- 0.3	- 0.1	- 0.1	- 0.2
Daypart High	+ 0.1	+ 0.2	+ 0.1	+ 0.1
Mean Difference	0.2	0.1	0.1	0.1
Full Day Low	- 0.8	- 0.8	- 1.7	- 1.6
Full Day High	+ 1.0	+ 0.7	+ 0.5	+ 0.4
Mean Difference	0.5	0.4	0.6	0.6

"*Daypart Low*" - *Lowest absolute negative variation from Observed*
"*Daypart High*" - *Highest absolute positive variation from Observed*
"*Mean Difference*" - *Average absolute difference from Observed*

Comparison of Average Station Weekly Cumes
Monday-Friday Dayparts
Adults 35-64

Rank by Observed	6A-10A	10A-3P	3P-7P	7P-12A
Stations 1-10:				
Observed (Test)	4.1	3.3	4.0	3.8
Daypart (Model)	4.0	3.3	4.0	3.9
Full Day (Model)	3.9	2.2	3.3	2.7
Range of Rating Difference from Observed:				
Daypart Low	- 0.3	- 0.3	- 0.3	- 0.1
Daypart High	+ 0.1	+ 0.3	+ 0.2	+ 0.2
Mean Difference	0.1	0.2	0.1	1.1
Full Day Low	- 1.9	- 2.3	- 2.2	- 3.0
Full Day High	+ 1.9	+ 0.1	+ 0.5	+ 0.1
Mean Difference	0.8	1.1	1.0	1.1
Stations 11-20:				
Observed (Test)	1.4	1.1	1.4	0.8
Daypart (Model)	1.3	1.1	1.4	0.8
Full Day (Model)	1.4	0.9	1.4	0.8
Range of Rating Difference from Observed:				
Daypart Low	- 0.2	- 0.2	- 0.2	- 0.1
Daypart High	0.0	+ 0.2	+ 0.1	+ 0.1
Mean Difference	0.1	0.1	0.1	0.1
Full Day Low	- 0.5	- 0.8	- 0.7	- 0.7
Full Day High	+ 0.4	+ 0.3	+ 0.6	+ 0.7
Mean Difference	0.3	0.3	0.4	0.3

"Daypart Low"   - Lowest absolute negative variation from Observed
"Daypart High"   - Highest absolute positive variation from Observed
"Mean Difference"   - Average absolute difference from Observed

Monday-Friday 6AM-Midnight
Average Weekly Station Cumes

Format	Observed	Daypart	Full Day	Daypart Difference	Full Day Difference
CHR	22.0	21.3	24.7	- 0.7	+ 2.7
AOR/ Classic Rock	15.8	15.5	15.5	- 0.3	- 0.3
Easy Listening*	12.2	11.8	11.0	- 0.4	- 1.2
Country*	11.7	11.3	8.8	- 0.4	- 2.9
MOR/Nostalgia	11.0	11.0	12.0	.0	+ 1.0
AC/Soft/Gold	7.6	7.6	6.3	.0	- 1.3
News/Talk	5.4	5.4	5.0	.0	- 0.4

* Single station comparisons

Reviewing the main findings:

1. The Daypart Model yields statistically comparable estimates to Observed cumes in all comparisons

2. The Full-Day Model Adaptation yields statistically comparable estimates to Observed cumes in all demo comparisons of Monday-Friday 6AM-Midnight estimates

3. Differences discerned between Full-Day Model and Observed cumes in Monday-Sunday 6AM-Midnight demo comparisons and most Monday-Friday daypart comparisons

4. Adoption of Daily Daypart Duplication holds promise for fine-tuning model performance

   - Spring 1990 implementation

   - Effect will be that all stations will have slightly higher cumes

   - No effect on AQH

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