

Survey: Spring 2007	Pop: 442017	Intab: 993
Survey: Winter 2007	Pop: 442073	Intab: 1024
Survey: Fall 2006	Pop: 442051	Intab: 1047
Survey: Summer 2006	Pop: 438223	Intab: 1006
Survey: Spring 2006	Pop: 438175	Intab: 915

106.9 The Eagle
continues to
Soar Higher
while our
competitors
just keep
dropping!!

Demo: P 25-54
Geo Area: BIRMINGHAM METRO - Std
Daypart: M-F 6:00AM - 7:00PM 1 - 12
Stations: User Selected

Ranked By: Station (All selected stations)

✓ Station	SP 2006	SU 2006	FA 2006	WI 2007	SP 2007	Last Survey	Year Ago
WBPT-FM Cume Pers (00)	624	543	634	531	650	+22%	+4%
WMJJ-FM Cume Pers (00)	555	566	686	476	465	-2%	-16%
WYSF-FM Cume Pers (00)	609	658	704	297	250	-16%	-59%
WZRR-FM Cume Pers (00)	601	631	560	497	448	-10%	-25%

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the most recent survey in the trend.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council (MRC) accredits this service.