

RATINGS SUMMARY

WLOL HOT HITS COUNTDOWN

<u>ARB SURVEY PERIOD</u>	<u>WLOL 12+ (RANK)</u>	<u>12+ AQH SUNDAY 7-M (RANK)</u>	<u>CUME SUNDAY 7-M (RANK)</u>
SPRING 1981	4.4 (8)	3.5 (10)	29,200 (9)
FALL 1981	4.2 (7)	3.0 (11)	23,900 (7)
SPRING 1982	10.0 (3)	10.5 (3)	77,700 (2)
FALL 1982	9.7 (3)	12.5 (2)	96,100 (2)
SPRING 1983	11.0 (2)	15.3 (1)	106,100 (2)
FALL 1983	7.9 (3)	15.6 (1)	92,200 (2)
SPRING 1984	11.3 (2)	15.4 (1)	107,400 (2)

(Source: Arbitron)

The WLOL Hot Hits Countdown, created and hosted by Jay Philpott (Sunday evenings 7-10PM), has outperformed WLOL's overall showing in 5 of the last 7 surveys. The WLOL Hot Hits Countdown registered a statistically insignificant drop of .2 in the most recent book, despite fresh competition from American Top 40 on KDWB-FM. In head-to-head competition, the Hot Hits Countdown beat AT-40 15.4 to 6.7.