

Summer 1998
Delivery Schedule
Inside!

ARBITRON
THE ARBITRON COMPANY

Now!
Faster delivery
on-line
Arbitron
Data Express

Radio Market Report

Los Angeles

Includes Instant Qualitative Profile with
Scarborough qualitative information



Accredited by
Media
Rating Council®

Spring 1998
April 2 - June 24

136 Los Angeles
Spring 1998

ARBITRON

Your Data... Faster, Easier and Earlier

Arbitron Data Express

Arbitron has harnessed the power of the Internet with our new data delivery system, Arbitron Data Express.SM

Subscribers to Maximizer 98SM, Media ProfessionalSM and MaxQualitativeSM can use Arbitron Data Express to download data instead of loading diskettes.

What data can you download? Your radio ratings—as well as Scarborough,

RetailDirect[®] and Qualitative Diary data!

And, when you use Arbitron Data Express, you can access your data on the day that we normally ship your diskettes via FedEx—a full 24 hours earlier!

Want more details? Check out the Arbitron Data Express section on our Web site: www.arbitron.com.

ARBITRON
a division of Ceridian Corporation

Radio Market Report

**Summer '98
Delivery Schedule**
Including Phase 1 &
Phase 2 Arbitrends:
One page in from the
back of the report

1998-99 Survey Schedule

Spring 1998
April 2 - June 24

Summer 1998
July 2 - September 23

Fall 1998
September 24 - December 16

Winter 1999
January 7 - March 31

Spring 1999
April 1 - June 23



What MRC accreditation means

The Arbitron Radio Service has been accredited by the Media Rating Council (MRC) since 1968. To merit continued MRC accreditation, Arbitron: (1) adheres to the Council's Minimum Standards for Media Rating Research; (2) supplies full information to the MRC regarding details of its operation; (3) conducts its measurement service substantially in accordance with representations to its subscribers and the Council and (4) submits to, and pays the cost of, thorough annual audits of accredited Arbitron services by CPA firms engaged by the MRC. In addition to paying sizable audit charges, Arbitron provides office and file space for MRC auditors as well as considerable staff and computer time involved in various aspects of these inspections.

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

Preface

This report is designed to provide a compilation of radio audience estimates representing radio listening during an average week for this market for the Spring 1998 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

Warning

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

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

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

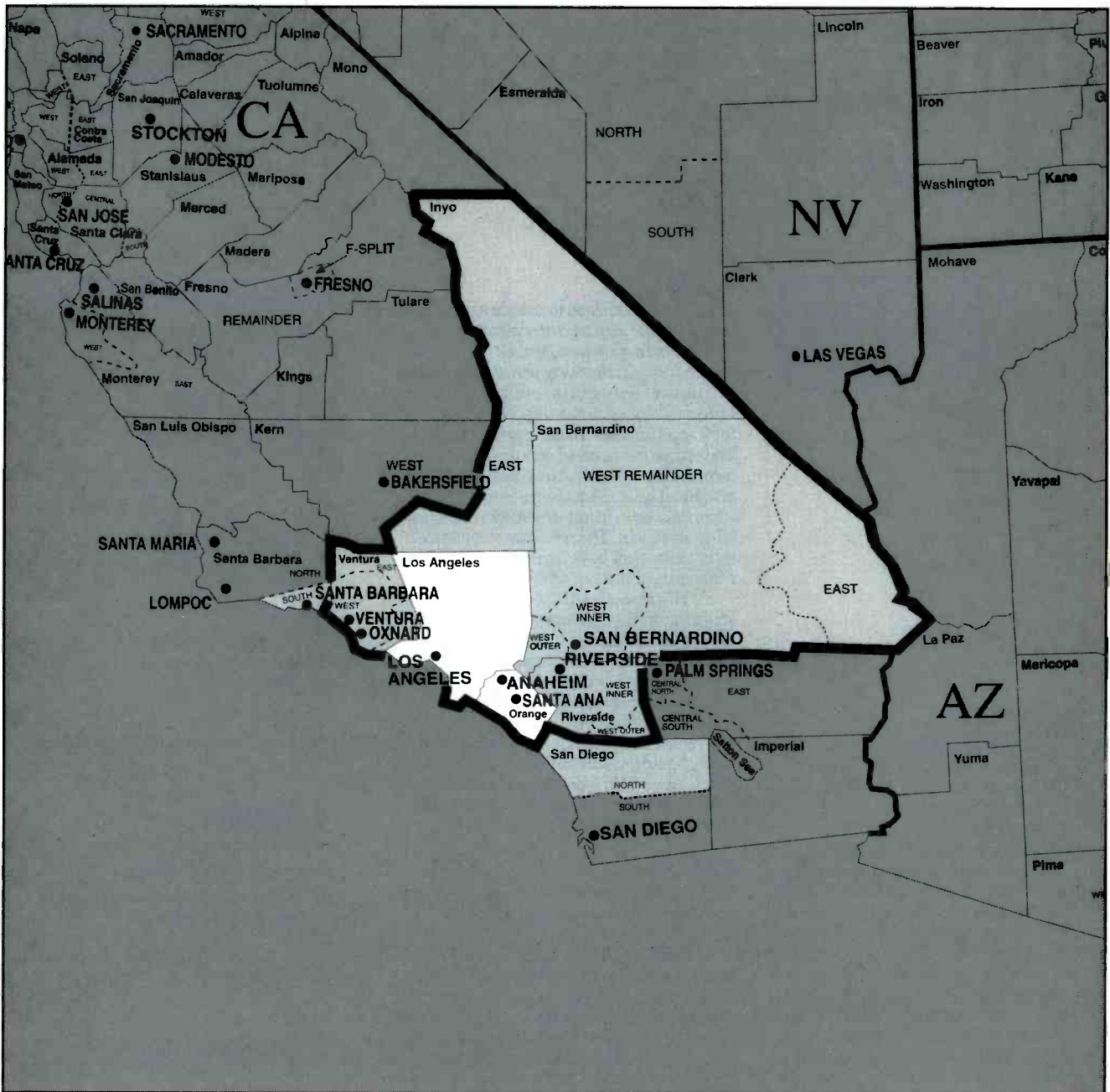
Contents

The Market	2
Station Information	5
Metro Market Profile	6
Media Targeting 2000/National Profile	10
Rating Distortion/Rating Bias Policies & Procedures	12
Special Notices and Station Activities	13
Listener Estimates	14
Target Listener Trends/Estimates	14
Listener Composition	254
Listening Locations	262
Time Spent Listening	265
Cume Duplication Percent	272
Exclusive & Overnight Listening	275
Ethnic Composition	276
TSA Target Listeners (includes Metro)	279
DMA Target Listeners	284
Methodology	M1
Arbitron Radio Reliability Tables	M1
Description of Methodology	M3
Metro Market Profile Sources	M6
Selected Arbitron Terms	M7
Arbitron Radio Market Survey Schedule	M8
Media Targeting 2000	MT
Instant Qualitative Profile	Q1

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

Los Angeles

and Los Angeles DMA[®]



© 1998 The Arbitron Company

Nonsubscribers to this report may not reproduce this map for any purpose, including but not limited to sales, marketing, advertising or promotional purposes, without the express written permission of The Arbitron Company.

Metro
 TSA
 DMA[®]

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

Metro Rank: 2

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

KABC-AM	KACD-FM	KACE-FM	KBCD-FM	KBIG-FM	KBUE-FM
KCAL-FM	KCBS-FM	KCMG-FM	KDIS-AM	KFI-AM	KFWB-AM
KGIL-AM	KIIS-FM	KKBT-FM	KKGO-FM	KKHJ-AM	KLAC-AM
KLAX-FM	KLOS-FM	KLSX-FM	KLVE-FM	KLYY-FM	KNX-AM
KOST-FM	KPWR-FM	KRLA-AM	KROQ-FM	KRTH-FM	KRTO-FM
KSCA-FM	KSSE-FM	KTNQ-AM	KTWV-FM	KXTA-AM	KYSR-FM
KZLA-FM	XTRA-AM				

* Station subscribers as of release to print.

ARBITRON

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

Estimated P12+ Population		In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.		Estimated P12+ Population		In-Tab	Area	County/ Split County	ST	HDA Blk. / Hisp.	
7,688,500	5,475	MTD	LOS ANGELES	CA	B	H		572,200	1,079	TD	SAN BERNARDINO W INN	CA		H	
2,232,400	1,622	MTD	ORANGE	CA		H		387,500	219	TD	SAN BRNDNO W OUTER	CA			
15,600	31	TD	INYO	CA				303,500	188	TD	SAN BRNDNO WEST REM	CA			
68,300	75	TD	KERN EAST	CA				787,600	1,131	T	SAN DIEGO NORTH	CA		H	
784,800	1,384	TD	RIVERSIDE W INNER	CA		H		172,600	550	T	SANTA BARBARA SOUTH	CA		H	
101,100	70	TD	RIVERSIDE WEST OUTER	CA				223,200	198	TD	VENTURA EAST	CA			
6,500	20	TD	SAN BERNARDINO EAST	CA				374,100	1,098	TD	VENTURA WEST	CA		H	

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

HDA - High-Density Area
(Black or Hispanic)

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

High-Density Area

Black/Hispanic

Combined	Total		Ethnic	
	In-Tab	Est. Pop. 12+	In-Tab	Est. Pop. 12+
HDBA	394	492,400	222	301,400
HDHA	4,321	6,027,200	2,402	3,073,500

These population estimates are based on 1990 Census data, updated and projected to January 1, 1998, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

Effective with the Fall 1997 survey, population estimates for this report are based on Market Statistics 1/1/98 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/97 zip code population estimates (1990 Census-based).

For total Metro in-tab counts for applicable ethnic groups, see Page 4 or 13.

Population Estimates and In-Tab Diary Sample by Demographics

	Metro					TSA					DMA				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men															
12-24	1,188,300	12.0	934	13.2	12.0	1,634,600	11.9	1,659	12.6	11.9					
18-24	677,400	6.8	464	6.5	6.8	919,100	6.7	807	6.1	6.7	845,000	6.6	708	6.2	6.6
25-34	1,093,300	11.0	701	9.9	11.0	1,490,600	10.9	1,192	9.1	10.9	1,386,800	10.9	1,039	9.1	10.9
35-44	995,800	10.0	619	8.7	10.0	1,388,000	10.1	1,175	8.9	10.1	1,290,800	10.1	1,015	8.9	10.1
45-49	413,800	4.2	255	3.6	4.2	569,500	4.2	503	3.8	4.2	532,200	4.2	429	3.7	4.2
50-54	336,500	3.4	229	3.2	3.4	459,800	3.4	420	3.2	3.4	430,200	3.4	361	3.2	3.4
55-64	429,200	4.3	298	4.2	4.3	593,300	4.3	549	4.2	4.3	552,500	4.3	482	4.2	4.3
65+	478,900	4.8	338	4.8	4.8	702,100	5.1	646	4.9	5.1	643,300	5.0	561	4.9	5.0
18+	4,424,900	44.6	2,904	40.9	44.6	6,122,400	44.6	5,292	40.3	44.6	5,680,800	44.5	4,595	40.1	44.5
Women															
12-24	1,069,900	10.8	916	12.9	10.8	1,465,900	10.7	1,756	13.4	10.7					
18-24	588,600	5.9	479	6.7	5.9	791,600	5.8	881	6.7	5.8	734,600	5.8	768	6.7	5.8
25-34	981,700	9.9	716	10.1	9.9	1,348,200	9.8	1,262	9.6	9.8	1,258,000	9.9	1,096	9.6	9.9
35-44	996,500	10.0	735	10.4	10.0	1,377,200	10.0	1,401	10.7	10.0	1,283,000	10.1	1,227	10.7	10.1
45-49	427,500	4.3	307	4.3	4.3	581,100	4.2	597	4.5	4.2	543,200	4.3	500	4.4	4.3
50-54	345,100	3.5	263	3.7	3.5	468,900	3.4	481	3.7	3.4	437,700	3.4	415	3.6	3.4
55-64	460,400	4.6	324	4.6	4.6	636,400	4.6	621	4.7	4.6	591,500	4.6	556	4.9	4.6
65+	704,000	7.1	462	6.5	7.1	1,002,300	7.3	878	6.7	7.3	922,300	7.2	769	6.7	7.2
18+	4,503,800	45.4	3,286	46.3	45.4	6,205,700	45.2	6,121	46.6	45.2	5,770,300	45.2	5,331	46.5	45.2
P18+	8,928,700	90.0	6,190	87.2	90.0	12,328,100	89.9	11,413	86.9	89.9	11,451,100	89.8	9,926	86.6	89.8
Teens 12-17	992,200	10.0	907	12.8	10.0	1,389,800	10.1	1,727	13.1	10.1	1,306,600	10.2	1,533	13.4	10.2
Black P12+	See Page 13 for information.														
Hispanic P12+	3,654,100	36.8	2,801	39.5	36.8										
Total P12+	9,920,900		7,097			13,717,900		13,140			12,757,700		11,459		

Diary Placement/Return

	Metro	TSA	DMA
LST - Est. Usable Households in Sample	2,185	4,351	3,698
UNL - Est. Usable Households in Sample	5,797	10,633	9,211
TOT - Est. Usable Households in Sample	7,982	14,984	12,909
LST - Est. Persons in Usable Households	5,387	10,492	9,013
UNL - Est. Persons in Usable Households	14,992	27,017	23,653
TOT - Est. Persons in Usable Households	20,379	37,509	32,666
LST - Contacted Households	2,091	4,170	3,544
UNL - Contacted Households	5,451	10,050	8,710
TOT - Contacted Households	7,542	14,220	12,254
LST - Households Accepting Diaries	1,425	2,944	2,510
UNL - Households Accepting Diaries	3,821	7,104	6,180
TOT - Households Accepting Diaries	5,246	10,048	8,690
LST - Persons Sent Diaries	3,535	7,140	6,154
UNL - Persons Sent Diaries	9,953	18,170	15,974
TOT - Persons Sent Diaries	13,488	25,310	22,128
LST - Diaries In-Tab	1,884	3,807	3,256
UNL - Diaries In-Tab	5,213	9,333	8,203
TOT - Diaries In-Tab	7,097	13,140	11,459
Metro Sample Target	6,840		
Metro In-Tab/Target Index	104		

These population estimates are based on 1990 Census data, updated and projected to January 1, 1998, by Market Statistics, producers of the *Survey of Buying Power*, a division of Bill Communications.

Effective with the Fall 1997 survey, population estimates for this report are based on Market Statistics 1/1/98 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/98 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/97 zip code population estimates (1990 Census-based).

LST - Listed UNL - Unlisted TOT - Total

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



Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

[Stations listed alphabetically left to right.]

<p>(s) KABC-AM 790 3321 S La Cienega Blvd Los Angeles, CA 90016 (310) 840-4912 Fax: (310) 558-5689 Format: Talk/Personality Sales Rep: Katz Radio Network: ABC City of Lic./Alt City ID: Los Angeles, CA County/Split Co.: Los Angeles, CA Power Day/Night (watts): 5,000/5,000</p>	<p>(s) KACD-FM 103.1 (simulcast w/KBCD-FM)‡ 1425 Fifth St Santa Monica, CA 90401 (310) 458-1031 Fax: (310) 393-2443 Format: Contemporary Hit Radio Sales Rep: N/A Network: IND City of Lic./Alt City ID: Santa Monica/Nwprt B, CA County/Split Co.: Los Angeles, CA ERP (watts) / HAAT (meters): 3,000/81</p>	<p>(s) KACE-FM 103.9 (simulcast w/KRTO-FM)‡ 610 S Ardmore Ave Los Angeles, CA 90005 (213) 427-7954 Fax: (213) 386-9027 Format: Urban Oldies Sales Rep: Christal Radio Network: IND City of Lic./Alt City ID: Inghwd/Los Angeles, CA County/Split Co.: Los Angeles, CA ERP (watts) / HAAT (meters): 1,650/119</p>
<p>KAHS-AM 850 (simulcast w/KXTA-AM)‡ 1000 Business Ctr Cir #2b Newbury Park, CA 91320 (805) 376-0481 Fax: (805) 379-9720 Format: All Sports Sales Rep: In House Network: IND City of Lic./Alt City ID: Thousand Oaks, CA County/Split Co.: Ventura East, CA Power Day/Night (watts): 25,000/1,000</p>	<p>(s) KBCD-FM 103.1 (simulcast w/KACD-FM)‡ 1425 Fifth St Santa Monica, CA 90401 (310) 458-1031 Fax: (310) 393-2443 Format: Contemporary Hit Radio Sales Rep: N/A Network: IND City of Lic./Alt City ID: Newprt Bch/Snt Monc, CA County/Split Co.: Orange, CA ERP (watts) / HAAT (meters): 2,000/91</p>	<p>(s) KBIG-FM 104.3 330 North Brand Blvd Ste 800 Glendale, CA 91203 (818) 546-1043 Fax: (818) 637-2267 Format: Adult Contemporary Sales Rep: Sentry Network: IND City of Lic./Alt City ID: Los Angeles, CA County/Split Co.: Los Angeles, CA ERP (watts) / HAAT (meters): 105,000/882</p>
<p>KBUA-FM 94.3 (simulcast w/KBUE-FM)‡ 5724 Hollywood Blvd Hollywood, CA 90028 (213) 461-9300 Fax: (213) 461-9946 Format: Spanish Contemporary Sales Rep: In House Network: IND City of Lic./Alt City ID: Sn Fmando/Los Angl, CA County/Split Co.: Los Angeles, CA ERP (watts) / HAAT (meters): 3,000/29</p>	<p>(s) KBUE-FM 105.5 (simulcast w/KBUA-FM)‡ 5724 Hollywood Blvd Hollywood, CA 90028 (213) 461-9300 Fax: (213) 461-9946 Format: Spanish Contemporary Sales Rep: In House Network: IND City of Lic./Alt City ID: Long Beach/Los Angl, CA County/Split Co.: Los Angeles, CA ERP (watts) / HAAT (meters): 1,050/143</p>	<p>(s) KCBS-FM 93.1 6121 Sunset Blvd Los Angeles, CA 90028 (213) 460-3657 Fax: (213) 463-9270 Format: Classic Rock Sales Rep: CBS Radio Sales Network: CBS City of Lic./Alt City ID: Los Angeles, CA County/Split Co.: Los Angeles, CA ERP (watts) / HAAT (meters): 28,500/1,066</p>
<p>(s) KCMG-FM 100.3 5900 Wilshire Blvd Ste 525 Los Angeles, CA 90036 (213) 931-6301 Fax: (213) 931-1415 Format: Oldies Sales Rep: Eastman Radio, Inc Network: AMFM City of Lic./Alt City ID: Los Angeles, CA County/Split Co.: Los Angeles, CA ERP (watts) / HAAT (meters): 15,000/343</p>	<p>(s) KDIS-AM 710 3321 S La Cienega Blvd Los Angeles, CA 90016 (310) 840-4912 Fax: (310) 558-5689 Format: Children's Radio Sales Rep: N/A Network: ABC City of Lic./Alt City ID: Los Angeles, CA County/Split Co.: Los Angeles, CA Power Day/Night (watts): 50,000/10,000</p>	<p>(s) KFI-AM 640 610 S Ardmore Los Angeles, CA 90005 (213) 251-3126 Fax: (213) 385-7076 Format: News Talk Information Sales Rep: Christal Radio Network: IND City of Lic./Alt City ID: Los Angeles, CA County/Split Co.: Los Angeles, CA Power Day/Night (watts): 50,000/50,000</p>
<p>(s) KFWB-AM 980 6230 Yucca St Los Angeles, CA 90028 (213) 871-4699 Fax: (213) 871-4670 Format: All News Sales Rep: Group W Radio Sales Network: CNN, ABC, APNET City of Lic./Alt City ID: Los Angeles, CA County/Split Co.: Los Angeles, CA Power Day/Night (watts): 5,000/5,000</p>	<p>(s) KGIL-AM 1260 P O Box 250028 Los Angeles, CA 90025 (310) 478-5540 Fax: (310) 444-8988 Format: Nostalgia Sales Rep: Allied Radio Partners Network: JRN City of Lic./Alt City ID: Beverly Hls/Ls Angls, CA County/Split Co.: Los Angeles, CA Power Day/Night (watts): 5,000/5,000</p>	<p>KIEV-AM 870 5900 San Fernando Rd Glendale, CA 91202 (213) 245-2388 Fax: (213) 245-5438 Format: News Talk Information Sales Rep: N/A Network: UPI City of Lic./Alt City ID: Glendale, CA County/Split Co.: Los Angeles, CA Power Day/Night (watts): 15,000/1,000</p>

(s) Station subscribers as of release to print
* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
< > Indicates home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

The data above are the most current data provided to Arbitron as of the last day of this survey period. Stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-10 of this report). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page 13 for additional station information.

Network Affiliation Abbreviations

ABC: ABC Radio Networks
AMFM: AMFM Radio Network
APNET: Associated Press Radio Network
AURN: American Urban Radio Network
BNN: Business News Network
CAR: Cadena Caracol Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
ESPN: ESPN Radio Network
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

TALKNT: Talknet
TARN: Talk America Radio Network
UBN: United Broadcasting Network
UNICA: Radio Unica Network
UPI: United Press International Radio Network
USA: USA Radio Network
WESTWD: Westwood One Radio Network
1-ON-1: One-on-One Sports Radio Network

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

ARBITRON

continued.

Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

- | | | |
|--|--|---|
| <p>(s) KIIS-FM 102.7
3400 Riverside Dr Ste 800
Burbank, CA 91505
(818) 845-1027 Fax: (818) 295-6466
Format: Contemporary Hit Radio
Sales Rep: Katz Radio
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 8,000/902</p> | <p>KJLH-FM 102.3
161 N Labrea Ave
Inglewood, CA 90301
(310) 330-5550 Fax: (310) 330-5555
Format: Urban Adult Contemporary
Sales Rep: Katz & Powell
Network: IND
City of Lic./Alt City ID: Compton, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 2,250/103</p> | <p>(s) KKBT-FM 92.3
5900 Wilshire Ste 1900
Los Angeles, CA 90036
(213) 634-1800 Fax: (213) 634-1888
Format: Urban Contemporary
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 43,000/887</p> |
| <p>(s) KKGO-FM 105.1
1500 Cotner Av Box 250028
Los Angeles, CA 90025
(310) 478-5540 Fax: (310) 444-8988
Format: Classical
Sales Rep: Allied Radio Partners
Network: APNET
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 18,000/880</p> | <p>(s) KKHJ-AM 930
5724 Hollywood Blvd
Los Angeles, CA 90028
(213) 461-9300 Fax: (213) 461-9946
Format: Spanish News/Talk
Sales Rep: In House
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 5,000/5,000</p> | <p>KKLA-FM 99.5
701 N Brand Blvd
Glendale, CA 91203
(818) 956-5552 Fax: (818) 551-1110
Format: Religious
Sales Rep: Salem Radio Representatives
Network: SRN
City of Lic./Alt City ID: L Angl/S Bernardino, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 10,500/878</p> |
| <p>(s) KLAC-AM 570
330 N Brand Blvd
Glendale, CA 91203
(818) 546-1043 Fax: (818) 637-2267
Format: Nostalgia
Sales Rep: Sentry
Network: WESTWD
City of Lic./Alt City ID: Los Angeles/Anaheim, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 5,000/5,000</p> | <p>(s) KLAX-FM 97.9
10281 W Pico Blvd
Los Angeles, CA 90064
(310) 203-0900 Fax: (310) 203-8989
Format: Spanish Regional
Sales Rep: Caballero Spanish Media, Inc
Network: IND
City of Lic./Alt City ID: East Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 33,000/184</p> | <p>(s) KLOS-FM 95.5
3321 S La Cienega Blvd
Los Angeles, CA 90016
(310) 840-4836 Fax: (310) 558-7685
Format: Album Oriented Rock
Sales Rep: Katz Radio
Network: ABC
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 63,000/942</p> |
| <p>(s) KLSX-FM 97.1
3580 Wilshire Blvd
Los Angeles, CA 90010
(213) 383-4222 Fax: (213) 380-4325
Format: Talk/Personality
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 21,000/915</p> | <p>(s) KLVE-FM 107.5
1645 N Vine St Ste 200
Los Angeles, CA 90028
(213) 465-3171 Fax: (213) 467-5063
Format: Spanish Contemporary
Sales Rep: Katz Hispanic Reps Inc
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 29,500/914</p> | <p>(s) KLYY-FM 107.1
3350 Electronic Dr Ste 130
Pasadena, CA 91107
(626) 351-9107 Fax: (626) 351-6218
Format: Alternative
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Arcadia/Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 3,000/-13</p> |
| <p>(s) KNX-AM 1070
6121 Sunset Blvd
Los Angeles, CA 90028
(213) 460-3354 Fax: (213) 460-3352
Format: All News
Sales Rep: CBS Radio Sales
Network: CBS
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 50,000/50,000</p> | <p>(s) KOST-FM 103.5
610 S Ardmore Ave
Los Angeles, CA 90005
(213) 427-1035 Fax: (213) 385-0281
Format: Adult Contemporary
Sales Rep: Christal Radio
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 12,500/949</p> | <p>(s) KPWR-FM 105.9
2600 W Olive Ste 850
Burbank, CA 91505
(818) 567-6227 Fax: (818) 848-0620
Format: Contemporary Hit Radio
Sales Rep: D & R
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 25,000/925</p> |

continued...

- (s) Station subscribers as of release to print
 * Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
 † Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
 ‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
 < > Indicates metro home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

The data above are the most current data provided to Arbitron as of the last day of this survey period. Stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-10 of this report). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page 13 for additional station information.

Network Affiliation Abbreviations

ABC: ABC Radio Networks
 AMFM: AMFM Radio Network
 APNET: Associated Press Radio Network
 AURN: American Urban Radio Network
 BNN: Business News Network
 CAR: Cadena Caracol Network
 CBS: CBS Radio Networks
 CNN: Westwood One CNN Plus Radio Network
 ESPN: ESPN Radio Network
 JRN: Jones Radio Network
 SBUSA: Sports Byline USA
 SOURCE: Westwood One Source Radio Network
 SRN: Salem Radio Network

TALKNT: Talknet
 TARN: Talk America Radio Network
 UBN: United Broadcasting Network
 UNICA: Radio Unica Network
 UPI: United Press International Radio Network
 USA: USA Radio Network
 WESTWD: Westwood One Radio Network
 1-ON-1: One-on-One Sports Radio Network

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

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

- | | | |
|--|--|---|
| <p>(s) KRLA-AM 1110
3580 Wilshire Blvd
Los Angeles, CA 90010
(213) 383-4222 Fax: (213) 386-3649
Format: Oldies
Sales Rep: Allied Radio Partners
Network: IND
City of Lic./Alt City ID: Pasadena, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 50,000/20,000</p> | <p>(s) KROQ-FM 106.7
3500 W Olive Ste 900
Burbank, CA 91505
(818) 567-1067 Fax: (818) 841-5903
Format: Alternative
Sales Rep: Infinity Radio Sales
Network: IND
City of Lic./Alt City ID: Pasadena/Ls Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 5,600/423</p> | <p>(s) KRRA-AM 900
13100 Brooks Dr Ste 101
Baldwin Park, CA 91706
(626) 813-3526 Fax: (626) 813-3534
Format: Spanish Language
Sales Rep: Team El Dorado
Network: IND
City of Lic./Alt City ID: W Covina/Ls Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 500/85</p> |
| <p>(s) KRTH-FM 101.1
5901 Venice Blvd
Los Angeles, CA 90034
(213) 936-5784 Fax: (213) 936-3427
Format: Oldies
Sales Rep: CBS Radio Sales
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 51,000/954</p> | <p>(s) KRTO-FM 98.3 (simulcast w/KACE-FM)‡
6430 Sunset Blvd Ste 650
Los Angeles, CA 90028
(213) 427-7954 Fax: (213) 386-9027
Format: Urban Oldies
Sales Rep: Team El Dorado
Network: IND
City of Lic./Alt City ID: W Covina/Ls Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 650/296</p> | <p>(s) KSCA-FM 101.9
1645 N Vine St #200
Los Angeles, CA 90028
(213) 468-5272 Fax: (213) 465-0230
Format: Spanish Regional
Sales Rep: Katz Hispanic Reps Inc
Network: IND
City of Lic./Alt City ID: Glendale/Ls Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 4,800/863</p> |
| <p>(s) KSSS-FM 97.5
3450 Wilshire Blvd Ste 820
Los Angeles, CA 90010
(213) 251-1011 Fax: (213) 251-9737
Format: Spanish Contemporary
Sales Rep: Caballero Spanish Media, Inc
Network: IND
City of Lic./Alt City ID: <Rivrsd/Ls Angeles>, CA
County/Split Co.: Riverside W Inner, CA
ERP (watts) / HAAT (meters): 72,000/557</p> | <p>(s) KTNQ-AM 1020
1645 N Vine St Ste 200
Los Angeles, CA 90028
(213) 468-5272 Fax: (213) 465-0230
Format: Spanish News/Talk
Sales Rep: Katz Hispanic Reps Inc
Network: CAR
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 50,000/50,000</p> | <p>(s) KTWV-FM 94.7
8944 Lindblade St
Culver City, CA 90232
(310) 840-7182 Fax: (310) 815-8391
Format: New AC (NAC)/Smooth Jazz
Sales Rep: CBS Radio Sales
Network: WESTWD
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 55,000/863</p> |
| <p>KWKW-AM 1330
6290 Sunset Blvd
Hollywood, CA 90028
(213) 466-8111 Fax: (213) 461-7347
Format: Spanish News/Talk
Sales Rep: Lotus Hispanic Reps
Network: CBS
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 5,000/5,000</p> | <p>KWVE-FM 107.9
1644 No El Camino Real
San Clemente, CA 92672
(714) 492-9800 Fax: (714) 361-0375
Format: Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: San Clemente, CA
County/Split Co.: Orange, CA
ERP (watts) / HAAT (meters): 560/1,125</p> | <p>(s) KXTA-AM 1150 (simulcast w/KAHS-AM)‡
3400 Riverside Dr Ste 800
Burbank, CA 91505
(818) 295-6423 Fax: (818) 295-6475
Format: All Sports
Sales Rep: McGavren Guild
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
Power Day/Night (watts): 50,000/44,000</p> |
| <p>(s) KYSR-FM 98.7
3500 W Olive Ste 250
Burbank, CA 91505
(818) 955-7000 Fax: (818) 955-6436
Format: Adult Contemporary
Sales Rep: Eastman Radio, Inc
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 75,000/360</p> | <p>(s) KZLA-FM 93.9
7755 Sunset Blvd
Los Angeles, CA 90046
(213) 862-8000 Fax: (213) 874-9494
Format: Country
Sales Rep: Sentry
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles, CA
ERP (watts) / HAAT (meters): 18,500/956</p> | |

(s) Station subscribers as of release to print
* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
< > Indicates metro home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

The data above are the most current data provided to Arbitron as of the last day of this survey period. Stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-10 of this report). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page 13 for additional station information.

continued..

Network Affiliation Abbreviations

ABC: ABC Radio Networks
AMFM: AMFM Radio Network
APNET: Associated Press Radio Network
AURN: American Urban Radio Network
BNN: Business News Network
CAR: Cadena Caracol Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
ESPN: ESPN Radio Network
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

TALKNT: Talknet
TARN: Talk America Radio Network
UBN: United Broadcasting Network
UNICA: Radio Unica Network
UPI: United Press International Radio Network
USA: USA Radio Network
WESTWD: Westwood One Radio Network
1-ON-1: One-on-One Sports Radio Network

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

Station Information *(continued)*

For Stations Listed in This Report

Outside Arbitron Radio Metro Area But Home to the DMA

[Stations listed alphabetically left to right.]

(s) KCAL-FM 96.7
 1940 Orange Tree Ln Ste 101
 Redlands, CA 92374
 (909) 793-3554 Fax: (909) 798-6627
 Format: Album Oriented Rock
 Sales Rep: Banner Radio
 Network: IND
 City of Lic./Alt City ID: Redlands/Riverside, CA
 County/Split Co.: San Bern W Inner, CA
 ERP (watts) / HAAT (meters): 1,750/115

KCXX-FM 103.9
 740 W 4th St
 San Bernardino, CA 92410
 (909) 384-1039 Fax: (909) 888-7302
 Format: Alternative
 Sales Rep: McGavren Guild
 Network: IND
 City of Lic./Alt City ID: Lk Arrowhd/Rivside, CA
 County/Split Co.: San Bern W Inner, CA
 ERP (watts) / HAAT (meters): 180/548

KFRG-FM 95.1 (simulcast w/KXFG-FM)‡
 900 E Washington Ste 315
 Colton, CA 92324
 (909) 825-9525 Fax: (909) 825-0441
 Format: Country
 Sales Rep: Allied Radio Partners
 Network: IND
 City of Lic./Alt City ID: S Bernardino/Riversd, CA
 County/Split Co.: San Bern W Inner, CA
 ERP (watts) / HAAT (meters): 50,000/149

KGGL-FM 99.1
 2001 Iowa Ave Ste 200
 Riverside, CA 92507
 (909) 684-1991 Fax: (909) 274-4949
 Format: Contemporary Hit Radio
 Sales Rep: Senty
 Network: IND
 City of Lic./Alt City ID: Riverside/S Bernardn, CA
 County/Split Co.: Riverside W Inner, CA
 ERP (watts) / HAAT (meters): 2,550/562

KOLA-FM 99.9
 1940 Orange Tree Ln
 Redlands, CA 92374
 (909) 793-3554 Fax: (909) 335-8845
 Format: Oldies
 Sales Rep: Banner Radio
 Network: IND
 City of Lic./Alt City ID: San Bernardino, CA
 County/Split Co.: San Bern W Inner, CA
 ERP (watts) / HAAT (meters): 29,500/507

KWRP-FM 96.1
 475 W Stetson Ste U
 Hemet, CA 92543
 (909) 929-5088 Fax: (909) 658-8822
 Format: Nostalgia
 Sales Rep: N/A
 Network: USA, WESTWD
 City of Lic./Alt City ID: San Jacinto/Hemet, CA
 County/Split Co.: Riverside W Inner, CA
 ERP (watts) / HAAT (meters): 250/477

KXFG-FM 92.9 (simulcast w/KFRG-FM)‡
 900 E Washington St #315
 Colton, CA 92324
 (909) 825-9525 Fax: (909) 825-0441
 Format: Country
 Sales Rep: Allied Radio Partners
 Network: IND
 City of Lic./Alt City ID: Sun City/Temecula, CA
 County/Split Co.: Riverside W Outer, CA
 ERP (watts) / HAAT (meters): 6,000/100

Outside Arbitron Radio Metro Area and the DMA

(s) XTRA-AM 690
 4891 Pacific Hwy
 San Diego, CA 92110
 (619) 291-9191 Fax: (619) 291-5622
 Format: All Sports
 Sales Rep: McGavren Guild
 Network: CBS, ESPN
 City of Lic./Alt City ID: <Tijuana/San Diego>, MX
 County/Split Co.: Baja California, MX
 Power Day/Night (watts): 77,000/50,000

(s) Station subscribers as of release to print

- * Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
- † Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
- ‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
- < > Indicates metro home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

The data above are the most current data provided to Arbitron as of the last day of this survey period. Stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M4, Paragraphs 7-10 of this report). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page 13 for additional station information.

Network Affiliation Abbreviations

ABC: ABC Radio Networks
 AMFM: AMFM Radio Network
 APNET: Associated Press Radio Network
 AURN: American Urban Radio Network
 BNN: Business News Network
 CAR: Cadena Caracol Network
 CBS: CBS Radio Networks
 CNN: Westwood One CNN Plus Radio Network
 ESPN: ESPN Radio Network
 JRN: Jones Radio Network
 SBUSA: Sports Byline USA
 SOURCE: Westwood One Source Radio Network
 SRN: Salem Radio Network

TALKNT: Talknet
 TARN: Talk America Radio Network
 UBN: United Broadcasting Network
 UNICA: Radio Unica Network
 UPI: United Press International Radio Network
 USA: USA Radio Network
 WESTWD: Westwood One Radio Network
 1-ON-1: One-on-One Sports Radio Network
 IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.

Notations

Metro Market Profile



Metro Household Data and Group Quarters population estimates are 1990 Census data and are updated by Market Statistics where appropriate update sources are available. (For more information, see "Metro Census Data," Page M6.)

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	3,961,400	100.0	Seasonal Housing Units	12,008	.3
Households by Income			Education: Persons 25+		
Under \$10,000	358,130	9.0	Elementary 0-8 grade	985,438	14.1
\$10,000-19,999	469,077	11.9	High school 1-3 yrs	932,605	13.4
\$20,000-29,999	464,348	11.7	High school grad	1,433,780	20.6
\$30,000-39,999	433,568	10.9	College 1-3 yrs	1,977,969	28.4
\$40,000-49,999	402,073	10.2	College 4+ yrs	1,639,090	23.5
\$50,000-74,999	746,069	18.8	Colleges & Universities		
\$75,000-99,999	450,383	11.4	Total enrollment	676,600	100.0
\$100,000+	637,752	16.1	Full-time enrollment	313,048	46.3
Median income: \$46,261			Occupation		
Value of Owner-Occupied Housing Units			Managerial	1,564,437	28.5
Less than \$50,000	20,215	.5	Technical	1,798,738	32.7
\$50,000-74,999	20,457	.6	Service worker	657,940	12.0
\$75,000-99,999	58,668	1.5	Farm worker	72,261	1.3
\$100,000-149,999	199,872	5.2	Precision production	596,127	10.8
\$150,000-249,999	591,984	15.6	Operator	806,761	14.7
\$250,000+	721,304	18.8	Farm Population		
Median value: \$234,600				1,200	
Monthly Gross Rent			Transportation to Work		
Less than \$200	45,728	1.2	Public	299,413	5.6
\$200-349	108,616	2.9	Driving to work	3,866,051	71.6
\$350-499	284,482	7.4	Carpool	814,194	15.1
\$500-649	462,746	12.2	Other	414,251	7.7
\$650-749	298,676	7.8	Average Travel Time to Work (Min.)		
\$750+	643,216	16.9		26	
Median rent: \$657			Car Ownership by Household		
Household Size			0 Cars	428,400	10.8
1 Person	962,600	24.3	1 Car	1,429,300	36.1
2 Persons	1,177,500	29.7	2 Cars	1,394,300	35.2
3-4 Persons	1,159,900	29.3	3+ Cars	709,400	17.9
5+ Persons	661,400	16.7			

Group Quarters Population Estimates

Group Quarters Populations are included in the universe estimates. Additionally, Group Quarters Populations are included in the sample frame if the individual living quarters (room, suite or apartment) has a private residential telephone number that serves fewer than 10 residents 12 years of age and older. Persons are not eligible to participate in the survey if their living quarters has no private telephone number or the telephone number is used by 10 or more residents 12 years of age and older.

Population Estimates	Military Housing	% Total Demographic	University Housing	% Total Demographic	Other Group Quarters	% Total Demographic
Persons 12+	4,100	.0	37,000	.4	163,600	1.6
Teens 12-17	100	.0	900	.1	9,100	.9
Men						
18-24	2,700	.4	16,700	2.5	14,500	2.1
25-34	900	.1	1,000	.1	21,600	2.0
35-44	200	.0	200	.0	15,800	1.6
45-49	0	.0	0	.0	4,800	1.2
50-54	0	.0	0	.0	3,800	1.1
55-64	0	.0	0	.0	5,000	1.2
65+	0	.0	0	.0	16,900	3.5
Women						
18-24	200	.0	17,200	2.9	3,900	.7
25-34	0	.0	600	.1	6,800	.7
35-44	0	.0	200	.0	5,600	.6
45-49	0	.0	0	.0	2,100	.5
50-54	0	.0	0	.0	1,900	.6
55-64	0	.0	0	.0	3,300	.7
65+	0	.0	200	.0	48,500	6.9

Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on 1990 Census data, updated and projected to 1/1/98 by Market Statistics.

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

Population Estimates	Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic	% Total Hispanic Pop.	% Total Demographic
Persons 12+	797,100	100.0	8.0	3,654,100	100.0	36.8
Teens 12-17	80,300	10.1	8.1	504,800	13.8	50.9
Men						
18-24	51,500	6.5	7.6	344,600	9.4	50.9
25-34	84,100	10.6	7.7	509,100	13.9	46.6
35-44	75,100	9.4	7.5	375,100	10.3	37.7
45-49	32,100	4.0	7.8	124,000	3.4	30.0
50-54	25,700	3.2	7.6	87,100	2.4	25.9
55-64	32,700	4.1	7.6	104,900	2.9	24.4
65+	31,800	4.0	6.6	85,300	2.3	17.8
Women						
18-24	51,100	6.4	8.7	283,200	7.8	48.1
25-34	88,100	11.1	9.0	418,400	11.5	42.6
35-44	88,800	11.1	8.9	350,500	9.6	35.2
45-49	37,700	4.7	8.8	124,800	3.4	29.2
50-54	28,200	3.5	8.2	92,300	2.5	26.7
55-64	39,000	4.9	8.5	120,700	3.3	26.2
65+	50,900	6.4	7.2	129,300	3.5	18.4

Area Lifestyle Profile

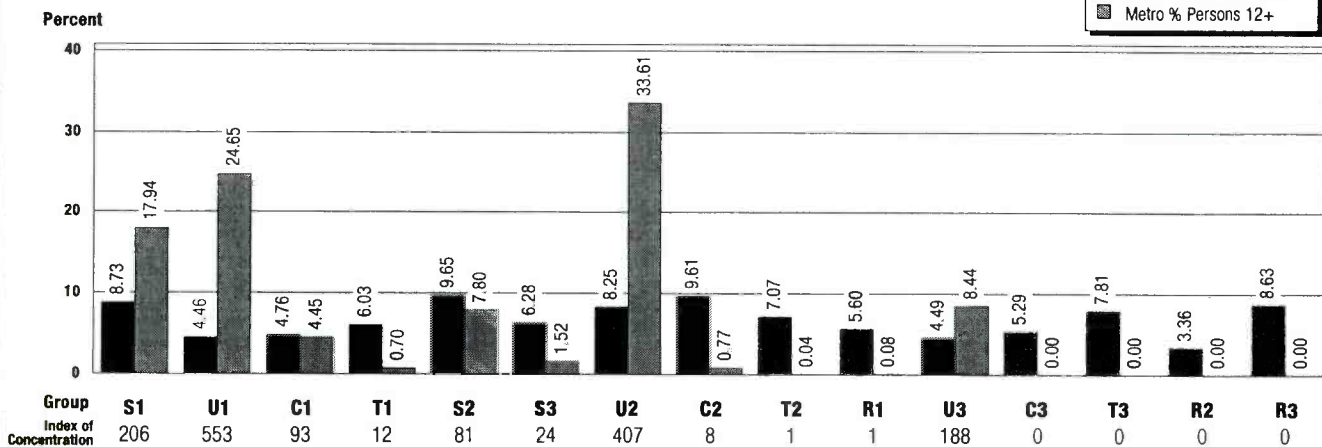
by PRIZM® Groups

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

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

In this graph, the national composition and this metro's composition for each PRIZM group are shown for Persons 12+. The Index of Concentration compares this metro's composition

with the national composition for each PRIZM group. An index of 100 indicates that the Metro has the same percent concentration as the nation. (For more information about PRIZM and Claritas, Inc., see Page M6.)



PRIZM® Groups

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

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

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

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

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

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

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

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

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

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

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

C3 2nd City Blues - low-inc. older sncls., cpls. & fam.; low-inc. Hisp. fam.; Afr.-Am. service wrkr.

T3 Working Towns - older families; mill towns, low-inc. blue-collar, town seniors

R2 Heartlanders - rural farm town & ranch families, farm dwellers & tenants

R3 Rustic Living - moderate blue-collar farm fam.; low-inc. older cpls., remote older families

Metro Market Profile *(continued)*

Sales Data



Household Income, Total Retail Sales and 11 categories of store sales have been compiled by Market Statistics and furnished to Arbitron. These data are based on Sales and Marketing Management's 1997 publication of *Survey of Buying Power* (1/1/97 estimates) for the Metro.

Metro Income*

Total Income (\$000)	\$249,702,076
Median Household Income	\$46,261
Income per Household	\$63,034

* Income represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis.

Metro Retail Sales Data (\$000)

Total Retail Sales	\$92,494,559
Retail Expenditures per Household (\$)	\$23,349
Food Stores	\$16,673,186
Supermarkets	\$15,434,537
Eating & Drinking Places	\$9,187,623
General Merchandise Stores	\$10,485,424
Department Stores	\$7,017,402
Apparel and Accessories Stores	\$5,462,091
Automotive Dealers	\$21,534,057
Building Materials & Hardware Stores	\$4,204,287
Drugstores	\$2,432,377
Furniture and Appliance Stores	\$1,504,565
Radio, TV & Music Stores	\$4,003,463

Car Registrations



The Metro Share of New Private Passenger Car Registrations* is supplied by the Automotive Information Services Division of The Polk Company. (For more information on passenger car registrations, see Page M6.)

Manufacturer	%
Chrysler Corporation	2.9
Ford Motor Company	12.6
General Motors Corporation	15.6
Honda	23.5
Mazda	1.5
Mitsubishi	1.9
Nissan	7.2
Toyota	18.6
Other	16.2

* Note: Figures are shown for October through December of the 1998 model year.

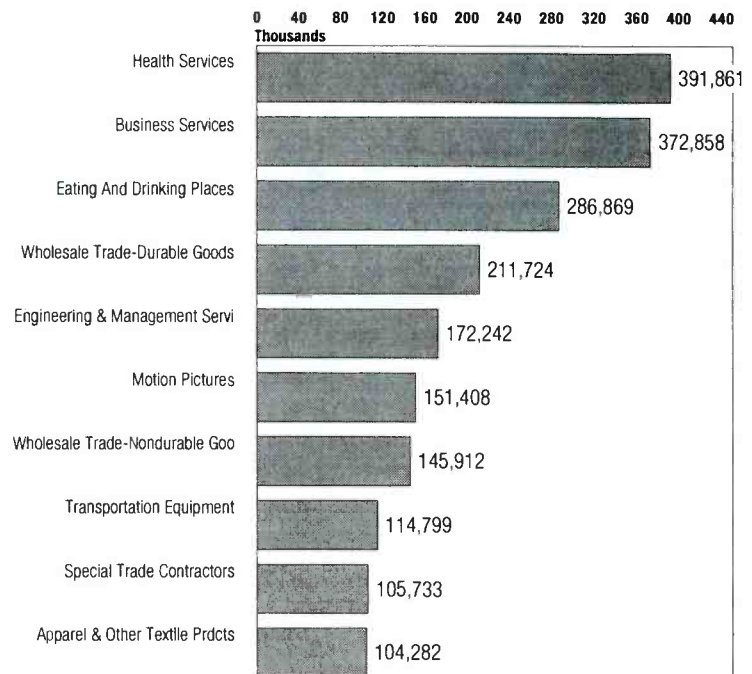
Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1994 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

Metro Employer Industries

Total Employees
4,353,691

Top 10 Total Employees
2,057,688
47.3% of Total



Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATUR	554,223	14.0	SMITHSONIAN	76,423	1.9
TV GUIDE	543,499	13.8	MONEY	75,457	1.9
RDRS DIGST	416,895	10.6	REDBOOK	74,934	1.9
NAT GEO	272,046	6.9	ENTERTNMNT	67,211	1.7
BTR HOME	209,904	5.3	EBONY	66,745	1.7
SUNSET	191,557	4.9	ROLLNG STN	65,850	1.7
TIME	190,676	4.8	YM	64,911	1.6
PEOPLE	171,241	4.3	MENS HLTH	58,475	1.5
NEWSWEEK	127,767	3.2	TEEN	56,510	1.4
FAMILY CRCL	121,603	3.1	POP SCIENC	55,786	1.4
PLAYBOY	117,113	3.0	MADEMOSELL	55,669	1.4
GD HSEKPNG	111,979	2.8	PARENTS	54,974	1.4
LS HOME JN	109,355	2.8	COOKING LT	51,631	1.3
COSMOPLTAN	107,989	2.7	SELF	50,557	1.3
WOMANS DAY	102,541	2.6	GOLF DIGST	49,529	1.3
MCCALLS	102,343	2.6	CTRY LIVNG	43,930	1.1
PREVENTION	100,521	2.5	NEW WOMAN	43,724	1.1
SPORTS ILS	99,513	2.5	POP MECHAN	43,613	1.1
MARTHA STW	95,563	2.4	GOLF MGZNE	43,453	1.1
NATL ENQR	89,561	2.3	KIPLINGERS	42,688	1.1
GLAMOUR	89,341	2.3	BOYS LIFE	36,705	0.9
US NWS&WR	78,095	2.0	SP OP DGST	32,068	0.8
STAR	76,743	1.9	FIELD STRM	23,998	0.6
SEVENTEEN	76,554	1.9	OUTDR LIFE	16,607	0.4
LIFE	76,424	1.9	SOU LIVING	-	-

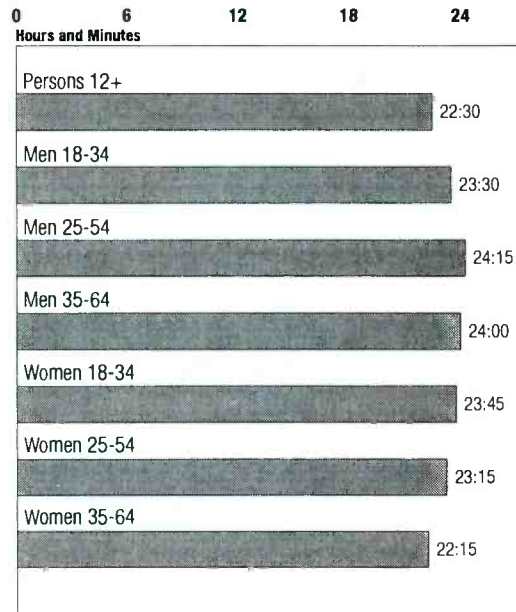
Newspapers

Paper	Circulation	%
LOS ANGELES TIMES	873,932	22
ORANGE COUNTY REGISTER	344,506	9
LOS ANGELES DAILY NEWS	182,340	5
LONG BEACH PRESS-TELEGRAM	106,331	3
LA OPINION, LOS ANGELES	84,358	2
TORRANCE DAILY BREEZE	78,717	2
SAN GABRIEL VALLEY TRIBUNE	56,174	1
PASADENA STAR-NEWS	40,978	1
USA TODAY	39,033	1
SANTA MONICA OUTLOOK	23,813	1
DAILY VARIETY	21,796	1
INLAND VALLEY DAILY BULLETIN	19,086	-
WHITTIER DAILY NEWS	18,756	-
SAN PEDRO NEWS PILOT	11,903	-
VENTURA COUNTY STAR	2,208	-

Radio Time Spent Listening*

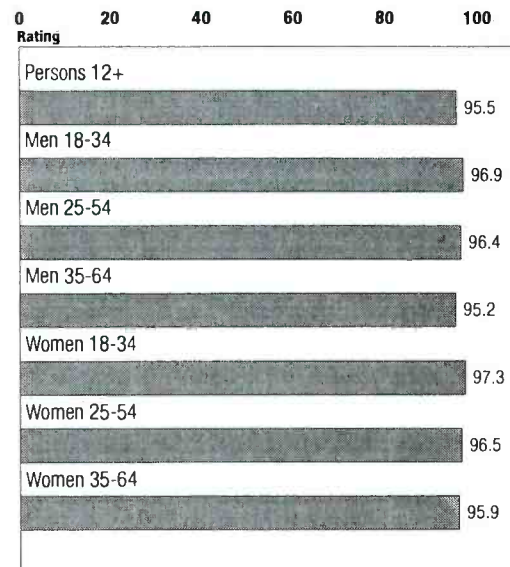
Metro

Mon-Sun 6AM-MID



Radio 24-Hour Cume*

Metro



For more information on magazine and newspaper data, see Page M6.

* Based on Arbitron's Spring 1998 radio survey.

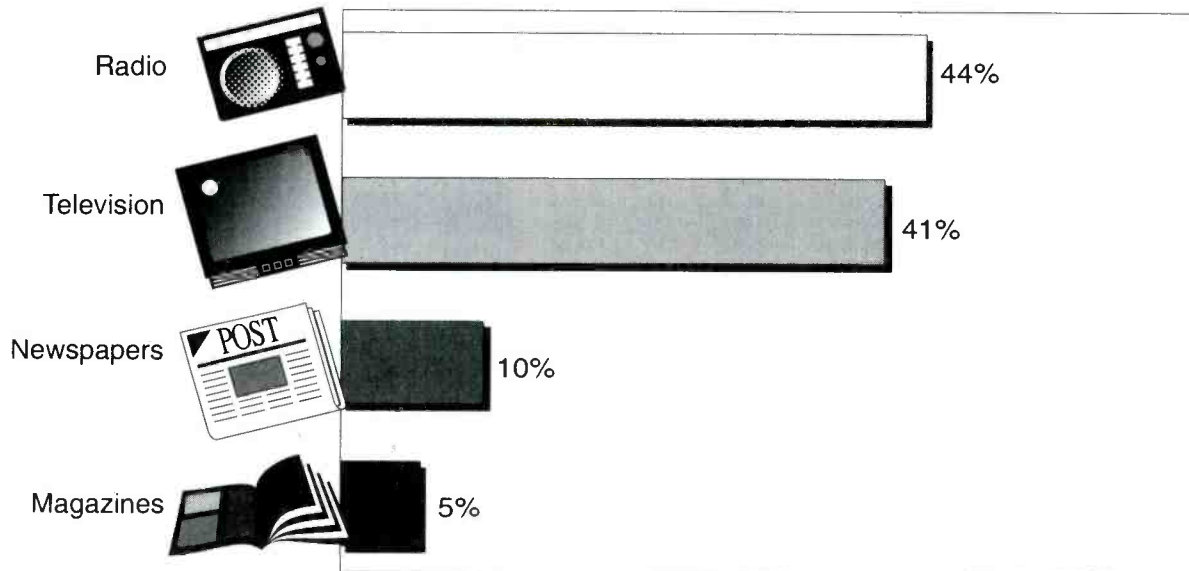
Media Targeting 2000SM

A National Study of Consumers and Media



People Spend More Time with Radio!

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



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

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

*Within the United States, excluding Alaska and Hawaii.

How to Read

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

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

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

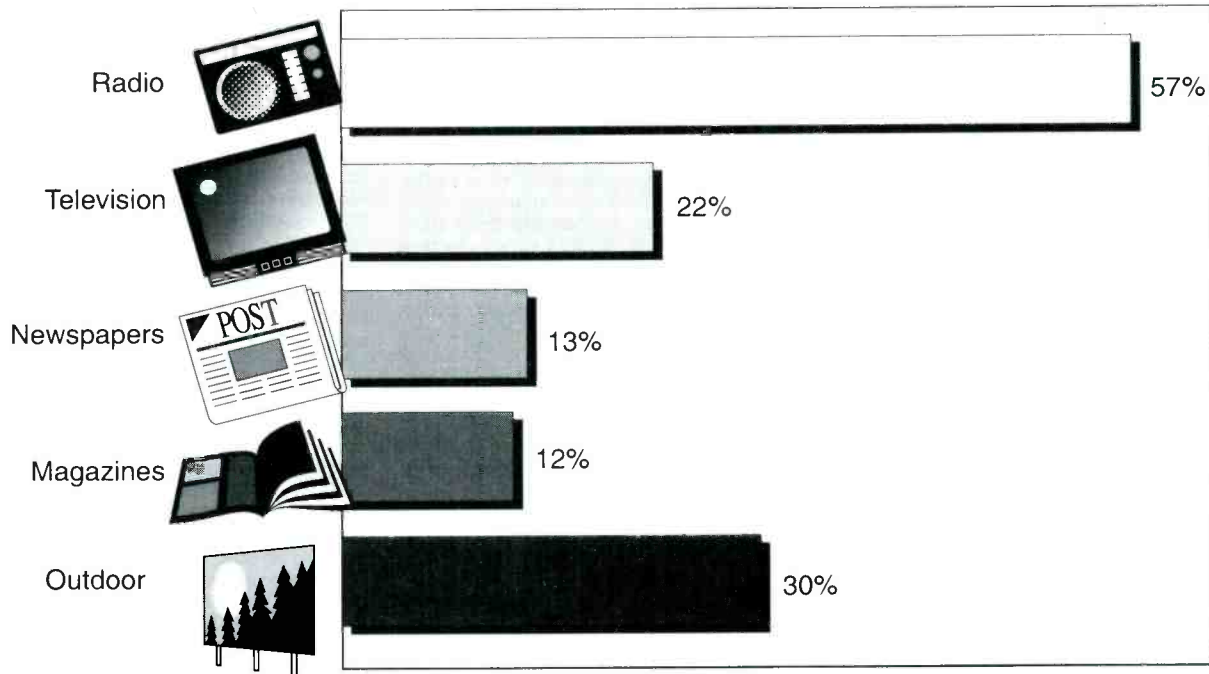
Media Targeting 2000SM

A National Study of Consumers and Media



Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

**Within the United States, excluding Alaska and Hawaii.

How to Read

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

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

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

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

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

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

Diarykeeper Solicitation is any attempt by, or on behalf of, a station that encourages diarykeepers to record listening that differs from their actual listening. It may take the form of a public or private appeal for diarykeepers to surrender their diaries or to misreport - in any way (e.g., overstate, understate, misstate) - their actual listening to any station. Diarykeeper Solicitation includes attempted breaches of diary security, whereby a station has the potential to learn the identity of diarykeepers or to gain access to, or influence over, current or upcoming survey diaries.

Improper Promotional Activities are those that may not directly appeal to diarykeepers, but that may nevertheless cause diarykeepers to misreport their actual listening. Improper Promotional Activities include, but are not limited to, contests that may cause diarykeepers to misreport their actual listening by offering prizes based on amounts of listening recorded or claimed; attempts to cause diarykeepers to lose their anonymity; promotions that might cause a diarykeeper to surrender a diary.

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

Rating Distortion Violations

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

cial distinguishing line at the bottom of each applicable page in the market report (known as "below-the-line" listing).

Rating Bias

Rating Bias is defined as: Any announcement, statement or activity that could alert, sensitize or remind diarykeepers or potential diarykeepers about past, current or future surveys in any way that might affect participation in a current or future survey. Such activities may interfere with the objectivity or conduct of the survey and may take the form of announcements or statements on air, in print, or in any other medium.

Rating Bias activities may take the form of direct survey announcements that are preplanned, repeated, or stylized, but may also take the form of any activity - including contests or research - if, in Arbitron's opinion, the activity may sensitize listeners to the process of recording listening in diaries. Survey announcements are messages delivered by a radio station in any medium that alert listeners that a survey is, or soon will be, in progress or that emphasize the importance of participation in radio rating surveys, regardless of whether the word "Arbitron" or "diary" is used, and regardless of whether participants are urged to be "honest" or "accurate."

Sourcing of previous survey information in the form of advertising that promotes a station's success in prior surveys, as permitted by contractual agreement with Arbitron, does not constitute Rating Bias. Note, however, that references to a station's performance in prior surveys in the context of appeals for support are not protected under this guideline, and may, in fact, be violations of Arbitron's guidelines on Rating Bias.

Extemporaneous Comments/Arbitron may cite as Extemporaneous Comments any reference on the air, or in any other medium, that mentions or alludes to a past, current, or future Arbitron survey, diary (ies) or radio ratings in any way that might sensitize diarykeepers to a current or future survey, or that may affect the way diarykeepers report their listening in a current or future survey.

The circumstances surrounding a reference will generally affect Arbitron's decision on whether to cite that reference as Extemporaneous Comments. As the name implies, Extemporaneous Comments are generally one-time-only, spontaneous remarks that may have been intended as humorous. Where warranted, however, Arbitron may cite a reference as a Rating Bias and/or Rating Distortion activity, even if the reference appears to have been a one-time-only, spontaneous, or humorous remark.

Rating Bias/Extemporaneous Comments Violations

Rating Bias Violations or violations cited as Extemporaneous Comments may result in the station's call letters and audience estimates being placed at the bottom of each page below a distinguishing line ("below-the-line"); and/or the activity being noted on Page 13 of the Report and on the cover of the Report. Appropriate notice may also be made for other applicable services. In the event of repeated or serious Rating Bias Violations, as determined by Arbitron, a station's call letters and audience estimates may be delisted in applicable reports and other services.

General Information

General information with respect to Rating Distortion and Rating Bias:

a. Requests for an inquiry should be in writing, accompanied by evidence such as an air-check tape, direct-mail advertisement, or newspaper clipping. Requests will be accepted up to the day after the last day of the survey and should be addressed to: Radio Special Station Activities Committee, The Arbitron Company, 9705 Patuxent Woods Dr., Columbia, MD 21046-1572.

b. The initiation of an inquiry at any time is solely within the discretion of Arbitron.

c. Arbitron will review activities conducted at any time (not just during, or four weeks prior to, a survey) for compliance with these guidelines if, in Arbitron's judgment, the activity has the potential to undermine the credibility of the survey. The same activity could be subject to citation for two or more consecutive surveys, depending on the timing and severity of the activity.

d. Activities by stations not meeting Arbitron's Minimum Reporting Standards for a syndicated Market Report may still be subject to citation in any applicable custom report or other Arbitron service.

e. Activities noted for one station may also be noted for additional stations on which the specific programming segment was also broadcast because of simulcast, syndication, or network relationships.

f. Activities found to be in violation of these guidelines may or may not have actually affected reported listening. Such an effect would be virtually impossible to prove or disprove and Arbitron makes no attempt to do so. Activities violating these guidelines are inherently detrimental to the broadcast, advertising, and audience measurement industries. The fact that such activities occurred undermines confidence in audience estimates.

ARBITRON RESERVES THE RIGHT to use any available means to draw attention to any station activity that, in Arbitron's opinion, has the potential to undermine the credibility of the survey, even though such activity does not meet any of the specific criteria stated above. Arbitron further reserves the right to take other appropriate action depending upon the content, context, frequency, or repetition of the activity.

Industry Statements

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

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

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

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

Special Notices and Station Activities

The Market

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

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

Designated Market Area (DMA) / The Los Angeles DMA includes Metro counties from the Los Angeles, Oxnard-Ventura and Riverside-San Bernardino Arbitron Radio Markets.

Metro Ethnic Controls/ Black and Hispanic Differential Survey Treatments (DST) used in this Metro Survey Area. All Metro counties, including HDDBA and/or HDHA splits, receive the same ethnic sampling procedures.

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

Language Preference/ In Hispanic DST Metros, the bilingual diary includes a three-part question to determine the individual language preference of the diarykeeper. The diary question was tested in six diverse Hispanic Metros in Summer 1996 and was found to have no significant impact on Hispanic response rates, in-tab representation by sex/age, or format ratings and shares.

The Sample

Partial Metro Ethnic Controls/ The table below contains the ethnic population and in-tab for that portion of the Metro for which ethnic controls apply, as well as the ethnic population and in-tab for the total Metro. Note: Estimates in the Ethnic Composition section of the report are based on the total Metro ethnic in-tab.

	Black Persons 12+
Population:	
Total	7,688,500
Ethnic	762,900
Percent	9.9
In-Tab:	
Total	5,475
Ethnic	536
Percent	9.8
Excluded Counties:	Orange, CA
Total Metro (Controlled and Noncontrolled):	
Ethnic Population:	797,100
Ethnic In-Tab:	584

Stations

New Stations, Call Letter Changes And Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/ Date of Change
KCMG-FM	KIBB-FM	FA97 SU97 SP97	02/05/98
KDIS-AM	KTZN-AM	SU97 SP97	12/11/97
KXTA-AM	KIIS-AM		08/19/97

Stations are identified in this report under their current call letters, and the audience estimates reflect listening recorded for the new and, if applicable, the old call letters. The Trends section displays trend data pertaining to both the old and the new call letters. Survey dates will be listed in the "Prior Trend Data" column whenever trend information exists for a station that has changed call letters. The date of the call letter change will also be included in order to identify which call letters were in use during a particular survey.

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

Technical Difficulty/ Station KSSE-FM operated at significantly reduced power beginning Thursday, April 2, 1998, to Friday, April 10, 1998, during the Spring 1998 survey.

Simulcasting

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

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

Simulcast Stations	Mon- Sun 6A-Mid	Mon- Fri 6A-10A	Mon- Fri 10A-3P	Mon- Fri 3P-7P	Mon- Fri 7P-Mid	Wkd 6A-Mid	Wkd 10A-7P	Sat 6A-10A	Sat 10A-3P	Sat 3P-7P	Sat 7P-Mid	Sun 6A-10A	Sun 10A-3P	Sun 3P-7P	Sun 7P-Mid
KACD-FM/ KBCD-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KACE-FM/ KRTO-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KAHS-AM/ KXTA-AM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KBUA-FM/ KBUE-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KFRG-FM/ KXFG-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	499	6672	.5	2.9	811	3223	.8	3.3	657	3651	.7	2.8	716	3437	.7	3.6	184	1657	.2	2.1
WI '98	441	7044	.4	2.6	737	3642	.7	3.0	587	3595	.6	2.5	594	3633	.6	2.9	173	1403	.2	2.0
FA '97	520	7505	.5	3.0	919	4151	.9	3.7	695	3862	.7	3.0	626	3823	.6	3.1	189	1727	.2	2.1
SU '97	521	7978	.5	3.1	816	3411	.8	3.5	620	3630	.6	2.6	571	3875	.6	2.9	401	2820	.4	4.3
4-Book	495	7300	.5	2.9	821	3607	.8	3.4	640	3685	.7	2.7	627	3692	.6	3.1	237	1902	.3	2.6
SP '97	485	7755	.5	2.8	690	3593	.7	2.8	739	4120	.8	3.2	548	3833	.6	2.7	312	2284	.3	3.5
KACD-FM																				
SP '98	98	2165	.1	.6	89	845	.1	.4	89	943	.1	.4	135	1033	.1	.7	96	821	.1	1.1
WI '98	87	2132	.1	.5	112	1017	.1	.5	111	985	.1	.5	112	1081	.1	.5	39	788	.1	.5
FA '97	90	2122	.1	.5	69	859	.1	.3	99	933	.1	.4	131	1186	.1	.6	68	736	.1	.7
SU '97	76	2021	.1	.4	71	660	.1	.3	94	917	.1	.4	115	1022	.1	.6	55	633	.1	.6
4-Book	88	2110	.1	.5	85	845	.1	.4	98	945	.1	.4	123	1081	.1	.6	65	745	.1	.7
SP '97	79	2096	.1	.5	63	687	.1	.3	92	913	.1	.4	115	972	.1	.6	64	780	.1	.7
KBCD-FM																				
SP '98	25	734	.1	.1	43	370	.1	.2	21	283	.1	.1	39	439	.1	.2	13	250	.1	.1
WI '98	14	669	.1	.1	18	287	.1	.1	14	193	.1	.1	18	328	.1	.1	8	178	.1	.1
FA '97	32	787	.2	.2	24	263	.2	.2	37	392	.2	.2	49	465	.2	.2	18	341	.2	.2
SU '97	38	906	.2	.2	41	335	.2	.2	65	441	.1	.3	42	490	.2	.2	26	366	.2	.3
4-Book	27	774	.2	.2	32	314	.2	.2	34	327	.2	.2	37	431	.2	.2	16	284	.2	.2
SP '97	28	704	.2	.2	49	299	.1	.2	21	199	.1	.1	35	353	.2	.2	15	231	.2	.2
KACE-FM																				
SP '98	113	2147	.1	.7	120	904	.1	.5	137	862	.1	.6	140	1049	.1	.7	81	725	.1	.9
WI '98	135	2604	.1	.8	148	966	.1	.6	159	1178	.2	.7	179	1392	.2	.9	99	887	.1	1.2
FA '97	153	2519	.2	.9	170	1069	.2	.7	199	1162	.2	.9	200	1354	.2	1.0	116	918	.1	1.3
SU '97	176	2872	.2	1.0	235	1247	.2	1.0	240	1517	.2	1.0	213	1570	.2	1.1	112	1024	.1	1.2
4-Book	144	2536	.2	.9	168	1047	.2	.7	184	1180	.2	.8	183	1341	.2	.9	102	889	.1	1.2
SP '97	121	2287	.1	.7	126	987	.1	.5	152	1040	.2	.7	156	1224	.2	.8	105	741	.1	1.2
KRTO-FM																				
SP '98	12	494	.1	.1	4	120	.1	.1	12	211	.1	.1	23	264	.1	.1	9	90	.1	.1
WI '98	19	585	.1	.1	25	273	.1	.1	17	257	.1	.1	16	244	.1	.1	20	214	.1	.2
FA '97	41	994	.2	.2	40	388	.2	.2	43	388	.2	.2	62	459	.1	.3	27	347	.2	.3
SU '97	44	692	.3	.3	46	260	.2	.2	73	437	.1	.3	49	375	.1	.2	23	251	.2	.2
4-Book	29	691	.2	.2	29	260	.1	.1	36	323	.2	.2	38	336	.1	.2	20	226	.2	.2
SP '97	79	1100	.1	.5	114	488	.1	.5	124	568	.1	.5	69	595	.1	.3	41	407	.1	.5
KAHS-AM																				
SP '98	1	47	**	**	**	**	**	**	1	30	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	119	2746	.1	.7	68	560	.1	.3	131	854	.1	.6	182	1574	.2	.9	142	1501	.1	1.6
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	446	9021	.4	2.6	484	3604	.5	2.0	836	4445	.8	3.6	573	4557	.6	2.8	191	2315	.2	2.2
WI '98	507	9648	.5	3.0	641	4467	.6	2.6	823	4292	.8	3.5	640	4758	.6	3.1	227	2525	.2	2.6
FA '97	458	9412	.5	2.7	561	4273	.6	2.2	795	4156	.8	3.4	572	4443	.6	2.8	190	2432	.2	2.1
SU '97	439	10065	.5	2.6	546	4174	.6	2.3	759	4432	.8	3.2	540	4889	.6	2.7	182	3092	.2	1.9
4-Book	463	9537	.5	2.7	558	4130	.6	2.3	803	4331	.8	3.4	581	4662	.6	2.9	198	2591	.2	2.2
SP '97	405	9575	.4	2.4	513	3911	.5	2.1	714	4065	.7	3.1	555	4361	.6	2.8	160	2595	.2	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	18	383	.1		22	198	.1		31	259	.1		27	234	.1		6	129	.1	
WI '98	41	852	.2		55	439	.1	.2	71	512	.1	.3	39	394	.2		18	258	.2	
FA '97	34	672	.2		60	299	.1	.2	51	305	.1	.2	27	336	.1		8	130	.1	
SU '97	15	570	.1		14	253	.1		20	245	.1		20	298	.1		10	166	.1	
4-Book	27	619	.2		38	297	.1	.2	43	330	.1	.2	28	316	.1		11	171	.1	
SP '97	53	836	.1	.3	70	490	.1	.3	88	540	.1	.4	55	428	.1	.3	18	207	.2	
KBJE-FM																				
SP '98	274	4830	.3	1.6	326	2133	.3	1.3	375	2561	.4	1.6	326	2259	.3	1.6	151	1402	.2	1.7
WI '98	294	4891	.3	1.7	378	2303	.4	1.5	470	2585	.5	2.0	315	2409	.3	1.5	113	1304	.1	1.3
FA '97	271	4948	.3	1.6	344	2074	.3	1.4	342	2591	.3	1.5	293	2511	.3	1.4	133	1368	.1	1.5
SU '97	237	4936	.2	1.4	296	2169	.3	1.3	371	2532	.4	1.6	266	2403	.3	1.3	93	1326	.1	1.0
4-Book	269	4901	.3	1.6	336	2170	.3	1.4	390	2567	.4	1.7	300	2396	.3	1.5	123	1350	.1	1.4
SP '97	294	5131	.3	1.7	317	2284	.3	1.3	444	2792	.5	1.9	322	2544	.3	1.6	136	1437	.1	1.5
KCBS-FM																				
SP '98	406	9110	.4	2.4	534	4237	.5	2.2	638	4621	.6	2.7	511	4838	.5	2.5	144	2482	.1	1.6
WI '98	431	8972	.4	2.5	585	4213	.6	2.4	664	4472	.7	2.8	566	4988	.6	2.8	146	2379	.1	1.7
FA '97	457	9678	.5	2.7	577	4364	.6	2.3	759	4788	.8	3.3	623	5513	.6	3.1	173	2604	.2	1.9
SU '97	323	8160	.3	1.9	408	3661	.4	1.7	506	4167	.5	2.1	401	4099	.4	2.0	149	2447	.2	1.6
4-Book	404	8980	.4	2.4	526	4119	.5	2.2	642	4512	.7	2.7	525	4860	.5	2.6	153	2478	.2	1.7
SP '97	450	8366	.5	2.6	505	3676	.5	2.1	771	4323	.8	3.3	614	4867	.6	3.1	181	2381	.2	2.0
+KCMG-FM																				
SP '98	534	9957	.5	3.1	571	4420	.6	2.3	804	5120	.8	3.5	653	5254	.7	3.2	304	3238	.3	3.4
WI '98	465	9170	.5	2.7	542	4291	.5	2.2	650	4483	.7	2.7	639	5533	.6	3.1	257	2904	.3	3.0
FA '97	247	7171	.2	1.4	257	2757	.3	1.0	325	3132	.3	1.4	402	3891	.4	2.0	148	2061	.1	1.6
SU '97	290	7046	.3	1.7	300	2765	.3	1.3	445	3628	.5	1.9	407	3614	.4	2.1	160	2302	.2	1.7
4-Book	384	8336	.4	2.2	418	3558	.4	1.7	556	4091	.6	2.4	525	4573	.5	2.6	217	2626	.2	2.4
SP '97	268	6993	.3	1.6	289	2959	.3	1.2	416	3355	.4	1.8	373	3572	.4	1.9	120	1863	.1	1.3
+KDIS-AM																				
SP '98	59	2244	.1	.3	118	1098	.1	.5	60	730	.1	.3	77	985	.1	.4	29	393	.1	.3
WI '98	77	2212	.1	.4	80	938	.1	.3	74	913	.1	.3	113	1010	.1	.6	26	370	.1	.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	117	3414	.1	.7	109	997	.1	.5	114	1287	.1	.5	146	1240	.1	.7	135	1163	.1	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	102	3198	.1	.6	114	1017	.1	.5	162	1224	.2	.7	99	896	.1	.5	54	667	.1	.6
KFI -AM																				
SP '98	667	9733	.7	3.9	1068	5789	1.1	4.3	1352	6728	1.4	5.8	608	4185	.6	3.0	240	1934	.2	2.7
WI '98	748	10747	.8	4.4	1242	6316	1.3	5.0	1664	7179	1.7	7.0	637	4712	.6	3.1	148	1670	.1	1.7
FA '97	691	9892	.7	4.0	1007	5126	1.0	4.0	1496	6871	1.5	6.4	665	4284	.7	3.3	234	1782	.2	2.6
SU '97	701	9128	.7	4.1	1100	5395	1.1	4.7	1500	6422	1.5	6.3	618	4068	.6	3.1	214	1795	.2	2.3
4-Book	702	9875	.7	4.1	1104	5657	1.1	4.5	1503	6800	1.5	6.4	632	4312	.6	3.1	209	1795	.2	2.3
SP '97	628	9445	.6	3.7	981	5180	1.0	4.0	1319	6138	1.4	5.7	716	4525	.7	3.6	132	1717	.1	1.5
KFWB-AM																				
SP '98	316	8600	.3	1.9	659	5536	.7	2.7	309	3811	.3	1.3	335	3924	.3	1.7	159	1818	.2	1.8
WI '98	365	9731	.4	2.1	733	5696	.7	3.0	396	4032	.4	1.7	439	4807	.4	2.1	131	1892	.1	1.5
FA '97	353	9556	.4	2.1	678	5564	.7	2.7	360	3846	.4	1.5	474	5052	.5	2.3	158	2031	.2	1.7
SU '97	297	8611	.3	1.8	658	5167	.7	2.8	282	3582	.3	1.2	339	4271	.3	1.7	133	1894	.1	1.4
4-Book	333	9125	.4	2.0	682	5491	.7	2.8	337	3818	.4	1.4	397	4514	.4	2.0	145	1909	.2	1.6
SP '97	333	8989	.3	2.0	758	5846	.8	3.1	299	3703	.3	1.3	385	4263	.4	1.9	141	2082	.1	1.6
KGIL-AM																				
SP '98	73	1327	.1	.4	95	651	.1	.4	93	614	.1	.4	96	739	.1	.5	42	355	.1	.5
WI '98	67	1424	.1	.4	77	477	.1	.3	96	603	.1	.4	89	767	.1	.4	17	383	.1	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 12+

Target Listener Trends

	Persons 12+																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM																				
SP '98	74	1320	.1	.4	25	245		.1	220	874	.2	.9	122	567	.1	.6	10	90		.1
WI '98	85	1537	.1	.5	50	369	.1	.2	195	951	.2	.8	135	616	.1	.7	44	357		.5
FA '97	83	1586	.1	.5	37	291		.1	217	1094	.2	.9	126	596	.1	.6	23	251		.3
SU '97	103	1710	.1	.6	37	353		.2	260	1189	.3	1.1	208	795	.2	1.1	26	344		.3
4-Book	86	1538	.1	.5	37	315		.2	223	1027	.2	.9	148	644	.1	.8	26	261		.3
SP '97	87	1207	.1	.5	25	216		.1	206	761	.2	.9	199	801	.2	1.0	28	213		.3
KIIS-FM																				
SP '98	563	14658	.6	3.3	927	7979	.9	3.8	561	6474	.6	2.4	714	7769	.7	3.5	331	4669	.3	3.7
WI '98	656	15575	.7	3.8	934	7929	.9	3.8	720	6546	.7	3.0	849	8526	.9	4.1	406	5193	.4	4.7
FA '97	680	15853	.7	4.0	1002	8674	1.0	4.0	639	6581	.6	2.7	848	8414	.9	4.2	458	5130	.5	5.0
SU '97	657	15788	.7	3.9	836	7753	.9	3.6	851	8419	.9	3.6	828	8117	.8	4.2	391	5038	.4	4.2
4-Book	639	15469	.7	3.8	925	8084	.9	3.8	693	7005	.7	2.9	810	8207	.8	4.0	397	5008	.4	4.4
SP '97	649	15229	.7	3.8	1037	8239	1.1	4.2	677	6469	.7	2.9	788	7928	.8	3.9	364	5059	.4	4.0
KJLH-FM																				
SP '98	253	3739	.3	1.5	287	1563	.3	1.2	285	1661	.3	1.2	236	1763	.2	1.2	190	1295	.2	2.2
WI '98	201	3475	.2	1.2	316	1698	.3	1.3	215	1554	.2	.9	220	1678	.2	1.1	104	1093	.1	1.2
FA '97	233	3720	.2	1.4	283	1777	.3	1.1	298	1768	.3	1.3	223	1687	.2	1.1	156	1420	.2	1.7
SU '97	165	3095	.2	1.0	197	1351	.2	.8	198	1296	.2	.8	176	1464	.2	.9	109	1187	.1	1.2
4-Book	213	3507	.2	1.3	271	1597	.3	1.1	249	1570	.3	1.1	214	1648	.2	1.1	140	1249	.1	1.6
SP '97	218	3501	.2	1.3	275	1548	.3	1.1	313	1469	.3	1.3	198	1495	.2	1.0	138	1233	.1	1.5
KKBT-FM																				
SP '98	652	11065	.7	3.8	956	5662	1.0	3.9	646	5550	.7	2.8	888	6571	.9	4.4	451	4072	.5	5.1
WI '98	673	10230	.7	3.9	1019	5264	1.0	4.1	725	5169	.7	3.1	853	6012	.9	4.2	409	4056	.4	4.8
FA '97	765	11396	.8	4.5	1191	6143	1.2	4.8	848	5782	.9	3.6	970	6455	1.0	4.8	475	4387	.5	5.2
SU '97	681	10840	.7	4.0	922	5367	.9	3.9	792	6168	.8	3.3	910	6357	.9	4.6	487	4775	.5	5.2
4-Book	693	10883	.7	4.1	1022	5609	1.0	4.2	753	5667	.8	3.2	905	6349	.9	4.5	456	4323	.5	5.1
SP '97	759	11030	.8	4.5	1092	6350	1.1	4.5	751	5564	.8	3.2	1050	6619	1.1	5.3	521	4550	.5	5.8
KKGO-FM																				
SP '98	315	5696	.3	1.9	317	2682	.3	1.3	459	2952	.5	2.0	396	2916	.4	2.0	186	1995	.2	2.1
WI '98	322	6395	.3	1.9	384	2558	.4	1.6	420	2858	.4	1.8	411	3281	.4	2.0	176	2256	.2	2.0
FA '97	300	5648	.3	1.7	317	2468	.3	1.3	435	2714	.4	1.9	337	2894	.3	1.7	224	1998	.2	2.5
SU '97	250	5354	.3	1.5	273	2257	.3	1.2	344	2472	.4	1.4	307	2513	.3	1.6	157	1826	.2	1.7
4-Book	297	5773	.3	1.8	323	2491	.3	1.4	415	2749	.4	1.8	363	2901	.4	1.8	186	2019	.2	2.1
SP '97	256	5226	.3	1.5	252	2007	.3	1.0	331	2469	.3	1.4	290	2390	.3	1.5	196	2095	.2	2.2
KKHJ-AM																				
SP '98	108	1753	.1	.6	168	882	.2	.7	156	961	.2	.7	104	667	.1	.5	76	514	.1	.9
WI '98	96	1707	.1	.6	138	797	.1	.6	145	825	.1	.6	87	613	.1	.4	55	459	.1	.6
FA '97	116	2350	.1	.7	121	864	.1	.5	78	710	.1	.3	127	773	.1	.6	184	790	.2	2.0
SU '97	134	2286	.1	.8	203	974	.2	.9	167	969	.2	.7	176	915	.2	.9	65	593	.1	.7
4-Book	114	2024	.1	.7	158	879	.2	.7	137	866	.2	.6	124	742	.1	.6	95	589	.1	1.1
SP '97	131	2520	.1	.8	196	1261	.2	.8	205	1161	.2	.9	118	798	.1	.6	94	680	.1	1.0
KKLA-FM																				
SP '98	95	1649	.1	.6	222	1046	.2	.9	112	643	.1	.5	161	966	.2	.8	26	344		.3
WI '98	100	1958	.1	.6	172	1144	.2	.7	108	738	.1	.5	174	973	.2	.9	63	546	.1	.7
FA '97	72	1806	.1	.4	195	1275	.2	.8	47	648		.2	100	799	.1	.5	39	483		.4
SU '97	90	1679	.1	.5	200	1074	.2	.9	112	799	.1	.5	114	817	.1	.6	39	444		.4
4-Book	89	1773	.1	.5	197	1135	.2	.8	95	707	.1	.4	137	889	.2	.7	42	454		.5
SP '97	97	1821	.1	.6	195	1157	.2	.8	127	639	.1	.5	150	890	.2	.8	33	484		.4
KLAC-AM																				
SP '98	365	6849	.4	2.2	455	2846	.5	1.8	598	3139	.6	2.6	403	3480	.4	2.0	160	2134	.2	1.8
WI '98	373	5952	.4	2.2	419	2718	.4	1.7	650	3225	.7	2.7	413	2806	.4	2.0	178	1927	.2	2.1
FA '97	388	5908	.4	2.3	402	2238	.4	1.6	592	3038	.6	2.5	493	3342	.5	2.4	181	1713	.2	2.0
SU '97	443	6020	.5	2.6	466	2763	.5	2.0	692	3564	.7	2.9	580	3515	.6	2.9	200	2048	.2	2.1
4-Book	392	6182	.4	2.3	436	2641	.5	1.8	633	3242	.7	2.7	472	3286	.5	2.3	180	1956	.2	2.0
SP '97	381	5730	.4	2.2	386	2445	.4	1.6	632	3083	.6	2.7	481	3265	.5	2.4	157	1834	.2	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 12+

	Persons 12+																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	601	7804	.6	3.5	752	4007	.8	3.1	813	4344	.8	3.5	761	4002	.8	3.8	355	2806	.4	4.0
WI '98	588	7726	.6	3.4	742	4114	.7	3.0	860	4264	.9	3.6	695	4173	.7	3.4	275	2621	.3	3.2
FA '97	366	6207	.4	2.1	404	2619	.4	1.6	443	3062	.4	1.9	486	3354	.5	2.4	212	1846	.2	2.3
SU '97	398	6875	.4	2.3	542	3333	.6	2.3	545	3518	.6	2.3	446	3388	.5	2.3	197	1902	.2	2.1
4-Book	488	7153	.5	2.8	610	3518	.6	2.5	665	3797	.7	2.8	597	3729	.6	3.0	260	2294	.3	2.9
SP '97	450	7432	.5	2.6	606	3760	.6	2.5	618	4078	.6	2.7	495	3656	.5	2.5	211	2195	.2	2.3
KLOS-FM																				
SP '98	434	7798	.4	2.6	895	3972	.9	3.6	513	3334	.5	2.2	512	4120	.5	2.5	186	1918	.2	2.1
WI '98	396	7687	.4	2.3	707	3994	.7	2.9	524	3161	.5	2.2	510	3787	.5	2.5	149	1750	.2	1.7
FA '97	450	8652	.5	2.6	851	4159	.9	3.4	587	3631	.6	2.5	529	4554	.5	2.6	215	2477	.2	2.4
SU '97	334	7563	.3	2.0	624	3611	.6	2.7	421	3066	.4	1.8	447	3813	.5	2.3	112	1598	.1	1.2
4-Book	404	7925	.4	2.4	769	3934	.8	3.2	511	3298	.5	2.2	500	4069	.5	2.5	166	1936	.2	1.9
SP '97	371	7636	.4	2.2	727	3855	.7	3.0	447	3264	.5	1.9	488	4020	.5	2.4	145	1850	.1	1.6
KLSX-FM																				
SP '98	369	6448	.4	2.2	1266	4519	1.3	5.1	427	3180	.4	1.8	321	2382	.3	1.6	56	874	.1	.6
WI '98	408	6980	.4	2.4	1322	4829	1.3	5.3	432	2831	.4	1.8	373	2280	.4	1.8	107	1012	.1	1.2
FA '97	435	6704	.4	2.5	1606	4963	1.6	6.4	514	3174	.5	2.2	256	1651	.3	1.3	26	534	.1	.3
SU '97	337	5484	.3	2.0	1119	3967	1.1	4.8	445	2650	.5	1.9	211	1568	.2	1.1	68	791	.1	.7
4-Book	387	6404	.4	2.3	1328	4570	1.3	5.4	455	2959	.5	1.9	290	1970	.3	1.5	64	803	.1	.7
SP '97	344	5891	.4	2.0	1179	4261	1.2	4.8	395	2641	.4	1.7	194	1604	.2	1.0	66	762	.1	.7
KLVE-FM																				
SP '98	1069	11702	1.1	6.3	1680	7115	1.7	6.8	1505	6949	1.5	6.5	1032	6047	1.0	5.1	557	4090	.6	6.3
WI '98	917	11170	.9	5.3	1374	6048	1.4	5.6	1328	6140	1.3	5.6	901	5477	.9	4.4	400	3719	.4	4.7
FA '97	1056	11707	1.1	6.1	1482	6320	1.5	5.9	1699	6945	1.7	7.3	1077	6449	1.1	5.3	448	4239	.5	4.9
SU '97	1009	11866	1.0	6.0	1506	6843	1.5	6.4	1518	6866	1.6	6.4	1026	6428	1.1	5.2	451	4141	.5	4.8
4-Book	1013	11611	1.0	5.9	1511	6582	1.5	6.2	1513	6725	1.5	6.5	1009	6100	1.0	5.0	464	4047	.5	5.2
SP '97	1125	12907	1.2	6.6	1805	7748	1.9	7.4	1581	7284	1.6	6.8	1096	7004	1.1	5.5	536	4525	.6	6.0
KLYY-FM																				
SP '98	169	5893	.2	1.0	180	2109	.2	.7	236	2765	.2	1.0	240	3317	.2	1.2	82	1838	.1	.9
WI '98	146	5265	.1	.8	147	1983	.1	.6	175	2339	.2	.7	214	3176	.2	1.0	99	1703	.1	1.2
FA '97	171	5717	.2	1.0	172	2246	.2	.7	209	2538	.2	.9	286	3508	.3	1.4	124	1985	.1	1.4
SU '97	214	5735	.2	1.3	216	2255	.2	.9	301	3175	.3	1.3	303	3507	.3	1.5	143	2148	.1	1.5
4-Book	175	5653	.2	1.0	179	2148	.2	.7	230	2704	.2	1.0	261	3377	.3	1.3	112	1919	.1	1.3
SP '97	165	5196	.2	1.0	182	2356	.2	.7	199	2345	.2	.9	243	3176	.2	1.2	105	2029	.1	1.2
KNX -AM																				
SP '98	399	9748	.4	2.4	786	5894	.8	3.2	412	4124	.4	1.8	455	4805	.5	2.3	228	2653	.2	2.6
WI '98	423	10511	.4	2.5	857	6294	.9	3.5	391	4685	.4	1.7	491	5108	.5	2.4	227	2706	.2	2.6
FA '97	344	9411	.3	2.0	605	5243	.6	2.4	352	3932	.4	1.5	411	4621	.4	2.0	256	2532	.3	2.8
SU '97	372	9128	.4	2.2	697	5476	.7	3.0	359	3899	.4	1.5	428	4294	.4	2.2	251	2676	.3	2.7
4-Book	385	9700	.4	2.3	736	5727	.8	3.0	379	4160	.4	1.6	446	4707	.5	2.2	241	2642	.3	2.7
SP '97	335	8786	.3	2.0	671	5327	.7	2.7	327	3716	.3	1.4	358	4153	.4	1.8	209	2550	.2	2.3
KOST-FM																				
SP '98	559	11577	.6	3.3	606	4990	.6	2.5	928	5768	.9	4.0	665	5413	.7	3.3	315	3562	.3	3.6
WI '98	646	12369	.7	3.8	794	5751	.8	3.2	937	5183	.9	4.0	771	6248	.8	3.8	482	4522	.5	5.6
FA '97	649	12119	.7	3.8	763	5424	.8	3.0	1008	5348	1.0	4.3	864	6098	.9	4.2	401	4411	.4	4.4
SU '97	660	13126	.7	3.9	802	5530	.8	3.4	996	6355	1.0	4.2	798	6505	.8	4.0	445	4999	.5	4.7
4-Book	629	12298	.7	3.7	741	5424	.8	3.0	967	5664	1.0	4.1	775	6066	.8	3.8	411	4374	.4	4.6
SP '97	605	11900	.6	3.6	658	4971	.7	2.7	857	5250	.9	3.7	728	5592	.7	3.6	446	4466	.5	5.0
KPWR-FM																				
SP '98	669	14044	.7	3.9	749	6564	.8	3.0	667	6592	.7	2.9	890	8312	.9	4.4	560	6067	.6	6.3
WI '98	687	14182	.7	4.0	762	6728	.8	3.1	675	6413	.7	2.8	947	8087	1.0	4.6	563	5920	.6	6.5
FA '97	721	14547	.7	4.2	806	6985	.8	3.2	737	6594	.7	3.2	956	8110	1.0	4.7	618	5825	.6	6.8
SU '97	785	15692	.8	4.6	786	7048	.8	3.3	911	8738	.9	3.8	925	8680	.9	4.7	699	6857	.7	7.4
4-Book	716	14616	.7	4.2	776	6831	.8	3.2	748	7084	.8	3.2	930	8297	1.0	4.6	610	6167	.6	6.8
SP '97	727	15391	.7	4.3	882	7604	.9	3.6	729	7241	.7	3.1	976	8997	1.0	4.9	601	6437	.6	6.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 12+																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																				
SP '98	116	2798	.1	.7	111	794	.1	.5	159	1116	.2	.7	150	1201	.2	.7	92	832	.1	1.0
WI '98	109	2482	.1	.6	113	947	.1	.5	138	1198	.1	.6	128	1135	.1	.6	68	845	.1	.8
FA '97	133	3205	.1	.8	123	1247	.1	.5	133	1230	.1	.6	159	1361	.2	.8	134	1336	.1	1.5
SU '97	199	3647	.2	1.2	235	1541	.2	1.0	257	1813	.3	1.1	178	1551	.2	.9	173	1305	.2	1.8
4-Book	139	3033	.1	.8	146	1132	.1	.6	172	1339	.2	.8	154	1312	.2	.8	117	1080	.1	1.3
SP '97	153	2885	.2	.9	148	1254	.2	.6	157	1339	.2	.7	162	1432	.2	.8	146	1121	.1	1.6
KROQ-FM																				
SP '98	556	11353	.6	3.3	861	6017	.9	3.5	655	5385	.7	2.8	682	6344	.7	3.4	386	4456	.4	4.4
WI '98	587	11557	.6	3.4	926	6472	.9	3.7	672	5406	.7	2.8	746	6599	.8	3.6	380	4487	.4	4.4
FA '97	509	11154	.5	3.0	796	5628	.8	3.2	540	4897	.5	2.3	633	6525	.6	3.1	387	4596	.4	4.2
SU '97	618	11310	.6	3.6	890	5518	.9	3.8	782	6274	.8	3.3	679	6606	.7	3.4	427	4684	.4	4.6
4-Book	568	11344	.6	3.3	868	5909	.9	3.6	662	5491	.7	2.8	685	6519	.7	3.4	395	4556	.4	4.4
SP '97	641	11206	.7	3.8	1057	6023	1.1	4.3	730	5287	.7	3.1	751	6242	.8	3.8	450	4684	.5	5.0
KRRA-AM																				
SP '98	64	735	.1	.4	105	343	.1	.4	100	412	.1	.4	55	315	.1	.3	23	234		.3
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	51	1015	.1	.3	85	374	.1	.3	75	486	.1	.3	35	249		.2	22	207		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	64	990	.1	.4	67	462	.1	.3	98	495	.1	.4	71	434	.1	.4	31	318		.3
KRTH-FM																				
SP '98	554	12126	.6	3.3	774	5526	.8	3.1	937	5732	.9	4.0	664	5703	.7	3.3	182	2782	.2	2.1
WI '98	589	13167	.6	3.4	747	5897	.8	3.0	986	6748	1.0	4.2	703	6390	.7	3.4	214	2983	.2	2.5
FA '97	696	13602	.7	4.0	1004	6810	1.0	4.0	1162	6615	1.2	5.0	798	6649	.8	3.9	239	3370	.2	2.6
SU '97	680	14026	.7	4.0	877	5880	.9	3.7	1120	6916	1.1	4.7	806	6829	.8	4.1	270	3360	.3	2.9
4-Book	630	13230	.7	3.7	851	6028	.9	3.5	1051	6503	1.1	4.5	743	6393	.8	3.7	226	3124	.2	2.5
SP '97	668	14337	.7	3.9	847	6361	.9	3.5	1011	6520	1.0	4.3	775	6837	.8	3.9	292	3789	.3	3.2
KSCA-FM																				
SP '98	986	10075	1.0	5.8	1988	6610	2.0	8.1	1413	6665	1.4	6.1	799	4848	.8	4.0	365	2833	.4	4.1
WI '98	922	9547	.9	5.4	1805	6307	1.8	7.3	1357	5830	1.4	5.7	702	4672	.7	3.4	362	3057	.4	4.2
FA '97	847	8953	.9	4.9	1682	6036	1.7	6.7	1222	5357	1.2	5.2	619	3958	.6	3.0	302	2479	.3	3.3
SU '97	770	9147	.8	4.5	1636	5817	1.7	7.0	1002	5727	1.0	4.2	642	4185	.7	3.3	281	2516	.3	3.0
4-Book	881	9431	.9	5.2	1778	6193	1.8	7.3	1249	5895	1.3	5.3	691	4416	.7	3.4	328	2721	.4	3.7
SP '97	741	8727	.8	4.4	1413	5646	1.5	5.8	908	5161	.9	3.9	675	4426	.7	3.4	326	2699	.3	3.6
KSSE-FM																				
SP '98	225	3915	.2	1.3	207	1602	.2	.8	286	2024	.3	1.2	293	2250	.3	1.5	149	1322	.2	1.7
WI '98	266	4189	.3	1.5	291	2129	.3	1.2	327	2230	.3	1.4	326	2433	.3	1.6	158	1670	.2	1.8
FA '97	211	3698	.2	1.2	218	1698	.2	.9	271	2040	.3	1.2	283	2114	.3	1.4	133	1402	.1	1.5
SU '97	236	4091	.2	1.4	228	1798	.2	1.0	302	2218	.3	1.3	283	2160	.3	1.4	164	1699	.2	1.7
4-Book	235	3973	.2	1.4	236	1807	.2	1.0	297	2128	.3	1.3	296	2239	.3	1.5	151	1523	.2	1.7
SP '97	136	2444	.1	.8	146	946	.1	.6	186	1292	.2	.8	151	1183	.2	.8	77	740	.1	.9
KTNQ-AM																				
SP '98	380	4169	.4	2.2	606	1778	.6	2.5	422	1847	.4	1.8	471	2039	.5	2.3	292	1598	.3	3.3
WI '98	317	3673	.3	1.8	405	1461	.4	1.6	437	1766	.4	1.8	390	1892	.4	1.9	239	1460	.2	2.8
FA '97	363	4428	.4	2.1	590	2074	.6	2.4	378	1940	.4	1.6	442	1974	.4	2.2	307	1753	.3	3.4
SU '97	340	4141	.3	2.0	547	1886	.6	2.3	406	1998	.4	1.7	463	2173	.5	2.3	237	1439	.2	2.5
4-Book	350	4103	.4	2.0	537	1800	.6	2.2	411	1888	.4	1.7	442	2020	.5	2.2	269	1563	.3	3.0
SP '97	433	4482	.4	2.5	681	2475	.7	2.8	602	2325	.6	2.6	514	2301	.5	2.6	242	1623	.2	2.7
KTWV-FM																				
SP '98	564	8358	.6	3.3	689	3718	.7	2.8	988	4350	1.0	4.2	705	4478	.7	3.5	237	2708	.2	2.7
WI '98	574	8993	.6	3.3	646	4438	.7	2.6	927	4458	.9	3.9	775	5191	.8	3.8	229	2681	.2	2.7
FA '97	586	8877	.6	3.4	696	4207	.7	2.8	967	4389	1.0	4.2	688	5006	.7	3.4	283	2833	.3	3.1
SU '97	607	9163	.6	3.6	732	4068	.8	3.1	963	4785	1.0	4.1	782	4977	.8	4.0	289	2952	.3	3.1
4-Book	583	8848	.6	3.4	691	4108	.7	2.8	961	4496	1.0	4.1	738	4913	.8	3.7	260	2794	.3	2.9
SP '97	579	8545	.6	3.4	682	4102	.7	2.8	952	4585	1.0	4.1	735	4649	.8	3.7	218	2102	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '98	163	2186	.2	1.0	296	1076	.3	1.2	256	1198	.3	1.1	125	782	.1	.6	73	501	.1	.8
WI '98	133	1994	.1	.8	194	954	.2	.8	211	1017	.2	.9	112	688	.1	.5	62	480	.1	.7
FA '97	128	1762	.1	.7	228	892	.2	.9	210	832	.2	.9	108	793	.1	.5	57	374	.1	.6
SU '97	155	1831	.2	.9	245	919	.3	1.0	218	1013	.2	.9	135	585	.1	.7	87	567	.1	.9
4-Book	145	1943	.2	.9	241	960	.3	1.0	224	1015	.2	1.0	120	712	.1	.6	70	481	.1	.8
SP '97	156	2411	.2	.9	297	1354	.3	1.2	190	1182	.2	.8	106	705	.1	.5	66	586	.1	.7
KWVE-FM																				
SP '98	66	1637	.1	.4	102	754	.1	.4	78	652	.1	.3	118	898	.1	.6	15	256	.1	.2
WI '98	76	1987	.1	.4	116	988	.1	.5	67	825	.1	.3	103	923	.1	.5	43	558	.1	.5
FA '97	82	1907	.1	.5	111	931	.1	.4	96	747	.1	.4	100	887	.1	.5	43	669	.1	.5
SU '97	104	1808	.1	.6	145	953	.1	.6	97	821	.1	.4	147	1016	.2	.7	63	612	.1	.7
4-Book	82	1835	.1	.5	119	907	.1	.5	85	761	.1	.4	117	931	.1	.6	41	524	.1	.5
SP '97	77	1930	.1	.5	133	1162	.1	.5	93	891	.1	.4	70	818	.1	.4	62	630	.1	.7
KYSR-FM																				
SP '98	484	11626	.5	2.9	511	5094	.5	2.1	725	5654	.7	3.1	733	6992	.7	3.6	217	3538	.2	2.5
WI '98	501	11434	.5	2.9	501	5059	.5	2.0	759	5273	.8	3.2	726	6683	.7	3.5	263	3668	.3	3.1
FA '97	484	10791	.5	2.8	588	5203	.6	2.3	758	5389	.8	3.3	629	6462	.6	3.1	233	3685	.2	2.6
SU '97	432	10350	.4	2.5	417	4234	.4	1.8	632	5263	.6	2.7	629	5924	.6	3.2	214	3261	.2	2.3
4-Book	475	11050	.5	2.8	504	4898	.5	2.1	719	5395	.7	3.1	679	6515	.7	3.4	232	3538	.2	2.6
SP '97	475	10458	.5	2.8	552	4810	.6	2.3	720	5236	.7	3.1	631	6132	.6	3.2	227	3367	.2	2.5
KZLA-FM																				
SP '98	398	5813	.4	2.3	465	2983	.5	1.9	560	3064	.6	2.4	523	3657	.5	2.6	152	1718	.2	1.7
WI '98	403	6446	.4	2.3	556	3584	.6	2.2	511	3515	.5	2.2	471	3669	.5	2.3	161	1939	.2	1.9
FA '97	459	6842	.5	2.7	671	3877	.7	2.7	628	3754	.6	2.7	578	4161	.6	2.8	144	1993	.1	1.6
SU '97	432	5862	.4	2.5	535	3294	.5	2.3	695	3660	.7	2.9	530	3858	.5	2.7	171	1998	.2	1.8
4-Book	423	6241	.4	2.5	557	3435	.6	2.3	599	3498	.6	2.6	526	3836	.5	2.6	157	1912	.2	1.8
SP '97	419	5912	.4	2.5	566	3292	.6	2.3	634	3347	.7	2.7	530	3314	.5	2.7	173	1900	.2	1.9
KFRG-FM																				
SP '98	52	1356	.1	.3	51	575	.1	.2	77	721	.1	.3	57	652	.1	.3	16	233	.1	.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	64	1699	.1	.4	52	656	.1	.2	74	875	.1	.3	118	895	.1	.6	31	464	.1	.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98		24			1	12			12								1	11		
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	97	2158	.1	.6	104	756	.1	.4	171	982	.2	.7	187	1374	.2	.9	32	582	.1	.4
WI '98	133	2778	.1	.8	138	993	.1	.6	215	1302	.2	.9	233	1495	.2	1.1	56	619	.1	.7
FA '97	143	3217	.1	.8	162	1183	.2	.6	198	1401	.2	.9	224	1831	.2	1.1	63	886	.1	.7
SU '97	110	2238	.1	.6	123	857	.1	.5	246	1177	.3	1.0	150	1188	.2	.8	30	380	.1	.3
4-Book	121	2598	.1	.7	132	947	.1	.5	208	1216	.2	.9	199	1472	.2	1.0	45	617	.1	.5
SP '97	114	2355	.1	.7	174	1089	.2	.7	261	1206	.3	1.1	154	1307	.2	.8	14	393	.1	.2
TOTALS																				
SP '98	16966	94654	17.1		24650	82320	24.8		23279	74705	23.5		20140	79306	20.3		8827	54957	8.9	
WI '98	17184	95216	17.3		24720	82775	24.9		23693	74713	23.9		20458	80473	20.6		8600	54595	8.7	
FA '97	17187	94788	17.3		25063	82101	25.3		23292	73896	23.5		20350	79636	20.5		9118	55671	9.2	
SU '97	16954	92654	17.4		23524	78977	24.1		23776	76013	24.4		19751	78897	20.3		9383	56508	9.6	
4-Book	17073	94328	17.3		24489	81543	24.8		23510	74832	23.8		20175	79578	20.4		8982	55433	9.1	
SP '97	17030	92900	17.5		24412	81903	25.1		23286	73448	23.9		19990	79162	20.5		9000	55587	9.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 12+

Target Listener Estimates

		Persons 12+																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																							
SP '98		723	5851	.7	3.2	313	3276	.3	2.6	375	1059	.4	2.6	516	1500	.5	2.6	179	647	.2	1.3		
4-Book		692	6219	.7	3.1	320	3578	.4	2.6	434	1163	.5	3.1	506	1501	.5	2.5	221	755	.2	1.6		
KACD-FM																							
SP '98		103	1621	.1	.5	90	1117	.1	.7	44	159	.3		154	508	.2	.8	145	411	.1	1.1		
4-Book		102	1677	.1	.5	78	1108	.1	.6	46	158	.3		146	476	.2	.7	119	412	.1	.9		
KBCD-FM																							
SP '98		33	615	.1		18	379	.1		13	67	.1		21	126	.1		17	114	.1			
4-Book		34	656	.2		21	363	.2		16	73	.1		34	134	.2		25	100	.2			
KACE-FM																							
SP '98		133	1708	.1	.6	99	1049	.1	.8	80	346	.1	.6	182	507	.2	.9	140	405	.1	1.0		
4-Book		179	2005	.2	.8	111	1359	.1	.9	94	316	.1	.7	196	557	.2	1.0	180	515	.2	1.3		
KRTO-FM																							
SP '98		13	412	.1		12	197	.1		10	48	.1		23	72	.1		19	42	.1			
4-Book		34	548	.2		25	339	.2		22	100	.2		40	132	.1		32	106	.2			
KAHS-AM																							
SP '98		1	30			1	17																
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																							
SP '98		127	1969	.1	.6	87	1295	.1	.7	28	118	.2		133	413	.1	.7	89	366	.1	.6		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																							
SP '98		647	6980	.7	2.8	260	4040	.3	2.1	206	876	.2	1.4	416	1496	.4	2.1	323	1085	.3	2.3		
4-Book		660	7424	.7	2.9	291	4405	.3	2.4	288	1036	.3	2.0	448	1564	.5	2.3	324	1121	.3	2.3		
KBUA-FM																							
SP '98		27	359	.1		12	187	.1		19	52	.1		25	54	.1		9	58	.1			
4-Book		37	556	.2		20	309	.2		33	96	.2		43	125	.1		17	84	.1			
KBUE-FM																							
SP '98		345	4037	.3	1.5	231	2654	.2	1.9	254	698	.3	1.8	356	1092	.4	1.8	233	649	.2	1.7		
4-Book		346	4097	.3	1.5	233	2625	.2	1.9	326	794	.4	2.3	373	1076	.4	1.9	252	692	.3	1.8		
KCBS-FM																							
SP '98		567	7662	.6	2.5	297	4599	.3	2.4	271	1019	.3	1.9	588	1968	.6	3.0	404	1390	.4	2.9		
4-Book		571	7539	.6	2.5	278	4516	.3	2.2	287	1123	.3	2.0	522	1968	.6	2.6	373	1347	.4	2.7		
+KCMG-FM																							
SP '98		686	8186	.7	3.0	420	5274	.4	3.4	323	1203	.3	2.3	818	2467	.8	4.2	610	1911	.6	4.4		
4-Book		504	6922	.5	2.2	284	4134	.3	2.3	238	903	.2	1.7	509	1742	.5	2.6	387	1282	.4	2.8		
+KDIS-AM																							
SP '98		83	1916	.1	.4	37	841	.3		50	205	.1	.3	28	149	.1		50	250	.1	.4		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																							
SP '98		1036	9052	1.0	4.6	299	3938	.3	2.5	686	2022	.7	4.8	611	1924	.6	3.1	201	545	.2	1.5		
4-Book		1113	9128	1.1	4.9	303	3990	.3	2.5	635	1959	.7	4.5	630	1859	.6	3.2	190	599	.2	1.4		
KFWB-AM																							
SP '98		425	7826	.4	1.9	227	3702	.2	1.9	393	1563	.4	2.7	269	1296	.3	1.4	185	853	.2	1.3		
4-Book		462	8100	.5	2.0	230	4283	.2	1.9	405	1614	.4	2.9	270	1354	.3	1.4	209	1005	.2	1.5		
KGIL-AM																							
SP '98		95	1082	.1	.4	55	770	.1	.5	88	287	.1	.6	117	294	.1	.6	60	188	.1	.4		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																							
SP '98		130	1144	.1	.6	19	300	.2		29	88	.2		38	77	.2		20	45	.1			
4-Book		143	1314	.1	.7	26	468	.2		31	103	.2		46	149	.2		32	110	.2			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM																				
SP '98	721	12682	.7	3.2	437	7281	.4	3.6	516	1916	.5	3.6	702	2970	.7	3.6	524	2063	.5	3.8
4-Book	800	13276	.8	3.5	516	8278	.5	4.2	531	2017	.6	3.7	843	3317	.9	4.3	628	2405	.6	4.5
KJLH-FM																				
SP '98	271	2628	.3	1.2	263	2206	.3	2.2	178	440	.2	1.2	303	729	.3	1.5	240	604	.2	1.7
4-Book	245	2633	.3	1.1	206	2153	.2	1.7	135	353	.1	.9	249	731	.3	1.3	190	550	.2	1.4
KKBT-FM																				
SP '98	816	9812	.8	3.6	497	6109	.5	4.1	500	1574	.5	3.5	864	2646	.9	4.4	657	2017	.7	4.8
4-Book	883	9502	.9	3.9	514	6039	.5	4.2	478	1504	.5	3.4	794	2497	.8	4.0	690	1974	.7	4.9
KKGO-FM																				
SP '98	396	4620	.4	1.7	258	3388	.3	2.1	230	771	.2	1.6	436	1370	.4	2.2	346	984	.3	2.5
4-Book	371	4546	.4	1.6	241	3157	.3	2.0	210	800	.2	1.5	355	1110	.4	1.8	308	941	.3	2.2
KKHJ-AM																				
SP '98	144	1473	.1	.6	67	788	.1	.6	101	206	.1	.7	109	337	.1	.6	112	238	.1	.8
4-Book	139	1537	.1	.6	81	894	.1	.7	109	223	.1	.8	121	346	.1	.6	74	199	.1	.6
KKLA-FM																				
SP '98	161	1483	.2	.7	25	528	.2	.7	42	149	.3	.7	18	84	.1	.6	26	75	.2	.7
4-Book	139	1595	.1	.6	32	671	.3	.7	50	178	.1	.4	34	133	.2	.6	24	86	.2	.7
KLAC-AM																				
SP '98	494	5304	.5	2.2	276	3607	.3	2.3	322	962	.3	2.2	452	1351	.5	2.3	302	1059	.3	2.2
4-Book	523	5040	.5	2.3	305	3402	.3	2.5	301	885	.3	2.1	503	1389	.6	2.6	367	1105	.4	2.6
KLAX-FM																				
SP '98	778	6731	.8	3.4	453	4158	.5	3.7	580	1490	.6	4.0	715	1873	.7	3.6	575	1478	.6	4.2
4-Book	627	6109	.6	2.8	396	3944	.4	3.2	525	1327	.5	3.7	594	1667	.6	3.0	467	1236	.5	3.4
KLOS-FM																				
SP '98	630	6773	.6	2.8	250	3312	.3	2.1	191	634	.2	1.3	428	1322	.4	2.2	386	1154	.4	2.8
4-Book	587	6836	.6	2.6	237	3379	.3	1.9	188	728	.2	1.3	445	1469	.5	2.3	329	1129	.3	2.4
KLSX-FM																				
SP '98	652	5790	.7	2.9	74	1501	.1	.6	93	306	.1	.6	39	227	.2	.6	35	183	.3	.6
4-Book	673	5629	.7	3.0	96	1654	.1	.8	107	337	.1	.8	108	387	.1	.6	85	280	.1	.6
KLVE-FM																				
SP '98	1413	10220	1.4	6.2	804	6838	.8	6.6	1193	2560	1.2	8.3	1179	2856	1.2	6.0	729	1797	.7	5.3
4-Book	1357	10025	1.4	6.0	773	6943	.8	6.3	1050	2513	1.1	7.4	1306	3109	1.3	6.6	721	1873	.8	5.2
KLYY-FM																				
SP '98	220	5004	.2	1.0	136	2593	.1	1.1	94	497	.1	.7	281	1114	.3	1.4	238	885	.2	1.7
4-Book	224	4841	.2	1.0	131	2774	.1	1.1	90	432	.1	.7	229	1073	.2	1.1	194	867	.2	1.4
KNX -AM																				
SP '98	540	8348	.5	2.4	263	4232	.3	2.2	539	1875	.5	3.8	288	1307	.3	1.5	215	810	.2	1.6
4-Book	509	8247	.5	2.3	259	4542	.3	2.1	456	1705	.4	3.2	266	1260	.3	1.4	238	981	.3	1.7
KOST-FM																				
SP '98	748	9157	.8	3.3	387	5437	.4	3.2	477	1535	.5	3.3	703	2132	.7	3.6	407	1352	.4	3.0
4-Book	838	9672	.9	3.7	400	5722	.4	3.2	432	1491	.5	3.0	659	2073	.7	3.3	427	1428	.5	3.1
KPWR-FM																				
SP '98	761	11961	.8	3.3	577	7978	.6	4.7	473	1689	.5	3.3	844	3187	.9	4.3	723	2540	.7	5.3
4-Book	812	12478	.8	3.6	614	8170	.6	5.0	491	1690	.5	3.5	922	3326	1.0	4.6	782	2519	.8	5.6
KRLA-AM																				
SP '98	141	2001	.1	.6	86	1358	.1	.7	95	333	.1	.7	165	465	.2	.8	101	352	.1	.7
4-Book	158	2227	.1	.7	120	1530	.1	1.0	120	364	.1	.9	160	466	.2	.8	133	399	.1	.9
KROQ-FM																				
SP '98	727	9683	.7	3.2	366	5958	.4	3.0	210	950	.2	1.5	721	2660	.7	3.7	456	1839	.5	3.3
4-Book	733	9698	.8	3.2	389	6140	.4	3.2	298	1226	.3	2.1	661	2607	.7	3.3	501	1872	.5	3.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 12+

Target Listener Estimates

		Persons 12+																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM	SP '98	88	562	.1	.4	49	444	.4	.4	83	175	.1	.6	84	197	.1	.4	45	112	.3	.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KRTH-FM	SP '98	803	9771	.8	3.5	361	5695	.4	3.0	347	1246	.3	2.4	703	2243	.7	3.6	467	1606	.5	3.4
	4-Book	895	10824	.9	3.9	432	6283	.5	3.5	464	1515	.5	3.3	882	2692	.9	4.4	523	1760	.5	3.8
KSCA-FM	SP '98	1401	9294	1.4	6.2	668	5968	.7	5.5	1606	3141	1.6	11.2	1049	2639	1.1	5.3	585	1463	.6	4.3
	4-Book	1240	8506	1.3	5.4	619	5689	.6	5.0	1341	2737	1.4	9.4	1021	2725	1.1	5.1	565	1438	.6	4.0
KSSE-FM	SP '98	264	3318	.3	1.2	207	2288	.2	1.7	150	447	.2	1.0	293	883	.3	1.5	224	680	.2	1.6
	4-Book	278	3345	.3	1.2	214	2358	.2	1.8	184	546	.2	1.3	353	1027	.4	1.8	243	740	.3	1.7
KTNQ-AM	SP '98	494	3470	.5	2.2	236	2258	.2	1.9	382	726	.4	2.7	312	833	.3	1.6	240	642	.2	1.7
	4-Book	459	3439	.5	2.0	210	2105	.2	1.7	339	720	.4	2.4	273	727	.3	1.4	221	572	.2	1.6
KTWV-FM	SP '98	809	6650	.8	3.6	349	4525	.4	2.9	306	1112	.3	2.1	687	1887	.7	3.5	425	1396	.4	3.1
	4-Book	809	7206	.8	3.6	399	4700	.4	3.2	372	1180	.4	2.6	709	1957	.7	3.6	491	1408	.5	3.5
KWKW-AM	SP '98	228	1774	.2	1.0	108	1047	.1	.9	219	349	.2	1.5	145	414	.1	.7	74	214	.1	.5
	4-Book	197	1585	.2	.9	103	981	.1	.8	172	350	.2	1.2	170	411	.2	.8	98	234	.1	.7
KWVE-FM	SP '98	98	1321	.1	.4	46	736	.1	.4	37	110	.1	.3	70	227	.1	.4	64	126	.1	.5
	4-Book	105	1447	.1	.5	69	934	.1	.6	78	251	.1	.6	86	273	.1	.5	77	248	.1	.6
KYSR-FM	SP '98	662	9807	.7	2.9	349	5423	.4	2.9	249	1056	.3	1.7	621	2298	.6	3.2	468	1519	.5	3.4
	4-Book	641	9281	.7	2.8	346	5551	.4	2.8	253	1154	.3	1.8	627	2373	.7	3.2	449	1661	.5	3.2
KZLA-FM	SP '98	519	4904	.5	2.3	351	3676	.4	2.9	407	1111	.4	2.8	546	1597	.6	2.8	458	1258	.5	3.3
	4-Book	563	5330	.6	2.5	355	3899	.4	2.9	396	1191	.4	2.8	637	1890	.7	3.2	438	1324	.5	3.1
KFRG-FM	SP '98	63	1050	.1	.3	56	816	.1	.5	57	180	.1	.4	97	340	.1	.5	54	236	.1	.4
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM	SP '98		12																		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '98	155	1800	.2	.7	38	835	.1	.3	79	276	.1	.6	32	198	.1	.2	31	157	.1	.2
	4-Book	182	2131	.2	.8	63	1038	.1	.5	90	304	.1	.6	84	303	.1	.4	79	257	.1	.6
TOTALS	SP '98	22736	93227	22.9		12179	76726	12.3		14342	36758	14.5		19673	47784	19.8		13754	35224	13.9	
	4-Book	22786	92831	23.1		12339	77637	12.5		14217	36904	14.4		19945	48324	20.2		14005	36172	14.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

Persons 12+																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	103	371	.1	1.3	490	1354	.5	5.1	505	1407	.5	3.5	180	553	.2	1.6	152	599	.2	2.4
4-Book	145	467	.2	1.7	498	1204	.5	5.2	430	1258	.4	2.9	196	632	.2	1.7	144	513	.2	2.2
KACD-FM																				
SP '98	115	362	.1	1.4	26	98	.3	.3	68	292	.1	.5	73	314	.1	.6	79	220	.1	1.3
4-Book	73	271	.1	.9	32	99	.3	.3	78	303	.1	.6	61	238	.1	.5	59	220	.1	.9
KBCD-FM																				
SP '98	6	28	.1	.1	28	56	.3	.3	31	174	.2	.2	16	85	.1	.1	14	59	.2	.2
4-Book	21	66	.3	.3	16	52	.2	.2	26	114	.2	.2	19	78	.2	.2	13	49	.2	.2
KACE-FM																				
SP '98	89	282	.1	1.1	70	225	.1	.7	111	285	.1	.8	71	225	.1	.6	44	111	.7	.7
4-Book	95	322	.1	1.2	70	216	.1	.7	115	348	.1	.8	75	261	.1	.7	61	227	.1	.9
KRTO-FM																				
SP '98	7	46	.1	.1	8	75	.1	.1	3	41	.2	.2	13	57	.1	.1	11	39	.2	.2
4-Book	24	88	.3	.3	17	80	.2	.2	27	101	.2	.2	28	91	.3	.3	14	67	.2	.2
KAHS-AM																				
SP '98	7	17	.1	.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+KXTA-AM																				
SP '98	91	252	.1	1.1	22	80	.2	.2	182	670	.2	1.3	125	562	.1	1.1	12	55	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KBIG-FM																				
SP '98	284	981	.3	3.5	139	657	.1	1.5	336	1308	.3	2.3	231	711	.2	2.1	115	535	.1	1.8
4-Book	351	1158	.4	4.2	174	646	.2	1.8	310	1134	.3	2.1	259	836	.3	2.3	152	627	.2	2.3
KBUA-FM																				
SP '98	1	21	.1	.1	12	47	.1	.1	15	87	.1	.1	9	34	.1	.1	4	35	.1	.1
4-Book	4	24	.1	.1	14	56	.2	.2	25	107	.2	.2	12	54	.1	.1	14	63	.2	.2
KBUE-FM																				
SP '98	114	389	.1	1.4	239	664	.2	2.5	341	918	.3	2.4	198	530	.2	1.8	111	409	.1	1.8
4-Book	135	455	.1	1.6	181	542	.2	1.9	311	865	.3	2.1	186	529	.2	1.7	101	334	.1	1.6
KCBS-FM																				
SP '98	116	504	.1	1.4	208	693	.2	2.2	370	1562	.4	2.6	322	1112	.3	2.9	98	436	.1	1.6
4-Book	131	577	.1	1.6	160	601	.2	1.7	360	1445	.4	2.5	292	1076	.3	2.6	103	518	.1	1.6
+KCMG-FM																				
SP '98	280	1017	.3	3.4	189	750	.2	2.0	466	1722	.5	3.2	387	1248	.4	3.4	250	748	.3	4.0
4-Book	204	802	.2	2.5	151	563	.2	1.6	321	1247	.3	2.2	274	950	.3	2.4	167	597	.2	2.6
+KDIS-AM																				
SP '98	31	139	.4	.4	45	156	.5	.5	51	277	.1	.4	32	184	.3	.3	15	76	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFI -AM																				
SP '98	103	544	.1	1.3	258	843	.3	2.7	347	1199	.3	2.4	104	325	.1	.9	90	405	.1	1.4
4-Book	86	382	.1	1.1	283	872	.3	3.0	367	1176	.4	2.5	150	495	.2	1.3	94	397	.1	1.4
KFVB-AM																				
SP '98	114	510	.1	1.4	333	1263	.3	3.5	239	1198	.2	1.7	177	761	.2	1.6	141	687	.1	2.2
4-Book	113	563	.1	1.4	346	1320	.3	3.6	232	1137	.2	1.6	198	777	.2	1.8	116	599	.1	1.8
KGIL-AM																				
SP '98	23	117	.3	.3	11	87	.1	.1	68	275	.1	.5	54	160	.1	.5	20	98	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIEV-AM																				
SP '98	3	17	.1	.1	8	15	.1	.1	8	58	.1	.1	45	103	.4	.4	6	33	.1	.1
4-Book	16	53	.2	.2	10	36	.1	.1	21	93	.2	.2	46	128	.4	.4	13	48	.2	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	351	1306	.4	4.3	312	1166	.3	3.3	458	2153	.5	3.2	459	1590	.5	4.1	189	984	.2	3.0
4-Book	354	1522	.4	4.3	325	1264	.3	3.4	617	2552	.6	4.2	529	1904	.6	4.7	289	1265	.3	4.4
KJLH-FM																				
SP '98	133	375	.1	1.6	301	796	.3	3.1	527	1217	.5	3.7	269	725	.3	2.4	140	331	.1	2.2
4-Book	112	360	.1	1.4	243	631	.3	2.5	414	1045	.4	2.8	209	650	.2	1.9	88	248	.1	1.4
KKBT-FM																				
SP '98	430	1407	.4	5.3	250	823	.3	2.6	466	1740	.5	3.2	484	1525	.5	4.3	307	1089	.3	4.9
4-Book	466	1510	.5	5.6	310	894	.4	3.2	507	1734	.5	3.4	496	1482	.5	4.4	355	1209	.4	5.5
KKGO-FM																				
SP '98	187	635	.2	2.3	185	773	.2	1.9	281	961	.3	1.9	266	827	.3	2.4	135	438	.1	2.2
4-Book	165	616	.2	2.0	178	663	.2	1.9	284	994	.3	1.9	279	891	.3	2.5	150	504	.2	2.3
KKHJ-AM																				
SP '98	51	167	.1	.6	52	167	.1	.5	49	189	.3	.3	49	114	.4	.4	22	49	.4	.4
4-Book	73	185	.1	.9	63	167	.1	.7	78	211	.1	.5	80	175	.1	.7	49	124	.4	.8
KKLA-FM																				
SP '98	13	52	.2	.2	45	181	.5	.5	23	173	.2	.2	26	106	.2	.2	17	123	.3	.3
4-Book	16	78	.2	.2	67	273	.1	.7	30	185	.2	.2	24	97	.2	.2	18	84	.3	.3
KLAC-AM																				
SP '98	99	560	.1	1.2	231	770	.2	2.4	422	1295	.4	2.9	286	908	.3	2.5	100	390	.1	1.6
4-Book	155	642	.2	1.9	221	692	.2	2.3	451	1292	.5	3.1	297	903	.3	2.6	136	550	.2	2.1
KLAX-FM																				
SP '98	266	887	.3	3.3	366	936	.4	3.8	497	1275	.5	3.4	389	936	.4	3.5	259	787	.3	4.1
4-Book	231	751	.3	2.8	358	893	.4	3.7	494	1373	.5	3.4	352	905	.4	3.1	176	548	.2	2.7
KLOS-FM																				
SP '98	202	657	.2	2.5	101	374	.1	1.1	257	892	.3	1.8	339	1069	.3	3.0	99	375	.1	1.6
4-Book	173	596	.2	2.1	112	426	.1	1.2	247	883	.3	1.7	281	904	.3	2.5	112	404	.1	1.7
KLSX-FM																				
SP '98	13	73	.2	.2	130	322	.1	1.4	199	643	.2	1.4	46	155	.4	.4	39	201	.6	.6
4-Book	42	169	.5	.5	155	428	.2	1.6	208	698	.2	1.4	43	183	.4	.4	22	114	.3	.3
KLVE-FM																				
SP '98	677	1729	.7	8.3	681	1944	.7	7.1	962	2463	1.0	6.7	582	1465	.6	5.2	420	1169	.4	6.7
4-Book	602	1647	.6	7.2	658	1829	.7	6.9	924	2430	.9	6.3	533	1412	.6	4.7	362	1128	.4	5.6
KLYY-FM																				
SP '98	87	551	.1	1.1	63	239	.1	.7	109	666	.1	.8	147	583	.1	1.3	67	302	.1	1.1
4-Book	96	523	.1	1.2	50	253	.1	.5	155	788	.2	1.1	151	666	.1	1.3	75	368	.1	1.2
KNX -AM																				
SP '98	160	751	.2	2.0	362	1427	.4	3.8	233	1084	.2	1.6	207	818	.2	1.8	151	737	.2	2.4
4-Book	173	828	.2	2.1	309	1313	.3	3.3	259	1155	.3	1.8	221	860	.2	1.9	185	828	.2	2.9
KOST-FM																				
SP '98	272	1144	.3	3.3	194	877	.2	2.0	368	1405	.4	2.6	339	1245	.3	3.0	308	1010	.3	4.9
4-Book	344	1388	.4	4.1	268	1029	.3	2.8	409	1488	.5	2.8	309	1145	.3	2.7	324	1188	.3	5.0
KPWR-FM																				
SP '98	606	2117	.6	7.5	304	1043	.3	3.2	668	2315	.7	4.6	532	1634	.5	4.7	412	1478	.4	6.6
4-Book	710	2283	.7	8.6	318	1118	.3	3.3	639	2337	.7	4.4	541	1727	.6	4.8	444	1609	.5	6.9
KRLA-AM																				
SP '98	73	264	.1	.9	32	151	.3	.3	79	317	.1	.5	77	317	.1	.7	58	216	.1	.9
4-Book	125	358	.1	1.5	56	208	.1	.6	123	397	.1	.9	119	359	.1	1.1	119	353	.1	1.8
KROQ-FM																				
SP '98	335	1469	.3	4.1	118	676	.1	1.2	394	1818	.4	2.7	320	1290	.3	2.8	302	1308	.3	4.8
4-Book	297	1311	.3	3.6	176	721	.2	1.8	445	1896	.5	3.0	373	1427	.4	3.3	323	1278	.3	5.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRR-AM SP '98 4-Book	35 **	130 **	**	.4 **	54 **	126 **	.1 **	.6 **	43 **	97 **	**	.3 **	35 **	87 **	**	.3 **	18 **	69 **	**	.3 **
KRTH-FM SP '98 4-Book	172 208	685 806	.2 .2	2.1 2.5	219 258	871 962	.2 .3	2.3 2.7	459 516	1672 1835	.5 .6	3.2 3.5	431 439	1469 1450	.4 .5	3.8 3.9	98 157	493 679	.1 .2	1.6 2.4
KSCA-FM SP '98 4-Book	322 277	1046 909	.3 .3	4.0 3.4	557 598	1468 1422	.6 .6	5.8 6.2	706 630	2002 1794	.7 .6	4.9 4.3	410 392	1130 1015	.4 .4	3.6 3.5	208 212	821 703	.2 .2	3.3 3.3
KSSE-FM SP '98 4-Book	178 188	601 618	.2 .2	2.2 2.3	139 119	440 423	.1 .1	1.5 1.3	243 262	706 799	.2 .3	1.7 1.8	232 217	655 600	.2 .2	2.1 1.9	182 129	497 413	.2 .1	2.9 2.0
KTNQ-AM SP '98 4-Book	148 131	541 424	.1 .1	1.8 1.6	210 152	507 384	.2 .2	2.2 1.6	252 212	663 543	.3 .2	1.7 1.4	241 244	578 545	.2 .3	2.1 2.1	127 132	440 431	.1 .1	2.0 2.0
KTWV-FM SP '98 4-Book	246 236	889 849	.2 .2	3.0 2.9	152 261	579 886	.2 .3	1.6 2.7	436 509	1416 1620	.4 .5	3.0 3.4	287 379	921 1124	.3 .4	2.5 3.3	207 215	727 738	.2 .2	3.3 3.3
KWKW-AM SP '98 4-Book	53 52	110 148	.1 .1	.7 .6	155 112	350 238	.2 .1	1.6 1.2	61 92	243 238	.1 .1	.4 .6	76 68	132 135	.1 .1	.7 .6	101 65	250 183	.1 .1	1.6 1.0
KWVE-FM SP '98 4-Book	42 36	145 124	.5 .4	.5 .4	45 80	148 263	.5 .1	.5 .9	33 86	209 359	.2 .1	.2 .6	55 76	141 209	.1 .1	.5 .7	23 41	69 132	.1 .1	.4 .7
KYSR-FM SP '98 4-Book	180 204	927 915	.2 .2	2.2 2.4	141 153	643 712	.1 .2	1.5 1.6	486 498	1976 1924	.5 .5	3.4 3.4	433 383	1482 1427	.4 .4	3.8 3.4	191 170	830 781	.2 .2	3.0 2.6
KZLA-FM SP '98 4-Book	193 170	770 624	.2 .2	2.4 2.1	229 254	801 822	.2 .3	2.4 2.6	417 449	1314 1433	.4 .4	2.9 3.1	440 377	1238 1132	.4 .4	3.9 3.3	147 127	529 545	.1 .1	2.3 1.9
KFRG-FM SP '98 4-Book	28 **	143 **	**	.3 **	55 **	198 **	.1 **	.6 **	72 **	334 **	.1 **	.5 **	60 **	297 **	.1 **	.5 **	25 **	70 **	**	.4 **
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	20 28	131 143	.2 .3	.2 .3	29 56	133 197	.1 .1	.3 .6	34 78	135 276	.1 .1	.2 .5	74 82	209 251	.1 .1	.7 .7	18 22	143 140	.1 .1	.3 .4
TOTALS SP '98 4-Book	8124 8319	24959 25204	8.2 8.4		9565 9586	27388 27088	9.6 9.7		14422 14715	38910 39127	14.5 14.9		11265 11331	29467 29513	11.4 11.5		6275 6483	19956 20631	6.3 6.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 12+

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	6	183	.2	6	79	.1		6	78	.2		21	122	.1	.5	1	14			
WI '98	7	184	.2	12	75	.1	.3	12	91	.1	.3	3	56	.1			10			
FA '97	10	194	.3	16	62	.1	.4	10	82	.3		14	112	.1	.3	11	91		.4	
SU '97	4	187	.1	1	11			11	9			11	101	.3		5	100		.2	
4-Book	7	187	.2	9	57	.1	.2	7	65	.2		12	98	.1	.3	4	54		.2	
SP '97	18	351	.1	.5	3	60	.1	.1	24	127	.1	.6	13	111	.1	.3	39	143	.2	1.3
KACD-FM																				
SP '98	40	825	.2	1.2	28	295	.1	.7	25	370	.1	.7	54	418	.2	1.2	54	399	.2	1.9
WI '98	26	767	.1	.7	32	358	.1	.7	28	352	.1	.8	29	364	.1	.7	15	302	.1	.6
FA '97	43	1123	.2	1.2	28	441	.1	.7	36	420	.2	1.0	69	574	.3	1.6	50	473	.2	1.7
SU '97	25	937	.1	.7	20	260	.1	.5	32	421	.1	.8	40	518	.2	1.0	24	330	.1	.8
4-Book	34	913	.2	1.0	27	339	.1	.7	30	391	.1	.8	48	469	.2	1.1	36	376	.2	1.3
SP '97	28	1013	.1	.8	24	243	.1	.6	27	356	.1	.7	38	480	.2	.8	31	477	.1	1.1
KBCD-FM																				
SP '98	14	333	.1	.4	22	171	.1	.5	13	137	.1	.4	19	221	.1	.4	9	140		.3
WI '98	6	337	.2		5	98			7	99	.2		9	190	.2		6	84		.2
FA '97	20	437	.1	.6	12	103	.1	.3	25	202	.1	.7	23	223	.1	.5	14	235	.1	.5
SU '97	12	402	.1	.3	8	100	.2		20	178	.1	.5	12	231	.1	.3	16	190	.1	.5
4-Book	13	377	.1	.4	12	118	.1	.3	16	154	.1	.5	16	216	.1	.4	11	162	.1	.4
SP '97	16	369	.1	.4	16	102	.1	.4	16	145	.1	.4	21	178	.1	.5	12	166	.1	.4
KACE-FM																				
SP '98	10	381	.3		6	113	.1		8	71	.2		12	200	.1	.3	9	108		.3
WI '98	8	457	.2		4	69	.1		4	137	.1		19	191	.1	.4	7	179		.3
FA '97	9	387	.3		9	117	.2		10	159	.3		14	169	.1	.3	10	160		.3
SU '97	16	419	.1	.5	16	144	.1	.4	27	162	.1	.6	17	201	.1	.4	12	126	.1	.4
4-Book	11	411	.3		9	111	.2		12	132	.3		16	190	.1	.4	10	143	.3	
SP '97	12	398	.1	.3	6	92	.1		8	63	.2		12	171	.1	.3	20	111	.1	.7
KRTO-FM																				
SP '98	1	57			2	36			2	25	.1		1	26						
WI '98	1	73				9				11			3	36	.1		2	40		.1
FA '97	6	208	.2		7	96	.2		2	39	.1		5	44	.1		6	80		.2
SU '97	5	147	.1		3	35	.1		6	90	.1		7	80	.2		2	19		.1
4-Book	3	121	.1		3	44	.1		3	41	.1		4	47	.1		3	35	.1	
SP '97	23	385	.1	.6	30	197	.1	.7	32	173	.1	.9	26	258	.1	.6	17	169	.1	.6
KAHS-AM																				
SP '98		15							15											
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	7	312	.2		2	43			3	63	.1		11	133	.3		12	195	.1	.4
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	70	1949	.3	2.1	65	618	.3	1.6	125	758	.6	3.5	105	945	.5	2.4	39	533	.2	1.4
WI '98	83	2204	.4	2.4	94	871	.4	2.2	129	822	.6	3.5	93	989	.4	2.1	50	771	.2	1.9
FA '97	90	2056	.4	2.6	86	882	.4	2.0	149	767	.7	4.2	100	799	.4	2.3	47	512	.2	1.6
SU '97	69	2414	.3	2.0	65	687	.3	1.7	96	807	.4	2.3	84	1034	.4	2.0	54	852	.2	1.8
4-Book	78	2156	.4	2.3	78	765	.4	1.9	125	789	.6	3.4	96	942	.4	2.2	48	667	.2	1.7
SP '97	66	2430	.3	1.9	62	815	.3	1.5	84	842	.4	2.2	95	920	.4	2.1	66	905	.3	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	6	142		.2	2	42			6	78		.2	12	88	.1	.3	3	67		.1
WI '98	14	319	.1	.4	20	188	.1	.5	17	164	.1	.5	12	135	.1	.3	9	136		.3
FA '97	9	214		.3	16	80	.1	.4	12	54	.1	.3	8	108		.2	3	40		.1
SU '97	8	215		.2	8	117		.2	8	84		.2	9	123		.2	7	67		.2
4-Book	9	223		.3	12	107	.1	.3	11	95	.1	.3	10	114	.1	.3	6	78		.2
SP '97	16	270	.1	.4	26	175	.1	.6	23	185	.1	.6	14	164	.1	.3	9	149		.3
KBUE-FM																				
SP '98	98	1937	.4	2.9	98	773	.4	2.4	107	901	.5	3.0	125	910	.6	2.9	67	542	.3	2.4
WI '98	69	1745	.3	2.0	80	759	.4	1.8	89	762	.4	2.4	84	874	.4	1.9	31	515	.1	1.2
FA '97	86	1818	.4	2.4	98	670	.4	2.3	106	810	.5	3.0	99	987	.4	2.2	54	513	.2	1.8
SU '97	64	1814	.3	1.8	69	654	.3	1.8	84	891	.4	2.0	74	783	.3	1.8	33	485	.1	1.1
4-Book	79	1829	.4	2.3	86	714	.4	2.1	97	841	.5	2.6	96	889	.4	2.2	46	514	.2	1.6
SP '97	108	2024	.5	3.0	108	843	.5	2.5	144	1054	.6	3.8	121	944	.5	2.7	76	690	.3	2.6
KCBS-FM																				
SP '98	43	1401	.2	1.3	45	578	.2	1.1	61	700	.3	1.7	61	772	.3	1.4	27	457	.1	1.0
WI '98	47	1322	.2	1.3	62	565	.3	1.4	64	605	.3	1.7	73	705	.3	1.7	22	375	.1	.8
FA '97	66	1654	.3	1.9	67	578	.3	1.6	107	724	.5	3.0	91	847	.4	2.1	30	400	.1	1.0
SU '97	52	1326	.2	1.5	58	522	.3	1.5	104	712	.5	2.4	60	599	.3	1.4	22	360	.1	.7
4-Book	52	1426	.2	1.5	58	561	.3	1.4	84	685	.4	2.2	71	731	.3	1.7	25	398	.1	.9
SP '97	44	1331	.2	1.2	40	466	.2	.9	60	552	.3	1.6	59	669	.3	1.3	24	431	.1	.8
+KCMG-FM																				
SP '98	127	2787	.6	3.7	108	1124	.5	2.6	158	1197	.7	4.4	151	1267	.7	3.5	110	1202	.5	3.9
WI '98	158	3345	.7	4.5	148	1555	.7	3.4	204	1567	.9	5.5	204	1848	.9	4.7	130	1205	.6	4.8
FA '97	81	2775	.4	2.3	67	905	.3	1.6	88	1122	.4	2.5	135	1459	.6	3.1	73	1016	.3	2.4
SU '97	104	2756	.5	2.9	101	880	.5	2.6	140	1352	.6	3.3	146	1445	.7	3.5	76	1066	.3	2.6
4-Book	118	2916	.6	3.4	106	1116	.5	2.6	148	1310	.7	3.9	159	1505	.7	3.7	97	1122	.4	3.4
SP '97	63	2504	.3	1.8	65	899	.3	1.5	71	1052	.3	1.9	104	1217	.5	2.3	47	846	.2	1.6
+KDIS-AM																				
SP '98	18	504	.1	.5	37	242	.2	.9	16	128	.1	.4	21	281	.1	.5	18	124	.1	.6
WI '98	24	445	.1	.7	27	198	.1	.6	22	212	.1	.6	36	243	.2	.8	13	135	.1	.5
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	5	128	**	.1	1	26	**	**	6	32	**	.1	13	64	.1	.3	3	70	**	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	3	123		.1	1	24			9	9			1	13			1	13		
KFI -AM																				
SP '98	17	393	.1	.5	29	225	.1	.7	26	195	.1	.7	20	151	.1	.5	10	95		.4
WI '98	12	464	.1	.3	19	181	.1	.4	25	147	.1	.7	10	165		.2	6	96		.2
FA '97	21	393	.1	.6	24	173	.1	.6	11	128		.3	40	177	.2	.9	28	112	.1	.9
SU '97	17	334	.1	.5	32	180	.1	.8	35	161	.2	.8	8	112	.2	.2	12	83	.1	.4
4-Book	17	396	.1	.5	26	190	.1	.6	24	158	.1	.8	20	151	.1	.5	14	97	.1	.5
SP '97	18	412	.1	.5	23	173	.1	.5	32	174	.1	.9	25	191	.1	.5	13	69	.1	.4
KFWB-AM																				
SP '98	3	271		.1	9	192		.2	2	70		.1	7	86		.2	1	16		.1
WI '98	10	452		.3	23	228	.1	.5	7	102		.2	7	115		.2	4	41		.1
FA '97	5	357		.1	12	193	.1	.3	5	70		.1	6	102		.1	1	28		.1
SU '97	6	423		.2	11	119		.3	6	141		.1	10	199		.2	2	66		.1
4-Book	6	376		.2	14	183	.1	.3	5	96		.1	8	126		.2	2	38		.1
SP '97	5	303		.1	16	174	.1	.4	4	106		.1	4	63		.1	2	28		.1
KGIL-AM																				
SP '98		27			1	12											2	27		.1
WI '98	4	81		.1	1	23			7	48		.2	4	60		.1	3	39		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '98	15											1	15							
WI '98																				
FA '97	1	24		1	13			1	11							2	11	2	13	
SU '97	1	71		5	49		.1	1	45										.1	
4-Book	1	28		2	16			1	14			1	7			1	3			
SP '97	19			1	10															
KIIS-FM																				
SP '98	292	7137	1.3	8.6	354	3623	1.6	8.6	251	3140	1.1	7.0	417	4175	1.8	9.6	225	2999	1.0	8.0
WI '98	339	7542	1.5	9.7	397	3791	1.8	9.2	310	3162	1.4	8.3	464	4401	2.1	10.6	278	3236	1.2	10.3
FA '97	330	7440	1.5	9.4	385	3932	1.7	9.1	206	2903	.9	5.8	434	4295	1.9	9.9	322	3254	1.4	10.6
SU '97	293	7377	1.3	8.3	303	3301	1.4	7.7	350	4160	1.6	8.2	362	4163	1.6	8.6	230	3038	1.0	7.7
4-Book	314	7374	1.4	9.0	360	3662	1.6	8.7	279	3341	1.3	7.3	419	4259	1.9	9.7	264	3132	1.2	9.2
SP '97	302	7038	1.4	8.5	366	3462	1.6	8.6	271	2967	1.2	7.2	423	4095	1.9	9.3	232	3115	1.0	7.9
KJLH-FM																				
SP '98	28	842	.1	.8	21	206	.1	.5	26	337	.1	.7	25	260	.1	.6	26	269	.1	.9
WI '98	25	698	.1	.7	27	307	.1	.6	18	222	.1	.5	44	385	.2	1.0	17	237	.1	.6
FA '97	49	937	.2	1.4	26	413	.1	.6	67	362	.3	1.9	54	390	.2	1.2	48	334	.2	1.6
SU '97	33	783	.1	.9	27	306	.1	.7	31	264	.1	.7	39	415	.2	.9	37	398	.2	1.2
4-Book	34	815	.1	1.0	25	308	.1	.6	36	296	.2	1.0	41	363	.2	.9	32	310	.2	1.1
SP '97	29	838	.1	.8	39	410	.2	.9	33	227	.1	.9	25	266	.1	.5	21	303	.1	.7
KKBT-FM																				
SP '98	338	5965	1.5	9.9	414	3091	1.8	10.1	276	2774	1.2	7.7	491	3718	2.2	11.3	297	2603	1.3	10.6
WI '98	330	5958	1.5	9.5	401	2909	1.8	9.2	321	2959	1.4	8.6	423	3588	1.9	9.7	251	2613	1.1	9.3
FA '97	358	6157	1.6	10.2	468	3259	2.1	11.0	327	3067	1.4	9.2	510	3654	2.3	11.6	299	2895	1.3	9.9
SU '97	338	6048	1.5	9.6	369	2849	1.7	9.4	367	3444	1.6	8.6	481	3700	2.2	11.5	298	2895	1.3	10.0
4-Book	341	6032	1.5	9.8	413	3027	1.9	9.9	323	3061	1.4	8.5	476	3665	2.2	11.0	286	2752	1.3	10.0
SP '97	382	6265	1.7	10.7	442	3478	2.0	10.4	310	3043	1.4	8.2	591	3942	2.7	13.0	354	3150	1.6	12.0
KKGO-FM																				
SP '98	23	439	.1	.7	33	181	.1	.8	30	175	.1	.8	26	204	.1	.6	19	166	.1	.7
WI '98	11	553	.1	.3	22	151	.1	.5	6	142	.2	.2	10	172	.1	.2	9	152	.1	.3
FA '97	17	399	.1	.5	9	140	.2	.2	11	100	.3	.3	19	177	.1	.4	32	231	.1	1.1
SU '97	10	455	.1	.3	6	125	.2	.2	11	110	.3	.3	7	141	.1	.2	17	280	.1	.6
4-Book	15	462	.1	.5	18	149	.1	.4	15	132	.4	.4	16	174	.1	.4	19	207	.1	.7
SP '97	6	305	.1	.2	5	86	.1	.1	6	79	.2	.2	6	98	.1	.1	7	126	.1	.2
KKHJ-AM																				
SP '98	8	202	.2	.2	15	96	.1	.4	18	118	.1	.5	2	20	.1	.1	6	70	.1	.2
WI '98	7	196	.2	.2	10	115	.2	.2	11	80	.3	.3	7	44	.1	.2	2	21	.1	.1
FA '97	18	521	.1	.5	17	199	.1	.4	13	127	.1	.4	25	128	.1	.6	16	110	.1	.5
SU '97	40	536	.2	1.1	56	190	.3	1.4	51	222	.2	1.2	70	177	.3	1.7	20	210	.1	.7
4-Book	18	364	.1	.5	25	150	.1	.6	23	137	.1	.6	26	92	.1	.6	11	103	.1	.4
SP '97	21	483	.1	.6	40	239	.2	.9	25	192	.1	.7	12	155	.1	.3	10	104	.1	.3
KKLA-FM																				
SP '98	6	149	.2	.2	12	97	.1	.3	4	48	.1	.1	13	72	.1	.3	6	43	.1	.2
WI '98	2	78	.1	.1	1	14	.1	.1					4	40	.1	.1	4	52	.1	.1
FA '97	3	115	.1	.1	6	73	.1	.1	1	27	.1	.1	6	51	.1	.1	1	36	.1	.1
SU '97	2	91	.1	.1	4	50	.1	.1	3	22	.1	.1	1	43	.1	.1		10	.1	.1
4-Book	3	108	.1	.1	6	59	.1	.1	2	24	.1	.1	6	52	.1	.1	3	35	.1	.1
SP '97	5	97	.1	.1	2	61	.1	.1	10	26	.3	.3	11	15	.1	.2		15	.1	.1
KLAC-AM																				
SP '98	5	256	.1	.1	3	40	.1	.1		11	.1	.1	9	116	.1	.2	8	78	.1	.3
WI '98	3	124	.1	.1	2	16	.1	.1					4	42	.1	.1	5	44	.1	.2
FA '97	8	140	.2	.2	4	52	.1	.1	11	51	.3	.3	16	92	.1	.4	6	52	.1	.2
SU '97	4	132	.1	.1	2	36	.1	.1	3	51	.1	.1	3	30	.1	.1	3	39	.1	.1
4-Book	5	163	.1	.1	3	36	.1	.1	4	28	.1	.1	8	70	.1	.2	6	53	.1	.2
SP '97	10	278	.3	.3	2	21	.1	.1	12	60	.1	.3	21	106	.1	.5	5	94	.1	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	210	2979	.9	6.2	250	1494	1.1	6.1	276	1556	1.2	7.7	238	1376	1.1	5.5	154	1217	.7	5.5
WI '98	180	2531	.8	5.2	238	1417	1.1	5.5	225	1311	1.0	6.0	229	1250	1.0	5.2	97	909	.4	3.6
FA '97	106	2181	.5	3.0	111	858	.5	2.6	109	941	.5	3.1	147	1189	.7	3.3	86	773	.4	2.8
SU '97	109	2376	.5	3.1	160	1187	.7	4.1	138	1175	.6	3.2	114	1072	.5	2.7	61	722	.3	2.0
4-Book	151	2517	.7	4.4	190	1239	.9	4.6	187	1246	.8	5.0	182	1222	.8	4.2	100	905	.5	3.5
SP '97	133	2692	.6	3.7	139	1216	.6	3.3	174	1374	.8	4.6	163	1295	.7	3.6	66	735	.3	2.2
KLOS-FM																				
SP '98	28	1090	.1	.8	52	449	.2	1.3	22	381	.1	.6	28	466	.1	.6	10	250		.4
WI '98	31	1132	.1	.9	55	560	.2	1.3	24	390	.1	.6	47	436	.2	1.1	18	215	.1	.7
FA '97	61	1528	.3	1.7	83	607	.4	2.0	76	642	.3	2.1	65	701	.3	1.5	43	469	.2	1.4
SU '97	38	1551	.2	1.1	64	623	.3	1.6	37	494	.2	.9	53	791	.2	1.3	17	377	.1	.6
4-Book	40	1325	.2	1.1	64	560	.3	1.6	40	477	.2	1.1	48	599	.2	1.1	22	328	.1	.8
SP '97	45	1518	.2	1.3	85	726	.4	2.0	36	598	.2	1.0	74	784	.3	1.6	22	415	.1	.7
KLSX-FM																				
SP '98	41	1001	.2	1.2	146	726	.6	3.5	46	493	.2	1.3	11	143		.3	14	235	.1	.5
WI '98	63	1076	.3	1.8	229	849	1.0	5.3	64	432	.3	1.7	41	279	.2	.9	17	117	.1	.6
FA '97	89	1386	.4	2.5	378	1113	1.7	8.9	89	631	.4	2.5	28	205	.1	.6	2	64		.1
SU '97	39	871	.2	1.1	125	522	.6	3.2	40	316	.2	.9	28	240	.1	.7	19	164	.1	.6
4-Book	58	1084	.3	1.7	220	803	1.0	5.2	60	468	.3	1.6	27	217	.1	.6	13	145	.1	.5
SP '97	52	1035	.2	1.5	184	735	.8	4.3	69	427	.3	1.8	18	170	.1	.4	15	159	.1	.5
KLVE-FM																				
SP '98	173	2789	.8	5.1	244	1411	1.1	5.9	211	1380	.9	5.9	172	1358	.8	4.0	127	1115	.6	4.5
WI '98	124	2544	.5	3.6	149	1140	.7	3.4	138	1160	.6	3.7	135	1035	.6	3.1	84	779	.4	3.1
FA '97	145	2557	.6	4.1	186	1120	.8	4.4	193	1235	.9	5.4	145	1260	.6	3.3	100	1039	.4	3.3
SU '97	180	2881	.8	5.1	246	1342	1.1	6.2	236	1425	1.1	5.5	189	1225	.8	4.5	104	969	.5	3.5
4-Book	156	2693	.7	4.5	206	1253	.9	5.0	195	1300	.9	5.1	160	1220	.7	3.7	104	976	.5	3.6
SP '97	216	3127	1.0	6.1	300	1672	1.3	7.0	287	1509	1.3	7.6	223	1514	1.0	4.9	117	1132	.5	4.0
KLYY-FM																				
SP '98	58	2605	.3	1.7	55	901	.2	1.3	61	1115	.3	1.7	84	1445	.4	1.9	43	921	.2	1.5
WI '98	62	2638	.3	1.8	61	977	.3	1.4	60	1081	.3	1.6	94	1563	.4	2.2	59	978	.3	2.2
FA '97	78	2892	.3	2.2	75	1015	.3	1.8	68	1223	.3	1.9	120	1742	.5	2.7	73	1123	.3	2.4
SU '97	86	2904	.4	2.4	57	979	.3	1.4	105	1512	.5	2.5	125	1723	.6	3.0	84	1221	.4	2.8
4-Book	71	2760	.3	2.0	62	968	.3	1.5	74	1233	.4	1.9	106	1618	.5	2.5	65	1061	.3	2.2
SP '97	82	2604	.4	2.3	90	1190	.4	2.1	86	1304	.4	2.3	122	1513	.5	2.7	66	1104	.3	2.2
KNX -AM																				
SP '98	5	338		.1	15	203	.1	.4	4	70		.1	4	81		.1	3	41		.1
WI '98	8	523		.2	12	223	.1	.3	8	139		.2	10	157		.2	4	88		.1
FA '97	5	313		.1	10	173		.2	6	75		.2	3	83		.1	6	57		.2
SU '97	4	337		.1	4	104		.1	3	73		.1	5	123		.1	4	79		.1
4-Book	6	378		.1	10	176		.3	5	89		.2	6	111		.1	4	66		.1
SP '97	6	321		.2	13	177		.3	1	57		.3	8	149		.2	5	56		.2
KOST-FM																				
SP '98	74	2270	.3	2.2	52	748	.2	1.3	92	751	.4	2.6	75	774	.3	1.7	91	1090	.4	3.2
WI '98	128	3239	.6	3.7	109	1313	.5	2.5	123	1153	.5	3.3	117	1207	.5	2.7	184	1664	.8	6.9
FA '97	102	2599	.5	2.9	68	951	.3	1.6	91	714	.4	2.5	124	1038	.5	2.8	148	1411	.7	4.9
SU '97	126	3249	.6	3.6	133	1110	.6	3.4	154	1274	.7	3.6	134	1332	.6	3.2	151	1616	.7	5.1
4-Book	108	2839	.5	3.1	91	1031	.4	2.2	115	973	.5	3.0	113	1088	.5	2.6	144	1445	.7	5.0
SP '97	138	3127	.6	3.9	112	991	.5	2.6	153	1064	.7	4.1	151	1095	.7	3.3	177	1612	.8	6.0
KPWR-FM																				
SP '98	479	8940	2.1	14.1	512	4403	2.3	12.4	439	4429	1.9	12.2	647	5742	2.9	14.9	450	4639	2.0	16.1
WI '98	511	9622	2.3	14.6	543	4901	2.4	12.5	458	4374	2.0	12.3	711	5921	3.1	16.3	456	4755	2.0	17.0
FA '97	499	9401	2.2	14.2	542	4712	2.4	12.8	449	4505	2.0	12.6	666	5558	2.9	15.1	489	4467	2.2	16.2
SU '97	562	10349	2.5	15.9	531	4774	2.4	13.5	636	5957	2.9	14.9	677	6088	3.0	16.1	545	5221	2.4	18.3
4-Book	513	9578	2.3	14.7	532	4698	2.4	12.8	496	4816	2.2	13.0	675	5827	3.0	15.6	485	4771	2.2	16.9
SP '97	519	9940	2.3	14.6	581	5171	2.6	13.6	472	4946	2.1	12.5	733	6276	3.3	16.1	485	4902	2.2	16.5

Target Listener Trends - Persons 12-24

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	20	580	.1	.6	15	141	.1	.4	21	240	.1	.6	27	223	.1	.6	21	185	.1	.7
WI '98	30	823	.1	.9	25	294	.1	.6	30	318	.1	.8	28	277	.1	.6	34	346	.2	1.3
FA '97	46	1170	.2	1.3	19	298	.1	.4	25	314	.1	.7	51	466	.2	1.2	76	663	.3	2.5
SU '97	78	1312	.4	2.2	71	461	.3	1.8	77	532	.3	1.8	61	495	.3	1.5	116	660	.5	3.9
4-Book	44	971	.2	1.3	33	299	.2	.8	38	351	.2	1.0	42	365	.2	1.0	62	464	.3	2.1
SP '97	44	1125	.2	1.2	34	396	.2	.8	24	362	.1	.6	50	539	.2	1.1	66	553	.3	2.2
KROQ-FM																				
SP '98	252	5033	1.1	7.4	345	2717	1.5	8.4	214	2307	.9	6.0	296	2883	1.3	6.8	273	2614	1.2	9.7
WI '98	278	5364	1.2	8.0	417	3122	1.8	9.6	243	2500	1.1	6.5	344	2987	1.5	7.9	257	2763	1.1	9.6
FA '97	231	5289	1.0	6.6	285	2610	1.3	6.7	186	2216	.8	5.2	303	3337	1.3	6.9	256	2614	1.1	8.5
SU '97	300	5258	1.3	8.5	374	2525	1.7	9.5	338	3017	1.5	7.9	306	3090	1.4	7.3	266	2575	1.2	8.9
4-Book	265	5236	1.2	7.6	355	2744	1.6	8.6	245	2510	1.1	6.4	312	3074	1.4	7.2	263	2642	1.2	9.2
SP '97	298	5414	1.3	8.4	392	2810	1.8	9.2	281	2478	1.3	7.5	363	3072	1.6	8.0	305	2822	1.4	10.4
KRRR-AM																				
SP '98	7	177	.2	.2	16	77	.1	.4	5	79	.1	.1	6	37	.1	.1	3	25	.1	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	4	129	.1	.1	2	36	.1	.1	4	54	.1	.1	5	49	.1	.1	1	10	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	5	177	.1	.1	3	46	.1	.1	10	62	.3	.3	6	59	.1	.1	5	54	.1	.2
KRTH-FM																				
SP '98	76	2772	.3	2.2	98	954	.4	2.4	100	948	.4	2.8	102	1249	.5	2.4	54	747	.2	1.9
WI '98	96	2977	.4	2.7	107	1025	.5	2.5	135	1338	.6	3.6	111	1188	.5	2.5	57	910	.3	2.1
FA '97	85	2564	.4	2.4	96	1102	.4	2.3	101	1001	.4	2.8	97	1281	.4	2.2	75	991	.3	2.5
SU '97	93	3168	.4	2.6	87	823	.4	2.2	147	1336	.7	3.5	103	1364	.5	2.5	58	893	.3	1.9
4-Book	88	2870	.4	2.5	97	976	.4	2.4	121	1156	.5	3.2	103	1271	.5	2.4	61	885	.3	2.1
SP '97	110	3401	.5	3.1	92	1087	.4	2.2	120	1215	.5	3.2	140	1562	.6	3.1	106	1249	.5	3.6
KSCA-FM																				
SP '98	242	3055	1.1	7.1	398	1900	1.8	9.7	312	1863	1.4	8.7	261	1681	1.2	6.0	137	1086	.6	4.9
WI '98	184	2823	.8	5.3	283	1606	1.3	6.5	244	1352	1.1	6.6	174	1399	.8	4.0	111	1096	.5	4.1
FA '97	226	2889	1.0	6.4	367	1665	1.6	8.6	272	1490	1.2	7.6	204	1283	.9	4.6	123	949	.5	4.1
SU '97	196	2866	.9	5.5	340	1509	1.5	8.6	231	1647	1.0	5.4	192	1349	.9	4.6	117	941	.5	3.9
4-Book	212	2908	1.0	6.1	347	1670	1.6	8.4	265	1588	1.2	7.1	208	1428	1.0	4.8	122	1018	.5	4.3
SP '97	185	2582	.8	5.2	318	1514	1.4	7.5	193	1312	.9	5.1	192	1341	.9	4.2	105	925	.5	3.6
KSSE-FM																				
SP '98	101	1713	.4	3.0	98	755	.4	2.4	104	799	.5	2.9	123	1010	.5	2.8	88	730	.4	3.1
WI '98	144	1848	.6	4.1	159	1144	.7	3.7	148	1032	.7	4.0	182	1115	.8	4.2	95	826	.4	3.5
FA '97	97	1599	.4	2.8	104	865	.5	2.4	119	846	.5	3.3	123	959	.5	2.8	69	715	.3	2.3
SU '97	135	2025	.6	3.8	134	965	.6	3.4	148	1091	.7	3.5	173	1200	.8	4.1	112	990	.5	3.8
4-Book	119	1796	.5	3.4	124	932	.6	3.0	130	942	.6	3.4	150	1071	.7	3.5	91	815	.4	3.2
SP '97	61	1007	.3	1.7	63	429	.3	1.5	79	496	.4	2.1	73	531	.3	1.6	44	397	.2	1.5
KTNQ-AM																				
SP '98	30	548	.1	.9	40	185	.2	1.0	20	162	.1	.6	41	199	.2	.9	38	228	.2	1.4
WI '98	21	471	.1	.6	39	182	.2	.9	14	133	.1	.4	29	186	.1	.7	22	208	.1	.8
FA '97	33	713	.1	.9	41	181	.2	1.0	29	201	.1	.8	37	232	.2	.8	38	346	.2	1.3
SU '97	40	680	.2	1.1	54	216	.2	1.4	55	294	.2	1.3	50	334	.2	1.2	29	209	.1	1.0
4-Book	31	603	.2	.9	44	191	.2	1.1	30	198	.1	.8	39	238	.2	.9	32	248	.2	1.1
SP '97	50	655	.2	1.4	86	378	.4	2.0	61	342	.3	1.6	65	282	.3	1.4	32	223	.1	1.1
KTWV-FM																				
SP '98	19	571	.1	.6	21	190	.1	.5	28	226	.1	.8	30	188	.1	.7	9	142	.1	.3
WI '98	28	819	.1	.8	24	269	.1	.6	41	277	.2	1.1	33	302	.1	.8	22	219	.1	.8
FA '97	33	706	.1	.9	31	255	.1	.7	54	264	.2	1.5	32	222	.1	.7	27	310	.1	.9
SU '97	26	747	.1	.7	29	225	.1	.7	42	229	.2	1.0	41	366	.2	1.0	12	219	.1	.4
4-Book	27	711	.1	.8	26	235	.1	.6	41	249	.2	1.1	34	270	.1	.8	18	223	.1	.6
SP '97	28	767	.1	.8	28	252	.1	.7	41	266	.2	1.1	32	287	.1	.7	18	202	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

Target Listener Trends - Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '98	8	201	.2		10	52	.2		9	83	.3		13	61	.1	.3	8	77	.3	
WI '98	7	212	.2		12	118	.1	.3	14	105	.1	.4	3	63	.1	.1	2	29	.1	.1
FA '97	8	183	.2		10	101	.2		16	82	.1	.4	10	89	.2		6	36	.2	
SU '97	8	225	.2		11	74	.3		14	136	.1	.3	2	26			4	49	.1	
4-Book	8	205	.2		11	86	.3		13	102	.1	.4	7	60	.2		5	48	.2	
SP '97	13	290	.1	.4	9	95	.2		17	163	.1	.5	16	60	.1	.4	10	94	.3	
KWVE-FM																				
SP '98	10	221	.3		13	88	.1	.3	12	72	.1	.3	24	136	.1	.6	3	53	.1	.1
WI '98	4	245	.1		4	60	.1	.1	3	80	.1	.1	6	86	.1	.1	2	27	.1	.1
FA '97	8	224	.2		6	103	.1	.1	7	88	.2	.2	11	91	.2	.2	6	114	.2	.2
SU '97	6	205	.2		8	66	.2	.2	3	59	.1	.1	12	109	.1	.3	3	69	.1	.1
4-Book	7	224	.2		8	79	.2		6	75	.2		13	106	.1	.3	4	66	.1	
SP '97	4	157	.1		6	58	.1		2	21	.1	.1	2	56			9	67	.3	
KYSR-FM																				
SP '98	141	3944	.6	4.1	141	1614	.6	3.4	180	1774	.8	5.0	211	2301	.9	4.9	100	1447	.4	3.6
WI '98	130	3603	.6	3.7	147	1619	.7	3.4	167	1662	.7	4.5	197	2165	.9	4.5	72	1157	.3	2.7
FA '97	160	3600	.7	4.5	176	1716	.8	4.1	220	1703	1.0	6.2	206	2127	.9	4.7	97	1363	.4	3.2
SU '97	101	2983	.5	2.9	77	1038	.3	2.0	149	1491	.7	3.5	132	1602	.6	3.1	80	1138	.4	2.7
4-Book	133	3533	.6	3.8	135	1497	.6	3.2	179	1658	.8	4.8	187	2049	.8	4.3	87	1276	.4	3.1
SP '97	126	3374	.6	3.5	104	1378	.5	2.4	173	1379	.8	4.6	181	1896	.8	4.0	87	1179	.4	3.0
KZLA-FM																				
SP '98	24	592	.1	.7	34	259	.2	.8	18	240	.1	.5	30	352	.1	.7	21	265	.1	.7
WI '98	34	822	.2	1.0	47	414	.2	1.1	40	388	.2	1.1	39	398	.2	.9	22	299	.1	.8
FA '97	23	665	.1	.7	31	318	.1	.7	17	311	.1	.5	24	288	.1	.5	30	332	.1	1.0
SU '97	47	767	.2	1.3	49	374	.2	1.2	52	385	.2	1.2	59	491	.3	1.4	52	404	.2	1.7
4-Book	32	712	.2	.9	40	341	.2	1.0	32	331	.2	.8	38	382	.2	.9	31	325	.1	1.1
SP '97	32	668	.1	.9	36	339	.2	.8	40	332	.2	1.1	45	338	.2	1.0	19	311	.1	.6
KFRG-FM																				
SP '98	11	252	.3		4	71	.1		21	109	.1	.6	18	111	.1	.4	9	95	.3	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	7	239	.2		4	101	.1		6	136	.2		11	57	.2		7	77	.2	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	11	246	.3		15	133	.1	.4	10	91	.3		24	132	.1	.6	5	59	.2	
WI '98	11	243	.3		4	43	.1		18	130	.1	.5	20	99	.1	.5	8	92	.3	
FA '97	14	350	.1	.4	17	127	.1	.4	19	177	.1	.5	14	120	.1	.3	9	106	.3	
SU '97	8	180	.2		7	55	.2		16	71	.1	.4	5	55	.1		13	46	.1	.4
4-Book	11	255	.3		11	90	.1	.3	16	117	.1	.4	16	102	.1	.4	9	76	.1	.3
SP '97	12	245	.1	.3	13	101	.1	.3	45	149	.2	1.2	2	63			1	20		
TOTALS																				
SP '98	3400	21895	15.1		4117	18640	18.2		3592	15523	15.9		4328	18768	19.2		2801	15960	12.4	
WI '98	3492	21894	15.5		4337	18728	19.2		3722	15653	16.5		4369	18628	19.3		2686	16244	11.9	
FA '97	3520	21920	15.6		4248	18208	18.8		3571	15521	15.8		4406	18591	19.5		3027	16614	13.4	
SU '97	3538	21531	15.9		3937	17359	17.7		4259	17928	19.1		4199	18825	18.8		2980	16487	13.4	
4-Book	3488	21810	15.5		4160	18234	18.5		3786	16156	16.8		4326	18703	19.2		2874	16326	12.8	
SP '97	3560	21700	16.0		4264	18362	19.1		3761	15724	16.9		4562	18983	20.5		2942	16337	13.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
SP '98	11	157	.3	2	53	.1						3	23	.1					
4-Book	9	150	.2	4	65	.2		9	17	.3		5	17	.1		4	14	.1	
KACD-FM																			
SP '98	35	639	.2	39	435	.2	1.4	9	42	.3		50	137	.2	1.2	74	175	.3	2.2
4-Book	35	714	.2	30	469	.2	1.1	9	38	.3		45	160	.2	1.0	49	173	.2	1.4
KBCD-FM																			
SP '98	18	294	.1	10	169	.4		6	24	.2		4	44	.1		11	54	.3	
4-Book	15	308	.1	11	196	.4		7	34	.3		15	65	.1	.4	12	45	.3	
KACE-FM																			
SP '98	9	283	.2	12	155	.1	.4	10	36	.4		32	82	.1	.8	8	20	.2	
4-Book	13	303	.3	9	174	.1	.3	8	30	.3		18	58	.1	.4	8	34	.2	
KRTD-FM																			
SP '98	2	47	.1	1	25			1	15										
4-Book	4	84	.1	4	64		.2	4	14		.2	6	16		.2	5	14		.2
KAHS-AM																			
SP '98	**	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																			
SP '98	5	198	.1	7	85	.3						1	12			3	11	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																			
SP '98	100	1427	.4	36	837	.2	1.3	20	157	.1	.8	52	220	.2	1.3	58	220	.3	1.7
4-Book	101	1576	.5	56	954	.3	2.0	33	159	.1	1.3	80	269	.3	1.9	79	256	.4	2.2
KBUA-FM																			
SP '98	7	131	.2	5	86	.2		5	10	.2		8	10	.2		8	44	.2	
4-Book	11	191	.1	8	121	.3		12	40	.1	.5	13	39	.1	.3	7	35	.2	
KBUE-FM																			
SP '98	110	1573	.5	99	1202	.4	3.6	104	312	.5	4.0	145	415	.6	3.5	127	341	.6	3.7
4-Book	93	1509	.4	77	1014	.4	2.7	105	288	.5	4.0	132	404	.6	3.1	91	258	.4	2.6
KCBS-FM																			
SP '98	56	1207	.2	32	704	.1	1.2	17	88	.1	.7	64	253	.3	1.6	57	218	.3	1.7
4-Book	72	1174	.3	35	704	.1	1.2	27	116	.2	1.1	63	248	.3	1.5	52	204	.3	1.5
+KCMG-FM																			
SP '98	140	2122	.6	114	1409	.5	4.1	85	352	.4	3.3	231	594	1.0	5.6	135	431	.6	4.0
4-Book	138	2299	.6	94	1440	.4	3.3	68	278	.3	2.6	164	581	.7	3.9	122	415	.6	3.5
+KDIS-AM																			
SP '98	24	417	.1	8	213	.3		9	45	.3						13	42	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
SP '98	25	372	.1	7	105	.3		15	41	.1	.6	2	15			1	15		
4-Book	23	339	.1	7	98	.3		12	39	.1	.4	6	24		.1	10	19		.3
KFWB-AM																			
SP '98	6	259	.2	1	71			3	31	.1		3	23	.1		2	16		.1
4-Book	9	290	.2	5	146		.2	9	33	.1	.4	6	25	.1		4	22		.1
KGIL-AM																			
SP '98	**	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																			
SP '98	1	15			3														
4-Book	1	28			3														

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	334	6136	1.5	8.4	265	4152	1.2	9.6	283	1058	1.3	10.9	410	1766	1.8	10.0	322	1177	1.4	9.4
4-Book	347	6346	1.6	8.5	288	4412	1.3	10.1	266	1038	1.2	10.3	440	1802	2.0	10.3	367	1322	1.7	10.4
KJLH-FM																				
SP '98	24	548	.1	.6	36	398	.2	1.3	27	56	.1	1.0	24	79	.1	.6	20	62	.1	.6
4-Book	34	599	.1	.9	35	422	.2	1.2	21	52	.1	.8	45	137	.2	1.1	33	98	.2	.9
KKBT-FM																				
SP '98	385	5339	1.7	9.7	281	3488	1.2	10.1	259	856	1.1	10.0	494	1515	2.2	12.0	423	1267	1.9	12.4
4-Book	398	5291	1.8	9.8	277	3503	1.2	9.7	229	808	1.0	8.8	416	1393	1.9	9.8	405	1210	1.8	11.5
KKGO-FM																				
SP '98	29	325	.1	.7	14	221	.1	.5	30	46	.1	1.2	14	66	.1	.3	3	28		.1
4-Book	16	317	.1	.4	12	221	.1	.4	15	42	.1	.6	8	42	.1	.2	4	23		.1
KKHJ-AM																				
SP '98	12	150	.1	.3	1	32			2	16			2	16						
4-Book	24	237	.1	.6	12	163	.1	.4	16	35	.1	.7	19	62	.1	.4	6	27		.2
KKLA-FM																				
SP '98	9	149		.2		11														
4-Book	4	89		.1	1	37			1	7			1	5				3		
KLAC-AM																				
SP '98	4	140		.1	4	90		.1					7	11		.2	5	21		.1
4-Book	5	94		.1	4	72		.2	4	9		.2	6	25		.2	6	16		.2
KLAX-FM																				
SP '98	256	2503	1.1	6.4	166	1621	.7	6.0	198	511	.9	7.6	219	655	1.0	5.3	217	555	1.0	6.4
4-Book	186	2107	.8	4.6	125	1350	.6	4.4	161	424	.7	6.2	167	524	.8	3.9	142	384	.7	4.1
KLOS-FM																				
SP '98	33	912	.1	.8	30	470	.1	1.1	22	91	.1	.8	40	87	.2	1.0	26	83	.1	.8
4-Book	50	1083	.2	1.2	33	565	.1	1.2	17	88	.1	.7	50	201	.2	1.2	44	155	.2	1.3
KLSX-FM																				
SP '98	66	831	.3	1.7	14	240	.1	.5	20	40	.1	.8	9	50		.2	7	22		.2
4-Book	99	913	.5	2.4	16	293	.1	.6	17	54	.1	.7	14	52	.1	.3	10	32	.1	.3
KLVE-FM																				
SP '98	209	2352	.9	5.3	138	1580	.6	5.0	215	491	1.0	8.3	191	580	.8	4.7	96	277	.4	2.8
4-Book	188	2183	.8	4.6	134	1527	.6	4.7	168	434	.8	6.5	210	557	.9	4.9	116	336	.5	3.3
KLYY-FM																				
SP '98	66	2187	.3	1.7	55	1177	.2	2.0	23	164	.1	.9	70	470	.3	1.7	110	413	.5	3.2
4-Book	80	2334	.4	2.0	60	1374	.3	2.1	34	181	.2	1.3	86	474	.4	2.0	96	456	.4	2.7
KNX -AM																				
SP '98	7	257		.2	3	90		.1	1	8			2	14			7	26		.2
4-Book	7	274		.2	4	136		.2	8	34		.3	3	22		.1	3	19		.1
KOST-FM																				
SP '98	74	1463	.3	1.9	62	1124	.3	2.2	73	231	.3	2.8	85	260	.4	2.1	48	150	.2	1.4
4-Book	107	1939	.5	2.6	84	1330	.4	2.9	69	251	.3	2.7	113	360	.5	2.6	80	285	.4	2.3
KPWR-FM																				
SP '98	526	7836	2.3	13.2	416	5508	1.8	15.0	353	1253	1.6	13.6	609	2387	2.7	14.8	516	1757	2.3	15.1
4-Book	562	8373	2.5	13.8	443	5698	2.0	15.4	351	1212	1.6	13.6	656	2369	2.9	15.3	562	1791	2.5	15.9
KRLA-AM																				
SP '98	21	387	.1	.5	16	295	.1	.6	16	88	.1	.6	24	117	.1	.6	21	88	.1	.6
4-Book	38	629	.2	.9	40	513	.2	1.4	30	92	.2	1.2	44	137	.2	1.0	36	129	.2	1.0
KROQ-FM																				
SP '98	279	4290	1.2	7.0	189	2954	.8	6.8	115	508	.5	4.4	300	1272	1.3	7.3	233	912	1.0	6.8
4-Book	300	4496	1.3	7.4	205	3033	.9	7.2	135	579	.6	5.2	296	1208	1.3	6.9	268	968	1.2	7.6

Target Listener Estimates - Persons 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 12-24																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM																					
SP '98		9	153	.2	.2	7	95	.3	.3	7	21	.3	.3	11	32	.3	.3	5	24	.1	.1
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KRTH-FM																					
SP '98		100	2114	.4	2.5	49	1278	.2	1.8	28	222	.1	1.1	69	338	.3	1.7	108	385	.5	3.2
4-Book		108	2221	.5	2.7	70	1317	.3	2.4	60	271	.3	2.3	120	421	.5	2.8	95	345	.5	2.7
KSCA-FM																					
SP '98		323	2827	1.4	8.1	169	1699	.7	6.1	256	699	1.1	9.9	260	741	1.2	6.3	170	407	.8	5.0
4-Book		273	2501	1.2	6.7	165	1699	.7	5.7	262	626	1.2	10.2	271	740	1.2	6.4	183	467	.8	5.2
KSSE-FM																					
SP '98		108	1451	.5	2.7	96	1110	.4	3.5	72	186	.3	2.8	123	413	.5	3.0	91	309	.4	2.7
4-Book		134	1545	.6	3.3	112	1138	.5	3.9	102	292	.4	3.9	166	481	.7	3.9	126	387	.6	3.6
KTNO-AM																					
SP '98		33	407	.1	.8	19	240	.1	.7	17	30	.1	.7	11	42	.1	.3	33	72	.1	1.0
4-Book		37	413	.2	.9	19	236	.1	.7	21	37	.1	.8	16	47	.1	.4	25	53	.1	.8
KTWV-FM																					
SP '98		26	386	.1	.7	11	268	.4	.4	4	31	.2	.2	17	59	.1	.4	26	120	.1	.8
4-Book		34	489	.2	.9	19	343	.1	.7	17	49	.1	.7	32	85	.2	.8	24	77	.1	.7
KVKW-AM																					
SP '98		10	134	.3	.3	5	83	.2	.2	4	11	.2	.2					8	11	.2	.2
4-Book		11	162	.3	.3	6	79	.2	.2	8	22	.3	.3	8	23	.2	.2	13	28	.4	.4
KVVE-FM																					
SP '98		16	167	.1	.4	4	79	.1	.1					4	15	.1	.1				
4-Book		9	157	.2	.2	7	102	.2	.2	7	25	.3	.3	10	32	.1	.2	8	22	.2	.2
KYSR-FM																					
SP '98		177	3292	.8	4.4	103	1855	.5	3.7	74	363	.3	2.9	166	804	.7	4.0	150	526	.7	4.4
4-Book		168	2941	.8	4.1	101	1789	.5	3.5	70	364	.3	2.7	179	725	.8	4.2	136	541	.6	3.9
KZLA-FM																					
SP '98		27	504	.1	.7	20	353	.1	.7	20	68	.1	.8	26	140	.1	.6	28	124	.1	.8
4-Book		36	572	.2	.9	24	388	.1	.9	21	90	.1	.8	31	135	.1	.7	26	111	.1	.8
KFRG-FM																					
SP '98		15	165	.1	.4	6	141	.2	.2	2	14	.1	.1	4	45	.1	.1	4	42	.1	.1
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																					
SP '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																					
SP '98		16	212	.1	.4	4	77	.1	.1	18	41	.1	.7	1	12			1	10		
4-Book		15	199	.1	.4	7	88	.2	.2	11	34	.1	.4	8	30	.2	.2	6	20		.1
TOTALS																					
SP '98		3980	21537	17.6		2770	18185	12.3		2596	7309	11.5		4106	10974	18.2		3413	8824	15.1	
4-Book		4067	21437	18.1		2868	18431	12.8		2587	7374	11.5		4276	10997	19.0		3528	9025	15.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24

Target Listener Estimates - Persons 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM SP '98 4-Book	3	10		.1	4	10		.3	2	5		.1	9	31		.3	4	27		.2	
KACD-FM SP '98 4-Book	48	196	.2	1.9	15	58	.1	.9	27	98	.1	.9	41	131	.2	1.6	48	130	.2	2.3	
KBCD-FM SP '98 4-Book	6	28		.2	26	38	.1	1.5	17	95	.1	.6	4	23		.2	7	27		.3	
KACE-FM SP '98 4-Book	3	40		.1	1	12		.1	12	36	.1	.4	16	47	.1	.6	10	20		.5	
KRTD-FM SP '98 4-Book	1	15		.1	1	15		.1	1	10		.1	3	25		.1				.2	
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	17	35	.1	.7	3	14		.2	20	63	.1	.7	6	35		.2	**	**	**	**	
KBIG-FM SP '98 4-Book	19	105	.1	.7	34	161	.2	2.0	57	240	.3	1.9	30	120	.1	1.2	17	103	.1	.8	
KBUA-FM SP '98 4-Book	1	21		.1	8	10		.5	3	32		.1	7	22		.3	2	22		.1	
KBUE-FM SP '98 4-Book	74	235	.3	2.9	96	302	.4	5.7	104	306	.5	3.5	103	275	.5	4.0	49	201	.2	2.4	
KCBS-FM SP '98 4-Book	14	98	.1	.5	16	114	.1	.9	38	213	.2	1.3	35	108	.2	1.3	12	68	.1	.6	
+KCMG-FM SP '98 4-Book	107	360	.5	4.2	49	198	.2	2.9	112	482	.5	3.8	74	273	.3	2.8	99	261	.4	4.8	
+KDIS-AM SP '98 4-Book	7	41		.3	16	36	.1	.9	9	83		.3	7	56		.3	9	22		.4	
KFI -AM SP '98 4-Book	6	26		.2	7	14		.4	6	22		.2	10	22		.4	14	41		.7	
KFWB-AM SP '98 4-Book	2	16		.1	1	15		.1	7	30		.2	1	15		.3	4	19		.2	
KGIL-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM SP '98 4-Book	1	3																			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	Persons 12-24																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM																				
SP '98	225	850	1.0	8.8	176	658	.8	10.4	270	1309	1.2	9.1	287	945	1.3	11.0	149	670	.7	7.3
4-Book	223	940	1.0	8.2	181	669	.8	10.4	327	1381	1.5	10.5	297	1032	1.3	11.1	199	831	.9	5.3
KJLH-FM																				
SP '98	21	89	.1	.8	23	88	.1	1.4	81	219	.4	2.7	47	100	.2	1.8	38	53	.2	1.9
4-Book	18	76	.1	.7	22	82	.1	1.3	66	189	.3	2.1	46	119	.2	1.7	25	67	.1	1.2
KKBT-FM																				
SP '98	263	897	1.2	10.2	143	441	.6	8.4	252	993	1.1	8.5	238	780	1.1	9.1	167	561	.7	8.1
4-Book	294	954	1.3	10.8	135	403	.6	7.9	272	999	1.2	8.7	260	820	1.2	9.8	192	676	.9	9.0
KKGO-FM																				
SP '98	7	24	.3	.3	16	67	.1	.9	24	92	.1	.8	5	27	.2	.2	12	31	.1	.6
4-Book	14	44	.1	.5	15	74	.1	.9	16	54	.1	.5	10	30	.4	.4	15	48	.1	.7
KKHJ-AM																				
SP '98																				
4-Book	10	25	.1	.4	12	35	.1	.7	8	21	.3	.3	18	38	.1	.7	5	22	.2	.2
KKLA-FM																				
SP '98									1	11										
4-Book	1	6				2			2	8			2	10	.1	.1	1	7		
KLAC-AM																				
SP '98					1	11	.1	.1	12	55	.1	.4	3	12	.1	.1				
4-Book	4	12		.2	2	5	.1	.1	6	24	.1	.2	1	6			4	13		.2
KLAX-FM																				
SP '98	103	340	.5	4.0	144	331	.6	8.5	174	454	.8	5.9	164	443	.7	6.3	120	397	.5	5.9
4-Book	83	269	.4	3.1	113	264	.5	6.6	148	447	.7	4.8	119	332	.5	4.5	70	248	.3	3.4
KLOS-FM																				
SP '98	31	81	.1	1.2	10	57	.6	.6	40	121	.2	1.3	49	151	.2	1.9	22	83	.1	1.1
4-Book	31	100	.2	1.1	23	88	.1	1.3	46	168	.2	1.5	35	131	.1	1.3	18	75	.1	.9
KLSX-FM																				
SP '98	3	40	.1	.1	30	107	.1	1.8	39	119	.2	1.3	3	15	.1	.1	4	11		.2
4-Book	6	27	.2	.2	32	119	.1	1.8	41	138	.2	1.3	3	19	.1	.1	2	10		.1
KLVE-FM																				
SP '98	142	421	.6	5.5	151	397	.7	8.9	157	466	.7	5.3	88	310	.4	3.4	64	229	.3	3.1
4-Book	156	417	.7	5.7	123	333	.6	7.2	156	451	.7	5.0	78	281	.4	3.0	53	197	.2	2.5
KLYY-FM																				
SP '98	39	231	.2	1.5	15	110	.1	.9	48	294	.2	1.6	87	352	.4	3.3	49	167	.2	2.4
4-Book	49	262	.2	1.8	21	110	.1	1.2	69	361	.3	2.2	81	352	.4	3.0	39	177	.2	1.9
KNX -AM																				
SP '98	2	12	.1	.1									2	14	.1	.1	5	27	.2	.2
4-Book	4	23	.1	.1	1	9	.1	.1	3	24	.1	.1	7	21	.3	.3	5	20	.2	.2
KOST-FM																				
SP '98	66	411	.3	2.6	10	43	.6	.6	58	254	.3	2.0	53	198	.2	2.0	88	316	.4	4.3
4-Book	107	477	.5	3.9	37	127	.2	2.1	60	256	.3	1.9	60	217	.3	2.2	124	436	.6	5.9
KPWR-FM																				
SP '98	473	1695	2.1	18.4	219	739	1.0	12.9	453	1597	2.0	15.2	355	1047	1.6	13.6	304	1086	1.3	14.8
4-Book	539	1761	2.4	19.8	225	797	1.0	13.1	438	1672	2.0	14.1	378	1191	1.7	14.3	343	1238	1.5	16.1
KRLA-AM																				
SP '98	16	64	.1	.6	2	21	.1	.1	23	90	.1	.8	4	38	.2	.2	20	76	.1	1.0
4-Book	52	155	.3	1.9	11	41	.7	.7	33	109	.2	1.1	30	102	.1	1.1	78	199	.4	3.6
KROQ-FM																				
SP '98	227	923	1.0	8.8	72	418	.3	4.3	174	796	.8	5.9	169	594	.7	6.5	190	806	.8	9.3
4-Book	203	846	.9	7.5	96	400	.4	5.6	211	878	.9	6.8	194	679	.9	7.4	212	769	1.0	9.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24

Target Listener Estimates - Persons 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	9 **	25 **	.4 **	.4 **	8 **	21 **	.5 **	.5 **	4 **	11 **	.1 **	.1 **	1 **	11 **	.3 **	.3 **	6 **	29 **	.3 **	.3 **
KRTH-FM SP '98 4-Book	41 45	181 201	.2 .2	1.6 1.7	19 41	98 151	.1 .2	1.1 2.3	51 82	328 357	.2 .4	1.7 2.6	61 73	314 300	.3 .4	2.3 2.8	18 39	84 176	.1 .2	.9 1.8
KSCA-FM SP '98 4-Book	108 115	383 351	.5 .5	4.2 4.2	119 138	363 365	.5 .6	7.0 8.0	184 151	564 494	.8 .7	6.2 4.9	164 124	457 327	.7 .6	6.3 4.7	100 85	316 248	.4 .4	4.9 4.0
KSSE-FM SP '98 4-Book	121 110	394 355	.5 .5	4.7 4.0	43 62	185 221	.2 .3	2.5 3.6	99 136	284 412	.4 .6	3.3 4.4	98 110	307 311	.4 .5	3.8 4.2	104 73	304 236	.5 .3	5.1 3.5
KTNQ-AM SP '98 4-Book	12 10	69 44	.1 .1	.5 .4	9 9	24 23	.5 .5	.5 .5	19 28	39 58	.1 .1	.6 .9	15 29	28 65	.1 .2	.6 1.1	32 18	81 59	.1 .1	1.6 .9
KTWV-FM SP '98 4-Book	14 17	81 74	.1 .1	.5 .6	3 17	10 50	.2 .1	1.0	8 15	38 74	.3 .1	.3 .5	7 13	27 50	.3 .5	.3 .5	11 17	42 61	.5 .1	.8
KWKV-AM SP '98 4-Book	3 1	11 8	.1 .1	.1	9 4	36 12	.5 .2	.5	4 7		.2	.2	11 6	38 18	.4 .3	.4	8 3	42 14	.4 .1	.1
KWVE-FM SP '98 4-Book	3 7	10 29	.1 .3	.1	5 22		.3	.3	11 7	59 50	.4 .3	.4	12 6	27 17	.1 .3	.5	3 3	12	.1	.1
KYSR-FM SP '98 4-Book	77 75	320 319	.3 .4	3.0 2.8	38 37	187 198	.2 .2	2.2 2.1	113 133	651 611	.5 .6	3.8 4.2	124 111	539 472	.5 .5	4.8 4.2	74 59	299 259	.3 .3	3.6 2.8
KZLA-FM SP '98 4-Book	25 19	87 77	.1 .1	1.0 .7	7 22	25 75	.4 .1	1.3	27 27	129 130	.1 .1	.9 .9	13 22	55 91	.1 .1	.5 .9	14 26	62 109	.1 .1	.7 1.2
KFRG-FM SP '98 4-Book	11 **	47 **	.4 **	.4 **	1 **	11 **	.1 **	.1 **	8 **	69 **	.3 **	.3 **	7 **	51 **	.3 **	.3 **	7 **	23 **	.3 **	.3 **
KXFG-FM SP '98 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
XTRA-AM SP '98 4-Book	5 5	10 16	.2 .2	.2	1 4	14 7	.1 .2	.1	6 10	26 27	.2 .1	.2 .3	3 8	14 24	.1 .1	.1 .3	1 4	12 21	.2	.2
TOTALS SP '98 4-Book	2571 2731	7816 7906	11.4 12.1		1693 1726	5039 5135	7.5 7.7		2971 3114	8625 8860	13.2 13.9		2607 2656	7038 7098	11.5 11.8		2051 2133	6105 6446	9.1 9.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	28	620	.1	.5	12	109	.1	.4	36	235	.1	.4	91	267	.3	1.2	9	149	.3	.3
WI '98	23	603	.1	.4	36	271	.1	.4	21	218	.1	.2	40	302	.1	.6	11	150	.1	.3
FA '97	35	732	.1	.6	38	257	.1	.4	60	304	.2	.7	50	289	.1	.7	19	163	.1	.5
SU '97	37	792	.1	.6	36	157	.1	.4	35	235	.1	.4	46	367	.1	.6	45	342	.1	1.2
4-Book	31	687	.1	.5	31	199	.1	.3	38	248	.1	.4	57	306	.2	.8	21	201	.1	.6
SP '97	46	1037	.1	.7	32	295	.1	.4	75	478	.2	.8	59	451	.2	.8	56	377	.2	1.6
KACD-FM																				
SP '98	57	1250	.2	.9	48	455	.1	.6	60	551	.2	.7	87	571	.3	1.2	51	486	.2	1.5
WI '98	49	1257	.1	.8	67	696	.2	.8	60	565	.2	.7	54	573	.2	.7	29	578	.1	.9
FA '97	53	1256	.2	.9	38	551	.1	.4	68	619	.2	.8	80	736	.2	1.1	43	458	.1	1.2
SU '97	46	1159	.1	.7	45	363	.1	.5	42	412	.1	.5	59	539	.2	.8	43	418	.1	1.2
4-Book	51	1231	.2	.8	50	516	.1	.6	58	537	.2	.7	70	605	.2	1.0	42	485	.1	1.2
SP '97	57	1128	.2	.9	50	433	.1	.6	72	558	.2	.8	78	569	.2	1.1	49	493	.1	1.4
KBCD-FM																				
SP '98	20	565	.1	.3	33	269	.1	.4	18	199	.1	.2	30	332	.1	.4	11	238	.1	.3
WI '98	8	357	.1	.1	11	169	.1	.1	9	114	.1	.1	12	200	.1	.2	5	107	.1	.1
FA '97	23	465	.1	.4	19	168	.1	.2	28	193	.1	.3	35	297	.1	.5	11	214	.1	.3
SU '97	26	554	.1	.4	31	238	.1	.4	44	254	.1	.5	32	330	.1	.4	15	253	.1	.4
4-Book	19	485	.1	.3	24	211	.1	.3	25	190	.1	.3	27	290	.1	.4	11	203	.1	.3
SP '97	21	474	.1	.3	39	201	.1	.4	18	155	.1	.2	22	220	.1	.3	13	177	.1	.4
KACE-FM																				
SP '98	20	629	.1	.3	17	192	.1	.2	22	195	.1	.3	18	266	.1	.2	17	170	.1	.5
WI '98	31	813	.1	.5	31	220	.1	.4	36	274	.1	.4	29	362	.1	.4	39	293	.1	1.2
FA '97	38	724	.1	.6	23	199	.1	.3	46	326	.1	.5	53	349	.2	.7	43	328	.1	1.2
SU '97	43	874	.1	.7	59	328	.2	.7	49	416	.1	.6	48	459	.1	.7	36	297	.1	1.0
4-Book	33	760	.1	.5	33	235	.1	.4	38	303	.1	.5	37	359	.1	.5	34	272	.1	1.0
SP '97	32	758	.1	.5	36	273	.1	.4	32	303	.1	.4	35	383	.1	.5	40	273	.1	1.1
KRTD-FM																				
SP '98	4	129	.1	.1	2	41	.1	.1	6	83	.1	.1	4	65	.1	.1	1	31	.1	.1
WI '98	6	302	.1	.1	9	98	.1	.1	7	167	.1	.1	5	125	.1	.1	9	107	.1	.3
FA '97	11	318	.2	.2	8	101	.1	.1	3	76	.1	.1	26	146	.1	.4	14	149	.1	.4
SU '97	16	199	.3	.3	20	67	.1	.2	39	170	.1	.5	14	123	.2	.2	7	85	.1	.2
4-Book	9	237	.2	.2	10	77	.1	.1	14	124	.2	.2	12	115	.2	.2	8	93	.1	.2
SP '97	56	635	.2	.9	80	324	.2	.9	93	409	.3	1.0	52	396	.2	.7	27	273	.1	.8
KAHS-AM																				
SP '98		15							15											
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	29	694	.1	.5	28	230	.1	.3	50	243	.1	.6	34	362	.1	.5	23	355	.1	.7
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	193	3688	.6	3.2	189	1498	.6	2.2	375	1819	1.1	4.4	276	2102	.8	3.8	104	1132	.3	3.0
WI '98	172	3808	.5	2.8	208	1484	.6	2.4	280	1660	.8	3.1	215	1764	.6	3.0	78	1263	.2	2.3
FA '97	187	3725	.6	3.0	212	1684	.6	2.4	340	1703	1.0	4.0	249	1883	.7	3.4	68	1062	.2	2.0
SU '97	204	4406	.6	3.3	220	1772	.7	2.6	378	1938	1.1	4.4	260	2125	.8	3.6	89	1517	.3	2.4
4-Book	189	3907	.6	3.1	207	1610	.6	2.4	343	1780	1.0	4.0	250	1969	.7	3.5	85	1244	.3	2.4
SP '97	167	4279	.5	2.6	189	1588	.6	2.1	272	1767	.8	3.0	217	1876	.6	3.0	87	1267	.3	2.4

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	8	126	.1	.1	7	74	.1	.1	13	97	.2	.2	9	81	.1	.1	2	40	.1	.1
WI '98	22	430	.1	.4	38	237	.1	.4	33	248	.1	.4	12	161	.2	.2	13	136	.4	.4
FA '97	18	261	.1	.3	41	122	.1	.5	34	165	.1	.4	9	99	.1	.1	1	16	.1	.1
SU '97	7	272	.1	.1	11	188	.1	.1	9	88	.1	.1	8	135	.1	.1	3	70	.1	.1
4-Book	14	272	.1	.2	24	155	.1	.3	22	150	.1	.3	10	119	.1	.1	5	66	.2	.2
SP '97	31	587	.1	.5	40	317	.1	.4	51	364	.2	.6	28	281	.1	.4	13	139	.4	.4
KBUE-FM																				
SP '98	134	2434	.4	2.2	146	966	.4	1.7	180	1280	.5	2.1	154	1137	.5	2.1	84	755	.3	2.4
WI '98	134	2450	.4	2.2	185	1172	.6	2.1	199	1306	.6	2.2	121	1122	.4	1.7	56	655	.2	1.7
FA '97	123	2237	.4	2.0	138	808	.4	1.6	171	1308	.5	2.0	147	1206	.4	2.0	51	557	.2	1.5
SU '97	114	2536	.3	1.9	149	1088	.4	1.8	181	1236	.5	2.1	125	1122	.4	1.7	47	663	.1	1.3
4-Book	126	2414	.4	2.1	155	1009	.5	1.8	183	1283	.5	2.1	137	1147	.4	1.9	60	658	.2	1.7
SP '97	140	2706	.4	2.2	125	1063	.4	1.4	215	1544	.6	2.4	180	1390	.5	2.5	76	802	.2	2.1
KCBS-FM																				
SP '98	156	3463	.5	2.6	198	1419	.6	2.3	254	1914	.8	3.0	202	1908	.6	2.8	56	1093	.2	1.6
WI '98	166	3485	.5	2.7	212	1505	.6	2.4	289	1840	.9	3.2	197	1897	.6	2.7	61	960	.2	1.8
FA '97	153	3838	.5	2.5	168	1486	.5	1.9	285	1923	.9	3.3	195	1954	.6	2.7	56	1000	.2	1.6
SU '97	130	3282	.4	2.1	173	1399	.5	2.1	193	1629	.6	2.3	154	1547	.5	2.1	61	925	.2	1.6
4-Book	151	3517	.5	2.5	188	1452	.6	2.2	255	1827	.8	3.0	187	1827	.6	2.6	59	995	.2	1.7
SP '97	178	3260	.5	2.8	212	1516	.6	2.4	332	1717	1.0	3.7	230	1839	.7	3.1	60	932	.2	1.7
+KCMG-FM																				
SP '98	231	4327	.7	3.8	214	1782	.6	2.5	395	2304	1.2	4.6	285	2266	.9	3.9	130	1358	.4	3.8
WI '98	228	4381	.7	3.7	247	1978	.7	2.8	364	2355	1.1	4.1	302	2654	.9	4.2	121	1350	.4	3.6
FA '97	156	4154	.5	2.5	146	1566	.4	1.7	217	1995	.6	2.5	278	2416	.8	3.8	90	1229	.3	2.6
SU '97	173	3775	.5	2.8	173	1654	.5	2.1	275	2017	.8	3.2	243	2048	.7	3.3	96	1266	.3	2.6
4-Book	197	4159	.6	3.2	195	1745	.6	2.3	313	2168	.9	3.6	277	2346	.8	3.8	109	1301	.4	3.2
SP '97	165	3840	.5	2.6	169	1585	.5	1.9	258	2028	.8	2.9	241	2239	.7	3.3	73	1229	.2	2.0
+KDIS-AM																				
SP '98	15	593	.2	.2	27	335	.1	.3	17	189	.1	.2	19	225	.1	.3	4	62	.1	.1
WI '98	15	536	.2	.2	22	210	.1	.3	24	250	.1	.3	21	194	.1	.3	3	70	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	13	374	.2	.2	6	65	.1	.1	12	64	.1	.1	33	189	.1	.5	14	154	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	13	505	.2	.2	10	137	.1	.1	20	108	.1	.2	20	142	.1	.3	3	87	.1	.1
KFI -AM																				
SP '98	101	1491	.3	1.7	137	771	.4	1.6	196	900	.6	2.3	121	703	.4	1.6	47	431	.1	1.4
WI '98	102	1924	.3	1.6	149	972	.4	1.7	217	1070	.6	2.4	120	873	.4	1.7	39	473	.1	1.2
FA '97	89	1533	.3	1.4	82	510	.2	.9	187	977	.6	2.2	142	796	.4	1.9	59	419	.2	1.7
SU '97	79	1406	.2	1.3	109	593	.3	1.3	169	819	.5	2.0	75	676	.2	1.0	39	364	.1	1.0
4-Book	93	1589	.3	1.5	119	712	.3	1.4	192	942	.6	2.2	115	762	.4	1.6	46	422	.1	1.3
SP '97	93	1662	.3	1.5	107	711	.3	1.2	191	983	.6	2.1	130	770	.4	1.8	42	430	.1	1.2
KFWB-AM																				
SP '98	21	1063	.1	.3	43	644	.1	.5	15	329	.2	.2	32	387	.1	.4	18	270	.1	.5
WI '98	32	1433	.1	.5	64	781	.2	.7	31	415	.1	.3	51	584	.2	.7	11	176	.3	.3
FA '97	27	1247	.1	.4	51	572	.2	.6	36	451	.1	.4	28	502	.1	.4	15	211	.4	.4
SU '97	26	1323	.1	.4	47	584	.1	.6	25	451	.1	.3	48	626	.1	.7	12	259	.3	.3
4-Book	27	1267	.1	.4	51	645	.2	.6	27	412	.1	.3	40	525	.1	.6	14	229	.4	.4
SP '97	28	1216	.1	.4	77	815	.2	.9	29	338	.1	.3	44	535	.1	.6	8	284	.2	.2
KGIL-AM																				
SP '98		69				37				16				19				15		
WI '98	5	154	.1	.1	2	37	.1	.1	6	39	.1	.1	9	127	.1	.1	3	70	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

	Persons 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM																				
SP '98	2	49							9	34	.1		1	15						
WI '98	3	99			6	49	.1		8	32	.1		4	34	.1					
FA '97	6	74	.1		1	13			17	46	.1	.2	6	31	.1		4	45	.1	
SU '97	12	120	.2		1	26			27	81	.1	.3	33	81	.1	.5	4	34	.1	
4-Book	6	86	.1		2	22			15	48	.1	.2	11	40	.2		2	20	.1	
SP '97	2	47							4	15			7	47	.1					
KIIS-FM																				
SP '98	253	6525	.8	4.2	428	3659	1.3	5.0	283	3353	.8	3.3	311	3440	.9	4.2	131	2137	.4	3.8
WI '98	290	7141	.9	4.7	419	3558	1.3	4.8	444	3533	1.3	4.9	345	3502	1.0	4.8	136	2045	.4	4.1
FA '97	278	7018	.8	4.5	375	3422	1.1	4.3	357	3525	1.1	4.2	329	3645	1.0	4.5	158	2138	.5	4.6
SU '97	288	7422	.9	4.7	353	3765	1.1	4.2	365	4096	1.1	4.3	378	3844	1.1	5.2	173	2396	.5	4.6
4-Book	277	7027	.9	4.5	394	3601	1.2	4.6	362	3627	1.1	4.2	341	3608	1.0	4.7	150	2179	.5	4.3
SP '97	300	6935	.9	4.7	480	3616	1.4	5.4	387	3474	1.2	4.3	345	3654	1.0	4.7	134	2205	.4	3.7
KJLH-FM																				
SP '98	90	1560	.3	1.5	100	582	.3	1.2	115	742	.3	1.3	87	645	.3	1.2	62	545	.2	1.8
WI '98	67	1246	.2	1.1	112	646	.3	1.3	84	597	.3	.9	67	585	.2	.9	25	386	.1	.7
FA '97	102	1513	.3	1.7	98	765	.3	1.1	140	838	.4	1.6	113	789	.3	1.6	80	703	.2	2.3
SU '97	71	1223	.2	1.2	70	503	.2	.8	87	502	.3	1.0	83	620	.2	1.1	62	596	.2	1.7
4-Book	83	1386	.3	1.4	95	624	.3	1.1	107	670	.3	1.2	88	660	.3	1.2	57	558	.2	1.6
SP '97	90	1567	.3	1.4	98	607	.3	1.1	159	723	.5	1.8	93	690	.3	1.3	46	563	.1	1.3
KKBT-FM																				
SP '98	354	5563	1.1	5.8	506	2812	1.5	5.9	368	3144	1.1	4.3	438	3389	1.3	6.0	282	2345	.8	8.2
WI '98	421	5533	1.3	6.8	607	2943	1.8	6.9	524	3207	1.6	5.8	506	3359	1.5	7.0	253	2312	.8	7.6
FA '97	435	6241	1.3	7.1	726	3425	2.2	8.3	528	3588	1.6	6.2	542	3619	1.6	7.4	249	2284	.7	7.2
SU '97	410	5733	1.2	6.7	576	3122	1.7	6.8	497	3560	1.5	5.8	543	3626	1.6	7.4	291	2684	.9	7.8
4-Book	405	5768	1.2	6.6	604	3076	1.8	7.0	479	3375	1.5	5.5	507	3498	1.5	7.0	269	2406	.8	7.7
SP '97	422	5567	1.3	6.6	617	3482	1.8	6.9	471	3309	1.4	5.3	544	3318	1.6	7.4	289	2331	.9	8.1
KKGO-FM																				
SP '98	34	908	.1	.6	40	307	.1	.5	46	373	.1	.5	46	409	.1	.6	26	373	.1	.8
WI '98	36	1206	.1	.6	45	329	.1	.5	40	446	.1	.4	46	524	.1	.6	21	341	.1	.6
FA '97	43	1068	.1	.7	38	358	.1	.4	55	466	.2	.6	51	473	.2	.7	45	441	.1	1.3
SU '97	22	800	.1	.4	16	277	.1	.2	31	257	.1	.4	21	244	.1	.3	32	338	.1	.9
4-Book	34	996	.1	.6	35	318	.1	.4	43	386	.1	.5	41	413	.1	.6	31	373	.1	.9
SP '97	14	595	.2		6	137	.1		13	236	.1		14	218	.2		16	284	.1	.4
KKHJ-AM																				
SP '98	36	549	.1	.6	58	287	.2	.7	61	302	.2	.7	29	188	.1	.4	32	211	.1	.9
WI '98	42	746	.1	.7	57	312	.2	.7	67	345	.2	.7	38	267	.1	.5	27	202	.1	.8
FA '97	58	1179	.2	.9	62	448	.2	.7	43	338	.1	.5	74	401	.2	1.0	76	384	.2	2.2
SU '97	83	1341	.2	1.3	116	488	.3	1.4	102	496	.3	1.2	122	535	.4	1.7	40	325	.1	1.1
4-Book	55	954	.2	.9	73	384	.2	.9	68	370	.2	.8	66	348	.2	.9	44	281	.1	1.3
SP '97	65	1225	.2	1.0	108	631	.3	1.2	96	580	.3	1.1	59	422	.2	.8	41	301	.1	1.1
KKLA-FM																				
SP '98	19	358	.1	.3	36	179	.1	.4	20	188	.1	.2	41	223	.1	.6	7	73	.1	.2
WI '98	23	509	.1	.4	40	271	.1	.5	38	187	.1	.4	30	257	.1	.4	13	147	.1	.4
FA '97	10	328	.1	.2	29	269	.1	.3	7	102	.1	.1	16	149	.1	.2	2	61	.1	.1
SU '97	9	254	.1	.1	25	195	.1	.3	8	99	.1	.1	12	98	.1	.2	6	59	.1	.2
4-Book	15	362	.1	.3	33	229	.1	.4	18	144	.1	.2	25	182	.1	.4	7	85	.1	.2
SP '97	23	426	.1	.4	44	228	.1	.5	32	151	.1	.4	40	186	.1	.5	8	126	.1	.2
KLAC-AM																				
SP '98	11	702	.2		3	29			3	69			21	325	.1	.3	18	318	.1	.5
WI '98	13	343	.2		9	55	.1		23	79	.1	.3	21	118	.1	.3	11	151	.1	.3
FA '97	9	195	.1		4	41			12	65	.1	.1	17	85	.1	.2	7	87	.1	.2
SU '97	10	242	.2		2	48			16	111	.2	.2	16	122	.2	.2	7	84	.1	.2
4-Book	11	371	.2		5	43			14	81	.2	.2	19	163	.1	.3	11	160	.1	.3
SP '97	13	432	.2		2	44			14	76	.2	.2	24	198	.1	.3	10	199	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	341	4288	1.0	5.6	390	2095	1.2	4.5	500	2501	1.5	5.9	441	2153	1.3	6.0	194	1435	.6	5.6
WI '98	325	3876	1.0	5.2	416	2114	1.2	4.8	473	2417	1.4	5.3	393	2151	1.2	5.4	138	1375	.4	4.1
FA '97	173	2999	.5	2.8	194	1192	.6	2.2	220	1482	.7	2.6	235	1588	.7	3.2	98	909	.3	2.8
SU '97	192	3431	.6	3.1	283	1703	.8	3.4	254	1848	.8	3.0	207	1744	.6	2.8	102	896	.3	2.7
4-Book	258	3649	.8	4.2	321	1776	1.0	3.7	362	2062	1.1	4.2	319	1909	1.0	4.4	133	1154	.4	3.8
SP '97	264	4320	.8	4.2	373	2251	1.1	4.2	386	2638	1.2	4.3	248	1999	.7	3.4	130	1243	.4	3.6
KLOS-FM																				
SP '98	154	3435	.5	2.5	306	1745	.9	3.6	178	1422	.5	2.1	184	1748	.6	2.5	81	1020	.2	2.4
WI '98	148	3028	.4	2.4	256	1498	.8	2.9	225	1327	.7	2.5	198	1571	.6	2.7	42	742	.1	1.3
FA '97	178	3956	.5	2.9	331	1826	1.0	3.8	238	1743	.7	2.8	190	1859	.6	2.6	95	1158	.3	2.7
SU '97	140	3800	.4	2.3	279	1620	.8	3.3	181	1522	.5	2.1	188	1816	.6	2.6	37	823	.1	1.0
4-Book	155	3555	.5	2.5	293	1672	.9	3.4	206	1504	.6	2.4	190	1749	.6	2.6	64	936	.2	1.9
SP '97	161	3572	.5	2.5	288	1783	.9	3.2	191	1563	.6	2.1	236	1980	.7	3.2	76	936	.2	2.1
KLSX-FM																				
SP '98	193	3298	.6	3.2	693	2484	2.1	8.0	219	1737	.7	2.6	146	1111	.4	2.0	30	455	.1	.9
WI '98	235	3590	.7	3.8	746	2854	2.2	8.5	289	1545	.9	3.2	209	1148	.6	2.9	69	617	.2	2.1
FA '97	242	3344	.7	3.9	876	2744	2.6	10.0	301	1592	.9	3.5	151	817	.5	2.1	13	261	.1	.4
SU '97	157	2503	.5	2.5	552	1933	1.7	6.6	186	1142	.6	2.2	90	660	.3	1.2	41	429	.1	1.1
4-Book	207	3184	.6	3.4	717	2504	2.2	8.3	249	1504	.8	2.9	149	934	.5	2.1	38	441	.1	1.1
SP '97	172	3154	.5	2.7	552	2322	1.7	6.2	217	1348	.6	2.4	86	810	.3	1.2	49	456	.1	1.4
KLVE-FM																				
SP '98	496	5526	1.5	8.2	706	3189	2.1	8.2	708	3343	2.1	8.3	505	3017	1.5	6.9	293	2223	.9	8.5
WI '98	426	5488	1.3	6.9	626	2988	1.9	7.2	636	3145	1.9	7.1	434	2679	1.3	6.0	191	1838	.6	5.7
FA '97	497	5664	1.5	8.1	698	3013	2.1	7.9	815	3514	2.4	9.5	488	3094	1.5	6.7	237	2236	.7	6.8
SU '97	521	6017	1.6	8.5	781	3641	2.3	9.3	766	3689	2.3	9.0	559	3356	1.7	7.6	237	2115	.7	6.4
4-Book	485	5674	1.5	7.9	703	3208	2.1	8.2	731	3423	2.2	8.5	497	3037	1.5	6.8	240	2103	.7	6.9
SP '97	526	6157	1.6	8.3	793	3616	2.4	8.9	816	3725	2.4	9.1	476	3289	1.4	6.5	249	2210	.7	7.0
KLYY-FM																				
SP '98	118	3814	.4	1.9	132	1450	.4	1.5	167	1850	.5	2.0	166	2179	.5	2.3	49	1211	.1	1.4
WI '98	99	3381	.3	1.6	102	1255	.3	1.2	136	1661	.4	1.5	141	2061	.4	1.9	61	1016	.2	1.8
FA '97	103	3452	.3	1.7	93	1216	.3	1.1	142	1658	.4	1.7	172	2188	.5	2.4	69	1237	.2	2.0
SU '97	141	3612	.4	2.3	157	1414	.5	1.9	204	2007	.6	2.4	184	2206	.6	2.5	86	1359	.3	2.3
4-Book	115	3565	.4	1.9	121	1334	.4	1.4	162	1794	.5	1.9	166	2159	.5	2.3	66	1206	.2	1.9
SP '97	108	3266	.3	1.7	110	1391	.3	1.2	149	1635	.4	1.7	169	2104	.5	2.3	55	1240	.2	1.5
KNX -AM																				
SP '98	32	1459	.1	.5	71	738	.2	.8	41	320	.1	.5	38	588	.1	.5	13	280	.1	.4
WI '98	33	1503	.1	.5	58	721	.2	.7	23	496	.1	.3	57	708	.2	.8	21	351	.1	.6
FA '97	25	1106	.1	.4	37	490	.1	.4	33	403	.1	.4	38	526	.1	.5	12	236	.1	.3
SU '97	37	1448	.1	.6	77	698	.2	.9	33	441	.1	.4	53	791	.2	.7	32	327	.1	.9
4-Book	32	1379	.1	.5	61	662	.2	.7	33	415	.1	.4	47	653	.2	.6	20	299	.1	.6
SP '97	24	1289	.1	.4	43	671	.1	.5	16	344	.1	.2	36	635	.1	.5	17	298	.1	.5
KOST-FM																				
SP '98	207	4454	.6	3.4	157	1642	.5	1.8	343	1942	1.0	4.0	284	1995	.9	3.9	161	1808	.5	4.7
WI '98	263	5093	.8	4.2	265	2156	.8	3.0	361	2195	1.1	4.0	305	2479	.9	4.2	262	2365	.8	7.8
FA '97	195	4230	.6	3.2	172	1549	.5	2.0	270	1595	.8	3.2	255	1915	.8	3.5	170	1859	.5	4.9
SU '97	220	5705	.7	3.6	236	2110	.7	2.8	307	2527	.9	3.6	271	2468	.8	3.7	182	2216	.5	4.9
4-Book	221	4871	.7	3.6	208	1864	.6	2.4	320	2065	1.0	3.7	279	2214	.9	3.8	194	2062	.6	5.6
SP '97	235	5079	.7	3.7	253	1998	.8	2.8	356	2151	1.1	4.0	272	2343	.8	3.7	196	2010	.6	5.5
KPWR-FM																				
SP '98	361	7416	1.1	5.9	447	3391	1.3	5.2	425	3880	1.3	5.0	454	4416	1.4	6.2	250	2894	.7	7.3
WI '98	347	7252	1.0	5.6	381	3350	1.1	4.4	452	3638	1.4	5.0	457	4031	1.4	6.3	230	2626	.7	6.9
FA '97	389	7645	1.2	6.3	421	3472	1.3	4.8	479	3900	1.4	5.6	502	4096	1.5	6.9	294	2751	.9	8.5
SU '97	414	8637	1.2	6.7	434	3828	1.3	5.2	516	4813	1.5	6.1	477	4826	1.4	6.5	325	3399	1.0	8.7
4-Book	378	7738	1.1	6.1	421	3510	1.3	4.9	468	4058	1.4	5.4	473	4342	1.4	6.5	275	2918	.8	7.9
SP '97	384	8209	1.1	6.0	466	3889	1.4	5.2	458	4339	1.4	5.1	482	4699	1.4	6.6	294	3306	.9	8.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	19	644	.1	.3	16	126	.2	25	277	.1	.3	30	247	.1	.4	19	259	.1	.6	
WI '98	33	739	.1	.5	22	234	.1	.3	41	370	.1	.5	33	264	.1	.5	25	241	.1	.7
FA '97	39	852	.1	.6	18	279	.1	.2	33	333	.1	.4	42	344	.1	.6	51	401	.2	1.5
SU '97	72	1161	.2	1.2	78	479	.2	.9	73	465	.2	.9	53	437	.2	.7	91	545	.3	2.4
4-Book	41	849	.1	.7	34	280	.1	.4	43	361	.1	.5	40	323	.1	.6	47	362	.2	1.3
SP '97	42	884	.1	.7	27	327	.1	.3	39	416	.1	.4	61	463	.2	.8	59	470	.2	1.7
KROQ-FM																				
SP '98	352	6907	1.1	5.8	567	3783	1.7	6.6	467	3599	1.4	5.5	419	3808	1.3	5.7	217	2789	.6	6.3
WI '98	357	6768	1.1	5.7	592	3937	1.8	6.8	474	3497	1.4	5.3	422	3929	1.3	5.8	201	2614	.6	6.0
FA '97	318	6688	1.0	5.2	544	3306	1.6	6.2	349	3206	1.0	4.1	363	3966	1.1	5.0	228	2792	.7	6.6
SU '97	368	6630	1.1	6.0	567	3363	1.7	6.7	498	3989	1.5	5.9	407	4069	1.2	5.6	223	2609	.7	6.0
4-Book	349	6748	1.1	5.7	568	3597	1.7	6.6	447	3573	1.3	5.2	403	3943	1.2	5.5	217	2701	.7	6.2
SP '97	431	6707	1.3	6.8	753	3849	2.3	8.4	554	3486	1.7	6.2	501	3945	1.5	6.8	240	2567	.7	6.7
KRRA-AM																				
SP '98	9	234	.1	.1	10	83	.1	.1	17	130	.1	.2	5	64	.1	.1	4	39	.1	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	12	254	.2	.2	31	94	.1	.4	9	77	.1	.1	10	57	.1	.1	2	37	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	12	286	.2	.2	13	115	.1	.1	19	159	.1	.2	11	100	.1	.1	5	68	.1	.1
KRTH-FM																				
SP '98	130	2957	.4	2.1	157	1008	.5	1.8	251	1309	.8	2.9	153	1348	.5	2.1	61	842	.2	1.8
WI '98	119	3412	.4	1.9	140	1433	.4	1.6	226	1893	.7	2.5	134	1459	.4	1.8	44	731	.1	1.3
FA '97	151	3405	.5	2.5	204	1558	.6	2.3	258	1622	.8	3.0	167	1619	.5	2.3	67	936	.2	1.9
SU '97	137	3429	.4	2.2	170	1084	.5	2.0	207	1421	.6	2.4	151	1540	.5	2.1	81	851	.2	2.2
4-Book	134	3301	.4	2.2	168	1271	.5	1.9	236	1561	.7	2.7	151	1492	.5	2.1	63	840	.2	1.8
SP '97	136	3495	.4	2.1	138	1265	.4	1.5	231	1683	.7	2.6	143	1502	.4	1.9	78	948	.2	2.2
KSCA-FM																				
SP '98	507	5342	1.5	8.3	1049	3669	3.1	12.2	745	3640	2.2	8.7	416	2615	1.2	5.7	178	1423	.5	5.2
WI '98	451	4778	1.3	7.3	829	3294	2.5	9.5	682	2843	2.0	7.6	334	2136	1.0	4.6	200	1517	.6	6.0
FA '97	499	4929	1.5	8.1	1017	3405	3.0	11.6	747	3266	2.2	8.7	322	2174	1.0	4.4	154	1291	.5	4.4
SU '97	428	4915	1.3	7.0	916	3290	2.7	10.9	587	3246	1.8	6.9	322	2158	1.0	4.4	157	1354	.5	4.2
4-Book	471	4991	1.4	7.7	953	3415	2.8	11.1	690	3249	2.1	8.0	349	2271	1.1	4.8	172	1396	.5	5.0
SP '97	404	4625	1.2	6.4	779	3069	2.3	8.7	514	2906	1.5	5.7	373	2382	1.1	5.1	165	1517	.5	4.6
KSSE-FM																				
SP '98	146	2337	.4	2.4	132	984	.4	1.5	186	1266	.6	2.2	183	1365	.5	2.5	111	939	.3	3.2
WI '98	196	2759	.6	3.2	213	1404	.6	2.4	265	1580	.8	3.0	237	1702	.7	3.3	108	1139	.3	3.2
FA '97	148	2352	.4	2.4	157	1116	.5	1.8	192	1310	.6	2.2	200	1427	.6	2.7	95	987	.3	2.7
SU '97	171	2664	.5	2.8	179	1263	.5	2.1	218	1504	.7	2.6	218	1602	.7	3.0	115	1212	.3	3.1
4-Book	165	2528	.5	2.7	170	1192	.5	2.0	215	1415	.7	2.5	210	1524	.6	2.9	107	1069	.3	3.1
SP '97	88	1494	.3	1.4	96	599	.3	1.1	130	917	.4	1.5	88	747	.3	1.2	55	511	.2	1.5
KTNO-AM																				
SP '98	141	1684	.4	2.3	248	656	.7	2.9	136	603	.4	1.6	176	775	.5	2.4	131	719	.4	3.8
WI '98	110	1515	.3	1.8	133	611	.4	1.5	117	660	.4	1.3	169	787	.5	2.3	120	731	.4	3.6
FA '97	158	1974	.5	2.6	217	862	.6	2.5	164	842	.5	1.9	231	969	.7	3.2	126	816	.4	3.6
SU '97	149	1986	.4	2.4	216	722	.6	2.6	165	926	.5	1.9	225	1034	.7	3.1	130	768	.4	3.5
4-Book	140	1790	.4	2.3	204	713	.6	2.4	146	758	.5	1.7	200	891	.6	2.8	127	759	.4	3.6
SP '97	182	1987	.5	2.9	298	1052	.9	3.3	205	975	.6	2.3	250	1071	.7	3.4	124	736	.4	3.5
KTVV-FM																				
SP '98	100	1954	.3	1.6	88	758	.3	1.0	186	987	.6	2.2	130	820	.4	1.8	53	670	.2	1.5
WI '98	125	2103	.4	2.0	120	879	.4	1.4	195	926	.6	2.2	162	1056	.5	2.2	71	677	.2	2.1
FA '97	121	2044	.4	2.0	120	696	.4	1.4	225	784	.7	2.6	151	952	.5	2.1	64	740	.2	1.8
SU '97	112	2112	.3	1.8	115	788	.3	1.4	194	1082	.6	2.3	164	1049	.5	2.2	56	759	.2	1.5
4-Book	115	2053	.4	1.9	111	780	.4	1.3	200	945	.6	2.3	152	969	.5	2.1	61	712	.2	1.7
SP '97	145	2423	.4	2.3	157	934	.5	1.8	221	1071	.7	2.5	174	1189	.5	2.4	70	669	.2	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '98	52	627	.2	.9	82	275	.2	1.0	103	382	.3	1.2	42	235	.1	.6	22	171	.1	.6
WI '98	37	617	.1	.6	62	332	.2	.7	69	355	.2	.8	21	196	.1	.3	16	130		.5
FA '97	37	530	.1	.6	57	229	.2	.6	66	240	.2	.8	35	260	.1	.5	18	111	.1	.5
SU '97	27	579	.1	.4	37	204	.1	.4	42	287	.1	.5	11	89		.2	14	80		.4
4-Book	38	588	.1	.6	60	260	.2	.7	70	316	.2	.8	27	195	.1	.4	18	123	.1	.5
SP '97	34	609	.1	.5	48	244	.1	.5	35	336	.1	.4	22	153	.1	.3	35	219	.1	1.0
KWVE-FM																				
SP '98	19	488	.1	.3	28	234	.1	.3	26	184	.1	.3	38	283	.1	.5	2	40		.1
WI '98	17	555	.1	.3	25	235	.1	.3	16	216		.2	24	226	.1	.3	4	61		.1
FA '97	23	461	.1	.4	34	278	.1	.4	25	206	.1	.3	26	203	.1	.4	9	144		.3
SU '97	22	432	.1	.4	20	205	.1	.2	27	213	.1	.3	34	297	.1	.5	14	167		.4
4-Book	20	484	.1	.4	27	238	.1	.3	24	205	.1	.3	31	252	.1	.4	7	103		.2
SP '97	18	552	.1	.3	18	240	.1	.2	11	198		.1	19	255	.1	.3	30	174	.1	.8
KYSR-FM																				
SP '98	279	6185	.8	4.6	316	2841	.9	3.7	430	3209	1.3	5.0	421	3660	1.3	5.7	130	2005	.4	3.8
WI '98	302	6148	.9	4.9	304	2891	.9	3.5	510	3066	1.5	5.7	449	3668	1.3	6.2	144	2123	.4	4.3
FA '97	293	6186	.9	4.8	346	2910	1.0	3.9	505	3634	1.5	5.9	376	3772	1.1	5.2	129	2119	.4	3.7
SU '97	269	5896	.8	4.4	239	2440	.7	2.8	403	3128	1.2	4.7	392	3574	1.2	5.4	155	2178	.5	4.2
4-Book	286	6104	.9	4.7	301	2771	.9	3.5	462	3259	1.4	5.3	410	3669	1.2	5.6	140	2106	.4	4.0
SP '97	256	5662	.8	4.0	266	2588	.8	3.0	418	3016	1.3	4.7	335	3528	1.0	4.6	124	1925	.4	3.5
KZLA-FM																				
SP '98	70	1210	.2	1.2	71	582	.2	.8	96	580	.3	1.1	91	758	.3	1.2	35	510	.1	1.0
WI '98	99	1808	.3	1.6	138	1033	.4	1.6	120	958	.4	1.3	119	1033	.4	1.6	39	606	.1	1.2
FA '97	94	1745	.3	1.5	132	932	.4	1.5	102	894	.3	1.2	125	1156	.4	1.7	47	690	.1	1.4
SU '97	92	1570	.3	1.5	118	846	.4	1.4	122	836	.4	1.4	131	982	.4	1.8	63	556	.2	1.7
4-Book	89	1583	.3	1.5	115	848	.4	1.3	110	817	.4	1.3	117	982	.4	1.6	46	591	.1	1.3
SP '97	82	1522	.2	1.3	103	792	.3	1.2	108	806	.3	1.2	106	756	.3	1.4	34	563	.1	1.0
KFRG-FM																				
SP '98	11	285		.2	8	114		.1	21	140	.1	.2	16	132		.2	5	108		.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	16	529		.3	21	253	.1	.2	17	273	.1	.2	32	321	.1	.4	8	143		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	30	600	.1	.5	33	236	.1	.4	47	229	.1	.6	67	374	.2	.9	16	205		.5
WI '98	56	1120	.2	.9	45	405	.1	.5	93	566	.3	1.0	86	612	.3	1.2	33	362	.1	1.0
FA '97	46	1140	.1	.7	56	429	.2	.6	91	620	.3	1.1	57	467	.2	.8	18	196	.1	.5
SU '97	41	873	.1	.7	36	321	.1	.4	96	467	.3	1.1	61	450	.2	.8	17	184	.1	.5
4-Book	43	933	.1	.7	43	348	.1	.5	82	471	.3	1.0	68	476	.2	.9	21	237	.1	.6
SP '97	56	915	.2	.9	74	439	.2	.8	165	577	.5	1.8	53	459	.2	.7	4	105		.1
TOTALS																				
SP '98	6080	32408	18.2	8611	28314	25.8	8521	26464	25.5	7340	27614	22.0	3434	21253	10.3					
WI '98	6216	32455	18.6	8746	28545	26.2	8983	26517	26.9	7255	27661	21.7	3342	20618	10.0					
FA '97	6142	32409	18.4	8788	28078	26.3	8566	26563	25.6	7284	27304	21.8	3466	21107	10.4					
SU '97	6157	32520	18.4	8416	27990	25.2	8503	27054	25.5	7320	28100	21.9	3722	22087	11.1					
4-Book	6149	32448	18.4	8640	28232	25.9	8643	26650	25.9	7300	27670	21.9	3491	21266	10.5					
SP '97	6356	32512	19.0	8925	28795	26.7	8941	26685	26.8	7343	28110	22.0	3574	21313	10.7					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
SP '98	45	407	.1	.5	11	223	.3	7	35	.2	11	67	.2	5	50	.1			
4-Book	42	517	.1	.5	18	250	.4	25	62	.6	28	84	.4	19	68	.4			
KACD-FM																			
SP '98	65	930	.2	.8	45	667	1.1	15	65	.3	75	242	1.1	99	235	.3	2.1		
4-Book	59	979	.2	.7	44	672	1.0	23	88	.5	79	280	1.2	72	236	.2	1.5		
KBCD-FM																			
SP '98	26	446	.1	.3	15	320	.4	4	30	.1	20	114	.1	11	103	.2			
4-Book	25	425	.1	.3	15	239	.4	10	38	.2	22	77	.1	17	75	.1			
KACE-FM																			
SP '98	19	434	.1	.2	23	320	.6	18	98	.4	53	171	.8	31	110	.1	.7		
4-Book	36	556	.1	.4	27	394	.6	24	85	.5	46	156	.7	35	118	.1	.7		
KRTO-FM																			
SP '98	4	102			5	60	.1	9	33	.2	11	18	.2						
4-Book	12	185		.1	6	106	.1	6	31	.1	10	31	.2	6	23				
KAHS-AM																			
SP '98	**	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
+KXTA-AM																			
SP '98	38	509	.1	.5	16	272	.4	10	27	.2	12	62	.2	19	107	.1	.4		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
KBIG-FM																			
SP '98	287	2931	.9	3.5	85	1550	2.1	57	335	1.3	108	432	1.6	90	341	.3	1.9		
4-Book	273	2967	.8	3.3	110	1741	2.6	87	349	1.9	165	544	2.4	135	437	.4	2.8		
KBUA-FM																			
SP '98	10	126		.1	7	59	.2	14	37	.3	22	37	.1	3	24	.1			
4-Book	19	246	.1	.2	10	135	.3	20	63	.4	23	55	.1	4	30	.1			
KBUE-FM																			
SP '98	162	1974	.5	2.0	118	1319	2.9	126	368	2.8	216	544	3.2	101	294	.3	2.1		
4-Book	160	1991	.5	2.0	112	1272	2.6	167	411	3.7	195	527	2.9	107	296	.3	2.2		
KCBS-FM																			
SP '98	221	2919	.7	2.7	108	1811	2.6	117	444	2.6	228	793	3.4	159	602	.5	3.3		
4-Book	214	2904	.7	2.6	103	1745	2.4	106	396	2.3	197	733	2.9	136	495	.4	2.8		
+KCMG-FM																			
SP '98	305	3546	.9	3.7	168	2154	4.1	146	478	3.3	307	826	4.6	213	694	.6	4.5		
4-Book	266	3514	.8	3.2	135	2033	3.2	112	398	2.5	248	838	3.6	173	601	.5	3.5		
+KDIS-AM																			
SP '98	21	484	.1	.3	11	258	.3	12	42	.3	5	29	.1	17	79	.1	.4		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
SP '98	155	1343	.5	1.9	42	467	1.0	93	269	.3	98	277	1.5	31	92	.1	.7		
4-Book	146	1438	.5	1.8	30	457	.7	50	168	1.1	66	211	1.0	25	78	.1	.5		
KFVB-AM																			
SP '98	29	919	.1	.4	10	306	.2	13	115	.3	15	102	.2	15	80	.3			
4-Book	38	1071	.1	.5	14	417	.3	21	113	.5	16	111	.2	20	100	.1	.4		
KGIL-AM																			
SP '98	**	36	**	**	**	18	**	**	**	**	**	**	**	**	**	**			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
KIEV-AM																			
SP '98	4	49																	
4-Book	10	77		.1	1	20						2	9		3	12			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM SP '98 4-Book	336 365	5773 6076	1.0 1.1	4.1 4.4	188 208	3323 3621	.6 .7	4.6 4.9	243 203	845 831	.7 .6	5.5 4.5	330 362	1358 1423	1.0 1.1	4.9 5.3	216 245	930 1003	.6 .7	4.5 5.0
KJLH-FM SP '98 4-Book	102 97	1095 1070	.3 .3	1.2 1.2	88 73	898 799	.3 .3	2.1 1.7	64 40	181 119	.2 .1	1.4 .9	103 101	264 285	.3 .3	1.5 1.5	101 80	256 218	.3 .3	2.1 1.7
KKBT-FM SP '98 4-Book	432 526	5014 5129	1.3 1.6	5.3 6.4	263 281	3248 3296	.8 .8	6.4 6.7	301 250	869 793	.9 .8	6.8 5.5	515 449	1566 1418	1.5 1.3	7.6 6.5	324 363	1054 1108	1.0 1.1	6.8 7.4
KKGO-FM SP '98 4-Book	44 40	662 724	.1 .1	.5 .5	22 25	415 428	.1 .1	.5 .6	43 25	112 80	.1 .1	1.0 .6	20 20	62 73	.1 .1	.3 .3	6 19	53 65	.1 .1	.1 .4
KKHJ-AM SP '98 4-Book	50 69	429 698	.1 .2	.6 .9	15 36	216 405	.1 .1	.4 .9	8 43	41 87	.1 .1	.2 .9	33 61	95 164	.1 .2	.5 .9	34 31	61 90	.1 .1	.7 .6
KKLA-FM SP '98 4-Book	31 24	326 323	.1 .1	.4 .3	3 4	86 111	.1 .1	.1 .1	1 6	11 21	.1 .1	.1 .1	1 2	14 18	.1 .1	.1 .1		4		
KLAC-AM SP '98 4-Book	9 13	375 202	.1 .1	.1 .1	11 8	299 176	.3 .2	.3 .2	3 3	7 7	.1 .1	.1 .1	22 11	88 52	.1 .1	.3 .2	7 7	25		.2
KLAX-FM SP '98 4-Book	448 336	3713 3169	1.3 1.0	5.5 4.1	251 204	2280 1997	.8 .6	6.1 4.8	322 268	826 698	1.0 .8	7.2 5.9	406 320	1070 865	1.2 1.0	6.0 4.7	341 243	844 644	1.0 .7	7.2 5.0
KLOS-FM SP '98 4-Book	220 228	3003 3040	.7 .7	2.7 2.8	88 87	1342 1381	.3 .3	2.1 2.0	65 71	219 254	.2 .2	1.5 1.6	127 155	416 554	.4 .5	1.9 2.3	100 121	359 439	.3 .4	2.1 2.5
KLSX-FM SP '98 4-Book	342 362	3079 2911	1.0 1.1	4.2 4.4	36 44	710 726	.1 .1	.9 1.1	43 57	127 150	.1 .2	1.0 1.3	19 55	135 195	.1 .2	.3 .8	15 28	80 99	.1 .1	.3 .6
KLVE-FM SP '98 4-Book	645 650	4763 4953	1.9 1.9	7.9 7.9	369 357	3344 3358	1.1 1.1	9.0 8.4	525 469	1093 1138	1.6 1.4	11.8 10.4	532 597	1389 1451	1.6 1.8	7.9 8.7	333 340	817 919	1.0 1.0	7.0 7.0
KLYY-FM SP '98 4-Book	156 151	3256 3092	.5 .5	1.9 1.9	97 86	1650 1740	.3 .3	2.4 2.1	72 56	330 256	.2 .2	1.6 1.2	231 151	792 671	.7 .5	3.4 2.2	174 131	640 599	.5 .4	3.7 2.7
KNX -AM SP '98 4-Book	50 46	1156 1141	.1 .1	.6 .5	14 16	422 437	.3 .4	.3 .4	17 19	89 92	.1 .1	.4 .4	20 22	115 134	.1 .1	.3 .3	11 16	66 88	.1 .1	.2 .3
KOST-FM SP '98 4-Book	268 273	3264 3598	.8 .8	3.3 3.3	129 147	1991 2261	.4 .4	3.1 3.5	112 137	481 512	.3 .4	2.5 3.0	230 223	647 727	.7 .7	3.4 3.2	137 155	390 526	.4 .5	2.9 3.1
KPWR-FM SP '98 4-Book	441 455	6289 6570	1.3 1.4	5.4 5.5	294 310	4154 4181	.9 .9	7.1 7.3	204 227	829 830	.6 .7	4.6 5.0	401 457	1647 1656	1.2 1.4	5.9 6.6	433 422	1469 1357	1.3 1.3	9.1 8.6
KRLA-AM SP '98 4-Book	24 39	434 578	.1 .1	.3 .5	11 40	256 448	.1 .1	.3 1.0	1 34	11 91	.1 .1	.7 .7	16 48	84 139	.1 .1	.2 .7	26 41	82 111	.1 .1	.5 .8
KROQ-FM SP '98 4-Book	483 471	5979 5898	1.4 1.4	5.9 5.7	210 220	3658 3656	.6 .6	5.1 5.2	132 167	596 727	.4 .5	3.0 3.7	401 388	1626 1572	1.2 1.2	5.9 5.6	222 279	998 1099	.7 .9	4.7 5.7

Target Listener Estimates - Persons 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRRA-AM SP '98 4-Book	11 **	174 **	.1 **	9 **	112 **	.2 **	.2 **	19 **	25 **	.1 **	.4 **	10 **	25 **	.1 **	.1 **	6 **	25 **	.1 **	.1 **	
KRTH-FM SP '98 4-Book	192 189	2244 2610	.6 .6	2.3 2.3	67 86	1180 1407	.2 .3	1.6 2.0	22 85	134 243	.1 .3	.5 1.9	144 173	442 535	.4 .5	2.1 2.5	129 118	344 382	.4 .4	2.7 2.4
KSCA-FM SP '98 4-Book	737 666	5025 4591	2.2 2.0	9.0 8.1	320 327	3143 2995	1.0 1.0	7.8 7.7	767 712	1597 1479	2.3 2.1	17.2 15.7	486 538	1344 1430	1.5 1.6	7.2 7.8	241 294	634 735	.7 .9	5.1 6.0
KSSE-FM SP '98 4-Book	168 200	2010 2162	.5 .6	2.1 2.4	131 144	1520 1539	.4 .4	3.2 3.4	116 134	353 375	.3 .4	2.6 3.0	195 238	601 649	.6 .7	2.9 3.5	132 155	446 477	.4 .5	2.8 3.2
KTNQ-AM SP '98 4-Book	183 180	1345 1456	.5 .5	2.2 2.2	74 75	800 821	.2 .2	1.8 1.8	113 97	229 202	.3 .3	2.5 2.1	89 89	200 241	.3 .3	1.3 1.3	81 90	208 229	.2 .3	1.7 1.9
KTUV-FM SP '98 4-Book	138 158	1393 1559	.4 .5	1.7 1.9	62 73	1006 1010	.2 .2	1.5 1.7	50 59	195 188	.1 .2	1.1 1.3	108 124	300 338	.3 .4	1.6 1.8	101 88	290 220	.3 .3	2.1 1.8
KWKW-AM SP '98 4-Book	77 54	512 477	.2 .2	.9 .7	27 25	316 268	.1 .1	.7 .6	60 45	96 85	.2 .2	1.3 1.0	42 44	114 110	.1 .1	.6 .7	14 24	36 56	.3 .1	.3 .5
KWVE-FM SP '98 4-Book	31 27	413 385	.1 .1	.4 .3	9 17	198 245	.1 .1	.2 .4	25 75	75 .1	.6 .6	8 24	50 89	.1 .1	.1 .4	14 19	38 71	.3 .1	.3 .4	
KYSR-FM SP '98 4-Book	392 396	5292 5233	1.2 1.2	4.8 4.8	179 188	2926 3040	.5 .6	4.3 4.4	123 143	537 606	.4 .4	2.8 3.2	307 331	1208 1263	.9 1.0	4.6 4.8	225 246	770 918	.7 .8	4.7 5.0
KZLA-FM SP '98 4-Book	87 114	1011 1335	.3 .4	1.1 1.4	65 74	724 967	.2 .2	1.6 1.8	47 69	157 238	.1 .2	1.1 1.5	111 127	360 453	.3 .4	1.6 1.8	95 92	331 315	.3 .3	2.0 1.9
KFRG-FM SP '98 4-Book	16 **	202 **	.2 **	.2 **	5 **	182 **	.1 **	.1 **	1 **	11 **	.1 **	.1 **	13 **	106 **	.2 **	.2 **	4 **	43 **	.1 **	.1 **
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	49 66	539 773	.1 .2	.6 .8	5 19	118 312	.1 .1	.4 .4	21 22	71 80	.1 .1	.5 .5	2 22	27 92	.1 .1	.3 .3	22	96	.1	.5
TOTALS SP '98 4-Book	8185 8229	32048 32017	24.5 24.7		4115 4235	26535 26713	12.3 12.7		4453 4533	11288 11512	13.3 13.6		6744 6892	16330 16576	20.2 20.7		4755 4918	12224 12580	14.2 14.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM SP '98 4-Book	2 7	32 31	.1 .2		20 16	48 35	.1 .1	.8 .7	17 20	59 77	.1 .1	.3 .4	9 18	31 62	.2 .4		19 13	64 41	.1 .1	.8 .5
KACD-FM SP '98 4-Book	53 41	244 175	.2 .1	1.8 1.3	12 17	42 52	.5 .1	.5 .7	41 47	149 184	.1 .2	.8 1.0	38 36	157 145	.1 .1	1.0 1.0	27 31	90 143	.1 .1	1.1 1.3
KBCD-FM SP '98 4-Book	6 16	28 46	.2 .5		24 10	43 30	.1 .4	.9 .4	31 19	174 93	.1 .1	.6 .4	12 16	62 64	.3 .4		9 7	47 33	.4 .3	
KACE-FM SP '98 4-Book	30 30	96 95	.1 .1	1.0 .9	4 12	15 41	.2 .4		14 22	46 74	.1 .1	.3 .5	18 21	75 71	.1 .1	.5 .5	12 23	40 81	.5 .1	.9 .9
KRTO-FM SP '98 4-Book	6 4	33 18	.2 .1		3 5	31 27	.1 .2		2 5	18 25			5 8	33 27	.1 .2		7 4	11 21	.3 .2	
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	13 **	44 **	.4 **		10 **	27 **	.4 **		38 **	160 **	.1 **	.8 **	17 **	106 **	.1 **	.5 **	10 **	27 **	.4 **	
KBIG-FM SP '98 4-Book	108 158	411 528	.3 .5	3.6 4.8	48 54	241 197	.1 .2	1.8 2.0	113 104	417 379	.3 .3	2.3 2.1	80 105	271 341	.2 .3	2.1 2.7	63 62	288 274	.2 .2	2.6 2.5
KBUA-FM SP '98 4-Book	1 1	10 9		.1	11 10	35 33	.4 .4		5 11	25 45	.1 .2		6 23				1 7	14 30	.2	
KBUE-FM SP '98 4-Book	57 61	217 232	.2 .2	1.9 1.9	99 86	321 249	.3 .3	3.8 3.2	189 139	479 388	.6 .4	3.8 2.8	118 99	335 271	.4 .3	3.2 2.6	34 44	129 142	.1 .2	1.4 1.8
KCBS-FM SP '98 4-Book	23 48	174 216	.1 .2	.8 1.5	52 48	191 201	.2 .2	2.0 1.8	127 133	451 553	.4 .4	2.6 2.7	131 115	462 431	.4 .3	3.5 3.0	35 40	186 241	.1 .1	1.4 1.6
+KCMG-FM SP '98 4-Book	109 98	355 371	.3 .3	3.6 3.0	65 63	233 215	.2 .2	2.5 2.3	212 169	706 625	.6 .5	4.3 3.4	168 132	550 499	.5 .4	4.5 3.4	105 74	369 294	.3 .2	4.3 3.0
+KDIS-AM SP '98 4-Book	18 **	39 **	.1 **	.6 **	14 **	48 **	.5 **		9 **	70 **	.2 **		9 **	58 **	.2 **		3 **	25 **	.1 **	
KFI -AM SP '98 4-Book	18 12	93 56	.1 .4		36 23	99 77	.1 .1	1.4 .9	25 26	86 103	.1 .1	.5 .5	14	53	.1	.4	32 26	80 82	.1 .1	1.3 1.0
KFWB-AM SP '98 4-Book	2 5	16 32	.1 .2		4 11	34 49	.2 .4		6 16	55 98	.1 .1	.1 .3	24 21	86 78	.1 .1	.6 .5	7 6	41 45	.3 .2	
KGIL-AM SP '98 4-Book	2 **	18 **	.1 **		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM SP '98 4-Book	1	3											1	5						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	135	561	.4	4.5	155	540	.5	5.9	212	1064	.6	4.3	157	631	.5	4.2	63	334	.2	2.6
4-Book	135	584	.4	4.1	132	491	.4	4.8	270	1149	.8	5.4	195	726	.6	5.1	109	484	.3	4.4
KJLH-FM																				
SP '98	32	137	.1	1.1	77	254	.2	3.0	186	460	.6	3.7	75	238	.2	2.0	60	152	.2	2.4
4-Book	38	146	.1	1.2	57	170	.2	2.1	147	367	.5	2.9	77	243	.2	2.0	40	116	.2	1.6
KKBT-FM																				
SP '98	245	787	.7	8.2	79	331	.2	3.0	226	897	.7	4.5	238	747	.7	6.4	156	590	.5	6.4
4-Book	297	927	.9	9.0	145	454	.4	5.3	274	941	.8	5.5	270	823	.8	7.1	183	639	.6	7.4
KKGO-FM																				
SP '98	7	47	.2		27	99	.1	1.0	37	112	.1	.7	18	96	.1	.5	16	57	.7	
4-Book	18	82	.5		32	103	.1	1.1	36	123	.1	.7	30	93	.1	.8	20	73	.1	.8
KKHJ-AM																				
SP '98	14	36	.1	.5	5	41	.1	.2	8	37	.1	.2	12	31	.1	.3	2	16	.1	.1
4-Book	30	67	.1	.9	30	82	.1	1.1	32	79	.1	.7	43	77	.1	1.1	20	54	.1	.8
KKLA-FM																				
SP '98					4	16	.2		1	14	.3		12	30	.3		6	45	.2	
4-Book	3	18	.1		9	41	.3		2	20	.1		4	11	.1		5	27	.2	
KLAC-AM																				
SP '98	4	19	.1					33	131	.1	.7	17	61	.1	.5	9	34	.4		
4-Book	9	28	.3		1	3		16	61	.3		8	35	.2		10	38	.4		
KLAX-FM																				
SP '98	136	487	.4	4.5	155	394	.5	5.9	274	685	.8	5.5	234	545	.7	6.3	152	463	.5	6.2
4-Book	113	368	.3	3.5	165	413	.5	6.0	260	694	.8	5.2	178	471	.5	4.7	94	295	.3	3.8
KLDS-FM																				
SP '98	72	267	.2	2.4	38	142	.1	1.5	117	357	.4	2.3	127	400	.4	3.4	51	178	.2	2.1
4-Book	70	257	.2	2.1	41	160	.1	1.5	98	362	.3	2.0	94	339	.3	2.5	38	147	.1	1.5
KLSX-FM																				
SP '98	2	27	.1	.6	66	170	.2	2.5	110	358	.3	2.2	22	65	.1	.6	8	50	.3	
4-Book	20	71	.1	.6	65	175	.2	2.4	93	321	.3	1.9	19	85	.1	.5	9	43	.3	
KLVE-FM																				
SP '98	362	901	1.1	12.1	305	843	.9	11.7	451	1173	1.3	9.1	236	567	.7	6.3	196	577	.6	8.0
4-Book	340	882	1.0	10.4	270	752	.8	10.1	420	1156	1.3	8.4	226	639	.7	5.9	169	539	.5	6.9
KLYY-FM																				
SP '98	55	383	.2	1.8	32	133	.1	1.2	64	382	.2	1.3	99	374	.3	2.7	46	210	.1	1.9
4-Book	62	353	.2	1.9	28	153	.1	1.1	96	500	.3	1.9	105	440	.3	2.7	51	247	.2	2.1
KNX -AM																				
SP '98	4	52	.1		25	113	.1	1.0	6	39	.1	.1	28	115	.1	.7	9	49	.4	
4-Book	9	54	.3		13	68	.1	.5	14	63	.1	.3	27	92	.1	.7	11	55	.4	
KOST-FM																				
SP '98	113	546	.3	3.8	51	217	.2	2.0	141	544	.4	2.8	123	386	.4	3.3	108	448	.3	4.4
4-Book	166	682	.5	5.0	77	278	.2	2.9	131	543	.4	2.6	108	404	.3	2.8	158	636	.5	6.4
KPWR-FM																				
SP '98	303	1022	.9	10.1	181	597	.5	6.9	343	1082	1.0	6.9	228	722	.7	6.1	235	843	.7	9.6
4-Book	362	1151	1.1	11.0	171	593	.5	6.4	329	1143	1.0	6.5	273	845	.9	7.1	208	769	.6	8.4
KRLA-AM																				
SP '98	9	43	.2	.3	3	11	.1		15	66	.3		7	42	.2		9	53	.4	
4-Book	52	133	.2	1.6	11	43	.4		34	98	.1	.7	36	103	.1	1.0	57	151	.2	2.3
KROQ-FM																				
SP '98	200	887	.6	6.7	67	367	.2	2.6	243	1165	.7	4.9	182	776	.5	4.9	189	792	.6	7.7
4-Book	170	776	.5	5.2	97	403	.3	3.5	256	1133	.8	5.1	201	851	.6	5.2	175	746	.6	7.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34

Target Listener Estimates - Persons 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	10 **	36 **	**	.3 **	8 **	11 **	**	.3 **	3 **	11 **	**	.1 **	**	**	**	**	11 **	40 **	**	.4 **
KRTH-FM SP '98 4-Book	52 42	176 196	.2 .1	1.7 1.3	25 52	96 153	.1 .2	1.0 1.9	74 95	383 369	.2 .3	1.5 1.9	62 75	223 269	.2 .2	1.7 2.0	20 44	62 186	.1 .2	.8 1.8
KSCA-FM SP '98 4-Book	149 142	497 456	.4 .4	5.0 4.4	295 295	722 686	.9 .9	11.3 10.9	357 355	1010 968	1.1 1.1	7.2 7.1	212 208	612 536	.6 .6	5.7 5.4	103 116	391 362	.3 .4	4.2 4.7
KSSE-FM SP '98 4-Book	114 129	385 418	.3 .4	3.8 3.9	68 71	241 268	.2 .2	2.6 2.6	123 173	427 517	.4 .5	2.5 3.5	174 151	488 418	.5 .5	4.7 4.0	119 88	322 266	.4 .3	4.9 3.6
KTND-AM SP '98 4-Book	34 50	157 165	.1 .2	1.1 1.5	37 27	98 85	.1 .1	1.4 1.0	93 89	248 234	.3 .3	1.9 1.8	94 100	212 236	.3 .3	2.5 2.7	57 61	174 194	.2 .2	2.3 2.5
KTWV-FM SP '98 4-Book	56 49	229 181	.2 .2	1.9 1.5	15 37	77 118	.6 .1	1.4 1.4	76 96	303 351	.2 .3	1.5 1.9	45 64	149 211	.1 .2	1.2 1.7	40 55	178 184	.1 .2	1.6 2.2
KWKV-AM SP '98 4-Book	23 15	50 42	.1 .5	.8 .5	32 28	69 51	.1 .1	1.2 1.0	13 17	56 58	.3 .1	.3 .4	13 13	28 41	.3 .3	.3 .3	20 13	61 42	.1 .5	.8 .5
KWVE-FM SP '98 4-Book	4 12	21 34	.1 .4	.1 .4	1 15	11 42	.1 .5	.5 .5	16 17	113 106	.3 .4	.3 .4	22 18	45 54	.1 .1	.6 .5	7 9	15 39	.3 .4	.3 .4
KYSR-FM SP '98 4-Book	84 111	471 512	.3 .3	2.8 3.4	92 94	316 377	.3 .3	3.5 3.5	241 270	1040 1049	.7 .8	4.8 5.3	225 202	769 787	.7 .6	6.0 5.2	124 92	531 456	.4 .3	5.1 3.7
KZLA-FM SP '98 4-Book	39 40	162 170	.1 .1	1.3 1.2	26 53	119 197	.1 .2	1.0 1.9	84 95	314 382	.3 .3	1.7 1.9	83 74	224 233	.2 .2	2.2 1.9	32 43	71 186	.1 .1	1.3 1.7
KFRG-FM SP '98 4-Book	4 **	10 **	**	.1 **	3 **	11 **	**	.1 **	12 **	86 **	**	.2 **	1 **	10 **	**	**	2 **	10 **	**	.1 **
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	3 12	19 49	.1 .1	.4 .4	5 17	29 47	.2 .1	.7 .7	5 23	14 89	.1 .1	.5 .5	4 27	34 80	.1 .1	.7 .7	1 8	19 46	.3 .3	.3 .3
TOTALS SP '98 4-Book	3000 3289	9410 9556	9.0 9.9		2609 2713	7584 7651	7.8 8.1		4979 5025	13087 13255	14.9 15.0		3734 3834	9855 9979	11.2 11.5		2453 2484	7576 7674	7.3 7.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	145	2335	.2	1.3	191	906	.3	1.2	207	1183	.3	1.3	226	1115	.4	1.7	53	497	.1	1.0
WI '98	104	2471	.2	.9	160	1023	.3	1.0	131	1113	.2	.8	180	1238	.3	1.3	54	457	.1	1.0
FA '97	157	2818	.3	1.4	220	1278	.4	1.3	240	1330	.4	1.5	230	1462	.4	1.7	78	726	.1	1.3
SU '97	156	3184	.3	1.4	191	1063	.3	1.2	199	1153	.3	1.3	197	1630	.3	1.5	138	1162	.2	2.3
4-Book	141	2702	.3	1.3	191	1068	.3	1.2	194	1195	.3	1.2	208	1361	.4	1.6	81	711	.1	1.4
SP '97	153	3134	.3	1.3	138	1134	.2	.8	272	1554	.4	1.7	220	1572	.4	1.6	119	1011	.2	2.0
KACD-FM																				
SP '98	75	1690	.1	.7	68	646	.1	.4	75	749	.1	.5	116	780	.2	.9	64	602	.1	1.2
WI '98	76	1724	.1	.7	103	896	.2	.6	103	814	.2	.6	93	873	.2	.7	34	684	.1	.6
FA '97	63	1574	.1	.6	48	683	.1	.3	80	774	.1	.5	94	910	.2	.7	44	501	.1	.8
SU '97	61	1509	.1	.5	59	501	.1	.4	68	608	.1	.4	85	705	.1	.6	48	514	.1	.8
4-Book	69	1624	.1	.6	70	682	.1	.4	82	736	.1	.5	97	817	.2	.7	48	575	.1	.9
SP '97	66	1478	.1	.6	55	559	.1	.3	80	737	.1	.5	95	707	.2	.7	52	579	.1	.9
KBCD-FM																				
SP '98	22	621	.2		38	311	.1	.2	19	228	.1		33	361	.1	.2	11	238	.2	
WI '98	11	473	.1		16	246	.1		10	139	.1		14	246	.1		6	121	.1	
FA '97	25	594	.2		22	233	.1		31	278	.1	.2	38	367	.1	.3	11	214	.2	
SU '97	32	717	.1	.3	38	309	.1	.2	58	347	.1	.4	40	425	.1	.3	16	283	.3	
4-Book	23	601	.2		29	275	.1	.2	30	248	.1	.2	31	350	.1	.2	11	214	.2	
SP '97	24	548	.2		45	250	.1	.3	18	155	.1		28	275	.2		13	177	.2	
KACE-FM																				
SP '98	59	1373	.1	.5	71	559	.1	.4	70	503	.1	.4	62	632	.1	.5	44	447	.1	.8
WI '98	90	1822	.1	.8	93	641	.2	.6	119	801	.2	.7	105	893	.2	.8	73	623	.1	1.4
FA '97	121	1964	.2	1.1	127	811	.2	.8	153	948	.2	1.0	167	1123	.3	1.2	96	786	.2	1.7
SU '97	124	2194	.2	1.1	170	909	.3	1.1	162	1138	.3	1.0	149	1242	.2	1.1	86	877	.1	1.4
4-Book	99	1838	.2	.9	115	730	.2	.7	126	848	.2	.8	121	973	.2	.9	75	683	.1	1.3
SP '97	91	1723	.1	.8	93	746	.2	.6	114	812	.2	.7	120	949	.2	.9	88	629	.1	1.5
KRTO-FM																				
SP '98	11	417	.1		3	97			11	167	.1		22	253	.2		8	77	.1	
WI '98	16	472	.1		21	216	.1		17	257	.1		12	202	.1		14	182	.3	
FA '97	27	725	.2		22	234	.1		28	310	.2		49	365	.1	.4	22	293	.4	
SU '97	31	472	.1	.3	39	182	.1	.2	54	321	.1	.3	31	284	.1	.2	18	211	.3	
4-Book	21	522	.2		21	182	.1	.2	28	264	.2	.8	29	276	.1	.2	16	191	.3	
SP '97	72	843	.1	.6	107	417	.2	.6	122	531	.2	.7	60	485	.1	.4	33	333	.1	.6
KAHS-AM																				
SP '98		15								15										
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	61	1496	.1	.5	49	406	.1	.3	89	511	.1	.6	71	740	.1	.5	58	684	.1	1.0
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	338	6583	.5	3.0	347	2647	.6	2.1	642	3308	1.0	4.1	447	3533	.7	3.4	164	1804	.3	3.0
WI '98	372	7229	.6	3.3	451	3293	.7	2.8	618	3326	1.0	3.8	486	3648	.8	3.6	163	1927	.3	3.0
FA '97	354	7154	.6	3.1	412	3199	.7	2.4	635	3241	1.0	3.9	452	3448	.7	3.3	140	1934	.2	2.4
SU '97	353	7616	.6	3.2	437	3259	.7	2.8	623	3412	1.0	4.0	440	3844	.7	3.3	138	2363	.2	2.3
4-Book	354	7146	.6	3.2	412	3100	.7	2.5	630	3322	1.0	4.0	456	3618	.7	3.4	151	2007	.3	2.7
SP '97	315	7072	.5	2.8	398	3021	.7	2.4	574	3184	.9	3.5	422	3267	.7	3.1	123	1958	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 18-49

	Persons 18-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	14	253	.1		16	145	.1		26	194	.2		19	152	.1		5	86	.1	
WI '98	27	639	.2		40	295	.1	.2	49	411	.1	.3	20	252	.1		14	182	.3	
FA '97	29	466	.3		58	262	.1	.3	50	271	.1	.3	23	238	.2		3	64	.1	
SU '97	11	446	.1		13	235	.1		15	167	.1		15	242	.1		4	129	.1	
4-Book	20	451	.2		32	234	.1	.2	35	261	.1	.2	19	221	.1		7	115	.2	
SP '97	42	714	.1	.4	54	402	.1	.3	75	462	.1	.5	39	351	.1	.3	14	154	.2	
KBUE-FM																				
SP '98	213	3561	.3	1.9	257	1503	.4	1.6	294	1938	.5	1.9	255	1665	.4	1.9	118	1058	.2	2.1
WI '98	223	3789	.4	2.0	274	1699	.4	1.7	346	2078	.6	2.2	235	1798	.4	1.8	84	998	.1	1.6
FA '97	217	3640	.4	1.9	268	1524	.4	1.6	288	2045	.5	1.8	242	1939	.4	1.8	96	1062	.2	1.7
SU '97	181	3695	.3	1.6	234	1680	.4	1.5	278	1851	.5	1.8	200	1806	.3	1.5	72	1012	.1	1.2
4-Book	209	3671	.4	1.9	258	1602	.4	1.6	302	1978	.5	1.9	233	1802	.4	1.8	93	1033	.2	1.7
SP '97	203	3863	.3	1.8	210	1662	.3	1.3	302	2145	.5	1.9	239	1927	.4	1.8	96	1072	.2	1.7
KCBS-FM																				
SP '98	345	7617	.6	3.1	433	3592	.7	2.6	557	4039	.9	3.5	435	4226	.7	3.3	122	2113	.2	2.2
WI '98	388	7720	.6	3.5	524	3711	.8	3.2	618	3924	1.0	3.8	505	4456	.8	3.8	125	2081	.2	2.3
FA '97	394	8268	.6	3.5	498	3700	.8	2.9	678	4188	1.1	4.2	537	4792	.9	4.0	148	2190	.2	2.6
SU '97	272	6808	.4	2.4	365	3132	.6	2.3	412	3411	.7	2.6	335	3450	.5	2.5	128	2062	.2	2.1
4-Book	350	7603	.6	3.1	455	3534	.7	2.8	566	3891	.9	3.5	453	4231	.7	3.4	131	2112	.2	2.3
SP '97	404	7027	.7	3.5	466	3240	.8	2.8	706	3779	1.2	4.3	554	4211	.9	4.1	155	1989	.3	2.7
+KCMG-FM																				
SP '98	428	7614	.7	3.8	462	3414	.7	2.8	685	4177	1.1	4.3	540	4223	.9	4.1	218	2396	.4	3.9
WI '98	375	7050	.6	3.4	424	3377	.7	2.6	572	3754	.9	3.6	529	4366	.9	3.9	177	2198	.3	3.3
FA '97	212	5770	.3	1.9	232	2353	.4	1.4	298	2723	.5	1.9	339	3232	.5	2.5	114	1607	.2	2.0
SU '97	245	5512	.4	2.2	265	2370	.4	1.7	380	2814	.6	2.4	343	2882	.6	2.6	132	1856	.2	2.2
4-Book	315	6487	.5	2.8	346	2879	.6	2.1	484	3367	.8	3.1	438	3676	.7	3.3	160	2014	.3	2.9
SP '97	237	5425	.4	2.1	253	2307	.4	1.5	382	2813	.6	2.3	326	2912	.5	2.4	102	1507	.2	1.8
+KDIS-AM																				
SP '98	38	1440	.1	.3	78	808	.1	.5	40	485	.1	.3	51	658	.1	.4	10	235	.2	
WI '98	44	1471	.1	.4	44	587	.1	.3	46	562	.1	.3	71	695	.1	.5	9	153	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	42	1483	.1	.4	32	361	.1	.2	41	450	.1	.3	71	604	.1	.5	42	483	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	53	1672	.1	.5	57	470	.1	.3	97	669	.2	.6	51	510	.1	.4	18	293	.3	
KFI -AM																				
SP '98	281	4535	.5	2.5	430	2443	.7	2.6	567	2947	.9	3.6	337	2233	.5	2.5	82	867	.1	1.5
WI '98	287	5112	.5	2.6	443	2760	.7	2.7	598	3048	1.0	3.7	339	2611	.5	2.5	82	1000	.1	1.5
FA '97	277	4731	.4	2.4	378	2190	.6	2.2	576	3009	.9	3.6	344	2267	.6	2.5	129	1041	.2	2.2
SU '97	290	4179	.5	2.6	423	2132	.7	2.7	613	2690	1.0	3.9	320	2125	.5	2.4	118	989	.2	1.9
4-Book	284	4639	.5	2.5	419	2381	.7	2.6	589	2924	1.0	3.7	335	2309	.5	2.5	103	974	.2	1.8
SP '97	311	4775	.5	2.7	428	2374	.7	2.6	651	2999	1.1	4.0	453	2684	.7	3.4	74	939	.1	1.3
KFWB-AM																				
SP '98	107	3944	.2	1.0	242	2466	.4	1.5	109	1469	.2	.7	134	1717	.2	1.0	53	819	.1	1.0
WI '98	110	4156	.2	1.0	245	2448	.4	1.5	107	1410	.2	.7	149	1842	.2	1.1	40	702	.1	.7
FA '97	140	4631	.2	1.2	291	2640	.5	1.7	140	1553	.2	.9	214	2468	.3	1.6	60	808	.1	1.0
SU '97	98	3902	.2	.9	208	2140	.3	1.3	93	1396	.2	.6	153	2079	.3	1.2	45	830	.1	.7
4-Book	114	4158	.2	1.0	247	2424	.4	1.5	112	1457	.2	.7	163	2027	.3	1.2	50	790	.1	.9
SP '97	98	3668	.2	.9	221	2272	.4	1.3	79	1223	.1	.5	159	1720	.3	1.2	47	769	.1	.8
KGIL-AM																				
SP '98	4	279			3	66			5	68			5	113			3	47		.1
WI '98	10	334		.1	13	158		.1	13	115		.1	18	230		.1	4	117		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '98	9	222	.1	1	16			34	134	.1	.2	10	88		.1					
WI '98	13	332	.1	9	92		.1	34	165	.1	.2	25	136		.2					
FA '97	14	338	.1	6	98			40	189	.1	.2	16	97		.1	9	62		.2	
SU '97	41	589	.1	.4	11	105	.1	107	418	.2	.7	81	257	.1	.6	12	172		.2	
4-Book	19	370	.2	7	78		.1	54	227	.1	.3	33	145		.3	5	59		.1	
SP '97	9	221	.1	5	40			15	83		.1	30	150		.2	1	16			
KIIS-FM																				
SP '98	348	9642	.6	3.1	648	5435	1.0	3.9	388	4439	.6	2.5	418	4908	.7	3.1	168	2701	.3	3.0
WI '98	438	10819	.7	3.9	695	5567	1.1	4.3	614	4917	1.0	3.8	524	5532	.8	3.9	186	2950	.3	3.5
FA '97	429	10949	.7	3.8	657	5784	1.1	3.9	510	5074	.8	3.2	503	5479	.8	3.7	224	2995	.4	3.9
SU '97	443	10732	.7	4.0	602	5549	1.0	3.8	596	5619	1.0	3.8	575	5417	.9	4.4	228	3112	.4	3.8
4-Book	415	10536	.7	3.7	651	5584	1.1	4.0	527	5012	.9	3.3	505	5334	.8	3.8	202	2940	.4	3.6
SP '97	448	10442	.7	3.9	778	5733	1.3	4.7	540	4815	.9	3.3	514	5369	.8	3.8	193	2972	.3	3.3
KJLH-FM																				
SP '98	215	2740	.3	1.9	239	1193	.4	1.5	255	1291	.4	1.6	199	1352	.3	1.5	160	1011	.3	2.9
WI '98	142	2519	.2	1.3	238	1242	.4	1.5	157	1213	.3	1.0	146	1224	.2	1.1	84	897	.1	1.6
FA '97	184	2630	.3	1.6	217	1254	.4	1.3	245	1419	.4	1.5	187	1337	.3	1.4	119	1091	.2	2.1
SU '97	137	2451	.2	1.2	166	1114	.3	1.0	169	1047	.3	1.1	146	1159	.2	1.1	93	988	.2	1.5
4-Book	170	2585	.3	1.5	215	1201	.4	1.3	207	1243	.4	1.3	170	1268	.3	1.3	114	997	.2	2.0
SP '97	184	2626	.3	1.6	239	1106	.4	1.4	285	1264	.5	1.7	172	1247	.3	1.3	123	1074	.2	2.1
KKBT-FM																				
SP '98	465	7462	.8	4.2	719	3761	1.2	4.4	490	4013	.8	3.1	593	4460	1.0	4.4	306	2763	.5	5.5
WI '98	525	6999	.9	4.7	795	3695	1.3	4.9	636	3985	1.0	4.0	632	4097	1.0	4.7	298	2730	.5	5.5
FA '97	588	8031	1.0	5.2	983	4431	1.6	5.8	715	4488	1.2	4.4	698	4493	1.1	5.1	324	2832	.5	5.6
SU '97	522	7517	.9	4.7	750	4026	1.2	4.7	624	4396	1.0	4.0	707	4622	1.2	5.4	343	3305	.6	5.7
4-Book	525	7502	.9	4.7	812	3978	1.3	5.0	616	4221	1.0	3.9	658	4418	1.1	4.9	318	2908	.5	5.6
SP '97	559	7551	.9	4.9	857	4531	1.4	5.1	624	4262	1.0	3.8	712	4279	1.2	5.3	349	2842	.6	6.0
KKGO-FM																				
SP '98	112	2309	.2	1.0	110	975	.2	.7	168	1080	.3	1.1	155	1157	.3	1.2	79	851	.1	1.4
WI '98	110	3048	.2	1.0	138	1101	.2	.8	127	1194	.2	.8	143	1443	.2	1.1	61	951	.1	1.1
FA '97	112	2467	.2	1.0	95	1023	.2	.6	175	1137	.3	1.1	136	1205	.2	1.0	74	900	.1	1.3
SU '97	82	2197	.1	.7	84	894	.1	.5	128	837	.2	.8	89	867	.1	.7	68	874	.1	1.1
4-Book	104	2505	.2	.9	107	998	.2	.7	150	1062	.3	1.0	131	1168	.2	1.0	71	894	.1	1.2
SP '97	72	2029	.1	.6	82	717	.1	.5	101	840	.2	.6	79	896	.1	.6	53	756	.1	.9
KKHJ-AM																				
SP '98	80	1250	.1	.7	110	559	.2	.7	126	697	.2	.8	88	501	.1	.7	56	372	.1	1.0
WI '98	76	1341	.1	.7	118	613	.2	.7	124	657	.2	.8	73	461	.1	.5	42	348	.1	.8
FA '97	81	1746	.1	.7	85	668	.1	.5	60	552	.1	.4	102	586	.2	.8	116	588	.2	2.0
SU '97	122	2035	.2	1.1	185	843	.3	1.2	154	910	.3	1.0	159	845	.3	1.2	62	527	.1	1.0
4-Book	90	1593	.1	.8	125	671	.2	.8	116	704	.2	.8	106	598	.2	.8	69	459	.1	1.2
SP '97	112	1993	.2	1.0	158	931	.3	.9	172	941	.3	1.1	109	696	.2	.8	80	556	.1	1.4
KKLA-FM																				
SP '98	62	1070	.1	.6	136	655	.2	.8	80	436	.1	.5	113	623	.2	.8	15	199		.3
WI '98	64	1242	.1	.6	105	720	.2	.6	84	519	.1	.5	98	656	.2	.7	43	341	.1	.8
FA '97	34	1064	.1	.3	96	784	.2	.6	21	377		.1	51	506	.1	.4	16	269		.3
SU '97	46	874	.1	.4	114	617	.2	.7	57	428	.1	.4	52	419	.1	.4	22	221		.4
4-Book	52	1063	.1	.5	113	694	.2	.7	61	440	.1	.4	79	551	.2	.6	24	258		.5
SP '97	49	1031	.1	.4	96	607	.2	.6	74	337	.1	.5	85	532	.1	.6	11	185		.2
KLAC-AM																				
SP '98	54	1681	.1	.5	75	346	.1	.5	63	347	.1	.4	49	634	.1	.4	41	620	.1	.7
WI '98	50	1173	.1	.4	71	380	.1	.4	88	371	.1	.5	57	416	.1	.4	33	432	.1	.6
FA '97	38	955	.1	.3	38	270	.1	.2	36	345	.1	.2	57	517	.1	.4	39	367	.1	.7
SU '97	43	1023	.1	.4	68	341	.1	.4	56	432	.1	.4	54	462	.1	.4	19	324		.3
4-Book	46	1208	.1	.4	63	334	.1	.4	61	374	.1	.4	54	507	.1	.4	33	436	.1	.6
SP '97	45	1015	.1	.4	37	233	.1	.2	62	319	.1	.4	79	522	.1	.6	31	452	.1	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	485	6147	.8	4.4	571	3025	.9	3.5	677	3523	1.1	4.3	632	3261	1.0	4.7	285	2088	.5	5.1
WI '98	486	5913	.8	4.3	605	3168	1.0	3.7	767	3557	1.2	4.8	579	3233	.9	4.3	201	1936	.3	3.7
FA '97	296	4770	.5	2.6	317	2003	.5	1.9	368	2464	.6	2.3	405	2583	.7	3.0	171	1426	.3	3.0
SU '97	317	5217	.5	2.8	438	2624	.7	2.8	416	2770	.7	2.6	370	2645	.6	2.8	160	1418	.3	2.6
4-Book	396	5512	.7	3.5	483	2705	.8	3.0	557	3079	.9	3.5	497	2931	.8	3.7	204	1717	.4	3.6
SP '97	355	5784	.6	3.1	511	2968	.8	3.1	500	3338	.8	3.1	361	2745	.6	2.7	164	1585	.3	2.8
KLOS-FM																				
SP '98	404	6898	.7	3.6	861	3661	1.4	5.2	482	3051	.8	3.0	474	3757	.8	3.6	164	1717	.3	3.0
WI '98	359	6566	.6	3.2	668	3549	1.1	4.1	479	2781	.8	3.0	457	3396	.7	3.4	135	1525	.2	2.5
FA '97	415	7579	.7	3.7	776	3692	1.3	4.6	550	3354	.9	3.4	497	4089	.8	3.7	198	2246	.3	3.4
SU '97	296	6585	.5	2.7	566	3166	.9	3.6	373	2700	.6	2.4	405	3403	.7	3.1	103	1441	.2	1.7
4-Book	369	6907	.6	3.3	718	3517	1.2	4.4	471	2972	.8	3.0	458	3661	.8	3.5	150	1732	.3	2.7
SP '97	333	6500	.5	2.9	640	3176	1.0	3.8	418	2860	.7	2.6	436	3510	.7	3.2	128	1608	.2	2.2
KLSX-FM																				
SP '98	338	5720	.5	3.0	1152	4154	1.9	7.0	397	2925	.6	2.5	300	2117	.5	2.3	52	757	.1	.9
WI '98	365	5916	.6	3.3	1149	4269	1.9	7.1	405	2546	.7	2.5	348	2023	.6	2.6	104	934	.2	1.9
FA '97	401	5826	.6	3.5	1496	4609	2.4	8.9	474	2828	.8	2.9	233	1473	.4	1.7	22	467	.1	.4
SU '97	305	4788	.5	2.7	1012	3535	1.7	6.4	401	2317	.7	2.5	189	1355	.3	1.4	60	694	.1	1.0
4-Book	352	5563	.6	3.1	1202	4142	2.0	7.4	419	2654	.7	2.6	268	1742	.5	2.0	60	713	.1	1.1
SP '97	302	5110	.5	2.6	1028	3738	1.7	6.2	355	2279	.6	2.2	161	1363	.3	1.2	63	686	.1	1.1
KLVE-FM																				
SP '98	874	9062	1.4	7.9	1338	5492	2.2	8.1	1255	5557	2.0	7.9	854	4792	1.4	6.4	469	3269	.8	8.5
WI '98	729	8662	1.2	6.5	1094	4795	1.8	6.7	1089	4948	1.8	6.8	737	4412	1.2	5.5	320	2995	.5	5.9
FA '97	831	9128	1.3	7.3	1204	4992	1.9	7.1	1327	5566	2.1	8.3	834	4957	1.4	6.2	378	3357	.6	6.5
SU '97	795	9167	1.3	7.1	1194	5513	2.0	7.5	1208	5432	2.0	7.7	805	5139	1.3	6.1	344	3224	.6	5.7
4-Book	807	9005	1.3	7.2	1208	5198	2.0	7.4	1220	5376	2.0	7.7	808	4825	1.3	6.1	378	3211	.6	6.7
SP '97	878	9956	1.4	7.7	1385	5958	2.3	8.3	1302	5939	2.1	8.0	847	5420	1.4	6.3	412	3563	.7	7.1
KLYY-FM																				
SP '98	144	4805	.2	1.3	163	1764	.3	1.0	218	2378	.4	1.4	205	2754	.3	1.5	56	1349	.1	1.0
WI '98	125	4278	.2	1.1	128	1600	.2	.8	165	2055	.3	1.0	175	2594	.3	1.3	74	1296	.1	1.4
FA '97	139	4491	.2	1.2	137	1714	.2	.8	193	2169	.3	1.2	234	2814	.4	1.7	86	1517	.1	1.5
SU '97	170	4402	.3	1.5	190	1810	.3	1.2	248	2424	.4	1.6	228	2764	.4	1.7	101	1621	.2	1.7
4-Book	145	4494	.2	1.3	155	1722	.3	1.0	206	2257	.4	1.3	211	2732	.4	1.6	79	1446	.1	1.4
SP '97	127	3952	.2	1.1	142	1769	.2	.9	170	1864	.3	1.0	192	2496	.3	1.4	65	1457	.1	1.1
KNX -AM																				
SP '98	130	4388	.2	1.2	281	2567	.5	1.7	136	1395	.2	.9	186	2274	.3	1.4	72	1123	.1	1.3
WI '98	151	4778	.2	1.4	334	2855	.5	2.1	134	1807	.2	.8	223	2411	.4	1.7	69	993	.1	1.3
FA '97	115	4096	.2	1.0	214	2077	.3	1.3	108	1345	.2	.7	167	1956	.3	1.2	87	1098	.1	1.5
SU '97	130	4379	.2	1.2	288	2648	.5	1.8	110	1502	.2	.7	156	2006	.3	1.2	85	1137	.1	1.4
4-Book	132	4410	.2	1.2	279	2537	.5	1.7	122	1512	.2	.8	183	2162	.3	1.4	78	1088	.1	1.4
SP '97	115	4090	.2	1.0	254	2451	.4	1.5	97	1468	.2	.6	151	2038	.2	1.1	61	1002	.1	1.0
KOST-FM																				
SP '98	392	8168	.6	3.5	436	3615	.7	2.6	639	3980	1.0	4.0	484	3982	.8	3.6	238	2753	.4	4.3
WI '98	468	8719	.8	4.2	531	4190	.9	3.3	695	3623	1.1	4.3	566	4534	.9	4.2	357	3397	.6	6.6
FA '97	470	8561	.8	4.1	543	3911	.9	3.2	747	3907	1.2	4.6	614	4239	1.0	4.5	275	3088	.4	4.7
SU '97	486	9742	.8	4.4	553	4130	.9	3.5	732	4588	1.2	4.6	616	4867	1.0	4.7	329	3759	.5	5.4
4-Book	454	8798	.8	4.1	516	3962	.9	3.2	703	4025	1.1	4.4	570	4406	.9	4.3	300	3249	.5	5.3
SP '97	429	8595	.7	3.8	466	3513	.8	2.8	649	3925	1.1	4.0	523	4237	.9	3.9	316	3270	.5	5.4
KPWR-FM																				
SP '98	405	9056	.7	3.6	498	4043	.8	3.0	484	4544	.8	3.1	514	5138	.8	3.9	271	3261	.4	4.9
WI '98	390	8637	.6	3.5	438	3905	.7	2.7	518	4410	.8	3.2	502	4603	.8	3.7	250	2891	.4	4.6
FA '97	461	9425	.7	4.1	505	4221	.8	3.0	575	4516	.9	3.6	589	4944	1.0	4.3	333	3284	.5	5.8
SU '97	479	10267	.8	4.3	505	4447	.8	3.2	603	5557	1.0	3.8	557	5593	.9	4.2	362	3849	.6	6.0
4-Book	434	9346	.7	3.9	487	4154	.8	3.0	545	4757	.9	3.4	541	5070	.9	4.0	304	3321	.5	5.3
SP '97	426	9897	.7	3.7	534	4494	.9	3.2	503	4932	.8	3.1	528	5404	.9	3.9	319	3713	.5	5.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	63	1381	.1	.6	59	340	.1	.4	89	577	.1	.6	94	670	.2	.7	42	463	.1	.8
WI '98	45	1204	.1	.4	40	422	.1	.2	50	581	.1	.3	53	525	.1	.4	32	447	.1	.6
FA '97	77	1698	.1	.7	72	664	.1	.4	73	677	.1	.5	100	810	.2	.7	65	677	.1	1.1
SU '97	122	2126	.2	1.1	173	1044	.3	1.1	140	979	.2	.9	106	941	.2	.8	109	791	.2	1.8
4-Book	77	1602	.1	.7	86	618	.2	.5	88	704	.1	.6	88	737	.2	.7	62	595	.1	1.1
SP '97	89	1531	.1	.8	75	639	.1	.5	85	745	.1	.5	95	847	.2	.7	103	752	.2	1.8
KROQ-FM																				
SP '98	447	9077	.7	4.0	740	4823	1.2	4.5	594	4496	1.0	3.8	542	4973	.9	4.1	240	3290	.4	4.3
WI '98	465	9066	.8	4.2	763	5136	1.2	4.7	604	4520	1.0	3.8	574	5252	.9	4.3	252	3191	.4	4.7
FA '97	405	8754	.7	3.6	667	4265	1.1	3.9	492	4129	.8	3.1	484	5063	.8	3.6	263	3414	.4	4.5
SU '97	463	8587	.8	4.2	722	4357	1.2	4.6	630	4901	1.0	4.0	515	5109	.8	3.9	258	3223	.4	4.3
4-Book	445	8871	.8	4.0	723	4645	1.2	4.4	580	4512	1.0	3.7	529	5099	.9	4.0	253	3280	.4	4.5
SP '97	504	8463	.8	4.4	884	4674	1.4	5.3	659	4265	1.1	4.0	588	4772	1.0	4.4	268	3204	.4	4.6
KRRA-AM																				
SP '98	24	428	.2	.2	24	129	.1	.1	44	241	.1	.3	25	147	.2	.2	9	81	.2	.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	26	504	.2	.2	56	193	.1	.3	47	235	.1	.3	13	86	.1	.1	4	54	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	37	512	.1	.3	42	284	.1	.3	57	307	.1	.3	40	255	.1	.3	25	204	.1	.4
KRTH-FM																				
SP '98	352	7407	.6	3.2	433	3119	.7	2.6	643	3667	1.0	4.1	461	3606	.7	3.5	114	1685	.2	2.1
WI '98	363	8707	.6	3.2	446	3866	.7	2.7	630	4515	1.0	3.9	440	4243	.7	3.3	122	1845	.2	2.3
FA '97	444	8997	.7	3.9	637	4548	1.0	3.8	748	4554	1.2	4.7	523	4328	.8	3.9	160	2202	.3	2.8
SU '97	391	8723	.6	3.5	475	3479	.8	3.0	644	4093	1.1	4.1	472	4238	.8	3.6	166	2028	.3	2.7
4-Book	388	8459	.6	3.5	498	3753	.8	3.0	666	4207	1.1	4.2	474	4104	.8	3.6	141	1940	.3	2.5
SP '97	438	9029	.7	3.8	535	3905	.9	3.2	697	4267	1.1	4.3	524	4231	.9	3.9	199	2397	.3	3.4
KSCA-FM																				
SP '98	817	8128	1.3	7.3	1714	5529	2.8	10.4	1201	5546	1.9	7.6	636	3829	1.0	4.8	264	2134	.4	4.8
WI '98	770	7555	1.2	6.9	1533	5185	2.5	9.4	1169	4797	1.9	7.3	559	3618	.9	4.2	291	2347	.5	5.4
FA '97	725	7137	1.2	6.4	1467	5000	2.4	8.7	1115	4618	1.8	6.9	481	3103	.8	3.5	210	1923	.3	3.6
SU '97	673	7406	1.1	6.0	1468	4953	2.4	9.3	895	4882	1.5	5.7	533	3377	.9	4.0	237	2012	.4	3.9
4-Book	746	7557	1.2	6.7	1546	5167	2.5	9.5	1095	4961	1.8	6.9	552	3482	.9	4.1	251	2104	.4	4.4
SP '97	641	7029	1.0	5.6	1244	4799	2.0	7.5	821	4429	1.3	5.0	566	3548	.9	4.2	262	2137	.4	4.5
KSSE-FM																				
SP '98	179	3033	.3	1.6	164	1304	.3	1.0	238	1613	.4	1.5	227	1711	.4	1.7	118	1034	.2	2.1
WI '98	228	3448	.4	2.0	254	1742	.4	1.6	305	1892	.5	1.9	267	1988	.4	2.0	130	1384	.2	2.4
FA '97	181	2960	.3	1.6	190	1415	.3	1.1	242	1733	.4	1.5	242	1736	.4	1.8	115	1138	.2	2.0
SU '97	192	3242	.3	1.7	190	1408	.3	1.2	252	1806	.4	1.6	228	1755	.4	1.7	129	1393	.2	2.1
4-Book	195	3171	.3	1.7	200	1467	.3	1.2	259	1761	.4	1.6	241	1798	.4	1.8	123	1237	.2	2.2
SP '97	110	1983	.2	1.0	116	742	.2	.7	161	1098	.3	1.0	118	946	.2	.9	61	615	.1	1.0
KTNQ-AM																				
SP '98	303	3273	.5	2.7	461	1395	.7	2.8	320	1368	.5	2.0	393	1670	.6	2.9	252	1307	.4	4.5
WI '98	230	2822	.4	2.1	288	1158	.5	1.8	328	1359	.5	2.0	304	1416	.5	2.3	182	1098	.3	3.4
FA '97	280	3394	.5	2.5	426	1611	.7	2.5	294	1529	.5	1.8	367	1588	.6	2.7	243	1297	.4	4.2
SU '97	270	3421	.4	2.4	405	1476	.7	2.6	326	1630	.5	2.1	386	1864	.6	2.9	200	1272	.3	3.3
4-Book	271	3228	.5	2.4	395	1410	.7	2.4	317	1472	.5	2.0	363	1635	.6	2.7	219	1244	.4	3.9
SP '97	324	3279	.5	2.8	496	1702	.8	3.0	412	1606	.7	2.5	415	1816	.7	3.1	215	1325	.4	3.7
KTWV-FM																				
SP '98	348	5578	.6	3.1	410	2374	.7	2.5	621	2761	1.0	3.9	411	2841	.7	3.1	170	1907	.3	3.1
WI '98	351	5978	.6	3.1	395	2963	.6	2.4	553	2696	.9	3.4	470	3401	.8	3.5	169	1941	.3	3.1
FA '97	373	5677	.6	3.3	392	2493	.6	2.3	635	2693	1.0	3.9	467	3126	.8	3.4	196	1963	.3	3.4
SU '97	367	5857	.6	3.3	436	2618	.7	2.8	584	2992	1.0	3.7	475	3224	.8	3.6	190	1982	.3	3.1
4-Book	360	5773	.6	3.2	408	2612	.7	2.5	598	2786	1.0	3.7	456	3148	.8	3.4	181	1948	.3	3.2
SP '97	406	5872	.7	3.6	494	2814	.8	3.0	653	3023	1.1	4.0	518	3215	.8	3.9	173	1600	.3	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '98	91	1298	.1	.8	165	680	.3	1.0	175	806	.3	1.1	58	409	.1	.4	39	252	.1	.7
WI '98	79	1416	.1	.7	112	691	.2	.7	147	720	.2	.9	74	496	.1	.6	31	291	.1	.6
FA '97	83	1091	.1	.7	139	529	.2	.8	149	523	.2	.9	70	492	.1	.5	29	196	.1	.5
SU '97	63	1074	.1	.6	107	514	.2	.7	90	556	.1	.6	35	248	.1	.3	37	237	.1	.6
4-Book	79	1220	.1	.7	131	604	.2	.8	140	651	.2	.9	59	411	.1	.5	34	244	.1	.6
SP '97	102	1450	.2	.9	172	760	.3	1.0	128	656	.2	.8	70	423	.1	.5	49	350	.1	.8
KWVE-FM																				
SP '98	41	1088	.1	.4	69	538	.1	.4	62	474	.1	.4	73	588	.1	.5	5	130	.1	.1
WI '98	51	1442	.1	.5	75	663	.1	.5	44	532	.1	.3	77	702	.1	.6	21	338	.1	.4
FA '97	53	1199	.1	.5	87	676	.1	.5	72	481	.1	.4	65	568	.1	.5	21	378	.1	.4
SU '97	75	1243	.1	.7	90	687	.1	.6	79	602	.1	.5	110	762	.2	.8	48	455	.1	.8
4-Book	55	1243	.1	.5	80	641	.1	.5	64	522	.1	.4	81	655	.1	.6	24	325	.1	.4
SP '97	58	1419	.1	.5	88	841	.1	.5	62	640	.1	.4	52	617	.1	.4	58	537	.1	1.0
KYSR-FM																				
SP '98	418	9446	.7	3.8	449	4263	.7	2.7	665	4775	1.1	4.2	620	5639	1.0	4.7	166	2769	.3	3.0
WI '98	436	9301	.7	3.9	418	4192	.7	2.6	689	4537	1.1	4.3	638	5491	1.0	4.8	219	3042	.4	4.1
FA '97	423	8947	.7	3.7	522	4317	.8	3.1	724	4926	1.2	4.5	551	5492	.9	4.1	184	3004	.3	3.2
SU '97	391	8761	.6	3.5	379	3734	.6	2.4	568	4533	.9	3.6	573	5206	.9	4.3	192	2863	.3	3.2
4-Book	417	9114	.7	3.7	442	4127	.7	2.7	662	4693	1.1	4.2	596	5457	1.0	4.5	190	2920	.3	3.4
SP '97	402	8572	.7	3.5	464	4020	.8	2.8	635	4660	1.0	3.9	516	5135	.8	3.8	183	2687	.3	3.1
KZLA-FM																				
SP '98	203	3136	.3	1.8	213	1632	.3	1.3	302	1555	.5	1.9	260	2037	.4	2.0	91	1025	.1	1.6
WI '98	221	3935	.4	2.0	312	2186	.5	1.9	290	2221	.5	1.8	274	2364	.4	2.0	89	1282	.1	1.7
FA '97	268	4025	.4	2.4	389	2298	.6	2.3	359	2111	.6	2.2	360	2617	.6	2.7	103	1394	.2	1.8
SU '97	274	3535	.4	2.5	343	2057	.6	2.2	425	2138	.7	2.7	356	2430	.6	2.7	114	1291	.2	1.9
4-Book	242	3658	.4	2.2	314	2043	.5	1.9	344	2006	.6	2.2	313	2362	.5	2.4	99	1248	.2	1.8
SP '97	284	3744	.5	2.5	384	2067	.6	2.3	446	2102	.7	2.7	362	2203	.6	2.7	101	1296	.2	1.7
KFRG-FM																				
SP '98	29	839	.3	.3	31	320	.1	.2	48	408	.1	.3	32	382	.1	.2	7	158	.1	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	31	1021	.1	.3	33	429	.1	.2	36	521	.1	.2	49	537	.1	.4	13	272	.1	.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98		12			1	12				12										
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	75	1581	.1	.7	79	602	.1	.5	142	738	.2	.9	147	1029	.2	1.1	25	436	.1	.5
WI '98	101	1951	.2	.9	116	842	.2	.7	188	1034	.3	1.2	150	1015	.2	1.1	37	457	.1	.7
FA '97	88	2227	.1	.8	103	831	.2	.6	149	993	.2	.9	131	1181	.2	1.0	36	521	.1	.6
SU '97	78	1675	.1	.7	68	640	.1	.4	198	951	.3	1.3	106	933	.2	.8	23	284	.1	.4
4-Book	86	1859	.1	.8	92	729	.2	.6	169	929	.3	1.1	134	1040	.2	1.0	30	425	.1	.6
SP '97	92	1837	.2	.8	142	867	.2	.9	222	979	.4	1.4	115	1054	.2	.9	11	299	.1	.2
TOTALS																				
SP '98	11117	59549	18.0	16471	52371	26.7	15807	48255	25.6	13329	50602	21.6	5540	35276	9.0					
WI '98	11174	59807	18.1	16280	52569	26.4	16074	47837	26.0	13425	51181	21.7	5390	35108	8.7					
FA '97	11355	59861	18.4	16887	52483	27.3	16081	47980	26.0	13559	50857	22.0	5790	36073	9.4					
SU '97	11148	59135	18.2	15846	51412	25.9	15763	48268	25.8	13190	51051	21.6	6061	37062	9.9					
4-Book	11199	59588	18.2	16371	52209	26.6	15931	48085	25.9	13376	50923	21.7	5695	35880	9.3					
SP '97	11435	58957	18.7	16654	52619	27.2	16311	47675	26.7	13419	50944	21.9	5812	35907	9.5					

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

Target Listener Estimates

Persons 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	208	1900	.3	1.4	95	1066	.2	1.3	101	333	.2	1.2	161	491	.3	1.3	63	246	.1	.7
4-Book	198	2220	.3	1.3	79	1085	.2	1.1	87	275	.2	1.0	125	409	.2	1.0	85	278	.2	1.0
KACD-FM																				
SP '98	85	1254	.1	.6	63	881	.1	.8	26	111	.3	.3	112	394	.2	.9	119	337	.2	1.4
4-Book	83	1303	.1	.6	58	862	.1	.8	35	126	.1	.4	114	381	.2	.9	93	322	.2	1.1
KBCD-FM																				
SP '98	29	502	.2	.2	15	333	.2	.2	7	42	.1	.1	20	114	.2	.2	11	103	.1	.1
4-Book	30	530	.2	.2	17	276	.2	.2	12	52	.1	.1	28	97	.2	.2	22	90	.3	.3
KACE-FM																				
SP '98	68	1027	.1	.4	55	705	.1	.7	48	246	.1	.6	113	323	.2	.9	113	313	.2	1.3
4-Book	121	1438	.2	.8	74	987	.1	1.0	70	234	.1	.8	129	396	.2	1.0	118	354	.2	1.4
KRTO-FM																				
SP '98	12	345	.1	.1	11	175	.1	.1	10	48	.1	.1	21	60	.2	.2	19	42	.2	.2
4-Book	26	418	.1	.2	17	253	.2	.2	14	85	.2	.2	28	104	.1	.2	25	90	.3	.3
KAHS-AM																				
SP '98	**	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	71	1046	.1	.5	43	710	.1	.6	16	62	.2	.2	36	146	.1	.3	51	222	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	491	5195	.8	3.2	182	2787	.3	2.4	114	547	.2	1.3	295	1055	.5	2.4	209	719	.3	2.4
4-Book	509	5590	.8	3.3	215	3272	.4	2.8	186	717	.3	2.2	347	1169	.6	2.8	242	842	.4	2.7
KBUA-FM																				
SP '98	21	240	.1	.1	9	105	.1	.1	14	37	.2	.2	25	54	.2	.2	3	24	.1	.1
4-Book	29	415	.1	.2	14	206	.2	.2	25	73	.1	.3	28	87	.2	.2	7	43	.1	.1
KBUE-FM																				
SP '98	270	2947	.4	1.8	176	1914	.3	2.3	200	504	.3	2.3	287	824	.5	2.3	153	418	.2	1.8
4-Book	267	3062	.4	1.8	183	1951	.3	2.4	266	627	.4	3.1	297	838	.5	2.4	193	509	.3	2.2
KCBS-FM																				
SP '98	481	6490	.8	3.2	252	3820	.4	3.4	242	899	.4	2.8	521	1733	.8	4.2	342	1190	.6	3.9
4-Book	497	6416	.8	3.3	236	3855	.4	3.1	240	928	.4	2.8	448	1701	.7	3.6	319	1155	.5	3.6
+KCMG-FM																				
SP '98	572	6377	.9	3.8	313	4062	.5	4.2	272	954	.4	3.2	606	1893	1.0	4.9	469	1452	.8	5.4
4-Book	427	5485	.7	2.8	220	3227	.4	2.9	197	710	.3	2.3	398	1383	.7	3.2	305	1006	.5	3.5
+KDIS-AM																				
SP '98	55	1304	.1	.4	25	542	.3	.3	30	133	.3	.3	26	137	.2	.2	34	166	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	454	4233	.7	3.0	105	1430	.2	1.4	205	655	.3	2.4	215	713	.3	1.7	72	226	.1	.8
4-Book	458	4278	.8	3.0	93	1439	.2	1.2	180	610	.3	2.1	181	615	.3	1.4	59	207	.1	.6
KFWB-AM																				
SP '98	158	3576	.3	1.0	54	1270	.1	.7	75	452	.1	.9	72	449	.1	.6	72	320	.1	.8
4-Book	169	3692	.3	1.1	59	1515	.1	.8	88	485	.1	1.1	75	455	.1	.6	72	344	.1	.8
KGIL-AM																				
SP '98	4	177	**	**	4	120	.1	.1	5	57	.1	.1	**	**	**	**	5	14	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	16	209	.1	.1	2	32	.1	.1	3	17	.1	.1	8	19	.1	.1	8	35	.1	.1
4-Book	33	318	.2	.2	4	107	.1	.1	3	17	.1	.1	13	51	.1	.1	8	35	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM																				
SP '98	477	8410	.8	3.1	239	4494	.4	3.2	296	1103	.5	3.4	406	1743	.7	3.3	294	1264	.5	3.4
4-Book	558	9054	.9	3.7	303	5297	.5	4.0	318	1262	.5	3.7	529	2091	.9	4.2	362	1464	.6	4.1
KJLH-FM																				
SP '98	233	1985	.4	1.5	222	1735	.4	3.0	170	396	.3	2.0	285	655	.5	2.3	226	564	.4	2.6
4-Book	198	1998	.4	1.3	157	1593	.3	2.1	110	281	.2	1.3	200	578	.3	1.6	158	436	.3	1.8
KKBT-FM																				
SP '98	592	6652	1.0	3.9	347	4209	.6	4.6	368	1098	.6	4.3	628	1924	1.0	5.1	437	1382	.7	5.0
4-Book	689	6614	1.1	4.5	374	4184	.6	4.9	351	1062	.6	4.1	587	1786	1.0	4.7	477	1381	.8	5.4
KKGO-FM																				
SP '98	146	1887	.2	1.0	74	1208	.1	1.0	100	259	.2	1.2	103	434	.2	.8	73	275	.1	.8
4-Book	130	1953	.2	.9	80	1226	.1	1.1	71	258	.1	.8	108	370	.2	.8	87	303	.1	1.0
KKHJ-AM																				
SP '98	109	997	.2	.7	43	581	.1	.6	49	136	.1	.6	78	233	.1	.6	84	169	.1	1.0
4-Book	115	1210	.2	.8	58	681	.1	.8	80	171	.1	1.0	91	267	.1	.7	54	143	.1	.6
KKLA-FM																				
SP '98	107	940	.2	.7	14	320		.2	19	69		.2	16	70		.1	19	48		.2
4-Book	82	958	.2	.5	17	367		.2	28	99		.3	23	82		.2	16	48		.2
KLAC-AM																				
SP '98	62	932	.1	.4	47	822	.1	.6	40	137	.1	.5	81	211	.1	.7	41	148	.1	.5
4-Book	59	799	.1	.4	31	523	.1	.4	28	90	.1	.3	49	157	.1	.4	30	110	.1	.3
KLAX-FM																				
SP '98	631	5339	1.0	4.1	360	3308	.6	4.8	453	1171	.7	5.3	612	1558	1.0	5.0	475	1212	.8	5.4
4-Book	516	4786	.9	3.4	313	3030	.5	4.1	409	1034	.7	4.8	484	1302	.8	3.9	373	963	.6	4.2
KLOS-FM																				
SP '98	596	6097	1.0	3.9	225	2964	.4	3.0	178	582	.3	2.1	410	1258	.7	3.3	317	987	.5	3.6
4-Book	543	6054	.9	3.6	206	2938	.4	2.7	169	644	.3	2.0	385	1288	.6	3.1	280	973	.5	3.2
KLSX-FM																				
SP '98	599	5260	1.0	3.9	65	1276	.1	.9	78	256	.1	.9	39	227	.1	.3	27	145		.3
4-Book	613	4984	1.0	4.0	83	1430	.1	1.1	92	288	.1	1.1	95	361	.2	.8	67	230	.1	.8
KLVE-FM																				
SP '98	1157	7915	1.9	7.6	643	5447	1.0	8.5	923	1922	1.5	10.7	925	2336	1.5	7.5	580	1433	.9	6.6
4-Book	1089	7858	1.8	7.1	595	5373	1.0	7.8	797	1914	1.3	9.3	997	2433	1.6	8.0	570	1509	.9	6.4
KLYY-FM																				
SP '98	197	4131	.3	1.3	110	2059	.2	1.5	84	401	.1	1.0	255	932	.4	2.1	193	730	.3	2.2
4-Book	192	3888	.3	1.3	105	2183	.2	1.4	73	327	.1	.9	193	879	.3	1.6	159	712	.3	1.8
KNX -AM																				
SP '98	196	3806	.3	1.3	52	1276	.1	.7	114	469	.2	1.3	84	375	.1	.7	28	140		.3
4-Book	189	3760	.3	1.3	65	1598	.1	.8	111	477	.2	1.3	77	428	.1	.6	58	305	.1	.7
KOST-FM																				
SP '98	529	6482	.9	3.5	252	3789	.4	3.4	304	1026	.5	3.5	465	1372	.8	3.8	275	927	.4	3.2
4-Book	605	6937	1.0	4.0	289	4130	.5	3.8	293	1055	.5	3.4	470	1481	.8	3.8	318	1073	.5	3.6
KPWR-FM																				
SP '98	498	7622	.8	3.3	330	4885	.5	4.4	246	980	.4	2.9	450	1839	.7	3.6	464	1587	.8	5.3
4-Book	526	7863	.9	3.5	358	4949	.6	4.7	273	964	.5	3.2	539	1960	.9	4.3	484	1554	.8	5.5
KRLA-AM																				
SP '98	81	978	.1	.5	44	684	.1	.6	49	127	.1	.6	99	276	.2	.8	71	233	.1	.8
4-Book	88	1172	.1	.6	68	842	.1	.9	72	209	.1	.9	93	270	.2	.7	76	222	.1	.9
KROQ-FM																				
SP '98	623	7702	1.0	4.1	273	4690	.4	3.6	173	756	.3	2.0	556	2096	.9	4.5	323	1410	.5	3.7
4-Book	608	7650	1.0	4.0	284	4708	.5	3.7	230	961	.4	2.7	515	2056	.8	4.1	368	1433	.6	4.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM																			
SP '98	32	313	.1	.2	20	226	.3	.3	37	53	.1	.4	31	82	.1	.3	16	37	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KRTH-FM																			
SP '98	522	5915	.8	3.4	209	3287	.3	2.8	121	492	.2	1.4	422	1306	.7	3.4	289	974	.5
4-Book	555	6901	.9	3.6	255	3846	.4	3.3	232	776	.4	2.7	527	1645	.9	4.2	319	1076	.5
KSCA-FM																			
SP '98	1185	7586	1.9	7.8	538	4866	.9	7.2	1375	2672	2.2	16.0	840	2163	1.4	6.8	470	1177	.8
4-Book	1067	6932	1.8	7.0	512	4608	.8	6.7	1160	2338	1.9	13.5	842	2264	1.4	6.7	463	1173	.8
KSSE-FM																			
SP '98	212	2598	.3	1.4	163	1826	.3	2.2	133	393	.2	1.5	251	737	.4	2.0	158	498	.3
4-Book	236	2686	.4	1.6	173	1865	.3	2.3	152	437	.3	1.8	297	821	.5	2.4	188	566	.3
KTNQ-AM																			
SP '98	386	2727	.6	2.5	188	1743	.3	2.5	294	535	.5	3.4	259	645	.4	2.1	203	515	.3
4-Book	355	2738	.6	2.3	155	1602	.3	2.0	229	484	.4	2.7	207	548	.3	1.7	169	433	.3
KTWV-FM																			
SP '98	492	4336	.8	3.2	212	2870	.3	2.8	192	652	.3	2.2	380	1087	.6	3.1	258	931	.4
4-Book	496	4629	.8	3.3	237	2973	.4	3.1	213	721	.4	2.5	408	1145	.7	3.3	305	873	.5
KWKW-AM																			
SP '98	136	1093	.2	.9	47	531	.1	.6	105	180	.2	1.2	69	187	.1	.6	26	112	.3
4-Book	113	1002	.2	.7	50	549	.1	.7	97	200	.2	1.1	85	218	.2	.7	43	121	.1
KWVE-FM																			
SP '98	67	941	.1	.4	18	407	.1	.2	1	19	.1	.6	12	78	.1	.1	27	68	.3
4-Book	75	1006	.1	.5	42	597	.1	.6	52	165	.1	.6	45	155	.1	.4	42	156	.1
KYSR-FM																			
SP '98	585	8038	.9	3.8	290	4491	.5	3.9	209	863	.3	2.4	529	1873	.9	4.3	377	1220	.6
4-Book	574	7753	.9	3.8	291	4550	.5	3.8	220	954	.4	2.6	537	1979	.9	4.3	382	1391	.6
KZLA-FM																			
SP '98	262	2621	.4	1.7	175	1995	.3	2.3	200	623	.3	2.3	259	842	.4	2.1	260	753	.4
4-Book	325	3142	.5	2.1	190	2239	.3	2.5	203	669	.3	2.4	355	1099	.6	2.8	243	793	.4
KFRG-FM																			
SP '98	38	596	.1	.2	29	556	.1	.4	16	93	.1	.2	60	253	.1	.5	24	138	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																			
SP '98	**	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																			
SP '98	124	1347	.2	.8	21	562	.1	.3	60	212	.1	.7	16	108	.1	.1	21	117	.2
4-Book	134	1575	.2	.9	36	686	.1	.5	51	186	.1	.6	47	185	.1	.4	48	172	.1
TOTALS																			
SP '98	15249	58784	24.7		7522	47963	12.2		8618	21853	14.0		12345	29930	20.0		8726	22475	14.1
4-Book	15280	58766	24.8		7639	48513	12.4		8604	22128	14.0		12585	30407	20.4		8886	22900	14.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

Target Listener Estimates - Persons 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM SP '98 4-Book	18 28	98 106	.4 .1	.4 .5	154 91	414 243	.2 .2	2.9 1.7	158 113	484 381	.3 .2	1.7 1.2	62 69	211 242	.1 .1	.9 1.0	41 39	146 141	.1 .1	1.1 1.0
KACD-FM SP '98 4-Book	76 49	290 204	.1 .1	1.5 1.0	18 24	54 69	.3 .5	.3 .5	48 56	191 229	.1 .1	.5 .6	52 45	214 177	.1 .1	.7 .7	43 42	116 169	.1 .1	1.1 1.1
KBCD-FM SP '98 4-Book	6 16	28 46	.1 .3	.1 .3	24 12	43 40	.5 .2	.5 .2	31 21	174 97	.1 .1	.3 .2	12 16	62 64	.2 .3	.2 .3	9 8	47 36	.2 .2	.2 .2
KACE-FM SP '98 4-Book	54 68	207 237	.1 .1	1.1 1.3	23 39	126 141	.4 .1	.4 .7	36 64	149 226	.1 .1	.4 .7	26 56	133 208	.4 .1	.4 .8	22 49	65 184	.1 .1	.6 1.2
KRTO-FM SP '98 4-Book	7 18	46 71	.1 .3	.1 .3	7 14	62 65	.1 .2	.1 .2	2 12	31 64	.1 .1	.1 .1	12 17	47 62	.2 .3	.2 .3	11 8	39 51	.3 .2	.3 .2
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	59 **	179 **	.1 **	1.2 **	14 **	52 **	.3 **	.3 **	87 **	388 **	.1 **	1.0 **	67 **	326 **	.1 **	.9 **	12 **	55 **	.3 **	.3 **
KBIG-FM SP '98 4-Book	250 300	814 961	.4 .5	4.9 5.7	80 107	446 421	.1 .2	1.5 2.0	231 220	890 804	.4 .4	2.5 2.4	153 180	494 602	.2 .3	2.1 2.5	87 111	422 457	.1 .2	2.3 2.8
KBUA-FM SP '98 4-Book	1 1	10 9			12 13	47 51	.2 .2	.2 .2	12 21	55 83	.1 .2	.1 .2	2 7	12 28		.1	1 10	14 41		.3
KBUE-FM SP '98 4-Book	81 110	281 367	.1 .2	1.6 2.1	179 141	489 407	.3 .3	3.4 2.6	281 235	744 641	.5 .4	3.1 2.6	165 151	431 411	.3 .3	2.3 2.2	64 76	254 237	.1 .1	1.7 1.9
KCBS-FM SP '98 4-Book	77 105	403 475	.1 .2	1.5 2.0	149 124	534 498	.2 .2	2.8 2.3	309 306	1264 1230	.5 .5	3.4 3.4	298 259	1020 958	.5 .5	4.2 3.7	84 86	371 446	.1 .2	2.2 2.2
+KCMG-FM SP '98 4-Book	189 140	724 571	.3 .2	3.7 2.7	144 122	520 434	.2 .2	2.7 2.3	359 263	1284 984	.6 .4	4.0 2.9	305 215	1030 755	.5 .4	4.3 3.0	148 112	558 437	.2 .2	3.8 2.8
+KDIS-AM SP '98 4-Book	25 **	98 **	.5 **	.5 **	17 **	77 **	.3 **	.3 **	39 **	183 **	.1 **	.4 **	23 **	117 **	.3 **	.3 **	6 **	54 **	.2 **	.2 **
KFI -AM SP '98 4-Book	27 28	168 116	.5 .5	.5 .5	110 94	332 302	.2 .2	2.1 1.8	139 113	417 397	.2 .2	1.5 1.2	21 53	92 215	.3 .1	.3 .8	48 42	172 167	.1 .1	1.2 1.1
KFWB-AM SP '98 4-Book	14 26	149 164	.3 .1	.3 .5	66 72	347 344	.1 .1	1.2 1.3	47 56	328 328	.1 .1	.5 .6	64 61	280 252	.1 .1	.9 .9	32 31	136 183	.1 .1	.8 .8
KGIL-AM SP '98 4-Book	6 **	45 **	.1 **	.1 **	** **	** **	** **	** **	4 **	14 **	** **	** **	11 **	32 **	.2 **	.2 **	3 **	13 **	.1 **	.1 **
KIEV-AM SP '98 4-Book	2	7	.1	.1	1	3			2	11			6 6	13 21	.1 .1	.1 .1	1	4		

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

Target Listener Estimates

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	181	697	.3	3.6	188	694	.3	3.6	263	1346	.4	2.9	212	844	.3	3.0	77	473	.1	2.0
4-Book	183	813	.3	3.5	190	761	.3	3.5	389	1639	.7	4.3	298	1127	.5	4.2	145	658	.2	3.6
KJLH-FM																				
SP '98	118	344	.2	2.3	209	577	.3	4.0	414	946	.7	4.6	222	588	.4	3.1	122	283	.2	3.2
4-Book	99	312	.2	1.9	163	433	.3	3.0	293	743	.5	3.2	156	475	.3	2.2	69	190	.1	1.7
KKBT-FM																				
SP '98	294	954	.5	5.8	149	525	.2	2.8	328	1197	.5	3.6	348	1055	.6	4.9	210	761	.3	5.4
4-Book	352	1094	.6	6.6	231	656	.4	4.3	375	1221	.6	4.1	358	1042	.6	5.1	243	813	.4	6.1
KKGO-FM																				
SP '98	65	241	.1	1.3	43	211	.1	.8	67	276	.1	.7	83	257	.1	1.2	56	208	.1	1.5
4-Book	55	225	.1	1.1	66	250	.1	1.2	97	359	.2	1.0	88	295	.1	1.3	63	218	.1	1.6
KKHJ-AM																				
SP '98	34	114	.1	.7	26	113	.1	.5	32	131	.1	.4	32	97	.1	.4	13	30		.3
4-Book	49	128	.1	.9	46	132	.1	.9	60	158	.1	.7	56	111	.1	.8	27	78		.7
KKLA-FM																				
SP '98	4	14		.1	14	74		.3	11	106		.1	22	78		.3	11	83		.3
4-Book	8	34		.2	26	119		.5	14	105		.2	12	53		.2	11	54		.3
KLAC-AM																				
SP '98	14	87		.3	16	61		.3	108	303		1.2	53	225		.1	18	85		.5
4-Book	15	68		.3	15	51		.3	56	167		.6	29	120		.4	24	97		.6
KLAX-FM																				
SP '98	202	718	.3	4.0	247	639	.4	4.7	401	1009	.6	4.4	320	763	.5	4.5	183	568	.3	4.7
4-Book	176	571	.3	3.4	266	678	.4	4.9	389	1069	.6	4.3	284	712	.5	4.0	142	426	.2	3.6
KLOS-FM																				
SP '98	154	537	.2	3.0	98	349	.2	1.9	253	864	.4	2.8	304	972	.5	4.2	86	324	.1	2.2
4-Book	149	525	.3	2.8	95	365	.2	1.8	219	792	.4	2.4	243	783	.4	3.4	100	357	.2	2.5
KLSX-FM																				
SP '98	12	60		.2	122	307	.2	2.3	183	576	.3	2.0	34	112	.1	.5	27	149		.7
4-Book	36	150	.1	.7	137	382	.2	2.6	184	623	.3	2.0	37	153	.1	.6	17	91		.4
KLVE-FM																				
SP '98	578	1434	.9	11.4	546	1523	.9	10.3	765	1968	1.2	8.4	437	1130	.7	6.1	369	1037	.6	9.6
4-Book	493	1322	.8	9.3	487	1375	.8	9.1	691	1857	1.1	7.6	400	1083	.7	5.6	302	934	.5	7.6
KLYY-FM																				
SP '98	64	429	.1	1.3	56	185	.1	1.1	71	473	.1	.8	111	438	.2	1.6	48	226	.1	1.2
4-Book	72	405	.1	1.4	36	180	.1	.7	120	625	.2	1.3	119	536	.2	1.7	57	283	.1	1.4
KNX -AM																				
SP '98	23	149		.5	47	288	.1	.9	30	148		.3	73	290	.1	1.0	30	198		.8
4-Book	37	215	.1	.7	56	311	.1	1.1	63	332	.1	.7	74	304	.1	1.0	50	265	.1	1.3
KOST-FM																				
SP '98	192	864	.3	3.8	135	584	.2	2.6	241	1024	.4	2.7	203	799	.3	2.8	184	664	.3	4.8
4-Book	258	1057	.4	4.9	179	679	.3	3.4	302	1101	.5	3.3	226	836	.4	3.2	239	892	.4	6.0
KPWR-FM																				
SP '98	348	1172	.6	6.9	189	658	.3	3.6	394	1301	.6	4.3	285	889	.5	4.0	237	859	.4	6.1
4-Book	408	1293	.7	7.7	196	669	.3	3.7	385	1351	.6	4.2	326	1016	.5	4.6	227	851	.4	5.7
KRLA-AM																				
SP '98	19	118		.4	17	71		.3	37	136		.4	33	140		.5	24	95		.6
4-Book	69	201	.1	1.3	25	92		.5	59	184		.7	65	191		.9	73	218	.1	1.8
KROQ-FM																				
SP '98	226	1043	.4	4.5	81	473	.1	1.5	317	1489	.5	3.5	237	1000	.4	3.3	215	937	.3	5.6
4-Book	200	923	.4	3.8	123	523	.2	2.3	339	1490	.6	3.7	258	1067	.4	3.6	205	882	.3	5.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

Target Listener Estimates - Persons 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	16 **	66 **	.3 **	.3 **	14 **	24 **	.3 **	.3 **	18 **	40 **	.2 **	.2 **	9 **	12 **	.1 **	.1 **	17 **	54 **	.4 **	.4 **
KRTH-FM SP '98 4-Book	101 117	356 482	.2 .2	2.0 2.2	113 153	483 566	.2 .3	2.1 2.9	293 310	1075 1141	.5 .5	3.2 3.4	276 276	922 920	.4 .5	3.9 3.9	51 102	229 447	.1 .2	1.3 2.5
KSCA-FM SP '98 4-Book	260 216	824 710	.4 .4	5.1 4.1	436 478	1179 1129	.7 .8	8.2 8.9	544 531	1543 1466	.9 .9	6.0 5.8	317 318	877 818	.5 .5	4.4 4.5	154 162	585 527	.2 .3	4.0 4.1
KSSE-FM SP '98 4-Book	127 144	425 466	.2 .2	2.5 2.7	94 87	336 323	.2 .2	1.8 1.6	185 212	571 636	.3 .4	2.0 2.3	192 182	542 492	.3 .3	2.7 2.6	148 105	390 327	.2 .2	3.8 2.6
KTND-AM SP '98 4-Book	109 103	407 324	.2 .2	2.2 2.0	127 85	319 212	.2 .1	2.4 1.6	214 165	513 412	.3 .3	2.4 1.8	210 191	470 431	.3 .3	2.9 2.7	103 101	368 326	.2 .2	2.7 2.6
KTWV-FM SP '98 4-Book	160 167	532 571	.3 .3	3.2 3.2	90 131	334 482	.1 .2	1.7 2.5	260 289	858 982	.4 .5	2.9 3.2	184 217	567 664	.3 .4	2.6 3.1	147 153	525 507	.2 .2	3.8 3.8
KWKW-AM SP '98 4-Book	29 33	64 90	.6 .1	.6 .6	71 55	143 111	.1 .1	1.3 1.0	21 38	129 124	.2 .1	.2 .4	31 29	47 70	.1 .1	.4 .4	32 26	92 77	.1 .1	.8 .6
KWVE-FM SP '98 4-Book	9 20	54 66	.2 .4	.2 .4	26 54	72 171	.1 .1	.5 1.0	21 55	139 228	.2 .1	.2 .6	39 50	99 147	.1 .1	.5 .7	16 27	58 91	.4 .7	.4 .7
KYSR-FM SP '98 4-Book	122 157	723 727	.2 .3	2.4 3.0	125 134	521 595	.2 .2	2.4 2.5	425 421	1667 1589	.7 .7	4.7 4.6	365 319	1203 1172	.6 .5	5.1 4.5	154 133	653 635	.2 .2	4.0 3.3
KZLA-FM SP '98 4-Book	108 90	431 355	.2 .2	2.1 1.7	86 120	376 432	.1 .2	1.6 2.2	196 230	756 821	.3 .4	2.2 2.5	242 205	708 628	.4 .3	3.4 2.9	69 76	235 332	.1 .1	1.8 1.9
KFRG-FM SP '98 4-Book	8 **	62 **	.2 **	.2 **	35 **	147 **	.1 **	.7 **	47 **	250 **	.1 **	.5 **	33 **	182 **	.1 **	.5 **	9 **	44 **	.2 **	.2 **
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	13 18	106 97	.3 .4	.3 .4	26 36	122 126	.5 .1	.5 .7	10 40	63 169	.1 .1	.1 .4	32 46	121 161	.1 .1	.4 .7	4 12	71 84	.1 .3	.1 .3
TOTALS SP '98 4-Book	5059 5301	15614 15797	8.2 8.6	8.2 8.6	5287 5362	15460 15444	8.6 8.7	8.6 8.7	9062 9130	24303 24319	14.7 14.8	14.7 14.8	7157 7103	18720 18423	11.6 11.6	11.6 11.6	3854 4004	12295 12593	6.2 6.5	6.2 6.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	139	2218	.3	1.6	186	849	.4	1.4	202	1127	.4	1.6	206	1027	.4	1.9	52	482	.1	1.3
WI '98	98	2371	.2	1.1	148	948	.3	1.1	121	1076	.2	.9	178	1201	.4	1.6	54	457	.1	1.4
FA '97	147	2651	.3	1.6	204	1224	.4	1.5	231	1275	.5	1.8	216	1360	.4	2.0	68	647	.1	1.6
SU '97	154	3089	.3	1.7	190	1052	.4	1.4	199	1153	.4	1.5	191	1592	.4	1.8	135	1124	.3	3.1
4-Book	135	2582	.3	1.5	182	1018	.4	1.4	188	1158	.4	1.5	198	1295	.4	1.8	77	678	.2	1.9
SP '97	138	2910	.3	1.5	137	1095	.3	1.0	249	1446	.5	1.9	208	1483	.4	1.9	88	913	.2	2.1
KACD-FM																				
SP '98	50	1176	.1	.6	53	494	.1	.4	57	500	.1	.4	74	540	.2	.7	37	391	.1	.9
WI '98	57	1230	.1	.6	75	617	.2	.6	78	550	.2	.6	75	654	.2	.7	23	451	.1	.6
FA '97	33	880	.1	.4	26	359	.1	.2	49	481	.1	.4	44	552	.1	.4	12	233	.1	.3
SU '97	46	970	.1	.5	46	358	.1	.3	54	447	.1	.4	66	428	.1	.6	30	303	.1	.7
4-Book	47	1064	.1	.5	50	457	.1	.4	60	495	.1	.5	65	544	.2	.6	26	345	.1	.6
SP '97	48	947	.1	.5	37	418	.1	.3	60	486	.1	.5	75	459	.2	.7	32	283	.1	.8
KBCD-FM																				
SP '98	11	370	.1	.1	21	199	.1	.2	8	126	.1	.1	18	187	.1	.2	3	111	.1	.1
WI '98	7	289	.1	.1	13	174	.1	.1	6	80	.1	.1	8	110	.1	.1	1	65	.1	.1
FA '97	10	326	.1	.1	12	160	.1	.1	9	176	.1	.1	22	218	.1	.2	3	92	.1	.1
SU '97	24	455	.1	.3	33	222	.1	.3	44	239	.1	.3	29	234	.1	.3	10	165	.1	.2
4-Book	13	360	.1	.2	20	189	.1	.2	17	155	.1	.1	19	187	.1	.2	4	108	.1	.1
SP '97	11	295	.1	.1	33	197	.1	.2	3	41	.1	.1	13	149	.1	.1	3	65	.1	.1
KACE-FM																				
SP '98	53	1139	.1	.6	67	487	.1	.5	63	444	.1	.5	53	486	.1	.5	40	412	.1	1.0
WI '98	86	1592	.2	1.0	90	593	.2	.7	116	714	.2	.9	99	774	.2	.9	70	541	.1	1.8
FA '97	114	1701	.2	1.2	123	745	.3	.9	150	850	.3	1.1	155	989	.3	1.4	87	639	.2	2.1
SU '97	112	1949	.2	1.2	156	821	.3	1.2	146	1031	.3	1.1	139	1144	.3	1.3	77	794	.2	1.7
4-Book	91	1595	.2	1.0	109	662	.2	.8	119	760	.2	.9	112	848	.2	1.0	69	597	.2	1.7
SP '97	83	1509	.2	.9	88	698	.2	.6	108	768	.2	.8	111	825	.2	1.0	70	555	.1	1.7
KRTO-FM																				
SP '98	10	392	.1	.1	2	71	.1	.1	9	142	.1	.1	21	238	.1	.2	8	77	.1	.2
WI '98	15	433	.1	.2	21	216	.1	.2	17	246	.1	.1	11	179	.1	.1	14	155	.1	.4
FA '97	23	608	.1	.3	17	183	.1	.1	27	278	.1	.2	45	336	.1	.4	16	232	.1	.4
SU '97	28	410	.1	.3	37	167	.1	.3	50	260	.1	.4	25	223	.1	.2	17	201	.1	.4
4-Book	19	461	.1	.2	19	159	.1	.2	26	232	.1	.2	26	244	.1	.2	14	166	.1	.4
SP '97	53	603	.1	.6	81	257	.2	.6	91	381	.2	.7	43	327	.1	.4	20	221	.1	.5
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	56	1285	.1	.6	47	375	.1	.3	86	460	.2	.7	61	628	.1	.6	50	544	.1	1.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	278	5219	.6	3.1	289	2181	.6	2.1	525	2700	1.1	4.0	351	2752	.7	3.3	131	1385	.3	3.3
WI '98	305	5798	.6	3.4	369	2690	.8	2.8	493	2631	1.0	3.8	410	2972	.8	3.8	132	1443	.3	3.3
FA '97	280	5781	.6	3.1	347	2581	.7	2.5	502	2593	1.0	3.8	371	2905	.8	3.4	102	1533	.2	2.4
SU '97	301	6115	.6	3.4	386	2806	.8	2.9	541	2865	1.1	4.2	374	3172	.8	3.5	105	1834	.2	2.4
4-Book	291	5728	.6	3.3	348	2565	.7	2.6	515	2697	1.1	4.0	377	2950	.8	3.5	118	1549	.3	2.9
SP '97	266	5485	.5	2.9	351	2464	.7	2.5	499	2498	1.0	3.7	357	2622	.7	3.3	75	1356	.2	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 25-49

	Persons 25-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	11	209	.1		15	125	.1		22	150	.2		14	129	.1		3	62	.1	
WI '98	16	401	.2		22	153	.2		34	279	.1	.3	13	174	.1		6	88	.2	
FA '97	23	388	.3		44	205	.1	.3	38	237	.1	.3	19	215	.2		3	64	.1	
SU '97	5	300	.1		5	136			8	106	.1		8	147	.1		3	99	.1	
4-Book	14	325	.2		22	155	.2		26	193	.1	.2	14	166	.1		4	78	.1	
SP '97	31	498	.1	.3	35	272	.1	.3	53	300	.1	.4	30	230	.1	.3	9	58	.2	
KBUE-FM																				
SP '98	147	2316	.3	1.6	190	1034	.4	1.4	215	1302	.4	1.7	175	1096	.4	1.6	75	735	.2	1.9
WI '98	181	2610	.4	2.0	226	1241	.5	1.7	286	1545	.6	2.2	189	1271	.4	1.7	67	679	.1	1.7
FA '97	160	2556	.3	1.8	208	1169	.4	1.5	201	1442	.4	1.5	176	1362	.4	1.6	74	783	.2	1.8
SU '97	138	2535	.3	1.5	179	1266	.4	1.4	219	1319	.5	1.7	154	1326	.3	1.5	50	691	.1	1.1
4-Book	157	2504	.3	1.7	201	1178	.4	1.5	230	1402	.5	1.8	174	1264	.4	1.6	67	722	.2	1.6
SP '97	140	2564	.3	1.5	154	1148	.3	1.1	211	1397	.4	1.6	159	1322	.3	1.5	51	672	.1	1.2
KCBS-FM																				
SP '98	312	6659	.6	3.5	404	3205	.8	2.9	501	3476	1.0	3.9	388	3657	.8	3.6	106	1819	.2	2.6
WI '98	352	6836	.7	3.9	472	3319	1.0	3.5	561	3442	1.1	4.3	455	4000	.9	4.2	111	1830	.2	2.8
FA '97	342	7135	.7	3.7	445	3326	.9	3.2	574	3573	1.2	4.4	467	4229	1.0	4.2	127	1905	.3	3.0
SU '97	230	5857	.5	2.6	316	2716	.6	2.4	327	2912	.7	2.5	288	2975	.6	2.7	111	1793	.2	2.5
4-Book	309	6622	.6	3.4	409	3142	.8	3.0	491	3351	1.0	3.8	400	3715	.8	3.7	114	1837	.2	2.7
SP '97	369	6199	.8	4.0	434	2915	.9	3.1	651	3323	1.3	4.9	505	3740	1.0	4.7	139	1756	.3	3.3
+KCMG-FM																				
SP '98	352	5934	.7	3.9	413	2816	.8	3.0	563	3284	1.1	4.3	440	3397	.9	4.1	168	1738	.3	4.2
WI '98	273	5145	.6	3.1	337	2481	.7	2.5	400	2616	.8	3.1	399	3234	.8	3.7	115	1530	.2	2.9
FA '97	158	4023	.3	1.7	182	1730	.4	1.3	225	1852	.5	1.7	249	2272	.5	2.3	72	988	.1	1.7
SU '97	169	3963	.3	1.9	195	1789	.4	1.5	269	2053	.6	2.1	238	1997	.5	2.2	76	1181	.2	1.7
4-Book	238	4766	.5	2.7	282	2204	.6	2.1	364	2451	.8	2.8	332	2725	.7	3.1	108	1359	.2	2.6
SP '97	189	3888	.4	2.1	200	1734	.4	1.4	322	2050	.7	2.4	252	2108	.5	2.3	70	960	.1	1.7
+KDIS-AM																				
SP '98	35	1357	.1	.4	77	783	.2	.6	34	445	.1	.3	50	609	.1	.5	8	215	.2	
WI '98	42	1382	.1	.5	44	577	.1	.3	45	541	.1	.3	70	669	.1	.6	9	153	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	41	1427	.1	.5	32	349	.1	.2	41	450	.1	.3	66	583	.1	.6	40	460	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	51	1571	.1	.6	56	446	.1	.4	97	669	.2	.7	51	510	.1	.5	18	293	.4	
KFI -AM																				
SP '98	266	4251	.5	3.0	406	2304	.8	3.0	542	2785	1.1	4.2	324	2126	.7	3.0	72	772	.1	1.8
WI '98	279	4822	.6	3.1	428	2633	.9	3.2	581	2954	1.2	4.4	332	2496	.7	3.0	79	952	.2	2.0
FA '97	271	4487	.6	3.0	367	2100	.7	2.6	568	2908	1.2	4.3	330	2133	.7	3.0	126	1009	.3	3.0
SU '97	277	3970	.6	3.1	395	1988	.8	3.0	587	2585	1.2	4.5	313	2026	.6	3.0	111	928	.2	2.5
4-Book	273	4383	.6	3.1	399	2256	.8	3.0	570	2808	1.2	4.4	325	2195	.7	3.0	97	915	.2	2.3
SP '97	296	4503	.6	3.2	411	2266	.8	3.0	621	2846	1.3	4.7	433	2558	.9	4.0	67	892	.1	1.6
KFWB-AM																				
SP '98	104	3750	.2	1.2	234	2326	.5	1.7	107	1411	.2	.8	128	1642	.3	1.2	52	803	.1	1.3
WI '98	104	3852	.2	1.2	227	2264	.5	1.7	100	1319	.2	.8	147	1773	.3	1.3	38	680	.1	1.0
FA '97	137	4440	.3	1.5	281	2516	.6	2.0	138	1512	.3	1.0	211	2414	.4	1.9	60	780	.1	1.4
SU '97	94	3611	.2	1.0	203	2077	.4	1.5	89	1287	.2	.7	147	1947	.3	1.4	43	774	.1	1.0
4-Book	110	3913	.2	1.2	236	2296	.5	1.7	109	1382	.2	.8	158	1944	.3	1.5	48	759	.1	1.2
SP '97	94	3440	.2	1.0	208	2130	.4	1.5	75	1129	.2	.6	156	1668	.3	1.5	46	758	.1	1.1
KGIL-AM																				
SP '98	4	263			3	66			5	68			5	113			2	31		
WI '98	7	263		.1	12	135		.1	7	77		.1	13	170		.1	2	79		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM																				
SP '98	9	207	.1		1	16			34	134	.1	.3	9	73	.1					
WI '98	13	332	.1		9	92	.1		34	165	.1	.3	25	136	.1	.2				
FA '97	14	325	.2		4	85			40	189	.1	.3	16	97	.1					.2
SU '97	41	550	.1	.5	10	78	.1		106	406	.2	.8	81	257	.2	.8	12	172		.3
4-Book	19	354	.2		6	68	.1		54	224	.1	.4	33	141	.1	.3	5	55		.1
SP '97	9	221	.1		5	40			15	83	.1		30	150	.1	.3	1	16		
KIIS-FM																				
SP '98	232	6463	.5	2.6	493	3733	1.0	3.6	259	2742	.5	2.0	263	3194	.5	2.5	99	1554	.2	2.5
WI '98	285	7160	.6	3.2	475	3744	1.0	3.5	384	3060	.8	2.9	347	3723	.7	3.2	115	1768	.2	2.9
FA '97	290	7340	.6	3.2	491	4159	1.0	3.5	364	3136	.7	2.8	351	3619	.7	3.2	115	1709	.2	2.7
SU '97	315	7192	.6	3.5	459	3897	.9	3.5	427	3661	.9	3.3	409	3485	.8	3.9	151	1854	.3	3.4
4-Book	281	7039	.6	3.1	480	3883	1.0	3.5	359	3150	.7	2.8	343	3505	.7	3.2	120	1721	.2	2.9
SP '97	309	7278	.6	3.4	595	4215	1.2	4.3	361	3077	.7	2.7	334	3526	.7	3.1	121	1796	.2	2.9
KJLH-FM																				
SP '98	199	2243	.4	2.2	233	1101	.5	1.7	233	1023	.5	1.8	181	1198	.4	1.7	147	832	.3	3.7
WI '98	128	2186	.3	1.4	229	1160	.5	1.7	141	1058	.3	1.1	127	1048	.3	1.2	73	724	.1	1.8
FA '97	141	2057	.3	1.5	197	957	.4	1.4	180	1082	.4	1.4	139	1060	.3	1.3	81	847	.2	1.9
SU '97	112	1907	.2	1.2	143	895	.3	1.1	139	847	.3	1.1	116	889	.2	1.1	63	682	.1	1.4
4-Book	145	2098	.3	1.6	201	1028	.4	1.5	173	1003	.4	1.4	141	1049	.3	1.3	91	771	.2	2.2
SP '97	162	2069	.3	1.8	217	906	.4	1.6	253	1052	.5	1.9	154	1040	.3	1.4	108	850	.2	2.6
KKBT-FM																				
SP '98	274	4400	.6	3.1	475	2179	1.0	3.5	297	2310	.6	2.3	340	2561	.7	3.2	145	1390	.3	3.6
WI '98	307	3749	.6	3.4	532	2017	1.1	4.0	374	1965	.8	2.9	394	2147	.8	3.6	146	1340	.3	3.7
FA '97	376	4695	.8	4.1	680	2640	1.4	4.8	467	2482	1.0	3.6	435	2572	.9	4.0	166	1372	.3	4.0
SU '97	321	4322	.7	3.6	513	2379	1.1	3.9	398	2480	.8	3.1	404	2495	.8	3.8	176	1777	.4	4.0
4-Book	320	4292	.7	3.6	550	2304	1.2	4.1	384	2309	.8	3.0	393	2444	.8	3.7	158	1470	.3	3.8
SP '97	334	4352	.7	3.6	574	2602	1.2	4.2	384	2323	.8	2.9	405	2413	.8	3.8	149	1295	.3	3.5
KKGO-FM																				
SP '98	93	2059	.2	1.0	81	854	.2	.6	139	943	.3	1.1	133	1015	.3	1.2	68	755	.1	1.7
WI '98	104	2718	.2	1.2	123	1010	.3	.9	123	1103	.3	.9	137	1340	.3	1.3	57	899	.1	1.4
FA '97	100	2222	.2	1.1	88	947	.2	.6	165	1063	.3	1.3	124	1087	.3	1.1	54	757	.1	1.3
SU '97	76	1931	.2	.8	82	843	.2	.6	120	782	.2	.9	86	775	.2	.8	57	693	.1	1.3
4-Book	93	2233	.2	1.0	94	914	.2	.7	137	973	.3	1.1	120	1054	.3	1.1	59	776	.1	1.4
SP '97	68	1866	.1	.7	80	671	.2	.6	97	784	.2	.7	75	827	.2	.7	49	695	.1	1.2
KKHJ-AM																				
SP '98	73	1100	.1	.8	99	495	.2	.7	108	589	.2	.8	86	491	.2	.8	50	312	.1	1.2
WI '98	70	1179	.1	.8	109	521	.2	.8	114	591	.2	.9	67	417	.1	.6	40	337	.1	1.0
FA '97	65	1343	.1	.7	75	518	.2	.5	47	437	.1	.4	80	489	.2	.7	100	478	.2	2.4
SU '97	86	1584	.2	1.0	131	676	.3	1.0	108	715	.2	.8	101	706	.2	1.0	43	355	.1	1.0
4-Book	74	1302	.1	.8	104	553	.2	.8	94	583	.2	.7	84	526	.2	.8	58	371	.1	1.4
SP '97	94	1620	.2	1.0	122	743	.3	.9	147	764	.3	1.1	98	555	.2	.9	73	489	.2	1.7
KKLA-FM																				
SP '98	59	983	.1	.7	131	595	.3	1.0	78	400	.2	.6	102	587	.2	1.0	10	170		.2
WI '98	63	1176	.1	.7	104	705	.2	.8	84	519	.2	.6	93	616	.2	.9	39	300	.1	1.0
FA '97	33	1022	.1	.4	92	742	.2	.7	20	350	.2	.2	48	477	.1	.4	16	255		.4
SU '97	46	863	.1	.5	112	606	.2	.8	57	428	.1	.4	52	419	.1	.5	22	221		.5
4-Book	50	1011	.1	.6	110	662	.2	.8	60	424	.1	.5	74	525	.2	.7	22	237		.5
SP '97	45	970	.1	.5	95	570	.2	.7	64	311	.1	.5	74	517	.2	.7	11	170		.3
KLAC-AM																				
SP '98	50	1491	.1	.6	72	317	.1	.5	63	347	.1	.5	40	529	.1	.4	34	564	.1	.8
WI '98	49	1122	.1	.5	70	364	.1	.5	88	371	.2	.7	56	394	.1	.5	31	420	.1	.8
FA '97	32	873	.1	.4	35	229	.1	.2	25	294	.1	.2	42	448	.1	.4	37	352	.1	.9
SU '97	40	939	.1	.4	66	315	.1	.5	53	400	.1	.4	52	441	.1	.5	18	304		.4
4-Book	43	1106	.1	.5	61	306	.1	.4	57	353	.1	.5	48	453	.1	.5	30	410	.1	.7
SP '97	36	828	.1	.4	35	221	.1	.3	50	259	.1	.4	61	435	.1	.6	26	392	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	325	4138	.7	3.6	392	2061	.8	2.9	436	2303	.9	3.4	440	2279	.9	4.1	180	1322	.4	4.5
WI '98	356	4339	.7	4.0	434	2269	.9	3.2	576	2516	1.2	4.4	415	2457	.8	3.8	140	1351	.3	3.5
FA '97	224	3393	.5	2.5	244	1483	.5	1.7	284	1793	.6	2.2	306	1839	.6	2.8	113	941	.2	2.7
SU '97	242	3744	.5	2.7	315	1772	.6	2.4	324	1961	.7	2.5	282	1930	.6	2.7	122	985	.3	2.8
4-Book	287	3904	.6	3.2	346	1896	.7	2.6	405	2143	.9	3.1	361	2126	.7	3.4	139	1150	.3	3.4
SP '97	260	4012	.5	2.8	403	2152	.8	2.9	350	2233	.7	2.6	261	1988	.5	2.4	127	1186	.3	3.0
KLOS-FM																				
SP '98	380	6075	.8	4.2	816	3314	1.7	5.9	460	2693	.9	3.5	452	3393	.9	4.2	157	1524	.3	3.9
WI '98	339	5866	.7	3.8	631	3209	1.3	4.7	460	2479	.9	3.5	427	3117	.9	3.9	124	1420	.3	3.1
FA '97	362	6505	.7	4.0	709	3273	1.4	5.0	476	2789	1.0	3.6	441	3563	.9	4.0	159	1871	.3	3.8
SU '97	268	5450	.6	3.0	524	2749	1.1	4.0	344	2353	.7	2.7	366	2794	.8	3.5	93	1157	.2	2.1
4-Book	337	5974	.7	3.8	670	3136	1.4	4.9	435	2579	.9	3.3	422	3217	.9	3.9	133	1493	.3	3.2
SP '97	307	5501	.6	3.3	594	2774	1.2	4.3	393	2445	.8	3.0	395	2977	.8	3.7	113	1318	.2	2.7
KLXS-FM																				
SP '98	301	4893	.6	3.4	1019	3519	2.1	7.4	351	2454	.7	2.7	291	1996	.6	2.7	41	593	.1	1.0
WI '98	307	5084	.6	3.4	942	3558	1.9	7.0	341	2133	.7	2.6	307	1745	.6	2.8	88	838	.2	2.2
FA '97	317	4642	.6	3.5	1137	3603	2.3	8.1	386	2229	.8	2.9	208	1310	.4	1.9	21	441	.1	.5
SU '97	275	4130	.6	3.1	908	3113	1.9	6.9	373	2104	.8	2.9	172	1226	.4	1.6	47	588	.1	1.1
4-Book	300	4687	.6	3.4	1002	3448	2.1	7.4	363	2230	.8	2.8	245	1569	.5	2.3	49	615	.1	1.2
SP '97	255	4268	.5	2.8	858	3090	1.8	6.2	287	1874	.6	2.2	150	1211	.3	1.4	50	552	.1	1.2
KLVE-FM																				
SP '98	732	7183	1.5	8.2	1136	4510	2.3	8.3	1068	4504	2.2	8.2	722	3841	1.5	6.8	366	2445	.7	9.1
WI '98	633	6841	1.3	7.1	968	3927	2.0	7.2	976	4019	2.0	7.5	639	3665	1.3	5.9	257	2403	.5	6.5
FA '97	724	7508	1.5	7.9	1063	4225	2.2	7.6	1153	4552	2.3	8.8	744	4203	1.5	6.8	317	2765	.6	7.6
SU '97	660	7363	1.4	7.4	1006	4625	2.1	7.6	1014	4387	2.1	7.8	667	4310	1.4	6.3	272	2622	.6	6.2
4-Book	687	7224	1.4	7.7	1043	4322	2.2	7.7	1053	4366	2.2	8.1	693	4005	1.4	6.5	303	2559	.6	7.4
SP '97	702	7827	1.4	7.7	1142	4791	2.3	8.3	1031	4660	2.1	7.7	681	4352	1.4	6.3	333	2820	.7	7.9
KLYY-FM																				
SP '98	109	3174	.2	1.2	125	1202	.3	.9	173	1599	.4	1.3	154	1809	.3	1.4	38	890	.1	.9
WI '98	83	2541	.2	.9	86	1006	.2	.6	113	1226	.2	.9	120	1601	.2	1.1	40	706	.1	1.0
FA '97	89	2709	.2	1.0	90	1154	.2	.6	139	1284	.3	1.1	160	1684	.3	1.5	43	836	.1	1.0
SU '97	124	2692	.3	1.4	156	1224	.3	1.2	187	1587	.4	1.4	174	1745	.4	1.6	59	927	.1	1.3
4-Book	101	2779	.2	1.1	114	1147	.3	.8	153	1424	.3	1.2	152	1710	.3	1.4	45	840	.1	1.1
SP '97	82	2545	.2	.9	92	1154	.2	.7	110	993	.2	.8	121	1640	.2	1.1	40	924	.1	.9
KNX -AM																				
SP '98	127	4156	.3	1.4	272	2446	.6	2.0	132	1326	.3	1.0	184	2203	.4	1.7	71	1094	.1	1.8
WI '98	145	4491	.3	1.6	327	2750	.7	2.4	128	1696	.3	1.0	215	2284	.4	2.0	67	945	.1	1.7
FA '97	111	3909	.2	1.2	205	1954	.4	1.5	102	1270	.2	.8	165	1873	.3	1.5	86	1083	.2	2.1
SU '97	127	4138	.3	1.4	284	2567	.6	2.2	110	1474	.2	.9	151	1914	.3	1.4	81	1068	.2	1.8
4-Book	128	4174	.3	1.4	272	2429	.6	2.0	118	1442	.3	.9	179	2069	.4	1.7	76	1048	.2	1.9
SP '97	110	3870	.2	1.2	241	2307	.5	1.7	96	1431	.2	.7	145	1920	.3	1.3	56	946	.1	1.3
KOST-FM																				
SP '98	333	6459	.7	3.7	398	3069	.8	2.9	553	3333	1.1	4.3	418	3360	.9	3.9	173	1957	.4	4.3
WI '98	359	6450	.7	4.0	444	3241	.9	3.3	578	2671	1.2	4.4	462	3637	.9	4.2	205	2127	.4	5.2
FA '97	395	6875	.8	4.3	490	3266	1.0	3.5	669	3382	1.4	5.1	527	3590	1.1	4.8	181	2176	.4	4.3
SU '97	397	7550	.8	4.4	453	3322	.9	3.4	610	3717	1.3	4.7	519	3989	1.1	4.9	237	2758	.5	5.4
4-Book	371	6834	.8	4.1	446	3225	.9	3.3	603	3276	1.3	4.6	482	3644	1.0	4.5	199	2255	.4	4.8
SP '97	327	6525	.7	3.6	378	2892	.8	2.7	504	3025	1.0	3.8	403	3455	.8	3.8	209	2237	.4	4.9
KPWR-FM																				
SP '98	175	4646	.4	2.0	225	1994	.5	1.6	210	1979	.4	1.6	224	2351	.5	2.1	100	1290	.2	2.5
WI '98	157	4083	.3	1.8	197	1695	.4	1.5	204	1903	.4	1.6	212	1980	.4	1.9	84	1000	.2	2.1
FA '97	200	4607	.4	2.2	233	2038	.5	1.7	253	1832	.5	1.9	263	2304	.5	2.4	119	1257	.2	2.8
SU '97	214	4968	.4	2.4	244	2156	.5	1.8	262	2555	.5	2.0	237	2429	.5	2.2	148	1559	.3	3.3
4-Book	187	4576	.4	2.1	225	1971	.5	1.7	232	2067	.5	1.8	234	2266	.5	2.2	113	1277	.2	2.7
SP '97	186	5008	.4	2.0	253	2159	.5	1.8	235	2159	.5	1.8	211	2514	.4	2.0	112	1486	.2	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Persons 25-49																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																						
SP '98		52	1088	.1	.6	49	264	.1	.4	78	445	.2	.6	78	534	.2	.7	30	355	.1	.7	
WI '98		27	785	.1	.3	26	259	.1	.2	30	369	.1	.2	41	404	.1	.4	15	285		.4	
FA '97		54	1174	.1	.6	64	559	.1	.5	55	496	.1	.4	76	637	.2	.7	33	428	.1	.8	
SU '97		78	1486	.2	.9	122	748	.3	.9	99	734	.2	.8	81	725	.2	.8	44	448	.1	1.0	
4-Book		53	1133	.1	.6	65	458	.2	.5	66	511	.2	.5	69	575	.2	.7	31	379	.1	.7	
SP '97		65	999	.1	.7	56	453	.1	.4	67	537	.1	.5	64	550	.1	.6	72	461	.1	1.7	
KROQ-FM																						
SP '98		297	6047	.6	3.3	507	3213	1.0	3.7	434	2981	.9	3.3	378	3348	.8	3.5	105	1766	.2	2.6	
WI '98		302	5878	.6	3.4	501	3261	1.0	3.7	417	2803	.8	3.2	394	3557	.8	3.6	121	1642	.2	3.1	
FA '97		268	5496	.5	2.9	493	2845	1.0	3.5	344	2539	.7	2.6	316	3044	.6	2.9	130	1917	.3	3.1	
SU '97		300	5629	.6	3.3	490	2815	1.0	3.7	418	3105	.9	3.2	343	3333	.7	3.2	151	2023	.3	3.4	
4-Book		292	5763	.6	3.2	498	3034	1.0	3.7	403	2857	.8	3.1	358	3321	.7	3.3	127	1837	.3	3.1	
SP '97		333	5407	.7	3.6	640	3074	1.3	4.6	441	2615	.9	3.3	381	3050	.8	3.5	144	1827	.3	3.4	
KRRA-AM																						
SP '98		21	304		.2	22	85		.2	39	172	.1	.3	24	131		.2	7	66		.2	
WI '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97		26	477	.1	.3	56	193	.1	.4	47	235	.1	.4	13	73		.1	4	54		.1	
SU '97		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97		34	376	.1	.4	41	253	.1	.3	55	259	.1	.4	36	236	.1	.3	22	161		.5	
KRTH-FM																						
SP '98		298	5968	.6	3.3	366	2606	.7	2.7	558	3070	1.1	4.3	393	2898	.8	3.7	79	1291	.2	2.0	
WI '98		304	7068	.6	3.4	375	3260	.8	2.8	528	3602	1.1	4.0	379	3609	.8	3.5	101	1406	.2	2.6	
FA '97		394	7691	.8	4.3	578	3966	1.2	4.1	666	3891	1.4	5.1	468	3668	1.0	4.3	122	1726	.2	2.9	
SU '97		336	7133	.7	3.7	418	3062	.9	3.2	557	3479	1.1	4.3	414	3528	.9	3.9	134	1575	.3	3.0	
4-Book		333	6965	.7	3.7	434	3224	.9	3.2	577	3511	1.2	4.4	414	3426	.9	3.9	109	1500	.2	2.6	
SP '97		375	7478	.8	4.1	483	3452	1.0	3.5	597	3468	1.2	4.5	446	3536	.9	4.2	150	1891	.3	3.5	
KSCA-FM																						
SP '98		622	5957	1.3	6.9	1362	4029	2.8	9.9	920	4063	1.9	7.1	434	2622	.9	4.1	169	1397	.3	4.2	
WI '98		635	5721	1.3	7.1	1319	4061	2.7	9.9	964	3802	2.0	7.4	440	2722	.9	4.0	222	1743	.5	5.6	
FA '97		569	5342	1.2	6.2	1199	3924	2.4	8.5	887	3488	1.8	6.7	366	2321	.7	3.3	155	1415	.3	3.7	
SU '97		528	5559	1.1	5.9	1196	3817	2.5	9.1	714	3720	1.5	5.5	403	2529	.8	3.8	155	1461	.3	3.5	
4-Book		589	5645	1.2	6.5	1269	3958	2.6	9.4	871	3768	1.8	6.7	411	2549	.8	3.8	175	1504	.4	4.3	
SP '97		493	5236	1.0	5.4	963	3630	2.0	7.0	652	3387	1.3	4.9	433	2626	.9	4.0	187	1539	.4	4.4	
KSSE-FM																						
SP '98		106	1891	.2	1.2	94	746	.2	.7	155	1071	.3	1.2	141	1041	.3	1.3	54	512	.1	1.3	
WI '98		117	2182	.2	1.3	130	968	.3	1.0	171	1125	.3	1.3	137	1249	.3	1.3	62	807	.1	1.6	
FA '97		109	1890	.2	1.2	110	799	.2	.8	147	1103	.3	1.1	156	1090	.3	1.4	62	667	.1	1.5	
SU '97		95	1864	.2	1.1	87	741	.2	.7	146	1040	.3	1.1	109	931	.2	1.0	52	709	.1	1.2	
4-Book		107	1957	.2	1.2	105	814	.2	.8	155	1085	.3	1.2	136	1078	.3	1.3	58	674	.1	1.4	
SP '97		71	1294	.1	.8	81	458	.2	.6	101	717	.2	.8	77	602	.2	.7	30	330	.1	.7	
KTNQ-AM																						
SP '98		276	2822	.6	3.1	431	1244	.9	3.1	301	1239	.6	2.3	358	1502	.7	3.3	214	1089	.4	5.3	
WI '98		216	2497	.4	2.4	255	1015	.5	1.9	317	1251	.6	2.4	284	1297	.6	2.6	166	954	.3	4.2	
FA '97		251	2877	.5	2.8	387	1475	.8	2.8	266	1338	.5	2.0	332	1394	.7	3.0	211	1059	.4	5.0	
SU '97		233	2851	.5	2.6	356	1333	.7	2.7	272	1375	.6	2.1	341	1544	.7	3.2	172	1086	.4	3.9	
4-Book		244	2762	.5	2.7	357	1267	.7	2.6	289	1301	.6	2.2	329	1434	.7	3.0	191	1047	.4	4.6	
SP '97		277	2751	.6	3.0	419	1408	.9	3.0	354	1326	.7	2.7	354	1566	.7	3.3	185	1123	.4	4.4	
KTWV-FM																						
SP '98		332	5188	.7	3.7	392	2242	.8	2.9	595	2580	1.2	4.6	385	2688	.8	3.6	164	1824	.3	4.1	
WI '98		325	5426	.7	3.6	375	2770	.8	2.8	513	2452	1.0	3.9	441	3177	.9	4.0	149	1780	.3	3.8	
FA '97		349	5217	.7	3.8	375	2321	.8	2.7	593	2499	1.2	4.5	441	2981	.9	4.0	177	1763	.4	4.2	
SU '97		346	5462	.7	3.9	409	2453	.8	3.1	545	2829	1.1	4.2	446	2997	.9	4.2	182	1843	.4	4.1	
4-Book		338	5323	.7	3.8	388	2447	.8	2.9	562	2590	1.1	4.3	428	2961	.9	4.0	168	1803	.4	4.1	
SP '97		380	5367	.8	4.1	470	2650	1.0	3.4	616	2840	1.3	4.6	489	3020	1.0	4.6	157	1418	.3	3.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KWKV-AM																			
SP '98	88	1184	.2	1.0	159	639	.3	1.2	168	745	.3	1.3	54	369	.1	.5	37	219	.1	.9
WI '98	74	1260	.2	.8	101	582	.2	.8	137	661	.3	1.0	71	458	.1	.7	29	262	.1	.7
FA '97	77	933	.2	.8	131	454	.3	.9	138	454	.3	1.0	65	429	.1	.6	29	186	.1	.7
SU '97	56	887	.1	.6	99	459	.2	.8	77	439	.2	.6	33	222	.1	.3	34	207	.1	.8
4-Book	74	1066	.2	.8	123	534	.3	.9	130	575	.3	1.0	56	370	.1	.5	32	219	.1	.8
SP '97	94	1288	.2	1.0	169	728	.3	1.2	117	544	.2	.9	59	375	.1	.5	43	292	.1	1.0
KWVE-FM																				
SP '98	33	926	.1	.4	59	476	.1	.4	49	413	.1	.4	57	489	.1	.5	3	90		.1
WI '98	48	1278	.1	.5	74	644	.2	.6	42	465	.1	.3	71	629	.1	.7	19	311		.5
FA '97	48	1063	.1	.5	83	599	.2	.6	66	419	.1	.5	58	514	.1	.5	19	339		.5
SU '97	70	1103	.1	.8	84	635	.2	.6	76	552	.2	.6	100	676	.2	.9	45	396	.1	1.0
4-Book	50	1093	.1	.6	75	589	.2	.6	58	462	.1	.5	72	577	.1	.7	22	284		.5
SP '97	55	1307	.1	.6	86	805	.2	.6	60	620	.1	.5	51	582	.1	.5	50	503	.1	1.2
KYSR-FM																				
SP '98	323	7050	.7	3.6	348	3242	.7	2.5	515	3603	1.0	4.0	486	4229	1.0	4.5	114	2018	.2	2.8
WI '98	348	7128	.7	3.9	322	3162	.7	2.4	550	3334	1.1	4.2	507	4188	1.0	4.7	179	2367	.4	4.5
FA '97	309	6572	.6	3.4	388	3193	.8	2.8	521	3496	1.1	4.0	411	4088	.8	3.7	129	2151	.3	3.1
SU '97	313	6818	.6	3.5	319	2988	.7	2.4	450	3485	.9	3.5	474	4046	1.0	4.5	131	2052	.3	3.0
4-Book	323	6892	.7	3.6	344	3146	.7	2.5	509	3480	1.0	3.9	470	4138	1.0	4.4	138	2147	.3	3.4
SP '97	307	6412	.6	3.3	382	3059	.8	2.8	478	3556	1.0	3.6	388	3888	.8	3.6	129	2064	.3	3.0
KZLA-FM																				
SP '98	186	2740	.4	2.1	194	1478	.4	1.4	288	1383	.6	2.2	238	1764	.5	2.2	75	815	.2	1.9
WI '98	193	3362	.4	2.2	273	1879	.6	2.0	252	1870	.5	1.9	241	2047	.5	2.2	73	1055	.1	1.8
FA '97	249	3549	.5	2.7	365	2083	.7	2.6	345	1860	.7	2.6	341	2393	.7	3.1	74	1097	.2	1.8
SU '97	247	3108	.5	2.8	316	1832	.6	2.4	398	1977	.8	3.1	316	2137	.6	3.0	81	1070	.2	1.8
4-Book	219	3190	.5	2.5	287	1818	.6	2.1	321	1773	.7	2.5	284	2085	.6	2.6	76	1009	.2	1.8
SP '97	257	3306	.5	2.8	355	1840	.7	2.6	409	1850	.8	3.1	323	1941	.7	3.0	90	1114	.2	2.1
KFRG-FM																				
SP '98	21	674	.2	.2	28	264	.1	.2	29	310	.1	.2	19	311	.2	.2	2	76		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	25	861	.1	.3	29	347	.1	.2	31	418	.1	.2	38	480	.1	.3	7	215		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98		12				12				12										
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	67	1400	.1	.7	67	504	.1	.5	134	669	.3	1.0	125	943	.3	1.2	22	397		.5
WI '98	90	1738	.2	1.0	111	799	.2	.8	170	905	.3	1.3	131	926	.3	1.2	30	384	.1	.8
FA '97	80	1990	.2	.9	91	727	.2	.6	131	837	.3	1.0	128	1128	.3	1.2	31	458	.1	.7
SU '97	71	1543	.1	.8	62	601	.1	.5	184	896	.4	1.4	102	900	.2	1.0	12	255		.3
4-Book	77	1668	.2	.9	83	658	.2	.6	155	827	.3	1.2	122	974	.3	1.2	24	374	.1	.6
SP '97	81	1670	.2	.9	130	786	.3	.9	179	853	.4	1.3	114	1014	.2	1.1	11	289		.3
TOTALS																				
SP '98	8956	47285	18.2		13750	41757	28.0		12994	38209	26.5		10691	40053	21.8		4017	26479	8.2	
WI '98	8948	47572	18.2		13390	41870	27.3		13062	37655	26.6		10896	40800	22.2		3947	26224	8.0	
FA '97	9123	47503	18.6		14057	42247	28.6		13146	37667	26.8		11002	40577	22.4		4183	26979	8.5	
SU '97	8963	46980	18.4		13190	41241	27.1		12920	37968	26.6		10598	40298	21.8		4421	27904	9.1	
4-Book	8998	47335	18.4		13597	41779	27.8		13031	37875	26.6		10797	40432	22.1		4142	26897	8.5	
SP '97	9171	46807	18.8		13794	42156	28.4		13322	37524	27.4		10745	40365	22.1		4235	27174	8.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	198	1798	.4	1.6	93	1035	.2	1.6	101	333	.2	1.4	161	491	.3	1.6	63	246	.1	.9
4-Book	189	2122	.4	1.5	76	1037	.2	1.3	78	259	.2	1.1	121	400	.3	1.2	82	268	.2	1.2
KACD-FM																				
SP '98	61	880	.1	.5	39	590	.1	.7	26	101	.1	.4	77	312	.2	.8	57	206	.1	.8
4-Book	58	865	.1	.5	40	567	.1	.7	33	112	.1	.5	85	285	.2	.8	60	211	.1	.9
KBCD-FM																				
SP '98	15	290	.1		8	210	.1		7	42	.1		17	82	.2		6	60		
4-Book	19	319	.2		9	155	.1		8	33	.1		19	66	.2		14	55		.2
KACE-FM																				
SP '98	61	840	.1	.5	47	603	.1	.8	38	210	.1	.5	89	251	.2	.9	106	293	.2	1.6
4-Book	114	1251	.2	.9	68	874	.2	1.1	64	213	.1	.9	115	351	.3	1.2	112	333	.2	1.7
KRTO-FM																				
SP '98	10	320	.1	.1	11	160	.2		9	33	.1		21	60	.2		19	42		.3
4-Book	24	371	.1	.2	15	224	.3		14	77	.2		24	91	.2		22	78	.1	.3
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	67	893	.1	.5	39	669	.1	.7	16	62	.2		36	146	.1	.4	51	222	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	399	4129	.8	3.2	161	2271	.3	2.7	109	477	.2	1.6	261	913	.5	2.6	170	578	.3	2.5
4-Book	421	4518	.9	3.4	177	2652	.4	2.9	167	623	.3	2.4	285	973	.6	2.8	184	668	.4	2.7
KBUA-FM																				
SP '98	17	196	.1		6	85	.1		9	27	.1		17	44	.2		1	14		
4-Book	21	304	.2		9	148	.2		16	45	.2		19	66	.2		5	31		.1
KBUE-FM																				
SP '98	195	1966	.4	1.6	109	1140	.2	1.8	122	299	.2	1.7	187	573	.4	1.9	84	263	.2	1.2
4-Book	204	2118	.4	1.6	134	1317	.3	2.2	193	432	.4	2.8	213	590	.5	2.1	140	370	.3	2.0
KCBS-FM																				
SP '98	437	5644	.9	3.5	232	3344	.5	3.9	236	834	.5	3.4	487	1563	1.0	4.9	306	1039	.6	4.5
4-Book	438	5598	.9	3.5	213	3383	.4	3.6	224	863	.5	3.2	408	1546	.9	4.1	284	1017	.6	4.2
+KCMG-FM																				
SP '98	479	5058	1.0	3.8	252	3268	.5	4.2	217	739	.4	3.1	477	1587	1.0	4.8	386	1198	.8	5.7
4-Book	329	4075	.7	2.6	165	2394	.3	2.8	154	553	.3	2.2	297	1026	.6	3.0	229	753	.5	3.4
+KDIS-AM																				
SP '98	52	1241	.1	.4	24	507	.4		30	133	.1	.4	26	137	.1	.3	32	156	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	433	3969	.9	3.5	100	1360	.2	1.7	190	614	.4	2.7	213	698	.4	2.1	71	211	.1	1.0
4-Book	442	4046	.9	3.6	90	1384	.2	1.5	172	582	.4	2.5	178	599	.4	1.8	56	197	.1	.8
KFWB-AM																				
SP '98	153	3381	.3	1.2	53	1222	.1	.9	72	420	.1	1.0	72	449	.1	.7	70	304	.1	1.0
4-Book	163	3489	.3	1.3	56	1425	.1	1.0	83	462	.2	1.2	74	446	.2	.7	70	333	.2	1.0
KGIL-AM																				
SP '98	4	177	.1		4	120	.1		5	57	.1						5	14		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	16	194	.1		2	32							8	19	.1					
4-Book	33	301	.3		4	103	.1		3	17	.1		13	51	.1		8	35		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM																				
SP '98	332	5607	.7	2.7	143	2660	.3	2.4	179	668	.4	2.5	247	1025	.5	2.5	179	801	.4	2.6
4-Book	391	6036	.8	3.1	193	3381	.4	3.2	207	826	.5	2.9	345	1344	.7	3.5	229	953	.5	3.3
KJLH-FM																				
SP '98	217	1647	.4	1.7	203	1492	.4	3.4	145	348	.3	2.1	263	584	.5	2.7	212	511	.4	3.1
4-Book	172	1625	.4	1.4	135	1339	.3	2.3	93	244	.2	1.4	172	490	.3	1.7	133	365	.3	2.0
KKBT-FM																				
SP '98	365	3820	.7	2.9	198	2367	.4	3.3	217	645	.4	3.1	334	1014	.7	3.4	211	704	.4	3.1
4-Book	438	3719	.9	3.5	218	2323	.4	3.6	219	628	.4	3.1	353	1024	.7	3.5	260	714	.5	3.8
KKGO-FM																				
SP '98	120	1669	.2	1.0	62	1092	.1	1.0	71	213	.1	1.0	94	403	.2	.9	71	259	.1	1.0
4-Book	118	1766	.3	1.0	72	1096	.2	1.2	59	231	.1	.8	104	352	.2	1.0	86	295	.2	1.3
KKHJ-AM																				
SP '98	98	890	.2	.8	43	549	.1	.7	47	120	.1	.7	76	217	.2	.8	84	169	.2	1.2
4-Book	94	1017	.2	.8	47	549	.1	.8	65	141	.1	1.0	73	210	.2	.8	48	118	.1	.7
KKLA-FM																				
SP '98	102	854	.2	.8	14	320	.2	.2	19	69	.1	.3	16	70	.2	.2	19	48	.3	.3
4-Book	80	913	.2	.6	17	353	.3	.3	28	99	.1	.4	23	82	.2	.2	16	48	.3	.3
KLAC-AM																				
SP '98	59	813	.1	.5	46	765	.1	.8	40	137	.1	.6	81	211	.2	.8	41	148	.1	.6
4-Book	55	728	.1	.5	29	481	.1	.5	25	83	.1	.4	46	142	.1	.5	29	104	.1	.4
KLAX-FM																				
SP '98	424	3587	.9	3.4	246	2241	.5	4.1	317	845	.6	4.5	432	1056	.9	4.4	314	840	.6	4.6
4-Book	374	3393	.8	3.0	233	2189	.5	3.9	303	758	.6	4.3	366	951	.8	3.7	278	726	.6	4.0
KLOS-FM																				
SP '98	567	5377	1.2	4.5	198	2615	.4	3.3	161	513	.3	2.3	376	1191	.8	3.8	293	914	.6	4.3
4-Book	503	5272	1.0	4.0	181	2553	.4	3.0	155	580	.3	2.2	354	1164	.7	3.5	248	866	.5	3.6
KLSX-FM																				
SP '98	538	4542	1.1	4.3	53	1071	.1	.9	58	216	.1	.8	30	176	.1	.3	25	134	.1	.4
4-Book	523	4211	1.1	4.2	72	1204	.2	1.2	80	250	.2	1.1	82	311	.2	.8	59	206	.1	.9
KLVE-FM																				
SP '98	982	6308	2.0	7.8	533	4342	1.1	9.0	744	1561	1.5	10.6	783	1950	1.6	7.9	501	1220	1.0	7.4
4-Book	939	6370	1.9	7.5	499	4379	1.0	8.3	673	1603	1.4	9.6	844	2060	1.7	8.4	484	1279	1.0	7.1
KLYY-FM																				
SP '98	152	2750	.3	1.2	79	1380	.2	1.3	70	328	.1	1.0	206	629	.4	2.1	129	472	.3	1.9
4-Book	141	2425	.3	1.1	69	1363	.2	1.1	53	235	.1	.8	136	582	.3	1.4	97	407	.2	1.4
KNX -AM																				
SP '98	191	3632	.4	1.5	51	1219	.1	.9	114	469	.2	1.6	82	361	.2	.8	24	127	.1	.4
4-Book	184	3573	.4	1.5	62	1515	.1	1.0	105	453	.2	1.5	74	409	.2	.8	56	295	.1	.8
KOST-FM																				
SP '98	464	5364	.9	3.7	207	2950	.4	3.5	263	840	.5	3.7	394	1157	.8	4.0	230	801	.5	3.4
4-Book	517	5567	1.1	4.1	226	3183	.5	3.8	237	850	.5	3.4	374	1201	.8	3.8	251	835	.5	3.7
KPWR-FM																				
SP '98	219	3768	.4	1.7	146	2253	.3	2.5	110	386	.2	1.6	213	718	.4	2.1	180	701	.4	2.7
4-Book	231	3747	.5	1.8	158	2296	.3	2.7	124	430	.3	1.8	246	885	.5	2.4	207	694	.5	3.0
KRLA-AM																				
SP '98	69	756	.1	.6	38	566	.1	.6	49	127	.1	.7	91	236	.2	.9	59	177	.1	.9
4-Book	67	861	.1	.6	44	591	.1	.7	55	166	.1	.8	66	193	.2	.7	56	155	.1	.8
KROQ-FM																				
SP '98	439	5180	.9	3.5	173	2945	.4	2.9	95	441	.2	1.4	406	1358	.8	4.1	218	912	.4	3.2
4-Book	418	4958	.9	3.4	178	2969	.4	3.0	157	626	.3	2.3	352	1347	.7	3.5	228	883	.5	3.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 25-49

Target Listener Estimates

		Persons 25-49																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM	SP '98	29	214	.1	.2	17	173	.3	.3	37	53	.1	.5	31	82	.1	.3	13	24	.2	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KRTH-FM	SP '98	448	4810	.9	3.6	179	2611	.4	3.0	109	419	.2	1.6	376	1115	.8	3.8	219	757	.4	3.2
	4-Book	483	5727	1.0	3.9	219	3190	.5	3.6	203	678	.4	2.9	455	1425	1.0	4.5	264	878	.5	3.8
KSCA-FM	SP '98	907	5492	1.8	7.2	422	3682	.9	7.1	1160	2135	2.4	16.5	658	1639	1.3	6.6	374	955	.8	5.5
	4-Book	852	5213	1.8	6.8	400	3515	.8	6.7	959	1880	2.0	13.6	658	1757	1.3	6.5	344	883	.7	5.0
KSSE-FM	SP '98	132	1621	.3	1.1	97	1048	.2	1.6	72	228	.1	1.0	155	437	.3	1.6	110	307	.2	1.6
	4-Book	134	1643	.3	1.1	94	1113	.2	1.6	69	221	.1	1.0	171	506	.4	1.7	102	309	.2	1.5
KTNQ-AM	SP '98	359	2396	.7	2.9	171	1535	.3	2.9	277	505	.6	3.9	250	615	.5	2.5	170	443	.3	2.5
	4-Book	323	2402	.7	2.6	140	1419	.3	2.3	210	453	.4	3.0	194	513	.4	1.9	150	393	.3	2.2
KTWV-FM	SP '98	468	4063	1.0	3.7	203	2700	.4	3.4	189	627	.4	2.7	363	1032	.7	3.7	239	857	.5	3.5
	4-Book	467	4299	1.0	3.7	223	2754	.5	3.7	201	684	.4	2.9	383	1083	.8	3.8	285	820	.6	4.2
KWKV-AM	SP '98	130	1002	.3	1.0	46	491	.1	.8	105	180	.2	1.5	69	187	.1	.7	26	112	.1	.4
	4-Book	105	878	.2	.8	46	492	.1	.8	91	183	.2	1.3	78	198	.2	.8	34	101	.1	.5
KWVE-FM	SP '98	54	822	.1	.4	15	338	.1	.3	1	19	.1	.7	8	64	.1	.1	27	68	.1	.4
	4-Book	67	892	.1	.5	37	527	.1	.7	46	145	.1	.7	37	131	.1	.4	38	141	.1	.6
KYSR-FM	SP '98	455	5961	.9	3.6	231	3394	.5	3.9	169	665	.3	2.4	430	1417	.9	4.3	308	955	.6	4.5
	4-Book	446	5822	.9	3.6	229	3491	.5	3.8	175	738	.4	2.5	422	1544	.9	4.2	293	1045	.6	4.3
KZLA-FM	SP '98	244	2277	.5	1.9	160	1734	.3	2.7	185	566	.4	2.6	239	727	.5	2.4	238	654	.5	3.5
	4-Book	299	2759	.6	2.4	174	1970	.4	2.9	191	610	.4	2.7	338	1014	.7	3.4	226	714	.5	3.3
KFRG-FM	SP '98	25	483	.1	.2	26	477	.1	.4	16	93	.1	.2	56	208	.1	.6	23	122	.1	.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM	SP '98		12																		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '98	111	1192	.2	.9	19	519	.1	.3	47	183	.1	.7	16	108	.1	.2	21	117	.1	.3
	4-Book	123	1422	.2	1.0	33	636	.1	.6	45	168	.1	.7	44	169	.1	.5	47	160	.1	.7
TOTALS	SP '98	12519	46626	25.5		5944	37666	12.1		7028	17649	14.3		9914	23608	20.2		6784	17593	13.8	
	4-Book	12518	46682	25.6		6002	38212	12.3		7036	17951	14.4		10050	24210	20.5		6866	17855	14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	18	98	.5	.5	154	414	.3	3.5	158	484	.3	2.2	53	181	.1	.9	38	131	.1	1.4
4-Book	25	96	.1	.7	87	236	.2	2.0	113	381	.2	1.5	67	234	.2	1.2	37	134	.1	1.3
KACD-FM																				
SP '98	52	148	.1	1.4	11	40	.3	.3	27	135	.1	.4	27	139	.1	.5	28	74	.1	1.0
4-Book	29	105	.1	.8	17	51	.4	.4	38	165	.1	.5	27	113	.1	.5	26	109	.1	.9
KBCD-FM																				
SP '98					2	18			13	79		.2	12	62		.2	7	32		.3
4-Book	7	20		.2	3	24		.1	10	47		.2	6	27		.1	4	20		.2
KACE-FM																				
SP '98	52	178	.1	1.4	23	126	.5	.5	26	133	.1	.4	22	117		.4	22	65		.8
4-Book	62	203	.1	1.6	33	131	.1	.8	56	206	.1	.8	54	196	.1	1.0	45	172	.1	1.6
KRTO-FM																				
SP '98	7	31		.2	6	47		.1	2	31			10	32		.2	11	39		.4
4-Book	15	58		.4	13	59		.3	9	58		.1	14	55		.3	8	51		.3
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	50	166	.1	1.4	10	38	.2	.2	74	347	.2	1.0	64	313	.1	1.1	12	55		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	238	747	.5	6.5	61	333	.1	1.4	204	752	.4	2.8	134	424	.3	2.3	73	347	.1	2.7
4-Book	251	811	.5	6.6	85	340	.2	1.9	188	690	.4	2.6	143	472	.3	2.5	83	325	.2	2.9
KBUA-FM																				
SP '98					5	37		.1	12	55		.2	2	12			1	14		
4-Book	1	4			7	35		.1	17	70		.3	2	13			6	26		.2
KBUE-FM																				
SP '98	33	122	.1	.9	122	297	.2	2.8	192	515	.4	2.6	82	221	.2	1.4	45	174	.1	1.6
4-Book	76	239	.2	2.0	110	310	.2	2.5	176	465	.4	2.4	101	269	.2	1.8	64	183	.2	2.2
KCBS-FM																				
SP '98	69	339	.1	1.9	138	443	.3	3.2	280	1141	.6	3.8	264	913	.5	4.6	76	327	.2	2.8
4-Book	95	405	.2	2.5	113	444	.3	2.6	279	1095	.6	3.8	224	824	.5	4.0	73	380	.2	2.5
+KCMG-FM																				
SP '98	158	597	.3	4.3	117	424	.2	2.7	289	1015	.6	4.0	261	867	.5	4.5	106	429	.2	3.9
4-Book	102	424	.2	2.7	96	346	.2	2.2	193	737	.4	2.7	163	561	.3	2.9	85	320	.2	2.9
+KDIS-AM																				
SP '98	21	88		.6	17	77		.4	38	169	.1	.5	23	117		.4	6	54		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	22	153		.6	103	318	.2	2.4	139	417	.3	1.9	21	92		.4	35	143	.1	1.3
4-Book	24	106	.1	.7	92	299	.2	2.1	113	397	.3	1.5	53	215	.1	1.0	39	157	.1	1.3
KFWB-AM																				
SP '98	13	132		.4	65	332	.1	1.5	47	328	.1	.6	63	265	.1	1.1	32	136	.1	1.2
4-Book	26	157	.1	.7	68	330	.1	1.5	52	307	.1	.7	59	238	.1	1.1	30	173	.1	1.0
KGIL-AM																				
SP '98	6	45		.2	**	**	**	**	4	14		.1	11	32		.2	3	13		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98					1	3			2	11			6	13		.1	1	4		
4-Book	1	4											6	21		.1				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	105	382	.2	2.9	114	466	.2	2.6	150	730	.3	2.1	142	565	.3	2.5	35	273	.1	1.3
4-Book	111	513	.2	2.9	120	526	.2	2.7	249	1030	.5	3.4	199	768	.4	3.5	79	383	.2	2.7
KJLH-FM																				
SP '98	110	274	.2	3.0	202	528	.4	4.6	381	838	.8	5.2	205	552	.4	3.6	100	254	.2	3.6
4-Book	87	258	.2	2.3	153	392	.3	3.5	255	640	.6	3.5	129	411	.3	2.3	54	154	.1	1.9
KKBT-FM																				
SP '98	156	474	.3	4.2	101	364	.2	2.3	196	675	.4	2.7	232	702	.5	4.0	131	497	.3	4.8
4-Book	164	525	.3	4.3	158	449	.3	3.6	219	683	.4	3.0	221	615	.5	3.9	144	479	.3	5.0
KKGO-FM																				
SP '98	65	241	.1	1.8	28	178	.1	.6	46	208	.1	.6	79	240	.2	1.4	44	176	.1	1.6
4-Book	51	201	.1	1.4	55	202	.1	1.2	83	324	.2	1.1	80	273	.2	1.4	55	191	.1	1.9
KKHJ-AM																				
SP '98	34	114	.1	.9	26	113	.1	.6	32	131	.1	.4	32	97	.1	.6	13	30		.5
4-Book	39	107	.1	1.0	35	101	.1	.8	53	139	.1	.7	42	83	.1	.8	23	60		.8
KKLA-FM																				
SP '98	4	14		.1	14	74		.3	11	106		.2	22	78		.4	11	83		.4
4-Book	6	28		.2	26	119		.6	14	105		.2	11	49		.2	10	47		.4
KLAC-AM																				
SP '98	14	87		.4	16	61		.4	97	258		1.3	50	213		.9	18	85		.7
4-Book	12	62		.4	15	51		.3	50	146		.7	28	115		.5	23	90		.8
KLAX-FM																				
SP '98	136	497	.3	3.7	181	501	.4	4.2	281	718	.6	3.8	205	461	.4	3.6	108	323	.2	3.9
4-Book	128	416	.3	3.4	204	532	.4	4.6	291	783	.6	4.0	210	505	.4	3.8	95	266	.2	3.3
KLOS-FM																				
SP '98	125	490	.3	3.4	89	303	.2	2.0	214	756	.4	2.9	260	854	.5	4.5	67	264	.1	2.4
4-Book	123	452	.3	3.3	76	299	.2	1.7	180	658	.4	2.5	214	687	.4	3.8	87	304	.2	3.0
KLSX-FM																				
SP '98	10	33		.3	93	200	.2	2.1	148	467	.3	2.0	31	97	.1	.5	27	149	.1	1.0
4-Book	32	129	.1	.9	115	290	.3	2.6	153	514	.3	2.1	35	139	.1	.6	17	86	.1	.6
KLVE-FM																				
SP '98	464	1120	.9	12.6	419	1234	.9	9.6	654	1670	1.3	8.9	370	907	.8	6.4	312	842	.6	11.4
4-Book	377	1032	.8	10.0	404	1158	.8	9.1	580	1551	1.2	8.0	350	902	.7	6.2	262	792	.5	9.1
KLYY-FM																				
SP '98	42	300	.1	1.1	48	129	.1	1.1	59	357	.1	.8	57	216	.1	1.0	18	135		.7
4-Book	42	252	.1	1.1	28	134	.1	.7	84	416	.2	1.2	68	305	.1	1.2	33	182	.1	1.1
KNX -AM																				
SP '98	23	149		.6	47	288	.1	1.1	30	148	.1	.4	71	276	.1	1.2	27	183	.1	1.0
4-Book	36	209	.1	.9	55	307	.1	1.3	61	317	.1	.8	68	286	.1	1.2	48	258	.1	1.7
KOST-FM																				
SP '98	143	545	.3	3.9	127	564	.3	2.9	195	849	.4	2.7	164	670	.3	2.9	131	439	.3	4.8
4-Book	184	713	.4	4.8	152	592	.3	3.5	255	912	.5	3.5	182	690	.4	3.3	154	584	.3	5.3
KPWR-FM																				
SP '98	133	422	.3	3.6	75	270	.2	1.7	185	633	.4	2.5	158	515	.3	2.7	103	375	.2	3.8
4-Book	160	500	.4	4.2	85	288	.2	2.0	182	608	.4	2.5	157	511	.3	2.8	95	354	.2	3.3
KRLA-AM																				
SP '98	14	88		.4	17	71		.4	29	110	.1	.4	32	124	.1	.6	15	41		.5
4-Book	38	121	.1	1.0	22	80		.5	43	136	.1	.6	47	133	.1	.9	29	103	.1	1.0
KROQ-FM																				
SP '98	102	531	.2	2.8	46	258	.1	1.1	220	1022	.4	3.0	151	697	.3	2.6	109	489	.2	4.0
4-Book	93	461	.2	2.4	77	309	.2	1.8	227	983	.5	3.1	171	718	.4	3.0	104	487	.2	3.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	6 **	41 **	**	.2 **	14 **	24 **	**	.3 **	18 **	40 **	**	.2 **	9 **	12 **	**	.2 **	10 **	25 **	**	.4 **
KRTH-FM SP '98 4-Book	66 91	251 362	.1 .2	1.8 2.4	102 137	430 507	.2 .3	2.3 3.1	265 270	891 978	.5 .5	3.6 3.7	252 242	800 796	.5 .5	4.4 4.3	38 83	179 356	.1 .2	1.4 2.9
KSCA-FM SP '98 4-Book	196 152	597 516	.4 .3	5.3 4.1	350 381	945 891	.7 .8	8.0 8.6	419 424	1189 1129	.9 .9	5.7 5.8	206 233	565 611	.4 .5	3.6 4.2	91 111	425 395	.2 .2	3.3 3.8
KSSE-FM SP '98 4-Book	48 73	159 242	.1 .2	1.3 1.9	67 48	206 177	.1 .1	1.5 1.1	127 120	374 362	.3 .3	1.7 1.6	126 103	314 276	.3 .2	2.2 1.9	69 54	161 169	.1 .1	2.5 1.9
KTNQ-AM SP '98 4-Book	99 94	349 290	.2 .2	2.7 2.5	120 81	305 202	.2 .2	2.8 1.9	197 144	485 370	.4 .3	2.7 2.0	195 170	442 386	.4 .4	3.4 3.1	72 85	297 278	.1 .2	2.6 2.9
KTWV-FM SP '98 4-Book	150 155	481 518	.3 .3	4.1 4.1	87 122	324 458	.2 .3	2.0 2.8	259 279	846 943	.5 .6	3.5 3.8	179 207	559 632	.4 .4	3.1 3.7	138 140	497 459	.3 .3	5.0 4.8
KVKV-AM SP '98 4-Book	29 33	64 90	.1 .1	.8 .9	69 53	129 105	.1 .1	1.6 1.2	21 36	129 120	.3 .1	.5 .5	29 26	31 60	.1 .1	.5 .5	30 24	82 71	.1 .1	1.1 .9
KVVE-FM SP '98 4-Book	6 15	44 47	.2 .4	.2 .4	26 53	72 163	.1 .1	.6 1.2	10 49	80 195	.1 .1	.7 .7	29 45	82 132	.1 .1	.5 .8	16 24	58 79	.1 .1	.6 .8
KYSR-FM SP '98 4-Book	87 117	580 548	.2 .2	2.4 3.1	99 111	444 492	.2 .2	2.3 2.5	357 342	1270 1229	.7 .7	4.9 4.7	283 256	857 893	.6 .5	4.9 4.5	100 102	456 480	.2 .2	3.6 3.5
KZLA-FM SP '98 4-Book	89 79	387 310	.2 .2	2.4 2.1	84 106	362 378	.2 .2	1.9 2.4	176 211	639 718	.4 .5	2.4 2.9	230 188	664 568	.5 .4	4.0 3.4	61 59	205 260	.1 .1	2.2 2.1
KFRG-FM SP '98 4-Book	3 **	52 **	**	.1 **	35 **	147 **	.1 **	.8 **	39 **	195 **	.1 **	.5 **	31 **	172 **	.1 **	.5 **	7 **	34 **	**	.3 **
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	13 16	106 86	.4 .4	.4 .4	25 33	108 119	.1 .1	.6 .8	5 31	49 150	.1 .1	.5 .5	29 40	106 143	.1 .1	.5 .7	4 11	71 72	.1 .1	.4 .4
TOTALS SP '98 4-Book	3679 3800	11312 11557	7.5 7.8		4357 4406	12809 12718	8.9 9.0		7313 7295	19480 19333	14.9 14.9		5752 5630	14931 14581	11.7 11.5		2740 2903	9049 9287	5.6 5.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 25-49

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	191	2973	.3	1.9	273	1287	.5	1.8	259	1518	.5	1.8	305	1555	.5	2.5	76	692	.1	1.7
WI '98	140	3100	.3	1.4	211	1318	.4	1.4	173	1397	.3	1.2	242	1571	.4	2.0	71	614	.1	1.6
FA '97	198	3485	.4	1.9	306	1692	.5	1.9	284	1636	.5	1.9	286	1872	.5	2.3	89	841	.2	1.9
SU '97	191	3737	.3	1.9	249	1286	.5	1.7	236	1399	.4	1.6	261	1954	.5	2.2	159	1300	.3	3.3
4-Book	180	3324	.3	1.8	260	1396	.5	1.7	238	1488	.4	1.6	274	1738	.5	2.3	99	862	.2	2.1
SP '97	172	3557	.3	1.7	188	1425	.3	1.2	305	1799	.6	2.0	259	1896	.5	2.1	103	1027	.2	2.2
KACD-FM																				
SP '98	51	1205	.1	.5	53	494	.1	.3	57	500	.1	.4	75	554	.1	.6	37	391	.1	.8
WI '98	57	1244	.1	.6	75	617	.1	.5	78	550	.1	.5	75	654	.1	.6	24	465	.1	.5
FA '97	34	939	.1	.3	29	385	.1	.2	50	497	.1	.3	48	597	.1	.4	12	233	.1	.3
SU '97	49	1007	.1	.5	49	371	.1	.3	59	459	.1	.4	71	466	.1	.6	30	303	.1	.6
4-Book	48	1099	.1	.5	52	467	.1	.3	61	502	.1	.4	67	568	.1	.6	26	348	.1	.6
SP '97	48	980	.1	.5	38	430	.1	.2	61	498	.1	.4	75	480	.1	.6	33	303	.1	.7
KBCD-FM																				
SP '98	11	390	.1	.1	21	199	.1	.1	8	146	.1	.1	19	207	.1	.2	3	111	.1	.1
WI '98	7	304	.1	.1	13	174	.1	.1	6	80	.1	.1	8	110	.1	.1	1	80	.1	.1
FA '97	12	340	.1	.1	12	160	.1	.1	12	190	.1	.1	25	232	.1	.2	3	106	.1	.1
SU '97	25	467	.1	.2	33	222	.1	.2	44	239	.1	.3	29	246	.1	.2	10	165	.1	.2
4-Book	14	375	.1	.1	20	189	.1	.1	18	164	.1	.1	20	199	.1	.2	4	116	.1	.1
SP '97	11	295	.1	.1	33	197	.1	.2	3	41	.1	.1	13	149	.1	.1	3	65	.1	.1
KACE-FM																				
SP '98	74	1359	.1	.7	85	623	.2	.5	89	557	.2	.6	84	618	.2	.7	56	518	.1	1.2
WI '98	105	1784	.2	1.0	120	717	.2	.8	128	818	.2	.9	133	947	.2	1.1	81	626	.1	1.8
FA '97	134	1924	.2	1.3	157	897	.3	1.0	186	973	.3	1.2	174	1101	.3	1.4	91	701	.2	2.0
SU '97	141	2196	.3	1.4	208	1002	.4	1.4	175	1179	.3	1.2	174	1257	.3	1.5	90	854	.2	1.8
4-Book	114	1816	.2	1.1	143	810	.3	.9	145	882	.3	1.0	141	981	.3	1.2	80	675	.2	1.7
SP '97	89	1590	.2	.9	101	764	.2	.6	118	809	.2	.8	121	893	.2	1.0	71	565	.1	1.5
KRTO-FM																				
SP '98	10	392	.1	.1	2	71	.1	.1	9	142	.1	.1	21	238	.1	.2	8	77	.1	.2
WI '98	17	500	.1	.2	25	264	.1	.2	17	246	.1	.1	13	195	.1	.1	17	174	.1	.4
FA '97	25	638	.1	.2	23	197	.1	.1	29	292	.1	.2	47	350	.1	.4	16	232	.1	.3
SU '97	33	473	.1	.3	39	191	.1	.3	59	313	.1	.4	32	262	.1	.3	17	211	.1	.3
4-Book	21	501	.1	.2	22	181	.1	.2	29	248	.1	.2	28	261	.1	.3	15	174	.1	.3
SP '97	54	637	.1	.5	82	271	.1	.5	92	396	.2	.6	43	338	.1	.4	20	221	.1	.4
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	68	1528	.1	.7	53	401	.1	.3	97	530	.2	.7	87	802	.2	.7	64	701	.1	1.4
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	321	5830	.6	3.2	356	2526	.6	2.3	617	3049	1.1	4.2	404	3015	.7	3.3	138	1548	.2	3.0
WI '98	350	6522	.6	3.5	430	3097	.8	2.8	570	2990	1.0	3.9	476	3397	.9	3.9	152	1564	.3	3.5
FA '97	317	6363	.6	3.1	398	2861	.7	2.5	565	2887	1.0	3.8	429	3241	.8	3.5	115	1728	.2	2.5
SU '97	335	6779	.6	3.3	431	3079	.8	2.9	603	3215	1.1	4.2	406	3433	.7	3.4	115	2010	.2	2.4
4-Book	331	6374	.6	3.3	404	2891	.7	2.6	589	3035	1.1	4.0	429	3272	.8	3.5	130	1713	.2	2.9
SP '97	300	6038	.5	2.9	405	2745	.7	2.6	566	2754	1.0	3.8	410	2918	.7	3.4	82	1476	.1	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KBUA-FM																			
SP '98	12	224	.1	.1	18	140	.1	.1	24	165	.2	.2	14	129	.1	.1	3	62	.1	.1
WI '98	25	463	.2	.2	33	214	.1	.2	51	326	.1	.3	22	202	.2	.2	9	102	.2	.2
FA '97	24	428	.2	.2	44	218	.1	.3	39	251	.1	.3	19	228	.2	.2	5	91	.1	.1
SU '97	7	339	.1	.1	5	136	.1	.1	11	145	.1	.1	9	159	.1	.1	3	99	.1	.1
4-Book	17	364	.2	.2	25	177	.1	.2	31	222	.1	.2	16	180	.2	.2	5	89	.1	.1
SP '97	31	498	.1	.3	35	272	.1	.2	53	300	.1	.4	30	230	.1	.2	9	58	.2	.2
KBUE-FM																				
SP '98	158	2539	.3	1.6	210	1139	.4	1.3	233	1436	.4	1.6	187	1199	.3	1.5	78	764	.1	1.7
WI '98	188	2771	.3	1.9	236	1354	.4	1.5	298	1620	.5	2.0	195	1320	.3	1.6	69	695	.1	1.6
FA '97	168	2732	.3	1.6	233	1268	.4	1.5	204	1507	.4	1.4	186	1408	.3	1.5	74	783	.1	1.6
SU '97	145	2736	.3	1.4	183	1308	.3	1.2	229	1457	.4	1.6	168	1450	.3	1.4	55	802	.1	1.1
4-Book	165	2695	.3	1.6	216	1267	.4	1.4	241	1505	.4	1.7	184	1344	.3	1.5	69	761	.1	1.5
SP '97	149	2714	.3	1.4	164	1224	.3	1.1	229	1499	.4	1.5	170	1418	.3	1.4	54	692	.1	1.2
KCBS-FM																				
SP '98	339	7235	.6	3.3	448	3453	.8	2.9	537	3751	1.0	3.7	422	3973	.8	3.5	115	2003	.2	2.5
WI '98	377	7259	.7	3.7	516	3532	.9	3.4	590	3658	1.1	4.0	484	4187	.9	3.9	119	1964	.2	2.7
FA '97	369	7531	.7	3.6	481	3556	.9	3.0	611	3794	1.1	4.1	508	4480	.9	4.1	135	2066	.2	2.9
SU '97	249	6234	.5	2.5	329	2910	.6	2.2	358	3112	.7	2.5	316	3190	.6	2.7	118	1911	.2	2.4
4-Book	334	7065	.6	3.3	444	3363	.8	2.9	524	3579	1.0	3.6	433	3958	.8	3.6	122	1986	.2	2.6
SP '97	386	6587	.7	3.8	450	3072	.8	2.9	682	3552	1.2	4.6	526	3944	1.0	4.4	144	1849	.3	3.1
+KCMG-FM																				
SP '98	373	6438	.7	3.7	439	3088	.8	2.8	587	3503	1.1	4.0	460	3675	.8	3.8	174	1856	.3	3.8
WI '98	288	5408	.5	2.8	366	2606	.7	2.4	417	2738	.7	2.9	410	3357	.7	3.3	122	1590	.2	2.8
FA '97	162	4165	.3	1.6	183	1779	.3	1.1	229	1920	.4	1.5	259	2335	.5	2.1	74	1031	.1	1.6
SU '97	173	4045	.3	1.7	198	1814	.4	1.3	276	2089	.5	1.9	241	2068	.4	2.0	79	1206	.1	1.6
4-Book	249	5014	.5	2.5	297	2322	.6	1.9	377	2563	.7	2.6	343	2859	.6	2.8	112	1421	.2	2.5
SP '97	198	4182	.4	1.9	213	1875	.4	1.4	333	2139	.6	2.2	261	2236	.5	2.2	71	982	.1	1.5
+KDIS-AM																				
SP '98	36	1465	.1	.4	79	809	.1	.5	37	473	.1	.3	50	622	.1	.4	8	244	.2	.2
WI '98	46	1498	.1	.5	51	649	.1	.3	48	598	.1	.3	75	726	.1	.6	9	167	.2	.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	49	1739	.1	.5	37	439	.1	.3	50	599	.1	.3	90	719	.2	.8	44	536	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	65	1833	.1	.6	80	578	.1	.5	125	759	.2	.8	64	598	.1	.5	23	336	.5	.5
KFI -AM																				
SP '98	351	5329	.6	3.5	534	2962	1.0	3.4	696	3448	1.2	4.7	420	2670	.8	3.4	123	1008	.2	2.7
WI '98	343	5659	.6	3.4	537	3077	1.0	3.5	724	3483	1.3	5.0	391	2902	.7	3.2	93	1022	.2	2.1
FA '97	339	5310	.6	3.3	466	2540	.8	2.9	727	3535	1.3	4.8	395	2514	.7	3.2	130	1088	.2	2.8
SU '97	362	4960	.7	3.6	550	2676	1.0	3.7	742	3267	1.3	5.1	383	2427	.7	3.2	136	1125	.2	2.8
4-Book	349	5315	.6	3.5	522	2814	1.0	3.4	722	3433	1.3	4.9	397	2628	.7	3.3	121	1061	.2	2.6
SP '97	353	5304	.6	3.4	494	2708	.9	3.2	745	3396	1.4	5.0	501	2970	.9	4.2	77	1009	.1	1.7
KFWB-AM																				
SP '98	143	4915	.3	1.4	321	3182	.6	2.1	142	1941	.3	1.0	184	2209	.3	1.5	65	1025	.1	1.4
WI '98	139	4879	.2	1.4	303	2815	.5	2.0	133	1743	.2	.9	198	2349	.4	1.6	51	932	.1	1.2
FA '97	166	5342	.3	1.6	343	3037	.6	2.1	161	1840	.3	1.1	253	2954	.5	2.0	81	977	.1	1.7
SU '97	134	4663	.2	1.3	304	2831	.6	2.1	123	1729	.2	.9	194	2494	.4	1.6	50	955	.1	1.0
4-Book	146	4950	.3	1.4	318	2966	.6	2.1	140	1813	.3	1.0	207	2502	.4	1.7	62	972	.1	1.3
SP '97	131	4390	.2	1.3	312	2770	.6	2.0	102	1404	.2	.7	198	2101	.4	1.6	59	967	.1	1.3
KGIL-AM																				
SP '98	11	405	.1	.1	9	106	.1	.1	9	123	.1	.1	14	159	.1	.1	7	92	.2	.2
WI '98	11	376	.1	.1	15	179	.1	.1	9	134	.1	.1	19	241	.2	.2	4	122	.1	.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

	Persons 25-54																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM																				
SP '98	14	296	.1		3	48			44	177	.1	.3	13	87	.1		2	15		
WI '98	18	456	.2		12	119	.1		48	233	.1	.3	31	203	.1	.3	5	54		.1
FA '97	17	388	.2		4	85			56	236	.1	.4	16	97	.1		7	49		.2
SU '97	46	617	.1	.5	12	101	.1		120	456	.2	.8	89	273	.2	.7	13	188		.3
4-Book	24	439	.3		8	88	.1		67	276	.1	.5	37	165	.1	.3	7	77		.2
SP '97	12	256	.1		8	51	.1		21	107	.1	.1	35	163	.1	.3	1	16		
KIIS-FM																				
SP '98	244	6863	.4	2.4	523	3987	.9	3.4	279	2913	.5	1.9	276	3363	.5	2.3	100	1579	.2	2.2
WI '98	298	7493	.5	2.9	496	3936	.9	3.2	394	3172	.7	2.7	365	3860	.7	3.0	124	1831	.2	2.8
FA '97	324	7821	.6	3.1	562	4460	1.0	3.5	405	3401	.7	2.7	390	3824	.7	3.1	121	1738	.2	2.6
SU '97	327	7704	.6	3.3	474	4086	.9	3.2	446	3905	.8	3.1	431	3740	.8	3.6	153	1905	.3	3.1
4-Book	298	7470	.5	2.9	514	4117	.9	3.3	381	3348	.7	2.6	366	3697	.7	3.0	125	1763	.2	2.7
SP '97	324	7621	.6	3.2	625	4433	1.1	4.0	371	3200	.7	2.5	348	3639	.6	2.9	126	1862	.2	2.7
KJLH-FM																				
SP '98	211	2506	.4	2.1	252	1230	.5	1.6	243	1179	.4	1.7	194	1344	.3	1.6	156	903	.3	3.4
WI '98	144	2355	.3	1.4	261	1262	.5	1.7	157	1148	.3	1.1	147	1125	.3	1.2	76	763	.1	1.7
FA '97	160	2322	.3	1.5	227	1120	.4	1.4	201	1212	.4	1.3	150	1161	.3	1.2	93	950	.2	2.0
SU '97	120	2114	.2	1.2	153	958	.3	1.0	152	954	.3	1.1	124	994	.2	1.0	65	739	.1	1.3
4-Book	159	2324	.3	1.6	223	1143	.4	1.4	188	1123	.4	1.3	154	1156	.3	1.3	98	839	.2	2.1
SP '97	172	2253	.3	1.7	227	981	.4	1.5	259	1111	.5	1.7	165	1136	.3	1.4	110	888	.2	2.4
KKBT-FM																				
SP '98	293	4623	.5	2.9	511	2356	.9	3.3	323	2469	.6	2.2	371	2678	.7	3.0	152	1433	.3	3.4
WI '98	329	4012	.6	3.2	588	2200	1.1	3.8	394	2053	.7	2.7	415	2302	.7	3.4	149	1375	.3	3.4
FA '97	387	4974	.7	3.7	702	2785	1.3	4.4	487	2597	.9	3.2	443	2696	.8	3.6	167	1431	.3	3.6
SU '97	335	4525	.6	3.3	532	2431	1.0	3.6	415	2570	.8	2.9	423	2567	.8	3.6	187	1845	.3	3.8
4-Book	336	4534	.6	3.3	583	2443	1.1	3.8	405	2422	.8	2.8	413	2561	.8	3.4	164	1521	.3	3.6
SP '97	353	4520	.6	3.4	610	2756	1.1	3.9	407	2420	.7	2.7	424	2546	.8	3.5	157	1321	.3	3.4
KKGO-FM																				
SP '98	125	2748	.2	1.2	124	1259	.2	.8	185	1272	.3	1.3	169	1312	.3	1.4	83	970	.1	1.8
WI '98	140	3285	.3	1.4	167	1243	.3	1.1	160	1309	.3	1.1	178	1662	.3	1.4	81	1116	.1	1.8
FA '97	147	2941	.3	1.4	152	1396	.3	.9	229	1351	.4	1.5	167	1518	.3	1.3	93	1035	.2	2.0
SU '97	99	2424	.2	1.0	113	1074	.2	.8	149	1019	.3	1.0	113	1095	.2	1.0	72	887	.1	1.5
4-Book	128	2850	.3	1.3	139	1243	.3	.9	181	1238	.3	1.2	157	1397	.3	1.3	82	1002	.1	1.8
SP '97	113	2546	.2	1.1	135	978	.2	.9	163	1176	.3	1.1	113	1125	.2	.9	83	941	.2	1.8
KKHJ-AM																				
SP '98	79	1265	.1	.8	116	617	.2	.7	114	692	.2	.8	91	520	.2	.7	52	341	.1	1.1
WI '98	75	1284	.1	.7	120	591	.2	.8	119	643	.2	.8	69	469	.1	.6	43	374	.1	1.0
FA '97	73	1491	.1	.7	80	564	.1	.5	54	499	.1	.4	94	563	.2	.8	108	508	.2	2.3
SU '97	86	1599	.2	.9	131	676	.2	.9	108	715	.2	.7	101	706	.2	.9	43	355	.1	.9
4-Book	78	1410	.1	.8	112	612	.2	.7	99	637	.2	.7	89	565	.2	.8	62	395	.1	1.3
SP '97	98	1751	.2	1.0	131	845	.2	.8	155	834	.3	1.0	101	590	.2	.8	76	524	.1	1.7
KKLA-FM																				
SP '98	66	1146	.1	.7	148	708	.3	.9	82	429	.1	.6	118	703	.2	1.0	14	223		.3
WI '98	68	1314	.1	.7	114	814	.2	.7	84	534	.2	.6	104	674	.2	.8	44	342	.1	1.0
FA '97	42	1191	.1	.4	107	840	.2	.7	30	437	.1	.2	61	564	.1	.5	21	283		.5
SU '97	59	986	.1	.6	137	694	.2	.9	77	491	.1	.5	68	496	.1	.6	29	272	.1	.6
4-Book	59	1159	.1	.6	127	764	.2	.8	68	473	.1	.5	88	609	.2	.7	27	280	.1	.6
SP '97	60	1183	.1	.6	133	740	.2	.9	89	414	.2	.6	85	637	.2	.7	15	226		.3
KLAC-AM																				
SP '98	71	2037	.1	.7	102	603	.2	.7	93	539	.2	.6	66	735	.1	.5	42	687	.1	.9
WI '98	77	1758	.1	.8	114	706	.2	.7	136	605	.2	.9	83	673	.1	.7	43	612	.1	1.0
FA '97	60	1519	.1	.6	98	488	.2	.6	73	555	.1	.5	72	759	.1	.6	43	518	.1	.9
SU '97	65	1494	.1	.6	104	528	.2	.7	91	691	.2	.6	78	774	.1	.7	32	527	.1	.7
4-Book	68	1702	.1	.7	105	581	.2	.7	98	598	.2	.7	75	735	.1	.6	40	586	.1	.9
SP '97	56	1331	.1	.5	54	404	.1	.3	79	438	.1	.5	83	695	.2	.7	37	530	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	343	4420	.6	3.4	420	2270	.8	2.7	463	2497	.8	3.2	469	2442	.8	3.8	191	1456	.3	4.2
WI '98	378	4656	.7	3.7	466	2418	.8	3.0	596	2696	1.1	4.1	436	2621	.8	3.5	158	1454	.3	3.6
FA '97	241	3600	.4	2.3	268	1599	.5	1.7	304	1925	.5	2.0	324	1977	.6	2.6	124	1020	.2	2.7
SU '97	267	4102	.5	2.7	351	1930	.6	2.4	375	2105	.7	2.6	303	2105	.6	2.6	129	1091	.2	2.6
4-Book	307	4195	.6	3.0	376	2054	.7	2.5	435	2306	.8	3.0	383	2286	.7	3.1	151	1255	.3	3.3
SP '97	282	4279	.5	2.7	429	2275	.8	2.8	391	2417	.7	2.6	289	2129	.5	2.4	134	1282	.2	2.9
KLOS-FM																				
SP '98	397	6431	.7	3.9	836	3438	1.5	5.4	481	2867	.9	3.3	476	3567	.9	3.9	173	1624	.3	3.8
WI '98	356	6213	.6	3.5	640	3336	1.1	4.2	491	2652	.9	3.4	459	3288	.8	3.7	127	1502	.2	2.9
FA '97	376	6774	.7	3.6	739	3401	1.3	4.6	498	2899	.9	3.3	450	3678	.8	3.6	168	1958	.3	3.6
SU '97	289	5657	.5	2.9	549	2860	1.0	3.7	376	2464	.7	2.6	390	2933	.7	3.3	94	1184	.2	1.9
4-Book	355	6269	.6	3.5	691	3259	1.2	4.5	462	2721	.9	3.2	444	3367	.8	3.6	141	1567	.3	3.1
SP '97	318	5777	.6	3.1	617	2919	1.1	4.0	402	2584	.7	2.7	409	3136	.7	3.4	122	1400	.2	2.7
KLSX-FM																				
SP '98	320	5160	.6	3.2	1104	3709	2.0	7.1	366	2600	.7	2.5	301	2106	.5	2.5	42	608	.1	.9
WI '98	332	5470	.6	3.3	1051	3839	1.9	6.8	359	2263	.6	2.5	316	1874	.6	2.6	89	852	.2	2.0
FA '97	333	5003	.6	3.2	1194	3741	2.1	7.5	403	2378	.7	2.7	214	1414	.4	1.7	24	471	.1	.5
SU '97	289	4354	.5	2.9	957	3275	1.7	6.5	398	2216	.7	2.8	176	1263	.3	1.5	48	600	.1	1.0
4-Book	319	4997	.6	3.2	1077	3641	1.9	7.0	382	2364	.7	2.6	252	1664	.5	2.1	51	633	.1	1.1
SP '97	272	4511	.5	2.6	918	3285	1.7	5.9	298	2005	.5	2.0	165	1314	.3	1.4	51	564	.1	1.1
KLVE-FM																				
SP '98	787	7822	1.4	7.8	1222	4897	2.2	7.8	1154	4905	2.1	7.9	771	4153	1.4	6.3	382	2596	.7	8.4
WI '98	692	7403	1.2	6.8	1052	4226	1.9	6.8	1049	4312	1.9	7.2	694	3933	1.2	5.6	276	2598	.5	6.3
FA '97	797	8087	1.4	7.7	1183	4638	2.1	7.4	1283	4907	2.3	8.6	813	4559	1.5	6.5	329	2912	.6	7.1
SU '97	699	7802	1.3	7.0	1067	4827	1.9	7.2	1072	4653	1.9	7.4	712	4562	1.3	6.0	294	2791	.5	6.0
4-Book	744	7779	1.3	7.3	1131	4647	2.0	7.3	1140	4694	2.1	7.8	748	4302	1.4	6.1	320	2724	.6	7.0
SP '97	769	8383	1.4	7.5	1279	5165	2.3	8.2	1117	4974	2.0	7.5	740	4729	1.3	6.1	355	3004	.6	7.7
KLYY-FM																				
SP '98	109	3241	.2	1.1	125	1208	.2	.8	173	1633	.3	1.2	155	1855	.3	1.3	39	901	.1	.9
WI '98	83	2584	.1	.8	86	1006	.2	.6	113	1239	.2	.8	120	1601	.2	1.0	40	706	.1	.9
FA '97	93	2765	.2	.9	94	1184	.2	.6	141	1298	.3	.9	165	1724	.3	1.3	51	862	.1	1.1
SU '97	126	2732	.2	1.3	158	1237	.3	1.1	189	1599	.3	1.3	174	1758	.3	1.5	59	927	.1	1.2
4-Book	103	2831	.2	1.0	116	1159	.2	.8	154	1442	.3	1.1	154	1735	.3	1.3	47	849	.1	1.0
SP '97	83	2567	.2	.8	92	1165	.2	.6	111	1016	.2	.7	121	1663	.2	1.0	40	924	.1	.9
KNX -AM																				
SP '98	162	5159	.3	1.6	334	3043	.6	2.1	158	1701	.3	1.1	231	2789	.4	1.9	96	1468	.2	2.1
WI '98	190	5662	.3	1.9	427	3546	.8	2.8	158	2185	.3	1.1	284	3015	.5	2.3	88	1301	.2	2.0
FA '97	150	5051	.3	1.4	266	2661	.5	1.7	134	1717	.2	.9	207	2329	.4	1.7	123	1368	.2	2.6
SU '97	153	4925	.3	1.5	338	3063	.6	2.3	133	1760	.2	.9	187	2227	.3	1.6	93	1225	.2	1.9
4-Book	164	5199	.3	1.6	341	3078	.6	2.2	146	1841	.3	1.0	227	2590	.4	1.9	100	1341	.2	2.2
SP '97	147	4754	.3	1.4	312	2833	.6	2.0	134	1899	.2	.9	194	2488	.4	1.6	81	1258	.1	1.8
KOST-FM																				
SP '98	389	7467	.7	3.8	463	3569	.8	3.0	657	3887	1.2	4.5	494	3946	.9	4.1	198	2221	.4	4.4
WI '98	417	7419	.7	4.1	540	3707	1.0	3.5	663	3009	1.2	4.5	547	4190	1.0	4.4	229	2387	.4	5.2
FA '97	452	7891	.8	4.4	573	3797	1.0	3.6	775	3806	1.4	5.2	590	4122	1.1	4.7	197	2470	.4	4.2
SU '97	450	8325	.8	4.5	543	3679	1.0	3.7	700	4134	1.3	4.8	576	4446	1.0	4.9	255	3031	.5	5.2
4-Book	427	7776	.8	4.2	530	3688	1.0	3.5	699	3709	1.3	4.8	552	4176	1.0	4.5	220	2527	.4	4.8
SP '97	373	7180	.7	3.6	442	3264	.8	2.8	586	3434	1.1	3.9	458	3829	.8	3.8	224	2386	.4	4.9
KPWR-FM																				
SP '98	179	4799	.3	1.8	232	2081	.4	1.5	217	2028	.4	1.5	229	2424	.4	1.9	101	1320	.2	2.2
WI '98	167	4294	.3	1.6	210	1787	.4	1.4	210	1962	.4	1.4	219	2054	.4	1.8	99	1089	.2	2.2
FA '97	212	4832	.4	2.0	248	2179	.4	1.5	267	1907	.5	1.8	280	2420	.5	2.3	129	1335	.2	2.8
SU '97	218	5124	.4	2.2	252	2215	.5	1.7	264	2614	.5	1.8	241	2488	.4	2.0	153	1610	.3	3.1
4-Book	194	4762	.4	1.9	236	2066	.4	1.5	240	2128	.5	1.6	242	2347	.4	2.0	121	1339	.2	2.6
SP '97	193	5149	.4	1.9	258	2220	.5	1.7	242	2211	.4	1.6	226	2605	.4	1.9	115	1510	.2	2.5

Target Listener Trends - Persons 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	58	1367	.1	.6	63	408	.1	.4	85	544	.2	.6	84	603	.2	.7	31	399	.1	.7
WI '98	34	989	.1	.3	33	323	.1	.2	40	497	.1	.3	46	469	.1	.4	16	318		.4
FA '97	68	1480	.1	.7	80	684	.1	.5	74	608	.1	.5	88	718	.2	.7	47	514	.1	1.0
SU '97	102	1873	.2	1.0	151	898	.3	1.0	150	995	.3	1.0	98	873	.2	.8	52	585	.1	1.1
4-Book	66	1427	.1	.7	82	578	.2	.5	87	661	.2	.6	79	666	.2	.7	37	454	.1	.8
SP '97	89	1306	.2	.9	96	652	.2	.6	89	710	.2	.6	90	749	.2	.7	78	496	.1	1.7
KROQ-FM																				
SP '98	300	6162	.5	3.0	513	3270	.9	3.3	436	3026	.8	3.0	382	3404	.7	3.1	108	1781	.2	2.4
WI '98	304	6033	.5	3.0	503	3291	.9	3.3	419	2846	.7	2.9	395	3598	.7	3.2	121	1671	.2	2.7
FA '97	274	5727	.5	2.6	502	2942	.9	3.1	350	2596	.6	2.3	326	3118	.6	2.6	130	1962	.2	2.8
SU '97	314	5844	.6	3.1	508	2894	.9	3.4	441	3224	.8	3.0	368	3414	.7	3.1	160	2096	.3	3.3
4-Book	298	5942	.5	2.9	507	3099	.9	3.3	412	2923	.7	2.8	368	3384	.7	3.0	130	1878	.2	2.8
SP '97	338	5607	.6	3.3	655	3147	1.2	4.2	445	2718	.8	3.0	385	3131	.7	3.2	145	1861	.3	3.2
KRRR-AM																				
SP '98	33	408	.1	.3	41	145	.1	.3	61	246	.1	.4	32	190	.1	.3	11	125		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	28	534	.1	.3	56	193	.1	.3	53	279	.1	.4	16	101		.1	4	68		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	38	418	.1	.4	45	268	.1	.3	56	274	.1	.4	41	251	.1	.3	22	161		.5
KRTH-FM																				
SP '98	389	7593	.7	3.8	529	3661	.9	3.4	715	3957	1.3	4.9	478	3647	.9	3.9	105	1714	.2	2.3
WI '98	399	8524	.7	3.9	528	4050	.9	3.4	693	4435	1.2	4.7	487	4382	.9	4.0	121	1778	.2	2.7
FA '97	527	9381	.9	5.1	799	4971	1.4	5.0	944	4817	1.7	6.3	599	4566	1.1	4.8	140	1999	.3	3.0
SU '97	435	8588	.8	4.3	552	3802	1.0	3.7	718	4218	1.3	5.0	526	4407	1.0	4.4	174	2024	.3	3.6
4-Book	438	8522	.8	4.3	602	4121	1.1	3.9	768	4357	1.4	5.2	523	4251	1.0	4.3	135	1879	.3	2.9
SP '97	442	8772	.8	4.3	566	4161	1.0	3.6	723	4149	1.3	4.8	525	4219	1.0	4.3	164	2222	.3	3.6
KSCA-FM																				
SP '98	674	6445	1.2	6.6	1458	4340	2.6	9.3	1002	4387	1.8	6.8	484	2903	.9	4.0	194	1545	.3	4.3
WI '98	687	6090	1.2	6.8	1445	4345	2.6	9.4	1039	4054	1.9	7.1	479	2937	.9	3.9	232	1834	.4	5.3
FA '97	599	5577	1.1	5.8	1265	4129	2.3	7.9	922	3649	1.6	6.1	399	2450	.7	3.2	169	1459	.3	3.6
SU '97	545	5907	1.0	5.4	1228	4031	2.2	8.3	737	3945	1.3	5.1	415	2640	.8	3.5	156	1489	.3	3.2
4-Book	626	6005	1.1	6.2	1349	4211	2.4	8.7	925	4009	1.7	6.3	444	2733	.8	3.7	188	1582	.3	4.1
SP '97	519	5542	.9	5.0	1036	3812	1.9	6.7	685	3574	1.2	4.6	445	2754	.8	3.7	189	1579	.3	4.1
KSSE-FM																				
SP '98	109	1997	.2	1.1	95	761	.2	.6	156	1086	.3	1.1	144	1087	.3	1.2	56	527	.1	1.2
WI '98	119	2229	.2	1.2	132	985	.2	.9	172	1142	.3	1.2	137	1249	.2	1.1	62	821	.1	1.4
FA '97	111	1934	.2	1.1	111	813	.2	.7	150	1133	.3	1.0	158	1120	.3	1.3	62	667	.1	1.3
SU '97	97	1917	.2	1.0	91	755	.2	.6	147	1066	.3	1.0	109	944	.2	.9	52	709	.1	1.1
4-Book	109	2019	.2	1.1	107	829	.2	.7	156	1107	.3	1.1	137	1100	.3	1.1	58	681	.1	1.3
SP '97	71	1344	.1	.7	81	458	.1	.5	103	737	.2	.7	77	602	.1	.6	30	330	.1	.7
KTNQ-AM																				
SP '98	294	3015	.5	2.9	464	1334	.8	3.0	314	1345	.6	2.1	380	1622	.7	3.1	225	1162	.4	5.0
WI '98	245	2774	.4	2.4	284	1108	.5	1.8	349	1436	.6	2.4	327	1452	.6	2.7	186	1068	.3	4.2
FA '97	284	3192	.5	2.7	451	1651	.8	2.8	296	1486	.5	2.0	373	1564	.7	3.0	234	1185	.4	5.0
SU '97	259	3074	.5	2.6	379	1409	.7	2.6	295	1504	.5	2.0	372	1699	.7	3.1	205	1180	.4	4.2
4-Book	271	3014	.5	2.7	395	1376	.7	2.6	314	1443	.6	2.1	363	1584	.7	3.0	213	1149	.4	4.6
SP '97	309	3047	.6	3.0	479	1588	.9	3.1	411	1503	.7	2.8	376	1720	.7	3.1	189	1208	.3	4.1
KTWV-FM																				
SP '98	425	6152	.8	4.2	516	2803	.9	3.3	772	3094	1.4	5.3	523	3290	.9	4.3	183	2074	.3	4.0
WI '98	414	6367	.7	4.1	502	3359	.9	3.3	664	2971	1.2	4.5	572	3845	1.0	4.6	162	2055	.3	3.7
FA '97	425	6153	.8	4.1	472	2840	.8	2.9	724	3028	1.3	4.8	529	3605	.9	4.3	212	1990	.4	4.6
SU '97	431	6488	.8	4.3	502	2960	.9	3.4	683	3342	1.2	4.7	571	3643	1.0	4.8	222	2189	.4	4.5
4-Book	424	6290	.8	4.2	498	2991	.9	3.2	711	3109	1.3	4.8	549	3596	1.0	4.5	195	2077	.4	4.2
SP '97	440	6140	.8	4.3	539	3094	1.0	3.5	696	3289	1.3	4.7	579	3470	1.1	4.8	176	1573	.3	3.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

Target Listener Trends - Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKW-AM																				
SP '98	92	1345	.2	.9	162	683	.3	1.0	171	759	.3	1.2	62	444	.1	.5	38	248	.1	.8
WI '98	82	1369	.1	.8	113	638	.2	.7	151	714	.3	1.0	74	495	.1	.6	37	300	.1	.8
FA '97	83	1052	.1	.8	144	529	.3	.9	143	497	.3	1.0	66	445	.1	.5	32	216	.1	.7
SU '97	74	1060	.1	.7	132	564	.2	.9	101	504	.2	.7	46	248	.1	.4	42	261	.1	.9
4-Book	83	1207	.1	.8	138	604	.3	.9	142	619	.3	1.0	62	408	.1	.5	37	256	.1	.8
SP '97	102	1402	.2	1.0	187	807	.3	1.2	132	603	.2	.9	60	389	.1	.5	44	313	.1	1.0
KWVE-FM																				
SP '98	47	1134	.1	.5	67	563	.1	.4	54	516	.1	.4	82	659	.1	.7	12	203		.3
WI '98	56	1403	.1	.6	88	713	.2	.6	49	562	.1	.3	80	711	.1	.6	20	352		.5
FA '97	55	1228	.1	.5	95	712	.2	.6	75	488	.1	.5	69	625	.1	.6	24	393		.5
SU '97	79	1302	.1	.8	91	720	.2	.6	82	652	.1	.6	117	779	.2	1.0	51	458	.1	1.0
4-Book	59	1267	.1	.6	85	677	.2	.6	65	555	.1	.5	87	694	.1	.7	27	352		.6
SP '97	66	1532	.1	.6	112	957	.2	.7	75	750	.1	.5	64	719	.1	.5	52	537	.1	1.1
KYSR-FM																				
SP '98	335	7362	.6	3.3	363	3425	.6	2.3	539	3798	1.0	3.7	507	4467	.9	4.2	117	2079	.2	2.6
WI '98	361	7468	.6	3.6	340	3324	.6	2.2	578	3484	1.0	4.0	518	4338	.9	4.2	182	2428	.3	4.1
FA '97	318	6861	.6	3.1	405	3374	.7	2.5	529	3569	.9	3.5	415	4186	.7	3.3	133	2257	.2	2.9
SU '97	323	7103	.6	3.2	334	3114	.6	2.3	471	3674	.9	3.3	491	4216	.9	4.1	132	2089	.2	2.7
4-Book	334	7199	.6	3.3	361	3309	.6	2.3	529	3631	1.0	3.6	483	4302	.9	4.0	141	2213	.2	3.1
SP '97	336	6737	.6	3.3	429	3246	.8	2.8	532	3742	1.0	3.6	438	4098	.8	3.6	133	2124	.2	2.9
KZLA-FM																				
SP '98	246	3405	.4	2.4	272	1829	.5	1.7	365	1757	.7	2.5	323	2195	.6	2.7	92	1026	.2	2.0
WI '98	254	4216	.5	2.5	362	2301	.6	2.4	305	2267	.5	2.1	305	2590	.5	2.5	92	1242	.2	2.1
FA '97	305	4334	.5	2.9	452	2526	.8	2.8	418	2278	.7	2.8	420	2968	.8	3.4	83	1300	.1	1.8
SU '97	286	3823	.5	2.8	371	2256	.7	2.5	458	2450	.8	3.2	350	2592	.6	2.9	93	1300	.2	1.9
4-Book	273	3945	.5	2.7	364	2228	.7	2.4	387	2188	.7	2.7	350	2586	.6	2.9	90	1217	.2	2.0
SP '97	302	3888	.5	2.9	419	2248	.8	2.7	485	2208	.9	3.2	392	2304	.7	3.2	106	1286	.2	2.3
KFRG-FM																				
SP '98	24	840	.2		31	327	.1	.2	33	418	.1	.2	21	364		.2	3	86		.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	34	1086	.1	.3	37	441	.1	.2	43	533	.1	.3	60	597	.1	.5	9	259		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98		12			1	12				12										
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	75	1590	.1	.7	76	530	.1	.5	143	759	.3	1.0	144	1060	.3	1.2	24	455		.5
WI '98	93	1925	.2	.9	115	853	.2	.7	171	949	.3	1.2	137	1009	.2	1.1	31	425	.1	.7
FA '97	91	2233	.2	.9	99	754	.2	.6	147	974	.3	1.0	156	1309	.3	1.3	39	555	.1	.8
SU '97	82	1677	.1	.8	88	650	.2	.6	195	933	.4	1.3	122	975	.2	1.0	12	267		.2
4-Book	85	1856	.2	.8	95	697	.2	.6	164	904	.3	1.1	140	1088	.3	1.2	27	426	.1	.6
SP '97	92	1805	.2	.9	150	894	.3	1.0	202	946	.4	1.4	124	1103	.2	1.0	13	335		.3
TOTALS																				
SP '98	10143	53848	18.1		15595	47725	27.9		14655	43293	26.2		12183	45702	21.8		4525	30012	8.1	
WI '98	10143	54002	18.1		15395	47504	27.5		14625	42449	26.2		12314	46228	22.0		4402	29424	7.9	
FA '97	10353	53952	18.5		16016	48014	28.7		14999	42794	26.8		12427	46228	22.2		4651	30220	8.3	
SU '97	10036	52925	18.2		14771	46225	26.8		14468	42706	26.3		11867	45301	21.6		4885	31120	8.9	
4-Book	10169	53682	18.2		15444	47367	27.7		14687	42811	26.4		12198	45865	21.9		4616	30194	8.3	
SP '97	10281	52899	18.7		15569	47578	28.3		14935	42359	27.1		12072	45559	21.9		4598	30038	8.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	278	2518	.5	2.0	116	1359	.2	1.7	115	399	.2	1.4	213	643	.4	1.9	79	287	.1	1.0
4-Book	256	2776	.5	1.8	100	1342	.2	1.5	108	355	.2	1.3	161	530	.3	1.4	101	341	.2	1.3
KACD-FM																				
SP '98	61	894	.1	.4	42	605	.1	.6	26	101	.3	.3	86	327	.2	.8	64	221	.1	.8
4-Book	60	893	.1	.4	41	592	.1	.6	33	112	.1	.4	90	295	.2	.8	62	222	.1	.8
KBBC-FM																				
SP '98	16	310	.1	.1	8	210	.1	.1	7	42	.1	.1	17	82	.1	.1	6	60	.1	.1
4-Book	19	330	.2	.2	10	161	.1	.1	8	33	.1	.1	19	66	.2	.2	14	55	.2	.2
KACE-FM																				
SP '98	86	1042	.2	.6	66	701	.1	1.0	49	257	.1	.6	129	331	.2	1.1	117	333	.2	1.5
4-Book	143	1451	.3	1.0	85	999	.2	1.3	74	246	.1	.9	151	421	.3	1.3	145	397	.3	1.9
KRTO-FM																				
SP '98	10	320	.1	.1	11	160	.2	.2	9	33	.1	.1	21	60	.2	.2	19	42	.2	.2
4-Book	26	402	.1	.2	16	246	.2	.2	16	80	.2	.2	27	101	.3	.3	24	84	.3	.3
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	80	1094	.1	.6	50	801	.1	.7	19	75	.2	.2	54	219	.1	.5	66	285	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	471	4602	.8	3.3	176	2547	.3	2.6	129	530	.2	1.6	298	1042	.5	2.6	201	674	.4	2.6
4-Book	483	5059	.9	3.4	195	2927	.4	2.9	196	724	.4	2.4	320	1109	.6	2.8	209	748	.4	2.7
KBUA-FM																				
SP '98	19	211	.1	.1	7	100	.1	.1	14	42	.2	.2	17	44	.1	.1	1	14	.1	.1
4-Book	25	339	.1	.2	12	180	.2	.2	21	56	.3	.3	30	87	.1	.3	8	42	.1	.1
KBUE-FM																				
SP '98	212	2159	.4	1.5	116	1259	.2	1.7	140	359	.3	1.7	195	602	.3	1.7	93	292	.2	1.2
4-Book	216	2273	.4	1.5	139	1426	.3	2.1	201	461	.4	2.5	224	618	.4	2.0	147	394	.3	1.9
KCBS-FM																				
SP '98	474	6131	.8	3.3	249	3644	.4	3.7	246	880	.4	3.1	513	1659	.9	4.5	320	1114	.6	4.2
4-Book	471	5975	.9	3.3	231	3621	.4	3.4	250	953	.5	3.2	447	1664	.8	3.9	299	1079	.6	3.9
+KCMG-FM																				
SP '98	503	5492	.9	3.5	277	3480	.5	4.1	224	780	.4	2.8	534	1732	1.0	4.7	424	1317	.8	5.5
4-Book	342	4273	.6	2.4	176	2513	.3	2.6	160	584	.3	2.0	321	1090	.6	2.8	246	801	.5	3.2
+KDIS-AM																				
SP '98	54	1308	.1	.4	24	532	.4	.4	30	133	.1	.4	26	137	.2	.2	33	166	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	561	4936	1.0	4.0	130	1781	.2	1.9	265	819	.5	3.3	268	853	.5	2.4	86	251	.2	1.1
4-Book	560	4905	1.0	4.0	125	1767	.2	1.8	241	787	.4	3.0	235	764	.5	2.1	72	251	.1	.9
KFVB-AM																				
SP '98	210	4480	.4	1.5	77	1717	.1	1.1	123	646	.2	1.5	114	617	.2	1.0	94	433	.2	1.2
4-Book	215	4432	.4	1.5	78	1895	.1	1.1	130	657	.2	1.6	101	601	.2	.9	87	427	.2	1.1
KGIL-AM																				
SP '98	10	263	.1	.1	15	232	.2	.2	16	98	.2	.2	31	67	.1	.3	30	73	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	22	255	.2	.2	6	74	.1	.1	9	15	.1	.1	13	33	.1	.1				
4-Book	40	371	.1	.3	6	133	.1	.1	6	24	.1	.1	16	59	.1	.1	8	39	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM																				
SP '98	353	5948	.6	2.5	148	2805	.3	2.2	182	702	.3	2.3	257	1074	.5	2.3	180	811	.3	2.3
4-Book	417	6401	.7	3.0	205	3575	.4	3.0	222	868	.4	2.8	357	1396	.7	3.2	241	998	.4	3.1
KJLH-FM																				
SP '98	231	1870	.4	1.6	212	1599	.4	3.1	149	360	.3	1.9	270	597	.5	2.4	218	529	.4	2.8
4-Book	189	1802	.3	1.3	147	1487	.3	2.2	102	267	.2	1.3	183	534	.3	1.6	141	405	.3	1.8
KKBT-FM																				
SP '98	395	4043	.7	2.8	206	2490	.4	3.1	226	677	.4	2.8	354	1075	.6	3.1	224	722	.4	2.9
4-Book	462	3932	.8	3.3	228	2439	.4	3.4	235	664	.4	2.9	367	1067	.7	3.2	276	747	.5	3.5
KKGO-FM																				
SP '98	161	2195	.3	1.1	90	1495	.2	1.3	100	351	.2	1.2	139	540	.2	1.2	99	343	.2	1.3
4-Book	160	2254	.3	1.1	101	1447	.2	1.5	81	338	.1	1.0	149	500	.3	1.3	129	414	.2	1.7
KKHJ-AM																				
SP '98	107	1055	.2	.8	48	608	.1	.7	61	135	.1	.8	92	275	.2	.8	91	184	.2	1.2
4-Book	100	1110	.2	.7	52	599	.1	.8	73	155	.1	.9	82	239	.2	.7	54	131	.1	.7
KKLA-FM																				
SP '98	113	994	.2	.8	17	396		.3	31	109	.1	.4	16	70		.1	26	75		.3
4-Book	92	1043	.2	.7	20	430		.3	34	118	.1	.4	23	82		.2	19	58		.3
KLAC-AM																				
SP '98	87	1234	.2	.6	64	1037	.1	.9	40	150	.1	.5	106	330	.2	.9	56	231	.1	.7
4-Book	93	1218	.2	.7	44	753	.1	.6	30	110	.1	.4	67	240	.1	.6	48	192	.1	.6
KLAX-FM																				
SP '98	452	3854	.8	3.2	253	2300	.5	3.8	321	860	.6	4.0	444	1086	.8	3.9	333	870	.6	4.3
4-Book	401	3637	.7	2.9	248	2347	.5	3.6	329	808	.6	4.1	385	1015	.7	3.4	293	768	.5	3.8
KLOS-FM																				
SP '98	588	5681	1.1	4.1	208	2706	.4	3.1	161	527	.3	2.0	378	1204	.7	3.3	315	963	.6	4.1
4-Book	526	5516	1.0	3.7	193	2669	.4	2.8	162	612	.3	2.0	375	1213	.7	3.3	266	914	.5	3.4
KLSX-FM																				
SP '98	573	4785	1.0	4.0	57	1164	.1	.8	68	255	.1	.8	30	176	.1	.3	28	161	.1	.4
4-Book	556	4476	1.0	3.9	76	1265	.2	1.1	85	267	.1	1.0	87	318	.2	.8	68	227	.1	.9
KLVE-FM																				
SP '98	1057	6902	1.9	7.5	579	4610	1.0	8.6	814	1696	1.5	10.2	862	2083	1.5	7.6	531	1295	.9	6.9
4-Book	1016	6852	1.8	7.2	546	4708	1.0	8.0	740	1754	1.4	9.2	931	2225	1.7	8.2	521	1356	.9	6.7
KLYY-FM																				
SP '98	153	2801	.3	1.1	80	1401	.1	1.2	71	334	.1	.9	206	629	.4	1.8	129	472	.2	1.7
4-Book	142	2461	.3	1.0	71	1385	.1	1.0	56	247	.1	.7	141	592	.3	1.3	98	410	.2	1.3
KNX -AM																				
SP '98	235	4426	.4	1.7	77	1634	.1	1.1	163	688	.3	2.0	122	514	.2	1.1	58	225	.1	.8
4-Book	231	4423	.4	1.7	87	2010	.2	1.3	143	611	.3	1.8	101	547	.2	.9	82	375	.2	1.1
KOST-FM																				
SP '98	547	6214	1.0	3.9	235	3400	.4	3.5	292	952	.5	3.6	432	1310	.8	3.8	265	909	.5	3.5
4-Book	602	6316	1.1	4.3	256	3651	.5	3.8	274	971	.5	3.4	429	1381	.8	3.8	286	947	.5	3.7
KPWR-FM																				
SP '98	225	3892	.4	1.6	148	2301	.3	2.2	113	420	.2	1.4	220	739	.4	1.9	182	715	.3	2.4
4-Book	239	3891	.5	1.7	163	2358	.3	2.4	132	461	.3	1.7	253	914	.4	2.2	208	701	.4	2.7
KRLA-AM																				
SP '98	78	970	.1	.5	42	658	.1	.6	57	159	.1	.7	97	252	.2	.9	62	206	.1	.8
4-Book	83	1078	.1	.6	55	731	.1	.8	66	200	.1	.8	81	244	.2	.7	68	203	.1	.9
KROQ-FM																				
SP '98	443	5294	.8	3.1	174	2960	.3	2.6	95	441	.2	1.2	411	1373	.7	3.6	218	912	.4	2.8
4-Book	427	5085	.8	3.0	181	3043	.3	2.7	159	636	.3	2.0	358	1378	.6	3.2	229	890	.4	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 25-54																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM	SP '98	46	288	.1	.3	26	247	.4	.4	50	83	.1	.6	39	111	.1	.3	28	53	.1	.4
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KRTH-FM	SP '98	585	6220	1.0	4.1	233	3459	.4	3.5	190	729	.3	2.4	511	1509	.9	4.5	263	926	.5	3.4
	4-Book	642	7063	1.1	4.5	280	3968	.5	4.1	281	903	.5	3.5	587	1794	1.1	5.2	328	1102	.6	4.2
KSCA-FM	SP '98	983	5980	1.8	6.9	450	3962	.8	6.7	1237	2266	2.2	15.5	688	1741	1.2	6.1	383	984	.7	5.0
	4-Book	908	5551	1.6	6.4	423	3730	.8	6.2	1014	1978	1.8	12.7	690	1857	1.2	6.1	354	915	.6	4.6
KSSE-FM	SP '98	133	1697	.2	.9	101	1093	.2	1.5	72	228	.1	.9	158	452	.3	1.4	121	337	.2	1.6
	4-Book	135	1688	.3	1.0	97	1146	.2	1.4	74	229	.1	.9	179	523	.4	1.6	108	326	.2	1.4
KTNO-AM	SP '98	381	2590	.7	2.7	184	1668	.3	2.7	303	579	.5	3.8	257	644	.5	2.3	186	502	.3	2.4
	4-Book	354	2626	.7	2.5	161	1598	.3	2.4	246	538	.5	3.1	217	577	.4	1.9	174	461	.3	2.3
KTWV-FM	SP '98	617	4867	1.1	4.3	247	3298	.4	3.7	237	827	.4	3.0	452	1299	.8	4.0	295	1031	.5	3.8
	4-Book	596	5113	1.1	4.2	273	3315	.5	4.0	247	847	.5	3.1	473	1349	.9	4.2	346	1004	.6	4.5
KWKW-AM	SP '98	135	1091	.2	1.0	53	608	.1	.8	105	180	.2	1.3	81	231	.1	.7	33	142	.1	.4
	4-Book	116	979	.2	.8	55	569	.1	.8	97	198	.2	1.2	93	230	.2	.8	41	120	.1	.5
KWVE-FM	SP '98	67	992	.1	.5	35	470	.1	.5	18	59	.1	.2	54	162	.1	.5	64	126	.1	.8
	4-Book	78	1046	.1	.6	48	625	.1	.7	55	176	.1	.7	57	179	.1	.5	53	172	.1	.7
KYSR-FM	SP '98	475	6253	.8	3.3	233	3443	.4	3.5	169	665	.3	2.1	431	1436	.8	3.8	308	955	.6	4.0
	4-Book	463	6093	.8	3.3	236	3602	.5	3.5	178	759	.3	2.2	436	1598	.8	3.8	301	1068	.6	3.9
KZLA-FM	SP '98	324	2829	.6	2.3	214	2233	.4	3.2	232	706	.4	2.9	344	979	.6	3.0	311	858	.6	4.1
	4-Book	369	3404	.7	2.6	227	2488	.4	3.4	239	760	.5	3.0	434	1258	.8	3.8	293	899	.5	3.8
KFRG-FM	SP '98	28	636	.1	.2	29	531	.1	.4	16	93	.2	.2	67	222	.1	.6	29	150	.1	.4
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM	SP '98		12																		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '98	123	1338	.2	.9	25	609	.1	.4	49	201	.1	.6	22	137	.1	.2	26	132	.1	.3
	4-Book	136	1569	.3	1.0	37	704	.1	.6	52	189	.1	.6	47	183	.1	.4	50	172	.1	.6
TOTALS	SP '98	14185	53140	25.4		6739	42948	12.1		8006	20403	14.3		11348	26856	20.3		7677	19878	13.7	
	4-Book	14154	52922	25.4		6814	43375	12.3		8032	20569	14.4		11410	27447	20.5		7770	20234	14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM SP '98 4-Book	20 35	126 139	.1 .8	.5 .8	175 119	524 340	.3 .2	3.5 2.3	209 147	614 490	.4 .3	2.5 1.8	63 83	219 290	.1 .2	1.0 1.3	46 47	202 185	.1 .1	1.5 1.5
KACD-FM SP '98 4-Book	52 30	148 109	.1 .1	1.3 .7	11 18	40 56	.2 .3	.2 .3	30 39	150 172	.1 .1	.4 .5	29 28	154 121	.1 .1	.4 .4	28 26	74 109	.1 .1	.9 .8
KBCD-FM SP '98 4-Book	7 7	20 20	.1 .1	.1 .1	2 6	18 27	.1 .1	.1 .1	13 15	79 54	.2 .2	.2 .2	12 6	62 27	.2 .1	.2 .1	7 4	32 20	.2 .1	.2 .1
KACE-FM SP '98 4-Book	59 73	196 244	.1 .2	1.4 1.7	41 41	162 153	.1 .1	.8 .8	72 82	179 246	.1 .1	.9 1.0	33 59	153 213	.1 .1	.5 .9	22 50	65 192	.1 .1	.7 1.5
KRTO-FM SP '98 4-Book	7 16	31 63	.2 .4	.2 .4	6 14	47 63	.1 .3	.1 .3	2 11	31 62	.1 .1	.1 .1	10 14	32 55	.2 .2	.2 .2	11 9	39 56	.4 .3	.4 .3
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	58 **	180 **	.1 **	1.4 **	10 **	38 **	.2 **	.2 **	92 **	418 **	.2 **	1.1 **	84 **	371 **	.2 **	1.3 **	12 **	55 **	.4 **	.4 **
KBIG-FM SP '98 4-Book	248 260	784 851	.4 .5	6.0 6.2	65 96	357 390	.1 .2	1.3 1.9	215 208	818 770	.4 .4	2.6 2.5	139 154	461 514	.2 .3	2.2 2.4	77 89	371 367	.1 .2	2.5 2.8
KBUA-FM SP '98 4-Book	1 1	8 8	.1 .1	.1 .1	5 7	37 35	.1 .1	.1 .1	12 19	55 77	.1 .2	.1 .2	2 3	12 21	.1 .1	.1 .1	1 6	14 29	.2 .2	.2 .2
KBUE-FM SP '98 4-Book	35 77	137 247	.1 .2	.8 1.8	135 118	327 332	.2 .2	2.7 2.3	204 183	545 493	.4 .4	2.5 2.2	82 103	221 283	.1 .2	1.3 1.6	45 65	174 187	.1 .1	1.5 2.0
KCBS-FM SP '98 4-Book	84 105	377 447	.2 .2	2.0 2.5	169 131	524 489	.3 .3	3.4 2.6	312 305	1273 1184	.6 .6	3.8 3.7	266 230	950 857	.5 .4	4.1 3.6	83 81	354 409	.1 .2	2.7 2.5
+KCMG-FM SP '98 4-Book	167 108	641 449	.3 .2	4.0 2.6	125 100	471 369	.2 .2	2.5 1.9	319 201	1110 766	.6 .4	3.9 2.4	293 175	927 590	.5 .3	4.5 2.7	120 93	457 345	.2 .2	3.9 2.9
+KDIS-AM SP '98 4-Book	21 **	88 **	.5 **	.5 **	19 **	91 **	.4 **	.4 **	38 **	169 **	.1 **	.5 **	23 **	117 **	.4 **	.4 **	6 **	54 **	.2 **	.2 **
KFI -AM SP '98 4-Book	33 32	200 140	.1 .1	.8 .8	136 131	458 403	.2 .2	2.7 2.6	170 170	553 545	.3 .3	2.1 2.1	35 74	119 264	.1 .2	.5 1.2	48 50	222 205	.1 .1	1.6 1.6
KFWB-AM SP '98 4-Book	28 34	196 201	.1 .1	.7 .8	87 99	476 447	.2 .2	1.7 2.0	67 72	451 408	.1 .1	.8 .9	73 80	358 325	.1 .2	1.1 1.2	41 39	236 240	.1 .1	1.3 1.2
KGIL-AM SP '98 4-Book	14 **	72 **	.3 **	.3 **	2 **	13 **	.2 **	.2 **	7 **	41 **	.1 **	.1 **	16 **	45 **	.2 **	.2 **	5 **	27 **	.2 **	.2 **
KIEV-AM SP '98 4-Book	1 1	4 4	.1 .1	.1 .1	8 3	15 10	.2 .1	.2 .1	6 6	22 22	.1 .1	.1 .1	22 11	40 32	.3 .2	.3 .2	1 1	4 4	.1 .1	.1 .1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	111	407	.2	2.7	115	478	.2	2.3	155	770	.3	1.9	154	605	.3	2.4	40	301	.1	1.3
4-Book	119	544	.2	2.9	130	561	.2	2.5	267	1107	.5	3.2	217	828	.4	3.4	84	408	.2	2.6
KJLH-FM																				
SP '98	110	274	.2	2.7	224	577	.4	4.5	405	889	.7	4.9	214	588	.4	3.3	100	254	.2	3.3
4-Book	91	277	.2	2.2	171	432	.3	3.3	290	714	.5	3.5	139	453	.3	2.2	54	157	.1	1.7
KKBT-FM																				
SP '98	167	510	.3	4.0	101	364	.2	2.0	201	701	.4	2.4	232	702	.4	3.6	134	513	.2	4.4
4-Book	170	551	.3	4.0	169	471	.3	3.3	224	702	.4	2.7	226	638	.4	3.5	155	506	.3	4.8
KKGO-FM																				
SP '98	79	309	.1	1.9	68	338	.1	1.4	91	388	.2	1.1	100	325	.2	1.5	44	176	.1	1.4
4-Book	65	259	.1	1.6	79	287	.2	1.5	123	482	.2	1.5	120	403	.2	1.9	64	225	.1	2.0
KKHJ-AM																				
SP '98	34	114	.1	.8	26	113	.5		34	146	.1	.4	32	97	.1	.5	13	30		.4
4-Book	41	115	.1	1.0	38	106	.1	.7	54	147	.1	.7	47	99	.1	.7	26	67		.8
KKLA-FM																				
SP '98	7	26		.2	15	84		.3	11	106		.1	22	78		.3	14	95		.5
4-Book	9	38		.2	35	151		.7	17	115		.2	14	59		.2	13	56		.4
KLAC-AM																				
SP '98	22	130		.5	16	61		.3	122	324		.2	93	327		.2	46	141		1.5
4-Book	18	93		.4	25	82		.5	72	219		.1	55	205		.1	33	124		1.1
KLAX-FM																				
SP '98	144	512	.3	3.5	181	501	.3	3.6	281	718	.5	3.4	209	476	.4	3.2	116	338	.2	3.8
4-Book	134	438	.3	3.2	224	571	.4	4.4	317	839	.6	3.8	219	540	.4	3.4	98	278	.2	3.1
KLOS-FM																				
SP '98	155	540	.3	3.8	89	303	.2	1.8	217	771	.4	2.6	270	881	.5	4.2	78	291	.1	2.6
4-Book	132	473	.3	3.2	80	315	.2	1.6	194	696	.4	2.3	230	734	.4	3.6	95	325	.2	2.9
KLSX-FM																				
SP '98	10	33		.2	100	215	.2	2.0	156	495	.3	1.9	31	97	.1	.5	30	162	.1	1.0
4-Book	35	139	.1	.8	122	307	.2	2.4	161	538	.3	1.9	35	139	.1	.5	17	89		.6
KLVE-FM																				
SP '98	477	1165	.9	11.5	456	1337	.8	9.1	731	1803	1.3	8.8	407	981	.7	6.3	332	871	.6	10.9
4-Book	404	1102	.7	9.7	442	1265	.8	8.6	646	1681	1.2	7.8	387	988	.7	6.0	281	849	.5	8.8
KLYY-FM																				
SP '98	43	306	.1	1.0	48	129	.1	1.0	61	372	.1	.7	60	232	.1	.9	18	135		.6
4-Book	45	257	.1	1.1	29	138	.1	.6	86	426	.2	1.0	70	312	.1	1.1	35	189	.1	1.1
KNX -AM																				
SP '98	48	245	.1	1.2	69	414	.1	1.4	45	235	.1	.5	82	335	.1	1.3	42	266	.1	1.4
4-Book	55	297	.1	1.3	83	455	.2	1.6	86	435	.2	1.1	91	380	.2	1.4	67	343	.1	2.1
KOST-FM																				
SP '98	169	611	.3	4.1	134	619	.2	2.7	225	949	.4	2.7	209	852	.4	3.2	147	513	.3	4.8
4-Book	202	770	.4	4.8	174	678	.3	3.4	290	1061	.5	3.5	208	796	.4	3.2	167	650	.3	5.2
KPWR-FM																				
SP '98	133	422	.2	3.2	75	270	.1	1.5	185	633	.3	2.2	163	536	.3	2.5	103	375	.2	3.4
4-Book	167	515	.3	4.0	86	295	.1	1.7	187	623	.3	2.3	159	519	.3	2.5	97	361	.2	3.0
KRLA-AM																				
SP '98	14	88		.3	17	71		.3	38	143		.1	33	138		.1	17	56		.6
4-Book	48	140	.1	1.1	28	109	.1	.5	58	204	.1	.7	60	179	.1	1.0	31	118	.1	1.0
KROQ-FM																				
SP '98	102	531	.2	2.5	46	258	.1	.9	220	1022	.4	2.7	151	697	.3	2.3	109	489	.2	3.6
4-Book	93	461	.2	2.2	77	313	.2	1.5	230	1003	.4	2.8	176	736	.3	2.7	109	498	.2	3.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	10 **	70 **	.2 **	.2 **	24 **	53 **	.5 **	.5 **	29 **	69 **	.1 **	.4 **	16 **	27 **	.2 **	.2 **	12 **	40 **	.4 **	.4 **
KRTH-FM SP '98 4-Book	76 125	318 476	.1 .2	1.8 2.9	140 170	613 639	.3 .3	2.8 3.3	330 346	1100 1198	.6 .6	4.0 4.2	279 293	933 964	.5 .5	4.3 4.6	61 102	297 436	.1 .2	2.0 3.2
KSCA-FM SP '98 4-Book	203 156	627 534	.4 .3	4.9 3.7	377 417	1004 959	.7 .8	7.6 8.1	467 452	1323 1219	.8 .8	5.6 5.4	233 255	639 661	.4 .5	3.6 4.0	100 118	455 426	.2 .2	3.3 3.7
KSSE-FM SP '98 4-Book	51 75	174 250	.1 .1	1.2 1.8	67 48	206 177	.1 .1	1.3 1.0	135 122	389 366	.2 .2	1.6 1.5	126 105	314 280	.2 .2	2.0 1.7	75 56	176 173	.1 .1	2.5 1.8
KTNQ-AM SP '98 4-Book	112 107	423 337	.2 .2	2.7 2.5	147 107	364 268	.3 .2	2.9 2.1	206 162	530 421	.4 .3	2.5 2.0	207 191	488 439	.4 .4	3.2 3.0	78 98	342 328	.1 .2	2.6 3.0
KTWV-FM SP '98 4-Book	180 174	670 623	.3 .3	4.4 4.1	112 169	414 610	.2 .3	2.2 3.3	303 341	1010 1133	.5 .6	3.7 4.1	224 256	711 757	.4 .5	3.5 4.0	150 160	580 544	.3 .3	4.9 5.0
KWKV-AM SP '98 4-Book	29 38	64 105	.1 .1	.7 .9	82 64	173 126	.1 .1	1.6 1.3	28 45	158 138	.1 .1	.3 .6	32 32	45 70	.1 .1	.5 .5	42 32	111 90	.1 .1	1.4 1.0
KWVE-FM SP '98 4-Book	25 21	84 64	.6 .5	.6 .5	38 61	118 195	.1 .1	.8 1.2	20 58	122 232	.2 .1	.2 .7	43 56	114 154	.1 .1	.7 .9	23 28	69 90	.8 .1	.8 .9
KYSR-FM SP '98 4-Book	96 120	595 556	.2 .2	2.3 2.9	99 114	444 508	.2 .2	2.0 2.2	357 354	1270 1270	.6 .6	4.3 4.3	287 260	887 918	.5 .5	4.4 4.0	103 105	490 499	.2 .2	3.4 3.3
KZLA-FM SP '98 4-Book	107 92	469 370	.2 .2	2.6 2.2	120 141	498 491	.2 .3	2.4 2.7	249 292	842 957	.4 .5	3.0 3.5	295 263	814 762	.5 .5	4.6 4.1	73 65	257 293	.1 .1	2.4 2.0
KFRG-FM SP '98 4-Book	6 **	82 **	.1 **	.1 **	36 **	158 **	.1 **	.7 **	39 **	195 **	.1 **	.5 **	31 **	172 **	.1 **	.5 **	7 **	34 **	.2 **	.2 **
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	15 17	120 94	.4 .4	.4 .4	25 38	108 131	.5 .1	.5 .7	20 39	94 169	.2 .1	.2 .5	48 46	136 158	.1 .1	.7 .7	4 11	71 79	.1 .4	.1 .4
TOTALS SP '98 4-Book	4130 4204	12804 12912	7.4 7.6	7.4 7.6	4992 5122	14915 14771	8.9 9.2	8.9 9.2	8275 8331	22159 22002	14.8 15.0	14.8 15.0	6455 6409	16864 16616	11.5 11.5	11.5 11.5	3050 3225	10206 10434	5.5 5.8	5.5 5.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	286	3951	.6	3.7	417	1956	.9	3.5	391	2132	.9	3.5	438	2153	1.0	4.8	104	886	.2	3.2
WI '98	232	4050	.5	3.0	387	2025	.9	3.3	312	2051	.7	2.9	340	2223	.8	3.6	92	792	.2	2.9
FA '97	279	4403	.6	3.5	472	2308	1.1	3.8	363	2181	.8	3.2	390	2458	.9	4.1	103	1044	.2	2.9
SU '97	237	4520	.6	3.1	388	1791	.9	3.4	281	1881	.7	2.5	318	2343	.7	3.6	155	1365	.4	4.6
4-Book	259	4231	.6	3.3	416	2020	1.0	3.5	337	2061	.8	3.0	372	2294	.9	4.0	114	1022	.3	3.4
SP '97	227	4138	.5	3.0	311	1885	.7	2.7	369	2176	.9	3.4	324	2259	.8	3.6	108	1147	.3	3.4
KACD-FM																				
SP '98	23	545	.1	.3	24	219	.1	.2	17	226	.2	.2	32	252	.1	.3	19	147	.6	.6
WI '98	28	524	.1	.4	35	200	.1	.3	44	277	.1	.4	41	328	.1	.4	6	120	.2	.2
FA '97	13	421	.1	.1	18	177	.1	.1	12	171	.1	.1	18	219	.1	.2	2	57	.1	.1
SU '97	20	464	.1	.3	19	180	.1	.2	35	244	.1	.3	35	241	.1	.4	5	96	.1	.1
4-Book	21	489	.1	.3	24	194	.1	.2	27	230	.1	.3	32	260	.1	.3	8	105	.3	.3
SP '97	11	434	.1	.1	6	152	.1	.1	10	217	.1	.1	20	171	.1	.2	4	107	.1	.1
KBCD-FM																				
SP '98	2	87			5	42			2	49			5	60						
WI '98	3	131			5	77			2	26			2	46				28		
FA '97	4	143			3	66			6	98			6	84			1	14		
SU '97	7	200		.1	8	83		.1	14	106		.1	9	119		.1	2	42		.1
4-Book	4	140			5	67			6	70			6	77		.1	1	21		
SP '97	3	89			6	48		.1					6	54		.1				
KACE-FM																				
SP '98	80	1171	.2	1.0	93	627	.2	.8	94	522	.2	.8	99	606	.2	1.1	56	425	.1	1.7
WI '98	95	1442	.2	1.2	107	623	.2	.9	112	753	.3	1.0	130	837	.3	1.4	56	496	.1	1.8
FA '97	112	1600	.3	1.4	143	818	.3	1.1	147	775	.3	1.3	144	953	.3	1.5	72	561	.2	2.1
SU '97	125	1734	.3	1.7	174	863	.4	1.5	171	980	.4	1.5	152	982	.4	1.7	72	671	.2	2.1
4-Book	103	1487	.3	1.3	129	733	.3	1.1	131	758	.3	1.2	131	845	.3	1.4	64	538	.2	1.9
SP '97	81	1246	.2	1.1	77	604	.2	.7	109	651	.3	1.0	117	782	.3	1.3	62	418	.1	1.9
KRTD-FM																				
SP '98	7	320		.1	1	56			6	116		.1	18	188		.2	7	46		.2
WI '98	11	250		.1	16	166		.1	10	90		.1	9	106		.1	9	95		.3
FA '97	28	551		.3	28	226		.2	40	288		.3	35	297		.4	12	178		.3
SU '97	25	369		.3	23	159		.2	31	224		.3	32	234		.4	16	156		.5
4-Book	18	373		.2	17	152		.1	22	180		.2	24	206		.3	11	119		.3
SP '97	17	255		.2	28	108		.2	30	137		.3	8	99		.1	6	60		.2
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	58	1318	.1	.8	36	260	.1	.3	59	409	.1	.5	89	782	.2	1.0	67	693	.2	2.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	220	4239	.5	2.9	253	1765	.6	2.1	420	2250	1.0	3.8	270	2094	.6	2.9	74	966	.2	2.3
WI '98	293	4818	.7	3.8	369	2543	.8	3.1	508	2370	1.2	4.7	390	2578	.9	4.2	115	885	.3	3.6
FA '97	238	4595	.5	3.0	306	2162	.7	2.5	416	2168	.9	3.6	294	2135	.7	3.1	100	1146	.2	2.9
SU '97	206	4307	.5	2.7	295	2026	.7	2.6	352	2030	.8	3.2	249	2220	.6	2.8	62	1111	.1	1.8
4-Book	239	4490	.6	3.1	306	2124	.7	2.6	424	2205	1.0	3.8	301	2257	.7	3.3	88	1027	.2	2.7
SP '97	205	3849	.5	2.7	279	1839	.7	2.4	413	1889	1.0	3.8	295	1974	.7	3.3	47	892	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	8	141	.1		13	86	.1		16	111	.1		9	71	.1		3	46	.1	
WI '98	15	319	.2		13	134	.1		33	211	.1	.3	22	154	.2		4	80	.1	
FA '97	12	259	.1		18	154	.1		17	120	.1		15	152	.2		4	75	.1	
SU '97	6	228	.1		2	47			10	134	.1		8	135	.1		1	60		
4-Book	10	237	.1		12	105	.1		19	144	.2		14	128	.2		3	65	.1	
SP '97	12	149	.2		17	108	.1		24	121	.1	.2	11	70	.1		1	14		
KBUE-FM																				
SP '98	98	1529	.2	1.3	142	822	.3	1.2	142	905	.3	1.3	118	700	.3	1.3	39	364	.1	1.2
WI '98	122	1699	.3	1.6	143	743	.3	1.2	223	949	.5	2.1	143	883	.3	1.5	36	383	.1	1.1
FA '97	115	1887	.3	1.4	166	910	.4	1.3	143	1011	.3	1.2	114	887	.3	1.2	49	553	.1	1.4
SU '97	101	1623	.2	1.3	131	803	.3	1.2	164	938	.4	1.5	113	977	.3	1.3	33	475	.1	1.0
4-Book	109	1685	.3	1.4	146	820	.3	1.2	168	951	.4	1.5	122	862	.3	1.3	39	444	.1	1.2
SP '97	93	1572	.2	1.2	118	823	.3	1.0	141	872	.3	1.3	89	766	.2	1.0	28	346	.1	.9
KCBS-FM																				
SP '98	236	5066	.5	3.1	313	2548	.7	2.6	380	2569	.9	3.4	290	2711	.7	3.2	77	1215	.2	2.4
WI '98	253	4890	.6	3.3	361	2518	.8	3.1	366	2413	.8	3.4	345	2824	.8	3.7	76	1280	.2	2.4
FA '97	286	5079	.6	3.6	391	2590	.9	3.1	462	2647	1.0	4.0	404	3209	.9	4.2	106	1412	.2	3.0
SU '97	175	4271	.4	2.3	222	2094	.5	2.0	279	2197	.7	2.5	223	2315	.5	2.5	82	1374	.2	2.4
4-Book	238	4827	.5	3.1	322	2438	.7	2.7	372	2457	.9	3.3	316	2765	.7	3.4	85	1320	.2	2.6
SP '97	257	4403	.6	3.4	276	1956	.6	2.4	420	2416	1.0	3.9	371	2775	.9	4.1	112	1211	.3	3.5
+KCMG-FM																				
SP '98	239	4211	.5	3.1	288	2031	.7	2.4	358	2308	.8	3.2	298	2390	.7	3.2	109	1260	.2	3.4
WI '98	175	3187	.4	2.3	220	1615	.5	1.9	253	1665	.6	2.3	256	2040	.6	2.7	66	963	.1	2.1
FA '97	63	1887	.1	.8	91	874	.2	.7	91	838	.2	.8	77	943	.2	.8	27	435	.1	.8
SU '97	83	1907	.2	1.1	95	784	.2	.8	120	907	.3	1.1	112	978	.3	1.3	45	646	.1	1.3
4-Book	140	2798	.3	1.8	174	1326	.4	1.5	206	1430	.5	1.9	186	1588	.5	2.0	62	826	.1	1.9
SP '97	83	2026	.2	1.1	102	935	.2	.9	139	946	.3	1.3	97	850	.2	1.1	31	316	.1	1.0
+KDIS-AM																				
SP '98	26	1115	.1	.3	54	532	.1	.5	26	352	.1	.2	36	489	.1	.4	7	216		.2
WI '98	38	1215	.1	.5	31	507	.1	.3	26	381	.1	.2	56	600	.1	.6	9	150		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	62	2063	.1	.8	64	679	.1	.6	61	754	.1	.6	87	733	.2	1.0	60	643	.1	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	65	1891	.2	.9	78	574	.2	.7	122	882	.3	1.1	56	560	.1	.6	25	360	.1	.8
KFI -AM																				
SP '98	388	5810	.9	5.0	637	3437	1.4	5.4	779	3917	1.8	7.0	400	2838	.9	4.4	121	930	.3	3.7
WI '98	370	5546	.8	4.8	603	3142	1.4	5.1	787	3609	1.8	7.3	382	2819	.9	4.1	79	834	.2	2.5
FA '97	395	5788	.9	4.9	584	3164	1.3	4.7	866	4046	2.0	7.5	402	2613	.9	4.2	108	1022	.2	3.1
SU '97	411	5145	1.0	5.4	662	3212	1.6	5.9	849	3581	2.0	7.7	435	2615	1.0	4.9	113	994	.3	3.4
4-Book	391	5572	.9	5.0	622	3239	1.4	5.3	820	3788	1.9	7.4	405	2721	.9	4.4	105	945	.3	3.2
SP '97	366	5282	.9	4.9	551	2827	1.3	4.8	771	3498	1.8	7.1	477	2927	1.1	5.3	58	838	.1	1.8
KFWB-AM																				
SP '98	177	5483	.4	2.3	409	3629	.9	3.4	185	2344	.4	1.7	218	2649	.5	2.4	60	1086	.1	1.9
WI '98	195	5489	.4	2.5	413	3360	.9	3.5	203	2185	.5	1.9	258	2941	.6	2.8	70	1086	.2	2.2
FA '97	197	5730	.4	2.5	407	3444	.9	3.3	179	2016	.4	1.6	308	3260	.7	3.2	83	1094	.2	2.4
SU '97	164	4918	.4	2.2	390	3197	.9	3.5	150	1877	.4	1.4	202	2575	.5	2.3	62	1114	.1	1.8
4-Book	183	5405	.4	2.4	405	3408	.9	3.4	179	2106	.4	1.7	247	2856	.6	2.7	69	1095	.2	2.1
SP '97	158	4975	.4	2.1	359	3114	.8	3.1	130	1835	.3	1.2	229	2557	.5	2.5	63	1083	.1	2.0
KGIL-AM																				
SP '98	26	665	.1	.3	31	282	.1	.3	26	224	.1	.2	34	331	.1	.4	20	178		.6
WI '98	30	636	.1	.4	36	260	.1	.3	36	281	.1	.3	42	366	.1	.4	11	187		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM																			
SP '98	30	599	.1	.4	5	76			96	407	.2	.9	49	260	.1	.5	4	43	.1
WI '98	26	549	.1	.3	15	99			62	316	.1	.6	34	238	.1	.4	18	109	.6
FA '97	35	763	.1	.4	30	215	.1	.2	98	489	.2	.9	40	242	.1	.4	9	76	.3
SU '97	48	807	.1	.6	15	134			130	592	.3	1.2	87	347	.2	1.0	9	154	.3
4-Book	35	680	.1	.4	16	131			97	451	.2	.9	53	272	.1	.6	10	96	.3
SP '97	20	411		.3	14	90			40	209	.1	.4	49	227	.1	.5	6	61	.2
KIIS-FM																			
SP '98	120	3800	.3	1.6	275	2202	.6	2.3	141	1438	.3	1.3	129	1737	.3	1.4	40	631	.1
WI '98	174	4427	.4	2.3	336	2388	.8	2.9	195	1686	.4	1.8	212	2373	.5	2.3	63	1039	.1
FA '97	202	4752	.5	2.5	387	2836	.9	3.1	212	1962	.5	1.8	229	2205	.5	2.4	86	1009	.2
SU '97	197	4257	.5	2.6	316	2248	.7	2.8	296	1996	.7	2.7	251	2013	.6	2.8	80	819	.1
4-Book	173	4309	.4	2.3	329	2419	.8	2.8	211	1771	.5	1.9	205	2082	.5	2.2	62	875	.1
SP '97	177	4133	.4	2.3	355	2517	.8	3.1	188	1607	.4	1.7	195	1949	.5	2.2	67	883	.2
KJLH-FM																			
SP '98	148	1703	.3	1.9	172	868	.4	1.4	164	810	.4	1.5	137	963	.3	1.5	112	605	.3
WI '98	107	1667	.2	1.4	175	779	.4	1.5	109	844	.2	1.0	117	836	.3	1.3	67	588	.2
FA '97	118	1651	.3	1.5	172	828	.4	1.4	151	848	.3	1.3	102	767	.2	1.1	62	561	.1
SU '97	85	1594	.2	1.1	122	748	.3	1.1	109	717	.3	1.0	83	686	.2	.9	40	486	.1
4-Book	115	1654	.3	1.5	160	806	.4	1.4	133	805	.3	1.2	110	813	.3	1.2	70	560	.2
SP '97	112	1396	.3	1.5	154	643	.4	1.3	142	641	.3	1.3	97	713	.2	1.1	87	591	.2
KKBT-FM																			
SP '98	138	2379	.3	1.8	265	1245	.6	2.2	160	1180	.4	1.4	191	1269	.4	2.1	31	471	.1
WI '98	139	1924	.3	1.8	274	1076	.6	2.3	140	972	.3	1.3	158	984	.4	1.7	56	521	.1
FA '97	180	2216	.4	2.2	298	1232	.7	2.4	238	1089	.5	2.1	177	1052	.4	1.9	84	650	.2
SU '97	129	2139	.3	1.7	202	1005	.5	1.8	146	965	.3	1.3	187	1134	.4	2.1	65	724	.2
4-Book	147	2165	.3	1.9	260	1140	.6	2.2	171	1052	.4	1.5	178	1110	.4	2.0	59	592	.2
SP '97	178	2318	.4	2.4	311	1280	.7	2.7	209	1138	.5	1.9	217	1190	.5	2.4	75	580	.2
KKGD-FM																			
SP '98	174	3195	.4	2.3	188	1678	.4	1.6	246	1525	.6	2.2	217	1711	.5	2.4	108	1116	.2
WI '98	181	3472	.4	2.4	233	1527	.5	2.0	221	1408	.5	2.0	241	1935	.5	2.6	98	1325	.2
FA '97	183	3316	.4	2.3	212	1578	.5	1.7	286	1473	.6	2.5	211	1761	.5	2.2	110	1040	.2
SU '97	149	2997	.3	2.0	174	1379	.4	1.5	222	1391	.5	2.0	181	1531	.4	2.0	87	1054	.2
4-Book	172	3245	.4	2.3	202	1541	.5	1.7	244	1449	.6	2.2	213	1735	.5	2.3	101	1134	.2
SP '97	154	3177	.4	2.0	176	1367	.4	1.5	215	1556	.5	2.0	182	1514	.4	2.0	109	1186	.3
KKHJ-AM																			
SP '98	63	957	.1	.8	97	467	.2	.8	84	570	.2	.8	67	359	.2	.7	37	226	.1
WI '98	41	743	.1	.5	72	393	.2	.6	62	364	.1	.6	41	265	.1	.4	18	203	.6
FA '97	50	906	.1	.6	53	368	.1	.4	35	360	.1	.3	47	308	.1	.5	88	309	.2
SU '97	41	816	.1	.5	74	431	.2	.7	52	414	.1	.5	37	310	.1	.4	23	219	.1
4-Book	49	856	.1	.6	74	415	.2	.6	58	427	.1	.6	48	311	.1	.5	42	239	.1
SP '97	60	1031	.1	.8	69	498	.2	.6	105	486	.2	1.0	56	342	.1	.6	44	310	.1
KKLA-FM																			
SP '98	64	1073	.1	.8	155	745	.4	1.3	75	355	.2	.7	108	638	.2	1.2	16	231	.5
WI '98	56	1090	.1	.7	103	676	.2	.9	55	435	.1	.5	88	537	.2	.9	38	272	.1
FA '97	49	1200	.1	.6	137	832	.3	1.1	32	455	.1	.3	63	556	.1	.7	28	335	.1
SU '97	63	959	.1	.8	141	659	.3	1.2	80	481	.2	.7	81	529	.2	.9	29	301	.1
4-Book	58	1081	.1	.7	134	728	.3	1.1	61	432	.2	.6	85	565	.2	.9	28	285	.1
SP '97	55	1051	.1	.7	126	730	.3	1.1	82	390	.2	.8	68	542	.2	.8	14	220	.4
KLAC-AM																			
SP '98	168	3333	.4	2.2	242	1533	.5	2.0	257	1353	.6	2.3	181	1595	.4	2.0	80	1183	.2
WI '98	144	2766	.3	1.9	209	1359	.5	1.8	248	1247	.6	2.3	150	1269	.3	1.6	72	885	.2
FA '97	134	2884	.3	1.7	197	1036	.4	1.6	173	1149	.4	1.5	190	1606	.4	2.0	65	815	.1
SU '97	175	2762	.4	2.3	235	1158	.6	2.1	273	1383	.6	2.5	224	1491	.5	2.5	68	934	.2
4-Book	155	2936	.4	2.0	221	1272	.5	1.9	238	1283	.6	2.2	186	1490	.4	2.0	71	954	.2
SP '97	125	2403	.3	1.7	131	944	.3	1.1	178	1039	.4	1.6	184	1358	.4	2.0	64	834	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	188	2352	.4	2.4	261	1282	.6	2.2	239	1363	.5	2.1	258	1345	.6	2.8	109	858	.2	3.4
WI '98	200	2661	.5	2.6	243	1350	.6	2.1	339	1488	.8	3.1	229	1440	.5	2.5	87	746	.2	2.7
FA '97	151	2241	.3	1.9	158	1016	.4	1.3	188	1188	.4	1.6	196	1257	.4	2.1	86	650	.2	2.5
SU '97	164	2394	.4	2.2	219	1253	.5	1.9	233	1192	.5	2.1	200	1217	.5	2.2	69	695	.2	2.1
4-Book	176	2412	.4	2.3	220	1225	.5	1.9	250	1308	.6	2.2	221	1315	.5	2.4	88	737	.2	2.7
SP '97	137	2028	.3	1.8	195	1025	.5	1.7	187	1044	.4	1.7	166	1048	.4	1.8	47	540	.1	1.5
KLOS-FM																				
SP '98	273	4017	.6	3.5	578	2110	1.3	4.9	330	1843	.7	3.0	321	2252	.7	3.5	100	809	.2	3.1
WI '98	236	4097	.5	3.1	431	2244	1.0	3.7	292	1715	.7	2.7	294	2045	.7	3.1	100	898	.2	3.1
FA '97	261	4075	.6	3.2	499	2093	1.1	4.0	342	1778	.8	3.0	326	2437	.7	3.4	117	1225	.3	3.3
SU '97	182	3259	.4	2.4	320	1744	.7	2.8	231	1354	.5	2.1	245	1815	.6	2.7	69	681	.2	2.1
4-Book	238	3862	.5	3.1	457	2048	1.0	3.9	299	1673	.7	2.7	297	2137	.7	3.2	97	903	.2	2.9
SP '97	189	3384	.4	2.5	396	1677	.9	3.5	244	1481	.6	2.2	216	1743	.5	2.4	62	769	.1	1.9
KLSX-FM																				
SP '98	172	2885	.4	2.2	560	1945	1.3	4.7	208	1422	.5	1.9	173	1218	.4	1.9	23	316	.1	.7
WI '98	164	2978	.4	2.1	545	1790	1.2	4.6	141	1222	.3	1.3	164	1132	.4	1.8	37	374	.1	1.2
FA '97	184	3008	.4	2.3	701	2059	1.6	5.6	204	1455	.5	1.8	99	774	.2	1.0	13	236	.4	.4
SU '97	168	2713	.4	2.2	537	1915	1.3	4.8	244	1349	.6	2.2	110	796	.3	1.2	21	304	.6	.6
4-Book	172	2896	.4	2.2	586	1927	1.4	4.9	199	1362	.5	1.8	137	980	.3	1.5	24	308	.1	.7
SP '97	160	2446	.4	2.1	577	1790	1.4	5.0	174	1231	.4	1.6	100	759	.2	1.1	16	281	.5	.5
KLVE-FM																				
SP '98	479	4715	1.1	6.2	804	3062	1.8	6.8	690	2895	1.6	6.2	444	2363	1.0	4.8	212	1378	.5	6.6
WI '98	419	4488	1.0	5.5	625	2533	1.4	5.3	619	2554	1.4	5.7	407	2356	.9	4.4	174	1606	.4	5.5
FA '97	475	4690	1.1	5.9	691	2710	1.6	5.5	764	2837	1.7	6.6	498	2634	1.1	5.2	166	1455	.4	4.8
SU '97	382	4301	.9	5.1	578	2498	1.4	5.1	624	2442	1.5	5.6	351	2403	.8	3.9	154	1496	.4	4.6
4-Book	439	4549	1.0	5.7	675	2701	1.6	5.7	674	2682	1.6	6.0	425	2439	1.0	4.6	177	1484	.4	5.4
SP '97	501	5097	1.2	6.6	870	3199	2.0	7.6	681	2922	1.6	6.3	513	2924	1.2	5.7	222	1745	.5	6.9
KLYY-FM																				
SP '98	27	1058	.1	.4	31	320	.1	.3	51	562	.1	.5	40	620	.1	.4	8	149	.2	.2
WI '98	26	965	.1	.3	26	345	.1	.2	30	408	.1	.3	34	545	.1	.4	12	280	.4	.4
FA '97	41	1143	.1	.5	50	575	.1	.4	52	542	.1	.5	69	695	.2	.7	25	307	.1	.7
SU '97	31	881	.1	.4	36	436	.1	.3	47	457	.1	.4	47	584	.1	.5	15	262	.4	.4
4-Book	31	1012	.1	.4	36	419	.1	.3	45	492	.1	.4	48	611	.1	.5	15	250	.4	.4
SP '97	20	733	.3	.3	32	390	.1	.3	24	277	.1	.2	24	415	.1	.3	10	217	.3	.3
KNX -AM																				
SP '98	204	5536	.5	2.6	423	3512	1.0	3.6	181	2133	.4	1.6	278	3136	.6	3.0	124	1618	.3	3.8
WI '98	254	6177	.6	3.3	561	4066	1.3	4.8	233	2734	.5	2.1	333	3353	.8	3.6	119	1623	.3	3.7
FA '97	227	5971	.5	2.8	421	3501	1.0	3.4	213	2354	.5	1.9	286	2969	.6	3.0	176	1778	.4	5.0
SU '97	191	5121	.4	2.5	393	3337	.9	3.5	169	2067	.4	1.5	232	2283	.5	2.6	107	1391	.3	3.2
4-Book	219	5701	.5	2.8	450	3604	1.1	3.8	199	2322	.5	1.8	282	2935	.6	3.1	132	1603	.3	3.9
SP '97	200	5146	.5	2.7	416	3231	1.0	3.6	200	2323	.5	1.8	227	2618	.5	2.5	112	1562	.3	3.5
KOST-FM																				
SP '98	292	5810	.7	3.8	392	2912	.9	3.3	499	3247	1.1	4.5	320	2990	.7	3.5	117	1368	.3	3.6
WI '98	332	5594	.8	4.3	467	3040	1.1	4.0	527	2311	1.2	4.9	426	3159	1.0	4.6	149	1548	.3	4.7
FA '97	391	6353	.9	4.9	535	3412	1.2	4.3	680	3241	1.5	5.9	521	3464	1.2	5.5	145	1783	.3	4.1
SU '97	384	5794	.9	5.1	508	2909	1.2	4.5	622	3038	1.5	5.6	474	3346	1.1	5.3	194	2073	.5	5.8
4-Book	350	5888	.8	4.5	476	3068	1.1	4.0	582	2959	1.3	5.2	435	3240	1.0	4.7	151	1693	.4	4.6
SP '97	291	5140	.7	3.9	338	2343	.8	3.0	442	2620	1.0	4.1	367	2648	.9	4.1	164	1685	.4	5.1
KPVR-FM																				
SP '98	51	1881	.1	.7	59	772	.1	.5	71	769	.2	.6	70	840	.2	.8	24	408	.1	.7
WI '98	55	1742	.1	.7	72	671	.2	.6	77	882	.2	.7	55	690	.1	.6	35	383	.1	1.1
FA '97	91	2237	.2	1.1	110	943	.2	.9	122	792	.3	1.1	108	1055	.2	1.1	48	611	.1	1.4
SU '97	73	1905	.2	1.0	82	714	.2	.7	96	909	.2	.9	87	869	.2	1.0	43	526	.1	1.3
4-Book	68	1941	.2	.9	81	775	.2	.7	92	838	.2	.8	80	864	.2	.9	38	482	.1	1.1
SP '97	62	2029	.1	.8	106	789	.2	.9	67	695	.2	.6	76	880	.2	.8	29	444	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	63	1328	.1	.8	77	452	.2	.6	103	515	.2	.9	80	596	.2	.9	30	344	.1	.9
WI '98	42	1050	.1	.5	57	449	.1	.5	56	554	.1	.5	44	504	.1	.5	14	327	.1	.4
FA '97	60	1374	.1	.7	78	638	.2	.6	67	564	.2	.6	84	655	.2	.9	36	470	.1	1.0
SU '97	84	1562	.2	1.1	134	828	.3	1.2	130	894	.3	1.2	74	692	.2	.8	31	443	.1	.9
4-Book	62	1329	.1	.8	87	592	.2	.7	89	632	.2	.8	71	612	.2	.8	28	396	.1	.8
SP '97	81	1184	.2	1.1	97	591	.2	.8	84	625	.2	.8	78	691	.2	.9	51	389	.1	1.6
KROQ-FM																				
SP '98	99	2369	.2	1.3	180	1115	.4	1.5	131	968	.3	1.2	129	1247	.3	1.4	28	531	.1	.9
WI '98	114	2528	.3	1.5	176	1258	.4	1.5	140	1094	.3	1.3	159	1378	.4	1.7	53	626	.1	1.7
FA '97	94	2365	.2	1.2	135	1108	.3	1.1	151	1019	.3	1.3	133	1210	.3	1.4	36	688	.1	1.0
SU '97	112	2326	.3	1.5	177	1166	.4	1.6	157	1045	.4	1.4	135	1175	.3	1.5	44	699	.1	1.3
4-Book	105	2397	.3	1.4	167	1162	.4	1.4	145	1032	.3	1.3	139	1253	.3	1.5	40	636	.1	1.2
SP '97	81	2047	.2	1.1	152	934	.4	1.3	111	920	.3	1.0	95	947	.2	1.1	29	672	.1	.9
KRRA-AM																				
SP '98	45	369	.1	.6	66	178	.1	.6	78	239	.2	.7	43	214	.1	.5	18	153	.1	.6
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	26	473	.1	.3	42	154	.1	.3	52	297	.1	.5	7	92	.1	.1	10	86	.1	.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	42	403	.1	.6	45	274	.1	.4	50	206	.1	.5	50	235	.1	.6	24	204	.1	.8
KRTH-FM																				
SP '98	373	7300	.8	4.8	548	3817	1.2	4.6	636	3843	1.4	5.7	450	3627	1.0	4.9	97	1497	.2	3.0
WI '98	396	7712	.9	5.2	540	3788	1.2	4.6	664	4066	1.5	6.1	475	4080	1.1	5.1	128	1704	.3	4.0
FA '97	490	8419	1.1	6.1	741	4539	1.7	5.9	853	4396	1.9	7.4	569	4190	1.3	6.0	131	1844	.3	3.7
SU '97	466	8214	1.1	6.2	606	4036	1.4	5.4	799	4264	1.9	7.2	551	4267	1.3	6.2	154	1915	.4	4.6
4-Book	431	7911	1.0	5.6	609	4045	1.4	5.1	738	4142	1.7	6.6	511	4041	1.2	5.6	128	1740	.3	3.8
SP '97	438	8254	1.0	5.8	582	4095	1.4	5.1	691	4038	1.6	6.4	539	4213	1.3	6.0	155	2015	.4	4.8
KSCA-FM																				
SP '98	405	3577	.9	5.3	842	2388	1.9	7.1	598	2424	1.4	5.4	304	1655	.7	3.3	137	1006	.3	4.2
WI '98	395	3478	.9	5.1	860	2355	2.0	7.3	606	2417	1.4	5.6	288	1865	.7	3.1	103	960	.2	3.2
FA '97	273	2827	.6	3.4	558	1984	1.3	4.5	419	1662	1.0	3.6	205	1250	.5	2.2	80	745	.2	2.3
SU '97	274	3054	.6	3.6	603	2018	1.4	5.3	348	1951	.8	3.1	244	1456	.6	2.7	87	750	.2	2.6
4-Book	337	3234	.8	4.4	716	2186	1.7	6.1	493	2114	1.2	4.4	260	1557	.6	2.8	102	865	.2	3.1
SP '97	280	3012	.7	3.7	563	2044	1.3	4.9	354	1843	.8	3.3	221	1500	.5	2.5	123	796	.3	3.8
KSSE-FM																				
SP '98	45	909	.1	.6	40	373	.1	.3	71	437	.2	.6	62	463	.1	.7	10	124	.1	.3
WI '98	35	812	.1	.5	43	354	.1	.4	44	371	.1	.4	33	319	.1	.4	24	281	.1	.8
FA '97	37	748	.1	.5	38	333	.1	.3	54	473	.1	.5	46	374	.1	.5	21	171	.1	.6
SU '97	26	721	.1	.3	20	237	.1	.2	42	374	.1	.4	12	181	.1	.1	14	180	.1	.4
4-Book	36	798	.1	.5	35	324	.1	.3	53	414	.1	.5	38	334	.1	.4	17	189	.1	.5
SP '97	25	606	.1	.3	21	189	.1	.2	35	248	.1	.3	31	223	.1	.3	6	105	.1	.2
KTNQ-AM																				
SP '98	209	2082	.5	2.7	319	989	.7	2.7	236	1031	.5	2.1	274	1139	.6	3.0	148	785	.3	4.6
WI '98	174	1812	.4	2.3	233	724	.5	2.0	279	958	.6	2.6	195	916	.4	2.1	88	543	.2	2.8
FA '97	178	2008	.4	2.2	327	1077	.7	2.6	179	963	.4	1.6	192	893	.4	2.0	156	738	.4	4.5
SU '97	169	1885	.4	2.2	277	1006	.6	2.5	214	943	.5	1.9	217	1068	.5	2.4	106	633	.2	3.2
4-Book	183	1947	.4	2.4	289	949	.6	2.5	227	974	.5	2.1	220	1004	.5	2.4	125	675	.3	3.8
SP '97	220	2005	.5	2.9	320	1094	.7	2.8	347	1067	.8	3.2	245	1063	.6	2.7	103	745	.2	3.2
KTWV-FM																				
SP '98	408	5478	.9	5.3	527	2587	1.2	4.4	713	2799	1.6	6.4	517	3195	1.2	5.6	158	1730	.4	4.9
WI '98	364	5775	.8	4.7	458	3107	1.0	3.9	585	2920	1.3	5.4	507	3595	1.2	5.4	135	1725	.3	4.2
FA '97	398	5735	.9	5.0	477	2913	1.1	3.8	642	2957	1.5	5.6	477	3472	1.1	5.0	194	1812	.4	5.6
SU '97	417	5881	1.0	5.5	530	2840	1.2	4.7	645	3088	1.5	5.8	527	3370	1.2	5.9	211	1889	.5	6.3
4-Book	397	5717	.9	5.1	498	2862	1.1	4.2	646	2941	1.5	5.8	507	3408	1.2	5.5	175	1789	.4	5.3
SP '97	365	5120	.9	4.8	449	2684	1.1	3.9	582	2872	1.4	5.4	499	3003	1.2	5.5	139	1298	.3	4.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

Target Listener Trends - Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKW-AM																				
SP '98	68	1081	.2	.9	137	591	.3	1.2	120	565	.3	1.1	51	372	.1	.6	19	147		.6
WI '98	59	988	.1	.8	71	435	.2	.6	103	458	.2	1.0	61	377	.1	.7	28	238	.1	.9
FA '97	70	992	.2	.9	125	504	.3	1.0	117	464	.3	1.0	55	418	.1	.6	23	189	.1	.7
SU '97	77	905	.2	1.0	137	525	.3	1.2	97	474	.2	.9	67	309	.2	.8	47	305	.1	1.4
4-Book	69	992	.2	.9	118	514	.3	1.0	109	490	.3	1.0	59	369	.1	.7	29	220	.1	.9
SP '97	99	1298	.2	1.3	199	801	.5	1.7	126	585	.3	1.2	68	400	.2	.8	22	287	.1	.7
KVVE-FM																				
SP '98	41	939	.1	.5	64	457	.1	.5	46	425	.1	.4	63	503	.1	.7	12	203		.4
WI '98	48	1111	.1	.6	73	552	.2	.6	38	456	.1	.4	68	633	.2	.7	25	393	.1	.8
FA '97	53	1227	.1	.7	75	616	.2	.6	69	486	.2	.6	67	627	.2	.7	28	414	.1	.8
SU '97	73	1179	.2	1.0	91	652	.2	.8	61	535	.1	.6	107	669	.3	1.2	46	422	.1	1.4
4-Book	54	1114	.1	.7	76	569	.2	.6	54	476	.1	.5	76	608	.2	.8	28	358	.1	.9
SP '97	55	1263	.1	.7	110	873	.3	1.0	76	652	.2	.7	47	513	.1	.5	30	397	.1	.9
KYSR-FM																				
SP '98	154	3731	.3	2.0	151	1633	.3	1.3	263	1811	.6	2.4	230	2324	.5	2.5	40	825	.1	1.2
WI '98	155	3739	.4	2.0	144	1557	.3	1.2	219	1712	.5	2.0	208	2109	.5	2.2	84	1041	.2	2.6
FA '97	142	3165	.3	1.8	199	1651	.5	1.6	231	1404	.5	2.0	182	1876	.4	1.9	62	1038	.1	1.8
SU '97	138	3307	.3	1.8	160	1486	.4	1.4	197	1669	.5	1.8	203	1888	.5	2.3	41	747	.1	1.2
4-Book	147	3486	.3	1.9	164	1582	.4	1.4	228	1649	.5	2.1	206	2049	.5	2.2	57	913	.1	1.7
SP '97	180	3388	.4	2.4	249	1691	.6	2.2	272	1874	.6	2.5	233	1894	.5	2.6	64	852	.1	2.0
KZLA-FM																				
SP '98	254	3462	.6	3.3	290	1856	.7	2.4	365	1795	.8	3.3	337	2255	.8	3.7	91	934	.2	2.8
WI '98	253	3815	.6	3.3	343	2082	.8	2.9	311	2147	.7	2.9	313	2354	.7	3.4	110	1127	.2	3.5
FA '97	292	3944	.7	3.6	423	2323	1.0	3.4	425	2189	1.0	3.7	391	2561	.9	4.1	79	1133	.2	2.3
SU '97	274	3306	.6	3.6	339	2010	.8	3.0	461	2173	1.1	4.2	343	2365	.8	3.8	74	1123	.2	2.2
4-Book	268	3632	.6	3.5	349	2068	.8	2.9	391	2076	.9	3.5	346	2384	.8	3.8	89	1079	.2	2.7
SP '97	308	3587	.7	4.1	429	2170	1.0	3.7	483	2056	1.1	4.4	390	2228	.9	4.3	122	1114	.3	3.8
KFRG-FM																				
SP '98	32	840	.1	.4	35	340	.1	.3	44	455	.1	.4	31	382	.1	.3	5	85		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	43	943	.1	.5	30	353	.1	.2	50	477	.1	.4	76	459	.2	.8	22	284		.6
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98		24			1	12				12							1	11		
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	62	1353	.1	.8	67	471	.2	.6	119	675	.3	1.1	112	892	.3	1.2	13	330		.4
WI '98	67	1388	.2	.9	92	548	.2	.8	115	649	.3	1.1	127	721	.3	1.4	12	162		.4
FA '97	63	1608	.1	.8	77	589	.2	.6	82	603	.2	.7	119	1056	.3	1.3	30	492	.1	.9
SU '97	64	1134	.1	.8	82	479	.2	.7	145	616	.3	1.3	85	671	.2	1.0	8	136		.2
4-Book	64	1371	.1	.8	80	522	.2	.7	115	636	.3	1.1	111	835	.3	1.2	16	280		.5
SP '97	55	1261	.1	.7	96	577	.2	.8	92	580	.2	.8	91	788	.2	1.0	10	265		.3
TOTALS																				
SP '98	7705	42065	17.5		11893	37179	27.0		11130	33700	25.3		9191	35530	20.9		3229	21479	7.3	
WI '98	7677	42254	17.4		11788	37116	26.8		10840	33134	24.6		9335	36336	21.2		3185	21905	7.2	
FA '97	8033	42352	18.2		12465	37520	28.3		11509	33183	26.1		9516	36269	21.6		3494	22471	7.9	
SU '97	7562	40543	17.7		11283	35494	26.4		11067	32374	25.9		8931	34745	20.9		3352	22033	7.9	
4-Book	7744	41804	17.7		11857	36827	27.1		11137	33098	25.5		9243	35720	21.2		3315	21972	7.6	
SP '97	7542	40497	17.7		11453	36307	26.8		10859	32378	25.4		8998	34835	21.1		3198	21608	7.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	413	3516	.9	3.8	181	1868	.4	3.4	183	534	.4	2.7	323	883	.7	3.7	141	446	.3	2.3
4-Book	372	3627	.9	3.4	154	1866	.4	2.9	185	542	.4	2.8	258	787	.6	2.9	140	480	.3	2.3
KACD-FM																				
SP '98	24	382	.1	.2	23	276	.1	.4	11	47	.2	.2	48	196	.1	.6	27	117	.1	.4
4-Book	28	393	.1	.3	18	240	.1	.3	12	38	.2	.2	44	121	.1	.5	23	97	.1	.4
KBCD-FM																				
SP '98	4	87				13			3	13										
4-Book	6	122			3	46		.1	4	17		.1	6	20		.1	5	15		.1
KACE-FM																				
SP '98	95	992	.2	.9	68	605	.2	1.3	56	223	.1	.8	102	255	.2	1.2	103	283	.2	1.7
4-Book	131	1235	.3	1.2	79	842	.2	1.5	63	206	.2	1.0	141	362	.3	1.6	138	366	.3	2.3
KRTO-FM																				
SP '98	8	275		.1	6	115		.1	1	15			11	42		.1	19	42		.3
4-Book	21	309	.1	.2	17	188	.1	.3	12	64		.2	29	95	.1	.3	25	80	.1	.4
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	61	982	.1	.6	45	709	.1	.9	10	62		.1	58	225	.1	.7	53	192	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	323	3322	.7	3.0	136	1916	.3	2.6	104	376	.2	1.6	260	878	.6	3.0	188	586	.4	3.1
4-Book	350	3646	.8	3.3	145	2119	.3	2.7	155	555	.4	2.4	246	872	.6	2.8	151	548	.3	2.5
KBUA-FM																				
SP '98	13	129		.1	2	62			6	15		.1	2	17						
4-Book	15	221		.1	7	107		.1	10	22		.1	16	54		.2	7	27		.1
KBUE-FM																				
SP '98	135	1345	.3	1.3	71	781	.2	1.3	91	196	.2	1.4	85	341	.2	1.0	61	152	.1	1.0
4-Book	147	1441	.3	1.4	87	892	.2	1.6	123	280	.3	1.9	124	368	.3	1.4	103	267	.3	1.7
KCBS-FM																				
SP '98	332	4287	.8	3.1	175	2497	.4	3.3	138	536	.3	2.1	328	1077	.7	3.8	219	705	.5	3.6
4-Book	339	4133	.8	3.2	161	2478	.4	3.0	168	665	.4	2.6	297	1119	.7	3.4	213	764	.5	3.5
+KCMG-FM																				
SP '98	318	3569	.7	3.0	188	2333	.4	3.6	139	560	.3	2.1	390	1304	.9	4.5	304	931	.7	5.0
4-Book	190	2361	.5	1.8	105	1409	.2	2.0	96	366	.2	1.5	193	657	.5	2.2	157	483	.4	2.6
+KDIS-AM																				
SP '98	38	977	.1	.4	17	364		.3	28	117	.1	.4	24	120	.1	.3	20	112		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	619	5440	1.4	5.7	157	2156	.4	3.0	349	1010	.8	5.2	297	994	.7	3.4	104	300	.2	1.7
4-Book	632	5200	1.5	5.9	156	2080	.4	2.9	326	1019	.8	4.9	291	907	.7	3.3	90	299	.2	1.5
KFWB-AM																				
SP '98	264	5056	.6	2.5	101	2209	.2	1.9	167	792	.4	2.5	143	779	.3	1.6	114	550	.3	1.9
4-Book	269	4892	.6	2.5	107	2369	.2	2.0	188	851	.4	2.8	129	744	.3	1.5	117	550	.3	1.9
KGIL-AM																				
SP '98	30	511	.1	.3	22	400		.4	37	169	.1	.6	39	96	.1	.4	32	87	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	53	526	.1	.5	8	120		.2	14	29		.2	15	47		.2				
4-Book	58	586	.1	.6	10	196		.2	11	39		.2	17	68		.2	13	59		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM SP '98 4-Book	179 246	3218 3663	.4 .6	1.7 2.3	68 119	1444 2025	.2 .3	1.3 2.3	79 155	323 530	.2 .4	1.2 2.4	114 198	530 781	.3 .5	1.3 2.3	96 140	391 551	.2 .3	1.6 2.3
KJLH-FM SP '98 4-Book	158 134	1258 1275	.4 .3	1.5 1.3	155 110	1103 1082	.4 .3	2.9 2.1	113 87	251 212	.3 .2	1.7 1.3	198 122	457 376	.4 .3	2.3 1.4	132 94	325 274	.3 .2	2.2 1.5
KKBT-FM SP '98 4-Book	202 201	2092 1862	.5 .5	1.9 1.9	96 109	1145 1066	.2 .2	1.8 2.0	83 126	287 325	.2 .3	1.2 1.9	141 161	441 440	.3 .4	1.6 1.8	137 139	374 322	.3 .3	2.3 2.3
KKGO-FM SP '98 4-Book	219 221	2655 2600	.5 .5	2.0 2.1	139 132	1904 1779	.3 .3	2.6 2.5	147 121	491 491	.3 .3	2.2 1.8	204 195	726 644	.5 .5	2.3 2.2	186 174	527 552	.4 .4	3.1 2.9
KKHJ-AM SP '98 4-Book	83 60	824 695	.2 .1	.8 .6	47 34	497 381	.1 .1	.9 .6	92 59	165 121	.2 .2	1.4 .9	65 49	214 156	.1 .1	.7 .6	78 36	177 88	.2 .1	1.3 .6
KKLA-FM SP '98 4-Book	110 91	938 967	.2 .2	1.0 .8	16 21	364 424	.1 .1	.3 .4	32 37	111 130	.1 .1	.5 .6	16 25	70 83	.1 .1	.2 .3	26 20	75 60	.1 .1	.4 .3
KLAC-AM SP '98 4-Book	229 217	2556 2387	.5 .5	2.1 2.0	118 103	1683 1426	.3 .3	2.2 1.9	113 108	427 364	.3 .2	1.7 1.7	194 163	598 519	.4 .4	2.2 1.9	152 136	561 468	.3 .3	2.5 2.2
KLAX-FM SP '98 4-Book	252 232	2073 2065	.6 .5	2.3 2.2	130 136	1224 1316	.3 .3	2.5 2.6	167 183	430 438	.4 .4	2.5 2.8	230 199	567 545	.5 .5	2.6 2.2	174 158	433 400	.4 .4	2.9 2.6
KLOS-FM SP '98 4-Book	404 347	3517 3413	.9 .8	3.8 3.2	158 140	1833 1770	.4 .3	3.0 2.6	114 109	377 434	.3 .3	1.7 1.7	291 266	869 821	.7 .6	3.3 3.0	283 194	769 623	.6 .4	4.7 3.2
KLSX-FM SP '98 4-Book	306 299	2567 2505	.7 .7	2.8 2.8	35 46	711 815	.1 .1	.7 .9	49 44	179 167	.1 .1	.7 .7	20 48	91 184	.1 .1	.2 .5	15 51	92 162	.1 .1	.2 .8
KLVE-FM SP '98 4-Book	649 598	4211 3960	1.5 1.4	6.0 5.5	356 334	2704 2752	.8 .8	6.8 6.3	562 472	1182 1116	1.3 1.1	8.4 7.2	530 576	1154 1327	1.2 1.3	6.1 6.5	329 311	819 763	.7 .7	5.5 5.1
KLYY-FM SP '98 4-Book	42 43	926 858	.1 .1	.4 .4	14 21	430 474	.1 .1	.3 .4	13 20	77 86	.1 .1	.2 .3	24 47	140 218	.1 .1	.3 .6	19 29	91 117	.1 .1	.3 .5
KNX -AM SP '98 4-Book	285 302	4804 4910	.6 .7	2.6 2.8	112 130	2107 2540	.3 .3	2.1 2.5	264 239	1008 921	.6 .6	4.0 3.7	137 141	637 712	.3 .3	1.6 1.6	76 127	286 518	.2 .3	1.3 2.1
KOST-FM SP '98 4-Book	411 504	4919 4944	.9 1.2	3.8 4.7	200 209	2811 2786	.5 .5	3.8 3.9	283 248	875 837	.6 .6	4.2 3.8	380 372	1222 1149	.9 .9	4.4 4.2	231 241	863 802	.5 .6	3.8 4.0
KPWR-FM SP '98 4-Book	67 85	1544 1553	.2 .2	.6 .8	41 57	808 884	.1 .1	.8 1.1	46 58	186 176	.1 .1	.7 .9	57 98	225 361	.1 .2	.7 1.1	32 65	132 207	.1 .2	.5 1.1
KRLA-AM SP '98 4-Book	88 83	1005 1034	.2 .2	.8 .8	42 50	654 661	.1 .1	.8 1.0	68 58	187 185	.2 .2	1.0 .9	94 74	238 212	.2 .2	1.1 .9	52 64	194 197	.1 .1	.9 1.1
KROQ-FM SP '98 4-Book	146 150	1893 1942	.3 .4	1.4 1.4	64 68	1060 1161	.1 .2	1.2 1.3	41 66	160 245	.1 .2	.6 1.0	160 133	484 521	.4 .3	1.8 1.5	105 91	427 348	.2 .2	1.7 1.5

Target Listener Estimates - Persons 35-64

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

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRRA-AM																				
SP '98	63	285	.1	.6	33	242	.1	.6	51	112	.1	.8	63	140	.1	.7	29	60	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KRTH-FM																				
SP '98	552	6105	1.3	5.1	242	3564	.5	4.6	268	859	.6	4.0	477	1525	1.1	5.5	259	1001	.6	4.3
4-Book	629	6651	1.5	5.8	286	3870	.7	5.4	309	985	.7	4.7	605	1813	1.4	6.8	335	1140	.8	5.5
KSCA-FM																				
SP '98	582	3316	1.3	5.4	271	2144	.6	5.1	737	1281	1.7	11.0	444	1012	1.0	5.1	253	611	.6	4.2
4-Book	490	2948	1.1	4.6	225	1975	.5	4.2	534	1031	1.2	8.1	374	1006	.9	4.3	198	507	.4	3.3
KSSE-FM																				
SP '98	59	753	.1	.5	42	388	.1	.8	19	58	.3		71	169	.2	.8	43	101	.1	.7
4-Book	43	638	.1	.4	35	398	.1	.7	30	91	.1	.5	72	199	.2	.8	40	112	.1	.7
KTNQ-AM																				
SP '98	273	1825	.6	2.5	136	1233	.3	2.6	249	447	.6	3.7	182	510	.4	2.1	142	384	.3	2.4
4-Book	244	1724	.5	2.2	112	1073	.3	2.1	204	433	.5	3.1	156	406	.4	1.8	111	303	.3	1.8
KTWV-FM																				
SP '98	595	4483	1.4	5.5	241	2973	.5	4.6	224	792	.5	3.4	489	1356	1.1	5.6	269	935	.6	4.5
4-Book	558	4781	1.3	5.2	260	3071	.6	4.9	246	832	.6	3.8	465	1340	1.1	5.3	333	1009	.8	5.5
KWKW-AM																				
SP '98	104	919	.2	1.0	35	426	.1	.7	90	160	.2	1.3	52	154	.1	.6	18	105	.1	.3
4-Book	96	805	.2	.9	45	481	.1	.9	81	172	.2	1.2	77	190	.2	.9	39	112	.1	.6
KWVE-FM																				
SP '98	57	763	.1	.5	32	419	.1	.6	24	84	.1	.4	50	126	.1	.6	49	87	.1	.8
4-Book	67	901	.2	.6	47	571	.1	.9	47	155	.1	.8	56	155	.1	.6	51	152	.1	.8
KYSR-FM																				
SP '98	218	3168	.5	2.0	116	1642	.3	2.2	89	341	.2	1.3	233	712	.5	2.7	152	450	.3	2.5
4-Book	201	2935	.5	1.9	113	1688	.3	2.1	82	382	.2	1.2	227	790	.5	2.6	150	510	.3	2.5
KZLA-FM																				
SP '98	333	2917	.8	3.1	226	2262	.5	4.3	277	787	.6	4.1	345	988	.8	4.0	301	732	.7	5.0
4-Book	364	3151	.8	3.4	221	2300	.5	4.2	241	750	.5	3.7	413	1151	1.0	4.7	280	820	.7	4.6
KFRG-FM																				
SP '98	37	652	.1	.3	40	481	.1	.8	33	125	.1	.5	77	203	.2	.9	39	137	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXFG-FM																				
SP '98	**	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																				
SP '98	101	1110	.2	.9	28	625	.1	.5	53	193	.1	.8	30	160	.1	.3	30	146	.1	.5
4-Book	103	1150	.3	.9	29	554	.1	.5	50	168	.1	.8	43	154	.1	.5	37	109	.1	.6
TOTALS																				
SP '98	10769	41491	24.4		5269	33351	12.0		6683	17010	15.2		8713	21011	19.8		6028	15223	13.7	
4-Book	10776	41185	24.6		5326	33805	12.2		6576	17054	15.0		8853	21315	20.3		6106	15723	14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	54	185	.1	1.7	258	774	.6	5.9	288	822	.7	4.6	124	386	.3	2.5	70	293	.2	3.3
4-Book	55	204	.1	1.8	209	581	.5	4.7	219	673	.5	3.4	117	370	.3	2.3	57	229	.2	2.5
KACD-FM																				
SP '98	38	64	.1	1.2	6	12		.1	13	86		.2	20	101		.4	16	26		.8
4-Book	13	37		.4	9	25		.2	15	68		.3	13	52		.3	10	26		.5
KBCD-FM																				
SP '98					4	14		.1	6	11		.1					1	4		
4-Book																				
KACE-FM																				
SP '98	58	176	.1	1.8	64	186	.1	1.5	94	213	.2	1.5	41	120	.1	.8	22	51		1.0
4-Book	63	220	.2	2.1	53	150	.1	1.2	87	235	.2	1.3	50	176	.1	1.0	35	137	.1	1.5
KRTO-FM																				
SP '98	1	14			4	31		.1	1	14			7	14		.1	4	28		.2
4-Book	19	66	.1	.6	11	46		.3	15	58		.2	15	44		.3	10	44		.4
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	53	150	.1	1.7	7	38		.2	84	367	.2	1.3	88	363	.2	1.8	2	28		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	157	485	.4	5.0	55	291	.1	1.3	168	724	.4	2.7	100	327	.2	2.0	35	174	.1	1.7
4-Book	163	519	.4	5.5	84	341	.2	1.9	166	615	.4	2.5	110	372	.2	2.2	68	262	.2	3.0
KBUA-FM																				
SP '98					2	12			7	30		.1	2	12						
4-Book	1	4			3	18		.1	12	45		.2	2	14		.1	4	15		.2
KBUE-FM																				
SP '98	26	79	.1	.8	101	233	.2	2.3	122	312	.3	2.0	53	114	.1	1.1	33	142	.1	1.6
4-Book	55	159	.2	1.9	74	213	.2	1.7	124	319	.3	1.9	66	180	.2	1.3	34	111	.1	1.5
KCBS-FM																				
SP '98	87	297	.2	2.8	147	462	.3	3.3	233	1005	.5	3.7	186	636	.4	3.7	58	226	.1	2.7
4-Book	78	324	.2	2.6	103	370	.2	2.3	209	800	.5	3.2	159	582	.4	3.2	58	242	.1	2.5
+KCMG-FM																				
SP '98	88	413	.2	2.8	96	398	.2	2.2	204	770	.5	3.3	189	572	.4	3.8	88	247	.2	4.2
4-Book	50	230	.1	1.7	65	263	.2	1.5	112	431	.3	1.8	107	314	.3	2.2	58	186	.2	2.7
+KDIS-AM																				
SP '98	7	59		.2	15	72		.3	30	114	.1	.5	15	59		.3	4	29		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	36	236	.1	1.1	146	501	.3	3.3	218	723	.5	3.5	71	212	.2	1.4	41	233	.1	1.9
4-Book	37	161	.1	1.2	160	481	.4	3.6	221	682	.5	3.4	93	311	.2	1.9	38	187	.1	1.7
KFWB-AM																				
SP '98	38	252	.1	1.2	142	663	.3	3.2	101	631	.2	1.6	63	387	.1	1.3	55	333	.1	2.6
4-Book	55	286	.1	1.9	151	651	.3	3.4	98	540	.2	1.5	92	401	.2	1.8	53	301	.1	2.4
KGIL-AM																				
SP '98	12	55		.4	8	56		.2	14	98		.2	21	74		.4	12	56		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98					8	15		.2	3	14			26	58	.1	.5				
4-Book	3	7		.1	4	16		.1	8	36		.1	25	61	.1	.5	3	10		.2

Target Listener Estimates - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	58	178	.1	1.8	33	166	.1	.8	71	353	.2	1.1	79	282	.2	1.6	18	167	.9	
4-Book	62	282	.1	2.1	76	328	.2	1.7	153	609	.4	2.3	133	496	.3	2.7	44	216	.1	1.9
KJLH-FM																				
SP '98	90	219	.2	2.9	187	465	.4	4.3	286	628	.6	4.6	164	424	.4	3.3	63	142	.1	3.0
4-Book	67	188	.2	2.2	155	373	.4	3.5	218	528	.5	3.4	102	320	.3	2.0	32	89	.1	1.4
KKBT-FM																				
SP '98	60	203	.1	1.9	74	205	.2	1.7	107	327	.2	1.7	110	307	.2	2.2	57	186	.1	2.7
4-Book	64	198	.2	2.1	103	243	.2	2.3	112	315	.3	1.7	100	252	.2	2.0	75	215	.2	3.3
KKGO-FM																				
SP '98	109	361	.2	3.5	103	433	.2	2.3	141	519	.3	2.3	137	414	.3	2.7	87	251	.2	4.1
4-Book	82	310	.2	2.8	92	365	.2	2.0	163	587	.4	2.5	155	501	.4	3.1	78	252	.2	3.5
KKHJ-AM																				
SP '98	37	131	.1	1.2	44	110	.1	1.0	27	109	.1	.4	20	66	.4		20	33	.9	
4-Book	30	87	.1	1.0	26	69	.1	.6	32	95	.1	.5	20	54	.4		18	41	.7	
KKLA-FM																				
SP '98	7	26	.2		21	123	.5		12	106	.2		12	61	.2		9	63	.4	
4-Book	10	38	.3		39	165	.1	.9	17	112	.3		11	58	.2		12	48	.5	
KLAC-AM																				
SP '98	51	320	.1	1.6	60	256	.1	1.4	192	592	.4	3.1	130	452	.3	2.6	49	167	.1	2.3
4-Book	40	217	.1	1.3	71	252	.2	1.6	162	500	.4	2.5	115	397	.3	2.3	36	163	.1	1.6
KLAX-FM																				
SP '98	88	265	.2	2.8	107	316	.2	2.4	134	360	.3	2.1	90	232	.2	1.8	53	139	.1	2.5
4-Book	78	248	.2	2.6	132	338	.3	3.0	170	476	.4	2.6	121	290	.3	2.4	56	157	.1	2.5
KLOS-FM																				
SP '98	128	356	.3	4.1	62	221	.1	1.4	139	522	.3	2.2	208	635	.5	4.2	45	174	.1	2.1
4-Book	97	312	.2	3.3	62	237	.1	1.4	141	481	.3	2.2	180	523	.4	3.6	70	234	.2	3.1
KLSX-FM																				
SP '98	10	33	.3		64	152	.1	1.5	83	259	.2	1.3	19	75	.4		24	126	.1	1.1
4-Book	20	89	.7		81	226	.2	1.8	100	336	.2	1.5	20	76	.4		11	58	.5	
KLVE-FM																				
SP '98	253	633	.6	8.1	307	874	.7	7.0	404	985	.9	6.5	278	711	.6	5.6	197	506	.4	9.3
4-Book	202	582	.5	6.8	293	832	.7	6.6	399	993	.9	6.1	245	593	.6	4.9	169	500	.4	7.5
KLYY-FM																				
SP '98	9	52	.3		24	52	.1	.5	9	107	.1		15	79	.3		2	15	.1	
4-Book	13	58	.4		9	37	.2		25	136	.1	.4	17	106	.3		7	46	.3	
KNX -AM																				
SP '98	73	325	.2	2.3	136	650	.3	3.1	89	520	.2	1.4	88	389	.2	1.8	57	349	.1	2.7
4-Book	79	424	.2	2.7	139	696	.3	3.1	129	660	.3	2.0	115	493	.3	2.3	91	441	.2	4.0
KOST-FM																				
SP '98	120	443	.3	3.8	126	567	.3	2.9	189	720	.4	3.0	166	716	.4	3.3	109	363	.2	5.1
4-Book	128	525	.3	4.3	154	620	.4	3.5	250	832	.6	3.8	169	621	.4	3.4	102	364	.2	4.5
KPVR-FM																				
SP '98	45	150	.1	1.4	14	78	.3		66	247	.1	1.1	68	199	.2	1.4	2	16	.1	
4-Book	55	160	.1	1.8	30	96	.1	.7	71	248	.1	1.1	57	188	.2	1.1	21	90	.1	.9
KRLA-AM																				
SP '98	19	116	.6		14	60	.3		33	116	.1	.5	40	164	.1	.8	19	68	.9	
4-Book	37	120	.1	1.2	26	95	.1	.6	61	194	.1	.9	56	173	.1	1.1	22	91	.1	1.0
KROQ-FM																				
SP '98	27	156	.1	.9	14	106	.3		74	324	.2	1.2	55	224	.1	1.1	27	144	.1	1.3
4-Book	30	147	.1	1.0	29	131	.1	.7	91	393	.2	1.4	64	244	.2	1.3	35	149	.1	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64

Target Listener Estimates - Persons 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	25 **	94 **	.1 **	.8 **	33 **	77 **	.1 **	.8 **	26 **	58 **	.1 **	.4 **	28 **	63 **	.1 **	.6 **	7 **	29 **	.3 **	.3 **
KRTH-FM SP '98 4-Book	92 137	343 490	.2 .3	2.9 4.7	164 165	656 654	.4 .4	3.7 3.7	327 344	1069 1169	.7 .8	5.2 5.3	290 296	960 932	.7 .7	5.8 5.9	64 91	352 397	.1 .2	3.0 4.0
KSCA-FM SP '98 4-Book	123 81	377 287	.3 .2	3.9 2.7	201 242	570 565	.5 .6	4.6 5.5	258 215	717 620	.6 .5	4.1 3.3	138 139	358 351	.3 .3	2.8 2.8	64 58	242 206	.1 .1	3.0 2.6
KSSE-FM SP '98 4-Book	20 20	73 64	.1 .1	.6 .7	44 21	112 68	.1 .1	1.0 .5	76 44	177 135	.2 .1	1.2 .7	24 35	72 83	.1 .1	.5 .7	34 19	84 66	.1 .1	1.6 .8
KTNQ-AM SP '98 4-Book	92 68	341 220	.2 .2	2.9 2.3	133 96	315 222	.3 .2	3.0 2.2	129 102	310 245	.3 .2	2.1 1.6	134 122	322 264	.3 .3	2.7 2.5	52 56	239 193	.1 .1	2.5 2.5
KTWV-FM SP '98 4-Book	164 157	574 583	.4 .4	5.2 5.2	116 169	414 607	.3 .4	2.6 3.8	290 317	926 1012	.7 .8	4.6 4.9	220 251	691 732	.5 .6	4.4 5.0	132 135	466 472	.3 .3	6.2 6.0
KWKW-AM SP '98 4-Book	13 24	33 67	.1 .1	.4 .8	56 51	136 112	.1 .1	1.3 1.1	19 42	121 120	.1 .1	.3 .7	21 29	33 53	.1 .1	.4 .6	23 24	61 68	.1 .1	1.1 1.1
KWVE-FM SP '98 4-Book	34 18	109 66	.1 .1	1.1 .6	42 61	126 198	.1 .1	1.0 1.4	17 63	80 208	.2 .2	.3 1.0	31 56	86 148	.1 .1	.6 1.1	16 31	55 90	.1 .1	.8 1.4
KYSR-FM SP '98 4-Book	47 51	267 239	.1 .1	1.5 1.7	34 44	205 238	.1 .1	.8 1.0	185 169	641 606	.4 .4	3.0 2.6	145 123	478 425	.3 .3	2.9 2.5	33 46	156 207	.1 .1	1.6 2.1
KZLA-FM SP '98 4-Book	126 90	476 332	.3 .2	4.0 3.0	131 143	502 459	.3 .4	3.0 3.2	264 293	856 886	.6 .7	4.2 4.5	300 254	803 732	.7 .6	6.0 5.1	82 59	326 265	.2 .1	3.9 2.7
KFRG-FM SP '98 4-Book	17 **	96 **	.5 **	.5 **	46 **	161 **	.1 **	1.0 **	49 **	189 **	.1 **	.8 **	45 **	186 **	.1 **	.9 **	18 **	48 **	.9 **	.9 **
KXFG-FM SP '98 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
XTRA-AM SP '98 4-Book	12 8	101 61	.4 .3	.4 .3	24 29	104 114	.1 .1	.5 .7	27 33	109 122	.1 .1	.4 .5	47 30	131 115	.1 .1	.9 .6	9 7	67 54	.4 .3	.4 .3
TOTALS SP '98 4-Book	3137 2976	9592 9421	7.1 6.8		4392 4426	12992 12811	10.0 10.1		6256 6518	17266 17358	14.2 14.9		5008 5025	13121 12980	11.4 11.5		2117 2257	7225 7511	4.8 5.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	6	131	.1	.4	6	67	.1	.3	6	66	.1	.3	18	83	.2	.9				
WI '98	3	94		.2	9	41	.1	.4	2	44		.1	1	19			10			
FA '97	6	115	.1	.3	12	28	.1	.5	2	40		.1	7	73	.1	.3	9	54	.1	.6
SU '97	2	88		.1									9	62	.1	.4	2	50		.1
4-Book	4	107	.1	.3	7	34	.1	.3	3	38		.1	9	59	.1	.4	3	29		.2
SP '97	14	238	.1	.8	1	24			21	92	.2	1.1	11	65	.1	.5	27	99	.2	1.9
KACD-FM																				
SP '98	19	456	.2	1.2	16	144	.1	.8	18	242	.2	1.0	22	206	.2	1.1	29	182	.2	2.2
WI '98	14	453	.1	.8	13	207	.1	.6	15	211	.1	.8	16	213	.1	.8	6	182	.1	.5
FA '97	20	519	.2	1.1	7	172	.1	.3	11	173	.1	.6	33	277	.3	1.5	33	231	.3	2.1
SU '97	14	433	.1	.8	10	152	.1	.5	21	219	.2	1.0	26	273	.2	1.2	15	164	.1	1.0
4-Book	17	465	.2	1.0	12	169	.1	.6	16	211	.2	.9	24	242	.2	1.2	21	190	.2	1.5
SP '97	19	549	.2	1.1	18	88	.2	.8	19	211	.2	1.0	22	276	.2	1.0	23	323	.2	1.6
KBCD-FM																				
SP '98	6	183	.1	.4	8	62	.1	.4	1	52		.1	10	109	.1	.5	4	82		.3
WI '98	3	86		.2	2	32		.1	2	26		.1	4	64		.2	4	59		.3
FA '97	7	165	.1	.4	4	32		.2	9	80	.1	.5	7	100	.1	.3	10	107	.1	.6
SU '97	7	224	.1	.4	4	55		.2	10	89	.1	.5	5	110		.2	10	114	.1	.7
4-Book	6	165	.1	.4	5	45		.2	6	62	.1	.3	7	96	.1	.3	7	91	.1	.5
SP '97	10	196	.1	.6	12	45	.1	.5	13	101	.1	.7	14	123	.1	.6	6	74	.1	.4
KACE-FM																				
SP '98	4	177		.2	2	63		.1		12			4	69		.2	6	57	.1	.5
WI '98	3	160		.2		13			2	69		.1	11	94	.1	.5	3	83		.2
FA '97	2	126		.1	2	22		.1	4	67		.2	1	47			3	41		.2
SU '97	9	196	.1	.5	10	93	.1	.5	19	88	.2	.9	7	98	.1	.3	1	15		.1
4-Book	5	165		.3	4	48		.2	6	59	.1	.3	6	77	.1	.3	3	49		.3
SP '97	6	216	.1	.3	4	54	.2	.2	3	32		.2	7	118	.1	.3	10	39	.1	.7
KRTO-FM																				
SP '98		32				11								11						
WI '98	1	40		.1						21		.1	1	13			2	29		.2
FA '97	1	60		.1	4	40		.2		30		.1	1	7			1	13		.1
SU '97	2	57		.1	1	15			2	30		.1	2	30						
4-Book	1	47		.1	1	17		.1	1	13		.1	1	15			1	11		.1
SP '97	10	140	.1	.6	14	116	.1	.6	8	72	.1	.4	8	96	.1	.3	11	87	.1	.8
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	6	256	.1	.4	2	43		.1	3	53		.2	10	109	.1	.5	10	154	.1	.8
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	24	711	.2	1.5	23	212	.2	1.1	32	279	.3	1.8	37	373	.3	1.8	19	229	.2	1.4
WI '98	28	814	.2	1.7	27	300	.2	1.3	41	306	.3	2.2	36	373	.3	1.7	12	223	.1	1.0
FA '97	41	883	.3	2.3	39	316	.3	1.7	73	328	.6	4.0	44	317	.4	2.0	19	172	.2	1.2
SU '97	31	873	.3	1.7	35	265	.3	1.7	51	304	.4	2.4	30	327	.3	1.4	19	222	.2	1.3
4-Book	31	820	.3	1.8	31	273	.3	1.5	49	304	.4	2.6	37	348	.3	1.7	17	212	.2	1.2
SP '97	27	924	.2	1.5	19	223	.2	.8	36	375	.3	1.8	45	379	.4	2.0	25	300	.2	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	2	59	.1		11				2	37	.1		5	36	.2		2	25	.2	
WI '98	4	119	.2		9	78	.1	.4	4	42	.2		3	24	.1		3	59	.2	
FA '97	3	115	.2		6	40	.1	.3		13			5	77	.2		1	11	.1	
SU '97	4	135	.2		4	78	.2		2	44	.1		6	91	.1		5	58	.3	
4-Book	3	107	.2		5	52	.1	.2	2	34	.1		5	57	.2		3	38	.2	
SP '97	7	127	.1	.4	10	75	.1	.4	9	88	.1	.5	5	84	.2		4	84	.3	
KBUE-FM																				
SP '98	50	1061	.4	3.0	43	411	.4	2.0	58	504	.5	3.2	64	483	.5	3.1	25	263	.2	1.9
WI '98	34	966	.3	2.0	42	338	.4	1.9	47	382	.4	2.5	39	410	.3	1.9	12	261	.1	1.0
FA '97	41	952	.3	2.3	42	307	.4	1.9	52	419	.4	2.9	47	500	.4	2.1	23	206	.2	1.5
SU '97	31	934	.3	1.7	33	394	.3	1.6	47	422	.4	2.2	33	393	.3	1.6	14	238	.1	.9
4-Book	39	978	.3	2.3	40	363	.4	1.9	51	432	.4	2.7	46	447	.4	2.2	19	242	.2	1.3
SP '97	54	1110	.5	3.0	59	486	.5	2.6	81	588	.7	4.1	58	493	.5	2.5	30	328	.3	2.1
KCBS-FM																				
SP '98	26	812	.2	1.6	30	342	.3	1.4	31	396	.3	1.7	38	452	.3	1.9	20	336	.2	1.5
WI '98	32	716	.3	1.9	36	341	.3	1.7	45	330	.4	2.4	51	411	.4	2.5	17	227	.1	1.3
FA '97	37	923	.3	2.1	47	331	.4	2.1	58	439	.5	3.2	49	471	.4	2.2	20	243	.2	1.3
SU '97	35	768	.3	2.0	45	369	.4	2.2	76	409	.6	3.5	38	384	.3	1.8	12	217	.1	.8
4-Book	33	805	.3	1.9	40	346	.4	1.9	53	394	.5	2.7	44	430	.4	2.1	17	256	.2	1.2
SP '97	26	809	.2	1.4	22	311	.2	1.0	33	352	.3	1.7	40	471	.3	1.7	17	315	.1	1.2
+KCMG-FM																				
SP '98	47	1164	.4	2.9	35	375	.3	1.7	67	465	.6	3.7	55	533	.5	2.7	39	488	.3	3.0
WI '98	52	1393	.4	3.1	63	706	.5	2.9	78	690	.7	4.2	58	748	.5	2.8	26	395	.2	2.1
FA '97	40	1191	.3	2.2	26	343	.2	1.2	46	447	.4	2.5	61	694	.5	2.8	41	434	.3	2.7
SU '97	44	1107	.4	2.5	46	403	.4	2.2	60	539	.5	2.8	58	578	.5	2.8	33	515	.3	2.2
4-Book	46	1214	.4	2.7	43	457	.4	2.0	63	535	.6	3.3	58	638	.5	2.8	35	458	.3	2.5
SP '97	30	1006	.3	1.7	31	358	.3	1.4	31	445	.3	1.6	52	523	.4	2.3	22	395	.2	1.6
+KDIS-AM																				
SP '98	12	220	.1	.7	28	119	.2	1.3	10	67	.1	.6	10	123	.1	.5	14	76	.1	1.1
WI '98	11	187	.1	.6	13	44	.1	.6	10	78	.1	.5	15	81	.1	.7	7	53	.1	.6
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	2	62	.1		14				5	23	.2		6	34	.1	.3	1	37	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	2	90	.1		12				9								1	13	.1	
KFI -AM																				
SP '98	7	200	.1	.4	14	137	.1	.7	12	96	.1	.7	8	69	.1	.4	4	51	.3	
WI '98	7	280	.1	.4	14	110	.1	.6	12	99	.1	.6	5	81	.2		4	34	.3	
FA '97	17	207	.1	1.0	16	100	.1	.7	7	62	.1	.4	35	99	.3	1.6	27	85	.2	1.8
SU '97	11	186	.1	.6	22	103	.2	1.1	20	88	.2	.9	1	38			9	48	.1	.6
4-Book	11	218	.1	.6	17	113	.1	.8	13	86	.1	.7	12	72	.1	.6	11	55	.1	.8
SP '97	15	286	.1	.8	22	151	.2	1.0	28	126	.2	1.4	19	121	.2	.8	8	45	.1	.6
KFWB-AM																				
SP '98	2	164	.1		4	111	.2		1	44	.1		3	41	.1		1	16	.1	
WI '98	6	238	.1	.4	16	120	.1	.7	6	69	.1	.3	1	25			2	20	.2	
FA '97	3	225	.2		8	114	.1	.4	3	40	.2		4	70	.2			15		
SU '97	4	268	.2		6	46	.1	.3	3	107	.1		7	123	.1	.3	1	35	.1	
4-Book	4	224	.2		9	98	.1	.4	3	65	.2		4	65	.2		1	22	.1	
SP '97	3	195	.2		9	85	.1	.4	3	60	.2		3	40	.1		1	9	.1	
KGIL-AM																				
SP '98		27			1	12											2	27	.2	
WI '98	2	37	.1						4	37	.2		1	27			2	27	.2	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '98	15											1	15							
WI '98																				
FA '97	11							1	11		.1	2	11		.1					
SU '97	1	49		.1	5	37		.2	1	35		1	35							
4-Book	19				1	9		.1	1	12		1	7							
SP '97	9																			
KIIS-FM																				
SP '98	103	2876	.9	6.3	145	1433	1.2	6.9	80	1119	.7	4.4	130	1432	1.1	6.3	75	1041	.6	5.7
WI '98	140	3116	1.2	8.3	172	1443	1.4	8.0	165	1307	1.4	8.8	159	1672	1.3	7.7	97	1211	.8	7.7
FA '97	144	3438	1.2	8.1	167	1708	1.4	7.4	100	1265	.8	5.5	181	1874	1.5	8.2	145	1433	1.2	9.4
SU '97	123	3196	1.0	6.9	137	1416	1.2	6.6	146	1809	1.2	6.8	149	1712	1.3	7.1	92	1207	.8	6.1
4-Book	128	3157	1.1	7.4	155	1500	1.3	7.2	123	1375	1.0	6.4	155	1673	1.3	7.3	102	1223	.9	7.2
SP '97	124	2839	1.1	6.9	164	1363	1.4	7.3	114	1089	1.0	5.8	165	1554	1.4	7.2	87	1159	.7	6.2
KJLH-FM																				
SP '98	9	289	.1	.5	9	63	.1	.4	11	142	.1	.6	7	76	.1	.3	4	69		.3
WI '98	5	216		.3	10	78	.1	.5	12	27			12	127	.1	.6	3	52		.2
FA '97	26	379	.2	1.5	7	156	.1	.3	30	133	.3	1.7	36	170	.3	1.6	32	113	.3	2.1
SU '97	14	225	.1	.8	6	69	.1	.3	20	61	.2	.9	21	139	.2	1.0	13	107	.1	.9
4-Book	14	277	.1	.8	8	92	.1	.4	15	91	.2	.8	19	128	.2	.9	13	85	.1	.9
SP '97	7	332	.1	.4	12	160	.1	.5	1	23			3	72		.1	5	116		.4
KKBT-FM																				
SP '98	186	3003	1.6	11.3	238	1507	2.0	11.3	159	1370	1.3	8.8	268	1803	2.3	13.1	160	1296	1.3	12.1
WI '98	160	3194	1.3	9.5	166	1420	1.4	7.7	160	1541	1.3	8.5	215	1925	1.8	10.4	122	1277	1.0	9.7
FA '97	164	3265	1.4	9.2	223	1701	1.9	9.9	123	1518	1.0	6.8	242	1945	2.0	11.0	152	1576	1.3	9.9
SU '97	178	3182	1.5	10.0	185	1505	1.6	8.9	181	1739	1.5	8.4	249	1924	2.1	11.9	177	1448	1.5	11.7
4-Book	172	3161	1.5	10.0	203	1533	1.7	9.5	156	1542	1.3	8.1	244	1899	2.1	11.6	153	1399	1.3	10.9
SP '97	180	3210	1.5	10.0	205	1693	1.7	9.1	143	1435	1.2	7.2	302	2074	2.6	13.2	157	1628	1.3	11.2
KKGO-FM																				
SP '98	15	216	.1	.9	22	98	.2	1.0	27	144	.2	1.5	12	99	.1	.6	11	79	.1	.8
WI '98	7	267	.1	.4	12	52	.1	.6	2	57		.1	7	98	.1	.3	6	77	.1	.5
FA '97	7	184	.1	.4	7	65	.1	.3	1	39		.1	4	61		.2	18	129	.2	1.2
SU '97	4	187	.1	.2	2	43	.1	.1	2	37		.1	3	59		.1	8	144	.1	.5
4-Book	8	214	.1	.5	11	65	.1	.5	8	69	.1	.5	7	79	.1	.3	11	107	.1	.8
SP '97	3	124		.2	1	30			2	33		.1	2	30		.1	5	69		.4
KKHJ-AM																				
SP '98	3	121		.2	4	25		.2	11	57	.1	.6		10			2	40		.2
WI '98	4	148		.2	5	75		.2	6	61	.1	.3	4	16		.2		10		
FA '97	11	334	.1	.6	12	131	.1	.5	7	79	.1	.4	25	118	.2	1.1	7	69	.1	.5
SU '97	31	362	.3	1.7	43	150	.4	2.1	35	151	.3	1.6	63	136	.5	3.0	15	118	.1	1.0
4-Book	12	241	.1	.7	16	95	.1	.8	15	87	.2	.7	23	70	.2	1.1	6	59	.1	.4
SP '97	12	340	.1	.7	23	144	.2	1.0	14	119	.1	.7	9	118	.1	.4	2	44		.1
KKLA-FM																				
SP '98	4	124		.2	8	86		.4	1	37		.1	11	47		.5	5	30		.4
WI '98	1	26		.1	1	14								14			2	26		.2
FA '97	3	63		.2	6	52		.3	1	13		.1	5	41		.2	1	26		.1
SU '97	1	33		.1		11			2	11		.1	1	33						
4-Book	2	62		.2	4	41		.2	1	15		.1	4	34		.2	2	21		.2
SP '97	4	52		.2	1	26			10	26		.1	11	15		.5		15		
KLAC-AM																				
SP '98	4	203		.2	3	40		.1		11			7	89		.3	4	47		.3
WI '98	2	73		.1	2	16		.1					2	10		.1	3	32		.2
FA '97	2	48		.1									1	22			4	37		.3
SU '97	1	41		.1	1	26			2	13		.1								
4-Book	2	91		.1	2	21		.1	1	6			3	30		.1	3	29		.2
SP '97	3	146		.2	1	9			2	15		.1	4	48		.2	3	50		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	112	1648	.9	6.8	134	794	1.1	6.4	163	835	1.4	9.1	123	625	1.0	6.0	91	690	.8	6.9
WI '98	81	1272	.7	4.8	104	631	.9	4.8	127	709	1.1	6.8	98	552	.8	4.7	42	378	.4	3.3
FA '97	51	997	.4	2.9	52	366	.4	2.3	44	448	.4	2.4	78	623	.7	3.6	45	401	.4	2.9
SU '97	55	1202	.5	3.1	78	629	.7	3.7	67	624	.6	3.1	61	563	.5	2.9	38	355	.3	2.5
4-Book	75	1280	.6	4.4	92	605	.8	4.3	100	654	.9	5.4	90	591	.8	4.3	54	456	.5	3.9
SP '97	68	1392	.6	3.8	59	545	.5	2.6	107	711	.9	5.4	74	607	.6	3.2	28	329	.2	2.0
KLOS-FM																				
SP '98	21	667	.2	1.3	36	345	.3	1.7	18	284	.2	1.0	18	234	.2	.9	6	153	.1	.5
WI '98	21	715	.2	1.2	45	380	.4	2.1	16	291	.1	.9	31	256	.3	1.5	8	125	.1	.6
FA '97	44	921	.4	2.5	66	441	.6	2.9	53	415	.4	2.9	37	330	.3	1.7	37	325	.3	2.4
SU '97	24	1056	.2	1.3	52	459	.4	2.5	19	320	.2	.9	31	489	.3	1.5	10	256	.1	.7
4-Book	28	840	.3	1.6	50	406	.4	2.3	27	328	.2	1.4	29	327	.3	1.4	15	215	.2	1.1
SP '97	34	828	.3	1.9	65	407	.6	2.9	27	371	.2	1.4	60	461	.5	2.6	15	254	.1	1.1
KLSX-FM																				
SP '98	24	532	.2	1.5	101	432	.8	4.8	28	259	.2	1.6	7	91	.1	.3	4	130		.3
WI '98	52	731	.4	3.1	185	641	1.6	8.6	57	315	.5	3.0	36	194	.3	1.7	15	69	.1	1.2
FA '97	71	945	.6	4.0	303	847	2.5	13.4	77	479	.6	4.3	25	151	.2	1.1	2	50		.1
SU '97	30	585	.3	1.7	91	372	.8	4.4	33	219	.3	1.5	23	166	.2	1.1	15	99	.1	1.0
4-Book	44	698	.4	2.6	170	573	1.4	7.8	49	318	.4	2.6	23	151	.2	1.1	9	87	.1	.7
SP '97	43	711	.4	2.4	154	534	1.3	6.8	59	302	.5	3.0	14	91	.1	.6	12	124	.1	.9
KLVE-FM																				
SP '98	76	1240	.6	4.6	119	598	1.0	5.7	109	664	.9	6.1	54	462	.5	2.6	54	492	.5	4.1
WI '98	42	1106	.4	2.5	61	519	.5	2.8	43	434	.4	2.3	34	347	.3	1.6	39	293	.3	3.1
FA '97	66	1140	.6	3.7	91	488	.8	4.0	103	528	.9	5.7	49	546	.4	2.2	36	431	.3	2.3
SU '97	67	1183	.6	3.8	91	539	.8	4.4	88	671	.8	4.1	73	499	.6	3.5	38	342	.3	2.5
4-Book	63	1167	.6	3.7	91	536	.8	4.2	86	574	.8	4.6	53	464	.5	2.5	42	390	.4	3.0
SP '97	106	1301	.9	5.9	138	634	1.2	6.1	175	693	1.5	8.9	99	695	.8	4.3	51	513	.4	3.6
KLYY-FM																				
SP '98	23	1028	.2	1.4	20	275	.2	1.0	27	419	.2	1.5	35	489	.3	1.7	18	358	.2	1.4
WI '98	34	1409	.3	2.0	34	517	.3	1.6	32	535	.3	1.7	49	750	.4	2.4	32	542	.3	2.5
FA '97	35	1327	.3	2.0	34	420	.3	1.5	37	656	.3	2.0	52	800	.4	2.4	30	475	.3	1.9
SU '97	48	1533	.4	2.7	30	481	.3	1.4	61	798	.5	2.8	67	907	.6	3.2	42	594	.4	2.8
4-Book	35	1324	.3	2.0	30	423	.3	1.4	39	602	.3	2.0	51	737	.4	2.4	31	492	.3	2.2
SP '97	47	1334	.4	2.6	56	634	.5	2.5	58	766	.5	2.9	66	805	.6	2.9	35	596	.3	2.5
KNX -AM																				
SP '98	3	197	.2		9	118	.1	.4	2	26		.1	1	27			3	41		.2
WI '98	5	295	.3		6	142	.1	.3	4	55		.2	7	91	.1	.3	1	57		.1
FA '97	4	202	.2		8	122	.1	.4	4	24		.2	1	45			6	57	.1	.4
SU '97	3	235	.2		2	50		.1	3	73		.1	4	93		.2	3	59		.2
4-Book	4	232	.2		6	108	.1	.3	3	45		.2	3	64		.1	3	54		.2
SP '97	4	220	.2		9	104	.1	.4		24			6	116	.1	.3	5	44		.4
KOST-FM																				
SP '98	17	650	.1	1.0	10	167	.1	.5	15	134	.1	.8	14	145	.1	.7	24	346	.2	1.8
WI '98	60	1320	.5	3.5	52	598	.4	2.4	66	496	.6	3.5	71	513	.6	3.4	69	668	.6	5.5
FA '97	42	1109	.4	2.4	25	400	.2	1.1	42	311	.4	2.3	51	414	.4	2.3	48	461	.4	3.1
SU '97	49	1168	.4	2.7	68	463	.6	3.3	61	417	.5	2.8	45	489	.4	2.1	54	564	.5	3.6
4-Book	42	1062	.4	2.4	39	407	.3	1.8	46	340	.4	2.4	45	390	.4	2.1	49	510	.4	3.5
SP '97	42	1142	.4	2.3	45	419	.4	2.0	40	367	.3	2.0	40	336	.3	1.7	50	498	.4	3.6
KPWR-FM																				
SP '98	269	4681	2.3	16.4	282	2276	2.4	13.4	261	2418	2.2	14.5	362	3105	3.0	17.7	253	2377	2.1	19.1
WI '98	289	5157	2.4	17.1	296	2573	2.5	13.7	257	2319	2.2	13.7	403	3219	3.4	19.4	273	2563	2.3	21.6
FA '97	293	5108	2.5	16.5	293	2556	2.5	13.0	290	2563	2.4	16.0	406	3117	3.4	18.5	283	2472	2.4	18.4
SU '97	322	5596	2.7	18.0	297	2646	2.5	14.2	372	3262	3.2	17.4	393	3386	3.3	18.7	315	2899	2.7	20.8
4-Book	293	5136	2.5	17.0	292	2513	2.5	13.6	295	2641	2.5	15.4	391	3207	3.3	18.6	281	2578	2.4	20.0
SP '97	296	5359	2.5	16.5	331	2872	2.8	14.7	265	2652	2.3	13.4	423	3445	3.6	18.4	287	2750	2.4	20.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 12-24

Target Listener Trends

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	12	281	.1	.7	10	75	.1	.5	11	100	.1	.6	19	125	.2	.9	13	119	.1	1.0
WI '98	15	370	.1	.9	11	120	.1	.5	19	161	.2	1.0	12	102	.1	.6	12	147	.1	1.0
FA '97	15	432	.1	.8	7	91	.1	.3	8	132	.1	.4	16	192	.1	.7	26	237	.2	1.7
SU '97	26	504	.2	1.5	30	160	.3	1.4	25	158	.2	1.2	19	130	.2	.9	42	262	.4	2.8
4-Book	17	397	.1	1.0	15	112	.2	.7	16	138	.2	.8	17	137	.2	.8	23	191	.2	1.6
SP '97	19	538	.2	1.1	15	178	.1	.7	15	207	.1	.8	29	334	.2	1.3	18	234	.2	1.3
KROQ-FM																				
SP '98	122	2472	1.0	7.4	146	1246	1.2	6.9	111	1046	.9	6.2	158	1318	1.3	7.7	126	1304	1.1	9.5
WI '98	161	2961	1.4	9.5	220	1669	1.9	10.2	132	1366	1.1	7.0	197	1563	1.7	9.5	161	1506	1.4	12.8
FA '97	116	2655	1.0	6.5	138	1177	1.2	6.1	102	1096	.9	5.6	150	1624	1.3	6.8	133	1270	1.1	8.6
SU '97	160	2688	1.4	9.0	203	1305	1.7	9.7	182	1542	1.6	8.5	156	1535	1.3	7.4	144	1407	1.2	9.5
4-Book	140	2694	1.2	8.1	177	1349	1.5	8.2	132	1263	1.1	6.8	165	1510	1.4	7.9	141	1372	1.2	10.1
SP '97	168	2989	1.4	9.4	225	1547	1.9	10.0	169	1449	1.4	8.5	211	1592	1.8	9.2	164	1452	1.4	11.7
KRRA-AM																				
SP '98	3	114	.2	.2	4	56	.2	.2	4	58	.2	.2	1	16	.2	.2	2	14	.2	.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	1	96	.1	.1	1	26	.1	.1	2	44	.1	.1	1	39	.1	.1	1	39	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	3	102	.2	.2	2	28	.1	.1	9	44	.1	.5	3	29	.1	.1	15	15	.1	.1
KRTH-FM																				
SP '98	45	1131	.4	2.7	58	357	.5	2.8	69	397	.6	3.8	62	572	.5	3.0	27	342	.2	2.0
WI '98	46	1407	.4	2.7	46	348	.4	2.1	66	641	.6	3.5	58	563	.5	2.8	24	427	.2	1.9
FA '97	40	1147	.3	2.2	52	486	.4	2.3	46	538	.4	2.5	44	608	.4	2.0	32	478	.3	2.1
SU '97	46	1457	.4	2.6	44	334	.4	2.1	77	609	.7	3.6	50	624	.4	2.4	28	366	.2	1.8
4-Book	44	1286	.4	2.6	50	381	.4	2.3	65	546	.6	3.4	54	592	.5	2.6	28	403	.2	2.0
SP '97	58	1613	.5	3.2	52	528	.4	2.3	67	509	.6	3.4	80	780	.7	3.5	51	604	.4	3.6
KSCA-FM																				
SP '98	133	1745	1.1	8.1	245	1176	2.1	11.7	189	1094	1.6	10.5	140	976	1.2	6.8	62	566	.5	4.7
WI '98	89	1448	.7	5.3	151	837	1.3	7.0	119	608	1.0	6.3	77	715	.6	3.7	49	527	.4	3.9
FA '97	141	1560	1.2	7.9	232	1005	2.0	10.3	168	840	1.4	9.3	127	693	1.1	5.8	68	495	.6	4.4
SU '97	103	1474	.9	5.8	206	857	1.8	9.9	108	777	.9	5.0	101	712	.9	4.8	67	558	.6	4.4
4-Book	117	1557	1.0	6.8	209	969	1.8	9.7	146	830	1.2	7.8	111	774	1.0	5.3	62	537	.5	4.4
SP '97	103	1253	.9	5.7	205	805	1.7	9.1	101	589	.9	5.1	99	717	.8	4.3	59	455	.5	4.2
KSSE-FM																				
SP '98	44	747	.4	2.7	48	345	.4	2.3	49	401	.4	2.7	44	359	.4	2.1	43	322	.4	3.3
WI '98	56	701	.5	3.3	73	473	.6	3.4	72	382	.6	3.8	66	495	.6	3.2	24	258	.2	1.9
FA '97	44	665	.4	2.5	48	339	.4	2.1	49	350	.4	2.7	56	422	.5	2.6	37	349	.3	2.4
SU '97	57	916	.5	3.2	54	375	.5	2.6	55	412	.5	2.6	82	567	.7	3.9	55	450	.5	3.6
4-Book	50	757	.5	2.9	56	383	.5	2.6	56	386	.5	3.0	62	461	.6	3.0	40	345	.4	2.8
SP '97	23	394	.2	1.3	28	128	.2	1.2	40	176	.3	2.0	30	172	.3	1.3	11	116	.1	.8
KTND-AM																				
SP '98	18	413	.2	1.1	29	144	.2	1.4	6	90	.1	.3	33	158	.3	1.6	17	153	.1	1.3
WI '98	13	327	.1	.8	28	137	.2	1.3	8	76	.1	.4	16	119	.1	.8	11	164	.1	.9
FA '97	27	516	.2	1.5	39	157	.3	1.7	19	140	.2	1.1	32	176	.3	1.5	32	232	.3	2.1
SU '97	28	444	.2	1.6	35	133	.3	1.7	34	180	.3	1.6	38	241	.3	1.8	21	138	.2	1.4
4-Book	22	425	.2	1.3	33	143	.3	1.5	17	122	.2	.9	30	174	.3	1.4	20	172	.2	1.4
SP '97	32	441	.3	1.8	72	264	.6	3.2	28	235	.2	1.4	36	163	.3	1.6	23	134	.2	1.6
KTWV-FM																				
SP '98	4	209	.2	.2	4	54	.2	.2	7	133	.1	.4	5	68	.2	.2	3	42	.2	.2
WI '98	13	291	.1	.8	13	105	.1	.6	28	143	.2	1.5	13	77	.1	.6	8	71	.1	.6
FA '97	13	277	.1	.7	15	110	.1	.7	24	128	.2	1.3	9	89	.1	.4	10	101	.1	.6
SU '97	9	392	.1	.5	14	121	.1	.7	8	102	.1	.4	16	221	.1	.8	4	84	.3	.3
4-Book	10	292	.1	.6	12	98	.1	.6	17	127	.2	.9	11	114	.1	.5	6	75	.1	.4
SP '97	10	289	.1	.6	8	103	.1	.4	15	100	.1	.8	9	109	.1	.4	5	67	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KWKV-AM																				
SP '98	8	160	.1	.5	10	52	.1	.5	8	63	.1	.4	12	51	.1	.6	7	57	.1	.5
WI '98	4	126	.2	.2	5	63	.2	.2	7	62	.1	.4	1	30			1	17		.1
FA '97	4	99			4	58			6	40	.1	.3	7	58	.1	.3	5	26		.3
SU '97	5	136	.3	.3	6	45	.1	.3	8	76	.1	.4		15			3	30		.2
4-Book	5	130	.3	.3	6	55	.1	.3	7	60	.1	.4	5	39	.1	.2	4	33		.3
SP '97	9	162	.1	.5	6	44	.1	.3	12	104	.1	.6	10	30	.1	.4	6	44	.1	.4
KWVE-FM																				
SP '98	5	100		.3	3	28		.1	7	27	.1	.4	17	60	.1	.8	1	29		.1
WI '98	1	127		.1	1	11			1	43		.1	4	61		.2				
FA '97	2	65		.1	2	41		.1	1	26		.1	3	41		.1		24		
SU '97	2	59		.1	1	14							2	22		.1		11		
4-Book	3	88		.2	2	24		.1	2	24		.2	7	46		.3		16		
SP '97	1	71		.1	2	24		.1					2	34		.1	1	22		.1
KYSR-FM																				
SP '98	49	1442	.4	3.0	57	578	.5	2.7	58	599	.5	3.2	64	793	.5	3.1	39	540	.3	3.0
WI '98	51	1427	.4	3.0	53	573	.4	2.5	67	694	.6	3.6	85	917	.7	4.1	30	439	.3	2.4
FA '97	49	1549	.4	2.8	46	642	.4	2.0	57	631	.5	3.2	61	856	.5	2.8	32	507	.3	2.1
SU '97	36	1101	.3	2.0	28	356	.2	1.3	57	570	.5	2.7	47	583	.4	2.2	23	403	.2	1.5
4-Book	46	1380	.4	2.7	46	537	.4	2.1	60	624	.5	3.2	64	787	.5	3.1	31	472	.3	2.3
SP '97	61	1434	.5	3.4	37	426	.3	1.6	82	639	.7	4.1	89	808	.8	3.9	45	442	.4	3.2
KZLA-FM																				
SP '98	3	166		.2	3	62		.1	5	87		.3	4	86		.2	2	69		.2
WI '98	11	299	.1	.6	10	153	.1	.5	11	128	.1	.6	13	104	.1	.6	10	110	.1	.8
FA '97	13	280	.1	.7	16	173	.1	.7	11	150	.1	.6	9	110	.1	.4	21	165	.2	1.4
SU '97	17	295	.1	1.0	22	144	.2	1.1	19	151	.2	.9	17	171	.1	.8	18	145	.2	1.2
4-Book	11	260	.1	.6	13	133	.1	.6	12	129	.1	.6	11	118	.1	.5	13	122	.1	.9
SP '97	5	221		.3	5	67		.2	5	82		.3	4	75		.2	4	84		.3
KFRG-FM																				
SP '98	6	100	.1	.4	2	32		.1	16	31	.1	.9	13	47	.1	.6	1	46		.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	3	131		.2	2	55		.1	3	75		.2	5	29		.2	3	42		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	10	211	.1	.6	15	120	.1	.7	10	91	.1	.6	24	117	.2	1.2	5	51		.4
WI '98	11	232	.1	.6	4	43		.2	18	130	.2	1.0	20	99	.2	1.0	8	80	.1	.6
FA '97	13	324	.1	.7	17	127	.1	.8	19	177	.2	1.1	14	113	.1	.6	6	80	.1	.4
SU '97	6	148	.1	.3	4	44		.2	10	60	.1	.5	5	43		.2	13	46	.1	.9
4-Book	10	229	.1	.6	10	84	.1	.5	14	115	.2	.8	16	93	.1	.8	8	64	.1	.6
SP '97	11	223	.1	.6	13	90	.1	.6	45	149	.4	2.3	1	40			1	20		.1
TOTALS																				
SP '98	1643	11401	13.8		2103	9463	17.7		1801	7784	15.2		2049	9365	17.2		1322	7889	11.1	
WI '98	1693	11346	14.2		2160	9407	18.2		1877	7635	15.8		2073	9223	17.4		1262	8063	10.6	
FA '97	1781	11494	15.0		2255	9128	19.0		1807	7901	15.2		2196	9581	18.5		1542	8468	13.0	
SU '97	1786	11275	15.2		2086	8997	17.8		2144	9206	18.3		2098	9556	17.9		1515	8318	12.9	
4-Book	1726	11379	14.6		2151	9249	18.2		1907	8132	16.1		2104	9431	17.8		1410	8185	11.9	
SP '97	1796	11325	15.3		2258	9390	19.2		1977	7891	16.9		2293	9585	19.5		1406	8239	12.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	10	119	.1	.5	2	53	.2					3	23	.2						
4-Book	6	92	.1	.3	3	43	.2	7	10	.1	.5	1	9	.1		2	5		.1	
KACD-FM																				
SP '98	19	365	.2	1.0	15	158	.1	1.2	3	11	.3	12	27	.1	.6	34	68	.3	2.1	
4-Book	18	383	.2	.9	14	208	.1	1.0	2	12	.2	17	60	.2	.9	25	80	.2	1.5	
KBCD-FM																				
SP '98	6	159	.1	.3	6	100	.1	.5				2	16	.1	.4	7	23	.1	.4	
4-Book	6	139	.1	.3	5	96	.1	.4	3	18	.2	8	35	.1	.4	6	23	.1	.3	
KACE-FM																				
SP '98	2	131	.1		5	78	.4					14	31	.1	.7					
4-Book	5	127	.3		4	75	.3					6	17	.1	.3	5	19	.1	.3	
KRTO-FM																				
SP '98		22				10														
4-Book	1	28		.1	1	28		.1	2	3		.1	1	4		.1	2	7		.2
KAHS-AM																				
SP '98																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	5	174		.3	7	85	.1	.5				1	12		.1	3	11		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	31	521	.3	1.6	15	259	.1	1.2	8	53	.1	.7	12	55	.1	.6	17	61	.1	1.1
4-Book	40	584	.4	1.9	24	360	.2	1.8	13	54	.1	1.0	27	92	.2	1.3	33	98	.3	1.9
KBUA-FM																				
SP '98	3	48		.2	2	34		.2								5	23		.3	
4-Book	4	91		.2	3	53		.2	4	14		.3	3	9		.1	5	22		.3
KBUE-FM																				
SP '98	55	856	.5	2.8	58	641	.5	4.5	60	135	.5	5.0	81	238	.7	4.3	69	185	.6	4.3
4-Book	46	797	.4	2.3	40	505	.3	3.0	58	140	.5	4.4	70	208	.6	3.5	48	131	.4	2.8
KCBS-FM																				
SP '98	33	713	.3	1.7	16	364	.1	1.3	12	38	.1	1.0	34	123	.3	1.8	41	128	.3	2.6
4-Book	46	678	.4	2.3	20	364	.2	1.4	21	69	.2	1.5	34	109	.3	1.7	32	113	.3	1.9
+KCMG-FM																				
SP '98	54	879	.5	2.7	40	482	.3	3.1	28	115	.2	2.3	92	206	.8	4.9	36	115	.3	2.2
4-Book	55	973	.5	2.7	36	526	.3	2.7	31	115	.3	2.3	65	212	.6	3.3	44	149	.4	2.6
+KDIS-AM																				
SP '98	15	198	.1	.8	4	65		.3	6	22	.1	.5					2	10		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	11	180	.1	.6	1	38		.1	4	15		.3	2	15		.1				
4-Book	14	182	.1	.7	5	58		.3	6	25		.5	4	14		.2	8	10		.4
KFWB-AM																				
SP '98	3	152		.2	1	56		.1	2	16		.2	3	23		.2	2	16		.1
4-Book	5	165		.2	4	106		.3	9	24		.6	4	18		.2	3	14		.2
KGIL-AM																				
SP '98		12																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98		15																		
4-Book	1	19																		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM																				
SP '98	115	2372	1.0	5.8	100	1567	.8	7.8	147	482	1.2	12.3	136	571	1.1	7.2	127	430	1.1	7.9
4-Book	143	2677	1.2	7.0	117	1781	1.0	8.5	126	455	1.1	9.6	176	665	1.5	8.7	144	501	1.2	8.4
KJLH-FM																				
SP '98	9	211	.1	.5	11	119	.1	.9	23	38	.2	1.9	4	21	.2	.2	3	21	.1	.2
4-Book	14	198	.1	.7	13	148	.1	.9	11	29	.1	.8	20	48	.2	1.0	10	27	.1	.6
KKBT-FM																				
SP '98	217	2733	1.8	11.0	147	1774	1.2	11.5	132	415	1.1	11.1	269	732	2.3	14.3	231	640	1.9	14.4
4-Book	197	2796	1.7	9.7	139	1796	1.2	10.2	103	393	.9	7.8	203	655	1.7	10.1	216	615	1.8	12.7
KKGO-FM																				
SP '98	21	181	.2	1.1	9	99	.1	.7	12	15	.1	1.0	8	27	.1	.4	1	16	.1	.1
4-Book	9	143	.1	.4	7	118	.1	.6	10	28	.1	.8	4	23	.1	.2	2	13	.1	.2
KKHJ-AM																				
SP '98	5	78	.1	.3	1	32	.1	.1	2	16	.1	.2	2	16	.1	.1	4	18	.1	.2
4-Book	18	162	.1	.9	7	114	.1	.5	11	23	.1	.8	14	46	.1	.7	4	18	.1	.2
KKLA-FM																				
SP '98	7	124	.1	.4																
4-Book	3	56		.2	1	22				3								3		
KLAC-AM																				
SP '98	3	114	.2	.2	3	79	.2	.2					7	11	.1	.4	3	11	.2	.2
4-Book	1	47	.1	.1	3	42	.2	.2	3	7	.2	.2	3	9	.2	.2	5	8	.1	.3
KLAX-FM																				
SP '98	142	1329	1.2	7.2	71	814	.6	5.6	67	232	.6	5.6	90	280	.8	4.8	97	252	.8	6.0
4-Book	95	1050	.8	4.7	53	656	.5	3.9	69	192	.6	5.2	71	231	.6	3.6	61	178	.5	3.6
KLOS-FM																				
SP '98	24	571	.2	1.2	26	319	.2	2.0	15	48	.1	1.3	36	63	.3	1.9	22	59	.2	1.4
4-Book	35	700	.3	1.7	23	362	.2	1.7	12	70	.1	1.0	36	139	.3	1.8	33	99	.3	1.9
KLSX-FM																				
SP '98	44	484	.4	2.2	3	66	.2	.2	14	14	.1	1.2	4	14	.1	.2				
4-Book	78	631	.7	3.8	7	133	.1	.5	11	35	.1	.8	10	24	.1	.5	7	19	.1	.4
KLVE-FM																				
SP '98	95	955	.8	4.8	57	712	.5	4.5	105	208	.9	8.8	62	202	.5	3.3	21	55	.2	1.3
4-Book	77	921	.7	3.8	52	615	.5	3.8	81	193	.7	6.2	71	190	.6	3.5	36	118	.3	2.1
KLYY-FM																				
SP '98	27	816	.2	1.4	18	374	.2	1.4	1	22	.1	.1	14	115	.1	.7	47	147	.4	2.9
4-Book	40	1105	.3	2.0	29	609	.3	2.1	17	84	.1	1.2	40	218	.3	2.0	45	200	.4	2.6
KNX -AM																				
SP '98	4	157	.2	.2	2	49	.2	.2	1	8	.1	.1					4	14	.2	.2
4-Book	5	168	.2	.2	3	84	.2	.2	7	25	.1	.5	2	13	.1	.1	3	16	.2	.2
KOST-FM																				
SP '98	13	305	.1	.7	20	307	.2	1.6	14	60	.1	1.2	32	91	.3	1.7	25	60	.2	1.6
4-Book	44	713	.4	2.1	34	481	.3	2.5	34	120	.3	2.5	61	169	.5	3.0	41	137	.3	2.4
KPWR-FM																				
SP '98	299	4163	2.5	15.2	228	2909	1.9	17.9	179	675	1.5	15.0	333	1166	2.8	17.7	281	945	2.4	17.5
4-Book	324	4519	2.7	15.8	247	3049	2.1	18.0	211	726	1.8	15.9	358	1255	3.0	17.7	322	975	2.7	18.8
KRLA-AM																				
SP '98	13	178	.1	.7	10	145	.1	.8	12	44	.1	1.0	21	74	.2	1.1	13	52	.1	.8
4-Book	16	250	.1	.8	16	206	.1	1.2	13	42	.1	1.0	22	64	.2	1.1	13	56	.1	.8
KROQ-FM																				
SP '98	136	2019	1.1	6.9	94	1349	.8	7.4	39	197	.3	3.3	140	541	1.2	7.5	140	394	1.2	8.7
4-Book	156	2269	1.3	7.6	110	1544	.9	8.0	69	296	.6	5.1	153	607	1.3	7.6	142	476	1.2	8.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM																			
SP '98	3	100	.2	2	42	.2										3	14	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KRTH-FM																			
SP '98	63	853	.5	24	505	.2	1.9	10	63	.1	.8	35	123	.3	1.9	65	164	.5	4.0
4-Book	57	996	.5	34	602	.3	2.5	37	130	.3	2.7	65	182	.6	3.2	44	155	.4	2.6
KSCA-FM																			
SP '98	191	1615	1.6	76	871	.6	6.0	125	372	1.1	10.5	148	379	1.2	7.9	76	198	.6	4.7
4-Book	155	1346	1.3	86	882	.7	6.2	150	352	1.3	11.3	143	371	1.2	7.2	93	242	.8	5.4
KSSE-FM																			
SP '98	47	621	.4	39	471	.3	3.1	21	52	.2	1.8	68	208	.6	3.6	37	154	.3	2.3
4-Book	58	649	.5	43	442	.4	3.2	36	105	.3	2.7	68	182	.6	3.3	56	180	.5	3.3
KTNQ-AM																			
SP '98	22	315	.2	14	165	.1	1.1	17	30	.1	1.4	11	42	.1	.6	26	41	.2	1.6
4-Book	26	291	.2	16	173	.2	1.2	19	32	.1	1.5	12	39	.1	.6	23	42	.2	1.4
KTUV-FM																			
SP '98	5	166	.3	1	86	.1	.4	1	5	.1	.1	1	4	.1	.1	2	21	.1	.1
4-Book	13	230	.1	6	140	.1	.4	6	19	.5	.5	10	25	.1	.5	7	25	.1	.4
KWKW-AM																			
SP '98	10	114	.1	5	62	.4	.4	4	11	.3	.3					8	11	.1	.5
4-Book	7	99	.1	4	46	.3	.3	6	14	.1	.4	6	15	.1	.3	7	15	.1	.4
KWVE-FM																			
SP '98	9	71	.1	2	30	.2	.2	2	7	.2	.2	3	11	.1	.2	2	7	.1	.1
4-Book	4	59	.2	3	38	.2	.2	2	7	.2	.2	3	11	.1	.2	2	7	.1	.1
KYSR-FM																			
SP '98	60	1214	.5	37	667	.3	2.9	12	73	.1	1.0	55	273	.5	2.9	58	180	.5	3.6
4-Book	57	1163	.5	38	697	.3	2.8	23	128	.2	1.7	56	241	.5	2.8	46	195	.4	2.7
KZLA-FM																			
SP '98	4	150	.2	3	69	.2	.6	7	27	.1	.6	2	11	.1	.1				
4-Book	12	214	.1	8	134	.1	.6	9	36	.1	.7	10	47	.1	.5	7	29	.1	.4
KFRG-FM																			
SP '98	11	47	.1		38							1	13	.1	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																			
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																			
SP '98	16	185	.1	3	62	.2	.4	18	41	.2	1.5	1	12	.1	.1	1	10	.1	.1
4-Book	14	185	.1	6	77	.1	.4	11	34	.1	.8	7	25	.1	.4	5	17	.1	.3
TOTALS																			
SP '98	1970	11140	16.6	1277	9046	10.7		1193	3430	10.0		1879	4970	15.8		1606	4018	13.5	
4-Book	2043	11105	17.3	1374	9328	11.6		1326	3729	11.2		2016	5193	17.0		1710	4372	14.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM SP '98 4-Book	2	7		.2	4	7	.1	.4	2	5		.1	3	10	.1	.8	4	27		.4
KACD-FM SP '98 4-Book	28	76	.2	2.2	3	11		.4	5	27	.4	.4	7	26	.1	.6	21	36	.2	2.4
KBCD-FM SP '98 4-Book	6	28	.1	.5	22	25	.2	2.9	11	50	.1	.8	2	11		.2	3	7		.3
KACE-FM SP '98 4-Book	1	15		.1	1	12		.1	2	20		.2	12	31	.1	1.0	8	10	.1	.9
KRTO-FM SP '98 4-Book	3	13		.2					1	10		.1	1	10		.1				
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	17	35	.1	1.3	3	14		.4	20	63	.2	1.5	6	35	.1	.5				
KBIG-FM SP '98 4-Book	8	41	.1	.6	20	89	.2	2.6	34	73	.3	2.6	17	43	.1	1.4	2	20		.2
KBUA-FM SP '98 4-Book	1	11		.1	1	4		.1	1	11		.1	6	11	.1	.5	2	11		.2
KBUE-FM SP '98 4-Book	41	112	.3	3.2	63	188	.5	8.2	72	177	.6	5.4	70	167	.6	5.9	15	72	.1	1.7
KCBS-FM SP '98 4-Book	6	47	.1	.5	11	70	.1	1.4	13	124	.1	1.0	10	29	.1	.8	4	11		.4
+KCMG-FM SP '98 4-Book	28	88	.2	2.2	9	36	.1	1.2	50	149	.4	3.8	24	101	.2	2.0	43	84	.4	4.8
+KDIS-AM SP '98 4-Book	3	21		.2	10	11	.1	1.3					3	21		.3	9	22	.1	1.0
KFI -AM SP '98 4-Book	7	19	.1	.5					2	11		.2	3	11		.3	1	12		.1
KFWB-AM SP '98 4-Book	2	16		.2	5	17		.6	5	17	.1	.3	2	10		.2	2	10		.2
KGIL-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM SP '98 4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KIIS-FM																					
SP '98	96	338	.8	7.4	83	259	.7	10.8	73	396	.6	5.5	95	307	.8	8.0	53	227	.4	6.0	
4-Book	97	386	.8	7.3	87	284	.8	10.4	119	476	1.0	7.9	109	394	.9	8.7	79	330	.7	7.9	
KJLH-FM																					
SP '98	6	38	.1	.5	1	23	.1		12	38	.1	.9	15	21	.1	1.3	21	21	.2	2.4	
4-Book	8	28	.1	.6	5	26	.6		14	51	.1	.9	19	41	.2	1.5	13	33	.1	1.3	
KKBT-FM																					
SP '98	147	452	1.2	11.4	73	239	.6	9.5	138	450	1.2	10.4	110	308	.9	9.3	71	283	.6	8.0	
4-Book	152	482	1.3	11.5	62	181	.5	7.6	143	473	1.2	9.7	135	403	1.1	10.8	94	349	.8	9.6	
KKGO-FM																					
SP '98	6	12	.1	.5	16	55	.1	2.1	18	44	.2	1.4	4	16	.3		6	16	.1	.7	
4-Book	12	29	.1	.9	12	52	.1	1.4	5	14	.1	.4	4	13	.3		9	28	.1	.9	
KKHJ-AM																					
SP '98																					
4-Book	5	14	.1	.4	6	19	.1	.6	2	8	.1		15	33	.1	1.1	3	14		.3	
KKLA-FM																					
SP '98																					
4-Book	1	3		.1						3			2	7		.1	1	7		.1	
KLAC-AM																					
SP '98					1	11		.1	11	45	.1	.8	3	12		.3					
4-Book		3				3			4	15	.1	.3	1	3		.1		3	7		.3
KLAX-FM																					
SP '98	53	171	.4	4.1	52	117	.4	6.8	62	179	.5	4.7	75	199	.6	6.3	74	220	.6	8.3	
4-Book	37	112	.3	2.9	50	111	.4	6.0	60	197	.5	4.1	50	148	.4	4.0	34	109	.3	3.6	
KLOS-FM																					
SP '98	29	58	.2	2.2	10	57	.1	1.3	33	74	.3	2.5	41	115	.3	3.4	17	32	.1	1.9	
4-Book	24	70	.2	1.8	17	66	.2	1.9	28	93	.3	1.9	22	72	.2	1.7	12	43	.1	1.2	
KLSX-FM																					
SP '98	2	27		.2	1	13		.1	3	11		.2	3	15		.3					
4-Book	2	10		.2	11	45		.1	16	52		1.0	2	9		.2					
KLVE-FM																					
SP '98	72	178	.6	5.6	73	148	.6	9.5	63	199	.5	4.8	34	134	.3	2.9	27	104	.2	3.0	
4-Book	56	152	.5	4.3	68	166	.6	8.2	63	189	.5	4.3	26	109	.2	2.1	18	63	.2	1.9	
KLYY-FM																					
SP '98	16	86	.1	1.2	2	23		.3	12	88	.1	.9	37	147	.3	3.1	17	64	.1	1.9	
4-Book	23	105	.2	1.7	6	36		.7	35	154	.3	2.3	45	172	.4	3.6	20	91	.2	2.1	
KNX -AM																					
SP '98	2	12		.2					3	16		.2					5	27		.6	
4-Book	3	20		.3	1	4		.1	3				3	8		.3	2	13		.3	
KOST-FM																					
SP '98	20	113	.2	1.5	1	12		.1	22	82	.2	1.7	22	58	.2	1.9	18	95	.2	2.0	
4-Book	35	167	.3	2.6	10	46		1.1	22	94	.2	1.5	22	71	.2	1.8	42	139	.4	4.4	
KPWR-FM																					
SP '98	264	895	2.2	20.4	103	403	.9	13.4	252	812	2.1	19.0	202	524	1.7	17.0	179	644	1.5	20.1	
4-Book	308	968	2.6	23.3	120	469	1.0	14.5	246	885	2.1	16.7	203	620	1.7	16.3	184	709	1.6	18.9	
KRLA-AM																					
SP '98	5	25		.4	1	11		.1	14	43	.1	1.1	3	10		.3	9	38	.1	1.0	
4-Book	14	54	.1	1.1	3	14		.3	17	50	.1	1.1	12	36	.1	.9	29	76	.3	2.9	
KROQ-FM																					
SP '98	112	385	.9	8.7	41	191	.3	5.3	77	344	.6	5.8	103	312	.9	8.7	91	322	.8	10.2	
4-Book	103	422	.9	7.9	58	210	.5	6.9	118	431	1.0	8.0	105	327	.9	8.5	117	382	1.0	11.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 12-24

	Men 12-24																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	5 **	14 **	.4 **	.4 **	**	**	**	**	**	**	**	**	**	**	**	**	6 **	29 **	.1 **	.7 **
KRTH-FM SP '98 4-Book	26 27	128 117	.2 .3	2.0 2.1	17 23	76 75	.1 .2	2.2 2.6	17 32	116 141	.1 .3	1.3 2.2	19 27	110 125	.2 .3	1.6 2.2	5 15	16 71	.1 .1	.6 1.6
KSCA-FM SP '98 4-Book	50 57	159 172	.4 .5	3.9 4.3	38 73	127 188	.3 .6	4.9 8.5	85 83	270 251	.7 .7	6.4 5.6	61 61	202 159	.5 .5	5.1 4.8	22 31	113 112	.2 .3	2.5 3.1
KSSE-FM SP '98 4-Book	54 43	164 145	.5 .4	4.2 3.3	23 18	88 76	.2 .2	3.0 2.1	32 52	91 160	.3 .4	2.4 3.5	27 50	108 142	.2 .4	2.3 4.1	42 22	137 77	.4 .2	4.7 2.3
KTNQ-AM SP '98 4-Book	12 9	69 39	.1 .1	.9 .7	7 7	14 15	.1 .1	.9 .8	17 23	28 47	.1 .2	1.3 1.5	15 23	28 52	.1 .2	1.3 1.8	6 8	37 35	.1 .1	.7 .8
KTUV-FM SP '98 4-Book	6 6	42 26	.1 .1	.5 .4	7	26	.1	.9	1 3	12 24	.1 .2		3	15		.2	8	27	.1	.8
KWKV-AM SP '98 4-Book	3 1	11 3	.2 .1		9 2	36 9	.1	1.2 .3	2	4		.2	11 5	38 13	.1 .1	.9 .4	5 2	21 9		.6 .2
KWVE-FM SP '98 4-Book	3	11		.2	3	6		.4	4	30 21	.1 .1	.5 .3	10 5	16 11	.1 .1	.8 .4	1	3		.1
KYSR-FM SP '98 4-Book	26 30	81 121	.2 .3	2.0 2.3	13 13	92 88	.1 .1	1.7 1.5	63 62	312 261	.5 .5	4.8 4.2	43 46	179 187	.4 .4	3.6 3.7	19 22	71 85	.2 .2	2.1 2.2
KZLA-FM SP '98 4-Book	1 6	11 21	.1 .1	.7 .5	7	34	.1	.8	3 6	15 35	.2 .1	.4	8 10	15 30	.1 .1	.7 .8	6 11	15 44	.1 .1	.7 1.1
KFRG-FM SP '98 4-Book	1 **	11 **	.1 **	.1 **	**	**	**	**	1 **	14 **	.1 **	.1 **	**	**	**	**	**	**	**	**
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	5 5	10 16	.4 .4		3	3		.4	1 8	12 19	.1 .1	.5	8	21	.1	.6	1 4	12 21		.1 .4
TOTALS SP '98 4-Book	1294 1322	3743 3852	10.9 11.2		770 836	2420 2476	6.5 7.1		1325 1478	3843 4132	11.2 12.5		1189 1248	3221 3326	10.0 10.6		890 980	2779 3083	7.5 8.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	15	379	.1	.5	5	63	.1	.1	14	128	.1	.3	52	147	.3	1.4	6	102	.3	.3
WI '98	16	402	.1	.5	24	172	.1	.5	8	127	.2	.2	36	204	.2	.9	10	112	.1	.5
FA '97	23	424	.1	.7	28	145	.2	.6	28	149	.2	.6	30	190	.2	.7	17	110	.1	.9
SU '97	23	541	.1	.7	29	92	.2	.6	14	167	.1	.3	31	285	.2	.8	25	264	.1	1.2
4-Book	19	437	.1	.6	22	118	.1	.5	16	143	.1	.4	37	207	.2	1.0	15	147	.1	.7
SP '97	36	757	.2	1.1	24	241	.1	.5	65	364	.4	1.4	36	292	.2	.9	44	314	.2	2.2
KACD-FM																				
SP '98	33	760	.2	1.0	28	265	.2	.6	41	424	.2	.9	43	360	.2	1.1	32	313	.2	1.7
WI '98	30	722	.2	.9	41	414	.2	.9	40	340	.2	.8	31	319	.2	.8	17	361	.1	.9
FA '97	26	671	.1	.8	12	245	.1	.2	28	319	.2	.6	31	391	.2	.8	30	263	.2	1.5
SU '97	27	584	.2	.8	16	162	.1	.3	27	237	.2	.6	39	317	.2	1.0	31	271	.2	1.5
4-Book	29	684	.2	.9	24	272	.2	.5	34	330	.2	.7	36	347	.2	.9	28	302	.2	1.4
SP '97	45	642	.3	1.3	39	219	.2	.8	52	302	.3	1.1	60	358	.3	1.5	45	387	.3	2.3
KBCD-FM																				
SP '98	9	290	.1	.3	17	117	.1	.4	5	86	.1	.1	16	156	.1	.4	4	82	.2	.2
WI '98	3	103	.1	.1	5	71	.1	.1	2	15	.1	.1	4	64	.1	.1	4	68	.2	.2
FA '97	10	175	.1	.3	10	70	.1	.2	11	69	.1	.2	11	88	.1	.3	8	119	.4	.4
SU '97	15	273	.1	.5	23	130	.1	.5	26	119	.1	.6	16	186	.1	.4	7	133	.3	.3
4-Book	9	210	.1	.3	14	97	.1	.3	11	72	.1	.2	12	124	.1	.3	6	101	.3	.3
SP '97	12	273	.1	.4	21	62	.1	.4	13	88	.1	.3	15	148	.1	.4	8	94	.4	.4
KACE-FM																				
SP '98	6	273	.2	.2	7	95	.1	.1	4	49	.1	.1	3	70	.1	.1	9	97	.1	.5
WI '98	16	329	.1	.5	15	67	.1	.3	28	121	.2	.6	13	138	.1	.3	17	144	.1	.9
FA '97	20	324	.1	.6	8	53	.2	.2	24	148	.1	.5	26	164	.1	.6	27	99	.2	1.4
SU '97	18	381	.1	.5	35	148	.2	.8	14	160	.1	.3	15	141	.1	.4	14	115	.1	.7
4-Book	15	327	.1	.5	16	91	.1	.4	18	120	.1	.4	14	128	.1	.4	17	114	.1	.9
SP '97	8	341	.2	.2	9	91	.1	.2	4	74	.1	.1	9	167	.1	.2	13	97	.1	.7
KRTO-FM																				
SP '98		33							14				2	33		.1		14		
WI '98	2	98	.1	.1	2	18	.1	.1	3	33	.1	.1	1	18	.1	.1	4	49	.2	.2
FA '97	5	116	.1	.1	5	58	.1	.1		13			11	45	.1	.3	9	72	.1	.5
SU '97	12	114	.1	.4	17	47	.1	.4	29	96	.2	.7	10	81	.1	.3	4	52	.2	.2
4-Book	5	90	.2	.2	6	31	.1	.1	8	39	.1	.2	6	44	.1	.2	4	47	.2	.2
SP '97	27	270	.2	.8	44	195	.2	.9	40	196	.2	.8	20	150	.1	.5	19	134	.1	1.0
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	27	560	.2	.8	28	230	.2	.6	49	204	.3	1.1	27	308	.2	.7	18	264	.1	.9
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	68	1574	.4	2.1	55	522	.3	1.2	116	733	.7	2.6	94	811	.5	2.5	56	497	.3	2.9
WI '98	69	1442	.4	2.0	77	514	.4	1.6	95	608	.5	1.9	77	611	.4	2.0	31	529	.2	1.6
FA '97	66	1586	.4	2.0	72	594	.4	1.5	115	619	.6	2.5	88	746	.5	2.2	32	404	.2	1.6
SU '97	79	1902	.4	2.4	90	699	.5	1.9	131	748	.7	3.0	90	805	.5	2.3	41	640	.2	2.0
4-Book	71	1626	.4	2.1	74	582	.4	1.6	114	677	.6	2.5	87	743	.5	2.3	40	518	.2	2.0
SP '97	64	1856	.4	1.9	57	585	.3	1.2	98	750	.6	2.1	82	720	.5	2.1	37	541	.2	1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	4	72	.1	.3	5	42	.1	.5	7	56	.1	.2	5	59	.1	.1	1	30	.1	.1
WI '98	11	205	.1	.3	26	126	.1	.5	16	78	.1	.3	3	61	.1	.1	8	80	.1	.4
FA '97	7	125	.2	.2	23	68	.1	.5	9	83	.1	.2	4	55	.1	.1	1	16	.1	.1
SU '97	3	172	.1	.1	7	140	.1	.2	2	47	.1	.2	4	93	.1	.1	3	60	.1	.1
4-Book	6	144	.2	.2	15	94	.1	.3	9	66	.1	.2	4	67	.1	.1	3	47	.1	.2
SP '97	21	348	.1	.6	27	198	.2	.6	34	211	.2	.7	19	182	.1	.5	7	106	.1	.4
KBUE-FM																				
SP '98	67	1424	.4	2.1	70	531	.4	1.5	89	759	.5	2.0	75	598	.4	2.0	40	436	.2	2.1
WI '98	82	1413	.5	2.4	126	620	.7	2.6	126	726	.7	2.6	76	609	.4	1.9	28	324	.2	1.5
FA '97	60	1145	.3	1.8	68	360	.4	1.4	82	673	.5	1.8	74	587	.4	1.8	26	258	.1	1.3
SU '97	54	1446	.3	1.6	70	682	.4	1.5	99	697	.6	2.2	52	584	.3	1.3	18	353	.1	.9
4-Book	66	1357	.4	2.0	84	548	.5	1.8	99	714	.6	2.2	69	595	.4	1.8	28	343	.2	1.5
SP '97	68	1581	.4	2.0	60	602	.3	1.2	121	877	.7	2.6	96	803	.5	2.4	27	378	.2	1.4
KCBS-FM																				
SP '98	83	1864	.5	2.6	109	799	.6	2.3	123	922	.7	2.8	109	1023	.6	2.9	40	747	.2	2.1
WI '98	95	1930	.5	2.8	108	791	.6	2.2	168	1028	.9	3.4	119	1105	.7	3.0	44	515	.2	2.3
FA '97	102	2153	.6	3.0	119	843	.7	2.4	188	1142	1.1	4.1	129	1221	.7	3.2	38	560	.2	1.9
SU '97	75	1897	.4	2.3	100	790	.6	2.2	117	963	.7	2.6	86	899	.5	2.2	32	530	.2	1.5
4-Book	89	1961	.5	2.7	109	806	.6	2.3	149	1014	.9	3.2	111	1062	.6	2.8	39	588	.2	2.0
SP '97	103	1920	.6	3.0	113	860	.6	2.3	190	1078	1.1	4.0	135	1060	.8	3.4	39	580	.2	2.0
+KCMG-FM																				
SP '98	90	1986	.5	2.8	87	791	.5	1.8	148	1081	.8	3.4	113	1039	.6	3.0	57	636	.3	3.0
WI '98	90	1877	.5	2.7	104	802	.6	2.2	143	922	.8	2.9	106	1067	.6	2.7	51	588	.3	2.6
FA '97	88	1967	.5	2.6	82	742	.5	1.7	113	855	.6	2.5	166	1267	.9	4.1	54	591	.3	2.7
SU '97	82	1720	.5	2.5	85	769	.5	1.8	135	939	.8	3.0	102	955	.6	2.6	52	669	.3	2.5
4-Book	88	1888	.5	2.7	90	776	.5	1.9	135	949	.8	3.0	122	1082	.7	3.1	54	621	.3	2.7
SP '97	65	1547	.4	1.9	67	572	.4	1.4	93	863	.5	2.0	87	868	.5	2.2	27	460	.2	1.4
+KDIS-AM																				
SP '98	1	156			1	44			1	17			1	30			1	34		.1
WI '98	5	149	.1	.1	4	40	.1	.1	9	36	.1	.2	9	50	.1	.2	1	34		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	6	182	.2	.2	**	**	**	**	**	**	**	**	22	112	.1	.6	9	86	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	6	285	.2	.2	3	62	.1	.1	1	16			14	99	.1	.4	1	54		.1
KFI -AM																				
SP '98	57	827	.3	1.8	86	453	.5	1.8	112	455	.6	2.5	64	390	.4	1.7	21	310	.1	1.1
WI '98	49	1043	.3	1.4	89	532	.5	1.8	73	445	.4	1.5	68	463	.4	1.7	26	268	.1	1.4
FA '97	49	763	.3	1.5	55	309	.3	1.1	83	399	.5	1.8	74	395	.4	1.8	49	275	.3	2.5
SU '97	36	638	.2	1.1	51	302	.3	1.1	64	267	.4	1.4	30	288	.2	.8	24	158	.1	1.2
4-Book	48	818	.3	1.5	70	399	.4	1.5	83	392	.5	1.8	59	384	.4	1.5	30	253	.2	1.6
SP '97	57	813	.3	1.7	77	399	.4	1.6	120	507	.7	2.5	79	361	.4	2.0	20	167	.1	1.0
KFWB-AM																				
SP '98	11	557	.1	.3	23	340	.1	.5	9	160	.1	.2	12	166	.1	.3	14	187	.1	.7
WI '98	17	728	.1	.5	31	355	.2	.6	16	234	.1	.3	28	254	.2	.7	6	98		.3
FA '97	12	701	.1	.4	26	257	.1	.5	14	235	.1	.3	8	207	.2	.7	9	77	.1	.5
SU '97	17	813	.1	.5	33	386	.2	.7	17	291	.1	.4	29	343	.2	.7	8	170		.4
4-Book	14	700	.1	.4	28	335	.2	.6	14	230	.1	.3	19	243	.1	.5	9	133	.1	.5
SP '97	18	720	.1	.5	50	510	.3	1.0	20	153	.1	.4	28	341	.2	.7	5	176		.3
KGIL-AM																				
SP '98		69								16				19			1	15		.1
WI '98	2	61	.1	.1					4	27	.1	.1	4	61	.1	.1	2	44		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM																			
SP '98	1	32						4	16	.1		1	15						
WI '98	3	84	.1	4	34	.1		8	32	.2		4	34	.1					
FA '97	5	61	.1					17	46	.4		6	31	.1		3	31	.2	
SU '97	9	78	.1		14			20	64	.5		24	52	.6	4	34	.2		
4-Book	5	64	.1	1	12			12	40	.1	.3	9	33	.2	2	16			.1
SP '97	2	47	.1					4	15	.1		7	47	.2					
KIIS-FM																			
SP '98	110	2823	.6	217	1639	1.2	4.6	112	1417	.6	2.5	117	1239	.7	3.1	58	904	.3	3.0
WI '98	136	3162	.8	199	1528	1.1	4.1	199	1436	1.1	4.1	136	1467	.8	3.5	75	919	.4	3.9
FA '97	131	3362	.7	168	1495	.9	3.4	149	1615	.8	3.3	151	1614	.9	3.7	94	1090	.5	4.7
SU '97	153	3584	.9	187	1787	1.1	4.0	201	2006	1.1	4.5	198	1861	1.1	5.1	94	1119	.5	4.5
4-Book	133	3233	.8	193	1612	1.1	4.0	165	1619	.9	3.6	151	1545	.9	3.9	80	1008	.4	4.0
SP '97	132	3051	.7	211	1529	1.2	4.3	154	1423	.9	3.3	154	1624	.9	3.9	60	946	.3	3.1
KJLH-FM																			
SP '98	31	635	.2	30	160	.2	.6	47	281	.3	1.1	24	268	.1	.6	24	181	.1	1.2
WI '98	17	327	.1	32	164	.2	.7	21	119	.1	.4	15	197	.1	.4	4	81		.2
FA '97	39	546	.2	28	257	.2	.6	45	285	.3	1.0	45	275	.3	1.1	45	261	.3	2.3
SU '97	32	430	.2	19	175	.1	.4	49	194	.3	1.1	46	249	.3	1.2	24	239	.1	1.2
4-Book	30	485	.2	27	189	.2	.6	41	220	.3	.9	33	247	.2	.8	24	191	.1	1.2
SP '97	23	606	.1	13	154	.1	.3	41	217	.2	.9	30	244	.2	.8	8	133		.4
KKBT-FM																			
SP '98	198	2938	1.1	265	1356	1.5	5.6	199	1614	1.1	4.5	248	1764	1.4	6.5	188	1348	1.1	9.8
WI '98	212	2849	1.2	279	1394	1.6	5.8	271	1626	1.5	5.5	247	1653	1.4	6.3	132	1184	.7	6.9
FA '97	205	3231	1.2	340	1656	1.9	7.0	205	1768	1.2	4.5	258	1802	1.5	6.4	145	1228	.8	7.3
SU '97	237	3099	1.3	311	1674	1.8	6.7	274	1912	1.5	6.2	316	1978	1.8	8.1	177	1453	1.0	8.5
4-Book	213	3029	1.2	299	1520	1.7	6.3	237	1730	1.3	5.2	267	1799	1.5	6.8	161	1303	.9	8.1
SP '97	210	2816	1.2	298	1690	1.7	6.1	239	1749	1.4	5.0	280	1737	1.6	7.1	134	1222	.8	6.8
KKGO-FM																			
SP '98	23	509	.1	24	191	.1	.5	37	281	.2	.8	25	225	.1	.7	20	237	.1	1.0
WI '98	21	626	.1	36	178	.2	.7	24	174	.1	.5	18	246	.1	.5	11	164	.1	.6
FA '97	21	556	.1	18	136	.1	.4	27	231	.2	.6	28	262	.2	.7	26	263	.1	1.3
SU '97	6	334	.2	8	148	.2	.2	3	86	.1	.1	5	97	.1	.1	9	140	.1	.4
4-Book	18	506	.1	22	163	.1	.5	23	193	.1	.5	19	208	.1	.5	17	201	.1	.8
SP '97	7	302	.2	2	43			7	128	.1	.1	6	74	.2	.2	9	145	.1	.5
KKHJ-AM																			
SP '98	20	267	.1	29	109	.2	.6	37	139	.2	.8	13	82	.1	.3	18	84	.1	.9
WI '98	27	521	.2	37	193	.2	.8	50	237	.3	1.0	29	131	.2	.7	16	147	.1	.8
FA '97	39	690	.2	48	274	.3	1.0	27	211	.2	.6	57	242	.3	1.4	44	214	.2	2.2
SU '97	61	895	.3	76	315	.4	1.6	68	321	.4	1.5	105	412	.6	2.7	27	166	.2	1.3
4-Book	37	593	.2	48	223	.3	1.0	46	227	.3	1.0	51	217	.3	1.3	26	153	.2	1.3
SP '97	47	861	.3	74	415	.4	1.5	67	404	.4	1.4	53	360	.3	1.3	33	251	.2	1.7
KKLA-FM																			
SP '98	12	245	.1	30	132	.2	.6	15	122	.1	.3	19	125	.1	.5	6	46		.3
WI '98	13	275	.1	20	153	.1	.4	26	116	.1	.5	18	159	.1	.5	5	51		.3
FA '97	7	166	.2	18	151	.1	.4	3	59	.1	.1	16	135	.1	.4	2	61		.1
SU '97	5	114	.2	8	67	.2	.2	5	35	.1	.1	11	81	.1	.3	6	49		.3
4-Book	9	200	.1	19	126	.1	.4	12	83	.1	.3	16	125	.1	.4	5	52		.3
SP '97	15	199	.1	20	73	.1	.4	29	88	.2	.6	29	100	.2	.7	4	60		.2
KLAC-AM																			
SP '98	9	504	.1	3	29		.1	2	51			18	280	.1	.5	13	234	.1	.7
WI '98	11	232	.1	6	31		.1	23	63	.1	.5	16	62	.1	.4	8	124		.4
FA '97	2	63	.1									2	16			3	47		.2
SU '97	2	73	.1	1	26			2	29			1	17			1	32		
4-Book	6	218	.1	3	22		.1	7	36		.1	9	94	.1	.2	6	109		.3
SP '97	6	265	.2	1	32			4	30		.1	9	136	.1	.2	8	162		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	197	2496	1.1	6.2	215	1181	1.2	4.5	287	1422	1.6	6.5	267	1189	1.5	7.0	135	900	.8	7.0
WI '98	177	2148	1.0	5.2	227	1066	1.3	4.7	276	1330	1.6	5.6	209	1212	1.2	5.4	77	752	.4	4.0
FA '97	88	1500	.5	2.6	93	536	.5	1.9	97	701	.5	2.1	142	886	.8	3.5	54	527	.3	2.7
SU '97	100	1950	.6	3.0	133	923	.8	2.9	124	974	.7	2.8	111	988	.6	2.8	71	507	.4	3.4
4-Book	141	2024	.8	4.3	167	927	1.0	3.5	196	1107	1.1	4.3	182	1069	1.0	4.7	84	672	.5	4.3
SP '97	145	2429	.8	4.3	202	1275	1.1	4.1	214	1381	1.2	4.5	121	1010	.7	3.1	90	743	.5	4.6
KLOS-FM																				
SP '98	100	2121	.6	3.1	217	1143	1.2	4.6	115	934	.6	2.6	109	1055	.6	2.9	52	675	.3	2.7
WI '98	113	1907	.6	3.3	210	1006	1.2	4.4	185	951	1.0	3.8	137	954	.8	3.5	24	478	.1	1.2
FA '97	126	2335	.7	3.7	221	1122	1.2	4.5	182	1106	1.0	4.0	132	1176	.7	3.3	68	731	.4	3.4
SU '97	94	2282	.5	2.8	202	1006	1.1	4.4	120	944	.7	2.7	130	1079	.7	3.3	22	452	.1	1.1
4-Book	108	2161	.6	3.2	213	1069	1.2	4.5	151	984	.8	3.3	127	1066	.7	3.3	42	584	.2	2.1
SP '97	97	2116	.5	2.8	173	1104	1.0	3.5	102	783	.6	2.2	150	1158	.8	3.8	50	572	.3	2.5
KLSX-FM																				
SP '98	140	2146	.8	4.4	503	1671	2.8	10.6	168	1119	.9	3.8	107	807	.6	2.8	21	360	.1	1.1
WI '98	194	2494	1.1	5.7	612	2096	3.5	12.7	243	1145	1.4	5.0	179	903	1.0	4.6	67	520	.4	3.5
FA '97	182	2235	1.0	5.4	643	1872	3.6	13.2	225	1106	1.3	5.0	136	581	.8	3.4	11	207	.1	.6
SU '97	124	1637	.7	3.8	457	1371	2.6	9.9	153	814	.9	3.4	68	433	.4	1.7	29	278	.2	1.4
4-Book	160	2128	.9	4.8	554	1753	3.1	11.6	197	1046	1.1	4.3	123	681	.7	3.1	32	341	.2	1.7
SP '97	138	2208	.8	4.0	446	1699	2.5	9.1	185	972	1.0	3.9	70	572	.4	1.8	42	331	.2	2.1
KLVE-FM																				
SP '98	232	2575	1.3	7.3	329	1343	1.9	7.0	356	1485	2.0	8.1	213	1333	1.2	5.6	143	1028	.8	7.4
WI '98	199	2853	1.1	5.9	276	1472	1.6	5.7	286	1405	1.6	5.8	223	1335	1.3	5.7	104	930	.6	5.4
FA '97	225	2697	1.3	6.7	327	1294	1.8	6.7	363	1437	2.1	8.0	233	1481	1.3	5.8	106	1061	.6	5.3
SU '97	210	2940	1.2	6.4	284	1662	1.6	6.1	311	1735	1.8	7.0	239	1534	1.4	6.1	100	951	.6	4.8
4-Book	217	2766	1.2	6.6	304	1443	1.7	6.4	329	1516	1.9	7.2	227	1421	1.3	5.8	113	993	.7	5.7
SP '97	262	2989	1.5	7.7	374	1541	2.1	7.7	436	1747	2.5	9.2	229	1546	1.3	5.8	118	1039	.7	6.0
KLYY-FM																				
SP '98	65	1851	.4	2.0	68	618	.4	1.4	99	921	.6	2.3	97	1021	.5	2.6	33	637	.2	1.7
WI '98	50	1715	.3	1.5	48	602	.3	1.0	67	750	.4	1.4	66	846	.4	1.7	32	520	.2	1.7
FA '97	63	1889	.4	1.9	59	688	.3	1.2	90	974	.5	2.0	99	1134	.6	2.4	43	724	.2	2.2
SU '97	85	1909	.5	2.6	91	721	.5	2.0	142	1142	.8	3.2	108	1085	.6	2.8	40	678	.2	1.9
4-Book	66	1841	.4	2.0	67	657	.4	1.4	100	947	.6	2.2	93	1022	.5	2.4	37	640	.2	1.9
SP '97	65	1779	.4	1.9	61	730	.3	1.2	93	987	.5	2.0	99	1176	.6	2.5	36	761	.2	1.8
KNX -AM																				
SP '98	19	834	.1	.6	36	398	.2	.8	29	173	.2	.7	16	335	.1	.4	12	232	.1	.6
WI '98	19	878	.1	.6	32	449	.2	.7	16	338	.1	.3	35	439	.2	.9	7	211	.1	.4
FA '97	19	660	.1	.6	26	312	.1	.5	26	244	.1	.6	29	339	.2	.7	8	140	.1	.4
SU '97	18	846	.1	.5	31	322	.2	.7	8	211	.1	.2	35	479	.2	.9	24	212	.1	1.2
4-Book	19	805	.1	.6	31	370	.2	.7	20	242	.1	.5	29	398	.2	.7	13	199	.1	.7
SP '97	16	820	.1	.5	23	345	.1	.5	12	230	.1	.3	22	417	.1	.6	13	177	.1	.7
KOST-FM																				
SP '98	73	1546	.4	2.3	41	547	.2	.9	106	567	.6	2.4	102	649	.6	2.7	67	690	.4	3.5
WI '98	115	2173	.6	3.4	101	785	.6	2.1	145	881	.8	3.0	131	953	.7	3.4	126	1099	.7	6.5
FA '97	91	1796	.5	2.7	70	626	.4	1.4	129	676	.7	2.8	120	814	.7	3.0	69	731	.4	3.5
SU '97	96	2391	.5	2.9	126	940	.7	2.7	124	940	.7	2.8	109	985	.6	2.8	79	923	.4	3.8
4-Book	94	1977	.5	2.8	85	725	.5	1.8	126	766	.7	2.8	116	850	.7	3.0	85	861	.5	4.3
SP '97	93	2004	.5	2.7	112	796	.6	2.3	139	799	.8	2.9	113	884	.6	2.9	65	709	.4	3.3
KPWR-FM																				
SP '98	218	4102	1.2	6.8	261	1920	1.5	5.5	247	2233	1.4	5.6	263	2492	1.5	6.9	161	1518	.9	8.4
WI '98	208	3932	1.2	6.1	213	1834	1.2	4.4	272	1941	1.5	5.5	289	2254	1.6	7.4	152	1550	.9	7.9
FA '97	245	4373	1.4	7.3	247	1980	1.4	5.1	331	2318	1.9	7.3	332	2414	1.9	8.2	167	1550	.9	8.4
SU '97	250	4952	1.4	7.6	245	2143	1.4	5.3	319	2726	1.8	7.2	289	2756	1.6	7.4	213	2006	1.2	10.3
4-Book	230	4340	1.3	7.0	242	1969	1.4	5.1	292	2305	1.7	6.4	293	2479	1.7	7.5	173	1656	1.0	8.8
SP '97	229	4538	1.3	6.7	262	2192	1.5	5.4	270	2503	1.5	5.7	308	2698	1.7	7.8	175	1894	1.0	8.9

Target Listener Trends - Men 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																				
SP '98	10	269	.1	.3	8	41		.2	12	109	.1	.3	17	148	.1	.4	9	147	.1	.5
WI '98	24	501	.1	.7	17	150	.1	.4	25	212	.1	.5	28	180	.2	.7	17	176	.1	.9
FA '97	16	413	.1	.5	8	132		.2	12	167	.1	.3	18	200	.1	.4	21	195	.1	1.1
SU '97	32	550	.2	1.0	36	194	.2	.8	25	188	.1	.6	30	200	.2	.8	45	269	.3	2.2
4-Book	21	433	.1	.6	17	129	.1	.4	19	169	.1	.4	23	182	.2	.6	23	197	.2	1.2
SP '97	28	549	.2	.8	19	251	.1	.4	25	292	.1	.5	43	315	.2	1.1	37	298	.2	1.9
KROQ-FM																				
SP '98	216	3714	1.2	6.8	342	1996	1.9	7.2	320	1948	1.8	7.3	273	2021	1.5	7.2	117	1665	.7	6.1
WI '98	214	3710	1.2	6.3	324	2042	1.8	6.7	294	2032	1.7	6.0	241	2069	1.4	6.2	125	1437	.7	6.5
FA '97	195	3707	1.1	5.8	322	1787	1.8	6.6	228	1772	1.3	5.0	206	2083	1.2	5.1	154	1596	.9	7.7
SU '97	200	3512	1.1	6.1	307	1854	1.7	6.6	270	2174	1.5	6.1	215	2066	1.2	5.5	127	1422	.7	6.1
4-Book	206	3661	1.2	6.3	324	1920	1.8	6.8	278	1982	1.6	6.1	234	2060	1.3	6.0	131	1530	.8	6.6
SP '97	263	3849	1.5	7.7	489	2253	2.8	10.0	343	2082	1.9	7.2	289	2048	1.6	7.3	148	1482	.8	7.5
KRRA-AM																				
SP '98	4	157		.1	4	72		.1	7	85		.2	1	30			2	28		.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	9	149	.1	.3	23	58	.1	.5	6	30		.1	10	57	.1	.2	1	14		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	6	134		.2	7	59		.1	13	91	.1	.3	3	31		.1		15		
KRTH-FM																				
SP '98	70	1205	.4	2.2	89	398	.5	1.9	143	567	.8	3.3	88	552	.5	2.3	40	426	.2	2.1
WI '98	65	1626	.4	1.9	76	652	.4	1.6	124	951	.7	2.5	76	747	.4	1.9	25	341	.1	1.3
FA '97	75	1698	.4	2.2	111	773	.6	2.3	122	793	.7	2.7	77	702	.4	1.9	33	504	.2	1.7
SU '97	73	1788	.4	2.2	84	509	.5	1.8	89	649	.5	2.0	90	865	.5	2.3	62	473	.4	3.0
4-Book	71	1579	.4	2.1	90	583	.5	1.9	120	740	.7	2.6	83	717	.5	2.1	40	436	.2	2.0
SP '97	71	1816	.4	2.1	76	662	.4	1.6	113	817	.6	2.4	80	801	.5	2.0	40	490	.2	2.0
KSCA-FM																				
SP '98	309	3360	1.7	9.7	674	2391	3.8	14.2	471	2162	2.7	10.7	244	1656	1.4	6.4	106	879	.6	5.5
WI '98	262	2728	1.5	7.7	488	1941	2.8	10.1	399	1564	2.3	8.1	186	1175	1.1	4.8	121	871	.7	6.3
FA '97	319	2982	1.8	9.5	649	2196	3.7	13.3	478	1951	2.7	10.5	196	1228	1.1	4.8	98	786	.6	4.9
SU '97	265	2962	1.5	8.0	579	2033	3.3	12.5	363	1947	2.1	8.2	204	1263	1.2	5.2	100	850	.6	4.8
4-Book	289	3008	1.6	8.7	598	2140	3.4	12.5	428	1906	2.5	9.4	208	1331	1.2	5.3	106	847	.6	5.4
SP '97	237	2672	1.3	7.0	498	1808	2.8	10.2	279	1627	1.6	5.9	211	1478	1.2	5.4	104	889	.6	5.3
KSSE-FM																				
SP '98	73	1129	.4	2.3	56	391	.3	1.2	92	645	.5	2.1	96	583	.5	2.5	61	448	.3	3.2
WI '98	103	1434	.6	3.0	126	777	.7	2.6	157	797	.9	3.2	124	979	.7	3.2	48	592	.3	2.5
FA '97	84	1183	.5	2.5	93	572	.5	1.9	97	626	.5	2.1	114	737	.6	2.8	60	559	.3	3.0
SU '97	86	1397	.5	2.6	77	638	.4	1.7	111	734	.6	2.5	115	873	.7	2.9	63	660	.4	3.0
4-Book	87	1286	.5	2.6	88	595	.5	1.9	114	701	.6	2.5	112	793	.6	2.9	58	565	.3	2.9
SP '97	43	792	.2	1.3	37	200	.2	.8	66	447	.4	1.4	44	338	.2	1.1	28	269	.2	1.4
KTNQ-AM																				
SP '98	103	1120	.6	3.2	172	442	1.0	3.6	86	307	.5	2.0	157	590	.9	4.1	91	524	.5	4.7
WI '98	74	1029	.4	2.2	96	441	.5	2.0	46	355	.3	.9	127	513	.7	3.3	97	561	.5	5.0
FA '97	113	1327	.6	3.4	154	559	.9	3.2	98	495	.6	2.2	195	728	1.1	4.8	94	585	.5	4.7
SU '97	113	1339	.6	3.4	163	488	.9	3.5	104	557	.6	2.3	187	775	1.1	4.8	101	593	.6	4.9
4-Book	101	1204	.6	3.1	146	483	.8	3.1	84	429	.5	1.9	167	652	1.0	4.3	96	566	.5	4.8
SP '97	133	1441	.8	3.9	235	722	1.3	4.8	128	707	.7	2.7	203	858	1.1	5.2	100	567	.6	5.1
KTWV-FM																				
SP '98	25	755	.1	.8	19	257	.1	.4	41	392	.2	.9	29	236	.2	.8	18	320	.1	.9
WI '98	62	915	.4	1.8	68	395	.4	1.4	117	442	.7	2.4	76	445	.4	1.9	28	268	.2	1.5
FA '97	65	889	.4	1.9	63	316	.4	1.3	140	420	.8	3.1	80	370	.5	2.0	22	316	.1	1.1
SU '97	40	903	.2	1.2	46	319	.3	1.0	68	452	.4	1.5	56	409	.3	1.4	28	352	.2	1.3
4-Book	48	866	.3	1.4	49	322	.3	1.0	92	427	.5	2.0	60	365	.4	1.5	24	314	.2	1.2
SP '97	57	978	.3	1.7	56	390	.3	1.1	87	476	.5	1.8	71	477	.4	1.8	31	213	.2	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKW-AM																				
SP '98	36	361	.2	1.1	64	195	.4	1.4	69	236	.4	1.6	28	167	.2	.7	15	82	.1	.8
WI '98	22	352	.1	.6	43	177	.2	.9	39	190	.2	.8	11	96	.1	.3	7	64	.1	.4
FA '97	20	320	.1	.6	30	130	.2	.6	43	129	.2	.9	24	149	.1	.6	4	44	.1	.2
SU '97	21	371	.1	.6	30	119	.2	.6	33	193	.2	.7	7	45	.2	.2	11	60	.1	.5
4-Book	25	351	.1	.7	42	155	.3	.9	46	187	.3	1.0	18	114	.1	.5	9	63	.1	.5
SP '97	23	399	.1	.7	23	152	.1	.5	25	211	.1	.5	20	122	.1	.5	27	141	.2	1.4
KWVE-FM																				
SP '98	10	238	.1	.3	6	75		.1	14	82	.1	.3	27	127	.2	.7	1	29		.1
WI '98	9	272	.1	.3	16	127	.1	.3	10	102	.1	.2	13	118	.1	.3	1	18		.1
FA '97	11	178	.1	.3	17	106	.1	.3	11	61	.1	.2	16	107	.1	.4		16		
SU '97	11	184	.1	.3	8	96		.2	12	96	.1	.3	15	138	.1	.4	8	52		.4
4-Book	10	218	.1	.3	12	101	.1	.2	12	85	.1	.3	18	123	.1	.5	3	29		.2
SP '97	8	331	.1	.2	11	127	.1	.2	6	104		.1	14	142	.1	.4	6	84		.3
KYSR-FM																				
SP '98	109	2489	.6	3.4	127	1066	.7	2.7	153	1277	.9	3.5	155	1308	.9	4.1	60	758	.3	3.1
WI '98	131	2578	.7	3.9	118	1084	.7	2.4	224	1277	1.3	4.6	186	1394	1.1	4.8	80	906	.5	4.2
FA '97	122	2888	.7	3.6	124	1178	.7	2.5	189	1580	1.1	4.2	157	1747	.9	3.9	72	1064	.4	3.6
SU '97	99	2526	.6	3.0	79	833	.4	1.7	153	1258	.9	3.4	139	1308	.8	3.5	48	913	.3	2.3
4-Book	115	2620	.7	3.5	112	1040	.6	2.3	180	1348	1.1	3.9	159	1439	.9	4.1	65	910	.4	3.3
SP '97	123	2585	.7	3.6	118	1019	.7	2.4	202	1358	1.1	4.3	152	1502	.9	3.9	74	947	.4	3.8
KZLA-FM																				
SP '98	15	366	.1	.5	15	174	.1	.3	16	157	.1	.4	21	186	.1	.6	5	206		.3
WI '98	48	810	.3	1.4	54	331	.3	1.1	68	394	.4	1.4	57	400	.3	1.5	18	236	.1	.9
FA '97	36	756	.2	1.1	45	437	.3	.9	40	394	.2	.9	40	412	.2	1.0	28	290	.2	1.4
SU '97	42	617	.2	1.3	59	330	.3	1.3	61	352	.3	1.4	56	377	.3	1.4	27	293	.2	1.3
4-Book	35	637	.2	1.1	43	318	.3	.9	46	324	.3	1.0	44	344	.2	1.1	20	256	.1	1.0
SP '97	26	541	.1	.8	29	178	.2	.6	41	266	.2	.9	32	257	.2	.8	4	132		.2
KFRG-FM																				
SP '98	7	141		.2	5	51		.1	17	48	.1	.4	14	66	.1	.4	1	46		.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	7	250		.2	4	106		.1	8	125		.2	16	138	.1	.4	4	44		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	29	571	.2	.9	33	236	.2	.7	47	215	.3	1.1	67	360	.4	1.8	16	205	.1	.8
WI '98	54	1034	.3	1.6	36	363	.2	.7	93	548	.5	1.9	86	597	.5	2.2	33	336	.2	1.7
FA '97	45	1056	.3	1.3	55	412	.3	1.1	91	603	.5	2.0	56	450	.3	1.4	15	178	.1	.8
SU '97	36	724	.2	1.1	27	252	.2	.6	84	401	.5	1.9	60	408	.3	1.5	17	184	.1	.8
4-Book	41	846	.3	1.2	38	316	.2	.8	79	442	.5	1.7	67	454	.4	1.7	20	226	.1	1.0
SP '97	50	816	.3	1.5	62	367	.4	1.3	154	548	.9	3.3	50	430	.3	1.3	4	105		.2
TOTALS																				
SP '98	3193	17127	18.0		4730	14769	26.7		4393	13497	24.8		3789	14300	21.4		1926	11427	10.9	
WI '98	3393	17081	19.2		4821	14923	27.2		4904	13563	27.7		3906	14178	22.1		1925	10978	10.9	
FA '97	3361	17238	19.0		4871	14736	27.5		4541	13853	25.6		4043	14531	22.8		1993	11326	11.3	
SU '97	3304	17207	18.7		4622	14837	26.1		4435	13956	25.1		3916	14605	22.1		2078	11636	11.7	
4-Book	3313	17163	18.7		4761	14816	26.9		4568	13717	25.8		3914	14404	22.1		1981	11342	11.2	
SP '97	3410	17180	19.3		4888	14863	27.6		4734	13844	26.8		3940	14683	22.3		1962	11448	11.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	23	228	.1	.5	6	129	.1	.3					2	34	.1	.1	2	16	.1	.1
4-Book	25	327	.1	.6	13	159	.1	.6	20	40	.1	.8	17	57	.1	.5	14	46	.1	.5
KACD-FM																				
SP '98	38	619	.2	.9	25	348	.1	1.2	14	54	.1	.6	47	143	.3	1.4	50	102	.3	2.1
4-Book	32	567	.2	.7	25	368	.1	1.1	14	53	.1	.6	51	175	.3	1.5	46	130	.3	1.7
KBCD-FM																				
SP '98	12	230	.1	.3	9	179	.1	.4	2	18			10	47	.1	.3	5	47		.2
4-Book	12	192	.1	.3	7	126	.1	.3	5	24		.2	11	37	.1	.3	7	37		.3
KACE-FM																				
SP '98	5	186		.1	7	138		.3					17	49	.1	.5	5	22		.2
4-Book	16	218	.1	.4	12	176	.1	.5	8	36		.4	15	53	.1	.4	17	55	.1	.6
KRTO-FM																				
SP '98	1	33																		
4-Book	7	66		.1	2	42		.1	1	7			1	8			4	16		.2
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	36	438	.2	.8	16	254	.1	.8	10	27	.1	.4	10	44	.1	.3	17	89	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	90	1223	.5	2.1	35	676	.2	1.7	22	127	.1	.9	34	159	.2	1.0	39	141	.2	1.7
4-Book	93	1161	.5	2.1	50	768	.3	2.2	35	145	.2	1.4	59	206	.4	1.6	60	187	.3	2.2
KBUA-FM																				
SP '98	6	72		.1	4	27		.2	9	27	.1	.4	14	27	.1	.4	1	14		
4-Book	9	128	.1	.2	4	63		.2	9	29	.1	.4	8	22	.1	.2	3	22		.1
KBUE-FM																				
SP '98	79	1125	.4	1.8	64	706	.4	3.1	68	178	.4	2.9	103	306	.6	3.2	41	124	.2	1.8
4-Book	85	1122	.5	1.9	57	643	.3	2.6	88	203	.5	3.5	98	263	.6	2.8	44	124	.2	1.7
KCBS-FM																				
SP '98	114	1562	.6	2.6	56	946	.3	2.7	77	271	.4	3.3	136	455	.8	4.2	65	242	.4	2.8
4-Book	125	1636	.7	2.8	59	912	.3	2.7	75	257	.4	3.0	114	383	.6	3.3	82	260	.5	3.1
+KCMG-FM																				
SP '98	118	1644	.7	2.7	62	912	.4	3.0	45	171	.3	1.9	135	325	.8	4.1	72	233	.4	3.1
4-Book	117	1615	.7	2.6	58	873	.4	2.6	52	175	.3	2.1	101	307	.6	2.9	74	251	.4	2.8
+KDIS-AM																				
SP '98	1	91			3	79		.1	2	14		.1					7	34		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	89	715	.5	2.1	25	268	.1	1.2	49	149	.3	2.1	66	183	.4	2.0	13	33	.1	.6
4-Book	72	702	.4	1.6	18	244	.1	.8	29	92	.2	1.2	44	126	.3	1.3	11	33	.1	.5
KFWB-AM																				
SP '98	14	472	.1	.3	4	145		.2	7	53		.3	10	51	.1	.3	6	50		.3
4-Book	20	576	.1	.5	8	264		.4	12	62	.1	.5	10	68	.1	.3	13	66	.1	.5
KGIL-AM																				
SP '98	**	36	**	**	**	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	2	32																		
4-Book	8	56		.2	1	17							2	9		.1	3	12		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM																				
SP '98	145	2424	.8	3.4	82	1453	.5	4.0	130	415	.7	5.5	118	518	.7	3.6	100	432	.6	4.3
4-Book	169	2765	1.0	3.8	102	1681	.6	4.6	101	358	.6	4.0	164	609	.9	4.6	125	476	.7	4.7
KJLH-FM																				
SP '98	35	454	.2	.8	30	326	.2	1.5	27	64	.2	1.1	30	99	.2	.9	24	103	.1	1.0
4-Book	34	372	.2	.8	27	284	.2	1.2	16	47	.1	.6	41	109	.2	1.1	29	90	.2	1.1
KKBT-FM																				
SP '98	234	2681	1.3	5.4	138	1679	.8	6.7	152	411	.9	6.5	285	803	1.6	8.8	173	536	1.0	7.4
4-Book	265	2694	1.5	6.0	154	1710	.9	6.9	122	401	.7	4.9	236	702	1.3	6.8	210	610	1.2	7.9
KKGO-FM																				
SP '98	29	387	.2	.7	12	212	.1	.6	14	35	.1	.6	12	30	.1	.4	6	53		.3
4-Book	21	364	.1	.5	12	218	.1	.5	12	35	.1	.5	11	38	.1	.3	6	42		.2
KKHJ-AM																				
SP '98	27	207	.2	.6	7	128		.3	5	30		.2	12	43	.1	.4	19	27	.1	.8
4-Book	48	440	.3	1.1	24	271	.2	1.0	28	57	.2	1.1	41	111	.2	1.1	23	66	.1	.9
KKLA-FM																				
SP '98	21	229	.1	.5	1	30							1	14						
4-Book	16	183	.1	.4	2	49		.1	2	9		.1	1	8						
KLAC-AM																				
SP '98	7	311		.2	8	196		.4					14	55	.1	.4				
4-Book	6	120		.1	6	105		.3	3	7		.1	6	29	.1	.2	4	13		.1
KLAX-FM																				
SP '98	259	2140	1.5	6.0	130	1286	.7	6.3	178	469	1.0	7.6	221	591	1.2	6.8	191	470	1.1	8.2
4-Book	183	1744	1.1	4.1	104	1072	.6	4.7	141	361	.8	5.6	158	421	.9	4.6	125	341	.7	4.9
KLOS-FM																				
SP '98	145	1818	.8	3.4	54	795	.3	2.6	51	143	.3	2.2	86	270	.5	2.6	73	242	.4	3.1
4-Book	162	1844	.9	3.7	57	805	.3	2.5	59	200	.3	2.4	106	358	.6	3.0	86	269	.5	3.3
KLSX-FM																				
SP '98	252	2039	1.4	5.8	21	399	.1	1.0	28	82	.2	1.2	5	30		.2	1	16		.7
4-Book	284	1990	1.6	6.4	26	421	.1	1.1	32	91	.2	1.3	37	116	.2	1.1	19	66	.1	.7
KLVE-FM																				
SP '98	304	2098	1.7	7.1	166	1583	.9	8.1	216	416	1.2	9.2	210	587	1.2	6.5	136	304	.8	5.8
4-Book	290	2328	1.7	6.6	156	1571	.9	7.1	215	525	1.2	8.6	238	604	1.4	6.8	134	408	.8	5.1
KLYY-FM																				
SP '98	89	1485	.5	2.1	45	801	.3	2.2	34	153	.2	1.4	114	387	.6	3.5	83	262	.5	3.6
4-Book	87	1543	.5	2.0	47	861	.3	2.1	28	135	.2	1.1	82	360	.5	2.3	65	256	.4	2.5
KNX -AM																				
SP '98	27	677	.2	.6	9	214	.1	.4	16	74	.1	.7	8	39		.2	9	48	.1	.4
4-Book	26	682	.2	.6	10	242	.1	.4	14	57	.1	.6	10	72	.1	.3	10	49	.1	.4
KOST-FM																				
SP '98	85	999	.5	2.0	56	762	.3	2.7	55	232	.3	2.3	111	301	.6	3.4	55	128	.3	2.4
4-Book	110	1396	.6	2.5	70	967	.4	3.2	76	250	.4	3.0	115	348	.6	3.3	80	251	.5	3.0
KPWR-FM																				
SP '98	256	3573	1.4	5.9	189	2469	1.1	9.2	132	493	.7	5.6	213	852	1.2	6.5	292	949	1.6	12.5
4-Book	277	3696	1.6	6.3	186	2420	1.1	8.4	138	497	.8	5.5	259	920	1.5	7.4	277	825	1.5	10.6
KRLA-AM																				
SP '98	12	195	.1	.3	5	92		.2					8	51		.2	19	44	.1	.8
4-Book	20	291	.1	.5	21	234	.1	.9	20	54	.1	.8	23	67	.1	.6	20	56	.1	.8
KROQ-FM																				
SP '98	313	3159	1.8	7.3	112	1807	.6	5.5	63	296	.4	2.7	213	759	1.2	6.5	123	459	.7	5.3
4-Book	279	3180	1.6	6.3	128	1982	.7	5.8	103	422	.6	4.1	223	866	1.3	6.3	157	576	.9	5.9

Target Listener Estimates - Men 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM																				
SP '98	4	129		.1	4	56		.2	14	14	.1	.6	5	14		.2	3	14		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KRTH-FM																				
SP '98	110	912	.6	2.6	21	386	.1	1.0	10	44	.1	.4	37	104	.2	1.1	42	85	.2	1.8
4-Book	99	1230	.6	2.3	41	661	.2	1.8	57	143	.3	2.3	82	232	.5	2.3	54	159	.3	2.1
KSCA-FM																				
SP '98	464	3123	2.6	10.8	169	1851	1.0	8.2	485	1024	2.7	20.6	289	780	1.6	8.9	118	314	.7	5.1
4-Book	412	2763	2.3	9.4	192	1759	1.1	8.6	450	952	2.5	18.1	329	824	1.9	9.4	173	430	1.0	6.5
KSSE-FM																				
SP '98	82	950	.5	1.9	66	754	.4	3.2	39	111	.2	1.7	116	345	.7	3.6	71	253	.4	3.0
4-Book	106	1092	.6	2.4	72	766	.4	3.2	58	158	.3	2.3	120	310	.7	3.4	83	267	.5	3.1
KTNQ-AM																				
SP '98	134	911	.8	3.1	56	511	.3	2.7	77	140	.4	3.3	68	126	.4	2.1	74	177	.4	3.2
4-Book	128	974	.7	2.9	54	567	.3	2.4	73	138	.4	3.0	51	138	.3	1.5	75	186	.4	2.9
KTWV-FM																				
SP '98	31	484	.2	.7	18	373	.1	.9	22	73	.1	.9	22	69	.1	.7	14	30	.1	.6
4-Book	69	640	.4	1.5	27	413	.2	1.2	23	79	.1	.9	53	144	.3	1.5	35	84	.2	1.3
KWKV-AM																				
SP '98	55	321	.3	1.3	17	183	.1	.8	45	72	.3	1.9	25	72	.1	.8	10	14	.1	.4
4-Book	36	287	.2	.8	16	151	.1	.7	30	51	.2	1.2	32	74	.2	.9	13	26	.1	.5
KWVE-FM																				
SP '98	16	177	.1	.4	5	117		.2					2	19		.1	14	38		.6
4-Book	14	169	.1	.3	10	128	.1	.4	13	39	.1	.5	12	47	.1	.4	11	33	.1	.4
KYSR-FM																				
SP '98	145	2080	.8	3.4	76	1095	.4	3.7	31	166	.2	1.3	94	362	.5	2.9	122	335	.7	5.2
4-Book	153	2167	.9	3.4	84	1288	.5	3.8	59	241	.3	2.3	128	482	.7	3.6	102	390	.6	3.9
KZLA-FM																				
SP '98	17	283	.1	.4	18	226	.1	.9	9	48	.1	.4	25	112	.1	.8	24	96	.1	1.0
4-Book	44	519	.2	1.0	30	394	.2	1.4	29	90	.2	1.1	50	177	.3	1.4	37	124	.2	1.4
KFRG-FM																				
SP '98	12	82	.1	.3	1	62							3	32		.1	2	16		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	49	510	.3	1.1	4	104		.2	21	71	.1	.9	2	27		.1	21	92		.8
4-Book	63	716	.4	1.4	17	272	.1	.8	21	74	.1	.8	21	83	.1	.6	21	92	.1	.8
TOTALS																				
SP '98	4311	16897	24.3		2051	13750	11.6		2353	5799	13.3		3254	7958	18.4		2336	6048	13.2	
4-Book	4426	16897	25.0		2225	13990	12.6		2497	6106	14.1		3513	8355	19.8		2644	6617	14.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM SP '98 4-Book	2 6	16 19	.1 .4		13 14	30 28	.1 .1	1.0 1.1	9	37	.1	.4	11	38	.1	.6	17	50	.1	1.4	
KACD-FM SP '98 4-Book	31 22	121 87	.2 .2	1.9 1.3	5 6	27 25	.4 .4		21 26	102 104	.1 .1	.9 1.0	14 19	80 78	.1 .1	.8 1.0	17 17	44 79	.1 .1	1.4 1.3	
KBCD-FM SP '98 4-Book	6 10	28 33	.4 .6		24 8	43 23	.1 .6	1.8	17 8	85 43	.1 .3	.7	2 5	18 31	.1 .2		4 2	18 9	.3 .2		
KACE-FM SP '98 4-Book	17 21	51 51	.1 .2	1.1 1.2	6	20	.5		7	18	.1	.3	11 9	35 26	.1 .1	.6 .4	2 12	16 39	.1	.2 .9	
KRTO-FM SP '98 4-Book	1	7		.1	1	5			1	12			2	9		.1	1	4		.1	
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	13 **	44 **	.1 **	.8 **	10 **	27 **	.1 **	.8 **	38 **	160 **	.2 **	1.6 **	17 **	106 **	.1 **	.9 **	10 **	27 **	.1 **	.8 **	
KBIG-FM SP '98 4-Book	56 81	207 247	.3 .5	3.5 4.5	18 25	103 75	.1 .1	1.4 1.9	42 44	123 146	.2 .3	1.8 1.8	40 51	119 148	.2 .3	2.2 2.6	22 37	110 144	.1 .2	1.8 2.7	
KBUA-FM SP '98 4-Book	1	4			2 4	14 11	.2 .3		1 6	14 27	.1 .2		2	12		.1	1 2	14 19	.1 .2		
KBUE-FM SP '98 4-Book	28 24	91 107	.2 .2	1.8 1.4	57 48	185 132	.3 .3	4.4 3.3	117 72	267 193	.7 .4	4.9 2.9	80 61	201 159	.5 .4	4.4 3.2	16 24	55 67	.1 .1	1.3 1.8	
KCBS-FM SP '98 4-Book	15 24	103 109	.1 .2	.9 1.3	27 30	92 103	.2 .2	2.1 2.1	55 70	226 273	.3 .4	2.3 2.8	58 62	178 210	.3 .4	3.2 3.2	17 17	74 107	.1 .1	1.4 1.3	
+KCMG-FM SP '98 4-Book	28 45	98 160	.2 .3	1.8 2.5	12 32	68 107	.1 .2	.9 2.0	85 64	270 235	.5 .4	3.6 2.6	66 59	253 229	.4 .4	3.6 3.0	41 33	154 127	.2 .2	3.3 2.5	
+KDIS-AM SP '98 4-Book	**	**	**	**	4 **	18 **	.3 **		5 **	33 **	.2 **		3 **	29 **	.2 **		2 **	14 **	.2 **		
KFI -AM SP '98 4-Book	10 8	33 31	.1 .1	.6 .5	22 11	67 37	.1 .1	1.7 .9	22 16	69 59	.1 .1	.9 .6	4	25		.2	13 14	33 49	.1 .1	1.0 1.0	
KFWB-AM SP '98 4-Book	2 3	16 16	.1 .2		9	30	.1	.6	2 9	19 54	.1 .1	.4	2 9	17 33	.1 .1	.4	5 2	26 22	.4 .2		
KGIL-AM SP '98 4-Book	2 **	18 **	.1 **		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM SP '98 4-Book													1	5		.1					

Target Listener Estimates - Men 18-34

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

Target Listener Estimates

Men 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM SP '98 4-Book	61 79	251 309	.3 .4	3.8 4.5	77 76	233 251	.4 .4	5.9 5.2	87 121	421 482	.5 .7	3.6 4.8	57 87	190 297	.3 .5	3.1 4.3	33 61	167 261	.2 .3	2.7 4.6
KJLH-FM SP '98 4-Book	11 21	64 72	.1 .1	.7 1.2	21 13	90 55	.1 .1	1.6 .9	58 41	136 108	.3 .2	2.4 1.6	24 30	74 78	.1 .2	1.3 1.5	39 19	72 51	.2 .1	3.1 1.4
KKBT-FM SP '98 4-Book	128 172	355 502	.7 1.0	8.0 9.6	33 76	133 217	.2 .4	2.5 5.2	117 156	386 467	.7 .9	4.9 6.2	131 150	357 432	.7 .9	7.1 7.5	73 100	318 346	.4 .6	5.9 7.6
KKGO-FM SP '98 4-Book	7 12	47 49	.4 .1	.4 .7	21 20	64 65	.1 .1	1.6 1.3	27 17	47 62	.2 .1	1.1 .7	6 11	31 32	.3 .1	.3 .5	6 8	16 23	.5 .6	
KKHJ-AM SP '98 4-Book	3 14	14 32	.1 .1	.2 .8	5 17	41 56	.1 .1	.4 1.2	7 22	27 53	.3 .1	.3 .9	10 37	14 62	.1 .2	.5 1.7		13 34	.1 .1	.9 .9
KKLA-FM SP '98 4-Book	1 1	3 3	.1 .1	.1 .1	4 4	16 20	.3 .3	.3 .3	1 1	14 13	.1 .1	.1 .1		4 4	.1 .1	.1 .1	3 3	16 16	.3 .3	.3 .3
KLAC-AM SP '98 4-Book	4 4	13 13	.2 .2	.2 .2					25 10	95 32	.1 .1	1.0 .4	15 7	47 28	.1 .1	.8 .4	9 8	34 29	.1 .1	.7 .6
KLAX-FM SP '98 4-Book	68 51	263 174	.4 .3	4.3 2.9	73 89	179 215	.4 .5	5.6 6.0	119 132	318 365	.7 .8	5.0 5.3	112 87	276 240	.6 .5	6.1 4.4	87 52	248 147	.5 .3	7.0 4.0
KLOS-FM SP '98 4-Book	41 47	142 163	.2 .3	2.6 2.7	24 30	106 114	.1 .2	1.8 2.0	52 58	158 189	.3 .3	2.2 2.3	62 46	205 165	.4 .3	3.4 2.4	39 19	126 75	.2 .1	3.1 1.4
KLSX-FM SP '98 4-Book	2 9	27 41	.1 .1	.5 .5	37 34	76 86	.2 .2	2.8 2.3	68 55	191 181	.4 .3	2.8 2.2	17 10	48 50	.1 .1	.9 .5	8 4	50 25	.6 .3	
KLVE-FM SP '98 4-Book	214 169	440 404	1.2 1.0	13.4 9.6	140 122	330 327	.8 .7	10.7 8.6	186 177	538 513	1.1 1.0	7.8 7.0	105 94	261 305	.6 .6	5.7 4.7	105 87	273 258	.6 .5	8.5 6.6
KLYY-FM SP '98 4-Book	29 36	202 188	.2 .2	1.8 2.0	14 13	44 78	.1 .1	1.1 .9	30 57	188 261	.2 .3	1.3 2.3	38 64	153 228	.2 .4	2.1 3.1	18 29	109 143	.1 .2	1.4 2.2
KNX -AM SP '98 4-Book	3 5	36 35	.2 .3	.2 .3	23 10	94 42	.1 .1	1.8 .8	6 10	39 43	.3 .1	.3 .4	8 16	34 43	.1 .1	.4 .8	5 6	34 29	.4 .4	
KOST-FM SP '98 4-Book	36 78	160 322	.2 .5	2.3 4.3	14 28	87 107	.1 .2	1.1 1.9	66 55	233 227	.4 .3	2.8 2.2	60 48	176 167	.3 .3	3.3 2.4	41 74	165 267	.2 .4	3.3 5.6
KPWR-FM SP '98 4-Book	200 220	557 664	1.1 1.3	12.5 12.4	99 106	351 360	.6 .6	7.6 7.5	236 198	670 629	1.3 1.1	9.9 7.9	161 158	449 479	.9 .9	8.8 7.9	165 119	581 464	.9 .7	13.3 9.1
KRLA-AM SP '98 4-Book	8 24	27 71	.1 .1	.5 1.3	6 6	23 23	.4 .4	.4 .4	14 14	39 39	.1 .1	.6 .6	20 20	50 50	.1 .1	1.0 1.0	7 33	27 83	.2 .2	.6 2.5
KROQ-FM SP '98 4-Book	111 94	422 417	.6 .5	6.9 5.3	46 69	206 247	.3 .4	3.5 4.6	117 154	550 610	.7 .9	4.9 6.1	107 107	417 425	.6 .6	5.8 5.3	92 103	372 404	.5 .6	7.4 7.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	5 **	14 **	.3 **	.3 **	**	**	**	**	**	**	**	**	**	**	**	**	6 **	29 **	.5 **	.5 **
KRTH-FM SP '98 4-Book	25 27	88 110	.1 .2	1.6 1.6	10 27	43 70	.1 .2	.8 1.7	23 37	127 144	.1 .2	1.0 1.5	9 21	70 103	.1 .2	.5 1.1	5 21	16 90	.4 .1	1.6 1.6
KSCA-FM SP '98 4-Book	77 79	278 254	.4 .5	4.8 4.5	148 167	382 370	.8 .9	11.3 11.4	164 187	525 516	.9 1.1	6.9 7.4	73 118	294 303	.4 .7	4.0 5.9	28 55	142 196	.2 .3	2.3 4.1
KSSE-FM SP '98 4-Book	62 70	165 223	.4 .4	3.9 4.0	28 31	109 128	.2 .2	2.1 2.0	45 79	170 236	.3 .5	1.9 3.1	88 83	228 219	.5 .5	4.8 4.2	71 44	185 120	.4 .3	5.7 3.4
KTND-AM SP '98 4-Book	26 35	125 112	.1 .2	1.6 1.9	30 20	68 59	.2 .1	2.3 1.4	74 68	178 169	.4 .4	3.1 2.7	88 80	178 185	.5 .5	4.8 4.0	22 40	109 132	.1 .2	1.8 3.0
KTWV-FM SP '98 4-Book	13 21	89 79	.1 .1	.8 1.2	8 7	35 34	.6 .5		44 35	132 113	.2 .2	1.8 1.4	14 19	50 70	.1 .1	.8 1.0	4 21	31 70	.3 .1	1.5 1.5
KWKW-AM SP '98 4-Book	12 6	27 15	.1 .4	.8 .4	21 20	58 38	.1 .1	1.6 1.4	8 10	44 38	.3 .1		2 5	16 19	.1 .3		11 9	27 26	.1 .1	.9 .7
KWVE-FM SP '98 4-Book	6	12		.3	8	17	.1	.5	11 11	84 62	.1 .1	.5 .5	14 14	30 31	.1 .1	.8 .7	4	15		.3
KYSR-FM SP '98 4-Book	51 52	190 225	.3 .3	3.2 2.9	57 53	173 173	.3 .3	4.4 3.8	113 126	422 427	.6 .7	4.7 5.0	99 103	278 358	.6 .6	5.4 5.2	44 42	173 180	.2 .2	3.5 3.1
KZLA-FM SP '98 4-Book	4 13	35 54	.3 .1	.3 .7	7 20	49 80	.5 .1	.5 1.3	14 34	83 134	.1 .2	.6 1.3	37 35	79 88	.2 .2	2.0 1.8	24 22	33 94	.1 .1	1.9 1.7
KFRG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	3 **	30 **	.1 **	.1 **	**	**	**	**	**	**	**	**
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	3 11	19 45	.2 .1	.6 .6	4 17	15 41	.3 .1	.3 1.2	19	74	.1	.8	1 23	19 65	.1	1.2	1 7	19 42	.1 .6	.1 .6
TOTALS SP '98 4-Book	1600 1784	4810 5069	9.0 10.1		1309 1452	3860 3938	7.4 8.2		2394 2522	6336 6512	13.5 14.2		1835 1997	4826 5073	10.4 11.3		1242 1326	3852 3991	7.0 7.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	76	1193	.2	1.3	95	440	.3	1.1	105	543	.3	1.3	119	538	.4	1.7	37	297	.1	1.2
WI '98	61	1401	.2	1.0	76	484	.2	.9	78	614	.2	.9	127	733	.4	1.8	31	300	.1	1.0
FA '97	92	1575	.3	1.5	101	637	.3	1.1	152	730	.5	1.8	143	859	.4	2.0	50	477	.2	1.5
SU '97	100	2031	.3	1.7	125	580	.4	1.5	112	669	.4	1.4	134	1167	.4	1.9	91	869	.3	2.7
4-Book	82	1550	.3	1.4	99	535	.3	1.2	112	639	.4	1.4	131	824	.4	1.9	52	486	.2	1.6
SP '97	110	2131	.3	1.8	84	700	.3	1.0	206	1033	.7	2.5	154	1088	.5	2.2	95	844	.3	2.9
KACD-FM																				
SP '98	47	1075	.1	.8	40	418	.1	.5	54	569	.2	.7	69	527	.2	1.0	38	401	.1	1.2
WI '98	48	1028	.2	.8	64	525	.2	.7	69	516	.2	.8	54	503	.2	.8	21	437	.1	.7
FA '97	32	811	.1	.5	19	316	.1	.2	36	375	.1	.4	39	460	.1	.5	32	277	.1	1.0
SU '97	39	806	.1	.7	28	263	.1	.3	49	376	.2	.6	65	467	.2	.9	34	329	.1	1.0
4-Book	42	930	.1	.7	38	381	.1	.4	52	459	.2	.6	57	489	.2	.8	31	361	.1	1.0
SP '97	49	842	.2	.8	42	292	.1	.5	56	400	.2	.7	68	442	.2	1.0	46	418	.1	1.4
KBCD-FM																				
SP '98	10	304	.2	.2	18	132	.1	.2	5	101	.1	.1	19	171	.1	.3	4	82	.1	.1
WI '98	5	135	.1	.1	7	87	.1	.1	2	15	.1	.1	5	80	.1	.1	4	68	.1	.1
FA '97	11	227	.2	.2	10	85	.1	.1	12	104	.1	.1	12	107	.1	.2	8	119	.2	.2
SU '97	17	330	.1	.3	26	174	.1	.3	31	147	.1	.4	22	227	.1	.3	8	150	.2	.2
4-Book	11	249	.2	.2	15	120	.1	.2	13	92	.2	.2	15	146	.1	.2	6	105	.2	.2
SP '97	12	273	.2	.2	21	62	.1	.2	13	88	.2	.2	15	148	.2	.2	8	94	.2	.2
KACE-FM																				
SP '98	25	659	.1	.4	44	345	.1	.5	28	147	.1	.4	22	246	.1	.3	19	217	.1	.6
WI '98	40	712	.1	.7	31	235	.1	.4	52	311	.2	.6	44	361	.1	.6	42	308	.1	1.3
FA '97	51	884	.2	.8	49	313	.2	.5	56	416	.2	.7	53	437	.2	.7	53	318	.2	1.6
SU '97	54	958	.2	.9	94	380	.3	1.1	81	501	.3	1.0	56	440	.2	.8	31	374	.1	.9
4-Book	43	803	.2	.7	55	318	.2	.6	54	344	.2	.7	44	371	.2	.6	36	304	.1	1.1
SP '97	38	763	.1	.6	37	332	.1	.4	44	318	.1	.5	56	447	.2	.8	37	235	.1	1.1
KRTO-FM																				
SP '98	3	156	.1	.1	1	30	.1	.1	2	29	.1	.1	8	123	.1	.1	3	31	.1	.1
WI '98	8	183	.1	.1	11	87	.1	.1	13	102	.2	.2	7	71	.1	.1	7	84	.2	.2
FA '97	14	344	.2	.2	14	132	.2	.2	13	84	.2	.2	24	155	.1	.3	13	121	.4	.4
SU '97	20	235	.1	.3	27	84	.1	.3	34	174	.1	.4	19	167	.1	.3	12	115	.4	.4
4-Book	11	230	.2	.2	13	83	.2	.2	16	97	.2	.2	15	129	.1	.2	9	88	.3	.3
SP '97	39	368	.1	.6	70	278	.2	.8	63	280	.2	.8	26	183	.1	.4	22	165	.1	.7
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	54	1204	.2	.9	45	365	.1	.5	80	447	.3	1.0	59	598	.2	.8	50	548	.2	1.6
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	101	2682	.3	1.8	91	835	.3	1.0	169	1203	.5	2.1	123	1232	.4	1.8	67	761	.2	2.2
WI '98	129	2774	.4	2.2	142	1025	.4	1.7	194	1107	.6	2.3	189	1317	.6	2.6	56	816	.2	1.8
FA '97	124	2990	.4	2.1	146	1107	.5	1.6	203	1105	.6	2.4	151	1349	.5	2.1	62	813	.2	1.9
SU '97	132	3319	.4	2.2	162	1313	.5	1.9	195	1261	.6	2.4	160	1519	.5	2.3	62	1068	.2	1.8
4-Book	122	2941	.4	2.1	135	1070	.4	1.6	190	1169	.6	2.3	156	1354	.5	2.2	62	865	.2	1.9
SP '97	124	2959	.4	2.1	125	1147	.4	1.4	213	1316	.7	2.6	182	1249	.6	2.6	57	864	.2	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	7	135	.1		8	74	.1		11	101	.1		10	103	.1		4	76	.1	
WI '98	14	269	.2		26	142	.1	.3	20	127	.1	.2	9	109	.1		8	112	.1	.3
FA '97	10	201	.2		29	116	.1	.3	9	100	.1		9	117	.1		1	16		
SU '97	5	272	.1		8	161	.1		5	78	.1		8	161	.1		4	91	.1	
4-Book	9	219	.2		18	123	.1	.2	11	102	.1		9	123	.1		4	74	.1	
SP '97	22	365	.1	.4	29	214	.1	.3	37	228	.1	.4	19	182	.1	.3	7	106	.1	.2
KBUE-FM																				
SP '98	102	1932	.3	1.8	127	760	.4	1.4	134	1023	.4	1.7	130	871	.4	1.9	50	585	.2	1.6
WI '98	134	2082	.4	2.3	171	856	.5	2.0	202	1098	.6	2.4	155	974	.5	2.2	51	556	.2	1.6
FA '97	108	1785	.3	1.8	134	719	.4	1.5	143	1016	.4	1.7	126	957	.4	1.7	48	511	.2	1.5
SU '97	87	2056	.3	1.5	100	967	.3	1.2	154	990	.5	1.9	86	970	.3	1.2	34	561	.1	1.0
4-Book	108	1964	.3	1.9	133	826	.4	1.5	158	1032	.5	1.9	124	943	.4	1.8	46	553	.2	1.4
SP '97	93	2104	.3	1.5	93	917	.3	1.1	139	1083	.4	1.7	125	1052	.4	1.8	37	514	.1	1.1
KCBS-FM																				
SP '98	199	4346	.6	3.5	262	2137	.8	3.0	298	2277	.9	3.8	247	2456	.8	3.6	89	1375	.3	2.9
WI '98	237	4338	.7	4.0	295	2060	.9	3.4	390	2277	1.2	4.7	314	2654	1.0	4.4	88	1209	.3	2.8
FA '97	262	4763	.8	4.3	328	2173	1.0	3.6	470	2618	1.5	5.6	349	2917	1.1	4.8	97	1312	.3	3.0
SU '97	180	4027	.6	3.1	232	1861	.7	2.7	282	2073	.9	3.5	225	2046	.7	3.0	86	1255	.3	2.5
4-Book	220	4369	.7	3.7	279	2058	.9	3.2	360	2311	1.1	4.4	284	2518	.9	4.0	90	1288	.3	2.8
SP '97	259	4187	.8	4.3	300	1885	1.0	3.4	458	2334	1.5	5.5	349	2534	1.1	4.9	107	1295	.3	3.3
+KCMG-FM																				
SP '98	183	3514	.6	3.2	202	1540	.6	2.3	265	1822	.8	3.3	249	2005	.8	3.6	105	1205	.3	3.4
WI '98	158	3097	.5	2.7	184	1377	.6	2.1	251	1553	.8	3.0	205	1846	.6	2.8	82	998	.3	2.6
FA '97	108	2673	.3	1.8	108	1078	.3	1.2	142	1167	.4	1.7	192	1605	.6	2.6	64	780	.2	2.0
SU '97	112	2494	.4	1.9	118	1033	.4	1.4	182	1313	.6	2.3	148	1360	.5	2.1	68	917	.2	2.0
4-Book	140	2945	.5	2.4	153	1257	.5	1.8	210	1464	.7	2.6	199	1704	.6	2.8	80	975	.3	2.5
SP '97	101	2127	.3	1.7	92	774	.3	1.0	159	1151	.5	1.9	135	1143	.4	1.9	43	598	.1	1.3
+KDIS-AM																				
SP '98	7	357	.1		15	168	.2		2	36			17	154	.1	.2	2	44	.1	
WI '98	16	408	.1	.3	12	178	.1		14	98		.2	24	165	.1	.3	4	65	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	24	871	.1	.4	19	162	.1	.2	12	188	.1		46	348	.1	.7	28	352	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	24	869	.1	.4	14	196	.2		33	208	.1	.4	32	332	.1	.5	15	233	.1	.5
KFI -AM																				
SP '98	148	2281	.5	2.6	260	1368	.8	2.9	267	1305	.8	3.4	187	1173	.6	2.7	47	608	.1	1.5
WI '98	138	2731	.4	2.3	251	1419	.8	2.9	236	1381	.7	2.8	171	1272	.5	2.4	56	569	.2	1.8
FA '97	155	2455	.5	2.6	238	1299	.7	2.6	276	1327	.9	3.3	186	1185	.6	2.6	101	680	.3	3.1
SU '97	143	1905	.5	2.4	217	1070	.7	2.6	262	1055	.8	3.2	153	981	.5	2.2	85	465	.3	2.5
4-Book	146	2343	.5	2.5	242	1289	.8	2.8	260	1267	.8	3.2	174	1153	.6	2.5	72	581	.2	2.2
SP '97	181	2420	.6	3.0	270	1308	.9	3.1	385	1459	1.2	4.6	260	1351	.8	3.7	32	477	.1	1.0
KFWB-AM																				
SP '98	70	2235	.2	1.2	150	1374	.5	1.7	78	859	.2	1.0	80	923	.3	1.2	43	562	.1	1.4
WI '98	67	2316	.2	1.1	142	1319	.4	1.7	66	815	.2	.8	91	964	.3	1.3	29	488	.1	.9
FA '97	93	2792	.3	1.5	198	1580	.6	2.2	85	922	.3	1.0	140	1429	.4	1.9	40	434	.1	1.2
SU '97	61	2269	.2	1.0	133	1352	.4	1.6	60	783	.2	.7	102	1269	.3	1.4	24	470	.1	.7
4-Book	73	2403	.2	1.2	156	1406	.5	1.8	72	845	.2	.9	103	1146	.3	1.5	34	489	.1	1.1
SP '97	60	2151	.2	1.0	127	1349	.4	1.4	49	631	.2	.6	105	1012	.3	1.5	31	506	.1	1.0
KGIL-AM																				
SP '98	2	237			3	66			2	53			3	87			2	34		.1
WI '98	5	123		.1	7	46		.1	9	73		.1	9	107		.1	3	59		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Men 18-49																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM																					
SP '98	3	135	.1		1	16				14	88	.2		2	31						
WI '98	9	191	.2		4	48				25	94	.1	.3	21	96	.1	.3				
FA '97	10	198	.2		2	61				28	102	.1	.3	11	77			7	49		.2
SU '97	27	388	.1	.5	5	57		.1		73	297	.2	.9	51	184	.2	.7	7	84		.2
4-Book	12	228	.3		3	46				35	145	.1	.4	21	97	.1	.3	4	33		.1
SP '97	7	124	.1							14	60	.2		24	110	.1	.3	1	16		
KIIS-FM																					
SP '98	137	3859	.4	2.4	263	2070	.8	3.0		139	1759	.4	1.8	151	1731	.5	2.2	77	1205	.2	2.5
WI '98	194	4554	.6	3.3	305	2177	1.0	3.6		276	1898	.9	3.3	197	2257	.6	2.7	93	1290	.3	3.0
FA '97	196	4940	.6	3.3	274	2320	.9	3.0		212	2179	.7	2.5	234	2339	.7	3.2	121	1404	.4	3.7
SU '97	225	4989	.7	3.8	304	2515	1.0	3.6		314	2577	1.0	3.9	296	2547	.9	4.2	118	1455	.4	3.5
4-Book	188	4586	.6	3.2	287	2271	.9	3.3		235	2103	.8	2.9	220	2219	.7	3.1	102	1339	.3	3.2
SP '97	195	4468	.6	3.2	343	2367	1.1	3.9		217	1874	.7	2.6	225	2375	.7	3.2	86	1191	.3	2.7
KJLH-FM																					
SP '98	79	1178	.2	1.4	81	370	.3	.9		96	458	.3	1.2	72	568	.2	1.0	65	373	.2	2.1
WI '98	48	817	.2	.8	76	356	.2	.9		54	407	.2	.6	50	487	.2	.7	30	271	.1	1.0
FA '97	61	931	.2	1.0	54	375	.2	.6		77	490	.2	.9	59	435	.2	.8	56	372	.2	1.7
SU '97	47	912	.1	.8	33	332	.1	.4		58	343	.2	.7	66	496	.2	.9	37	424	.1	1.1
4-Book	59	960	.2	1.0	61	358	.2	.7		71	425	.2	.9	62	497	.2	.9	47	360	.2	1.5
SP '97	61	1050	.2	1.0	51	329	.2	.6		102	436	.3	1.2	68	507	.2	1.0	40	350	.1	1.2
KKBT-FM																					
SP '98	261	3929	.8	4.5	393	1917	1.2	4.5		263	2098	.8	3.3	339	2390	1.1	4.9	205	1620	.6	6.6
WI '98	260	3479	.8	4.4	374	1729	1.2	4.4		313	1929	1.0	3.8	290	1916	.9	4.0	157	1402	.5	5.0
FA '97	279	3974	.9	4.6	464	2138	1.5	5.2		302	2168	.9	3.6	334	2136	1.1	4.6	172	1410	.5	5.3
SU '97	296	3936	.9	5.0	386	2086	1.2	4.6		335	2288	1.1	4.2	414	2462	1.3	5.9	201	1766	.6	5.9
4-Book	274	3830	.9	4.6	404	1968	1.3	4.7		303	2121	1.0	3.7	344	2226	1.1	4.9	184	1550	.6	5.7
SP '97	291	3704	.9	4.8	440	2196	1.4	5.0		332	2186	1.1	4.0	378	2175	1.2	5.3	177	1565	.6	5.5
KKGO-FM																					
SP '98	57	1111	.2	1.0	49	447	.2	.6		98	638	.3	1.2	72	537	.2	1.0	42	490	.1	1.4
WI '98	65	1604	.2	1.1	99	578	.3	1.2		68	606	.2	.8	74	696	.2	1.0	37	457	.1	1.2
FA '97	60	1268	.2	1.0	53	428	.2	.6		92	534	.3	1.1	75	623	.2	1.0	46	469	.1	1.4
SU '97	31	1003	.1	.5	39	397	.1	.5		46	294	.1	.6	33	369	.1	.5	24	360	.1	.7
4-Book	53	1247	.2	.9	60	463	.2	.7		76	518	.2	.9	64	556	.2	.9	37	444	.1	1.2
SP '97	42	947	.1	.7	47	292	.1	.5		59	372	.2	.7	45	448	.1	.6	34	385	.1	1.0
KKHJ-AM																					
SP '98	52	609	.2	.9	66	252	.2	.7		89	354	.3	1.1	56	239	.2	.8	36	154	.1	1.2
WI '98	47	854	.1	.8	68	368	.2	.8		73	382	.2	.9	54	227	.2	.8	27	240	.1	.9
FA '97	51	1003	.2	.8	57	360	.2	.6		34	331	.1	.4	79	378	.2	1.1	64	347	.2	2.0
SU '97	88	1385	.3	1.5	123	572	.4	1.5		98	581	.3	1.2	134	684	.4	1.9	46	331	.1	1.4
4-Book	60	963	.2	1.0	79	388	.3	.9		74	412	.2	.9	81	382	.3	1.2	43	268	.1	1.4
SP '97	77	1337	.2	1.3	98	566	.3	1.1		126	655	.4	1.5	86	534	.3	1.2	63	402	.2	1.9
KKLA-FM																					
SP '98	34	578	.1	.6	89	343	.3	1.0		40	191	.1	.5	54	294	.2	.8	8	113		.3
WI '98	36	643	.1	.6	47	327	.1	.5		60	304	.2	.7	62	396	.2	.9	18	131	.1	.6
FA '97	21	561	.1	.3	54	402	.2	.6		12	213	.1		35	326	.1	.5	13	143		.4
SU '97	30	378	.1	.5	74	281	.2	.9		41	184	.1	.5	29	184	.1	.4	17	106	.1	.5
4-Book	30	540	.1	.5	66	338	.2	.8		38	223	.1	.5	45	300	.2	.7	14	123	.1	.5
SP '97	34	529	.1	.6	66	314	.2	.7		55	176	.2	.7	59	289	.2	.8	7	91		.2
KLAC-AM																					
SP '98	32	1112	.1	.6	48	230	.2	.5		32	229	.1	.4	38	492	.1	.5	26	452	.1	.8
WI '98	20	663	.1	.3	29	171	.1	.3		29	158	.1	.3	21	163	.1	.3	16	283	.1	.5
FA '97	17	508	.1	.3	25	160	.1	.3		7	115	.1		24	281	.1	.3	21	232	.1	.6
SU '97	13	319	.2		28	143	.1	.3		12	117	.1		14	113	.2		4	112		.1
4-Book	21	651	.1	.4	33	176	.1	.4		20	155	.1	.2	24	262	.1	.3	17	270	.1	.5
SP '97	16	566	.1	.3	21	78	.1	.2		12	93	.1		30	289	.1	.4	18	283	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	277	3483	.9	4.8	321	1695	1.0	3.6	386	1915	1.2	4.9	373	1775	1.2	5.4	179	1250	.6	5.8
WI '98	263	3128	.8	4.4	325	1542	1.0	3.8	431	1851	1.4	5.2	306	1744	1.0	4.3	119	1066	.4	3.8
FA '97	159	2332	.5	2.6	154	898	.5	1.7	171	1148	.5	2.1	253	1364	.8	3.5	102	833	.3	3.1
SU '97	151	2882	.5	2.6	189	1409	.6	2.2	184	1436	.6	2.3	180	1409	.6	2.6	99	794	.3	2.9
4-Book	213	2956	.7	3.6	247	1386	.8	2.8	293	1588	.9	3.6	278	1573	.9	4.0	125	986	.4	3.9
SP '97	185	3043	.6	3.1	266	1569	.8	3.0	262	1649	.8	3.1	167	1348	.5	2.4	98	890	.3	3.0
KLOS-FM																				
SP '98	261	4327	.8	4.5	586	2414	1.8	6.6	309	1964	1.0	3.9	281	2247	.9	4.0	100	1063	.3	3.2
WI '98	259	4081	.8	4.4	473	2261	1.5	5.5	353	1839	1.1	4.2	319	2086	1.0	4.4	104	1057	.3	3.3
FA '97	303	4658	1.0	5.0	500	2350	1.6	5.6	442	2194	1.4	5.3	372	2683	1.2	5.1	150	1520	.5	4.6
SU '97	208	3972	.7	3.5	388	1939	1.2	4.6	272	1717	.9	3.4	295	2130	.9	4.2	77	838	.2	2.3
4-Book	258	4260	.8	4.4	487	2241	1.5	5.6	344	1929	1.1	4.2	317	2287	1.0	4.4	108	1120	.3	3.4
SP '97	212	3942	.7	3.5	385	1965	1.2	4.4	268	1630	.9	3.2	283	2222	.9	4.0	82	1027	.3	2.5
KLSX-FM																				
SP '98	250	3856	.8	4.3	846	2887	2.7	9.6	316	2023	1.0	4.0	219	1532	.7	3.2	36	577	.1	1.2
WI '98	281	3918	.9	4.7	884	2891	2.8	10.3	310	1802	1.0	3.7	273	1551	.9	3.8	96	766	.3	3.1
FA '97	297	3909	.9	4.9	1095	3174	3.4	12.2	350	1892	1.1	4.2	196	1078	.6	2.7	19	374	.1	.6
SU '97	236	3103	.7	4.0	805	2453	2.6	9.5	305	1602	1.0	3.8	156	949	.5	2.2	47	532	.1	1.4
4-Book	266	3697	.8	4.5	908	2851	2.9	10.4	320	1830	1.0	3.9	211	1278	.7	3.0	50	562	.2	1.6
SP '97	237	3553	.8	3.9	795	2675	2.5	9.0	298	1644	.9	3.6	130	996	.4	1.8	52	484	.2	1.6
KLVE-FM																				
SP '98	369	4063	1.2	6.4	551	2188	1.7	6.2	530	2289	1.7	6.7	329	1892	1.0	4.7	234	1407	.7	7.6
WI '98	322	4329	1.0	5.4	453	2160	1.4	5.3	487	2085	1.5	5.8	352	2076	1.1	4.9	171	1417	.5	5.4
FA '97	341	4215	1.1	5.7	511	2060	1.6	5.7	546	2254	1.7	6.6	353	2205	1.1	4.8	160	1471	.5	4.9
SU '97	315	4438	1.0	5.4	424	2445	1.3	5.0	472	2389	1.5	5.9	347	2348	1.1	4.9	154	1480	.5	4.5
4-Book	337	4261	1.1	5.7	485	2213	1.5	5.6	509	2254	1.6	6.3	345	2130	1.1	4.8	180	1444	.6	5.6
SP '97	407	4758	1.3	6.8	593	2592	1.9	6.7	625	2638	2.0	7.5	401	2603	1.3	5.7	201	1689	.6	6.2
KLYY-FM																				
SP '98	85	2402	.3	1.5	96	834	.3	1.1	140	1250	.4	1.8	121	1326	.4	1.7	38	706	.1	1.2
WI '98	67	2242	.2	1.1	59	766	.2	.7	93	1021	.3	1.1	86	1148	.3	1.2	41	685	.1	1.3
FA '97	90	2481	.3	1.5	87	920	.3	1.0	134	1281	.4	1.6	147	1543	.5	2.0	55	903	.2	1.7
SU '97	105	2352	.3	1.8	116	949	.4	1.4	172	1366	.5	2.1	135	1387	.4	1.9	50	846	.2	1.5
4-Book	87	2369	.3	1.5	90	867	.3	1.1	135	1230	.4	1.7	122	1351	.4	1.7	46	785	.2	1.4
SP '97	76	2142	.2	1.3	76	908	.2	.9	106	1107	.3	1.3	111	1418	.4	1.6	42	882	.1	1.3
KNX -AM																				
SP '98	94	2753	.3	1.6	200	1631	.6	2.3	101	955	.3	1.3	123	1459	.4	1.8	57	827	.2	1.8
WI '98	87	3052	.3	1.5	169	1799	.5	2.0	84	1320	.3	1.0	147	1625	.5	2.0	38	677	.1	1.2
FA '97	76	2500	.2	1.3	138	1348	.4	1.5	72	903	.2	.9	105	1264	.3	1.4	65	762	.2	2.0
SU '97	78	2749	.2	1.3	180	1596	.6	2.1	56	869	.2	.7	103	1350	.3	1.5	56	700	.2	1.7
4-Book	84	2764	.3	1.4	172	1594	.5	2.0	78	1012	.3	1.0	120	1425	.4	1.7	54	742	.2	1.7
SP '97	72	2520	.2	1.2	162	1427	.5	1.8	63	842	.2	.8	85	1209	.3	1.2	45	634	.1	1.4
KOST-FM																				
SP '98	141	3036	.4	2.4	140	1201	.4	1.6	219	1347	.7	2.8	172	1343	.5	2.5	94	1137	.3	3.0
WI '98	188	3577	.6	3.2	179	1436	.6	2.1	239	1348	.8	2.9	234	1790	.7	3.3	175	1605	.6	5.6
FA '97	191	3466	.6	3.2	196	1471	.6	2.2	303	1518	1.0	3.6	263	1667	.8	3.6	112	1166	.4	3.4
SU '97	203	4034	.6	3.4	228	1661	.7	2.7	299	1697	.9	3.7	268	1945	.9	3.8	128	1488	.4	3.8
4-Book	181	3528	.6	3.1	186	1442	.6	2.2	265	1478	.9	3.3	234	1686	.7	3.3	127	1349	.4	4.0
SP '97	161	3425	.5	2.7	187	1407	.6	2.1	238	1387	.8	2.9	187	1544	.6	2.6	115	1168	.4	3.6
KPWR-FM																				
SP '98	236	4778	.7	4.1	288	2243	.9	3.3	273	2462	.9	3.4	288	2812	.9	4.1	166	1614	.5	5.4
WI '98	230	4595	.7	3.9	245	2026	.8	2.9	304	2345	1.0	3.6	314	2546	1.0	4.4	162	1691	.5	5.2
FA '97	281	5198	.9	4.7	284	2290	.9	3.2	382	2666	1.2	4.6	376	2758	1.2	5.2	186	1774	.6	5.7
SU '97	283	5836	.9	4.8	270	2460	.9	3.2	366	3093	1.2	4.5	332	3188	1.1	4.7	231	2225	.7	6.8
4-Book	258	5102	.8	4.4	272	2255	.9	3.2	331	2642	1.1	4.0	328	2826	1.1	4.6	186	1826	.6	5.8
SP '97	249	5301	.8	4.1	301	2504	1.0	3.4	289	2812	.9	3.5	332	3023	1.1	4.7	188	2063	.6	5.8

Target Listener Trends - Men 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	26	638	.1	.5	19	135	.1	.2	27	220	.1	.3	45	365	.1	.6	26	281	.1	.8
WI '98	27	644	.1	.5	20	196	.1	.2	27	261	.1	.3	36	244	.1	.5	20	240	.1	.6
FA '97	38	922	.1	.6	35	299	.1	.4	29	348	.1	.3	55	510	.2	.8	32	380	.1	1.0
SU '97	57	1051	.2	1.0	89	456	.3	1.1	57	401	.2	.7	58	461	.2	.8	52	376	.2	1.5
4-Book	37	814	.1	.7	41	272	.2	.5	35	308	.1	.4	49	395	.2	.7	33	319	.1	1.0
SP '97	52	812	.2	.9	40	339	.1	.5	52	415	.2	.6	54	470	.2	.8	63	436	.2	1.9
KROQ-FM																				
SP '98	268	4857	.8	4.6	438	2550	1.4	5.0	391	2436	1.2	4.9	341	2620	1.1	4.9	125	1879	.4	4.1
WI '98	298	5105	.9	5.0	457	2796	1.4	5.3	403	2734	1.3	4.8	355	2909	1.1	4.9	166	1823	.5	5.3
FA '97	247	4929	.8	4.1	385	2312	1.2	4.3	316	2254	1.0	3.8	284	2694	.9	3.9	176	1955	.6	5.4
SU '97	255	4572	.8	4.3	390	2403	1.2	4.6	346	2658	1.1	4.3	283	2675	.9	4.0	147	1750	.5	4.3
4-Book	267	4866	.8	4.5	418	2515	1.3	4.8	364	2521	1.2	4.5	316	2725	1.0	4.4	154	1852	.5	4.8
SP '97	298	4836	.9	5.0	544	2676	1.7	6.2	385	2477	1.2	4.6	326	2468	1.0	4.6	167	1873	.5	5.2
KRRA-AM																				
SP '98	12	261	.2	.2	16	105	.1	.2	17	133	.1	.2	11	74	.2	.2	6	45	.2	.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	12	265	.2	.2	24	75	.1	.3	13	95	.2	.2	11	74	.2	.2	2	31	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	22	263	.1	.4	28	172	.1	.3	37	170	.1	.4	24	143	.1	.3	17	111	.1	.5
KRTH-FM																				
SP '98	173	3225	.5	3.0	193	1221	.6	2.2	314	1481	1.0	4.0	244	1545	.8	3.5	71	898	.2	2.3
WI '98	167	4041	.5	2.8	204	1637	.6	2.4	277	2036	.9	3.3	198	2040	.6	2.8	59	763	.2	1.9
FA '97	221	4154	.7	3.7	331	2012	1.0	3.7	370	2115	1.2	4.4	238	1848	.7	3.3	77	1079	.2	2.4
SU '97	202	4158	.6	3.4	241	1553	.8	2.8	313	1785	1.0	3.9	248	1974	.8	3.5	110	1090	.3	3.2
4-Book	191	3895	.6	3.2	242	1606	.8	2.8	319	1854	1.0	3.9	232	1852	.7	3.3	79	958	.2	2.5
SP '97	196	4317	.6	3.3	251	1880	.8	2.8	310	1867	1.0	3.7	218	1912	.7	3.1	94	1105	.3	2.9
KSCA-FM																				
SP '98	448	4873	1.4	7.8	1003	3412	3.2	11.4	665	3072	2.1	8.4	346	2255	1.1	5.0	134	1147	.4	4.3
WI '98	429	4235	1.3	7.2	872	2970	2.7	10.2	634	2559	2.0	7.6	310	1947	1.0	4.3	165	1376	.5	5.2
FA '97	421	4011	1.3	7.0	872	2972	2.7	9.7	651	2539	2.0	7.8	260	1618	.8	3.6	123	1090	.4	3.8
SU '97	389	4350	1.2	6.6	883	3023	2.8	10.4	498	2764	1.6	6.2	306	1929	1.0	4.3	145	1248	.5	4.3
4-Book	422	4367	1.3	7.2	908	3094	2.9	10.4	612	2734	1.9	7.5	306	1937	1.0	4.3	142	1215	.5	4.4
SP '97	364	4017	1.2	6.1	763	2822	2.4	8.7	428	2363	1.4	5.1	315	2101	1.0	4.4	165	1270	.5	5.1
KSSE-FM																				
SP '98	93	1457	.3	1.6	73	561	.2	.8	128	855	.4	1.6	116	752	.4	1.7	64	504	.2	2.1
WI '98	123	1838	.4	2.1	151	981	.5	1.8	175	938	.6	2.1	145	1138	.5	2.0	61	733	.2	1.9
FA '97	94	1423	.3	1.6	103	677	.3	1.1	109	789	.3	1.3	128	851	.4	1.8	70	620	.2	2.1
SU '97	99	1697	.3	1.7	83	725	.3	1.0	135	905	.4	1.7	118	914	.4	1.7	72	782	.2	2.1
4-Book	102	1604	.3	1.8	103	736	.3	1.2	137	872	.4	1.7	127	914	.4	1.8	67	660	.2	2.1
SP '97	52	1040	.2	.9	45	231	.1	.5	72	496	.2	.9	56	440	.2	.8	32	317	.1	1.0
KTNO-AM																				
SP '98	206	2085	.6	3.6	307	923	1.0	3.5	171	700	.5	2.2	324	1237	1.0	4.7	183	934	.6	5.9
WI '98	137	1775	.4	2.3	177	756	.6	2.1	128	686	.4	1.5	210	896	.7	2.9	148	833	.5	4.7
FA '97	187	2182	.6	3.1	246	948	.8	2.7	167	831	.5	2.0	294	1115	.9	4.0	179	883	.6	5.5
SU '97	190	2207	.6	3.2	298	1008	.9	3.5	194	896	.6	2.4	298	1325	.9	4.2	145	909	.5	4.3
4-Book	180	2062	.6	3.1	257	909	.8	3.0	165	778	.5	2.0	282	1143	.9	4.0	164	890	.6	5.1
SP '97	205	2139	.7	3.4	313	999	1.0	3.5	212	992	.7	2.5	299	1240	.9	4.2	163	919	.5	5.0
KTWV-FM																				
SP '98	136	2581	.4	2.4	149	1023	.5	1.7	211	1270	.7	2.7	152	1167	.5	2.2	89	1014	.3	2.9
WI '98	183	2843	.6	3.1	209	1400	.7	2.4	299	1263	.9	3.6	245	1621	.8	3.4	83	1001	.3	2.6
FA '97	173	2669	.5	2.9	181	1174	.6	2.0	314	1246	1.0	3.8	199	1407	.6	2.7	90	885	.3	2.8
SU '97	160	2677	.5	2.7	200	1151	.6	2.4	247	1352	.8	3.1	175	1322	.6	2.5	104	918	.3	3.1
4-Book	163	2693	.5	2.8	185	1187	.6	2.1	268	1283	.9	3.3	193	1379	.6	2.7	92	955	.3	2.9
SP '97	176	2638	.6	2.9	208	1213	.7	2.4	250	1341	.8	3.0	227	1445	.7	3.2	90	756	.3	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKW-AM																				
SP '98	65	812	.2	1.1	123	417	.4	1.4	119	503	.4	1.5	43	315	.1	.6	31	164	.1	1.0
WI '98	35	774	.1	.6	55	324	.2	.6	60	303	.2	.7	24	241	.1	.3	15	144	.1	.5
FA '97	41	572	.1	.7	67	265	.2	.7	83	248	.3	1.0	42	268	.1	.6	10	89	.1	.3
SU '97	43	624	.1	.7	66	257	.2	.8	65	366	.2	.8	23	168	.1	.3	32	189	.1	.9
4-Book	46	696	.1	.8	78	316	.3	.9	82	355	.3	1.0	33	248	.1	.5	22	147	.1	.7
SP '97	53	899	.2	.9	67	426	.2	.8	59	384	.2	.7	47	295	.1	.7	37	220	.1	1.1
KWVE-FM																				
SP '98	20	476	.1	.3	28	183	.1	.3	30	175	.1	.4	40	269	.1	.6	3	61	.1	.1
WI '98	22	635	.1	.4	36	296	.1	.4	17	252	.1	.2	41	387	.1	.6	7	141	.1	.2
FA '97	23	498	.1	.4	36	240	.1	.4	22	144	.1	.3	32	247	.1	.4	8	119	.1	.2
SU '97	39	582	.1	.7	45	319	.1	.5	41	234	.1	.5	53	363	.2	.8	25	234	.1	.7
4-Book	26	548	.1	.5	36	260	.1	.4	28	201	.1	.4	42	317	.1	.6	11	139	.1	.3
SP '97	25	697	.1	.4	45	368	.1	.5	24	245	.1	.3	28	274	.1	.4	17	201	.1	.5
KYSR-FM																				
SP '98	179	4029	.6	3.1	194	1608	.6	2.2	278	1878	.9	3.5	249	2194	.8	3.6	79	1111	.2	2.6
WI '98	205	4177	.6	3.5	173	1675	.5	2.0	325	1979	1.0	3.9	292	2305	.9	4.1	129	1397	.4	4.1
FA '97	196	4244	.6	3.3	229	1824	.7	2.5	324	2208	1.0	3.9	239	2440	.8	3.3	109	1495	.3	3.3
SU '97	156	3890	.5	2.7	136	1430	.4	1.6	233	1876	.7	2.9	231	2021	.7	3.3	58	1159	.2	1.7
4-Book	184	4085	.6	3.2	183	1634	.6	2.1	290	1985	.9	3.6	253	2240	.8	3.6	94	1291	.3	2.9
SP '97	192	3832	.6	3.2	209	1651	.7	2.4	306	2140	1.0	3.7	236	2230	.7	3.3	105	1274	.3	3.2
KZLA-FM																				
SP '98	85	1306	.3	1.5	85	619	.3	1.0	137	698	.4	1.7	107	764	.3	1.5	36	484	.1	1.2
WI '98	104	1820	.3	1.8	112	798	.4	1.3	147	1001	.5	1.8	134	1007	.4	1.9	45	521	.1	1.4
FA '97	112	1766	.4	1.9	149	1008	.5	1.7	157	865	.5	1.9	141	1000	.4	1.9	51	568	.2	1.6
SU '97	121	1448	.4	2.1	158	848	.5	1.9	201	946	.6	2.5	156	1002	.5	2.2	52	647	.2	1.5
4-Book	106	1585	.4	1.8	126	818	.4	1.5	161	878	.5	2.0	135	943	.4	1.9	46	555	.2	1.4
SP '97	115	1577	.4	1.9	143	715	.5	1.6	185	834	.6	2.2	148	933	.5	2.1	41	493	.1	1.3
KFRG-FM																				
SP '98	14	404	.2	.2	13	131	.1	.1	28	174	.1	.4	23	215	.1	.3	3	96	.1	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	10	400	.2	.2	9	168	.1	.1	13	213	.2	.2	18	196	.1	.2	6	106	.1	.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	73	1408	.2	1.3	77	545	.2	.9	142	723	.4	1.8	144	943	.5	2.1	24	380	.1	.8
WI '98	98	1773	.3	1.7	107	770	.3	1.2	187	1004	.6	2.2	150	987	.5	2.1	36	430	.1	1.1
FA '97	81	1940	.3	1.3	96	742	.3	1.1	144	926	.5	1.7	120	1009	.4	1.6	31	477	.1	.9
SU '97	73	1452	.2	1.2	58	544	.2	.7	186	858	.6	2.3	103	854	.3	1.5	22	273	.1	.6
4-Book	81	1643	.3	1.4	85	650	.3	1.0	165	878	.5	2.0	129	948	.4	1.8	28	390	.1	.9
SP '97	84	1635	.3	1.4	124	747	.4	1.4	204	876	.6	2.4	112	1025	.4	1.6	10	271	.1	.3
TOTALS																				
SP '98	5764	30565	18.1		8826	26726	27.8		7932	24036	24.9		6945	25697	21.8		3083	18672	9.7	
WI '98	5936	30598	18.7		8586	26459	27.0		8340	23928	26.2		7197	26050	22.6		3143	18516	9.9	
FA '97	6025	30896	18.9		8987	26771	28.3		8334	24355	26.2		7290	26237	22.9		3266	19086	10.3	
SU '97	5886	30353	18.7		8459	26410	26.8		8068	24059	25.6		7036	26156	22.3		3389	19426	10.8	
4-Book	5903	30603	18.6		8715	26592	27.5		8169	24095	25.7		7117	26035	22.4		3220	18925	10.2	
SP '97	6002	30407	19.0		8820	26619	28.0		8350	23831	26.5		7092	26126	22.5		3239	19212	10.3	

Target Listener Trends - Men 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-49																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																					
SP '98		106	936	.3	1.3	49	471	.2	1.3	38	102	.1	.8	69	195	.2	1.2	32	85	.1	.8
4-Book		114	1252	.4	1.4	47	612	.2	1.2	51	139	.2	1.1	66	221	.2	1.1	48	153	.2	1.0
KACD-FM																					
SP '98		54	863	.2	.7	39	520	.1	1.0	20	89	.1	.4	81	267	.3	1.4	69	192	.2	1.6
4-Book		49	771	.2	.6	35	498	.1	.9	21	78	.1	.5	74	249	.3	1.2	60	191	.2	1.3
KBCD-FM																					
SP '98		13	245	.2		9	179	.2		2	18			10	47	.2		5	47	.1	
4-Book		14	222	.2		9	138	.2		6	28		.1	16	49	.3		10	41	.2	
KACE-FM																					
SP '98		31	484	.1	.4	17	317	.1	.5	10	73	.2		33	83	.1	.6	28	85	.1	.7
4-Book		51	592	.2	.6	31	442	.1	.8	31	114	.1	.7	43	151	.2	.7	44	135	.2	1.0
KRTO-FM																					
SP '98		3	139	.1		1	31														
4-Book		15	182	.1	.2	6	107		.2	7	39		.1	8	42		.2	11	38	.1	.2
KAHS-AM																					
SP '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																					
SP '98		63	847	.2	.8	41	663	.1	1.1	16	62	.1	.4	34	128	.1	.6	50	205	.2	1.2
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																					
SP '98		131	1985	.4	1.7	71	1192	.2	1.9	52	227	.2	1.2	88	427	.3	1.5	87	272	.3	2.1
4-Book		163	2140	.5	2.1	89	1436	.3	2.3	66	289	.2	1.4	120	438	.4	1.9	100	344	.3	2.2
KBUA-FM																					
SP '98		10	135	.1		4	62	.1		9	27	.2		17	44	.1	.3	1	14		
4-Book		13	200	.2		6	100	.2		10	33	.2		11	42	.2		3	26		.1
KBUE-FM																					
SP '98		131	1557	.4	1.7	87	1007	.3	2.3	104	252	.3	2.3	121	395	.4	2.0	63	185	.2	1.5
4-Book		140	1639	.5	1.8	93	994	.3	2.3	137	321	.4	3.0	148	404	.5	2.3	95	249	.3	2.1
KCBS-FM																					
SP '98		271	3826	.9	3.4	146	2166	.5	3.9	140	545	.4	3.1	319	1054	1.0	5.4	180	579	.6	4.3
4-Book		312	3754	1.0	3.9	143	2152	.5	3.7	163	576	.5	3.6	275	942	.9	4.4	196	643	.6	4.2
+KCMG-FM																					
SP '98		241	2899	.8	3.0	132	1826	.4	3.5	122	430	.4	2.7	262	758	.8	4.4	175	552	.6	4.2
4-Book		189	2488	.6	2.4	95	1428	.3	2.4	96	321	.3	2.1	165	539	.5	2.6	128	421	.4	2.8
+KDIS-AM																					
SP '98		10	292	.1		5	161	.1		6	32	.1		8	52	.1		11	63	.1	.3
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																					
SP '98		240	2085	.8	3.0	51	716	.2	1.4	103	336	.3	2.3	108	365	.3	1.8	26	81	.1	.6
4-Book		228	2092	.7	2.8	49	742	.2	1.3	99	322	.3	2.2	97	326	.3	1.5	25	88	.1	.6
KFWB-AM																					
SP '98		101	2045	.3	1.3	33	738	.1	.9	41	239	.1	.9	48	256	.2	.8	39	182	.1	.9
4-Book		108	2137	.3	1.4	37	940	.1	1.0	52	282	.2	1.1	52	295	.2	.8	44	218	.2	1.0
KGIL-AM																					
SP '98		3	135	.1		2	105	.1		5	57	.1									
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																					
SP '98		6	135	.1		1	19							8	19	.1					
4-Book		21	203	.1	.3	3	65		.1		4			9	36	.2		7	30		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

Target Listener Estimates - Men 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM SP '98 4-Book	181 247	3197 3845	.6 .8	2.3 3.1	101 143	1857 2329	.3 .4	2.7 3.6	149 151	502 522	.5 .5	3.3 3.3	143 239	626 862	.4 .8	2.4 3.8	114 174	504 632	.4 .6	2.7 3.7
KJLH-FM SP '98 4-Book	84 65	847 741	.3 .2	1.1 .8	80 55	671 580	.3 .2	2.1 1.4	77 46	166 115	.2 .2	1.7 1.0	101 75	240 224	.3 .3	1.7 1.2	69 64	219 194	.2 .2	1.6 1.4
KKBT-FM SP '98 4-Book	326 347	3590 3384	1.0 1.1	4.1 4.3	182 206	2123 2120	.6 .7	4.8 5.2	184 173	533 530	.6 .6	4.1 3.8	334 298	960 861	1.1 1.0	5.6 4.8	226 272	696 752	.7 .9	5.4 5.9
KKGO-FM SP '98 4-Book	75 67	922 966	.2 .2	.9 .8	35 39	500 585	.1 .1	.9 1.0	36 35	68 113	.1 .1	.8 .8	56 51	180 164	.2 .2	.9 .8	16 32	107 144	.1 .1	.4 .7
KKHJ-AM SP '98 4-Book	72 78	478 731	.2 .3	.9 1.0	27 39	314 439	.1 .1	.7 1.0	35 60	86 122	.1 .2	.8 1.3	52 64	144 182	.2 .2	.9 1.0	47 36	97 95	.1 .1	1.1 .8
KKLA-FM SP '98 4-Book	59 49	492 475	.2 .2	.7 .6	5 8	159 182	.1 .2	.1 .2	5 15	32 59	.1 .1	.3 .3	9 7	32 32	.2 .1	.2 .1	2 5	14 19	.1 .1	.1 .1
KLAC-AM SP '98 4-Book	39 26	694 411	.1 .1	.5 .3	23 15	461 257	.1 .1	.6 .4	14 17	68 49	.1 .1	.3 .3	25 12	87 49	.1 .1	.4 .2	13 11	65 40	.3 .2	.3 .2
KLAX-FM SP '98 4-Book	362 274	2991 2555	1.1 .9	4.6 3.4	192 161	1852 1610	.6 .5	5.1 4.1	254 219	675 545	.8 .7	5.7 4.8	331 237	855 636	1.0 .7	5.6 3.8	266 192	648 507	.8 .6	6.3 4.2
KLOS-FM SP '98 4-Book	386 380	3767 3743	1.2 1.2	4.9 4.7	149 142	1829 1786	.5 .5	4.0 3.6	144 137	392 464	.5 .4	3.2 3.0	282 275	837 846	.9 .9	4.8 4.4	230 199	668 636	.7 .7	5.5 4.4
KLSX-FM SP '98 4-Book	449 467	3651 3398	1.4 1.5	5.7 5.8	38 53	765 890	.1 .2	1.0 1.3	47 59	169 192	.1 .2	1.0 1.3	19 68	80 234	.1 .2	.3 1.1	8 44	67 154	.2 .2	1.0 1.0
KLVE-FM SP '98 4-Book	475 451	3344 3555	1.5 1.4	6.0 5.6	272 239	2425 2443	.9 .8	7.2 6.1	367 341	746 835	1.2 1.1	8.2 7.4	329 366	911 963	1.0 1.2	5.5 5.8	211 206	539 617	.7 .6	5.0 4.5
KLYY-FM SP '98 4-Book	120 117	2020 1997	.4 .4	1.5 1.5	54 61	1009 1134	.2 .2	1.4 1.5	47 43	224 194	.1 .1	1.0 .9	132 115	484 498	.4 .4	2.2 1.8	90 84	299 322	.3 .3	2.1 1.8
KNX -AM SP '98 4-Book	138 120	2427 2397	.4 .4	1.7 1.5	41 39	834 984	.1 .1	1.1 1.0	85 71	316 293	.3 .2	1.9 1.5	64 45	255 258	.2 .1	1.1 .7	23 37	95 193	.1 .1	.5 .8
KOST-FM SP '98 4-Book	180 231	2223 2667	.6 .7	2.3 2.9	103 127	1442 1648	.3 .4	2.7 3.2	151 142	483 460	.5 .5	3.4 3.1	213 209	548 598	.7 .7	3.6 3.3	101 141	293 438	.3 .5	2.4 3.1
KPWR-FM SP '98 4-Book	282 312	4152 4326	.9 1.0	3.6 3.9	201 209	2679 2754	.6 .7	5.4 5.3	141 153	564 547	.4 .5	3.1 3.3	222 294	898 1053	.7 .9	3.7 4.7	308 312	981 916	1.0 1.0	7.3 6.8
KRLA-AM SP '98 4-Book	30 41	482 577	.1 .1	.4 .5	18 33	273 414	.1 .1	.5 .8	27 41	49 119	.1 .2	.6 .9	36 40	133 122	.1 .1	.6 .6	31 35	111 107	.1 .1	.7 .8
KROQ-FM SP '98 4-Book	390 366	4086 4201	1.2 1.2	4.9 4.6	146 167	2292 2576	.5 .6	3.9 4.2	89 145	386 570	.3 .5	2.0 3.2	309 305	1001 1154	1.0 1.0	5.2 4.8	177 204	653 749	.6 .7	4.2 4.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-49																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KRRA-AM																							
SP '98		15	191	.2	.2	9	132	.2	.2	31	42	.1	.7	15	44	.3	.3	3	14	.1	.1		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KRTH-FM																							
SP '98		255	2469	.8	3.2	96	1386	.3	2.6	51	193	.2	1.1	187	525	.6	3.2	133	384	.4	3.2		
4-Book		269	3089	.9	3.4	128	1821	.4	3.3	135	403	.4	2.9	257	733	.8	4.1	151	481	.5	3.3		
KSCA-FM																							
SP '98		670	4489	2.1	8.5	264	2706	.8	7.0	775	1545	2.4	17.3	449	1146	1.4	7.6	221	588	.7	5.3		
4-Book		609	3982	1.9	7.6	279	2596	.9	7.1	680	1389	2.2	14.8	477	1237	1.5	7.6	256	648	.8	5.5		
KSSE-FM																							
SP '98		107	1235	.3	1.4	87	884	.3	2.3	53	139	.2	1.2	151	418	.5	2.5	90	281	.3	2.1		
4-Book		123	1348	.4	1.6	90	937	.3	2.3	66	189	.2	1.4	154	408	.5	2.5	109	326	.4	2.4		
KTNQ-AM																							
SP '98		260	1747	.8	3.3	126	1125	.4	3.4	197	331	.6	4.4	148	407	.5	2.5	157	397	.5	3.7		
4-Book		229	1728	.7	2.9	102	1057	.3	2.6	146	276	.5	3.2	103	296	.4	1.7	123	316	.4	2.7		
KTWV-FM																							
SP '98		174	1932	.5	2.2	100	1308	.3	2.7	91	292	.3	2.0	158	425	.5	2.7	98	350	.3	2.3		
4-Book		220	2119	.7	2.8	112	1401	.4	2.9	104	367	.4	2.3	190	519	.6	3.0	145	407	.5	3.1		
KWKW-AM																							
SP '98		96	693	.3	1.2	33	348	.1	.9	81	130	.3	1.8	49	132	.2	.8	22	89	.1	.5		
4-Book		66	559	.2	.8	29	301	.1	.7	60	106	.2	1.3	50	121	.2	.8	25	72	.1	.6		
KWVE-FM																							
SP '98		32	362	.1	.4	9	215	.1	.2	1	19	.1	.5	2	19	.1	.3	14	38	.1	.3		
4-Book		35	435	.1	.5	21	297	.1	.5	24	84	.1	.5	19	67	.1	.3	22	79	.1	.5		
KYSR-FM																							
SP '98		243	3259	.8	3.1	132	1830	.4	3.5	80	353	.3	1.8	217	682	.7	3.7	198	526	.5	4.7		
4-Book		246	3325	.8	3.1	135	2040	.4	3.5	100	410	.3	2.2	241	843	.8	3.8	172	630	.6	3.8		
KZLA-FM																							
SP '98		112	1021	.4	1.4	70	818	.2	1.9	78	231	.2	1.7	100	298	.3	1.7	87	269	.3	2.1		
4-Book		142	1321	.5	1.8	81	952	.3	2.1	84	256	.3	1.8	159	453	.5	2.5	100	329	.3	2.2		
KFRG-FM																							
SP '98		22	278	.1	.3	9	216	.2	.2	7	53	.2	.2	11	84	.2	.2	7	54	.2	.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																							
SP '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																							
SP '98		122	1203	.4	1.5	19	475	.1	.5	60	212	.2	1.3	15	93	.3	.3	15	88	.4	.4		
4-Book		129	1415	.4	1.6	32	581	.1	.8	48	175	.2	1.1	43	162	.1	.7	41	149	.1	.9		
TOTALS																							
SP '98		7904	30129	24.9		3753	24179	11.8		4484	11149	14.1		5934	14429	18.7		4194	10920	13.2			
4-Book		8013	30150	25.3		3946	24785	12.4		4608	11426	14.5		6292	15040	19.9		4621	11718	14.6			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM SP '98 4-Book	15 21	67 73	.1 .1	.6 .8	83 58	188 146	.3 .2	3.1 2.1	87 71	217 224	.3 .2	2.0 1.6	37 42	101 141	.1 .2	1.0 1.1	28 23	104 84	.1 .1	1.4 1.1	
KACD-FM SP '98 4-Book	48 27	155 106	.2 .1	1.8 1.0	5 7	27 29	.2 .3	.2 .3	28 32	131 133	.1 .1	.6 .7	27 28	109 104	.1 .1	.7 .7	25 25	58 101	.1 .1	1.3 1.2	
KBCD-FM SP '98 4-Book	6 10	28 33	.2 .3	.2 .3	24 8	43 23	.1 .3	.9 .3	17 9	85 47	.1 .2	.4 .2	2 5	18 31	.1 .2	.1 .2	4 2	18 9	.2 .1	.2 .1	
KACE-FM SP '98 4-Book	24 36	95 106	.1 .1	.9 1.3	14 17	73 60	.5 .1	.5 .6	12 28	53 83	.3 .1	.3 .6	16 22	78 95	.1 .1	.4 .6	2 25	16 91	.1 .1	1.1 1.1	
KRTO-FM SP '98 4-Book	10	31		.3	2 6	17 28	.1 .2	.1 .2	3	28		.1	7 6	14 28	.2 .2	.2 .2	3 2	14 11	.2 .1	.2 .1	
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	53 **	165 **	.2 **	2.0 **	11 **	37 **	.4 **	.4 **	84 **	374 **	.3 **	1.9 **	65 **	312 **	.2 **	1.8 **	12 **	55 **	.6 **	.6 **	
KBIG-FM SP '98 4-Book	120 154	387 480	.4 .5	4.5 5.4	25 46	167 165	.1 .2	.9 1.7	92 89	317 322	.3 .3	2.1 1.9	65 72	217 236	.2 .2	1.8 2.0	28 53	159 208	.1 .2	1.4 2.5	
KBUA-FM SP '98 4-Book	1	4			2 4	14 16	.1 .2	.1 .2	4 12	31 47	.1 .3	.1 .3	2	12			1 5	14 27	.1 .2	.1 .2	
KBUE-FM SP '98 4-Book	30 49	105 177	.1 .2	1.1 1.7	110 78	302 217	.3 .2	4.1 2.8	157 119	403 311	.5 .4	3.6 2.6	94 84	247 232	.3 .3	2.5 2.3	21 38	101 107	.1 .2	1.1 1.8	
KCBS-FM SP '98 4-Book	53 57	249 263	.2 .2	2.0 2.0	82 76	296 295	.3 .3	3.1 2.8	170 181	678 683	.5 .6	3.8 4.0	159 153	507 552	.5 .5	4.3 4.2	57 47	218 227	.2 .2	2.9 2.2	
+KCMG-FM SP '98 4-Book	49 60	225 250	.2 .2	1.8 2.1	65 61	262 226	.2 .2	2.4 2.1	163 102	573 383	.5 .3	3.7 2.3	135 90	501 350	.4 .3	3.7 2.5	80 56	297 203	.3 .2	4.0 2.7	
+KDIS-AM SP '98 4-Book	1 **	15 **	**	**	6 **	32 **	.2 **	.2 **	7 **	48 **	.2 **	.2 **	3 **	29 **	.1 **	.1 **	2 **	14 **	.1 **	.1 **	
KFI -AM SP '98 4-Book	15 19	67 65	.1 .1	.6 .7	68 57	173 159	.2 .2	2.6 2.1	58 52	168 193	.2 .2	1.3 1.2	8 25	41 103	.2 .1	.2 .7	25 23	84 78	.1 .1	1.3 1.1	
KFWB-AM SP '98 4-Book	7 15	93 90	.1 .1	.3 .5	45 44	226 206	.1 .1	1.7 1.6	29 36	190 195	.1 .2	.7 .8	34 38	140 139	.1 .1	.9 1.0	29 20	93 108	.1 .1	1.5 1.0	
KGIL-AM SP '98 4-Book	4 **	31 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM SP '98 4-Book	1	4			1	3			1	4			2	11			1	4			

Target Listener Estimates - Men 18-49

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

Target Listener Estimates

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	88	321	.3	3.3	89	287	.3	3.3	106	500	.3	2.4	86	318	.3	2.3	40	220	.1	2.0
4-Book	102	395	.4	3.5	105	371	.3	3.7	171	663	.6	3.8	129	468	.4	3.5	73	320	.2	3.4
KJLH-FM																				
SP '98	24	106	.1	.9	62	197	.2	2.3	145	309	.5	3.3	96	214	.3	2.6	61	124	.2	3.1
4-Book	42	136	.1	1.5	47	126	.2	1.7	81	217	.3	1.8	58	147	.2	1.6	26	69	.1	1.2
KKBT-FM																				
SP '98	164	448	.5	6.2	57	222	.2	2.1	172	544	.5	3.9	197	539	.6	5.3	107	418	.3	5.4
4-Book	213	610	.7	7.4	114	313	.4	4.0	216	607	.7	4.8	207	566	.7	5.6	139	448	.5	6.5
KKGO-FM																				
SP '98	38	129	.1	1.4	26	95	.1	1.0	36	83	.1	.8	47	121	.1	1.3	19	68	.1	1.0
4-Book	35	122	.1	1.3	37	130	.1	1.3	46	151	.2	1.0	43	139	.2	1.2	34	98	.1	1.6
KKHJ-AM																				
SP '98	11	28	.1	.4	21	73	.1	.8	18	85	.1	.4	28	67	.1	.8	11	14	.1	.6
4-Book	26	67	.1	.9	27	83	.1	1.0	35	99	.1	.8	46	86	.2	1.2	19	55	.1	.9
KKLA-FM																				
SP '98					7	40		.3	7	74		.2	9	36		.2	1	18		.1
4-Book	3	12		.1	11	55		.4	8	66		.2	7	28		.2	7	31		.4
KLAC-AM																				
SP '98	2	19		.1	4	19		.2	71	199		1.6	38	145		1.0	15	70		.8
4-Book	6	26		.2	6	19		.2	32	79		.7	17	66		.5	15	65		.7
KLAX-FM																				
SP '98	99	420	.3	3.7	119	312	.4	4.5	206	518	.6	4.7	172	420	.5	4.7	97	293	.3	4.9
4-Book	81	288	.3	2.9	153	371	.5	5.4	199	571	.6	4.4	143	361	.4	3.9	78	210	.3	3.7
KLOS-FM																				
SP '98	100	313	.3	3.8	60	254	.2	2.3	126	435	.4	2.9	195	586	.6	5.3	63	245	.2	3.2
4-Book	103	335	.3	3.6	62	247	.2	2.2	140	449	.4	3.1	157	470	.5	4.3	63	226	.2	3.0
KLSX-FM																				
SP '98	8	45		.3	70	142		2.6	106	323		2.4	20	66		.5	21	120		1.1
4-Book	19	87		.7	84	217		3.0	111	388		2.5	26	108		.7	10	58		.5
KLVE-FM																				
SP '98	336	692	1.1	12.7	213	532	.7	8.0	304	786	1.0	6.9	193	499	.6	5.2	203	504	.6	10.2
4-Book	242	599	.8	8.5	187	539	.6	6.8	259	745	.8	5.7	152	475	.5	4.1	147	423	.5	7.0
KLYY-FM																				
SP '98	31	220	.1	1.2	38	96	.1	1.4	31	205	.1	.7	44	188	.1	1.2	18	109	.1	.9
4-Book	41	221	.2	1.5	21	103	.1	.8	72	330	.2	1.6	72	280	.2	1.9	34	165	.1	1.6
KNX -AM																				
SP '98	21	120	.1	.8	42	242	.1	1.6	27	122	.1	.6	51	183	.2	1.4	22	142	.1	1.1
4-Book	23	142	.1	.8	35	195	.1	1.3	36	186	.1	.8	46	185	.2	1.3	31	164	.1	1.4
KOST-FM																				
SP '98	51	250	.2	1.9	48	283	.2	1.8	107	433	.3	2.4	80	261	.3	2.2	68	250	.2	3.4
4-Book	113	479	.4	3.9	69	271	.2	2.5	131	438	.4	2.9	93	300	.3	2.5	106	374	.4	5.0
KPWR-FM																				
SP '98	222	608	.7	8.4	103	384	.3	3.9	250	712	.8	5.7	184	506	.6	5.0	165	581	.5	8.3
4-Book	246	732	.8	8.6	119	393	.4	4.4	221	701	.7	4.9	183	556	.6	5.0	129	507	.4	6.1
KRLA-AM																				
SP '98	10	43		.4	9	33		.3	8	17		.2	6	15		.2	18	56		.9
4-Book	34	104		1.2	16	57		.5	23	73		.5	32	81		.9	43	115		2.0
KROQ-FM																				
SP '98	133	511	.4	5.0	54	273	.2	2.0	142	647	.4	3.2	133	526	.4	3.6	107	443	.3	5.4
4-Book	115	513	.4	4.0	89	327	.3	3.2	200	797	.6	4.4	139	542	.4	3.8	124	484	.4	5.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 18-49

Men 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRRA-AM SP '98 4-Book	9 **	32 **	.3 **	.3 **	**	**	**	**	3 **	17 **	.1 **	.1 **	**	**	**	**	12 **	43 **	.6 **	
KRTH-FM SP '98 4-Book	50 69	184 266	.2 .2	1.9 2.4	64 82	214 283	.2 .3	2.4 3.0	139 148	490 518	.4 .5	3.1 3.3	120 125	370 429	.4 .4	3.3 3.4	24 51	116 234	.1 .2	1.2 2.3
KSCA-FM SP '98 4-Book	125 112	416 367	.4 .4	4.7 3.9	203 243	601 575	.6 .8	7.6 8.7	239 269	756 744	.8 .9	5.4 5.9	109 168	411 445	.3 .5	3.0 4.6	41 75	213 279	.1 .2	2.1 3.5
KSSE-FM SP '98 4-Book	69 80	179 252	.2 .3	2.6 2.8	48 43	166 168	.2 .2	1.8 1.5	85 102	241 304	.3 .4	1.9 2.2	100 102	257 261	.3 .3	2.7 2.8	85 53	213 153	.3 .2	4.3 2.5
KTNO-AM SP '98 4-Book	82 76	313 238	.3 .3	3.1 2.7	83 53	188 127	.3 .2	3.1 2.0	138 115	325 272	.4 .4	3.1 2.5	176 149	397 334	.6 .5	4.8 4.0	49 67	241 235	.2 .2	2.5 3.1
KTUV-FM SP '98 4-Book	64 83	239 292	.2 .3	2.4 2.9	41 50	157 210	.1 .2	1.5 1.8	153 136	429 436	.5 .4	3.5 3.0	109 96	285 298	.3 .3	3.0 2.6	72 77	235 245	.2 .2	3.6 3.6
KWKV-AM SP '98 4-Book	17 15	41 45	.1 .1	.6 .5	55 36	119 69	.2 .1	2.1 1.3	15 20	106 69	.3 .1	.3 .4	19 12	35 32	.1 .1	.5 .3	16 17	46 45	.1 .1	.8 .8
KWVE-FM SP '98 4-Book	2 9	16 34	.1 .3	.1 .3	18 29	33 83	.1 .1	.7 1.1	11 28	84 107	.2 .1	.2 .6	21 30	46 83	.1 .1	.6 .8	6 11	30 44	.1 .1	.3 .5
KYSR-FM SP '98 4-Book	78 72	331 331	.2 .2	2.9 2.5	62 70	209 261	.2 .2	2.3 2.5	200 199	647 668	.6 .6	4.5 4.4	159 158	452 534	.5 .5	4.3 4.3	58 63	238 271	.2 .2	2.9 2.9
KZLA-FM SP '98 4-Book	33 35	147 132	.1 .1	1.2 1.2	44 46	152 174	.1 .2	1.7 1.7	68 87	273 308	.2 .3	1.5 1.9	118 104	307 255	.4 .3	3.2 2.9	43 36	111 158	.1 .1	2.2 1.7
KFRG-FM SP '98 4-Book	3 **	37 **	.1 **	.1 **	17 **	83 **	.1 **	.6 **	13 **	98 **	.3 **	.3 **	8 **	57 **	.2 **	.2 **	7 **	34 **	.4 **	.4 **
KXFG-FM SP '98 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
XTRA-AM SP '98 4-Book	12 16	91 80	.5 .1	.5 .6	23 33	95 108	.1 .1	.9 1.2	3 32	34 134	.1 .1	.1 .7	29 38	106 125	.1 .1	.8 1.0	3 11	56 73	.2 .5	.2 .5
TOTALS SP '98 4-Book	2651 2872	7879 8398	8.3 9.1	8.3 9.1	2659 2774	7720 7793	8.4 8.8	8.4 8.8	4420 4542	11704 11902	13.9 14.3	13.9 14.3	3688 3689	9336 9353	11.6 11.6	11.6 11.6	1986 2137	6278 6555	6.2 6.7	6.2 6.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	71	1117	.3	1.5	91	395	.4	1.2	100	499	.4	1.5	101	476	.4	1.8	37	297	.1	1.6
WI '98	59	1360	.2	1.2	67	444	.3	1.0	78	614	.3	1.1	127	733	.5	2.1	31	300	.1	1.3
FA '97	86	1471	.3	1.8	89	610	.4	1.2	150	701	.6	2.2	137	798	.5	2.3	41	433	.2	1.8
SU '97	99	1977	.4	2.1	125	580	.5	1.8	112	669	.5	1.7	129	1139	.5	2.3	90	841	.4	3.6
4-Book	79	1481	.3	1.7	93	507	.4	1.3	110	621	.5	1.6	124	787	.5	2.1	50	468	.2	2.1
SP '97	98	1964	.4	2.0	84	685	.3	1.2	185	950	.7	2.7	143	1023	.6	2.5	70	769	.3	2.9
KACD-FM																				
SP '98	34	789	.1	.7	31	330	.1	.4	40	385	.2	.6	51	400	.2	.9	25	288	.1	1.1
WI '98	38	725	.2	.8	53	357	.2	.8	56	343	.2	.8	44	375	.2	.7	16	293	.1	.7
FA '97	19	490	.1	.4	13	183	.1	.2	26	254	.1	.4	19	292	.1	.3	10	147	.1	.4
SU '97	30	552	.1	.6	22	181	.1	.3	39	276	.2	.6	53	323	.2	.9	21	201	.1	.8
4-Book	30	639	.1	.6	30	263	.1	.4	40	315	.2	.6	42	348	.2	.7	18	232	.1	.8
SP '97	35	509	.1	.7	27	227	.1	.4	41	239	.2	.6	51	255	.2	.9	29	186	.1	1.2
KBCD-FM																				
SP '98	5	143	.1	.1	10	81	.1	.1	4	59	.1	.1	9	73	.1	.2		21		
WI '98	2	71	.1	.1	5	55	.1	.1					1	16				2	49	.1
FA '97	6	118	.1	.1	8	66	.1	.1	4	68	.1	.1	9	51	.1	.2	2	87	.1	.1
SU '97	14	197	.1	.3	25	132	.1	.4	27	98	.1	.4	17	129	.1	.3	6	87	.1	.2
4-Book	7	132	.1	.1	12	84	.1	.2	9	56	.1	.2	9	67	.1	.2	2	39	.1	.1
SP '97	2	108	.1	.1	9	36	.1	.1					2	35	.1	.1	2	20	.1	.1
KACE-FM																				
SP '98	23	568	.1	.5	43	303	.2	.6	28	147	.1	.4	21	211	.1	.4	15	183	.1	.7
WI '98	38	642	.2	.8	31	222	.1	.4	51	282	.2	.7	40	304	.2	.7	39	238	.2	1.6
FA '97	49	797	.2	1.0	47	290	.2	.6	54	375	.2	.8	53	401	.2	.9	51	290	.2	2.2
SU '97	49	846	.2	1.0	86	335	.3	1.2	72	458	.3	1.1	52	398	.2	.9	30	359	.1	1.2
4-Book	40	713	.2	.8	52	288	.2	.7	51	316	.2	.8	42	329	.2	.7	34	268	.2	1.4
SP '97	33	642	.1	.7	34	302	.1	.5	42	306	.2	.6	51	357	.2	.9	27	204	.1	1.1
KRTO-FM																				
SP '98	3	156	.1	.1	1	30	.1	.1	2	29	.1	.1	8	123	.1	.1	3	31	.1	.1
WI '98	7	168	.1	.1	11	87	.1	.2	13	102	.1	.2	7	71	.1	.1	6	68	.1	.2
FA '97	13	304	.1	.3	10	92	.1	.1	12	70	.1	.2	24	155	.1	.4	12	108	.1	.5
SU '97	18	204	.1	.4	26	69	.1	.4	32	144	.1	.5	17	136	.1	.3	12	115	.1	.5
4-Book	10	208	.1	.2	12	70	.1	.2	15	86	.1	.2	14	121	.1	.2	8	81	.1	.3
SP '97	30	253	.1	.6	57	177	.2	.8	55	207	.2	.8	21	111	.1	.4	12	93	.1	.5
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	50	1048	.2	1.1	44	334	.2	.6	77	405	.3	1.2	50	511	.2	.9	45	450	.2	2.0
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	82	2183	.3	1.8	72	679	.3	1.0	141	982	.6	2.2	91	916	.4	1.6	51	578	.2	2.2
WI '98	106	2283	.4	2.2	119	817	.5	1.7	155	834	.6	2.3	160	1074	.6	2.7	51	693	.2	2.1
FA '97	87	2358	.3	1.8	109	873	.4	1.5	136	819	.5	2.0	111	1104	.4	1.9	44	664	.2	1.9
SU '97	105	2718	.4	2.2	131	1137	.5	1.9	149	1037	.6	2.3	133	1271	.5	2.3	45	892	.2	1.8
4-Book	95	2386	.4	2.0	108	877	.4	1.5	145	918	.6	2.2	124	1091	.5	2.1	48	707	.2	2.0
SP '97	103	2323	.4	2.1	107	964	.4	1.5	181	1010	.7	2.7	156	1025	.6	2.8	39	660	.2	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	7	121		.2	8	74		.1	11	87		.2	10	90		.2	3	62		.1
WI '98	11	188		.2	18	78		.3	16	95		.2	9	109		.2	6	63		.2
FA '97	9	174		.2	23	90		.3	9	86		.1	7	103		.1	1	16		
SU '97	3	179		.1	4	83		.1	3	48			5	98		.1	2	61		.1
4-Book	8	166		.2	13	81		.2	10	79		.1	8	100		.2	3	51		.1
SP '97	16	247		.3	19	140		.3	28	140		.4	15	108		.3	3	31		.1
KBUE-FM																				
SP '98	64	1187		3.4	92	460		1.2	88	621		1.4	83	524		1.5	31	400		1.3
WI '98	112	1391		2.3	139	619		2.0	167	814		2.5	132	706		2.2	43	383		1.8
FA '97	82	1211		1.7	110	569		1.5	97	679		1.4	95	692		1.6	43	419		1.8
SU '97	66	1385		1.4	75	699		1.1	120	707		1.8	61	687		1.1	26	364		1.0
4-Book	81	1294		1.7	104	587		1.5	118	705		1.8	93	652		1.6	36	392		1.5
SP '97	61	1296		1.3	62	581		.9	86	629		1.3	83	697		1.5	19	305		.8
KCBS-FM																				
SP '98	180	3801		3.9	239	1905		3.2	269	1970		4.1	219	2136		3.9	76	1140		3.3
WI '98	212	3883		4.4	266	1827		3.8	350	2027		5.1	278	2377		4.7	77	1058		3.2
FA '97	231	4097		4.8	288	1956		3.9	414	2216		6.1	310	2577		5.2	83	1145		3.5
SU '97	150	3446		3.2	195	1570		2.8	217	1763		3.3	193	1723		3.4	77	1101		3.1
4-Book	193	3807		4.1	247	1815		3.4	313	1994		4.7	250	2203		4.3	78	1111		3.3
SP '97	238	3674		5.0	286	1684		4.0	429	2047		6.3	317	2195		5.6	96	1114		4.0
+KCMG-FM																				
SP '98	151	2752		3.2	182	1313		2.5	211	1435		3.3	208	1625		3.7	84	895		3.7
WI '98	126	2268		2.6	150	995		2.1	180	1061		2.6	171	1397		2.9	74	766		3.1
FA '97	81	1907		1.7	91	876		1.2	106	843		1.6	144	1118		2.4	39	497		1.7
SU '97	81	1849		1.7	88	769		1.3	139	1036		2.1	107	994		1.9	42	588		1.7
4-Book	110	2194		2.3	128	988		1.8	159	1094		2.4	158	1284		2.7	60	687		2.6
SP '97	77	1451		1.6	66	535		.9	134	831		2.0	96	755		1.7	29	345		1.2
+KDIS-AM																				
SP '98	7	343		.2	15	168		.2	2	36			16	140		.3	2	44		.1
WI '98	15	363		.3	12	178		.2	14	98		.2	24	151		.4	4	65		.2
FA '97	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**
SU '97	24	871		.5	19	162		.3	12	188		.2	46	348		.8	28	352		1.1
4-Book	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**
SP '97	22	801		.5	13	184		.2	33	208		.5	32	332		.6	15	233		.6
KFI -AM																				
SP '98	142	2168		3.1	250	1306		3.4	256	1243		3.9	179	1126		3.2	43	557		1.9
WI '98	133	2558		2.8	241	1347		3.4	227	1319		3.3	167	1212		2.8	56	569		2.3
FA '97	152	2336		3.2	233	1261		3.2	272	1289		4.0	176	1114		3.0	98	648		4.2
SU '97	136	1825		2.9	199	1004		2.8	249	1014		3.8	152	956		2.7	80	439		3.2
4-Book	141	2222		3.0	231	1230		3.2	251	1216		3.8	169	1102		2.9	69	553		2.9
SP '97	169	2242		3.5	253	1213		3.5	358	1343		5.3	244	1283		4.3	30	454		1.2
KFWB-AM																				
SP '98	69	2127		1.5	147	1296		2.0	76	827		1.2	78	893		1.4	43	545		1.9
WI '98	64	2171		1.3	130	1236		1.8	60	757		.9	91	964		1.5	29	488		1.2
FA '97	91	2673		1.9	191	1505		2.6	85	907		1.2	139	1399		2.3	40	419		1.7
SU '97	58	2095		1.2	130	1331		1.9	58	697		.9	99	1203		1.7	23	435		.9
4-Book	71	2267		1.5	150	1342		2.1	70	797		1.1	102	1115		1.7	34	472		1.4
SP '97	58	2001		1.2	120	1285		1.7	46	571		.7	103	972		1.8	31	506		1.3
KGIL-AM																				
SP '98	2	221			3	66			2	53			3	87		.1	1	19		
WI '98	3	96		.1	7	46		.1	5	46		.1	7	80		.1	1	32		
FA '97	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**
SU '97	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**
4-Book	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**
SP '97	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**

Target Listener Trends - Men 25-49

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

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '98	3	119	.1	1	16			14	88	.1	.2	1	16							
WI '98	9	191	.2	4	48		.1	25	94	.1	.4	21	96	.1	.4					
FA '97	10	198	.2	2	61			28	102	.1	.4	11	77		.2	7	49		.3	
SU '97	26	361	.1	.6	5	43	.1	72	285	.3	1.1	51	184	.2	.9	7	84		.3	
4-Book	12	217	.3	3	42		.1	35	142	.2	.5	21	93	.1	.4	4	33		.2	
SP '97	7	124	.1					14	60	.1	.2	24	110	.1	.4	1	16			
KIIS-FM																				
SP '98	91	2503	.4	2.0	192	1368	.8	2.6	98	1080	.4	1.5	99	1112	.4	1.8	49	735	.2	2.1
WI '98	113	2887	.5	2.4	180	1292	.7	2.6	147	1099	.6	2.2	122	1424	.5	2.1	56	763	.2	2.3
FA '97	125	3195	.5	2.6	197	1636	.8	2.7	139	1303	.6	2.0	156	1466	.6	2.6	58	757	.2	2.5
SU '97	159	3248	.6	3.4	230	1746	.9	3.3	227	1613	.9	3.4	206	1560	.8	3.6	79	894	.3	3.2
4-Book	122	2958	.5	2.6	200	1511	.8	2.8	153	1274	.6	2.3	146	1391	.6	2.5	61	787	.2	2.5
SP '97	131	3105	.5	2.7	260	1706	1.0	3.6	141	1167	.6	2.1	136	1556	.5	2.4	53	707	.2	2.2
KJLH-FM																				
SP '98	73	986	.3	1.6	79	352	.3	1.1	87	345	.3	1.3	67	513	.3	1.2	62	335	.2	2.7
WI '98	47	767	.2	1.0	76	356	.3	1.1	54	407	.2	.8	46	436	.2	.8	28	244	.1	1.2
FA '97	36	719	.1	.7	49	255	.2	.7	47	357	.2	.7	27	306	.1	.5	26	289	.1	1.1
SU '97	34	724	.1	.7	27	263	.1	.4	38	282	.2	.6	46	380	.2	.8	24	317	.1	1.0
4-Book	48	799	.2	1.0	58	307	.2	.8	57	348	.2	.9	47	409	.2	.8	35	296	.1	1.5
SP '97	58	871	.2	1.2	51	287	.2	.7	102	412	.4	1.5	66	447	.3	1.2	37	286	.1	1.5
KKBT-FM																				
SP '98	141	2320	.6	3.0	242	1145	1.0	3.3	142	1195	.6	2.2	169	1434	.7	3.0	99	840	.4	4.3
WI '98	153	1706	.6	3.2	271	911	1.1	3.8	187	882	.7	2.7	166	848	.7	2.8	80	720	.3	3.3
FA '97	178	2249	.7	3.7	324	1296	1.3	4.4	217	1190	.9	3.2	204	1173	.8	3.4	81	613	.3	3.5
SU '97	179	2175	.7	3.8	264	1168	1.1	3.8	213	1233	.9	3.2	231	1238	.9	4.1	89	964	.4	3.6
4-Book	163	2113	.7	3.4	275	1130	1.1	3.8	190	1125	.8	2.8	193	1173	.8	3.3	87	784	.4	3.7
SP '97	186	2051	.7	3.9	310	1273	1.2	4.3	214	1187	.9	3.2	220	1187	.9	3.9	94	784	.4	3.9
KKGO-FM																				
SP '98	43	963	.2	.9	28	372	.1	.4	71	517	.3	1.1	61	462	.2	1.1	35	445	.1	1.5
WI '98	61	1428	.2	1.3	87	535	.3	1.2	66	549	.3	1.0	70	638	.3	1.2	35	429	.1	1.5
FA '97	56	1145	.2	1.2	47	400	.2	.6	92	521	.4	1.3	71	562	.3	1.2	35	376	.1	1.5
SU '97	29	901	.1	.6	38	382	.2	.5	46	294	.2	.7	31	321	.1	.5	20	286	.1	.8
4-Book	47	1109	.2	1.0	50	422	.2	.7	69	470	.3	1.0	58	496	.2	1.0	31	384	.1	1.3
SP '97	39	864	.2	.8	47	280	.2	.6	57	339	.2	.8	45	436	.2	.8	30	348	.1	1.2
KKHJ-AM																				
SP '98	49	519	.2	1.1	63	238	.3	.9	78	296	.3	1.2	56	239	.2	1.0	35	125	.1	1.5
WI '98	43	730	.2	.9	64	306	.3	.9	67	335	.3	1.0	50	211	.2	.8	27	240	.1	1.1
FA '97	41	762	.2	.9	50	266	.2	.7	27	252	.1	.4	57	292	.2	1.0	57	278	.2	2.4
SU '97	60	1078	.2	1.3	81	436	.3	1.2	67	458	.3	1.0	83	576	.3	1.5	32	241	.1	1.3
4-Book	48	772	.2	1.1	65	312	.3	.9	60	335	.3	.9	62	330	.2	1.1	38	221	.1	1.6
SP '97	67	1074	.3	1.4	77	451	.3	1.1	113	551	.5	1.7	78	430	.3	1.4	61	372	.2	2.5
KKLA-FM																				
SP '98	30	492	.1	.6	84	283	.3	1.1	39	154	.2	.6	43	258	.2	.8	2	84		.1
WI '98	35	629	.1	.7	46	312	.2	.7	60	304	.2	.9	61	381	.2	1.0	16	116	.1	.7
FA '97	19	533	.1	.4	50	373	.2	.7	11	199		.2	31	298	.1	.5	12	130		.5
SU '97	30	378	.1	.6	74	281	.3	1.1	41	184	.2	.6	29	184	.1	.5	17	106	.1	.7
4-Book	29	508	.1	.6	64	312	.3	.9	38	210	.2	.6	41	280	.2	.7	12	109	.1	.5
SP '97	29	492	.1	.6	65	302	.3	.9	45	151	.2	.7	48	274	.2	.8	6	76		.2
KLAC-AM																				
SP '98	29	963	.1	.6	45	201	.2	.6	32	229	.1	.5	31	415	.1	.6	23	426	.1	1.0
WI '98	20	634	.1	.4	28	155	.1	.4	29	158	.1	.4	21	163	.1	.4	16	283	.1	.7
FA '97	17	508	.1	.4	25	160	.1	.3	7	115		.1	24	281	.1	.4	21	232	.1	.9
SU '97	12	278	.1	.3	26	117	.1	.4	11	104		.2	14	113	.1	.2	4	112		.2
4-Book	20	596	.1	.4	31	158	.1	.4	20	152	.1	.3	23	243	.1	.4	16	263	.1	.7
SP '97	14	491	.1	.3	21	78	.1	.3	9	78		.1	26	250	.1	.5	15	247	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	182	2297	.7	3.9	218	1132	.9	3.0	234	1223	.9	3.6	258	1271	1.0	4.6	104	773	.4	4.5
WI '98	195	2289	.8	4.1	239	1122	1.0	3.4	313	1271	1.3	4.6	226	1352	.9	3.8	85	771	.3	3.5
FA '97	118	1646	.5	2.5	113	666	.5	1.5	131	808	.5	1.9	196	943	.8	3.3	64	546	.3	2.7
SU '97	110	2043	.4	2.3	127	932	.5	1.8	138	978	.6	2.1	132	1014	.5	2.3	74	537	.3	3.0
4-Book	151	2069	.6	3.2	174	963	.7	2.4	204	1070	.8	3.1	203	1145	.8	3.5	82	657	.3	3.4
SP '97	133	2074	.5	2.8	216	1158	.9	3.0	165	1018	.7	2.4	122	981	.5	2.2	79	700	.3	3.3
KLOS-FM																				
SP '98	242	3835	1.0	5.2	553	2135	2.2	7.5	292	1703	1.2	4.5	266	2069	1.1	4.7	94	932	.4	4.1
WI '98	247	3664	1.0	5.1	442	2055	1.8	6.3	342	1636	1.4	5.0	304	1968	1.2	5.1	100	994	.4	4.2
FA '97	263	3979	1.1	5.5	443	2040	1.8	6.0	390	1815	1.6	5.7	339	2415	1.4	5.7	116	1245	.5	5.0
SU '97	191	3214	.8	4.0	354	1629	1.4	5.0	258	1506	1.0	3.9	273	1774	1.1	4.8	72	665	.3	2.9
4-Book	236	3673	1.0	5.0	448	1965	1.8	6.2	321	1665	1.3	4.8	296	2057	1.2	5.1	96	959	.4	4.1
SP '97	193	3374	.8	4.0	350	1734	1.4	4.8	252	1399	1.0	3.7	252	1910	1.0	4.4	71	840	.3	2.9
KLSX-FM																				
SP '98	228	3424	.9	4.9	757	2521	3.0	10.3	289	1775	1.2	4.5	213	1453	.9	3.8	33	459	.1	1.4
WI '98	232	3327	.9	4.8	709	2351	2.8	10.1	253	1507	1.0	3.7	237	1357	.9	4.0	81	697	.3	3.4
FA '97	229	3074	.9	4.8	806	2400	3.2	10.9	273	1437	1.1	4.0	173	951	.7	2.9	18	361	.1	.8
SU '97	214	2675	.9	4.5	734	2163	3.0	10.5	282	1469	1.1	4.3	141	866	.6	2.5	38	472	.2	1.5
4-Book	226	3125	.9	4.8	752	2359	3.0	10.5	274	1547	1.1	4.1	191	1157	.8	3.3	43	497	.2	1.8
SP '97	198	2959	.8	4.1	654	2207	2.6	9.0	240	1365	1.0	3.6	123	922	.5	2.2	42	374	.2	1.7
KLVE-FM																				
SP '98	303	3186	1.2	6.5	451	1756	1.8	6.1	434	1788	1.7	6.7	281	1517	1.1	5.0	186	1013	.7	8.1
WI '98	283	3417	1.1	5.9	396	1716	1.6	5.6	449	1704	1.8	6.6	321	1777	1.3	5.4	133	1138	.5	5.5
FA '97	289	3440	1.2	6.0	435	1756	1.7	5.9	451	1815	1.8	6.6	320	1880	1.3	5.4	136	1211	.5	5.8
SU '97	267	3632	1.1	5.7	356	2086	1.4	5.1	407	1883	1.6	6.2	298	2029	1.2	5.3	126	1220	.5	5.1
4-Book	286	3419	1.2	6.0	410	1829	1.6	5.7	435	1798	1.7	6.5	305	1801	1.2	5.3	145	1146	.6	6.1
SP '97	313	3776	1.3	6.5	466	2087	1.9	6.4	458	2035	1.8	6.8	317	2059	1.3	5.6	165	1334	.7	6.8
KLYY-FM																				
SP '98	72	1771	.3	1.5	82	692	.3	1.1	119	973	.5	1.8	102	1046	.4	1.8	30	515	.1	1.3
WI '98	43	1340	.2	.9	31	435	.1	.4	66	649	.3	1.0	56	715	.2	.9	22	339	.1	.9
FA '97	62	1594	.2	1.3	60	649	.2	.8	103	785	.4	1.5	109	999	.4	1.8	31	530	.1	1.3
SU '97	79	1441	.3	1.7	96	613	.4	1.4	135	916	.5	2.0	106	857	.4	1.9	31	500	.1	1.2
4-Book	64	1537	.3	1.4	67	597	.3	.9	106	831	.4	1.6	93	904	.4	1.6	29	471	.1	1.2
SP '97	48	1357	.2	1.0	41	554	.2	.6	64	567	.3	.9	68	933	.3	1.2	26	557	.1	1.1
KNX -AM																				
SP '98	93	2627	.4	2.0	195	1573	.8	2.6	99	930	.4	1.5	123	1432	.5	2.2	56	798	.2	2.4
WI '98	83	2916	.3	1.7	165	1737	.7	2.3	80	1276	.3	1.2	141	1555	.6	2.4	38	651	.2	1.6
FA '97	73	2385	.3	1.5	131	1248	.5	1.8	68	880	.3	1.0	103	1219	.4	1.7	64	747	.3	2.7
SU '97	76	2583	.3	1.6	179	1568	.7	2.6	56	842	.2	.8	99	1280	.4	1.7	53	641	.2	2.1
4-Book	81	2628	.3	1.7	168	1532	.7	2.3	76	982	.3	1.1	117	1372	.5	2.0	53	709	.2	2.2
SP '97	69	2368	.3	1.4	154	1342	.6	2.1	63	827	.3	.9	81	1124	.3	1.4	41	590	.2	1.7
KOST-FM																				
SP '98	127	2604	.5	2.7	133	1073	.5	1.8	205	1247	.8	3.2	160	1253	.6	2.8	77	891	.3	3.4
WI '98	133	2580	.5	2.8	137	993	.5	1.9	175	896	.7	2.6	170	1385	.7	2.9	111	1048	.4	4.6
FA '97	158	2768	.6	3.3	177	1207	.7	2.4	267	1298	1.1	3.9	224	1421	.9	3.8	75	849	.3	3.2
SU '97	164	3168	.7	3.5	175	1299	.7	2.5	251	1416	1.0	3.8	233	1596	.9	4.1	88	1069	.4	3.5
4-Book	146	2780	.6	3.1	156	1143	.6	2.2	225	1214	.9	3.4	197	1414	.8	3.4	88	964	.4	3.7
SP '97	129	2671	.5	2.7	152	1182	.6	2.1	200	1087	.8	3.0	154	1343	.6	2.7	81	833	.3	3.3
KPWR-FM																				
SP '98	94	2447	.4	2.0	135	1210	.5	1.8	99	952	.4	1.5	117	1267	.5	2.1	55	591	.2	2.4
WI '98	92	2054	.4	1.9	107	796	.4	1.5	125	1035	.5	1.8	123	1021	.5	2.1	53	617	.2	2.2
FA '97	112	2441	.4	2.3	132	1051	.5	1.8	160	1110	.6	2.3	150	1188	.6	2.5	53	595	.2	2.3
SU '97	122	2867	.5	2.6	120	1128	.5	1.7	153	1412	.6	2.3	135	1335	.5	2.4	103	974	.4	4.2
4-Book	105	2452	.4	2.2	124	1046	.5	1.7	134	1127	.5	2.0	131	1203	.5	2.3	66	694	.3	2.8
SP '97	104	2556	.4	2.2	139	1145	.6	1.9	139	1264	.6	2.1	123	1346	.5	2.2	60	808	.2	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																				
SP '98	19	511	.1	.4	11	95	.1	.1	18	164	.1	.3	35	295	.1	.6	21	228	.1	.9
WI '98	15	393	.1	.3	11	100	.2	.2	14	152	.1	.2	26	169	.1	.4	10	131	.1	.4
FA '97	29	704	.1	.6	31	259	.1	.4	24	270	.1	.4	47	419	.2	.8	19	268	.1	.8
SU '97	39	754	.2	.8	64	338	.3	.9	45	311	.2	.7	47	401	.2	.8	24	197	.1	1.0
4-Book	26	591	.1	.5	29	198	.1	.4	25	224	.1	.4	39	321	.2	.7	19	206	.1	.8
SP '97	36	472	.1	.8	27	200	.1	.4	38	266	.2	.6	31	252	.1	.5	48	250	.2	2.0
KROQ-FM																				
SP '98	197	3364	.8	4.2	336	1822	1.3	4.6	307	1746	1.2	4.7	261	1958	1.0	4.6	67	1028	.3	2.9
WI '98	208	3386	.8	4.3	328	1845	1.3	4.7	311	1845	1.2	4.6	256	2048	1.0	4.3	87	972	.3	3.6
FA '97	167	3184	.7	3.5	288	1647	1.2	3.9	227	1436	.9	3.3	194	1651	.8	3.3	85	1067	.3	3.6
SU '97	172	3111	.7	3.6	271	1608	1.1	3.9	237	1780	1.0	3.6	195	1813	.8	3.4	90	1099	.4	3.6
4-Book	186	3261	.8	3.9	306	1731	1.2	4.3	271	1702	1.1	4.1	227	1868	.9	3.9	82	1042	.3	3.4
SP '97	196	3100	.8	4.1	394	1726	1.6	5.4	253	1503	1.0	3.7	210	1608	.8	3.7	93	1090	.4	3.8
KRRA-AM																				
SP '98	9	158	.2	.2	13	61	.1	.2	13	75	.1	.2	10	58	.2	.2	4	30	.2	.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	11	239	.2	.2	24	75	.1	.3	13	95	.1	.2	11	61	.2	.2	2	31	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	22	190	.1	.5	27	158	.1	.4	36	140	.1	.5	24	143	.1	.4	16	96	.1	.7
KRTH-FM																				
SP '98	138	2606	.6	3.0	148	993	.6	2.0	251	1207	1.0	3.9	201	1240	.8	3.6	48	679	.2	2.1
WI '98	140	3277	.6	2.9	172	1425	.7	2.4	232	1600	.9	3.4	169	1750	.7	2.9	48	548	.2	2.0
FA '97	195	3458	.8	4.1	291	1686	1.2	3.9	332	1745	1.3	4.9	213	1553	.9	3.6	58	813	.2	2.5
SU '97	171	3313	.7	3.6	214	1382	.9	3.1	263	1511	1.1	4.0	216	1588	.9	3.8	89	870	.4	3.6
4-Book	161	3164	.7	3.4	206	1372	.9	2.9	270	1516	1.1	4.1	200	1533	.8	3.5	61	728	.3	2.6
SP '97	159	3457	.6	3.3	219	1643	.9	3.0	249	1451	1.0	3.7	168	1490	.7	3.0	70	814	.3	2.9
KSCA-FM																				
SP '98	337	3599	1.3	7.2	787	2487	3.1	10.7	493	2197	2.0	7.6	233	1499	.9	4.1	86	734	.3	3.7
WI '98	358	3240	1.4	7.5	746	2334	3.0	10.6	526	2076	2.1	7.7	257	1499	1.0	4.3	131	1034	.5	5.5
FA '97	318	2944	1.3	6.6	700	2290	2.8	9.5	503	1870	2.0	7.4	181	1147	.7	3.1	90	818	.4	3.8
SU '97	303	3289	1.2	6.4	711	2331	2.9	10.1	407	2152	1.6	6.2	228	1423	.9	4.0	87	841	.4	3.5
4-Book	329	3268	1.3	6.9	736	2361	3.0	10.2	482	2074	1.9	7.2	225	1392	.9	3.9	99	857	.4	4.1
SP '97	276	3053	1.1	5.8	577	2137	2.3	8.0	340	1866	1.4	5.0	243	1534	1.0	4.3	111	891	.4	4.6
KSSE-FM																				
SP '98	61	962	.2	1.3	39	334	.2	.5	88	584	.4	1.4	85	514	.3	1.5	33	280	.1	1.4
WI '98	74	1274	.3	1.5	86	605	.3	1.2	106	623	.4	1.6	85	744	.3	1.4	38	494	.2	1.6
FA '97	60	961	.2	1.2	63	415	.3	.9	69	528	.3	1.0	87	575	.3	1.5	39	386	.2	1.7
SU '97	54	1017	.2	1.1	37	422	.1	.5	95	620	.4	1.4	56	488	.2	1.0	28	431	.1	1.1
4-Book	62	1054	.2	1.3	56	444	.2	.8	90	589	.4	1.4	78	580	.3	1.4	35	398	.2	1.5
SP '97	34	737	.1	.7	28	156	.1	.4	42	348	.2	.6	35	322	.1	.6	22	201	.1	.9
KTNO-AM																				
SP '98	191	1759	.8	4.1	289	813	1.2	3.9	166	643	.7	2.6	296	1110	1.2	5.3	166	791	.7	7.2
WI '98	129	1541	.5	2.7	152	648	.6	2.2	122	624	.5	1.8	203	834	.8	3.4	142	723	.6	5.9
FA '97	162	1791	.6	3.4	209	834	.8	2.8	148	690	.6	2.2	263	952	1.1	4.4	151	689	.6	6.5
SU '97	164	1833	.7	3.5	265	917	1.1	3.8	161	745	.6	2.4	265	1098	1.1	4.7	124	786	.5	5.0
4-Book	162	1731	.7	3.4	229	803	.9	3.2	149	676	.6	2.3	257	999	1.1	4.5	146	747	.6	6.2
SP '97	175	1772	.7	3.6	249	808	1.0	3.4	184	786	.7	2.7	263	1077	1.1	4.6	141	786	.6	5.8
KTWV-FM																				
SP '98	133	2453	.5	2.9	146	981	.6	2.0	206	1182	.8	3.2	148	1105	.6	2.6	88	990	.4	3.8
WI '98	171	2645	.7	3.6	198	1330	.8	2.8	272	1144	1.1	4.0	232	1556	.9	3.9	75	951	.3	3.1
FA '97	166	2509	.7	3.5	178	1114	.7	2.4	301	1170	1.2	4.4	194	1355	.8	3.3	83	834	.3	3.5
SU '97	155	2485	.6	3.3	188	1071	.8	2.7	242	1298	1.0	3.7	170	1212	.7	3.0	102	867	.4	4.1
4-Book	156	2523	.6	3.3	178	1124	.7	2.5	255	1199	1.0	3.8	186	1307	.8	3.2	87	911	.4	3.6
SP '97	168	2468	.7	3.5	203	1165	.8	2.8	237	1271	1.0	3.5	219	1385	.9	3.9	86	699	.3	3.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '98	62	727	.2	1.3	117	376	.5	1.6	112	462	.4	1.7	39	285	.2	.7	30	150	.1	1.3
WI '98	32	662	.1	.7	50	260	.2	.7	54	255	.2	.8	24	225	.1	.4	14	127	.1	.6
FA '97	40	499	.2	.8	65	232	.3	.9	82	221	.3	1.2	40	235	.2	.7	10	89		.4
SU '97	38	488	.2	.8	60	211	.2	.9	58	290	.2	.9	22	152	.1	.4	29	158	.1	1.2
4-Book	43	594	.2	.9	73	270	.3	1.0	77	307	.3	1.2	31	224	.2	.6	21	131	.1	.9
SP '97	47	810	.2	1.0	67	411	.3	.9	49	309	.2	.7	37	265	.1	.7	33	190	.1	1.4
KWVE-FM																				
SP '98	15	399	.1	.3	26	167	.1	.4	24	159	.1	.4	27	221	.1	.5	1	31		
WI '98	21	542	.1	.4	36	296	.1	.5	17	221	.1	.2	38	339	.2	.6	7	141		.3
FA '97	21	457	.1	.4	34	212	.1	.5	22	131	.1	.3	29	219	.1	.5	8	119		.3
SU '97	38	560	.2	.8	45	319	.2	.6	41	234	.2	.6	53	355	.2	.9	25	234	.1	1.0
4-Book	24	490	.1	.5	35	249	.1	.5	26	186	.1	.4	37	284	.2	.6	10	131		.4
SP '97	25	648	.1	.5	43	344	.2	.6	24	245	.1	.4	27	250	.1	.5	17	201	.1	.7
KYSR-FM																				
SP '98	145	3167	.6	3.1	152	1257	.6	2.1	230	1449	.9	3.5	212	1760	.8	3.8	56	892	.2	2.4
WI '98	169	3298	.7	3.5	139	1303	.6	2.0	272	1451	1.1	4.0	237	1769	.9	4.0	105	1066	.4	4.4
FA '97	160	3163	.6	3.3	194	1404	.8	2.6	271	1649	1.1	4.0	194	1827	.8	3.3	84	1103	.3	3.6
SU '97	129	3156	.5	2.7	113	1156	.5	1.6	189	1485	.8	2.9	198	1606	.8	3.5	45	915	.2	1.8
4-Book	151	3196	.6	3.2	150	1280	.6	2.1	241	1509	1.0	3.6	210	1741	.8	3.7	73	994	.3	3.1
SP '97	144	2824	.6	3.0	177	1332	.7	2.4	231	1589	.9	3.4	172	1642	.7	3.0	73	1006	.3	3.0
KZLA-FM																				
SP '98	83	1218	.3	1.8	83	592	.3	1.1	135	656	.5	2.1	105	723	.4	1.9	35	426	.1	1.5
WI '98	95	1598	.4	2.0	105	695	.4	1.5	137	884	.5	2.0	121	903	.5	2.0	37	432	.1	1.5
FA '97	100	1509	.4	2.1	135	858	.5	1.8	146	715	.6	2.1	132	890	.5	2.2	31	414	.1	1.3
SU '97	115	1308	.5	2.4	149	772	.6	2.1	195	906	.8	2.9	148	899	.6	2.6	44	570	.2	1.8
4-Book	98	1408	.4	2.1	118	729	.5	1.6	153	790	.6	2.3	127	854	.5	2.2	37	461	.1	1.5
SP '97	111	1451	.4	2.3	139	682	.6	1.9	181	777	.7	2.7	145	888	.6	2.6	39	448	.2	1.6
KFRG-FM																				
SP '98	8	315		.2	10	100		.1	12	142		.2	10	169		.2	2	50		.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	7	306		.1	7	124		.1	10	150		.1	13	167		.1	3	77		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	65	1242	.3	1.4	65	447	.3	.9	133	655	.5	2.1	122	870	.5	2.2	21	341	.1	.9
WI '98	87	1572	.3	1.8	102	727	.4	1.4	168	874	.7	2.5	130	898	.5	2.2	30	369	.1	1.2
FA '97	73	1721	.3	1.5	84	638	.3	1.1	126	771	.5	1.8	118	955	.5	2.0	29	432	.1	1.2
SU '97	67	1343	.3	1.4	55	516	.2	.8	177	814	.7	2.7	98	834	.4	1.7	10	244		.4
4-Book	73	1470	.3	1.5	77	582	.3	1.1	151	779	.6	2.3	117	889	.5	2.0	23	347	.1	.9
SP '97	73	1469	.3	1.5	112	666	.5	1.5	160	751	.6	2.4	111	985	.4	2.0	10	261		.4
TOTALS																				
SP '98	4655	24070	18.6	7363	21164	29.4	6485	18845	25.9	5621	20262	22.5	2298	14209	9.2					
WI '98	4798	24175	19.2	7051	20880	28.2	6807	18840	27.2	5922	20793	23.7	2403	13950	9.6					
FA '97	4807	24245	19.2	7378	21434	29.5	6817	18925	27.2	5921	20742	23.7	2341	14242	9.4					
SU '97	4725	23871	19.0	7014	20995	28.3	6612	18732	26.7	5661	20523	22.8	2481	14611	10.0					
4-Book	4746	24090	19.0	7202	21118	28.9	6680	18836	26.8	5781	20580	23.2	2381	14253	9.6					
SP '97	4800	23933	19.4	7238	21138	29.2	6757	18557	27.2	5669	20607	22.9	2425	14606	9.8					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 25-49

Target Listener Estimates

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	97	860	.4	1.5	47	440	.2	1.6	38	102	.2	1.0	69	195	.3	1.4	32	85	.1	1.0
4-Book	109	1194	.5	1.7	45	579	.2	1.5	44	129	.2	1.1	66	218	.3	1.3	46	148	.2	1.3
KACD-FM																				
SP '98	40	633	.2	.6	30	407	.1	1.0	20	89	.1	.5	70	240	.3	1.5	37	136	.1	1.2
4-Book	37	526	.2	.6	27	367	.1	.9	20	74	.1	.5	64	210	.3	1.3	43	141	.2	1.2
KBCD-FM																				
SP '98	8	108	.1		3	101	.1		2	18	.1		7	31	.1		3	35	.1	
4-Book	10	115	.2		5	69	.2		3	17	.1		11	29	.2		5	21	.2	
KACE-FM																				
SP '98	31	408	.1	.5	16	281	.1	.5	10	73	.3		27	62	.1	.6	28	85	.1	.9
4-Book	49	521	.2	.8	28	396	.1	.9	31	114	.1	.8	40	139	.2	.8	40	122	.2	1.1
KRTO-FM																				
SP '98	3	139			1	31														
4-Book	14	164	.1	.2	6	96	.2		7	39	.2		7	38	.2		9	31	.1	.3
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	59	718	.2	.9	37	622	.1	1.2	16	62	.1	.4	34	128	.1	.7	50	205	.2	1.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	104	1589	.4	1.6	65	1032	.3	2.2	51	214	.2	1.4	83	383	.3	1.7	77	244	.3	2.4
4-Book	127	1729	.5	2.0	70	1175	.3	2.3	58	257	.2	1.6	95	354	.4	1.9	71	266	.3	2.0
KBUA-FM																				
SP '98	10	121		.2	4	62	.1		9	27	.2		17	44	.1	.4	1	14		
4-Book	10	151	.1	.2	5	85	.2		9	26	.2		11	42	.2		3	22		.1
KBUE-FM																				
SP '98	88	958	.4	1.4	43	548	.2	1.4	48	128	.2	1.3	60	225	.2	1.2	30	101	.1	.9
4-Book	106	1099	.5	1.6	66	653	.3	2.1	95	215	.4	2.5	103	274	.4	2.0	70	184	.3	2.0
KCBS-FM																				
SP '98	244	3334	1.0	3.8	138	1947	.6	4.6	139	530	.6	3.7	307	977	1.2	6.4	158	507	.6	4.9
4-Book	273	3272	1.1	4.2	130	1907	.5	4.2	152	536	.6	4.1	254	870	1.0	5.1	175	568	.7	4.9
+KCMG-FM																				
SP '98	201	2287	.8	3.1	107	1512	.4	3.6	96	330	.4	2.6	200	630	.8	4.2	153	470	.6	4.8
4-Book	149	1868	.6	2.3	73	1103	.3	2.4	74	253	.3	2.0	125	409	.5	2.5	103	330	.4	3.0
+KDIS-AM																				
SP '98	10	278		.2	5	161	.2		6	32	.2		8	52	.2		11	63		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	230	1992	.9	3.5	51	701	.2	1.7	99	321	.4	2.7	106	350	.4	2.2	26	81	.1	.8
4-Book	219	1986	.9	3.3	48	718	.2	1.6	96	307	.4	2.6	95	318	.4	1.9	24	85	.1	.7
KFWB-AM																				
SP '98	99	1937	.4	1.5	33	706	.1	1.1	39	222	.2	1.1	48	256	.2	1.0	37	166	.1	1.2
4-Book	104	2030	.4	1.6	36	875	.2	1.2	48	266	.2	1.3	51	288	.2	1.1	44	210	.2	1.2
KGIL-AM																				
SP '98	3	135			2	105	.1		5	57	.1		**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	6	119		.1	1	19							8	19	.2					
4-Book	21	192	.1	.3	3	65	.1		4				9	36	.2		7	30		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM																				
SP '98	127	2054	.5	2.0	54	1054	.2	1.8	78	266	.3	2.1	74	338	.3	1.5	51	279	.2	1.6
4-Book	165	2457	.7	2.5	87	1440	.3	2.8	86	307	.4	2.3	151	528	.6	3.0	105	392	.4	2.9
KJLH-FM																				
SP '98	78	693	.3	1.2	70	579	.3	2.4	54	127	.2	1.5	97	219	.4	2.0	66	199	.3	2.1
4-Book	54	609	.2	.8	45	493	.2	1.5	36	89	.2	1.0	61	189	.3	1.2	54	167	.2	1.6
KKBT-FM																				
SP '98	181	2082	.7	2.8	96	1138	.4	3.2	109	312	.4	2.9	162	476	.6	3.4	85	343	.3	2.6
4-Book	217	1831	.9	3.3	117	1112	.5	3.7	110	313	.4	2.9	171	482	.7	3.4	141	388	.6	3.9
KKGO-FM																				
SP '98	55	786	.2	.8	27	436	.1	.9	24	53	.1	.6	50	165	.2	1.0	15	91	.1	.5
4-Book	60	872	.3	.9	36	513	.2	1.2	27	97	.1	.7	50	153	.2	1.0	31	136	.2	.9
KKHJ-AM																				
SP '98	67	420	.3	1.0	27	282	.1	.9	33	70	.1	.9	50	128	.2	1.0	47	97	.2	1.5
4-Book	62	597	.3	.9	32	348	.1	1.0	50	104	.2	1.3	50	141	.2	1.0	32	78	.1	.9
KKLA-FM																				
SP '98	54	406	.2	.8	5	159		.2	5	32		.1	9	32		.2	2	14		.1
4-Book	47	442	.2	.7	7	172		.2	15	59	.1	.4	7	32		.2	5	19		.2
KLAC-AM																				
SP '98	36	603	.1	.6	21	404	.1	.7	14	68	.1	.4	25	87	.1	.5	13	65	.1	.4
4-Book	24	377	.1	.4	13	233	.1	.4	13	43	.1	.4	10	42		.2	11	40	.1	.3
KLAX-FM																				
SP '98	237	1990	.9	3.7	137	1282	.5	4.6	209	521	.8	5.6	250	620	1.0	5.2	175	440	.7	5.4
4-Book	195	1802	.8	3.0	122	1157	.5	4.0	170	410	.7	4.5	181	460	.7	3.6	146	375	.6	4.2
KLOS-FM																				
SP '98	364	3318	1.5	5.6	125	1596	.5	4.2	133	366	.5	3.6	253	795	1.0	5.3	209	620	.8	6.5
4-Book	352	3250	1.4	5.4	124	1537	.5	4.0	128	414	.5	3.4	252	757	1.0	5.0	173	568	.7	5.0
KLSX-FM																				
SP '98	409	3246	1.6	6.3	35	710	.1	1.2	33	156	.1	.9	15	67	.1	.3	8	67		.2
4-Book	396	2868	1.6	6.0	47	781	.2	1.5	51	170	.2	1.4	58	210	.2	1.2	37	135	.2	1.0
KLVE-FM																				
SP '98	392	2652	1.6	6.0	224	1879	.9	7.5	281	592	1.1	7.6	291	786	1.2	6.0	190	484	.8	5.9
4-Book	387	2887	1.6	5.9	200	2006	.8	6.5	282	699	1.1	7.5	320	841	1.3	6.3	177	523	.7	5.0
KLYY-FM																				
SP '98	102	1568	.4	1.6	45	802	.2	1.5	47	224	.2	1.3	122	424	.5	2.5	75	229	.3	2.3
4-Book	90	1319	.4	1.4	42	769	.2	1.4	32	143	.1	.9	87	359	.4	1.8	58	201	.2	1.6
KNX -AM																				
SP '98	136	2330	.5	2.1	40	805	.2	1.3	85	316	.3	2.3	64	255	.3	1.3	19	81	.1	.6
4-Book	117	2290	.5	1.8	38	938	.2	1.2	65	277	.3	1.7	44	248	.2	.9	35	183	.2	1.0
KOST-FM																				
SP '98	169	2035	.7	2.6	85	1214	.3	2.9	137	423	.5	3.7	180	457	.7	3.7	77	244	.3	2.4
4-Book	195	2160	.8	3.0	97	1274	.4	3.1	111	358	.5	3.0	153	454	.6	3.1	104	317	.4	2.9
KPWR-FM																				
SP '98	115	2054	.5	1.8	83	1175	.3	2.8	59	230	.2	1.6	96	311	.4	2.0	128	444	.5	4.0
4-Book	130	2017	.6	2.0	87	1244	.3	2.8	65	232	.3	1.8	128	452	.5	2.6	133	413	.5	3.8
KRLA-AM																				
SP '98	21	382	.1	.3	15	215	.1	.5	27	49	.1	.7	30	104	.1	.6	22	81	.1	.7
4-Book	31	430	.1	.5	22	286	.1	.7	33	94	.2	.9	26	84	.1	.5	26	74	.1	.8
KROQ-FM																				
SP '98	302	2912	1.2	4.7	97	1500	.4	3.3	63	268	.3	1.7	253	729	1.0	5.3	121	467	.5	3.8
4-Book	268	2850	1.1	4.1	110	1677	.5	3.5	105	386	.4	2.8	224	786	.9	4.5	136	487	.6	3.8

Target Listener Estimates - Men 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRRA-AM SP '98 4-Book	12 **	103 **	.2 **	7 **	90 **	.2 **	.2 **	31 **	42 **	.1 **	.8 **	15 **	44 **	.1 **	.3 **	**	**	**	**	
KRTH-FM SP '98 4-Book	204 229	2005 2533	.8 .9	3.1 3.5	81 109	1109 1492	.3 .4	2.7 3.5	45 116	165 351	.2 .5	1.2 3.1	166 218	468 637	.7 .9	3.4 4.3	91 121	299 392	.4 .5	2.8 3.4
KSCA-FM SP '98 4-Book	503 481	3256 3007	2.0 1.9	7.8 7.3	212 215	2101 1970	.8 .9	7.1 6.9	674 558	1261 1112	2.7 2.2	18.2 14.9	339 365	856 946	1.4 1.5	7.0 7.2	180 188	479 477	.7 .7	5.6 5.3
KSSE-FM SP '98 4-Book	72 76	822 881	.3 .3	1.1 1.2	60 57	545 629	.2 .2	2.0 1.8	35 35	98 110	.1 .1	.9 .9	100 100	265 283	.4 .4	2.1 2.0	69 69	194 199	.3 .3	2.1 1.9
KTNQ-AM SP '98 4-Book	244 207	1508 1492	1.0 .8	3.8 3.2	113 91	981 927	.5 .4	3.8 3.0	180 128	302 248	.7 .5	4.9 3.4	139 93	377 267	.6 .4	2.9 1.9	132 106	356 283	.5 .4	4.1 3.0
KTWV-FM SP '98 4-Book	169 210	1816 1976	.7 .8	2.6 3.2	99 108	1270 1325	.4 .4	3.3 3.5	91 102	292 359	.4 .4	2.5 2.7	158 185	425 504	.6 .7	3.3 3.7	98 142	350 396	.4 .6	3.0 4.0
KWKW-AM SP '98 4-Book	91 62	623 481	.4 .3	1.4 1.0	33 26	318 264	.1 .1	1.1 .8	81 55	130 94	.3 .2	2.2 1.4	49 44	132 106	.2 .2	1.0 .9	22 20	89 60	.1 .1	.7 .6
KVVE-FM SP '98 4-Book	25 32	314 394	.1 .1	.4 .5	7 19	185 269	.1 .1	.2 .6	1 22	19 77	.1 .1	.6 .6	2 16	19 56	.1 .1	.3 .3	14 20	38 76	.1 .1	.4 .6
KYSR-FM SP '98 4-Book	200 203	2504 2544	.8 .8	3.1 3.1	107 111	1421 1598	.4 .5	3.6 3.6	74 85	323 335	.3 .4	2.0 2.3	184 200	531 677	.7 .8	3.8 4.0	155 135	401 482	.6 .5	4.8 3.9
KZLA-FM SP '98 4-Book	110 134	950 1176	.4 .6	1.7 2.1	68 76	771 859	.3 .3	2.3 2.5	77 81	215 234	.3 .3	2.1 2.1	100 155	298 427	.4 .6	2.1 3.1	87 95	269 310	.3 .4	2.7 2.7
KFRG-FM SP '98 4-Book	11 **	232 **	.2 **	.2 **	9 **	189 **	.3 **	.3 **	7 **	53 **	.2 **	.2 **	10 **	71 **	.2 **	.2 **	7 **	54 **	.2 **	.2 **
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	109 118	1063 1271	.4 .5	1.7 1.8	17 28	446 540	.1 .1	.6 .9	47 43	183 156	.2 .2	1.3 1.1	15 41	93 151	.1 .2	.3 .8	15 40	88 137	.1 .2	.5 1.1
TOTALS SP '98 4-Book	6490 6564	23706 23759	25.9 26.3		2971 3098	18924 19396	11.9 12.4		3711 3764	9129 9252	14.8 15.1		4818 5038	11437 11953	19.2 20.2		3216 3551	8571 9096	12.8 14.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM	15	67	.1	.8	83	188	.3	3.8	87	217	.3	2.4	29	71	.1	1.0	25	89	.1	1.7
SP '98	20	66	.1	.9	54	139	.2	2.4	71	224	.3	2.0	40	134	.2	1.4	21	77	.1	1.3
4-Book																				
KACD-FM	36	112	.1	1.9	5	27	.2		23	104	.1	.6	23	94	.1	.8	20	44	.1	1.4
SP '98	19	70	.1	1.0	5	26	.2		23	102	.1	.7	22	79	.1	.8	19	80	.1	1.2
4-Book																				
KBCD-FM																				
SP '98	5	14		.2	2	18		.1	5	35		.1	2	18		.1	4	18		.3
4-Book					2	13		.1	5	27		.1	2	13		.1	2	9		.2
KACE-FM	23	80	.1	1.2	14	73	.1	.6	12	53		.3	16	78	.1	.5	2	16		.1
SP '98	34	92	.2	1.7	13	56	.1	.6	23	73	.1	.7	21	89	.1	.7	24	84	.1	1.5
4-Book																				
KRTO-FM																				
SP '98					2	17		.1					7	14		.2	3	14		.2
4-Book	8	24		.4	6	28		.3	3	24		.1	6	28		.2	2	11		.1
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				
+KXTA-AM	45	151	.2	2.4	7	24		.3	71	333	.3	2.0	62	298	.2	2.1	12	55		.8
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				
KBIG-FM	119	373	.5	6.3	19	112	.1	.9	78	277	.3	2.2	53	188	.2	1.8	27	143	.1	1.9
SP '98	131	417	.5	6.3	36	138	.2	1.6	68	274	.3	1.9	52	183	.2	1.8	36	144	.1	2.3
4-Book																				
KBUA-FM																				
SP '98					2	14		.1	4	31		.1					1	14		.1
4-Book	1	4			4	16		.2	11	43	.1	.3		4			4	20		.3
KBUE-FM	4	28		.2	65	171	.3	3.0	89	261	.4	2.5	34	113	.1	1.2	13	74	.1	.9
SP '98	36	113	.2	1.7	59	162	.3	2.6	83	219	.4	2.3	55	149	.2	1.9	34	90	.2	2.1
4-Book																				
KCBS-FM	50	224	.2	2.7	76	249	.3	3.5	161	621	.6	4.5	150	478	.6	5.1	57	218	.2	3.9
SP '98	50	224	.2	2.5	69	263	.3	3.0	168	619	.7	4.7	137	492	.6	4.7	40	192	.2	2.6
4-Book																				
+KCMG-FM	37	181	.1	2.0	60	248	.2	2.7	128	470	.5	3.6	120	444	.5	4.1	60	256	.2	4.1
SP '98	46	204	.2	2.2	50	192	.2	2.2	72	291	.3	2.0	70	266	.3	2.4	45	164	.2	2.9
4-Book																				
+KDIS-AM																				
SP '98	1	15		.1	6	32		.3	7	48		.2	3	29		.1	2	14		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM	15	67	.1	.8	68	173	.3	3.1	58	168	.2	1.6	8	41		.3	25	84	.1	1.7
SP '98	17	59	.1	.8	57	159	.2	2.6	52	193	.2	1.4	25	103	.1	.9	22	74	.1	1.4
4-Book																				
KFWB-AM	6	76		.3	45	226	.2	2.1	29	190	.1	.8	34	140	.1	1.2	29	93	.1	2.0
SP '98	15	83	.1	.7	41	196	.2	1.8	33	184	.2	.9	37	136	.1	1.3	20	101	.1	1.3
4-Book																				
KGIL-AM	4	31		.2									2	18		.1	3	13		.2
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				
KIEV-AM																				
SP '98	1	4		.1	1	3			1	4			2	11		.1	1	4		.1
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	47	171	.2	2.5	42	165	.2	1.9	64	271	.3	1.8	58	255	.2	2.0	19	137	.1	1.3
4-Book	57	242	.3	2.8	62	243	.3	2.7	109	419	.5	3.0	85	334	.3	2.9	38	186	.2	2.4
KJLH-FM																				
SP '98	18	68	.1	1.0	61	180	.2	2.8	140	292	.6	3.9	81	194	.3	2.7	40	104	.2	2.8
4-Book	34	111	.2	1.6	44	113	.2	2.0	74	200	.3	2.1	43	125	.2	1.5	15	47	.1	1.0
KKBT-FM																				
SP '98	84	215	.3	4.5	30	128	.1	1.4	97	295	.4	2.7	128	382	.5	4.3	65	253	.3	4.5
4-Book	102	299	.4	4.9	78	212	.3	3.4	123	328	.5	3.4	124	327	.5	4.3	80	249	.3	5.1
KKGO-FM																				
SP '98	38	129	.2	2.0	12	62	.1	.5	19	51	.1	.5	43	105	.2	1.5	12	52	.1	.8
4-Book	32	107	.1	1.6	28	92	.1	1.2	42	143	.2	1.1	41	131	.2	1.4	31	87	.1	2.0
KKHJ-AM																				
SP '98	11	28	.1	.6	21	73	.1	1.0	18	85	.1	.5	28	67	.1	.9	11	14	.1	.8
4-Book	21	56	.1	1.0	21	64	.1	1.0	33	91	.2	.9	36	62	.1	1.2	16	44	.1	1.0
KKLA-FM																				
SP '98					7	40	.1	.3	7	74	.2	.3	9	36	.1	.3	1	18	.1	.1
4-Book	2	8	.1	.1	11	55	.1	.5	8	66	.2	.2	6	24	.1	.2	7	24	.1	.4
KLAC-AM																				
SP '98	2	19	.1	.1	4	19	.1	.2	59	154	.2	1.6	34	133	.1	1.2	15	70	.1	1.0
4-Book	6	26	.3	.3	6	19	.3	.3	27	64	.1	.7	16	63	.1	.6	15	65	.1	1.0
KLAX-FM																				
SP '98	61	293	.2	3.2	95	271	.4	4.3	160	394	.6	4.5	110	267	.4	3.7	42	140	.2	2.9
4-Book	58	213	.2	2.8	122	306	.5	5.3	154	426	.6	4.3	105	254	.4	3.6	54	137	.2	3.4
KLOS-FM																				
SP '98	72	266	.3	3.8	50	209	.2	2.3	92	361	.4	2.6	156	493	.6	5.3	47	213	.2	3.2
4-Book	81	275	.3	3.9	48	196	.2	2.1	115	373	.5	3.2	138	419	.5	4.8	54	196	.2	3.4
KLSX-FM																				
SP '98	6	19	.1	.3	69	129	.3	3.2	106	323	.4	3.0	17	51	.1	.6	21	120	.1	1.4
4-Book	17	77	.1	.8	77	184	.3	3.4	99	347	.4	2.8	24	99	.1	.8	10	58	.1	.7
KLVE-FM																				
SP '98	267	525	1.1	14.2	143	406	.6	6.5	256	631	1.0	7.2	162	387	.6	5.5	180	422	.7	12.4
4-Book	195	482	.8	9.6	141	428	.6	6.2	211	599	.9	5.9	131	387	.5	4.5	130	369	.5	8.4
KLYY-FM																				
SP '98	25	179	.1	1.3	36	84	.1	1.6	25	161	.1	.7	19	85	.1	.6	10	78	.1	.7
4-Book	27	155	.1	1.3	19	85	.1	.8	50	234	.2	1.4	37	159	.2	1.3	24	118	.1	1.5
KNX -AM																				
SP '98	21	120	.1	1.1	42	242	.2	1.9	27	122	.1	.8	51	183	.2	1.7	19	127	.1	1.3
4-Book	23	139	.1	1.1	34	191	.2	1.5	34	178	.1	1.0	43	178	.2	1.4	30	160	.1	1.9
KOST-FM																				
SP '98	37	171	.1	2.0	48	283	.2	2.2	88	385	.4	2.5	58	215	.2	2.0	54	176	.2	3.7
4-Book	83	341	.3	3.9	61	236	.2	2.7	110	365	.5	3.1	75	247	.3	2.6	70	254	.3	4.5
KPWR-FM																				
SP '98	83	203	.3	4.4	38	148	.2	1.7	105	291	.4	2.9	84	261	.3	2.8	68	247	.3	4.7
4-Book	93	262	.4	4.5	51	158	.2	2.3	94	287	.4	2.6	82	273	.3	2.8	48	201	.2	3.1
KRLA-AM																				
SP '98	6	30	.1	.3	9	33	.1	.4	8	17	.1	.2	6	15	.1	.2	11	29	.1	.8
4-Book	23	67	.1	1.0	14	49	.1	.6	15	49	.1	.4	24	55	.1	.8	18	56	.1	1.2
KROQ-FM																				
SP '98	63	249	.3	3.3	35	183	.1	1.6	103	449	.4	2.9	76	346	.3	2.6	46	233	.2	3.2
4-Book	58	266	.3	2.8	58	206	.2	2.5	130	529	.5	3.6	94	379	.4	3.2	65	280	.3	4.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	3 **	17 **	.2 **	.2 **	**	**	**	**	3 **	17 **	.1 **	.1 **	**	**	**	**	6 **	14 **	.4 **	.4 **
KRTH-FM SP '98 4-Book	27 52	110 190	.1 .2	1.4 2.5	53 72	171 248	.2 .3	2.4 3.2	127 133	429 453	.5 .5	3.5 3.7	114 114	317 371	.5 .5	3.9 3.9	19 42	100 192	.1 .2	1.3 2.7
KSCA-FM SP '98 4-Book	91 77	302 262	.4 .3	4.8 3.8	180 187	518 437	.7 .8	8.2 8.2	187 210	587 564	.7 .9	5.2 5.8	67 123	253 334	.3 .5	2.3 4.3	27 53	156 210	.1 .2	1.9 3.4
KSSE-FM SP '98 4-Book	34 49	68 148	.1 .2	1.8 2.3	36 31	111 116	.1 .1	1.6 1.4	75 70	183 204	.3 .3	2.1 2.0	81 60	170 151	.3 .2	2.7 2.0	48 33	98 92	.2 .2	3.3 2.1
KTNO-AM SP '98 4-Book	72 69	255 209	.3 .3	3.8 3.4	76 51	174 120	.3 .2	3.5 2.3	122 98	296 235	.5 .4	3.4 2.7	161 134	369 303	.6 .5	5.5 4.7	44 62	213 211	.2 .3	3.0 3.9
KTWV-FM SP '98 4-Book	60 79	213 277	.2 .3	3.2 3.7	41 49	157 207	.2 .2	1.9 2.2	152 134	417 424	.6 .5	4.2 3.7	109 94	285 287	.4 .4	3.7 3.2	72 70	235 222	.3 .3	5.0 4.5
KWKV-AM SP '98 4-Book	17 15	41 45	.1 .1	.9 .7	53 35	106 66	.2 .2	2.4 1.5	15 18	106 65	.1 .1	.4 .5	17 10	19 25	.1 .1	.6 .3	16 16	46 41	.1 .1	1.1 1.0
KWVE-FM SP '98 4-Book	2 7	16 27	.1 .3	.1 .3	18 29	33 83	.1 .1	.8 1.3	5 24	55 92	.1 .1	.7 .7	11 25	30 72	.1 .1	.4 .9	6 10	30 41	.1 .1	.4 .6
KYSR-FM SP '98 4-Book	55 55	283 258	.2 .2	2.9 2.7	51 61	161 209	.2 .3	2.3 2.7	157 165	435 515	.6 .7	4.4 4.6	129 127	345 420	.5 .5	4.4 4.3	47 51	191 219	.2 .2	3.2 3.3
KZLA-FM SP '98 4-Book	33 33	147 125	.1 .1	1.8 1.6	44 42	152 152	.2 .2	2.0 1.9	65 83	258 279	.3 .4	1.8 2.3	110 95	292 234	.4 .4	3.7 3.3	36 28	96 122	.1 .1	2.5 1.8
KFRG-FM SP '98 4-Book	3 **	37 **	.2 **	.2 **	17 **	83 **	.1 **	.8 **	12 **	84 **	.3 **	.3 **	8 **	57 **	.3 **	.3 **	7 **	34 **	.5 **	.5 **
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	12 14	91 70	.6 .1	.6 .7	23 29	95 104	.1 .1	1.1 1.3	3 25	34 124	.1 .1	.1 .7	29 32	106 111	.1 .1	1.0 1.1	3 10	56 62	.2 .6	.2 .6
TOTALS SP '98 4-Book	1884 2075	5693 6182	7.5 8.3		2190 2266	6351 6380	8.7 9.1		3579 3613	9368 9450	14.3 14.5		2948 2915	7397 7407	11.8 11.7		1450 1569	4666 4849	5.8 6.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 25-49

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	102	1536	.4	1.9	129	599	.5	1.6	142	704	.5	1.9	166	821	.6	2.6	49	439	.2	1.9
WI '98	88	1800	.3	1.6	107	669	.4	1.3	112	803	.4	1.5	177	1003	.6	2.7	47	428	.2	1.8
FA '97	112	1981	.4	2.1	128	832	.5	1.5	187	946	.7	2.4	182	1119	.6	2.7	49	529	.2	1.9
SU '97	122	2321	.4	2.3	166	730	.6	2.1	129	833	.5	1.8	176	1368	.6	2.8	106	958	.4	3.9
4-Book	106	1910	.4	2.0	133	708	.5	1.6	143	822	.5	1.9	175	1078	.6	2.7	63	589	.3	2.4
SP '97	114	2320	.4	2.1	97	830	.3	1.2	221	1148	.8	2.9	167	1242	.6	2.7	82	826	.3	3.1
KACD-FM																				
SP '98	34	789	.1	.6	31	330	.1	.4	40	385	.1	.5	51	400	.2	.8	25	288	.1	1.0
WI '98	39	739	.1	.7	53	357	.2	.7	56	343	.2	.7	44	375	.2	.7	17	307	.1	.6
FA '97	21	519	.1	.4	16	196	.1	.2	27	270	.1	.3	22	321	.1	.3	10	147	.1	.4
SU '97	32	565	.1	.6	24	194	.1	.3	44	289	.2	.6	54	336	.2	.9	21	201	.1	.8
4-Book	32	653	.1	.6	31	269	.1	.4	42	322	.2	.5	43	358	.2	.7	18	236	.1	.7
SP '97	35	542	.1	.7	27	239	.1	.3	42	251	.2	.6	51	276	.2	.8	29	207	.1	1.1
KBCD-FM																				
SP '98	5	163		.1	10	81		.1	5	79		.1	10	93		.2				
WI '98	2	71			5	55		.1					1	16				21		
FA '97	8	132		.1	8	66		.1	7	81		.1	12	65		.2	3	63		.1
SU '97	14	197	.1	.3	25	132	.1	.3	27	98	.1	.4	17	129	.1	.3	6	87		.2
4-Book	7	141		.1	12	84		.2	10	65		.2	10	76		.2	2	43		.1
SP '97	2	108			9	36		.1					2	35			2	20		.1
KACE-FM																				
SP '98	32	662	.1	.6	48	357	.2	.6	32	183	.1	.4	29	251	.1	.5	22	258	.1	.9
WI '98	46	730	.2	.9	43	275	.2	.5	54	315	.2	.7	54	374	.2	.8	45	274	.2	1.7
FA '97	58	909	.2	1.1	60	359	.2	.7	72	443	.3	.9	57	430	.2	.9	52	310	.2	2.0
SU '97	61	986	.2	1.2	108	445	.4	1.4	85	552	.3	1.2	69	462	.2	1.1	33	389	.1	1.2
4-Book	49	822	.2	1.0	65	359	.3	.8	61	373	.2	.8	52	379	.2	.8	38	308	.2	1.5
SP '97	35	656	.1	.7	36	316	.1	.4	44	321	.2	.6	53	371	.2	.8	27	204	.1	1.0
KRTO-FM																				
SP '98	3	156		.1	1	30			2	29			8	123		.1	3	31		.1
WI '98	10	235		.2	14	135		.2	13	102		.2	8	88		.1	10	87		.4
FA '97	13	304		.2	10	92		.1	12	70		.2	24	155		.4	12	108		.5
SU '97	19	228	.1	.4	26	79	.1	.3	34	157	.1	.5	18	150	.1	.3	12	126		.4
4-Book	11	231		.2	13	84		.2	15	90		.2	15	129		.2	9	88		.4
SP '97	30	253	.1	.6	57	177	.2	.7	55	207	.2	.7	21	111	.1	.3	12	93		.5
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	59	1225	.2	1.1	44	348	.2	.5	82	464	.3	1.1	72	644	.3	1.1	56	551	.2	2.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	105	2358	.4	2.0	104	800	.4	1.3	192	1088	.7	2.6	115	1016	.4	1.8	55	634	.2	2.2
WI '98	123	2604	.4	2.3	138	934	.5	1.7	177	970	.6	2.4	188	1260	.7	2.8	68	750	.2	2.5
FA '97	105	2539	.4	1.9	134	967	.5	1.6	166	932	.6	2.1	141	1217	.5	2.1	51	745	.2	1.9
SU '97	122	3029	.4	2.3	148	1265	.5	1.9	179	1165	.6	2.4	150	1388	.5	2.4	49	973	.2	1.8
4-Book	114	2633	.4	2.1	131	992	.5	1.6	179	1039	.6	2.4	149	1220	.5	2.3	56	776	.2	2.1
SP '97	116	2594	.4	2.2	121	1066	.4	1.5	209	1112	.7	2.8	178	1172	.6	2.8	40	715	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	7	121	.1		8	74	.1		11	87	.2		10	90	.2		3	62	.1	
WI '98	13	203	.2		20	93	.1	.2	16	95	.1	.2	11	123	.2		8	78	.3	
FA '97	9	200	.2		23	90	.1	.3	9	86	.1	.1	7	116	.1		3	29	.1	
SU '97	5	204	.1		4	83	.1		5	74	.1		7	111	.1		2	61	.1	
4-Book	9	182	.2		14	85	.1	.2	10	86	.2		9	110	.2		4	58	.2	
SP '97	16	247	.1	.3	19	140	.1	.2	28	140	.1	.4	15	108	.1	.2	3	31	.1	
KBUE-FM																				
SP '98	70	1305	.2	1.3	101	505	.4	1.2	99	696	.3	1.4	94	613	.3	1.5	33	414	.1	1.3
WI '98	112	1441	.4	2.1	140	650	.5	1.7	167	826	.6	2.2	132	706	.5	2.0	43	383	.2	1.6
FA '97	89	1311	.3	1.6	134	640	.5	1.6	99	711	.3	1.3	104	724	.4	1.6	43	419	.2	1.6
SU '97	70	1494	.3	1.3	76	727	.3	1.0	125	778	.4	1.7	70	758	.3	1.1	29	448	.1	1.1
4-Book	85	1388	.3	1.6	113	631	.4	1.4	123	753	.4	1.7	100	700	.4	1.6	37	416	.2	1.4
SP '97	69	1398	.2	1.3	67	642	.2	.8	104	731	.4	1.4	88	758	.3	1.4	21	326	.1	.8
KCBS-FM																				
SP '98	194	4047	.7	3.7	267	2037	.9	3.2	292	2086	1.0	4.0	238	2252	.8	3.7	79	1211	.3	3.1
WI '98	235	4204	.8	4.4	307	1998	1.1	3.8	376	2172	1.3	5.0	303	2504	1.1	4.6	85	1178	.3	3.2
FA '97	249	4332	.9	4.6	310	2092	1.1	3.7	436	2357	1.5	5.6	340	2762	1.2	5.1	89	1239	.3	3.4
SU '97	164	3733	.6	3.1	208	1727	.7	2.6	236	1947	.8	3.2	210	1897	.8	3.3	84	1207	.3	3.1
4-Book	211	4079	.8	4.0	273	1964	1.0	3.3	335	2141	1.2	4.5	273	2354	1.0	4.2	84	1209	.3	3.2
SP '97	247	3902	.9	4.6	292	1776	1.0	3.6	439	2174	1.6	5.8	328	2332	1.2	5.2	99	1185	.4	3.8
+KCMG-FM																				
SP '98	162	2969	.6	3.1	198	1398	.7	2.4	223	1522	.8	3.1	217	1749	.8	3.4	89	977	.3	3.5
WI '98	130	2407	.5	2.4	157	1042	.6	2.0	189	1154	.7	2.5	174	1459	.6	2.6	76	794	.3	2.8
FA '97	84	1986	.3	1.5	91	892	.3	1.1	110	898	.4	1.4	153	1148	.5	2.3	42	540	.1	1.6
SU '97	84	1897	.3	1.6	90	782	.3	1.1	145	1060	.5	2.0	108	1043	.4	1.7	43	602	.2	1.6
4-Book	115	2315	.4	2.2	134	1029	.5	1.7	167	1159	.6	2.3	163	1350	.6	2.5	63	728	.2	2.4
SP '97	84	1657	.3	1.6	78	655	.3	1.0	139	896	.5	1.8	105	872	.4	1.7	29	356	.1	1.1
+KDIS-AM																				
SP '98	8	400	.2		15	168	.1	.2	3	49			16	153	.1	.2	2	73	.1	
WI '98	17	403	.1	.3	14	204	.2		16	126	.1	.2	28	180	.1	.4	4	79	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	29	1063	.1	.6	22	215	.1	.3	16	287	.1	.2	63	411	.2	1.0	30	405	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	25	906	.1	.5	16	234	.1	.2	35	219	.1	.5	35	376	.1	.6	18	254	.1	.7
KFI -AM																				
SP '98	186	2702	.7	3.5	330	1667	1.2	4.0	315	1501	1.1	4.3	238	1400	.8	3.7	67	685	.2	2.6
WI '98	161	3047	.6	3.0	298	1633	1.0	3.7	278	1578	1.0	3.7	189	1426	.7	2.8	62	624	.2	2.3
FA '97	195	2796	.7	3.6	302	1548	1.1	3.6	372	1611	1.3	4.8	207	1315	.7	3.1	101	714	.4	3.9
SU '97	174	2313	.6	3.3	291	1372	1.0	3.7	301	1306	1.1	4.1	181	1134	.6	2.9	93	529	.3	3.5
4-Book	179	2715	.7	3.4	305	1555	1.1	3.8	317	1499	1.1	4.2	204	1319	.7	3.1	81	638	.3	3.1
SP '97	198	2613	.7	3.7	303	1451	1.1	3.7	424	1597	1.5	5.6	270	1473	1.0	4.3	35	498	.1	1.3
KFWE-AM																				
SP '98	94	2803	.3	1.8	197	1797	.7	2.4	103	1171	.4	1.4	117	1221	.4	1.8	52	718	.2	2.0
WI '98	82	2768	.3	1.5	162	1506	.6	2.0	88	1060	.3	1.2	115	1296	.4	1.7	36	665	.1	1.3
FA '97	109	3199	.4	2.0	224	1758	.8	2.7	101	1086	.4	1.3	164	1759	.6	2.5	56	522	.2	2.1
SU '97	83	2741	.3	1.6	189	1818	.7	2.4	83	989	.3	1.1	130	1554	.5	2.1	27	523	.1	1.0
4-Book	92	2878	.3	1.7	193	1720	.7	2.4	94	1077	.4	1.3	132	1458	.5	2.0	43	607	.2	1.6
SP '97	77	2535	.3	1.4	177	1641	.6	2.2	60	707	.2	.8	120	1184	.4	1.9	38	630	.1	1.5
KGIL-AM																				
SP '98	3	254	.1		3	66			2	53			4	105	.1		2	52	.1	
WI '98	5	151	.1		8	61	.1		5	60	.1		9	107	.1		3	60	.1	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '98	8	209	.2	3	48			24	131	.1	.3	5	30		.1	2	15		.1	
WI '98	13	271	.2	6	60		.1	35	148	.1	.5	25	150	.1	.4	2	25		.1	
FA '97	12	228	.2	2	61			41	131	.1	.5	11	77		.2	7	49		.3	
SU '97	28	389	.1	.5	7		.1	77	308	.3	1.1	51	184	.2	.8	7	84		.3	
4-Book	15	274	.3	5	56		.1	44	180	.2	.6	23	110	.1	.4	5	43		.2	
SP '97	9	148	.2					20	85	.1	.3	29	122	.1	.5	1	16			
KIIS-FM																				
SP '98	96	2682	.3	1.8	196	1448	.7	2.4	109	1153	.4	1.5	107	1182	.4	1.7	49	750	.2	1.9
WI '98	116	3000	.4	2.2	185	1331	.7	2.3	148	1115	.5	2.0	124	1453	.4	1.9	60	794	.2	2.2
FA '97	141	3353	.5	2.6	221	1700	.8	2.6	164	1366	.6	2.1	173	1512	.6	2.6	63	770	.2	2.4
SU '97	165	3471	.6	3.1	238	1824	.9	3.0	238	1717	.9	3.2	215	1666	.8	3.4	80	908	.3	3.0
4-Book	130	3127	.5	2.4	210	1576	.8	2.6	165	1338	.6	2.2	155	1453	.6	2.4	63	806	.2	2.4
SP '97	140	3313	.5	2.6	278	1870	1.0	3.4	150	1258	.5	2.0	144	1625	.5	2.3	55	750	.2	2.1
KJLH-FM																				
SP '98	76	1083	.3	1.4	89	431	.3	1.1	89	424	.3	1.2	70	570	.2	1.1	66	371	.2	2.6
WI '98	50	803	.2	.9	83	392	.3	1.0	56	424	.2	.7	54	456	.2	.8	29	263	.1	1.1
FA '97	42	812	.1	.8	59	327	.2	.7	53	391	.2	.7	30	344	.1	.5	31	337	.1	1.2
SU '97	37	827	.1	.7	29	302	.1	.4	41	328	.1	.6	50	436	.2	.8	25	349	.1	.9
4-Book	51	881	.2	1.0	65	363	.2	.8	60	392	.2	.8	51	452	.2	.8	38	330	.1	1.5
SP '97	62	930	.2	1.2	51	304	.2	.6	104	438	.4	1.4	72	482	.3	1.1	37	286	.1	1.4
KKBT-FM																				
SP '98	155	2453	.5	2.9	268	1245	.9	3.2	158	1295	.6	2.2	196	1509	.7	3.1	102	862	.4	4.0
WI '98	158	1790	.6	2.9	291	966	1.0	3.6	188	897	.7	2.5	169	894	.6	2.5	80	720	.3	3.0
FA '97	182	2343	.6	3.4	335	1340	1.2	4.0	220	1227	.8	2.8	205	1201	.7	3.1	82	627	.3	3.1
SU '97	181	2293	.6	3.4	273	1208	1.0	3.5	215	1273	.8	2.9	233	1264	.8	3.7	90	997	.3	3.3
4-Book	169	2220	.6	3.2	292	1190	1.0	3.6	195	1173	.7	2.6	201	1217	.7	3.1	89	802	.3	3.4
SP '97	193	2135	.7	3.6	322	1356	1.2	3.9	222	1233	.8	2.9	224	1235	.8	3.6	95	796	.3	3.6
KKGO-FM																				
SP '98	60	1298	.2	1.1	45	575	.2	.5	96	697	.3	1.3	82	603	.3	1.3	46	554	.2	1.8
WI '98	73	1608	.3	1.4	97	603	.3	1.2	69	603	.2	.9	83	763	.3	1.2	52	526	.2	1.9
FA '97	81	1493	.3	1.5	82	602	.3	1.0	125	630	.4	1.6	90	804	.3	1.4	60	549	.2	2.3
SU '97	43	1147	.2	.8	56	529	.2	.7	63	441	.2	.9	45	491	.2	.7	32	407	.1	1.2
4-Book	64	1387	.3	1.2	70	577	.3	.9	88	593	.3	1.2	75	665	.3	1.2	48	509	.2	1.8
SP '97	59	1147	.2	1.1	78	421	.3	1.0	90	527	.3	1.2	56	541	.2	.9	43	442	.2	1.6
KKHJ-AM																				
SP '98	55	669	.2	1.0	76	344	.3	.9	84	399	.3	1.1	61	268	.2	1.0	37	154	.1	1.5
WI '98	47	786	.2	.9	73	344	.3	.9	71	354	.3	.9	51	229	.2	.8	30	277	.1	1.1
FA '97	46	866	.2	.8	53	282	.2	.6	33	284	.1	.4	66	352	.2	1.0	59	294	.2	2.3
SU '97	60	1093	.2	1.1	81	436	.3	1.0	67	458	.2	.9	83	576	.3	1.3	32	241	.1	1.2
4-Book	52	854	.2	1.0	71	352	.3	.9	64	374	.2	.8	65	356	.2	1.0	40	242	.1	1.5
SP '97	68	1135	.2	1.3	81	512	.3	1.0	115	591	.4	1.5	80	451	.3	1.3	63	393	.2	2.4
KKLA-FM																				
SP '98	34	579	.1	.6	95	356	.3	1.1	40	168	.1	.5	54	345	.2	.8	3	113		.1
WI '98	38	687	.1	.7	48	357	.2	.6	60	304	.2	.8	69	407	.2	1.0	22	142	.1	.8
FA '97	25	608	.1	.5	61	422	.2	.7	17	237	.1	.2	41	335	.1	.6	12	130		.5
SU '97	37	440	.1	.7	90	321	.3	1.1	54	224	.2	.7	36	224	.1	.6	18	134	.1	.7
4-Book	34	579	.1	.6	74	364	.3	.9	43	233	.2	.6	50	328	.2	.8	14	130	.1	.5
SP '97	38	569	.1	.7	84	370	.3	1.0	64	183	.2	.8	55	339	.2	.9	7	88		.3
KLAC-AM																				
SP '98	37	1206	.1	.7	67	386	.2	.8	34	258	.1	.5	39	500	.1	.6	25	484	.1	1.0
WI '98	35	971	.1	.6	48	350	.2	.6	52	272	.2	.7	34	293	.1	.5	26	400	.1	1.0
FA '97	33	822	.1	.6	65	303	.2	.8	35	259	.1	.5	36	410	.1	.5	25	349	.1	1.0
SU '97	22	566	.1	.4	43	205	.2	.5	30	252	.1	.4	25	266	.1	.4	9	216		.3
4-Book	32	891	.1	.6	56	311	.2	.7	38	260	.1	.5	34	367	.1	.5	21	362	.1	.8
SP '97	21	698	.1	.4	34	183	.1	.4	21	146	.1	.3	32	362	.1	.5	18	284	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	189	2444	.7	3.6	230	1220	.8	2.8	244	1297	.9	3.3	271	1343	1.0	4.2	108	817	.4	4.2
WI '98	202	2382	.7	3.7	253	1159	.9	3.1	316	1308	1.1	4.2	228	1371	.8	3.4	93	808	.3	3.5
FA '97	126	1706	.4	2.3	127	710	.4	1.5	137	840	.5	1.8	204	1003	.7	3.1	71	578	.3	2.7
SU '97	125	2229	.4	2.4	152	1011	.5	1.9	166	1056	.6	2.3	144	1111	.5	2.3	77	590	.3	2.9
4-Book	161	2190	.6	3.0	191	1025	.7	2.3	216	1125	.8	2.9	212	1207	.8	3.3	87	698	.3	3.3
SP '97	149	2259	.5	2.8	231	1241	.8	2.8	197	1162	.7	2.6	142	1082	.5	2.3	85	781	.3	3.3
KLOS-FM																				
SP '98	252	4015	.9	4.8	565	2195	2.0	6.8	300	1763	1.1	4.1	278	2186	1.0	4.3	106	995	.4	4.2
WI '98	262	3884	.9	4.9	450	2141	1.6	5.6	370	1711	1.3	4.9	332	2085	1.2	5.0	102	1036	.4	3.8
FA '97	274	4154	1.0	5.0	469	2121	1.7	5.6	410	1910	1.4	5.3	345	2484	1.2	5.2	124	1299	.4	4.7
SU '97	201	3371	.7	3.8	366	1716	1.3	4.7	273	1592	1.0	3.7	291	1888	1.0	4.6	73	691	.3	2.7
4-Book	247	3856	.9	4.6	463	2043	1.7	5.7	338	1744	1.2	4.5	312	2161	1.1	4.8	101	1005	.4	3.9
SP '97	202	3568	.7	3.8	369	1835	1.3	4.5	261	1527	.9	3.5	263	2022	.9	4.2	74	908	.3	2.8
KLSX-FM																				
SP '98	240	3571	.8	4.6	812	2627	2.9	9.8	298	1852	1.0	4.1	221	1525	.8	3.5	34	473	.1	1.3
WI '98	252	3623	.9	4.7	802	2587	2.8	10.0	264	1594	.9	3.5	244	1454	.9	3.7	81	697	.3	3.0
FA '97	240	3301	.8	4.4	843	2492	3.0	10.1	289	1557	1.0	3.7	173	991	.6	2.6	19	374	.1	.7
SU '97	225	2790	.8	4.3	765	2253	2.7	9.7	304	1533	1.1	4.1	145	892	.5	2.3	39	485	.1	1.5
4-Book	239	3321	.8	4.5	806	2490	2.9	9.9	289	1634	1.0	3.9	196	1216	.7	3.0	43	507	.2	1.6
SP '97	207	3132	.7	3.9	685	2332	2.5	8.4	248	1449	.9	3.3	132	981	.5	2.1	42	385	.2	1.6
KLVE-FM																				
SP '98	317	3450	1.1	6.0	470	1886	1.7	5.7	457	1949	1.6	6.3	297	1620	1.0	4.6	188	1044	.7	7.4
WI '98	312	3572	1.1	5.8	433	1798	1.5	5.4	487	1790	1.7	6.5	352	1859	1.2	5.3	140	1188	.5	5.2
FA '97	317	3681	1.1	5.8	476	1920	1.7	5.7	493	1929	1.7	6.4	356	2026	1.3	5.4	143	1288	.5	5.5
SU '97	276	3787	1.0	5.3	368	2137	1.3	4.7	415	1947	1.5	5.7	314	2105	1.1	5.0	132	1296	.5	4.9
4-Book	306	3623	1.1	5.7	437	1935	1.6	5.4	463	1904	1.6	6.2	330	1903	1.2	5.1	151	1204	.6	5.8
SP '97	338	4022	1.2	6.3	515	2210	1.8	6.3	480	2157	1.7	6.3	344	2244	1.2	5.5	183	1415	.7	7.0
KLYY-FM																				
SP '98	72	1807	.3	1.4	82	698	.3	1.0	120	994	.4	1.6	102	1061	.4	1.6	30	515	.1	1.2
WI '98	44	1355	.2	.8	31	435	.1	.4	66	649	.2	.9	56	715	.2	.8	22	339	.1	.8
FA '97	67	1634	.2	1.2	62	663	.2	.7	104	799	.4	1.3	114	1039	.4	1.7	38	557	.1	1.4
SU '97	80	1480	.3	1.5	97	626	.3	1.2	137	929	.5	1.9	106	871	.4	1.7	31	500	.1	1.2
4-Book	66	1569	.3	1.2	68	606	.2	.8	107	843	.4	1.4	95	922	.4	1.5	30	478	.1	1.2
SP '97	48	1368	.2	.9	41	565	.1	.5	64	578	.2	.8	68	945	.2	1.1	26	557	.1	1.0
KNX -AM																				
SP '98	116	3238	.4	2.2	231	1921	.8	2.8	120	1176	.4	1.6	159	1841	.6	2.5	74	1015	.3	2.9
WI '98	109	3659	.4	2.0	214	2200	.8	2.7	96	1537	.3	1.3	190	1982	.7	2.9	54	899	.2	2.0
FA '97	98	3049	.3	1.8	169	1655	.6	2.0	95	1191	.3	1.2	133	1506	.5	2.0	83	890	.3	3.2
SU '97	92	3049	.3	1.8	217	1884	.8	2.8	70	1008	.3	1.0	122	1461	.4	1.9	61	729	.2	2.3
4-Book	104	3249	.4	2.0	208	1915	.8	2.6	95	1228	.3	1.3	151	1698	.6	2.3	68	883	.3	2.6
SP '97	90	2911	.3	1.7	196	1665	.7	2.4	86	1133	.3	1.1	108	1466	.4	1.7	57	772	.2	2.2
KOST-FM																				
SP '98	147	2941	.5	2.8	151	1226	.5	1.8	248	1446	.9	3.4	188	1479	.7	2.9	80	966	.3	3.1
WI '98	141	2898	.5	2.6	157	1110	.6	2.0	181	1011	.6	2.4	178	1484	.6	2.7	115	1135	.4	4.3
FA '97	176	3079	.6	3.2	202	1355	.7	2.4	296	1463	1.0	3.8	245	1597	.9	3.7	82	958	.3	3.1
SU '97	182	3478	.7	3.5	203	1466	.7	2.6	276	1542	1.0	3.8	256	1803	.9	4.1	94	1163	.3	3.5
4-Book	162	3099	.6	3.0	178	1289	.6	2.2	250	1366	.9	3.4	217	1591	.8	3.4	93	1056	.3	3.5
SP '97	151	2883	.5	2.8	184	1258	.7	2.3	238	1213	.9	3.1	178	1474	.6	2.8	90	921	.3	3.4
KPWR-FM																				
SP '98	98	2534	.3	1.9	139	1247	.5	1.7	105	973	.4	1.4	122	1340	.4	1.9	55	605	.2	2.2
WI '98	94	2127	.3	1.7	111	824	.4	1.4	127	1062	.4	1.7	125	1034	.4	1.9	54	649	.2	2.0
FA '97	115	2507	.4	2.1	139	1091	.5	1.7	163	1136	.6	2.1	155	1224	.5	2.3	58	622	.2	2.2
SU '97	124	2973	.4	2.4	126	1173	.5	1.6	154	1457	.6	2.1	138	1381	.5	2.2	105	1000	.4	3.9
4-Book	108	2535	.4	2.0	129	1084	.5	1.6	137	1157	.5	1.8	135	1245	.5	2.1	68	719	.3	2.6
SP '97	109	2643	.4	2.0	143	1191	.5	1.8	146	1304	.5	1.9	127	1396	.5	2.0	63	818	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 25-54

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																				
SP '98	22	694	.1	.4	16	171	.1	.2	23	238	.1	.3	38	338	.1	.6	21	258	.1	.8
WI '98	19	504	.1	.4	15	132	.1	.2	21	231	.1	.3	29	204	.1	.4	11	164	.1	.4
FA '97	36	879	.1	.7	37	312	.1	.4	33	339	.1	.4	51	472	.2	.8	28	327	.1	1.1
SU '97	51	964	.2	1.0	84	422	.3	1.1	71	481	.3	1.0	53	460	.2	.8	29	270	.1	1.1
4-Book	32	760	.1	.6	38	259	.2	.5	37	322	.2	.5	43	369	.2	.7	22	255	.1	.9
SP '97	53	640	.2	1.0	55	315	.2	.7	51	381	.2	.7	49	368	.2	.8	52	270	.2	2.0
KROQ-FM																				
SP '98	198	3408	.7	3.8	338	1851	1.2	4.1	309	1776	1.1	4.2	261	1973	.9	4.1	70	1042	.2	2.7
WI '98	210	3473	.7	3.9	328	1845	1.2	4.1	313	1873	1.1	4.2	257	2089	.9	3.9	88	986	.3	3.3
FA '97	170	3306	.6	3.1	291	1697	1.0	3.5	232	1476	.8	3.0	199	1691	.7	3.0	85	1112	.3	3.2
SU '97	184	3242	.7	3.5	287	1664	1.0	3.7	260	1861	.9	3.5	219	1882	.8	3.5	97	1137	.3	3.6
4-Book	191	3357	.7	3.6	311	1764	1.1	3.9	279	1747	1.0	3.7	234	1909	.8	3.6	85	1069	.3	3.2
SP '97	198	3178	.7	3.7	396	1758	1.4	4.9	254	1547	.9	3.4	211	1632	.8	3.4	93	1090	.3	3.6
KRRA-AM																				
SP '98	14	202	.3	.3	15	76	.1	.2	22	104	.1	.3	15	87	.1	.2	7	59	.3	.3
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	12	255	.2	.2	24	75	.1	.3	14	111	.2	.2	11	61	.2	.2	2	31	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	22	190	.1	.4	27	158	.1	.3	36	140	.1	.5	24	143	.1	.4	16	96	.1	.6
KRTH-FM																				
SP '98	177	3256	.6	3.4	222	1434	.8	2.7	322	1524	1.1	4.4	236	1546	.8	3.7	58	807	.2	2.3
WI '98	197	4073	.7	3.7	272	1845	1.0	3.4	335	2036	1.2	4.5	233	2115	.8	3.5	59	769	.2	2.2
FA '97	286	4329	1.0	5.3	452	2214	1.6	5.4	516	2234	1.8	6.7	298	2001	1.0	4.5	70	966	.2	2.7
SU '97	222	4027	.8	4.2	295	1770	1.1	3.8	349	1887	1.2	4.8	272	2054	1.0	4.3	101	1038	.4	3.8
4-Book	221	3921	.8	4.2	310	1816	1.1	3.8	381	1920	1.3	5.1	260	1929	.9	4.0	72	895	.3	2.8
SP '97	193	4085	.7	3.6	255	1967	.9	3.1	318	1804	1.1	4.2	203	1791	.7	3.2	80	970	.3	3.1
KSCA-FM																				
SP '98	366	3876	1.3	7.0	848	2663	3.0	10.2	535	2372	1.9	7.3	258	1659	.9	4.0	98	807	.3	3.8
WI '98	388	3383	1.4	7.2	816	2459	2.9	10.2	575	2182	2.0	7.6	275	1586	1.0	4.1	139	1072	.5	5.2
FA '97	330	3039	1.2	6.1	730	2370	2.6	8.7	519	1934	1.8	6.7	191	1179	.7	2.9	97	833	.3	3.7
SU '97	309	3453	1.1	5.9	723	2412	2.6	9.2	414	2231	1.5	5.6	233	1495	.8	3.7	88	857	.3	3.3
4-Book	348	3438	1.3	6.6	779	2476	2.8	9.6	511	2180	1.8	6.8	239	1480	.9	3.7	106	892	.4	4.0
SP '97	294	3237	1.1	5.5	626	2275	2.2	7.7	365	2009	1.3	4.8	248	1623	.9	3.9	113	912	.4	4.3
KSSE-FM																				
SP '98	61	992	.2	1.2	40	349	.1	.5	88	584	.3	1.2	88	530	.3	1.4	33	280	.1	1.3
WI '98	74	1288	.3	1.4	86	605	.3	1.1	106	623	.4	1.4	85	744	.3	1.3	38	509	.1	1.4
FA '97	60	961	.2	1.1	63	415	.2	.8	69	528	.2	.9	87	575	.3	1.3	39	386	.1	1.5
SU '97	54	1030	.2	1.0	37	422	.1	.5	96	632	.3	1.3	56	488	.2	.9	28	431	.1	1.0
4-Book	62	1068	.2	1.2	57	448	.2	.7	90	592	.3	1.2	79	584	.3	1.2	35	402	.1	1.3
SP '97	35	757	.1	.7	28	156	.1	.3	44	369	.2	.6	35	322	.1	.6	22	201	.1	.8
KTNQ-AM																				
SP '98	202	1891	.7	3.8	302	873	1.1	3.6	177	717	.6	2.4	310	1184	1.1	4.8	174	835	.6	6.8
WI '98	150	1723	.5	2.8	173	710	.6	2.2	137	729	.5	1.8	245	973	.9	3.7	160	823	.6	6.0
FA '97	181	1975	.6	3.3	247	922	.9	3.0	157	734	.6	2.0	295	1059	1.0	4.4	165	753	.6	6.3
SU '97	179	1960	.6	3.4	289	994	1.0	3.7	168	821	.6	2.3	285	1200	1.0	4.5	138	837	.5	5.1
4-Book	178	1887	.6	3.3	253	875	.9	3.1	160	750	.6	2.1	284	1104	1.0	4.4	159	812	.6	6.1
SP '97	190	1916	.7	3.6	294	910	1.1	3.6	199	869	.7	2.6	270	1138	1.0	4.3	142	826	.5	5.4
KTWV-FM																				
SP '98	175	2949	.6	3.3	215	1268	.8	2.6	294	1410	1.0	4.0	192	1363	.7	3.0	96	1117	.3	3.8
WI '98	215	3154	.8	4.0	252	1633	.9	3.1	357	1481	1.3	4.7	301	1893	1.1	4.5	84	1106	.3	3.1
FA '97	195	2967	.7	3.6	212	1295	.7	2.5	341	1449	1.2	4.4	227	1692	.8	3.4	111	998	.4	4.2
SU '97	185	2999	.7	3.5	216	1291	.8	2.7	291	1507	1.0	4.0	208	1471	.7	3.3	114	1045	.4	4.2
4-Book	193	3017	.7	3.6	224	1372	.8	2.7	321	1462	1.1	4.3	232	1605	.8	3.6	101	1067	.4	3.8
SP '97	200	2857	.7	3.7	245	1441	.9	3.0	290	1520	1.0	3.8	276	1654	1.0	4.4	92	764	.3	3.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKW-AM																				
SP '98	66	830	.2	1.3	119	405	.4	1.4	115	477	.4	1.6	46	344	.2	.7	31	165	.1	1.2
WI '98	38	755	.1	.7	61	316	.2	.8	61	292	.2	.8	26	262	.1	.4	22	164	.1	.8
FA '97	43	547	.2	.8	76	264	.3	.9	82	221	.3	1.1	41	251	.1	.6	10	104	.1	.4
SU '97	52	595	.2	1.0	77	277	.3	1.0	74	328	.3	1.0	36	178	.1	.6	33	199	.1	1.2
4-Book	50	682	.2	1.0	83	316	.3	1.0	83	330	.3	1.1	37	259	.1	.6	24	158	.1	.9
SP '97	48	850	.2	.9	73	431	.3	.9	49	309	.2	.6	37	265	.1	.6	34	210	.1	1.3
KWVE-FM																				
SP '98	20	478	.1	.4	30	211	.1	.4	25	194	.1	.3	39	300	.1	.6	4	61	.1	.2
WI '98	22	570	.1	.4	37	311	.1	.5	17	221	.1	.2	42	352	.1	.6	7	141	.1	.3
FA '97	22	497	.1	.4	34	212	.1	.4	22	131	.1	.3	30	249	.1	.5	8	132	.1	.3
SU '97	44	685	.2	.8	51	381	.2	.6	43	271	.2	.6	65	419	.2	1.0	30	257	.1	1.1
4-Book	27	558	.1	.5	38	279	.1	.5	27	204	.1	.4	44	330	.1	.7	12	148	.1	.5
SP '97	25	699	.1	.5	46	385	.2	.6	24	255	.1	.3	29	281	.1	.5	17	201	.1	.7
KYSR-FM																				
SP '98	153	3307	.5	2.9	161	1333	.6	1.9	245	1541	.9	3.4	225	1879	.8	3.5	59	940	.2	2.3
WI '98	173	3440	.6	3.2	142	1331	.5	1.8	282	1526	1.0	3.8	243	1829	.9	3.7	107	1098	.4	4.0
FA '97	166	3277	.6	3.1	205	1473	.7	2.5	272	1673	1.0	3.5	196	1863	.7	2.9	87	1148	.3	3.3
SU '97	138	3333	.5	2.6	126	1235	.5	1.6	207	1590	.7	2.8	212	1716	.8	3.4	45	940	.2	1.7
4-Book	158	3339	.6	3.0	159	1343	.6	2.0	252	1583	.9	3.4	219	1822	.8	3.4	75	1032	.3	2.8
SP '97	159	2963	.6	3.0	210	1436	.8	2.6	263	1683	.9	3.5	187	1722	.7	3.0	73	1040	.3	2.8
KZLA-FM																				
SP '98	110	1479	.4	2.1	106	722	.4	1.3	169	784	.6	2.3	145	880	.5	2.3	45	525	.2	1.8
WI '98	121	2009	.4	2.2	149	882	.5	1.9	158	1049	.6	2.1	152	1132	.5	2.3	44	501	.2	1.6
FA '97	120	1848	.4	2.2	169	1010	.6	2.0	169	878	.6	2.2	164	1129	.6	2.5	36	496	.1	1.4
SU '97	131	1655	.5	2.5	172	970	.6	2.2	222	1165	.8	3.0	160	1140	.6	2.5	49	679	.2	1.8
4-Book	121	1748	.4	2.3	149	896	.5	1.9	180	969	.7	2.4	155	1070	.6	2.4	44	550	.2	1.7
SP '97	132	1736	.5	2.5	166	901	.6	2.0	215	962	.8	2.8	178	1104	.6	2.8	46	523	.2	1.8
KFRG-FM																				
SP '98	9	387	.2	.2	12	114	.1	.1	14	187	.2	.2	11	198	.2	.2	2	50	.1	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	12	414	.2	.2	11	151	.1	.1	20	232	.1	.3	22	235	.1	.3	4	104	.1	.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	74	1432	.3	1.4	74	473	.3	.9	143	744	.5	2.0	141	988	.5	2.2	23	399	.1	.9
WI '98	90	1729	.3	1.7	106	782	.4	1.3	169	904	.6	2.2	137	981	.5	2.1	31	410	.1	1.2
FA '97	84	1952	.3	1.5	92	664	.3	1.1	142	908	.5	1.8	146	1137	.5	2.2	37	529	.1	1.4
SU '97	78	1465	.3	1.5	81	565	.3	1.0	188	851	.7	2.6	118	909	.4	1.9	11	256	.1	.4
4-Book	82	1645	.3	1.5	88	621	.3	1.1	161	852	.6	2.2	136	1004	.5	2.1	26	399	.1	1.0
SP '97	83	1603	.3	1.6	132	775	.5	1.6	183	844	.7	2.4	120	1074	.4	1.9	12	306	.1	.5
TOTALS																				
SP '98	5256	27328	18.5		8298	24159	29.2		7311	21364	25.7		6403	23142	22.6		2546	15915	9.0	
WI '98	5388	27392	19.0		8036	23631	28.3		7520	21162	26.5		6553	23442	23.4		2670	15658	9.4	
FA '97	5426	27422	19.1		8354	24244	29.4		7724	21381	27.2		6546	23579	23.4		2621	15903	9.2	
SU '97	5251	26821	18.8		7862	23485	28.1		7328	21072	26.2		6302	23071	22.5		2688	16175	9.6	
4-Book	5330	27241	18.9		8138	23880	28.8		7471	21245	26.4		6501	23309	23.0		2631	15913	9.3	
SP '97	5345	26929	19.1		8154	23863	29.2		7562	20951	27.1		6298	23172	22.5		2610	16021	9.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	145	1264	.5	2.0	59	613	.2	1.7	41	116	.1	1.0	101	295	.4	1.8	43	100	.2	1.2
4-Book	150	1584	.6	2.1	57	742	.2	1.6	58	180	.2	1.4	87	290	.4	1.5	59	194	.2	1.5
KACD-FM																				
SP '98	40	633	.1	.5	30	407	.1	.9	20	89	.1	.5	70	240	.2	1.3	37	136	.1	1.0
4-Book	39	536	.1	.5	27	377	.1	.8	20	74	.1	.5	65	214	.2	1.2	43	145	.1	1.1
KBCD-FM																				
SP '98	8	128	.1		3	101			2	18			7	31			3	35		
4-Book	11	124	.1		5	72			3	17			11	29			5	21		
KACE-FM																				
SP '98	36	484	.1	.5	32	357	.1	.9	20	109	.1	.5	55	120	.2	1.0	39	125	.1	1.1
4-Book	60	615	.2	.8	39	470	.1	1.1	40	141	.2	.9	62	179	.2	1.1	54	160	.2	1.4
KRTO-FM																				
SP '98	3	139			1	31														
4-Book	14	182	.1	.2	7	111		.2	7	39		.2	9	44		.2	9	34	.1	.2
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	67	867	.2	.9	47	727	.2	1.4	19	75	.1	.4	52	187	.2	.9	65	267	.2	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	141	1736	.5	1.9	74	1157	.3	2.2	64	243	.2	1.5	112	466	.4	2.0	97	285	.3	2.6
4-Book	155	1941	.6	2.1	80	1294	.3	2.3	78	314	.3	1.8	117	430	.4	2.1	86	307	.3	2.2
KBUA-FM																				
SP '98	10	121	.1		4	62	.1		9	27	.2		17	44	.1	.3	1	14		
4-Book	11	164	.2		7	98	.2		10	29	.2		16	52	.1	.3	6	29		.1
KBUE-FM																				
SP '98	98	1062	.3	1.3	46	606	.2	1.4	55	142	.2	1.3	67	254	.2	1.2	39	130	.1	1.1
4-Book	113	1173	.4	1.5	69	707	.3	2.0	99	229	.4	2.3	108	288	.4	1.9	77	204	.3	1.9
KCBS-FM																				
SP '98	268	3539	.9	3.7	142	2047	.5	4.2	139	530	.5	3.3	309	990	1.1	5.6	160	522	.6	4.4
4-Book	297	3505	1.1	4.1	143	2053	.5	4.1	169	598	.6	4.0	280	945	1.0	4.9	183	602	.7	4.6
+KCMG-FM																				
SP '98	214	2460	.8	2.9	120	1640	.4	3.6	102	359	.4	2.4	240	717	.8	4.4	180	553	.6	4.9
4-Book	156	1960	.6	2.1	78	1169	.3	2.3	77	267	.3	1.8	141	448	.5	2.5	113	359	.4	2.9
+KDIS-AM																				
SP '98	11	304			6	175			6	32			8	52			11	63		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	296	2469	1.0	4.0	69	947	.2	2.0	156	463	.5	3.7	140	436	.5	2.5	29	94	.1	.8
4-Book	279	2439	1.0	3.8	67	935	.2	1.9	138	439	.5	3.2	123	409	.5	2.2	31	113	.1	.8
KFWB-AM																				
SP '98	136	2558	.5	1.9	48	1005	.2	1.4	71	343	.3	1.7	79	374	.3	1.4	50	245	.2	1.4
4-Book	136	2577	.5	1.9	48	1157	.2	1.4	75	375	.3	1.8	67	381	.3	1.2	53	260	.2	1.3
KGIL-AM																				
SP '98	3	153			2	123			5	57							6	18		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	12	180		.2	5	62		.1	9	15		.2	13	33		.2	7	30		.2
4-Book	26	241	.1	.4	4	84		.1	3	11		.1	11	41		.2	7	30		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

Target Listener Estimates - Men 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM																				
SP '98	135	2174	.5	1.8	57	1142	-.2	1.7	78	266	.3	1.8	80	353	.3	1.5	51	279	.2	1.4
4-Book	176	2584	.6	2.4	93	1530	.3	2.7	91	318	.3	2.1	157	543	.6	2.8	110	401	.4	2.7
KJLH-FM																				
SP '98	83	789	.3	1.1	71	597	.3	2.1	54	127	.2	1.3	97	219	.3	1.8	73	217	.3	2.0
4-Book	59	681	.2	.8	48	543	.2	1.4	37	97	.1	.9	64	202	.2	1.1	58	186	.2	1.5
KKBT-FM																				
SP '98	204	2215	.7	2.8	103	1239	.4	3.1	117	333	.4	2.7	177	525	.6	3.2	98	361	.3	2.7
4-Book	227	1924	.8	3.1	121	1169	.4	3.5	118	327	.4	2.8	176	502	.6	3.1	146	402	.5	3.7
KKGO-FM																				
SP '98	76	1062	.3	1.0	39	608	.1	1.2	42	130	.1	1.0	68	218	.2	1.2	36	135	.1	1.0
4-Book	79	1102	.3	1.1	50	673	.2	1.4	41	161	.1	1.0	73	237	.3	1.3	58	204	.2	1.5
KKHJ-AM																				
SP '98	74	570	.3	1.0	31	326	.1	.9	48	84	.2	1.1	63	172	.2	1.1	54	112	.2	1.5
4-Book	66	663	.3	.9	35	383	.1	1.0	57	115	.2	1.3	55	159	.2	1.0	36	86	.1	.9
KKLA-FM																				
SP '98	61	493	.2	.8	6	188		.2	11	61		.3	9	32		.2	5	29		.1
4-Book	55	510	.2	.7	9	200		.3	17	69	.1	.4	7	32		.1	6	22		.2
KLAC-AM																				
SP '98	46	788	.2	.6	30	505	.1	.9	15	81	.1	.4	29	103	.1	.5	20	93	.1	.5
4-Book	42	618	.2	.6	21	355	.1	.6	19	66	.1	.4	19	82	.1	.3	19	77	.1	.5
KLAX-FM																				
SP '98	248	2122	.9	3.4	139	1311	.5	4.1	212	536	.7	5.0	256	634	.9	4.6	183	454	.6	5.0
4-Book	207	1904	.7	2.8	128	1232	.5	3.7	178	429	.6	4.2	191	502	.7	3.4	151	394	.5	3.8
KLOS-FM																				
SP '98	375	3466	1.3	5.1	131	1654	.5	3.9	134	380	.5	3.1	253	795	.9	4.6	213	649	.8	5.8
4-Book	368	3399	1.3	5.0	131	1611	.5	3.7	131	435	.5	3.0	263	784	1.0	4.6	183	603	.7	4.6
KLSX-FM																				
SP '98	432	3380	1.5	5.9	37	765	.1	1.1	34	170	.1	.8	15	67	.1	.3	9	81		.2
4-Book	419	3037	1.5	5.7	51	823	.2	1.4	54	181	.2	1.2	63	218	.3	1.1	45	153	.2	1.1
KLVE-FM																				
SP '98	412	2915	1.5	5.6	236	1981	.8	7.0	298	636	1.0	7.0	291	786	1.0	5.3	196	498	.7	5.3
4-Book	414	3067	1.5	5.6	218	2122	.8	6.2	307	759	1.1	7.2	344	889	1.2	6.0	194	553	.7	4.9
KLYY-FM																				
SP '98	103	1589	.4	1.4	46	823	.2	1.4	47	230	.2	1.1	122	424	.4	2.2	75	229	.3	2.0
4-Book	91	1341	.3	1.2	44	788	.2	1.3	34	154	.1	.8	92	370	.3	1.6	59	204	.2	1.5
KNX -AM																				
SP '98	166	2824	.6	2.3	56	1041	.2	1.7	116	447	.4	2.7	91	343	.3	1.6	35	141	.1	1.0
4-Book	147	2807	.6	2.0	51	1218	.2	1.5	88	367	.3	2.1	57	315	.2	1.0	45	228	.2	1.1
KOST-FM																				
SP '98	199	2343	.7	2.7	98	1358	.3	2.9	144	458	.5	3.4	201	486	.7	3.6	95	274	.3	2.6
4-Book	218	2420	.8	2.9	108	1453	.4	3.1	126	412	.4	2.9	177	519	.7	3.1	113	353	.4	2.8
KPWR-FM																				
SP '98	121	2127	.4	1.6	85	1211	.3	2.5	62	252	.2	1.5	102	333	.4	1.8	130	459	.5	3.5
4-Book	134	2082	.5	1.8	89	1274	.3	2.5	70	252	.3	1.7	131	463	.5	2.3	134	416	.5	3.3
KRLA-AM																				
SP '98	25	516	.1	.3	18	277	.1	.5	32	64	.1	.7	36	119	.1	.7	24	96	.1	.7
4-Book	39	556	.1	.5	27	368	.1	.8	43	124	.2	1.0	34	116	.1	.6	29	88	.1	.7
KROQ-FM																				
SP '98	303	2956	1.1	4.1	98	1514	.3	2.9	63	268	.2	1.5	258	743	.9	4.7	121	467	.4	3.3
4-Book	275	2917	1.0	3.7	111	1719	.4	3.2	107	393	.4	2.5	228	804	.8	4.0	136	490	.5	3.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRRA-AM SP '98 4-Book	18 **	132 **	.1 **	.2 **	11 **	133 **	.3 **	31 **	42 **	.1 **	.7 **	20 **	59 **	.1 **	.4 **	7 **	15 **	.2 **	.2 **	
KRTH-FM SP '98 4-Book	264 322	2548 3179	.9 1.1	3.6 4.4	102 141	1470 1873	.4 .5	3.0 4.0	83 159	340 474	.3 .6	1.9 3.7	211 285	627 811	.7 1.0	3.8 5.0	101 151	342 500	.4 .5	2.8 3.8
KSCA-FM SP '98 4-Book	546 510	3534 3170	1.9 1.8	7.4 6.9	229 226	2275 2062	.8 .8	6.8 6.5	743 595	1363 1167	2.6 2.1	17.4 13.9	367 384	943 1002	1.3 1.4	6.7 6.7	189 191	508 487	.7 .7	5.2 4.8
KSSE-FM SP '98 4-Book	73 76	853 891	.3 .3	1.0 1.1	60 57	545 632	.2 .2	1.8 1.6	35 35	98 110	.1 .1	.8 .8	100 100	265 287	.4 .4	1.8 1.8	69 69	194 203	.2 .2	1.9 1.8
KTNQ-AM SP '98 4-Book	257 227	1640 1630	.9 .8	3.5 3.1	122 104	1084 1039	.4 .4	3.6 3.0	201 150	360 296	.7 .6	4.7 3.5	146 105	407 306	.5 .4	2.6 1.8	141 121	385 325	.5 .4	3.8 3.1
KTWV-FM SP '98 4-Book	238 264	2200 2378	.8 .9	3.2 3.6	116 128	1551 1583	.4 .5	3.4 3.7	116 120	404 431	.4 .4	2.7 2.8	196 221	513 598	.7 .8	3.6 3.9	110 163	397 465	.4 .6	3.0 4.1
KWKW-AM SP '98 4-Book	95 69	697 549	.3 .2	1.3 1.0	37 32	377 312	.1 .1	1.1 .9	81 62	130 109	.3 .2	1.9 1.5	52 53	147 124	.2 .2	.9 1.0	29 26	119 76	.1 .1	.8 .7
KWVE-FM SP '98 4-Book	31 36	393 454	.1 .1	.4 .5	14 22	219 306	.1 .1	.4 .6	8 24	33 88	.1 .1	.2 .6	16 20	34 59	.1 .1	.3 .4	34 26	73 88	.1 .1	.9 .7
KYSR-FM SP '98 4-Book	213 213	2623 2668	.8 .8	2.9 2.9	109 115	1457 1653	.4 .4	3.2 3.3	74 86	323 344	.3 .3	1.7 2.0	184 211	536 701	.6 .7	3.3 3.7	155 141	401 490	.5 .5	4.2 3.6
KZLA-FM SP '98 4-Book	142 163	1151 1454	.5 .6	1.9 2.2	97 99	1017 1105	.3 .3	2.9 2.8	107 105	300 309	.4 .4	2.5 2.4	152 194	428 537	.5 .7	2.8 3.4	123 120	355 386	.4 .4	3.4 3.0
KFRG-FM SP '98 4-Book	12 **	290 **	.2 **	.2 **	10 **	217 **	.3 **	.3 **	7 **	53 **	.2 **	.2 **	10 **	71 **	.2 **	.2 **	13 **	83 **	.4 **	.4 **
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	121 131	1208 1414	.4 .5	1.6 1.8	23 32	536 598	.1 .1	.7 .9	49 48	201 174	.2 .2	1.1 1.1	21 44	121 165	.1 .2	.4 .8	21 44	102 148	.1 .2	.6 1.1
TOTALS SP '98 4-Book	7336 7378	26964 26855	25.8 26.1		3374 3498	21599 21994	11.9 12.4		4268 4290	10648 10636	15.0 15.2		5516 5701	13041 13549	19.4 20.2		3666 3989	9711 10284	12.9 14.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

Target Listener Estimates - Men 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	17	96	.1	.8	96	260	.3	3.8	113	261	.4	2.8	29	71	.1	.9	29	147	.1	1.8
4-Book	23	84	.1	1.0	71	200	.3	2.7	91	283	.3	2.3	48	161	.2	1.4	26	109	.1	1.5
KACD-FM																				
SP '98	36	112	.1	1.7	5	27		.2	23	104	.1	.6	23	94	.1	.7	20	44	.1	1.2
4-Book	20	73	.1	.9	5	26		.2	23	102	.1	.6	22	79	.1	.7	19	80	.1	1.1
KBCD-FM																				
SP '98					2	18		.1	5	35		.1	2	18		.1	4	18		.2
4-Book	5	14		.2	2	13		.1	8	30		.2	2	13		.1	2	9		.1
KACE-FM																				
SP '98	30	98	.1	1.4	33	109	.1	1.3	47	89	.2	1.2	27	114	.1	.8	2	16		.1
4-Book	41	116	.2	1.8	19	71	.1	.7	39	97	.2	1.0	25	101	.1	.8	27	97	.1	1.5
KRTO-FM																				
SP '98					2	17		.1					7	14		.2	3	14		.2
4-Book	9	29		.4	6	28		.2	5	28		.1	6	28		.2	3	16		.2
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	52	166	.2	2.5	7	24		.3	86	390	.3	2.1	78	342	.3	2.4	12	55		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	124	386	.4	5.9	21	125	.1	.8	85	319	.3	2.1	53	188	.2	1.6	27	143	.1	1.7
4-Book	137	437	.5	6.0	40	161	.2	1.5	79	322	.3	1.9	58	196	.2	1.7	36	147	.1	2.1
KBUA-FM																				
SP '98					2	14		.1	4	31		.1					1	14		.1
4-Book	1	8		.1	4	16		.2	11	46		.3		4			5	23		.3
KBUE-FM																				
SP '98	6	42		.3	65	171	.2	2.6	95	276	.3	2.4	34	113	.1	1.0	13	74		.8
4-Book	37	120	.1	1.6	59	162	.2	2.2	86	237	.3	2.1	56	155	.2	1.7	35	94	.1	2.0
KCBS-FM																				
SP '98	53	238	.2	2.5	92	291	.3	3.6	166	665	.6	4.1	150	478	.5	4.5	63	233	.2	3.9
4-Book	54	249	.2	2.4	82	295	.3	3.1	184	672	.7	4.5	142	515	.5	4.3	48	211	.2	2.8
+KCMG-FM																				
SP '98	43	211	.2	2.0	64	263	.2	2.5	136	512	.5	3.4	137	470	.5	4.1	60	256	.2	3.7
4-Book	50	218	.2	2.2	52	199	.2	2.0	74	304	.3	1.8	75	276	.3	2.3	45	167	.2	2.6
+KDIS-AM																				
SP '98	1	15			8	46		.3	7	48		.2	3	29		.1	2	14		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	17	82	.1	.8	88	261	.3	3.5	76	255	.3	1.9	23	69	.1	.7	29	113	.1	1.8
4-Book	19	66	.1	.8	82	230	.3	3.2	88	289	.3	2.1	36	130	.1	1.1	25	85	.1	1.4
KFWE-AM																				
SP '98	12	107		.6	57	302	.2	2.2	45	265	.2	1.1	42	200	.1	1.3	36	181	.1	2.2
4-Book	20	116	.1	.9	56	257	.2	2.2	45	243	.2	1.1	50	188	.2	1.5	27	152	.1	1.6
KGIL-AM																				
SP '98	4	31		.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98					8	15		.3					16	27	.1	.5				
4-Book	1	4		.1	3	10		.1	2	7			6	18		.2	1	4		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	51	185	.2	2.4	42	165	.1	1.7	68	300	.2	1.7	69	285	.2	2.1	22	151	.1	1.4
4-Book	62	260	.2	2.7	68	257	.2	2.6	117	454	.4	2.9	96	362	.3	2.9	42	204	.2	2.4
KJLH-FM																				
SP '98	18	68	.1	.9	61	180	.2	2.4	140	292	.5	3.5	81	194	.3	2.5	40	104	.1	2.5
4-Book	37	122	.2	1.7	46	121	.2	1.8	77	214	.3	1.9	46	136	.2	1.4	15	47	.1	1.0
KKBT-FM																				
SP '98	95	251	.3	4.5	30	128	.1	1.2	100	311	.4	2.5	128	382	.5	3.9	68	268	.2	4.2
4-Book	106	316	.4	4.6	81	217	.3	3.1	124	335	.5	3.0	126	335	.5	3.8	85	261	.3	4.9
KKGO-FM																				
SP '98	41	143	.1	2.0	33	137	.1	1.3	32	129	.1	.8	54	138	.2	1.6	12	52	.1	.7
4-Book	41	135	.2	1.9	39	128	.2	1.5	55	207	.2	1.3	57	183	.2	1.7	35	108	.1	2.0
KKHJ-AM																				
SP '98	11	28	.1	.5	21	73	.1	.8	20	99	.1	.5	28	67	.1	.8	11	14	.1	.7
4-Book	23	64	.1	1.0	24	69	.1	.9	34	94	.1	.8	38	71	.1	1.1	18	48	.1	1.0
KKLA-FM																				
SP '98					7	40		.3	7	74		.2	9	36		.3	1	18		.1
4-Book	2	8		.1	15	67		.6	10	69		.3	8	31		.3	7	27		.4
KLAC-AM																				
SP '98	5	33		.2	4	19		.2	74	169		.3	61	206		.2	30	99		.1
4-Book	9	37		.4	11	40		.4	36	92		.2	32	115		.1	20	79		.1
KLAX-FM																				
SP '98	61	293	.2	2.9	95	271	.3	3.7	160	394	.6	4.0	110	267	.4	3.3	42	140	.1	2.6
4-Book	59	218	.2	2.6	135	329	.5	5.1	163	446	.6	4.0	108	266	.4	3.3	54	137	.2	3.1
KLOS-FM																				
SP '98	90	295	.3	4.3	50	209	.2	2.0	95	376	.3	2.4	165	521	.6	5.0	57	241	.2	3.5
4-Book	87	290	.3	3.8	49	207	.2	1.9	123	393	.4	3.0	149	453	.5	4.5	58	210	.2	3.4
KLSX-FM																				
SP '98	6	19		.3	77	143		.3	114	350		.4	17	51		.5	24	133		.1
4-Book	21	88		.9	85	197		.3	104	363		.4	24	99		.7	11	62		.6
KLVE-FM																				
SP '98	274	555	1.0	13.0	149	450	.5	5.9	283	674	1.0	7.0	182	416	.6	5.5	195	436	.7	12.1
4-Book	209	514	.8	9.3	152	468	.6	5.8	238	650	.9	5.8	149	418	.5	4.5	137	385	.5	8.0
KLYY-FM																				
SP '98	26	184	.1	1.2	36	84	.1	1.4	27	177	.1	.7	22	100	.1	.7	10	78		.6
4-Book	30	160	.1	1.3	19	88	.1	.8	52	241	.2	1.3	40	166	.1	1.2	25	125	.1	1.4
KNX -AM																				
SP '98	27	165	.1	1.3	55	302	.2	2.2	40	182	.1	1.0	62	242	.2	1.9	26	171	.1	1.6
4-Book	30	184	.1	1.3	51	274	.2	1.9	52	254	.2	1.3	53	234	.2	1.6	39	209	.1	2.2
KOST-FM																				
SP '98	40	187	.1	1.9	52	313	.2	2.0	108	431	.4	2.7	86	301	.3	2.6	55	191	.2	3.4
4-Book	85	352	.3	3.7	66	268	.2	2.5	126	415	.5	3.1	88	286	.3	2.7	76	280	.3	4.4
KPWR-FM																				
SP '98	83	203	.3	3.9	38	148	.1	1.5	105	291	.4	2.6	89	283	.3	2.7	68	247	.2	4.2
4-Book	94	268	.3	4.1	51	158	.2	2.0	94	287	.4	2.3	83	279	.3	2.5	48	201	.2	2.8
KRLA-AM																				
SP '98	6	30		.3	9	33		.4	17	49		.4	6	15		.2	13	43		.8
4-Book	28	74		1.2	17	64		.7	20	83		.5	30	77		.9	20	67		1.2
KROQ-FM																				
SP '98	63	249	.2	3.0	35	183	.1	1.4	103	449	.4	2.6	76	346	.3	2.3	46	233	.2	2.8
4-Book	58	266	.2	2.6	58	206	.2	2.2	132	539	.5	3.2	96	390	.4	2.9	67	287	.3	3.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

Men 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRRA-AM SP '98 4-Book	7 **	46 **	.3 **	3 **	15 **	.1 **	.1 **	14 **	46 **	.3 **	.3 **	**	**	**	**	7 **	29 **	.4 **	.4 **	
KRTH-FM SP '98 4-Book	35 65	153 242	.1 .2	1.7 2.8	72 95	275 321	.3 .4	2.8 3.6	148 181	534 579	.5 .7	3.7 4.4	129 138	398 455	.5 .5	3.9 4.2	31 50	151 233	.1 .2	1.9 2.9
KSCA-FM SP '98 4-Book	94 78	316 265	.3 .3	4.5 3.5	200 203	562 466	.7 .7	7.9 7.8	196 219	645 603	.7 .8	4.9 5.3	70 128	282 351	.2 .5	2.1 3.9	31 56	170 220	.1 .2	1.9 3.2
KSSS-FM SP '98 4-Book	34 49	68 148	.1 .2	1.6 2.1	36 31	111 116	.1 .1	1.4 1.2	75 70	183 204	.3 .3	1.9 1.7	81 60	170 151	.3 .2	2.5 1.8	48 33	98 92	.2 .2	3.0 2.0
KTND-AM SP '98 4-Book	81 77	299 238	.3 .3	3.9 3.4	95 63	218 152	.3 .2	3.7 2.5	125 110	312 270	.4 .4	3.1 2.7	166 149	385 337	.6 .6	5.0 4.6	46 69	228 242	.2 .3	2.8 3.9
KTUV-FM SP '98 4-Book	74 91	306 341	.3 .3	3.5 3.9	63 67	236 273	.2 .2	2.5 2.6	161 156	463 495	.6 .6	4.0 3.8	119 112	331 340	.4 .4	3.6 3.4	79 84	292 278	.3 .3	4.9 4.9
KWKV-AM SP '98 4-Book	17 19	41 56	.1 .1	.8 .8	66 41	149 80	.2 .2	2.6 1.6	19 27	120 80	.1 .1	.5 .7	17 13	19 28	.1 .1	.5 .4	21 22	60 57	.1 .1	1.3 1.3
KWVE-FM SP '98 4-Book	9 9	30 34	.4 .4	.4 .4	20 30	53 92	.1 .1	.8 1.2	7 28	74 114	.2 .1	.2 .7	14 30	50 81	.4 .1	.4 .9	6 12	30 46	.4 .7	.4 .7
KYSR-FM SP '98 4-Book	63 57	299 262	.2 .2	3.0 2.5	51 62	161 215	.2 .2	2.0 2.4	157 174	435 532	.6 .6	3.9 4.2	133 130	375 437	.5 .5	4.0 3.9	49 53	212 232	.2 .2	3.0 3.1
KZLA-FM SP '98 4-Book	47 42	189 158	.2 .2	2.2 1.9	58 61	223 212	.2 .2	2.3 2.3	105 113	371 381	.4 .4	2.6 2.8	146 126	361 320	.5 .5	4.4 3.8	44 31	109 133	.2 .1	2.7 1.8
KFRG-FM SP '98 4-Book	4 **	52 **	.2 **	.2 **	17 **	83 **	.1 **	.7 **	12 **	84 **	.3 **	.3 **	8 **	57 **	.2 **	.2 **	7 **	34 **	.4 **	.4 **
KXFG-FM SP '98 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
XTRA-AM SP '98 4-Book	13 15	105 77	.6 .1	.6 .7	23 33	95 114	.1 .1	.9 1.3	18 31	79 139	.1 .1	.4 .7	48 38	136 122	.2 .1	1.5 1.2	3 10	56 65	.2 .6	.2 .6
TOTALS SP '98 4-Book	2102 2284	6484 6889	7.4 8.1		2542 2612	7533 7386	9.0 9.2		4026 4110	10695 10745	14.2 14.6		3304 3295	8399 8411	11.6 11.7		1615 1731	5256 5396	5.7 6.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	157	1970	.7	4.0	208	930	1.0	3.4	230	1040	1.1	4.2	258	1114	1.2	5.3	58	490	.3	3.4
WI '98	123	2188	.6	3.2	158	945	.7	2.7	178	1098	.8	3.4	211	1229	1.0	4.3	55	482	.3	3.0
FA '97	146	2395	.7	3.6	199	1143	.9	3.2	227	1217	1.0	4.0	223	1366	1.0	4.6	47	598	.2	2.4
SU '97	136	2630	.6	3.5	188	915	.9	3.2	160	1043	.8	2.9	204	1474	1.0	4.4	105	934	.5	5.8
4-Book	141	2296	.7	3.6	188	983	.9	3.1	199	1100	.9	3.6	224	1296	1.1	4.7	66	626	.3	3.7
SP '97	126	2367	.6	3.3	123	892	.6	2.2	227	1178	1.1	4.3	205	1393	1.0	4.4	74	781	.4	4.2
KACD-FM																				
SP '98	17	376	.1	.4	16	182	.1	.3	15	173	.1	.3	28	196	.1	.6	11	120	.1	.6
WI '98	18	335	.1	.5	23	111	.1	.4	30	190	.1	.6	23	198	.1	.5	5	90	.1	.3
FA '97	7	196	.2	.2	10	85	.2	.2	8	72	.1	.1	11	98	.1	.2	2	27	.1	.1
SU '97	16	302	.1	.4	17	143	.1	.3	30	177	.1	.5	30	201	.1	.6	4	58	.2	.2
4-Book	15	302	.1	.4	17	130	.1	.3	21	153	.1	.4	23	173	.1	.5	6	74	.3	.3
SP '97	6	257	.2	.2	4	85	.1	.1	5	123	.1	.1	10	117	.2	.2	2	52	.1	.1
KBCD-FM																				
SP '98	1	35			1	15			1	35			4	35		.1				
WI '98	2	32		.1	2	16							1	16						
FA '97	3	65		.1	1	15			4	48		.1	4	33		.1	1	14		.1
SU '97	3	81		.1	3	56		.1	5	40		.1	6	53		.1	1	29		.1
4-Book	2	53		.1	2	26			3	31		.1	4	34		.1	1	11		.1
SP '97																				
KACE-FM																				
SP '98	38	544	.2	1.0	53	354	.2	.9	43	181	.2	.8	42	265	.2	.9	24	228	.1	1.4
WI '98	39	565	.2	1.0	35	260	.2	.6	35	264	.2	.7	54	362	.2	1.1	37	255	.2	2.0
FA '97	41	725	.2	1.0	54	348	.2	.9	50	342	.2	.9	32	328	.1	.7	27	240	.1	1.4
SU '97	53	803	.3	1.4	85	377	.4	1.5	91	498	.4	1.7	61	398	.3	1.3	20	289	.1	1.1
4-Book	43	659	.2	1.1	57	335	.3	1.0	55	321	.3	1.0	47	338	.2	1.0	27	253	.1	1.5
SP '97	32	477	.2	.8	30	271	.1	.5	41	273	.2	.8	53	336	.3	1.2	24	153	.1	1.4
KRTO-FM																				
SP '98	2	123		.1	1	30			1	15			6	90		.1	3	17		.2
WI '98	8	152		.2	12	117		.2	10	69		.2	7	70		.1	7	54		.4
FA '97	17	309		.1	14	136		.2	24	111		.1	20	156		.1	7	68		.4
SU '97	9	157		.2	11	47		.2	7	91		.1	10	111		.2	8	74		.4
4-Book	9	185		.2	10	83		.2	11	72		.2	11	107		.2	6	53		.4
SP '97	12	111		.3	26	84		.5	24	84		.5	6	33		.1	3	31		.2
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	45	989	.2	1.1	24	179	.1	.4	41	358	.2	.8	70	548	.3	1.4	54	511	.2	3.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	66	1510	.3	1.7	77	530	.4	1.2	121	701	.6	2.2	67	669	.3	1.4	17	370	.1	1.0
WI '98	95	1972	.4	2.4	103	771	.5	1.8	155	779	.7	3.0	169	1038	.8	3.5	47	389	.2	2.5
FA '97	94	1902	.4	2.3	132	785	.6	2.1	145	749	.7	2.5	103	786	.5	2.1	49	531	.2	2.5
SU '97	84	1946	.4	2.2	106	856	.5	1.8	123	741	.6	2.3	108	960	.5	2.3	26	559	.1	1.4
4-Book	85	1833	.4	2.2	105	736	.5	1.7	136	743	.7	2.5	112	863	.5	2.3	35	462	.2	1.9
SP '97	84	1629	.4	2.2	89	743	.4	1.6	159	769	.8	3.0	147	808	.7	3.2	22	391	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	3	62	.1	.1	4	32	.1	.1	4	45	.1	.1	5	45	.1	.1	3	46	.1	.2
WI '98	4	93	.1	.1	3	30	.1	.1	5	48	.1	.1	8	77	.2	.2	3	46	.1	.2
FA '97	3	102	.1	.1	6	48	.1	.1	1	17	.1	.1	5	75	.1	.1	1	13	.1	.1
SU '97	4	125	.1	.1	1	21	.1	.1	5	57	.1	.1	5	81	.1	.1	1	32	.1	.1
4-Book	4	96	.1	.1	4	33	.1	.1	4	42	.1	.1	6	70	.1	.1	2	34	.1	.2
SP '97	2	38	.1	.1	6	38	.1	.1	3	38	.1	.1								
KBUE-FM																				
SP '98	46	717	.2	1.2	70	365	.3	1.1	61	377	.3	1.1	69	398	.3	1.4	14	181	.1	.8
WI '98	62	779	.3	1.6	56	289	.3	1.0	99	407	.5	1.9	93	424	.4	1.9	28	255	.1	1.5
FA '97	62	877	.3	1.5	98	491	.5	1.6	72	476	.3	1.3	64	422	.3	1.3	24	268	.1	1.2
SU '97	39	783	.2	1.0	36	361	.2	.6	62	397	.3	1.1	47	505	.2	1.0	19	292	.1	1.0
4-Book	52	789	.3	1.3	65	377	.3	1.1	74	414	.4	1.4	68	437	.3	1.4	21	249	.1	1.1
SP '97	38	773	.2	1.0	44	441	.2	.8	46	395	.2	.9	40	375	.2	.9	14	178	.1	.8
KCBS-FM																				
SP '98	148	2973	.7	3.8	209	1544	1.0	3.4	235	1593	1.1	4.3	178	1603	.8	3.7	53	711	.2	3.1
WI '98	168	2812	.8	4.3	229	1466	1.1	3.9	256	1435	1.2	4.9	226	1705	1.0	4.6	54	829	.2	2.9
FA '97	193	3049	.9	4.7	252	1579	1.2	4.0	331	1728	1.5	5.8	270	1975	1.2	5.5	69	890	.3	3.6
SU '97	127	2677	.6	3.3	153	1321	.7	2.6	202	1436	1.0	3.7	164	1441	.8	3.5	65	902	.3	3.6
4-Book	159	2878	.8	4.0	211	1478	1.0	3.5	256	1548	1.2	4.7	210	1681	1.0	4.3	60	833	.3	3.3
SP '97	174	2715	.8	4.6	198	1178	.9	3.5	286	1481	1.4	5.4	246	1780	1.2	5.3	82	848	.4	4.7
+KCMG-FM																				
SP '98	119	1992	.5	3.0	143	920	.7	2.3	166	930	.8	3.1	157	1177	.7	3.2	56	698	.3	3.3
WI '98	80	1431	.4	2.1	96	660	.4	1.6	133	784	.6	2.6	111	901	.5	2.3	34	460	.2	1.8
FA '97	24	831	.1	.6	28	372	.1	.4	33	380	.2	.6	35	382	.2	.7	12	245	.1	.6
SU '97	33	835	.2	.9	35	290	.2	.6	53	412	.3	1.0	48	466	.2	1.0	18	261	.1	1.0
4-Book	64	1272	.3	1.7	76	561	.4	1.2	96	627	.5	1.8	88	732	.4	1.8	30	416	.2	1.7
SP '97	43	853	.2	1.1	39	346	.2	.7	73	377	.3	1.4	59	431	.3	1.3	17	164	.1	1.0
+KDIS-AM																				
SP '98	7	314	.2	.2	14	139	.1	.2	1	32			17	151	.1	.4	2	73		.1
WI '98	17	362	.1	.4	11	177	.1	.2	7	91		.1	19	157	.1	.4	5	73		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	37	1268	.2	1.0	32	369	.2	.5	30	400	.1	.5	62	443	.3	1.3	37	479	.2	2.0
4-Book	**	**	.2	1.0	**	**	.2	.5	**	**	.1	.5	**	**	.3	1.3	**	**	.2	2.0
SP '97	26	906	.1	.7	16	222	.1	.3	41	305	.2	.8	32	354	.2	.7	21	253	.1	1.2
KFI -AM																				
SP '98	201	2829	.9	5.1	384	1844	1.8	6.2	343	1728	1.6	6.3	229	1413	1.1	4.7	69	527	.3	4.0
WI '98	175	2863	.8	4.5	330	1611	1.5	5.6	332	1679	1.5	6.4	168	1284	.8	3.4	45	414	.2	2.4
FA '97	221	2982	1.0	5.4	357	1825	1.6	5.7	449	1946	2.1	7.8	198	1333	.9	4.1	80	643	.4	4.1
SU '97	209	2486	1.0	5.4	380	1693	1.8	6.5	376	1609	1.8	6.9	218	1266	1.0	4.7	78	495	.4	4.3
4-Book	202	2790	.9	5.1	363	1743	1.7	6.0	375	1741	1.8	6.9	203	1324	1.0	4.2	68	520	.3	3.7
SP '97	184	2588	.9	4.9	300	1502	1.4	5.3	386	1553	1.8	7.3	239	1476	1.1	5.2	22	434	.1	1.3
KFVB-AM																				
SP '98	113	3108	.5	2.9	248	2060	1.1	4.0	127	1412	.6	2.3	143	1490	.7	3.0	46	666	.2	2.7
WI '98	119	3173	.5	3.1	245	1899	1.1	4.2	145	1391	.7	2.8	150	1646	.7	3.1	42	729	.2	2.3
FA '97	124	3317	.6	3.0	254	1986	1.2	4.0	120	1158	.6	2.1	196	1897	.9	4.0	54	589	.2	2.8
SU '97	94	2789	.4	2.4	220	1957	1.0	3.8	85	990	.4	1.6	129	1627	.6	2.8	36	644	.2	2.0
4-Book	113	3097	.5	2.9	242	1976	1.1	4.0	119	1238	.6	2.2	155	1665	.7	3.2	45	657	.2	2.5
SP '97	95	2825	.5	2.5	202	1763	1.0	3.6	79	1043	.4	1.5	139	1456	.7	3.0	39	648	.2	2.2
KGIL-AM																				
SP '98	6	337	.2	.2	12	133	.1	.2	4	61		.1	12	192	.1	.2	3	80		.2
WI '98	11	252	.1	.3	17	100	.1	.3	13	113	.1	.3	10	140	.2	.2	7	84		.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM																				
SP '98	17	396	.1	.4	5	76		.1	56	261	.3	1.0	19	123	.1	.4	3	29		.2
WI '98	15	287	.1	.4	2	26			40	178	.2	.8	26	143	.1	.5	8	53		.4
FA '97	17	369	.1	.4	15	119	.1	.2	50	233	.2	.9	15	129	.1	.3	6	47		.3
SU '97	25	452	.1	.6	7	53		.1	74	358	.4	1.4	43	209	.2	.9	3	50		.2
4-Book	19	376	.1	.5	7	69		.1	55	258	.3	1.0	26	151	.1	.5	5	45		.3
SP '97	14	202	.1	.4	3	25		.1	36	144	.2	.7	34	141	.2	.7	1	16		.1
KIIS-FM																				
SP '98	40	1364	.2	1.0	59	577	.3	1.0	48	488	.2	.9	48	651	.2	1.0	21	347	.1	1.2
WI '98	67	1678	.3	1.7	126	763	.6	2.1	86	597	.4	1.7	68	909	.3	1.4	23	429	.1	1.2
FA '97	91	1906	.4	2.2	152	978	.7	2.4	102	703	.5	1.8	110	856	.5	2.3	37	419	.2	1.9
SU '97	101	1844	.5	2.6	154	946	.7	2.6	161	800	.8	2.9	135	916	.6	2.9	29	402	.1	1.6
4-Book	75	1698	.4	1.9	123	816	.6	2.0	99	647	.5	1.8	90	833	.4	1.9	28	399	.1	1.5
SP '97	80	1771	.4	2.1	160	1088	.8	2.8	87	592	.4	1.7	87	889	.4	1.9	29	297	.1	1.7
KJLH-FM																				
SP '98	57	761	.3	1.4	70	358	.3	1.1	63	326	.3	1.2	60	445	.3	1.2	48	263	.2	2.8
WI '98	40	611	.2	1.0	59	255	.3	1.0	42	371	.2	.8	47	341	.2	1.0	30	222	.1	1.6
FA '97	37	603	.2	.9	52	270	.2	.8	49	311	.2	.9	30	257	.1	.6	22	212	.1	1.1
SU '97	25	633	.1	.6	30	219	.1	.5	23	219	.1	.4	32	315	.2	.7	21	229	.1	1.2
4-Book	40	652	.2	1.0	53	276	.2	.9	44	307	.2	.8	42	340	.2	.9	30	232	.1	1.7
SP '97	46	582	.2	1.2	42	234	.2	.7	72	271	.3	1.4	48	329	.2	1.0	34	245	.2	1.9
KKBT-FM																				
SP '98	80	1237	.4	2.0	159	716	.7	2.6	85	646	.4	1.6	121	745	.6	2.5	20	294	.1	1.2
WI '98	58	807	.3	1.5	122	459	.6	2.1	47	369	.2	.9	48	338	.2	1.0	28	260	.1	1.5
FA '97	79	912	.4	1.9	137	546	.6	2.2	102	465	.5	1.8	77	380	.4	1.6	27	216	.1	1.4
SU '97	63	1044	.3	1.6	85	464	.4	1.5	64	428	.3	1.2	102	549	.5	2.2	26	371	.1	1.4
4-Book	70	1000	.4	1.8	126	546	.6	2.1	75	477	.4	1.4	87	503	.4	1.8	25	285	.1	1.4
SP '97	102	1067	.5	2.7	175	632	.8	3.1	128	539	.6	2.4	120	558	.6	2.6	48	383	.2	2.7
KKGO-FM																				
SP '98	81	1464	.4	2.1	79	740	.4	1.3	116	731	.5	2.1	98	734	.5	2.0	54	570	.2	3.1
WI '98	86	1619	.4	2.2	104	647	.5	1.8	85	622	.4	1.6	113	860	.5	2.3	62	609	.3	3.4
FA '97	103	1702	.5	2.5	128	752	.6	2.0	144	662	.7	2.5	113	920	.5	2.3	77	581	.4	4.0
SU '97	69	1482	.3	1.8	86	633	.4	1.5	110	658	.5	2.0	77	695	.4	1.6	45	496	.2	2.5
4-Book	85	1567	.4	2.2	99	693	.5	1.7	114	668	.5	2.1	100	802	.5	2.1	60	564	.3	3.3
SP '97	78	1460	.4	2.1	98	645	.5	1.7	111	665	.5	2.1	82	742	.4	1.8	60	581	.3	3.4
KKHJ-AM																				
SP '98	41	527	.2	1.0	56	266	.3	.9	60	353	.3	1.1	50	204	.2	1.0	21	117	.1	1.2
WI '98	24	411	.1	.6	41	235	.2	.7	27	164	.1	.5	26	114	.1	.5	15	130	.1	.8
FA '97	23	505	.1	.6	15	151	.1	.2	12	152	.1	.2	32	210	.1	.7	44	189	.2	2.3
SU '97	28	552	.1	.7	50	303	.2	.9	30	260	.1	.5	29	272	.1	.6	19	181	.1	1.0
4-Book	29	499	.1	.7	41	239	.2	.7	32	232	.2	.6	34	200	.1	.7	25	154	.1	1.3
SP '97	39	614	.2	1.0	35	267	.2	.6	78	334	.4	1.5	38	215	.2	.8	34	192	.2	1.9
KKLA-FM																				
SP '98	31	492	.1	.8	95	341	.4	1.5	28	94	.1	.5	54	284	.2	1.1	3	107		.2
WI '98	31	520	.1	.8	49	271	.2	.8	38	216	.2	.7	56	290	.3	1.1	19	105	.1	1.0
FA '97	23	577	.1	.6	62	364	.3	1.0	16	220	.1	.3	33	253	.2	.7	13	111	.1	.7
SU '97	36	430	.2	.9	94	315	.4	1.6	50	214	.2	.9	37	196	.2	.8	14	123	.1	.8
4-Book	30	505	.1	.8	75	323	.3	1.2	33	186	.2	.6	45	256	.2	.9	12	112	.1	.7
SP '97	29	495	.1	.8	69	358	.3	1.2	46	145	.2	.9	41	291	.2	.9	4	68		.2
KLAC-AM																				
SP '98	77	1739	.4	2.0	143	819	.7	2.3	97	635	.4	1.8	83	794	.4	1.7	42	658	.2	2.4
WI '98	64	1480	.3	1.6	111	713	.5	1.9	91	588	.4	1.8	57	588	.3	1.2	43	549	.2	2.3
FA '97	68	1500	.3	1.7	111	565	.5	1.8	85	575	.4	1.5	78	797	.4	1.6	42	554	.2	2.2
SU '97	82	1198	.4	2.1	131	521	.6	2.2	128	588	.6	2.3	110	643	.5	2.3	23	359	.1	1.3
4-Book	73	1479	.4	1.9	124	655	.6	2.1	100	597	.5	1.9	82	706	.4	1.7	38	530	.2	2.1
SP '97	55	1202	.3	1.5	65	454	.3	1.1	61	449	.3	1.2	83	644	.4	1.8	41	486	.2	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	95	1252	.4	2.4	135	672	.6	2.2	120	639	.6	2.2	127	694	.6	2.6	51	447	.2	3.0
WI '98	99	1199	.5	2.6	120	579	.6	2.0	168	626	.8	3.2	101	584	.5	2.1	51	374	.2	2.8
FA '97	80	961	.4	2.0	81	441	.4	1.3	83	499	.4	1.5	122	572	.6	2.5	56	373	.3	2.9
SU '97	71	1246	.3	1.8	96	645	.5	1.6	95	590	.5	1.7	85	580	.4	1.8	34	392	.2	1.9
4-Book	86	1165	.4	2.2	108	584	.5	1.8	117	589	.6	2.2	109	608	.5	2.3	48	397	.2	2.7
SP '97	60	907	.3	1.6	82	420	.4	1.4	83	455	.4	1.6	71	483	.3	1.5	15	249	.1	.9
KLOS-FM																				
SP '98	174	2496	.8	4.4	382	1345	1.8	6.2	203	1089	.9	3.7	186	1340	.9	3.8	61	464	.3	3.5
WI '98	165	2518	.8	4.3	272	1363	1.3	4.6	201	1026	.9	3.9	212	1285	1.0	4.3	83	634	.4	4.5
FA '97	192	2594	.9	4.7	309	1347	1.4	4.9	284	1223	1.3	5.0	249	1605	1.1	5.1	92	873	.4	4.8
SU '97	127	2000	.6	3.3	203	1071	1.0	3.5	172	896	.8	3.2	186	1234	.9	4.0	57	438	.3	3.1
4-Book	165	2402	.8	4.2	292	1282	1.4	4.8	215	1059	1.0	4.0	208	1366	1.0	4.3	73	602	.4	4.0
SP '97	124	2080	.6	3.3	232	998	1.1	4.1	176	988	.8	3.3	146	1214	.7	3.2	35	523	.2	2.0
KLSX-FM																				
SP '98	128	1970	.6	3.3	409	1379	1.9	6.6	171	1043	.8	3.1	126	856	.6	2.6	16	232	.1	.9
WI '98	110	1847	.5	2.8	376	1074	1.7	6.4	80	774	.4	1.5	106	802	.5	2.2	29	261	.1	1.6
FA '97	134	2014	.6	3.3	511	1429	2.3	8.1	153	965	.7	2.7	72	551	.3	1.5	9	181	.1	.5
SU '97	129	1724	.6	3.3	406	1289	1.9	6.9	177	889	.8	3.2	96	567	.5	2.0	20	293	.1	1.1
4-Book	125	1889	.6	3.2	426	1293	2.0	7.0	145	918	.7	2.6	100	694	.5	2.1	19	242	.1	1.0
SP '97	115	1644	.5	3.1	402	1228	1.9	7.1	133	831	.6	2.5	73	522	.3	1.6	10	180	.1	.6
KLVE-FM																				
SP '98	163	1914	.7	4.1	262	1083	1.2	4.2	203	1020	.9	3.7	151	772	.7	3.1	100	479	.5	5.8
WI '98	179	1981	.8	4.6	256	988	1.2	4.4	271	976	1.2	5.2	183	939	.8	3.7	90	676	.4	4.9
FA '97	172	1996	.8	4.2	248	1015	1.1	3.9	268	1056	1.2	4.7	199	1015	.9	4.1	72	603	.3	3.7
SU '97	136	1913	.6	3.5	185	997	.9	3.2	209	847	1.0	3.8	137	990	.7	2.9	67	656	.3	3.7
4-Book	163	1951	.7	4.1	238	1021	1.1	3.9	238	975	1.1	4.4	168	929	.8	3.5	82	604	.4	4.5
SP '97	194	2296	.9	5.1	296	1326	1.4	5.2	236	1144	1.1	4.5	223	1427	1.1	4.8	107	831	.5	6.1
KLYY-FM																				
SP '98	20	587	.1	.5	27	222	.1	.4	40	350	.2	.7	25	320	.1	.5	5	70	.1	.3
WI '98	18	542	.1	.5	10	165	.1	.2	25	270	.1	.5	20	302	.1	.4	9	165	.1	.5
FA '97	32	644	.1	.8	31	257	.1	.5	45	320	.2	.8	55	461	.3	1.1	20	205	.1	1.0
SU '97	21	508	.1	.5	27	253	.1	.5	33	250	.2	.6	29	329	.1	.6	10	169	.1	.6
4-Book	23	570	.1	.6	24	224	.1	.4	36	298	.2	.7	32	353	.2	.7	11	152	.1	.6
SP '97	11	400	.1	.3	15	190	.1	.3	15	157	.1	.3	13	254	.1	.3	6	121	.1	.3
KNX -AM																				
SP '98	143	3426	.7	3.6	282	2208	1.3	4.6	130	1434	.6	2.4	196	2018	.9	4.0	94	1066	.4	5.5
WI '98	156	3980	.7	4.0	317	2563	1.5	5.4	146	1891	.7	2.8	230	2225	1.1	4.7	80	1132	.4	4.3
FA '97	142	3633	.7	3.5	239	2140	1.1	3.8	132	1531	.6	2.3	178	1895	.8	3.7	129	1228	.6	6.7
SU '97	123	3193	.6	3.2	279	2147	1.3	4.8	110	1199	.5	2.0	143	1485	.7	3.1	68	852	.3	3.7
4-Book	141	3558	.7	3.6	279	2265	1.3	4.7	130	1514	.6	2.4	187	1906	.9	3.9	93	1070	.4	5.1
SP '97	114	3083	.5	3.0	253	1906	1.2	4.5	109	1339	.5	2.1	121	1506	.6	2.6	77	911	.4	4.4
KOST-FM																				
SP '98	113	2280	.5	2.9	141	997	.6	2.3	200	1216	.9	3.7	124	1111	.6	2.6	36	623	.2	2.1
WI '98	109	2148	.5	2.8	137	1006	.6	2.3	147	777	.7	2.8	140	1170	.6	2.9	63	683	.3	3.4
FA '97	136	2378	.6	3.3	180	1168	.8	2.9	227	1164	1.0	4.0	192	1222	.9	3.9	55	646	.3	2.9
SU '97	143	2385	.7	3.7	165	1101	.8	2.8	231	1153	1.1	4.2	197	1341	.9	4.2	64	765	.3	3.5
4-Book	125	2298	.6	3.2	156	1068	.7	2.6	201	1078	.9	3.7	163	1211	.8	3.4	55	679	.3	3.0
SP '97	115	2096	.5	3.1	133	880	.6	2.3	165	911	.8	3.1	127	929	.6	2.8	76	660	.4	4.3
KPWR-FM																				
SP '98	25	824	.1	.6	33	392	.2	.5	37	279	.2	.7	35	438	.2	.7	8	121	.1	.5
WI '98	26	811	.1	.7	37	232	.2	.6	38	480	.2	.7	28	327	.1	.6	13	201	.1	.7
FA '97	42	975	.2	1.0	48	370	.2	.8	57	412	.3	1.0	52	409	.2	1.1	24	251	.1	1.2
SU '97	36	1043	.2	.9	30	361	.1	.5	50	453	.2	.9	49	491	.2	1.0	21	260	.1	1.2
4-Book	32	913	.2	.8	37	339	.2	.6	46	406	.2	.8	41	416	.2	.9	17	208	.1	.9
SP '97	33	960	.2	.9	62	420	.3	1.1	34	386	.2	.6	38	422	.2	.8	17	192	.1	1.0

Target Listener Trends - Men 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KRLA-AM																					
SP '98	30	757	.1	.8	31	239	.1	.5	44	282	.2	.8	37	316	.2	.8	22	234	.1	1.3	
WI '98	16	382	.1	.4	18	141	.1	.3	24	194	.1	.5	16	175	.1	.3	7	132		.4	
FA '97	32	778	.1	.8	36	259	.2	.6	28	292	.1	.5	49	376	.2	1.0	22	283	.1	1.1	
SU '97	38	738	.2	1.0	73	362	.3	1.2	59	410	.3	1.1	37	332	.2	.8	12	180	.1	.7	
4-Book	29	664	.1	.8	40	250	.2	.7	39	295	.2	.7	35	300	.2	.7	16	207	.1	.9	
SP '97	49	552	.2	1.3	55	249	.3	1.0	51	323	.2	1.0	43	328	.2	.9	31	207	.1	1.8	
KROQ-FM																					
SP '98	54	1202	.2	1.4	98	583	.5	1.6	73	518	.3	1.3	67	614	.3	1.4	14	244	.1	.8	
WI '98	86	1497	.4	2.2	133	768	.6	2.3	111	730	.5	2.1	115	881	.5	2.4	41	400	.2	2.2	
FA '97	55	1373	.3	1.3	67	589	.3	1.1	95	536	.4	1.7	83	652	.4	1.7	23	418	.1	1.2	
SU '97	69	1281	.3	1.8	103	669	.5	1.8	99	565	.5	1.8	94	707	.4	2.0	27	378	.1	1.5	
4-Book	66	1338	.3	1.7	100	652	.5	1.7	95	587	.4	1.7	90	714	.4	1.9	26	360	.1	1.4	
SP '97	39	1116	.2	1.0	65	468	.3	1.1	45	465	.2	.9	43	483	.2	.9	20	391	.1	1.1	
KRRA-AM																					
SP '98	25	201	.1	.6	35	101	.2	.6	31	112	.1	.6	26	127	.1	.5	15	99	.1	.9	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	5	208		.1	4	37		.1	11	121	.1	.2	3	52		.1	5	37		.3	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	29	238	.1	.8	32	178	.2	.6	33	122	.2	.6	38	178	.2	.8	20	139	.1	1.1	
KRTH-FM																					
SP '98	180	3349	.8	4.6	240	1597	1.1	3.9	290	1539	1.3	5.3	226	1607	1.0	4.7	54	755	.2	3.1	
WI '98	193	3720	.9	5.0	276	1671	1.3	4.7	311	1832	1.4	6.0	214	1913	1.0	4.4	66	777	.3	3.6	
FA '97	271	3913	1.2	6.7	414	2039	1.9	6.6	480	2055	2.2	8.4	296	1863	1.4	6.1	66	893	.3	3.4	
SU '97	252	3896	1.2	6.5	337	1880	1.6	5.8	445	2007	2.1	8.2	287	1982	1.4	6.1	82	938	.4	4.5	
4-Book	224	3720	1.0	5.7	317	1797	1.5	5.3	382	1858	1.8	7.0	256	1841	1.2	5.3	67	841	.3	3.7	
SP '97	196	3861	.9	5.2	258	1880	1.2	4.5	319	1761	1.5	6.1	217	1816	1.0	4.7	77	867	.4	4.4	
KSCA-FM																					
SP '98	188	1896	.9	4.8	434	1285	2.0	7.0	264	1155	1.2	4.9	140	812	.6	2.9	48	393	.2	2.8	
WI '98	206	1766	.9	5.3	457	1176	2.1	7.8	303	1194	1.4	5.9	151	928	.7	3.1	53	542	.2	2.9	
FA '97	121	1226	.6	3.0	274	917	1.3	4.4	195	713	.9	3.4	75	443	.3	1.5	33	341	.2	1.7	
SU '97	141	1679	.7	3.7	334	1182	1.6	5.7	158	960	.7	2.9	124	817	.6	2.6	50	460	.2	2.8	
4-Book	164	1642	.8	4.2	375	1140	1.8	6.2	230	1006	1.1	4.3	123	750	.6	2.5	46	434	.2	2.6	
SP '97	149	1659	.7	4.0	319	1195	1.5	5.6	178	923	.8	3.4	117	821	.6	2.5	69	489	.3	3.9	
KSSE-FM																					
SP '98	22	394	.1	.6	18	202	.1	.3	38	245	.2	.7	24	202	.1	.5	3	56		.2	
WI '98	20	456	.1	.5	25	204	.1	.4	19	164	.1	.4	22	173	.1	.4	13	178	.1	.7	
FA '97	13	322	.1	.3	14	125	.1	.2	14	183	.1	.2	15	134	.1	.3	11	81	.1	.6	
SU '97	15	356	.1	.4	8	120		.1	28	200	.1	.5	3	42		.1	9	122		.5	
4-Book	18	382	.1	.5	16	163	.1	.3	25	198	.1	.5	16	138	.1	.3	9	109	.1	.5	
SP '97	10	312		.3	8	53		.1	8	90		.2	12	102		.3	4	48		.2	
KTNQ-AM																					
SP '98	132	1291	.6	3.4	174	611	.8	2.8	125	590	.6	2.3	215	827	1.0	4.4	115	577	.5	6.7	
WI '98	102	1096	.5	2.6	151	461	.7	2.6	106	472	.5	2.0	134	615	.6	2.7	75	434	.3	4.1	
FA '97	105	1151	.5	2.6	166	557	.8	2.6	85	400	.4	1.5	144	547	.7	3.0	109	424	.5	5.7	
SU '97	104	1144	.5	2.7	197	711	.9	3.4	110	496	.5	2.0	148	719	.7	3.2	60	402	.3	3.3	
4-Book	111	1171	.5	2.8	172	585	.8	2.9	107	490	.5	2.0	160	677	.8	3.3	90	459	.4	5.0	
SP '97	108	1080	.5	2.9	158	487	.7	2.8	136	499	.6	2.6	124	509	.6	2.7	66	415	.3	3.8	
KTWV-FM																					
SP '98	182	2782	.8	4.6	241	1266	1.1	3.9	293	1289	1.3	5.4	214	1485	1.0	4.4	84	878	.4	4.9	
WI '98	190	2873	.9	4.9	221	1498	1.0	3.8	307	1454	1.4	5.9	272	1814	1.3	5.6	75	995	.3	4.1	
FA '97	167	2830	.8	4.1	192	1319	.9	3.0	256	1329	1.2	4.5	189	1743	.9	3.9	109	947	.5	5.7	
SU '97	180	2861	.9	4.7	225	1326	1.1	3.9	279	1449	1.3	5.1	199	1456	.9	4.2	103	926	.5	5.7	
4-Book	180	2837	.9	4.6	220	1352	1.0	3.7	284	1380	1.3	5.2	219	1625	1.0	4.5	93	937	.4	5.1	
SP '97	174	2536	.8	4.6	222	1298	1.1	3.9	256	1355	1.2	4.9	247	1489	1.2	5.4	78	714	.4	4.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKW-AM																				
SP '98	38	690	.2	1.0	80	337	.4	1.3	58	334	.3	1.1	25	275	.1	.5	18	115	.1	1.0
WI '98	20	514	.1	.5	23	202	.1	.4	28	150	.1	.5	16	182	.1	.3	16	118	.1	.9
FA '97	32	402	.1	.8	55	209	.3	.9	59	200	.3	1.0	31	196	.1	.6	10	82	.5	.5
SU '97	43	458	.2	1.1	55	236	.3	.9	59	259	.3	1.1	40	196	.2	.9	38	217	.2	2.1
4-Book	33	516	.2	.9	53	246	.3	.9	51	236	.3	.9	28	212	.1	.6	21	133	.1	1.1
SP '97	39	715	.2	1.0	72	402	.3	1.3	40	282	.2	.8	31	216	.1	.7	16	186	.1	.9
KWVE-FM																				
SP '98	17	409	.1	.4	31	193	.1	.5	18	146	.1	.3	28	250	.1	.6	4	61	.2	.2
WI '98	14	391	.1	.4	21	184	.1	.4	8	149	.2	.2	33	282	.2	.7	6	122	.3	.3
FA '97	21	503	.1	.5	26	204	.1	.4	19	138	.1	.3	25	212	.1	.5	13	170	.1	.7
SU '97	39	601	.2	1.0	51	339	.2	.9	32	187	.2	.6	59	330	.3	1.3	25	246	.1	1.4
4-Book	23	476	.1	.6	32	230	.1	.6	19	155	.1	.4	36	269	.2	.8	12	150	.1	.7
SP '97	19	493	.1	.5	38	308	.2	.7	20	201	.1	.4	17	176	.1	.4	10	118	.6	.6
KYSR-FM																				
SP '98	79	1765	.4	2.0	78	646	.4	1.3	142	705	.7	2.6	111	1054	.5	2.3	22	402	.1	1.3
WI '98	82	1847	.4	2.1	67	687	.3	1.1	115	812	.5	2.2	115	1009	.5	2.4	53	536	.2	2.9
FA '97	82	1546	.4	2.0	119	756	.5	1.9	140	678	.6	2.4	87	782	.4	1.8	42	510	.2	2.2
SU '97	68	1641	.3	1.8	74	714	.4	1.3	103	748	.5	1.9	109	860	.5	2.3	13	297	.1	.7
4-Book	78	1700	.4	2.0	85	701	.4	1.4	125	736	.6	2.3	106	926	.5	2.2	33	436	.2	1.8
SP '97	85	1438	.4	2.3	124	749	.6	2.2	136	890	.6	2.6	101	823	.5	2.2	32	376	.2	1.8
KZLA-FM																				
SP '98	135	1618	.6	3.4	143	819	.7	2.3	203	916	.9	3.7	175	983	.8	3.6	52	499	.2	3.0
WI '98	117	1835	.5	3.0	132	852	.6	2.3	126	974	.6	2.4	154	1013	.7	3.1	66	487	.3	3.6
FA '97	127	1717	.6	3.1	173	923	.8	2.7	189	883	.9	3.3	173	1092	.8	3.6	34	475	.2	1.8
SU '97	112	1424	.5	2.9	145	817	.7	2.5	197	999	.9	3.6	139	1035	.7	3.0	36	509	.2	2.0
4-Book	123	1649	.6	3.1	148	853	.7	2.5	179	943	.8	3.3	160	1031	.8	3.3	47	493	.2	2.6
SP '97	137	1713	.7	3.6	169	980	.8	3.0	208	890	1.0	4.0	185	1079	.9	4.0	66	573	.3	3.8
KFRG-FM																				
SP '98	17	397	.1	.4	15	123	.1	.2	22	221	.1	.4	18	228	.1	.4	4	75	.2	.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	25	402	.1	.6	18	162	.1	.3	30	242	.1	.5	46	200	.2	.9	17	190	.1	.9
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	59	1160	.3	1.5	62	401	.3	1.0	116	650	.5	2.1	107	782	.5	2.2	12	274	.1	.7
WI '98	63	1158	.3	1.6	91	518	.4	1.6	114	597	.5	2.2	117	684	.5	2.4	5	149	.3	.3
FA '97	56	1352	.3	1.4	70	517	.3	1.1	78	554	.4	1.4	110	901	.5	2.3	26	452	.1	1.3
SU '97	62	1024	.3	1.6	82	453	.4	1.4	144	578	.7	2.6	81	620	.4	1.7	6	125	.3	.3
4-Book	60	1174	.3	1.5	76	472	.4	1.3	113	595	.5	2.1	104	747	.5	2.2	12	250	.1	.7
SP '97	51	1132	.2	1.4	90	531	.4	1.6	85	507	.4	1.6	91	788	.4	2.0	9	237	.5	.5
TOTALS																				
SP '98	3934	20689	18.1		6180	18432	28.4		5441	16271	25.0		4846	17586	22.3		1721	10924	7.9	
WI '98	3881	20818	17.8		5864	17855	27.0		5177	16079	23.8		4890	18144	22.5		1846	11289	8.5	
FA '97	4075	20927	18.7		6298	18384	29.0		5724	16175	26.3		4873	17951	22.4		1929	11752	8.9	
SU '97	3859	20020	18.3		5844	17568	27.7		5459	15414	25.9		4688	17523	22.3		1815	11324	8.6	
4-Book	3937	20614	18.2		6047	18060	28.0		5450	15985	25.3		4824	17801	22.4		1828	11322	8.5	
SP '97	3768	20045	17.9		5677	17784	26.9		5261	15488	25.0		4607	17332	21.9		1749	11284	8.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 35-64

Target Listener Estimates

Men 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	232	1770	1.1	4.2	92	851	.4	3.5	65	176	.3	1.9	163	428	.7	3.9	77	201	.4	2.6
4-Book	203	1970	1.0	3.7	79	974	.4	3.0	77	242	.4	2.3	132	416	.6	3.1	76	261	.4	2.5
KACD-FM																				
SP '98	20	287	.1	.4	16	204	.1	.6	5	35	.1	.1	36	139	.2	.9	19	90	.1	.6
4-Book	21	246	.1	.4	11	156	.1	.4	7	25	.2	.2	27	84	.2	.6	15	65	.1	.5
KBCD-FM																				
SP '98	2	35																		
4-Book	3	42		.1	2	19		.1	2	7		.1	5	12		.1	3	4		.1
KACE-FM																				
SP '98	46	438	.2	.8	35	319	.2	1.3	27	127	.1	.8	44	91	.2	1.1	38	121	.2	1.3
4-Book	53	526	.3	1.0	36	396	.2	1.3	34	113	.2	1.0	58	157	.3	1.3	48	140	.2	1.6
KRTO-FM																				
SP '98	3	106		.1	1	31														
4-Book	11	157		.2	9	90		.3	6	35		.2	14	49		.3	10	30		.3
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	44	696	.2	.8	38	570	.2	1.4	10	62		.3	48	171	.2	1.1	53	192	.2	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	91	1100	.4	1.7	56	761	.3	2.1	57	154	.3	1.7	94	392	.4	2.2	74	197	.3	2.5
4-Book	119	1390	.6	2.2	59	926	.3	2.2	61	232	.3	1.8	93	352	.4	2.2	61	217	.3	2.0
KBUA-FM																				
SP '98	4	62		.1	1	34							2	17						
4-Book	4	89		.1	3	50		.1	2	8		.1	8	30		.2	4	11		.1
KBUE-FM																				
SP '98	66	626	.3	1.2	32	394	.1	1.2	43	88	.2	1.2	25	118	.1	.6	32	90	.1	1.1
4-Book	69	670	.3	1.3	44	445	.2	1.6	58	142	.3	1.7	56	159	.3	1.3	59	151	.3	1.9
KCBS-FM																				
SP '98	210	2622	1.0	3.8	101	1466	.5	3.8	66	308	.3	1.9	192	641	.9	4.6	133	380	.6	4.5
4-Book	228	2503	1.1	4.2	103	1486	.5	3.8	110	412	.5	3.3	192	653	.9	4.4	136	452	.6	4.5
+KCMG-FM																				
SP '98	156	1598	.7	2.8	95	1153	.4	3.6	88	316	.4	2.5	182	556	.8	4.4	136	437	.6	4.6
4-Book	87	1038	.4	1.6	46	661	.2	1.7	49	172	.2	1.5	85	289	.4	2.0	66	207	.3	2.2
+KDIS-AM																				
SP '98	10	255		.2	4	125		.2	5	19		.1	8	52		.2	6	44		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	320	2647	1.5	5.8	79	1080	.4	3.0	218	586	1.0	6.3	146	493	.7	3.5	25	91	.1	.9
4-Book	318	2569	1.5	5.8	84	1094	.4	3.1	187	577	.9	5.6	151	476	.7	3.5	37	127	.2	1.2
KFWB-AM																				
SP '98	169	2902	.8	3.1	57	1162	.3	2.1	93	381	.4	2.7	76	376	.3	1.8	58	293	.3	2.0
4-Book	168	2825	.8	3.1	60	1325	.3	2.2	100	447	.5	3.0	72	408	.3	1.7	61	300	.3	2.0
KGIL-AM																				
SP '98	9	238		.2	4	205		.2	12	85		.3								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	29	335	.1	.5	6	93		.2	9	15		.3	13	33		.3	7	34		.2
4-Book	31	330	.1	.6	5	94		.2	3	11		.1	10	39		.2	7	34		.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM SP '98 4-Book	51 104	1014 1364	.2 .5	.9 1.9	33 56	556 811	.2 .3	1.2 2.1	29 72	104 207	.1 .4	.8 2.1	51 97	169 303	.2 .5	1.2 2.3	29 61	104 190	.1 .3	1.0 2.0
KJLH-FM SP '98 4-Book	64 46	576 514	.3 .2	1.2 .9	52 35	398 394	.2 .2	2.0 1.3	52 36	119 89	.2 .2	1.5 1.1	76 45	176 149	.3 .2	1.8 1.0	52 45	134 137	.2 .2	1.8 1.5
KKBT-FM SP '98 4-Book	119 94	1154 860	.5 .4	2.2 1.7	51 57	559 493	.2 .3	1.9 2.1	43 63	158 150	.2 .3	1.2 1.9	64 70	206 188	.3 .4	1.5 1.6	71 72	193 164	.3 .3	2.4 2.4
KKGO-FM SP '98 4-Book	99 105	1207 1227	.5 .5	1.8 1.9	66 66	816 853	.3 .3	2.5 2.5	63 59	211 248	.3 .3	1.8 1.8	91 88	286 296	.4 .4	2.2 2.0	79 88	220 276	.4 .4	2.7 2.9
KKHJ-AM SP '98 4-Book	55 35	456 395	.3 .2	1.0 .7	30 21	266 223	.1 .1	1.1 .8	62 44	88 85	.3 .2	1.8 1.3	57 30	162 99	.3 .2	1.4 .7	53 21	120 46	.2 .1	1.8 .7
KKLA-FM SP '98 4-Book	57 50	408 433	.3 .3	1.0 .9	6 9	172 195			11 20	61 72	.1 .1	.3 .6	8 7	19 28		.2 .2	5 7	29 25		.2 .2
KLAC-AM SP '98 4-Book	107 102	1372 1181	.5 .5	2.0 1.9	49 44	822 649	.2 .2	1.8 1.6	34 47	194 170	.2 .2	1.0 1.4	63 57	250 201	.3 .3	1.5 1.3	61 57	230 181	.3 .3	2.1 1.9
KLAX-FM SP '98 4-Book	127 111	1070 997	.6 .5	2.3 2.1	68 68	676 664	.3 .3	2.6 2.5	93 91	253 224	.4 .4	2.7 2.7	120 96	290 274	.6 .5	2.9 2.2	86 76	210 202	.4 .4	2.9 2.5
KLOS-FM SP '98 4-Book	253 237	2142 2134	1.2 1.1	4.6 4.4	110 98	1179 1109	.5 .5	4.1 3.7	94 84	263 292	.4 .4	2.7 2.5	203 189	582 538	.9 .9	4.9 4.4	195 134	528 435	.9 .6	6.7 4.5
KLSX-FM SP '98 4-Book	231 218	1834 1681	1.1 1.0	4.2 4.0	20 32	447 530	.1 .2	.8 1.2	24 32	113 119	.1 .1	.7 .9	14 39	50 132	.1 .2	.3 .9	8 35	65 112		.3 1.1
KLVE-FM SP '98 4-Book	205 216	1654 1636	.9 1.0	3.7 4.0	130 122	1052 1147	.6 .6	4.9 4.6	191 178	461 458	.9 .8	5.5 5.3	131 188	342 475	.6 .9	3.1 4.3	106 110	320 286	.5 .5	3.6 3.6
KLYY-FM SP '98 4-Book	31 31	556 485	.1 .1	.6 .6	9 16	229 295		.3 .6	13 18	77 71	.1 .1	.4 .5	18 38	97 149	.1 .2	.4 .9	7 20	37 70		.2 .6
KNX -AM SP '98 4-Book	197 193	3011 3083	.9 .9	3.6 3.6	78 80	1291 1532	.4 .4	2.9 3.0	168 147	604 556	.8 .7	4.9 4.4	105 93	429 439	.5 .5	2.5 2.2	50 76	169 336	.2 .4	1.7 2.5
KOST-FM SP '98 4-Book	158 176	1879 1875	.7 .8	2.9 3.2	84 84	1069 1063	.4 .4	3.2 3.1	141 104	383 335	.6 .5	4.1 3.1	175 151	425 416	.8 .7	4.2 3.5	81 80	271 275	.4 .4	2.8 2.7
KPWR-FM SP '98 4-Book	35 42	712 750	.2 .2	.6 .8	18 27	275 385	.1 .2	.7 1.0	12 23	92 73	.1 .1	.3 .7	18 41	78 153	.1 .2	.4 .9	18 37	47 99	.1 .2	.6 1.2
KRLA-AM SP '98 4-Book	38 38	587 500	.2 .2	.7 .7	20 23	340 321	.1 .1	.8 .9	40 35	92 111	.2 .2	1.2 1.1	37 29	115 98	.2 .2	.9 .7	17 20	97 76	.1 .1	.6 .7
KROQ-FM SP '98 4-Book	79 95	972 1113	.4 .5	1.4 1.8	35 41	500 645	.2 .2	1.3 1.5	26 43	91 155	.1 .2	.8 1.3	102 87	257 307	.5 .4	2.4 2.0	54 48	193 179	.2 .2	1.8 1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 35-64

Target Listener Estimates

Men 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM																				
SP '98	31	144	.1	.6	20	155	.1	.8	33	63	.2	1.0	41	80	.2	1.0	12	32	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KRTH-FM																				
SP '98	255	2628	1.2	4.6	130	1722	.6	4.9	138	421	.6	4.0	239	718	1.1	5.7	128	439	.6	4.4
4-Book	323	3029	1.5	5.9	153	1919	.7	5.7	167	500	.8	5.0	315	853	1.5	7.3	168	552	.8	5.5
KSCA-FM																				
SP '98	278	1731	1.3	5.1	124	1082	.6	4.7	389	658	1.8	11.3	212	488	1.0	5.1	112	304	.5	3.8
4-Book	241	1484	1.1	4.5	106	984	.5	4.0	285	533	1.3	8.5	176	488	.8	4.1	88	233	.4	2.9
KSSE-FM																				
SP '98	27	351	.1	.5	27	148	.1	1.0	17	46	.1	.5	47	91	.2	1.1	26	46	.1	.9
4-Book	19	303	.1	.4	21	196	.1	.8	15	45	.1	.5	40	112	.2	.9	28	67	.1	.9
KTNQ-AM																				
SP '98	168	1127	.8	3.1	81	787	.4	3.0	141	250	.6	4.1	89	328	.4	2.1	97	266	.4	3.3
4-Book	143	1018	.7	2.7	68	669	.3	2.5	109	219	.5	3.3	73	215	.3	1.7	70	197	.3	2.3
KTWV-FM																				
SP '98	253	2201	1.2	4.6	122	1465	.6	4.6	105	406	.5	3.0	231	580	1.1	5.5	126	462	.6	4.3
4-Book	244	2340	1.1	4.5	124	1503	.6	4.6	117	426	.5	3.5	211	586	1.0	4.9	156	483	.8	5.1
KWKV-AM																				
SP '98	55	583	.3	1.0	23	242	.1	.9	54	77	.2	1.6	27	75	.1	.6	18	105	.1	.6
4-Book	45	407	.2	.8	22	230	.1	.8	42	79	.2	1.3	32	77	.2	.7	22	74	.1	.7
KWVE-FM																				
SP '98	25	303	.1	.5	12	184	.1	.5	10	44	.1	.3	14	14	.1	.3	19	34	.1	.6
4-Book	29	372	.1	.6	20	262	.1	.8	18	69	.1	.6	18	46	.1	.4	21	73	.1	.7
KYSR-FM																				
SP '98	113	1371	.5	2.1	59	785	.3	2.2	53	200	.2	1.5	132	340	.6	3.2	76	192	.3	2.6
4-Book	107	1358	.5	2.0	58	842	.3	2.2	45	188	.2	1.3	129	396	.6	3.0	80	255	.4	2.7
KZLA-FM																				
SP '98	176	1330	.8	3.2	118	1057	.5	4.4	151	379	.7	4.4	171	440	.8	4.1	144	335	.7	4.9
4-Book	164	1400	.8	3.0	101	1036	.4	3.8	108	321	.5	3.2	190	508	.9	4.4	123	367	.6	4.1
KFRG-FM																				
SP '98	19	317	.1	.3	22	207	.1	.8	19	67	.1	.6	22	66	.1	.5	25	81	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	97	946	.4	1.8	25	527	.1	.9	49	180	.2	1.4	22	120	.1	.5	24	117	.1	.8
4-Book	99	1013	.5	1.8	24	449	.1	.9	46	156	.2	1.3	36	128	.2	.8	30	86	.1	1.0
TOTALS																				
SP '98	5486	20420	25.2		2662	16289	12.2		3452	8613	15.9		4179	9958	19.2		2928	7397	13.5	
4-Book	5441	20305	25.2		2680	16727	12.4		3358	8574	15.6		4320	10272	20.0		3052	7820	14.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

Target Listener Estimates - Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM SP '98 4-Book	27 30	109 112	.1 .1	1.7 1.9	128 105	360 286	.6 .5	5.6 4.7	167 123	421 371	.8 .6	5.3 3.9	79 72	201 212	.4 .4	2.9 2.8	23 21	140 100	.1 .1	2.1 1.8
KACD-FM SP '98 4-Book	31 10	51 28	.1 .1	1.9 .6	2	7		.1	9 7	45 33		.3 .2	14 9	45 30	.1 .1	.5 .3	8 8	14 23		.7 .7
KBCD-FM SP '98 4-Book									4	8		.1								
KACE-FM SP '98 4-Book	30 28	98 97	.1 .1	1.9 1.8	47 28	124 72	.2 .1	2.0 1.2	63 49	118 109	.3 .2	2.0 1.5	31 23	94 94	.1 .1	1.1 .9	3 17	15 69	.1 .1	.3 1.5
KRTD-FM SP '98 4-Book	12	32	.1	.8	2 7	17 26		.1 .3					7 8	14 23		.3 .3	3 5	14 15		.3 .4
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	47 **	136 **	.2 **	2.9 **	4 **	24 **		.2 **	66 **	285 **	.3 **	2.1 **	70 **	279 **	.3 **	2.6 **	2 **	28 **		.2 **
KB16-FM SP '98 4-Book	71 86	207 279	.3 .4	4.4 5.3	18 34	106 147	.1 .2	.8 1.5	77 70	302 273	.4 .4	2.4 2.2	44 36	140 135	.2 .2	1.6 1.4	6 20	48 82	.1	.5 1.7
KBUA-FM SP '98 4-Book	1	4		.1	1	4			4 6	18 24		.1 .2					3	12		.3
KBUE-FM SP '98 4-Book	4 28	29 83	.1	.3 1.8	62 40	152 115	.3 .2	2.7 1.8	64 65	168 157	.3 .3	2.0 2.0	21 31	63 91	.1 .1	.8 1.2	8 15	64 52	.1	.7 1.2
KCBS-FM SP '98 4-Book	53 45	176 194	.2 .2	3.3 2.8	79 65	258 241	.4 .3	3.4 2.9	123 132	530 484	.6 .6	3.9 4.1	112 103	354 383	.5 .5	4.1 4.0	49 40	172 145	.2 .2	4.4 3.4
+KCMG-FM SP '98 4-Book	26 21	156 110	.1 .1	1.6 1.4	64 32	240 134	.3 .2	2.8 1.5	107 46	394 174	.5 .2	3.4 1.5	103 42	292 138	.5 .2	3.8 1.6	56 28	160 87	.3 .2	5.1 2.5
+KDIS-AM SP '98 4-Book	1 **	15 **	**	.1 **	9 **	42 **	**	.4 **	1 **	15 **	**	**	**	**	**	**	**	**	**	**
KFI -AM SP '98 4-Book	15 20	92 75	.1 .1	.9 1.2	99 98	280 270	.5 .5	4.3 4.4	96 122	327 374	.4 .5	3.0 3.8	25 48	83 155	.1 .2	.9 1.9	19 16	94 64	.1 .1	1.7 1.4
KFWB-AM SP '98 4-Book	13 31	119 159	.1 .2	.8 2.0	77 80	360 349	.4 .4	3.3 3.6	65 56	338 283	.3 .3	2.1 1.7	45 55	223 223	.2 .3	1.7 2.1	39 35	210 175	.2 .2	3.5 3.0
KGIL-AM SP '98 4-Book	3 **	13 **	**	.2 **	1 **	15 **	**	**	6 **	43 **	**	.2 **	6 **	32 **	**	.2 **	3 **	13 **	**	.3 **
KIEV-AM SP '98 4-Book	1	4		.1	8 3	15 10		.3 .1	3 3	14 14		.1 .1	20 8	45 25	.1	.7 .3	2	7		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM SP '98 4-Book	37 30	102 118	.2 .2	2.3 1.9	13 40	53 140	.1 .2	.6 1.8	38 73	139 243	.2 .4	1.2 2.3	52 62	172 225	.2 .3	1.9 2.4	11 18	68 87	.1 .1	1.0 1.5
KJLH-FM SP '98 4-Book	13 25	43 76	.1 .1	.8 1.6	43 46	125 103	.2 .2	1.9 2.1	86 48	172 133	.4 .2	2.7 1.5	72 35	140 86	.3 .2	2.7 1.3	22 7	53 18	.1 .1	2.0 .6
KKBT-FM SP '98 4-Book	47 45	129 124	.2 .2	2.9 2.8	25 43	88 111	.1 .2	1.1 1.9	58 63	173 152	.3 .3	1.8 2.0	66 60	183 146	.3 .3	2.4 2.3	36 45	116 124	.2 .2	3.3 3.8
KKGQ-FM SP '98 4-Book	50 46	153 155	.2 .2	3.1 2.9	52 42	179 153	.2 .2	2.3 1.9	76 80	223 248	.3 .4	2.4 2.5	78 78	211 245	.4 .4	2.9 3.0	44 47	124 140	.2 .2	4.0 4.0
KKHJ-AM SP '98 4-Book	15 21	49 57	.1 .1	.9 1.3	16 12	32 32	.1 .1	.7 .6	14 14	72 49	.1 .1	.4 .5	18 12	54 33	.1 .1	.7 .5	11 12	14 30	.1 .1	1.0 1.1
KKLA-FM SP '98 4-Book	4	17		.2	7 16	38 67		.3 .7	6 10	60 70		.2 .3	9 9	36 34		.3 .3	1 5	18 21		.1 .4
KLAC-AM SP '98 4-Book	11 17	93 84	.1 .1	.7 1.1	23 25	106 94	.1 .1	1.0 1.2	99 75	308 228	.5 .4	3.1 2.3	73 58	260 204	.3 .3	2.7 2.3	25 19	95 87	.1 .1	2.3 1.6
KLAX-FM SP '98 4-Book	31 35	157 133	.1 .2	1.9 2.2	57 82	186 201	.3 .4	2.5 3.8	89 80	218 240	.4 .4	2.8 2.5	60 63	144 139	.3 .3	2.2 2.4	10 26	45 64	.1 .1	.9 2.2
KLOS-FM SP '98 4-Book	90 69	222 200	.4 .3	5.6 4.3	38 36	163 151	.2 .2	1.7 1.7	77 94	293 288	.4 .5	2.4 2.9	152 128	427 356	.7 .6	5.6 4.9	36 49	146 166	.2 .2	3.3 4.2
KLSX-FM SP '98 4-Book	6 14	19 57		.4 .9	41 58	80 148	.2 .3	1.8 2.6	47 62	159 224	.2 .3	1.5 1.9	6 16	33 62		.2 .6	16 7	83 37	.1 .1	1.5 .7
KLVE-FM SP '98 4-Book	136 94	299 256	.6 .4	8.5 5.9	96 96	300 303	.4 .4	4.2 4.4	149 144	327 362	.7 .7	4.7 4.5	115 87	302 226	.5 .4	4.2 3.3	113 73	246 199	.5 .4	10.3 6.3
KLYY-FM SP '98 4-Book	2 9	23 38		.1 .5	24 9	52 31	.1 .1	1.0 .4	2 16	33 76		.1 .5	9 11	50 59		.3 .4	6 6	29		.5
KNX -AM SP '98 4-Book	48 49	235 273	.2 .2	3.0 3.0	100 90	409 430	.5 .5	4.3 4.1	60 77	287 375	.3 .4	1.9 2.4	69 64	272 298	.3 .3	2.5 2.5	40 55	223 272	.2 .3	3.6 4.6
KOST-FM SP '98 4-Book	23 42	135 196	.1 .2	1.4 2.6	58 61	289 259	.3 .3	2.5 2.8	88 113	285 327	.4 .5	2.8 3.5	72 71	237 220	.3 .3	2.7 2.8	39 43	159 160	.2 .2	3.5 3.7
KPWR-FM SP '98 4-Book	21 30	51 77	.1 .1	1.3 1.9	11 17	50 44	.1 .1	.5 .8	29 28	70 82	.1 .1	.9 .8	35 28	89 86	.2 .2	1.3 1.1	9	42	.1	.8
KRLA-AM SP '98 4-Book	8 17	46 50		.5 1.1	9 17	33 61		.4 .8	19 27	63 91	.1 .1	.6 .8	15 26	55 80	.1 .1	.6 1.0	13 12	43 43	.1 .1	1.2 1.0
KRQQ-FM SP '98 4-Book	22 22	89 96	.1 .1	1.4 1.4	8 21	67 83		.3 1.0	25 48	97 201	.1 .2	.8 1.5	26 36	109 132	.1 .2	1.0 1.4	15 24	72 90	.1 .1	1.4 2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	23 **	82 **	.1 **	1.4 **	20 **	50 **	.1 **	.9 **	14 **	46 **	.1 **	.4 **	12 **	35 **	.1 **	.4 **	7 **	29 **	.1 **	.6 **
KRTH-FM SP '98 4-Book	56 72	221 259	.3 .3	3.5 4.5	102 100	336 357	.5 .5	4.4 4.5	171 193	575 618	.8 .9	5.4 6.0	173 164	498 501	.8 .8	6.4 6.4	39 47	203 220	.2 .2	3.5 4.0
KSCA-FM SP '98 4-Book	51 34	153 116	.2 .2	3.2 2.1	97 111	297 264	.4 .5	4.2 5.0	101 94	307 272	.5 .5	3.2 3.0	38 56	146 164	.2 .3	1.4 2.2	17 26	86 99	.1 .1	1.5 2.2
KSSE-FM SP '98 4-Book	11 13	32 38	.1 .1	.7 .8	37 17	74 48	.2 .1	1.6 .8	47 25	88 75	.2 .1	1.5 .8	12 19	29 42	.1 .1	.4 .7	14 9	28 33	.1 .1	1.3 .8
KTND-AM SP '98 4-Book	68 52	249 165	.3 .3	4.3 3.2	74 54	181 117	.3 .3	3.2 2.4	68 65	162 150	.3 .3	2.2 2.0	98 93	253 200	.5 .5	3.6 3.6	29 36	146 140	.1 .2	2.6 3.0
KTUV-FM SP '98 4-Book	79 83	300 328	.4 .4	4.9 5.2	68 77	230 295	.3 .4	3.0 3.5	144 148	429 485	.7 .7	4.6 4.6	127 121	340 359	.6 .6	4.7 4.7	87 76	283 257	.4 .4	7.9 6.5
KWKV-AM SP '98 4-Book	6 13	14 42	.1 .1	.4 .8	46 22	105 51	.2 .1	2.0 1.0	11 21	76 51	.1 .1	.3 .6	17 14	19 26	.1 .1	.6 .5	10 14	33 35	.1 .1	.9 1.2
KWVE-FM SP '98 4-Book	13 7	52 38	.1 .1	.8 .4	25 30	72 96	.1 .2	1.1 1.3	2 27	20 88	.1 .1	.9 .9	10 29	36 81	.1 .1	.4 1.2	6 13	30 41	.1 .1	.5 1.1
KYSR-FM SP '98 4-Book	35 23	156 119	.2 .1	2.2 1.5	4 18	36 97	.2 .1	.2 .8	86 83	225 269	.4 .4	2.7 2.6	63 59	204 200	.3 .3	2.3 2.3	17 23	86 104	.1 .1	1.5 2.0
KZLA-FM SP '98 4-Book	70 46	222 155	.3 .2	4.4 2.9	65 65	240 203	.3 .3	2.8 2.9	131 120	373 358	.6 .6	4.1 3.7	166 130	367 330	.8 .6	6.1 5.0	56 32	160 128	.3 .2	5.1 2.7
KFRG-FM SP '98 4-Book	15 **	66 **	.1 **	.9 **	29 **	97 **	.1 **	1.3 **	25 **	93 **	.1 **	.8 **	22 **	71 **	.1 **	.8 **	18 **	48 **	.1 **	1.6 **
KXFG-FM SP '98 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
XTRA-AM SP '98 4-Book	10 7	86 48	.6 .4	.6 .4	22 25	91 99	.1 .1	1.0 1.1	26 26	93 93	.1 .1	.8 .8	47 23	131 85	.2 .1	1.7 .9	8 6	51 38	.7 .5	.7 .5
TOTALS SP '98 4-Book	1597 1598	4843 4957	7.3 7.4		2300 2210	6596 6329	10.6 10.2		3159 3220	8401 8441	14.5 14.9		2712 2580	6733 6579	12.5 12.0		1102 1177	3676 3807	5.1 5.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	1	53	.1		12				12				2	38	.1		1	14	.1	
WI '98	4	90	.2	3	35			10	47	.1	.5	2	37	.1						
FA '97	4	78	.2	4	34			8	42	.1	.5	8	39	.1	.4	2	36	.1		
SU '97	1	99	.1	1	11				9			2	39	.1		3	50	.2		
4-Book	3	80	.2	2	23			5	28	.1	.3	4	38	.2		2	25	.1		
SP '97	4	112	.2	2	36			2	35		.1	2	46	.1		12	44	.1	.8	
KACD-FM																				
SP '98	21	369	.2	1.2	12	151	.1	.6	7	129	.1	.4	32	212	.3	1.4	25	218	.2	1.7
WI '98	12	314	.1	.7	18	151	.2	.8	13	140	.1	.7	13	150	.1	.6	8	120	.1	.6
FA '97	23	604	.2	1.3	21	269	.2	1.1	24	247	.2	1.4	36	296	.3	1.6	17	243	.2	1.1
SU '97	10	504	.1	.6	10	108	.1	.5	11	203	.1	.5	14	245	.1	.7	9	166	.1	.6
4-Book	17	448	.2	1.0	15	170	.2	.8	14	180	.1	.8	24	226	.2	1.1	15	187	.2	1.0
SP '97	9	464	.1	.5	7	155	.1	.3	8	145	.1	.4	16	204	.2	.7	8	154	.1	.5
KBCD-FM																				
SP '98	8	150	.1	.5	14	109	.1	.7	12	85	.1	.7	9	112	.1	.4	5	58		.3
WI '98	3	251	.1	.2	2	66			5	72		.3	5	127		.2	2	25		.1
FA '97	13	272	.1	.7	9	71	.1	.5	16	123	.1	.9	16	124	.1	.7	4	127		.3
SU '97	5	178		.3	4	45		.2	9	89	.1	.4	6	121	.1	.3	5	76		.3
4-Book	7	213	.1	.4	7	73	.1	.4	11	92	.1	.6	9	121	.1	.4	4	72		.3
SP '97	6	172	.1	.3	4	57		.2	3	44		.2	7	55	.1	.3	6	92	.1	.4
KACE-FM																				
SP '98	6	204	.1	.3	4	50		.2	8	59	.1	.4	8	131	.1	.4	3	51		.2
WI '98	4	298		.2	4	56		.2	2	69		.1	8	97	.1	.3	4	96		.3
FA '97	7	261	.1	.4	7	95	.1	.4	6	92	.1	.3	13	121	.1	.6	8	119	.1	.5
SU '97	8	223	.1	.5	6	52	.1	.3	8	74	.1	.4	11	103	.1	.5	11	111	.1	.8
4-Book	6	247	.1	.4	5	63	.1	.3	6	74	.1	.3	10	113	.1	.5	7	94	.1	.5
SP '97	6	182	.1	.3	3	37		.1	4	32		.2	5	53		.2	10	72	.1	.7
KRTO-FM																				
SP '98	1	25		.1	2	25		.1	2	25		.1	1	15						
WI '98		33				9				11			1	24				11		
FA '97	4	148		.2	3	55		.2	1	19		.1	4	37		.2	5	66		.3
SU '97	4	89		.2	2	20		.1	4	60		.2	6	50	.1	.3	2	19		.1
4-Book	2	74		.1	2	27		.1	2	29		.1	3	32		.1	2	24		.1
SP '97	14	245	.1	.8	16	81	.2	.8	24	100	.2	1.3	19	162	.2	.8	5	82		.3
KAHS-AM																				
SP '98		15							15											
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	1	55		.1					10				1	24			3	41		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	46	1238	.4	2.6	42	406	.4	2.1	92	480	.9	5.1	68	572	.6	3.0	20	303	.2	1.4
WI '98	55	1389	.5	3.1	66	572	.6	3.0	88	516	.8	4.8	57	616	.5	2.5	38	548	.4	2.7
FA '97	49	1172	.5	2.8	48	566	.4	2.4	76	439	.7	4.3	56	482	.5	2.5	29	340	.3	2.0
SU '97	38	1540	.4	2.2	31	423	.3	1.7	45	503	.4	2.1	54	707	.5	2.6	35	630	.3	2.4
4-Book	47	1335	.5	2.7	47	492	.4	2.3	75	485	.7	4.1	59	594	.5	2.7	31	455	.3	2.1
SP '97	38	1506	.4	2.2	43	592	.4	2.1	49	467	.5	2.7	50	541	.5	2.2	41	605	.4	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	3	83	.2	.2	2	31	.1	.1	4	41	.2	.2	7	52	.1	.3	1	42	.1	.1
WI '98	10	199	.1	.6	11	111	.1	.5	12	122	.1	.7	9	111	.1	.4	6	77	.1	.4
FA '97	6	99	.1	.3	9	41	.1	.5	12	41	.1	.7	3	31	.1	.1	2	28	.1	.1
SU '97	4	80	.2	.2	5	39	.3	.3	6	40	.1	.3	4	32	.2	.2	2	9	.1	.1
4-Book	6	115	.1	.3	7	56	.1	.4	9	61	.1	.5	6	57	.1	.3	3	39	.2	.2
SP '97	10	142	.1	.6	15	100	.1	.7	14	96	.1	.8	9	80	.1	.4	5	65	.3	.3
KBUE-FM																				
SP '98	48	877	.4	2.7	55	362	.5	2.7	49	397	.5	2.7	61	427	.6	2.7	42	279	.4	2.8
WI '98	35	779	.3	1.9	38	422	.4	1.7	42	380	.4	2.3	46	464	.4	2.0	18	254	.2	1.3
FA '97	45	866	.4	2.6	56	364	.5	2.8	54	391	.5	3.1	52	487	.5	2.4	30	307	.3	2.0
SU '97	33	880	.3	1.9	36	260	.3	1.9	37	469	.4	1.7	40	390	.4	1.9	20	247	.2	1.4
4-Book	40	851	.4	2.3	46	352	.4	2.3	46	409	.5	2.5	50	442	.5	2.3	28	272	.3	1.9
SP '97	54	914	.5	3.1	49	357	.5	2.4	63	467	.6	3.5	63	451	.6	2.8	46	362	.4	3.0
KCBS-FM																				
SP '98	18	589	.2	1.0	14	236	.1	.7	30	303	.3	1.7	23	320	.2	1.0	7	121	.1	.5
WI '98	15	606	.1	.8	26	225	.2	1.2	18	275	.2	1.0	22	294	.2	1.0	6	148	.1	.4
FA '97	29	731	.3	1.7	20	247	.2	1.0	50	286	.5	2.8	42	376	.4	1.9	10	157	.1	.7
SU '97	16	558	.2	.9	13	153	.1	.7	29	303	.3	1.4	22	215	.2	1.0	9	143	.1	.6
4-Book	20	621	.2	1.1	18	215	.2	.9	32	292	.3	1.7	27	301	.3	1.2	8	142	.1	.6
SP '97	17	522	.2	1.0	19	155	.2	.9	27	200	.3	1.5	19	198	.2	.8	7	116	.1	.5
+KCMG-FM																				
SP '98	80	1623	.7	4.6	72	749	.7	3.6	91	732	.9	5.1	96	734	.9	4.2	71	714	.7	4.8
WI '98	106	1952	1.0	5.9	84	849	.8	3.9	125	877	1.2	6.8	147	1100	1.4	6.4	104	810	1.0	7.3
FA '97	41	1584	.4	2.4	41	562	.4	2.1	42	675	.4	2.4	74	765	.7	3.3	33	583	.3	2.2
SU '97	59	1649	.6	3.4	55	477	.5	3.0	81	813	.8	3.8	88	866	.8	4.2	42	551	.4	2.9
4-Book	72	1702	.7	4.1	63	659	.6	3.2	85	774	.8	4.5	101	866	1.0	4.5	63	665	.6	4.3
SP '97	33	1497	.3	1.9	35	541	.3	1.7	41	607	.4	2.3	51	694	.5	2.2	25	451	.2	1.6
+KDIS-AM																				
SP '98	7	284	.1	.4	9	123	.1	.4	6	61	.1	.3	11	157	.1	.5	4	48	.1	.3
WI '98	14	257	.1	.8	14	154	.1	.6	12	134	.1	.7	21	161	.2	.9	6	82	.1	.4
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	2	66	.1	.1	12	12	**	**	1	10	**	**	7	30	.1	.3	2	33	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97		33			1	12														
KFI -AM																				
SP '98	10	193	.1	.6	15	88	.1	.7	14	99	.1	.8	12	82	.1	.5	6	43	.1	.4
WI '98	5	185	.3	.3	5	71	.2	.2	13	48	.1	.7	5	84	.2	.2	3	63	.1	.2
FA '97	4	186	.2	.2	8	73	.1	.4	4	66	.2	.2	4	78	.2	.2	1	27	.1	.1
SU '97	6	148	.1	.3	10	77	.1	.5	15	73	.1	.7	6	74	.1	.3	3	35	.2	.2
4-Book	6	178	.1	.4	10	77	.1	.5	12	72	.1	.6	7	80	.1	.3	3	42	.2	.2
SP '97	3	127	.2	.2	1	23			4	48	.2	.2	6	70	.1	.3	5	23	.3	.3
KFWB-AM																				
SP '98	2	107	.1	.1	5	81	.2	.2	1	26	.1	.1	4	45	.2	.2				
WI '98	4	214	.2	.2	7	108	.1	.3	2	33	.1	.1	6	90	.1	.3	2	22	.1	.1
FA '97	2	132	.1	.1	4	79	.2	.2	2	30	.1	.1	2	32	.1	.1		13		
SU '97	2	155	.1	.1	5	72	.3	.3	3	33	.1	.1	3	76	.1	.1	1	31	.1	.1
4-Book	3	152	.1	.1	5	85	.3	.3	2	31	.1	.1	4	61	.2	.2	1	17	.1	.1
SP '97	2	108	.1	.1	7	89	.1	.3	2	46	.1	.1	1	22			1	19	.1	.1
KGIL-AM																				
SP '98																				
WI '98	2	45	.1	.1	1	23	**	**	2	11	.1	.1	3	33	.1	.1		11	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '98																				
WI '98																				
FA '97	1	13	.1		13		.1									2	13		.1	
SU '97		22			12				10											
4-Book		9			6				3							1	3			
SP '97		10		1	10															
KIIS-FM																				
SP '98	190	4261	1.8	10.8	209	2190	2.0	10.4	171	2022	1.6	9.5	287	2744	2.7	12.6	150	1958	1.4	10.1
WI '98	199	4426	1.9	11.1	225	2348	2.1	10.3	145	1855	1.4	7.9	305	2729	2.9	13.3	181	2026	1.7	12.7
FA '97	186	4002	1.7	10.7	218	2224	2.0	10.9	105	1638	1.0	6.0	253	2421	2.4	11.4	177	1820	1.7	11.9
SU '97	171	4181	1.6	9.8	167	1885	1.6	9.0	203	2351	1.9	9.6	213	2451	2.0	10.1	138	1831	1.3	9.4
4-Book	187	4218	1.8	10.6	205	2162	1.9	10.2	156	1967	1.5	8.3	265	2586	2.5	11.9	162	1909	1.5	11.0
SP '97	178	4199	1.7	10.1	202	2100	1.9	10.1	158	1878	1.5	8.9	258	2541	2.4	11.4	144	1956	1.4	9.4
KJLH-FM																				
SP '98	19	554	.2	1.1	12	143	.1	.6	15	194	.1	.8	19	184	.2	.8	21	200	.2	1.4
WI '98	20	482	.2	1.1	18	229	.2	.8	18	195	.2	1.0	32	258	.3	1.4	14	185	.1	1.0
FA '97	23	559	.2	1.3	19	258	.2	1.0	37	229	.3	2.1	18	219	.2	.8	16	221	.1	1.1
SU '97	19	559	.2	1.1	21	237	.2	1.1	11	203	.1	.5	19	276	.2	.9	24	291	.2	1.6
4-Book	20	539	.2	1.2	18	217	.2	.9	20	205	.2	1.1	22	234	.2	1.0	19	224	.2	1.3
SP '97	22	506	.2	1.2	27	250	.3	1.3	33	204	.3	1.8	21	194	.2	.9	16	186	.2	1.0
KKBT-FM																				
SP '98	152	2962	1.4	8.7	177	1584	1.7	8.8	117	1404	1.1	6.5	223	1915	2.1	9.8	137	1307	1.3	9.3
WI '98	170	2764	1.6	9.4	235	1489	2.2	10.8	161	1417	1.5	8.7	208	1662	1.9	9.1	130	1336	1.2	9.1
FA '97	194	2893	1.8	11.2	246	1558	2.3	12.3	204	1548	1.9	11.6	268	1710	2.5	12.1	147	1319	1.4	9.9
SU '97	161	2865	1.5	9.2	184	1345	1.7	9.9	185	1705	1.8	8.7	232	1776	2.2	11.0	121	1447	1.1	8.3
4-Book	169	2871	1.6	9.6	211	1494	2.0	10.5	167	1519	1.6	8.9	233	1766	2.2	10.5	134	1352	1.3	9.2
SP '97	203	3056	1.9	11.5	237	1785	2.2	11.8	166	1608	1.6	9.3	289	1868	2.7	12.7	197	1521	1.9	12.8
KKGO-FM																				
SP '98	8	223	.1	.5	11	84	.1	.5	2	30	.1	.6	14	105	.1	.6	8	88	.1	.5
WI '98	4	286	.2		10	99	.1	.5	4	85	.2		3	74	.1		3	74	.2	
FA '97	9	215	.1	.5	2	76	.1		10	61	.1	.6	15	116	.1	.7	13	102	.1	.9
SU '97	6	268	.1	.3	4	82	.2		8	74	.1	.4	4	82	.2		10	136	.1	.7
4-Book	7	248	.1	.4	7	85	.1	.3	6	63	.1	.3	9	94	.1	.4	9	100	.1	.6
SP '97	4	181	.2		4	57	.2		4	46	.2		5	69	.2		3	57	.2	
KKHJ-AM																				
SP '98	4	81	.2		11	71	.1	.5	8	61	.1	.4	2	10	.1		4	30	.3	
WI '98	3	48	.2		5	40	.2		4	19	.2		2	28	.1		1	11	.1	
FA '97	7	187	.1	.4	5	68	.3		6	48	.1	.3	7	10	.1		9	41	.1	.6
SU '97	9	174	.1	.5	13	40	.1	.7	15	72	.1	.7	7	42	.1	.3	5	92	.3	
4-Book	6	123	.1	.3	9	55	.1	.4	8	50	.1	.4	3	23	.1		5	44	.3	
SP '97	9	143	.1	.5	17	95	.2	.8	12	72	.1	.7	3	37	.1		7	59	.1	.5
KKLA-FM																				
SP '98	2	25	.1		4	11	.2		2	11	.1		2	25	.1		1	14	.1	
WI '98	1	52	.1										4	25	.2		2	27	.1	
FA '97		52			1	21	.1			13			1	10				10		
SU '97	1	59	.1		4	39	.2		1	10			1	10				10		
4-Book	1	47	.1		2	18	.1		1	9			2	18	.1		1	15	.1	
SP '97		46			1	34														
KLAC-AM																				
SP '98	1	52	.1										2	27	.1		4	30	.3	
WI '98	1	51	.1										2	32	.1		2	11	.1	
FA '97	6	92	.1	.3	4	52	.2		11	51	.1	.6	15	70	.1	.7	2	15	.1	
SU '97	3	91	.2			10			2	39	.1		3	30	.1		3	39	.2	
4-Book	3	72	.2		1	16	.1		3	23	.2		6	40	.3		3	24	.2	
SP '97	7	132	.1	.4	1	12			10	45	.1	.6	17	58	.2	.7	2	44	.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KLAX-FM																			
SP '98	98	1331	.9	5.6	115	700	1.1	5.7	112	720	1.0	6.3	115	751	1.1	5.0	63	528	.6	4.3
WI '98	99	1260	.9	5.5	133	786	1.2	6.1	98	603	.9	5.3	131	698	1.2	5.7	55	532	.5	3.9
FA '97	55	1184	.5	3.2	59	492	.6	3.0	64	493	.6	3.6	68	565	.6	3.1	41	372	.4	2.8
SU '97	54	1173	.5	3.1	82	558	.8	4.4	70	551	.7	3.3	52	509	.5	2.5	23	367	.2	1.6
4-Book	77	1237	.7	4.4	97	634	.9	4.8	86	592	.8	4.6	92	631	.9	4.1	46	450	.4	3.2
SP '97	65	1300	.6	3.7	80	671	.8	4.0	68	662	.6	3.8	89	688	.8	3.9	37	406	.4	2.4
KLOS-FM																				
SP '98	7	423	.1	.4	15	104	.1	.7	4	98	.2	.2	10	232	.1	.4	3	96	.2	.2
WI '98	10	417	.1	.6	10	181	.1	.5	7	99	.1	.4	15	180	.1	.7	10	90	.1	.7
FA '97	16	608	.1	.9	17	166	.2	.9	24	227	.2	1.4	27	371	.3	1.2	6	144	.1	.4
SU '97	15	495	.1	.9	12	165	.1	.6	17	174	.2	.8	22	302	.2	1.0	7	121	.1	.5
4-Book	12	486	.1	.7	14	154	.1	.7	13	150	.1	.7	19	271	.2	.8	7	113	.1	.5
SP '97	11	691	.1	.6	20	319	.2	1.0	9	227	.1	.5	14	322	.1	.6	6	161	.1	.4
KLSX-FM																				
SP '98	16	469	.1	.9	45	293	.4	2.2	19	234	.2	1.1	3	52	.1	.1	10	106	.1	.7
WI '98	11	345	.1	.6	44	208	.4	2.0	7	117	.1	.4	5	84	.2	.2	2	47	.1	.1
FA '97	18	441	.2	1.0	76	266	.7	3.8	12	152	.1	.7	3	54	.1	.1	13	13	.1	.1
SU '97	10	285	.1	.6	34	150	.3	1.8	7	97	.1	.3	5	74	.2	.2	5	65	.3	.3
4-Book	14	385	.1	.8	50	229	.5	2.5	11	150	.1	.6	4	66	.2	.2	4	58	.3	.3
SP '97	9	325	.1	.5	30	201	.3	1.5	10	125	.1	.6	4	79	.2	.2	3	35	.2	.2
KLVE-FM																				
SP '98	97	1549	.9	5.5	126	813	1.2	6.3	102	715	1.0	5.7	118	895	1.1	5.2	73	623	.7	4.9
WI '98	82	1438	.8	4.6	88	621	.8	4.0	94	726	.9	5.1	101	688	.9	4.4	45	486	.4	3.2
FA '97	79	1416	.7	4.5	95	632	.9	4.8	90	707	.8	5.1	95	714	.9	4.3	64	607	.6	4.3
SU '97	113	1698	1.1	6.4	156	803	1.5	8.4	148	754	1.4	7.0	116	726	1.1	5.5	66	627	.6	4.5
4-Book	93	1525	.9	5.3	116	717	1.1	5.9	109	726	1.0	5.7	108	756	1.0	4.9	62	586	.6	4.2
SP '97	110	1826	1.0	6.2	162	1038	1.5	8.1	112	816	1.1	6.3	124	819	1.2	5.5	66	619	.6	4.3
KLYY-FM																				
SP '98	36	1576	.3	2.0	35	626	.3	1.7	35	695	.3	2.0	49	957	.5	2.2	25	564	.2	1.7
WI '98	28	1229	.3	1.6	28	461	.3	1.3	29	546	.3	1.6	45	813	.4	2.0	27	436	.3	1.9
FA '97	42	1565	.4	2.4	41	595	.4	2.1	31	566	.3	1.8	68	941	.6	3.1	43	647	.4	2.9
SU '97	39	1371	.4	2.2	27	498	.3	1.5	44	714	.4	2.1	58	816	.5	2.8	42	627	.4	2.9
4-Book	36	1435	.4	2.1	33	545	.3	1.7	35	630	.3	1.9	55	882	.5	2.5	34	569	.3	2.4
SP '97	36	1270	.3	2.0	34	557	.3	1.7	28	538	.3	1.6	55	708	.5	2.4	30	509	.3	2.0
KNX -AM																				
SP '98	2	141	.1	.1	5	86	.2	.2	3	44	.2	.2	3	54	.1	.1	3	31	.2	.2
WI '98	4	227	.2	.2	6	81	.1	.3	4	84	.2	.3	3	66	.1	.1	1	20	.1	.1
FA '97	1	110	.1	.1	2	51	.1	.1	2	52	.1	.1	1	38	.1	.1	1	13	.1	.1
SU '97	1	103	.1	.1	3	54	.2	.2	2	45	.1	.1	2	47	.1	.1	1	12	.1	.1
4-Book	2	145	.1	.1	4	68	.2	.2	1	32	.1	.1	2	33	.1	.1	1	12	.1	.1
SP '97	1	101	.1	.1	4	73	.2	.2	1	32	.1	.1	2	33	.1	.1	1	12	.1	.1
KOST-FM																				
SP '98	57	1620	.5	3.2	43	581	.4	2.1	77	617	.7	4.3	60	629	.6	2.6	67	744	.6	4.5
WI '98	68	1919	.6	3.8	57	715	.5	2.6	58	657	.5	3.1	47	694	.4	2.0	115	995	1.1	8.1
FA '97	60	1490	.6	3.5	43	551	.4	2.2	48	403	.4	2.7	73	624	.7	3.3	101	950	.9	6.8
SU '97	77	2080	.7	4.4	65	647	.6	3.5	93	856	.9	4.4	89	842	.8	4.2	97	1052	.9	6.6
4-Book	66	1777	.6	3.7	52	624	.5	2.6	69	633	.6	3.6	67	697	.6	3.0	95	935	.9	6.5
SP '97	96	1985	.9	5.4	67	572	.6	3.3	113	697	1.1	6.3	111	758	1.1	4.9	127	1114	1.2	8.3
KPWR-FM																				
SP '98	210	4259	2.0	12.0	230	2127	2.1	11.4	178	2011	1.7	9.9	284	2636	2.7	12.5	198	2262	1.9	13.4
WI '98	222	4465	2.1	12.3	246	2328	2.3	11.3	201	2055	1.9	10.9	307	2702	2.9	13.4	183	2191	1.7	12.9
FA '97	205	4293	1.9	11.8	249	2156	2.3	12.5	159	1941	1.5	9.0	260	2441	2.4	11.8	206	1994	1.9	13.9
SU '97	240	4753	2.3	13.7	235	2128	2.2	12.7	263	2694	2.5	12.4	284	2702	2.7	13.5	230	2322	2.2	15.7
4-Book	219	4443	2.1	12.5	240	2185	2.2	12.0	200	2175	1.9	10.6	284	2620	2.7	12.8	204	2192	1.9	14.0
SP '97	222	4581	2.1	12.6	250	2298	2.4	12.5	206	2294	2.0	11.5	310	2831	2.9	13.7	198	2152	1.9	12.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	7	299	.1	.4	5	66	.2	.2	9	140	.1	.5	8	98	.1	.4	8	66	.1	.5
WI '98	14	453	.1	.8	14	174	.1	.6	11	156	.1	.6	16	176	.1	.7	22	199	.2	1.5
FA '97	31	737	.3	1.8	12	207	.1	.6	17	182	.2	1.0	36	273	.3	1.6	50	426	.5	3.4
SU '97	52	808	.5	3.0	41	301	.4	2.2	52	373	.5	2.5	42	365	.4	2.0	74	398	.7	5.1
4-Book	26	574	.3	1.5	18	187	.2	.9	22	213	.2	1.2	26	228	.2	1.2	39	272	.4	2.6
SP '97	25	587	.2	1.4	19	219	.2	.9	9	155	.1	.5	22	205	.2	1.0	48	319	.5	3.1
KROQ-FM																				
SP '98	130	2561	1.2	7.4	199	1471	1.9	9.9	103	1261	1.0	5.8	138	1565	1.3	6.1	146	1310	1.4	9.9
WI '98	117	2402	1.1	6.5	197	1454	1.8	9.0	111	1134	1.0	6.0	148	1424	1.4	6.4	96	1257	.9	6.7
FA '97	116	2634	1.1	6.7	147	1433	1.4	7.4	84	1120	.8	4.8	153	1713	1.4	6.9	123	1343	1.1	8.3
SU '97	140	2570	1.3	8.0	171	1220	1.6	9.2	157	1475	1.5	7.4	150	1555	1.4	7.1	122	1168	1.2	8.3
4-Book	126	2542	1.2	7.2	179	1395	1.7	8.9	114	1248	1.1	6.0	147	1564	1.4	6.6	122	1270	1.2	8.3
SP '97	131	2425	1.2	7.4	167	1263	1.6	8.3	112	1029	1.1	6.3	152	1479	1.4	6.7	141	1370	1.3	9.2
KRRA-AM																				
SP '98	5	63	.3	.3	13	21	.1	.6	1	21	.1	.1	5	21	.2	.2	1	11	.1	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	2	33	.1	.1	1	10	.1	.1	2	10	.1	.1	4	10	.2	.2	1	10	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	2	74	.1	.1	1	18	.1	.1	1	18	.1	.1	4	30	.2	.2	5	39	.3	.3
KRTH-FM																				
SP '98	31	1640	.3	1.8	41	597	.4	2.0	31	551	.3	1.7	40	677	.4	1.8	27	405	.3	1.8
WI '98	50	1570	.5	2.8	62	677	.6	2.8	68	697	.6	3.7	53	625	.5	2.3	33	484	.3	2.3
FA '97	45	1417	.4	2.6	43	616	.4	2.2	55	463	.5	3.1	53	673	.5	2.4	43	512	.4	2.9
SU '97	47	1710	.4	2.7	43	489	.4	2.3	70	726	.7	3.3	53	740	.5	2.5	30	526	.3	2.0
4-Book	43	1584	.4	2.5	47	595	.5	2.3	56	609	.5	3.0	50	679	.5	2.3	33	482	.3	2.3
SP '97	52	1787	.5	2.9	40	558	.4	2.0	53	705	.5	3.0	60	781	.6	2.6	55	645	.5	3.6
KSCA-FM																				
SP '98	110	1310	1.0	6.3	153	724	1.4	7.6	122	769	1.1	6.8	121	705	1.1	5.3	76	520	.7	5.1
WI '98	94	1376	.9	5.2	132	770	1.2	6.1	125	744	1.2	6.8	97	683	.9	4.2	62	569	.6	4.4
FA '97	85	1330	.8	4.9	135	661	1.3	6.8	105	650	1.0	6.0	77	590	.7	3.5	55	454	.5	3.7
SU '97	93	1392	.9	5.3	134	652	1.3	7.2	123	869	1.2	5.8	91	637	.9	4.3	50	383	.5	3.4
4-Book	96	1352	.9	5.4	139	702	1.3	6.9	119	758	1.1	6.4	97	654	.9	4.3	61	482	.6	4.2
SP '97	82	1329	.8	4.7	113	709	1.1	5.6	92	724	.9	5.2	93	625	.9	4.1	46	469	.4	3.0
KSSE-FM																				
SP '98	56	966	.5	3.2	50	410	.5	2.5	55	398	.5	3.1	79	651	.7	3.5	45	408	.4	3.0
WI '98	89	1147	.8	4.9	86	671	.8	4.0	76	650	.7	4.1	116	620	1.1	5.1	71	568	.7	5.0
FA '97	53	934	.5	3.0	55	526	.5	2.8	70	496	.7	4.0	67	537	.6	3.0	33	366	.3	2.2
SU '97	78	1108	.7	4.5	80	590	.8	4.3	92	680	.9	4.3	90	633	.9	4.3	58	541	.5	4.0
4-Book	69	1039	.6	3.9	68	549	.7	3.4	73	556	.7	3.9	88	610	.8	4.0	52	471	.5	3.6
SP '97	38	613	.4	2.2	34	301	.3	1.7	39	320	.4	2.2	43	360	.4	1.9	34	281	.3	2.2
KTNQ-AM																				
SP '98	11	135	.1	.6	11	41	.1	.5	14	71	.1	.8	7	41	.1	.3	22	75	.2	1.5
WI '98	8	144	.1	.4	11	45	.1	.5	6	56	.1	.3	13	67	.1	.6	10	45	.1	.7
FA '97	6	197	.1	.3	3	23	.2	.2	9	61	.1	.5	5	56	.2	.2	6	114	.1	.4
SU '97	12	236	.1	.7	18	83	.2	1.0	21	114	.2	1.0	12	93	.1	.6	8	71	.1	.5
4-Book	9	178	.1	.5	11	48	.1	.6	13	76	.1	.7	9	64	.1	.4	12	76	.1	.8
SP '97	19	214	.2	1.1	14	115	.1	.7	33	107	.3	1.8	29	119	.3	1.3	9	89	.1	.6
KTWV-FM																				
SP '98	15	362	.1	.9	17	137	.2	.8	20	93	.2	1.1	25	120	.2	1.1	6	100	.1	.4
WI '98	15	528	.1	.8	11	163	.1	.5	13	134	.1	.7	20	225	.2	.9	14	148	.1	1.0
FA '97	20	429	.2	1.2	16	145	.1	.8	30	136	.3	1.7	23	133	.2	1.0	17	208	.2	1.1
SU '97	17	355	.2	1.0	15	104	.1	.8	34	127	.3	1.6	25	145	.2	1.2	8	134	.1	.5
4-Book	17	419	.2	1.0	15	137	.1	.7	24	123	.2	1.3	23	156	.2	1.1	11	148	.1	.8
SP '97	19	478	.2	1.1	20	150	.2	1.0	27	166	.3	1.5	22	178	.2	1.0	13	136	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 12-24

Target Listener Trends - Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KWKW-AM																			
SP '98	1	41		.1					1	20		.1	1	10			1	20		.1
WI '98	3	87		.2	6	55	.1	.3	7	43	.1	.4	2	33		.1	1	11		.1
FA '97	4	85		.2	6	42	.1	.3	10	42	.1	.6	3	30		.1		10		
SU '97	4	89		.2	5	29		.3	7	60	.1	.3	2	10		.1	1	19		.1
4-Book	3	76		.2	4	32	.1	.2	6	41	.1	.4	2	21		.1	1	15		.1
SP '97	4	128		.2	4	51		.2	5	59		.3	6	30	.1	.3	4	50		.3
KWVE-FM																				
SP '98	5	121		.3	10	60	.1	.5	6	45	.1	.3	7	76	.1	.3	2	24		.1
WI '98	3	118		.2	3	49		.1	3	37		.2	3	25		.1	2	27		.1
FA '97	6	159	.1	.3	4	62		.2	6	62	.1	.3	7	50	.1	.3	5	91		.3
SU '97	5	146		.3	6	53	.1	.3	3	59		.1	10	88	.1	.5	3	59		.2
4-Book	5	136		.3	6	56	.1	.3	5	51	.1	.2	7	60	.1	.3	3	50		.2
SP '97	4	86		.2	5	34		.2	2	21		.1	1	23			8	45	.1	.5
KYSR-FM																				
SP '98	92	2501	.9	5.2	85	1037	.8	4.2	121	1174	1.1	6.8	146	1508	1.4	6.4	62	908	.6	4.2
WI '98	79	2177	.7	4.4	95	1046	.9	4.4	100	969	.9	5.4	112	1248	1.0	4.9	42	718	.4	2.9
FA '97	111	2051	1.0	6.4	130	1074	1.2	6.5	163	1071	1.5	9.2	144	1271	1.3	6.5	65	856	.6	4.4
SU '97	65	1882	.6	3.7	49	682	.5	2.6	92	921	.9	4.3	85	1018	.8	4.0	56	735	.5	3.8
4-Book	87	2153	.8	4.9	90	960	.9	4.4	119	1034	1.1	6.4	122	1261	1.1	5.5	56	804	.5	3.8
SP '97	66	1940	.6	3.7	67	952	.6	3.3	91	740	.9	5.1	92	1089	.9	4.1	42	737	.4	2.7
KZLA-FM																				
SP '98	20	426	.2	1.1	32	197	.3	1.6	13	153	.1	.7	26	267	.2	1.1	19	196	.2	1.3
WI '98	23	523	.2	1.3	37	261	.3	1.7	28	261	.3	1.5	26	295	.2	1.1	12	189	.1	.8
FA '97	11	385	.1	.6	14	144	.1	.7	6	161	.1	.3	15	178	.1	.7	9	168	.1	.6
SU '97	30	472	.3	1.7	27	230	.3	1.5	33	234	.3	1.6	43	319	.4	2.0	34	259	.3	2.3
4-Book	21	452	.2	1.2	28	208	.3	1.4	20	202	.2	1.0	28	265	.2	1.2	19	203	.2	1.3
SP '97	27	446	.3	1.5	31	272	.3	1.5	36	250	.3	2.0	41	263	.4	1.8	15	227	.1	1.0
KFRG-FM																				
SP '98	5	152		.3	2	39		.1	4	78		.2	5	64		.2	8	48	.1	.5
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	3	108		.2	2	46		.1	3	61		.2	5	28		.2	3	35		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98		35				12								14				8		
WI '98		11																11		
FA '97	1	26		.1										8			3	26		.2
SU '97	2	32		.1	3	11		.2	6	11	.1	.3		12						
4-Book	1	26		.1	1	6		.1	2	3		.1		9			1	11		.1
SP '97		23				11							1	23						
TOTALS																				
SP '98	1757	10494	16.4		2014	9177	18.8		1791	7739	16.7		2279	9403	21.3		1480	8071	13.8	
WI '98	1799	10548	16.8		2177	9321	20.3		1845	8018	17.2		2296	9405	21.5		1424	8180	13.3	
FA '97	1739	10426	16.3		1934	9080	18.6		1764	7620	16.5		2210	9010	20.7		1485	8145	13.9	
SU '97	1752	10256	16.6		1851	8363	17.5		2115	8721	20.1		2101	9269	19.9		1465	8169	13.9	
4-Book	1762	10431	16.5		2009	8985	18.8		1879	8025	17.6		2222	9272	20.9		1464	8141	13.7	
SP '97	1763	10374	16.7		2006	8972	19.0		1784	7833	16.9		2269	9398	21.5		1536	8098	14.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM SP '98 4-Book	1 4	38 59	.1 .1	.2 .2	1 1	23 23	.1 .1	1 1	6 6	.1 .1	4 4	8 8	.2 .2	2 2	9 9	.2 .2				
KACD-FM SP '98 4-Book	16 17	274 330	.1 .2	.8 .9	25 17	277 261	.2 .2	1.7 1.1	6 7	31 26	.1 .1	.4 .5	38 28	110 100	.4 .3	1.7 1.2	40 24	108 94	.4 .2	2.2 1.3
KBCD-FM SP '98 4-Book	12 9	136 169	.1 .1	.6 .5	4 7	70 101	.3 .5		6 4	24 16	.1 .1	.4 .3	2 7	28 29	.1 .1	.3 .3	4 6	31 22	.2 .3	
KACE-FM SP '98 4-Book	7 7	151 176	.1 .1	.3 .3	7 5	76 99	.1 .4	.5 .4	10 8	36 30	.1 .1	.7 .7	18 12	52 42	.2 .1	.8 .6	8 4	20 16	.1 .1	.4 .2
KRTO-FM SP '98 4-Book	2 3	25 56	.1 .1		1 3	15 37	.1 .2		1 3	15 11	.1 .3		5	12	.1	.2	3	7		.1
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM SP '98 4-Book	69 61	906 992	.6 .6	3.4 3.0	21 33	578 595	.2 .3	1.4 2.2	12 20	104 105	.1 .2	.9 1.6	41 53	165 177	.4 .5	1.8 2.3	41 46	159 158	.4 .4	2.3 2.5
KBUA-FM SP '98 4-Book	4 7	83 101	.2 .1	.4 .4	3 6	52 68	.2 .4		5 8	10 27	.4 .1	.4 .7	8 11	10 29	.1 .1	.4 .5	3 2	21 13	.2 .2	
KBUE-FM SP '98 4-Book	55 47	717 712	.5 .5	2.7 2.3	41 37	561 509	.4 .4	2.7 2.5	44 47	177 148	.4 .5	3.1 3.7	63 62	177 196	.6 .6	2.8 2.7	58 43	156 128	.5 .4	3.2 2.4
KCBS-FM SP '98 4-Book	23 26	494 496	.2 .3	1.1 1.3	16 16	340 340	.1 .1	1.1 1.1	5 7	50 47	.1 .1	.4 .6	30 30	130 140	.3 .3	1.3 1.3	17 21	90 92	.2 .2	.9 1.1
+KCMG-FM SP '98 4-Book	87 83	1242 1325	.8 .8	4.3 4.1	74 58	927 914	.7 .6	5.0 3.9	57 37	237 164	.5 .3	4.1 2.8	140 99	388 370	1.3 .9	6.3 4.4	99 77	315 266	.9 .7	5.5 4.3
+KDIS-AM SP '98 4-Book	9 **	220 **	.1 **	.4 **	5 **	147 **	.3 **		4 **	23 **	.3 **		** **	** **	** **	** **	10 **	32 **	.1 **	.6 **
KFI -AM SP '98 4-Book	14 10	193 157	.1 .1	.7 .5	6 2	66 40	.1 .2	.4 .2	11 6	25 14	.1 .1	.8 .4	2 2	10 10	.1 .1		1 2	15 9	.1 .1	
KFWB-AM SP '98 4-Book	3 4	107 125	.1 .2		2 2	15 41	.1 .1		1 1	15 9	.1 .1		1 1	7 7	.1 .1		2 2	8 8	.1 .1	
KGIL-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM SP '98 4-Book		9				3														

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM SP '98 4-Book	218 205	3764 3670	2.0 1.9	10.8 10.1	165 172	2584 2631	1.5 1.6	11.1 11.5	137 141	576 583	1.3 1.3	9.8 11.2	275 263	1195 1138	2.6 2.5	12.3 11.7	195 224	747 822	1.8 2.1	10.8 12.3
KJLH-FM SP '98 4-Book	15 20	338 402	.1 .2	.7 1.0	25 22	279 275	.2 .2	1.7 1.5	4 10	18 23	.1 .1	.3 .8	20 26	58 89	.2 .3	.9 1.2	18 23	41 71	.2 .2	1.0 1.3
KKBT-FM SP '98 4-Book	168 200	2605 2495	1.6 1.9	8.4 9.9	134 138	1714 1706	1.3 1.3	9.0 9.2	127 126	442 416	1.2 1.2	9.1 10.0	225 213	783 738	2.1 2.0	10.1 9.5	191 188	627 595	1.8 1.8	10.6 10.3
KKGO-FM SP '98 4-Book	9 7	144 174	.1 .1	.4 .3	5 5	123 103	.3 .3		18 5	30 13	.2 .1	1.3 .4	6 4	39 19	.1 .1	.3 .2	1 1	12 10		.1 .1
KKHJ-AM SP '98 4-Book	7 7	71 75	.1 .1	.3 .3	4	49	.1	.3	6	11	.1	.5	4	16		.2	2	10		.1
KKLA-FM SP '98 4-Book	3 2	25 33		.1 .1	1	15		.1	1	5		.1	1	5		.1				
KLAC-AM SP '98 4-Book	1 4	27 47		.2	2	30		.1	1	3		.1	3	15		.2	3 2	11 8		.2 .1
KLAX-FM SP '98 4-Book	114 91	1174 1056	1.1 .9	5.7 4.5	95 71	807 694	.9 .7	6.4 4.8	132 92	279 232	1.2 .9	9.4 7.1	129 97	375 292	1.2 .9	5.8 4.3	120 82	303 207	1.1 .8	6.6 4.5
KLOS-FM SP '98 4-Book	9 15	341 384	.1 .2	.4 .7	4 10	150 203	.3 .1	.7	6 5	43 18	.1 .1	.4 .4	4 15	24 62	.2 .1	.7	3 11	25 56	.1	.2 .6
KLSX-FM SP '98 4-Book	22 21	347 282	.2 .2	1.1 1.1	11 8	173 159	.1 .1	.7 .6	6 6	26 20	.1 .1	.4 .5	5 4	37 28	.2 .2		7 3	22 13	.1	.4 .2
KLVE-FM SP '98 4-Book	114 111	1396 1262	1.1 1.1	5.7 5.5	81 82	868 911	.8 .8	5.4 5.5	110 87	283 241	1.0 .8	7.8 6.9	129 139	377 366	1.2 1.3	5.8 6.2	75 81	222 218	.7 .8	4.2 4.4
KLYY-FM SP '98 4-Book	39 40	1370 1229	.4 .4	1.9 2.0	37 31	803 765	.3 .3	2.5 2.1	21 17	141 97	.2 .2	1.5 1.4	56 46	355 256	.5 .4	2.5 2.0	63 52	265 257	.6 .5	3.5 2.9
KNX -AM SP '98 4-Book	4 3	100 106	.2 .1		1 2	41 52	.1 .1		1	9		.1	2 1	14 10	.1 .1		3 1	12 3		.2 .1
KOST-FM SP '98 4-Book	61 63	1158 1226	.6 .6	3.0 3.1	42 50	817 849	.4 .5	2.8 3.3	59 35	171 131	.6 .4	4.2 2.8	53 53	169 192	.5 .5	2.4 2.3	23 40	89 148	.2 .4	1.3 2.2
KPWR-FM SP '98 4-Book	227 239	3673 3854	2.1 2.2	11.3 11.8	188 196	2599 2649	1.8 1.9	12.6 13.1	174 140	578 486	1.6 1.3	12.4 11.2	276 299	1221 1114	2.6 2.8	12.4 13.2	235 241	812 816	2.2 2.3	13.0 13.3
KRLA-AM SP '98 4-Book	8 22	209 379	.1 .2	.4 1.1	6 25	150 306	.1 .3	.4 1.7	3 17	44 50	.2 .2	.2 1.5	4 22	43 74	.2 .2	1.0	7 23	37 74	.1 .3	.4 1.2
KROQ-FM SP '98 4-Book	143 144	2271 2227	1.3 1.4	7.1 7.1	95 96	1605 1489	.9 .9	6.4 6.4	75 66	312 284	.7 .6	5.3 5.2	159 143	731 601	1.5 1.3	7.1 6.3	93 126	518 493	.9 1.2	5.1 7.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRRA-AM SP '98 4-Book	6 **	53 **	.1 **	.3 **	5 **	53 **	.3 **	7 **	21 **	.1 **	.5 **	11 **	32 **	.1 **	.5 **	1 **	11 **	.1 **	.1 **	
KRTH-FM SP '98 4-Book	37 52	1262 1226	.3 .5	1.8 2.5	25 36	773 715	.2 .3	1.7 2.4	18 23	159 141	.2 .2	1.3 1.9	34 55	216 240	.3 .5	1.5 2.4	43 51	221 191	.4 .5	2.4 2.8
KSCA-FM SP '98 4-Book	131 118	1212 1155	1.2 1.1	6.5 5.8	94 79	828 818	.9 .8	6.3 5.3	131 112	327 274	1.2 1.1	9.3 9.0	112 128	362 369	1.0 1.2	5.0 5.6	94 90	209 224	.9 .9	5.2 4.9
KSSE-FM SP '98 4-Book	61 76	830 896	.6 .7	3.0 3.8	57 68	639 695	.5 .6	3.8 4.6	51 65	134 187	.5 .6	3.6 5.2	55 98	204 299	.5 .9	2.5 4.3	54 70	155 207	.5 .7	3.0 3.9
KTNQ-AM SP '98 4-Book	11 11	92 122	.1 .1	.5 .5	5 4	75 63	.3 .3										7 3	31 10	.1 .1	.4 .2
KTWV-FM SP '98 4-Book	21 21	220 259	.2 .2	1.0 1.0	10 13	182 203	.1 .1	.7 .9	3 10	25 31	.2 .1	.2 .8	16 23	55 59	.1 .2	.7 1.0	24 18	98 51	.2 .2	1.3 1.0
KWKV-AM SP '98 4-Book	1 5	20 62		.2	2	21 34		.1	2	8		.2	2	8		.1	6	13	.1	.3
KWVE-FM SP '98 4-Book	8 6	96 98	.1 .1	.4 .3	2 4	50 65	.1 .3		5	17	.1	.4	4 7	15 21	.1	.2 .3	6	16	.1	.3
KYSR-FM SP '98 4-Book	118 111	2077 1778	1.1 1.1	5.9 5.5	66 64	1188 1092	.6 .6	4.4 4.3	62 47	291 237	.6 .5	4.4 3.7	111 123	531 484	1.0 1.2	5.0 5.4	92 91	346 346	.9 .9	5.1 5.0
KZLA-FM SP '98 4-Book	23 25	354 358	.2 .2	1.1 1.2	17 16	285 254	.2 .2	1.1 1.1	13 12	41 54	.1 .1	.9 .9	24 21	129 88	.2 .2	1.1 .9	28 19	124 82	.3 .2	1.5 1.0
KFRG-FM SP '98 4-Book	4 **	118 **	.2 **	.2 **	5 **	104 **	.3 **		2 **	14 **	.1 **		3 **	32 **	.1 **		4 **	42 **	.2 **	.2 **
KXFG-FM SP '98 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
XTRA-AM SP '98 4-Book	1 1	27 15			1 1	14 11	.1 .1						1	5	.1		1	3		.1
TOTALS SP '98 4-Book	2010 2024	10397 10333	18.8 19.0		1493 1495	9139 9103	14.0 14.0		1403 1261	3880 3646	13.1 11.8		2227 2259	6004 5805	20.8 21.2		1807 1819	4806 4654	16.9 17.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM SP '98 4-Book	1	3	.1		1	3	.1						1	5	.1					
KACD-FM SP '98 4-Book	21 16	120 81	.2 .1	1.6 1.1	11 7	47 29	.1 .1	1.2 .8	21 14	71 62	.2 .2	1.3 .8	34 17	104 63	.3 .2	2.4 1.2	27 16	95 67	.3 .2	2.3 1.4
KBCD-FM SP '98 4-Book	9	21	.1	.6	4 3	12 12		.4 .4	6 7	45 37	.1 .1	.4 .5	2 9	12 31	.1 .1	.7 .7	7 6	27 22	.1 .1	.6 .5
KACE-FM SP '98 4-Book	2 5	25 29	.2 .1	.2 .4	3	10		.3	9 4	16 16	.1 .1	.5 .2	4 2	16 11	.3 .2		2 3	11 12		.2 .3
KRTO-FM SP '98 4-Book	1 1	15 6	.1 .1		1 1	15 7	.1 .1						2 5	15 18	.1 .1	.4 .4		2		
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM SP '98 4-Book	11 43	64 142	.1 .4	.9 3.0	14 20	71 83	.1 .2	1.5 2.3	23 24	167 119	.2 .3	1.4 1.5	13 33	77 126	.1 .3	.9 2.3	15 18	84 105	.1 .2	1.3 1.6
KBUA-FM SP '98 4-Book	1 2	10 8	.1 .1		8 7	10 18	.1 .1	.9 .7	2 5	21 21	.1 .1	.3 .3	1 5	11 16	.1 .1	.4 .4	1 5	11 14	.1 .1	.1 .4
KBUE-FM SP '98 4-Book	33 31	123 99	.3 .3	2.6 2.2	32 20	114 72	.3 .2	3.5 2.3	31 47	129 157	.3 .5	1.9 2.9	33 27	109 86	.3 .2	2.3 1.9	34 19	129 80	.3 .2	2.9 1.7
KCBS-FM SP '98 4-Book	8 7	50 48	.1 .1	.6 .5	6 5	44 30	.1 .1	.7 .6	24 21	89 102	.2 .2	1.5 1.3	25 23	78 93	.2 .2	1.8 1.7	8 9	57 51	.1 .1	.7 .8
+KCMG-FM SP '98 4-Book	79 60	272 236	.7 .6	6.2 4.3	40 30	162 106	.4 .3	4.3 3.3	62 63	333 283	.6 .6	3.8 3.8	51 52	172 192	.5 .5	3.6 3.7	57 37	177 151	.5 .3	4.9 3.2
+KDIS-AM SP '98 4-Book	5 **	20 **	.4 **	**	7 **	25 **	.1 **	.8 **	9 **	83 **	.1 **	.5 **	4 **	35 **	.3 **	**	**	**	**	**
KFI -AM SP '98 4-Book	6 2	26 9	.1 .2	.5 .2	7 2	14 6	.1 .1	.8 .3	3 1	11 3	.2 .1		7 2	11 3	.1 .1	.5 .1	13 3	29 7	.1 .1	1.1 .3
KFWB-AM SP '98 4-Book					1 1	15 6	.1 .1		2	13	.1		1 5	15 19	.1 .1	.4 .4	2	9		.2
KGIL-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM SP '98 4-Book	1	3	.1																	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	129	512	1.2	10.1	93	399	.9	10.1	198	913	1.9	12.0	192	638	1.8	13.5	95	444	.9	8.2
4-Book	126	554	1.2	9.0	94	386	.9	10.5	208	906	2.0	12.7	188	638	1.8	13.3	120	502	1.1	10.4
KJLH-FM																				
SP '98	15	51	.1	1.2	21	65	.2	2.3	69	181	.6	4.2	32	79	.3	2.3	17	33	.2	1.5
4-Book	10	48	.1	.8	17	56	.2	1.9	52	138	.5	3.2	27	79	.3	1.9	12	35	.1	1.1
KKBT-FM																				
SP '98	116	445	1.1	9.1	70	201	.7	7.6	114	543	1.1	6.9	128	472	1.2	9.0	96	278	.9	8.3
4-Book	142	471	1.4	10.1	73	221	.7	8.2	129	526	1.2	7.9	125	417	1.2	8.9	99	327	.9	8.6
KKGO-FM																				
SP '98	1	12	.1		1	12	.1		6	48	.1	.4	1	11	.1	.1	5	15		.4
4-Book	2	14	.2		3	22	.4		11	40	.1	.7	7	17	.1	.5	6	21	.1	.5
KKHJ-AM																				
SP '98																				
4-Book	5	10	.1	.3	7	16	.1	.8	6	13	.1	.4	4	5		.3	2	8		.2
KKLA-FM																				
SP '98									1	11		.1								
4-Book		3				2			1	5		.1		1	3		.1			
KLAC-AM																				
SP '98									1	11		.1								
4-Book	4	9		.3	1	3		.2	2	9		.1		3			1	6		.1
KLAX-FM																				
SP '98	50	168	.5	3.9	92	213	.9	10.0	112	275	1.0	6.8	89	244	.8	6.3	46	177	.4	4.0
4-Book	46	157	.5	3.3	63	153	.6	7.0	89	250	.8	5.4	69	184	.6	4.9	37	139	.4	3.2
KLOS-FM																				
SP '98	2	23		.2					7	47	.1	.4	8	35	.1	.6	5	52		.4
4-Book	7	30	.1	.5	7	22	.1	.8	18	75	.2	1.1	13	59	.1	.9	6	33		.5
KLSX-FM																				
SP '98	1	14		.1	29	94	.3	3.1	35	108	.3	2.1					4	11		.3
4-Book	3	17		.2	21	75	.2	2.3	26	86	.2	1.6	1	10		.1	2	10		.2
KLVE-FM																				
SP '98	71	243	.7	5.6	78	250	.7	8.5	94	267	.9	5.7	53	176	.5	3.7	37	124	.3	3.2
4-Book	100	265	.9	7.1	55	167	.5	6.1	93	262	.9	5.7	52	171	.5	3.8	35	134	.3	3.1
KLYY-FM																				
SP '98	23	145	.2	1.8	13	87	.1	1.4	36	205	.3	2.2	50	205	.5	3.5	33	103	.3	2.8
4-Book	26	158	.3	1.9	15	74	.1	1.7	34	207	.3	2.1	35	180	.3	2.5	20	86	.2	1.7
KNX -AM																				
SP '98													2	14		.1				
4-Book	1	3			1	5		.1	1	8		.1	3	13		.2	3	8		.3
KOST-FM																				
SP '98	46	298	.4	3.6	10	31	.1	1.1	36	172	.3	2.2	30	140	.3	2.1	70	220	.7	6.0
4-Book	72	310	.7	5.1	28	81	.3	3.1	37	162	.4	2.3	38	146	.4	2.7	82	297	.8	7.1
KPWR-FM																				
SP '98	210	800	2.0	16.4	116	336	1.1	12.6	202	785	1.9	12.3	153	523	1.4	10.8	125	443	1.2	10.8
4-Book	231	794	2.2	16.4	106	328	1.0	11.9	192	787	1.8	11.7	175	572	1.7	12.5	159	529	1.5	13.8
KRLA-AM																				
SP '98	11	39	.1	.9	1	11		.1	10	46	.1	.6	2	28		.1	11	37	.1	.9
4-Book	38	101	.4	2.7	9	27	.1	1.0	17	59	.2	1.0	19	66	.2	1.4	49	122	.5	4.3
KROQ-FM																				
SP '98	115	538	1.1	9.0	31	228	.3	3.4	97	452	.9	5.9	67	281	.6	4.7	99	483	.9	8.5
4-Book	100	423	.9	7.2	38	190	.4	4.4	93	448	.9	5.7	90	352	.8	6.5	95	387	.9	8.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	4 **	11 **	.3 **	.3 **	8 **	21 **	.1 **	.9 **	4 **	11 **	.2 **	.2 **	1 **	11 **	.1 **	.1 **	**	**	**	**
KRTH-FM SP '98 4-Book	14 18	54 85	.1 .2	1.1 1.3	1 18	23 76	.1 .2	.1 2.0	34 51	212 217	.3 .5	2.1 3.1	42 47	204 175	.4 .5	3.0 3.3	13 24	67 104	.1 .2	1.1 2.0
KSCA-FM SP '98 4-Book	58 57	224 179	.5 .6	4.5 4.0	81 65	235 177	.8 .6	8.8 7.3	99 68	294 244	.9 .6	6.0 4.2	103 64	255 168	1.0 .6	7.3 4.6	78 54	203 136	.7 .5	6.7 4.7
KSSE-FM SP '98 4-Book	67 67	230 210	.6 .6	5.2 4.7	20 44	97 145	.2 .4	2.2 5.0	67 85	194 252	.6 .8	4.1 5.2	71 60	198 170	.7 .6	5.0 4.2	63 50	167 159	.6 .5	5.4 4.3
KTNG-AM SP '98 4-Book	2 2	6 6	.1 .1	.1 .1	3 2	11 8	.3 .3	.3 .3	2 5	11 12	.1 .1	.1 .3	7 7	13 13	.1 .1	.5 .5	27 10	44 25	.3 .1	2.3 .8
KTVV-FM SP '98 4-Book	9 11	39 49	.1 .1	.7 .8	3 10	10 24	.3 .1	.3 1.1	7 12	26 51	.1 .1	.4 .7	7 9	27 36	.1 .1	.5 .6	11 10	42 34	.1 .1	.9 .9
KWKW-AM SP '98 4-Book	1 1	5 5	.1 .1	.1 .1	1 1	3 3	.2 .2	.2 .2	2 2	3 3	.1 .1	.1 .1	2 2	5 5	.1 .1	.1 .1	3 1	21 5	.3 .1	.3 .1
KWVE-FM SP '98 4-Book	3 5	10 18	.2 .3	.2 .3	3 3	16 16	.3 .3	.3 .3	4 3	29 30	.2 .2	.2 .2	2 1	11 6	.1 .1	.1 .1	2 2	9 9	.2 .2	.2 .2
KYSR-FM SP '98 4-Book	51 46	240 198	.5 .4	4.0 3.3	24 25	95 110	.2 .2	2.6 2.7	50 71	340 351	.5 .7	3.0 4.3	81 65	360 285	.8 .6	5.7 4.6	56 38	228 174	.5 .3	4.8 3.3
KZLA-FM SP '98 4-Book	24 13	76 56	.2 .1	1.9 1.0	7 15	25 42	.1 .2	.8 1.7	24 22	114 95	.2 .2	1.5 1.3	5 13	40 61	.4 .1	.4 1.0	8 15	47 65	.1 .1	.7 1.3
KFRG-FM SP '98 4-Book	10 **	36 **	.1 **	.8 **	1 **	11 **	.1 **	.1 **	7 **	55 **	.1 **	.4 **	7 **	51 **	.1 **	.5 **	7 **	23 **	.1 **	.6 **
KXFG-FM SP '98 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
XTRA-AM SP '98 4-Book					1	14 4	.1	.1	5 2	14 8	.3 .1	.3 .1	3 1	14 4	.2 .1	.2 .1				
TOTALS SP '98 4-Book	1277 1409	4073 4055	11.9 13.2	11.9 13.2	923 891	2619 2660	8.6 8.4	8.6 8.4	1646 1636	4782 4728	15.4 15.4	15.4 15.4	1418 1409	3816 3771	13.3 13.2	13.3 13.2	1161 1153	3326 3364	10.9 10.8	10.9 10.8

Target Listener Estimates - Women 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Women 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	14	242	.1	.5	7	47	.2		22	107	.1	.5	39	120	.2	1.1	3	48	.2	
WI '98	7	201	.1	.2	12	99	.1	.3	13	91	.1	.3	4	98	.1	.1	1	38	.1	
FA '97	12	307	.1	.4	11	112	.1	.3	32	155	.2	.8	20	99	.1	.6	2	53	.1	
SU '97	14	251	.1	.5	7	65	.2		21	68	.1	.5	15	82	.1	.4	20	78	.1	1.2
4-Book	12	250	.1	.4	9	81	.1	.3	22	105	.1	.5	20	100	.1	.6	7	54	.1	.4
SP '97	10	279	.1	.3	8	54	.1	.2	11	114	.1	.3	23	158	.1	.7	11	63	.1	.7
KACD-FM																				
SP '98	23	489	.1	.8	20	190	.1	.5	19	127	.1	.5	44	211	.3	1.2	19	173	.1	1.3
WI '98	19	535	.1	.7	26	282	.2	.7	20	224	.1	.5	22	253	.1	.7	11	217	.1	.8
FA '97	27	586	.2	1.0	26	306	.2	.7	39	299	.2	1.0	49	345	.3	1.5	12	195	.1	.8
SU '97	19	576	.1	.7	29	201	.2	.8	15	175	.1	.4	19	222	.1	.6	13	147	.1	.8
4-Book	22	547	.1	.8	25	245	.2	.7	23	206	.1	.6	34	258	.2	1.0	14	183	.1	.9
SP '97	13	486	.1	.4	11	213	.1	.3	20	256	.1	.5	18	210	.1	.5	4	106	.1	.2
KBCD-FM																				
SP '98	11	276	.1	.4	16	152	.1	.4	13	113	.1	.3	14	176	.1	.4	7	156	.1	.5
WI '98	4	254	.1	.1	6	98	.2	.2	7	98	.2	.2	8	136	.1	.2	1	39	.1	
FA '97	13	290	.1	.5	9	98	.1	.2	17	124	.1	.4	24	209	.2	.7	3	96	.2	
SU '97	11	281	.1	.4	8	108	.1	.2	18	134	.1	.4	15	144	.1	.4	8	120	.1	.5
4-Book	10	275	.1	.4	10	114	.1	.3	14	117	.1	.3	15	166	.1	.4	5	103	.1	.3
SP '97	9	201	.1	.3	18	140	.1	.4	5	66	.1	.1	7	72	.2	.2	5	83	.1	.3
KACE-FM																				
SP '98	14	356	.1	.5	10	97	.1	.3	18	146	.1	.4	15	196	.1	.4	8	73	.1	.5
WI '98	15	484	.1	.5	16	153	.1	.4	8	153	.1	.2	17	224	.1	.5	21	149	.1	1.5
FA '97	17	401	.1	.6	15	146	.1	.4	22	178	.1	.5	27	185	.2	.8	17	230	.1	1.2
SU '97	25	493	.2	.9	24	179	.2	.6	35	256	.2	.9	33	318	.2	1.0	22	182	.1	1.3
4-Book	18	434	.1	.6	16	144	.1	.4	21	183	.1	.5	23	231	.2	.7	17	159	.1	1.1
SP '97	24	417	.2	.8	26	182	.2	.6	28	229	.2	.7	27	217	.2	.8	27	176	.2	1.7
KRTO-FM																				
SP '98	3	97	.1	.1	2	41	.1	.1	6	69	.1	.1	2	33	.1	.1	1	18	.1	.1
WI '98	4	203	.1	.1	7	80	.2	.2	4	134	.1	.1	4	107	.1	.1	6	57	.1	.4
FA '97	6	202	.2	.3	3	44	.1	.1	2	62	.1	.1	14	101	.1	.4	5	77	.1	.3
SU '97	5	84	.2	.2	4	20	.1	.1	10	74	.1	.2	4	41	.1	.1	3	33	.1	.2
4-Book	5	147	.2	.2	4	46	.1	.1	6	85	.1	.1	6	71	.2	.2	4	46	.1	.3
SP '97	29	365	.2	1.0	36	129	.2	.9	53	213	.3	1.3	31	247	.2	.9	8	140	.1	.5
KAHS-AM																				
SP '98		15								15										
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	2	134	.1	.1					2	39			7	53	.2	.2	5	91	.1	.3
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	125	2114	.8	4.3	134	976	.9	3.5	258	1085	1.6	6.3	182	1291	1.2	5.1	48	635	.3	3.2
WI '98	103	2366	.7	3.6	130	970	.8	3.3	184	1052	1.2	4.5	138	1153	.9	4.1	48	734	.3	3.4
FA '97	121	2139	.8	4.4	140	1090	.9	3.6	225	1083	1.4	5.6	161	1137	1.0	5.0	37	658	.2	2.5
SU '97	125	2504	.8	4.4	130	1074	.8	3.4	247	1191	1.6	6.1	170	1320	1.1	5.0	48	876	.3	2.9
4-Book	119	2281	.8	4.2	134	1028	.9	3.5	229	1103	1.5	5.6	163	1225	1.1	4.8	45	726	.3	3.0
SP '97	103	2423	.7	3.5	132	1003	.8	3.3	174	1016	1.1	4.1	135	1155	.9	4.0	50	726	.3	3.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	3	54	.1	.1	2	31	.1	.1	6	41	.1	.1	5	23	.1	.1	1	10	.1	.1
WI '98	10	225	.1	.4	13	111	.1	.3	17	169	.1	.4	9	100	.1	.3	6	55	.1	.4
FA '97	11	136	.1	.4	18	53	.1	.5	25	82	.2	.6	5	44	.1	.2				
SU '97	4	100	.1	.1	5	47	.1	.1	7	41	.1	.2	4	42	.1	.1		10		
4-Book	7	129	.1	.3	10	61	.1	.3	14	83	.1	.3	6	52	.1	.2	2	19		.1
SP '97	10	239	.1	.3	13	119	.1	.3	17	152	.1	.4	8	99	.1	.2	6	34		.4
KBUE-FM																				
SP '98	67	1010	.4	2.3	75	435	.5	1.9	91	521	.6	2.2	79	539	.5	2.2	44	319	.3	2.9
WI '98	52	1037	.3	1.8	59	552	.4	1.5	73	580	.5	1.8	45	513	.3	1.3	28	331	.2	2.0
FA '97	64	1092	.4	2.3	70	449	.4	1.8	89	635	.6	2.2	73	618	.5	2.3	26	299	.2	1.8
SU '97	60	1090	.4	2.1	79	405	.5	2.1	82	539	.5	2.0	73	538	.5	2.1	29	310	.2	1.8
4-Book	61	1057	.4	2.1	71	460	.5	1.8	84	569	.6	2.1	68	552	.5	2.0	32	315	.2	2.1
SP '97	72	1125	.5	2.4	65	461	.4	1.6	95	667	.6	2.3	84	587	.5	2.5	49	423	.3	3.0
KCBS-FM																				
SP '98	73	1599	.5	2.5	88	619	.6	2.3	131	992	.8	3.2	93	885	.6	2.6	16	346	.1	1.1
WI '98	70	1555	.4	2.5	104	714	.7	2.6	122	813	.8	3.0	78	793	.5	2.3	17	446	.1	1.2
FA '97	51	1685	.3	1.8	49	642	.3	1.3	97	782	.6	2.4	66	734	.4	2.0	18	440	.1	1.2
SU '97	54	1385	.3	1.9	73	609	.5	1.9	76	666	.5	1.9	68	648	.4	2.0	28	395	.2	1.7
4-Book	62	1556	.4	2.2	79	646	.5	2.0	107	813	.7	2.6	76	765	.5	2.2	20	407	.1	1.3
SP '97	76	1339	.5	2.6	99	656	.6	2.5	142	639	.9	3.4	95	779	.6	2.8	21	353	.1	1.3
+KCMG-FM																				
SP '98	141	2341	.9	4.9	127	991	.8	3.3	247	1222	1.6	6.0	172	1227	1.1	4.8	73	721	.5	4.8
WI '98	138	2503	.9	4.9	143	1177	.9	3.6	221	1433	1.4	5.4	196	1587	1.2	5.9	71	761	.5	5.0
FA '97	68	2187	.4	2.4	63	824	.4	1.6	103	1141	.7	2.6	112	1149	.7	3.5	35	638	.2	2.4
SU '97	91	2055	.6	3.2	88	885	.6	2.3	139	1079	.9	3.4	142	1093	.9	4.2	44	597	.3	2.7
4-Book	110	2272	.7	3.9	105	969	.7	2.7	178	1219	1.2	4.4	156	1264	1.0	4.6	56	679	.4	3.7
SP '97	99	2292	.6	3.4	103	1013	.7	2.6	165	1165	1.1	3.9	155	1371	1.0	4.6	46	769	.3	2.9
+KDIS-AM																				
SP '98	13	436	.1	.5	26	292	.2	.7	16	172	.1	.4	18	195	.1	.5	4	62		.3
WI '98	11	387	.1	.4	19	170	.1	.5	15	214	.1	.4	12	144	.1	.4	1	36		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	7	192	.2	.2	6	65	.2	.2	12	64	.1	.3	11	77	.1	.3	5	67		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	7	220	.2	.2	7	75	.2	.2	18	92	.1	.4	7	43		.2	2	33		.1
KFI -AM																				
SP '98	44	665	.3	1.5	51	318	.3	1.3	84	444	.5	2.0	57	313	.4	1.6	26	121	.2	1.7
WI '98	53	881	.3	1.9	60	440	.4	1.5	144	626	.9	3.5	53	410	.3	1.6	14	205	.1	1.0
FA '97	40	770	.3	1.4	27	201	.2	.7	104	578	.7	2.6	68	401	.4	2.1	11	144	.1	.7
SU '97	43	769	.3	1.5	58	290	.4	1.5	105	552	.7	2.6	45	389	.3	1.3	15	206	.1	.9
4-Book	45	771	.3	1.6	49	312	.3	1.3	109	550	.7	2.7	56	378	.4	1.7	17	169	.1	1.1
SP '97	36	849	.2	1.2	30	311	.2	.7	71	476	.5	1.7	51	410	.3	1.5	22	263	.1	1.4
KFWB-AM																				
SP '98	10	506	.1	.3	20	304	.1	.5	6	169		.1	19	221	.1	.5	4	82		.3
WI '98	15	705	.1	.5	33	425	.2	.8	16	181	.1	.4	23	330	.1	.7	5	77		.4
FA '97	14	546	.1	.5	25	315	.2	.6	22	216	.1	.5	20	295	.1	.6	6	133		.4
SU '97	9	509	.1	.3	14	198	.1	.4	8	160	.1	.2	19	283	.1	.6	4	89		.2
4-Book	12	567	.1	.4	23	311	.2	.6	13	182	.1	.3	20	282	.1	.6	5	95		.3
SP '97	10	496	.1	.3	27	304	.2	.7	9	186	.1	.2	16	195	.1	.5	3	108		.2
KGIL-AM																				
SP '98					2	37		.1	2	11			5	66		.1	1	26		.1
WI '98	3	93		.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '98	1	18						5	18		.1									
WI '98		15		2	15		.1													
FA '97	1	13		1	13											2	13		.1	
SU '97	3	42			12			7	17		.2	9	30		.3					
4-Book	1	22		1	10			3	9		.1	2	8		.1	1	3			
SP '97																				
KIIS-FM																				
SP '98	143	3702	.9	5.0	211	2020	1.3	5.4	171	1935	1.1	4.1	194	2201	1.2	5.5	73	1233	.5	4.8
WI '98	155	3978	1.0	5.5	219	2030	1.4	5.6	244	2097	1.6	6.0	210	2035	1.3	6.3	60	1126	.4	4.2
FA '97	147	3656	.9	5.3	208	1927	1.3	5.3	208	1910	1.3	5.2	178	2032	1.1	5.5	64	1047	.4	4.3
SU '97	135	3838	.9	4.7	166	1978	1.1	4.4	164	2090	1.0	4.0	179	1983	1.1	5.3	79	1277	.5	4.8
4-Book	145	3794	.9	5.1	201	1989	1.3	5.2	197	2008	1.3	4.8	190	2063	1.2	5.7	69	1171	.5	4.5
SP '97	169	3884	1.1	5.7	269	2087	1.7	6.7	232	2051	1.5	5.5	191	2031	1.2	5.6	75	1260	.5	4.7
KJLH-FM																				
SP '98	59	925	.4	2.0	70	421	.4	1.8	68	461	.4	1.6	62	377	.4	1.7	38	365	.2	2.5
WI '98	50	919	.3	1.8	81	482	.5	2.1	63	479	.4	1.5	51	388	.3	1.5	21	305	.1	1.5
FA '97	63	967	.4	2.3	70	508	.4	1.8	96	553	.6	2.4	68	514	.4	2.1	35	442	.2	2.4
SU '97	39	793	.2	1.4	52	327	.3	1.4	38	308	.2	.9	37	371	.2	1.1	38	358	.2	2.3
4-Book	53	901	.3	1.9	68	435	.4	1.8	66	450	.4	1.6	55	413	.3	1.6	33	368	.2	2.2
SP '97	67	961	.4	2.3	86	453	.5	2.1	118	506	.8	2.8	63	446	.4	1.9	38	431	.2	2.4
KKBT-FM																				
SP '98	156	2625	1.0	5.4	240	1456	1.5	6.2	169	1530	1.1	4.1	190	1625	1.2	5.4	94	997	.6	6.2
WI '98	209	2684	1.3	7.4	327	1549	2.1	8.3	253	1581	1.6	6.2	258	1706	1.6	7.7	121	1128	.8	8.5
FA '97	230	3009	1.5	8.3	387	1769	2.5	9.9	323	1821	2.1	8.0	285	1817	1.8	8.8	103	1056	.7	7.0
SU '97	174	2633	1.1	6.1	265	1448	1.7	7.0	223	1648	1.4	5.5	227	1648	1.4	6.7	114	1231	.7	6.9
4-Book	192	2738	1.2	6.8	305	1556	2.0	7.9	242	1645	1.6	6.0	240	1699	1.5	7.2	108	1103	.7	7.2
SP '97	212	2751	1.3	7.2	319	1791	2.0	7.9	231	1560	1.5	5.5	265	1581	1.7	7.8	154	1109	1.0	9.6
KKGO-FM																				
SP '98	12	399	.1	.4	17	116	.1	.4	9	91	.1	.2	21	184	.1	.6	6	136		.4
WI '98	15	580	.1	.5	9	151	.1	.2	16	272	.1	.4	28	278	.2	.8	10	177	.1	.7
FA '97	22	511	.1	.8	20	222	.1	.5	28	236	.2	.7	23	210	.1	.7	18	178	.1	1.2
SU '97	16	466	.1	.6	8	130	.1	.2	28	171	.2	.7	15	147	.1	.4	24	198	.2	1.5
4-Book	16	489	.1	.6	14	155	.1	.3	20	193	.2	.5	22	205	.1	.6	15	172	.1	1.0
SP '97	7	293	.2		3	94	.1		6	109	.1		8	143	.1	.2	7	139		.4
KKHJ-AM																				
SP '98	16	282	.1	.6	29	178	.2	.7	24	163	.2	.6	15	107	.1	.4	13	127	.1	.9
WI '98	14	225	.1	.5	20	120	.1	.5	17	108	.1	.4	9	136	.1	.3	11	56	.1	.8
FA '97	19	488	.1	.7	14	173	.1	.4	15	127	.1	.4	17	159	.1	.5	33	170	.2	2.2
SU '97	22	447	.1	.8	40	173	.3	1.1	34	175	.2	.8	17	123	.1	.5	13	158	.1	.8
4-Book	18	361	.1	.7	26	161	.2	.7	23	143	.2	.6	15	131	.1	.4	18	128	.1	1.2
SP '97	18	364	.1	.6	35	216	.2	.9	29	177	.2	.7	6	62		.2	8	50	.1	.5
KKLA-FM																				
SP '98	6	113	.2		6	46	.2		5	67	.1		22	98	.1	.6	2	27		.1
WI '98	10	233	.1	.4	19	118	.1	.5	12	71	.1	.3	12	99	.1	.4	8	96	.1	.6
FA '97	3	162	.1		11	118	.1	.3	4	43				14						
SU '97	4	140	.1		17	128	.1	.4	3	64	.1		1	17				10		
4-Book	6	162	.2		13	103	.1	.4	6	61	.2		9	57	.1	.3	3	33		.2
SP '97	8	226	.1	.3	24	155	.2	.6	3	63	.1		11	87	.1	.3	3	66		.2
KLAC-AM																				
SP '98	2	198	.1		2	24				19			3	45		.1	5	84		.3
WI '98	2	111	.1		4	41		.1	12	65	.1	.3	5	56		.1	3	28		.2
FA '97	7	132	.3		1	22		.1	14	82	.1	.3	15	70	.1	.5	4	40		.3
SU '97	8	170	.1	.3	1	22		.1	7	46	.1	.2	15	105	.1	.4	5	52		.3
4-Book	5	153	.2		2	22		.1	7	46	.1	.2	10	69	.1	.3	4	51		.3
SP '97	7	167	.2		1	12			10	45	.1	.2	15	62	.1	.4	2	38		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	144	1792	.9	5.0	175	914	1.1	4.5	213	1079	1.4	5.2	175	964	1.1	4.9	59	534	.4	3.9
WI '98	148	1728	.9	5.2	189	1048	1.2	4.8	197	1088	1.3	4.8	184	939	1.2	5.5	61	622	.4	4.3
FA '97	84	1499	.5	3.0	101	656	.6	2.6	123	781	.8	3.1	93	701	.6	2.9	43	382	.3	2.9
SU '97	92	1481	.6	3.2	150	780	1.0	4.0	130	875	.8	3.2	96	756	.6	2.8	30	389	.2	1.8
4-Book	117	1625	.7	4.1	154	850	1.0	4.0	166	956	1.1	4.1	137	840	.9	4.0	48	482	.3	3.2
SP '97	118	1891	.8	4.0	171	976	1.1	4.2	172	1257	1.1	4.1	127	989	.8	3.7	39	500	.2	2.4
KLOS-FM																				
SP '98	54	1314	.3	1.9	89	602	.6	2.3	64	488	.4	1.6	75	693	.5	2.1	29	346	.2	1.9
WI '98	35	1121	.2	1.2	46	493	.3	1.2	41	376	.3	1.0	61	617	.4	1.8	18	264	.1	1.3
FA '97	52	1621	.3	1.9	110	704	.7	2.8	56	638	.4	1.4	59	683	.4	1.8	27	427	.2	1.8
SU '97	46	1518	.3	1.6	77	614	.5	2.0	61	578	.4	1.5	58	737	.4	1.7	15	371	.1	.9
4-Book	47	1394	.3	1.7	81	603	.5	2.1	56	520	.4	1.4	63	683	.4	1.9	22	352	.2	1.5
SP '97	64	1456	.4	2.2	115	679	.7	2.8	88	780	.6	2.1	86	822	.5	2.5	26	365	.2	1.6
KLSX-FM																				
SP '98	53	1152	.3	1.8	190	812	1.2	4.9	51	619	.3	1.2	39	304	.2	1.1	9	96	.1	.6
WI '98	40	1096	.3	1.4	134	758	.9	3.4	46	400	.3	1.1	30	245	.2	.9	2	98	.1	.1
FA '97	61	1109	.4	2.2	233	872	1.5	5.9	76	485	.5	1.9	15	236	.1	.5	2	55	.1	.1
SU '97	34	867	.2	1.2	95	562	.6	2.5	33	328	.2	.8	22	228	.1	.6	12	151	.1	.7
4-Book	47	1056	.3	1.7	163	751	1.1	4.2	52	458	.3	1.3	27	253	.2	.8	6	100	.1	.4
SP '97	34	947	.2	1.2	106	623	.7	2.6	32	375	.2	.8	16	238	.1	.5	7	125	.1	.4
KLVE-FM																				
SP '98	264	2951	1.7	9.1	377	1846	2.4	9.7	351	1857	2.2	8.5	292	1684	1.9	8.2	150	1195	1.0	10.0
WI '98	226	2635	1.4	8.0	350	1516	2.2	8.9	350	1740	2.2	8.6	211	1344	1.3	6.3	87	908	.6	6.1
FA '97	272	2966	1.7	9.8	370	1719	2.4	9.4	452	2077	2.9	11.2	255	1613	1.6	7.9	131	1175	.8	8.9
SU '97	311	3078	2.0	10.9	497	1979	3.2	13.1	455	1954	2.9	11.2	320	1822	2.0	9.4	138	1164	.9	8.4
4-Book	268	2908	1.7	9.5	399	1765	2.6	10.3	402	1907	2.6	9.9	270	1616	1.7	8.0	127	1111	.8	8.4
SP '97	264	3167	1.7	9.0	419	2075	2.7	10.4	379	1978	2.4	9.0	247	1743	1.6	7.3	131	1171	.8	8.1
KLYY-FM																				
SP '98	52	1963	.3	1.8	63	832	.4	1.6	68	929	.4	1.6	69	1159	.4	1.9	16	574	.1	1.1
WI '98	49	1666	.3	1.7	54	653	.3	1.4	68	911	.4	1.7	75	1215	.5	2.2	29	496	.2	2.0
FA '97	40	1562	.3	1.4	34	528	.2	.9	52	683	.3	1.3	74	1055	.5	2.3	25	512	.2	1.7
SU '97	56	1702	.4	2.0	66	693	.4	1.7	62	865	.4	1.5	76	1122	.5	2.2	45	681	.3	2.7
4-Book	49	1723	.3	1.7	54	677	.3	1.4	63	847	.4	1.5	74	1138	.5	2.2	29	566	.2	1.9
SP '97	42	1487	.3	1.4	49	661	.3	1.2	56	648	.4	1.3	71	928	.5	2.1	19	479	.1	1.2
KNX -AM																				
SP '98	13	625	.1	.5	35	340	.2	.9	12	148	.1	.3	22	253	.1	.6	1	48	.1	.1
WI '98	15	625	.1	.5	26	271	.2	.7	7	158	.1	.2	22	269	.1	.7	15	140	.1	1.1
FA '97	6	446	.2	.2	11	178	.1	.3	7	159	.1	.2	8	187	.1	.2	4	96	.1	.3
SU '97	18	602	.1	.6	46	376	.3	1.2	24	230	.2	.6	18	311	.1	.5	8	115	.1	.5
4-Book	13	575	.1	.5	30	291	.2	.8	13	174	.1	.3	18	255	.1	.5	7	100	.1	.5
SP '97	8	469	.1	.3	21	327	.1	.5	5	114	.1	.1	14	218	.1	.4	4	120	.1	.2
KOST-FM																				
SP '98	134	2908	.9	4.6	116	1095	.7	3.0	237	1375	1.5	5.7	183	1345	1.2	5.2	93	1118	.6	6.2
WI '98	148	2921	.9	5.2	164	1372	1.0	4.2	216	1314	1.4	5.3	173	1527	1.1	5.2	136	1266	.9	9.6
FA '97	105	2434	.7	3.8	102	923	.6	2.6	141	919	.9	3.5	135	1100	.9	4.2	101	1128	.6	6.9
SU '97	123	3313	.8	4.3	110	1170	.7	2.9	182	1587	1.2	4.5	162	1483	1.0	4.8	104	1293	.7	6.3
4-Book	128	2894	.8	4.5	123	1140	.8	3.2	194	1299	1.3	4.8	163	1364	1.1	4.9	109	1201	.7	7.3
SP '97	143	3075	.9	4.9	142	1202	.9	3.5	217	1353	1.4	5.2	159	1459	1.0	4.7	131	1301	.8	8.1
KPWR-FM																				
SP '98	143	3315	.9	5.0	186	1471	1.2	4.8	178	1647	1.1	4.3	191	1924	1.2	5.4	89	1375	.6	5.9
WI '98	139	3320	.9	4.9	168	1516	1.1	4.3	179	1696	1.1	4.4	168	1776	1.1	5.0	79	1076	.5	5.6
FA '97	144	3272	.9	5.2	174	1493	1.1	4.4	148	1582	.9	3.7	171	1682	1.1	5.3	127	1201	.8	8.6
SU '97	163	3685	1.0	5.7	189	1684	1.2	5.0	196	2087	1.2	4.8	189	2070	1.2	5.6	113	1393	.7	6.9
4-Book	147	3398	.9	5.2	179	1541	1.2	4.6	175	1753	1.1	4.3	180	1863	1.2	5.3	102	1261	.7	6.8
SP '97	155	3671	1.0	5.3	204	1697	1.3	5.1	188	1836	1.2	4.5	173	2001	1.1	5.1	119	1413	.8	7.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	9	375	.1	.3	8	85	.1	.2	13	168	.1	.3	13	99	.1	.4	10	112	.1	.7
WI '98	9	238	.1	.3	6	84	.2	.2	16	157	.1	.4	4	84	.1	.1	8	64	.1	.6
FA '97	24	440	.2	.9	10	147	.1	.3	21	166	.1	.5	24	144	.2	.7	31	206	.2	2.1
SU '97	39	611	.2	1.4	42	285	.3	1.1	48	277	.3	1.2	23	237	.1	.7	46	275	.3	2.8
4-Book	20	416	.2	.7	17	150	.1	.5	25	192	.2	.6	16	141	.1	.5	24	164	.2	1.6
SP '97	15	335	.1	.5	8	75	.1	.2	14	124	.1	.3	18	149	.1	.5	22	172	.1	1.4
KROQ-FM																				
SP '98	136	3193	.9	4.7	225	1788	1.4	5.8	147	1651	.9	3.6	146	1787	.9	4.1	101	1124	.6	6.7
WI '98	143	3058	.9	5.1	267	1894	1.7	6.8	180	1465	1.1	4.4	181	1860	1.2	5.4	75	1177	.5	5.3
FA '97	123	2980	.8	4.4	223	1520	1.4	5.7	121	1434	.8	3.0	157	1883	1.0	4.8	74	1196	.5	5.0
SU '97	168	3118	1.1	5.9	261	1509	1.7	6.9	228	1815	1.5	5.6	192	2003	1.2	5.6	96	1187	.6	5.8
4-Book	143	3087	.9	5.0	244	1678	1.6	6.3	169	1591	1.1	4.2	169	1883	1.1	5.0	87	1171	.6	5.7
SP '97	168	2858	1.1	5.7	265	1596	1.7	6.6	212	1405	1.3	5.0	212	1897	1.3	6.2	92	1084	.6	5.7
KRRA-AM																				
SP '98	5	78	.2	.2	5	11	.1	.1	10	44	.1	.2	4	34	.1	.1	2	11	.1	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	3	105	.1	.1	8	36	.1	.2	3	48	.1	.1					1	23	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	6	152	.2	.2	6	56	.1	.1	6	68	.1	.1	8	69	.1	.2	4	53	.2	.2
KRTH-FM																				
SP '98	60	1752	.4	2.1	68	610	.4	1.8	108	743	.7	2.6	65	796	.4	1.8	22	416	.1	1.5
WI '98	55	1786	.4	1.9	64	780	.4	1.6	102	942	.6	2.5	58	712	.4	1.7	19	390	.1	1.3
FA '97	76	1707	.5	2.7	93	786	.6	2.4	136	830	.9	3.4	90	918	.6	2.8	34	432	.2	2.3
SU '97	64	1641	.4	2.2	87	575	.6	2.3	118	772	.8	2.9	61	675	.4	1.8	19	378	.1	1.2
4-Book	64	1722	.4	2.2	78	688	.5	2.0	116	822	.8	2.9	69	775	.5	2.0	24	404	.1	1.6
SP '97	65	1680	.4	2.2	62	603	.4	1.5	118	865	.8	2.8	63	701	.4	1.9	37	458	.2	2.3
KSCA-FM																				
SP '98	199	1982	1.3	6.9	375	1278	2.4	9.7	274	1479	1.7	6.6	172	958	1.1	4.8	72	544	.5	4.8
WI '98	189	2051	1.2	6.7	342	1353	2.2	8.7	282	1279	1.8	6.9	148	961	.9	4.4	79	646	.5	5.6
FA '97	180	1947	1.1	6.5	368	1209	2.3	9.4	269	1315	1.7	6.7	125	945	.8	3.9	56	506	.4	3.8
SU '97	164	1953	1.0	5.7	338	1257	2.2	8.9	224	1299	1.4	5.5	118	895	.8	3.5	57	503	.4	3.5
4-Book	183	1983	1.2	6.5	356	1274	2.3	9.2	262	1343	1.7	6.4	141	940	.9	4.2	66	550	.5	4.4
SP '97	168	1952	1.1	5.7	281	1261	1.8	7.0	235	1279	1.5	5.6	162	905	1.0	4.8	61	628	.4	3.8
KSSE-FM																				
SP '98	73	1209	.5	2.5	76	593	.5	2.0	93	621	.6	2.3	87	781	.6	2.5	50	491	.3	3.3
WI '98	92	1325	.6	3.3	86	627	.5	2.2	108	783	.7	2.6	112	723	.7	3.3	59	548	.4	4.2
FA '97	64	1169	.4	2.3	64	544	.4	1.6	96	684	.6	2.4	85	690	.5	2.6	35	428	.2	2.4
SU '97	86	1267	.5	3.0	102	625	.6	2.7	107	771	.7	2.6	103	730	.7	3.0	52	552	.3	3.2
4-Book	79	1243	.5	2.8	82	597	.5	2.1	101	715	.7	2.5	97	731	.6	2.9	49	505	.3	3.3
SP '97	45	702	.3	1.5	59	399	.4	1.5	64	469	.4	1.5	44	409	.3	1.3	27	242	.2	1.7
KTNQ-AM																				
SP '98	38	564	.2	1.3	76	214	.5	2.0	50	296	.3	1.2	19	185	.1	.5	40	195	.3	2.7
WI '98	37	485	.2	1.3	38	170	.2	1.0	72	305	.5	1.8	42	275	.3	1.3	23	170	.1	1.6
FA '97	45	646	.3	1.6	63	303	.4	1.6	67	347	.4	1.7	36	241	.2	1.1	32	232	.2	2.2
SU '97	36	646	.2	1.3	54	235	.3	1.4	61	369	.4	1.5	39	258	.2	1.1	29	175	.2	1.8
4-Book	39	585	.2	1.4	58	231	.4	1.5	63	329	.4	1.6	34	240	.2	1.0	31	193	.2	2.1
SP '97	48	546	.3	1.6	63	330	.4	1.6	78	269	.5	1.9	46	213	.3	1.4	24	169	.2	1.5
KTWV-FM																				
SP '98	75	1200	.5	2.6	69	501	.4	1.8	144	596	.9	3.5	101	584	.6	2.8	35	350	.2	2.3
WI '98	62	1187	.4	2.2	52	484	.3	1.3	78	484	.5	1.9	87	611	.6	2.6	43	409	.3	3.0
FA '97	56	1155	.4	2.0	57	380	.4	1.5	85	363	.5	2.1	71	582	.5	2.2	43	424	.3	2.9
SU '97	71	1209	.5	2.5	68	469	.4	1.8	126	630	.8	3.1	108	640	.7	3.2	28	407	.2	1.7
4-Book	66	1188	.5	2.3	62	459	.4	1.6	108	518	.7	2.7	92	604	.6	2.7	37	398	.3	2.5
SP '97	88	1445	.6	3.0	101	543	.6	2.5	135	594	.9	3.2	103	712	.7	3.0	40	456	.3	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '98	16	266	.1	.6	18	80	.1	.5	34	146	.2	.8	14	68	.1	.4	7	89		.5
WI '98	14	265	.1	.5	19	155	.1	.5	30	165	.2	.7	10	100	.1	.3	10	66	.1	.7
FA '97	17	210	.1	.6	26	99	.2	.7	23	111	.1	.6	11	110	.1	.3	13	67	.1	.9
SU '97	6	209	.2	.2	7	85	.2	.2	8	94	.1	.2	4	44	.1	.1	3	20		.2
4-Book	13	238	.1	.5	18	105	.1	.5	24	129	.2	.6	10	81	.1	.3	8	61	.1	.6
SP '97	11	210	.1	.4	25	92	.2	.6	10	125	.1	.2	2	31		.1	9	78	.1	.6
KWVE-FM																				
SP '98	9	250	.1	.3	22	160	.1	.6	12	102	.1	.3	11	156	.1	.3	1	10		.1
WI '98	8	283	.1	.3	10	108	.1	.3	7	114	.2	.2	11	108	.1	.3	3	43		.2
FA '97	12	283	.1	.4	18	172	.1	.5	14	145	.1	.3	10	96	.1	.3	8	128	.1	.5
SU '97	11	248	.1	.4	12	109	.1	.3	15	117	.1	.4	20	159	.1	.6	6	114		.4
4-Book	10	266	.1	.4	16	137	.1	.4	12	120	.1	.3	13	130	.1	.4	5	74		.3
SP '97	11	221	.1	.4	7	113		.2	5	94		.1	5	113		.1	23	90	.1	1.4
KYSR-FM																				
SP '98	171	3696	1.1	5.9	189	1776	1.2	4.9	278	1932	1.8	6.7	267	2352	1.7	7.5	70	1247	.4	4.6
WI '98	171	3570	1.1	6.1	186	1807	1.2	4.7	286	1789	1.8	7.0	264	2274	1.7	7.9	64	1217	.4	4.5
FA '97	171	3299	1.1	6.1	222	1732	1.4	5.7	315	2054	2.0	7.8	219	2025	1.4	6.8	57	1055	.4	3.9
SU '97	169	3370	1.1	5.9	160	1608	1.0	4.2	250	1870	1.6	6.1	254	2266	1.6	7.5	107	1265	.7	6.5
4-Book	171	3484	1.1	6.0	189	1731	1.2	4.9	282	1911	1.8	6.9	251	2229	1.6	7.4	75	1196	.5	4.9
SP '97	133	3077	.8	4.5	148	1570	.9	3.7	216	1658	1.4	5.1	184	2027	1.2	5.4	50	978	.3	3.1
KZLA-FM																				
SP '98	55	844	.4	1.9	56	408	.4	1.4	80	423	.5	1.9	71	572	.5	2.0	29	305	.2	1.9
WI '98	52	998	.3	1.8	85	703	.5	2.2	52	564	.3	1.3	62	633	.4	1.9	21	370	.1	1.5
FA '97	58	989	.4	2.1	88	495	.6	2.2	63	500	.4	1.6	85	744	.5	2.6	19	399	.1	1.3
SU '97	50	952	.3	1.8	59	516	.4	1.6	61	483	.4	1.5	75	605	.5	2.2	36	263	.2	2.2
4-Book	54	946	.4	1.9	72	531	.5	1.9	64	493	.4	1.6	73	639	.5	2.2	26	334	.2	1.7
SP '97	55	981	.4	1.9	74	614	.5	1.8	67	540	.4	1.6	74	499	.5	2.2	30	430	.2	1.9
KFRG-FM																				
SP '98	4	144	.1	.1	4	63	.1	.1	5	92	.1	.1	2	66	.1	.1	4	62	.1	.3
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	10	279	.1	.4	16	147	.1	.4	10	148	.1	.2	17	183	.1	.5	5	99	.1	.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98		29								15				14						
WI '98	2	86		.1	8	42	.1	.2	1	18				15				27		
FA '97	1	84				17				17				17			3	19		.2
SU '97	4	149		.1	9	69	.1	.2	12	65	.1	.3	1	42						
4-Book	2	87		.1	4	32	.1	.1	3	29		.1	1	22			1	12		.1
SP '97	5	100		.2	12	73	.1	.3	11	29	.1	.3	3	29		.1				
TOTALS																				
SP '98	2887	15281	18.4		3881	13546	24.7		4127	12967	26.3		3551	13314	22.6		1507	9826	9.6	
WI '98	2823	15374	18.0		3926	13622	25.0		4079	12954	26.0		3350	13483	21.3		1417	9640	9.0	
FA '97	2781	15171	17.7		3917	13342	24.9		4026	12710	25.6		3241	12773	20.6		1474	9781	9.4	
SU '97	2853	15312	18.2		3793	13153	24.1		4068	13098	25.9		3403	13496	21.7		1645	10451	10.5	
4-Book	2836	15285	18.1		3879	13416	24.7		4075	12932	26.0		3386	13267	21.6		1511	9925	9.6	
SP '97	2946	15332	18.8		4037	13932	25.7		4207	12841	26.8		3403	13428	21.7		1612	9865	10.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	22	179	.1	.6	6	95	.3	7	35	.3	8	34	.1	.2	3	34	.1			
4-Book	17	191	.1	.5	6	92	.3	6	22	.3	11	27	.1	.3	5	22	.1			
KACD-FM																				
SP '98	27	310	.2	.7	20	318	.1	1.0	1	10	29	100	.2	.8	49	132	.3	2.0		
4-Book	27	412	.2	.7	18	304	.1	.9	9	36	.1	.5	28	105	.2	.8	27	105	.2	1.2
KBCD-FM																				
SP '98	14	216	.1	.4	6	141	.3	1	12	10	67	.1	.3	6	56	.2				
4-Book	13	234	.1	.4	8	113	.1	.4	5	14	.2	11	41	.1	.4	10	37	.1	.4	
KACE-FM																				
SP '98	14	248	.1	.4	16	182	.1	.8	18	98	.1	.9	36	122	.2	1.0	25	88	.2	1.0
4-Book	20	338	.1	.5	15	217	.1	.7	16	49	.1	.8	31	103	.2	.9	18	64	.1	.8
KRTO-FM																				
SP '98	3	69	.1		5	60	.2	9	33	.1	.4	11	18	.1	.3					
4-Book	5	119	.2		4	64	.2	5	24	.2	9	23	.1	.3	2	8	.1			
KAHS-AM																				
SP '98	**	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+KXTA-AM																				
SP '98	3	71	.1		18			2	18	.1		1	18	.1		1	18	.1		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KBIG-FM																				
SP '98	197	1708	1.3	5.1	50	874	.3	2.4	35	207	.2	1.7	74	273	.5	2.1	51	200	.3	2.1
4-Book	179	1806	1.2	4.7	61	973	.4	3.0	52	204	.3	2.6	106	338	.7	3.1	75	250	.5	3.4
KBUA-FM																				
SP '98	4	54	.1	.3	4	31	.2	5	10	.2	8	10	.1	.2	2	10	.1			
4-Book	10	118	.1	.3	7	72	.1	.3	11	33	.1	.5	15	33	.1	.4	2	8	.1	.1
KBUE-FM																				
SP '98	83	850	.5	2.1	54	613	.3	2.6	59	189	.4	2.8	113	238	.7	3.2	60	170	.4	2.5
4-Book	75	870	.5	2.0	55	629	.3	2.8	80	207	.5	3.9	97	265	.6	2.9	63	172	.4	2.8
KCBS-FM																				
SP '98	106	1357	.7	2.7	52	865	.3	2.5	40	173	.3	1.9	91	338	.6	2.6	94	360	.6	3.9
4-Book	89	1268	.6	2.3	44	833	.3	2.2	30	140	.2	1.4	83	351	.5	2.4	54	235	.4	2.4
+KCMG-FM																				
SP '98	187	1901	1.2	4.8	106	1243	.7	5.1	101	306	.6	4.8	172	501	1.1	4.9	141	461	.9	5.8
4-Book	149	1898	1.0	3.9	78	1161	.5	3.8	60	224	.4	2.9	147	531	.9	4.4	100	350	.7	4.3
+KDIS-AM																				
SP '98	20	394	.1	.5	8	179	.1	.4	11	29	.1	.5	5	29	.1		11	45	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	65	628	.4	1.7	17	200	.1	.8	45	120	.3	2.1	32	94	.2	.9	18	59	.1	.7
4-Book	74	736	.5	2.0	13	213	.1	.6	21	76	.2	1.0	22	86	.1	.6	14	46	.1	.6
KFWB-AM																				
SP '98	14	447	.1	.4	6	160	.3	7	63	.3	5	51	.1		8	30	.1	.3		
4-Book	18	494	.1	.5	6	153	.3	10	51	.4	7	43	.2		7	35	.1	.3		
KGIL-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIEV-AM																				
SP '98	2	18	.1																	
4-Book	2	22	.1		3															

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-34

Women 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	191	3349	1.2	4.9	107	1870	.7	5.2	112	430	.7	5.3	212	840	1.4	6.1	116	499	.7	4.8
4-Book	196	3311	1.3	5.2	106	1940	.7	5.3	102	473	.6	5.0	199	815	1.3	5.9	120	528	.8	5.3
KJLH-FM																				
SP '98	67	641	.4	1.7	58	572	.4	2.8	37	117	.2	1.8	73	165	.5	2.1	77	153	.5	3.2
4-Book	63	698	.4	1.7	47	516	.3	2.3	25	72	.1	1.2	61	176	.4	1.8	51	128	.3	2.3
KKBT-FM																				
SP '98	198	2333	1.3	5.1	125	1570	.8	6.1	149	458	.9	7.1	229	763	1.5	6.6	151	518	1.0	6.2
4-Book	261	2435	1.7	6.9	127	1586	.8	6.3	129	393	.8	6.3	213	716	1.4	6.3	154	498	1.0	6.9
KKGO-FM																				
SP '98	15	276	.1	.4	9	202	.1	.4	29	78	.2	1.4	8	33	.1	.2				
4-Book	19	360	.1	.5	13	209	.1	.6	13	45	.1	.6	9	36	.1	.3	13	24	.1	.6
KKHJ-AM																				
SP '98	23	222	.1	.6	7	88		.3	3	11		.1	21	51	.1	.6	16	34	.1	.7
4-Book	22	258	.1	.6	12	134	.1	.6	14	30	.1	.7	21	53	.1	.6	9	23	.1	.4
KKLA-FM																				
SP '98	10	98	.1	.3	2	57		.1	1	11										
4-Book	9	141	.1	.3	2	62		.1	4	12		.2	2	10		.1		4		
KLAC-AM																				
SP '98	1	64			3	103		.1					8	34	.1	.2				
4-Book	6	82	.1	.2	3	72		.1					5	24	.1	.2	4	13		.2
KLAX-FM																				
SP '98	189	1574	1.2	4.9	121	995	.8	5.9	144	357	.9	6.9	185	479	1.2	5.3	151	375	1.0	6.2
4-Book	153	1426	1.0	4.0	100	925	.7	5.0	127	337	.8	6.2	161	445	1.0	4.8	118	303	.8	5.1
KLOS-FM																				
SP '98	75	1185	.5	1.9	34	548	.2	1.6	14	76	.1	.7	41	146	.3	1.2	27	117	.2	1.1
4-Book	66	1196	.4	1.7	30	576	.2	1.5	12	54	.1	.6	49	197	.3	1.5	36	170	.3	1.6
KLSX-FM																				
SP '98	90	1040	.6	2.3	15	311	.1	.7	16	45	.1	.8	14	105	.1	.4	14	64	.1	.6
4-Book	78	922	.5	2.1	18	306	.1	.9	25	59	.2	1.3	18	79	.1	.5	9	33	.1	.4
KLVE-FM																				
SP '98	341	2665	2.2	8.8	204	1762	1.3	9.9	309	677	2.0	14.7	322	802	2.1	9.2	197	513	1.3	8.1
4-Book	360	2625	2.3	9.5	201	1787	1.3	10.0	254	612	1.6	12.5	359	847	2.3	10.6	206	512	1.3	9.1
KLYY-FM																				
SP '98	67	1771	.4	1.7	52	850	.3	2.5	37	177	.2	1.8	117	405	.7	3.4	91	377	.6	3.8
4-Book	63	1549	.4	1.7	39	880	.3	1.9	28	122	.2	1.4	70	311	.4	2.1	66	343	.5	2.9
KNX -AM																				
SP '98	22	480	.1	.6	5	208		.2	1	15			12	76	.1	.3	2	18		.1
4-Book	19	459	.1	.5	6	195		.3	5	35	.1	.2	12	62	.1	.4	6	39		.3
KOST-FM																				
SP '98	183	2266	1.2	4.7	74	1229	.5	3.6	58	249	.4	2.8	120	346	.8	3.4	82	262	.5	3.4
4-Book	163	2203	1.1	4.3	77	1294	.5	3.9	62	262	.4	3.0	109	380	.7	3.2	75	276	.5	3.3
KPWR-FM																				
SP '98	184	2716	1.2	4.7	105	1685	.7	5.1	72	335	.5	3.4	188	795	1.2	5.4	142	521	.9	5.9
4-Book	178	2874	1.1	4.7	124	1762	.8	6.2	90	333	.6	4.4	198	735	1.3	5.9	145	532	.9	6.4
KRLA-AM																				
SP '98	11	239	.1	.3	6	164		.3	1	11			8	33	.1	.2	6	39		.2
4-Book	19	287	.1	.5	19	214	.1	1.0	14	37	.1	.7	25	72	.2	.7	21	56	.1	.9
KROQ-FM																				
SP '98	171	2820	1.1	4.4	99	1851	.6	4.8	68	300	.4	3.2	189	867	1.2	5.4	100	539	.6	4.1
4-Book	192	2718	1.2	5.0	92	1674	.6	4.6	63	305	.4	3.1	166	707	1.1	4.9	123	523	.8	5.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 18-34																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM	SP '98	7	44		.2	4	56		.2	6	11		.3	5	11		.1	3	11		.1
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KRTH-FM	SP '98	82	1332	.5	2.1	46	794	.3	2.2	12	91	.1	.6	107	338	.7	3.1	87	259	.6	3.6
	4-Book	90	1379	.6	2.4	45	747	.3	2.2	28	101	.2	1.4	91	304	.6	2.7	64	223	.4	2.8
KSCA-FM	SP '98	274	1902	1.7	7.1	151	1292	1.0	7.3	283	573	1.8	13.5	197	564	1.3	5.6	123	321	.8	5.1
	4-Book	254	1828	1.6	6.7	136	1236	.9	6.8	262	528	1.7	13.0	209	607	1.4	6.2	121	306	.8	5.4
KSSE-FM	SP '98	86	1060	.5	2.2	65	766	.4	3.1	77	242	.5	3.7	79	256	.5	2.3	61	192	.4	2.5
	4-Book	94	1070	.6	2.5	72	772	.5	3.6	77	217	.5	3.8	118	339	.7	3.5	71	210	.5	3.1
KTNQ-AM	SP '98	49	434	.3	1.3	18	289	.1	.9	37	90	.2	1.8	22	75	.1	.6	7	31		.3
	4-Book	52	482	.3	1.4	21	254	.1	1.0	24	64	.1	1.2	39	104	.3	1.2	16	43	.1	.7
KTWV-FM	SP '98	108	909	.7	2.8	44	633	.3	2.1	28	122	.2	1.3	86	231	.5	2.5	87	260	.6	3.6
	4-Book	89	918	.6	2.3	45	597	.3	2.3	36	109	.2	1.8	71	194	.5	2.1	53	136	.4	2.3
KVKW-AM	SP '98	23	192	.1	.6	11	132	.1	.5	15	24	.1	.7	17	42	.1	.5	4	23		.2
	4-Book	18	190	.1	.5	10	117	.1	.5	15	34	.1	.7	13	36	.1	.4	11	31	.1	.5
KWVE-FM	SP '98	15	236	.1	.4	4	81		.2					6	31		.2				
	4-Book	13	216	.1	.4	8	118	.1	.4	12	36	.1	.6	12	42	.1	.4	8	38	.1	.4
KYSR-FM	SP '98	247	3212	1.6	6.4	103	1832	.7	5.0	93	370	.6	4.4	214	846	1.4	6.1	102	435	.6	4.2
	4-Book	244	3067	1.6	6.4	104	1751	.7	5.2	84	365	.6	4.1	203	782	1.3	6.0	143	528	.9	6.3
KZLA-FM	SP '98	70	729	.4	1.8	47	498	.3	2.3	38	109	.2	1.8	85	248	.5	2.4	71	234	.5	2.9
	4-Book	69	816	.4	1.8	44	573	.3	2.2	40	148	.3	2.0	77	276	.5	2.3	55	191	.4	2.4
KFRG-FM	SP '98	4	119		.1	4	120		.2	1	11			10	74	.1	.3	2	27		.1
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM	SP '98																				
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '98		29			1	14														
	4-Book	3	58		.1	2	40		.1	1	6		.1	1	8			1	4		.1
TOTALS	SP '98	3875	15151	24.7		2064	12785	13.1		2100	5488	13.4		3490	8372	22.2		2418	6177	15.4	
	4-Book	3803	15121	24.3		2010	12723	12.8		2036	5407	13.0		3379	8221	21.5		2274	5963	14.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	1	16	.1		7	18	.5		17	59	.1	.7					2	15		.2
4-Book	1	12	.1		2	7	.2		11	40	.1	.4	6	24	.3		2	8		.2
KACD-FM																				
SP '98	22	122	.1	1.6	7	14	.5		19	47	.1	.7	24	77	.2	1.3	11	46	.1	.9
4-Book	20	88	.1	1.3	11	26	.1	.9	21	81	.2	.8	18	66	.1	1.0	15	64	.1	1.3
KBCD-FM																				
SP '98									14	89	.1	.5	10	44	.1	.5	6	29		.5
4-Book	6	13	.1	.4	2	7	.2		12	50	.1	.5	11	34	.1	.7	5	24		.5
KACE-FM																				
SP '98	13	45	.1	.9	4	15	.3		14	46	.1	.5	7	39	.4		11	24	.1	.9
4-Book	9	43	.1	.6	6	21	.4		15	57	.1	.6	12	45	.1	.6	12	42	.1	1.0
KRTO-FM																				
SP '98	6	33		.4	3	31	.2		2	18		.1	5	33		.3	7	11		.6
4-Book	3	11		.2	4	23	.3		4	14		.2	6	18		.4	3	18		.3
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	52	204	.3	3.7	30	138	.2	2.3	71	294	.5	2.7	40	151	.3	2.1	41	177	.3	3.4
4-Book	77	282	.5	5.1	29	122	.2	2.2	60	233	.4	2.4	54	193	.4	3.0	25	130	.2	2.1
KBUA-FM																				
SP '98	1	10		.1	9	21	.1	.7	5	11		.2								
4-Book	1	5		.1	7	22	.1	.5	5	19		.2	4	11		.2	4	11		.3
KBUE-FM																				
SP '98	29	126	.2	2.1	42	136	.3	3.2	72	212	.5	2.8	38	134	.2	2.0	18	75	.1	1.5
4-Book	37	125	.3	2.5	38	117	.3	3.1	67	195	.4	2.7	37	111	.2	2.0	20	75	.1	1.7
KCBS-FM																				
SP '98	7	71		.5	25	100	.2	1.9	72	225	.5	2.8	73	284	.5	3.8	18	112	.1	1.5
4-Book	24	107	.2	1.6	18	98	.1	1.4	63	280	.4	2.5	53	220	.4	2.8	23	134	.1	2.0
+KCMG-FM																				
SP '98	82	257	.5	5.9	53	165	.3	4.1	127	436	.8	4.9	102	296	.6	5.4	64	215	.4	5.3
4-Book	53	211	.3	3.6	31	108	.2	2.4	106	390	.7	4.2	73	269	.5	3.9	42	168	.3	3.6
+KDIS-AM																				
SP '98	18	39	.1	1.3	9	30	.1	.7	4	37		.2	6	29		.3	1	11		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	8	59	.1	.6	14	32	.1	1.1	4	18		.2					19	47	.1	1.6
4-Book	4	25		.3	12	41	.1	1.0	10	44	.1	.4	10	29	.1	.6	12	34	.1	1.0
KFWB-AM																				
SP '98					4	34		.3	4	36		.2	22	69	.1	1.2	2	15		.2
4-Book	3	16		.2	3	19		.2	7	44	.1	.3	12	45	.1	.7	3	24		.3
KGIL-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	1	3		.1																
4-Book																				

Target Listener Estimates - Women 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	74	310	.5	5.3	78	307	.5	6.0	125	643	.8	4.8	101	442	.6	5.3	30	167	.2	2.5
4-Book	56	275	.4	3.8	56	240	.4	4.4	149	667	1.0	6.0	108	429	.7	5.9	49	223	.3	4.2
KJLH-FM																				
SP '98	21	73	.1	1.5	56	164	.4	4.3	128	324	.8	5.0	51	163	.3	2.7	21	80	.1	1.7
4-Book	17	75	.1	1.1	44	115	.3	3.4	107	258	.7	4.3	47	164	.3	2.6	21	65	.2	1.8
KKBT-FM																				
SP '98	117	432	.7	8.4	46	197	.3	3.5	109	510	.7	4.2	108	390	.7	5.7	83	273	.5	6.9
4-Book	125	425	.8	8.3	69	237	.5	5.4	118	474	.8	4.7	120	391	.8	6.6	83	293	.5	7.2
KKGO-FM																				
SP '98					5	35	.4		10	65	.1	.4	12	65	.1	.6	10	41	.1	.8
4-Book	6	34	.1	.4	11	38	.1	.9	20	62	.1	.8	19	62	.1	1.1	12	50	.1	1.0
KKHJ-AM																				
SP '98	11	23	.1	.8					1	9			2	18		.1	2	16		.2
4-Book	17	36	.1	1.1	13	26	.1	1.0	10	26	.1	.4	6	16		.4	7	20	.1	.6
KKLA-FM																				
SP '98													12	30	.1	.6	6	45		.5
4-Book	2	15		.2	5	21		.4	2	7		.1	3	8		.2	2	11		.1
KLAC-AM																				
SP '98	4	19		.3					8	36	.1	.3	2	15		.1				
4-Book	5	15		.3	1	3		.1	5	30	.1	.2	1	7		.1	2	9		.2
KLAX-FM																				
SP '98	68	224	.4	4.9	82	215	.5	6.3	155	367	1.0	6.0	122	269	.8	6.4	65	215	.4	5.4
4-Book	62	194	.4	4.2	76	198	.5	6.0	128	329	.8	5.1	91	231	.6	4.9	41	148	.3	3.5
KLOS-FM																				
SP '98	31	125	.2	2.2	13	36	.1	1.0	65	199	.4	2.5	64	195	.4	3.4	13	52	.1	1.1
4-Book	23	94	.2	1.5	11	46	.1	.9	40	173	.3	1.6	47	175	.3	2.6	20	73	.2	1.7
KLSX-FM																				
SP '98					29	94	.2	2.2	43	167	.3	1.7	4	18		.2				
4-Book	10	30	.1	.7	31	89	.2	2.4	38	140	.3	1.5	9	35	.1	.5	5	19		.5
KLVE-FM																				
SP '98	148	461	.9	10.6	166	512	1.1	12.8	265	635	1.7	10.3	131	306	.8	6.9	91	305	.6	7.5
4-Book	171	478	1.1	11.3	149	424	1.0	11.8	243	643	1.6	9.8	132	334	.8	7.2	82	281	.5	7.2
KLYY-FM																				
SP '98	25	180	.2	1.8	18	89	.1	1.4	34	194	.2	1.3	61	221	.4	3.2	28	102	.2	2.3
4-Book	27	165	.2	1.8	15	75	.1	1.2	39	239	.2	1.6	41	212	.3	2.2	22	104	.2	1.9
KNX -AM																				
SP '98	1	15		.1	2	19		.2					20	81	.1	1.1	4	15		.3
4-Book	4	19		.3	3	26		.3	4	21		.2	11	48	.1	.6	5	26		.4
KOST-FM																				
SP '98	76	387	.5	5.4	37	130	.2	2.8	75	311	.5	2.9	63	210	.4	3.3	66	283	.4	5.5
4-Book	87	360	.6	5.8	49	171	.3	3.9	77	316	.5	3.1	60	237	.4	3.2	84	369	.5	7.3
KPWR-FM																				
SP '98	103	465	.7	7.4	83	246	.5	6.4	107	412	.7	4.1	67	273	.4	3.5	70	262	.4	5.8
4-Book	142	487	.9	9.4	65	233	.4	5.2	131	514	.8	5.2	116	366	.7	6.3	89	304	.6	7.7
KRLA-AM																				
SP '98	1	16		.1	3	11		.2	15	66	.1	.6	7	42		.4	2	26		.2
4-Book	28	62	.2	1.8	4	19		.3	20	59	.1	.8	16	53	.1	.9	23	68	.1	2.2
KROQ-FM																				
SP '98	89	466	.6	6.4	20	161	.1	1.5	126	615	.8	4.9	75	359	.5	3.9	97	421	.6	8.0
4-Book	77	359	.5	5.1	27	156	.2	2.2	102	523	.7	4.1	94	426	.6	5.1	72	343	.5	6.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	5 **	22 **	.4 **	.4 **	8 **	11 **	.1 **	.6 **	3 **	11 **	.1 **	.1 **	**	**	**	**	5 **	11 **	.4 **	.4 **
KRTH-FM SP '98 4-Book	27 15	88 87	.2 .1	1.9 1.0	14 26	53 83	.1 .2	1.1 2.0	51 58	257 225	.3 .4	2.0 2.4	53 53	153 166	.3 .3	2.8 2.9	15 23	46 96	.1 .2	1.2 1.9
KSCA-FM SP '98 4-Book	72 63	220 202	.5 .4	5.1 4.2	147 129	339 315	.9 .8	11.3 10.2	192 168	484 452	1.2 1.1	7.4 6.7	139 90	318 233	.9 .6	7.3 4.8	75 61	250 167	.5 .4	6.2 5.2
KSSE-FM SP '98 4-Book	52 59	220 195	.3 .4	3.7 3.9	39 40	132 140	.2 .3	3.0 3.3	79 95	257 281	.5 .6	3.1 3.8	86 68	260 199	.5 .4	4.5 3.7	48 43	137 146	.3 .3	4.0 3.7
KTNQ-AM SP '98 4-Book	8 15	32 53	.1 .1	.6 1.0	7 7	30 26	.5 .5	.5 .5	19 20	70 65	.1 .1	.7 .8	6 20	34 51	.3 .1	1.2 1.2	35 21	65 62	.2 .2	2.9 1.8
KTWV-FM SP '98 4-Book	43 29	140 102	.3 .2	3.1 2.0	8 30	42 84	.1 .2	.6 2.4	32 61	171 238	.2 .4	1.2 2.4	30 45	99 142	.2 .3	1.6 2.4	36 34	147 115	.2 .2	3.0 3.0
KWKW-AM SP '98 4-Book	11 9	23 28	.1 .1	.8 .6	11 8	11 14	.1 .1	.8 .6	5 7	11 19	.2 .3	.2 .3	11 8	12 22	.1 .1	.6 .5	10 4	33 16	.1 .1	.8 .3
KWVE-FM SP '98 4-Book	4 6	21 22	.3 .4	.3 .4	1 7	11 25	.1 .1	.1 .6	4 6	29 45	.2 .3	.2 .3	7 4	15 23	.4 .2	.4 .2	7 6	15 24	.6 .5	.6 .5
KYSR-FM SP '98 4-Book	33 59	281 287	.2 .4	2.4 3.9	35 42	143 204	.2 .3	2.7 3.3	127 143	618 622	.8 .9	4.9 5.7	126 99	491 429	.8 .6	6.6 5.3	80 51	358 277	.5 .3	6.6 4.2
KZLA-FM SP '98 4-Book	35 27	127 116	.2 .2	2.5 1.8	19 33	70 117	.1 .2	1.5 2.6	70 60	232 248	.4 .4	2.7 2.4	46 39	145 145	.3 .3	2.4 2.1	8 21	38 93	.1 .2	.7 1.8
KFRG-FM SP '98 4-Book	4 **	10 **	.3 **	.3 **	3 **	11 **	.2 **	.2 **	9 **	56 **	.1 **	.3 **	1 **	10 **	.1 **	.1 **	2 **	10 **	.2 **	.2 **
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	1	4			1	14 6	.1 .1	.1 .1	5 4	14 15	.2 .2	.2 .2	3 4	14 15	.2 .3	.2 .3	1	4		.1
TOTALS SP '98 4-Book	1400 1505	4600 4487	8.9 9.6		1300 1261	3724 3713	8.3 8.0		2585 2503	6752 6744	16.5 16.0		1899 1837	5029 4906	12.1 11.7		1211 1159	3724 3684	7.7 7.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	69	1142	.2	1.3	96	465	.3	1.3	103	640	.3	1.3	107	577	.4	1.7	16	200	.1	.7
WI '98	43	1071	.1	.8	84	539	.3	1.1	52	499	.2	.7	53	505	.2	.9	23	157	.1	1.0
FA '97	65	1243	.2	1.2	119	641	.4	1.5	88	600	.3	1.1	87	602	.3	1.4	28	250	.1	1.1
SU '97	56	1154	.2	1.1	66	483	.2	.9	87	483	.3	1.1	62	463	.2	1.0	47	294	.2	1.8
4-Book	58	1153	.2	1.1	91	532	.3	1.2	83	556	.3	1.1	77	537	.3	1.3	29	225	.1	1.2
SP '97	43	1003	.1	.8	54	434	.2	.7	66	521	.2	.8	67	484	.2	1.1	24	167	.1	.9
KACD-FM																				
SP '98	28	615	.1	.5	28	228	.1	.4	21	179	.1	.3	47	253	.2	.7	27	200	.1	1.1
WI '98	28	696	.1	.5	39	371	.1	.5	33	297	.1	.4	39	369	.1	.6	13	247	.1	.6
FA '97	31	763	.1	.6	30	367	.1	.4	44	398	.1	.6	55	450	.2	.9	13	225	.5	.5
SU '97	21	703	.1	.4	31	238	.1	.4	19	232	.1	.2	21	238	.1	.3	14	184	.5	.5
4-Book	27	694	.1	.5	32	301	.1	.4	29	277	.1	.4	41	328	.2	.6	17	214	.7	.7
SP '97	17	636	.1	.3	13	267	.2	.2	24	337	.1	.3	27	264	.1	.4	6	161	.1	.2
KBCD-FM																				
SP '98	11	317	.2	.2	20	179	.1	.3	14	127	.2	.2	14	190	.2	.2	7	156	.3	.3
WI '98	6	339	.1	.1	9	159	.1	.1	8	124	.1	.1	9	166	.1	.1	1	53	.1	.1
FA '97	14	368	.3	.3	12	148	.2	.2	19	174	.1	.2	27	260	.1	.4	3	96	.1	.1
SU '97	14	388	.3	.3	12	135	.2	.2	26	201	.1	.3	18	198	.1	.3	8	133	.3	.3
4-Book	11	353	.2	.2	13	155	.2	.2	17	157	.1	.2	17	204	.1	.3	5	110	.2	.2
SP '97	12	275	.2	.2	25	188	.1	.3	5	66	.1	.1	13	126	.2	.2	5	83	.2	.2
KACE-FM																				
SP '98	34	714	.1	.6	27	214	.1	.4	42	356	.1	.5	39	386	.1	.6	25	230	.1	1.0
WI '98	50	1110	.2	1.0	61	406	.2	.8	67	491	.2	.9	60	532	.2	1.0	31	315	.1	1.4
FA '97	70	1079	.2	1.3	78	498	.3	1.0	98	532	.3	1.3	113	686	.4	1.8	44	468	.1	1.7
SU '97	69	1236	.2	1.3	75	528	.3	1.0	81	638	.3	1.1	93	802	.3	1.5	55	504	.2	2.1
4-Book	56	1035	.2	1.1	60	412	.2	.8	72	504	.2	1.0	76	602	.3	1.2	39	379	.1	1.6
SP '97	53	960	.2	1.0	56	414	.2	.7	70	493	.2	.9	64	502	.2	1.0	51	394	.2	2.0
KRTO-FM																				
SP '98	8	261	.1	.1	2	67	.1	.1	9	138	.1	.1	14	130	.2	.2	5	46	.2	.2
WI '98	8	289	.2	.2	10	129	.1	.1	4	155	.1	.1	6	131	.1	.1	8	99	.4	.4
FA '97	13	380	.2	.2	8	101	.1	.1	16	226	.1	.2	25	210	.1	.4	9	172	.4	.4
SU '97	12	237	.2	.2	11	99	.1	.1	20	147	.1	.3	12	117	.2	.2	7	95	.3	.3
4-Book	10	292	.2	.2	8	99	.1	.1	12	167	.1	.2	14	147	.2	.2	7	103	.3	.3
SP '97	33	475	.1	.6	37	139	.1	.5	59	252	.2	.7	33	302	.1	.5	10	168	.4	.4
KAHS-AM																				
SP '98	**	15	**	**	**	**	**	**	15	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	6	292	.1	.1	3	41	.1	.1	9	65	.1	.1	12	141	.2	.2	8	136	.3	.3
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	237	3902	.8	4.4	256	1812	.9	3.3	473	2104	1.6	6.0	324	2301	1.1	5.1	97	1043	.3	3.9
WI '98	243	4455	.8	4.6	308	2269	1.0	4.0	424	2219	1.4	5.5	297	2331	1.0	4.8	107	1111	.4	4.8
FA '97	229	4164	.8	4.3	267	2092	.9	3.4	431	2136	1.4	5.6	301	2099	1.0	4.8	78	1121	.3	3.1
SU '97	221	4297	.7	4.2	275	1946	.9	3.7	428	2151	1.4	5.6	280	2325	.9	4.5	76	1295	.3	2.8
4-Book	233	4205	.8	4.4	277	2030	.9	3.6	439	2153	1.5	5.7	301	2264	1.0	4.8	90	1143	.3	3.7
SP '97	191	4113	.6	3.5	273	1874	.9	3.5	360	1868	1.2	4.5	240	2018	.8	3.8	66	1094	.2	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	7	118	.1	.1	8	71	.1	.1	15	93	.1	.2	8	49	.1	.1	1	10		
WI '98	14	369	.3	.3	14	153	.2	.2	29	284	.1	.4	11	143	.2	.2	6	69		.3
FA '97	19	265	.1	.4	29	146	.1	.4	40	171	.1	.5	14	122	.2	.2	2	48		.1
SU '97	5	174	.1	.1	5	73	.1	.1	10	89	.1	.1	6	81	.1	.1	1	38		
4-Book	11	232	.2	.2	14	111	.2	.2	24	159	.1	.3	10	99	.2	.2	3	41		.1
SP '97	20	349	.1	.4	25	188	.1	.3	38	234	.1	.5	19	169	.1	.3	7	48		.3
KBUE-FM																				
SP '98	111	1629	.4	2.1	129	743	.4	1.7	160	915	.5	2.0	125	794	.4	2.0	68	473	.2	2.8
WI '98	89	1706	.3	1.7	103	843	.3	1.3	145	980	.5	1.9	80	824	.3	1.3	34	442	.1	1.5
FA '97	109	1855	.4	2.0	134	805	.4	1.7	146	1029	.5	1.9	116	982	.4	1.9	48	551	.2	1.9
SU '97	94	1640	.3	1.8	134	712	.5	1.8	123	861	.4	1.6	115	835	.4	1.9	38	452	.1	1.4
4-Book	101	1708	.4	1.9	125	776	.4	1.6	144	946	.5	1.9	109	859	.4	1.8	47	480	.2	1.9
SP '97	110	1759	.4	2.0	117	745	.4	1.5	163	1061	.5	2.0	114	876	.4	1.8	59	558	.2	2.3
KCBS-FM																				
SP '98	146	3271	.5	2.7	171	1455	.6	2.2	260	1761	.9	3.3	188	1770	.6	2.9	33	738	.1	1.3
WI '98	152	3382	.5	2.9	228	1651	.8	3.0	228	1647	.8	2.9	191	1802	.6	3.1	38	872	.1	1.7
FA '97	132	3505	.4	2.5	170	1527	.6	2.2	208	1570	.7	2.7	188	1874	.6	3.0	51	878	.2	2.0
SU '97	92	2782	.3	1.7	133	1271	.4	1.8	130	1338	.4	1.7	110	1403	.4	1.8	43	807	.1	1.6
4-Book	131	3235	.4	2.5	176	1476	.6	2.3	207	1579	.7	2.7	169	1712	.6	2.7	41	824	.1	1.7
SP '97	146	2839	.5	2.7	166	1355	.6	2.1	249	1444	.8	3.1	205	1678	.7	3.2	48	694	.2	1.9
+KCMG-FM																				
SP '98	245	4100	.8	4.6	260	1874	.9	3.4	420	2355	1.4	5.3	291	2218	1.0	4.6	112	1192	.4	4.6
WI '98	217	3953	.7	4.1	239	2000	.8	3.1	322	2200	1.1	4.2	324	2520	1.1	5.2	95	1200	.3	4.2
FA '97	104	3097	.3	2.0	125	1275	.4	1.6	156	1556	.5	2.0	147	1626	.5	2.3	50	827	.2	2.0
SU '97	133	3019	.4	2.5	147	1337	.5	2.0	198	1501	.7	2.6	195	1522	.7	3.2	64	939	.2	2.4
4-Book	175	3542	.6	3.3	193	1622	.7	2.5	274	1903	.9	3.5	239	1972	.8	3.8	80	1040	.3	3.3
SP '97	136	3297	.5	2.5	161	1533	.5	2.1	223	1663	.8	2.8	191	1769	.6	3.0	59	909	.2	2.3
+KDIS-AM																				
SP '98	30	1083	.1	.6	63	640	.2	.8	38	449	.1	.5	35	505	.1	.5	9	191		.4
WI '98	28	1063	.1	.5	32	409	.1	.4	32	465	.1	.4	47	529	.2	.8	5	88		.2
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	18	611	.1	.3	13	199	.2	.2	29	262	.1	.4	25	256	.1	.4	14	131		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	29	803	.1	.5	44	274	.1	.6	64	461	.2	.8	19	178	.1	.3	4	60		.2
KFI -AM																				
SP '98	133	2254	.4	2.5	170	1075	.6	2.2	300	1642	1.0	3.8	150	1060	.5	2.3	35	259	.1	1.4
WI '98	149	2381	.5	2.8	191	1341	.6	2.5	362	1668	1.2	4.7	169	1339	.6	2.7	26	431	.1	1.2
FA '97	122	2276	.4	2.3	140	891	.5	1.8	300	1682	1.0	3.9	158	1082	.5	2.5	28	361	.1	1.1
SU '97	147	2274	.5	2.8	206	1061	.7	2.8	351	1635	1.2	4.6	167	1144	.6	2.7	34	524	.1	1.3
4-Book	138	2296	.5	2.6	177	1092	.6	2.3	328	1657	1.1	4.3	161	1156	.6	2.6	31	394	.1	1.3
SP '97	130	2355	.4	2.4	159	1066	.5	2.0	266	1540	.9	3.3	193	1333	.7	3.1	42	462	.1	1.6
KFWB-AM																				
SP '98	37	1710	.1	.7	92	1091	.3	1.2	31	610	.1	.4	53	794	.2	.8	10	258		.4
WI '98	43	1840	.1	.8	104	1128	.3	1.4	41	595	.1	.5	59	878	.2	.9	11	214		.5
FA '97	47	1839	.2	.9	94	1060	.3	1.2	55	631	.2	.7	74	1039	.2	1.2	20	374	.1	.8
SU '97	38	1633	.1	.7	76	788	.3	1.0	33	614	.1	.4	51	810	.2	.8	21	360	.1	.8
4-Book	41	1756	.1	.8	92	1017	.3	1.2	40	613	.1	.5	59	880	.2	.9	16	302	.1	.6
SP '97	38	1516	.1	.7	95	923	.3	1.2	30	593	.1	.4	54	707	.2	.9	16	263	.1	.6
KGIL-AM																				
SP '98	2	42							3	15			1	27			1	12		
WI '98	5	211		.1	7	112		.1	4	42		.1	9	123		.1	1	58		
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '98	6	87	.1					20	46	.1	.3	8	57	.1						
WI '98	3	141	.1	5	44		.1	9	71	.1		4	40	.1						
FA '97	5	140	.1	4	37		.1	12	87	.2		5	19	.1		2	13		.1	
SU '97	14	201	.3	6	48		.1	34	121	.1	.4	29	73	.1	.5	5	87		.2	
4-Book	7	142	.2	4	32		.1	19	81	.1	.3	12	47	.2		2	25		.1	
SP '97	2	97		5	40		.1	1	23			6	40	.1						
KIIS-FM																				
SP '98	210	5783	.7	3.9	385	3365	1.3	5.0	249	2680	.8	3.2	267	3177	.9	4.2	91	1496	.3	3.7
WI '98	244	6265	.8	4.7	390	3390	1.3	5.1	338	3019	1.1	4.4	327	3275	1.1	5.3	93	1660	.3	4.1
FA '97	233	6009	.8	4.4	384	3463	1.3	4.9	298	2895	1.0	3.8	269	3140	.9	4.3	103	1591	.3	4.1
SU '97	218	5743	.7	4.1	298	3034	1.0	4.0	282	3042	1.0	3.7	279	2871	.9	4.5	109	1656	.4	4.1
4-Book	226	5950	.8	4.3	364	3313	1.2	4.8	292	2909	1.0	3.8	286	3116	1.0	4.6	99	1601	.3	4.0
SP '97	253	5974	.9	4.7	435	3366	1.5	5.6	323	2940	1.1	4.1	289	2994	1.0	4.6	107	1781	.4	4.2
KJLH-FM																				
SP '98	136	1562	.5	2.5	158	823	.5	2.1	159	833	.5	2.0	127	784	.4	2.0	95	638	.3	3.9
WI '98	94	1702	.3	1.8	162	886	.5	2.1	104	806	.3	1.3	97	737	.3	1.6	54	626	.2	2.4
FA '97	123	1700	.4	2.3	163	879	.5	2.1	168	929	.6	2.2	128	901	.4	2.0	63	719	.2	2.5
SU '97	90	1539	.3	1.7	132	782	.4	1.8	111	704	.4	1.4	80	663	.3	1.3	56	564	.2	2.1
4-Book	111	1626	.4	2.1	154	843	.5	2.0	136	818	.5	1.7	108	771	.4	1.7	67	637	.2	2.7
SP '97	123	1576	.4	2.3	188	777	.6	2.4	183	828	.6	2.3	105	740	.4	1.7	83	724	.3	3.2
KKBT-FM																				
SP '98	205	3533	.7	3.8	327	1844	1.1	4.3	227	1914	.8	2.9	254	2069	.8	4.0	101	1142	.3	4.1
WI '98	265	3520	.9	5.1	421	1965	1.4	5.5	323	2056	1.1	4.2	342	2182	1.1	5.5	141	1328	.5	6.3
FA '97	309	4056	1.0	5.8	519	2293	1.7	6.6	413	2320	1.4	5.3	364	2357	1.2	5.8	152	1422	.5	6.0
SU '97	226	3581	.8	4.3	363	1940	1.2	4.9	289	2108	1.0	3.8	293	2160	1.0	4.8	142	1539	.5	5.3
4-Book	251	3673	.9	4.8	408	2011	1.4	5.3	313	2100	1.1	4.1	313	2192	1.0	5.0	134	1358	.5	5.4
SP '97	268	3847	.9	4.9	417	2335	1.4	5.3	292	2076	1.0	3.7	334	2104	1.1	5.3	172	1277	.6	6.7
KKGO-FM																				
SP '98	55	1197	.2	1.0	61	528	.2	.8	70	442	.2	.9	83	620	.3	1.3	37	362	.1	1.5
WI '98	45	1444	.2	.9	39	523	.1	.5	59	588	.2	.8	69	747	.2	1.1	24	494	.1	1.1
FA '97	52	1199	.2	1.0	43	595	.1	.5	83	603	.3	1.1	61	583	.2	1.0	28	431	.1	1.1
SU '97	51	1194	.2	1.0	45	496	.2	.6	82	544	.3	1.1	56	498	.2	.9	45	514	.2	1.7
4-Book	51	1259	.2	1.0	47	536	.2	.6	74	544	.3	1.0	67	612	.2	1.1	34	450	.1	1.4
SP '97	30	1083	.1	.6	35	425	.1	.4	42	469	.1	.5	34	448	.1	.5	20	371	.1	.8
KKHJ-AM																				
SP '98	28	641	.1	.5	44	308	.1	.6	37	343	.1	.5	32	262	.1	.5	20	217	.1	.8
WI '98	29	488	.1	.6	50	245	.2	.6	51	276	.2	.7	19	234	.1	.3	14	108		.6
FA '97	30	743	.1	.6	27	308	.1	.3	26	220	.1	.3	23	207	.1	.4	52	241	.2	2.1
SU '97	34	650	.1	.6	62	271	.2	.8	56	329	.2	.7	25	161	.1	.4	16	196	.1	.6
4-Book	30	631	.1	.6	46	283	.2	.6	43	292	.2	.6	25	216	.1	.4	26	191	.1	1.0
SP '97	35	656	.1	.6	60	365	.2	.8	46	286	.2	.6	23	161	.1	.4	17	154	.1	.7
KKLA-FM																				
SP '98	29	491	.1	.5	47	312	.2	.6	40	246	.1	.5	59	329	.2	.9	8	86		.3
WI '98	28	599	.1	.5	58	393	.2	.8	24	215	.1	.3	36	260	.1	.6	25	210	.1	1.1
FA '97	13	503	.2		42	382	.1	.5	9	164	.1		17	179	.1	.3	4	125		.2
SU '97	17	496	.1	.3	39	335	.1	.5	16	243	.1	.2	23	235	.1	.4	5	114		.2
4-Book	22	522	.1	.4	47	356	.2	.6	22	217	.1	.3	34	251	.1	.6	11	134	.5	.5
SP '97	16	502	.1	.3	31	293	.1	.4	19	161	.1	.2	26	243	.1	.4	5	94		.2
KLAC-AM																				
SP '98	22	570	.1	.4	27	116	.1	.4	31	118	.1	.4	11	141	.2		15	168	.1	.6
WI '98	30	510	.1	.6	42	209	.1	.5	59	213	.2	.8	37	253	.1	.6	17	148	.1	.8
FA '97	21	447	.1	.4	13	110		.2	30	229	.1	.4	33	237	.1	.5	19	135	.1	.8
SU '97	30	705	.1	.6	40	198	.1	.5	43	316	.1	.6	40	349	.1	.6	15	212	.1	.6
4-Book	26	558	.1	.5	31	158	.1	.4	41	219	.1	.6	30	245	.1	.5	17	166	.1	.7
SP '97	28	449	.1	.5	16	155	.1	.2	51	226	.2	.6	50	233	.2	.8	13	168		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	208	2663	.7	3.9	250	1329	.8	3.3	291	1607	1.0	3.7	260	1487	.9	4.1	106	837	.4	4.3
WI '98	224	2785	.7	4.3	280	1625	.9	3.6	335	1706	1.1	4.3	274	1489	.9	4.4	83	869	.3	3.7
FA '97	138	2438	.5	2.6	163	1105	.5	2.1	198	1316	.7	2.6	152	1220	.5	2.4	69	594	.2	2.7
SU '97	166	2334	.6	3.2	248	1215	.8	3.4	232	1334	.8	3.0	191	1237	.6	3.1	61	624	.2	2.3
4-Book	184	2555	.6	3.5	235	1319	.8	3.1	264	1491	.9	3.4	219	1358	.7	3.5	80	731	.3	3.3
SP '97	171	2741	.6	3.1	245	1399	.8	3.1	238	1689	.8	3.0	194	1398	.7	3.1	66	695	.2	2.6
KLQS-FM																				
SP '98	143	2571	.5	2.7	275	1247	.9	3.6	173	1088	.6	2.2	193	1509	.6	3.0	64	654	.2	2.6
WI '98	100	2485	.3	1.9	195	1287	.7	2.5	125	942	.4	1.6	138	1310	.5	2.2	31	468	.1	1.4
FA '97	112	2922	.4	2.1	276	1342	.9	3.5	108	1161	.4	1.4	125	1407	.4	2.0	48	726	.2	1.9
SU '97	88	2613	.3	1.7	178	1228	.6	2.4	101	983	.3	1.3	111	1273	.4	1.8	26	603	.1	1.0
4-Book	111	2648	.4	2.1	231	1276	.8	3.0	127	1044	.4	1.6	142	1375	.5	2.3	42	613	.2	1.7
SP '97	121	2559	.4	2.2	255	1211	.9	3.3	149	1230	.5	1.9	153	1287	.5	2.4	46	582	.2	1.8
KLSX-FM																				
SP '98	89	1864	.3	1.7	306	1267	1.0	4.0	81	902	.3	1.0	81	585	.3	1.3	17	180	.1	.7
WI '98	84	1998	.3	1.6	266	1378	.9	3.5	95	743	.3	1.2	75	472	.3	1.2	9	168	.4	.4
FA '97	104	1917	.3	2.0	401	1435	1.3	5.1	125	936	.4	1.6	37	395	.1	.6	3	93	.1	.1
SU '97	68	1685	.2	1.3	207	1082	.7	2.8	95	715	.3	1.2	33	406	.1	.5	13	162	.5	.5
4-Book	86	1866	.3	1.7	295	1291	1.0	3.9	99	824	.3	1.3	57	465	.2	.9	11	151	.4	.4
SP '97	66	1556	.2	1.2	233	1063	.8	3.0	57	634	.2	.7	31	368	.1	.5	12	202	.5	.5
KLVE-FM																				
SP '98	505	4999	1.7	9.4	787	3304	2.6	10.3	725	3268	2.4	9.2	525	2899	1.8	8.2	235	1862	.8	9.6
WI '98	407	4333	1.4	7.8	641	2635	2.1	8.3	602	2863	2.0	7.8	385	2337	1.3	6.2	149	1578	.5	6.6
FA '97	490	4914	1.6	9.2	693	2932	2.3	8.8	781	3311	2.6	10.1	481	2752	1.6	7.7	218	1886	.7	8.6
SU '97	480	4729	1.6	9.1	770	3068	2.6	10.4	737	3043	2.5	9.6	459	2791	1.5	7.5	189	1744	.6	7.1
4-Book	471	4744	1.6	8.9	723	2985	2.4	9.5	711	3121	2.4	9.2	463	2695	1.6	7.4	198	1768	.7	8.0
SP '97	471	5198	1.6	8.7	792	3367	2.7	10.1	677	3300	2.3	8.5	446	2817	1.5	7.0	211	1874	.7	8.2
KLYY-FM																				
SP '98	59	2403	.2	1.1	67	930	.2	.9	78	1127	.3	1.0	84	1428	.3	1.3	18	643	.1	.7
WI '98	57	2036	.2	1.1	69	834	.2	.9	73	1035	.2	.9	89	1447	.3	1.4	32	611	.1	1.4
FA '97	49	2010	.2	.9	50	795	.2	.6	59	888	.2	.8	87	1271	.3	1.4	31	614	.1	1.2
SU '97	65	2050	.2	1.2	74	861	.2	1.0	76	1058	.3	1.0	94	1377	.3	1.5	51	775	.2	1.9
4-Book	58	2125	.2	1.1	65	855	.2	.9	72	1027	.3	.9	89	1381	.3	1.4	33	661	.1	1.3
SP '97	51	1809	.2	.9	66	861	.2	.8	64	758	.2	.8	81	1078	.3	1.3	23	575	.1	.9
KNX -AM																				
SP '98	36	1635	.1	.7	81	937	.3	1.1	35	440	.1	.4	63	815	.2	1.0	15	297	.1	.6
WI '98	64	1726	.2	1.2	165	1056	.6	2.1	50	487	.2	.6	76	786	.3	1.2	32	316	.1	1.4
FA '97	39	1596	.1	.7	76	729	.3	1.0	36	442	.1	.5	63	692	.2	1.0	22	336	.1	.9
SU '97	52	1631	.2	1.0	108	1053	.4	1.5	54	633	.2	.7	53	656	.2	.9	29	437	.1	1.1
4-Book	48	1647	.2	.9	108	944	.4	1.4	44	501	.2	.6	64	737	.2	1.0	25	347	.1	1.0
SP '97	42	1570	.1	.8	92	1024	.3	1.2	33	626	.1	.4	66	829	.2	1.0	16	368	.1	.6
KOST-FM																				
SP '98	251	5132	.8	4.7	295	2414	1.0	3.9	420	2633	1.4	5.3	312	2638	1.0	4.9	144	1616	.5	5.9
WI '98	280	5142	.9	5.3	352	2754	1.2	4.6	457	2275	1.5	5.9	332	2745	1.1	5.3	182	1791	.6	8.1
FA '97	278	5095	.9	5.2	347	2440	1.2	4.4	444	2389	1.5	5.7	350	2572	1.2	5.6	164	1922	.5	6.5
SU '97	283	5708	1.0	5.4	325	2470	1.1	4.4	433	2892	1.5	5.6	348	2923	1.2	5.7	201	2271	.7	7.5
4-Book	273	5269	.9	5.2	330	2520	1.1	4.3	439	2547	1.5	5.6	336	2720	1.1	5.4	173	1900	.6	7.0
SP '97	268	5170	.9	4.9	280	2107	.9	3.6	412	2538	1.4	5.2	336	2693	1.1	5.3	201	2102	.7	7.8
KPWR-FM																				
SP '98	169	4278	.6	3.2	211	1800	.7	2.8	211	2082	.7	2.7	226	2326	.8	3.5	104	1647	.3	4.2
WI '98	160	4041	.5	3.1	193	1879	.6	2.5	214	2065	.7	2.8	188	2057	.6	3.0	87	1200	.3	3.9
FA '97	181	4227	.6	3.4	221	1931	.7	2.8	193	1851	.6	2.5	212	2186	.7	3.4	147	1510	.5	5.8
SU '97	196	4431	.7	3.7	235	1987	.8	3.2	238	2464	.8	3.1	225	2405	.8	3.7	131	1624	.4	4.9
4-Book	177	4244	.6	3.4	215	1899	.7	2.8	214	2116	.7	2.8	213	2244	.7	3.4	117	1495	.4	4.7
SP '97	177	4597	.6	3.3	233	1990	.8	3.0	214	2120	.7	2.7	196	2381	.7	3.1	131	1650	.4	5.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 18-49

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	37	743	.1	.7	41	204	.1	.5	63	357	.2	.8	49	304	.2	.8	17	182	.1	.7
WI '98	18	560	.1	.3	20	227	.1	.3	23	320	.1	.3	18	281	.1	.3	13	207	.1	.6
FA '97	39	777	.1	.7	36	365	.1	.5	44	328	.1	.6	45	299	.2	.7	33	297	.1	1.3
SU '97	65	1076	.2	1.2	84	588	.3	1.1	83	579	.3	1.1	47	480	.2	.8	57	415	.2	2.1
4-Book	40	789	.1	.7	45	346	.2	.6	53	396	.2	.7	40	341	.2	.7	30	275	.1	1.2
SP '97	37	719	.1	.7	35	300	.1	.4	33	331	.1	.4	41	378	.1	.6	40	316	.1	1.6
KROQ-FM																				
SP '98	179	4220	.6	3.3	302	2273	1.0	4.0	203	2059	.7	2.6	202	2353	.7	3.2	114	1411	.4	4.6
WI '98	167	3960	.6	3.2	307	2340	1.0	4.0	201	1786	.7	2.6	219	2344	.7	3.5	86	1368	.3	3.8
FA '97	158	3825	.5	3.0	281	1953	.9	3.6	176	1876	.6	2.3	201	2369	.7	3.2	86	1459	.3	3.4
SU '97	208	4015	.7	4.0	332	1955	1.1	4.5	284	2243	1.0	3.7	231	2434	.8	3.8	111	1473	.4	4.2
4-Book	178	4005	.6	3.4	306	2130	1.0	4.0	216	1991	.8	2.8	213	2375	.7	3.4	99	1428	.4	4.0
SP '97	206	3627	.7	3.8	340	1997	1.1	4.3	274	1787	.9	3.4	262	2304	.9	4.1	100	1331	.3	3.9
KRRA-AM																				
SP '98	12	167	.2	.2	8	24	.1	.1	26	108	.1	.3	13	72	.2	.2	3	36	.1	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	15	238	.1	.3	31	118	.1	.4	34	141	.1	.4	2	12	.1	.1	1	23	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	14	249	.3	.3	15	113	.1	.2	21	137	.1	.3	16	112	.1	.3	8	93	.1	.3
KRTH-FM																				
SP '98	178	4183	.6	3.3	239	1898	.8	3.1	330	2187	1.1	4.2	217	2060	.7	3.4	43	787	.1	1.8
WI '98	196	4666	.7	3.7	242	2229	.8	3.1	354	2479	1.2	4.6	241	2203	.8	3.9	63	1082	.2	2.8
FA '97	223	4843	.7	4.2	306	2537	1.0	3.9	378	2439	1.3	4.9	285	2480	1.0	4.5	82	1123	.3	3.2
SU '97	189	4565	.6	3.6	234	1926	.8	3.2	331	2308	1.1	4.3	224	2264	.8	3.6	56	938	.2	2.1
4-Book	197	4564	.7	3.7	255	2148	.9	3.3	348	2353	1.2	4.5	242	2252	.8	3.9	61	983	.2	2.5
SP '97	242	4712	.8	4.5	284	2025	1.0	3.6	387	2400	1.3	4.9	306	2320	1.0	4.8	104	1292	.4	4.0
KSCA-FM																				
SP '98	370	3255	1.2	6.9	711	2117	2.4	9.3	537	2474	1.8	6.8	290	1574	1.0	4.5	130	987	.4	5.3
WI '98	341	3320	1.1	6.5	662	2215	2.2	8.6	535	2238	1.8	6.9	250	1670	.8	4.0	126	971	.4	5.6
FA '97	303	3126	1.0	5.7	594	2028	2.0	7.5	464	2079	1.5	6.0	221	1485	.7	3.5	88	832	.3	3.5
SU '97	284	3056	1.0	5.4	584	1930	2.0	7.9	398	2118	1.3	5.2	227	1448	.8	3.7	92	765	.3	3.4
4-Book	325	3189	1.1	6.1	638	2073	2.2	8.3	484	2227	1.6	6.2	247	1544	.8	3.9	109	889	.4	4.5
SP '97	276	3012	.9	5.1	481	1977	1.6	6.1	393	2066	1.3	4.9	251	1447	.8	4.0	97	867	.3	3.8
KSSE-FM																				
SP '98	87	1577	.3	1.6	91	743	.3	1.2	111	758	.4	1.4	111	959	.4	1.7	55	530	.2	2.2
WI '98	105	1609	.4	2.0	103	761	.3	1.3	130	954	.4	1.7	122	850	.4	2.0	69	651	.2	3.1
FA '97	87	1536	.3	1.6	87	737	.3	1.1	133	944	.4	1.7	114	885	.4	1.8	45	518	.2	1.8
SU '97	93	1545	.3	1.8	107	683	.4	1.4	117	901	.4	1.5	110	840	.4	1.8	57	611	.2	2.1
4-Book	93	1567	.3	1.8	97	731	.3	1.3	123	889	.4	1.6	114	884	.4	1.8	57	578	.2	2.3
SP '97	59	943	.2	1.1	71	511	.2	.9	89	603	.3	1.1	62	506	.2	1.0	28	299	.1	1.1
KTNQ-AM																				
SP '98	96	1188	.3	1.8	154	472	.5	2.0	149	668	.5	1.9	69	432	.2	1.1	69	372	.2	2.8
WI '98	94	1047	.3	1.8	111	402	.4	1.4	200	673	.7	2.6	94	519	.3	1.5	34	264	.1	1.5
FA '97	93	1212	.3	1.7	180	664	.6	2.3	127	699	.4	1.6	73	473	.2	1.2	64	413	.2	2.5
SU '97	81	1214	.3	1.5	107	468	.4	1.4	131	734	.4	1.7	88	539	.3	1.4	55	363	.2	2.1
4-Book	91	1165	.3	1.7	138	502	.5	1.8	152	694	.5	2.0	81	491	.3	1.3	56	353	.2	2.2
SP '97	119	1139	.4	2.2	184	703	.6	2.3	201	614	.7	2.5	116	576	.4	1.8	52	406	.2	2.0
KTWV-FM																				
SP '98	212	2997	.7	4.0	261	1351	.9	3.4	410	1490	1.4	5.2	260	1674	.9	4.1	81	893	.3	3.3
WI '98	168	3136	.6	3.2	186	1563	.6	2.4	254	1434	.8	3.3	225	1781	.8	3.6	86	939	.3	3.8
FA '97	200	3008	.7	3.8	212	1318	.7	2.7	321	1447	1.1	4.1	268	1718	.9	4.3	106	1077	.4	4.2
SU '97	207	3179	.7	3.9	236	1467	.8	3.2	337	1640	1.1	4.4	299	1901	1.0	4.9	86	1063	.3	3.2
4-Book	197	3080	.7	3.7	224	1425	.8	2.9	331	1503	1.1	4.3	263	1769	.9	4.2	90	993	.3	3.6
SP '97	229	3234	.8	4.2	286	1601	1.0	3.7	403	1682	1.4	5.1	291	1770	1.0	4.6	83	843	.3	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKW-AM																				
SP '98	26	487	.1	.5	42	263	.1	.5	57	303	.2	.7	16	95	.1	.3	7	89		.3
WI '98	44	643	.1	.8	58	368	.2	.8	87	417	.3	1.1	49	255	.2	.8	16	147	.1	.7
FA '97	41	519	.1	.8	72	264	.2	.9	66	276	.2	.9	28	225	.1	.4	20	108	.1	.8
SU '97	20	450	.1	.4	41	258	.1	.6	25	190	.1	.3	12	80		.2	6	48		.2
4-Book	33	525	.1	.6	53	288	.2	.7	59	297	.2	.8	26	164	.1	.4	12	98	.1	.5
SP '97	49	551	.2	.9	105	334	.4	1.3	69	272	.2	.9	23	129	.1	.4	12	130		.5
KWVE-FM																				
SP '98	21	612	.1	.4	41	355	.1	.5	31	298	.1	.4	33	318	.1	.5	2	69		.1
WI '98	29	807	.1	.6	39	367	.1	.5	27	280	.1	.3	36	315	.1	.6	14	198		.6
FA '97	30	700	.1	.6	51	436	.2	.6	50	337	.2	.6	34	321	.1	.5	14	260		.6
SU '97	36	661	.1	.7	45	368	.2	.6	38	368	.1	.5	57	399	.2	.9	23	221	.1	.9
4-Book	29	695	.1	.6	44	382	.2	.6	37	321	.1	.5	40	338	.1	.6	13	187		.6
SP '97	33	722	.1	.6	44	472	.1	.6	39	395	.1	.5	24	343	.1	.4	41	336	.1	1.6
KYSR-FM																				
SP '98	239	5418	.8	4.5	256	2655	.9	3.3	386	2896	1.3	4.9	371	3446	1.2	5.8	88	1657	.3	3.6
WI '98	231	5124	.8	4.4	244	2517	.8	3.2	364	2559	1.2	4.7	346	3186	1.2	5.6	89	1645	.3	4.0
FA '97	226	4704	.8	4.2	293	2493	1.0	3.7	400	2718	1.3	5.2	312	3052	1.0	5.0	75	1510	.3	3.0
SU '97	235	4871	.8	4.5	243	2304	.8	3.3	336	2658	1.1	4.4	342	3185	1.2	5.6	134	1703	.5	5.0
4-Book	233	5029	.8	4.4	259	2492	.9	3.4	372	2708	1.2	4.8	343	3217	1.2	5.5	97	1629	.4	3.9
SP '97	210	4740	.7	3.9	255	2369	.9	3.3	329	2520	1.1	4.1	279	2906	.9	4.4	78	1412	.3	3.0
KZLA-FM																				
SP '98	118	1830	.4	2.2	128	1013	.4	1.7	165	857	.6	2.1	153	1272	.5	2.4	55	541	.2	2.2
WI '98	117	2114	.4	2.2	200	1388	.7	2.6	143	1220	.5	1.8	140	1358	.5	2.2	44	761	.1	2.0
FA '97	155	2259	.5	2.9	240	1289	.8	3.0	202	1246	.7	2.6	219	1617	.7	3.5	51	827	.2	2.0
SU '97	153	2086	.5	2.9	185	1210	.6	2.5	223	1192	.8	2.9	200	1428	.7	3.2	62	644	.2	2.3
4-Book	136	2072	.5	2.6	188	1225	.6	2.5	183	1129	.7	2.4	178	1419	.6	2.8	53	693	.2	2.1
SP '97	169	2168	.6	3.1	241	1352	.8	3.1	261	1268	.9	3.3	214	1270	.7	3.4	60	803	.2	2.3
KFRG-FM																				
SP '98	15	435	.1	.3	18	189	.1	.2	20	234	.1	.3	9	167		.1	4	62		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	21	620	.1	.4	24	261	.1	.3	23	308	.1	.3	31	341	.1	.5	7	166		.3
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98		12				12				12										
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	2	173			2	57				15			3	87			1	56		
WI '98	3	178		.1	9	72		.1	2	31				28				27		
FA '97	7	287		.1	7	89		.1	5	67		.1	11	172		.2	5	44		.2
SU '97	6	223		.1	9	96		.1	13	93		.2	4	78		.1	2	11		.1
4-Book	5	215		.1	7	79		.1	5	52		.1	5	91		.1	2	35		.1
SP '97	8	202		.1	18	120		.2	19	103		.2	3	29			1	28		
TOTALS																				
SP '98	5354	28984	17.9		7645	25645	25.5		7874	24219	26.3		6384	24905	21.3		2457	16604	8.2	
WI '98	5238	29209	17.5		7695	26111	25.7		7734	23909	25.8		6228	25131	20.8		2247	16592	7.5	
FA '97	5331	28965	17.8		7900	25711	26.4		7747	23625	25.9		6269	24620	20.9		2524	16987	8.4	
SU '97	5263	28782	17.7		7387	25002	24.9		7695	24209	25.9		6154	24895	20.7		2672	17637	9.0	
4-Book	5297	28985	17.7		7657	25617	25.6		7763	23991	26.0		6259	24888	20.9		2475	16955	8.3	
SP '97	5433	28551	18.3		7834	26000	26.4		7962	23844	26.8		6327	24818	21.3		2573	16695	8.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KABC-AM																					
SP '98	102	964	.3	1.4	46	595	.2	1.2	63	232	.2	1.5	91	296	.3	1.4	31	161	.1	.7	
4-Book	84	968	.3	1.2	32	474	.1	.8	36	137	.1	.9	59	188	.2	1.0	38	126	.1	.9	
KACD-FM																					
SP '98	31	391	.1	.4	24	361	.1	.6	7	22	.2	.2	30	127	.1	.5	50	145	.2	1.1	
4-Book	34	532	.1	.5	23	364	.1	.6	15	49	.1	.4	40	132	.2	.7	33	131	.1	.8	
KBCD-FM																					
SP '98	16	257	.1	.2	7	154	.2	.2	5	25	.1	.1	10	67	.2	.2	6	56	.1	.1	
4-Book	16	308	.1	.2	9	138	.3	.3	6	24	.2	.2	12	48	.2	.2	12	48	.3	.3	
KACE-FM																					
SP '98	36	543	.1	.5	37	388	.1	1.0	38	173	.1	.9	80	240	.3	1.2	85	228	.3	1.9	
4-Book	70	846	.2	1.0	44	546	.1	1.2	39	120	.1	1.0	86	246	.3	1.4	75	219	.3	1.8	
KRTO-FM																					
SP '98	9	207	.1	.1	10	143	.3	.3	10	48	.2	.2	21	60	.1	.3	19	42	.1	.4	
4-Book	12	237	.1	.2	11	146	.3	.3	8	47	.2	.2	20	63	.1	.3	15	52	.1	.3	
KAHS-AM																					
SP '98	**	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
+KXTA-AM																					
SP '98	8	199	.1	.1	2	46	.1	.1	**	**	**	**	2	18	.1	.1	1	18	.1	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KBIG-FM																					
SP '98	361	3210	1.2	4.9	111	1595	.4	2.9	63	320	.2	1.5	207	628	.7	3.2	123	447	.4	2.7	
4-Book	347	3450	1.2	4.8	126	1836	.4	3.4	120	428	.4	3.0	227	731	.8	3.6	143	498	.5	3.4	
KBUA-FM																					
SP '98	11	106	.1	.1	4	44	.1	.1	5	10	.1	.1	8	10	.1	.1	2	10	.1	.1	
4-Book	17	215	.1	.2	8	106	.2	.2	16	40	.1	.4	17	46	.1	.3	3	17	.1	.1	
KBUE-FM																					
SP '98	140	1390	.5	1.9	89	907	.3	2.4	96	253	.3	2.3	166	429	.6	2.6	89	233	.3	2.0	
4-Book	127	1423	.4	1.7	90	958	.3	2.4	130	307	.4	3.2	149	435	.5	2.4	98	259	.3	2.3	
KCBS-FM																					
SP '98	210	2664	.7	2.9	107	1654	.4	2.8	102	354	.3	2.5	202	679	.7	3.2	162	611	.5	3.6	
4-Book	186	2662	.6	2.6	93	1703	.3	2.5	77	352	.2	1.9	173	759	.6	2.7	123	512	.4	2.9	
+KCMG-FM																					
SP '98	331	3478	1.1	4.5	181	2235	.6	4.8	149	525	.5	3.6	345	1135	1.2	5.4	294	900	1.0	6.5	
4-Book	238	2997	.8	3.3	126	1798	.4	3.4	100	389	.3	2.5	234	845	.8	3.7	177	585	.6	4.1	
+KDIS-AM																					
SP '98	45	1012	.2	.6	20	381	.1	.5	24	100	.1	.6	18	85	.1	.3	22	103	.1	.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFI -AM																					
SP '98	214	2147	.7	2.9	53	714	.2	1.4	102	319	.3	2.5	107	348	.4	1.7	46	144	.2	1.0	
4-Book	230	2186	.8	3.2	44	697	.2	1.2	81	289	.3	2.0	85	289	.3	1.3	34	119	.1	.8	
KFVB-AM																					
SP '98	57	1531	.2	.8	20	532	.1	.5	34	213	.1	.8	24	193	.1	.4	33	138	.1	.7	
4-Book	62	1554	.2	.9	22	576	.1	.6	36	203	.1	.9	23	161	.1	.4	27	126	.1	.6	
KGIL-AM																					
SP '98	2	42	**	**	2	14	**	.1	**	**	**	**	**	**	**	**	**	5	14	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIEV-AM																					
SP '98	10	75	.1	.1	1	13	.1	.1	3	13	.1	.1	4	15	.1	.1	1	6	.1	.1	
4-Book	12	115	.1	.2	2	41	.1	.1	3	13	.1	.1	4	15	.1	.1	1	6	.1	.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM																				
SP '98	296	5213	1.0	4.0	138	2637	.5	3.7	147	601	.5	3.6	263	1117	.9	4.1	180	760	.6	4.0
4-Book	312	5210	1.1	4.3	160	2969	.6	4.3	167	741	.6	4.2	290	1229	1.0	4.6	188	831	.6	4.4
KJLH-FM																				
SP '98	149	1138	.5	2.0	143	1064	.5	3.8	93	231	.3	2.2	183	415	.6	2.9	157	344	.5	3.5
4-Book	133	1257	.5	1.8	102	1012	.4	2.8	63	167	.2	1.6	125	355	.4	2.0	94	242	.3	2.2
KKBT-FM																				
SP '98	266	3062	.9	3.6	166	2086	.6	4.4	184	565	.6	4.5	294	964	1.0	4.6	211	686	.7	4.7
4-Book	342	3229	1.2	4.7	169	2065	.6	4.6	179	532	.6	4.5	289	925	1.0	4.6	206	629	.7	4.9
KKGO-FM																				
SP '98	71	965	.2	1.0	39	708	.1	1.0	65	190	.2	1.6	47	254	.2	.7	57	168	.2	1.3
4-Book	64	987	.2	.9	40	641	.1	1.1	37	145	.1	.9	57	206	.2	.9	55	159	.2	1.3
KKHJ-AM																				
SP '98	38	520	.1	.5	16	267	.1	.4	14	51	.1	.3	26	89	.1	.4	37	72	.1	.8
4-Book	38	479	.1	.5	19	242	.1	.5	20	48	.1	.5	27	85	.1	.5	18	47	.1	.4
KKLA-FM																				
SP '98	48	448	.2	.7	9	161	.2	.7	14	37	.3	.7	7	38	.1	.7	17	34	.1	.4
4-Book	33	483	.1	.5	9	185	.2	.7	13	40	.3	.7	16	50	.1	.7	11	29	.1	.3
KLAC-AM																				
SP '98	24	237	.1	.3	24	361	.1	.6	25	69	.1	.6	57	123	.2	.9	28	83	.1	.6
4-Book	35	388	.1	.5	17	266	.1	.5	11	41	.3	.6	37	108	.1	.6	20	70	.1	.5
KLAX-FM																				
SP '98	269	2348	.9	3.7	168	1456	.6	4.5	200	496	.7	4.8	281	703	.9	4.4	209	564	.7	4.6
4-Book	241	2231	.8	3.3	152	1421	.5	4.1	190	490	.7	4.8	247	667	.8	3.9	180	457	.6	4.2
KLOS-FM																				
SP '98	211	2330	.7	2.9	76	1135	.3	2.0	34	190	.1	.8	127	420	.4	2.0	87	318	.3	1.9
4-Book	164	2312	.6	2.3	64	1152	.2	1.7	32	180	.1	.8	110	442	.4	1.8	81	337	.3	1.9
KLSX-FM																				
SP '98	150	1609	.5	2.0	28	510	.1	.7	31	87	.1	.7	20	146	.1	.3	19	78	.1	.4
4-Book	146	1587	.5	2.0	31	540	.1	.8	34	96	.1	.8	27	127	.1	.4	24	76	.1	.6
KLVE-FM																				
SP '98	682	4571	2.3	9.3	370	3022	1.2	9.8	556	1176	1.9	13.4	597	1425	2.0	9.3	368	894	1.2	8.1
4-Book	638	4304	2.1	8.8	356	2931	1.2	9.7	457	1079	1.5	11.4	632	1470	2.1	10.1	364	892	1.2	8.6
KLYY-FM																				
SP '98	76	2111	.3	1.0	57	1050	.2	1.5	37	177	.1	.9	124	448	.4	1.9	103	431	.3	2.3
4-Book	75	1891	.3	1.0	44	1049	.2	1.2	30	134	.1	.8	79	381	.3	1.3	75	390	.3	1.8
KNX -AM																				
SP '98	58	1380	.2	.8	11	442	.1	.3	29	153	.1	.7	20	120	.1	.3	5	46	.1	.1
4-Book	69	1363	.2	1.0	25	614	.1	.7	41	184	.2	1.0	32	171	.1	.5	21	112	.1	.5
KOST-FM																				
SP '98	348	4259	1.2	4.7	149	2347	.5	4.0	152	543	.5	3.7	252	823	.8	3.9	174	634	.6	3.8
4-Book	373	4270	1.3	5.1	162	2482	.5	4.4	150	595	.5	3.8	261	882	.9	4.1	177	635	.6	4.1
KPWR-FM																				
SP '98	215	3469	.7	2.9	129	2207	.4	3.4	105	416	.4	2.5	227	941	.8	3.5	156	606	.5	3.4
4-Book	214	3537	.7	3.0	150	2196	.5	4.1	121	417	.4	3.0	244	907	.8	3.9	172	637	.6	4.0
KRLA-AM																				
SP '98	52	496	.2	.7	26	411	.1	.7	22	78	.1	.5	63	143	.2	1.0	40	122	.1	.9
4-Book	47	595	.2	.7	35	428	.1	.9	32	90	.1	.8	54	148	.2	.9	41	115	.1	1.0
KROQ-FM																				
SP '98	233	3616	.8	3.2	127	2397	.4	3.4	84	369	.3	2.0	247	1095	.8	3.9	146	757	.5	3.2
4-Book	243	3449	.8	3.4	116	2133	.4	3.1	86	392	.3	2.2	210	903	.7	3.4	164	684	.6	3.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 18-49

Target Listener Estimates

		Women 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRRA-AM																						
SP '98		17	121	.1	.2	10	94		.3	6	11		.1	16	37	.1	.2	13	24		.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KRTH-FM																						
SP '98		267	3447	.9	3.6	113	1901	.4	3.0	71	300	.2	1.7	235	782	.8	3.7	155	590	.5	3.4	
4-Book		287	3812	1.0	4.0	128	2025	.4	3.5	97	374	.3	2.4	270	913	.9	4.3	168	595	.6	3.9	
KSCA-FM																						
SP '98		514	3098	1.7	7.0	274	2161	.9	7.3	601	1127	2.0	14.5	391	1017	1.3	6.1	248	588	.8	5.5	
4-Book		458	2951	1.5	6.3	233	2013	.8	6.3	480	949	1.6	12.0	365	1027	1.2	5.8	207	524	.7	4.9	
KSSE-FM																						
SP '98		105	1363	.4	1.4	76	942	.3	2.0	79	255	.3	1.9	100	319	.3	1.6	67	217	.2	1.5	
4-Book		112	1338	.4	1.5	83	928	.3	2.3	86	248	.3	2.2	143	413	.5	2.3	79	241	.3	1.9	
KTNQ-AM																						
SP '98		126	980	.4	1.7	62	619	.2	1.6	97	204	.3	2.3	111	238	.4	1.7	45	119	.2	1.0	
4-Book		126	1011	.4	1.7	52	545	.2	1.4	83	208	.3	2.1	104	251	.4	1.6	46	118	.2	1.1	
KTWV-FM																						
SP '98		318	2404	1.1	4.3	112	1562	.4	3.0	101	360	.3	2.4	222	662	.7	3.5	160	581	.5	3.5	
4-Book		277	2510	.9	3.8	126	1573	.4	3.4	109	354	.4	2.7	218	626	.7	3.5	160	467	.5	3.7	
KWKV-AM																						
SP '98		40	400	.1	.5	14	183	.1	.4	25	50	.1	.6	19	55	.1	.3	4	23	.1	.1	
4-Book		47	443	.2	.7	22	248	.1	.6	38	95	.1	.9	35	98	.2	.6	19	49	.1	.5	
KWVE-FM																						
SP '98		35	579	.1	.5	9	192		.2					10	59		.2	13	30		.3	
4-Book		40	572	.2	.6	21	299	.1	.6	28	80	.1	.7	26	88	.1	.4	20	77	.1	.5	
KYSR-FM																						
SP '98		342	4780	1.1	4.7	158	2661	.5	4.2	129	511	.4	3.1	312	1192	1.0	4.9	179	694	.6	3.9	
4-Book		328	4428	1.1	4.5	155	2510	.5	4.2	120	545	.4	3.0	296	1136	1.0	4.7	210	760	.7	4.9	
KZLA-FM																						
SP '98		150	1600	.5	2.0	105	1178	.4	2.8	122	392	.4	3.0	159	544	.5	2.5	173	484	.6	3.8	
4-Book		183	1820	.6	2.5	109	1287	.4	3.0	120	414	.4	3.0	196	646	.7	3.1	143	465	.5	3.4	
KFRG-FM																						
SP '98		16	317	.1	.2	20	340	.1	.5	9	40		.2	49	169	.2	.8	17	83	.1	.4	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXFG-FM																						
SP '98			12																			
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
SP '98		2	144			3	87		.1					2	15			6	30		.1	
4-Book		6	161		.1	5	105		.2	3	12		.1	5	23		.1	7	24		.2	
TOTALS																						
SP '98		7345	28655	24.5		3770	23784	12.6		4134	10703	13.8		6410	15501	21.4		4532	11556	15.1		
4-Book		7267	28616	24.3		3694	23728	12.4		3996	10701	13.4		6293	15368	21.1		4265	11183	14.3		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

Target Listener Estimates - Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	3	30	.1	.1	71	226	.2	2.7	71	267	.2	1.5	25	110	.1	.7	13	42	.1	.7
4-Book	7	33	.3	.3	32	98	.1	1.2	41	157	.2	.9	27	101	.1	.8	17	57	.1	.9
KACD-FM																				
SP '98	29	135	.1	1.2	13	27	.1	.5	20	60	.1	.4	25	105	.1	.7	18	59	.1	1.0
4-Book	22	98	.1	.9	17	40	.1	.7	24	97	.1	.5	18	73	.1	.5	16	68	.1	.9
KBCD-FM																				
SP '98									14	89	.3	.3	10	44	.3	.3	6	29	.3	.3
4-Book	6	13	.3	.3	3	17	.1	.1	12	50	.3	.3	11	34	.3	.3	6	27	.3	.3
KACE-FM																				
SP '98	30	112	.1	1.2	9	53	.3	.3	24	96	.1	.5	10	54	.3	.3	21	48	.1	1.1
4-Book	31	132	.1	1.3	22	81	.1	.8	36	143	.1	.8	34	113	.1	1.0	24	93	.1	1.3
KRTO-FM																				
SP '98	7	46	.3	.3	5	45	.2	.2	2	31	.2	.2	5	33	.1	.1	8	25	.4	.4
4-Book	8	40	.3	.3	8	38	.3	.3	9	36	.2	.2	11	34	.3	.3	6	40	.3	.3
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	6	14	.2	.2	3	14	.1	.1	3	14	.1	.1	2	14	.1	.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	130	428	.4	5.4	55	279	.2	2.1	138	573	.5	3.0	88	277	.3	2.5	59	264	.2	3.2
4-Book	146	482	.5	6.0	61	256	.2	2.4	131	482	.5	2.9	108	366	.4	3.2	58	249	.2	3.1
KBUA-FM																				
SP '98	1	10	.1	.1	11	34	.4	.4	8	24	.2	.2	2	12	.1	.1	5	14	.3	.3
4-Book	1	5	.1	.1	9	36	.3	.3	9	37	.2	.2	5	17	.2	.2	5	14	.3	.3
KBUE-FM																				
SP '98	51	176	.2	2.1	69	187	.2	2.6	124	341	.4	2.7	70	184	.2	2.0	43	153	.1	2.3
4-Book	61	190	.2	2.5	63	190	.2	2.4	116	330	.4	2.6	67	179	.2	1.9	38	130	.1	2.0
KCBS-FM																				
SP '98	24	153	.1	1.0	68	239	.2	2.6	139	586	.5	3.0	139	513	.5	4.0	26	153	.1	1.4
4-Book	49	212	.2	2.0	48	204	.2	1.9	125	547	.4	2.7	107	407	.4	3.1	39	220	.2	2.1
+KCMG-FM																				
SP '98	140	499	.5	5.8	79	258	.3	3.0	196	711	.7	4.2	170	529	.6	4.9	69	261	.2	3.7
4-Book	80	321	.3	3.3	61	209	.2	2.4	161	601	.6	3.5	125	405	.4	3.7	57	235	.2	3.1
+KDIS-AM																				
SP '98	24	83	.1	1.0	11	45	.4	.4	32	136	.1	.7	20	88	.1	.6	4	40	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	11	100	.5	.4	42	159	.1	1.6	81	249	.3	1.7	12	50	.3	.3	23	88	.1	1.2
4-Book	9	51	.4	.4	37	144	.1	1.5	61	204	.2	1.3	28	112	.1	.8	20	89	.1	1.0
KFWB-AM																				
SP '98	7	56	.3	.3	21	121	.1	.8	18	138	.1	.4	29	140	.1	.8	4	43	.2	.2
4-Book	11	74	.5	.5	28	138	.1	1.1	20	133	.1	.5	24	113	.1	.7	11	75	.6	.6
KGIL-AM																				
SP '98	1	14	.1	.1	**	**	**	**	4	14	.1	.1	9	14	.3	.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98													6	13	.2	.2				
4-Book	1	3							1	7			4	10	.1	.1				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	93	376	.3	3.9	98	407	.3	3.7	157	846	.5	3.4	125	527	.4	3.6	37	253	.1	2.0
4-Book	81	419	.3	3.4	85	390	.3	3.3	218	976	.7	4.8	169	660	.6	5.0	72	339	.2	3.9
KJLH-FM																				
SP '98	94	238	.3	3.9	147	380	.5	5.6	270	638	.9	5.8	126	374	.4	3.6	61	159	.2	3.3
4-Book	57	176	.2	2.4	116	307	.4	4.4	213	526	.7	4.7	98	329	.3	2.9	43	121	.1	2.3
KKBT-FM																				
SP '98	130	506	.4	5.4	92	303	.3	3.5	156	653	.5	3.4	151	515	.5	4.4	103	343	.3	5.5
4-Book	139	484	.5	5.8	117	343	.4	4.5	159	615	.5	3.5	151	476	.5	4.5	105	366	.4	5.7
KKGO-FM																				
SP '98	27	112	.1	1.1	16	116	.1	.6	31	193	.1	.7	37	135	.1	1.1	38	140	.1	2.0
4-Book	20	103	.1	.8	29	120	.1	1.1	52	209	.2	1.2	45	156	.1	1.4	29	119	.1	1.6
KKHJ-AM																				
SP '98	23	86	.1	1.0	5	40	.1	.2	14	47	.1	.3	5	30	.1	.1	2	16	.1	.1
4-Book	23	62	.1	1.0	20	50	.1	.8	25	60	.1	.5	10	25	.1	.3	9	23	.1	.5
KKLA-FM																				
SP '98	4	14	.2	.2	7	33	.3	.3	4	32	.1	.1	14	42	.4	.4	11	65	.6	.6
4-Book	5	22	.2	.2	16	64	.1	.6	7	39	.1	.1	5	25	.2	.2	4	23	.3	.3
KLAC-AM																				
SP '98	12	68	.5	.5	13	42	.5	.5	38	104	.1	.8	16	80	.1	.5	3	16	.2	.2
4-Book	10	42	.4	.4	10	32	.4	.4	25	87	.1	.5	13	54	.1	.4	8	32	.5	.5
KLAX-FM																				
SP '98	102	298	.3	4.2	127	327	.4	4.8	195	491	.7	4.2	148	342	.5	4.3	85	275	.3	4.5
4-Book	94	283	.3	3.9	113	307	.4	4.4	190	498	.7	4.2	142	351	.5	4.2	63	216	.2	3.4
KLOS-FM																				
SP '98	54	224	.2	2.2	38	94	.1	1.4	127	429	.4	2.7	109	385	.4	3.1	23	80	.1	1.2
4-Book	46	190	.2	1.9	33	118	.1	1.3	79	343	.3	1.7	86	313	.3	2.5	37	131	.1	2.0
KLSX-FM																				
SP '98	4	14	.2	.2	52	166	.2	2.0	77	253	.3	1.7	14	46	.4	.4	6	29	.3	.3
4-Book	17	63	.1	.7	53	165	.2	2.1	73	235	.3	1.6	12	46	.4	.4	8	33	.4	.4
KLVE-FM																				
SP '98	242	743	.8	10.0	333	991	1.1	12.7	461	1182	1.5	9.9	244	631	.8	7.0	166	534	.6	8.9
4-Book	251	723	.8	10.3	299	836	1.0	11.5	433	1113	1.5	9.4	248	608	.8	7.3	155	512	.5	8.4
KLYY-FM																				
SP '98	33	209	.1	1.4	18	89	.1	.7	41	268	.1	.9	67	250	.2	1.9	30	117	.1	1.6
4-Book	31	185	.1	1.3	15	78	.1	.6	48	295	.1	1.1	47	256	.2	1.4	24	118	.1	1.3
KNX -AM																				
SP '98	2	29	.1	.1	5	45	.1	.2	3	27	.1	.1	22	107	.1	.6	8	56	.4	.4
4-Book	14	73	.1	.6	21	116	.1	.8	27	147	.1	.6	28	118	.1	.8	20	101	.1	1.0
KOST-FM																				
SP '98	141	614	.5	5.9	86	301	.3	3.3	134	592	.4	2.9	123	538	.4	3.5	116	414	.4	6.2
4-Book	145	578	.5	6.0	109	409	.4	4.3	172	664	.6	3.8	132	536	.5	3.9	133	518	.5	7.1
KPWR-FM																				
SP '98	127	565	.4	5.3	85	274	.3	3.2	144	589	.5	3.1	100	383	.3	2.9	72	279	.2	3.9
4-Book	162	562	.5	6.6	76	276	.3	3.0	164	650	.6	3.6	143	460	.5	4.2	98	345	.3	5.3
KRLA-AM																				
SP '98	9	74	.1	.4	8	38	.1	.3	29	119	.1	.6	28	125	.1	.8	6	38	.3	.3
4-Book	34	97	.1	1.4	9	36	.1	.4	37	112	.1	.8	33	110	.1	1.0	30	102	.1	1.6
KROQ-FM																				
SP '98	94	533	.3	3.9	27	201	.1	1.0	175	842	.6	3.8	104	474	.3	3.0	109	493	.4	5.8
4-Book	85	410	.3	3.5	34	196	.1	1.3	140	693	.5	3.1	119	525	.4	3.5	82	398	.3	4.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49

Target Listener Estimates - Women 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KRRA-AM SP '98 4-Book	7 **	34 **	**	.3 **	14 **	24 **	**	.5 **	15 **	24 **	.1 **	.3 **	9 **	12 **	**	.3 **	5 **	11 **	**
KRTH-FM SP '98 4-Book	51 48	172 216	.2 .2	2.1 2.0	49 71	269 283	.2 .3	1.9 2.8	154 163	584 623	.5 .6	3.3 3.6	157 151	552 490	.5 .5	4.5 4.4	27 51	113 213	.1 .2	1.4 2.8
KSCA-FM SP '98 4-Book	135 104	408 344	.5 .4	5.6 4.3	234 235	579 554	.8 .8	8.9 9.1	304 262	786 722	1.0 .9	6.5 5.7	208 150	467 374	.7 .5	6.0 4.4	112 87	372 249	.4 .3	6.0 4.7
KSSE-FM SP '98 4-Book	57 64	247 214	.2 .2	2.4 2.7	46 43	170 156	.2 .2	1.8 1.7	100 111	331 333	.3 .4	2.2 2.4	91 80	285 231	.3 .3	2.6 2.3	62 52	177 175	.2 .2	3.3 2.8
KTNG-AM SP '98 4-Book	27 27	94 87	.1 .1	1.1 1.1	44 32	131 85	.1 .1	1.7 1.2	76 50	188 140	.3 .2	1.6 1.1	34 42	73 97	.1 .2	1.0 1.3	54 33	128 91	.2 .1	2.9 1.8
KTWV-FM SP '98 4-Book	97 84	294 279	.3 .3	4.0 3.5	49 81	178 272	.2 .3	1.9 3.2	107 153	430 546	.4 .5	2.3 3.3	74 120	282 366	.2 .4	2.1 3.6	75 77	290 262	.3 .3	4.0 4.1
KWKW-AM SP '98 4-Book	11 18	23 46	.5 .1	.7	16 19	24 42	.1 .1	.6 .7	6 18	24 55	.1 .1	.4	11 17	12 38	.1 .1	.3 .5	16 9	46 32	.1 .1	.9 .5
KWVE-FM SP '98 4-Book	7 12	38 33	.3 .5		8 24	39 88	.3 .1	.9	10 27	55 121	.2 .1	.6	18 20	53 64	.1 .1	.5 .6	10 16	28 47	.1 .1	.5 .9
KYSR-FM SP '98 4-Book	44 85	392 396	.1 .3	1.8 3.5	64 65	313 334	.2 .2	2.4 2.5	225 223	1020 921	.8 .8	4.8 4.8	206 161	751 638	.7 .6	5.9 4.7	96 71	415 365	.3 .3	5.1 3.7
KZLA-FM SP '98 4-Book	75 55	284 224	.3 .2	3.1 2.3	42 73	224 259	.1 .2	1.6 2.8	128 143	483 513	.4 .5	2.8 3.1	125 101	400 373	.4 .4	3.6 3.0	27 40	124 174	.1 .2	1.4 2.1
KFRG-FM SP '98 4-Book	5 **	26 **	**	.2 **	18 **	64 **	.1 **	.7 **	34 **	152 **	.1 **	.7 **	24 **	125 **	.1 **	.7 **	2 **	10 **	**	.1 **
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	2 2	15 17	.1 .1		3 4	27 18	.1 .1		7 9	30 35	.2 .2		3 9	14 36	.1 .3		1 1	16 11	.1 .1	
TOTALS SP '98 4-Book	2409 2429	7734 7399	8.0 8.1		2628 2587	7740 7651	8.8 8.7		4642 4589	12598 12417	15.5 15.4		3469 3414	9384 9070	11.6 11.5		1869 1868	6017 6038	6.2 6.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	68	1101	.3	1.6	95	454	.4	1.5	102	629	.4	1.6	104	552	.4	2.1	16	186	.1	.9
WI '98	39	1011	.2	.9	81	504	.3	1.3	42	462	.2	.7	51	468	.2	1.0	23	157	.1	1.5
FA '97	61	1180	.3	1.4	115	614	.5	1.7	81	574	.3	1.3	79	563	.3	1.6	27	213	.1	1.5
SU '97	55	1112	.2	1.3	65	473	.3	1.1	87	483	.4	1.4	62	452	.3	1.3	46	283	.2	2.4
4-Book	56	1101	.3	1.3	89	511	.4	1.4	78	537	.3	1.3	74	509	.3	1.5	28	210	.1	1.6
SP '97	41	946	.2	.9	53	410	.2	.8	64	496	.3	1.0	65	460	.3	1.3	18	145	.1	1.0
KACD-FM																				
SP '98	16	388	.1	.4	22	164	.1	.3	17	116	.1	.3	23	140	.1	.5	12	103		.7
WI '98	19	505	.1	.5	22	260	.1	.3	22	207	.1	.4	31	279	.1	.6	6	158		.4
FA '97	13	391	.1	.3	13	176	.1	.2	23	227	.1	.4	25	260	.1	.5	2	86		.1
SU '97	16	417	.1	.4	25	177	.1	.4	15	171	.1	.2	13	105	.1	.3	10	102		.5
4-Book	16	425	.1	.4	21	194	.1	.3	19	180	.1	.3	23	196	.1	.5	8	112		.4
SP '97	13	437	.1	.3	10	191	.1	.2	19	247	.1	.3	24	204	.1	.5	4	96		.2
KBCD-FM																				
SP '98	6	227		.1	10	118		.2	4	66		.1	9	114		.2	3	111		.2
WI '98	5	219		.1	8	120		.1	6	80		.1	7	94		.1	1	45		.1
FA '97	4	208		.1	4	94		.1	5	108		.1	13	167		.1	1	43		.1
SU '97	10	257		.2	9	91		.1	18	141		.1	12	105		.1	3	77		.2
4-Book	6	228		.1	8	106		.1	8	99		.2	10	120		.1	2	69		.2
SP '97	9	187		.2	24	161		.1	3	41		.3	12	115		.1	2	45		.1
KACE-FM																				
SP '98	29	570	.1	.7	24	184	.1	.4	34	297	.1	.5	32	274	.1	.6	25	230	.1	1.5
WI '98	48	950	.2	1.2	59	371	.2	.9	65	432	.3	1.0	59	470	.2	1.2	31	303	.1	2.0
FA '97	65	904	.3	1.5	75	455	.3	1.1	96	475	.4	1.5	103	588	.4	2.0	36	349	.1	2.0
SU '97	64	1103	.3	1.5	70	486	.3	1.1	74	573	.3	1.2	87	746	.4	1.8	47	435	.2	2.4
4-Book	52	882	.2	1.2	57	374	.2	.9	67	444	.3	1.1	70	520	.3	1.4	35	329	.1	2.0
SP '97	50	867	.2	1.1	54	396	.2	.8	66	461	.3	1.0	60	468	.3	1.2	43	351	.2	2.4
KRTO-FM																				
SP '98	7	236		.2	1	41		.2	7	113		.1	13	115		.3	5	46		.3
WI '98	8	265		.2	10	129		.2	4	143		.1	4	108		.1	7	87		.5
FA '97	10	304		.2	7	91		.1	15	208		.1	21	181		.1	4	125		.2
SU '97	10	206		.2	11	99		.2	18	116		.1	8	86		.2	5	85		.3
4-Book	9	253		.2	7	90		.1	11	145		.1	12	123		.1	5	86		.3
SP '97	23	350	.1	.5	25	80	.1	.4	36	174	.2	.5	22	216	.1	.4	7	129		.4
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	6	236		.1	3	41		.2	9	55		.1	11	117		.2	5	95		.3
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	195	3036	.8	4.5	217	1502	.9	3.4	384	1718	1.6	5.9	260	1837	1.1	5.1	80	808	.3	4.7
WI '98	199	3515	.8	4.8	251	1873	1.0	4.0	338	1797	1.4	5.4	249	1898	1.0	5.0	82	750	.3	5.3
FA '97	193	3423	.8	4.5	238	1708	1.0	3.6	366	1774	1.5	5.8	261	1801	1.1	5.1	57	869	.2	3.1
SU '97	196	3397	.8	4.6	255	1669	1.1	4.1	392	1828	1.6	6.2	241	1902	1.0	4.9	59	943	.2	3.0
4-Book	196	3343	.8	4.6	240	1688	1.0	3.8	370	1779	1.5	5.8	253	1860	1.1	5.0	70	843	.3	4.0
SP '97	162	3162	.7	3.7	244	1500	1.0	3.7	318	1488	1.3	4.8	201	1596	.8	4.0	37	696	.2	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KBUA-FM																			
SP '98	4	88	.1	.1	7	50	.1	.1	11	63	.2	.2	4	39	.1	.1				
WI '98	6	213	.1	.1	4	75	.1	.1	18	184	.1	.3	4	65	.1	.1	1	25	.1	.1
FA '97	14	214	.1	.3	21	115	.1	.3	29	151	.1	.5	12	111	.2	.2	2	48	.1	.1
SU '97	2	121			1	53			4	58	.1	.1	3	49	.1	.1	1	38	.1	.1
4-Book	7	159	.1	.1	8	73	.1	.1	16	114	.1	.3	6	66	.1	.1	1	28	.1	.1
SP '97	15	251	.1	.3	16	132	.1	.2	25	160	.1	.4	15	123	.1	.3	6	27	.1	.3
KBUE-FM																				
SP '98	83	1129	.3	1.9	98	574	.4	1.5	127	681	.5	2.0	91	571	.4	1.8	44	335	.2	2.6
WI '98	70	1219	.3	1.7	87	622	.4	1.4	119	731	.5	1.9	57	565	.2	1.1	25	296	.1	1.6
FA '97	79	1345	.3	1.8	98	600	.4	1.5	104	763	.4	1.6	81	670	.3	1.6	31	365	.1	1.7
SU '97	72	1150	.3	1.7	105	567	.4	1.7	99	612	.4	1.6	93	639	.4	1.9	24	327	.1	1.2
4-Book	76	1211	.3	1.8	97	591	.4	1.5	112	697	.5	1.8	81	611	.3	1.6	31	331	.1	1.8
SP '97	78	1268	.3	1.8	92	568	.4	1.4	125	768	.5	1.9	76	625	.3	1.5	33	366	.1	1.8
KCBS-FM																				
SP '98	132	2858	.5	3.1	165	1300	.7	2.6	233	1506	1.0	3.6	169	1521	.7	3.3	30	679	.1	1.7
WI '98	140	2953	.6	3.4	207	1492	.9	3.3	211	1415	.9	3.4	177	1623	.7	3.6	34	772	.1	2.2
FA '97	110	3037	.5	2.5	157	1370	.7	2.4	160	1356	.7	2.5	157	1652	.7	3.1	44	760	.2	2.4
SU '97	80	2411	.3	1.9	121	1146	.5	2.0	110	1149	.5	1.7	95	1252	.4	1.9	34	692	.1	1.8
4-Book	116	2815	.5	2.7	163	1327	.7	2.6	179	1357	.8	2.8	150	1512	.6	3.0	36	726	.1	2.0
SP '97	131	2525	.5	3.0	148	1232	.6	2.3	223	1276	.9	3.4	189	1545	.8	3.7	43	642	.2	2.4
+KCMG-FM																				
SP '98	201	3182	.8	4.7	231	1502	1.0	3.6	352	1849	1.5	5.4	232	1772	1.0	4.6	83	844	.3	4.8
WI '98	148	2877	.6	3.6	187	1486	.8	2.9	220	1555	.9	3.5	228	1837	.9	4.6	41	763	.2	2.7
FA '97	77	2116	.3	1.8	91	854	.4	1.4	119	1009	.5	1.9	105	1154	.4	2.1	33	491	.1	1.8
SU '97	88	2114	.4	2.1	107	1020	.4	1.7	130	1017	.5	2.1	131	1002	.5	2.7	34	593	.1	1.8
4-Book	129	2572	.5	3.1	154	1216	.7	2.4	205	1358	.9	3.2	174	1441	.7	3.5	48	673	.2	2.8
SP '97	112	2437	.5	2.6	133	1199	.6	2.0	188	1219	.8	2.9	156	1353	.7	3.1	42	615	.2	2.3
+KDIS-AM																				
SP '98	28	1013	.1	.7	62	614	.3	1.0	33	409	.1	.5	34	469	.1	.7	6	171		.3
WI '98	27	1018	.1	.7	32	399	.1	.5	31	443	.1	.5	46	518	.2	.9	5	88		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	17	555	.1	.4	13	187	.1	.2	29	262	.1	.5	20	236	.1	.4	13	107	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	29	770	.1	.7	43	262	.2	.7	64	461	.3	1.0	19	178	.1	.4	4	60		.2
KFI -AM																				
SP '98	124	2084	.5	2.9	156	998	.6	2.4	286	1542	1.2	4.4	145	1000	.6	2.9	29	215	.1	1.7
WI '98	146	2264	.6	3.5	187	1286	.8	2.9	355	1635	1.5	5.7	166	1284	.7	3.3	24	383	.1	1.6
FA '97	119	2151	.5	2.8	134	839	.6	2.0	296	1619	1.2	4.7	154	1020	.6	3.0	28	361	.1	1.5
SU '97	141	2145	.6	3.3	196	984	.8	3.2	338	1571	1.4	5.4	161	1071	.7	3.3	31	490	.1	1.6
4-Book	133	2161	.6	3.1	168	1027	.7	2.6	319	1592	1.3	5.1	157	1094	.7	3.1	28	362	.1	1.6
SP '97	127	2261	.5	2.9	159	1053	.7	2.4	263	1504	1.1	4.0	189	1275	.8	3.7	37	439	.2	2.0
KFWB-AM																				
SP '98	35	1623	.1	.8	87	1030	.4	1.4	31	584	.1	.5	50	749	.2	1.0	10	258		.6
WI '98	40	1681	.2	1.0	97	1028	.4	1.5	39	562	.2	.6	56	809	.2	1.1	9	192		.6
FA '97	46	1766	.2	1.1	90	1010	.4	1.3	53	605	.2	.8	73	1015	.3	1.4	20	361	.1	1.1
SU '97	36	1517	.2	.8	73	746	.3	1.2	31	590	.1	.5	48	745	.2	1.0	20	339	.1	1.0
4-Book	39	1647	.2	.9	87	954	.4	1.4	39	585	.2	.6	57	830	.2	1.1	15	288	.1	.8
SP '97	36	1438	.2	.8	88	845	.4	1.3	29	558	.1	.4	53	696	.2	1.0	15	251	.1	.8
KGIL-AM																				
SP '98	2	42							3	15			1	27			1	12		.1
WI '98	3	167		.1	6	89		.1	2	30			6	90		.1	1	47		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '98	6	87	.1					20	46	.1	.3	8	57		.2					
WI '98	3	141	.1	5	44		.1	9	71		.1	4	40		.1					
FA '97	4	127	.1	2	24			12	87		.2	5	19		.1					
SU '97	14	189	.1	.3	5	36	.1	34	121	.1	.5	29	73	.1	.6	5	87			.3
4-Book	7	136	.2	3	26		.1	19	81	.1	.3	12	47		.3	1	22			.1
SP '97	2	97		5	40		.1	1	23			6	40		.1					
KIIS-FM																				
SP '98	141	3961	.6	3.3	301	2365	1.3	4.7	161	1662	.7	2.5	165	2082	.7	3.3	50	819	.2	2.9
WI '98	172	4274	.7	4.1	295	2452	1.2	4.7	237	1961	1.0	3.8	225	2299	.9	4.5	60	1005	.2	3.9
FA '97	165	4145	.7	3.8	294	2523	1.2	4.4	225	1833	.9	3.6	195	2154	.8	3.8	57	952	.2	3.1
SU '97	156	3944	.7	3.7	229	2151	1.0	3.7	200	2048	.8	3.2	203	1924	.9	4.1	72	960	.3	3.7
4-Book	159	4081	.7	3.7	280	2373	1.2	4.4	206	1876	.9	3.3	197	2115	.8	3.9	60	934	.2	3.4
SP '97	178	4173	.7	4.1	334	2509	1.4	5.1	220	1910	.9	3.4	198	1970	.8	3.9	68	1089	.3	3.8
KJLH-FM																				
SP '98	126	1256	.5	2.9	154	749	.6	2.4	146	677	.6	2.2	114	685	.5	2.2	85	497	.4	4.9
WI '98	82	1419	.3	2.0	153	805	.6	2.4	87	651	.4	1.4	81	612	.3	1.6	46	481	.2	3.0
FA '97	105	1337	.4	2.4	148	702	.6	2.2	133	725	.6	2.1	112	754	.5	2.2	55	557	.2	3.0
SU '97	78	1183	.3	1.8	116	632	.5	1.9	102	565	.4	1.6	70	510	.3	1.4	39	365	.2	2.0
4-Book	98	1299	.4	2.3	143	722	.6	2.2	117	655	.5	1.8	94	640	.4	1.9	56	475	.3	2.2
SP '97	105	1198	.4	2.4	167	618	.7	2.5	151	640	.6	2.3	88	593	.4	1.7	71	563	.3	3.9
KKBT-FM																				
SP '98	133	2080	.6	3.1	233	1034	1.0	3.6	155	1115	.6	2.4	171	1128	.7	3.4	46	550	.2	2.7
WI '98	154	2042	.6	3.7	261	1106	1.1	4.1	187	1083	.8	3.0	228	1299	.9	4.6	65	620	.3	4.2
FA '97	197	2446	.8	4.6	357	1344	1.5	5.3	250	1292	1.0	4.0	231	1399	1.0	4.5	84	759	.3	4.6
SU '97	142	2147	.6	3.4	249	1211	1.0	4.0	185	1247	.8	2.9	173	1257	.7	3.5	86	813	.4	4.4
4-Book	157	2179	.7	3.7	275	1174	1.2	4.3	194	1184	.8	3.1	201	1271	.8	4.0	70	686	.3	4.0
SP '97	148	2301	.6	3.4	264	1329	1.1	4.0	170	1137	.7	2.6	185	1226	.8	3.6	55	511	.2	3.0
KKGO-FM																				
SP '98	50	1096	.2	1.2	53	483	.2	.8	69	426	.3	1.1	72	553	.3	1.4	33	310	.1	1.9
WI '98	43	1289	.2	1.0	36	475	.1	.6	57	554	.2	.9	67	702	.3	1.3	22	471	.1	1.4
FA '97	45	1077	.2	1.0	41	548	.2	.6	73	542	.3	1.2	53	525	.2	1.0	19	380	.1	1.0
SU '97	47	1030	.2	1.1	44	461	.2	.7	74	489	.3	1.2	55	455	.2	1.1	37	407	.2	1.9
4-Book	46	1123	.2	1.1	44	492	.2	.7	68	503	.3	1.1	62	559	.3	1.2	28	392	.1	1.6
SP '97	29	1002	.1	.7	34	391	.1	.5	40	445	.2	.6	30	391	.1	.6	19	347	.1	1.0
KKHJ-AM																				
SP '98	24	581	.1	.6	36	257	.1	.6	30	293	.1	.5	30	252	.1	.6	16	187	.1	.9
WI '98	26	449	.1	.6	45	214	.2	.7	47	256	.2	.8	17	207	.1	.3	13	97	.1	.8
FA '97	24	581	.1	.6	25	252	.1	.4	20	185	.1	.3	23	197	.1	.5	43	200	.2	2.3
SU '97	26	505	.1	.6	50	240	.2	.8	41	257	.2	.6	18	130	.1	.4	12	113	.1	.6
4-Book	25	529	.1	.6	39	241	.2	.6	35	248	.2	.6	22	197	.1	.5	21	149	.1	1.2
SP '97	27	546	.1	.6	45	293	.2	.7	34	213	.1	.5	20	124	.1	.4	12	117	.1	.7
KKLA-FM																				
SP '98	29	491	.1	.7	47	312	.2	.7	40	246	.2	.6	59	329	.2	1.2	8	86		.5
WI '98	27	547	.1	.7	58	393	.2	.9	24	215	.1	.4	32	235	.1	.6	22	184	.1	1.4
FA '97	13	489	.1	.3	42	369	.2	.6	9	151		.1	17	179	.1	.3	4	125		.2
SU '97	16	486	.1	.4	37	325	.2	.6	16	243	.1	.3	23	235	.1	.5	5	114		.3
4-Book	21	503	.1	.5	46	350	.2	.7	22	214	.1	.4	33	245	.1	.7	10	127		.6
SP '97	15	478	.1	.3	30	269	.1	.5	19	161	.1	.3	26	243	.1	.5	5	94		.3
KLAC-AM																				
SP '98	21	528	.1	.5	27	116	.1	.4	31	118	.1	.5	9	115		.2	11	138		.6
WI '98	29	488	.1	.7	42	209	.2	.7	59	213	.2	.9	35	231	.1	.7	15	137	.1	1.0
FA '97	15	365	.1	.3	9	69		.1	18	178	.1	.3	18	167	.1	.4	17	120	.1	.9
SU '97	29	661	.1	.7	40	198	.2	.6	43	296	.2	.7	38	329	.2	.8	13	192	.1	.7
4-Book	24	511	.1	.6	30	148	.1	.5	38	201	.2	.6	25	211	.1	.5	14	147	.1	.8
SP '97	22	337	.1	.5	15	143	.1	.2	41	180	.2	.6	35	185	.1	.7	12	145	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	143	1841	.6	3.3	174	929	.7	2.7	201	1080	.8	3.1	182	1008	.8	3.6	76	549	.3	4.4
WI '98	160	2050	.7	3.9	195	1147	.8	3.1	262	1246	1.1	4.2	189	1104	.8	3.8	55	580	.2	3.6
FA '97	106	1747	.4	2.5	131	817	.5	2.0	152	985	.6	2.4	110	896	.5	2.2	49	395	.2	2.7
SU '97	132	1702	.6	3.1	188	840	.8	3.0	187	982	.8	3.0	151	916	.6	3.1	49	449	.2	2.5
4-Book	135	1835	.6	3.2	172	933	.7	2.7	201	1073	.8	3.2	158	981	.7	3.2	57	493	.2	3.3
SP '97	127	1938	.5	2.9	187	994	.8	2.9	185	1216	.8	2.8	139	1007	.6	2.7	48	486	.2	2.7
KLOS-FM																				
SP '98	138	2240	.6	3.2	263	1179	1.1	4.1	168	990	.7	2.6	186	1325	.8	3.7	63	592	.3	3.7
WI '98	92	2202	.4	2.2	189	1154	.8	3.0	118	843	.5	1.9	123	1149	.5	2.5	24	425	.1	1.6
FA '97	99	2526	.4	2.3	265	1234	1.1	4.0	86	973	.4	1.4	102	1147	.4	2.0	43	626	.2	2.3
SU '97	77	2237	.3	1.8	170	1120	.7	2.8	86	847	.4	1.4	93	1020	.4	1.9	21	492	.1	1.1
4-Book	102	2301	.4	2.4	222	1172	.9	3.5	115	913	.5	1.8	126	1160	.5	2.5	38	534	.2	2.2
SP '97	114	2127	.5	2.6	244	1041	1.0	3.7	141	1047	.6	2.1	143	1067	.6	2.8	42	478	.2	2.3
KLSX-FM																				
SP '98	73	1469	.3	1.7	262	998	1.1	4.1	62	678	.3	1.0	78	543	.3	1.5	8	135		.5
WI '98	75	1757	.3	1.8	233	1207	1.0	3.7	88	626	.4	1.4	70	388	.3	1.4	8	141		.5
FA '97	88	1568	.4	2.0	331	1204	1.4	5.0	113	792	.5	1.8	35	359	.1	.7	3	80		.2
SU '97	60	1456	.3	1.4	174	950	.7	2.8	91	636	.4	1.4	31	359	.1	.6	9	115		.5
4-Book	74	1563	.3	1.7	250	1090	1.1	3.9	89	683	.4	1.4	54	412	.2	1.1	7	118		.4
SP '97	57	1309	.2	1.3	204	884	.9	3.1	47	509	.2	.7	27	289	.1	.5	9	178		.5
KLVE-FM																				
SP '98	428	3996	1.8	10.0	686	2754	2.9	10.7	633	2717	2.6	9.7	440	2324	1.8	8.7	180	1432	.7	10.5
WI '98	350	3424	1.5	8.4	572	2211	2.4	9.0	527	2315	2.2	8.4	318	1888	1.3	6.4	124	1265	.5	8.0
FA '97	435	4068	1.8	10.1	628	2469	2.6	9.4	702	2737	2.9	11.1	424	2323	1.8	8.3	182	1554	.8	9.9
SU '97	393	3731	1.6	9.3	650	2539	2.7	10.5	608	2505	2.5	9.6	369	2282	1.5	7.5	146	1402	.6	7.5
4-Book	402	3805	1.7	9.5	634	2493	2.7	9.9	618	2569	2.6	9.7	388	2204	1.6	7.7	158	1413	.7	9.0
SP '97	389	4050	1.6	8.9	676	2704	2.8	10.3	573	2625	2.4	8.7	364	2292	1.5	7.2	168	1486	.7	9.3
KLYY-FM																				
SP '98	37	1404	.2	.9	44	510	.2	.7	54	625	.2	.8	51	763	.2	1.0	8	375		.5
WI '98	39	1201	.2	.9	55	571	.2	.9	47	576	.2	.8	64	886	.3	1.3	18	368	.1	1.2
FA '97	26	1115	.1	.6	31	506	.1	.5	37	499	.2	.6	50	685	.2	1.0	13	306	.1	.7
SU '97	45	1252	.2	1.1	60	611	.3	1.0	52	671	.2	.8	67	888	.3	1.4	28	427	.1	1.4
4-Book	37	1243	.2	.9	48	550	.2	.8	48	593	.2	.8	58	806	.3	1.2	17	369	.1	1.0
SP '97	34	1188	.1	.8	51	600	.2	.8	46	426	.2	.7	52	707	.2	1.0	14	367	.1	.8
KNX -AM																				
SP '98	34	1528	.1	.8	77	873	.3	1.2	33	396	.1	.5	61	771	.3	1.2	15	297	.1	.9
WI '98	62	1575	.3	1.5	163	1013	.7	2.6	48	420	.2	.8	73	729	.3	1.5	29	294	.1	1.9
FA '97	38	1524	.2	.9	75	706	.3	1.1	34	390	.1	.5	61	654	.3	1.2	22	336	.1	1.2
SU '97	51	1555	.2	1.2	106	999	.4	1.7	54	633	.2	.9	52	635	.2	1.1	28	427	.1	1.4
4-Book	46	1546	.2	1.1	105	898	.4	1.7	42	460	.2	.7	62	697	.3	1.3	24	339	.1	1.4
SP '97	41	1502	.2	.9	87	965	.4	1.3	33	605	.1	.5	64	796	.3	1.3	16	356	.1	.9
KOST-FM																				
SP '98	206	3855	.9	4.8	265	1996	1.1	4.1	348	2086	1.4	5.3	258	2107	1.1	5.1	96	1067	.4	5.6
WI '98	226	3869	.9	5.4	307	2249	1.3	4.8	403	1776	1.7	6.4	292	2253	1.2	5.9	94	1079	.4	6.1
FA '97	237	4107	1.0	5.5	313	2060	1.3	4.7	402	2084	1.7	6.4	303	2170	1.3	6.0	106	1328	.4	5.8
SU '97	232	4382	1.0	5.5	278	2023	1.2	4.5	360	2301	1.5	5.7	286	2393	1.2	5.8	149	1689	.6	7.7
4-Book	225	4053	1.0	5.3	291	2082	1.2	4.5	378	2062	1.6	6.0	285	2231	1.2	5.7	111	1291	.5	6.3
SP '97	198	3854	.8	4.5	227	1709	1.0	3.5	304	1938	1.3	4.6	249	2113	1.0	4.9	127	1404	.5	7.0
KPWR-FM																				
SP '98	80	2199	.3	1.9	90	784	.4	1.4	111	1028	.5	1.7	107	1085	.4	2.1	45	699	.2	2.6
WI '98	65	2029	.3	1.6	90	899	.4	1.4	78	867	.3	1.2	89	959	.4	1.8	31	383	.1	2.0
FA '97	88	2166	.4	2.0	101	986	.4	1.5	93	722	.4	1.5	113	1116	.5	2.2	66	661	.3	3.6
SU '97	92	2101	.4	2.2	123	1028	.5	2.0	109	1143	.5	1.7	102	1095	.4	2.1	45	585	.2	2.3
4-Book	81	2124	.4	1.9	101	924	.4	1.6	98	940	.4	1.5	103	1064	.4	2.1	47	582	.2	2.6
SP '97	82	2451	.3	1.9	114	1014	.5	1.7	96	896	.4	1.5	89	1168	.4	1.8	51	678	.2	2.8

Target Listener Trends - Women 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																			
SP '98	33	576	.1	.8	38	170	.2	.6	59	282	.2	.9	44	239	.2	.9	9	127	.5
WI '98	13	392	.1	.3	15	158	.1	.2	17	217	.1	.3	15	234	.1	.3	5	154	.3
FA '97	25	470	.1	.6	33	300	.1	.5	31	227	.1	.5	29	218	.1	.6	14	160	.1
SU '97	39	732	.2	.9	58	410	.2	.9	55	423	.2	.9	34	325	.1	.7	20	251	.1
4-Book	28	543	.1	.7	36	260	.2	.6	41	287	.2	.7	31	254	.1	.6	12	173	.1
SP '97	29	527	.1	.7	29	254	.1	.4	29	271	.1	.4	33	298	.1	.7	24	210	.1
KROQ-FM																			
SP '98	100	2684	.4	2.3	171	1391	.7	2.7	127	1235	.5	2.0	117	1390	.5	2.3	39	738	.2
WI '98	94	2492	.4	2.3	173	1416	.7	2.7	106	958	.4	1.7	138	1509	.6	2.8	33	670	.1
FA '97	101	2312	.4	2.3	205	1198	.9	3.1	116	1103	.5	1.8	123	1393	.5	2.4	45	850	.2
SU '97	129	2517	.5	3.0	219	1206	.9	3.5	180	1325	.8	2.9	148	1520	.6	3.0	61	924	.3
4-Book	106	2501	.4	2.5	192	1303	.8	3.0	132	1155	.6	2.1	132	1453	.6	2.6	45	796	.2
SP '97	137	2306	.6	3.1	247	1348	1.0	3.8	188	1112	.8	2.9	171	1442	.7	3.4	51	737	.2
KRRA-AM																			
SP '98	12	146	.3	.3	8	24	.1	.1	26	97	.1	.4	13	72	.1	.3	3	36	.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	15	238	.1	.3	31	118	.1	.5	34	141	.1	.5	2	12	.1	.3	1	23	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	12	186	.1	.3	14	95	.1	.2	19	119	.1	.3	13	93	.1	.3	5	65	.3
KRTH-FM																			
SP '98	160	3362	.7	3.7	218	1614	.9	3.4	307	1863	1.3	4.7	191	1657	.8	3.8	30	611	.1
WI '98	165	3790	.7	4.0	203	1836	.8	3.2	296	2002	1.2	4.7	210	1859	.9	4.2	53	858	.2
FA '97	199	4233	.8	4.6	287	2280	1.2	4.3	334	2146	1.4	5.3	255	2116	1.1	5.0	64	914	.3
SU '97	165	3820	.7	3.9	204	1680	.9	3.3	294	1968	1.2	4.7	198	1941	.8	4.0	45	705	.2
4-Book	172	3801	.7	4.1	228	1853	1.0	3.6	308	1995	1.3	4.9	214	1893	.9	4.3	48	772	.2
SP '97	216	4021	.9	4.9	264	1809	1.1	4.0	348	2017	1.5	5.3	278	2046	1.2	5.5	80	1077	.3
KSCA-FM																			
SP '98	285	2358	1.2	6.6	575	1541	2.4	9.0	428	1865	1.8	6.6	201	1124	.8	4.0	84	663	.3
WI '98	277	2481	1.2	6.7	573	1726	2.4	9.0	438	1726	1.8	7.0	183	1223	.8	3.7	91	709	.4
FA '97	251	2398	1.0	5.8	498	1634	2.1	7.5	384	1618	1.6	6.1	185	1173	.8	3.6	65	598	.3
SU '97	225	2270	.9	5.3	485	1486	2.0	7.9	308	1568	1.3	4.9	175	1106	.7	3.5	68	619	.3
4-Book	260	2377	1.1	6.1	533	1597	2.2	8.4	390	1694	1.6	6.2	186	1157	.8	3.7	77	647	.3
SP '97	217	2183	.9	5.0	386	1493	1.6	5.9	312	1521	1.3	4.8	190	1093	.8	3.7	76	647	.3
KSSE-FM																			
SP '98	46	930	.2	1.1	55	412	.2	.9	67	487	.3	1.0	55	527	.2	1.1	21	232	.1
WI '98	44	908	.2	1.1	44	363	.2	.7	65	502	.3	1.0	52	504	.2	1.0	24	313	.1
FA '97	49	929	.2	1.1	48	385	.2	.7	78	575	.3	1.2	69	515	.3	1.4	23	282	.1
SU '97	41	847	.2	1.0	50	320	.2	.8	50	420	.2	.8	53	444	.2	1.1	24	278	.1
4-Book	45	904	.2	1.1	49	370	.2	.8	65	496	.3	1.0	57	498	.2	1.2	23	276	.1
SP '97	36	557	.2	.8	53	302	.2	.8	59	369	.2	.9	42	281	.2	.8	8	129	.4
KTNQ-AM																			
SP '98	85	1063	.4	2.0	143	431	.6	2.2	135	597	.6	2.1	62	391	.3	1.2	48	298	.2
WI '98	87	956	.4	2.1	103	368	.4	1.6	195	628	.8	3.1	81	463	.3	1.6	25	230	.1
FA '97	88	1086	.4	2.0	178	640	.7	2.7	118	648	.5	1.9	69	443	.3	1.4	61	370	.3
SU '97	69	1018	.3	1.6	90	416	.4	1.5	111	631	.5	1.8	76	446	.3	1.5	47	301	.2
4-Book	82	1031	.4	1.9	129	464	.5	2.0	140	626	.6	2.2	72	436	.3	1.4	45	300	.2
SP '97	102	979	.4	2.3	170	600	.7	2.6	170	540	.7	2.6	91	488	.4	1.8	44	338	.2
KTWV-FM																			
SP '98	199	2735	.8	4.6	247	1261	1.0	3.9	389	1397	1.6	6.0	237	1583	1.0	4.7	76	834	.3
WI '98	154	2781	.6	3.7	177	1440	.7	2.8	241	1308	1.0	3.9	208	1621	.9	4.2	74	829	.3
FA '97	183	2708	.8	4.2	197	1207	.8	2.9	292	1330	1.2	4.6	248	1625	1.0	4.9	95	929	.4
SU '97	191	2977	.8	4.5	221	1382	.9	3.6	303	1532	1.3	4.8	275	1785	1.2	5.6	80	976	.3
4-Book	182	2800	.8	4.3	211	1323	.9	3.3	306	1392	1.3	4.8	242	1654	1.0	4.9	81	892	.3
SP '97	212	2899	.9	4.9	267	1485	1.1	4.1	379	1569	1.6	5.8	271	1635	1.1	5.3	71	719	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KWKW-AM																			
SP '98	25	457	.1	.6	42	263	.2	.7	56	283	.2	.9	15	84	.1	.3	6	69		.3
WI '98	42	597	.2	1.0	52	322	.2	.8	83	406	.3	1.3	48	233	.2	1.0	15	135	.1	1.0
FA '97	37	434	.2	.9	66	222	.3	1.0	56	233	.2	.9	25	194	.1	.5	19	98	.1	1.0
SU '97	18	399	.1	.4	39	247	.2	.6	20	149	.1	.3	10	70		.2	6	48		.3
4-Book	31	472	.2	.7	50	264	.2	.8	54	268	.2	.9	25	145	.1	.5	12	88	.1	.7
SP '97	47	479	.2	1.1	102	317	.4	1.6	67	235	.3	1.0	22	110	.1	.4	10	102		.6
KWVE-FM																				
SP '98	17	527	.1	.4	32	309	.1	.5	26	254	.1	.4	30	268	.1	.6	1	59		.1
WI '98	27	736	.1	.7	37	347	.2	.6	25	244	.1	.4	33	290	.1	.7	12	171		.8
FA '97	27	606	.1	.6	49	387	.2	.7	44	289	.2	.7	29	295	.1	.6	11	220		.6
SU '97	32	543	.1	.8	39	315	.2	.6	35	318	.1	.6	47	321	.2	1.0	20	163	.1	1.0
4-Book	26	603	.1	.6	39	340	.2	.6	33	276	.1	.5	35	294	.1	.7	11	153		.6
SP '97	30	659	.1	.7	43	461	.2	.7	37	374	.2	.6	24	332	.1	.5	34	302	.1	1.9
KYSR-FM																				
SP '98	178	3883	.7	4.1	196	1985	.8	3.1	286	2154	1.2	4.4	274	2469	1.1	5.4	58	1126	.2	3.4
WI '98	179	3830	.7	4.3	183	1859	.8	2.9	278	1883	1.2	4.4	270	2420	1.1	5.4	74	1301	.3	4.8
FA '97	148	3410	.6	3.4	194	1789	.8	2.9	251	1847	1.0	4.0	217	2261	.9	4.3	45	1048	.2	2.4
SU '97	184	3662	.8	4.3	206	1832	.9	3.3	261	1999	1.1	4.1	276	2440	1.2	5.6	86	1137	.4	4.4
4-Book	172	3696	.7	4.0	195	1866	.8	3.1	269	1971	1.1	4.2	259	2398	1.1	5.2	66	1153	.3	3.8
SP '97	163	3588	.7	3.7	205	1728	.9	3.1	247	1966	1.0	3.8	217	2246	.9	4.3	56	1058	.2	3.1
KZLA-FM																				
SP '98	103	1521	.4	2.4	111	886	.5	1.7	153	727	.6	2.4	132	1041	.5	2.6	40	388	.2	2.3
WI '98	98	1764	.4	2.4	168	1184	.7	2.7	115	986	.5	1.8	120	1144	.5	2.4	35	623	.1	2.3
FA '97	149	2040	.6	3.5	230	1225	1.0	3.4	199	1145	.8	3.1	209	1502	.9	4.1	44	682	.2	2.4
SU '97	133	1801	.6	3.1	167	1060	.7	2.7	203	1072	.9	3.2	167	1238	.7	3.4	37	500	.2	1.9
4-Book	121	1782	.5	2.9	169	1089	.7	2.6	168	983	.7	2.6	157	1231	.7	3.1	39	548	.2	2.2
SP '97	146	1855	.6	3.3	216	1158	.9	3.3	228	1072	1.0	3.5	178	1053	.7	3.5	51	666	.2	2.8
KFRG-FM																				
SP '98	13	359	.1	.3	17	165	.1	.3	16	168	.1	.2	9	142		.2		26		
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	18	555	.1	.4	23	223	.1	.3	21	268	.1	.3	25	313	.1	.5	4	138		.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98		12			1	12				12										
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	2	158			2	57				15			3	72		.1	1	56		.1
WI '98	3	167		.1	9	72		.1	2	31				28				15		
FA '97	7	269		.2	7	89		.1	5	67		.1	11	172		.2	2	26		.1
SU '97	4	200		.1	7	85		.1	7	82		.1	3	66		.1	2	11		.1
4-Book	4	199		.1	6	76		.1	4	49		.1	4	85		.1	1	27		.1
SP '97	8	202		.2	18	120		.3	19	103		.3	3	29		.1	1	28		.1
TOTALS																				
SP '98	4300	23215	17.9		6387	20592	26.5		6509	19364	27.1		5070	19791	21.1		1719	12270	7.1	
WI '98	4150	23397	17.3		6339	20989	26.3		6254	18816	26.0		4974	20007	20.7		1545	12273	6.4	
FA '97	4317	23258	17.9		6679	20813	27.8		6329	18741	26.3		5081	19835	21.1		1842	12737	7.7	
SU '97	4238	23109	17.8		6176	20246	25.9		6308	19236	26.4		4938	19775	20.7		1940	13294	8.1	
4-Book	4251	23245	17.7		6395	20660	26.6		6350	19039	26.5		5016	19852	20.9		1762	12644	7.3	
SP '97	4371	22874	18.3		6556	21017	27.5		6565	18967	27.5		5076	19758	21.3		1810	12568	7.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	101	938	.4	1.7	46	595	.2	1.5	63	232	.3	1.9	91	296	.4	1.8	31	161	.1	.9
4-Book	80	929	.3	1.4	31	459	.1	1.1	35	131	.2	1.0	56	183	.2	1.1	36	119	.2	1.1
KACD-FM																				
SP '98	21	247	.1	.3	9	183	.1	.3	6	12	.1	.2	7	73	.1	.4	20	70	.1	.6
4-Book	21	340	.1	.3	12	201	.1	.4	13	38	.1	.4	21	75	.1	.4	17	70	.1	.5
KBCD-FM																				
SP '98	7	181	.1	.1	5	109	.1	.2	5	25	.1	.2	9	51	.1	.2	3	25	.1	.1
4-Book	9	203	.1	.1	4	86	.1	.2	4	16	.1	.2	8	37	.1	.2	9	34	.1	.3
KACE-FM																				
SP '98	30	432	.1	.5	31	322	.1	1.0	28	137	.1	.8	62	189	.3	1.2	78	208	.3	2.2
4-Book	65	730	.3	1.1	40	479	.2	1.4	34	99	.1	1.0	75	212	.3	1.5	72	211	.3	2.2
KRTO-FM																				
SP '98	7	181	.1	.1	9	128	.1	.3	9	33	.1	.3	21	60	.1	.4	19	42	.1	.5
4-Book	10	207	.1	.2	9	128	.1	.3	7	38	.1	.2	17	53	.1	.4	13	47	.1	.4
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	8	175	.1	.1	2	46	.1	.1					2	18	.1	.1	1	18	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	295	2540	1.2	4.9	96	1239	.4	3.2	58	263	.2	1.7	178	531	.7	3.5	94	334	.4	2.6
4-Book	294	2790	1.2	5.0	107	1477	.4	3.7	109	367	.5	3.3	190	619	.8	3.8	114	401	.5	3.5
KBUA-FM																				
SP '98	8	75	.1	.1	2	24	.1	.1												
4-Book	10	153	.1	.2	4	63	.1	.1	8	19	.1	.2	9	24	.1	.2	2	9	.1	.1
KBUE-FM																				
SP '98	107	1007	.4	1.8	67	592	.3	2.3	74	171	.3	2.2	127	347	.5	2.5	55	162	.2	1.5
4-Book	98	1019	.4	1.7	68	664	.3	2.4	99	217	.4	3.0	111	316	.5	2.2	70	186	.3	2.1
KCBS-FM																				
SP '98	192	2310	.8	3.2	94	1397	.4	3.2	98	304	.4	3.0	180	586	.7	3.5	147	532	.6	4.1
4-Book	165	2327	.7	2.8	83	1476	.4	2.9	73	328	.3	2.3	155	676	.6	3.1	109	450	.4	3.3
+KCMG-FM																				
SP '98	278	2771	1.2	4.6	145	1756	.6	4.9	121	409	.5	3.6	277	956	1.2	5.4	233	728	1.0	6.5
4-Book	180	2207	.8	3.0	92	1290	.4	3.2	80	299	.4	2.4	172	616	.7	3.4	126	423	.6	3.8
+KDIS-AM																				
SP '98	42	963	.2	.7	19	347	.1	.6	24	100	.1	.7	18	85	.1	.4	20	93	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	203	1977	.8	3.4	49	659	.2	1.6	91	293	.4	2.7	107	348	.4	2.1	46	130	.2	1.3
4-Book	223	2060	.9	3.8	42	666	.2	1.5	76	275	.3	2.3	83	281	.3	1.7	33	112	.1	1.0
KFWB-AM																				
SP '98	54	1444	.2	.9	20	517	.1	.7	33	198	.1	1.0	24	193	.1	.5	33	138	.1	.9
4-Book	59	1459	.3	1.0	21	551	.1	.8	36	196	.2	1.1	22	158	.1	.5	26	123	.1	.8
KGIL-AM																				
SP '98	2	42	.1	.1	2	14	.1	.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	10	75	.2	.2	1	13	.1	.1												
4-Book	12	109	.2	.2	2	38	.1	.1	3	13	.1	.1	4	15	.1	.1	1	6	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM	205	3553	.9	3.4	89	1606	.4	3.0	100	402	.4	3.0	173	687	.7	3.4	128	522	.5	3.6
SP '98																				
4-Book	226	3580	1.0	3.8	106	1941	.5	3.7	120	519	.5	3.7	194	816	.8	3.9	124	562	.5	3.7
KJLH-FM	139	954	.6	2.3	133	913	.6	4.5	91	221	.4	2.7	166	365	.7	3.3	145	313	.6	4.1
SP '98																				
4-Book	118	1017	.5	2.0	90	847	.4	3.1	57	156	.3	1.7	112	301	.5	2.2	79	198	.3	2.4
KKBT-FM	184	1739	.8	3.1	102	1229	.4	3.4	108	333	.4	3.3	172	538	.7	3.4	126	361	.5	3.5
SP '98																				
4-Book	221	1889	.9	3.7	101	1211	.4	3.5	108	315	.4	3.3	182	543	.8	3.7	120	326	.5	3.6
KKGO-FM	65	883	.3	1.1	35	657	.1	1.2	47	160	.2	1.4	44	239	.2	.9	57	168	.2	1.6
SP '98																				
4-Book	59	894	.2	1.0	36	583	.2	1.2	32	134	.2	1.0	55	199	.3	1.1	55	159	.2	1.7
KKHJ-AM	32	469	.1	.5	16	267	.1	.5	14	51	.1	.4	26	89	.1	.5	37	72	.2	1.0
SP '98																				
4-Book	32	419	.2	.5	15	201	.1	.5	14	37	.1	.5	23	69	.1	.5	16	40	.1	.5
KKLA-FM	48	448	.2	.8	9	161	.3		14	37	.1	.4	7	38	.1		17	34	.1	.5
SP '98																				
4-Book	33	471	.2	.5	9	182	.3		13	40	.1	.4	16	50	.1	.3	11	29	.1	.3
KLAC-AM	23	211	.1	.4	24	361	.1	.8	25	69	.1	.8	57	123	.2	1.1	28	83	.1	.8
SP '98																				
4-Book	32	351	.2	.6	16	249	.1	.5	11	41	.1	.4	36	99	.1	.7	19	65	.1	.6
KLAX-FM	187	1597	.8	3.1	109	959	.5	3.7	108	324	.4	3.3	182	437	.8	3.6	139	400	.6	3.9
SP '98																				
4-Book	179	1591	.8	3.0	111	1032	.5	3.8	133	347	.6	4.1	186	491	.8	3.7	132	351	.6	4.0
KLOS-FM	203	2059	.8	3.4	73	1018	.3	2.5	28	147	.1	.8	124	396	.5	2.4	84	294	.3	2.4
SP '98																				
4-Book	151	2022	.6	2.6	56	1017	.2	2.0	28	167	.1	.8	101	408	.4	2.0	74	299	.3	2.3
KLSX-FM	129	1295	.5	2.1	18	361	.1	.6	25	60	.1	.8	15	110	.1	.3	17	67	.1	.5
SP '98																				
4-Book	128	1342	.5	2.2	25	423	.1	.9	29	80	.1	.9	24	101	.1	.5	23	71	.1	.7
KLVE-FM	590	3656	2.5	9.8	309	2463	1.3	10.4	463	969	1.9	14.0	492	1164	2.0	9.7	311	736	1.3	8.7
SP '98																				
4-Book	552	3483	2.3	9.3	299	2373	1.2	10.3	391	905	1.6	11.9	524	1218	2.2	10.5	308	756	1.3	9.3
KLYY-FM	50	1182	.2	.8	34	578	.1	1.1	24	104	.1	.7	84	205	.3	1.6	54	243	.2	1.5
SP '98																				
4-Book	51	1106	.2	.8	26	594	.1	.9	22	92	.1	.7	49	223	.2	1.0	39	206	.2	1.2
KNX -AM	55	1301	.2	.9	11	413	.4		29	153	.1	.9	18	105	.1	.4	5	46		.1
SP '98																				
4-Book	68	1283	.3	1.1	25	578	.1	.9	40	176	.2	1.3	31	161	.1	.6	21	112	.1	.7
KOST-FM	295	3329	1.2	4.9	121	1735	.5	4.1	125	417	.5	3.8	214	700	.9	4.2	153	556	.6	4.3
SP '98																				
4-Book	323	3407	1.3	5.4	129	1908	.6	4.5	126	492	.5	3.8	222	747	.9	4.4	147	517	.6	4.4
KPWR-FM	104	1714	.4	1.7	63	1078	.3	2.1	51	155	.2	1.5	118	406	.5	2.3	52	256	.2	1.5
SP '98																				
4-Book	101	1730	.4	1.7	71	1052	.3	2.4	59	198	.3	1.8	118	433	.5	2.3	74	281	.3	2.3
KRLA-AM	48	374	.2	.8	23	350	.1	.8	22	78	.1	.7	61	133	.3	1.2	37	96	.2	1.0
SP '98																				
4-Book	36	431	.2	.6	22	304	.1	.8	23	72	.1	.7	41	109	.2	.8	31	82	.1	.9
KROQ-FM	137	2268	.6	2.3	75	1445	.3	2.5	32	173	.1	1.0	153	629	.6	3.0	97	445	.4	2.7
SP '98																				
4-Book	150	2108	.7	2.5	68	1292	.3	2.4	52	239	.2	1.6	128	561	.5	2.6	93	396	.4	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 25-49

Target Listener Estimates

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRRA-AM SP '98 4-Book	17 **	111 **	.1 **	.3 **	10 **	84 **	.3 **	6 **	11 **	.2 **	.2 **	16 **	37 **	.1 **	.3 **	13 **	24 **	.1 **	.4 **	
KRTH-FM SP '98 4-Book	244 254	2805 3193	1.0 1.1	4.0 4.3	98 110	1502 1698	.4 .5	3.3 3.8	65 87	253 327	.3 .4	2.0 2.7	210 237	646 787	.9 1.0	4.1 4.7	128 143	459 487	.5 .6	3.6 4.3
KSCA-FM SP '98 4-Book	403 371	2236 2207	1.7 1.6	6.7 6.2	210 185	1581 1545	.9 .8	7.1 6.4	486 401	874 768	2.0 1.7	14.7 12.3	319 293	783 812	1.3 1.2	6.3 5.9	194 157	476 406	.8 .7	5.4 4.7
KSSE-FM SP '98 4-Book	60 58	799 762	.2 .2	1.0 1.0	37 37	503 485	.2 .2	1.2 1.3	36 34	131 112	.1 .1	1.1 1.1	55 72	172 223	.2 .3	1.1 1.5	41 34	113 110	.2 .1	1.1 1.0
KTNQ-AM SP '98 4-Book	115 115	889 911	.5 .5	1.9 1.9	57 49	554 493	.2 .2	1.9 1.7	97 82	204 205	.4 .3	2.9 2.5	111 101	238 246	.5 .5	2.2 2.0	38 44	88 110	.2 .2	1.1 1.4
KTWV-FM SP '98 4-Book	298 257	2247 2323	1.2 1.1	4.9 4.3	104 115	1431 1430	.4 .5	3.5 4.0	98 99	335 326	.4 .4	3.0 3.0	206 199	607 579	.9 .9	4.0 4.0	141 144	508 424	.6 .6	4.0 4.4
KWKW-AM SP '98 4-Book	39 43	380 398	.2 .2	.6 .7	13 20	173 229	.1 .1	.4 .7	25 36	50 89	.1 .2	.8 1.1	19 34	55 92	.1 .2	.4 .7	4 15	23 40	.1 .1	.5 .5
KWVE-FM SP '98 4-Book	29 35	508 498	.1 .2	.5 .6	8 19	153 259	.1 .1	.3 .7	24 24	68 68	.1 .1	.7 .7	6 21	44 75	.1 .1	.4 .4	13 18	30 65	.1 .1	.4 .5
KYSR-FM SP '98 4-Book	254 243	3457 3278	1.1 1.0	4.2 4.1	124 119	1973 1893	.5 .5	4.2 4.1	95 90	342 404	.4 .4	2.9 2.8	246 222	887 868	1.0 .9	4.8 4.4	153 158	554 564	.6 .7	4.3 4.8
KZLA-FM SP '98 4-Book	134 165	1328 1583	.6 .7	2.2 2.8	92 98	963 1111	.4 .4	3.1 3.4	108 111	351 376	.4 .4	3.3 3.4	139 183	429 587	.6 .8	2.7 3.7	151 131	385 404	.6 .6	4.2 4.0
KFRG-FM SP '98 4-Book	14 **	251 **	.1 **	.2 **	18 **	288 **	.1 **	.6 **	9 **	40 **	.3 **	.3 **	46 **	137 **	.2 **	.9 **	16 **	67 **	.1 **	.4 **
KXFG-FM SP '98 4-Book	**	12 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	2 5	130 151		.1	2 5	73 97		.1 .2	3	12		.1	2 4	15 18		.1	6 7	30 24		.2 .2
TOTALS SP '98 4-Book	6029 5953	22920 22923	25.1 24.8		2972 2905	18742 18817	12.4 12.1		3317 3272	8520 8699	13.8 13.7		5097 5013	12171 12257	21.2 20.9		3567 3315	9022 8759	14.8 13.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	3	30	.2		71	226	.3	3.3	71	267	.3	1.9	25	110	.1	.9	13	42	.1	1.0
4-Book	6	29	.4		32	98	.2	1.5	41	157	.2	1.1	27	101	.1	1.0	17	57	.1	1.3
KACD-FM																				
SP '98	16	36	.1	.9	6	12		.3	4	31		.1	4	45		.1	8	30		.6
4-Book	10	35	.1	.6	12	25	.1	.6	15	63	.1	.4	6	35		.2	7	29		.5
KBCD-FM																				
SP '98									8	44		.2	10	44		.4	4	15		.3
4-Book	2	6		.1	1	11		.1	5	21		.1	4	14		.2	2	11		.2
KACE-FM																				
SP '98	29	97	.1	1.6	9	53		.4	14	80	.1	.4	6	39		.2	21	48	.1	1.6
4-Book	28	110	.1	1.6	21	75	.1	1.0	33	134	.2	.9	32	107	.1	1.2	22	88	.1	1.7
KRTO-FM																				
SP '98	7	31		.4	4	30		.2	2	31		.1	3	18		.1	8	25		.6
4-Book	7	34		.4	7	32		.3	6	34		.2	8	27		.3	6	40		.5
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	6	14		.3	3	14		.1	3	14		.1	2	14		.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	119	374	.5	6.6	42	221	.2	1.9	127	475	.5	3.4	81	236	.3	2.9	47	204	.2	3.6
4-Book	120	394	.5	7.0	50	203	.2	2.3	120	416	.5	3.3	91	290	.4	3.4	48	181	.2	3.6
KBUA-FM																				
SP '98					3	24		.1	8	24		.2	2	12		.1	2	6		.1
4-Book					3	19		.1	6	27		.2	2	9		.1	2	6		.1
KBUE-FM																				
SP '98	29	95	.1	1.6	57	126	.2	2.6	104	254	.4	2.8	48	107	.2	1.7	32	100	.1	2.5
4-Book	40	127	.2	2.3	52	148	.2	2.4	93	246	.4	2.6	46	120	.2	1.7	30	94	.1	2.2
KCBS-FM																				
SP '98	19	115	.1	1.1	62	194	.3	2.9	119	520	.5	3.2	114	435	.5	4.1	19	109	.1	1.5
4-Book	44	182	.2	2.7	45	180	.2	2.1	111	476	.5	3.1	88	333	.4	3.3	32	188	.1	2.4
+KCMG-FM																				
SP '98	121	415	.5	6.7	57	176	.2	2.6	160	545	.7	4.3	140	423	.6	5.0	46	173	.2	3.6
4-Book	57	220	.2	3.2	46	154	.2	2.1	121	446	.5	3.3	93	296	.4	3.5	40	156	.2	3.0
+KDIS-AM																				
SP '98	20	73	.1	1.1	11	45		.5	31	121	.1	.8	20	88	.1	.7	4	40		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	7	86		.4	35	145	.1	1.6	81	249	.3	2.2	12	50		.4	10	59		.8
4-Book	8	48		.4	36	140	.2	1.7	61	204	.3	1.7	28	112	.1	1.1	17	82	.1	1.2
KFWB-AM																				
SP '98	7	56		.4	21	106	.1	1.0	18	138	.1	.5	28	125	.1	1.0	4	43		.3
4-Book	11	74		.7	28	134	.1	1.3	18	123	.1	.5	23	103	.1	.8	11	72		.8
KGIL-AM																				
SP '98	1	14		.1	**	**	**	**	4	14		.1	9	14		.3	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98									1	7			6	13		.2				
4-Book									1	7			4	10		.2				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	58	211	.2	3.2	73	301	.3	3.4	86	459	.4	2.3	85	309	.4	3.0	16	137	.1	1.2
4-Book	53	272	.2	3.1	59	283	.3	2.8	141	611	.6	3.8	114	434	.5	4.2	41	197	.2	3.0
KJLH-FM																				
SP '98	91	206	.4	5.1	141	348	.6	6.5	242	546	1.0	6.5	124	358	.5	4.4	60	150	.2	4.7
4-Book	53	147	.2	3.0	110	279	.5	5.1	182	440	.8	5.0	87	287	.4	3.2	38	108	.1	2.9
KKBT-FM																				
SP '98	71	259	.3	4.0	72	236	.3	3.3	99	380	.4	2.7	103	319	.4	3.7	66	245	.3	5.1
4-Book	61	226	.2	3.6	80	236	.4	3.7	96	356	.4	2.7	97	288	.4	3.6	64	230	.3	4.8
KKGO-FM																				
SP '98	27	112	.1	1.5	16	116	.1	.7	27	157	.1	.7	37	135	.2	1.3	32	125	.1	2.5
4-Book	18	94	.1	1.1	27	111	.1	1.2	41	182	.2	1.1	39	142	.2	1.5	24	104	.1	1.8
KKHJ-AM																				
SP '98	23	86	.1	1.3	5	40	.1	.2	14	47	.1	.4	5	30	.1	.2	2	16	.1	.2
4-Book	18	51	.1	1.1	14	37	.1	.6	20	49	.1	.6	7	20	.1	.3	7	16	.1	.5
KKLA-FM																				
SP '98	4	14	.1	.2	7	33	.1	.3	4	32	.1	.1	14	42	.1	.5	11	65	.1	.9
4-Book	4	19	.1	.3	16	64	.1	.8	7	39	.1	.2	5	25	.1	.2	4	23	.1	.4
KLAC-AM																				
SP '98	12	68	.1	.7	13	42	.1	.6	38	104	.2	1.0	16	80	.1	.6	3	16	.1	.2
4-Book	7	36	.1	.4	10	32	.1	.5	24	82	.1	.7	12	52	.1	.5	8	26	.1	.6
KLAX-FM																				
SP '98	75	205	.3	4.2	86	231	.4	4.0	121	323	.5	3.2	95	194	.4	3.4	66	183	.3	5.1
4-Book	70	204	.3	4.1	82	227	.4	3.8	137	357	.6	3.7	105	251	.5	3.9	42	128	.2	3.2
KLOS-FM																				
SP '98	54	224	.2	3.0	38	94	.2	1.8	122	395	.5	3.3	104	361	.4	3.7	20	51	.1	1.6
4-Book	43	178	.2	2.5	28	102	.1	1.4	64	285	.3	1.8	76	268	.3	2.8	34	109	.1	2.5
KLSX-FM																				
SP '98	4	14	.1	.2	23	71	.1	1.1	41	145	.2	1.1	14	46	.1	.5	6	29	.1	.5
4-Book	15	51	.1	.9	38	106	.2	1.8	54	168	.3	1.5	11	40	.1	.4	7	28	.1	.5
KLVE-FM																				
SP '98	198	595	.8	11.0	276	828	1.1	12.7	398	1039	1.7	10.7	208	520	.9	7.4	132	420	.5	10.2
4-Book	182	551	.8	10.6	262	730	1.1	12.2	370	953	1.6	10.1	218	515	.9	8.1	133	423	.5	10.0
KLYY-FM																				
SP '98	17	121	.1	.9	11	45	.1	.5	34	195	.1	.9	38	131	.2	1.4	7	57	.1	.5
4-Book	16	97	.1	.9	9	50	.1	.4	34	182	.1	.9	31	146	.2	1.1	10	64	.1	.7
KNX -AM																				
SP '98	2	29	.1	.1	5	45	.1	.2	3	27	.1	.1	20	93	.1	.7	8	56	.1	.6
4-Book	13	70	.1	.8	21	116	.1	1.0	27	139	.1	.7	26	108	.1	.9	19	98	.1	1.4
KOST-FM																				
SP '98	106	374	.4	5.9	79	281	.3	3.6	107	464	.4	2.9	106	455	.4	3.8	77	263	.3	6.0
4-Book	101	373	.4	5.8	92	356	.4	4.3	145	548	.6	4.0	108	443	.5	4.0	84	330	.4	6.3
KPWR-FM																				
SP '98	50	220	.2	2.8	37	122	.2	1.7	80	342	.3	2.1	74	253	.3	2.6	35	128	.1	2.7
4-Book	68	239	.3	3.9	34	130	.2	1.6	88	321	.4	2.4	75	237	.3	2.8	47	153	.2	3.5
KRLA-AM																				
SP '98	8	58	.1	.4	8	38	.1	.4	21	94	.1	.6	27	109	.1	1.0	4	12	.1	.3
4-Book	15	54	.1	.9	8	31	.1	.3	28	87	.1	.8	24	79	.1	.9	11	48	.1	.8
KROQ-FM																				
SP '98	38	283	.2	2.1	11	75	.1	.5	118	573	.5	3.2	74	351	.3	2.6	62	255	.3	4.8
4-Book	34	196	.2	1.9	19	104	.1	.9	97	453	.4	2.6	78	339	.3	2.8	39	207	.2	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49

Target Listener Estimates - Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	3 **	24 **	.2 **	.2 **	14 **	24 **	.1 **	.6 **	15 **	24 **	.1 **	.4 **	9 **	12 **	.3 **	.3 **	5 **	11 **	.1 **	.4 **
KRTH-FM SP '98 4-Book	38 39	141 172	.2 .2	2.1 2.3	49 65	259 258	.2 .3	2.3 3.0	138 137	462 525	.6 .6	3.7 3.7	138 129	484 426	.6 .5	4.9 4.7	18 41	79 164	.1 .2	1.4 3.1
KSCA-FM SP '98 4-Book	104 75	295 255	.4 .3	5.8 4.4	170 194	428 454	.7 .8	7.8 9.1	233 214	603 565	1.0 .9	6.2 5.8	139 111	313 277	.6 .5	5.0 4.1	64 59	270 185	.3 .2	5.0 4.4
KSSE-FM SP '98 4-Book	14 25	91 94	.1 .1	.8 1.5	30 16	94 60	.1 .1	1.4 .8	52 50	190 158	.2 .2	1.4 1.3	45 43	144 125	.2 .2	1.6 1.6	21 21	63 77	.1 .1	1.6 1.6
KTNO-AM SP '98 4-Book	27 25	94 81	.1 .1	1.5 1.5	44 31	131 82	.2 .1	2.0 1.5	76 46	188 135	.3 .2	2.0 1.2	34 36	73 84	.1 .2	1.2 1.3	28 24	84 67	.1 .1	2.2 1.8
KTWV-FM SP '98 4-Book	89 76	268 242	.4 .4	5.0 4.4	47 73	168 251	.2 .3	2.2 3.4	107 145	430 519	.4 .6	2.9 4.0	70 113	273 345	.3 .5	2.5 4.2	66 70	261 236	.3 .3	5.1 5.2
KWKV-AM SP '98 4-Book	11 18	23 46	.6 .1	1.0	16 18	24 40	.1 .1	.7 .8	6 18	24 55	.2 .1	.2 .5	11 17	12 36	.4 .1	.4 .6	14 8	36 30	.1 .1	1.1 .6
KWVE-FM SP '98 4-Book	5 9	28 21	.3 .5		8 23	39 80	.1 .1	.4 1.1	6 25	26 103	.1 .1	.2 .7	18 19	53 60	.1 .1	.6 .7	10 14	28 38	.1 .1	.8 1.0
KYSR-FM SP '98 4-Book	32 63	297 290	.1 .3	1.8 3.7	48 50	283 282	.2 .2	2.2 2.3	200 177	836 715	.8 .7	5.4 4.8	154 129	512 473	.6 .5	5.5 4.7	53 51	265 261	.2 .2	4.1 3.8
KZLA-FM SP '98 4-Book	55 46	240 186	.2 .2	3.1 2.6	41 64	210 227	.2 .3	1.9 2.9	111 128	381 440	.5 .6	3.0 3.5	120 93	372 334	.5 .4	4.3 3.4	24 31	109 138	.1 .1	1.9 2.3
KFRG-FM SP '98 4-Book	1 **	16 **	.1 **	.1 **	18 **	64 **	.1 **	.8 **	27 **	110 **	.1 **	.7 **	23 **	115 **	.1 **	.8 **	**	**	**	**
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	2 2	15 17	.1 .1		2 3	13 15	.1 .1		2 7	16 26	.1 .2		8	32	.3		1 1	16 11	.1 .1	
TOTALS SP '98 4-Book	1795 1725	5619 5375	7.5 7.2		2166 2140	6458 6338	9.0 8.9		3735 3682	10112 9883	15.5 15.3		2805 2715	7534 7174	11.7 11.3		1290 1334	4383 4438	5.4 5.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	90	1437	.3	1.8	144	688	.5	2.0	118	813	.4	1.6	139	733	.5	2.4	27	252	.1	1.4
WI '98	52	1301	.2	1.1	104	649	.4	1.4	61	594	.2	.9	65	568	.2	1.1	25	186	.1	1.4
FA '97	86	1503	.3	1.7	178	860	.6	2.3	96	690	.3	1.3	104	753	.4	1.8	41	312	.1	2.0
SU '97	69	1416	.3	1.4	83	556	.3	1.2	107	567	.4	1.5	85	586	.3	1.5	53	342	.2	2.4
4-Book	74	1414	.3	1.5	127	688	.5	1.7	96	666	.3	1.3	98	660	.4	1.7	37	273	.1	1.8
SP '97	58	1237	.2	1.2	90	595	.3	1.2	84	651	.3	1.1	92	654	.3	1.6	21	202	.1	1.1
KACD-FM																				
SP '98	16	417	.1	.3	22	164	.1	.3	17	116	.1	.2	24	154	.1	.4	12	103		.6
WI '98	19	505	.1	.4	22	260	.1	.3	22	207	.1	.3	31	279	.1	.5	6	158		.3
FA '97	14	421	.1	.3	13	190		.2	23	227	.1	.3	26	276	.1	.4	2	86		.1
SU '97	17	442	.1	.4	25	177	.1	.4	15	171	.1	.2	17	130	.1	.3	10	102		.5
4-Book	17	446	.1	.4	21	198	.1	.3	19	180	.1	.3	25	210	.1	.4	8	112		.4
SP '97	13	437		.3	10	191		.1	19	247	.1	.3	24	204	.1	.4	4	96		.2
KBCD-FM																				
SP '98	6	227		.1	10	118		.1	4	66		.1	9	114		.2	3	111		.2
WI '98	5	234		.1	8	120		.1	6	80		.1	7	94		.1	1	59		.1
FA '97	4	208		.1	4	94		.1	5	108		.1	13	167		.2	1	43		.1
SU '97	11	270		.2	9	91		.1	18	141		.1	12	117		.2	3	77		.1
4-Book	7	235		.1	8	106		.1	8	99		.2	10	123		.2	2	73		.1
SP '97	9	187		.2	24	161		.1	3	41		.3	12	115		.2	2	45		.1
KACE-FM																				
SP '98	43	697	.2	.9	38	265	.1	.5	58	374	.2	.8	55	368	.2	1.0	34	260	.1	1.7
WI '98	59	1054	.2	1.2	76	442	.3	1.0	74	503	.3	1.0	79	573	.3	1.4	36	352	.1	2.1
FA '97	76	1015	.3	1.5	97	538	.4	1.3	114	530	.4	1.6	117	671	.4	2.0	40	391	.1	2.0
SU '97	80	1210	.3	1.7	100	558	.4	1.4	90	627	.3	1.3	105	794	.4	1.9	58	465	.2	2.6
4-Book	65	994	.3	1.3	78	451	.3	1.1	84	509	.3	1.2	89	602	.3	1.6	42	367	.1	2.1
SP '97	54	933	.2	1.1	65	448	.2	.9	74	488	.3	1.0	68	521	.3	1.2	43	360	.2	2.2
KRTO-FM																				
SP '98	7	236		.1	1	41		.1	7	113		.1	13	115		.2	5	46		.3
WI '98	8	265		.2	10	129		.1	4	143		.1	4	108		.1	7	87		.4
FA '97	12	334		.2	12	105		.2	17	221		.1	23	195		.1	4	125		.2
SU '97	13	245		.3	13	112		.2	25	156		.1	14	112		.1	5	85		.2
4-Book	10	270		.2	9	97		.1	13	158		.2	14	133		.3	5	86		.3
SP '97	24	384	.1	.5	26	94	.1	.4	37	188	.1	.5	22	226	.1	.4	7	129		.4
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	9	303		.2	9	53		.1	15	66		.1	15	158		.1	8	150		.4
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	216	3473	.8	4.4	252	1726	.9	3.5	425	1961	1.5	5.8	289	1999	1.1	5.0	83	914	.3	4.2
WI '98	226	3918	.8	4.8	293	2163	1.1	4.0	393	2021	1.4	5.5	288	2137	1.0	5.1	84	814	.3	4.8
FA '97	212	3824	.8	4.3	264	1893	1.0	3.4	398	1955	1.4	5.5	287	2025	1.0	5.0	64	983	.2	3.2
SU '97	213	3750	.8	4.5	282	1814	1.0	4.1	424	2050	1.6	5.9	256	2046	.9	4.6	66	1037	.2	3.0
4-Book	217	3741	.8	4.5	273	1899	1.0	3.8	410	1997	1.5	5.7	280	2052	1.0	4.9	74	937	.3	3.8
SP '97	184	3444	.7	3.7	284	1679	1.0	3.8	357	1642	1.3	4.8	232	1746	.9	4.0	42	761	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	6	103		.1	10	65		.1	13	78		.2	4	39		.1				
WI '98	13	260		.3	12	122		.2	34	231	.1	.5	11	79		.2	1	25		.1
FA '97	15	228	.1	.3	21	129	.1	.3	30	165	.1	.4	12	111		.2	3	62		.1
SU '97	2	135			1	53			6	72		.1	3	49		.1	1	38		
4-Book	9	182		.2	11	92		.2	21	137	.1	.3	8	70		.2	1	31		.1
SP '97	15	251	.1	.3	16	132	.1	.2	25	160	.1	.3	15	123	.1	.3	6	27		.3
KBUE-FM																				
SP '98	88	1234	.3	1.8	109	634	.4	1.5	135	741	.5	1.8	93	586	.3	1.6	45	350	.2	2.3
WI '98	76	1330	.3	1.6	96	704	.3	1.3	131	794	.5	1.8	63	614	.2	1.1	27	312	.1	1.6
FA '97	80	1421	.3	1.6	99	628	.4	1.3	105	796	.4	1.4	81	684	.3	1.4	31	365	.1	1.5
SU '97	75	1242	.3	1.6	107	581	.4	1.5	104	678	.4	1.5	98	691	.4	1.8	25	353	.1	1.1
4-Book	80	1307	.3	1.7	103	637	.4	1.4	119	752	.5	1.6	84	644	.3	1.5	32	345	.1	1.6
SP '97	80	1316	.3	1.6	97	582	.4	1.3	125	768	.5	1.7	82	659	.3	1.4	33	366	.1	1.7
KCBS-FM																				
SP '98	144	3188	.5	2.9	181	1416	.7	2.5	245	1664	.9	3.3	184	1721	.7	3.2	36	791	.1	1.8
WI '98	142	3055	.5	3.0	209	1534	.8	2.8	214	1486	.8	3.0	181	1683	.7	3.2	35	786	.1	2.0
FA '97	120	3198	.4	2.4	171	1465	.6	2.2	175	1437	.6	2.4	167	1718	.6	2.9	46	827	.2	2.3
SU '97	85	2501	.3	1.8	122	1183	.5	1.8	122	1165	.5	1.7	107	1293	.4	1.9	35	704	.1	1.6
4-Book	123	2986	.4	2.5	171	1400	.7	2.3	189	1438	.7	2.6	160	1604	.6	2.8	38	777	.1	1.9
SP '97	139	2685	.5	2.8	158	1296	.6	2.1	243	1377	.9	3.3	198	1612	.7	3.4	45	664	.2	2.3
+KCMG-FM																				
SP '98	211	3470	.8	4.3	241	1690	.9	3.3	364	1981	1.3	5.0	243	1926	.9	4.2	85	879	.3	4.3
WI '98	158	3001	.6	3.3	209	1564	.8	2.8	228	1585	.8	3.2	236	1898	.9	4.2	47	796	.2	2.7
FA '97	78	2180	.3	1.6	91	887	.3	1.2	120	1022	.4	1.6	106	1187	.4	1.8	33	491	.1	1.6
SU '97	89	2148	.3	1.9	107	1032	.4	1.5	131	1029	.5	1.8	133	1025	.5	2.4	35	604	.1	1.6
4-Book	134	2700	.5	2.8	162	1293	.6	2.2	211	1404	.8	2.9	180	1509	.7	3.2	50	693	.2	2.6
SP '97	114	2525	.4	2.3	135	1220	.5	1.8	193	1243	.7	2.6	156	1364	.6	2.7	42	626	.2	2.1
+KDIS-AM																				
SP '98	29	1065	.1	.6	63	641	.2	.9	34	424	.1	.5	34	469	.1	.6	6	171		.3
WI '98	29	1094	.1	.6	36	445	.1	.5	33	472	.1	.5	48	547	.2	.8	5	88		.3
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	20	676	.1	.4	15	224	.1	.2	33	312	.1	.5	27	308	.1	.5	14	131	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	40	928	.1	.8	64	344	.2	.9	90	540	.3	1.2	29	221	.1	.5	5	82		.3
KFI -AM																				
SP '98	165	2627	.6	3.4	204	1295	.7	2.8	381	1947	1.4	5.2	182	1270	.7	3.1	56	322	.2	2.8
WI '98	183	2612	.7	3.8	240	1444	.9	3.3	445	1905	1.6	6.3	202	1476	.7	3.6	31	398	.1	1.8
FA '97	144	2514	.5	2.9	163	992	.6	2.1	355	1924	1.3	4.9	188	1199	.7	3.3	29	373	.1	1.4
SU '97	188	2647	.7	3.9	259	1304	1.0	3.7	440	1961	1.6	6.2	202	1293	.7	3.6	43	596	.2	2.0
4-Book	170	2600	.6	3.5	217	1259	.8	3.0	405	1934	1.5	5.7	194	1310	.7	3.4	40	422	.2	2.0
SP '97	155	2691	.6	3.1	191	1257	.7	2.6	321	1799	1.2	4.4	231	1497	.9	4.0	42	511	.2	2.1
KFWB-AM																				
SP '98	49	2112	.2	1.0	124	1385	.5	1.7	39	770	.1	.5	67	988	.2	1.2	13	308		.7
WI '98	56	2110	.2	1.2	140	1308	.5	1.9	45	683	.2	.6	84	1053	.3	1.5	15	266	.1	.9
FA '97	57	2144	.2	1.2	119	1279	.4	1.6	60	754	.2	.8	89	1195	.3	1.5	25	455	.1	1.2
SU '97	51	1922	.2	1.1	115	1013	.4	1.7	40	739	.1	.6	65	940	.2	1.2	23	432	.1	1.0
4-Book	53	2072	.2	1.1	125	1246	.5	1.7	46	737	.2	.6	76	1044	.3	1.4	19	365	.1	1.0
SP '97	54	1856	.2	1.1	135	1129	.5	1.8	42	697	.2	.6	78	916	.3	1.4	20	337	.1	1.0
KGIL-AM																				
SP '98	9	150		.2	6	40		.1	7	70		.1	10	54		.2	5	40		.3
WI '98	6	225		.1	8	118		.1	4	74		.1	10	134		.2	1	62		.1
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Women 25-54																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM																				
SP '98	6	87	.1					20	46	.1	.3	8	57	.1						
WI '98	5	185	.1		6	59	.1	13	84	.1	.2	6	53	.1		3	29			.2
FA '97	5	160	.1		2	24		15	104	.1	.2	5	19	.1						
SU '97	18	228	.1	.4	6	48	.1	42	148	.2	.6	38	89	.1	.7	6	103			.3
4-Book	9	165	.2		4	33	.1	23	96	.1	.3	14	55	.3		2	33			.1
SP '97	3	108	.1		8	51	.1	1	23			6	40	.1						
KIIS-FM																				
SP '98	149	4181	.5	3.0	327	2539	1.2	4.5	170	1760	.6	2.3	169	2181	.6	2.9	51	830	.2	2.6
WI '98	182	4493	.7	3.8	311	2605	1.1	4.2	246	2057	.9	3.5	241	2407	.9	4.3	63	1037	.2	3.6
FA '97	183	4468	.7	3.7	341	2760	1.2	4.5	242	2035	.9	3.3	218	2312	.8	3.8	58	968	.2	2.9
SU '97	162	4233	.6	3.4	236	2262	.9	3.4	208	2189	.8	2.9	215	2073	.8	3.9	73	997	.3	3.3
4-Book	169	4344	.6	3.5	304	2542	1.1	4.2	217	2010	.8	3.0	211	2243	.8	3.7	61	958	.2	3.1
SP '97	184	4307	.7	3.7	347	2563	1.3	4.7	221	1941	.8	3.0	204	2014	.8	3.5	70	1112	.3	3.5
KJLH-FM																				
SP '98	134	1422	.5	2.7	163	799	.6	2.2	154	755	.6	2.1	124	774	.5	2.1	90	532	.3	4.5
WI '98	94	1552	.3	2.0	178	870	.6	2.4	101	725	.4	1.4	93	669	.3	1.6	46	500	.2	2.7
FA '97	118	1510	.4	2.4	167	793	.6	2.2	148	821	.5	2.0	121	817	.4	2.1	62	613	.2	3.1
SU '97	83	1286	.3	1.7	123	656	.5	1.8	112	626	.4	1.6	74	557	.3	1.3	39	390	.1	1.8
4-Book	107	1443	.4	2.2	158	780	.6	2.2	129	732	.5	1.8	103	704	.4	1.8	59	509	.2	3.0
SP '97	110	1323	.4	2.2	176	677	.6	2.4	155	673	.6	2.1	93	654	.3	1.6	73	602	.3	3.7
KKBT-FM																				
SP '98	138	2170	.5	2.8	243	1111	.9	3.3	165	1174	.6	2.2	174	1169	.6	3.0	49	571	.2	2.5
WI '98	171	2222	.6	3.6	297	1234	1.1	4.0	206	1156	.7	2.9	246	1408	.9	4.3	68	655	.2	3.9
FA '97	205	2630	.7	4.2	368	1445	1.3	4.8	268	1370	1.0	3.7	238	1495	.9	4.1	85	804	.3	4.2
SU '97	154	2232	.6	3.2	259	1223	1.0	3.7	200	1297	.7	2.8	190	1304	.7	3.4	97	848	.4	4.4
4-Book	167	2314	.6	3.5	292	1253	1.1	4.0	210	1249	.8	2.9	212	1344	.8	3.7	75	720	.3	3.8
SP '97	160	2385	.6	3.2	287	1400	1.1	3.9	184	1187	.7	2.5	200	1310	.7	3.5	62	525	.2	3.1
KKGO-FM																				
SP '98	66	1451	.2	1.4	79	684	.3	1.1	89	575	.3	1.2	87	709	.3	1.5	37	416	.1	1.9
WI '98	67	1677	.2	1.4	70	640	.3	1.0	91	706	.3	1.3	96	899	.3	1.7	29	590	.1	1.7
FA '97	66	1448	.2	1.3	70	794	.3	.9	104	721	.4	1.4	77	713	.3	1.3	33	487	.1	1.6
SU '97	56	1277	.2	1.2	57	545	.2	.8	86	578	.3	1.2	68	604	.3	1.2	40	480	.1	1.8
4-Book	64	1463	.2	1.3	69	666	.3	1.0	93	645	.3	1.3	82	731	.3	1.4	35	493	.1	1.8
SP '97	55	1399	.2	1.1	57	557	.2	.8	73	650	.3	1.0	57	584	.2	1.0	40	499	.1	2.0
KKHJ-AM																				
SP '98	25	596	.1	.5	40	272	.1	.5	30	293	.1	.4	30	252	.1	.5	16	187	.1	.8
WI '98	28	498	.1	.6	47	247	.2	.6	48	289	.2	.7	18	240	.1	.3	13	97		.8
FA '97	28	625	.1	.6	27	282	.1	.4	22	215	.1	.3	28	211	.1	.5	50	214	.2	2.5
SU '97	26	505	.1	.5	50	240	.2	.7	41	257	.2	.6	18	130	.1	.3	12	113		.5
4-Book	27	556	.1	.6	41	260	.2	.6	35	264	.2	.5	24	208	.1	.4	23	153	.1	1.2
SP '97	29	616	.1	.6	50	333	.2	.7	40	243	.1	.5	21	139	.1	.4	13	132		.7
KKLA-FM																				
SP '98	32	567	.1	.7	52	352	.2	.7	42	261	.2	.6	64	358	.2	1.1	11	111		.6
WI '98	30	627	.1	.6	66	457	.2	.9	25	230	.1	.4	36	267	.1	.6	23	200	.1	1.3
FA '97	17	583	.1	.3	46	418	.2	.6	13	200		.2	20	229	.1	.3	9	154		.4
SU '97	22	546	.1	.5	47	373	.2	.7	23	266	.1	.3	32	272	.1	.6	11	138		.5
4-Book	25	581	.1	.5	53	400	.2	.7	26	239	.1	.4	38	282	.1	.7	14	151		.7
SP '97	22	614	.1	.4	49	371	.2	.7	26	231	.1	.4	30	298	.1	.5	9	138		.5
KLAC-AM																				
SP '98	34	831	.1	.7	35	217	.1	.5	59	281	.2	.8	27	235	.1	.5	17	203	.1	.9
WI '98	42	787	.2	.9	66	356	.2	.9	83	333	.3	1.2	49	380	.2	.9	17	212	.1	1.0
FA '97	27	696	.1	.5	32	185	.1	.4	37	296	.1	.5	36	349	.1	.6	18	170	.1	.9
SU '97	43	929	.2	.9	61	322	.2	.9	62	439	.2	.9	53	509	.2	1.0	23	311	.1	1.0
4-Book	37	811	.2	.8	49	270	.2	.7	60	337	.2	.9	41	368	.2	.8	19	224	.1	1.0
SP '97	34	632	.1	.7	20	221	.1	.3	58	292	.2	.8	51	334	.2	.9	19	246	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	154	1976	.6	3.2	190	1050	.7	2.6	219	1200	.8	3.0	198	1099	.7	3.4	83	639	.3	4.2
WI '98	175	2274	.6	3.7	213	1259	.8	2.9	281	1389	1.0	4.0	208	1250	.8	3.7	64	646	.2	3.7
FA '97	116	1895	.4	2.4	140	890	.5	1.8	167	1085	.6	2.3	120	974	.4	2.1	53	442	.2	2.6
SU '97	142	1873	.5	3.0	199	920	.7	2.9	209	1049	.8	2.9	159	994	.6	2.9	52	501	.2	2.4
4-Book	147	2005	.5	3.1	186	1030	.7	2.6	219	1181	.8	3.1	171	1079	.6	3.0	63	557	.2	3.2
SP '97	133	2020	.5	2.7	198	1034	.7	2.7	193	1255	.7	2.6	147	1047	.5	2.5	49	501	.2	2.5
KLOS-FM																				
SP '98	145	2416	.5	3.0	271	1244	1.0	3.7	180	1104	.7	2.5	197	1381	.7	3.4	67	629	.2	3.4
WI '98	94	2329	.3	2.0	190	1195	.7	2.6	120	941	.4	1.7	127	1204	.5	2.2	25	466	.1	1.4
FA '97	102	2620	.4	2.1	270	1280	1.0	3.5	87	990	.3	1.2	105	1195	.4	1.8	44	659	.2	2.2
SU '97	87	2286	.3	1.8	183	1144	.7	2.6	103	872	.4	1.4	98	1045	.4	1.8	21	492	.1	1.0
4-Book	107	2413	.4	2.2	229	1216	.9	3.1	123	977	.5	1.7	132	1206	.5	2.3	39	562	.2	2.0
SP '97	116	2209	.4	2.4	247	1084	.9	3.3	141	1057	.5	1.9	146	1114	.5	2.5	48	492	.2	2.4
KLSX-FM																				
SP '98	80	1589	.3	1.6	292	1082	1.1	4.0	68	748	.2	.9	80	581	.3	1.4	8	135		.4
WI '98	80	1847	.3	1.7	249	1251	.9	3.4	95	670	.3	1.3	72	420	.3	1.3	8	155		.5
FA '97	93	1702	.3	1.9	351	1249	1.3	4.6	114	821	.4	1.6	41	424	.1	.7	6	96		.3
SU '97	64	1564	.2	1.3	193	1021	.7	2.8	94	683	.3	1.3	31	372	.1	.6	9	115		.4
4-Book	79	1676	.3	1.6	271	1151	1.0	3.7	93	731	.3	1.3	56	449	.2	1.0	8	125		.4
SP '97	65	1379	.2	1.3	234	953	.9	3.2	50	556	.2	.7	33	334	.1	.6	9	178		.5
KLVE-FM																				
SP '98	469	4372	1.7	9.6	752	3011	2.7	10.3	697	2955	2.5	9.5	474	2533	1.7	8.2	194	1552	.7	9.8
WI '98	380	3831	1.4	8.0	619	2428	2.3	8.4	563	2522	2.0	7.9	342	2074	1.2	6.0	136	1410	.5	7.9
FA '97	480	4405	1.7	9.7	707	2718	2.6	9.2	790	2978	2.9	10.9	457	2533	1.7	7.9	186	1624	.7	9.2
SU '97	423	4015	1.6	8.8	699	2690	2.6	10.1	657	2707	2.4	9.2	398	2457	1.5	7.2	161	1495	.6	7.3
4-Book	438	4156	1.6	9.0	694	2712	2.6	9.5	677	2791	2.5	9.4	418	2399	1.5	7.3	169	1520	.6	8.6
SP '97	431	4361	1.6	8.7	764	2955	2.8	10.3	637	2818	2.4	8.6	396	2485	1.5	6.9	172	1589	.6	8.7
KLYY-FM																				
SP '98	37	1434	.1	.8	44	510	.2	.6	54	639	.2	.7	52	793	.2	.9	9	386		.5
WI '98	40	1229	.1	.8	55	571	.2	.7	47	590	.2	.7	64	886	.2	1.1	18	368	.1	1.0
FA '97	26	1131	.1	.5	32	522	.1	.4	37	499	.1	.5	50	685	.2	.9	13	306		.6
SU '97	45	1252	.2	.9	60	611	.2	.9	52	671	.2	.7	67	888	.2	1.2	28	427	.1	1.3
4-Book	37	1262	.1	.8	48	554	.2	.7	48	600	.2	.7	58	813	.2	1.0	17	372	.1	.9
SP '97	34	1199	.1	.7	51	600	.2	.7	47	437	.2	.6	53	718	.2	.9	14	367	.1	.7
KNX -AM																				
SP '98	46	1921	.2	.9	102	1122	.4	1.4	38	526	.1	.5	72	949	.3	1.2	22	453	.1	1.1
WI '98	81	2003	.3	1.7	212	1346	.8	2.9	61	648	.2	.9	94	1033	.3	1.7	34	402	.1	2.0
FA '97	52	2002	.2	1.1	97	1006	.4	1.3	39	526	.1	.5	74	823	.3	1.3	40	479	.1	2.0
SU '97	61	1876	.2	1.3	121	1179	.4	1.8	64	752	.2	.9	65	766	.2	1.2	32	496	.1	1.5
4-Book	60	1951	.2	1.3	133	1163	.5	1.9	51	613	.2	.7	76	893	.3	1.4	32	458	.1	1.7
SP '97	57	1843	.2	1.2	116	1168	.4	1.6	48	765	.2	.7	86	1021	.3	1.5	24	485	.1	1.2
KOST-FM																				
SP '98	242	4526	.9	5.0	313	2344	1.1	4.3	410	2440	1.5	5.6	305	2467	1.1	5.3	119	1255	.4	6.0
WI '98	276	4521	1.0	5.8	383	2597	1.4	5.2	482	1998	1.8	6.8	370	2705	1.3	6.5	113	1253	.4	6.5
FA '97	276	4812	1.0	5.6	370	2442	1.3	4.8	480	2343	1.7	6.6	346	2525	1.3	6.0	115	1512	.4	5.7
SU '97	268	4847	1.0	5.6	340	2213	1.3	4.9	425	2592	1.6	6.0	320	2643	1.2	5.7	161	1869	.6	7.3
4-Book	266	4677	1.0	5.5	352	2399	1.3	4.8	449	2343	1.7	6.3	335	2585	1.2	5.9	127	1472	.5	6.4
SP '97	222	4297	.8	4.5	258	2006	1.0	3.5	348	2221	1.3	4.7	280	2355	1.0	4.8	135	1466	.5	6.8
KPWR-FM																				
SP '98	81	2264	.3	1.7	93	835	.3	1.3	112	1054	.4	1.5	107	1085	.4	1.9	45	714	.2	2.3
WI '98	73	2168	.3	1.5	98	963	.4	1.3	83	900	.3	1.2	95	1020	.3	1.7	45	440	.2	2.6
FA '97	96	2325	.3	1.9	109	1088	.4	1.4	104	771	.4	1.4	125	1195	.5	2.2	71	713	.3	3.5
SU '97	93	2151	.3	1.9	126	1042	.5	1.8	110	1156	.4	1.5	103	1106	.4	1.9	48	610	.2	2.2
4-Book	86	2227	.3	1.8	107	982	.4	1.5	102	970	.4	1.4	108	1102	.4	1.9	52	619	.2	2.7
SP '97	84	2506	.3	1.7	115	1029	.4	1.6	96	907	.4	1.3	99	1208	.4	1.7	52	692	.2	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																				
SP '98	36	673	.1	.7	47	237	.2	.6	62	307	.2	.8	46	265	.2	.8	10	141		.5
WI '98	14	486	.1	.3	17	191	.1	.2	18	266	.1	.3	17	265	.1	.3	5	154		.3
FA '97	32	601	.1	.6	44	373	.2	.6	42	269	.2	.6	37	246	.1	.6	19	187	.1	.9
SU '97	51	909	.2	1.1	67	476	.2	1.0	79	514	.3	1.1	45	413	.2	.8	22	315	.1	1.0
4-Book	33	667	.1	.7	44	319	.2	.6	50	339	.2	.7	36	297	.2	.6	14	199	.1	.7
SP '97	36	665	.1	.7	41	337	.2	.6	39	329	.1	.5	41	381	.2	.7	26	225	.1	1.3
KROQ-FM																				
SP '98	101	2754	.4	2.1	175	1419	.6	2.4	127	1250	.5	1.7	121	1431	.4	2.1	39	738	.1	2.0
WI '98	94	2559	.3	2.0	175	1446	.6	2.4	106	973	.4	1.5	138	1509	.5	2.4	34	684	.1	2.0
FA '97	104	2421	.4	2.1	211	1246	.8	2.8	117	1119	.4	1.6	127	1427	.5	2.2	45	850	.2	2.2
SU '97	130	2602	.5	2.7	221	1230	.8	3.2	181	1363	.7	2.5	149	1532	.6	2.7	63	959	.2	2.9
4-Book	107	2584	.4	2.2	196	1335	.7	2.7	133	1176	.5	1.8	134	1475	.5	2.4	45	808	.2	2.3
SP '97	140	2429	.5	2.8	259	1388	1.0	3.5	191	1171	.7	2.6	174	1499	.6	3.0	53	771	.2	2.7
KRRA-AM																				
SP '98	19	206	.1	.4	26	69	.1	.4	38	142	.1	.5	16	102	.1	.3	4	66		.2
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	17	280	.1	.3	31	118	.1	.4	39	168	.1	.5	5	40		.1	2	37		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	16	228	.1	.3	17	110	.1	.2	21	134	.1	.3	17	108	.1	.3	5	65		.3
KRTH-FM																				
SP '98	212	4337	.8	4.3	307	2227	1.1	4.2	393	2433	1.4	5.4	242	2101	.9	4.2	47	908	.2	2.4
WI '98	202	4450	.7	4.2	256	2204	.9	3.5	359	2399	1.3	5.1	254	2267	.9	4.5	62	1009	.2	3.6
FA '97	241	5052	.9	4.9	347	2758	1.3	4.5	428	2583	1.6	5.9	302	2566	1.1	5.2	70	1033	.3	3.4
SU '97	213	4561	.8	4.5	257	2032	.9	3.7	369	2331	1.4	5.2	255	2353	.9	4.6	73	985	.3	3.3
4-Book	217	4600	.8	4.5	292	2305	1.1	4.0	387	2437	1.4	5.4	263	2322	1.0	4.6	63	984	.3	3.2
SP '97	249	4687	.9	5.0	311	2194	1.1	4.2	406	2345	1.5	5.5	321	2428	1.2	5.6	85	1252	.3	4.3
KSCA-FM																				
SP '98	308	2569	1.1	6.3	610	1677	2.2	8.4	468	2015	1.7	6.4	227	1244	.8	3.9	96	738	.3	4.9
WI '98	299	2707	1.1	6.3	628	1886	2.3	8.5	464	1872	1.7	6.5	204	1351	.7	3.6	92	762	.3	5.3
FA '97	269	2537	1.0	5.5	535	1759	1.9	7.0	403	1716	1.5	5.5	208	1271	.8	3.6	72	625	.3	3.5
SU '97	236	2455	.9	4.9	506	1618	1.9	7.3	323	1714	1.2	4.5	182	1146	.7	3.3	69	632	.3	3.1
4-Book	278	2567	1.0	5.8	570	1735	2.1	7.8	415	1829	1.5	5.7	205	1253	.8	3.6	82	689	.3	4.2
SP '97	226	2305	.8	4.6	409	1537	1.5	5.5	320	1565	1.2	4.3	197	1132	.7	3.4	76	667	.3	3.8
KSSE-FM																				
SP '98	47	1005	.2	1.0	55	412	.2	.8	68	502	.2	.9	57	557	.2	1.0	24	247	.1	1.2
WI '98	45	941	.2	.9	46	380	.2	.6	65	519	.2	.9	52	504	.2	.9	24	313	.1	1.4
FA '97	51	973	.2	1.0	48	399	.2	.6	81	605	.3	1.1	71	545	.3	1.2	23	282	.1	1.1
SU '97	44	886	.2	.9	54	333	.2	.8	51	433	.2	.7	54	457	.2	1.0	24	278	.1	1.1
4-Book	47	951	.2	1.0	51	381	.2	.7	66	515	.2	.9	59	516	.2	1.0	24	280	.1	1.2
SP '97	37	587	.1	.7	53	302	.2	.7	59	369	.2	.8	42	281	.2	.7	8	129		.4
KTNQ-AM																				
SP '98	92	1125	.3	1.9	162	461	.6	2.2	137	628	.5	1.9	70	438	.3	1.2	51	328	.2	2.6
WI '98	95	1051	.3	2.0	111	399	.4	1.5	212	706	.8	3.0	82	479	.3	1.4	26	245	.1	1.5
FA '97	103	1217	.4	2.1	204	729	.7	2.7	139	752	.5	1.9	78	505	.3	1.3	68	432	.2	3.3
SU '97	80	1113	.3	1.7	90	416	.3	1.3	128	683	.5	1.8	87	499	.3	1.6	67	343	.2	3.0
4-Book	93	1127	.3	1.9	142	501	.5	1.9	154	692	.6	2.2	79	480	.3	1.4	53	337	.2	2.6
SP '97	119	1131	.4	2.4	185	679	.7	2.5	212	634	.8	2.9	106	582	.4	1.8	46	382	.2	2.3
KTVV-FM																				
SP '98	250	3203	.9	5.1	301	1536	1.1	4.1	478	1683	1.7	6.5	331	1927	1.2	5.7	86	957	.3	4.3
WI '98	198	3214	.7	4.2	250	1726	.9	3.4	307	1490	1.1	4.3	271	1952	1.0	4.8	79	949	.3	4.6
FA '97	230	3185	.8	4.7	260	1545	.9	3.4	383	1578	1.4	5.3	302	1914	1.1	5.2	101	992	.4	5.0
SU '97	246	3489	.9	5.1	286	1669	1.1	4.1	391	1835	1.4	5.5	363	2172	1.3	6.5	108	1144	.4	4.9
4-Book	231	3273	.8	4.8	274	1619	1.0	3.8	390	1647	1.4	5.4	317	1991	1.2	5.6	94	1011	.4	4.7
SP '97	240	3283	.9	4.9	294	1653	1.1	4.0	406	1769	1.5	5.5	302	1816	1.1	5.2	83	809	.3	4.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 25-54

Women 25-54																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKW-AM																			
SP '98	27	515	.1	.6	43	278	.2	.6	56	283	.2	.8	16	99	.1	.3	7	82	.4
WI '98	43	614	.2	.9	52	322	.2	.7	90	422	.3	1.3	48	233	.2	.8	15	135	.1
FA '97	40	505	.1	.8	68	265	.2	.9	61	277	.2	.8	25	194	.1	.4	22	111	.1
SU '97	23	465	.1	.5	55	287	.2	.8	27	176	.1	.4	10	70	.2	.2	9	62	.4
4-Book	33	525	.1	.7	55	288	.2	.8	59	290	.2	.8	25	149	.1	.4	13	98	.7
SP '97	54	552	.2	1.1	114	375	.4	1.5	83	294	.3	1.1	23	125	.1	.4	10	102	.5
KWVE-FM																			
SP '98	26	656	.1	.5	38	352	.1	.5	29	322	.1	.4	43	358	.2	.7	9	142	.5
WI '98	34	833	.1	.7	52	402	.2	.7	32	341	.1	.5	38	359	.1	.7	13	211	.8
FA '97	33	731	.1	.7	61	500	.2	.8	52	358	.2	.7	38	376	.1	.7	16	260	.1
SU '97	35	617	.1	.7	40	339	.1	.6	40	380	.1	.6	52	359	.2	.9	21	201	.1
4-Book	32	709	.1	.7	48	398	.2	.7	38	350	.1	.6	43	363	.2	.8	15	204	.1
SP '97	41	833	.2	.8	67	572	.2	.9	51	495	.2	.7	35	438	.1	.6	35	335	.1
KYSR-FM																			
SP '98	182	4056	.7	3.7	202	2092	.7	2.8	294	2257	1.1	4.0	282	2588	1.0	4.9	58	1139	.2
WI '98	187	4028	.7	3.9	198	1992	.7	2.7	296	1958	1.1	4.2	275	2509	1.0	4.9	75	1330	.3
FA '97	152	3584	.6	3.1	200	1901	.7	2.6	257	1896	.9	3.5	219	2323	.8	3.8	46	1109	.2
SU '97	186	3770	.7	3.9	209	1879	.8	3.0	264	2084	1.0	3.7	279	2500	1.0	5.0	87	1148	.3
4-Book	177	3860	.7	3.7	202	1966	.7	2.8	278	2049	1.0	3.9	264	2480	1.0	4.7	67	1182	.3
SP '97	178	3774	.7	3.6	219	1810	.8	3.0	269	2059	1.0	3.6	250	2376	.9	4.3	60	1084	.2
KZLA-FM																			
SP '98	136	1927	.5	2.8	166	1106	.6	2.3	197	974	.7	2.7	178	1315	.6	3.1	47	501	.2
WI '98	132	2206	.5	2.8	213	1420	.8	2.9	147	1218	.5	2.1	153	1458	.6	2.7	48	741	.2
FA '97	184	2487	.7	3.7	282	1516	1.0	3.7	249	1400	.9	3.4	257	1840	.9	4.4	47	804	.2
SU '97	155	2168	.6	3.2	199	1287	.7	2.9	236	1285	.9	3.3	190	1452	.7	3.4	44	621	.2
4-Book	152	2197	.6	3.1	215	1332	.8	3.0	207	1219	.8	2.9	195	1516	.7	3.4	47	667	.2
SP '97	170	2152	.6	3.4	253	1347	.9	3.4	270	1246	1.0	3.7	214	1200	.8	3.7	59	763	.2
KFRG-FM																			
SP '98	14	453	.1	.3	20	213	.1	.3	19	231	.1	.3	10	167	.2	.2	2	37	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	22	672	.1	.4	26	290	.1	.3	23	302	.1	.3	38	362	.1	.7	5	155	.2
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																			
SP '98	**	12	**	**	**	12	**	**	**	12	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																			
SP '98	2	158			2	57				15			3	72			1	56	.1
WI '98	3	196		.1	9	72		.1	2	45				28				15	
FA '97	7	281		.1	7	89		.1	5	67		.1	11	172		.2	2	26	.1
SU '97	4	212		.1	7	85		.1	7	82		.1	3	66		.1	2	11	.1
4-Book	4	212		.1	6	76		.1	4	52		.1	4	85		.1	1	27	.1
SP '97	8	202		.2	18	120		.2	19	103		.3	3	29		.1	1	28	.1
TOTALS																			
SP '98	4887	26520	17.8		7298	23566	26.5		7344	21929	26.7		5781	22559	21.0		1979	14097	7.2
WI '98	4755	26609	17.3		7359	23874	26.8		7105	21287	25.8		5661	22786	20.6		1732	13766	6.3
FA '97	4927	26531	17.9		7662	23769	27.9		7276	21413	26.5		5781	22650	21.0		2031	14317	7.4
SU '97	4785	26104	17.7		6910	22740	25.5		7139	21634	26.4		5566	22230	20.6		2197	14945	8.1
4-Book	4839	26441	17.7		7307	23487	26.7		7216	21566	26.4		5697	22556	20.8		1985	14281	7.3
SP '97	4935	25970	18.2		7415	23714	27.4		7373	21408	27.2		5774	22387	21.3		1988	14017	7.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	132	1253	.5	1.9	56	746	.2	1.7	74	283	.3	2.0	112	348	.4	1.9	35	187	.1	.9
4-Book	106	1192	.4	1.6	42	600	.2	1.3	50	175	.2	1.4	74	240	.3	1.3	42	147	.2	1.1
KACD-FM																				
SP '98	21	261	.1	.3	12	198	.1	.4	6	12	.2	.2	16	88	.1	.3	27	85	.1	.7
4-Book	22	357	.1	.3	14	215	.1	.4	13	38	.1	.4	25	82	.1	.5	19	77	.1	.5
KBCD-FM																				
SP '98	7	181	.1	.1	5	109	.1	.1	5	25	.1	.1	9	51	.2	.2	3	25	.1	.1
4-Book	9	206	.1	.1	5	89	.1	.1	4	16	.1	.1	8	37	.2	.2	9	34	.1	.2
KACE-FM																				
SP '98	51	558	.2	.7	34	344	.1	1.0	29	147	.1	.8	74	211	.3	1.3	78	208	.3	1.9
4-Book	84	836	.3	1.2	46	529	.2	1.4	34	105	.1	.9	89	242	.3	1.6	91	238	.3	2.4
KRTO-FM																				
SP '98	7	181	.1	.1	9	128	.3	.3	9	33	.2	.2	21	60	.1	.4	19	42	.1	.5
4-Book	12	220	.1	.2	10	135	.3	.3	9	42	.3	.3	19	57	.1	.3	15	50	.1	.4
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	13	227	.2	.2	3	74	.1	.1					2	32			1	18		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	330	2866	1.2	4.8	101	1390	.4	3.0	64	287	.2	1.7	187	576	.7	3.2	104	390	.4	2.6
4-Book	328	3118	1.2	4.9	114	1634	.4	3.5	118	410	.5	3.2	204	680	.8	3.6	123	441	.5	3.3
KBUA-FM																				
SP '98	10	90	.1	.1	2	39	.1	.1	6	15	.2	.2								
4-Book	14	176	.1	.2	5	82	.2	.2	11	27	.1	.3	14	35	.1	.3	3	13		.1
KBUE-FM																				
SP '98	114	1097	.4	1.7	70	653	.3	2.1	84	216	.3	2.2	127	347	.5	2.2	55	162	.2	1.4
4-Book	103	1100	.4	1.6	70	719	.3	2.1	102	232	.4	2.7	116	330	.5	2.1	71	190	.3	1.9
KCBS-FM																				
SP '98	207	2592	.8	3.0	107	1597	.4	3.2	107	351	.4	2.9	204	669	.7	3.5	160	592	.6	4.0
4-Book	175	2470	.6	2.6	89	1568	.3	2.7	82	355	.3	2.2	167	719	.6	2.9	116	476	.4	3.1
+KCMG-FM																				
SP '98	289	3033	1.1	4.2	157	1841	.6	4.7	122	421	.4	3.3	294	1015	1.1	5.0	244	765	.9	6.1
4-Book	186	2313	.7	2.7	98	1344	.4	3.0	84	318	.3	2.3	180	641	.7	3.1	133	442	.5	3.5
+KDIS-AM																				
SP '98	43	1004	.2	.6	19	357	.1	.6	24	100	.1	.6	18	85	.1	.3	22	103	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	265	2467	1.0	3.9	61	833	.2	1.8	110	356	.4	2.9	129	417	.5	2.2	57	157	.2	1.4
4-Book	282	2466	1.0	4.2	58	832	.2	1.8	104	348	.4	2.8	113	355	.4	2.0	41	139	.2	1.1
KFWB-AM																				
SP '98	74	1922	.3	1.1	28	712	.1	.8	53	303	.2	1.4	36	243	.1	.6	44	187	.2	1.1
4-Book	79	1855	.3	1.2	30	739	.1	.9	56	282	.2	1.5	34	220	.1	.6	34	167	.1	.9
KGIL-AM																				
SP '98	8	110	.1	.1	13	109	.4	.4	11	41	.3	.3	31	67	.1	.5	24	55	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	10	75	.1	.1	1	13														
4-Book	14	130	.2	.2	3	50	.1	.1	3	13	.1	.1	5	19	.1	.1	1	10		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM SP '98 4-Book	218 242	3774 3817	.8 .9	3.2 3.6	91 112	1663 2045	.3 .4	2.7 3.4	103 130	436 550	.4 .5	2.8 3.4	177 200	722 853	.6 .7	3.0 3.5	129 132	533 597	.5 .5	3.2 3.5
KJLH-FM SP '98 4-Book	148 130	1081 1122	.5 .5	2.2 1.9	141 100	1002 944	.5 .4	4.2 3.0	95 64	232 170	.3 .2	2.5 1.7	173 120	378 332	.6 .5	3.0 2.1	145 83	313 219	.5 .3	3.6 2.2
KKBT-FM SP '98 4-Book	192 236	1829 2008	.7 .9	2.8 3.5	103 107	1251 1270	.4 .4	3.1 3.2	110 117	344 337	.4 .4	2.9 3.1	177 191	550 566	.6 .7	3.0 3.3	126 130	361 345	.5 .5	3.1 3.5
KKGO-FM SP '98 4-Book	85 82	1133 1152	.3 .3	1.2 1.2	51 51	887 773	.2 .2	1.5 1.6	58 40	221 177	.2 .2	1.6 1.1	72 76	322 264	.3 .3	1.2 1.3	63 71	208 210	.2 .3	1.6 1.9
KKHJ-AM SP '98 4-Book	33 34	484 446	.1 .1	.5 .5	16 17	282 217	.1 .1	.5 .5	14 16	51 41	.1 .1	.4 .4	30 28	104 81	.1 .1	.5 .5	37 18	72 44	.1 .1	.9 .5
KKLA-FM SP '98 4-Book	52 38	501 533	.2 .1	.8 .6	11 11	208 229	.3 .3		19 17	48 50	.1 .1	.5 .5	7 16	38 50	.1 .1	.3	21 13	47 36	.1 .1	.5 .3
KLAC-AM SP '98 4-Book	42 51	447 601	.2 .2	.6 .8	34 23	532 398	.1 .1	1.0 .7	25 11	69 44	.1 .1	.7 .3	76 47	227 158	.3 .2	1.3 .8	36 29	139 115	.1 .1	.9 .8
KLAX-FM SP '98 4-Book	204 195	1732 1733	.7 .7	3.0 2.9	114 120	989 1115	.4 .4	3.4 3.6	108 151	324 379	.4 .6	2.9 4.1	188 193	452 513	.7 .7	3.2 3.4	150 142	415 374	.5 .5	3.7 3.8
KLOS-FM SP '98 4-Book	213 158	2215 2117	.8 .6	3.1 2.3	77 62	1052 1058	.3 .2	2.3 1.9	28 31	147 177	.1 .1	.7 .9	125 112	409 429	.5 .4	2.1 2.0	102 82	314 311	.4 .3	2.5 2.2
KLSX-FM SP '98 4-Book	141 136	1405 1439	.5 .5	2.1 2.0	19 26	399 442	.1 .1	.6 .8	35 32	85 87	.1 .1	.9 .9	15 24	110 101	.1 .1	.3 .4	19 23	80 74	.1 .1	.5 .6
KLVE-FM SP '98 4-Book	645 602	3987 3785	2.3 2.2	9.4 8.9	342 328	2629 2586	1.2 1.2	10.2 9.9	516 433	1060 994	1.9 1.6	13.8 11.6	571 587	1298 1337	2.1 2.2	9.8 10.3	335 327	797 802	1.2 1.2	8.3 8.7
KLYY-FM SP '98 4-Book	50 51	1212 1121	.2 .2	.7 .8	34 26	578 597	.1 .1	1.0 .8	24 22	104 92	.1 .1	.6 .6	84 49	205 223	.3 .2	1.4 .9	54 39	243 206	.2 .1	1.3 1.0
KNX -AM SP '98 4-Book	68 84	1602 1616	.2 .3	1.0 1.3	22 37	593 792	.1 .2	.7 1.1	46 55	241 245	.2 .2	1.2 1.5	30 44	171 233	.1 .2	.5 .8	23 37	84 147	.1 .2	.6 1.0
KOST-FM SP '98 4-Book	348 384	3871 3896	1.3 1.4	5.1 5.7	137 148	2042 2198	.5 .6	4.1 4.5	148 149	494 559	.5 .6	4.0 4.0	231 251	824 861	.8 .9	4.0 4.4	170 173	635 594	.6 .6	4.2 4.6
KPWR-FM SP '98 4-Book	105 105	1764 1809	.4 .4	1.5 1.6	63 74	1091 1084	.2 .3	1.9 2.2	51 62	168 209	.2 .2	1.4 1.6	118 122	406 450	.4 .4	2.0 2.1	52 74	256 284	.2 .3	1.3 2.0
KRLA-AM SP '98 4-Book	53 44	454 522	.2 .2	.8 .7	24 28	381 363	.1 .1	.7 .9	24 23	95 77	.1 .1	.6 .6	61 47	133 129	.2 .2	1.0 .8	39 40	110 116	.1 .1	1.0 1.1
KROQ-FM SP '98 4-Book	140 153	2338 2168	.5 .6	2.0 2.2	75 70	1445 1324	.3 .3	2.2 2.1	32 53	173 243	.1 .2	.9 1.4	153 130	629 574	.6 .5	2.6 2.3	97 94	445 400	.4 .4	2.4 2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Women 25-54

Target Listener Estimates

		Women 25-54																					
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KRRA-AM																							
SP '98		28	156	.1	.4	14	114	.1	.4	19	41	.1	.5	19	52	.1	.3	20	39	.1	.5		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KRTH-FM																							
SP '98		320	3672	1.2	4.7	131	1989	.5	3.9	108	389	.4	2.9	300	883	1.1	5.1	161	584	.6	4.0		
4-Book		320	3884	1.2	4.7	140	2095	.5	4.2	122	429	.5	3.3	302	983	1.1	5.3	177	602	.6	4.7		
KSCA-FM																							
SP '98		437	2446	1.6	6.4	221	1686	.8	6.6	494	904	1.8	13.2	322	798	1.2	5.5	194	476	.7	4.8		
4-Book		398	2381	1.5	5.9	197	1667	.7	6.0	419	812	1.5	11.2	307	855	1.1	5.4	164	428	.6	4.4		
KSSE-FM																							
SP '98		60	844	.2	.9	41	548	.1	1.2	36	131	.1	1.0	58	187	.2	1.0	52	143	.2	1.3		
4-Book		59	796	.2	.9	41	513	.1	1.2	39	119	.1	1.1	80	237	.3	1.4	39	124	.1	1.0		
KTNQ-AM																							
SP '98		124	951	.5	1.8	62	584	.2	1.8	102	219	.4	2.7	111	238	.4	1.9	46	118	.2	1.1		
4-Book		127	996	.5	1.9	57	559	.2	1.7	96	241	.4	2.5	112	271	.4	2.0	54	137	.2	1.4		
KTWV-FM																							
SP '98		378	2667	1.4	5.5	131	1747	.5	3.9	122	423	.4	3.3	256	786	.9	4.4	185	634	.7	4.6		
4-Book		332	2735	1.2	4.9	145	1732	.6	4.4	127	416	.5	3.4	252	750	.9	4.4	183	539	.7	4.9		
KWKW-AM																							
SP '98		40	395	.1	.6	16	231	.1	.5	25	50	.1	.7	29	84	.1	.5	4	23	.1	.1		
4-Book		47	430	.2	.7	23	257	.1	.7	36	89	.1	1.0	40	106	.2	.7	15	44	.1	.4		
KWVE-FM																							
SP '98		36	599	.1	.5	21	250	.1	.6	10	25	.1	.3	37	128	.1	.6	30	53	.1	.7		
4-Book		43	592	.2	.6	26	319	.1	.8	30	88	.1	.8	37	119	.1	.7	27	84	.1	.7		
KYSR-FM																							
SP '98		262	3630	1.0	3.8	124	1987	.5	3.7	95	342	.3	2.5	247	900	.9	4.2	153	554	.6	3.8		
4-Book		250	3426	.9	3.7	121	1950	.5	3.7	92	415	.3	2.4	225	897	.8	4.0	160	578	.6	4.2		
KZLA-FM																							
SP '98		182	1678	.7	2.7	117	1215	.4	3.5	125	406	.5	3.3	192	551	.7	3.3	188	503	.7	4.7		
4-Book		206	1950	.8	3.1	128	1383	.5	3.9	134	451	.5	3.6	241	721	.9	4.2	174	514	.7	4.6		
KFRG-FM																							
SP '98		16	345	.1	.2	19	313	.1	.6	9	40	.2	.2	57	151	.2	1.0	16	67	.1	.4		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																							
SP '98			12																				
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																							
SP '98		2	130			2	73	.1						2	15			6	30	.1			
4-Book		5	155		.1	5	106	.2		4	15		.1	4	18		.1	7	24		.2		
TOTALS																							
SP '98		6849	26176	24.9		3365	21349	12.2		3738	9755	13.6		5833	13815	21.2		4012	10167	14.6			
4-Book		6777	26068	24.7		3315	21382	12.1		3742	9934	13.7		5709	13899	20.9		3781	9951	13.8			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '98	3	30	.1	.1	79	264	.3	3.2	97	353	.4	2.3	35	149	.1	1.1	17	55	.1	1.2
4-Book	12	55	.1	.6	48	141	.2	1.9	56	207	.2	1.3	35	130	.1	1.1	22	76	.1	1.5
KACD-FM																				
SP '98	16	36	.1	.8	6	12	.1	.2	7	46	.1	.2	6	60	.1	.2	8	30	.1	.6
4-Book	10	35	.1	.5	13	29	.1	.5	16	70	.1	.4	7	43	.1	.2	7	29	.1	.5
KBCD-FM																				
SP '98									8	44	.1	.2	10	44	.1	.3	4	15	.1	.3
4-Book	2	6	.1	.1	4	14	.1	.2	7	24	.1	.2	4	14	.1	.1	2	11	.1	.2
KACE-FM																				
SP '98	29	97	.1	1.4	9	53	.1	.4	24	91	.1	.6	6	39	.1	.2	21	48	.1	1.5
4-Book	32	128	.1	1.6	22	81	.1	.9	42	149	.2	1.0	34	112	.1	1.1	24	95	.1	1.6
KRTO-FM																				
SP '98	7	31	.1	.3	4	30	.1	.2	2	31	.1	.1	3	18	.1	.1	8	25	.1	.6
4-Book	7	34	.1	.4	8	36	.1	.3	6	34	.1	.1	8	27	.1	.3	6	40	.1	.4
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	6	14	.1	.3	3	14	.1	.1	6	28	.1	.1	5	28	.1	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	124	398	.5	6.1	44	232	.2	1.8	130	499	.5	3.1	86	273	.3	2.7	51	228	.2	3.6
4-Book	123	414	.5	6.4	56	230	.2	2.2	128	448	.5	3.1	96	318	.4	3.1	53	220	.2	3.6
KBUA-FM																				
SP '98					3	24	.1	.1	8	24	.1	.2	2	12	.1	.1				
4-Book					3	19	.1	.1	8	31	.1	.2	2	17	.1	.1	2	6	.1	.1
KBUE-FM																				
SP '98	29	95	.1	1.4	69	156	.3	2.8	110	269	.4	2.6	48	107	.2	1.5	32	100	.1	2.2
4-Book	40	127	.2	2.1	59	171	.2	2.4	97	256	.4	2.3	47	128	.2	1.5	30	94	.1	2.0
KCBS-FM																				
SP '98	31	138	.1	1.5	77	233	.3	3.1	146	608	.5	3.4	116	473	.4	3.7	20	122	.1	1.4
4-Book	51	198	.2	2.7	49	194	.2	2.0	121	513	.4	2.9	88	342	.3	2.9	34	199	.1	2.3
+KCMG-FM																				
SP '98	124	430	.5	6.1	62	208	.2	2.5	182	598	.7	4.3	156	457	.6	5.0	60	200	.2	4.2
4-Book	58	231	.2	3.0	48	170	.2	1.9	127	462	.5	3.0	100	315	.4	3.2	48	178	.2	3.2
+KDIS-AM																				
SP '98	20	73	.1	1.0	11	45	.1	.4	31	121	.1	.7	20	88	.1	.6	4	40	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	16	119	.1	.8	48	198	.2	2.0	94	298	.3	2.2	12	50	.1	.4	18	109	.1	1.3
4-Book	13	75	.1	.7	49	173	.2	2.0	83	255	.3	2.0	38	135	.1	1.2	25	121	.1	1.6
KFWB-AM																				
SP '98	16	89	.1	.8	30	174	.1	1.2	22	186	.1	.5	31	159	.1	1.0	5	55	.1	.3
4-Book	14	85	.1	.7	43	190	.2	1.7	26	165	.1	.6	30	138	.1	1.0	12	88	.1	.8
KGIL-AM																				
SP '98	10	42	.1	.5	2	13	.1	.1	7	41	.1	.2	14	28	.1	.4	2	14	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98									5	15	.1	.1	6	13	.1	.2				
4-Book									5	15	.1	.1	5	14	.1	.2				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	60	222	.2	3.0	74	314	.3	3.0	86	470	.3	2.0	85	320	.3	2.7	17	150	.1	1.2
4-Book	57	285	.2	3.0	63	305	.2	2.5	150	653	.6	3.5	121	466	.5	3.9	42	204	.2	2.7
KJLH-FM																				
SP '98	91	206	.3	4.5	163	397	.6	6.7	265	597	1.0	6.2	133	394	.5	4.2	60	150	.2	4.2
4-Book	54	155	.2	2.8	125	311	.5	4.9	214	501	.8	5.1	94	317	.4	3.0	39	111	.1	2.6
KKBT-FM																				
SP '98	71	259	.3	3.5	72	236	.3	2.9	101	390	.4	2.4	103	319	.4	3.3	66	245	.2	4.6
4-Book	64	235	.2	3.3	89	254	.3	3.5	100	368	.4	2.4	100	303	.4	3.3	71	245	.3	4.8
KKGO-FM																				
SP '98	38	166	.1	1.9	36	201	.1	1.5	60	259	.2	1.4	47	186	.2	1.5	32	125	.1	2.2
4-Book	24	124	.1	1.3	41	160	.2	1.6	68	275	.3	1.6	63	220	.2	2.0	30	118	.1	2.0
KKHJ-AM																				
SP '98	23	86	.1	1.1	5	40	.1	.2	14	47	.1	.3	5	30	.1	.2	2	16	.1	.1
4-Book	18	51	.1	1.0	14	37	.1	.6	21	53	.1	.5	10	28	.1	.3	8	19	.1	.5
KKLA-FM																				
SP '98	7	26	.1	.3	8	44	.1	.3	4	32	.1	.1	14	42	.1	.4	13	77	.1	.9
4-Book	7	30	.1	.4	21	85	.1	.8	7	46	.1	.2	6	28	.1	.2	6	29	.1	.4
KLAC-AM																				
SP '98	17	97	.1	.8	13	42	.1	.5	48	155	.2	1.1	32	121	.1	1.0	17	43	.1	1.2
4-Book	10	56	.1	.5	14	42	.1	.6	36	127	.1	.8	23	91	.1	.8	14	45	.1	.9
KLAX-FM																				
SP '98	83	220	.3	4.1	86	231	.3	3.5	121	323	.4	2.8	99	209	.4	3.1	74	198	.3	5.2
4-Book	76	221	.3	4.0	89	243	.3	3.5	154	392	.6	3.7	111	274	.4	3.6	45	140	.2	3.1
KLOS-FM																				
SP '98	66	245	.2	3.3	38	94	.1	1.6	122	395	.4	2.9	104	361	.4	3.3	20	51	.1	1.4
4-Book	46	183	.2	2.4	30	109	.1	1.2	71	303	.3	1.7	82	282	.3	2.6	37	115	.1	2.4
KLSX-FM																				
SP '98	4	14	.1	.2	23	71	.1	.9	41	145	.1	1.0	14	46	.1	.4	6	29	.1	.4
4-Book	15	51	.1	.8	38	109	.2	1.5	57	175	.2	1.4	11	40	.1	.3	7	28	.1	.5
KLVE-FM																				
SP '98	203	610	.7	10.0	307	888	1.1	12.5	448	1129	1.6	10.5	225	565	.8	7.1	137	435	.5	9.5
4-Book	195	588	.7	10.2	290	798	1.1	11.5	408	1031	1.5	9.7	238	570	.9	7.6	144	465	.5	9.7
KLYY-FM																				
SP '98	17	121	.1	.8	11	45	.1	.4	34	195	.1	.8	38	131	.1	1.2	7	57	.1	.5
4-Book	16	97	.1	.8	9	50	.1	.4	34	185	.1	.8	31	146	.1	1.0	10	64	.1	.7
KNX -AM																				
SP '98	21	80	.1	1.0	14	111	.1	.6	5	53	.1	.1	20	93	.1	.6	16	95	.1	1.1
4-Book	25	113	.1	1.3	32	181	.2	1.3	34	181	.1	.8	38	146	.2	1.2	28	134	.1	1.9
KOST-FM																				
SP '98	130	424	.5	6.4	82	305	.3	3.3	117	518	.4	2.8	123	551	.4	3.9	92	322	.3	6.4
4-Book	117	418	.4	6.1	108	409	.4	4.3	164	646	.6	3.9	120	510	.4	3.9	92	370	.3	6.1
KPWR-FM																				
SP '98	50	220	.2	2.5	37	122	.1	1.5	80	342	.3	1.9	74	253	.3	2.3	35	128	.1	2.4
4-Book	73	247	.3	3.8	35	138	.1	1.4	93	335	.3	2.2	76	241	.3	2.4	49	160	.2	3.3
KRLA-AM																				
SP '98	8	58	.1	.4	8	38	.1	.3	21	94	.1	.5	28	123	.1	.9	4	12	.1	.3
4-Book	20	66	.1	1.1	11	45	.1	.4	38	121	.2	.9	31	103	.1	1.0	11	51	.1	.8
KROQ-FM																				
SP '98	38	283	.1	1.9	11	75	.1	.4	118	573	.4	2.8	74	351	.3	2.3	62	255	.2	4.3
4-Book	34	196	.1	1.8	19	107	.1	.7	98	464	.4	2.3	80	346	.3	2.6	41	211	.2	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	3 **	24 **	.1 **	.1 **	21 **	39 **	.1 **	.9 **	15 **	24 **	.1 **	.4 **	16 **	27 **	.1 **	.5 **	5 **	11 **	.1 **	.3 **
KRTH-FM SP '98 4-Book	41 60	165 234	.1 .2	2.0 3.1	68 76	338 319	.2 .3	2.8 3.0	182 165	566 619	.7 .6	4.3 3.9	150 155	535 509	.5 .6	4.8 5.0	30 52	146 203	.1 .2	2.1 3.5
KSCA-FM SP '98 4-Book	109 78	310 269	.4 .3	5.4 4.1	178 214	443 494	.6 .8	7.3 8.5	272 234	678 616	1.0 .9	6.4 5.6	163 127	358 310	.6 .5	5.2 4.1	69 62	285 206	.3 .2	4.8 4.2
KSSE-FM SP '98 4-Book	18 27	106 102	.1 .1	.9 1.4	30 16	94 60	.1 .1	1.2 .7	60 52	205 162	.2 .2	1.4 1.2	45 45	144 129	.2 .2	1.4 1.4	27 23	78 80	.1 .1	1.9 1.5
KTNQ-AM SP '98 4-Book	32 30	124 99	.1 .1	1.6 1.6	52 44	146 116	.2 .2	2.1 1.8	80 52	218 151	.3 .2	1.9 1.2	41 42	103 102	.1 .2	1.3 1.4	31 29	114 86	.1 .1	2.2 1.9
KTWV-FM SP '98 4-Book	106 83	364 281	.4 .3	5.2 4.3	49 102	178 336	.2 .4	2.0 4.1	142 185	547 638	.5 .7	3.3 4.4	105 144	381 417	.4 .6	3.3 4.6	71 76	288 265	.3 .3	4.9 5.1
KWKV-AM SP '98 4-Book	11 19	23 49	.1 .1	.5 1.0	16 23	24 47	.1 .1	.7 .9	9 18	38 58	.1 .1	.2 .4	15 20	26 42	.1 .1	.5 .7	20 10	51 33	.1 .1	1.4 .7
KWVE-FM SP '98 4-Book	16 12	54 31	.1 .1	.8 .6	18 31	65 103	.1 .1	.7 1.2	14 30	48 119	.1 .1	.3 .7	29 26	64 74	.1 .1	.9 .9	17 17	39 44	.1 .1	1.2 1.1
KYSR-FM SP '98 4-Book	32 63	297 294	.1 .3	1.6 3.4	48 52	283 293	.2 .2	2.0 2.1	200 181	836 738	.7 .7	4.7 4.3	154 130	512 480	.6 .5	4.9 4.2	54 52	278 268	.2 .2	3.8 3.5
KZLA-FM SP '98 4-Book	61 51	281 212	.2 .2	3.0 2.6	63 80	275 280	.2 .3	2.6 3.2	143 179	472 577	.5 .7	3.4 4.3	149 137	453 442	.5 .5	4.7 4.4	29 34	148 160	.1 .1	2.0 2.2
KFRG-FM SP '98 4-Book	1 **	29 **	.1 **	.7 **	20 **	76 **	.1 **	.8 **	27 **	110 **	.1 **	.6 **	23 **	115 **	.1 **	.7 **	**	**	**	**
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	2 2	15 17	.1 .1	.1 .1	2 5	13 18	.1 .2	.1 .2	2 8	16 30	.1 .2	.1 .2	8 35	35 35	.3 .3	.3 .3	1 2	16 14	.1 .1	.1 .1
TOTALS SP '98 4-Book	2028 1919	6321 6024	7.4 7.0	7.4 7.0	2450 2510	7382 7385	8.9 9.2	8.9 9.2	4249 4221	11464 11257	15.4 15.4	15.4 15.4	3151 3114	8465 8206	11.5 11.4	11.5 11.4	1435 1494	4950 5038	5.2 5.5	5.2 5.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	128	1981	.6	3.4	210	1025	.9	3.7	161	1091	.7	2.8	180	1039	.8	4.1	46	397	.2	3.1
WI '98	108	1863	.5	2.8	229	1080	1.0	3.9	134	953	.6	2.4	129	994	.6	2.9	37	311	.2	2.8
FA '97	133	2008	.6	3.4	273	1164	1.2	4.4	136	964	.6	2.4	167	1092	.7	3.6	56	446	.3	3.6
SU '97	101	1890	.5	2.7	200	876	.9	3.7	121	838	.6	2.2	114	870	.5	2.7	50	431	.2	3.3
4-Book	118	1936	.6	3.1	228	1036	1.0	3.9	138	962	.6	2.5	148	999	.7	3.3	47	396	.2	3.2
SP '97	101	1771	.5	2.7	188	993	.9	3.3	141	998	.7	2.5	119	865	.6	2.7	34	366	.2	2.3
KACD-FM																				
SP '98	6	169	.2		7	37	.1		2	53			3	56	.1		8	28		.5
WI '98	10	189	.3		12	89	.1	.2	14	86	.1	.2	17	130	.1	.4	2	30		.1
FA '97	6	225	.2		7	92	.1		4	99	.1		7	121	.2		1	30		
SU '97	4	162	.1		2	37			5	67	.1		5	40	.1		1	38		.1
4-Book	7	186	.2		7	64	.1		6	76	.1		8	87	.2		3	32		.2
SP '97	5	177	.1		3	67	.1		5	94	.1		9	54	.2		2	55		.1
KBCD-FM																				
SP '98	1	53			4	27	.1			14			1	25						
WI '98	2	99	.1		3	61	.1		2	26			1	30				28		
FA '97	1	78			2	50			2	50			2	51						
SU '97	4	119	.1		5	27	.1		8	66	.1		3	66	.1			14		
4-Book	2	87	.1		4	41	.1		3	39			2	43				11		
SP '97	3	89	.1		6	48	.1						6	54	.1					
KACE-FM																				
SP '98	41	627	.2	1.1	40	274	.2	.7	51	341	.2	.9	57	341	.3	1.3	32	197	.1	2.1
WI '98	55	877	.2	1.4	72	363	.3	1.2	78	489	.3	1.4	76	475	.3	1.7	19	241	.1	1.4
FA '97	71	875	.3	1.8	89	470	.4	1.4	97	433	.4	1.7	112	626	.5	2.4	45	321	.2	2.9
SU '97	71	931	.3	1.9	90	486	.4	1.7	80	482	.4	1.4	91	584	.4	2.1	52	382	.2	3.4
4-Book	60	828	.3	1.6	73	398	.3	1.3	77	436	.3	1.4	84	507	.4	1.9	37	285	.2	2.5
SP '97	48	769	.2	1.3	47	333	.2	.8	68	378	.3	1.2	64	446	.3	1.5	38	265	.2	2.6
KRTO-FM																				
SP '98	5	196	.1		1	26			4	101	.1		12	97	.1	.3	4	29		.3
WI '98	4	98	.1		4	49	.1		1	21			2	37			2	41		.1
FA '97	11	242	.3		14	90	.1	.2	16	178	.1	.3	15	141	.1	.3	5	110		.3
SU '97	15	213	.1	.4	12	113	.1	.2	24	133	.1	.4	23	123	.1	.5	7	83		.5
4-Book	9	187	.2		8	70	.1		11	108	.1		13	100	.1		5	66		.3
SP '97	5	144	.1		3	25	.1		6	53	.1		2	66			3	29		.2
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	13	329	.1	.3	12	81	.1	.2	18	51	.1	.3	19	234	.1	.4	13	182	.1	.9
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	154	2729	.7	4.1	176	1235	.8	3.1	299	1549	1.3	5.3	203	1425	.9	4.7	58	596	.3	3.8
WI '98	198	2845	.9	5.2	266	1773	1.2	4.5	353	1591	1.6	6.2	221	1540	1.0	5.0	69	496	.3	5.2
FA '97	143	2692	.6	3.6	174	1377	.8	2.8	271	1420	1.2	4.7	191	1349	.9	4.1	51	615	.2	3.3
SU '97	123	2361	.6	3.3	189	1170	.9	3.5	230	1288	1.1	4.1	141	1260	.7	3.3	36	552	.2	2.3
4-Book	155	2657	.7	4.1	201	1389	.9	3.5	288	1462	1.3	5.1	189	1394	.9	4.3	54	565	.3	3.7
SP '97	120	2220	.6	3.2	191	1097	.9	3.3	255	1119	1.2	4.6	148	1166	.7	3.4	25	501	.1	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '98	5	79		.1	9	54		.2	12	67		.1	4	27		.1				
WI '98	11	226		.3	10	104		.2	28	162		.1	14	77		.1				
FA '97	9	157		.2	12	106		.1	16	103		.1	10	77		.1	3	62		.2
SU '97	2	103		.1	1	26			5	77		.1	3	54		.1	1	28		.1
4-Book	7	141		.2	8	73		.2	15	102		.1	8	59		.2	1	31		.1
SP '97	11	110		.1	12	69		.1	21	82		.1	11	70		.1	1	14		.1
KBUE-FM																				
SP '98	52	812		.2	72	457		.3	81	528		.4	49	302		.2	25	183		.1
WI '98	59	919		.3	87	453		.4	124	542		.6	50	459		.2	8	127		.6
FA '97	52	1010		.2	68	419		.3	71	535		.3	50	465		.2	25	285		.1
SU '97	62	840		.3	95	442		.4	103	541		.5	66	472		.3	14	183		.1
4-Book	56	895		.3	81	443		.4	95	537		.5	54	425		.2	18	195		.1
SP '97	55	799		.3	74	382		.3	95	477		.4	48	392		.2	14	168		.1
KCBS-FM																				
SP '98	89	2092		.4	104	1004		.5	144	977		.6	112	1108		.5	23	504		.1
WI '98	86	2078		.4	132	1052		.6	111	978		.5	119	1119		.5	22	451		.1
FA '97	93	2030		.4	139	1011		.6	131	918		.6	134	1235		.6	36	523		.2
SU '97	48	1595		.2	69	772		.3	77	762		.4	59	875		.3	17	472		.1
4-Book	79	1949		.4	111	960		.5	116	909		.5	106	1084		.5	25	488		.1
SP '97	82	1689		.4	79	779		.4	134	935		.6	125	995		.6	30	363		.1
+KCMG-FM																				
SP '98	121	2218		.5	146	1112		.7	192	1378		.9	141	1213		.6	53	562		.2
WI '98	94	1756		.4	123	955		.6	119	881		.5	146	1139		.7	31	503		.1
FA '97	38	1056		.2	64	502		.3	57	458		.3	41	561		.2	15	190		.1
SU '97	49	1072		.2	60	495		.3	67	495		.3	64	512		.3	26	384		.1
4-Book	76	1526		.3	98	766		.5	109	803		.5	98	856		.5	31	410		.1
SP '97	40	1174		.2	62	589		.3	66	569		.3	38	419		.2	13	151		.1
+KDIS-AM																				
SP '98	19	802		.1	40	393		.2	25	320		.1	20	338		.1	5	143		.3
WI '98	21	853		.1	20	330		.1	19	291		.1	37	442		.2	4	78		.3
FA '97	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**
SU '97	26	795		.1	31	309		.1	31	354		.1	25	290		.1	23	164		.1
4-Book	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**
SP '97	39	984		.2	63	351		.3	81	577		.4	24	206		.1	4	107		.3
KFI -AM																				
SP '98	186	2981		.8	254	1592		1.1	436	2189		2.0	170	1425		.8	52	402		.2
WI '98	194	2684		.9	273	1531		1.2	455	1931		2.0	214	1535		1.0	35	420		.2
FA '97	174	2806		.8	227	1339		1.0	417	2100		1.9	203	1280		.9	28	379		.1
SU '97	202	2659		.9	281	1519		1.3	473	1972		2.2	217	1349		1.0	35	499		.2
4-Book	189	2783		.9	259	1495		1.2	445	2048		2.0	201	1397		.9	38	425		.2
SP '97	181	2693		.8	251	1325		1.2	385	1945		1.8	238	1451		1.1	35	404		.2
KFWB-AM																				
SP '98	64	2375		.3	161	1569		.7	57	932		.3	75	1158		.3	14	421		.1
WI '98	76	2315		.3	168	1461		.8	58	794		.3	108	1295		.5	28	357		.1
FA '97	73	2414		.3	153	1457		.7	59	858		.3	112	1363		.5	30	505		.1
SU '97	70	2129		.3	170	1240		.8	66	888		.3	73	949		.3	26	470		.1
4-Book	71	2308		.3	163	1432		.8	60	868		.3	92	1191		.4	25	438		.1
SP '97	63	2150		.3	157	1351		.7	51	792		.2	90	1101		.4	24	435		.1
KGIL-AM																				
SP '98	19	328		.1	19	149		.1	22	163		.1	21	139		.1	17	98		.1
WI '98	18	384		.1	18	160		.1	22	168		.1	32	227		.1	4	103		.3
FA '97	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**
SU '97	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**
4-Book	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**
SP '97	**	**		**	**	**		**	**	**		**	**	**		**	**	**		**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '98	13	204	.1	.3				40	146	.2	.7	30	137	.1	.7	1	14		.1	
WI '98	11	262		.3	13	73	.1	.2	22	138	.1	.4	8	96		.2	11	57	.8	
FA '97	19	394	.1	.5	15	96	.1	.2	48	256	.2	.8	25	113	.1	.5	3	29	.2	
SU '97	23	354	.1	.6	8	82		.1	56	234	.3	1.0	44	137	.2	1.0	6	103	.4	
4-Book	17	304	.1	.4	9	63	.1	.1	42	194	.2	.7	27	121	.1	.6	5	51	.4	
SP '97	6	209		.2	11	65	.1	.2	4	65		.1	14	85	.1	.3	4	45	.3	
KIIS-FM																				
SP '98	80	2436	.4	2.1	217	1625	1.0	3.8	94	950	.4	1.7	81	1086	.4	1.9	20	285	.1	1.3
WI '98	107	2749	.5	2.8	210	1625	.9	3.5	109	1089	.5	1.9	143	1464	.6	3.2	40	609	.2	3.0
FA '97	111	2847	.5	2.8	235	1858	1.1	3.8	111	1259	.5	1.9	119	1349	.5	2.6	49	590	.2	3.1
SU '97	95	2413	.4	2.6	162	1302	.7	3.0	135	1197	.6	2.4	117	1096	.5	2.8	31	417	.1	2.0
4-Book	98	2611	.5	2.6	206	1603	.9	3.5	112	1124	.5	2.0	115	1249	.5	2.6	35	475	.2	2.4
SP '97	97	2362	.4	2.6	195	1430	.9	3.4	101	1015	.5	1.8	108	1061	.5	2.5	38	585	.2	2.6
KJLH-FM																				
SP '98	91	941	.4	2.4	102	510	.5	1.8	101	484	.5	1.8	77	518	.3	1.8	64	342	.3	4.2
WI '98	67	1056	.3	1.8	116	524	.5	2.0	68	473	.3	1.2	70	496	.3	1.6	38	366	.2	2.8
FA '97	81	1049	.4	2.0	120	558	.5	1.9	102	537	.5	1.8	72	510	.3	1.6	40	349	.2	2.6
SU '97	60	961	.3	1.6	91	529	.4	1.7	86	498	.4	1.5	51	371	.2	1.2	19	257	.1	1.2
4-Book	75	1002	.4	2.0	107	530	.5	1.9	89	498	.4	1.6	68	474	.3	1.6	40	329	.2	2.7
SP '97	66	814	.3	1.7	112	409	.5	1.9	70	371	.3	1.3	49	385	.2	1.1	52	346	.2	3.6
KKBT-FM																				
SP '98	58	1142	.3	1.5	107	529	.5	1.9	75	534	.3	1.3	70	524	.3	1.6	11	177		.7
WI '98	81	1117	.4	2.1	151	617	.7	2.5	93	603	.4	1.6	110	646	.5	2.5	28	261	.1	2.1
FA '97	101	1304	.5	2.6	161	687	.7	2.6	136	623	.6	2.4	100	672	.4	2.2	56	434	.3	3.6
SU '97	66	1095	.3	1.8	117	541	.5	2.2	83	537	.4	1.5	85	585	.4	2.0	39	353	.2	2.5
4-Book	77	1165	.4	2.0	134	594	.6	2.3	97	574	.4	1.7	91	607	.4	2.1	34	306	.2	2.2
SP '97	76	1250	.4	2.0	136	648	.6	2.4	81	599	.4	1.4	96	631	.4	2.2	27	196	.1	1.9
KKGO-FM																				
SP '98	93	1731	.4	2.5	109	938	.5	1.9	130	794	.6	2.3	118	977	.5	2.7	54	545	.2	3.6
WI '98	95	1853	.4	2.5	129	880	.6	2.2	136	786	.6	2.4	128	1075	.6	2.9	36	716	.2	2.7
FA '97	80	1615	.4	2.0	84	826	.4	1.4	143	811	.6	2.5	99	842	.4	2.1	33	459	.1	2.1
SU '97	79	1515	.4	2.1	88	746	.4	1.6	112	733	.5	2.0	105	837	.5	2.5	42	558	.2	2.7
4-Book	87	1679	.4	2.3	103	848	.5	1.8	130	781	.6	2.3	113	933	.5	2.6	41	570	.2	2.8
SP '97	76	1718	.4	2.0	78	722	.4	1.4	105	891	.5	1.9	101	772	.5	2.3	49	605	.2	3.4
KKHJ-AM																				
SP '98	22	430	.1	.6	41	201	.2	.7	25	217	.1	.4	17	155	.1	.4	16	109	.1	1.1
WI '98	17	332	.1	.4	31	159	.1	.5	35	200	.2	.6	14	151	.1	.3	4	73		.3
FA '97	27	400	.1	.7	38	217	.2	.6	22	208	.1	.4	15	97	.1	.3	45	120	.2	2.9
SU '97	13	264	.1	.4	24	128	.1	.4	22	154	.1	.4	8	38		.2	3	38		.2
4-Book	20	357	.1	.5	34	176	.2	.6	26	195	.1	.5	14	110	.1	.3	17	85	.1	1.1
SP '97	21	417	.1	.6	34	231	.2	.6	27	152	.1	.5	18	127	.1	.4	10	119		.7
KKLA-FM																				
SP '98	33	581	.1	.9	60	404	.3	1.1	48	260	.2	.8	53	354	.2	1.2	12	123	.1	.8
WI '98	24	571	.1	.6	54	405	.2	.9	17	219	.1	.3	32	246	.1	.7	19	166	.1	1.4
FA '97	26	624	.1	.7	75	468	.3	1.2	16	235	.1	.3	30	304	.1	.6	15	224	.1	1.0
SU '97	27	529	.1	.7	47	344	.2	.9	30	267	.1	.5	44	333	.2	1.0	15	178	.1	1.0
4-Book	28	576	.1	.7	59	405	.3	1.0	28	245	.1	.5	40	309	.2	.9	15	173	.1	1.1
SP '97	26	557	.1	.7	57	372	.3	1.0	36	245	.2	.6	27	250	.1	.6	10	152		.7
KLAC-AM																				
SP '98	91	1594	.4	2.4	99	714	.4	1.7	160	718	.7	2.8	99	801	.4	2.3	38	525	.2	2.5
WI '98	80	1286	.4	2.1	98	646	.4	1.7	157	659	.7	2.8	92	681	.4	2.1	28	336	.1	2.1
FA '97	66	1385	.3	1.7	85	471	.4	1.4	88	575	.4	1.5	112	809	.5	2.4	23	260	.1	1.5
SU '97	94	1565	.4	2.5	104	637	.5	1.9	145	795	.7	2.6	114	849	.5	2.7	45	574	.2	2.9
4-Book	83	1458	.4	2.2	97	617	.4	1.7	138	687	.6	2.4	104	785	.5	2.4	34	424	.2	2.3
SP '97	70	1201	.3	1.9	66	491	.3	1.1	117	590	.5	2.1	101	714	.5	2.3	23	348	.1	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	94	1100	.4	2.5	126	611	.6	2.2	119	724	.5	2.1	131	650	.6	3.0	58	412	.3	3.8
WI '98	100	1462	.4	2.6	123	771	.6	2.1	171	862	.8	3.0	128	856	.6	2.9	36	372	.2	2.7
FA '97	70	1280	.3	1.8	77	575	.3	1.2	105	689	.5	1.8	74	685	.3	1.6	30	277	.1	1.9
SU '97	93	1148	.4	2.5	123	608	.6	2.3	138	602	.6	2.5	115	637	.5	2.7	34	303	.2	2.2
4-Book	89	1248	.4	2.4	112	641	.5	2.0	133	719	.6	2.4	112	707	.5	2.6	40	341	.2	2.7
SP '97	77	1121	.4	2.0	113	605	.5	2.0	104	589	.5	1.9	95	565	.4	2.2	32	290	.1	2.2
KLOS-FM																				
SP '98	99	1521	.4	2.6	196	765	.9	3.4	127	754	.6	2.2	135	912	.6	3.1	39	345	.2	2.6
WI '98	71	1579	.3	1.9	160	881	.7	2.7	91	688	.4	1.6	82	759	.4	1.8	16	264	.1	1.2
FA '97	70	1481	.3	1.8	190	746	.9	3.1	59	554	.3	1.0	77	832	.3	1.7	25	352	.1	1.6
SU '97	55	1259	.3	1.5	117	673	.5	2.2	60	458	.3	1.1	60	582	.3	1.4	12	243	.1	.8
4-Book	74	1460	.3	2.0	166	766	.8	2.9	84	614	.4	1.5	89	771	.4	2.0	23	301	.1	1.6
SP '97	65	1304	.3	1.7	164	679	.8	2.8	69	493	.3	1.2	70	529	.3	1.6	27	246	.1	1.9
KLSX-FM																				
SP '98	44	915	.2	1.2	151	565	.7	2.6	37	379	.2	.7	47	362	.2	1.1	7	84		.5
WI '98	54	1131	.2	1.4	168	716	.8	2.8	60	448	.3	1.1	58	331	.3	1.3	8	114		.6
FA '97	49	994	.2	1.2	190	630	.9	3.1	51	490	.2	.9	28	224	.1	.6	4	55		.3
SU '97	39	989	.2	1.1	132	626	.6	2.4	67	460	.3	1.2	14	229	.1	.3		11		
4-Book	47	1007	.2	1.2	160	634	.8	2.7	54	444	.3	1.0	37	287	.2	.8	5	66		.4
SP '97	46	802	.2	1.2	175	562	.8	3.0	41	399	.2	.7	27	237	.1	.6	6	101		.4
KLVE-FM																				
SP '98	316	2801	1.4	8.4	541	1979	2.4	9.5	487	1874	2.2	8.6	293	1591	1.3	6.7	113	898	.5	7.5
WI '98	240	2507	1.1	6.3	369	1545	1.7	6.2	348	1578	1.6	6.1	224	1417	1.0	5.0	84	929	.4	6.3
FA '97	303	2694	1.4	7.7	443	1695	2.0	7.2	495	1781	2.2	8.6	299	1619	1.3	6.4	94	852	.4	6.0
SU '97	246	2388	1.1	6.6	393	1501	1.8	7.2	415	1595	1.9	7.4	214	1412	1.0	5.0	86	840	.4	5.6
4-Book	276	2598	1.3	7.3	437	1680	2.0	7.5	436	1707	2.0	7.7	258	1510	1.2	5.8	94	880	.4	6.4
SP '97	307	2801	1.4	8.1	574	1874	2.7	9.9	445	1778	2.1	7.9	290	1497	1.3	6.6	115	914	.5	7.9
KLYY-FM																				
SP '98	7	471	.2		4	99		.1	10	211	.2		16	300	.1	.4	4	79		.3
WI '98	8	423	.2		15	181	.1	.3	5	138	.1		14	244	.1	.3	3	114		.2
FA '97	9	499	.2		19	318	.1	.3	8	222	.1		14	234	.1	.3	5	102		.3
SU '97	10	373	.3		9	183		.2	14	208	.1	.2	18	255	.1	.4	6	93		.4
4-Book	9	442	.2		12	195	.1	.2	9	195	.2		16	258	.1	.4	5	97		.3
SP '97	9	333	.2		17	200	.1	.3	9	120	.2		11	161	.1	.3	4	96		.3
KNX -AM																				
SP '98	61	2110	.3	1.6	141	1305	.6	2.5	51	699	.2	.9	82	1118	.4	1.9	30	552	.1	2.0
WI '98	98	2197	.4	2.6	244	1503	1.1	4.1	87	843	.4	1.5	104	1128	.5	2.3	39	490	.2	2.9
FA '97	85	2338	.4	2.1	182	1361	.8	3.0	81	824	.4	1.4	108	1074	.5	2.3	47	550	.2	3.0
SU '97	68	1928	.3	1.8	114	1190	.5	2.1	59	868	.3	1.1	89	798	.4	2.1	39	539	.2	2.5
4-Book	78	2143	.4	2.0	170	1340	.8	2.9	70	809	.3	1.2	96	1030	.5	2.2	39	533	.2	2.6
SP '97	86	2062	.4	2.3	163	1324	.8	2.8	90	984	.4	1.6	106	1112	.5	2.4	35	651	.2	2.4
KOST-FM																				
SP '98	180	3530	.8	4.8	251	1915	1.1	4.4	299	2031	1.3	5.3	197	1879	.9	4.5	81	745	.4	5.4
WI '98	223	3446	1.0	5.9	330	2035	1.5	5.6	380	1534	1.7	6.7	286	1989	1.3	6.4	86	865	.4	6.4
FA '97	254	3975	1.1	6.4	355	2244	1.6	5.8	453	2077	2.0	7.8	330	2242	1.5	7.1	90	1137	.4	5.8
SU '97	241	3409	1.1	6.5	344	1808	1.6	6.3	391	1886	1.8	7.0	277	2004	1.3	6.5	130	1308	.6	8.5
4-Book	225	3590	1.0	5.9	320	2001	1.5	5.5	381	1882	1.7	6.7	273	2029	1.3	6.1	97	1014	.5	6.5
SP '97	177	3044	.8	4.7	205	1463	.9	3.5	277	1708	1.3	4.9	240	1719	1.1	5.5	88	1025	.4	6.1
KPWR-FM																				
SP '98	26	1057	.1	.7	26	380	.1	.5	35	490	.2	.6	35	402	.2	.8	16	286	.1	1.1
WI '98	29	931	.1	.8	35	439	.2	.6	39	402	.2	.7	27	363	.1	.6	23	182	.1	1.7
FA '97	49	1262	.2	1.2	62	573	.3	1.0	65	380	.3	1.1	56	646	.3	1.2	24	360	.1	1.5
SU '97	37	862	.2	1.0	52	352	.2	1.0	46	456	.2	.8	38	378	.2	.9	22	266	.1	1.4
4-Book	35	1028	.2	.9	44	436	.2	.8	46	432	.2	.8	39	447	.2	.9	21	274	.1	1.4
SP '97	29	1069	.1	.8	44	369	.2	.8	32	309	.1	.6	37	458	.2	.8	12	252	.1	.8

Target Listener Trends - Women 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	34	571	.2	.9	45	212	.2	.8	59	233	.3	1.0	43	280	.2	1.0	8	109	.5	
WI '98	25	668	.1	.7	39	309	.2	.7	32	359	.1	.6	29	328	.1	.7	7	195	.5	
FA '97	28	596	.1	.7	42	379	.2	.7	40	272	.2	.7	35	279	.2	.8	14	187	.9	
SU '97	46	824	.2	1.2	61	466	.3	1.1	71	484	.3	1.3	38	361	.2	.9	19	263	1.2	
4-Book	33	665	.2	.9	47	342	.2	.8	51	337	.2	.9	36	312	.2	.9	12	189	.8	
SP '97	33	631	.2	.9	42	341	.2	.7	33	302	.2	.6	35	363	.2	.8	20	182	1.4	
KROQ-FM																				
SP '98	45	1167	.2	1.2	82	531	.4	1.4	58	449	.3	1.0	61	633	.3	1.4	14	287	.9	
WI '98	28	1031	.1	.7	43	490	.2	.7	29	364	.1	.5	44	497	.2	1.0	12	225	.9	
FA '97	39	993	.2	1.0	69	519	.3	1.1	56	482	.3	1.0	49	558	.2	1.1	13	269	.8	
SU '97	43	1045	.2	1.2	74	497	.3	1.4	58	480	.3	1.0	42	468	.2	1.0	17	321	1.1	
4-Book	39	1059	.2	1.0	67	509	.3	1.2	50	444	.3	.9	49	539	.2	1.1	14	276	.9	
SP '97	42	931	.2	1.1	88	466	.4	1.5	66	455	.3	1.2	52	464	.2	1.2	10	281	.7	
KRRA-AM																				
SP '98	21	168	.1	.6	30	76	.1	.5	47	127	.2	.8	17	87	.1	.4	3	55	.2	
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	21	265	.1	.5	39	117	.2	.6	40	176	.2	.7	5	40		.1	5	49	.3	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	13	164	.1	.3	13	96	.1	.2	16	83	.1	.3	12	58	.1	.3	5	65	.3	
KRTH-FM																				
SP '98	193	3951	.9	5.1	308	2220	1.4	5.4	346	2303	1.6	6.1	224	2020	1.0	5.2	42	742	2.8	
WI '98	203	3992	.9	5.3	264	2117	1.2	4.5	353	2234	1.6	6.2	261	2167	1.2	5.9	63	928	4.7	
FA '97	219	4506	1.0	5.5	327	2499	1.5	5.3	374	2341	1.7	6.5	274	2327	1.2	5.9	65	951	4.2	
SU '97	215	4318	1.0	5.8	268	2156	1.2	4.9	354	2257	1.6	6.3	264	2284	1.2	6.2	73	976	4.7	
4-Book	208	4192	1.0	5.4	292	2248	1.3	5.0	357	2284	1.6	6.3	256	2200	1.2	5.8	61	899	4.1	
SP '97	243	4393	1.1	6.4	324	2216	1.5	5.6	372	2277	1.7	6.6	321	2396	1.5	7.3	77	1148	5.3	
KSCA-FM																				
SP '98	217	1682	1.0	5.8	408	1103	1.8	7.1	334	1269	1.5	5.9	164	843	.7	3.8	89	613	5.9	
WI '98	190	1712	.9	5.0	403	1179	1.8	6.8	302	1223	1.4	5.3	137	937	.6	3.1	50	418	3.7	
FA '97	153	1601	.7	3.9	284	1067	1.3	4.6	223	949	1.0	3.9	130	807	.6	2.8	47	404	3.0	
SU '97	133	1375	.6	3.6	269	836	1.2	4.9	191	991	.9	3.4	121	639	.6	2.9	37	290	2.4	
4-Book	173	1593	.8	4.6	341	1046	1.5	5.9	263	1108	1.2	4.6	138	807	.6	3.2	56	431	3.8	
SP '97	131	1353	.6	3.5	244	849	1.1	4.2	176	921	.8	3.1	104	679	.5	2.4	54	308	3.7	
KSSE-FM																				
SP '98	22	516	.1	.6	22	171	.1	.4	33	191	.1	.6	39	261	.2	.9	7	68	.5	
WI '98	14	356	.1	.4	18	150	.1	.3	25	207	.1	.4	10	147		.2	10	103	.7	
FA '97	24	426	.1	.6	24	207	.1	.4	41	290	.2	.7	31	240	.1	.7	10	90	.6	
SU '97	11	365	.1	.3	12	117	.1	.2	14	174	.1	.2	9	139		.2	5	59	.3	
4-Book	18	416	.1	.5	19	161	.1	.3	28	216	.1	.5	22	197	.1	.5	8	80	.5	
SP '97	15	295	.1	.4	13	136	.1	.2	27	158	.1	.5	19	121	.1	.4	1	56	.1	
KTNQ-AM																				
SP '98	77	791	.3	2.0	145	378	.7	2.5	111	441	.5	2.0	59	312	.3	1.4	33	207	2.2	
WI '98	72	716	.3	1.9	82	263	.4	1.4	173	486	.8	3.1	61	301	.3	1.4	13	109	1.0	
FA '97	72	857	.3	1.8	161	520	.7	2.6	94	563	.4	1.6	48	347	.2	1.0	47	314	3.0	
SU '97	65	740	.3	1.8	80	295	.4	1.5	104	448	.5	1.9	69	349	.3	1.6	46	230	3.0	
4-Book	72	776	.3	1.9	117	364	.6	2.0	121	485	.6	2.2	59	327	.3	1.4	35	215	2.3	
SP '97	112	925	.5	3.0	162	606	.7	2.8	211	568	1.0	3.8	121	554	.6	2.8	37	330	2.6	
KTWV-FM																				
SP '98	226	2696	1.0	6.0	286	1321	1.3	5.0	421	1511	1.9	7.4	303	1709	1.4	7.0	74	852	4.9	
WI '98	174	2902	.8	4.6	237	1609	1.1	4.0	278	1466	1.2	4.9	235	1781	1.1	5.3	60	730	4.5	
FA '97	230	2905	1.0	5.8	285	1594	1.3	4.6	386	1627	1.7	6.7	288	1730	1.3	6.2	84	865	5.4	
SU '97	238	3020	1.1	6.4	305	1515	1.4	5.6	366	1639	1.7	6.5	329	1914	1.5	7.8	107	963	7.0	
4-Book	217	2881	1.0	5.7	278	1510	1.3	4.8	363	1561	1.6	6.4	289	1784	1.3	6.6	81	853	5.5	
SP '97	191	2583	.9	5.1	228	1386	1.1	3.9	326	1517	1.5	5.8	252	1514	1.2	5.7	61	584	4.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKW-AM																				
SP '98	29	391	.1	.8	57	254	.3	1.0	63	231	.3	1.1	26	97	.1	.6	1	33		.1
WI '98	39	473	.2	1.0	48	233	.2	.8	75	308	.3	1.3	45	195	.2	1.0	12	121	.1	.9
FA '97	38	590	.2	1.0	71	295	.3	1.2	58	263	.3	1.0	24	222	.1	.5	13	107	.1	.8
SU '97	34	446	.2	.9	82	289	.4	1.5	39	215	.2	.7	27	113	.1	.6	10	88		.7
4-Book	35	475	.2	.9	65	268	.3	1.1	59	254	.3	1.0	31	157	.1	.7	9	87	.1	.6
SP '97	60	584	.3	1.6	128	399	.6	2.2	86	303	.4	1.5	37	183	.2	.8	6	101		.4
KWVE-FM																				
SP '98	24	529	.1	.6	33	264	.1	.6	28	279	.1	.5	35	253	.2	.8	9	142		.6
WI '98	34	721	.2	.9	52	368	.2	.9	30	307	.1	.5	35	351	.2	.8	19	270	.1	1.4
FA '97	33	723	.1	.8	49	413	.2	.8	50	348	.2	.9	41	415	.2	.9	16	244	.1	1.0
SU '97	33	577	.2	.9	40	313	.2	.7	29	348	.1	.5	48	338	.2	1.1	21	176	.1	1.4
4-Book	31	638	.2	.8	44	340	.2	.8	34	321	.1	.6	40	339	.2	.9	16	208	.1	1.1
SP '97	36	770	.2	1.0	72	564	.3	1.2	56	451	.3	1.0	30	337	.1	.7	19	279	.1	1.3
KYSR-FM																				
SP '98	74	1966	.3	2.0	73	987	.3	1.3	121	1106	.5	2.1	119	1270	.5	2.7	18	423	.1	1.2
WI '98	73	1892	.3	1.9	77	869	.3	1.3	104	900	.5	1.8	93	1101	.4	2.1	32	504	.1	2.4
FA '97	60	1619	.3	1.5	80	895	.4	1.3	91	726	.4	1.6	95	1094	.4	2.0	20	528	.1	1.3
SU '97	70	1665	.3	1.9	86	772	.4	1.6	94	921	.4	1.7	94	1028	.4	2.2	28	450	.1	1.8
4-Book	69	1786	.3	1.8	79	881	.4	1.4	103	913	.5	1.8	100	1123	.4	2.3	25	476	.1	1.7
SP '97	95	1950	.4	2.5	124	942	.6	2.1	136	983	.6	2.4	132	1071	.6	3.0	31	476	.1	2.1
KZLA-FM																				
SP '98	120	1844	.5	3.2	147	1038	.7	2.6	162	879	.7	2.8	163	1272	.7	3.8	39	435	.2	2.6
WI '98	137	1980	.6	3.6	212	1230	1.0	3.6	184	1173	.8	3.2	159	1341	.7	3.6	45	640	.2	3.4
FA '97	165	2227	.7	4.2	250	1400	1.1	4.1	235	1306	1.1	4.1	218	1470	1.0	4.7	45	658	.2	2.9
SU '97	162	1882	.7	4.4	194	1193	.9	3.6	264	1174	1.2	4.7	204	1330	.9	4.8	38	614	.2	2.5
4-Book	146	1983	.6	3.9	201	1215	.9	3.5	211	1133	1.0	3.7	186	1353	.8	4.2	42	587	.2	2.9
SP '97	170	1874	.8	4.5	261	1191	1.2	4.5	275	1166	1.3	4.9	205	1149	.9	4.7	57	541	.3	3.9
KFRG-FM																				
SP '98	15	443	.1	.4	20	218	.1	.4	22	233	.1	.4	12	153	.1	.3	1	11		.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	18	541	.1	.5	12	190	.1	.2	20	235	.1	.3	31	260	.1	.7	6	95		.4
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98		24			1	12			12								1	11		.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	3	193		.1	5	70		.1	3	25		.1	5	111		.1	1	56		.1
WI '98	4	231		.1	1	29			2	52			10	38		.2	6	14		.4
FA '97	7	256		.2	7	72		.1	4	49		.1	10	155		.2	3	40		.2
SU '97	2	110		.1	2	26			1	38			4	51		.1	2	11		.1
4-Book	4	198		.1	3	49		.1	3	41		.1	7	89		.2	3	30		.2
SP '97	4	129		.1	6	47		.1	8	74		.1					1	28		.1
TOTALS																				
SP '98	3771	21376	16.9	5714	18747	25.6	5690	17429	25.5	4345	17944	19.5	1508	10555	6.8					
WI '98	3796	21436	17.0	5924	19262	26.6	5663	17055	25.4	4446	18193	19.9	1339	10617	6.0					
FA '97	3957	21426	17.7	6167	19136	27.7	5785	17008	25.9	4643	18317	20.8	1564	10720	7.0					
SU '97	3703	20523	17.1	5439	17926	25.2	5608	16960	26.0	4243	17223	19.6	1537	10709	7.1					
4-Book	3807	21190	17.2	5811	18768	26.3	5687	17113	25.7	4419	17919	20.0	1487	10650	6.7					
SP '97	3775	20452	17.5	5776	18523	26.7	5598	16891	25.9	4391	17503	20.3	1449	10324	6.7					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	182	1746	.8	3.4	89	1017	.4	3.4	118	358	.5	3.7	160	455	.7	3.5	64	245	.3	2.1
4-Book	169	1657	.8	3.2	75	893	.4	2.8	108	300	.5	3.4	127	371	.6	2.8	64	219	.3	2.1
KACD-FM																				
SP '98	4	94	.1		7	72	.3		6	12	.2		12	56	.1	.3	8	27	.3	
4-Book	7	147	.2		7	85	.3		6	13	.2		17	38	.1	.4	9	32	.3	
KBCD-FM																				
SP '98	2	53				13			3	13	.1									
4-Book	3	81			1	28	.1		2	10	.1		1	8			2	11	.1	
KACE-FM																				
SP '98	49	554	.2	.9	32	286	.1	1.2	29	97	.1	.9	58	164	.3	1.3	65	162	.3	2.1
4-Book	77	709	.3	1.5	43	446	.2	1.6	29	93	.1	.9	83	205	.4	1.9	90	226	.4	2.9
KRTD-FM																				
SP '98	6	169		.1	4	83	.2		1	15			11	42	.2		19	42	.1	.6
4-Book	11	152	.1	.2	8	99	.3		6	29	.2		15	46	.1	.3	16	50	.1	.5
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	16	285	.1	.3	7	139	.3						10	54	.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	232	2222	1.0	4.4	80	1155	.4	3.1	47	223	.2	1.5	166	486	.7	3.7	114	389	.5	3.7
4-Book	231	2256	1.1	4.3	87	1193	.4	3.3	95	323	.4	3.0	152	520	.7	3.4	90	331	.4	3.0
KBUA-FM																				
SP '98	8	67		.2	1	27			6	15	.2									
4-Book	11	132	.1	.2	4	57	.1		8	14	.3		8	23	.1	.2	3	17	.1	
KBUE-FM																				
SP '98	69	719	.3	1.3	39	387	.2	1.5	48	108	.2	1.5	60	223	.3	1.3	29	63	.1	.9
4-Book	78	771	.4	1.5	44	447	.2	1.6	65	138	.3	2.0	68	210	.3	1.5	44	117	.2	1.4
KCBS-FM																				
SP '98	122	1665	.5	2.3	74	1031	.3	2.8	72	228	.3	2.2	137	437	.6	3.0	86	326	.4	2.8
4-Book	111	1630	.5	2.1	58	992	.3	2.2	58	253	.3	1.8	105	467	.5	2.3	78	312	.4	2.6
+KCMG-FM																				
SP '98	162	1971	.7	3.1	93	1180	.4	3.6	50	244	.2	1.5	208	749	.9	4.6	168	494	.8	5.4
4-Book	102	1324	.5	1.9	58	749	.3	2.2	46	194	.2	1.4	107	369	.5	2.4	91	275	.4	3.0
+KDIS-AM																				
SP '98	28	722	.1	.5	14	240	.1	.5	24	98	.1	.7	16	69	.1	.4	13	69	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
SP '98	298	2793	1.3	5.6	78	1076	.3	3.0	131	424	.6	4.1	151	500	.7	3.3	79	209	.4	2.5
4-Book	313	2631	1.4	5.9	72	986	.3	2.7	139	441	.6	4.3	140	431	.7	3.1	53	172	.3	1.7
KFWB-AM																				
SP '98	95	2153	.4	1.8	44	1047	.2	1.7	74	411	.3	2.3	67	402	.3	1.5	55	257	.2	1.8
4-Book	102	2067	.5	1.9	48	1044	.2	1.8	88	404	.4	2.8	57	337	.3	1.3	55	250	.2	1.8
KGIL-AM																				
SP '98	21	273	.1	.4	17	195	.1	.7	26	84	.1	.8	39	96	.2	.9	24	55	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '98	25	191	.1	.5	1	27			5	14	.2		1	14						
4-Book	27	256	.1	.5	6	102	.2		8	28	.3		6	29	.2		6	25	.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM																				
SP '98	128	2204	.6	2.4	35	888	.2	1.3	51	219	.2	1.6	63	362	.3	1.4	67	287	.3	2.2
4-Book	142	2299	.7	2.7	63	1214	.3	2.4	84	323	.4	2.6	102	479	.5	2.2	80	361	.4	2.6
KJLH-FM																				
SP '98	94	682	.4	1.8	103	706	.5	4.0	61	132	.3	1.9	122	281	.5	2.7	80	191	.4	2.6
4-Book	88	761	.4	1.7	75	689	.4	2.8	52	124	.3	1.6	78	227	.4	1.7	48	137	.2	1.6
KKBT-FM																				
SP '98	83	938	.4	1.6	44	586	.2	1.7	40	128	.2	1.2	77	235	.3	1.7	66	182	.3	2.1
4-Book	106	1002	.5	2.0	52	573	.2	2.0	63	175	.3	2.0	91	252	.4	2.0	68	159	.3	2.2
KKGO-FM																				
SP '98	120	1448	.5	2.3	73	1089	.3	2.8	83	280	.4	2.6	113	440	.5	2.5	107	308	.5	3.5
4-Book	116	1374	.5	2.2	66	927	.3	2.5	62	243	.3	1.9	107	348	.5	2.4	86	276	.4	2.8
KKHJ-AM																				
SP '98	27	368	.1	.5	17	231	.1	.7	31	76	.1	1.0	8	52	.1	.2	25	57	.1	.8
4-Book	24	299	.1	.5	13	159	.1	.5	16	35	.1	.5	20	57	.1	.5	15	42	.1	.5
KKLA-FM																				
SP '98	53	530	.2	1.0	11	193	.1	.4	20	50	.1	.6	9	51	.1	.2	21	47	.1	.7
4-Book	41	535	.2	.8	11	229	.1	.5	17	58	.1	.5	19	55	.1	.4	13	35	.1	.4
KLAC-AM																				
SP '98	122	1184	.5	2.3	69	861	.3	2.6	79	232	.4	2.4	131	348	.6	2.9	91	330	.4	2.9
4-Book	115	1206	.5	2.2	59	776	.3	2.2	61	194	.3	1.9	105	317	.5	2.3	79	287	.4	2.6
KLAX-FM																				
SP '98	125	1004	.6	2.4	62	547	.3	2.4	74	177	.3	2.3	110	277	.5	2.4	88	223	.4	2.8
4-Book	120	1068	.6	2.3	68	652	.3	2.6	92	215	.4	2.9	103	270	.5	2.3	82	198	.4	2.7
KLOS-FM																				
SP '98	151	1374	.7	2.9	48	654	.2	1.8	20	115	.1	.6	88	287	.4	1.9	88	241	.4	2.8
4-Book	111	1279	.5	2.1	42	661	.2	1.6	26	143	.1	.8	77	283	.3	1.7	60	188	.3	1.9
KLSX-FM																				
SP '98	75	733	.3	1.4	15	264	.1	.6	25	66	.1	.8	6	41	.1	.1	7	28	.1	.2
4-Book	81	824	.4	1.5	14	285	.1	.6	12	48	.1	.4	9	52	.1	.2	16	50	.1	.5
KLVE-FM																				
SP '98	444	2557	2.0	8.4	226	1652	1.0	8.7	371	720	1.7	11.5	398	812	1.8	8.8	223	498	1.0	7.2
4-Book	382	2324	1.7	7.2	212	1605	1.0	8.0	294	658	1.4	9.1	387	852	1.8	8.6	201	477	.9	6.6
KLYY-FM																				
SP '98	10	370	.1	.2	5	200	.1	.2					7	43	.1	.2	12	54	.1	.4
4-Book	12	373	.1	.2	6	179	.1	.2	2	16	.1	.1	9	70	.1	.2	10	47	.1	.3
KNX -AM																				
SP '98	88	1794	.4	1.7	34	816	.2	1.3	96	404	.4	3.0	32	207	.1	.7	26	116	.1	.8
4-Book	109	1828	.5	2.1	50	1008	.3	1.9	92	365	.4	2.9	48	273	.2	1.1	51	182	.2	1.7
KOST-FM																				
SP '98	253	3040	1.1	4.8	116	1743	.5	4.4	141	492	.6	4.4	205	797	.9	4.5	150	592	.7	4.8
4-Book	329	3070	1.5	6.2	125	1724	.6	4.7	144	502	.7	4.5	221	733	1.0	4.9	161	527	.8	5.3
KPWR-FM																				
SP '98	32	832	.1	.6	23	534	.1	.9	33	93	.1	1.0	39	147	.2	.9	14	85	.1	.5
4-Book	43	802	.2	.8	30	500	.1	1.2	35	102	.1	1.1	56	208	.3	1.3	28	109	.2	.9
KRLA-AM																				
SP '98	50	417	.2	.9	23	314	.1	.9	28	95	.1	.9	57	123	.3	1.3	35	97	.2	1.1
4-Book	45	534	.2	.8	27	340	.1	1.0	23	74	.1	.7	45	114	.2	1.0	44	122	.2	1.5
KROQ-FM																				
SP '98	67	921	.3	1.3	29	560	.1	1.1	15	69	.1	.5	59	227	.3	1.3	50	233	.2	1.6
4-Book	55	830	.3	1.0	27	516	.1	1.0	23	90	.1	.7	47	214	.2	1.0	43	169	.2	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRA-AM SP '98 4-Book	33 **	141 **	.1 **	.6 **	12 **	87 **	.1 **	.5 **	18 **	49 **	.1 **	.6 **	22 **	60 **	.1 **	.5 **	18 **	27 **	.1 **	.6 **
KRTH-FM SP '98 4-Book	297 306	3476 3622	1.3 1.4	5.6 5.7	112 133	1842 1951	.5 .6	4.3 5.0	130 142	438 485	.6 .6	4.0 4.4	238 290	807 960	1.1 1.3	5.3 6.4	130 168	563 589	.6 .8	4.2 5.5
KSCA-FM SP '98 4-Book	304 248	1585 1464	1.4 1.2	5.8 4.7	147 119	1062 991	.7 .5	5.6 4.5	347 248	623 498	1.6 1.1	10.7 7.7	232 198	524 518	1.0 .9	5.1 4.4	140 110	307 275	.6 .5	4.5 3.6
KSSE-FM SP '98 4-Book	32 24	402 335	.1 .1	.6 .4	16 15	240 202	.1 .1	.6 .6	2 15	12 46	.1 .1	.5 .5	24 33	78 88	.1 .1	.5 .7	17 12	55 45	.1 .1	.5 .4
KTNQ-AM SP '98 4-Book	105 101	698 707	.5 .5	2.0 1.9	55 45	447 404	.2 .2	2.1 1.7	107 95	197 214	.5 .4	3.3 2.9	93 83	182 191	.4 .4	2.1 1.9	46 41	118 106	.2 .2	1.5 1.4
KTWV-FM SP '98 4-Book	343 314	2283 2441	1.5 1.4	6.5 5.9	119 136	1508 1567	.5 .6	4.6 5.1	119 130	386 406	.5 .6	3.7 4.0	258 254	776 755	1.2 1.2	5.7 5.7	144 177	473 526	.6 .8	4.6 5.8
KWKW-AM SP '98 4-Book	50 52	336 399	.2 .2	.9 1.0	13 24	184 250	.1 .1	.5 .9	36 40	83 94	.2 .2	1.1 1.2	25 45	79 113	.1 .2	.6 1.0	18 38	.1 .1	.6 .6	
KWVE-FM SP '98 4-Book	32 39	460 529	.1 .2	.6 .7	20 27	235 309	.1 .2	.8 1.1	14 29	40 86	.1 .1	.4 .9	36 39	112 110	.2 .2	.8 .8	30 30	53 79	.1 .1	1.0 1.0
KYSR-FM SP '98 4-Book	106 95	1797 1577	.5 .4	2.0 1.8	56 54	857 846	.3 .3	2.1 2.1	36 37	140 193	.2 .2	1.1 1.2	101 98	373 394	.5 .5	2.2 2.2	76 70	259 255	.3 .3	2.5 2.3
KZLA-FM SP '98 4-Book	158 201	1587 1752	.7 .9	3.0 3.8	108 120	1205 1264	.5 .5	4.1 4.5	126 133	408 428	.6 .6	3.9 4.1	174 223	548 642	.8 1.0	3.8 4.9	156 157	396 453	.7 .7	5.0 5.2
KFRG-FM SP '98 4-Book	18 **	335 **	.1 **	.3 **	19 **	274 **	.1 **	.7 **	14 **	58 **	.1 **	.4 **	54 **	138 **	.2 **	1.2 **	14 **	56 **	.1 **	.5 **
KXFG-FM SP '98 4-Book	** **	12 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
XTRA-AM SP '98 4-Book	4 4	164 137	.1 .1	.1 .1	3 5	98 106	.1 .2	.1 .2	3 4	13 12	.1 .1	.1 .1	7 7	40 26	.2 .2	.2 .2	6 7	30 23	.2 .2	.2 .2
TOTALS SP '98 4-Book	5283 5335	21071 20880	23.7 24.1		2607 2646	17062 17078	11.7 12.0		3231 3218	8397 8480	14.5 14.6		4533 4533	11053 11043	20.3 20.5		3100 3054	7826 7903	13.9 13.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM SP '98 4-Book	28 25	76 92	.1 .1	1.8 1.8	130 104	413 294	.6 .5	6.2 4.7	121 96	401 303	.5 .5	3.9 3.0	45 45	185 158	.2 .2	2.0 1.9	47 36	152 129	.2 .2	4.6 3.3
KACD-FM SP '98 4-Book	7 3	12 10	.5 .2	.5 .2	6 7	12 17	.3 .3	.3 .3	4 8	41 34	.1 .2	.1 .2	5 4	56 23	.2 .2	.2 .2	7 2	12 3	.7 .2	.7 .2
KBCD-FM SP '98 4-Book					4	14	.2	.2	2	3	.1	.1					1	4	.1	.1
KACE-FM SP '98 4-Book	28 36	78 123	.1 .2	1.8 2.6	17 26	62 78	.1 .1	.8 1.1	31 38	95 126	.1 .2	1.0 1.1	10 27	26 82	.1 .1	.4 1.1	19 17	36 68	.1 .1	1.9 1.6
KRTO-FM SP '98 4-Book	1 7	14 34	.1 .5	.1 .5	2 4	14 20	.1 .2	.1 .2	1 7	14 29	.1 .2	.1 .2	7	22	.3	.3	1 5	14 29	.1 .4	.1 .4
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	6 **	14 **	.4 **	.4 **	3 **	14 **	.1 **	.1 **	18 **	82 **	.1 **	.6 **	18 **	84 **	.1 **	.8 **	**	**	**	**
KBIG-FM SP '98 4-Book	86 78	279 241	.4 .4	5.6 5.7	38 51	185 194	.2 .2	1.8 2.3	91 96	422 342	.4 .4	2.9 2.9	56 74	187 238	.3 .3	2.4 3.0	29 48	125 180	.1 .2	2.9 4.5
KBUA-FM SP '98 4-Book					2 2	12 14	.1 .1	.1 .1	3 6	12 22	.1 .2	.1 .2	2 2	12 14	.1 .1	.1 .1	1	3	.1	.1
KBUE-FM SP '98 4-Book	22 28	50 76	.1 .1	1.4 2.0	39 34	81 99	.2 .2	1.9 1.6	57 59	144 162	.3 .3	1.8 1.8	32 35	51 88	.1 .1	1.4 1.4	25 19	78 59	.1 .1	2.5 1.8
KCBS-FM SP '98 4-Book	34 33	121 130	.2 .2	2.2 2.4	68 38	205 129	.3 .2	3.2 1.7	110 77	475 316	.5 .4	3.6 2.4	74 56	281 199	.3 .3	3.2 2.3	9 18	54 97	.1 .1	.9 1.6
+KCMG-FM SP '98 4-Book	62 29	257 121	.3 .2	4.0 2.0	32 33	158 129	.1 .2	1.5 1.5	97 67	376 257	.4 .3	3.1 2.0	86 65	280 176	.4 .3	3.7 2.7	32 30	86 99	.1 .1	3.2 2.9
+KDIS-AM SP '98 4-Book	6 **	44 **	.4 **	.4 **	6 **	30 **	.3 **	.3 **	28 **	99 **	.1 **	.9 **	15 **	59 **	.1 **	.7 **	4 **	29 **	.4 **	.4 **
KFI -AM SP '98 4-Book	22 17	145 88	.1 .1	1.4 1.2	47 62	221 210	.2 .3	2.2 2.8	122 99	396 308	.5 .5	3.9 3.0	46 44	128 156	.2 .2	2.0 1.9	22 23	139 123	.1 .1	2.2 2.1
KFWB-AM SP '98 4-Book	25 24	133 127	.1 .1	1.6 1.7	65 71	303 302	.3 .4	3.1 3.2	36 43	293 258	.2 .2	1.2 1.3	18 37	164 178	.1 .2	.8 1.5	16 18	123 126	.1 .1	1.6 1.7
KGIL-AM SP '98 4-Book	10 **	42 **	.6 **	.6 **	7 **	42 **	.3 **	.3 **	8 **	55 **	.3 **	.3 **	16 **	42 **	.1 **	.7 **	9 **	43 **	.9 **	.9 **
KIEV-AM SP '98 4-Book	2	4	.2	.2	1	6	.1	.1	6	21	.2	.2	17	13 36	.1 .1	.7 .7	2	4	.2	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	20	76	.1	1.3	20	113	.1	1.0	33	214	.1	1.1	27	110	.1	1.2	7	99	.7	
4-Book	32	164	.1	2.3	36	188	.2	1.7	81	366	.4	2.4	70	270	.3	2.8	26	129	.1	2.4
KJLH-FM																				
SP '98	76	176	.3	4.9	143	341	.6	6.8	200	456	.9	6.5	92	284	.4	4.0	41	90	.2	4.0
4-Book	42	113	.2	3.0	109	270	.5	4.9	170	395	.8	5.2	68	234	.3	2.8	25	71	.1	2.3
KKBT-FM																				
SP '98	13	74	.1	.8	50	117	.2	2.4	50	153	.2	1.6	44	125	.2	1.9	20	70	.1	2.0
4-Book	19	75	.1	1.4	61	133	.3	2.7	50	163	.2	1.5	40	106	.2	1.6	30	90	.1	2.7
KKGO-FM																				
SP '98	59	208	.3	3.8	51	255	.2	2.4	65	295	.3	2.1	59	203	.3	2.6	44	127	.2	4.3
4-Book	35	156	.2	2.5	50	213	.2	2.2	83	339	.4	2.5	77	255	.4	3.1	32	112	.1	2.9
KKHJ-AM																				
SP '98	21	82	.1	1.4	28	78	.1	1.3	13	37	.1	.4	2	12	.1	.1	9	19	.9	
4-Book	9	31	.1	.6	14	37	.1	.6	19	46	.1	.6	8	21	.1	.4	5	11	.5	
KKLA-FM																				
SP '98	7	26	.1	.5	14	85	.1	.7	6	45	.2	.2	3	26	.1	.1	8	45	.8	
4-Book	6	21	.1	.4	23	98	.1	1.0	6	42	.2	.2	3	24	.1	.1	7	27	.6	
KLAC-AM																				
SP '98	41	227	.2	2.7	37	150	.2	1.8	92	284	.4	3.0	57	192	.3	2.5	24	72	.1	2.4
4-Book	23	134	.1	1.6	46	159	.2	2.1	87	272	.4	2.7	57	193	.3	2.3	17	76	.1	1.7
KLAX-FM																				
SP '98	57	108	.3	3.7	50	130	.2	2.4	46	143	.2	1.5	30	88	.1	1.3	43	94	.2	4.2
4-Book	43	114	.2	3.1	50	137	.2	2.3	90	237	.4	2.7	59	151	.3	2.4	30	94	.1	2.8
KLOS-FM																				
SP '98	37	134	.2	2.4	25	58	.1	1.2	62	230	.3	2.0	56	209	.3	2.4	10	28	.1	1.0
4-Book	29	112	.2	2.1	27	86	.1	1.2	47	193	.2	1.4	52	167	.3	2.1	21	68	.1	2.0
KLSX-FM																				
SP '98	4	14	.1	.3	23	71	.1	1.1	36	100	.2	1.2	13	42	.1	.6	9	43	.9	
4-Book	7	32	.1	.5	23	79	.1	1.1	39	112	.2	1.2	4	14	.1	.2	4	21	.4	
KLVE-FM																				
SP '98	117	334	.5	7.6	211	573	.9	10.1	255	658	1.1	8.2	163	409	.7	7.1	84	260	.4	8.3
4-Book	109	326	.5	7.9	197	529	.9	8.8	255	632	1.1	7.7	158	367	.7	6.5	97	301	.5	8.9
KLYY-FM																				
SP '98	7	29	.1	.5					7	74	.2	.2	5	29	.2	.2	2	15	.2	
4-Book	4	20	.1	.3	1	7	.1	.3	10	60	.3	.3	6	47	.2	.2	2	17	.2	
KNX -AM																				
SP '98	25	90	.1	1.6	36	241	.2	1.7	29	233	.1	.9	19	117	.1	.8	17	126	.1	1.7
4-Book	31	151	.2	2.2	49	267	.3	2.2	52	285	.2	1.6	51	195	.2	2.1	36	168	.2	3.3
KOST-FM																				
SP '98	97	308	.4	6.3	67	277	.3	3.2	101	435	.5	3.3	94	480	.4	4.1	71	204	.3	7.0
4-Book	86	329	.4	6.3	92	361	.4	4.1	137	505	.6	4.2	98	402	.4	4.0	59	204	.3	5.5
KPWR-FM																				
SP '98	24	99	.1	1.6	3	27	.1	.6	37	177	.2	1.2	33	110	.1	1.4	2	16	.2	
4-Book	25	84	.1	1.8	13	51	.1	.6	43	166	.2	1.3	29	102	.1	1.2	12	47	.1	1.1
KRLA-AM																				
SP '98	11	71	.1	.7	5	27	.1	.2	14	53	.1	.5	26	109	.1	1.1	6	25	.6	
4-Book	20	71	.1	1.5	9	34	.1	.4	34	103	.2	1.1	31	93	.2	1.3	10	48	.9	
KROQ-FM																				
SP '98	5	67	.1	.3	7	40	.1	.3	49	227	.2	1.6	29	115	.1	1.3	12	73	.1	1.2
4-Book	8	51	.1	.6	9	48	.1	.4	43	192	.2	1.3	29	112	.1	1.2	12	59	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRRR-AM SP '98 4-Book	2 **	12 **	.1 **	.1 **	13 **	27 **	.1 **	.6 **	12 **	12 **	.1 **	.4 **	16 **	27 **	.1 **	.7 **	**	**	**	**
KRTH-FM SP '98 4-Book	35 65	122 230	.2 .3	2.3 4.9	62 66	320 297	.3 .3	3.0 3.0	156 151	494 551	.7 .7	5.0 4.6	118 132	462 431	.5 .6	5.1 5.5	25 45	149 177	.1 .2	2.5 4.1
KSCA-FM SP '98 4-Book	72 48	224 170	.3 .2	4.7 3.4	104 132	273 302	.5 .6	5.0 6.0	157 121	410 349	.7 .6	5.1 3.7	100 83	212 187	.4 .4	4.4 3.4	47 31	156 107	.2 .2	4.6 2.9
KSSE-FM SP '98 4-Book	9 7	42 26	.6 .5	.6 .5	7 3	38 20	.3 .2	.3 .2	30 19	89 60	.1 .1	1.0 .6	11 16	43 41	.5 .7	.5 .7	20 10	55 32	.1 .1	2.0 1.0
KTNO-AM SP '98 4-Book	24 16	92 56	.1 .1	1.6 1.2	59 43	135 105	.3 .2	2.8 1.9	61 36	148 96	.3 .2	2.0 1.1	36 29	69 64	.2 .2	1.6 1.2	23 21	93 53	.1 .1	2.3 1.9
KTWV-FM SP '98 4-Book	86 74	274 255	.4 .4	5.6 5.4	48 93	184 313	.2 .4	2.3 4.1	146 168	497 527	.7 .8	4.7 5.1	93 130	351 373	.4 .6	4.1 5.3	45 59	183 215	.2 .3	4.4 5.5
KWKV-AM SP '98 4-Book	7 11	19 26	.5 .1	.5 .8	9 28	31 61	.4 .1	.4 1.2	8 21	45 70	.3 .1	.3 .6	3 16	14 28	.1 .1	.1 .6	13 11	27 33	.1 .1	1.3 1.0
KWVE-FM SP '98 4-Book	21 11	57 28	.1 .1	1.4 .8	17 31	54 102	.1 .1	.8 1.4	15 36	60 120	.1 .2	.5 1.1	22 27	50 67	.1 .2	1.0 1.1	10 18	25 49	.1 .1	1.0 1.7
KYSR-FM SP '98 4-Book	11 28	111 120	.7 .1	.7 2.1	29 25	169 141	.1 .1	1.4 1.2	99 86	416 337	.4 .4	3.2 2.6	82 64	274 225	.4 .3	3.6 2.7	16 23	70 104	.1 .1	1.6 2.2
KZLA-FM SP '98 4-Book	56 44	254 177	.3 .2	3.6 3.2	65 78	262 255	.3 .4	3.1 3.5	133 173	483 527	.6 .8	4.3 5.3	134 125	436 402	.6 .6	5.8 5.1	26 28	166 137	.1 .1	2.6 2.6
KFRG-FM SP '98 4-Book	1 **	29 **	.1 **	.1 **	17 **	64 **	.1 **	.8 **	25 **	95 **	.1 **	.8 **	23 **	115 **	.1 **	1.0 **	**	**	**	**
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	2 2	15 13	.1 .1	.1 .1	2 5	13 15	.1 .2	.1 .2	2 8	16 30	.1 .2	.1 .2	7	30	.3	.3	1 1	16 16	.1 .1	.1 .1
TOTALS SP '98 4-Book	1540 1378	4749 4463	6.9 6.2	6.9 6.2	2093 2216	6396 6483	9.4 10.0	9.4 10.0	3097 3298	8865 8918	13.9 14.9	13.9 14.9	2296 2445	6388 6401	10.3 11.1	10.3 11.1	1015 1079	3549 3704	4.6 4.9	4.6 4.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '98	1	67	.1	2	22	.1		1	22	.1		1	33	.1						
WI '98	1	84	.1					2	53	.3		1	19	.1			10			
FA '97		27			8			1	27	.2			11				11			
SU '97	2	92	.1						9			5	62	.1	.3		2	62	.1	
4-Book	1	68	.1	1	8			1	28	.2		2	31	.1		1	21			
SP '97	3	126	.2	1	21			1	19	.1		1	22	.1		9	46	.1	.7	
KACD-FM																				
SP '98	15	311	.2	1.2	13	143	.1	.9	7	122	.1	.9	13	178	.1	.8	26	188	.3	2.0
WI '98	7	273	.1	.6	5	80	.1	.3	3	88	.4		10	145	.1	.5	4	69		.3
FA '97	13	429	.1	1.0	5	116	.1	.4	5	128	.1	.8	19	216	.2	1.0	18	205	.2	1.3
SU '97	10	397	.1	.7	7	117	.1	.5	18	260	.2	1.3	21	242	.2	1.3	7	119	.1	.5
4-Book	11	353	.1	.9	8	114	.1	.5	8	150	.1	.9	16	195	.2	.9	14	145	.2	1.0
SP '97	10	482	.1	.8	6	102	.1	.4	8	104	.1	1.0	17	232	.2	.9	12	180	.1	.9
KBCD-FM																				
SP '98	3	82	.2		5	59	.1	.4	2	35	.3		4	47	.2		2	12		.2
WI '98	2	153	.2		1	27	.1		3	39	.4		2	54	.1		2	28		.2
FA '97	5	169	.1	.4	2	30	.1		3	100	.5		6	74	.1	.3	6	113	.1	.4
SU '97	5	139	.1	.4	3	13	.2		7	69	.1	.5	1	41	.1		9	71	.1	.7
4-Book	4	136	.1	.3	3	32	.2		4	61	.4		3	54	.2		5	56	.1	.4
SP '97	4	116	.3		4	49	.3		2	32	.3		6	53	.1	.3	2	54		.1
KACE-FM																				
SP '98	3	147	.2		2	42	.1			12			4	53	.2		5	74	.1	.4
WI '98	4	227	.3		1	21	.1		1	50	.1		13	71	.1	.7	3	97		.2
FA '97	3	125	.2		5	52	.1	.4	6	61	.1	.9	2	35	.1		1	13		.1
SU '97	5	173	.1	.4	2	56	.2		11	55	.1	.8	8	103	.1	.5	2	43		.1
4-Book	4	168	.3		3	43	.2		5	45	.1	.5	7	66	.1	.4	3	57		.2
SP '97	3	184	.2		2	43	.1		2	20	.3		3	47	.2		2	38		.1
KRTO-FM																				
SP '98		32				11								11						
WI '98	1	34	.1			9							1	13	.1		2	13		.2
FA '97	2	91	.2		3	45	.2			7			1	15	.1		1	19		.1
SU '97	2	85	.1		2	20	.2		2	29	.1		2	19	.1		1	9		.1
4-Book	1	61	.1		1	21	.1		1	9			1	15	.1		1	10		.1
SP '97	4	144	.3		4	37	.3		1	22	.1		10	100	.1	.5	4	57		.3
KAHS-AM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																				
SP '98	2	100	.2		1	12	.1			12			1	22	.1		4	56		.3
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																				
SP '98	9	585	.1	.7	7	152	.1	.5	7	151	.1	.9	9	164	.1	.5	5	114	.1	.4
WI '98	15	773	.2	1.2	12	268	.1	.8	4	127	.6		17	313	.2	.9	19	287	.2	1.5
FA '97	16	682	.2	1.2	21	264	.2	1.5	17	119	.2	2.7	19	256	.2	1.0	9	111	.1	.6
SU '97	17	912	.2	1.3	14	234	.1	1.1	13	260	.1	.9	17	363	.2	1.1	20	323	.2	1.5
4-Book	14	738	.2	1.1	14	230	.1	1.0	10	164	.1	1.3	16	274	.2	.9	13	209	.2	1.0
SP '97	17	843	.2	1.3	15	259	.2	1.1	10	156	.1	1.3	30	276	.3	1.6	19	303	.2	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KBUA-FM																					
SP '98	3	98	.2		1	22	.1		2	34	.3		7	64	.1	.4	1	43	.1		
WI '98	3	81	.2		2	46	.1		1	32	.1		4	56	.2		1	42	.1		
FA '97	3	137	.2		1	23	.1		1	21	.2		4	84	.2		3	40	.2		
SU '97	2	69	.1		1	19	.1		1	23	.1		3	28	.2		5	37	.1	.4	
4-Book	3	96	.2		1	28	.1		1	28	.2		5	58	.3		3	41	.2		
SP '97	5	54	.1	.4	7	44	.1	.5	1	22	.1		5	42	.1	.3	5	54	.1	.4	
KBUE-FM																					
SP '98	32	692	.3	2.6	31	303	.3	2.2	28	265	.3	3.6	45	341	.5	2.7	24	219	.2	1.9	
WI '98	27	566	.3	2.1	32	301	.3	2.2	28	229	.3	3.9	38	347	.4	2.1	14	196	.1	1.1	
FA '97	30	734	.3	2.3	38	316	.4	2.7	19	207	.2	3.0	32	410	.3	1.7	32	234	.3	2.3	
SU '97	21	653	.2	1.6	15	240	.2	1.2	25	359	.3	1.8	28	303	.3	1.7	11	164	.1	.8	
4-Book	28	661	.3	2.2	29	290	.3	2.1	25	265	.3	3.1	36	350	.4	2.1	20	203	.2	1.5	
SP '97	45	725	.5	3.5	51	329	.5	3.6	54	307	.6	7.0	40	339	.4	2.1	32	289	.3	2.3	
KCBS-FM																					
SP '98	11	443	.1	.9	16	191	.2	1.1	5	138	.1	.6	14	203	.1	.8	10	163	.1	.8	
WI '98	11	438	.1	.9	10	174	.1	.7	7	123	.1	1.0	24	249	.2	1.3	8	124	.1	.6	
FA '97	13	521	.1	1.0	15	204	.2	1.1	3	109	.5		22	285	.2	1.2	9	114	.1	.6	
SU '97	10	374	.1	.7	9	106	.1	.7	19	212	.2	1.3	13	125	.1	.8	4	91	.1	.3	
4-Book	11	444	.1	.9	13	169	.2	.9	9	146	.1	.9	18	216	.2	1.0	8	123	.1	.6	
SP '97	9	504	.1	.7	8	141	.1	.6	5	97	.1	.6	10	198	.1	.5	8	198	.1	.6	
+KCMG-FM																					
SP '98	51	1107	.5	4.1	58	525	.6	4.2	35	304	.4	4.5	51	441	.5	3.0	60	544	.6	4.7	
WI '98	56	1440	.6	4.4	61	659	.6	4.2	31	430	.3	4.4	75	716	.8	4.1	68	536	.7	5.5	
FA '97	26	1028	.3	2.0	16	282	.2	1.1	14	251	.1	2.2	45	499	.5	2.4	31	397	.3	2.2	
SU '97	28	1207	.3	2.1	31	300	.3	2.4	30	591	.3	2.1	41	559	.4	2.6	20	390	.2	1.5	
4-Book	40	1196	.4	3.2	42	442	.4	3.0	28	394	.3	3.3	53	554	.6	3.0	45	467	.5	3.5	
SP '97	15	967	.2	1.2	12	325	.1	.9	11	289	.1	1.4	30	413	.3	1.6	15	298	.2	1.1	
+KDIS-AM																					
SP '98	16	420	.2	1.3	36	216	.4	2.6	11	88	.1	1.4	19	232	.2	1.1	16	104	.2	1.3	
WI '98	23	356	.2	1.8	26	188	.3	1.8	21	191	.2	3.0	35	217	.4	1.9	13	135	.1	1.0	
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '97	3	72	.2		**	14	**	**	**	6	32	.1	.4	9	44	.1	.6	2	46	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97		22								9							1	13		.1	
KFI -AM																					
SP '98	3	109	.2		4	86	.3		1	34	.1		7	44	.1	.4	4	48	.3		
WI '98	4	175	.3		4	54	.3		8	53	.1	1.1	3	49	.2		4	80	.3	1.8	
FA '97	15	149	.2	1.2	14	83	.1	1.0	3	27	.5		26	43	.3	1.4	25	80	.3	1.8	
SU '97	4	125	.3		3	36	.2		9	55	.1	.6	9	37	.1	.5	9	38	.1	.6	
4-Book	7	140	.1	.5	6	65	.5		5	42	.1	.6	9	37	.1	.5	9	38	.1	.6	
SP '97	4	141	.3		6	66	.1	.4	3	20	.4		5	64	.1	.3	6	22	.1	.4	
KFVB-AM																					
SP '98	1	76	.1		2	52	.1			12			1	12	.1		2	20	.2		
WI '98	4	148	.3		5	44	.1	.3		10			4	47	.2						
FA '97	2	166	.2		2	68	.1		3	29	.5		4	48	.2						
SU '97	2	133	.1		6	55	.1	.5	2	32	.1		4	67	.2			10			
4-Book	2	131	.2		4	55	.1	.3	1	21	.2		3	44	.2		1	8	.1		
SP '97	1	74	.1		3	32	.2			11			1	11	.1		1	17	.1		
KGIL-AM																					
SP '98		12			1	12	.1											12			
WI '98		10								10											
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '98																				
WI '98																				
FA '97																				
SU '97	1	33		.1	5	23	.1	.4	1	11		.2	2	11		.1				
4-Book		11			1	6		.1		11		.1		1		3				
SP '97		19			1	10		.1												
KIIS-FM																				
SP '98	177	3958	1.8	14.3	199	1921	2.0	14.3	122	1444	1.2	15.6	262	2461	2.6	15.5	156	1852	1.6	12.2
WI '98	187	3884	1.9	14.8	177	1968	1.8	12.2	80	1305	.8	11.3	287	2592	2.9	15.6	207	2054	2.1	16.7
FA '97	190	3831	1.9	14.7	219	2307	2.2	15.4	60	965	.6	9.4	282	2435	2.8	15.3	212	1967	2.1	14.9
SU '97	165	3837	1.7	12.2	160	1649	1.6	12.5	181	2202	1.9	12.8	195	2230	2.0	12.1	153	1780	1.6	11.4
4-Book	180	3878	1.8	14.0	189	1961	1.9	13.6	111	1479	1.1	12.3	257	2430	2.6	14.6	182	1913	1.9	13.8
SP '97	163	3874	1.7	12.6	183	1944	1.9	13.0	92	1229	.9	11.9	244	2253	2.5	12.9	160	1939	1.6	11.7
KJLH-FM																				
SP '98	12	345	.1	1.0	15	114	.2	1.1	4	69		.5	7	106	.1	.4	12	90	.1	.9
WI '98	12	365	.1	.9	19	225	.2	1.3	2	68		.3	25	210	.3	1.4	6	65	.1	.5
FA '97	7	363	.1	.5	5	116	.1	.4	2	25		.3	6	113	.1	.3	10	90	.1	.7
SU '97	8	240	.1	.6	5	87	.1	.4	2	64		.1	9	145	.1	.6	7	92	.1	.5
4-Book	10	328	.1	.8	11	136	.2	.8	3	57		.3	12	144	.2	.7	9	84	.1	.7
SP '97	7	281	.1	.5	17	209	.2	1.2	1	16		.1	6	60	.1	.3	6	78	.1	.4
KKBT-FM																				
SP '98	146	2902	1.5	11.8	170	1509	1.7	12.2	83	1071	.8	10.6	239	1820	2.4	14.1	137	1231	1.4	10.7
WI '98	112	2708	1.1	8.8	138	1231	1.4	9.5	59	939	.6	8.3	185	1637	1.9	10.1	99	1223	1.0	8.0
FA '97	146	2822	1.5	11.3	166	1467	1.7	11.7	79	1062	.8	12.4	248	1733	2.5	13.4	141	1435	1.4	9.9
SU '97	137	2853	1.4	10.1	132	1202	1.4	10.3	140	1528	1.4	9.9	177	1573	1.8	11.0	131	1366	1.3	9.8
4-Book	135	2821	1.4	10.5	152	1352	1.6	10.9	90	1150	.9	10.3	212	1691	2.2	12.2	127	1314	1.3	9.6
SP '97	157	3067	1.6	12.1	159	1549	1.6	11.3	70	1105	.7	9.1	285	2076	2.9	15.1	154	1602	1.6	11.3
KKGO-FM																				
SP '98	4	189		.3	3	61		.2	2	37		.3	4	62		.2	8	70		.6
WI '98	4	222		.3	7	60		.5	2	51		.3	4	69		.2	5	100		.4
FA '97	5	155	.1	.4	2	65	.1	.1	1	26	.2	.2	7	58	.1	.4	12	88	.1	.8
SU '97	5	189	.1	.4	3	75	.2	.2	3	55	.2	.2	4	49	.2	.2	6	100	.1	.4
4-Book	5	189	.1	.4	4	65	.3	.3	2	42	.3	.3	5	60	.3	.3	8	90	.1	.6
SP '97	3	142		.2	4	41		.3	2	22		.3	3	29		.2	4	66		.3
KKHJ-AM																				
SP '98	1	52		.1	4	32		.3		11				10				10		
WI '98	1	33		.1	2	23		.1	1	14		.1						10		
FA '97	2	118	.2	.4	6	49	.1	.4		12			3	31		.2		10		
SU '97	4	85	.3	.2	2	23	.2	.2	4	28	.3	.3	12	39	.1	.7	1	37		.1
4-Book	2	72	.2	.2	4	32	.3	.3	1	16	.1	.1	4	20	.2	.2	1	14		
SP '97	2	110	.2	.2	3	51	.2	.2	1	14	.1	.1	1	14	.1	.1	3	37		.2
KKLA-FM																				
SP '98	2	62		.2	7	37	.1	.5	2	11		.3	2	37		.1	1	14		.1
WI '98		11																11		
FA '97	1	74	.1	.1	2	31	.1	.1					2	23		.1	1	23		.1
SU '97	1	81	.1	.1	2	40	.2	.2	3	22	.2	.2	1	43		.1	1	10		
4-Book	1	57	.1	.1	3	27	.2	.2	1	8	.1	.1	1	26	.1	.1	1	15		.1
SP '97		36			1	25		.1												
KLAC-AM																				
SP '98	1	66	.1	.1		11				11				11			1	22		.1
WI '98	1	73	.1	.1										20		.1	3	32		.2
FA '97	2	58	.2	.2	1	10		.1					1	22		.1	4	37		.3
SU '97	1	47	.1	.1		10			1	19	.1	.1	1	9		.1	2	19		.1
4-Book	1	61	.1	.1		8				8			1	16	.1	.1	3	28		.2
SP '97	1	91	.1	.1	1	9		.1					3	20		.2	1	35		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAX-FM																				
SP '98	50	970	.5	4.0	71	530	.7	5.1	35	336	.4	4.5	45	394	.5	2.7	48	452	.5	3.8
WI '98	50	957	.5	3.9	67	518	.7	4.6	34	271	.3	4.8	64	473	.6	3.5	36	325	.4	2.9
FA '97	34	804	.3	2.6	38	338	.4	2.7	24	270	.2	3.8	48	445	.5	2.6	28	288	.3	2.0
SU '97	35	903	.4	2.6	37	335	.4	2.9	46	366	.5	3.2	26	357	.3	1.6	24	289	.2	1.8
4-Book	42	909	.4	3.3	53	430	.6	3.8	35	311	.4	4.1	46	417	.5	2.6	34	339	.4	2.6
SP '97	38	920	.4	2.9	31	400	.3	2.2	25	269	.3	3.2	63	537	.6	3.3	29	335	.3	2.1
KLOS-FM																				
SP '98	3	267		.2	6	101	.1	.4		23			6	103	.1	.4	3	56		.2
WI '98	11	432	.1	.9	18	221	.2	1.2	5	88	.1	.7	17	157	.2	.9	7	109	.1	.6
FA '97	7	454	.1	.5	16	189	.2	1.1	3	76		.5	8	174	.1	.4	3	94		.2
SU '97	11	416	.1	.8	22	206	.2	1.7	8	147	.1	.6	14	182	.1	.9	6	94	.1	.4
4-Book	8	392	.1	.6	16	179	.2	1.1	4	84	.1	.5	11	154	.1	.7	5	88	.1	.4
SP '97	19	518	.2	1.5	39	325	.4	2.8	11	184	.1	1.4	34	251	.3	1.8	7	125	.1	.5
KLSX-FM																				
SP '98	3	174		.2	13	91	.1	.9		21			1	22		.1	3	72		.2
WI '98	6	244	.1	.5	22	137	.2	1.5		20				20			1	21		.1
FA '97	5	202	.1	.4	19	107	.2	1.3	1	32		.2	3	42		.2	1	37		.1
SU '97	9	213	.1	.7	22	100	.2	1.7	12	104	.1	.8	11	111	.1	.7	7	58	.1	.5
4-Book	6	208	.1	.5	19	109	.2	1.4	3	44	.3	.3	4	44	.3	.3	3	47	.1	.2
SP '97	5	194	.1	.4	13	87	.1	.9	1	22		.1	7	18	.1	.4	2	25		.1
KLVE-FM																				
SP '98	31	909	.3	2.5	43	428	.4	3.1	24	327	.2	3.1	40	407	.4	2.4	23	291	.2	1.8
WI '98	29	723	.3	2.3	23	272	.2	1.6	24	231	.2	3.4	38	288	.4	2.1	21	187	.2	1.7
FA '97	38	936	.4	2.9	45	352	.5	3.2	18	221	.2	2.8	54	507	.5	2.9	39	446	.4	2.7
SU '97	45	1077	.5	3.3	59	454	.6	4.6	43	381	.4	3.0	50	397	.5	3.1	33	367	.3	2.5
4-Book	36	911	.4	2.8	43	377	.4	3.1	27	290	.3	3.1	46	400	.5	2.6	29	323	.3	2.2
SP '97	40	998	.4	3.1	57	505	.6	4.1	16	230	.2	2.1	57	446	.6	3.0	38	388	.4	2.8
KLYY-FM																				
SP '98	23	974	.2	1.9	17	339	.2	1.2	17	336	.2	2.2	33	500	.3	2.0	25	462	.3	2.0
WI '98	20	901	.2	1.6	20	383	.2	1.4	8	252	.1	1.1	39	570	.4	2.1	25	388	.3	2.0
FA '97	27	1109	.3	2.1	29	455	.3	2.0	14	338	.1	2.2	45	611	.5	2.4	30	442	.3	2.1
SU '97	41	1194	.4	3.0	23	392	.2	1.8	44	675	.5	3.1	70	703	.7	4.4	42	527	.4	3.1
4-Book	28	1045	.3	2.2	22	392	.2	1.6	21	400	.2	2.2	47	596	.5	2.7	31	455	.3	2.3
SP '97	38	1197	.4	2.9	39	575	.4	2.8	26	433	.3	3.4	50	657	.5	2.6	41	571	.4	3.0
KNX -AM																				
SP '98	2	106		.2	6	82	.1	.4					1	11		.1	2	12		.2
WI '98	3	236		.2	6	117	.1	.4	2	28		.3	1	30		.1	1	41		.1
FA '97	1	126		.1	1	50		.1									4	42		.3
SU '97	1	96		.1	1	23		.1	2	46		.1	1	32		.1	1	9		.1
4-Book	2	141		.2	4	68	.1	.3	1	19	.1	.1	1	18	.1	.1	2	26		.2
SP '97	1	101		.1	1	33		.1	1	20		.1	1	30		.1				
KOST-FM																				
SP '98	15	561	.2	1.2	15	202	.2	1.1	6	104	.1	.8	8	153	.1	.5	25	294	.3	2.0
WI '98	19	970	.2	1.5	23	364	.2	1.6	6	201	.1	.8	14	310	.1	.8	32	394	.3	2.6
FA '97	27	913	.3	2.1	15	306	.2	1.1	12	188	.1	1.9	37	390	.4	2.0	54	499	.5	3.8
SU '97	37	1056	.4	2.7	34	302	.3	2.7	33	402	.3	2.3	37	454	.4	2.3	60	615	.6	4.5
4-Book	25	875	.3	1.9	22	294	.2	1.6	14	224	.2	1.5	24	327	.3	1.4	43	451	.4	3.2
SP '97	36	1057	.4	2.8	24	370	.2	1.7	8	164	.1	1.0	31	313	.3	1.6	70	579	.7	5.1
KPWR-FM																				
SP '98	249	4529	2.5	20.1	239	2354	2.4	17.1	165	1864	1.7	21.2	357	2955	3.6	21.1	280	2669	2.8	21.9
WI '98	278	5068	2.8	22.0	301	2691	3.0	20.8	144	1866	1.5	20.3	420	3298	4.2	22.8	290	2863	2.9	23.3
FA '97	237	4584	2.4	18.4	271	2529	2.7	19.1	127	1820	1.3	20.0	340	2918	3.4	18.4	276	2439	2.8	19.4
SU '97	297	5050	3.0	22.0	270	2484	2.8	21.1	294	2955	3.0	20.8	357	2924	3.7	22.2	331	2932	3.4	24.7
4-Book	265	4808	2.7	20.6	270	2515	2.7	19.5	183	2126	1.9	20.6	369	3024	3.7	21.1	294	2726	3.0	22.3
SP '97	279	5050	2.9	21.5	300	2836	3.1	21.4	203	2174	2.1	26.3	417	3386	4.3	22.1	277	2675	2.8	20.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Teens 12-17

Target Listener Trends

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '98	9	287	.1	.7	5	66	.1	.4	9	108	.1	1.2	12	87	.1	.7	8	76	.1	.6
WI '98	12	404	.1	.9	11	131	.1	.8	10	105	.1	1.4	16	156	.2	.9	17	183	.2	1.4
FA '97	22	646	.2	1.7	11	193	.1	.8	8	134	.1	1.3	28	294	.3	1.5	43	413	.4	3.0
SU '97	34	671	.3	2.5	19	165	.2	1.5	37	286	.4	2.6	36	278	.4	2.2	51	317	.5	3.8
4-Book	19	502	.2	1.5	12	139	.1	.9	16	158	.2	1.6	23	204	.3	1.3	30	247	.3	2.2
SP '97	20	593	.2	1.5	16	211	.2	1.1	7	154	.1	.9	18	241	.2	1.0	36	262	.4	2.6
KROQ-FM																				
SP '98	102	2003	1.0	8.2	112	1108	1.1	8.0	54	792	.5	6.9	131	1257	1.3	7.8	138	1090	1.4	10.8
WI '98	115	2177	1.2	9.1	155	1247	1.6	10.7	55	783	.6	7.7	164	1292	1.7	8.9	126	1214	1.3	10.1
FA '97	95	2031	1.0	7.4	112	1191	1.1	7.9	38	626	.4	6.0	136	1317	1.4	7.4	123	1117	1.2	8.7
SU '97	137	2300	1.4	10.1	142	982	1.5	11.1	126	1221	1.3	8.9	135	1314	1.4	8.4	160	1376	1.6	11.9
4-Book	112	2128	1.2	8.7	130	1132	1.3	9.4	68	856	.7	7.4	142	1295	1.5	8.1	137	1199	1.4	10.4
SP '97	127	2357	1.3	9.8	148	1210	1.5	10.5	63	828	.6	8.2	156	1350	1.6	8.3	181	1445	1.9	13.3
KRRA-AM																				
SP '98	4	54	.3	.3	13	33	.1	.9	11	11	.1	.9	5	21	.1	.3	1	11	.1	.1
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	3	102	.2	.2	2	36	.1	.1	4	54	.6	.6	4	36	.2	.2	1	10	.1	.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	3	40	.2	.2	1	14	.1	.1	8	14	.1	1.0	3	40	.2	.2	2	11	.1	.1
KRTH-FM																				
SP '98	22	1332	.2	1.8	31	441	.3	2.2	15	350	.2	1.9	34	541	.3	2.0	19	353	.2	1.5
WI '98	38	1338	.4	3.0	36	419	.4	2.5	33	425	.3	4.6	50	554	.5	2.7	36	471	.4	2.9
FA '97	36	1258	.4	2.8	36	520	.4	2.5	18	339	.2	2.8	42	622	.4	2.3	37	515	.4	2.6
SU '97	38	1577	.4	2.8	30	406	.3	2.3	60	722	.6	4.2	45	654	.5	2.8	26	439	.3	1.9
4-Book	34	1376	.4	2.6	33	447	.4	2.4	32	459	.3	3.4	43	593	.4	2.5	30	445	.3	2.2
SP '97	47	1849	.5	3.6	40	634	.4	2.9	21	416	.2	2.7	62	866	.6	3.3	57	743	.6	4.2
KSCA-FM																				
SP '98	46	884	.5	3.7	46	399	.5	3.3	31	379	.3	4.0	60	474	.6	3.6	43	349	.4	3.4
WI '98	49	990	.5	3.9	69	482	.7	4.8	39	356	.4	5.5	54	503	.5	2.9	42	492	.4	3.4
FA '97	71	1095	.7	5.5	99	589	1.0	7.0	44	361	.4	6.9	89	501	.9	4.8	68	442	.7	4.8
SU '97	51	1019	.5	3.8	68	373	.7	5.3	50	484	.5	3.5	62	501	.6	3.9	35	390	.4	2.6
4-Book	54	997	.6	4.2	71	461	.7	5.1	41	395	.4	5.0	66	495	.7	3.8	47	418	.5	3.6
SP '97	37	790	.4	2.9	36	345	.4	2.6	24	270	.2	3.1	59	420	.6	3.1	29	326	.3	2.1
KSSE-FM																				
SP '98	28	571	.3	2.3	28	197	.3	2.0	21	257	.2	2.7	36	340	.4	2.1	24	208	.2	1.9
WI '98	34	582	.3	2.7	35	371	.4	2.4	14	266	.1	2.0	52	376	.5	2.8	27	250	.3	2.2
FA '97	25	529	.3	1.9	23	250	.2	1.6	24	216	.2	3.8	37	313	.4	2.0	17	244	.2	1.2
SU '97	38	646	.4	2.8	30	299	.3	2.3	42	326	.4	3.0	53	377	.5	3.3	35	307	.4	2.6
4-Book	31	582	.3	2.4	29	279	.3	2.1	25	266	.2	2.9	45	352	.5	2.6	26	252	.3	2.0
SP '97	22	319	.2	1.7	28	145	.3	2.0	19	115	.2	2.5	31	188	.3	1.6	13	112	.1	1.0
KTNQ-AM																				
SP '98	3	97	.2	.2	11	34	.1	.8	2	33	.3	.3	5	31	.1	.3	6	10	.1	.1
WI '98	6	145	.1	.5	5	39	.1	.3	3	25	.4	.4	10	67	.1	.5	6	64	.1	.5
FA '97	3	197	.2	.2	2	44	.1	.1	1	10	.2	.2	2	38	.1	.1	6	109	.1	.4
SU '97	3	110	.2	.4	4	73	.3	.3	2	39	.1	.1	5	14	.1	.3	1	23	.1	.1
4-Book	4	137	.3	.3	6	48	.1	.4	2	27	.3	.3	6	38	.1	.3	3	52	.1	.3
SP '97	3	127	.2	.2	9	84	.1	.6	3	62	.4	.4	4	32	.2	.2	1	20	.1	.1
KTWV-FM																				
SP '98	3	181	.2	.2	3	58	.2	.2	1	45	.1	.1	3	35	.2	.2	3	58	.2	.2
WI '98	3	266	.2	.2	4	75	.3	.3	1	33	.1	.1	4	77	.2	.2	2	58	.2	.2
FA '97	9	245	.1	.7	13	84	.1	.9	11	70	.1	1.7	6	77	.1	.3	9	110	.1	.6
SU '97	5	352	.1	.4	2	59	.2	.2	3	67	.2	.2	12	139	.1	.7	3	81	.2	.2
4-Book	5	261	.1	.4	6	69	.4	.4	4	54	.5	.5	6	82	.1	.4	4	77	.3	.3
SP '97	3	262	.2	.2	4	88	.3	.3	4	83	.5	.5	3	92	.2	.2	1	21	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '98	5	86	.1	.4	4	11	.3		1	22	.1		9	21	.1	.5	6	43	.1	.5
WI '98	1	55		.1		9			4	46	.6		1	25		.1				
FA '97	3	26		.2	2	26	.1		5	13	.1	.8	5	26	.1	.3				.4
SU '97	1	37		.1	3	19	.2		1	19	.1						1	19		.1
4-Book	3	51		.2	2	16		.2	3	25		.4	4	18		.2	3	22		.3
SP '97	5	128	.1	.4	6	62	.1	.4	6	51	.1	.8	5	11	.1	.3	4	37		.3
KWVE-FM																				
SP '98	2	59		.2	3	25	.2			11			8	37	.1	.5	1	14		.1
WI '98	1	81		.1	2	40	.1			13				13						
FA '97	3	89		.2	2	26	.1		1	26	.2		3	37		.2	3	75		.2
SU '97	1	65		.1	1	14	.1			10			2	23		.1		11		
4-Book	2	74		.2	2	26		.1		15		.1	3	28		.2	1	25		.1
SP '97	1	45		.1	4	23	.3						1	21		.1	1	33		.1
KYSR-FM																				
SP '98	46	1548	.5	3.7	40	593	.4	2.9	30	602	.3	3.8	76	890	.8	4.5	47	696	.5	3.7
WI '98	41	1431	.4	3.2	52	590	.5	3.6	28	460	.3	3.9	66	862	.7	3.6	32	482	.3	2.6
FA '97	45	1225	.5	3.5	42	592	.4	3.0	17	272	.2	2.7	66	723	.7	3.6	42	509	.4	3.0
SU '97	24	1040	.2	1.8	17	292	.2	1.3	31	442	.3	2.2	33	442	.3	2.1	18	327	.2	1.3
4-Book	39	1311	.4	3.1	38	517	.4	2.7	27	444	.3	3.2	60	729	.6	3.5	35	504	.4	2.7
SP '97	31	1214	.3	2.4	22	418	.2	1.6	15	274	.2	1.9	54	649	.6	2.9	34	557	.3	2.5
KZLA-FM																				
SP '98	7	196	.1	.6	15	105	.2	1.1	4	68	.5		7	80	.1	.4	5	54	.1	.4
WI '98	5	249	.1	.4	8	107	.1	.6	1	37	.1		6	81	.1	.3	5	72	.1	.4
FA '97	5	189	.1	.4	6	103	.1	.4	3	61	.5		4	63		.2	2	35		.1
SU '97	19	341	.2	1.4	21	149	.2	1.6	25	224	.3	1.8	19	198	.2	1.2	19	183	.2	1.4
4-Book	9	244	.1	.7	13	116	.2	.9	8	98	.1	.7	9	106	.1	.5	8	86	.1	.6
SP '97	5	229	.1	.4	7	112	.1	.5	3	80		.4	6	76	.1	.3	8	129	.1	.6
KFRG-FM																				
SP '98	3	87		.2	1	15	.1		1	12		.1	4	40		.2	4	12		.3
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	1	79		.1	1	19	.1		1	34	.2						1	20		.1
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM																				
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '98	2	65		.2	2	34	.1		2	23	.3		3	45		.2	3	20		.2
WI '98		31												10			1	19		.1
FA '97	6	113	.1	.5	4	23	.3		1	22	.2		12	67	.1	.6	4	43		.3
SU '97	1	48		.1	1	16	.1		1	16	.1		1	23		.1	1	16		.1
4-Book	2	64		.2	2	18		.1	1	15		.2	4	36		.2	2	25		.2
SP '97	1	79		.1	1	20	.1		1	24	.1		1	23		.1	1	9		.1
TOTALS																				
SP '98	1239	9631	12.5		1396	8025	14.1		780	5477	7.9		1690	8219	17.0		1279	7163	12.9	
WI '98	1266	9658	12.8		1447	8029	14.6		710	5472	7.2		1840	8247	18.5		1243	7360	12.5	
FA '97	1289	9561	13.0		1418	7972	14.3		635	5208	6.4		1849	8311	18.6		1420	7519	14.3	
SU '97	1353	9376	13.9		1280	7188	13.1		1416	7627	14.5		1607	8072	16.5		1340	7329	13.7	
4-Book	1287	9557	13.1		1385	7804	14.0		885	5946	9.0		1747	8212	17.7		1321	7343	13.4	
SP '97	1295	9550	13.3		1403	7898	14.4		772	5573	7.9		1888	8404	19.4		1364	7605	14.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
SP '98	1	55	.1	1	23	.1						3	23	.2					
4-Book	1	52	.1	1	19	.1						2	8	.1				3	
KACD-FM																			
SP '98	11	266	.1	16	144	.2	1.3	9	32	.1	.9	15	55	.2	.9	12	44	.1	.8
4-Book	11	276	.1	12	175	.1	.9	6	24	.1	.6	15	64	.2	.9	16	62	.2	1.1
KBCD-FM																			
SP '98	3	82	.2	3	46	.3		6	24	.1	.6	1	12	.1		5	11	.1	.3
4-Book	3	96	.3	4	75	.3		3	15		.3	6	33	.1	.3	3	11	.1	.2
KACE-FM																			
SP '98	2	95	.2	4	53	.3						8	10	.1	.5				
4-Book	5	117	.1	2	61	.2		3	8		.3	4	13	.1	.2	2	14		.1
KRTO-FM																			
SP '98		22			10														
4-Book	1	36	.1	2	35	.2		4	6	.1	.4	1	3	.1		1	2		.1
KAHS-AM																			
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM																			
SP '98	1	45	.1	3	44	.3						1	12	.1		3	11		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBIG-FM																			
SP '98	8	361	.1	15	320	.2	1.3	15	87	.2	1.5	19	79	.2	1.1	19	80	.2	1.3
4-Book	13	505	.2	17	334	.2	1.4	14	65	.2	1.4	19	73	.2	1.1	21	83	.2	1.4
KBUA-FM																			
SP '98	4	87	.3	2	66	.2										6	34	.1	.4
4-Book	3	80	.2	3	64	.3		4	12		.3	4	17	.1	.3	5	24	.1	.3
KBUE-FM																			
SP '98	34	592	.3	32	428	.3	2.7	25	107	.3	2.5	45	164	.5	2.7	58	186	.6	3.9
4-Book	30	565	.3	28	380	.3	2.3	32	93	.4	3.1	49	155	.5	2.8	37	120	.4	2.5
KCBS-FM																			
SP '98	11	362	.1	11	228	.1	.9	11	23	.1	1.1	30	82	.3	1.8	21	67	.2	1.4
4-Book	13	356	.1	12	233	.1	.9	12	51	.1	1.2	24	93	.3	1.4	18	67	.2	1.2
+KCMG-FM																			
SP '98	47	803	.5	53	615	.5	4.5	30	137	.3	3.0	102	287	1.0	6.1	52	177	.5	3.5
4-Book	40	888	.4	39	607	.4	3.2	25	122	.3	2.4	62	223	.6	3.6	45	162	.5	3.0
+KDIS-AM																			
SP '98	21	354	.2	8	178	.1	.7	9	45	.1	.9					11	32	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
SP '98	4	109	.3	2	34	.2										7	9	.1	.5
4-Book	7	107	.1	4	43	.3		3	10		.3	2	8	.1					
KFWB-AM																			
SP '98	1	64	.1		23							3	23	.2					
4-Book	3	87	.2	3	56	.2		4	11		.4	4	15	.3		3	11		.2
KGIL-AM																			
SP '98		12																	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																			
SP '98																			
4-Book	1	11	.1																

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17

Target Listener Estimates - Teens 12-17

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIIS-FM SP '98 4-Book	189 180	3333 3328	1.9 1.8	15.1 13.8	169 179	2318 2496	1.7 1.8	14.2 14.5	166 155	624 602	1.7 1.6	16.5 15.2	251 256	1049 1055	2.5 2.6	15.0 14.7	207 234	713 812	2.1 2.4	14.1 15.5
KJLH-FM SP '98 4-Book	9 8	210 226	.1 .1	.7 .6	17 13	155 169	.2 .2	1.4 1.1	1 4	8 16	.1 .1	.1 .4	2 17	8 49	.2 .2	.1 1.0	6 8	10 27	.1 .1	.4 .6
KKBT-FM SP '98 4-Book	158 147	2507 2397	1.6 1.5	12.7 11.3	132 121	1646 1641	1.3 1.2	11.1 9.9	108 96	404 374	1.1 1.0	10.7 9.4	200 182	606 632	2.0 1.8	11.9 10.5	197 188	589 544	2.0 1.9	13.4 12.4
KKGO-FM SP '98 4-Book	3 4	107 131	.2 .3	.3 .3	3 5	106 90	.3 .1	.3 .4	3 3	15 15	.3 .3	.3 .3	5 4	35 25	.1 .1	.3 .2	1 3	12 16	.1 .1	.1 .2
KKHJ-AM SP '98 4-Book	2 3	42 44	.2 .2	.2 .2	1 1	30 30	.1 .1	.1 .1	1 1	5 5	.1 .1	.1 .1	1 1	5 5	.1 .1	.1 .1	1 1	2 2	.1 .1	.1 .1
KKLA-FM SP '98 4-Book	4 2	62 44	.3 .1	.3 .1	1 1	11 23	.1 .1	.1 .1	1 1	7 7	.1 .1	.1 .1	1 1	5 5	.1 .1	.1 .1	1 1	3 3	.1 .1	.1 .1
KLAC-AM SP '98 4-Book	1 1	22 24	.1 .1	.1 .1	2 2	33 30	.2 .2	.2 .2	1 1	3 3	.1 .1	.1 .1	7 3	11 10	.1 .1	.4 .2	5 5	21 11	.1 .1	.3 .3
KLAX-FM SP '98 4-Book	49 44	751 714	.5 .5	3.9 3.4	52 44	555 509	.5 .4	4.4 3.6	62 55	185 148	.6 .6	6.2 5.4	39 50	153 172	.4 .5	2.3 2.8	56 48	184 147	.6 .5	3.8 3.1
KLOS-FM SP '98 4-Book	4 10	191 300	.1 .1	.3 .7	3 8	121 180	.1 .1	.3 .6	4 4	22 25	.4 .4	.4 .4	7 19	21 78	.1 .2	.4 1.1	1 11	11 49	.1 .1	.1 .8
KLSX-FM SP '98 4-Book	4 8	113 139	.1 .1	.3 .6	2 4	35 66	.2 .3	.2 .3	4 4	17 17	.1 .1	.4 .4	1 1	2 2	.1 .1	.1 .1	5 2	11 8	.1 .1	.3 .2
KLVE-FM SP '98 4-Book	35 38	744 694	.4 .4	2.8 2.9	29 37	476 532	.3 .4	2.4 3.0	36 43	130 123	.4 .5	3.6 4.2	49 56	193 183	.5 .6	2.9 3.2	17 31	64 105	.2 .4	1.2 2.0
KLYY-FM SP '98 4-Book	22 29	805 871	.2 .3	1.8 2.2	23 23	498 554	.2 .2	1.9 1.9	9 13	90 90	.1 .1	.9 1.3	21 29	167 177	.2 .3	1.3 1.7	45 34	155 152	.5 .4	3.1 2.3
KNX -AM SP '98 4-Book	2 2	82 87	.2 .1	.2 .1	1 2	33 53	.1 .1	.1 .1	1 1	8 10	.1 .1	.1 .1	3 3	3 3	.1 .1	.1 .1	3 1	12 8	.2 .1	.1 .1
KOST-FM SP '98 4-Book	9 20	345 569	.1 .2	.7 1.5	17 20	285 383	.2 .2	1.4 1.6	32 13	45 46	.3 .1	3.2 1.3	14 17	45 81	.1 .2	.8 1.0	3 13	23 46	.1 .1	.2 .8
KPWR-FM SP '98 4-Book	247 267	3982 4256	2.5 2.7	19.8 20.5	232 243	2875 3045	2.3 2.4	19.5 19.7	217 202	659 678	2.2 2.1	21.6 19.9	373 364	1265 1293	3.8 3.7	22.3 20.9	232 285	871 931	2.3 2.9	15.8 18.8
KRLA-AM SP '98 4-Book	9 17	165 317	.1 .2	.7 1.3	11 18	176 261	.1 .2	.9 1.4	16 13	88 49	.2 .1	1.6 1.3	16 17	77 60	.2 .2	1.0 1.0	8 16	33 63	.1 .2	.5 1.1
KROQ-FM SP '98 4-Book	96 110	1768 1804	1.0 1.1	7.7 8.4	89 99	1209 1294	.9 1.0	7.5 8.1	37 61	194 244	.4 .6	3.7 6.0	150 133	534 499	1.5 1.4	8.9 7.7	129 129	414 418	1.3 1.3	8.8 8.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																					
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KRRA-AM SP '98 4-Book	6 **	54 **	.1 **	.5 **	4 **	42 **	.3 **	.3 **	7 **	21 **	.1 **	.7 **	11 **	32 **	.1 **	.7 **	1 **	11 **	.1 **	.1 **	
KRTH-FM SP '98 4-Book	26 36	1009 1047	.3 .4	2.1 2.7	19 33	602 662	.2 .3	1.6 2.7	16 31	148 172	.2 .3	1.6 3.0	23 48	147 201	.2 .5	1.4 2.7	38 40	169 148	.4 .4	2.6 2.7	
KSCA-FM SP '98 4-Book	44 58	732 782	.4 .6	3.5 4.4	53 53	514 606	.5 .6	4.5 4.3	41 62	162 168	.4 .6	4.1 6.1	78 87	217 233	.8 .9	4.7 5.0	75 64	185 177	.8 .7	5.1 4.3	
KSSE-FM SP '98 4-Book	28 33	474 502	.3 .3	2.2 2.5	30 33	332 386	.3 .3	2.5 2.7	11 19	22 76	.1 .2	1.1 1.8	27 40	113 166	.3 .4	1.6 2.3	43 41	118 129	.4 .4	2.9 2.7	
KTNQ-AM SP '98 4-Book	6 4	76 77	.1 .1	.5 .3	1 4	32 54	.1 .1	.3 .3	2 2	6 6	.2 .2	.2 .2	2 3	12 12	.1 .1	.1 .1	6 6	13 13	.1 .1	.4 .4	
KTWV-FM SP '98 4-Book	2 5	113 160	.2 .1	.2 .4	3 5	98 123	.3 .1	.4 .4	1 4	5 13	.1 .1	.4 .4	1 8	4 23	.1 .1	.4 .4	7 4	46 23	.1 .1	.5 .3	
KWKV-AM SP '98 4-Book	5 3	43 38	.1 .1	.4 .3	5 2	43 23	.1 .1	.4 .2	4 2	11 5	.4 .2	.4 .2	8 2	11 2	.4 .2	.4 .2	8 4	11 8	.1 .1	.5 .3	
KWVE-FM SP '98 4-Book	4 2	48 43	.3 .2	.3 .2	2 2	11 33	.2 .2	.2 .2	1 1	5 5	.1 .1	.1 .1	2 2	8 8	.1 .1	.1 .1	4 4	7 7	.3 .3	.3 .3	
KYSR-FM SP '98 4-Book	47 40	1215 1011	.5 .4	3.8 3.2	43 40	758 730	.4 .4	3.6 3.3	34 25	164 148	.3 .3	3.4 2.4	66 63	348 290	.7 .7	3.9 3.6	81 47	261 196	.8 .5	5.5 3.2	
KZLA-FM SP '98 4-Book	8 10	161 189	.1 .1	.6 .7	5 9	92 119	.1 .1	.4 .7	6 9	11 31	.1 .1	.6 .9	6 15	24 50	.1 .2	.4 .9	6 9	24 31	.1 .1	.4 .6	
KFRG-FM SP '98 4-Book	2 **	52 **	.2 **	.2 **	3 **	63 **	.3 **	.3 **	2 **	14 **	.2 **	.2 **	** **	** **	** **	** **	** **	3 **	26 **	.2 **	.2 **
KXFG-FM SP '98 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	
XTRA-AM SP '98 4-Book	2 2	57 46	.2 .2	.2 .2	2 3	33 38	.2 .2	.2 .2	5 6	12 16	.1 .1	.5 .5	1 4	12 15	.1 .1	.3 .3	1 4	10 8	.1 .1	.3 .3	
TOTALS SP '98 4-Book	1249 1304	9379 9354	12.6 13.2		1191 1231	7888 8130	12.0 12.5		1006 1019	3106 3198	10.1 10.3		1676 1741	4652 4799	16.9 17.6		1471 1509	3941 3980	14.8 15.3		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17

Target Listener Estimates - Teens 12-17

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM SP '98 4-Book					1	3	.1		2	5	.1		1	8	.1		1	12		.1
KACD-FM SP '98 4-Book	24 18	55 54	.2 .2	2.0 1.4	8 3	44 18	.1 .4	1.0 .4	5 9	42 43	.1 .1	.4 .7	15 7	56 34	.2 .1	1.2 .6	33 15	88 44	.3 .2	3.5 1.5
KBCD-FM SP '98 4-Book	6	20	.1	.5	4 2	12 9	.5 .3		1	10	.1		4 3	23 14	.3 .2		5 5	12 13	.1 .1	.5 .5
KACE-FM SP '98 4-Book	2 2	11 8	.2 .2		1 2	12 10	.1 .2		2 2	20 17	.2 .2		12 3	31 12	.1 .3	1.0 .3	10 3	20 9	.1 .1	1.1 .4
KRTO-FM SP '98 4-Book	1	5		.1					1 5	10 15	.1 .1	.4	1 3	10 16	.1 .3			2		
KAHS-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KXTA-AM SP '98 4-Book	9 **	22 **	.1 **	.8 **	**	**	**	**	7 **	22 **	.1 **	.6 **	3 **	22 **	.2 **		**	**	**	**
KBIG-FM SP '98 4-Book	7 24	38 78	.1 .3	.6 1.9	15 12	48 41	.2 .1	2.0 1.6	30 20	102 79	.3 .2	2.5 1.6	11 20	51 70	.1 .2	.9 1.7	3 10	28 48	.1 .1	.3 1.0
KBUA-FM SP '98 4-Book	1 2	11 12	.1 .2		1	6		.2	3 3	32 17	.2 .2		7 4	22 18	.1 .1	.6 .4	2 3	22 19	.2 .3	
KBUE-FM SP '98 4-Book	27 17	76 60	.3 .2	2.3 1.4	39 17	110 64	.4 .2	5.1 2.3	15 36	77 119	.2 .4	1.2 2.8	21 18	65 64	.2 .2	1.7 1.5	30 17	121 68	.3 .2	3.2 1.6
KCBS-FM SP '98 4-Book	6 5	34 38	.1 .1	.5 .5	5 8	23 22	.1 .1	.7 1.0	8 10	89 64	.1 .1	.7 .8	9	41	.1	.8	5 6	24 36	.1 .1	.5 .5
+KCMG-FM SP '98 4-Book	76 54	233 197	.8 .6	6.4 4.4	23 20	102 77	.2 .2	3.0 2.6	43 37	213 172	.4 .4	3.5 2.9	30 33	110 120	.3 .4	2.5 2.8	57 32	132 112	.6 .3	6.1 3.3
+KDIS-AM SP '98 4-Book	3 **	31 **	.3 **		16 **	36 **	.2 **	2.1 **	8 **	69 **	.1 **	.7 **	7 **	56 **	.1 **	.6 **	9 **	22 **	.1 **	1.0 **
KFI -AM SP '98 4-Book	1 5	11 18	.1 .4		1	2		.1	6 5	22 15	.1 .1	.5 .4	10 6	22 9	.1 .1	.8 .5	1 5	12 19	.1 .1	.1 .5
KFVB-AM SP '98 4-Book					2	8		.2	2	9		.2	5	15	.1	.4	3	9		.3
KGIL-AM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM SP '98 4-Book																				

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

Target Listener Estimates

Teens 12-17																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIIS-FM																				
SP '98	150	535	1.5	12.6	103	430	1.0	13.5	157	693	1.6	12.8	218	665	2.2	18.1	107	471	1.1	11.4
4-Book	151	640	1.5	12.2	112	434	1.1	14.5	187	773	1.9	14.6	197	673	2.0	16.6	133	556	1.4	12.8
KJLH-FM																				
SP '98	12	19	.1	1.0	16	39	.2	2.1	48	110	.5	3.9	30	63	.3	2.5	16	24	.2	1.7
4-Book	6	21	.1	.5	13	41	.1	1.7	28	86	.3	2.2	19	55	.2	1.6	11	31	.1	1.1
KKBT-FM																				
SP '98	125	417	1.3	10.5	95	279	1.0	12.5	120	471	1.2	9.8	122	427	1.2	10.1	88	297	.9	9.4
4-Book	105	385	1.1	8.7	62	195	.7	8.0	117	461	1.2	9.1	123	392	1.3	10.3	93	341	1.0	9.0
KKGO-FM																				
SP '98	7	24	.1	.6	2	35	.3		2	23	.2		1	11	.1					
4-Book	9	20	.1	.8	4	27	.5		1	18	.1		2	9	.2		7	21	.1	.7
KKHJ-AM																				
SP '98																				
4-Book		3			1	3	.2		1	2	.1		4	10	.1	.4	1	3		.1
KKLA-FM																				
SP '98									1	11	.1									
4-Book						2			2	8	.1		1	6	.1					
KLAC-AM																				
SP '98					1	11	.1		1	11	.1									
4-Book	1	5	.1		2	5	.2			3							3	7		.3
KLAX-FM																				
SP '98	37	119	.4	3.1	79	193	.8	10.4	54	162	.5	4.4	49	141	.5	4.1	46	152	.5	4.9
4-Book	36	115	.4	2.9	51	118	.5	6.7	50	160	.5	3.9	45	125	.5	3.8	24	89	.3	2.4
KLOS-FM																				
SP '98	3	34	.3		1	11	.1		1	12	.1		5	33	.1	.4	3	23		.3
4-Book	6	27	.1	.5	5	21	.1	.6	7	33	.1	.5	5	36	.1	.5	5	23		.5
KLSX-FM																				
SP '98	1	14	.1						3	11	.2						4	11		.4
4-Book	1	6	.1		9	27	.1	1.3	11	29	.1	.8	1	5	.1		1	5		.1
KLVE-FM																				
SP '98	29	107	.3	2.4	24	108	.2	3.1	46	167	.5	3.8	21	87	.2	1.7	6	33	.1	.6
4-Book	41	127	.4	3.3	40	117	.4	5.1	46	145	.5	3.6	28	99	.3	2.4	13	55	.2	1.3
KLYY-FM																				
SP '98	17	102	.2	1.4	7	54	.1	.9	36	177	.4	2.9	33	130	.3	2.7	19	77	.2	2.0
4-Book	19	109	.2	1.6	13	63	.1	1.7	33	152	.4	2.6	29	121	.3	2.5	16	76	.2	1.5
KNX -AM																				
SP '98	2	12	.2														2	12		.2
4-Book	3	17	.2		1	5	.1		1	9	.1		1	3	.1		4	14		.4
KOST-FM																				
SP '98	17	92	.2	1.4	3	23	.4		13	78	.1	1.1	13	69	.1	1.1	34	91	.3	3.6
4-Book	33	133	.3	2.7	11	39	.1	1.4	13	67	.1	1.0	16	71	.2	1.4	39	128	.4	3.8
KPWR-FM																				
SP '98	258	945	2.6	21.7	105	351	1.1	13.8	245	929	2.5	20.0	228	673	2.3	19.0	170	602	1.7	18.2
4-Book	291	968	3.0	23.7	114	417	1.2	15.1	236	929	2.4	18.4	209	685	2.1	17.7	212	742	2.1	20.5
KRLA-AM																				
SP '98	11	34	.1	.9	2	21	.3		15	64	.2	1.2	3	22	.2		11	22	.1	1.2
4-Book	21	75	.2	1.7	8	28	.1	1.0	16	61	.2	1.3	12	44	.1	1.0	33	85	.4	3.2
KROQ-FM																				
SP '98	102	411	1.0	8.6	36	203	.4	4.7	77	328	.8	6.3	83	291	.8	6.9	83	358	.8	8.9
4-Book	95	384	1.0	7.9	49	187	.5	6.4	99	370	1.0	7.7	108	330	1.1	9.2	111	374	1.1	10.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17

Target Listener Estimates - Teens 12-17

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRRA-AM SP '98 4-Book	**	**	**	**	8	21	.1	1.0	4	11	.3	.3	1	11	.1	.1	**	**	**	**	
KRTH-FM SP '98 4-Book	5	76	.1	.4	8	46	.1	1.0	23	144	.2	1.9	37	192	.4	3.1	4	33	.4	.4	
	20	82	.2	1.5	25	91	.3	3.2	43	195	.4	3.3	40	177	.4	3.4	19	84	.2	1.8	
KSCA-FM SP '98 4-Book	44	156	.4	3.7	32	129	.3	4.2	60	210	.6	4.9	53	145	.5	4.4	38	157	.4	4.1	
	51	157	.5	4.1	40	127	.4	5.2	45	157	.5	3.5	40	120	.4	3.4	35	116	.4	3.3	
KSSE-FM SP '98 4-Book	42	128	.4	3.5	16	55	.2	2.1	40	87	.4	3.3	32	79	.3	2.7	26	75	.3	2.8	
	39	132	.4	3.1	23	74	.3	3.0	44	138	.5	3.4	31	95	.3	2.6	22	78	.2	2.3	
KTNQ-AM SP '98 4-Book	2	12		.2	3	11		.4	2	11		.2					1	10		.1	
	2	10		.2	6	14		.7	7	17		.6	8	20		.7	2	11		.2	
KTWV-FM SP '98 4-Book	4	30		.3					7	26		.6	3	18		.2	1	14		.1	
	4	21		.4	8	25		1.0	5	36		.4	4	18		.3	4	13		.3	
KWKW-AM SP '98 4-Book	3	11		.3	7	22		.9					9	22		.7	6	32		.6	
	1	8		.1	2	6		.2	2	3		.2	3	8		.3	2	8		.2	
KWVE-FM SP '98 4-Book	2	9		.1	4	14		.5	2	17		.1	2	11		.2	1	3		.1	
KYSR-FM SP '98 4-Book	42	177	.4	3.5	12	110	.1	1.6	45	254	.5	3.7	42	194	.4	3.5	20	102	.2	2.1	
	36	140	.4	2.9	15	94	.2	1.9	53	252	.6	4.2	48	194	.5	4.0	28	105	.3	2.6	
KZLA-FM SP '98 4-Book	6	43	.1	.5	5	11	.1	.7	7	12	.1	.6	1	11	.1	.1	5	32	.1	.5	
	8	32	.1	.7	8	21	.1	1.0	8	27	.1	.6	6	30	.1	.5	9	37	.1	.9	
KFRG-FM SP '98 4-Book	7	37	.1	.6	1	11		.1	1	14		.1	6	41	.1	.5	5	12	.1	.5	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXFG-FM SP '98 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '98 4-Book	5	10	.1	.4					1	12		.1					1	12		.1	
	3	5	.1	.2					1	8		.1	3	6		.2	2	9		.2	
TOTALS SP '98 4-Book	1191	3514	12.0		762	2388	7.7		1222	3802	12.3		1203	3249	12.1		936	2859	9.4		
	1229	3667	12.5		770	2410	7.8		1278	3874	13.0		1184	3256	12.0		1032	3141	10.5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KABC-AM	499	1	240	5	10	27	65	65	68	258	1	13	26	51	52	116
(%)	100		48	1	2	5	13	13	14	52		3	5	10	10	23
Rating	.5		.5	.1	.1	.3	.9	1.5	1.4	.6		.1	.3	.7	1.1	1.6
Share	2.9	.1	3.0	.5	.5	1.4	5.1	8.5	8.4	3.3	.1	.7	1.5	4.0	7.3	10.2
KACD-FM	98	15	50	12	21	11	3	3		33	13	11	5	1		4
(%)	100	15	51	12	21	11	3	3		33	13	11	5	1		4
Rating	.1	.2	.1	.2	.2	.1		.1		.1	.2	.1	.1	.1		.1
Share	.6	1.2	.6	1.1	1.0	.6	.2	.4		.4	1.2	.6	.3	.1		.4
KBCD-FM	25	3	11	5	4	1				11	6	5		1		
(%)	100	12	42	21	17	3				46	22	20		3		
Rating			.1	.1						.1	.1	.1				
Share	.1	.2	.1	.5	.2	.1				.1	.6	.3		.1		
KACE-FM	113	3	46	2	5	14	13	11	1	64	5	9	15	19	7	9
(%)	100	3	41	1	4	12	12	10	1	57	4	8	13	17	7	8
Rating	.1		.1			.1	.2	.3		.1	.1	.1	.2	.2	.2	.1
Share	.7	.2	.6	.2	.2	.7	1.0	1.4	.1	.8	.5	.5	.8	1.5	1.0	.8
KRTO-FM	12		3			2	1			9	1	3	3	2		
(%)	100	1	24		4	15	5			75	8	22	24	16	1	3
Rating																
Share	.1					.1	.1			.1	.1	.2	.2	.2		
KAHS-AM	1									1						1
(%)	100									100	5					95
Rating																
Share																.1
KXTA-AM	119	2	88	4	22	20	17	8	17	29	1	2	4	4	5	13
(%)	100	2	74	4	19	17	14	6	14	24	1	1	3	3	5	11
Rating	.1		.2	.1	.2	.2	.2	.2	.4	.1				.1	.1	.2
Share	.7	.2	1.1	.4	1.1	1.1	1.3	1.0	2.1	.4	.1	.1	.2	.3	.7	1.1
KBIG-FM	446	9	141	19	49	18	38	10	7	296	42	84	85	47	22	17
(%)	100	2	32	4	11	4	8	2	2	66	9	19	19	11	5	4
Rating	.4	.1	.3	.3	.4	.2	.5	.2	.1	.7	.7	.9	.9	.6	.5	.2
Share	2.6	.7	1.8	1.7	2.4	1.0	3.0	1.3	.9	3.8	4.0	4.6	4.8	3.7	3.1	1.5
KBUA-FM	18	3	8		4	3				8	3	1	1	3		
(%)	100	15	41	2	21	15	2			44	14	5	8	18		
Rating																
Share	.1	.2	.1		.2	.2				.1	.3	.1	.1	.2		
KBUE-FM	274	32	118	39	28	27	16	4	5	124	28	39	32	16	3	5
(%)	100	12	43	14	10	10	6	1	2	45	10	14	12	6	1	2
Rating	.3	.3	.3	.6	.3	.3	.2	.1	.1	.3	.5	.4	.3	.2	.1	.1
Share	1.6	2.6	1.5	3.5	1.3	1.4	1.2	.5	.6	1.6	2.7	2.1	1.8	1.2	.4	.4
KCBS-FM	406	11	233	19	64	101	29	18	2	162	14	59	60	26	3	
(%)	100	3	57	5	16	25	7	4	1	40	3	15	15	6	1	
Rating	.4	.1	.5	.3	.6	1.0	.4	.4		.4	.2	.6	.6	.3	.1	
Share	2.4	.9	2.9	1.7	3.1	5.4	2.3	2.4	.2	2.1	1.3	3.2	3.4	2.0	.4	
KCMG-FM	534	51	212	32	58	74	30	15	3	271	44	98	85	28	7	9
(%)	100	10	40	6	11	14	6	3	1	51	8	18	16	5	1	2
Rating	.5	.5	.5	.5	.5	.7	.4	.3	.1	.6	.7	1.0	.9	.4	.2	.1
Share	3.1	4.1	2.7	2.9	2.8	3.9	2.3	2.0	.4	3.5	4.2	5.3	4.8	2.2	1.0	.8
KDIS-AM	59	16	10		1	3	3		2	33	2	11	14	4	2	1
(%)	100	27	16		2	6	5	1	3	56	4	18	23	7	3	2
Rating	.1	.2								.1		.1	.1	.1		
Share	.3	1.3	.1			.2	.2		.2	.4	.2	.6	.8	.3	.3	.1
KFI -AM	667	3	334	6	51	65	70	67	75	331	8	35	53	77	57	100
(%)	100		50	1	8	10	10	10	11	50	1	5	8	11	8	15
Rating	.7		.8	.1	.5	.7	.9	1.6	1.6	.7	.1	.4	.5	1.0	1.2	1.4
Share	3.9	.2	4.2	.5	2.4	3.4	5.4	8.8	9.3	4.2	.8	1.9	3.0	6.0	7.9	8.8

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KABC-AM (%) Rating	6672 100 6.7	67 1 .7	3175 48 7.2	76 1 1.1	303 5 2.8	470 7 4.7	763 11 10.2	737 11 17.2	826 12 17.2	3430 51 7.6	40 1 .7	201 3 2.0	489 7 4.9	747 11 9.7	745 11 16.2	1208 18 17.2
KACD-FM (%) Rating	2165 100 2.2	311 14 3.1	1136 52 2.6	286 13 4.2	474 22 4.3	236 11 2.4	79 4 1.1	61 3 1.4		718 33 1.6	228 11 3.9	262 12 2.7	112 5 1.1	43 2 .6	14 1 .3	60 3 .9
KBCD-FM (%) Rating	734 100 .7	82 11 .8	324 44 .7	161 22 2.4	128 17 1.2	15 2 .2	20 3 .3			328 45 .7	90 12 1.5	185 25 1.9	29 4 .3	13 2 .2	11 2 .2	
KACE-FM (%) Rating	2147 100 2.2	147 7 1.5	880 41 2.0	91 4 1.3	182 8 1.7	284 13 2.9	196 9 2.6	64 3 1.5	63 3 1.3	1120 52 2.5	143 7 2.4	213 10 2.2	264 12 2.6	220 10 2.8	143 7 3.1	137 6 1.9
KRTO-FM (%) Rating	494 100 .5	32 7 .3	156 32 .4		33 7 .3	97 20 1.0	26 5 .3			305 62 .7	25 5 .4	71 14 .7	136 28 1.4	29 6 .4	32 6 .7	12 3 .2
KAHS-AM (%) Rating	47 100 Rating									47 100 .1	15 33 .3					31 67 .4
KXTA-AM (%) Rating	2746 100 2.8	100 4 1.0	1862 68 4.2	156 6 2.3	404 15 3.7	455 17 4.6	366 13 4.9	168 6 3.9	313 11 6.5	784 29 1.7	55 2 .9	79 3 .8	143 5 1.4	81 3 1.0	104 4 2.3	321 12 4.6
KBIG-FM (%) Rating	9021 100 9.1	585 6 5.9	3276 36 7.4	499 6 7.4	1075 12 9.8	735 8 7.4	548 6 7.3	227 3 5.3	192 2 4.0	5160 57 11.5	865 10 14.7	1249 14 12.7	1394 15 14.0	830 9 10.7	505 6 11.0	317 4 4.5
KBUA-FM (%) Rating	383 100 .4	98 26 1.0	151 40 .3	14 4 .2	59 15 .5	46 12 .5	17 4 .2		17 4 .4	133 35 .3	30 8 .5	24 6 .2	50 13 .5	29 8 .4		
KBUE-FM (%) Rating	4830 100 4.9	692 14 7.0	2222 46 5.0	746 15 11.0	679 14 6.2	374 8 3.8	251 5 3.3	91 2 2.1	81 2 1.7	1916 40 4.3	500 10 8.5	510 11 5.2	456 9 4.6	268 6 3.5	88 2 1.9	94 2 1.3
KCBS-FM (%) Rating	9110 100 9.2	443 5 4.5	4912 54 11.1	546 6 8.1	1319 14 12.1	1985 22 19.9	744 8 9.9	244 3 5.7	75 1 1.6	3755 41 8.3	413 5 7.0	1186 13 12.1	1355 15 13.6	647 7 8.4	91 1 2.0	63 1 .9
KCMG-FM (%) Rating	9957 100 10.0	1107 11 11.2	4022 40 9.1	763 8 11.3	1223 12 11.2	1189 12 11.9	556 6 7.4	247 2 5.8	44 .9	4828 48 10.7	918 9 15.6	1423 14 14.5	1456 15 14.6	591 6 7.6	172 2 3.7	269 3 3.8
KDIS-AM (%) Rating	2244 100 2.3	420 19 4.2	509 23 1.2	14 1 .2	143 6 1.3	129 6 1.3	128 6 1.7	57 3 1.3	39 2 .8	1315 59 2.9	70 3 1.2	367 16 3.7	520 23 5.2	178 8 2.3	103 5 2.2	77 3 1.1
KFI -AM (%) Rating	9733 100 9.8	109 1 1.1	4636 48 10.5	114 1 1.7	713 7 6.5	1028 11 10.3	962 10 12.8	839 9 19.5	981 10 20.5	4988 51 11.1	171 2 2.9	494 5 5.0	950 10 9.5	1183 12 15.3	849 9 18.4	1342 14 19.1

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+	
KFVB-AM	316	1	181	1	10	37	48	28	57	134	2	8	16	24	24	60
(%)	100		57		3	12	15	9	18	43		3	5	8	8	19
Rating	.3		.4		.1	.4	.6	.7	1.2	.3		.1	.2	.3	.5	.9
Share	1.9	.1	2.3	.1	.5	2.0	3.7	3.7	7.0	1.7	.2	.4	.9	1.9	3.3	5.3
KGIL-AM	73		28		1	1	4	21	45			2	7	11	26	
(%)	100		38		2	1	5	29	62			3	9	15	35	
Rating	.1		.1				.1	.4	.1				.1	.2	.4	
Share	.4		.4		.1	.1	.5	2.6	.6			.1	.5	1.5	2.3	
KIEV-AM	74		41		1	2	5	10	23	33		1	1	3	9	
(%)	100		55		1	3	7	13	31	45		1	2	4	12	
Rating	.1		.1				.1	.2	.5	.1				.2	.3	
Share	.4		.5		.1	.4	1.3	2.8	.4			.1	.1	.2	1.3	
KIIS-FM	563	177	157	47	63	13	20	7	7	229	69	74	50	24	6	
(%)	100	31	28	8	11	2	4	1	1	41	12	13	9	4	1	
Rating	.6	1.8	.4	.7	.6	.1	.3	.2	.1	.5	1.2	.8	.5	.3	.1	
Share	3.3	14.3	2.0	4.2	3.0	.7	1.6	.9	.9	2.9	6.6	4.0	2.8	1.9	.8	
KJLH-FM	253	12	89	6	25	33	18	6		152	10	49	46	39	5	
(%)	100	5	35	2	10	13	7	3		60	4	19	18	16	2	
Rating	.3	.1	.2	.1	.2	.3	.2	.1		.3	.2	.5	.5	.5	.1	
Share	1.5	1.0	1.1	.5	1.2	1.8	1.4	.8		2.0	.9	2.7	2.6	3.0	.7	
KKBT-FM	652	146	286	120	77	55	22	3	9	220	72	85	41	13	4	
(%)	100	22	44	18	12	8	3	1	1	34	11	13	6	2	1	
Rating	.7	1.5	.6	1.8	.7	.6	.3	.1	.2	.5	1.2	.9	.4	.2	.1	
Share	3.8	11.8	3.6	10.8	3.7	2.9	1.7	.4	1.1	2.8	6.8	4.6	2.3	1.0	.6	
KKGO-FM	315	4	147	14	9	27	24	30	44	164	5	6	26	34	34	
(%)	100	1	47	4	3	9	8	9	14	52	2	2	8	11	11	
Rating	.3		.3	.2	.1	.3	.3	.7	.9	.4	.1	.1	.3	.4	.7	
Share	1.9	.3	1.9	1.3	.4	1.4	1.9	3.9	5.4	2.1	.5	.3	1.5	2.7	4.7	
KKHJ-AM	108	1	63	3	17	30	8	4	1	45	4	13	8	4	10	
(%)	100	1	58	3	15	27	8	3	1	41	3	12	8	3	9	
Rating	.1		.1		.2	.3	.1	.1		.1	.1	.1	.1	.1	.2	
Share	.6	.1	.8	.3	.8	1.6	.6	.5	.1	.6	.4	.7	.5	.3	1.4	
KKLA-FM	95	2	48	4	8	15	11	6	4	45		6	16	10	7	
(%)	100	2	50	4	9	16	11	6	4	48		7	16	11	8	
Rating	.1		.1	.1	.1	.2	.1	.1	.1	.1		.1	.2	.1	.2	
Share	.6	.2	.6	.4	.4	.8	.9	.8	.5	.6		.3	.9	.8	1.0	
KLAC-AM	365	1	162	3	6	12	20	46	76	203	1	1	13	20	57	
(%)	100		44	1	2	3	5	13	21	55			4	5	16	
Rating	.4		.4		.1	.1	.3	1.1	1.6	.5			.1	.3	1.2	
Share	2.2	.1	2.0	.3	.3	.6	1.6	6.0	9.4	2.6	.1	.1	.7	1.6	7.9	
KLAX-FM	601	50	296	95	102	61	26	8	4	256	65	79	52	23	19	
(%)	100	8	49	16	17	10	4	1	1	42	11	13	9	4	3	
Rating	.6	.5	.7	1.4	.9	.6	.3	.2	.1	.6	1.1	.8	.5	.3	.4	
Share	3.5	4.0	3.7	8.6	4.9	3.2	2.0	1.0	.5	3.3	6.2	4.3	2.9	1.8	2.6	
KLOS-FM	434	3	275	19	81	124	47	3	1	155	5	49	72	24	3	
(%)	100	1	63	4	19	29	11	1	1	36	1	11	17	5	1	
Rating	.4		.6	.3	.7	1.2	.6	.1		.3	.1	.5	.7	.3	.1	
Share	2.6	.2	3.5	1.7	3.9	6.6	3.7	.4	.1	2.0	.5	2.7	4.1	1.9	.4	
KLSX-FM	369	3	268	22	118	79	43	6		98	16	37	20	23	2	
(%)	100	1	73	6	32	21	12	2		26	4	10	5	6		
Rating	.4		.6	.3	1.1	.8	.6	.1		.2	.3	.4	.2	.3		
Share	2.2	.2	3.4	2.0	5.7	4.2	3.3	.8		1.3	1.5	2.0	1.1	1.8		
KLVE-FM	1069	31	420	66	167	95	55	12	24	619	76	188	185	96	34	
(%)	100	3	39	6	16	9	5	1	2	58	7	18	17	9	3	
Rating	1.1	.3	.9	1.0	1.5	1.0	.7	.3	.5	1.4	1.3	1.9	1.9	1.2	.7	
Share	6.3	2.5	5.3	6.0	8.0	5.0	4.3	1.6	3.0	7.9	7.2	10.3	10.4	7.5	4.7	

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID																
Cume Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KFWB-AM	8600	76	4576	108	449	1096	1258	754	911	3948	87	419	709	984	682	1067
(%)	100	1	53	1	5	13	15	9	11	46	1	5	8	11	8	12
Rating	8.7	.8	10.3	1.6	4.1	11.0	16.8	17.6	19.0	8.8	1.5	4.3	7.1	12.7	14.8	15.2
KGIL-AM	1327	12	645	15	53	139	62	136	240	670		42	109	178	342	
(%)	100	1	49	1	4	10	5	10	18	51		3	8	13	26	
Rating	1.3	.1	1.5	.2	.5	1.4	.8	3.2	5.0	1.5		.4	1.4	3.9	4.9	
KIEV-AM	1320		760	15	16	72	121	203	333	560		18	29	41	134	339
(%)	100		58	1	1	5	9	15	25	42		1	2	3	10	26
Rating	1.3		1.7	.2	.1	.7	1.6	4.7	7.0	1.2		.2	.3	.5	2.9	4.8
KIIS-FM	14658	3958	4345	1357	1467	596	618	149	157	6355	1822	1880	1532	770	134	218
(%)	100	27	30	9	10	4	4	1	1	43	12	13	10	5	1	1
Rating	14.8	39.9	9.8	20.0	13.4	6.0	8.2	3.5	3.3	14.1	31.0	19.2	15.4	10.0	2.9	3.1
KJLH-FM	3739	345	1422	191	444	470	170	122	25	1972	306	619	416	387	138	106
(%)	100	9	38	5	12	13	5	3	1	53	8	17	11	10	4	3
Rating	3.8	3.5	3.2	2.8	4.1	4.7	2.3	2.8	.5	4.4	5.2	6.3	4.2	5.0	3.0	1.5
KKBT-FM	11065	2902	4226	1609	1329	799	325	113	51	3937	1453	1171	661	337	143	171
(%)	100	26	38	15	12	7	3	1		36	13	11	6	3	1	2
Rating	11.2	29.2	9.6	23.8	12.2	8.0	4.3	2.6	1.1	8.7	24.7	11.9	6.6	4.4	3.1	2.4
KKGO-FM	5696	189	2630	148	362	460	476	528	656	2878	102	297	457	697	577	748
(%)	100	3	46	3	6	8	8	9	12	51	2	5	8	12	10	13
Rating	5.7	1.9	5.9	2.2	3.3	4.6	6.3	12.3	13.7	6.4	1.7	3.0	4.6	9.0	12.5	10.6
KKHJ-AM	1753	52	861	90	177	297	195	35	67	839	60	222	251	124	56	127
(%)	100	3	49	5	10	17	11	2	4	48	3	13	14	7	3	7
Rating	1.8	.5	1.9	1.3	1.6	3.0	2.6	.8	1.4	1.9	1.0	2.3	2.5	1.6	1.2	1.8
KKLA-FM	1649	62	790	87	158	236	185	71	53	797		113	297	157	126	103
(%)	100	4	48	5	10	14	11	4	3	48		7	18	10	8	6
Rating	1.7	.6	1.8	1.3	1.4	2.4	2.5	1.7	1.1	1.8		1.2	3.0	2.0	2.7	1.5
KLAC-AM	6849	66	3339	148	355	371	480	888	1096	3444	42	157	215	459	920	1652
(%)	100	1	49	2	5	5	7	13	16	50	1	2	3	7	13	24
Rating	6.9	.7	7.5	2.2	3.2	3.7	6.4	20.7	22.9	7.6	.7	1.6	2.2	5.9	20.0	23.5
KLAX-FM	7804	970	3798	1187	1309	772	362	118	50	3036	822	970	653	353	94	143
(%)	100	12	49	15	17	10	5	2	1	39	11	12	8	5	1	2
Rating	7.9	9.8	8.6	17.5	12.0	7.8	4.8	2.7	1.0	6.7	14.0	9.9	6.6	4.6	2.0	2.0
KLOS-FM	7798	267	4634	491	1630	1717	668	111	17	2896	332	982	992	442	87	61
(%)	100	3	59	6	21	22	9	1		37	4	13	13	6	1	1
Rating	7.9	2.7	10.5	7.2	14.9	17.2	8.9	2.6	.4	6.4	5.6	10.0	10.0	5.7	1.9	.9
KLSX-FM	6448	174	4131	432	1715	1309	547	113	15	2143	395	756	523	310	83	76
(%)	100	3	64	7	27	20	8	2		33	6	12	8	5	1	1
Rating	6.5	1.8	9.3	6.4	15.7	13.1	7.3	2.6	.3	4.8	6.7	7.7	5.2	4.0	1.8	1.1
KLVE-FM	11702	909	4685	877	1698	1116	636	162	196	6108	1003	1949	1539	884	378	355
(%)	100	8	40	7	15	10	5	1	2	52	9	17	13	8	3	3
Rating	11.8	9.2	10.6	12.9	15.5	11.2	8.5	3.8	4.1	13.6	17.0	19.9	15.4	11.4	8.2	5.0

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KLYY-FM	169	23	86	13	52	13	7		1	60	22	30	6	1		
(%)	100	14	51	8	31	8	4			35	13	18	4	1		
Rating	.2	.2	.2	.2	.5	.1	.1			.1	.4	.3	.1			
Share	1.0	1.9	1.1	1.2	2.5	.7	.5		.1	.8	2.1	1.6	.3	.1		
KNX -AM	399	2	236	2	17	47	52	44	74	161	2	12	15	19	27	87
(%)	100		59		4	12	13	11	19	40		3	4	5	7	22
Rating	.4		.5		.2	.5	.7	1.0	1.5	.4		.1	.2	.2	.6	1.2
Share	2.4	.2	3.0	.2	.8	2.5	4.0	5.8	9.1	2.1	.2	.7	.8	1.5	3.8	7.7
KOST-FM	559	15	204	14	59	42	46	25	19	340	45	89	85	69	26	26
(%)	100	3	37	3	10	7	8	4	3	61	8	16	15	12	5	5
Rating	.6	.2	.5	.2	.5	.4	.6	.6	.4	.8	.8	.9	.9	.9	.6	.4
Share	3.3	1.2	2.6	1.3	2.8	2.2	3.6	3.3	2.3	4.4	4.3	4.9	4.8	5.4	3.6	2.3
KPWR-FM	669	249	247	142	76	16	5	3	4	172	88	55	20	7		3
(%)	100	37	37	21	11	2	1	1	1	26	13	8	3	1		
Rating	.7	2.5	.6	2.1	.7	.2	.1	.1	.1	.4	1.5	.6	.2	.1		
Share	3.9	20.1	3.1	12.8	3.6	.8	.4	.4	.5	2.2	8.4	3.0	1.1	.5		.3
KRLA-AM	116	9	52	6	3	11	8	10	13	54	4	5	14	16	3	11
(%)	100	8	45	6	3	10	7	9	11	47	3	5	12	14	3	10
Rating	.1	.1	.1	.1	.1	.1	.1	.2	.3	.1	.1	.1	.1	.2	.1	.2
Share	.7	.7	.7	.5	.1	.6	.6	1.3	1.6	.7	.4	.3	.8	1.2	.4	1.0
KROQ-FM	556	102	271	71	145	45	8		1	183	79	57	37	7	1	1
(%)	100	18	49	13	26	8	1			33	14	10	7	1		
Rating	.6	1.0	.6	1.0	1.3	.5	.1			.4	1.3	.6	.4	.1		
Share	3.3	8.2	3.4	6.4	7.0	2.4	.6		.1	2.3	7.5	3.1	2.1	.5	.1	.1
KRRA-AM	64	4	31	2	2	1	11	12	2	29		5	6	8	6	3
(%)	100	7	48	4	2	2	17	19	3	45		8	10	13	10	5
Rating	.1		.1				.1	.3		.1		.1	.1	.1	.1	
Share	.4	.3	.4	.2	.1	.1	.9	1.6	.2	.4		.3	.3	.6	.8	.3
KRTH-FM	554	22	266	35	35	80	62	37	17	265	18	42	61	109	23	11
(%)	100	4	48	6	6	15	11	7	3	48	3	8	11	20	4	2
Rating	.6	.2	.6	.5	.3	.8	.8	.9	.4	.6	.3	.4	.6	1.4	.5	.2
Share	3.3	1.8	3.4	3.2	1.7	4.2	4.8	4.8	2.1	3.4	1.7	2.3	3.4	8.5	3.2	1.0
KSCA-FM	986	46	511	111	198	121	47	20	15	428	85	114	134	61	22	13
(%)	100	5	52	11	20	12	5	2	1	43	9	12	14	6	2	1
Rating	1.0	.5	1.2	1.6	1.8	1.2	.6	.5	.3	1.0	1.4	1.2	1.3	.8	.5	.2
Share	5.8	3.7	6.4	10.0	9.5	6.4	3.7	2.6	1.9	5.5	8.1	6.2	7.6	4.8	3.1	1.1
KSSE-FM	225	28	101	32	42	12	8	2	5	97	41	32	12	4	7	1
(%)	100	12	45	14	18	5	3	1	2	43	18	14	5	2	3	1
Rating	.2	.3	.2	.5	.4	.1	.1	.1	.2	.7	.3	.1	.1	.1	.2	
Share	1.3	2.3	1.3	2.9	2.0	.6	.6	.3	.6	1.2	3.9	1.7	.7	.3	1.0	.1
KTNQ-AM	380	3	239	15	88	83	31	19	3	138	11	27	47	18	12	23
(%)	100	1	63	4	23	22	8	5	1	36	3	7	12	5	3	6
Rating	.4		.5	.2	.8	.8	.4	.4	.1	.3	.2	.3	.5	.2	.3	.3
Share	2.2	.2	3.0	1.4	4.2	4.4	2.4	2.5	.4	1.8	1.0	1.5	2.7	1.4	1.7	2.0
KTWV-FM	564	3	225	3	22	77	76	29	18	337	13	62	88	99	38	36
(%)	100		40		4	14	13	5	3	60	2	11	16	18	7	6
Rating	.6		.5		.2	.8	1.0	.7	.4	.7	.2	.6	.9	1.3	.8	.5
Share	3.3	.2	2.8	.3	1.1	4.1	5.9	3.8	2.2	4.3	1.2	3.4	5.0	7.7	5.3	3.2
KWKV-AM	163	5	82	3	33	23	9	5	8	76	1	16	4	7	18	30
(%)	100	3	50	2	20	14	6	3	5	47		10	3	4	11	19
Rating	.2	.1	.2		.3	.2	.1	.1	.2	.2		.2		.1	.4	.4
Share	1.0	.4	1.0	.3	1.6	1.2	.7	.7	1.0	1.0	.1	.9	.2	.5	2.5	2.6
KWVE-FM	66	2	28	4	5	6	9	2	1	36	4	5	10	11	3	3
(%)	100	3	42	7	8	9	14	3	2	55	5	8	15	17	4	5
Rating	.1		.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1
Share	.4	.2	.4	.4	.2	.3	.7	.3	.1	.5	.4	.3	.6	.9	.4	.3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KLYY-FM	5893	974	2470	631	1220	474	113		32	2450	1000	963	372	99		16
(%)	100	17	42	11	21	8	2		1	42	17	16	6	2		
Rating	5.9	9.8	5.6	9.3	11.2	4.8	1.5		.7	5.4	17.0	9.8	3.7	1.3		.2
KNX -AM	9748	106	5429	125	709	1149	1381	896	1169	4213	107	518	654	749	707	1477
(%)	100	1	56	1	7	12	14	9	12	43	1	5	7	8	7	15
Rating	9.8	1.1	12.3	1.8	6.5	11.5	18.4	20.9	24.4	9.4	1.8	5.3	6.6	9.7	15.4	21.0
KOST-FM	11577	561	4091	433	1114	963	864	453	265	6925	1276	1631	1603	1291	636	487
(%)	100	5	35	4	10	8	7	4	2	60	11	14	14	11	5	4
Rating	11.7	5.7	9.2	6.4	10.2	9.7	11.5	10.6	5.5	15.4	21.7	16.6	16.1	16.7	13.8	6.9
KPWR-FM	14044	4529	5016	2331	1771	566	198	60	90	4498	2080	1235	751	278	28	127
(%)	100	32	36	17	13	4	1		1	32	15	9	5	2	1	
Rating	14.2	45.6	11.3	34.4	16.2	5.7	2.6	1.4	1.9	10.0	35.3	12.6	7.5	3.6	.6	1.8
KRLA-AM	2798	287	1248	126	143	250	301	206	222	1263	167	209	246	218	107	316
(%)	100	10	45	5	5	9	11	7	8	45	6	7	9	8	4	11
Rating	2.8	2.9	2.8	1.9	1.3	2.5	4.0	4.8	4.6	2.8	2.8	2.1	2.5	2.8	2.3	4.5
KROQ-FM	11353	2003	4945	1493	2221	969	218	15	29	4404	1537	1656	829	268	70	44
(%)	100	18	44	13	20	9	2			39	14	15	7	2	1	
Rating	11.4	20.2	11.2	22.0	20.3	9.7	2.9	.3	.6	9.8	26.1	16.9	8.3	3.5	1.5	.6
KRRA-AM	735	54	402	102	54	70	78	53	45	279	21	57	62	87	19	33
(%)	100	7	55	14	7	10	11	7	6	38	3	8	8	12	3	4
Rating	.7	.5	.9	1.5	.5	.7	1.0	1.2	.9	.6	.4	.6	.6	1.1	.4	.5
KRTH-FM	12126	1332	4776	619	586	1348	1322	679	222	6018	821	931	1488	1917	546	315
(%)	100	11	39	5	5	11	11	6	2	50	7	8	12	16	5	3
Rating	12.2	13.4	10.8	9.1	5.4	13.5	17.6	15.8	4.6	13.4	13.9	9.5	14.9	24.8	11.9	4.5
KSCA-FM	10075	884	5383	1274	2086	1325	466	106	127	3809	897	1085	989	495	197	145
(%)	100	9	53	13	21	13	5	1	1	38	9	11	10	5	2	1
Rating	10.2	8.9	12.2	18.8	19.1	13.3	6.2	2.5	2.7	8.5	15.2	11.1	9.9	6.4	4.3	2.1
KSSE-FM	3915	571	1571	495	634	227	131	35	48	1774	647	561	286	157	72	50
(%)	100	15	40	13	16	6	3	1	1	45	17	14	7	4	2	1
Rating	3.9	5.8	3.6	7.3	5.8	2.3	1.7	.8	1.0	3.9	11.0	5.7	2.9	2.0	1.6	.7
KTNQ-AM	4169	97	2461	326	794	754	343	194	50	1611	125	439	461	225	105	257
(%)	100	2	59	8	19	18	8	5	1	39	3	11	11	5	3	6
Rating	4.2	1.0	5.6	4.8	7.3	7.6	4.6	4.5	1.0	3.6	2.1	4.5	4.6	2.9	2.3	3.7
KTWV-FM	8358	181	3863	128	627	1293	1029	460	326	4314	262	938	1198	1067	431	419
(%)	100	2	46	2	7	15	12	6	4	52	3	11	14	13	5	5
Rating	8.4	1.8	8.7	1.9	5.7	13.0	13.7	10.7	6.8	9.6	4.5	9.6	12.0	13.8	9.4	6.0
KWKV-AM	2186	86	1193	85	277	338	215	136	142	906	30	236	125	153	112	249
(%)	100	4	55	4	13	15	10	6	7	41	1	11	6	7	5	11
Rating	2.2	.9	2.7	1.3	2.5	3.4	2.9	3.2	3.0	2.0	.5	2.4	1.3	2.0	2.4	3.5
KWVE-FM	1637	59	710	77	161	204	113	93	62	868	86	165	283	209	38	89
(%)	100	4	43	5	10	12	7	6	4	53	5	10	17	13	2	5
Rating	1.7	.6	1.6	1.1	1.5	2.0	1.5	2.2	1.3	1.9	1.5	1.7	2.8	2.7	.8	1.3

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYSR-FM	484	46	191	34	75	60	18	1	2	248	61	110	58	15	2	3
(%)	100	10	39	7	15	12	4		1	51	13	23	12	3		1
Rating	.5	.5	.4	.5	.7	.6	.2			.6	1.0	1.1	.6	.2		
Share	2.9	3.7	2.4	3.1	3.6	3.2	1.4	.1	.2	3.2	5.8	6.0	3.3	1.2	.3	.3
KZLA-FM	398	7	180	2	13	48	48	38	31	211	15	40	51	46	23	36
(%)	100	2	45		3	12	12	10	8	53	4	10	13	11	6	9
Rating	.4	.1	.4		.1	.5	.6	.9	.6	.5	.3	.4	.5	.6	.5	.5
Share	2.3	.6	2.3	.2	.6	2.5	3.7	5.0	3.8	2.7	1.4	2.2	2.9	3.6	3.2	3.2
KFRG-FM	52	3	28	6	1	5	4	8	4	21	2	2	6	7	2	3
(%)	100	5	53	12	1	9	8	16	8	42	5	3	11	13	5	5
Rating	.1		.1	.1		.1	.1	.2	.1	.1			.1	.1		
Share	.3	.2	.4	.5		.3	.3	1.0	.5	.3	.2	.1	.3	.5	.3	.3
KXFG-FM																
(%)																
Rating																
Share																
XTRA-AM	97	2	91	8	21	41	11	7	2	4			1		2	1
(%)	100	2	93	8	22	42	12	7	2	4			1		2	1
Rating	.1		.2	.1	.2	.4	.1	.2								
Share	.6	.2	1.1	.7	1.0	2.2	.9	.9	.2	.1			.1		.3	.1
TOTALS	16966	1239	7935	1108	2084	1885	1286	763	809	7792	1053	1834	1771	1282	717	1134
(%)	100	7	47	7	12	11	8	4	5	46	6	11	10	8	4	7
Rating	17.1	12.5	17.9	16.4	19.1	18.9	17.1	17.8	16.9	17.3	17.9	18.7	17.8	16.6	15.6	16.1

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KYSR-FM	11626	1548	4296	862	1628	1213	466	86	42	5782	1534	2161	1464	430	72	120
(%)	100	13	37	7	14	10	4	1		50	13	19	13	4	1	1
Rating	11.7	15.6	9.7	12.7	14.9	12.2	6.2	2.0	.9	12.8	26.1	22.0	14.7	5.6	1.6	1.7
KZLA-FM	5813	196	2366	88	279	607	593	418	382	3251	309	535	675	716	453	564
(%)	100	3	41	2	5	10	10	7	7	56	5	9	12	12	8	10
Rating	5.9	2.0	5.3	1.3	2.6	6.1	7.9	9.7	8.0	7.2	5.2	5.4	6.8	9.3	9.8	8.0
KFRG-FM	1356	87	604	89	52	151	184	62	66	666	76	68	211	174	58	79
(%)	100	6	45	7	4	11	14	5	5	49	6	5	16	13	4	6
Rating	1.4	.9	1.4	1.3	.5	1.5	2.5	1.4	1.4	1.5	1.3	.7	2.1	2.3	1.3	1.1
KXFG-FM	24									24			12		11	
(%)	100									100			53		47	
Rating										.1			.1		.2	
XTRA-AM	2158	65	1809	166	405	691	336	133	77	284	14	15	104	39	49	62
(%)	100	3	84	8	19	32	16	6	4	13	1	1	5	2	2	3
Rating	2.2	.7	4.1	2.5	3.7	6.9	4.5	3.1	1.6	.6	.2	.2	1.0	.5	1.1	.9
TOTALS	94654	9631	42016	6495	10632	9492	7204	3993	4201	43007	5769	9512	9633	7374	4368	6349
(%)	100	10	44	7	11	10	8	4	4	45	6	10	10	8	5	7
Rating	95.4	97.1	95.0	95.9	97.2	95.3	96.0	93.0	87.7	95.5	98.0	96.9	96.7	95.4	94.9	90.2

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listening Locations

	Persons 18+															
	AQH (00)															
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KABC-AM (%)	467 61	217 28	73 10	5 1	314 48	186 28	146 22	10 2	266 73	87 24	3 1	5 1	310 62	129 26	54 11	5 1
KACD-FM (%)	32 32	46 46	17 17	5 5	24 29	19 24	31 37	8 10	33 33	29 29	24 25	12 13	32 39	29 35	16 20	6 7
KBCD-FM (%)	5 15	20 56	9 24	2 5	2 13	6 33	10 53	1 1	3 15	15 77		1 7	4 18	12 54	5 22	1 5
KACE-FM (%)	56 44	45 35	24 19	3 3	51 37	32 23	51 38	2 2	67 55	35 29	17 14	3 3	54 49	30 27	23 21	3 2
KRTO-FM (%)	3 24	9 72	2 2	2 2	6 49	5 39	4 4	1 8	7 52	7 48			5 43	6 48	1 7	2 2
KAHS-AM (%)					10	1 90							52	48		
KXTA-AM (%)	66 53	42 34	14 12	2 1	45 34	25 19	57 43	4 3	86 65	41 31	3 2	2 2	67 57	30 26	17 14	3 2
KBIG-FM (%)	124 24	110 21	277 53	10 2	123 15	94 11	604 73	9 1	147 47	97 31	55 18	13 4	123 28	80 18	225 51	9 2
KBUA-FM (%)	7 37	5 23	8 41		8 28	6 20	15 52		6 56	4 39	1 5		6 36	4 24	6 40	
KBUE-FM (%)	135 47	44 15	101 35	8 3	164 47	27 8	149 43	7 2	148 58	43 17	53 21	11 4	125 52	31 13	79 33	7 3
KCBS-FM (%)	102 20	236 46	164 32	6 1	122 19	175 28	328 52	9 1	185 45	173 42	37 9	19 4	101 26	153 39	131 33	10 3
KCMG-FM (%)	149 27	162 29	225 40	23 4	133 17	143 19	461 60	32 4	188 36	188 36	107 21	36 7	143 30	123 25	192 40	25 5
KDIS-AM (%)	21 31	45 64	4 6		10 21	25 51	13 27	1 2	4 12	30 88			13 30	26 60	4 9	
KFI -AM (%)	379 46	330 40	118 14	6 1	610 45	410 30	312 23	19 1	200 61	90 27	24 7	16 5	335 50	216 32	106 16	9 1
KFWB-AM (%)	203 41	271 55	20 4	1	88 29	172 56	48 15	1	106 48	110 50	3 1	2 1	141 45	154 49	18 6	1 1
KGIL-AM (%)	68 72	19 20	5 5	3 3	56 60	33 35	4 5		48 63	29 37			51 70	18 25	2 3	1 1
KIEV-AM (%)	60 81	8 11	5 7	1 1	152 69	28 13	31 14	10 4	22 80	6 20			56 75	9 12	8 10	2 3
KIIS-FM (%)	187 32	290 49	100 17	13 2	106 24	151 34	161 37	21 5	119 36	136 41	46 14	32 10	133 34	163 42	73 19	17 4
KJLH-FM (%)	80 32	87 35	77 31	7 3	51 18	68 24	151 54	12 4	177 55	84 26	41 13	21 7	103 43	61 25	68 28	9 4
KKBT-FM (%)	303 42	256 36	130 18	29 4	151 27	170 30	221 39	21 4	237 51	143 31	52 11	31 7	223 44	162 32	98 19	23 5
KKGO-FM (%)	176 50	90 25	85 24	2 1	178 39	106 23	168 37	6 1	220 66	73 22	30 9	9 3	171 55	69 22	67 22	3 1
KKHJ-AM (%)	68 51	34 25	24 18	8 6	76 49	28 18	44 28	8 5	46 58	20 25	8 10	5 6	55 51	24 22	23 21	6 6
KKLA-FM (%)	78 42	70 38	39 21		46 42	19 17	45 41		13 59	9 41			42 45	30 32	21 23	
KLAC-AM (%)	253 59	141 33	31 7	3 1	330 55	179 30	85 14	5 1	233 63	119 32	10 3	9 2	221 60	111 30	29 8	4 1

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KLAX-FM (%)	354 51	127 18	209 30	8 1	320 41	79 10	365 47	13 2	271 54	95 19	123 25	13 2	280 51	83 15	179 32	10 2
KLDS-FM (%)	162 23	278 40	253 36	5 1	93 18	117 23	297 58	7 1	158 46	129 37	34 10	26 8	118 27	148 34	154 36	10 2
KLSX-FM (%)	254 32	330 42	195 25	7 1	109 25	131 31	183 43	4 1	53 64	18 22	10 12	1 2	121 33	139 38	102 28	3 1
KLVE-FM (%)	685 52	247 19	360 27	23 2	637 43	164 11	658 44	22 2	547 64	121 14	170 20	13 2	568 55	151 15	300 29	19 2
KLYY-FM (%)	44 24	81 44	57 31	3 2	39 18	67 31	107 49	6 3	91 56	60 37	5 3	5 3	42 29	56 39	42 29	5 3
KNX -AM (%)	256 41	332 54	26 4	4 1	132 32	206 50	67 16	7 2	103 43	118 50	12 5	5 2	184 46	183 46	26 7	4 1
KOST-FM (%)	161 26	187 30	268 43	7 1	177 19	142 15	583 63	20 2	192 42	146 32	102 23	13 3	183 34	128 23	223 41	10 2
KPWR-FM (%)	184 35	210 40	98 19	30 6	160 32	133 27	175 35	33 7	197 46	142 33	46 11	40 9	171 41	137 33	81 19	31 7
KRLA-AM (%)	46 38	42 34	32 27	2 1	43 29	41 28	65 43		47 49	23 24	23 24	2 2	47 44	29 27	29 27	2 1
KROQ-FM (%)	169 26	309 47	159 25	13 2	122 20	196 33	269 45	14 2	151 41	174 47	27 7	20 5	140 31	187 41	112 25	15 3
KRRR-AM (%)	58 83	3 5	8 12	1 1	51 51	11 11	38 38		23 48	7 14	13 27	5 10	40 66	5 9	14 23	1 2
KRTH-FM (%)	195 28	197 29	279 41	15 2	178 19	157 17	573 62	16 2	208 42	176 36	88 18	21 4	160 30	136 26	221 42	14 3
KSCA-FM (%)	588 44	305 23	420 31	27 2	602 44	189 14	561 41	31 2	372 58	111 17	142 22	17 3	456 49	172 18	293 31	19 2
KSSE-FM (%)	96 44	60 28	60 28	1 1	97 37	46 17	117 44	5 2	119 55	64 30	25 12	7 3	95 48	45 23	53 27	5 2
KTND-AM (%)	246 46	137 26	139 26	8 1	179 43	68 16	168 40	6 1	141 54	68 26	42 16	12 5	190 50	81 22	97 26	8 2
KTWV-FM (%)	185 27	195 28	306 44	8 1	235 24	177 18	563 57	12 1	212 45	178 38	70 15	6 1	184 33	139 25	230 41	8 1
KWKW-AM (%)	100 49	29 14	72 35	3 2	104 41	28 11	117 46	4 2	60 69	13 15	9 10	6 6	84 53	18 11	53 34	3 2
KWVE-FM (%)	31 30	46 44	23 22	4 4	13 16	23 29	35 46	7 9	33 60	18 33		4 7	22 34	24 37	15 23	4 6
KYSR-FM (%)	120 21	242 43	181 32	21 4	112 16	186 27	377 54	20 3	186 41	175 39	62 14	26 6	113 26	158 36	148 34	18 4
KZLA-FM (%)	165 34	204 42	109 22	6 1	151 27	167 30	229 41	9 2	256 55	163 35	13 3	29 6	155 40	140 36	86 22	11 3
KFRG-FM (%)	8 16	31 60	10 19	3 5	11 15	32 42	28 37	5 6	32 46	31 44	1 2	6 8	12 25	24 49	9 19	3 7
KXFG-FM (%)	1 100				100								100			
XTRA-AM (%)	36 25	91 63	16 11		25 15	101 60	43 25		14 35	26 63		1 2	23 24	58 61	14 15	

Listening Locations

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+																
AQH (00)																
Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID				
At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	
TOTALS	8292	7017	5169	378	7296	5207	9517	479	7272	4150	1637	573	6874	4428	4035	391
(%)	40	34	25	2	32	23	42	2	53	30	12	4	44	28	26	2

* Listener estimates adjusted for reported broadcast schedule.

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

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KABC-AM										
SP '98	9:30	5:45	8:00	9:00	4:45	8:15	10:00	7:15	8:00	8:15
WI '98	8:00	4:45	5:45	7:15	5:00	6:15	7:00	4:45	5:00	7:15
FA '97	8:45	6:00	7:15	8:00	6:45	7:15	7:45	5:00	7:15	8:15
SU '97	8:15	5:45	6:30	6:30	5:15	6:45	6:30	7:00	6:00	6:45
4-Book	8:45	5:30	7:00	7:45	5:30	7:15	7:45	6:00	6:30	7:45
SP '97	7:45	5:30	6:00	7:00	6:00	6:15	6:45	4:30	6:00	7:15
KACD-FM										
SP '98	5:45	5:45	5:15	5:15	5:30	5:30	5:45	6:00	5:00	4:15
WI '98	5:15	5:00	5:45	6:45	5:15	6:45	6:45	4:30	4:45	6:45
FA '97	5:15	5:15	4:30	3:45	5:00	5:00	4:45	5:45	4:00	3:15
SU '97	4:45	5:00	6:00	5:15	5:45	7:15	6:45	4:15	4:45	2:45
4-Book	5:15	5:15	5:30	5:15	5:30	6:15	6:00	5:15	4:45	4:15
SP '97	4:45	6:30	6:15	3:00	8:45	8:15	2:45	3:15	3:45	3:15
KBCD-FM										
SP '98	4:15	4:30	3:30	2:45	4:00	4:00	3:45	4:45	3:15	2:15
WI '98	2:30	2:45	3:00	3:15	4:00	4:15	6:30	2:15	2:30	2:15
FA '97	5:00	6:15	4:15	3:15	7:00	7:15	4:45	5:45	2:15	1:45
SU '97	5:15	6:00	6:45	4:15	6:45	9:00	4:45	5:15	5:00	3:45
4-Book	4:15	5:00	4:30	3:30	5:30	6:15	5:00	4:30	3:15	2:30
SP '97	5:00	5:30	4:45	4:45	5:30	2:45	0:00	5:30	6:00	4:45
KACE-FM										
SP '98	6:45	4:00	7:00	8:30	2:45	6:00	9:00	4:45	7:45	8:15
WI '98	6:30	4:45	7:30	8:15	6:00	8:00	8:45	4:00	7:00	8:00
FA '97	7:45	6:30	8:45	8:45	8:00	8:00	7:00	5:30	9:30	10:15
SU '97	7:45	6:15	8:00	9:00	6:00	7:45	8:15	6:30	8:15	9:45
4-Book	7:15	5:30	7:45	8:45	5:45	7:30	8:15	5:15	8:15	9:00
SP '97	6:45	5:15	7:00	8:15	3:00	6:45	8:30	7:15	7:15	8:00
KRTO-FM										
SP '98	3:00	3:45	3:15	2:45	1:45	2:15	2:30	4:30	4:00	3:15
WI '98	4:00	2:45	4:15	5:45	2:45	5:15	6:15	2:45	3:45	5:00
FA '97	5:15	4:30	5:00	6:30	5:30	5:15	7:00	4:00	4:30	5:45
SU '97	8:00	10:15	8:45	8:30	12:45	10:45	7:30	7:00	6:45	9:00
4-Book	5:00	5:15	5:15	6:00	5:45	6:00	5:45	4:30	4:45	5:45
SP '97	9:00	11:00	10:45	8:15	12:30	15:00	14:00	10:00	7:45	4:00
KAHS-AM										
SP '98	1:30	0:15	0:00	0:00	0:00	0:00	0:00	0:15	0:00	0:00
WI '98	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
+KXTA-AM										
SP '98	5:30	5:15	5:45	5:30	6:00	6:00	5:45	2:15	3:45	5:00
WI '98	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
KBIG-FM										
SP '98	6:15	6:30	7:00	6:30	5:30	5:30	5:30	7:30	7:45	7:00
WI '98	6:30	5:45	6:45	7:45	6:00	6:00	6:00	5:30	7:15	8:45
FA '97	6:15	6:15	6:15	6:30	5:15	5:15	6:15	7:15	7:00	6:45
SU '97	5:30	5:45	6:15	6:00	5:15	5:00	5:30	6:15	7:15	6:30
4-Book	6:15	6:00	6:30	6:45	5:30	5:30	5:45	6:45	7:15	7:15
SP '97	5:15	5:00	6:15	6:45	4:15	5:45	6:30	5:15	6:45	6:45
KBUA-FM										
SP '98	6:00	7:30	7:00	7:00	7:15	7:00	6:00	8:00	7:00	7:30
WI '98	6:00	6:15	6:45	6:00	7:00	7:45	5:45	5:45	6:00	6:15
FA '97	6:15	8:45	7:00	6:00	7:15	5:45	4:00	10:15	8:15	7:00
SU '97	3:15	3:15	2:45	3:15	2:15	3:00	3:30	5:00	2:15	2:45
4-Book	5:30	6:30	6:00	5:30	6:00	6:00	4:45	7:15	6:00	6:00
SP '97	8:00	6:30	7:45	10:15	7:30	8:00	5:00	5:00	7:30	12:15

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KBUE-FM										
SP '98	7:15	7:00	7:45	8:00	6:00	6:45	8:00	8:15	9:00	8:00
WI '98	7:30	7:00	8:30	9:00	7:15	9:45	10:00	6:15	7:15	8:15
FA '97	7:00	7:00	7:45	7:45	6:30	8:30	9:00	7:15	7:00	6:30
SU '97	6:00	5:45	6:45	7:45	4:45	5:45	6:15	7:00	7:45	9:15
4-Book	7:00	6:45	7:45	8:15	6:15	7:45	8:15	7:15	7:45	8:00
SP '97	7:15	6:30	7:00	7:30	5:30	6:15	6:15	8:00	7:45	8:45
KCBS-FM										
SP '98	5:30	5:45	6:00	6:00	5:30	6:00	6:15	5:45	5:45	5:15
WI '98	6:00	6:00	6:30	6:30	6:15	7:00	7:30	5:45	5:45	5:15
FA '97	6:00	5:00	6:15	7:00	6:00	7:15	8:00	3:45	4:45	5:45
SU '97	5:00	5:00	5:00	5:15	5:00	5:30	6:00	5:00	4:15	3:45
4-Book	5:45	5:30	6:00	6:15	5:45	6:30	7:00	5:00	5:15	5:00
SP '97	6:45	7:00	7:30	7:15	6:45	8:00	8:00	7:00	6:30	6:15
+KCMG-FM										
SP '98	6:45	6:45	7:15	7:15	5:45	7:00	7:30	7:30	7:45	6:45
WI '98	6:30	6:30	6:45	7:00	6:00	6:45	7:00	7:00	6:30	6:45
FA '97	4:15	4:45	5:00	4:15	5:45	5:15	3:45	4:00	4:30	4:30
SU '97	5:15	5:45	5:30	5:30	6:00	5:30	5:00	5:30	5:15	5:45
4-Book	5:45	6:00	6:15	6:00	6:00	6:15	5:45	6:00	6:00	6:00
SP '97	4:45	5:30	6:00	5:15	5:15	6:15	6:15	5:30	5:45	4:15
+KDIS-AM										
SP '98	3:15	3:00	3:00	3:00	1:15	2:30	2:45	3:45	3:30	3:00
WI '98	4:30	3:45	3:45	4:00	4:00	5:15	6:00	3:30	3:15	3:00
FA '97	**	**	**	**	**	**	**	**	**	**
SU '97	4:15	4:15	3:30	3:45	4:15	3:30	3:45	4:15	3:45	4:00
4-Book	**	**	**	**	**	**	**	**	**	**
SP '97	4:00	3:15	4:30	4:15	2:45	3:30	3:30	4:00	5:30	5:00
KFI -AM										
SP '98	8:45	8:30	8:15	8:30	8:45	8:45	9:00	8:15	8:00	8:00
WI '98	8:45	6:45	7:45	8:30	6:00	6:45	7:45	7:45	8:45	9:15
FA '97	8:45	7:15	8:00	8:30	8:00	8:45	9:15	6:30	7:15	7:45
SU '97	9:45	7:00	9:15	10:00	7:15	9:30	10:30	7:00	9:00	9:30
4-Book	9:00	7:30	8:15	9:00	7:30	8:30	9:15	7:30	8:15	8:45
SP '97	8:15	7:00	8:30	8:45	8:45	9:30	9:00	5:15	7:15	8:30
KFWB-AM										
SP '98	4:30	2:30	3:45	4:00	2:30	4:15	4:30	2:30	3:00	3:30
WI '98	4:45	2:45	3:30	4:30	3:00	3:45	4:45	2:45	3:15	4:15
FA '97	4:45	2:45	4:00	4:15	2:15	4:15	4:45	3:15	3:15	3:45
SU '97	4:15	2:30	3:30	4:15	2:45	3:45	4:15	2:15	3:15	4:15
4-Book	4:30	2:45	3:45	4:15	2:45	4:00	4:30	2:45	3:15	4:00
SP '97	4:45	3:00	3:45	4:00	3:15	3:45	4:15	2:30	3:45	3:45
KGIL-AM										
SP '98	7:00	0:45	3:30	4:45	0:45	1:15	2:30	0:00	7:15	7:15
WI '98	6:00	4:15	3:30	6:00	4:45	4:00	5:45	4:00	3:15	6:00
FA '97	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
KIEV-AM										
SP '98	7:00	4:45	5:45	6:30	3:30	4:45	5:30	7:00	8:00	8:15
WI '98	7:00	4:15	5:00	6:00	4:30	6:00	6:30	3:00	3:30	5:30
FA '97	6:30	9:15	5:30	5:45	10:00	6:45	5:45	6:00	4:00	6:00
SU '97	7:30	12:45	9:30	7:30	14:45	9:00	7:00	8:30	10:00	8:00
4-Book	7:00	7:45	6:30	6:30	8:15	6:45	6:15	6:15	6:30	7:00
SP '97	9:15	5:00	5:45	6:15	5:00	8:00	8:30	0:00	3:00	4:00
KIIS-FM										
SP '98	4:45	5:00	4:30	4:00	5:00	4:30	3:45	5:00	4:30	4:15
WI '98	5:15	5:00	5:00	5:00	5:30	5:00	5:00	5:00	5:00	5:00
FA '97	5:30	5:00	5:15	5:15	5:00	5:15	6:00	5:00	5:15	5:00
SU '97	5:15	5:00	5:15	5:45	5:15	6:00	7:00	4:30	4:45	5:00
4-Book	5:15	5:00	5:00	5:00	5:15	5:15	5:30	5:00	5:00	4:45
SP '97	5:15	5:30	5:15	5:30	5:30	5:15	5:45	5:30	5:30	5:15

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64	
KJLH-FM										
SP '98	8:30	7:15	10:30	11:00	6:15	8:45	9:30	8:00	12:00	12:00
WI '98	7:15	6:45	7:45	8:00	6:30	8:00	8:15	6:45	7:30	8:00
FA '97	8:00	8:30	8:45	9:00	9:00	6:30	7:45	8:15	9:45	9:45
SU '97	6:45	7:15	7:15	6:45	9:30	5:30	5:00	6:00	8:00	8:00
4-Book	7:45	7:30	8:30	8:45	7:45	7:15	7:45	7:15	9:15	9:30
SP '97	7:45	7:15	9:30	10:00	4:45	8:15	10:00	8:45	10:30	10:15
KKBT-FM										
SP '98	7:30	8:00	8:00	7:15	8:30	8:00	8:15	7:30	8:00	6:15
WI '98	8:15	9:30	10:15	9:00	9:15	11:00	9:00	9:45	9:45	9:00
FA '97	8:30	8:45	9:45	10:15	8:00	9:45	11:00	9:45	9:45	9:45
SU '97	8:00	9:00	9:15	7:30	9:45	10:00	7:30	8:15	8:45	7:45
4-Book	8:00	8:45	9:15	8:30	9:00	9:45	9:00	8:45	9:00	8:15
SP '97	8:45	9:30	9:45	9:45	9:30	11:15	12:00	9:45	8:30	7:45
KKGO-FM										
SP '98	7:00	4:45	5:45	6:45	5:30	5:45	7:00	3:45	5:45	6:45
WI '98	6:15	3:45	5:30	6:30	4:15	5:45	6:45	3:15	5:00	6:30
FA '97	6:45	5:00	6:15	7:00	4:45	6:45	7:30	5:15	5:45	6:15
SU '97	6:00	3:30	5:15	6:15	2:15	4:45	6:00	4:15	5:30	6:30
4-Book	6:30	4:15	5:45	6:45	4:15	5:45	6:45	4:15	5:30	6:30
SP '97	6:15	3:00	5:30	6:00	3:00	6:30	6:45	3:00	5:00	5:30
KKHJ-AM										
SP '98	7:45	8:15	8:00	8:15	9:30	10:15	10:00	7:15	5:15	6:30
WI '98	7:00	7:00	7:15	6:45	6:45	7:30	7:15	8:00	7:00	6:30
FA '97	6:15	6:15	6:15	7:00	7:00	6:45	5:45	5:00	5:30	8:15
SU '97	7:30	7:45	6:45	6:30	8:30	7:00	6:15	6:00	6:30	6:30
4-Book	7:15	7:15	7:00	7:15	8:00	8:00	7:15	6:30	6:00	7:00
SP '97	6:30	6:45	7:00	7:15	7:00	7:30	8:00	6:15	6:00	6:15
KKLA-FM										
SP '98	7:15	6:30	7:15	7:30	6:15	7:30	8:00	7:15	7:15	7:15
WI '98	6:30	5:45	6:30	6:30	5:45	7:00	7:30	5:30	6:00	5:15
FA '97	5:00	3:45	4:30	5:15	5:30	5:00	5:00	2:15	3:45	5:15
SU '97	6:45	4:30	7:30	8:15	5:45	10:30	10:45	3:30	5:15	6:30
4-Book	6:30	5:15	6:30	7:00	5:45	7:30	7:45	4:45	5:30	6:00
SP '97	6:45	6:45	6:15	6:30	9:30	8:15	7:30	4:30	4:30	5:45
KLAC-AM										
SP '98	6:45	2:00	4:30	6:15	2:15	3:45	5:30	1:30	5:15	7:15
WI '98	8:00	5:00	5:30	6:30	6:15	4:30	5:30	2:15	6:45	8:00
FA '97	8:15	5:45	5:00	5:45	4:00	5:00	5:45	6:30	5:00	6:00
SU '97	9:15	5:00	5:30	8:00	3:00	5:00	8:30	5:45	5:45	7:30
4-Book	8:00	4:30	5:15	6:45	4:00	4:30	6:15	4:00	5:45	7:15
SP '97	8:30	3:45	5:15	6:30	2:45	3:45	5:45	5:15	6:45	7:30
KLAX-FM										
SP '98	9:45	10:00	9:45	10:00	10:00	9:45	9:30	10:00	9:45	10:45
WI '98	9:30	10:30	10:15	9:30	10:30	10:45	10:30	10:45	9:45	8:45
FA '97	7:30	7:15	8:30	8:30	7:30	9:15	10:30	7:00	7:45	7:00
SU '97	7:15	7:00	8:15	8:45	6:30	7:00	7:15	7:45	9:30	10:15
4-Book	8:30	8:45	9:15	9:15	8:45	9:15	9:30	9:00	9:15	9:15
SP '97	7:30	7:45	8:15	8:30	7:30	8:15	8:15	8:00	8:15	8:45
KLOS-FM										
SP '98	7:00	5:45	7:45	8:30	6:00	8:00	8:45	5:15	7:30	8:15
WI '98	6:30	6:15	7:15	7:15	7:30	8:30	8:15	4:00	5:00	5:45
FA '97	6:30	5:45	7:00	8:00	6:45	8:15	9:15	4:00	5:00	6:00
SU '97	5:30	4:45	6:30	7:00	5:15	7:30	8:00	3:45	4:45	5:30
4-Book	6:30	5:45	7:15	7:45	6:30	8:00	8:30	4:15	5:30	6:30
SP '97	6:00	5:45	7:00	7:00	5:45	7:00	7:30	5:30	6:45	6:15
KLSX-FM										
SP '98	7:15	7:15	7:45	7:30	8:15	8:30	8:15	5:45	6:15	6:00
WI '98	7:15	8:15	7:45	7:00	9:45	8:45	7:30	4:45	5:30	6:00
FA '97	8:15	9:00	8:30	7:45	10:15	9:15	8:30	7:00	7:00	6:15
SU '97	7:45	8:00	8:15	7:45	9:30	10:15	9:30	5:00	5:15	5:00
4-Book	7:45	8:15	8:00	7:30	9:30	9:15	8:30	5:45	6:00	5:45
SP '97	7:15	6:45	7:30	8:15	7:45	8:15	8:45	4:30	6:00	7:15

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KLVE-FM										
SP '98	11:30	11:15	12:45	12:45	11:15	11:30	10:45	11:15	13:30	14:15
WI '98	10:15	9:45	11:45	11:45	8:45	11:00	11:30	10:45	12:30	12:00
FA '97	11:15	11:00	12:30	12:45	10:30	10:45	10:45	11:30	13:45	14:15
SU '97	10:45	11:00	11:15	11:15	9:00	9:15	9:00	12:45	13:15	13:00
4-Book	11:00	10:45	12:00	12:15	10:00	10:45	10:30	11:30	13:15	13:30
SP '97	11:00	10:45	11:30	12:15	11:00	10:30	10:45	10:30	12:30	13:45
KLYY-FM										
SP '98	3:30	4:00	4:15	3:15	4:30	5:00	4:15	3:15	3:15	2:00
WI '98	3:30	3:45	4:00	3:15	3:45	4:00	4:00	3:45	4:00	2:30
FA '97	3:45	3:45	4:15	4:30	4:15	5:15	6:15	3:15	3:00	2:15
SU '97	4:45	5:00	5:45	4:30	5:30	6:45	5:15	4:15	4:30	3:15
4-Book	4:00	4:15	4:30	4:00	4:30	5:15	5:00	3:45	3:45	2:30
SP '97	4:00	4:15	4:00	3:30	4:45	4:30	3:30	3:30	3:30	3:15
KNX -AM										
SP '98	5:15	2:45	4:00	4:45	3:00	4:30	5:15	2:45	3:00	3:45
WI '98	5:00	2:45	4:15	5:15	2:45	3:45	5:00	3:00	5:00	5:30
FA '97	4:30	3:00	3:45	4:45	3:45	4:00	5:00	1:45	3:15	4:30
SU '97	5:15	3:15	4:00	4:45	2:45	3:45	4:45	3:45	4:00	4:30
4-Book	5:00	3:00	4:00	5:00	3:00	4:00	5:00	2:45	3:45	4:30
SP '97	4:45	2:15	4:00	5:00	2:30	4:00	4:45	2:00	4:00	5:15
KOST-FM										
SP '98	6:00	5:45	6:30	6:15	6:00	6:15	6:15	5:45	6:45	6:30
WI '98	6:30	6:30	7:00	7:30	6:45	6:15	6:30	6:15	7:45	8:15
FA '97	6:45	5:45	7:15	7:45	6:15	7:15	7:15	5:30	7:15	8:00
SU '97	6:15	4:45	6:45	8:15	5:00	6:30	7:30	4:45	7:00	9:00
4-Book	6:30	5:45	7:00	7:30	6:00	6:30	7:00	5:30	7:15	8:00
SP '97	6:30	5:45	6:30	7:15	5:45	6:30	7:00	5:45	6:30	7:15
KPWR-FM										
SP '98	6:00	6:15	4:45	3:30	6:45	4:45	3:45	5:30	4:30	3:15
WI '98	6:00	6:00	5:00	4:00	6:45	5:30	4:00	5:15	4:15	4:00
FA '97	6:15	6:30	5:30	5:00	7:00	5:45	5:30	5:30	5:15	4:45
SU '97	6:15	6:00	5:15	4:45	6:15	5:15	4:15	5:30	5:30	5:15
4-Book	6:15	6:15	5:15	4:15	6:45	5:15	4:30	5:30	5:00	4:15
SP '97	6:00	6:00	4:45	3:45	6:15	5:15	4:15	5:15	4:15	3:30
KRLA-AM										
SP '98	5:15	3:45	5:15	6:00	4:30	4:00	5:00	3:15	6:45	7:30
WI '98	5:30	5:30	4:15	5:00	6:00	4:45	5:30	4:30	3:45	4:45
FA '97	5:15	5:45	5:45	5:30	4:45	5:15	5:15	6:45	6:45	5:45
SU '97	6:45	7:45	7:00	6:45	7:30	6:45	6:30	8:00	7:00	7:00
4-Book	5:45	5:45	5:30	5:45	5:45	5:15	5:30	5:45	6:00	6:15
SP '97	6:45	6:00	8:30	8:45	6:15	10:30	11:00	5:30	6:45	6:30
KROQ-FM										
SP '98	6:15	6:30	6:15	5:15	7:15	7:15	5:30	5:15	4:45	5:00
WI '98	6:30	6:45	6:15	5:45	7:15	7:30	7:15	6:00	4:45	3:30
FA '97	5:45	6:00	6:00	5:00	6:45	6:30	5:00	5:15	5:30	5:00
SU '97	7:00	7:00	6:45	6:00	7:15	7:15	6:45	6:45	6:15	5:15
4-Book	6:30	6:30	6:15	5:30	7:15	7:15	6:15	5:45	5:15	4:45
SP '97	7:15	8:00	7:30	5:00	8:30	7:45	4:30	7:30	7:15	5:45
KRRA-AM										
SP '98	11:00	4:45	10:15	15:30	3:15	8:30	15:30	8:15	11:45	15:30
WI '98	**	**	**	**	**	**	**	**	**	**
FA '97	6:15	5:45	6:45	7:00	7:45	5:45	3:00	3:15	7:30	10:15
SU '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '97	8:15	5:00	11:30	13:00	5:15	14:30	15:30	5:00	8:45	9:45
KRTH-FM										
SP '98	5:45	5:30	6:30	6:30	7:15	6:45	6:45	4:15	6:15	6:15
WI '98	5:45	4:30	6:00	6:30	5:00	6:00	6:30	4:00	5:45	6:30
FA '97	6:30	5:30	7:00	7:15	5:30	8:15	8:45	5:30	6:00	6:15
SU '97	6:00	5:00	6:30	7:15	5:00	7:00	8:15	5:00	6:00	6:15
4-Book	6:00	5:15	6:30	7:00	5:45	7:00	7:30	4:45	6:00	6:15
SP '97	5:45	5:00	6:15	6:45	5:00	6:00	6:30	5:00	6:45	7:00

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KSCA-FM										
SP '98	12:15	12:00	13:15	14:15	11:30	12:00	12:30	12:30	15:00	16:15
WI '98	12:15	12:00	14:15	14:15	12:00	14:30	14:45	11:45	14:00	14:00
FA '97	12:00	12:45	13:30	12:15	13:30	13:45	12:30	11:30	13:15	12:00
SU '97	10:30	11:00	11:30	11:15	11:15	11:15	10:30	10:30	12:00	12:15
4-Book	11:45	12:00	13:15	13:00	12:00	13:00	12:30	11:30	13:30	13:45
SP '97	10:45	11:00	11:45	11:45	11:15	11:30	11:15	10:45	12:15	12:15
KSSE-FM										
SP '98	7:15	8:00	6:45	6:15	8:15	7:45	7:15	7:30	6:00	5:30
WI '98	8:00	9:00	6:45	5:30	9:00	7:15	5:45	8:45	6:00	5:00
FA '97	7:15	8:00	7:15	6:15	9:00	7:45	5:00	7:00	6:30	7:15
SU '97	7:15	8:00	6:30	4:30	7:45	6:30	5:15	8:30	6:15	3:45
4-Book	7:30	8:15	6:45	5:45	8:30	7:15	5:45	8:00	6:15	5:30
SP '97	7:00	7:30	6:45	5:15	6:45	5:45	4:00	8:00	7:45	6:30
KTNQ-AM										
SP '98	11:30	10:30	12:15	12:45	11:30	13:30	13:00	8:30	10:15	12:15
WI '98	10:45	9:15	11:15	12:00	9:00	11:00	11:45	9:30	11:30	12:45
FA '97	10:15	10:00	11:15	11:15	10:45	11:30	11:30	8:45	10:45	10:45
SU '97	10:15	9:30	10:30	11:15	10:30	11:30	11:30	7:00	9:00	11:00
4-Book	10:45	9:45	11:15	11:45	10:30	12:00	12:00	8:30	10:30	11:45
SP '97	12:15	11:30	12:45	13:45	11:45	12:30	12:30	11:15	13:15	15:15
KTWV-FM										
SP '98	8:30	6:30	8:45	9:30	4:00	7:30	8:15	8:00	9:45	10:30
WI '98	8:00	7:30	8:15	8:00	8:30	8:30	8:15	6:30	7:45	7:30
FA '97	8:15	7:30	8:45	8:45	9:15	8:15	7:30	6:15	9:00	10:00
SU '97	8:15	6:45	8:15	9:00	5:45	7:45	8:00	7:30	9:00	10:00
4-Book	8:15	7:00	8:30	8:45	7:00	8:00	8:00	7:00	9:00	9:30
SP '97	8:30	7:30	9:00	9:00	7:30	8:45	8:45	7:45	9:15	9:15
KWKW-AM										
SP '98	9:30	10:30	8:45	8:00	12:30	10:00	7:00	7:45	6:30	9:30
WI '98	8:30	7:30	7:30	7:30	8:00	6:30	4:45	6:45	9:00	10:30
FA '97	9:15	8:45	10:00	9:00	8:00	9:45	10:00	10:00	10:00	8:00
SU '97	10:45	5:45	8:45	10:45	7:15	11:00	11:45	3:30	6:15	9:30
4-Book	9:30	8:15	8:45	8:45	9:00	9:15	8:30	7:00	8:00	9:30
SP '97	8:15	7:15	9:15	9:30	7:15	7:00	7:00	6:45	12:15	12:45
KWVE-FM										
SP '98	5:00	4:45	5:15	5:30	5:15	5:30	5:15	4:30	5:00	5:45
WI '98	4:45	3:45	5:00	5:30	4:15	4:45	4:30	3:30	5:15	6:00
FA '97	5:30	6:15	5:45	5:30	7:45	5:30	5:15	5:15	5:45	5:45
SU '97	7:15	6:30	7:30	7:45	7:45	8:00	8:15	5:30	7:15	7:15
4-Book	5:45	5:15	6:00	6:00	6:15	6:00	5:45	4:45	5:45	6:15
SP '97	5:00	4:15	5:30	5:30	3:00	4:30	4:45	6:00	6:15	6:00
KYSR-FM										
SP '98	5:15	5:45	5:45	5:15	5:30	5:45	5:45	5:45	5:45	4:45
WI '98	5:30	6:15	6:00	5:15	6:30	6:15	5:30	6:00	5:45	4:45
FA '97	5:45	6:00	5:45	5:45	5:15	6:30	6:45	6:30	5:15	4:45
SU '97	5:15	5:45	5:45	5:15	5:00	5:15	5:15	6:15	6:15	5:15
4-Book	5:30	6:00	5:45	5:30	5:30	6:00	5:45	6:15	5:45	5:00
SP '97	5:45	5:45	6:15	6:45	6:00	6:45	7:30	5:30	6:00	6:00
KZLA-FM										
SP '98	8:45	7:15	9:00	9:15	5:15	9:15	10:30	8:15	9:00	8:15
WI '98	7:45	7:00	7:30	8:15	7:30	7:30	8:00	6:30	7:30	8:45
FA '97	8:30	6:45	8:45	9:15	6:00	8:15	9:15	7:30	9:15	9:15
SU '97	9:15	7:15	9:30	10:30	8:30	10:00	10:00	6:30	9:00	10:45
4-Book	8:30	7:00	8:45	9:15	6:45	8:45	9:30	7:15	8:45	9:15
SP '97	9:00	6:45	9:45	10:45	6:00	9:30	10:00	7:00	10:00	11:30
KFRG-FM										
SP '98	4:45	4:45	3:30	4:45	6:00	3:00	5:15	3:30	4:00	4:15
WI '98	**	**	**	**	**	**	**	**	**	**
FA '97	4:45	4:00	4:00	5:45	3:30	3:45	7:45	4:30	4:15	4:15
SU '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KXFG-FM										
SP '98	2:30	0:00	2:00	2:30	0:00	0:00	0:00	0:00	2:00	2:30
WI '98	**	**	**	**	**	**	**	**	**	**
FA '97	**	**	**	**	**	**	**	**	**	**
SU '97	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '97	**	**	**	**	**	**	**	**	**	**
XTRA-AM										
SP '98	5:45	6:15	6:00	5:45	6:30	6:30	6:30	1:45	1:15	2:00
WI '98	6:00	6:15	6:00	6:00	6:30	6:30	6:45	3:30	2:00	2:30
FA '97	5:30	5:00	5:15	5:00	5:15	5:30	5:15	2:00	3:00	3:30
SU '97	6:15	5:45	6:15	7:15	6:15	6:45	7:45	3:45	2:30	2:15
4-Book	6:00	5:45	6:00	6:00	6:15	6:15	6:30	2:45	2:15	2:30
SP '97	6:00	7:45	6:30	5:30	7:45	6:30	5:45	6:45	5:15	3:45

** Station(s) not reported this survey.

*Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Notations

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KABC-AM	KACD-FM	KBCD-FM	KACE-FM	KRTO-FM	KAHS-AM	KXTA-AM	KBIG-FM	KBUA-FM	KBUE-FM	KCBS-FM	KCMG-FM	KDIS-AM	KFI-AM	KFWB-AM	KGIL-AM	KIEV-AM	KIIS-FM	KJLH-FM	KKBT-FM	KKGO-FM
Cume Pers. (00)	6672	2165	734	2147	494	47	2746	9021	383	4830	9110	9957	2244	9733	8600	1327	1320	14658	3739	11065	5696
KABC-AM	100	4		5			22	5		1	6	3	10	33	14	30	53	3	3	1	16
KACD-FM	1	100		1	2			3		2	3	4	2	1	2	3	1	5	2	3	3
KBCD-FM			100					1		1	1	1		1				2		2	1
KACE-FM	1	1		100	31		2	2		1	1	6	3	1	2	2	1	2	20	8	2
KRTO-FM				7	100		1	1			1	2						1	3	2	
KAHS-AM						100										1					
KXTA-AM	9		2	3	3		100	3		4	2	7	6	6	7	7	10	2	2	1	3
KBIG-FM	7	14	16	10	23		9	100	6	4	16	16	12	10	10	8	7	20	5	8	11
KBUA-FM								100													
KBUE-FM		4	7	3	2			55	100	4	1	4	4	1	1			4	2	4	1
KCBS-FM	8	11	16	6	12		14	16	1	100	14	12	10	11	8		6	9	2	6	11
KCMG-FM	4	20	16	27	41	68	8	17	10	8	15	100	9	5	8	1	4	17	24	24	6
KDIS-AM	3	2		3			6	3	3	2	3	2	100	4	3	3	2	2	3	2	2
KFI-AM	48	5	8	4	3	33	21	11	1	11	5	16	100	4	20	22	65	5	4	4	18
KFWB-AM	18	7	2	9	15	33	22	9	1	10	7	12	18	100	100	20	22	5	4	4	16
KGIL-AM	6	2		1		32	3	1		1	1	2	3	3	100	14			1		6
KIEV-AM	11	1		1			5	1		1	1	1	9	3	14	100					2
KIIS-FM	6	36	39	12	24		10	32	18	12	14	25	15	8	9	4	1	100	11	25	9
KJLH-FM	2	4	1	35	24	33	3	2	1	1	9	4	1	2	2		3	100	60	20	2
KKBT-FM	1	16	23	39	35	33	5	9	13	9	7	27	12	4	5	2	3	19	100	100	3
KKGO-FM	13	8	7	5		32	7	7		1	7	3	10	10	10	25	10	4	4	1	100
KKHJ-AM	1	1		2	3			1	6	6	1	1	3	3	1	3	1	1	1	1	
KKLA-FM	2			3	12		1	3		1	1	1	2	2	3	1	1	1	2	1	2
KLAC-AM	24	4		5		25	6		1	6	5	9	19	13	47	50	2	5	3		15
KLAX-FM	1	7	6	1	10		1	3	13	49	2	8	8	1	1		1	4		4	1
KLOS-FM	7	10	6	10	13		13	10	4	2	35	8	12	9	8	6	6	5	1	4	6
KLSX-FM	10	9	17	6	13		13	8		1	18	8	4	11	7	3	11	6	2	5	4
KLVE-FM	1	10	10	7	10		3	8	48	40	4	10	9	3	2	2	1	9	3	4	4
KLYY-FM	1	14	22	5	19		7	10		2	16	8	5	4	4	6	1	9	1	5	5
KNX-AM	27	5	6	12	10		29	9	4	2	11	6	20	21	28	28	28	5	6	4	19
KOST-FM	10	15	18	12	18	35	9	44	7	4	19	21	12	12	15	7	2	26	12	12	16
KPWR-FM	1	26	37	32	27		8	13	12	23	8	31	16	2	3	1	1	33	38	61	3
KRLA-AM	4	3	4	4	2		17	3		2	6	6	2	4	6	3	7	3	2	4	4
KROQ-FM	4	17	23	8	13		16	15	4	3	28	13	9	6	6	6		19	3	11	9
KRRR-AM	1			3			1		4												
KRTH-FM	12	13	9	13	18		12	22	8	9	23	24	16	13	14	13	8	19	6	10	16
KSCA-FM	1	11	8	4	8		1	5	45	48	2	9	8	1	1	2		6	2	4	1
KSSE-FM		9	5	1	2		1	2		14	1	4	4	2	2			4	1	2	2
KTNO-AM	1	2		1	3		2	13		11	2	2	3	1		1	1	1	1	1	
KTWV-FM	9	11	6	24	29		4	13		3	12	16	8	10	14	10	12	9	30	14	15
KWKV-AM	2	2		1		35	7	1	7	10	2	1	3	1	1	1	4				1
KWVE-FM	1			2			1	2	3	2	1	1	2	2	2		1				2
KYSR-FM	5	24	26	8	12		19	25	9	3	32	17	16	9	9	4		25	4	10	12
KZLA-FM	8	2	2	5			11	6		3	10	3	10	9	9	9	5	5		2	5
KFRG-FM		1	2		3		3	1			2	1	2	1	3			2		1	2
KXFG-FM																					
XTRA-AM	5		2	3			21	2			4	2	3	4	5	1	7	1	1	2	2

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KKHJ-AM	KKLA-FM	KLAC-AM	KLAX-FM	KLOS-FM	KLSX-FM	KLVE-FM	KLYY-FM	KNX-AM	KOST-FM	KPWR-FM	KRLA-AM	KROQ-FM	KRRA-AM	KRTH-FM	KSCA-FM	KSSE-FM	KTNQ-AM	KTWV-FM	KWKW-AM	KWVE-FM
Cume Pers. (00)	1753	1649	6849	7804	7798	6448	11702	5893	9748	11577	14044	2798	11353	735	12126	10075	3915	4169	8358	2186	1637
KABC-AM	3	8	23	1	6	10	1	1	18	6	1	11	2	5	7	1	5	2	7	6	4
KACD-FM	1		1	2	3	3	2	5	1	3	4	2	3		2	2		1	3	2	
KBCD-FM				1	1	2	1	3		1	2	1	2		1	1	1		1	1	
KACE-FM	2	4	2		3	2	1	2	3	2	5	3	2		2	1		1	6	1	3
KRTD-FM	1	4		1	1	1		2	1	1	1		1	2	1				2		
KAHS-AM																				1	8
KXTA-AM		2	10		5	6	1	3	8	2	2	17	4	2	3		1		1		2
KBIG-FM	4	14	7	3	11	11	6	15	8	34	8	11	12		16	4	5	4	14	3	10
KBUA-FM	1			1			2									2		1		1	1
KBUE-FM	18		1	30	1		17	2	1	2	8	4	1	26	4	23	18	13	2	21	7
KCBS-FM	4	6	8	2	41	26	3	25	10	15	5	18	22	3	18	2	3	4	13	6	5
KCMG-FM	5	7	7	11	10	12	9	13	6	18	22	22	12		20	9	11	6	19	6	4
KDIS-AM	3	3	3	2	3	1	2	2	5	2	2	2	2	1	3	2	2	1	2	3	3
KFI -AM	1	14	28	1	11	17	2	6	21	10	1	12	5		11	1		2	12	4	10
KFWB-AM	4	16	17	1	8	10	2	6	25	11	2	17	5		10			1	14	5	11
KGIL-AM	2	1	9		1	1		1	4	1		1	1		1				2	1	
KIEV-AM		1	10		1	2			4			3			1				2	2	1
KIIS-FM	6	10	5	8	10	13	12	23	8	33	34	17	25	2	23	8	16	4	16	3	11
KJLH-FM		5	3		1	1	1	1	2	4	10	3	1		2	1			13		2
KKBT-FM	5	8	4	6	5	9	4	10	5	11	48	14	11		9	5	7	2	19	1	2
KKGO-FM	1	7	12		5	4	2	5	11	8	1	8	4	2	7	1	3		10	3	7
KKHJ-AM	100		1	6		7	7	1	1	1	1	2		12	1	8		13	1	19	1
KKLA-FM		100	2		3	1	1	1	2	1	1	2	1		2	1			2		24
KLAC-AM	3	9	100	2	4	7	2	2	18	7	2	17	3	4	7	1		1	9	7	5
KLAX-FM	28		2	100	1	2	25	1	1	3	12	5	2	48	5	40	30	29	1	30	8
KLOS-FM	1	13	5	1	100	31	2	26	9	9	4	12	23	3	10	1	4	2	10	3	8
KLSX-FM	2	4	7	1	25	100	1	19	9	5	4	9	18		8	1	2	2	6	2	2
KLVE-FM	48	6	3	37	3	1	100	5	2	10	11	5	5	42	11	42	57	42	5	33	14
KLYY-FM		5	2	1	20	17	3	100	4	7	7	6	40		5	1	5	2	4	3	5
KNX -AM	4	14	25	1	11	14	2	7	100	9	3	17	6	4	10	1	2	1	13	5	6
KOST-FM	4	10	11	4	14	9	14	10	100	12	11	11	11	2	21	6	12	6	21	8	12
KPWR-FM	9	7	4	22	6	9	13	17	4	15	100	18	19	12	15	17	24	7	12	6	6
KRLA-AM	3	3	7	2	4	4	1	3	5	3	4	100	2	2	6	1	1	1	3	5	1
KROQ-FM	2	5	4	2	33	31	5	77	7	11	15	9	100		14	2	6	2	7	1	7
KRRA-AM	5		4			3					1	1		100		3	2	7	4	1	1
KRTH-FM	9	15	13	7	16	15	11	11	12	22	13	27	15	7	100	8	9	8	14	9	15
KSCA-FM	46	1	2	52	1	2	36	2	1	5	12	4	2	46	7	100	32	44	2	22	9
KSSE-FM	13	3		15	2	1	19	4	1	4	7	1	2	8	3	13	100	11	1	10	2
KTNQ-AM	30		1	16	1	1	15	1	1	2	2	2	1	41	3	18	12	100	1	28	5
KTWV-FM	4	12	11	2	10	8	4	5	11	15	7	9	5		10	1	1	2	100	5	14
KWKW-AM	24		2	8	1	1	6	1	1	1	1	4		13	2	5	6	15	1	100	4
KWVE-FM	1	24	1	2	2	2	2	1	1	2	1	1	1	2	2	1	1	2	3	3	100
KYSR-FM	2	7	4	3	31	23	5	43	9	20	12	9	39		16	3	9	3	14	2	7
KZLA-FM	2	9	12	2	9	6	2	3	8	9	2	7		3	8	2	1	1	5	7	1
KFRG-FM			2	1	2			2	2	1	1	1	1		2		1		1		
KXFG-FM																					
XTRA-AM		2	5		6	8		3	6	1	1	7	2		2				2	3	2

Cume Duplication Percent

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

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

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr	
	(00)	%	AOH (00)	Cume (00)	Cume (00)		(00)	%	AOH (00)	Cume (00)	Cume (00)		(00)	%	AOH (00)	Cume (00)	Cume (00)	
	KABC-AM	436	7	222	1639		6805	KIEV-AM	14	1	3		71	1346	KRLA-AM	94	3	11
KACD-FM	72	3	20	399	2223	KIIS-FM	743	5	71	1403	14780	KROQ-FM	483	4	74	1711	11402	
KBCD-FM	25	3	2	73	734	KJLH-FM	161	4	94	1159	3845	KRRA-AM	144	20	8	125	759	
KACE-FM	171	8	29	341	2162	KKBT-FM	763	7	118	1891	11094	KRTH-FM	563	5	47	1082	12195	
KRTO-FM			4	102	494	KKGD-FM	268	5	56	495	5746	KSCA-FM	1204	12	170	2429	10157	
KAHS-AM					47	KKHJ-AM	82	5	29	391	1806	KSSE-FM	141	4	33	444	3957	
KXTA-AM	26	1	7	161	2761	KKLA-FM	14	1	5	122	1660	KTNQ-AM	313	8	100	1059	4231	
KBIG-FM	387	4	39	792	9106	KLAC-AM	520	8	60	666	6876	KTWV-FM	507	6	59	862	8379	
KBUA-FM	14	4	2	44	383	KLAX-FM	711	9	63	1131	7816	KWKW-AM	89	4	40	444	2200	
KBUE-FM	161	3	44	850	4895	KLOS-FM	266	3	56	1021	7891	KWVE-FM	122	7	15	230	1687	
KCBS-FM	337	4	59	942	9144	KLSX-FM	236	4	61	925	6506	KYSR-FM	291	3	49	1120	11689	
KCMG-FM	302	3	86	1469	10120	KLVE-FM	1484	13	167	2012	11806	KZLA-FM	569	10	71	923	5838	
KDIS-AM	101	4	12	125	2267	KLYY-FM	23		18	476	5907	KFRG-FM	68	5	9	170	1356	
KFI -AM	514	5	135	1489	9831	KNX -AM	684	7	156	2052	9993	KXFG-FM				11	24	
KFVB-AM	528	6	136	1701	8825	KOST-FM	464	4	109	1738	11711							
KGIL-AM	57	4	5	158	1342	KPWR-FM	534	4	123	2172	14095	XTRA-AM	89	4	5	153	2158	
												TOTALS				3134	30564	94770

* Listener estimates adjusted for reported broadcast schedule.

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

Ethnic Composition

Persons 12+													
Monday-Sunday 6AM-MID													
	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KABC-AM							KGIL-AM						
Total	499	100	.5	6672	100	6.7	Total	73	100	.1	1327	100	1.3
Black	30	6	.4	271	4	3.4	Black	1	1		61	5	.8
Hispanic	24	5	.1	449	7	1.2	Hispanic	11	15		120	9	.3
KACD-FM							KIEV-AM						
Total	98	100	.1	2165	100	2.2	Total	74	100	.1	1320	100	1.3
Black	2	2		26	1	.3	Black	4	5	.1	48	4	.6
Hispanic	53	54	.1	1119	52	3.1	Hispanic	12	16		183	14	.5
KBCD-FM							KIIS-FM						
Total	25	100		734	100	.7	Total	563	100	.6	14658	100	14.8
Black							Black	23	4	.3	558	4	7.0
Hispanic	8	33		253	34	.7	Hispanic	225	40	.6	5292	36	14.5
KACE-FM							KJLH-FM						
Total	113	100	.1	2147	100	2.2	Total	253	100	.3	3739	100	3.8
Black	80	71	1.0	1260	59	15.8	Black	228	90	2.9	3022	81	37.9
Hispanic	15	13		418	19	1.1	Hispanic	16	6		348	9	1.0
KRTO-FM							KBKT-FM						
Total	12	100		494	100	.5	Total	652	100	.7	11065	100	11.2
Black	4	32	.1	183	37	2.3	Black	368	56	4.6	4392	40	55.1
Hispanic	5	40		189	38	.5	Hispanic	126	19	.3	3232	29	8.8
KAHS-AM							KKGD-FM						
Total	1	100		47	100		Total	315	100	.3	5696	100	5.7
Black							Black	5	2	.1	127	2	1.6
Hispanic		46		17	35		Hispanic	35	11	.1	728	13	2.0
KXTA-AM							KKHJ-AM						
Total	119	100	.1	2746	100	2.8	Total	108	100	.1	1753	100	1.8
Black	11	9	.1	164	6	2.1	Black				18	1	.2
Hispanic	22	19	.1	471	17	1.3	Hispanic	106	97	.3	1658	95	4.5
KBIG-FM							KKLA-FM						
Total	446	100	.4	9021	100	9.1	Total	95	100	.1	1649	100	1.7
Black	10	2	.1	261	3	3.3	Black	16	17	.2	262	16	3.3
Hispanic	122	27	.3	2149	24	5.9	Hispanic	17	18		315	19	.9
KBUA-FM							KLAC-AM						
Total	18	100		383	100	.4	Total	365	100	.4	6849	100	6.9
Black							Black	12	3	.2	325	5	4.1
Hispanic	16	85		334	87	.9	Hispanic	39	11	.1	807	12	2.2
KBUE-FM							KLAX-FM						
Total	274	100	.3	4830	100	4.9	Total	601	100	.6	7804	100	7.9
Black				16		.2	Black						
Hispanic	271	99	.7	4589	95	12.6	Hispanic	588	98	1.6	7595	97	20.8
KCBS-FM							KLDS-FM						
Total	406	100	.4	9110	100	9.2	Total	434	100	.4	7798	100	7.9
Black	4	1	.1	169	2	2.1	Black	4	1	.1	123	2	1.5
Hispanic	109	27	.3	1907	21	5.2	Hispanic	73	17	.2	1410	18	3.9
KCMG-FM							KLSX-FM						
Total	534	100	.5	9957	100	10.0	Total	369	100	.4	6448	100	6.5
Black	105	20	1.3	1542	15	19.3	Black	8	2	.1	181	3	2.3
Hispanic	310	58	.8	5126	51	14.0	Hispanic	82	22	.2	1096	17	3.0
KDIS-AM							KLVE-FM						
Total	59	100	.1	2244	100	2.3	Total	1069	100	1.1	11702	100	11.8
Black	3	5		139	6	1.7	Black	3			46		.6
Hispanic	22	37	.1	767	34	2.1	Hispanic	1058	99	2.9	11396	97	31.2
KFI -AM							KLYY-FM						
Total	667	100	.7	9733	100	9.8	Total	169	100	.2	5893	100	5.9
Black	38	6	.5	515	5	6.5	Black	1			115	2	1.4
Hispanic	65	10	.2	1104	11	3.0	Hispanic	54	32	.1	1689	29	4.6
KFWB-AM							KNX -AM						
Total	316	100	.3	8600	100	8.7	Total	399	100	.4	9748	100	9.8
Black	28	9	.4	773	9	9.7	Black	43	11	.5	809	8	10.1
Hispanic	45	14	.1	1197	14	3.3	Hispanic	48	12	.1	1043	11	2.9

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



Ethnic Composition

Persons 12+

Monday-Sunday 6AM-MID

	AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg		AQH (00)	AQH %	AQH Rtg	Cume (00)	Cume %	Cume Rtg
KOST-FM							KTVV-FM						
Total	559	100	.6	11577	100	11.7	Total	564	100	.6	8358	100	8.4
Black	22	4	.3	411	4	5.2	Black	168	30	2.1	1935	23	24.3
Hispanic	133	24	.4	3110	27	8.5	Hispanic	148	26	.4	1747	21	4.8
KPWR-FM							KWKV-AM						
Total	669	100	.7	14044	100	14.2	Total	163	100	.2	2186	100	2.2
Black	120	18	1.5	2471	18	31.0	Black	153	94	.4	1937	89	5.3
Hispanic	405	61	1.1	7337	52	20.1	Hispanic						
KRLA-AM							KWVE-FM						
Total	116	100	.1	2798	100	2.8	Total	66	100	.1	1637	100	1.7
Black	4	4	.1	159	6	2.0	Black	3	5		74	4	.9
Hispanic	49	42	.1	1084	39	3.0	Hispanic	21	31	.1	623	38	1.7
KROQ-FM							KYSR-FM						
Total	556	100	.6	11353	100	11.4	Total	484	100	.5	11626	100	11.7
Black	8	1	.1	257	2	3.2	Black	6	1	.1	181	2	2.3
Hispanic	135	24	.4	2904	26	7.9	Hispanic	108	22	.3	2694	23	7.4
KRRA-AM							KZLA-FM						
Total	64	100	.1	735	100	.7	Total	398	100	.4	5813	100	5.9
Black							Black	12	3	.2	131	2	1.6
Hispanic	64	100	.2	707	96	1.9	Hispanic	63	16	.2	903	16	2.5
KRTH-FM							KFRG-FM						
Total	554	100	.6	12126	100	12.2	Total	52	100	.1	1356	100	1.4
Black	38	7	.5	331	3	4.2	Black				20	2	.3
Hispanic	180	33	.5	3875	32	10.6	Hispanic	13	26		322	24	.9
KSCA-FM							KXFG-FM						
Total	986	100	1.0	10075	100	10.2	Total		100		24	100	
Black	2			68	1	.9	Black		57		11	47	.1
Hispanic	981	99	2.7	9846	98	26.9	Hispanic		41		12	53	
KSSE-FM							XTRA-AM						
Total	225	100	.2	3915	100	3.9	Total	97	100	.1	2158	100	2.2
Black							Black	5	5	.1	155	7	1.9
Hispanic	219	97	.6	3813	97	10.4	Hispanic	24	25	.1	309	14	.8
KTNQ-AM													
Total	380	100	.4	4169	100	4.2							
Black													
Hispanic	378	99	1.0	4075	98	11.2							
TOTALS							TOTALS						
Total							Total	16966	100	17.1	94654	100	95.4
Black							Black	1597	9	20.0	7971	8	99.9
Hispanic							Hispanic	7198	42	19.7	35213	37	96.4

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

ARBITRON

Notations

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KABC-AM										
TSA AQH	541	32	210	310	17	113	172	15	98	138
Metro AQH	499	28	191	286	15	102	157	14	90	128
TSA Cume	7515	761	3469	4472	478	1865	2290	283	1604	2182
Metro Cume	6672	620	2973	3951	379	1536	1970	242	1437	1981
KACD-FM										
TSA AQH	98	57	51	23	34	35	17	23	16	6
Metro AQH	98	57	51	23	33	34	17	23	16	6
TSA Cume	2178	1255	1214	548	766	794	376	489	420	172
Metro Cume	2165	1250	1205	545	760	789	376	489	417	169
KBCD-FM										
TSA AQH	25	20	11	2	9	5	1	11	6	1
Metro AQH	25	20	11	2	9	5	1	11	6	1
TSA Cume	734	565	390	87	290	163	35	276	227	53
Metro Cume	734	565	390	87	290	163	35	276	227	53
KACE-FM										
TSA AQH	128	23	87	91	9	41	48	14	46	44
Metro AQH	113	20	74	80	6	32	38	14	43	41
TSA Cume	2464	746	1568	1325	332	754	628	414	814	697
Metro Cume	2147	629	1359	1171	273	662	544	356	697	627
KRTD-FM										
TSA AQH	32	8	24	22	3	9	10	6	15	13
Metro AQH	12	4	10	7		3	2	3	7	5
TSA Cume	947	252	721	632	78	310	283	174	411	350
Metro Cume	494	129	392	320	33	156	123	97	236	196
KAHS-AM										
TSA AQH	1									
Metro AQH	1									
TSA Cume	59	20	12	8		4	4	20	8	3
Metro Cume	47	15						15		
KXTA-AM										
TSA AQH	130	32	76	65	30	67	52	2	9	13
Metro AQH	119	29	68	58	27	59	45	2	9	13
TSA Cume	3043	827	1740	1452	689	1427	1118	138	313	334
Metro Cume	2746	694	1528	1318	560	1225	989	134	303	329
KBIG-FM										
TSA AQH	528	222	383	266	78	124	79	144	259	187
Metro AQH	446	193	321	220	68	105	66	125	216	154
TSA Cume	11045	4461	7102	5113	1814	2827	1870	2646	4275	3243
Metro Cume	9021	3688	5830	4239	1574	2358	1510	2114	3473	2729
KBUA-FM										
TSA AQH	19	8	13	8	4	7	3	3	6	5
Metro AQH	18	8	12	8	4	7	3	3	6	5
TSA Cume	406	137	236	154	83	134	75	54	103	79
Metro Cume	383	126	224	141	72	121	62	54	103	79
KBUE-FM										
TSA AQH	275	134	159	98	67	71	46	67	88	52
Metro AQH	274	134	158	98	67	70	46	67	88	52
TSA Cume	4882	2465	2560	1544	1447	1322	726	1018	1239	818
Metro Cume	4830	2434	2539	1529	1424	1305	717	1010	1234	812
KCBS-FM										
TSA AQH	492	186	412	287	104	242	179	82	170	108
Metro AQH	406	156	339	236	83	194	148	73	144	89
TSA Cume	11271	4229	8935	6243	2312	5037	3652	1918	3898	2592
Metro Cume	9110	3463	7235	5066	1864	4047	2973	1599	3188	2092
KCMG-FM										
TSA AQH	609	259	427	279	103	190	138	155	238	141
Metro AQH	534	231	373	239	90	162	119	141	211	121
TSA Cume	11652	4987	7508	4913	2299	3458	2294	2687	4050	2619
Metro Cume	9957	4327	6438	4211	1986	2969	1992	2341	3470	2218

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KDIS-AM										
TSA AQH	67	18	41	28	3	9	7	15	32	21
Metro AQH	59	15	36	26	1	8	7	13	29	19
TSA Cume	2605	733	1707	1245	215	499	372	517	1208	872
Metro Cume	2244	593	1465	1115	156	400	314	436	1065	802
KFI -AM										
TSA AQH	991	140	510	574	75	275	305	66	235	269
Metro AQH	667	101	351	388	57	186	201	44	165	186
TSA Cume	14220	2360	7633	8191	1253	3939	4138	1107	3694	4053
Metro Cume	9733	1491	5329	5810	827	2702	2829	665	2627	2981
KFWB-AM										
TSA AQH	351	28	163	194	15	107	125	12	55	69
Metro AQH	316	21	143	177	11	94	113	10	49	64
TSA Cume	9563	1289	5563	6013	729	3287	3479	560	2276	2535
Metro Cume	8600	1063	4915	5483	557	2803	3108	506	2112	2375
KGIL-AM										
TSA AQH	76	1	12	26	1	3	7		9	20
Metro AQH	73		11	26		3	6		9	19
TSA Cume	1457	77	447	717	77	277	364		170	353
Metro Cume	1327	69	405	665	69	254	337		150	328
KIEV-AM										
TSA AQH	81	2	14	34	1	9	19	1	6	14
Metro AQH	74	2	14	30	1	8	17	1	6	13
TSA Cume	1494	59	329	660	42	224	429	18	105	231
Metro Cume	1320	49	296	599	32	209	396	18	87	204
KIIS-FM										
TSA AQH	687	308	289	140	135	114	49	173	175	91
Metro AQH	563	253	244	120	110	96	40	143	149	80
TSA Cume	17565	7913	8118	4473	3426	3191	1644	4487	4927	2828
Metro Cume	14658	6525	6863	3800	2823	2682	1364	3702	4181	2436
KJLH-FM										
TSA AQH	264	98	219	151	39	82	59	60	136	92
Metro AQH	253	90	211	148	31	76	57	59	134	91
TSA Cume	3918	1663	2619	1761	682	1145	799	981	1474	962
Metro Cume	3739	1560	2506	1703	635	1083	761	925	1422	941
KKBT-FM										
TSA AQH	794	433	350	161	235	188	93	198	162	68
Metro AQH	652	354	293	138	198	155	80	156	138	58
TSA Cume	14060	7072	5703	2914	3788	3010	1479	3284	2693	1435
Metro Cume	11065	5563	4623	2379	2938	2453	1237	2625	2170	1142
KKGO-FM										
TSA AQH	353	36	145	201	24	69	94	12	76	106
Metro AQH	315	34	125	174	23	60	81	12	66	93
TSA Cume	6494	1019	3142	3682	578	1512	1694	441	1630	1988
Metro Cume	5696	908	2748	3195	509	1298	1464	399	1451	1731
KKHJ-AM										
TSA AQH	113	37	82	67	20	56	44	17	26	23
Metro AQH	108	36	79	63	20	55	41	16	25	22
TSA Cume	1849	579	1319	1008	286	698	558	294	621	450
Metro Cume	1753	549	1265	957	267	669	527	282	596	430
KKLA-FM										
TSA AQH	108	21	74	73	14	39	36	7	35	37
Metro AQH	95	19	66	64	12	34	31	6	32	33
TSA Cume	1979	438	1408	1303	297	717	607	141	690	695
Metro Cume	1649	358	1146	1073	245	579	492	113	567	581
KLAC-AM										
TSA AQH	421	13	82	185	10	44	86	3	38	99
Metro AQH	365	11	71	168	9	37	77	2	34	91
TSA Cume	7939	779	2379	3829	560	1423	1998	218	955	1832
Metro Cume	6849	702	2037	3333	504	1206	1739	198	831	1594

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KLAX-FM										
TSA AQH	645	377	373	194	222	207	98	155	166	96
Metro AQH	601	341	343	188	197	189	95	144	154	94
TSA Cume	8245	4541	4661	2463	2633	2558	1307	1908	2103	1155
Metro Cume	7804	4288	4420	2352	2496	2444	1252	1792	1976	1100
KLOS-FM										
TSA AQH	563	202	511	353	135	338	234	67	174	119
Metro AQH	434	154	397	273	100	252	174	54	145	99
TSA Cume	10330	4566	8424	5234	2849	5308	3287	1717	3116	1947
Metro Cume	7798	3435	6431	4017	2121	4015	2496	1314	2416	1521
KLSX-FM										
TSA AQH	470	242	408	222	183	315	169	59	93	53
Metro AQH	369	193	320	172	140	240	128	53	80	44
TSA Cume	8052	4088	6363	3601	2718	4437	2474	1370	1926	1127
Metro Cume	6448	3298	5160	2885	2146	3571	1970	1152	1589	915
KLVE-FM										
TSA AQH	1174	547	867	526	258	348	176	289	519	350
Metro AQH	1069	496	787	479	232	317	163	264	469	316
TSA Cume	13200	6314	8902	5302	2996	4008	2200	3318	4894	3102
Metro Cume	11702	5526	7822	4715	2575	3450	1914	2951	4372	2801
KLYY-FM										
TSA AQH	196	139	128	31	81	86	22	59	42	9
Metro AQH	169	118	109	27	65	72	20	52	37	7
TSA Cume	6916	4483	3836	1230	2263	2160	687	2220	1676	543
Metro Cume	5893	3814	3241	1058	1851	1807	587	1963	1434	471
KNX -AM										
TSA AQH	521	43	204	253	26	143	170	17	61	83
Metro AQH	399	32	162	204	19	116	143	13	46	61
TSA Cume	12590	1874	6554	7023	1134	4182	4306	740	2372	2717
Metro Cume	9748	1459	5159	5536	834	3238	3426	625	1921	2110
KOST-FM										
TSA AQH	691	254	486	366	79	174	140	174	312	225
Metro AQH	559	207	389	292	73	147	113	134	242	180
TSA Cume	14052	5364	9028	6974	1815	3532	2772	3549	5496	4203
Metro Cume	11577	4454	7467	5810	1546	2941	2280	2908	4526	3530
KPWR-FM										
TSA AQH	778	430	202	60	267	114	29	163	88	30
Metro AQH	669	361	179	51	218	98	25	143	81	26
TSA Cume	16774	8875	5580	2203	5019	2975	987	3856	2604	1216
Metro Cume	14044	7416	4799	1881	4102	2534	824	3315	2264	1057
KRLA-AM										
TSA AQH	132	20	67	73	11	28	36	10	40	38
Metro AQH	116	19	58	63	10	22	30	9	36	34
TSA Cume	3172	694	1523	1486	311	793	848	383	730	638
Metro Cume	2798	644	1367	1328	269	694	757	375	673	571
KROQ-FM										
TSA AQH	627	409	339	105	254	224	59	155	115	47
Metro AQH	556	352	300	99	216	198	54	136	101	45
TSA Cume	13187	8071	7056	2622	4383	3911	1336	3688	3145	1287
Metro Cume	11353	6907	6162	2369	3714	3408	1202	3193	2754	1167
KRFA-AM										
TSA AQH	67	9	34	46	4	14	25	5	20	22
Metro AQH	64	9	33	45	4	14	25	5	19	21
TSA Cume	788	234	435	408	157	222	221	78	213	188
Metro Cume	735	234	408	369	157	202	201	78	206	168
KRTH-FM										
TSA AQH	662	144	460	452	78	212	219	66	248	232
Metro AQH	554	130	389	373	70	177	180	60	212	193
TSA Cume	14651	3443	9171	8876	1455	3971	4073	1988	5200	4803
Metro Cume	12126	2957	7593	7300	1205	3256	3349	1752	4337	3951

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KSCA-FM										
TSA AQH	1108	571	767	457	346	420	217	225	347	240
Metro AQH	986	507	674	405	309	366	188	199	308	217
TSA Cume	11327	5927	7269	4093	3717	4405	2220	2210	2864	1873
Metro Cume	10075	5342	6445	3577	3360	3876	1896	1982	2569	1682
KSSE-FM										
TSA AQH	301	193	149	63	100	81	30	93	67	32
Metro AQH	225	146	109	45	73	61	22	73	47	22
TSA Cume	5099	2940	2632	1240	1465	1314	535	1475	1318	706
Metro Cume	3915	2337	1997	909	1129	992	394	1209	1005	516
KTNO-AM										
TSA AQH	410	148	309	229	107	210	143	41	99	86
Metro AQH	380	141	294	209	103	202	132	38	92	77
TSA Cume	4518	1810	3240	2229	1200	2020	1364	610	1220	865
Metro Cume	4169	1684	3015	2082	1120	1891	1291	564	1125	791
KTWV-FM										
TSA AQH	659	110	501	486	29	216	222	81	285	264
Metro AQH	564	100	425	408	25	175	182	75	250	226
TSA Cume	9930	2264	7328	6579	886	3629	3401	1378	3699	3178
Metro Cume	8358	1954	6152	5478	755	2949	2782	1200	3203	2696
KWKW-AM										
TSA AQH	168	54	96	70	38	69	40	17	27	30
Metro AQH	163	52	92	68	36	66	38	16	27	29
TSA Cume	2270	659	1390	1124	370	852	712	289	538	412
Metro Cume	2186	627	1345	1081	361	830	690	266	515	391
KWVE-FM										
TSA AQH	100	31	70	60	16	33	29	16	37	31
Metro AQH	66	19	47	41	10	20	17	9	26	24
TSA Cume	2383	763	1678	1319	364	762	643	399	915	677
Metro Cume	1637	488	1134	939	238	478	409	250	656	529
KYSR-FM										
TSA AQH	552	317	385	176	131	182	88	186	203	88
Metro AQH	484	279	335	154	109	153	79	171	182	74
TSA Cume	13405	7210	8492	4182	2966	3872	1962	4244	4621	2221
Metro Cume	11626	6185	7362	3731	2489	3307	1765	3696	4056	1966
KZLA-FM										
TSA AQH	456	84	295	296	19	138	162	65	157	134
Metro AQH	398	70	246	254	15	110	135	55	136	120
TSA Cume	6918	1543	4169	4146	443	1816	1986	1100	2353	2159
Metro Cume	5813	1210	3405	3462	366	1479	1618	844	1927	1844
KFRG-FM										
TSA AQH	363	82	239	228	29	116	126	54	123	102
Metro AQH	52	11	24	32	7	9	17	4	14	15
TSA Cume	5019	1258	3167	2860	463	1407	1412	795	1759	1448
Metro Cume	1356	285	840	840	141	387	397	144	453	443
KXFG-FM										
TSA AQH	13	8	12	5	2	3		5	9	4
Metro AQH										
TSA Cume	202	76	145	109	17	40	30	59	105	79
Metro Cume	24		12	24				12		24
XTRA-AM										
TSA AQH	166	59	131	98	58	127	93	2	4	5
Metro AQH	97	30	75	62	29	74	59		2	3
TSA Cume	3565	1125	2563	2067	1031	2288	1789	94	274	277
Metro Cume	2158	600	1590	1353	571	1432	1160	29	158	193
TOTALS										
TSA AQH	22889	8061	13616	10467	4271	7138	5401	3790	6478	5066
Metro AQH	16966	6080	10143	7705	3193	5256	3934	2887	4887	3771
TSA Cume	130249	44022	73786	57890	23285	37529	28659	20737	36257	29230
Metro Cume	94654	32408	53848	42065	17127	27328	20689	15281	26520	21376

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Notations

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KABC-AM																			
P 12+		876	.7	3521	714	.6	4033	793	.6	3916	201	.2	1886	788	.6	6585	541	.4	7472
Teens 12-17		2		22	1		22	1		33				1		55	1		67
M 18-34		5		68	17	.1	171	58	.3	184	9		117	26	.1	299	17	.1	466
W 18-34		10	.1	59	23	.1	126	40	.2	154	3		57	24	.1	213	15	.1	283
M 18-49		104	.3	476	119	.3	678	140	.3	709	44	.1	397	121	.3	1177	85	.2	1456
W 18-49		108	.3	517	108	.3	699	110	.3	637	17		219	109	.3	1057	73	.2	1255
M 25-49		101	.3	431	114	.4	633	122	.4	646	43	.1	391	112	.3	1101	80	.2	1375
W 25-49		107	.3	506	108	.4	687	108	.4	611	16	.1	202	108	.4	1031	73	.2	1211
M 25-54		140	.4	654	157	.4	858	194	.5	1037	56	.2	567	163	.4	1571	113	.3	1858
W 25-54		173	.5	777	125	.4	880	143	.4	808	28	.1	274	145	.4	1396	98	.3	1597
M 35-64		225	.8	1011	246	.9	1187	296	1.1	1357	66	.2	630	255	.9	2075	172	.6	2284
W 35-64		237	.8	1120	172	.6	1167	189	.7	1113	48	.2	427	197	.7	1909	138	.5	2162
KACD-FM																			
P 12+		89	.1	845	89	.1	943	135	.1	1038	96	.1	830	103	.1	1627	98	.1	2178
Teens 12-17		13	.1	143	7	.1	122	13	.1	178	26	.2	188	11	.1	266	15	.1	315
M 18-34		28	.1	265	41	.2	424	44	.2	365	33	.1	319	38	.2	625	34	.2	766
W 18-34		20	.1	190	19	.1	127	44	.2	211	19	.1	173	27	.1	310	23	.1	489
M 18-49		40	.1	418	54	.1	569	69	.2	533	38	.1	407	54	.1	869	47	.1	1080
W 18-49		28	.1	228	21	.1	179	47	.1	253	27	.1	204	31	.1	391	28	.1	619
M 25-49		31	.1	330	40	.1	385	51	.2	406	26	.1	293	41	.1	639	35	.1	794
W 25-49		22	.1	164	17	.1	116	23	.1	140	12		106	21	.1	247	16	.1	391
M 25-54		31	.1	330	40	.1	385	51	.1	406	26	.1	293	41	.1	639	35	.1	794
W 25-54		22	.1	164	17	.1	116	24	.1	154	12		106	21	.1	261	16		420
M 35-64		16	.1	182	15	.1	173	28	.1	196	11		120	20	.1	287	17	.1	376
W 35-64		7		37	2		53	3		56	8		31	4		94	6		172
KBCD-FM																			
P 12+		43		370	21		283	39		439	13		250	33		615	25		734
Teens 12-17		5		59	2		35	4		47	2		12	3		82	3		82
M 18-34		17	.1	117	5		86	16	.1	156	4		82	12	.1	230	9		290
W 18-34		16	.1	152	13	.1	113	14	.1	176	7		156	14	.1	216	11	.1	276
M 18-49		18		132	5		101	19		171	4		82	13		245	10		304
W 18-49		20	.1	179	14		127	14		190	7		156	16		257	11		317
M 25-49		10		81	4		59	9		73			8	8		108	5		143
W 25-49		10		118	4		66	9		114	3		111	7		181	6		227
M 25-54		10		81	5		79	10		93			8	8		128	5		163
W 25-54		10		118	4		66	9		114	3		111	7		181	6		227
M 35-64		1		15	1		35	4		35			2	2		35	1		35
W 35-64		4		27	2		14	1		25			2	2		53	1		53
KACE-FM																			
P 12+		142	.1	1019	156	.1	966	156	.1	1177	91	.1	821	152	.1	1898	128	.1	2464
Teens 12-17		2		42	1		28	4		59	6		89	2		116	4		186
M 18-34		10		126	7		68	5		100	11		112	7		224	9		332
W 18-34		11	.1	120	18	.1	149	16	.1	224	8		97	15	.1	275	14	.1	414
M 18-49		54	.1	389	39	.1	186	33	.1	307	27	.1	265	42	.1	557	34	.1	774
W 18-49		29	.1	267	46	.1	380	42	.1	435	26	.1	259	40	.1	600	37	.1	833
M 25-49		51	.2	333	39	.1	186	31	.1	257	22	.1	216	40	.1	467	32	.1	652
W 25-49		26	.1	233	38	.1	318	35	.1	320	26	.1	259	34	.1	485	32	.1	684
M 25-54		62	.2	395	42	.1	222	39	.1	297	28	.1	291	47	.1	550	41	.1	754
W 25-54		41	.1	318	62	.2	398	58	.2	417	35	.1	292	55	.2	616	46	.1	814
M 35-64		69	.2	382	53	.2	222	52	.2	299	30	.1	261	58	.2	502	48	.2	628
W 35-64		42	.1	307	56	.2	366	59	.2	365	33	.1	206	53	.2	587	44	.2	697
KRTO-FM																			
P 12+		31		341	40		437	49		509	18		230	40		761	32		947
Teens 12-17		1		15			4	1		24			4			35			50
M 18-34		5		32	3		44	3		54	3		42	3		78	3		78
W 18-34		5		90	8		93	6		80	2		28	6		131	6		174
M 18-49		8		79	8		93	15		192	9		117	10		244	8		302
W 18-49		11		174	19		220	24	.1	239	8		88	18		338	15		439
M 25-49		8		79	8		87	15		187	9		111	10		238	8		296
W 25-49		9		136	17	.1	188	22	.1	217	8		88	16	.1	296	14		394
M 25-54		9		87	10		93	16		193	9		111	12		252	9		310
W 25-54		12		153	18	.1	205	22	.1	221	8		88	18	.1	313	15		411
M 35-64		8		74	10		92	18	.1	162	7		84	12		222	10		283
W 35-64		12		118	17	.1	193	22	.1	190	6		60	17	.1	283	13		350

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

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KAHS-AM																			
P 12+		1		4	2		38			8			5	1		42	1		59
Teens 12-17																			
M 18-34							15			5			5		20				20
W 18-34							4								4				4
M 18-49		1		4			15			5			5		20				20
W 18-49							4								4				4
M 25-49		1		4			4						5		5				5
W 25-49										5			5		4				4
M 25-54		1		4			4						5		4				4
W 25-54							3			8			5		8				8
M 35-64		1		4			4								4				4
W 35-64							3			3					3				3
KXTA-AM																			
P 12+		82	.1	660	145	.1	1022	201	.2	1752	153	.1	1626	143	.1	2228	130	.1	3043
Teens 12-17		1		20			12			27			61		53				108
M 18-34		30	.1	259	53	.2	306	30	.1	365	24	.1	333	39	.2	548	30	.1	689
W 18-34					2		39			7			91		75				138
M 18-49		49	.1	423	88	.2	590	73	.2	715	60	.1	650	72	.2	1021	61	.2	1397
W 18-49		3		41	9		65	13		151	8		141	8	209	7		301	
M 25-49		48	.1	392	84	.3	528	64	.2	624	54	.2	536	67	.2	871	57	.2	1220
W 25-49		3		41	9		55	12		127	5		100	8	184	6		246	
M 25-54		51	.1	413	89	.2	592	88	.2	787	65	.2	637	77	.2	1050	67	.2	1427
W 25-54		9		53	15		66	16		168	8		155	13	237	9		313	
M 35-64		35	.1	236	50	.2	415	82	.3	639	59	.2	544	55	.2	811	52	.2	1118
W 35-64		12		81	18	.1	51	20	.1	239	13		187	17	.1	291	13		334
KBJG-FM																			
P 12+		572	.4	4419	971	.8	5407	672	.5	5446	219	.2	2738	756	.6	8450	524	.4	10902
Teens 12-17		10	.1	211	10	.1	230	14	.1	248	8	.1	161	11	.1	501	13	.1	795
M 18-34		62	.3	585	126	.6	826	103	.5	899	62	.3	574	99	.4	1340	77	.3	1783
W 18-34		152	.8	1156	298	1.5	1352	204	1.0	1533	53	.3	750	224	1.1	2093	144	.7	2617
M 18-49		110	.3	1010	194	.5	1380	143	.4	1416	76	.2	882	152	.4	2269	120	.3	3118
W 18-49		303	.8	2185	556	1.5	2563	377	1.0	2736	105	.3	1207	423	1.1	3884	277	.7	4717
M 25-49		90	.3	848	164	.5	1128	109	.3	1076	57	.2	664	124	.4	1831	99	.3	2550
W 25-49		261	.8	1831	457	1.5	2088	307	1.0	2180	86	.3	946	351	1.1	3072	231	.7	3696
M 25-54		124	.3	992	219	.6	1276	135	.4	1198	62	.2	736	164	.5	2037	123	.3	2784
W 25-54		301	.9	2104	509	1.4	2383	344	1.0	2383	94	.3	1068	394	1.1	3469	257	.7	4209
M 35-64		92	.3	673	143	.5	845	80	.3	800	22	.1	453	108	.4	1344	79	.3	1847
W 35-64		213	.7	1515	358	1.3	1827	247	.9	1709	66	.2	677	279	1.0	2654	184	.6	3192
KBUA-FM																			
P 12+		23		208	32		272	27		234	6		129	28		382	19		406
Teens 12-17		1		22	2		34	7	.1	64	1		43	4		87	3		98
M 18-34		6		53	7		56	5		59	1		30	6		83	4		83
W 18-34		2		31	6		41	5		23	1		10	4		54	3		54
M 18-49		10		84	12		113	10		103	4		76	11		158	8		158
W 18-49		8		71	15		93	8		49	1		10	11		106	7		118
M 25-49		8		74	12		99	10		90	3		62	10		134	7		134
W 25-49		7		50	11		63	4		39			8	8		75	4		88
M 25-54		8		74	12		99	10		90	3		62	10		134	7		134
W 25-54		10		65	13		78	4		39			10	10		90	6		103
M 35-64		4		32	5		57	5		45	3		46	5		75	3		75
W 35-64		9		54	12		67	4		27			8	8		67	5		79
KBUE-FM																			
P 12+		327	.3	2164	375	.3	2561	328	.3	2275	152	.1	1413	346	.3	4080	275	.2	4882
Teens 12-17		31	.2	303	28	.2	265	46	.4	348	24	.2	222	35	.3	599	32	.2	698
M 18-34		71	.3	550	89	.4	759	75	.3	598	40	.2	440	79	.4	1143	67	.3	1447
W 18-34		75	.4	438	91	.5	521	79	.4	539	44	.2	319	83	.4	853	67	.3	1018
M 18-49		129	.3	788	134	.3	1023	130	.3	875	50	.1	593	131	.3	1584	103	.3	1964
W 18-49		130	.3	746	160	.4	915	125	.3	794	68	.2	473	140	.4	1393	111	.3	1637
M 25-49		93	.3	477	88	.3	621	84	.3	529	31	.1	404	88	.3	975	64	.2	1204
W 25-49		98	.3	574	127	.4	681	91	.3	571	44	.1	335	107	.3	1007	83	.3	1134
M 25-54		102	.3	523	99	.3	696	95	.3	617	33	.1	418	99	.3	1079	71	.2	1322
W 25-54		109	.3	634	135	.4	741	93	.3	586	45	.1	350	114	.3	1097	88	.2	1239
M 35-64		71	.3	374	61	.2	377	70	.2	402	14		185	67	.2	635	46	.2	726
W 35-64		72	.3	457	81	.3	528	50	.2	308	25	.1	183	69	.2	725	52	.2	818

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KCBS-FM																			
P 12+		651	.5	5243	763	.6	5673	605	.5	5852	176	.1	2977	680	.5	9430	490	.4	11195
Teens 12-17		21	.2	263	7	.1	174	17	.1	285	13	.1	202	14	.1	476	15	.1	604
M 18-34		146	.7	1056	152	.7	1155	125	.6	1233	44	.2	830	142	.6	1949	103	.5	2290
W 18-34		97	.5	747	149	.7	1193	105	.5	1054	19	.1	438	120	.6	1643	82	.4	1910
M 18-49		338	.8	2636	362	.9	2785	305	.8	2998	107	.3	1574	337	.8	4715	247	.6	5365
W 18-49		200	.5	1810	308	.8	2199	215	.6	2103	43	.1	944	246	.6	3305	172	.5	4005
M 25-49		310	1.0	2351	330	1.0	2413	272	.8	2631	92	.3	1302	306	1.0	4126	224	.7	4708
W 25-49		191	.6	1628	278	.9	1886	195	.6	1813	38	.1	838	226	.7	2884	156	.5	3516
M 25-54		343	.9	2512	356	1.0	2551	291	.8	2764	96	.3	1388	332	.9	4372	240	.7	5009
W 25-54		209	.6	1754	294	.8	2069	213	.6	2032	44	.1	954	243	.7	3190	170	.5	3882
M 35-64		254	.9	1826	274	1.0	1892	221	.8	1955	67	.2	842	251	.9	3178	178	.6	3640
W 35-64		125	.4	1247	179	.6	1250	131	.5	1303	31	.1	622	148	.5	2056	108	.4	2566
KCMG-FM																			
P 12+		657	.5	5117	909	.7	5785	745	.6	6150	344	.3	3717	781	.6	9469	606	.5	11556
Teens 12-17		65	.5	625	37	.3	344	59	.5	536	68	.5	649	52	.4	974	57	.4	1389
M 18-34		95	.4	897	176	.8	1216	127	.6	1233	64	.3	710	136	.6	1876	103	.5	2270
W 18-34		143	.7	1153	263	1.3	1405	192	1.0	1401	82	.4	814	204	1.0	2159	155	.8	2653
M 18-49		225	.6	1720	303	.7	2006	276	.7	2350	120	.3	1360	271	.7	3321	206	.5	4039
W 18-49		295	.8	2182	453	1.2	2680	330	.9	2559	128	.3	1378	366	1.0	3980	273	.7	4694
M 25-49		202	.6	1459	246	.8	1582	233	.7	1915	96	.3	1009	229	.7	2639	172	.5	3171
W 25-49		263	.9	1770	380	1.2	2115	263	.9	2054	96	.3	984	308	1.0	3188	225	.7	3655
M 25-54		227	.6	1564	275	.8	1699	252	.7	2062	101	.3	1091	253	.7	2845	189	.5	3422
W 25-54		277	.8	1983	396	1.1	2274	275	.8	2258	98	.3	1044	322	.9	3513	237	.7	4015
M 35-64		170	.6	1036	200	.7	1018	183	.7	1360	62	.2	780	186	.7	1844	138	.5	2287
W 35-64		172	.6	1305	216	.8	1583	163	.6	1449	62	.2	688	186	.7	2319	140	.5	2613
KDIS-AM																			
P 12+		127	.1	1253	70	.1	867	85	.1	1127	32		442	92	.1	2174	67	.1	2567
Teens 12-17		38	.3	242	13	.1	110	21	.2	270	16	.1	121	23	.2	403	18	.1	478
M 18-34		3		71	2		30	1		30			4	2	118	3		215	
W 18-34		29	.1	350	20	.1	210	21	.1	252	4		72	23	.1	468	15	.1	517
M 18-49		18		220	3		60	17		159	2		49	12		353	9		450
W 18-49		67	.2	717	44	.1	515	40	.1	588	9		206	50	.1	1133	34	.1	1219
M 25-49		17	.1	213	2		52	16		145	2		44	11		331	8		425
W 25-49		66	.2	692	39	.1	475	38	.1	547	6		181	47	.2	1078	31	.1	1144
M 25-54		17		213	3		65	17		158	2		73	12		358	9		484
W 25-54		67	.2	718	40	.1	490	38	.1	547	6		181	48	.1	1119	32	.1	1196
M 35-64		15	.1	164	2		46	17	.1	156	2		73	11		293	7		355
W 35-64		41	.1	412	27	.1	348	22	.1	364	5		149	30	.1	767	21	.1	857
KFI -AM																			
P 12+		1515	1.2	7955	1859	1.5	8991	867	.7	5975	316	.2	2643	1448	1.1	12308	931	.7	13269
Teens 12-17		7	.1	133	4		73	9	.1	79	1		31	6		188	5		213
M 18-34		106	.5	651	139	.6	611	85	.4	554	28	.1	385	112	.5	978	71	.3	1144
W 18-34		67	.3	453	139	.7	712	74	.4	490	31	.2	177	97	.5	963	62	.3	1025
M 18-49		367	.9	1942	400	1.0	1798	270	.7	1641	72	.2	861	350	.9	2883	216	.5	3207
W 18-49		237	.6	1437	411	1.1	2178	199	.5	1486	46	.1	391	292	.8	2856	180	.5	2994
M 25-49		352	1.1	1847	384	1.2	1707	260	.8	1571	66	.2	797	336	1.0	2751	207	.6	3048
W 25-49		221	.7	1337	388	1.3	2019	192	.6	1395	40	.1	343	277	.9	2622	169	.5	2756
M 25-54		458	1.3	2303	456	1.3	2057	331	.9	1903	95	.3	962	418	1.1	3348	263	.7	3715
W 25-54		293	.8	1716	514	1.5	2547	244	.7	1742	70	.2	468	363	1.0	3266	224	.6	3452
M 35-64		548	2.0	2566	485	1.7	2321	319	1.1	1947	95	.3	776	454	1.6	3605	285	1.0	3891
W 35-64		369	1.3	2089	571	2.0	2759	237	.8	1860	69	.2	529	406	1.4	3580	253	.9	3801
KFVB-AM																			
P 12+		719	.6	6066	346	.3	4168	382	.3	4413	180	.1	2066	472	.4	8634	350	.3	9517
Teens 12-17		2		57	12		12	1		12			1	68		88	1		80
M 18-34		27	.1	419	11		189	22	.1	304	17	.1	254	19	.1	616	15	.1	729
W 18-34		25	.1	345	9		182	23	.1	254	5		110	18	.1	488	12	.1	554
M 18-49		171	.4	1593	86	.2	993	98	.2	1163	55	.1	718	116	.3	2430	82	.2	2665
W 18-49		100	.3	1170	40	.1	649	63	.2	862	14		327	66	.2	1636	43	.1	1842
M 25-49		168	.5	1514	85	.3	960	95	.3	1134	55	.2	702	114	.4	2322	81	.3	2557
W 25-49		96	.3	1109	39	.1	623	59	.2	817	14		327	63	.2	1549	41	.1	1755
M 25-54		219	.6	2045	111	.3	1304	137	.4	1480	64	.2	874	152	.4	2979	107	.3	3270
W 25-54		133	.4	1469	47	.1	815	77	.2	1056	18	.1	392	83	.2	2033	55	.2	2264
M 35-64		275	1.0	2282	134	.5	1538	158	.6	1648	54	.2	756	185	.7	3239	124	.4	3462
W 35-64		166	.6	1634	63	.2	994	82	.3	1203	18	.1	478	101	.4	2259	69	.2	2529

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

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KGIL-AM																			
P 12+		96	.1	676	97	.1	678	99	.1	779	44		394	97	.1	1163	76	.1	1457
Teens 12-17		1		12			9				1		21			21			21
M 18-34				5			21	1		23	1		15			44	1		77
W 18-34																			
M 18-49		3		88	2		62	5		108	2		39	3		161	3		263
W 18-49					4		25	1		27	2		22	2		52	2		62
M 25-49		3		88	2		62	5		104	1		24	3		157	2		243
W 25-49					4		25	1		27	2		22	2		52	2		62
M 25-54		3		88	2		62	6		122	2		57	4		175	3		277
W 25-54					7		80	10		54	6		49	8		120	9		170
M 35-64		12		153	5		75	14		212	3		85	10		265	7		364
W 35-64		19	.1	149	23	.1	177	21	.1	139	18	.1	108	21	.1	288	20	.1	353
KIEV-AM																			
P 12+		27		254	238	.2	1012	129	.1	606	11		111	140	.1	1292	80	.1	1485
Teens 12-17																			
M 18-34					4		16	1		15			6	2		32	1		42
W 18-34					5		18						2			18	1		18
M 18-49		1		16	16		93	2		36			6	7		140	4		156
W 18-49					20	.1	61	8		57			10			89	6		102
M 25-49		1		16	16		93	1		21			7			124	4		135
W 25-49					20	.1	61	8		57			10			89	6		102
M 25-54		3		48	26	.1	136	5		35	2		15	12		185	9		224
W 25-54					3	.1	64	8		57			11			92	6		105
M 35-64		6		80	63	.2	285	22	.1	147	3		29	33	.1	363	19	.1	429
W 35-64					43	.2	169	32	.1	147	1		14	26	.1	218	14		231
KIIS-FM																			
P 12+		1112	.9	9511	712	.6	7893	854	.7	9357	409	.3	5709	879	.7	15143	685	.5	17468
Teens 12-17		245	1.9	2368	145	1.1	1815	313	2.4	2989	190	1.5	2227	227	1.7	4035	215	1.6	4744
M 18-34		240	1.1	1870	147	.7	1692	148	.7	1591	77	.3	1092	176	.8	2934	135	.6	3410
W 18-34		263	1.3	2471	210	1.1	2380	233	1.2	2633	86	.4	1495	233	1.2	4036	173	.9	4446
M 18-49		296	.7	2402	179	.4	2102	186	.5	2131	100	.2	1465	217	.5	3831	166	.4	4616
W 18-49		457	1.2	3995	298	.8	3249	314	.8	3732	110	.3	1848	352	.9	6138	250	.7	6824
M 25-49		217	.7	1586	117	.4	1270	115	.4	1296	55	.2	864	147	.5	2398	105	.3	2939
W 25-49		353	1.1	2822	195	.6	1985	194	.6	2422	61	.2	996	243	.8	4147	167	.5	4639
M 25-54		230	.6	1725	130	.4	1369	129	.4	1404	56	.2	878	160	.4	2578	114	.3	3177
W 25-54		379	1.1	3000	206	.6	2106	198	.6	2525	61	.2	1010	257	.7	4391	175	.5	4898
M 35-64		80	.3	751	54	.2	604	57	.2	750	25	.1	432	63	.2	1237	49	.2	1640
W 35-64		238	.8	1823	107	.4	1122	89	.3	1232	26	.1	383	142	.5	2494	91	.3	2806
KJLH-FM																			
P 12+		297	.2	1664	302	.2	1760	247	.2	1860	195	.2	1325	284	.2	2767	264	.2	3918
Teens 12-17		16	.1	121	4		79	7	.1	106	12	.1	90	9	.1	227	12	.1	363
M 18-34		35	.2	195	58	.3	328	31	.1	315	28	.1	204	43	.2	501	39	.2	682
W 18-34		71	.4	438	68	.3	461	62	.3	390	38	.2	372	67	.3	670	60	.3	981
M 18-49		88	.2	430	108	.3	531	80	.2	635	69	.2	396	93	.2	919	87	.2	1256
W 18-49		161	.4	854	164	.4	847	130	.3	814	96	.3	646	152	.4	1185	139	.4	1639
M 25-49		84	.3	396	96	.3	402	73	.2	563	66	.2	358	85	.3	749	79	.2	1048
W 25-49		158	.5	779	150	.5	692	116	.4	711	85	.3	504	142	.5	996	128	.4	1307
M 25-54		94	.3	475	98	.3	480	76	.2	621	70	.2	394	90	.2	846	82	.2	1145
W 25-54		167	.5	829	158	.4	769	127	.4	799	91	.3	540	151	.4	1123	136	.4	1474
M 35-64		72	.3	387	65	.2	354	61	.2	465	48	.2	263	66	.2	605	59	.2	799
W 35-64		104	.4	524	105	.4	499	80	.3	536	64	.2	342	97	.3	699	92	.3	962
KKBT-FM																			
P 12+		1125	.9	7012	796	.6	6955	1072	.8	8108	548	.4	5025	982	.8	12164	787	.6	13780
Teens 12-17		201	1.5	1904	114	.9	1433	303	2.3	2296	168	1.3	1576	199	1.5	3205	183	1.4	3708
M 18-34		307	1.4	1712	241	1.1	2049	294	1.3	2225	216	1.0	1624	278	1.2	3361	232	1.0	3659
W 18-34		295	1.5	1787	217	1.1	1851	235	1.2	1994	121	.6	1222	247	1.2	2837	196	1.0	3229
M 18-49		459	1.1	2399	320	.8	2651	400	1.0	2939	237	.6	1941	387	1.0	4451	307	.8	4848
W 18-49		396	1.0	2269	286	.7	2331	308	.8	2527	133	.3	1412	326	.9	3723	253	.7	4335
M 25-49		295	.9	1454	178	.6	1489	215	.7	1752	121	.4	1022	225	.7	2548	173	.5	2830
W 25-49		271	.9	1284	178	.6	1310	191	.6	1351	62	.2	689	211	.7	2086	155	.5	2521
M 25-54		320	.9	1553	196	.5	1594	244	.7	1832	124	.3	1044	249	.7	2684	188	.5	2967
W 25-54		284	.8	1392	188	.5	1380	195	.6	1411	66	.2	715	220	.6	2214	161	.5	2654
M 35-64		183	.7	841	101	.4	790	139	.5	844	24	.1	338	138	.5	1361	93	.3	1476
W 35-64		125	.4	672	86	.3	653	80	.3	640	16	.1	240	96	.3	1162	68	.2	1415

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

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KKGO-FM																			
P 12+		364	.3	3034	516	.4	3340	445	.3	3326	204	.2	2237	447	.4	5260	353	.3	6486
Teens 12-17		4		68	2		56	5		75	9	.1	89	3		136	4		248
M 18-34		28	.1	214	39	.2	303	25	.1	241	21	.1	263	31	.1	432	24	.1	578
W 18-34		17	.1	119	10	.1	120	21	.1	192	7		139	16	.1	313	12	.1	441
M 18-49		60	.1	535	107	.3	699	80	.2	630	47	.1	554	84	.2	1057	64	.2	1295
W 18-49		73	.2	598	88	.2	535	97	.3	725	41	.1	406	86	.2	1137	65	.2	1386
M 25-49		37	.1	453	80	.2	569	69	.2	547	40	.1	498	64	.2	906	50	.2	1123
W 25-49		64	.2	550	86	.3	498	85	.3	649	36	.1	352	79	.3	1024	59	.2	1248
M 25-54		57	.2	688	107	.3	782	95	.3	737	53	.1	647	88	.2	1231	69	.2	1506
W 25-54		91	.3	775	108	.3	664	103	.3	832	40	.1	458	101	.3	1301	76	.2	1630
M 35-64		96	.3	881	132	.5	837	117	.4	894	61	.2	674	116	.4	1400	94	.3	1689
W 35-64		125	.4	1054	153	.5	912	138	.5	1139	57	.2	603	140	.5	1676	106	.4	1985
KKHJ-AM																			
P 12+		173	.1	911	164	.1	1015	111	.1	711	77	.1	536	151	.1	1541	113	.1	1844
Teens 12-17		4		32	1		14	1		13			10	2		45	1		62
M 18-34		29	.1	109	38	.2	143	14	.1	86	19	.1	93	28	.1	216	20	.1	286
W 18-34		29	.1	178	24	.1	167	15	.1	111	13	.1	130	23	.1	230	17	.1	294
M 18-49		68	.2	262	92	.2	376	60	.1	254	36	.1	163	75	.2	509	54	.1	651
W 18-49		46	.1	319	39	.1	358	34	.1	273	20	.1	225	39	.1	539	29	.1	667
M 25-49		65	.2	248	81	.3	315	59	.2	249	35	.1	125	69	.2	443	50	.2	548
W 25-49		38	.1	268	32	.1	304	32	.1	263	16	.1	191	34	.1	485	25	.1	600
M 25-54		78	.2	355	87	.2	418	65	.2	278	37	.1	154	77	.2	593	56	.2	698
W 25-54		42	.1	283	32	.1	304	32	.1	263	16		191	35	.1	500	26	.1	615
M 35-64		59	.2	285	64	.2	379	54	.2	222	21	.1	117	60	.2	487	44	.2	558
W 35-64		43	.2	212	27	.1	228	19	.1	162	16	.1	113	29	.1	379	23	.1	445
KKLA-FM																			
P 12+		240	.2	1207	127	.1	795	183	.1	1136	30		390	179	.1	1797	108	.1	1976
Teens 12-17		7	.1	42	2		11	3		46	1		14	4		73	2		73
M 18-34		31	.1	141	16	.1	139	27	.1	169	6		46	24	.1	281	14	.1	297
W 18-34		9		74	7		72	22	.1	102	2		27	12	.1	125	7		141
M 18-49		96	.2	398	43	.1	221	66	.2	368	10		126	67	.2	616	38	.1	708
W 18-49		53	.1	368	44	.1	307	63	.2	376	9		105	53	.1	547	32	.1	595
M 25-49		91	.3	338	42	.1	185	56	.2	333	5		96	61	.2	530	34	.1	621
W 25-49		53	.2	368	44	.1	307	63	.2	376	9		105	53	.2	547	32	.1	595
M 25-54		102	.3	417	43	.1	205	67	.2	426	6		125	69	.2	623	39	.1	715
W 25-54		60	.2	428	46	.1	337	67	.2	409	12		135	57	.2	620	35	.1	690
M 35-64		103	.4	402	33	.1	134	62	.2	330	6		120	63	.2	516	36	.1	605
W 35-64		66	.2	460	54	.2	343	59	.2	414	14		151	59	.2	637	37	.1	695
KLAC-AM																			
P 12+		518	.4	3323	696	.5	3636	459	.4	4033	177	.1	2372	568	.4	6165	418	.3	7844
Teens 12-17				11			11			13			22			24			68
M 18-34		7		37	3		59	20	.1	308	14	.1	255	9		347	10		560
W 18-34				8			19	3		45	5		88	1		72	3		218
M 18-49		61	.2	293	34	.1	276	41	.1	554	28	.1	486	44	.1	818	35	.1	1272
W 18-49		28	.1	139	31	.1	123	12		166	15		206	24	.1	286	23	.1	646
M 25-49		58	.2	264	34	.1	276	34	.1	476	24	.1	454	41	.1	727	32	.1	1117
W 25-49		28	.1	139	31	.1	123	10		140	12		171	24	.1	259	22	.1	600
M 25-54		87	.2	475	41	.1	327	44	.1	585	27	.1	518	56	.2	959	44	.1	1407
W 25-54		36	.1	260	68	.2	308	31	.1	288	18	.1	242	47	.1	529	38	.1	942
M 35-64		171	.6	941	105	.4	724	89	.3	887	44	.2	686	121	.4	1584	86	.3	1967
W 35-64		106	.4	806	180	.6	815	107	.4	914	40	.1	583	135	.5	1361	99	.3	1806
KLAX-FM																			
P 12+		787	.6	4181	857	.7	4549	824	.6	4207	394	.3	2967	825	.6	7043	643	.5	8162
Teens 12-17		73	.6	545	35	.3	339	46	.4	400	49	.4	457	50	.4	769	50	.4	999
M 18-34		234	1.0	1262	318	1.4	1507	298	1.3	1269	157	.7	965	286	1.3	2245	222	1.0	2613
W 18-34		180	.9	957	222	1.1	1140	196	1.0	1009	71	.4	566	201	1.0	1652	155	.8	1882
M 18-49		342	.8	1786	419	1.0	2017	406	1.0	1870	202	.5	1337	391	1.0	3123	303	.7	3633
W 18-49		256	.7	1383	301	.8	1684	283	.7	1542	119	.3	873	282	.7	2450	219	.6	2780
M 25-49		229	.7	1185	253	.8	1291	283	.9	1332	126	.4	847	255	.8	2071	200	.6	2396
W 25-49		179	.6	973	211	.7	1146	204	.7	1047	88	.3	577	199	.6	1675	153	.5	1932
M 25-54		241	.7	1274	264	.7	1365	296	.8	1405	130	.4	891	266	.7	2203	207	.6	2542
W 25-54		195	.6	1093	228	.6	1271	220	.6	1138	96	.3	667	215	.6	1815	165	.5	2076
M 35-64		140	.5	690	122	.4	656	133	.5	726	54	.2	484	131	.5	1112	98	.3	1300
W 35-64		131	.5	627	121	.4	750	133	.5	669	58	.2	423	128	.4	1045	96	.3	1150

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

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KLOS-FM																			
P 12+		1188	.9	5373	681	.5	4190	648	.5	5185	214	.2	2309	827	.6	8813	557	.4	10155
Teens 12-17		12	.1	157	1		50	8	.1	141	3		72	7	.1	288	6		432
M 18-34		304	1.4	1607	157	.7	1192	147	.7	1359	58	.3	755	199	.9	2465	133	.6	2800
W 18-34		120	.6	815	74	.4	601	87	.4	832	35	.2	440	92	.5	1485	66	.3	1678
M 18-49		786	1.9	3258	427	1.1	2468	373	.9	2937	117	.3	1246	521	1.3	4989	345	.9	5632
W 18-49		347	.9	1670	207	.5	1348	225	.6	1783	72	.2	824	256	.7	2924	172	.5	3284
M 25-49		741	2.3	2878	402	1.3	2151	354	1.1	2706	110	.3	1087	491	1.5	4388	321	1.0	4971
W 25-49		332	1.1	1575	199	.6	1212	214	.7	1551	70	.2	729	245	.8	2581	165	.5	2870
M 25-54		757	2.1	2986	417	1.1	2244	373	1.0	2856	124	.3	1168	508	1.4	4595	334	.9	5217
W 25-54		340	1.0	1640	211	.6	1326	227	.6	1617	75	.2	766	256	.7	2747	172	.5	3068
M 35-64		508	1.8	1788	294	1.0	1393	249	.9	1768	74	.3	583	346	1.2	2806	233	.8	3233
W 35-64		239	.8	988	151	.5	906	156	.5	1063	42	.1	427	180	.6	1697	118	.4	1913
KLSX-FM																			
P 12+		1609	1.3	5660	538	.4	3871	421	.3	2985	69	.1	1050	831	.7	7224	469	.4	8017
Teens 12-17		23	.2	126	1		31	1		26	3		72	8	.1	153	5		233
M 18-34		648	2.9	2147	219	1.0	1413	142	.6	1034	29	.1	441	327	1.5	2574	183	.8	2715
W 18-34		212	1.1	949	56	.3	688	45	.2	382	11	.1	120	100	.5	1235	59	.3	1368
M 18-49		1117	2.8	3659	407	1.0	2534	294	.7	1931	45	.1	685	591	1.5	4558	329	.8	4814
W 18-49		343	.9	1499	96	.3	1034	100	.3	728	20	.1	228	173	.5	1957	102	.3	2244
M 25-49		1004	3.1	3151	372	1.2	2185	278	.9	1777	40	.1	545	538	1.7	3999	299	.9	4228
W 25-49		295	1.0	1193	77	.2	792	96	.3	667	11		175	150	.5	1588	85	.3	1789
M 25-54		1069	2.9	3281	382	1.0	2281	290	.8	1872	41	.1	563	565	1.6	4170	314	.9	4413
W 25-54		330	.9	1283	83	.2	867	99	.3	714	11		175	164	.5	1712	93	.3	1924
M 35-64		554	2.0	1756	213	.8	1281	170	.6	1064	17	.1	262	305	1.1	2297	168	.6	2450
W 35-64		173	.6	682	48	.2	451	61	.2	442	9		111	90	.3	927	53	.2	1127
KLVE-FM																			
P 12+		1846	1.4	7779	1640	1.3	7667	1135	.9	6696	586	.5	4439	1548	1.2	11327	1166	.9	12999
Teens 12-17		44	.3	459	25	.2	345	43	.3	447	25	.2	317	36	.3	805	32	.2	979
M 18-34		362	1.6	1514	397	1.8	1678	244	1.1	1499	150	.7	1118	339	1.5	2381	256	1.1	2925
W 18-34		411	2.1	1993	386	1.9	2042	317	1.6	1834	156	.8	1268	373	1.9	2947	287	1.4	3272
M 18-49		601	1.5	2429	577	1.4	2559	372	.9	2158	243	.6	1528	521	1.3	3775	401	1.0	4591
W 18-49		874	2.3	3585	792	2.1	3565	571	1.5	3172	249	.7	2030	749	2.0	5018	554	1.5	5501
M 25-49		499	1.6	1983	473	1.5	2037	314	1.0	1748	192	.6	1103	432	1.3	3034	330	1.0	3635
W 25-49		767	2.5	2996	694	2.3	2977	479	1.6	2552	192	.6	1563	650	2.1	4028	473	1.5	4415
M 25-54		520	1.4	2124	495	1.4	2214	331	.9	1855	194	.5	1134	452	1.2	3322	345	.9	3923
W 25-54		837	2.4	3275	761	2.2	3244	512	1.5	2761	206	.6	1683	708	2.0	4390	515	1.5	4822
M 35-64		285	1.0	1179	211	.8	1133	167	.6	895	104	.4	520	220	.8	1854	174	.6	2165
W 35-64		608	2.1	2172	531	1.9	2051	315	1.1	1727	121	.4	1005	488	1.7	2796	348	1.2	3063
KLYY-FM																			
P 12+		218	.2	2433	276	.2	3264	284	.2	3949	93	.1	2063	261	.2	5896	196	.2	6916
Teens 12-17		19	.1	404	18	.1	375	39	.3	610	26	.2	500	25	.2	945	25	.2	1149
M 18-34		95	.4	725	127	.6	1160	117	.5	1273	37	.2	725	114	.5	1855	81	.4	2263
W 18-34		69	.3	920	76	.4	1054	81	.4	1346	20	.1	637	75	.4	2016	59	.3	2220
M 18-49		124	.3	983	170	.4	1537	145	.4	1628	44	.1	820	148	.4	2457	102	.3	2901
W 18-49		73	.2	1019	87	.2	1284	96	.3	1637	22	.1	718	85	.2	2392	66	.2	2718
M 25-49		109	.3	828	142	.4	1179	121	.4	1268	33	.1	585	126	.4	1876	85	.3	2124
W 25-49		49	.2	582	58	.2	725	60	.2	905	9		419	56	.2	1381	41	.1	1637
M 25-54		109	.3	834	142	.4	1200	121	.3	1283	33	.1	585	126	.3	1897	86	.2	2160
W 25-54		50	.1	592	58	.2	748	61	.2	936	11		430	57	.2	1421	42	.1	1676
M 35-64		29	.1	276	43	.2	398	29	.1	370	7		95	34	.1	636	22	.1	687
W 35-64		5		108	12		252	18	.1	327	4		91	12		422	9		543
KNX -AM																			
P 12+		997	.8	7225	523	.4	5285	559	.4	6027	286	.2	3221	680	.5	10401	503	.4	12032
Teens 12-17		6		87				1		21	3		24	2		97	2		131
M 18-34		47	.2	547	35	.2	241	25	.1	463	15	.1	277	36	.2	894	25	.1	1078
W 18-34		38	.2	368	20	.1	212	24	.1	285	4		89	27	.1	551	17	.1	713
M 18-49		234	.6	1987	122	.3	1169	157	.4	1878	67	.2	993	167	.4	3017	113	.3	3407
W 18-49		100	.3	1113	48	.1	573	77	.2	984	20	.1	357	73	.2	1675	47	.1	1968
M 25-49		229	.7	1930	121	.4	1144	156	.5	1842	67	.2	964	165	.5	2911	112	.3	3273
W 25-49		96	.3	1045	45	.1	514	75	.2	940	20	.1	347	70	.2	1582	45	.1	1846
M 25-54		272	.7	2354	148	.4	1458	196	.5	2305	85	.2	1216	201	.6	3518	139	.4	4006
W 25-54		125	.4	1317	53	.2	680	89	.3	1146	28	.1	524	86	.2	1934	58	.2	2294
M 35-64		323	1.2	2579	158	.6	1731	234	.8	2441	105	.4	1245	232	.8	3632	165	.6	4122
W 35-64		175	.6	1576	68	.2	924	105	.4	1396	40	.1	641	112	.4	2253	80	.3	2607

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KOST-FM																			
P 12+		757	.6	6161	1126	.9	7039	831	.7	6698	381	.3	4270	922	.7	11161	689	.5	13984
Teens 12-17		18	.1	279	11	.1	180	16	.1	224	31	.2	347	14	.1	484	20	.2	766
M 18-34		46	.2	611	113	.5	665	107	.5	771	75	.3	783	91	.4	1199	79	.4	1807
W 18-34		150	.8	1338	298	1.5	1727	239	1.2	1686	114	.6	1355	234	1.2	2786	174	.9	3531
M 18-49		171	.4	1447	248	.6	1579	196	.5	1611	111	.3	1332	208	.5	2654	164	.4	3598
W 18-49		377	1.0	2943	547	1.4	3253	421	1.1	3284	177	.5	1984	456	1.2	5225	329	.9	6235
M 25-49		164	.5	1319	234	.7	1466	182	.6	1481	90	.3	1043	196	.6	2425	148	.5	3087
W 25-49		338	1.1	2441	457	1.5	2570	349	1.1	2616	117	.4	1309	387	1.3	4091	270	.9	4693
M 25-54		187	.5	1504	284	.8	1703	219	.6	1763	95	.3	1139	234	.6	2797	173	.5	3495
W 25-54		394	1.1	2874	528	1.5	3010	400	1.1	3040	141	.4	1514	448	1.3	4735	311	.9	5482
M 35-64		183	.7	1252	234	.8	1454	151	.6	1349	51	.2	769	194	.7	2257	139	.5	2743
W 35-64		308	1.1	2301	376	1.3	2421	256	.9	2279	98	.3	911	318	1.1	3628	225	.8	4194
KPWR-FM																			
P 12+		844	.7	7539	777	.6	7861	1020	.8	9707	656	.5	7086	872	.7	14132	770	.6	16540
Teens 12-17		262	2.0	2667	185	1.4	2271	407	3.1	3485	310	2.4	3049	277	2.1	4726	278	2.1	5386
M 18-34		314	1.4	2287	303	1.4	2658	310	1.4	2920	202	.9	1873	308	1.4	4319	265	1.2	4947
W 18-34		198	1.0	1651	199	1.0	1920	215	1.1	2250	110	.6	1590	204	1.0	3134	161	.8	3789
M 18-49		344	.8	2663	335	.8	2978	340	.8	3304	209	.5	1999	339	.8	5023	287	.7	5766
W 18-49		224	.6	2017	235	.6	2408	251	.7	2666	126	.3	1872	236	.6	3970	189	.5	4848
M 25-49		152	.5	1388	120	.4	1150	134	.4	1455	64	.2	701	134	.4	2406	109	.3	2846
W 25-49		95	.3	881	119	.4	1174	117	.4	1245	50	.2	784	111	.4	1969	87	.3	2491
M 25-54		158	.4	1433	126	.3	1180	139	.4	1528	64	.2	715	140	.4	2491	113	.3	2946
W 25-54		97	.3	943	120	.3	1206	117	.3	1248	51	.1	804	112	.3	2034	88	.2	2576
M 35-64		37	.1	453	43	.2	378	40	.1	503	10	.1	151	40	.1	849	29	.1	979
W 35-64		30	.1	433	40	.1	555	38	.1	433	17	.1	319	36	.1	943	30	.1	1200
KRLA-AM																			
P 12+		126	.1	880	185	.1	1274	170	.1	1375	99	.1	931	162	.1	2267	132	.1	3165
Teens 12-17		5		66	9	.1	108	12	.1	97	9	.1	90	9	.1	174	9	.1	315
M 18-34		8		47	16	.1	151	17	.1	152	10	.1	151	14	.1	237	11		311
W 18-34		8		85	13	.1	176	13	.1	104	10	.1	112	12	.1	247	10	.1	383
M 18-49		25	.1	171	41	.1	303	48	.1	388	27	.1	291	38	.1	571	30	.1	730
W 18-49		41	.1	208	63	.2	365	52	.1	313	17	.1	191	53	.1	507	39	.1	775
M 25-49		18	.1	130	31	.1	243	38	.1	313	21	.1	233	29	.1	467	24	.1	599
W 25-49		39	.1	174	60	.2	286	46	.1	247	10	.1	136	49	.2	383	35	.1	605
M 25-54		26	.1	215	36	.1	321	41	.1	360	22	.1	264	35	.1	609	28	.1	790
W 25-54		49	.1	261	67	.2	326	51	.1	294	10	.1	150	56	.2	482	40	.1	726
M 35-64		42	.1	286	58	.2	350	43	.2	352	23	.1	247	48	.2	672	36	.1	845
W 35-64		47	.2	236	63	.2	248	48	.2	313	9		124	54	.2	450	38	.1	634
KROQ-FM																			
P 12+		938	.7	6766	739	.6	6315	786	.6	7292	430	.3	4963	815	.6	11134	626	.5	13146
Teens 12-17		119	.9	1241	60	.5	945	142	1.1	1467	148	1.1	1235	103	.8	2109	110	.8	2422
M 18-34		390	1.7	2330	367	1.6	2327	332	1.5	2385	135	.6	1893	363	1.6	3679	253	1.1	4361
W 18-34		239	1.2	1997	166	.8	1922	175	.9	2078	117	.6	1220	191	1.0	3222	155	.8	3685
M 18-49		489	1.2	2919	447	1.1	2873	404	1.0	3051	144	.4	2127	447	1.1	4693	309	.8	5603
W 18-49		317	.8	2498	225	.6	2377	231	.6	2660	131	.3	1512	255	.7	4085	199	.5	4814
M 25-49		364	1.1	2016	338	1.1	2013	307	1.0	2274	76	.2	1174	336	1.0	3313	221	.7	3837
W 25-49		177	.6	1511	140	.5	1414	136	.4	1597	54	.2	800	150	.5	2548	114	.4	3066
M 25-54		366	1.0	2045	340	.9	2043	307	.8	2290	79	.2	1188	338	.9	3357	223	.6	3882
W 25-54		181	.5	1548	141	.4	1438	140	.4	1638	54	.2	800	153	.4	2627	115	.3	3145
M 35-64		103	.4	625	82	.3	590	72	.3	681	15	.1	278	86	.3	1079	58	.2	1322
W 35-64		84	.3	562	61	.2	505	62	.2	649	14		291	69	.2	1003	47	.2	1284
KRRA-AM																			
P 12+		106	.1	349	103	.1	422	60		357	26		244	91	.1	604	67	.1	788
Teens 12-17		13	.1	33			11	5		21	1		11	6		54	4		54
M 18-34		4		72	7		85	1		30	2		28	4		129	4		157
W 18-34		5		11	10	.1	44	4		34	2		11	7		44	5		78
M 18-49		16		105	17		133	13		94	6		45	16		211	12		281
W 18-49		8		24	27	.1	111	14		76	3		40	17		125	13		174
M 25-49		13		61	13		75	12		78	4		30	13		123	9		178
W 25-49		8		24	26	.1	101	14		76	3		40	17	.1	114	12		153
M 25-54		15		76	22	.1	104	17		107	7		59	18		152	14		222
W 25-54		26	.1	69	39	.1	146	17		106	5		70	28	.1	159	20	.1	213
M 35-64		35	.1	101	31	.1	112	28	.1	147	15	.1	99	31	.1	164	25	.1	221
W 35-64		30	.1	76	48	.2	130	18	.1	103	3		58	33	.1	157	22	.1	188

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

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KRTH-FM																			
P 12+		904	.7	6505	1113	.9	6957	788	.6	6946	215	.2	3293	949	.7	11738	656	.5	14459
Teens 12-17		38	.3	548	21	.2	468	41	.3	683	26	.2	461	32	.2	1223	28	.2	1603
M 18-34		100	.4	461	156	.7	683	96	.4	644	41	.2	467	120	.5	1103	77	.3	1415
W 18-34		71	.4	656	114	.6	847	74	.4	879	26	.1	485	88	.4	1496	66	.3	1977
M 18-49		234	.6	1474	366	.9	1755	285	.7	1885	83	.2	1038	300	.7	2963	205	.5	3823
W 18-49		268	.7	2204	377	1.0	2619	250	.7	2444	53	.1	928	305	.8	4115	207	.5	4961
M 25-49		180	.6	1217	293	.9	1425	238	.7	1538	60	.2	811	241	.8	2426	165	.5	3131
W 25-49		245	.8	1892	352	1.1	2249	224	.7	2011	39	.1	745	280	.9	3411	187	.6	4058
M 25-54		266	.7	1745	371	1.0	1793	281	.8	1928	70	.2	945	311	.9	3088	210	.6	3907
W 25-54		346	1.0	2563	452	1.3	2868	282	.8	2498	57	.2	1051	367	1.0	4355	246	.7	5138
M 35-64		296	1.1	1936	351	1.3	1823	276	1.0	2014	67	.2	901	311	1.1	3179	218	.8	4010
W 35-64		354	1.2	2597	412	1.4	2759	264	.9	2456	51	.2	877	349	1.2	4161	229	.8	4728
KSCA-FM																			
P 12+		2199	1.7	7382	1591	1.2	7453	910	.7	5494	409	.3	3236	1569	1.2	10394	1108	.9	11309
Teens 12-17		50	.4	451	34	.3	427	66	.5	529	48	.4	401	49	.4	824	51	.4	994
M 18-34		736	3.3	2602	527	2.4	2354	286	1.3	1835	116	.5	1005	517	2.3	3402	346	1.6	3709
W 18-34		420	2.1	1441	309	1.6	1638	193	1.0	1083	89	.4	648	307	1.5	2109	225	1.1	2210
M 18-49		1113	2.7	3814	756	1.9	3437	409	1.0	2584	146	.4	1313	759	1.9	5024	508	1.3	5489
W 18-49		771	2.0	2361	598	1.6	2720	322	.8	1760	151	.4	1124	566	1.5	3406	408	1.1	3585
M 25-49		888	2.8	2827	579	1.8	2512	287	.9	1773	95	.3	867	584	1.8	3709	389	1.2	4102
W 25-49		630	2.0	1730	481	1.6	2042	225	.7	1237	99	.3	751	448	1.5	2465	317	1.0	2606
M 25-54		949	2.6	3006	621	1.7	2690	312	.9	1937	108	.3	943	627	1.7	3990	419	1.2	4387
W 25-54		681	1.9	1884	530	1.5	2231	254	.7	1377	115	.3	845	491	1.4	2714	347	1.0	2864
M 35-64		493	1.8	1497	305	1.1	1349	166	.6	996	51	.2	454	320	1.1	2031	216	.8	2210
W 35-64		445	1.6	1218	374	1.3	1436	179	.6	931	97	.3	674	336	1.2	1767	240	.8	1873
KSSE-FM																			
P 12+		265	.2	2036	377	.3	2588	369	.3	2856	183	.1	1671	340	.3	4177	288	.2	4871
Teens 12-17		37	.3	276	28	.2	339	49	.4	448	29	.2	278	37	.3	607	35	.3	711
M 18-34		76	.3	524	126	.6	800	116	.5	756	76	.3	582	108	.5	1202	97	.4	1413
W 18-34		91	.5	714	125	.6	784	103	.5	924	59	.3	572	108	.5	1265	90	.5	1431
M 18-49		95	.2	716	167	.4	1079	149	.4	1004	82	.2	672	139	.3	1577	122	.3	1860
W 18-49		114	.3	917	149	.4	965	135	.4	1166	65	.2	630	134	.4	1671	109	.3	1914
M 25-49		51	.2	415	108	.3	746	107	.3	679	40	.1	371	90	.3	1057	78	.2	1237
W 25-49		73	.2	526	91	.3	616	74	.2	664	28	.1	278	80	.3	1010	60	.2	1163
M 25-54		52	.1	430	108	.3	746	109	.3	695	40	.1	371	91	.3	1087	78	.2	1267
W 25-54		73	.2	535	94	.3	640	77	.2	699	30	.1	293	82	.2	1069	64	.2	1252
M 35-64		20	.1	224	46	.2	323	39	.1	290	6	.1	90	36	.1	450	30	.1	521
W 35-64		32	.1	244	44	.2	270	48	.2	336	9	.1	93	42	.1	544	30	.1	670
KTNQ-AM																			
P 12+		650	.5	1910	471	.4	2034	498	.4	2168	308	.2	1671	534	.4	3742	409	.3	4505
Teens 12-17		11	.1	34	2	.1	47	5	.1	37	10	.1	10	6	.1	91	4	.1	115
M 18-34		180	.8	461	87	.4	330	165	.7	630	92	.4	530	140	.6	976	107	.5	1195
W 18-34		83	.4	237	58	.3	330	21	.1	193	40	.2	202	54	.3	475	41	.2	607
M 18-49		321	.8	960	179	.4	744	338	.8	1299	189	.5	965	272	.7	1849	215	.5	2212
W 18-49		167	.4	525	164	.4	737	73	.2	453	71	.2	389	137	.4	1065	103	.3	1278
M 25-49		299	.9	845	174	.5	683	310	1.0	1168	173	.5	822	254	.8	1602	199	.6	1878
W 25-49		156	.5	479	150	.5	660	66	.2	412	49	.2	314	126	.4	966	92	.3	1146
M 25-54		313	.9	905	185	.5	757	325	.9	1242	180	.5	870	267	.7	1734	210	.6	2014
W 25-54		175	.5	509	152	.4	696	74	.2	459	53	.2	344	135	.4	1033	99	.3	1212
M 35-64		185	.7	644	137	.5	619	225	.8	864	126	.4	623	179	.6	1180	143	.5	1364
W 35-64		157	.5	415	131	.5	498	65	.2	343	37	.1	222	119	.4	765	86	.3	860
KTWV-FM																			
P 12+		793	.6	4518	1121	.9	5062	827	.6	5354	276	.2	3176	929	.7	7845	656	.5	9859
Teens 12-17		6	.1	94	2	.1	55	6	.1	70	4	.1	72	4	.1	160	4	.1	245
M 18-34		22	.1	346	46	.2	435	33	.1	287	22	.1	367	35	.2	580	29	.1	882
W 18-34		74	.4	575	149	.7	681	107	.5	673	37	.2	393	113	.6	1028	80	.4	1360
M 18-49		186	.5	1341	257	.6	1506	191	.5	1488	104	.3	1198	215	.5	2387	167	.4	3139
W 18-49		293	.8	1597	454	1.2	1723	302	.8	1967	95	.2	1073	358	.9	2776	245	.6	3472
M 25-49		182	.6	1289	250	.8	1408	186	.6	1420	102	.3	1164	209	.7	2262	163	.5	2997
W 25-49		278	.9	1495	432	1.4	1612	278	.9	1853	90	.3	995	337	1.1	2588	231	.7	3158
M 25-54		268	.7	1657	358	1.0	1696	247	.7	1749	115	.3	1322	296	.8	2753	216	.6	3606
W 25-54		337	1.0	1788	522	1.5	1921	374	1.1	2206	101	.3	1134	419	1.2	3035	283	.8	3663
M 35-64		294	1.0	1602	358	1.3	1568	270	1.0	1860	101	.4	1059	311	1.1	2717	222	.8	3382
W 35-64		324	1.1	1546	472	1.7	1750	350	1.2	1990	90	.3	1025	389	1.4	2643	262	.9	3148

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KWKV-AM																			
P 12+		301	.2	1084	266	.2	1248	128	.1	824	75	.1	526	235	.2	1831	168	.1	2267
Teens 12-17		4		11	1		22	9	.1	24	6		43	5		46	5		89
M 18-34		68	.3	201	75	.3	242	28	.1	172	15	.1	82	58	.3	326	38	.2	367
W 18-34		18	.1	80	35	.2	169	15	.1	88	7		89	23	.1	215	17	.1	289
M 18-49		128	.3	426	126	.3	517	43	.1	326	32	.1	169	101	.2	707	68	.2	831
W 18-49		42	.1	263	58	.2	326	17		118	7		89	40	.1	426	26	.1	513
M 25-49		122	.4	384	120	.4	476	40	.1	296	30	.1	155	96	.3	637	65	.2	746
W 25-49		42	.1	263	56	.2	302	16	.1	108	6		69	40	.1	403	26	.1	480
M 25-54		124	.3	414	123	.3	491	47	.1	356	31	.1	171	100	.3	710	69	.2	849
W 25-54		43	.1	278	56	.2	302	18	.1	123	7		82	40	.1	418	27	.1	538
M 35-64		82	.3	340	62	.2	351	25	.1	281	18	.1	120	57	.2	600	40	.1	712
W 35-64		57	.2	254	63	.2	236	27	.1	105	3		45	50	.2	344	30	.1	412
KWVE-FM																			
P 12+		135	.1	1019	91	.1	803	150	.1	1184	19		319	123	.1	1715	83	.1	2085
Teens 12-17		5		29	1		11	8	.1	37	1		14	4		52	2		79
M 18-34		12	.1	129	15	.1	100	33	.1	201	2		38	20	.1	263	12	.1	324
W 18-34		26	.1	219	15	.1	139	15	.1	211	1		21	18	.1	322	12	.1	340
M 18-49		43	.1	317	32	.1	227	59	.1	415	5		102	44	.1	549	27	.1	670
W 18-49		48	.1	436	36	.1	349	37	.1	382	3		84	40	.1	693	25	.1	747
M 25-49		41	.1	296	26	.1	207	46	.1	368	4		72	37	.1	497	22	.1	589
W 25-49		39	.1	386	30	.1	305	33	.1	328	2		71	34	.1	619	21	.1	654
M 25-54		46	.1	344	27	.1	242	58	.2	451	6		102	42	.1	581	28	.1	672
W 25-54		45	.1	434	34	.1	378	47	.1	423	9		154	41	.1	714	30	.1	788
M 35-64		48	.2	308	25	.1	205	48	.2	370	6		94	39	.1	452	26	.1	564
W 35-64		37	.1	290	30	.1	298	36	.1	266	9		146	34	.1	491	25	.1	578
KYSR-FM																			
P 12+		587	.5	5829	812	.6	6512	812	.6	7832	240	.2	3962	743	.6	11195	549	.4	13274
Teens 12-17		50	.4	726	34	.3	713	86	.7	1050	54	.4	789	55	.4	1439	53	.4	1832
M 18-34		149	.7	1257	181	.8	1534	175	.8	1546	66	.3	907	169	.8	2483	131	.6	2937
W 18-34		207	1.0	1973	294	1.5	2198	290	1.5	2595	73	.4	1354	266	1.3	3616	185	.9	4180
M 18-49		224	.6	1888	318	.8	2221	279	.7	2512	89	.2	1292	277	.7	3796	209	.5	4636
W 18-49		289	.8	2954	429	1.1	3275	409	1.1	3774	92	.2	1802	380	1.0	5349	265	.7	6101
M 25-49		180	.6	1500	264	.8	1733	238	.7	2027	65	.2	1046	230	.7	2960	172	.5	3670
W 25-49		220	.7	2202	318	1.0	2379	303	1.0	2708	62	.2	1230	283	.9	3837	197	.6	4369
M 25-54		191	.5	1582	281	.8	1831	252	.7	2159	69	.2	1099	244	.7	3093	181	.5	3833
W 25-54		227	.6	2319	326	.9	2482	310	.9	2827	62	.2	1244	291	.8	4019	202	.6	4551
M 35-64		87	.3	742	154	.5	797	121	.4	1149	27	.1	438	123	.4	1518	87	.3	1949
W 35-64		89	.3	1098	147	.5	1229	135	.5	1376	20	.1	463	126	.4	1998	87	.3	2205
KZLA-FM																			
P 12+		535	.4	3495	646	.5	3625	589	.5	4280	172	.1	2016	594	.5	5823	455	.4	6871
Teens 12-17		16	.1	125	4		89	7	.1	92	5		59	9	.1	198	7	.1	241
M 18-34		22	.1	209	21	.1	189	24	.1	212	7		222	22	.1	334	19	.1	431
W 18-34		71	.4	528	98	.5	592	79	.4	741	33	.2	402	84	.4	966	65	.3	1097
M 18-49		115	.3	747	176	.4	846	135	.3	922	47	.1	563	144	.4	1262	111	.3	1587
W 18-49		159	.4	1251	199	.5	1124	181	.5	1585	62	.2	687	181	.5	2010	140	.4	2277
M 25-49		111	.3	703	170	.5	777	131	.4	864	44	.1	499	140	.4	1157	107	.3	1452
W 25-49		136	.4	1068	184	.6	920	158	.5	1288	45	.1	486	161	.5	1632	123	.4	1863
M 25-54		138	.4	896	213	.6	960	176	.5	1069	55	.2	627	179	.5	1439	138	.4	1794
W 25-54		194	.6	1322	228	.6	1177	204	.6	1579	53	.2	599	210	.6	2029	157	.4	2338
M 35-64		172	.6	992	247	.9	1111	205	.7	1181	62	.2	606	211	.8	1643	162	.6	1976
W 35-64		165	.6	1196	178	.6	1006	185	.6	1453	43	.2	493	176	.6	1831	134	.5	2139
KCAL-FM																			
P 12+		104	.1	702	176	.1	857	152	.1	1038	46		466	146	.1	1390	107	.1	1665
Teens 12-17		1		34	3		50	3		52	1		14	3		98	2		115
M 18-34		47	.2	287	95	.4	412	83	.4	464	22	.1	172	77	.3	603	55	.2	678
W 18-34		9		123	12	.1	119	15	.1	184	6		93	12	.1	226	10	.1	268
M 18-49		79	.2	417	146	.4	567	122	.3	636	35	.1	268	118	.3	823	84	.2	981
W 18-49		19		213	23	.1	218	23	.1	296	9		167	22	.1	408	18		498
M 25-49		58	.2	345	100	.3	462	86	.3	530	22	.1	222	83	.3	701	58	.2	839
W 25-49		17	.1	169	17	.1	151	15		219	5		92	16	.1	309	13		365
M 25-54		61	.2	368	102	.3	470	86	.2	545	22	.1	231	85	.2	724	59	.2	872
W 25-54		17		169	17		151	15		219	5		92	16		309	13		365
M 35-64		34	.1	153	53	.2	162	40	.1	194	13		105	43	.2	249	31	.1	343
W 35-64		10		91	11		99	8		112	3		74	10		182	8		230

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

DMA Target Listeners

AQH and Cume Persons																		
	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KCXX-FM																		
P 12+	91	.1	1005	126	.1	948	138	.1	1072	87	.1	701	119	.1	1578	104	.1	1861
Teens 12-17	14	.1	255	13	.1	171	25	.2	252	24	.2	249	17	.1	369	18	.1	456
M 18-34	25	.1	271	25	.1	300	34	.2	293	20	.1	167	28	.1	464	23	.1	512
W 18-34	33	.2	258	59	.3	354	58	.3	396	39	.2	204	51	.3	470	45	.2	510
M 18-49	38	.1	384	49	.1	379	50	.1	371	22	.1	217	46	.1	602	35	.1	699
W 18-49	36	.1	304	63	.2	383	62	.2	443	40	.1	214	54	.1	537	49	.1	606
M 25-49	32	.1	291	41	.1	284	38	.1	266	14	.1	139	37	.1	419	28	.1	495
W 25-49	24	.1	186	38	.1	228	35	.1	270	17	.1	112	33	.1	317	28	.1	352
M 25-54	32	.1	291	41	.1	284	38	.1	266	14	.1	139	37	.1	419	28	.1	495
W 25-54	25	.1	202	38	.1	228	36	.1	276	17	.1	118	33	.1	333	29	.1	379
M 35-64	13		113	25	.1	79	15	.1	78	2		57	18	.1	138	12		194
W 35-64	5		78	4		29	5		54	1		16	5		99	5		138
KFRG-FM																		
P 12+	539	.4	2814	517	.4	2946	418	.3	2957	127	.1	1380	493	.4	4292	361	.3	4967
Teens 12-17	13	.1	142	7	.1	107	15	.1	186	12	.1	66	11	.1	256	12	.1	332
M 18-34	34	.2	216	39	.2	187	48	.2	242	10		109	41	.2	350	28	.1	453
W 18-34	76	.4	470	68	.3	489	64	.3	513	32	.2	316	69	.3	709	53	.3	787
M 18-49	153	.4	746	159	.4	700	132	.3	776	27	.1	358	149	.4	1091	100	.2	1299
W 18-49	177	.5	1028	168	.4	1072	131	.3	1074	53	.1	539	159	.4	1506	120	.3	1757
M 25-49	148	.5	682	141	.4	622	114	.4	693	23	.1	302	135	.4	980	90	.3	1124
W 25-49	159	.5	902	147	.5	884	122	.4	930	43	.1	445	143	.5	1259	105	.3	1487
M 25-54	183	.5	842	170	.5	768	146	.4	892	31	.1	404	166	.5	1235	116	.3	1392
W 25-54	189	.5	1026	170	.5	1026	141	.4	1058	47	.1	493	167	.5	1480	123	.3	1753
M 35-64	196	.7	821	190	.7	882	148	.5	942	35	.1	464	179	.6	1283	126	.4	1405
W 35-64	159	.6	827	153	.5	860	104	.4	808	29	.1	319	140	.5	1190	102	.4	1434
KXFG-FM																		
P 12+	19		131	19		126	10		107	6		55	16		174	13		202
Teens 12-17									11						11			11
M 18-34			8	4		8	4		17	2		8	3		17	2		17
W 18-34	14	.1	47	6		47	4		53	2		24	8		59	5		59
M 18-49	1		31	4		15	4		23	2		8	3		40	3		40
W 18-49	18		100	12		105	5		67	2		24	12		117	9		117
M 25-49	1		31	4		15	4		23	2		8	3		40	3		40
W 25-49	18	.1	100	12		105	5		55	2		24	12		105	9		105
M 25-54	1		31	4		15	4		23	2		8	3		40	3		40
W 25-54	18	.1	100	12		105	5		55	2		24	12		105	9		105
M 35-64	1		23			6			6			7			23			30
W 35-64	5		52	6		58	1		14	1		16	4		58	4		79
KGGI-FM																		
P 12+	316	.2	2850	268	.2	2814	321	.3	3253	155	.1	2016	299	.2	5172	244	.2	6285
Teens 12-17	71	.5	779	43	.3	762	96	.7	998	70	.5	749	68	.5	1508	71	.5	1823
M 18-34	50	.2	443	45	.2	458	51	.2	508	24	.1	392	49	.2	834	39	.2	1138
W 18-34	98	.5	815	89	.4	848	81	.4	936	44	.2	558	89	.4	1388	68	.3	1603
M 18-49	69	.2	592	75	.2	704	87	.2	781	30	.1	490	77	.2	1250	59	.1	1648
W 18-49	134	.4	1140	125	.3	1077	109	.3	1231	52	.1	679	123	.3	1901	92	.2	2211
M 25-49	44	.1	351	56	.2	433	70	.2	575	14		270	57	.2	819	40	.1	1072
W 25-49	87	.3	792	76	.2	621	66	.2	756	22	.1	374	76	.2	1206	54	.2	1428
M 25-54	50	.1	402	57	.2	455	73	.2	598	14		270	60	.2	886	41	.1	1139
W 25-54	98	.3	870	78	.2	644	73	.2	826	23	.1	419	83	.2	1309	58	.2	1551
M 35-64	30	.1	249	34	.1	304	44	.2	328	6		107	36	.1	563	24	.1	675
W 35-64	52	.2	461	45	.2	306	38	.1	413	9		166	45	.2	699	31	.1	818
KOLA-FM																		
P 12+	178	.1	1414	250	.2	1812	198	.2	1738	59		783	212	.2	2752	164	.1	3392
Teens 12-17	7	.1	120	6		136	5		121	4		96	6		234	7	.1	313
M 18-34	9		147	16	.1	164	14	.1	190	2		72	13	.1	276	11		375
W 18-34	5		89	15	.1	102	17	.1	166	12	.1	81	13	.1	250	12	.1	308
M 18-49	53	.1	402	77	.2	537	66	.2	462	12		253	66	.2	775	52	.1	992
W 18-49	42	.1	405	54	.1	444	49	.1	536	22	.1	225	49	.1	774	40	.1	998
M 25-49	52	.2	381	72	.2	460	60	.2	376	12		233	62	.2	663	47	.1	829
W 25-49	41	.1	393	51	.2	420	45	.1	458	19	.1	187	46	.1	675	37	.1	845
M 25-54	66	.2	471	95	.3	587	73	.2	485	16		275	79	.2	843	59	.2	1037
W 25-54	54	.2	482	75	.2	561	57	.2	590	24	.1	232	63	.2	867	49	.1	1098
M 35-64	69	.2	425	93	.3	590	85	.3	506	23	.1	281	83	.3	837	62	.2	991
W 35-64	62	.2	467	84	.3	584	54	.2	569	17	.1	225	68	.2	845	51	.2	1076

* Listener estimates adjusted for reported broadcast schedule.

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

ARBTRON

DMA Target Listeners

AQH and Cume Persons

	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KWRP-FM																		
P 12+	114	.1	421	106	.1	453	54		387	29		252	92	.1	591	70	.1	761
Teens 12-17	1		12			8			22	1		29			26	1		37
M 18-34			13				1		19	1		40			19			45
W 18-34						8			8						8			8
M 18-49			13	1		5	1		24	1		59	1		24	1		70
W 18-49	7		16	7		39	4		35	1		32	6		44	4		65
M 25-49				1		5			5			19			5			25
W 25-49	7		16	7		39	4		35	1		32	6		44	4		65
M 25-54				1		12			5			19			12			37
W 25-54	7		28	9		65	6		47	2		44	8		71	5		97
M 35-64	7		39	10		39	4		44	1		37	7		57	5		82
W 35-64	17	.1	48	18	.1	92	9		65	3		54	15	.1	102	11		134
XTRA-AM																		
P 12+	146	.1	1105	282	.2	1482	256	.2	1882	54		770	232	.2	2573	143	.1	3053
Teens 12-17	4		59	2		35	4		76	3		51	3		93	3		116
M 18-34	55	.2	363	107	.5	425	95	.4	514	21	.1	255	87	.4	768	51	.2	854
W 18-34				3		30	2		34			9	2		56	1		56
M 18-49	112	.3	798	232	.6	1110	191	.5	1251	42	.1	492	182	.4	1731	109	.3	2013
W 18-49	2		57	3		39	7		127	1		65	4		195	3		224
M 25-49	100	.3	699	223	.7	1032	169	.5	1156	39	.1	436	168	.5	1558	101	.3	1797
W 25-49	2		57	3		39	7		113	1		65	4		181	3		210
M 25-54	109	.3	737	241	.7	1149	191	.5	1314	41	.1	499	185	.5	1750	111	.3	2033
W 25-54	2		57	3		39	7		113	1		65	4		181	3		210
M 35-64	77	.3	550	162	.6	888	140	.5	1033	26	.1	356	129	.5	1322	80	.3	1590
W 35-64	6		81	3		44	10		142	1		56	6		199	4		228
TOTALS																		
P 12+	31132	24.4	105136	29740	23.3	96174	25442	19.9	101552	10858	8.5	68939	28847	22.6	119588	21460	16.8	121435
Teens 12-17	1752	13.4	10445	1015	7.8	7472	2167	16.6	10686	1597	12.2	9246	1596	12.2	12305	1576	12.1	12603
M 18-34	5825	26.1	18518	5558	24.9	16994	4783	21.4	18089	2333	10.5	14063	5402	24.2	21303	3998	17.9	21603
W 18-34	4730	23.7	17018	5097	25.6	16495	4357	21.9	16877	1888	9.5	12292	4756	23.9	19158	3563	17.9	19339
M 18-49	11166	27.5	33905	10265	25.3	30636	8957	22.1	32998	3793	9.4	23337	10141	25.0	38488	7362	18.2	39031
W 18-49	9445	24.7	32409	9870	25.8	30894	7921	20.7	31636	3029	7.9	20881	9140	23.9	36429	6667	17.5	36854
M 25-49	9393	29.3	27036	8428	26.3	24128	7312	22.8	26217	2824	8.8	17743	8382	26.1	30467	5971	18.6	30908
W 25-49	7939	25.7	26161	8177	26.5	24757	6308	20.5	25285	2109	6.8	15501	7529	24.4	29285	5369	17.4	29665
M 25-54	10571	29.0	30797	9484	26.1	27278	8303	22.8	29830	3117	8.6	19858	9456	26.0	34602	6724	18.5	35054
W 25-54	9090	25.8	29924	9234	26.2	27990	7157	20.3	28761	2405	6.8	17647	8551	24.3	33392	6093	17.3	33831
M 35-64	8023	28.6	23710	7110	25.3	20888	6310	22.5	22826	2137	7.6	13880	7146	25.5	26446	5077	18.1	26780
W 35-64	7204	25.2	23848	7259	25.4	22315	5413	19.0	22787	1808	6.3	13183	6674	23.4	26897	4747	16.6	27294

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KABC-AM																			
P 12+		394	.3	1125	561	.4	1635	189	.1	674	111	.1	401	528	.4	1468	183	.1	572
Teens 12-17					3		23										9		31
M 18-34					5		39	2		16	2		16				1		11
W 18-34		7		35	8		34	3		34	1		16	18	.1	66	1		11
M 18-49		39	.1	114	73	.2	223	32	.1	91	15		74	87	.2	217	37	.1	101
W 18-49		65	.2	242	104	.3	326	31	.1	161	3		30	75	.2	282	28	.1	127
M 25-49		39	.1	114	73	.2	223	32	.1	91	15		74	87	.3	217	29	.1	71
W 25-49		65	.2	242	104	.3	326	31	.1	161	3		30	75	.2	282	28	.1	127
M 25-54		43	.1	129	105	.3	323	43	.1	107	17		103	114	.3	269	29	.1	71
W 25-54		78	.2	302	125	.4	381	35	.1	187	3		30	101	.3	369	37	.1	166
M 35-64		67	.2	192	165	.6	450	83	.3	220	29	.1	121	170	.6	433	79	.3	201
W 35-64		124	.4	385	176	.6	504	64	.2	245	28	.1	76	125	.4	416	47	.2	191
KACD-FM																			
P 12+		44		159	156	.1	518	149	.1	417	120	.1	368	68	.1	292	73	.1	314
Teens 12-17		9	.1	32	17	.1	59	12	.1	44	24	.2	55	5		42	15	.1	56
M 18-34		14	.1	54	48	.2	148	53	.2	108	36	.2	127	21	.1	102	14	.1	80
W 18-34		1		10	29	.1	100	49	.2	132	22	.1	122	19	.1	47	24	.1	77
M 18-49		20		89	83	.2	273	72	.2	198	53	.1	161	28	.1	131	27	.1	109
W 18-49		7		22	30	.1	127	50	.1	145	29	.1	135	20	.1	60	25	.1	105
M 25-49		20	.1	89	71	.2	245	40	.1	141	41	.1	118	23	.1	104	23	.1	94
W 25-49		6		12	7		73	20	.1	70	16	.1	36	4		31	4		45
M 25-54		20	.1	89	71	.2	245	40	.1	141	41	.1	118	23	.1	104	23	.1	94
W 25-54		6		12	16		88	27	.1	85	16		36	7		46	6		60
M 35-64		5		35	36	.1	139	19	.1	90	31	.1	51	139	9	45	14		45
W 35-64		6		12	12		56	8		27	7		12	4		41	5		56
KBCD-FM																			
P 12+		13		67	21		126	17		114	6		28	31		174	16		85
Teens 12-17		6		24	1		12	5		11							4		23
M 18-34		2		18	10		47	5		47	6		28	17	.1	85	2		18
W 18-34		1		12	10	.1	67	6		56				14	.1	89	10	.1	44
M 18-49		2		18	10		47	5		47	6		28	17		85	2		18
W 18-49		5		25	10		67	6		56				14		89	10		44
M 25-49		2		18	7		31	3		35				5		35	2		18
W 25-49		5		25	9		51	3		25				8		44	10		44
M 25-54		2		18	7		31	3		35				5		35	2		18
W 25-54		5		25	9		51	3		25				8		44	10		44
M 35-64																			
W 35-64		3		13															
KACE-FM																			
P 12+		97	.1	407	203	.2	596	146	.1	442	102	.1	303	122	.1	333	83	.1	267
Teens 12-17					14	.1	25			22	3		14	2		20	12	.1	31
M 18-34		7		27	22	.1	77	5		22	19	.1	56	3		12	11		39
W 18-34		19	.1	100	37	.2	131	25	.1	88	13	.1	45	14	.1	46	7		39
M 18-49		22	.1	120	43	.1	124	32	.1	99	34	.1	109	19		78	23	.1	90
W 18-49		40	.1	180	83	.2	269	87	.2	248	31	.1	117	24	.1	112	14		75
M 25-49		18	.1	105	35	.1	89	32	.1	99	33	.1	94	19	.1	78	23	.1	90
W 25-49		29	.1	142	66	.2	218	79	.3	228	30	.1	102	15		96	10		59
M 25-54		29	.1	141	64	.2	146	43	.1	138	40	.1	112	54	.1	114	34	.1	126
W 25-54		31	.1	152	77	.2	240	79	.2	228	30	.1	102	26	.1	110	10		59
M 35-64		34	.1	153	52	.2	109	43	.2	138	38	.1	106	68	.2	135	39	.1	105
W 35-64		31	.1	102	60	.2	184	67	.2	183	29	.1	83	33	.1	114	15	.1	52
KRTO-FM																			
P 12+		22		101	55		169	48		130	15		79	9		83	27		122
Teens 12-17					2		4							1		10	1		10
M 18-34							4			8	3		8						
W 18-34		9		33	14	.1	28	7		18	6		37	2		24	10	.1	47
M 18-49		3		18	10		38	9		25	6		19	1		5	7		14
W 18-49		16		73	33	.1	102	33	.1	84	9		56	4		53	16		75
M 25-49		3		18	10		38	9		25	6		19	1		5	7		14
W 25-49		15		57	33	.1	102	32	.1	78	8		41	4		53	14		56
M 25-54		3		18	15		44	11		31	6		19	1		5	8		20
W 25-54		16		61	33	.1	102	33	.1	80	8		41	4		60	14		56
M 35-64		5		21	16	.1	47	8		27	3		12	4		13	10		31
W 35-64		9		47	21	.1	77	28	.1	78	3		22	2		36	7		34

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

ARBITRON

295

LOS ANGELES
LOS ANGELES DMA

SPRING 1998

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KAHS-AM																			
P 12+																			
Teens 12-17																			
M 18-34																			
W 18-34																			
M 18-49																			
W 18-49																			
M 25-49																			
W 25-49																			
M 25-54																			
W 25-54																			
M 35-64																			
W 35-64																			
KXTA-AM																			
P 12+		28		118	144	.1	457	95	.1	380	94	.1	264	189	.1	696	132	.1	575
Teens 12-17					1		12	3		11	9	.1	22	7	.1	22	3		22
M 18-34		10		27	17	.1	79	17	.1	89	13	.1	44	41	.2	176	17	.1	106
W 18-34					2		18	1		18									
M 18-49		16		62	45	.1	169	50	.1	205	54	.1	168	87	.2	393	70	.2	318
W 18-49					2		18	1		18	6		14	3		14	2		14
M 25-49		16		62	45	.1	169	50	.2	205	45	.1	154	71	.2	336	67	.2	304
W 25-49					2		18	1		18	6		14	3		14	2		14
M 25-54		19	.1	75	63	.2	228	65	.2	267	54	.1	175	86	.2	393	83	.2	348
W 25-54					2		32	1		18	6		14	6		28	5		28
M 35-64		10		62	51	.2	177	58	.2	206	49	.2	145	67	.2	288	75	.3	285
W 35-64					10		54				6		14	18	.1	82	18	.1	84
KBIG-FM																			
P 12+		260	.2	1047	492	.4	1719	375	.3	1290	386	.3	1275	403	.3	1540	269	.2	881
Teens 12-17		19	.1	105	19	.1	81	23	.2	102	15	.1	64	33	.3	120	15	.1	81
M 18-34		30	.1	146	48	.2	178	47	.2	150	96	.4	278	57	.3	151	50	.2	131
W 18-34		42	.2	223	92	.5	346	55	.3	215	79	.4	258	87	.4	358	46	.2	177
M 18-49		65	.2	261	118	.3	476	104	.3	321	169	.4	514	121	.3	384	83	.2	262
W 18-49		89	.2	400	238	.6	744	139	.4	516	164	.4	514	171	.4	681	103	.3	361
M 25-49		64	.2	247	111	.3	427	94	.3	293	164	.5	496	96	.3	322	64	.2	227
W 25-49		82	.3	338	206	.7	640	108	.4	398	153	.5	460	152	.5	557	95	.3	306
M 25-54		77	.2	279	140	.4	514	114	.3	334	170	.5	509	105	.3	371	64	.2	227
W 25-54		89	.3	369	221	.6	708	120	.3	462	158	.4	483	155	.4	580	99	.3	343
M 35-64		67	.2	181	116	.4	447	87	.3	246	80	.3	263	92	.3	349	52	.2	174
W 35-64		68	.2	293	187	.7	553	129	.5	466	94	.3	313	108	.4	470	66	.2	251
KBUA-FM																			
P 12+		20		63	27		66	9		58	1		21	15		87	9		34
Teens 12-17								6		34	1		11	3		32	7	.1	22
M 18-34		10		38	14	.1	27	1		14				1		14			
W 18-34		5		10	8		10	2		10	1		10	5		11			
M 18-49		10		38	19		56	1		14				4		31			
W 18-49		5		10	8		10	2		10	1		10	8		24	2		12
M 25-49		9		27	19	.1	56	1		14				4		31			
W 25-49														4		24	2		12
M 25-54		9		27	19	.1	56	1		14				8		24	2		12
W 25-54		6		15										4		31			
M 35-64					4		29							8		24	2		12
W 35-64		6		15										4		18			
KBUE-FM																			
P 12+		255	.2	707	356	.3	1096	237	.2	657	116	.1	395	343	.3	922	201	.2	543
Teens 12-17		25	.2	107	45	.3	164	60	.5	190	29	.2	83	16	.1	81	22	.2	69
M 18-34		68	.3	187	103	.5	306	41	.2	124	28	.1	91	117	.5	267	81	.4	206
W 18-34		59	.3	189	113	.6	238	60	.3	170	29	.1	126	72	.4	212	38	.2	138
M 18-49		104	.3	260	122	.3	399	67	.2	189	30	.1	105	157	.4	403	95	.2	251
W 18-49		96	.3	253	166	.4	429	89	.2	233	51	.1	176	124	.3	341	71	.2	189
M 25-49		48	.1	136	61	.2	229	33	.1	106	4		28	89	.3	261	34	.1	113
W 25-49		74	.2	171	127	.4	347	55	.2	162	29	.1	95	104	.3	254	49	.2	112
M 25-54		56	.2	151	68	.2	259	42	.1	135	6		42	95	.3	276	34	.1	113
W 25-54		84	.2	216	127	.4	347	55	.2	162	29	.1	95	110	.3	269	49	.1	112
M 35-64		43	.2	88	26	.1	122	35	.1	94	4		29	64	.2	168	21	.1	63
W 35-64		48	.2	108	60	.2	223	29	.1	63	22	.1	50	57	.2	144	32	.1	51

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

DMA Target Listeners

AQH and Cume Persons																		
Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM			
AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	
KCBS-FM																		
P 12+	317	.2	1244	711	.6	2377	484	.4	1714	155	.1	691	482	.4	1927	414	.3	1390
Teens 12-17	14	.1	35	48	.4	137	25	.2	86	8	.1	42	20	.2	120	1		5
M 18-34	95	.4	322	165	.7	538	84	.4	312	18	.1	122	85	.4	306	75	.3	229
W 18-34	41	.2	178	104	.5	382	104	.5	395	10	.1	83	80	.4	279	85	.4	332
M 18-49	169	.4	651	374	.9	1217	216	.5	725	78	.2	361	227	.6	856	214	.5	665
W 18-49	110	.3	430	249	.7	836	191	.5	748	35	.1	216	165	.4	697	169	.4	614
M 25-49	162	.5	606	354	1.1	1119	193	.6	644	75	.2	336	208	.6	777	195	.6	611
W 25-49	105	.3	379	226	.7	739	170	.6	652	30	.1	174	144	.5	628	138	.4	518
M 25-54	165	.5	610	357	1.0	1133	195	.5	658	79	.2	354	220	.6	840	197	.5	615
W 25-54	114	.3	426	250	.7	829	194	.6	734	41	.1	198	173	.5	719	141	.4	556
M 35-64	81	.3	369	219	.8	724	149	.5	456	77	.3	273	160	.6	655	152	.5	466
W 35-64	78	.3	298	171	.6	556	116	.4	451	43	.2	171	133	.5	543	93	.3	337
KCMG-FM																		
P 12+	381	.3	1413	897	.7	2736	670	.5	2105	306	.2	1123	538	.4	2003	444	.3	1495
Teens 12-17	34	.3	155	114	.9	338	57	.4	212	79	.6	244	48	.4	261	33	.3	132
M 18-34	67	.3	219	151	.7	380	80	.4	262	29	.1	112	99	.4	318	73	.3	313
W 18-34	115	.6	370	185	.9	554	150	.8	501	89	.4	289	142	.7	492	112	.6	362
M 18-49	155	.4	507	291	.7	849	192	.5	608	57	.1	250	185	.5	664	150	.4	588
W 18-49	171	.4	634	374	1.0	1250	324	.8	994	155	.4	561	229	.6	826	199	.5	628
M 25-49	118	.4	382	228	.7	709	167	.5	522	45	.1	206	141	.4	536	132	.4	504
W 25-49	139	.5	495	298	1.0	1042	258	.8	805	133	.4	464	190	.6	642	166	.5	509
M 25-54	124	.3	411	267	.7	796	194	.5	605	50	.1	235	149	.4	578	148	.4	530
W 25-54	142	.4	512	317	.9	1105	269	.8	842	136	.4	479	215	.6	713	187	.5	571
M 35-64	99	.4	346	196	.7	591	145	.5	464	33	.1	167	116	.4	438	110	.4	319
W 35-64	60	.2	295	232	.8	825	197	.7	556	70	.2	296	126	.4	462	114	.4	352
KDIS-AM																		
P 12+	53		227	45		224	59		309	39		160	56		316	50		227
Teens 12-17	10	.1	54	3		14	12	.1	41	3		31	8	.1	73	8	.1	61
M 18-34	2		14	8		25	11		61			7		41	6		37	
W 18-34	12	.1	39	9		56	13	.1	65	19	.1	47	5		40	9		37
M 18-49	6		32	16		77	15		90	1		15	9		61	6		37
W 18-49	26	.1	114	23	.1	121	25	.1	126	25	.1	90	34	.1	151	25	.1	101
M 25-49	6		32	16		69	15		90	1		15	9		61	6		37
W 25-49	26	.1	114	23	.1	121	24	.1	116	21	.1	80	33	.1	136	25	.1	101
M 25-54	6		32	16		69	15		90	1		15	9		65	7		41
W 25-54	26	.1	114	23	.1	121	25	.1	127	21	.1	80	33	.1	136	25	.1	101
M 35-64	5		19	8		52	6		44	1		15	2		24	1		4
W 35-64	24	.1	101	17	.1	77	14		72	6		44	29	.1	111	16	.1	65
KFI -AM																		
P 12+	976	.8	2855	864	.7	2617	278	.2	809	144	.1	672	462	.4	1656	150	.1	487
Teens 12-17	1		5	1		12	1		9	3		20	7	.1	34	12	.1	26
M 18-34	57	.3	169	69	.3	191	14	.1	38	10		33	25	.1	98			
W 18-34	51	.3	141	44	.2	131	21	.1	90	9		67	10	.1	74	6		29
M 18-49	161	.4	498	149	.4	469	41	.1	152	28	.1	94	73	.2	245	17		57
W 18-49	134	.4	411	140	.4	459	57	.1	213	14		116	97	.3	355	21	.1	94
M 25-49	156	.5	476	148	.5	453	41	.1	152	28	.1	94	73	.2	245	17	.1	57
W 25-49	123	.4	381	140	.5	454	56	.2	198	10		102	96	.3	349	21	.1	94
M 25-54	228	.6	672	200	.5	580	51	.1	176	31	.1	126	106	.3	381	32	.1	84
W 25-54	147	.4	462	166	.5	531	74	.2	241	21	.1	141	113	.3	417	24	.1	112
M 35-64	292	1.0	817	216	.8	670	46	.2	168	33	.1	143	123	.4	434	37	.1	108
W 35-64	196	.7	600	197	.7	640	93	.3	266	32	.1	167	145	.5	490	59	.2	182
KFWB-AM																		
P 12+	418	.3	1660	306	.2	1415	217	.2	980	122	.1	540	265	.2	1344	193	.2	844
Teens 12-17				3		23												
M 18-34	7		53	12	.1	79	12	.1	78	2		16	6		57	7		55
W 18-34	7		63	6		59	8		30	1		8	8		56	24	.1	77
M 18-49	45	.1	254	60	.1	310	49	.1	233	7		93	46	.1	272	45	.1	202
W 18-49	34	.1	213	27	.1	210	33	.1	138	11		79	24	.1	166	32	.1	156
M 25-49	43	.1	238	60	.2	310	47	.1	216	6		76	46	.1	272	45	.1	202
W 25-49	33	.1	198	27	.1	210	33	.1	138	11		79	24	.1	166	31	.1	141
M 25-54	75	.2	370	91	.3	429	60	.2	307	12		107	61	.2	346	52	.1	261
W 25-54	56	.2	318	39	.1	261	45	.1	193	20	.1	113	28	.1	214	34	.1	174
M 35-64	101	.4	421	87	.3	402	64	.2	335	13		119	78	.3	382	50	.2	247
W 35-64	77	.3	426	76	.3	424	61	.2	288	28	.1	149	38	.1	301	19	.1	172

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

ARBITRON

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KGIL-AM																			
P 12+		90	.1	303	124	.1	310	61		193	23		117	76	.1	324	57		185
Teens 12-17																			
M 18-34											2		18						
W 18-34																			
M 18-49		5		57				1		5	4		31				2		18
W 18-49								5		14	1		14	5		24	9		14
M 25-49		5		57				1		5	4		31				2		18
W 25-49								5		14	1		14	5		24	9		14
M 25-54		5		57				7		23	4		31				2		18
W 25-54		11		41	31	.1	67	24	.1	55	10		42	8		51	14		28
M 35-64		12		85				8		37	3		13	6		43	6		32
W 35-64		26	.1	84	39	.1	96	24	.1	55	10		42	9		65	16	.1	42
KIEV-AM																			
P 12+		29		88	38		77	20		45	6		23	8		58	46		107
Teens 12-17																			
M 18-34																	1		5
W 18-34																			
M 18-49					8		19				2		6				1		5
W 18-49																	6		13
M 25-49					8		19				2		6				1		5
W 25-49																	6		13
M 25-54		9		15	13		33				2		6				17		32
W 25-54																	6		13
M 35-64		9		15	13		33				2		6	3		14	20	.1	45
W 35-64		5		14	1		14										6		13
KIIS-FM																			
P 12+		601	.5	2275	821	.6	3557	634	.5	2459	405	.3	1568	590	.5	2669	562	.4	1973
Teens 12-17		204	1.6	756	298	2.3	1271	254	1.9	885	186	1.4	656	214	1.6	908	246	1.9	775
M 18-34		143	.6	495	141	.6	588	128	.6	527	69	.3	323	120	.5	510	84	.4	280
W 18-34		131	.7	517	241	1.2	1021	134	.7	563	82	.4	361	140	.7	763	126	.6	561
M 18-49		165	.4	601	168	.4	701	145	.4	611	96	.2	401	139	.3	593	114	.3	408
W 18-49		172	.5	711	303	.8	1362	207	.5	861	102	.3	434	186	.5	1031	157	.4	668
M 25-49		86	.3	312	90	.3	382	66	.2	337	51	.2	227	78	.2	303	63	.2	276
W 25-49		114	.4	465	199	.6	829	146	.5	576	61	.2	228	106	.3	567	103	.3	391
M 25-54		90	.2	323	101	.3	416	70	.2	348	55	.2	241	84	.2	343	82	.2	332
W 25-54		117	.3	498	205	.6	878	148	.4	587	63	.2	241	106	.3	578	104	.3	402
M 35-64		39	.1	141	59	.2	199	35	.1	127	38	.1	110	51	.2	166	66	.2	209
W 35-64		56	.2	242	76	.3	444	77	.3	327	21	.1	86	47	.2	279	33	.1	137
KJLH-FM																			
P 12+		189	.1	479	323	.3	763	259	.2	650	154	.1	411	540	.4	1260	273	.2	741
Teens 12-17		1		8	2		8	6		10	12	.1	19	48	.4	110	30	.2	63
M 18-34		37	.2	98	49	.2	133	39	.2	130	22	.1	82	66	.3	153	28	.1	91
W 18-34		37	.2	117	73	.4	165	78	.4	160	30	.2	91	129	.6	330	51	.3	163
M 18-49		88	.2	200	120	.3	274	84	.2	252	35	.1	124	157	.4	345	100	.2	230
W 18-49		93	.2	231	183	.5	415	160	.4	358	103	.3	256	270	.7	644	126	.3	374
M 25-49		61	.2	146	108	.3	238	78	.2	215	30	.1	86	144	.4	312	81	.3	194
W 25-49		91	.3	221	166	.5	365	147	.5	319	91	.3	206	242	.8	552	124	.4	358
M 25-54		61	.2	146	108	.3	238	85	.2	233	30	.1	86	144	.4	312	81	.2	194
W 25-54		95	.3	232	173	.5	378	147	.4	319	91	.3	206	266	.8	603	133	.4	394
M 35-64		52	.2	123	76	.3	176	53	.2	140	13		43	90	.3	192	72	.3	140
W 35-64		61	.2	132	122	.4	281	82	.3	198	76	.3	176	200	.7	456	92	.3	284
KKBT-FM																			
P 12+		581	.5	1877	1035	.8	3264	793	.6	2522	527	.4	1719	572	.4	2136	583	.5	1844
Teens 12-17		130	1.0	494	235	1.8	753	243	1.9	737	161	1.2	517	149	1.1	581	164	1.3	566
M 18-34		172	.8	502	326	1.5	969	202	.9	659	153	.7	435	146	.7	489	147	.7	429
W 18-34		173	.9	520	286	1.4	933	191	1.0	667	150	.8	547	138	.7	615	132	.7	444
M 18-49		214	.5	672	387	1.0	1174	259	.6	843	191	.5	537	208	.5	675	220	.5	628
W 18-49		214	.6	639	362	.9	1166	260	.7	867	164	.4	625	194	.5	793	180	.5	585
M 25-49		130	.4	395	191	.6	587	99	.3	408	106	.3	269	117	.4	363	142	.4	434
W 25-49		124	.4	367	206	.7	653	143	.5	446	91	.3	308	115	.4	458	114	.4	347
M 25-54		139	.4	416	206	.6	637	113	.3	426	116	.3	305	120	.3	378	142	.4	434
W 25-54		126	.4	378	211	.6	666	143	.4	446	91	.3	308	117	.3	469	116	.3	352
M 35-64		54	.2	206	82	.3	267	75	.3	216	49	.2	138	65	.2	204	73	.3	199
W 35-64		46	.2	141	93	.3	284	81	.3	237	14		82	60	.2	200	52	.2	156

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KKGO-FM																			
P 12+		264	.2	915	483	.4	1534	388	.3	1116	202	.2	688	314	.2	1057	285	.2	873
Teens 12-17		1		5	6		39	3		20	8	.1	31	2		23	1		11
M 18-34		16	.1	43	12	.1	30	6		53	9		55	28	.1	51	6		31
W 18-34		29	.1	78	8		33						5	10	.1	65	12	.1	65
M 18-49		44	.1	96	68	.2	212	23	.1	140	42	.1	147	42	.1	107	47	.1	121
W 18-49		70	.2	222	53	.1	278	63	.2	182	29	.1	121	32	.1	196	40	.1	145
M 25-49		33	.1	80	61	.2	197	22	.1	124	40	.1	139	24	.1	70	43	.1	105
W 25-49		52	.2	192	50	.2	263	63	.2	182	28	.1	116	27	.1	160	40	.1	145
M 25-54		56	.2	174	81	.2	256	46	.1	185	43	.1	154	37	.1	149	54	.1	138
W 25-54		65	.2	256	80	.2	351	70	.2	225	39	.1	170	61	.2	265	52	.1	199
M 35-64		81	.3	272	111	.4	345	98	.3	287	52	.2	166	90	.3	252	84	.3	218
W 35-64		90	.3	320	127	.4	483	120	.4	343	61	.2	215	76	.3	326	73	.3	241
KKHJ-AM																			
P 12+		101	.1	206	109	.1	341	112	.1	238	51		167	49		189	61		136
Teens 12-17																	7	.1	9
M 18-34		5		30	12	.1	43	19	.1	27	3		14	7		27	10		14
W 18-34		3		11	21	.1	51	16	.1	34	11	.1	23	1		9	4		21
M 18-49		35	.1	86	52	.1	144	47	.1	97	11		28	18		85	30	.1	73
W 18-49		14		51	27	.1	92	37	.1	72	23	.1	86	14		47	7		37
M 25-49		33	.1	70	50	.2	128	47	.1	97	11		28	18	.1	85	30	.1	73
W 25-49		14		51	27	.1	92	37	.1	72	23	.1	86	14		47	6		34
M 25-54		48	.1	84	63	.2	172	54	.1	112	11		28	20	.1	99	30	.1	73
W 25-54		14		51	30	.1	107	37	.1	72	23	.1	86	14		47	6		34
M 35-64		62	.2	88	57	.2	162	53	.2	120	15	.1	49	14		72	20	.1	60
W 35-64		31	.1	76	8		56	25	.1	57	21	.1	82	13		37	4		16
KKLA-FM																			
P 12+		49		167	29		123	33		99	13		52	35		204	35		119
Teens 12-17																			
M 18-34					2		23	1		9						1			
W 18-34		2		17												2		12	.1
M 18-49		8		38	12		48	4		29						7		9	
W 18-49		14		42	9		46	19		38	4		14	5		49	14		42
M 25-49		8		38	12		48	4		29						7		9	
W 25-49		14		42	9		46	19	.1	38	4		14	5		49	14		42
M 25-54		14		67	12		53	7		44						7		9	
W 25-54		20	.1	54	9		46	23	.1	51	7		26	5		49	14		42
M 35-64		14		67	10		30	6		34						12		14	
W 35-64		23	.1	55	15	.1	63	25	.1	56	7		26	12		53	7		33
KLAC-AM																			
P 12+		351	.3	1075	547	.4	1626	368	.3	1243	103	.1	582	470	.4	1456	309	.2	1014
Teens 12-17					7	.1	11	5		21				1		11			
M 18-34					15	.1	62	1		8				27	.1	103	15	.1	47
W 18-34					8		34				4		19	10	.1	44	2		15
M 18-49		14		68	25	.1	94	16		89	2		19	75	.2	219	38	.1	150
W 18-49		30	.1	80	59	.2	136	28	.1	88	13		84	39	.1	112	16		85
M 25-49		14		68	25	.1	94	16		89	2		19	64	.2	174	35	.1	138
W 25-49		30	.1	80	59	.2	136	28	.1	88	13		84	39	.1	112	16	.1	85
M 25-54		15		81	33	.1	118	23	.1	117	6		37	83	.2	198	62	.2	212
W 25-54		31	.1	82	81	.2	257	40	.1	150	19	.1	113	52	.1	169	32	.1	126
M 35-64		38	.1	208	74	.3	284	63	.2	246	12		96	107	.4	329	73	.3	265
W 35-64		89	.3	255	138	.5	386	96	.3	346	42	.1	243	95	.3	295	61	.2	205
KLAX-FM																			
P 12+		613	.5	1595	776	.6	1985	609	.5	1557	276	.2	917	524	.4	1365	456	.4	1024
Teens 12-17		64	.5	187	39	.3	153	58	.4	190	37	.3	122	54	.4	162	50	.4	144
M 18-34		196	.9	527	263	1.2	652	206	.9	502	76	.3	284	138	.6	377	155	.7	329
W 18-34		152	.8	384	199	1.0	510	162	.8	399	68	.3	224	162	.8	395	142	.7	292
M 18-49		276	.7	739	373	.9	921	285	.7	691	107	.3	440	225	.6	577	217	.5	479
W 18-49		208	.5	527	296	.8	738	220	.6	588	102	.3	298	203	.5	522	169	.4	369
M 25-49		224	.7	564	280	.9	664	193	.6	479	61	.2	293	174	.5	429	140	.4	301
W 25-49		114	.4	348	195	.6	464	150	.5	425	75	.2	205	129	.4	351	116	.4	217
M 25-54		227	.6	579	286	.8	679	200	.5	493	61	.2	293	174	.5	429	140	.4	301
W 25-54		114	.3	348	203	.6	484	162	.5	440	83	.2	220	129	.4	351	119	.3	232
M 35-64		98	.3	267	122	.4	303	89	.3	220	31	.1	157	89	.3	218	62	.2	150
W 35-64		75	.3	181	113	.4	285	89	.3	228	57	.2	108	47	.2	146	31	.1	92

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

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KLOS-FM																			
P 12+		282	.2	922	553	.4	1683	479	.4	1439	223	.2	735	312	.2	1114	374	.3	1276
Teens 12-17		10	.1	41	16	.1	55	3		21	3		34	2		28	5		38
M 18-34		72	.3	208	101	.5	297	104	.5	344	49	.2	171	56	.3	188	67	.3	257
W 18-34		14	.1	83	57	.3	207	32	.2	141	32	.2	138	73	.4	239	74	.4	238
M 18-49		213	.5	587	341	.8	988	298	.7	871	117	.3	365	152	.4	512	213	.5	709
W 18-49		50	.1	260	168	.4	559	105	.3	376	57	.1	246	146	.4	518	122	.3	448
M 25-49		192	.6	539	306	1.0	936	269	.8	798	86	.3	312	117	.4	431	173	.5	607
W 25-49		43	.1	216	165	.5	534	101	.3	348	55	.2	241	137	.4	475	115	.4	416
M 25-54		193	.5	554	312	.9	961	275	.8	833	105	.3	345	125	.3	465	186	.5	648
W 25-54		45	.1	221	166	.5	548	119	.3	368	68	.2	261	140	.4	483	115	.3	416
M 35-64		142	.5	393	262	.9	744	233	.8	636	100	.4	250	104	.4	358	168	.6	511
W 35-64		37	.1	181	112	.4	365	100	.4	274	38	.1	142	76	.3	290	59	.2	231
KLSX-FM																			
P 12+		128	.1	450	56		372	67	.1	286	25		126	222	.2	725	56		186
Teens 12-17					1		15	5		11	1		14	3		11	1		4
M 18-34		46	.2	154	14	.1	108	6		42	12	.1	61	77	.3	222	22	.1	56
W 18-34		16	.1	50	15	.1	110	14	.1	64	2		14	45	.2	177	6		32
M 18-49		79	.2	289	33	.1	173	28	.1	127	17		80	125	.3	370	27	.1	80
W 18-49		34	.1	111	22	.1	180	28	.1	113	6		28	79	.2	263	16		60
M 25-49		54	.2	232	25	.1	138	26	.1	110	15		53	125	.4	370	24	.1	65
W 25-49		27	.1	80	17	.1	143	26	.1	102	6		25	43	.1	149	16	.1	60
M 25-54		55	.2	246	25	.1	142	28	.1	128	16		57	134	.4	402	24	.1	65
W 25-54		37	.1	104	17		143	29	.1	115	6		25	43	.1	149	16		60
M 35-64		38	.1	160	20	.1	69	25	.1	103	6		23	56	.2	180	9		38
W 35-64		28	.1	86	7		70	18	.1	67	4		14	36	.1	100	13		42
KLVE-FM																			
P 12+		1334	1.0	2855	1287	1.0	3138	852	.7	2120	717	.6	1875	1029	.8	2662	620	.5	1596
Teens 12-17		38	.3	136	51	.4	196	19	.1	77	30	.2	110	47	.4	170	24	.2	101
M 18-34		230	1.0	447	230	1.0	631	168	.8	377	221	1.0	460	201	.9	585	112	.5	290
W 18-34		342	1.7	758	352	1.8	894	234	1.2	611	159	.8	495	279	1.4	680	139	.7	332
M 18-49		389	1.0	804	362	.9	984	255	.6	643	352	.9	733	325	.8	849	206	.5	538
W 18-49		646	1.7	1350	653	1.7	1588	426	1.1	1071	261	.7	824	496	1.3	1279	263	.7	689
M 25-49		302	.9	646	319	1.0	846	226	.7	558	281	.9	556	273	.9	681	173	.5	416
W 25-49		551	1.8	1121	546	1.8	1305	365	1.2	892	212	.7	661	431	1.4	1127	226	.7	566
M 25-54		319	.9	690	319	.9	846	231	.6	573	288	.8	585	299	.8	725	193	.5	445
W 25-54		609	1.7	1228	624	1.8	1439	390	1.1	952	217	.6	676	484	1.4	1222	243	.7	611
M 35-64		208	.7	510	147	.5	378	122	.4	359	147	.5	328	160	.6	362	124	.4	332
W 35-64		436	1.5	835	428	1.5	898	248	.9	585	124	.4	381	281	1.0	727	173	.6	441
KLYY-FM																			
P 12+		104	.1	573	307	.2	1263	261	.2	1042	99	.1	600	134	.1	815	164	.1	731
Teens 12-17		12	.1	111	26	.2	184	50	.4	172	19	.1	106	39	.3	196	38	.3	167
M 18-34		38	.2	193	118	.5	399	89	.4	328	37	.2	235	36	.2	243	42	.2	204
W 18-34		39	.2	183	133	.7	481	100	.5	416	27	.1	193	38	.2	234	69	.3	281
M 18-49		50	.1	264	137	.3	515	97	.2	385	39	.1	252	44	.1	280	49	.1	239
W 18-49		39	.1	183	140	.4	540	113	.3	485	34	.1	221	50	.1	323	74	.2	310
M 25-49		48	.1	253	123	.4	444	81	.3	305	28	.1	203	39	.1	236	24	.1	132
W 25-49		24	.1	104	91	.3	268	57	.2	277	18	.1	134	43	.1	251	42	.1	159
M 25-54		49	.1	258	123	.3	444	81	.2	305	29	.1	209	40	.1	252	26	.1	147
W 25-54		25	.1	113	92	.3	277	57	.2	277	18	.1	134	43	.1	251	42	.1	159
M 35-64		13		77	19	.1	117	8		57	2		23	9		53	9		50
W 35-64		1		9	8		68	13		69	7		29	12		89	5		29
KNX -AM																			
P 12+		664	.5	2312	357	.3	1680	261	.2	1062	190	.1	880	335	.3	1527	270	.2	1101
Teens 12-17		3		19				5		17	3		15						
M 18-34		19	.1	103	11		46	15	.1	87	5		48	10		77	8		34
W 18-34		1		19	15	.1	93	2		18	1		15	4		17	20	.1	86
M 18-49		92	.2	365	76	.2	301	31	.1	149	25	.1	144	37	.1	186	57	.1	219
W 18-49		40	.1	216	26	.1	164	7		66	2		29	11		73	29	.1	144
M 25-49		92	.3	365	76	.2	301	27	.1	136	25	.1	144	37	.1	182	57	.2	219
W 25-49		40	.1	216	24	.1	150	7		66	2		29	11		73	26	.1	126
M 25-54		123	.3	496	104	.3	399	45	.1	207	31	.1	189	55	.2	258	70	.2	281
W 25-54		61	.2	309	40	.1	235	25	.1	104	22	.1	88	17		125	28	.1	132
M 35-64		171	.6	624	125	.4	525	56	.2	211	53	.2	263	71	.3	330	79	.3	322
W 35-64		123	.4	503	44	.2	284	35	.1	174	29	.1	109	52	.2	327	32	.1	179

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KOST-FM																			
P 12+		594	.5	1922	863	.7	2552	501	.4	1667	331	.3	1355	513	.4	1823	424	.3	1510
Teens 12-17		41	.3	82	20	.2	66	5		38	21	.2	111	22	.2	109	21	.2	87
M 18-34		62	.3	252	127	.6	344	56	.3	136	44	.2	186	66	.3	233	61	.3	183
W 18-34		95	.5	339	188	.9	459	114	.6	350	91	.5	458	133	.7	434	86	.4	282
M 18-49		177	.4	533	249	.6	635	120	.3	346	66	.2	299	124	.3	496	93	.2	307
W 18-49		214	.6	735	345	.9	1046	231	.6	792	167	.4	725	229	.6	804	175	.5	675
M 25-49		157	.5	467	201	.6	507	95	.3	297	51	.2	213	106	.3	449	71	.2	261
W 25-49		166	.5	557	268	.9	859	199	.6	680	124	.4	433	185	.6	636	152	.5	558
M 25-54		165	.5	520	223	.6	543	118	.3	345	54	.1	228	128	.4	501	104	.3	353
W 25-54		191	.5	651	302	.9	1023	216	.6	763	147	.4	484	205	.6	741	172	.5	681
M 35-64		161	.6	432	199	.7	489	106	.4	347	34	.1	163	110	.4	373	92	.3	300
W 35-64		167	.6	611	247	.9	952	176	.6	674	117	.4	366	152	.5	586	126	.4	571
KPWR-FM																			
P 12+		535	.4	1955	982	.8	3709	845	.7	2941	704	.6	2481	745	.6	2624	598	.5	1912
Teens 12-17		230	1.8	717	397	3.0	1378	259	2.0	965	281	2.2	1065	278	2.1	1064	259	2.0	806
M 18-34		160	.7	617	284	1.3	1063	360	1.6	1164	249	1.1	699	264	1.2	777	179	.8	509
W 18-34		84	.4	388	208	1.0	916	160	.8	590	129	.6	557	114	.6	457	76	.4	331
M 18-49		171	.4	699	304	.7	1158	380	.9	1210	270	.7	750	280	.7	825	207	.5	579
W 18-49		119	.3	476	258	.7	1081	180	.5	684	153	.4	660	153	.4	640	113	.3	448
M 25-49		64	.2	257	116	.4	402	143	.4	484	95	.3	235	114	.4	317	93	.3	293
W 25-49		58	.2	182	134	.4	469	60	.2	278	57	.2	233	82	.3	352	81	.3	279
M 25-54		68	.2	286	122	.3	424	144	.4	498	95	.3	235	116	.3	321	99	.3	314
W 25-54		59	.2	195	134	.4	469	60	.2	278	57	.2	233	82	.2	352	81	.2	279
M 35-64		16	.1	111	29	.1	127	22	.1	60	21	.1	51	33	.1	80	38	.1	103
W 35-64		40	.1	105	52	.2	176	20	.1	94	24	.1	103	41	.1	189	37	.1	117
KRLA-AM																			
P 12+		96	.1	339	182	.1	512	132	.1	405	82	.1	298	93	.1	347	102	.1	363
Teens 12-17		16	.1	88	16	.1	77	8	.1	33	11	.1	34	15	.1	64	4		27
M 18-34					8		51	19	.1	44	8		27	1		4			
W 18-34		1		11	8		33	6		39	1		16	15	.1	66	7		42
M 18-49		27	.1	49	37	.1	136	35	.1	120	10		50	9		21	6		15
W 18-49		23	.1	82	73	.2	162	55	.1	141	10		78	32	.1	123	33	.1	134
M 25-49		27	.1	49	31	.1	106	26	.1	90	6		36	8		17	6		15
W 25-49		23	.1	82	71	.2	152	52	.2	115	9		62	24	.1	98	32	.1	118
M 25-54		32	.1	64	36	.1	122	28	.1	106	6		36	17		49	6		15
W 25-54		25	.1	99	74	.2	167	61	.2	144	9		62	24	.1	98	36	.1	137
M 35-64		40	.1	92	38	.1	118	23	.1	114	11		60	19	.1	63	15	.1	55
W 35-64		29	.1	99	70	.2	161	58	.2	131	12		74	17	.1	57	34	.1	123
KROQ-FM																			
P 12+		239	.2	1089	778	.6	2949	539	.4	2159	393	.3	1682	451	.4	2061	393	.3	1573
Teens 12-17		38	.3	215	157	1.2	562	139	1.1	452	110	.8	453	84	.6	354	90	.7	332
M 18-34		86	.4	385	236	1.1	865	160	.7	617	133	.6	515	151	.7	651	141	.6	527
W 18-34		72	.4	322	211	1.1	986	117	.6	612	112	.6	518	137	.7	704	102	.5	473
M 18-49		113	.3	482	336	.8	1130	229	.6	846	155	.4	604	180	.4	771	171	.4	653
W 18-49		88	.2	392	270	.7	1217	168	.4	846	121	.3	611	187	.5	936	131	.3	588
M 25-49		83	.3	342	268	.8	802	152	.5	600	71	.2	292	122	.4	529	102	.3	444
W 25-49		34	.1	181	166	.5	682	104	.3	485	61	.2	341	125	.4	627	98	.3	425
M 25-54		83	.2	342	273	.8	816	152	.4	600	71	.2	292	122	.3	529	102	.3	444
W 25-54		34	.1	181	167	.5	692	104	.3	485	61	.2	341	125	.4	627	98	.3	425
M 35-64		27	.1	97	106	.4	280	68	.2	229	22	.1	89	28	.1	120	30	.1	126
W 35-64		15	.1	69	59	.2	240	55	.2	249	9		93	49	.2	232	29	.1	115
KRRA-AM																			
P 12+		94	.1	193	84	.1	203	46		119	38		136	47		100	36		91
Teens 12-17		7	.1	21	11	.1	32	1		11			4		11	1			11
M 18-34		14	.1	14	5		14	3		14	5		14	3		11			
W 18-34		6		11	5		11	3		11	5		22	3		11			
M 18-49		31	.1	42	15		44	3		14	9		32	3		17			
W 18-49		6		11	16		37	13		24	7		34	18		27	10		16
M 25-49		31	.1	42	15		44	3		14	3		17	3		17			
W 25-49		6		11	16		37	13		24	3		24	18	.1	27	10		16
M 25-54		31	.1	42	20	.1	59	7		15	7		46	14		46			
W 25-54		19	.1	41	19	.1	52	20	.1	39	3		24	18	.1	27	17		31
M 35-64		33	.1	63	41	.1	80	12		32	23	.1	82	14		46	12		35
W 35-64		24	.1	61	22	.1	60	18	.1	27	2		12	15	.1	16	17	.1	31

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



DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KRTH-FM																			
P 12+		455	.4	1571	849	.7	2652	557	.4	1925	188	.1	797	564	.4	2014	488	.4	1701
Teens 12-17		27	.2	171	28	.2	183	44	.3	196	9	.1	95	25	.2	157	41	.3	224
M 18-34		16	.1	60	40	.2	119	46	.2	98	25	.1	88	30	.1	155	12	.1	91
W 18-34		14	.1	98	117	.6	374	101	.5	308	28	.1	99	69	.3	310	70	.4	200
M 18-49		89	.2	304	239	.6	647	151	.4	449	53	.1	208	165	.4	584	133	.3	429
W 18-49		90	.2	375	276	.7	899	189	.5	710	57	.1	220	201	.5	730	186	.5	644
M 25-49		80	.2	272	217	.7	586	108	.3	360	30	.1	134	150	.5	502	124	.4	355
W 25-49		83	.3	322	251	.8	761	158	.5	555	44	.1	185	182	.6	593	165	.5	563
M 25-54		131	.4	487	269	.7	765	128	.4	432	38	.1	177	172	.5	612	142	.4	452
W 25-54		134	.4	478	355	1.0	1028	194	.6	692	46	.1	210	236	.7	722	180	.5	627
M 35-64		187	.7	572	295	1.1	852	156	.6	533	62	.2	254	196	.7	661	187	.7	562
W 35-64		158	.6	533	292	1.0	958	165	.6	678	40	.1	163	202	.7	634	134	.5	523
KSCA-FM																			
P 12+		1738	1.4	3447	1176	.9	3000	686	.5	1707	362	.3	1150	823	.6	2283	487	.4	1325
Teens 12-17		43	.3	172	81	.6	223	84	.6	212	49	.4	175	67	.5	227	58	.4	159
M 18-34		531	2.4	1140	331	1.5	887	141	.6	366	86	.4	304	193	.9	604	102	.5	358
W 18-34		300	1.5	617	217	1.1	627	134	.7	343	87	.4	258	211	1.1	533	148	.7	347
M 18-49		843	2.1	1733	515	1.3	1330	265	.7	717	134	.3	442	288	.7	892	151	.4	515
W 18-49		626	1.6	1187	425	1.1	1127	271	.7	637	157	.4	462	328	.9	846	223	.6	511
M 25-49		724	2.3	1424	385	1.2	999	212	.7	579	92	.3	307	223	.7	688	89	.3	327
W 25-49		505	1.6	925	346	1.1	876	207	.7	509	123	.4	340	251	.8	647	151	.5	345
M 25-54		795	2.2	1529	414	1.1	1090	225	.6	612	99	.3	326	234	.6	755	92	.3	356
W 25-54		529	1.5	970	355	1.0	910	207	.6	511	127	.4	355	306	.9	742	187	.5	414
M 35-64		427	1.5	750	239	.9	577	138	.5	393	55	.2	157	133	.5	387	51	.2	186
W 35-64		376	1.3	666	261	.9	610	160	.6	345	79	.3	239	187	.7	467	116	.4	251
KSSE-FM																			
P 12+		182	.1	578	412	.3	1228	312	.2	908	204	.2	712	327	.3	948	272	.2	775
Teens 12-17		16	.1	45	38	.3	150	48	.4	134	49	.4	150	45	.3	107	32	.2	79
M 18-34		47	.2	149	149	.7	462	110	.5	306	67	.3	188	84	.4	269	105	.5	282
W 18-34		89	.4	276	117	.6	352	77	.4	253	59	.3	253	96	.5	321	94	.5	285
M 18-49		67	.2	193	203	.5	584	139	.3	363	78	.2	219	135	.3	376	125	.3	328
W 18-49		93	.2	301	148	.4	442	90	.2	314	66	.2	284	128	.3	412	107	.3	335
M 25-49		46	.1	144	145	.5	389	83	.3	234	42	.1	109	113	.4	277	100	.3	204
W 25-49		45	.1	161	83	.3	246	50	.2	160	16	.1	105	75	.2	245	58	.2	182
M 25-54		46	.1	144	145	.4	389	83	.2	234	42	.1	109	113	.3	277	100	.3	204
W 25-54		45	.1	161	90	.3	266	64	.2	195	21	.1	125	83	.2	260	58	.2	182
M 35-64		21	.1	63	68	.2	149	39	.1	84	15	.1	49	58	.2	125	20	.1	47
W 35-64		5		30	41	.1	115	31	.1	107	12		56	40	.1	112	19	.1	68
KTNQ-AM																			
P 12+		419	.3	773	351	.3	915	242	.2	648	156	.1	561	271	.2	699	246	.2	588
Teens 12-17					2		12				2		12	2		11			
M 18-34		84	.4	149	70	.3	133	74	.3	177	27	.1	131	74	.3	178	88	.4	178
W 18-34		39	.2	94	26	.1	92	7		31	8		32	19	.1	70	7		36
M 18-49		205	.5	341	158	.4	425	157	.4	397	86	.2	323	140	.3	335	176	.4	397
W 18-49		107	.3	218	121	.3	271	45	.1	119	29	.1	97	78	.2	195	35	.1	75
M 25-49		184	.6	307	149	.5	395	132	.4	356	76	.2	266	123	.4	307	161	.5	369
W 25-49		107	.3	218	121	.4	271	38	.1	88	29	.1	97	78	.3	195	34	.1	73
M 25-54		208	.6	369	158	.4	429	141	.4	385	85	.2	310	127	.3	322	166	.5	385
W 25-54		112	.3	233	121	.3	271	46	.1	118	33	.1	127	83	.2	225	41	.1	103
M 35-64		151	.5	262	107	.4	351	97	.3	266	72	.3	254	78	.3	180	102	.4	261
W 35-64		123	.4	218	106	.4	210	47	.2	124	28	.1	101	70	.2	166	36	.1	69
KTWV-FM																			
P 12+		357	.3	1268	845	.7	2257	509	.4	1641	286	.2	1056	521	.4	1745	377	.3	1116
Teens 12-17		1		5	5		11	8		50	4		35	9	.1	36	3		23
M 18-34		24	.1	90	39	.2	97	17	.1	43	16	.1	104	53	.2	148	15	.1	57
W 18-34		30	.2	129	96	.5	251	99	.5	290	49	.2	163	37	.2	194	41	.2	130
M 18-49		114	.3	357	210	.5	561	124	.3	430	76	.2	284	175	.4	497	128	.3	319
W 18-49		122	.3	424	295	.8	796	201	.5	673	116	.3	362	146	.4	551	119	.3	368
M 25-49		113	.4	352	206	.6	556	124	.4	430	73	.2	258	174	.5	481	128	.4	319
W 25-49		119	.4	398	278	.9	736	178	.6	596	106	.3	324	142	.5	533	106	.3	339
M 25-54		139	.4	467	247	.7	665	138	.4	493	90	.2	372	185	.5	536	138	.4	365
W 25-54		144	.4	492	331	.9	928	224	.6	728	124	.4	428	179	.5	659	142	.4	454
M 35-64		131	.5	466	275	1.0	724	151	.5	545	93	.3	357	162	.6	505	146	.5	367
W 35-64		140	.5	458	331	1.2	926	180	.6	568	102	.4	334	186	.7	630	137	.5	433

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

DMA Target Listeners

AQH and Cume Persons																		
Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM			
AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	
KWKV-AM																		
P 12+	223	.2	360	158	.1	433	77	.1	222	55	116	61		243	76	.1	132	
Teens 12-17	4		11			8	.1	11	3		11			9	.1		22	
M 18-34	45	.2	72	25	.1	72	10		14	12	.1	27	8	44		2	16	
W 18-34	15	.1	24	17	.1	42	4		23	11	.1	23	5	11		11	12	
M 18-49	83	.2	139	52	.1	135	25	.1	97	19		47	15	106		19	35	
W 18-49	27	.1	53	23	.1	58	4		23	11		23	6	24		11	12	
M 25-49	83	.3	139	52	.2	135	25	.1	97	19	.1	47	15	106		17	19	
W 25-49	27	.1	53	23	.1	58	4		23	11		23	6	24		11	12	
M 25-54	83	.2	139	54	.1	150	31	.1	127	19	.1	47	19	120		17	19	
W 25-54	27	.1	53	32	.1	87	4		23	11		23	9	38		15	26	
M 35-64	56	.2	85	29	.1	78	21	.1	114	8		19	11	76		17	19	
W 35-64	38	.1	86	36	.1	95			7			19	8	45		3	14	
KWE-FM																		
P 12+	40		123	85	.1	290	73	.1	160	45		159	44	257	59		167	
Teens 12-17															3		16	
M 18-34				2		19	17	.1	48			12	.1	92	14	.1	30	
W 18-34	3		8	10	.1	58	2		8	5		29		41	10	.1	30	
M 18-49	1		19	4		31	18		54	3		22		97	21	.1	46	
W 18-49	3		8	14		87	14		38	9		46	13	70	21	.1	68	
M 25-49	1		19	4		31	18	.1	54	3		22	6	68	11		30	
W 25-49	3		8	9		72	14		38	6		36	9	41	21	.1	68	
M 25-54	8		33	18		45	38	.1	88	10		37	8	88	14		50	
W 25-54	13		33	41	.1	156	32	.1	61	17		62	16	63	32	.1	80	
M 35-64	11		50	22	.1	39	24	.1	46	14		59	7	38	10		36	
W 35-64	14		40	36	.1	112	30	.1	53	21	.1	57	16	63	22	.1	50	
KYSR-FM																		
P 12+	308	.2	1217	736	.6	2641	556	.4	1830	204	.2	1072	567	.4	2267	497	.4	1718
Teens 12-17	42	.3	187	72	.6	372	85	.7	297	49	.4	216	50	.4	285	50	.4	225
M 18-34	66	.3	224	140	.6	496	168	.8	452	59	.3	242	163	.7	529	137	.6	363
W 18-34	103	.5	432	234	1.2	932	121	.6	527	40	.2	321	146	.7	739	141	.7	589
M 18-49	120	.3	423	285	.7	872	253	.6	669	88	.2	394	252	.6	760	197	.5	537
W 18-49	140	.4	579	349	.9	1307	206	.5	822	52	.1	435	246	.6	1158	223	.6	864
M 25-49	112	.3	377	249	.8	689	205	.6	519	64	.2	338	209	.7	543	166	.5	426
W 25-49	100	.3	367	274	.9	971	176	.6	661	37	.1	328	212	.7	924	162	.5	570
M 25-54	112	.3	377	250	.7	699	205	.6	519	72	.2	353	209	.6	543	171	.5	462
W 25-54	100	.3	367	277	.8	990	176	.5	661	37	.1	328	215	.6	930	162	.5	570
M 35-64	57	.2	213	155	.6	399	86	.3	217	37	.1	168	88	.3	231	65	.2	210
W 35-64	38	.1	147	123	.4	413	87	.3	299	12		114	103	.4	442	84	.3	289
KZLA-FM																		
P 12+	448	.4	1259	635	.5	1840	526	.4	1440	207	.2	867	485	.4	1566	508	.4	1414
Teens 12-17	6		11	10	.1	34	9	.1	37	6		43	8	.1	18		15	
M 18-34	15	.1	61	28	.1	140	27	.1	111	5		46	18	.1	98	3	.2	88
W 18-34	38	.2	117	90	.5	292	76	.4	256	37	.2	141	79	.4	287	58	.3	184
M 18-49	104	.3	331	160	.4	410	119	.3	355	36	.1	170	94	.2	348	139	.3	362
W 18-49	135	.4	434	172	.5	615	199	.5	541	84	.2	327	152	.4	585	144	.4	460
M 25-49	103	.3	315	157	.5	386	117	.4	345	35	.1	164	88	.3	323	132	.4	346
W 25-49	121	.4	393	151	.5	485	175	.6	437	63	.2	269	135	.4	478	138	.4	417
M 25-54	133	.4	400	213	.6	541	154	.4	437	51	.1	230	134	.4	472	170	.5	434
W 25-54	138	.4	448	205	.6	613	212	.6	560	69	.2	315	168	.5	583	176	.5	513
M 35-64	172	.6	466	233	.8	551	175	.6	413	73	.3	259	161	.6	476	189	.7	431
W 35-64	138	.5	443	185	.6	585	177	.6	437	65	.2	288	154	.5	550	155	.5	483
KCAL-FM																		
P 12+	92	.1	370	158	.1	507	106	.1	321	51		189	89	.1	242	64	.1	225
Teens 12-17	6		41	4		17			4			13	3		22	3		18
M 18-34	32	.1	110	79	.4	219	50	.2	144	26	.1	84	28	.1	85	36	.2	105
W 18-34	11	.1	47	15	.1	78	15	.1	49	5		33	7		20	6		18
M 18-49	64	.2	205	120	.3	334	75	.2	205	33	.1	104	56	.1	129	44	.1	135
W 18-49	19		109	33	.1	138	28	.1	95	13		72	26	.1	77	16		65
M 25-49	47	.1	162	86	.3	275	53	.2	169	17	.1	69	43	.1	99	24	.1	102
W 25-49	12		81	24	.1	106	22	.1	60	13		65	19	.1	57	12		54
M 25-54	47	.1	162	87	.2	285	54	.1	179	17		69	43	.1	99	24	.1	102
W 25-54	12		81	24	.1	106	22	.1	60	13		65	19	.1	57	12		54
M 35-64	32	.1	95	41	.1	125	26	.1	70	7		20	28	.1	45	8		30
W 35-64	8		61	18	.1	61	12		46	8		39	19	.1	57	10		47

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

ARBITRON

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KCXX-FM																			
P 12+	51		255	122	.1	487	106	.1	299	76	.1	255	113	.1	377	106	.1	234	
Teens 12-17	13	.1	87	18	.1	75	9	.1	28	19	.1	60	13	.1	65	21	.2	70	
M 18-34	19	.1	71	32	.1	120	32	.1	99	13	.1	70	10		84	7		36	
W 18-34	9		47	40	.2	170	55	.3	119	37	.2	105	57	.3	151	43	.2	78	
M 18-49	25	.1	96	49	.1	197	35	.1	127	16		78	28	.1	123	27	.1	60	
W 18-49	9		53	53	.1	210	60	.2	134	40	.1	117	69	.2	175	58	.2	104	
M 25-49	23	.1	84	38	.1	162	25	.1	96	8		61	26	.1	117	25	.1	46	
W 25-49	7		33	38	.1	152	28	.1	67	28	.1	80	45	.1	100	35	.1	72	
M 25-54	23	.1	84	38	.1	162	25	.1	96	8		61	26	.1	117	25	.1	46	
W 25-54	7		37	39	.1	157	29	.1	73	28	.1	80	45	.1	100	35	.1	72	
M 35-64	5		25	18	.1	77	3		28	3		8	18	.1	39	20	.1	24	
W 35-64	1		11	13		45	6		26	3		12	12		24	15	.1	26	
KFRG-FM																			
P 12+	332	.3	1020	513	.4	1426	338	.3	1023	107	.1	558	407	.3	1291	288	.2	1021	
Teens 12-17	11	.1	58	20	.2	50	13	.1	79	13	.1	68	14	.1	78	21	.2	99	
M 18-34	13	.1	47	27	.1	93	30	.1	66	8		26	31	.1	123	16	.1	50	
W 18-34	42	.2	122	79	.4	232	61	.3	184	19	.1	71	44	.2	177	33	.2	119	
M 18-49	50	.1	197	120	.3	329	81	.2	245	25	.1	136	99	.2	347	59	.1	209	
W 18-49	96	.3	306	183	.5	505	117	.3	396	37	.1	175	138	.4	410	96	.3	362	
M 25-49	48	.1	186	114	.4	302	74	.2	238	17	.1	109	88	.3	309	55	.2	188	
W 25-49	80	.3	269	164	.5	431	108	.4	366	24	.1	133	116	.4	330	77	.2	307	
M 25-54	84	.2	279	149	.4	412	126	.3	340	22	.1	161	128	.4	403	74	.2	275	
W 25-54	98	.3	337	200	.6	512	121	.3	394	27	.1	168	143	.4	412	99	.3	353	
M 35-64	111	.4	334	163	.6	438	130	.5	326	38	.1	204	135	.5	410	81	.3	283	
W 35-64	89	.3	322	160	.6	427	75	.3	259	26	.1	155	138	.5	367	97	.3	329	
KXFG-FM																			
P 12+	9		48	23		50	13		43				25		60	12		36	
Teens 12-17	5		8			2			8				2		8	2		8	
M 18-34	5		8	7		24			8				7		33	1		8	
W 18-34	3		8			2			8				2		8	2		15	
M 18-49	3		35	20	.1	38	11		35				21	.1	47	10		22	
W 18-49	5		8			2			8				2		8	2		15	
M 25-49	3		35	20	.1	38	11		35				21	.1	47	10		22	
W 25-49	3		35	20	.1	38	11		35				21	.1	47	10		22	
M 25-54	5		8			2			8				2		8	2		15	
W 25-54	3		35	20	.1	38	11		35				21	.1	47	10		22	
M 35-64	4		32	15	.1	19	10		27				16	.1	19	9		6	
W 35-64																		14	
KGGI-FM																			
P 12+	163	.1	601	332	.3	1319	193	.2	707	168	.1	653	200	.2	829	191	.1	779	
Teens 12-17	47	.4	203	95	.7	323	77	.6	227	93	.7	328	54	.4	274	68	.5	257	
M 18-34	19	.1	88	57	.3	237	32	.1	131	24	.1	136	34	.2	155	28	.1	127	
W 18-34	47	.2	137	91	.5	388	46	.2	187	29	.1	111	49	.2	215	39	.2	178	
M 18-49	31	.1	130	79	.2	362	37	.1	166	29	.1	158	53	.1	210	48	.1	195	
W 18-49	61	.2	198	123	.3	480	60	.2	240	44	.1	163	67	.2	282	52	.1	223	
M 25-49	23	.1	96	50	.2	212	11		63	13		83	31	.1	107	31	.1	116	
W 25-49	32	.1	115	79	.3	285	30	.1	120	21	.1	87	34	.1	147	33	.1	144	
M 25-54	24	.1	102	52	.1	219	11		63	13		83	31	.1	107	31	.1	116	
W 25-54	36	.1	124	80	.2	292	30	.1	120	21	.1	87	39	.1	162	37	.1	176	
M 35-64	15	.1	53	33	.1	156	9		43	5		23	19	.1	60	23	.1	87	
W 35-64	22	.1	83	41	.1	134	21	.1	76	14		53	24	.1	96	21	.1	102	
KOLA-FM																			
P 12+	132	.1	414	277	.2	785	231	.2	708	82	.1	258	174	.1	512	148	.1	496	
Teens 12-17	5		19	17	.1	49	16	.1	48	10	.1	42	6		41	10	.1	49	
M 18-34	9		24	11		56	32	.1	121	23	.1	52	16	.1	46	17	.1	53	
W 18-34	4		8	16	.1	74	33	.2	73	10	.1	22	12	.1	34	6		24	
M 18-49	43	.1	127	76	.2	226	78	.2	255	36	.1	85	78	.2	207	71	.2	195	
W 18-49	28	.1	104	81	.2	237	75	.2	209	22	.1	67	34	.1	109	35	.1	156	
M 25-49	34	.1	103	69	.2	193	65	.2	194	15		38	73	.2	178	65	.2	166	
W 25-49	26	.1	101	72	.2	198	59	.2	159	19	.1	54	32	.1	95	35	.1	152	
M 25-54	40	.1	124	81	.2	243	73	.2	224	15		54	75	.2	199	68	.2	188	
W 25-54	33	.1	133	96	.3	286	66	.2	181	23	.1	72	46	.1	145	39	.1	178	
M 35-64	49	.2	171	88	.3	249	59	.2	182	15	.1	56	73	.3	203	63	.2	177	
W 35-64	37	.1	144	107	.4	301	63	.2	201	18	.1	70	45	.2	148	33	.1	156	

* Listener estimates adjusted for reported broadcast schedule.

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KWRP-FM																			
P 12+		94	.1	228	84	.1	258	52		118	23		56	59		200	47		151
Teens 12-17					1		4									4			
M 18-34																			
W 18-34																			
M 18-49					1		5												
W 18-49		1		5	2		10	1		5							1		5
M 25-49					1		5												
W 25-49		1		5	2		10	1		5							1		5
M 25-54					1		5												
W 25-54		2		10	6		28	1		11	1		7	1		15	8		23
M 35-64		7		20	8		19	1		7				1		7			
W 35-64		10		26	17	.1	57	6		21	3		12	5		28	12		33
XTRA-AM																			
P 12+		91	.1	353	39		250	40		202	27		150	42		179	82	.1	242
Teens 12-17		5		12	1		12	1		10	5		10	5		23			
M 18-34		27	.1	91	5		33	4		13	3		19	4		21	1		19
W 18-34																14	3		14
M 18-49		70	.2	268	21	.1	137	24	.1	133	12		97	9		66	31	.1	116
W 18-49					2		15	6		30	2		15	7		30	4		23
M 25-49		57	.2	239	20	.1	131	24	.1	133	12		97	9		66	31	.1	116
W 25-49					2		15	6		30	2		15	2		16	2		9
M 25-54		59	.2	257	26	.1	164	29	.1	147	14		112	24	.1	111	50	.1	146
W 25-54					2		15	6		30	2		15	2		16	2		9
M 35-64		54	.2	219	27	.1	160	29	.1	149	11		92	27	.1	105	49	.2	141
W 35-64		3		13	7		40	6		30	2		15	2		16	2		9
TOTALS																			
P 12+		18102	14.2	46867	25172	19.7	61092	17551	13.8	44931	10007	7.8	30698	18324	14.4	49392	14307	11.2	37522
Teens 12-17		1277	9.8	4051	2152	16.5	6006	1835	14.0	5016	1507	11.5	4515	1565	12.0	4912	1522	11.6	4167
M 18-34		2927	13.1	7316	4132	18.5	10004	3071	13.8	7752	1991	8.9	5905	3051	13.7	7974	2412	10.8	6285
W 18-34		2532	12.7	6783	4346	21.8	10549	3008	15.1	7739	1785	9.0	5608	3184	16.0	8435	2425	12.2	6449
M 18-49		5644	13.9	14209	7745	19.1	18510	5528	13.6	14158	3290	8.1	9742	5652	13.9	14765	4748	11.7	11900
W 18-49		5064	13.3	13405	8074	21.1	19558	5701	14.9	14584	2997	7.8	9452	5820	15.2	15728	4419	11.6	11925
M 25-49		4663	14.5	11619	6261	19.5	14761	4233	13.2	11154	2343	7.3	7076	4538	14.1	11819	3742	11.7	9368
W 25-49		4079	13.2	10699	6449	20.9	15464	4477	14.5	11375	2205	7.1	6873	4695	15.2	12650	3561	11.5	9593
M 25-54		5355	14.7	13516	7112	19.5	16772	4809	13.2	12591	2598	7.1	8027	5109	14.0	13479	4176	11.5	10629
W 25-54		4626	13.1	12280	7328	20.8	17504	5006	14.2	12755	2457	7.0	7679	5337	15.2	14364	4003	11.4	10781
M 35-64		4364	15.6	11008	5503	19.6	12981	3777	13.5	9554	1930	6.9	5971	4003	14.3	10569	3348	11.9	8296
W 35-64		4069	14.3	10640	5751	20.1	13955	3938	13.8	9973	1820	6.4	5725	4022	14.1	11221	2927	10.3	8091

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

DMA Target Listeners

Notations

Notations

Notations

Notations

Notations

Notations

Arbitron Radio Reliability Tables

Table A																			
RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
0.1	3.16	5.1	22.00	10.1	30.13	15.1	35.80	20.1	40.07	25.1	43.36	30.1	45.87	35.1	47.73	40.1	49.01	45.1	49.76
0.2	4.47	5.2	22.20	10.2	30.26	15.2	35.90	20.2	40.15	25.2	43.42	30.2	45.91	35.2	47.76	40.2	49.03	45.2	49.77
0.3	5.47	5.3	22.40	10.3	30.40	15.3	36.00	20.3	40.22	25.3	43.47	30.3	45.96	35.3	47.79	40.3	49.05	45.3	49.78
0.4	6.31	5.4	22.60	10.4	30.53	15.4	36.09	20.4	40.30	25.4	43.53	30.4	46.00	35.4	47.82	40.4	49.07	45.4	49.79
0.5	7.05	5.5	22.80	10.5	30.66	15.5	36.19	20.5	40.37	25.5	43.59	30.5	46.04	35.5	47.85	40.5	49.09	45.5	49.80
0.6	7.72	5.6	22.99	10.6	30.78	15.6	36.29	20.6	40.44	25.6	43.64	30.6	46.08	35.6	47.88	40.6	49.11	45.6	49.81
0.7	8.34	5.7	23.18	10.7	30.91	15.7	36.38	20.7	40.52	25.7	43.70	30.7	46.12	35.7	47.91	40.7	49.13	45.7	49.81
0.8	8.91	5.8	23.37	10.8	31.04	15.8	36.47	20.8	40.59	25.8	43.75	30.8	46.17	35.8	47.94	40.8	49.15	45.8	49.82
0.9	9.44	5.9	23.56	10.9	31.16	15.9	36.57	20.9	40.66	25.9	43.81	30.9	46.21	35.9	47.97	40.9	49.16	45.9	49.83
1.0	9.95	6.0	23.75	11.0	31.29	16.0	36.66	21.0	40.73	26.0	43.86	31.0	46.25	36.0	48.00	41.0	49.18	46.0	49.84
1.1	10.43	6.1	23.93	11.1	31.41	16.1	36.75	21.1	40.80	26.1	43.92	31.1	46.29	36.1	48.03	41.1	49.20	46.1	49.85
1.2	10.89	6.2	24.12	11.2	31.54	16.2	36.85	21.2	40.87	26.2	43.97	31.2	46.33	36.2	48.06	41.2	49.22	46.2	49.86
1.3	11.33	6.3	24.30	11.3	31.66	16.3	36.94	21.3	40.94	26.3	44.03	31.3	46.37	36.3	48.09	41.3	49.24	46.3	49.86
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.87
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.90
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.91
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.92
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.93
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.97
3.2	17.60	8.2	27.44	13.2	33.85	18.2	38.58	23.2	42.21	28.2	45.00	33.2	47.09	38.2	48.59	43.2	49.54	48.2	49.97
3.3	17.86	8.3	27.59	13.3	33.96	18.3	38.67	23.3	42.27	28.3	45.05	33.3	47.13	38.3	48.61	43.3	49.55	48.3	49.97
3.4	18.12	8.4	27.74	13.4	34.07	18.4	38.75	23.4	42.34	28.4	45.09	33.4	47.16	38.4	48.64	43.4	49.56	48.4	49.97
3.5	18.38	8.5	27.89	13.5	34.17	18.5	38.83	23.5	42.40	28.5	45.14	33.5	47.20	38.5	48.66	43.5	49.58	48.5	49.98
3.6	18.63	8.6	28.04	13.6	34.28	18.6	38.91	23.6	42.46	28.6	45.19	33.6	47.23	38.6	48.68	43.6	49.59	48.6	49.98
3.7	18.88	8.7	28.18	13.7	34.38	18.7	38.99	23.7	42.52	28.7	45.24	33.7	47.27	38.7	48.71	43.7	49.60	48.7	49.98
3.8	19.12	8.8	28.33	13.8	34.49	18.8	39.07	23.8	42.59	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99
4.1	19.83	9.1	28.76	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.86	44.4	49.69	49.4	50.00
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00

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

Instructions

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

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

1. Determine an estimate of standard error:

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

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

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

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

2. Use the estimated standard error to construct a confidence interval around the rating:

a. The rating +/- one standard error will yield a 68% confidence interval. In the above example, 2.9 ± 0.18 yields a confidence interval of 2.72-3.08. Interpretation: The user can be 68% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.7 and 3.1.

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

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

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

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

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

For Additional Methodology Details

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

Limitations

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

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A	Weekend	Sat 10A-3P	Mon-Fri	Mon-Fri	Weekend	Mon-Fri	Mon-Fri	Mon-Sun	Mon-Sun
		Sat 3P-7P	10A-7P	Sat 7P-MID	6A-10A	10A-3P	6A-MID	6A-10A + 3P-7P	6A-7P	MID-6A	6A-MID
Persons 12+	68.68	103.27	125.88	102.21	128.15	129.36	151.35	151.71	140.92	156.10	162.74
Persons 18+	*****	*****	119.12	*****	*****	117.98	*****	143.88	*****	*****	154.34
Men											
18+	50.35	*****	*****	*****	*****	*****	*****	*****	*****	*****	121.83
18-24	19.81	*****	*****	*****	*****	*****	*****	*****	*****	*****	57.79
25-34	25.13	*****	*****	*****	*****	*****	*****	*****	*****	*****	66.64
35-44	23.82	*****	*****	*****	*****	*****	*****	*****	*****	*****	59.80
45-54	21.22	*****	*****	*****	*****	*****	*****	*****	*****	*****	52.56
55-64	16.85	*****	*****	*****	*****	*****	*****	*****	*****	*****	45.47
65+	18.20	*****	*****	*****	*****	*****	*****	*****	*****	*****	39.68
12-24	28.82	50.75	*****	49.39	63.98	60.26	74.98	*****	67.55	*****	80.79
18-34	32.44	50.88	62.33	49.11	66.39	62.27	75.38	75.29	73.06	*****	85.39
18-49	42.55	66.02	77.05	63.97	83.71	76.76	93.18	93.08	90.32	*****	105.55
25-49	38.22	57.88	*****	57.05	72.92	67.40	85.81	*****	74.79	*****	92.23
25-54	40.76	60.89	74.63	60.51	77.07	70.89	90.26	83.88	78.66	*****	97.00
35-64	36.34	53.10	67.06	54.23	68.88	63.89	81.10	75.37	70.68	*****	87.16
Women											
18+	53.86	*****	*****	*****	*****	*****	*****	*****	*****	*****	123.82
18-24	20.80	*****	*****	*****	*****	*****	*****	*****	*****	*****	56.36
25-34	25.32	*****	*****	*****	*****	*****	*****	*****	*****	*****	64.86
35-44	26.13	*****	*****	*****	*****	*****	*****	*****	*****	*****	67.37
45-54	23.05	*****	*****	*****	*****	*****	*****	*****	*****	*****	54.73
55-64	17.89	*****	*****	*****	*****	*****	*****	*****	*****	*****	42.70
65+	21.95	*****	*****	*****	*****	*****	*****	*****	*****	*****	49.69
12-24	28.86	47.29	*****	46.74	57.84	58.80	70.92	*****	63.05	*****	73.85
18-34	33.05	50.93	62.88	49.18	64.32	62.31	76.36	71.39	68.29	*****	82.85
18-49	44.01	67.49	81.33	65.92	84.14	80.70	98.77	92.34	88.33	*****	107.17
25-49	40.41	59.97	*****	59.84	76.04	72.34	89.88	*****	82.38	*****	97.10
25-54	43.38	63.68	78.34	63.61	80.94	76.17	95.14	91.21	87.20	*****	102.78
35-64	39.65	57.43	69.45	57.51	72.30	69.00	84.34	80.86	77.30	*****	91.11
Persons											
12-24	38.59	63.04	*****	62.18	78.16	75.86	92.30	*****	85.33	*****	99.25
18-34	43.39	66.97	83.26	64.80	85.39	82.52	100.33	100.57	92.75	*****	107.88
18-49	56.71	86.50	105.20	84.18	107.84	102.15	126.77	127.07	117.19	*****	136.31
25-49	50.53	75.74	*****	75.08	95.09	89.84	111.73	*****	103.29	*****	120.14
25-54	53.82	79.73	98.62	79.52	100.56	94.85	118.84	119.12	109.86	*****	127.78
35-64	48.93	70.64	88.23	71.41	90.54	86.22	106.31	106.57	98.28	*****	114.31
Teens 12-17	27.54	45.11	*****	45.98	61.68	68.18	70.10	*****	74.56	*****	81.32
Black P12+	19.15	*****	*****	*****	*****	*****	*****	*****	*****	*****	45.38
Hispanic P12+	43.27	*****	*****	*****	*****	*****	*****	*****	*****	*****	102.53

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

TSA Table B

Total Survey Area	All Cume Estimates	Mon-Sun 6A-MID*
Persons 12+	86.37	200.85
Men		
18-34	40.55	106.45
25-54	51.19	118.94
35-64	46.20	109.14
Women		
18-34	40.78	101.82
25-54	54.59	128.93
35-64	49.76	114.81
Persons		
18-34	53.85	134.36
25-54	67.86	157.73
35-64	61.89	143.48

* Average Quarter-Hour Estimates

DMA Table B

Average Quarter-Hour Estimates

Designated Market Area	All Cume Estimates	Sat 6A-10A	Sat 10A-3P	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Sun
		Sat 3P-7P	Sat 7P-MID	6A-10A	10A-3P	6A-7P	6A-MID
Persons 12+	74.93	122.42	120.22	152.91	147.39	183.04	200.23
Men							
18-34	38.80	59.37	57.78	76.71	71.69	84.27	101.82
18-49	51.66	77.17	75.70	96.98	90.37	105.48	124.80
25-49	45.76	68.46	68.01	85.76	81.65	89.26	111.77
25-54	48.97	72.25	72.13	91.27	86.21	94.38	116.68
35-64	44.23	64.03	65.39	83.39	78.17	86.02	101.82
Women							
18-34	39.49	61.01	58.53	76.78	74.98	81.85	100.14
18-49	53.98	80.89	78.63	101.08	97.94	106.65	130.23
25-49	48.54	71.51	71.58	91.77	88.56	100.13	122.08
25-54	52.19	75.89	75.91	97.17	92.86	105.49	128.78
35-64	48.11	70.18	69.68	87.50	86.16	95.02	115.15
Teens							
12-17	34.67	55.62	56.33	75.51	82.68	90.85	101.41

Description of Methodology

Introduction

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

The Market

1. The Market/An Arbitron Radio Market can be composed of up to three geographic areas: the Metro Survey Area (Metro), the Total Survey Area (TSA) and the Designated Market Area (DMA®). These areas are composed of counties and/or county equivalents. (A county equivalent generally consists of an independent city or geographic split portion of a whole county.) A geographic split county is defined as one or more zip codes within a county and is based on zip code information from 1990 Census data, as updated annually by Market Statistics.

a. Metro Survey Area (Metro)

The Metro Survey Area is the primary reporting area of local radio. Arbitron Radio Metros generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas. A radio Metro may deviate from its respective OMB definition due to topographical, sampling, or other considerations. The OMB updates its Metropolitan Areas every 10 years, based on the new decennial census data.

For areas that do not have an OMB-defined Metropolitan Area, Arbitron usually defines the Metro Survey Area to include the county (ies) of the majority of the local area stations' city (ies) of license. Additionally, Arbitron may consider such factors as: the historical market definition(s), local trade and commuting patterns, local radio listening patterns, and input from its subscribers.

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

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

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

b. Total Survey Area (TSA)

The TSA of an Arbitron Radio Market is designed to provide a comprehensive measure of listening to Metro-licensed radio stations. The TSA is composed of the Metro and any additional counties (or county equivalents) that meet certain criteria for inclusion.

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

c. Designated Market Area (DMA®)

The DMA is composed of counties and/or county equivalents, and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county (or county equivalent) is assigned exclusively to one DMA.

Arbitron reports radio listening estimates for the Top 50 DMAs (ranked on TV households) in the Radio Market Reports of all Arbitron standard radio markets whose Metros are located within the DMA and whose names are contained in the DMA name.

Sampling & Measurement Techniques

2. Sampling Methodology/Survey sample targets are established for the Metro and, if applicable, the non-Metro TSA and/or the DMA. Sample targets are then established for each sampling unit proportional to its Persons 12+ population in the respective survey area subject to minimum sample requirements for Radio County Coverage. The amount of sample ordered is determined by dividing the sampling unit target by the expected rate of response based on previous survey(s) sample performance and other factors.

For each 12-week survey period, a new sample of telephone numbers is computer-selected for each sampling unit through the use of a systematic interval random selection technique. Listed and unlisted telephone numbers are randomly generated using the random digit dial (RDD) technique. Sample RDD numbers are generated from telephone "hundred blocks" containing at least 10 listed residential telephone numbers based on current telephone listings as provided and updated by Metromail Corporation. These qualifying hundred blocks comprise the sample frame for each sampling unit. Known nonresidential telephone numbers (e.g., businesses, institutions) are excluded from the sample frame. The sample of telephone numbers is then randomly divided into approximately equal weekly groups for diary placement calling.

If a need for additional sample arises after the original sample has been selected by the computer, then such additional sample is generally selected in the same manner and from the same sample frame as the original sample.

3. Arbitron Radio Listening Diary/The Arbitron radio survey is a prealerted, telephone-placed mail survey. The survey instrument, Arbitron's seven-day radio listening diary, is self-administered and designed to be personally maintained by all individuals 12 years of age and older (Persons 12+) in each sample household, up to a maximum of nine persons. Bilingual (Spanish-English) diaries are provided to all survey participants in the Metro of a Hispanic-controlled market who have identified themselves as Hispanic in

response to an ethnicity question or from whom ethnic information was not obtained, and to any others indicating a preference for a bilingual diary. Premiums of varying monetary amounts are provided to encourage respondent cooperation.

4. Diary Placement and Retrieval/Initial contact with listed sample households is by mail, informing them of their selection and that an interviewer will be calling to request their cooperation in the survey. Generally, initial contact with unlisted sample households is by telephone, when an interviewer calls to request participation in the survey.

Arbitron interviewers call selected telephone numbers to: ascertain the possibility of a media affiliation; to gain consent for participation in the survey; to determine the number of Persons 12+ living in the household at the time of the placement call; and, where applicable, to determine the race/ethnicity and demographics of the household. Households with more than nine persons 12 years of age and older and media-affiliated households are ineligible for survey participation.

Interviewers are instructed to make a number of attempts to reach every telephone number in the sample. These attempts are made at different hours of the day and evening. Arbitron then sends diaries directly to consenting sample households.

In addition to follow-up by mail from Arbitron, the interviewers are directed to make further contact(s) with consenting sample households by telephone: to make sure the diaries have been received; to assist members of the household in understanding the diaries' purpose; to answer any questions; to remind the diarykeepers to return their diaries after the survey week; and to thank them for their participation in the survey.

Explicit instructions are provided to each interviewer, and validation checks are regularly conducted to help ensure that instructions are being properly followed.

Processing Techniques

5. Processing of Diaries/Arbitron makes reasonable efforts to utilize all returned diaries. However, some returned diaries are determined by Arbitron to be unusable. Among those that are unusable are diaries that Arbitron determines: are incomplete; are post-marked and/or arrive before or after established dates; or that otherwise lack essential information. The total number of in-tab diaries may differ from the sample target.

Usable diaries are prepared for computer processing in accordance with procedures listed in the *Arbitron Radio Edit Procedures Manual* and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascertainment procedures, the allocation of credit for aberrated call letters, and other analyses and pretabulation preparations.

Calculating Techniques

6. Calculation of Estimates/

a. Sample Balancing

The weighting system used by Arbitron, sample balancing, is an iterative marginal weighting technique designed to compensate for disproportionate in-tab from specified marginal classes. Marginal weighting means that in-tab diaries are weighted to represent the population for each specified marginal class. The number of geographic marginal classes (e.g., coun-

ties, split counties or county clusters) will vary. The number of sex/age marginal classes is generally 16. In addition, markets that are race and/or ethnically controlled are sample balanced so that in-tab diaries from the race/ethnic group are weighted to represent the population of that race/ethnic group. As a result of this cumulative weighting, a Persons-Per-Diary Value (PPDV) is computed for each in-tab diary. The PPDV is the number of persons that diary is estimated to represent.

b. Computing Cume Persons Estimates

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

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

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

d. Computing 4-Book and 2-Book Averages

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

e. Rounding of Calculations

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

f. Broadcast Hours

(i) Local time differences within a market that overlaps time zones are accounted for by adjusting to the time observed by the majority of counties in the Metro of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for the market report. Arbitron uses the sign-on/sign-off times reported for the month closest to December and the shortest broadcast day within that month as provided by the affected radio station. (iii) Audience estimates are adjusted for the station's broadcast schedule as reported to Arbitron. However, when a station changes sign-on/sign-off times during an Arbitron survey period, the times used in calculating audience estimates are based on the sign-on/sign-off times in effect on the last day of the survey period as reported to Arbitron. (iv) Stations broadcasting for less than an entire reported daypart are indicated in the Radio Report by a footnote symbol next to the station's call letters or audience estimates for the applicable daypart (s). (v) Stations broadcasting for less than an entire daypart must be on the air for a minimum of four quarter-hours on each day of the applicable daypart in order to be reported in that daypart. (vi) Stations should notify Arbitron in writing of any changes in the station's sign-on/sign-off time as soon as they occur but no later than the day after the last day of the survey.

g. Technical Difficulties

Generally, no adjustments are made to either diary entries or published audience estimates for periods of technical difficulty. The notation of technical difficulties on Page 13 is to assist users of this report in making their own evaluation of the audience estimates. Arbitron will accept information on technical difficulties up to the day after the last day of the survey.

Criteria for Reporting Stations

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

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

Audience estimates for a station that does not meet Minimum Reporting Standards (MRS) cannot be obtained in any way from the audience estimates published in this report, including the Target Listener Trends estimates from prior survey periods. All radio stations, commercial and noncommercial alike, are measured using the same methodology and are included in Metro, TSA and/or DMA Totals. All commercial stations are evaluated using the MRS as described in Paragraphs 8 and 9. Noncommercial stations are not eligible to be listed in this report and are not considered in MRS evaluations. For report qualification purposes, stations are considered commercial or noncommercial based on their status as of the last day of the survey as reported to Arbitron.

8. Minimum Reporting Standards (MRS) for Nonsimulcast Stations/A commercial station that does not simulcast with another station is included in this report if it has met all of the following Minimum Reporting Standards for the Metro or, if applicable, the DMA among Persons 12+ during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market:

- a. The station must have received five or more minutes of listening in a quarter-hour in at least 10 in-tab Metro diaries (10 in-tab DMA diaries for DMA qualification), and
- b. The station must have a Metro Cume rating of 0.495 or greater (DMA Cume rating of 0.495 or greater for DMA qualification), and
- c. The station must have a Metro Average Quarter-Hour rating of 0.05 or greater (DMA Average Quarter-Hour rating of 0.05 or greater for DMA qualification) for the time the station is on the air during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market.

9. Minimum Reporting Standards (MRS) for Simulcast Stations/MRS for simulcast stations are generally based on the percent of quarter-hours in the

Monday-Sunday 6AM-Midnight daypart (when both stations are on the air simultaneously) that the two stations simulcast for every week of the current survey:

- a. 9.49 percent or less – Each station must independently meet the criteria used for nonsimulcast stations. (See Paragraph 8.)
- b. 9.50 percent to 90.49 percent – If one of the two stations meets all MRS criteria described in Paragraph 8, the second station is included in the report if it (i) meets the criteria of Paragraphs 8(a) and (b) and (ii) achieves an Average Quarter-Hour rating of 0.05 or greater for any one of the four basic Monday-Friday dayparts, i.e., 6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Midnight.
- c. 90.50 percent or greater – If the combined audience of the two stations is sufficient to meet all criteria of Paragraph 8, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria if considered individually, so long as each station received a mention in at least one in-tab diary in the market anytime during the 24-hour/7-day survey week.

10. Home and Outside Stations/Any Metro-qualifying station either licensed to a city located within the Metro of a market or which has requested Metro home status and is recognized under Arbitron's policies and procedures as having an acceptable alternate city identifier is listed in the market report as a home station. However, if two stations are partially or totally simulcast and one of the two stations is a home station, both may be treated as home stations. A station can be home to only one Metro, unless a station is licensed to a Metro which is embedded in another Arbitron Metro. All other stations are classified as outside stations. For reports containing a DMA section, outside stations are further classified into: (a) outside the Metro but home to the DMA, or (b) outside the Metro and the DMA. Within each reporting classification, U.S. stations are listed alphabetically followed by non-U.S. stations listed alphabetically.

Simulcast Reporting

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

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

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

Statistical Reliability

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

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

Limitations

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

a. The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement calling to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; and group quarters residences containing ten or more individuals 12 years of age and older. Additionally, all possible telephone listings may not be included in the directories available to Metromail Corporation when Arbitron places its sample order, which may affect the identification of qualifying telephone hundred blocks. Such excluded persons may have listening habits which differ from those included in the survey.

b. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to Arbitron's media affiliation question at the time of the diary placement call or at any time thereafter.

c. There may be instances where Arbitron instructions are not followed by the interviewer. Also, the interviewer may not be under the direct control of Arbitron, because independent marketing research suppliers are used by Arbitron.

d. Nonresponding persons may have listening habits that differ from those of respondents.

e. Nonresponding persons and other limitations in the original designated sample prevent the in-tab sample from being a perfect probability sample.

f. The sample design and/or response patterns may preclude proportional representation of certain groups within the population such as ethnic groups, racial groups, persons in certain income or education groups, or persons whose primary language is other than English. Such persons may have listening habits that differ from other persons.

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

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

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

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

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

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

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

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

o. Certain data, such as when a station was on and off

the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, network affiliation(s) and time periods when two stations were simulcast or separately programmed, are based on data supplied by stations, the FCC, industry publications or notices and/or other sources. These data may not be accurate or timely. Some of the data may affect the way certain audience estimates are reported.

p. Situations in which stations use or have used the same call letters or frequency or have changed call letters or frequency may result in diarykeeper confusion in correctly identifying the station to which the listening occurred.

q. Rounding occurs at various stages in the calculation of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the Radio Market Report may produce a result which may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the Radio Market Report.

r. Reported trends estimates may not be comparable over time due to: methodological or operational changes; changes in survey area definitions or populations; conditions not under Arbitron's control, such as changes in station operations/facilities/special activities; or other factors.

Retention of Survey Materials

17. Retention Schedule/In-tab Arbitron diaries used for the compilation of the most current estimates published in this report are retained in the form of electronic images for one year from the date on which this report was first mailed to subscribers by Arbitron. Unusable diaries and other survey materials are retained in paper format or electronic image for one year from the date on which this report was first mailed to subscribers by Arbitron. After such time, all diaries and other survey materials are destroyed. Subscribers to this report are reminded that any special tabulations of previously published estimates should be ordered before the end of the retention period. Similarly, subscribers to this report interested in scheduling an electronic review of the Arbitron in-tab listening diaries used for this report may do so upon proper appointment with Arbitron's Client Services department in Columbia, MD.

Special Notices

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

Reservation of Rights

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

Disclaimer of Warranties

20. Disclaimer of Warranties/Arbitron makes no warranties, express or implied, concerning: data gathered or obtained by Arbitron from any source; the present or future methodology employed by Arbitron in producing Arbitron data or estimates; or the Arbitron data or estimates contained herein. All Arbitron data

and estimates represent only the opinion of Arbitron and reliance thereon and use thereof shall be at subscriber's own risk.

Restrictions on Use of Report

21. Restrictions on Use of Report/All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary to and copyrighted by Arbitron. They are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional litera-

ture. Any commercial use of Arbitron audience estimates or data for the purpose of selling advertising time or space by or on behalf of broadcast, cable, or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all qualifi-

cations and limitations stated in the Arbitron report. Arbitron recommends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Boston, Spring 1998, Metro Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-34).

A subscriber to any particular report may not use the demographic data or audience estimates printed in the "Target Listener Trends" section which reference a market report to which they did not subscribe.

Neither this report, the map contained herein nor any audience estimate may be used in any manner by nonclients of Arbitron without written permission from Arbitron.

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

Metro Market Profile Sources

PRIZM®

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

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

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

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

Metro Census Data

Market Statistics has furnished Household Data, Group Quarters Populations, Retail Sales and Employer Industries Data to Arbitron for the Spring 1998 Metro definition. All data are based on the 1990 Census. For further information, contact your Arbitron representative.

1. Total Households are based on 1990 Census data, updated to 1/1/98.

2. Households by Income is grouped into eight discrete income categories. The income reported represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/98).

3. Value of Owner-Occupied Housing Units are 1990 Census data. These data include single-family condominiums, and exclude mobile homes, housing units located on 10 or more acres, housing units located on commercial property, and two housing units sharing the same address. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

4. Monthly Gross Rent of Renter-Occupied Housing Units are 1990 Census data in six monthly contract groups. Median rent is shown for total rented units in this Metro. These data exclude no-cash rental units. The base for the Metro Percent is 1990 Census metro housing units which includes total housing units.

5. Household Size categories are for Persons 0+. These categories are based on 1990 Census data, updated to 1/1/98.

6. Seasonal Housing Units are defined as housing units used or intended for use only during certain seasons of the year, and are not included in the total household base (1990 Census). The Metro Percent is 1990 Census total metro housing units (occupied and unoccupied).

7. Education represents the educational attainment of Persons 25+ in the metro (1990 Census).

8. Colleges and Universities enrollment is taken from the most current available survey of colleges and universities conducted by the National Center for Education Statistics. Only students enrolled in an accredited degree program are included in the enrollment figures. Percentages for the full-time enrollment are based on total enrollment.

9. Occupation data are 1990 Census data and represent the number of Persons 16+ that are employed in each of six occupation categories. Percentages are based on 1990 Census total metro employed Persons 16+.

10. Farm Population data are 1990 Census data for total Persons 0+ living on a farm within the Metro definition.

11. Transportation to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

12. Average Travel Time to Work data are 1990 Census data for total metro employed Persons 16+ who work away from home.

13. Car Ownership by Household are distributed into one of four Car Ownership categories. Percentages are based on total 1/1/98 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of June 5, 1998, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, Illinois 60173, (847) 605-0909, and are copyright 1998, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

Newspaper circulation figures represent average estimated paid circulation reported to and covered by the latest available Audit Report. Reported publications have a Metro circulation of at least 1% and are listed in circulation order up to a maximum of 35 newspapers. Arbitron may have adjusted the ABC Newspaper Circulation data for Metros comprised of a portion of one or more counties, to reflect as closely as possible the newspapers' circulation in the Arbitron-defined Metro area. Note that any adjusted data may not represent the newspaper's total circulation. Magazine circulation data are the latest paid circulation for a single issue.

Passenger Car Registrations

The Metro Share of New Private Passenger Car Registrations is supplied by the Automotive Information Services Division of The Polk Company. Polk prepares monthly reports (actual counts) of new cars registered in each state. Percentages are listed for American car manufacturers and the five leading imports. The top imports are determined through nationwide ranking. Fleet, other commercial or government registrations are not included. Further automotive statistical information may be obtained from The Polk Company, 26955 Northwestern Highway, Southfield, MI 48034, (248) 728-7000.

More information on Metro Market Profile Sources, including limitations for each service, can be obtained by contacting the individual services.

Selected Arbitron Terms

Average Quarter-Hour Persons/The estimated average number of persons who listened to a station for a minimum of five minutes within a reported daypart. The estimate is the average of the reported listening for the total quarter-hours the station was on the air during a reported daypart. This estimate, expressed in hundreds (00), is reported for the Metro, TSA, and DMA, where applicable.

Average Quarter-Hour Rating/The Average Quarter-Hour Persons estimate expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro and, where applicable, the DMA.

Average Quarter-Hour Share/The Average Quarter-Hour Persons estimate for a given station expressed as a percentage of the Metro Total Average Quarter-Hour Persons estimate within a reported daypart. This estimate is reported for the Metro only.

Cume Duplication/The percentage of estimated Cume Persons for one station that also listened to a second station. This estimate is reported for the Metro only.

Cume Persons/The estimated number of *different* persons who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. (Cume estimates may also be referred to as *cumulative* or *unduplicated* estimates.) This estimate, expressed in hundreds (00), is reported for the Metro, TSA, and DMA, where applicable.

Cume Rating/The estimated number of Cume Persons expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro only.

Daypart/A time period for which audience estimates are reported (e.g., Monday-Friday, 6AM-10AM; Weekend 10AM-7PM).

Designated Market Area (DMA®)/Nielsen Media Research, Inc.'s geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county (or county equivalent) in the United States is assigned exclusively to one DMA®.

Diary Mentions/The number of different in-tab diaries in which a station received credit for at least one quarter-hour of listening.

Diarykeeper/Any individual that Arbitron determines to be eligible to receive and who is sent survey materials.

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

Ethnic Composition/Audience estimates for Total, Black and/or Hispanic persons expressed in hundreds (00), ratings and composition percents. Ethnic composition estimates are based on total Metro in-tab diaries and are reported for the Metro of ethnically controlled markets only if at least 30 Black and/or 30 Hispanic diaries, as appropriate, are in-tab for the Metro.

Exclusive Cume Audience/The estimated number of Cume Persons who listened to only one selected station within a reported daypart. This estimate is reported for the Metro only.

Group Quarters/For Arbitron sampling purposes, group quarters refers to living arrangements such as college dormitories, military barracks, nursing homes and prisons, *plus* dwelling units of 10 or more individuals. However, residents of college dorms, military housing, etc., are considered eligible to participate in the survey if the telephone number is assigned to a private telephone serving fewer than 10 individuals.

High-Density Area (HDA)/A zip code-defined sampling unit which may be established in a county within the Metro of an ethnically controlled market. The specific criteria for establishing, retaining, or eliminating an HDA are outlined in a separate publication titled *Arbitron Radio Description of Methodology*.

Home Station/Generally, any station licensed to a city located within a particular Arbitron radio Metro (or a reported Nielsen Media Research, Inc. DMA). A station that is not licensed to a city within an Arbitron radio Metro may be granted "home" status, if it meets certain criteria. (See Page M4, Paragraph 10.)

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

Listed Sample/Sample telephone numbers for which names and mailable addresses are published in telephone directories.

Listening Locations/Locations for which audience estimates are reported (At Home, In Car, At Work, Other).

Metro In-Tab/Target Index/The ratio of the number of Metro in-tab diaries to the Metro sample target, generally expressed as a whole number.

Metro Survey Area (Metro)/The primary reporting area for local radio. Metro survey area definitions generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.

Metro Totals or DMA Totals/Total reported listening to radio in the Metro or DMA (could refer to AQH or Cume estimates). Includes listening to reported stations, nonqualifying commercial stations, noncommercial stations, cable-only stations, and unidentified stations.

Minimum Reporting Standards (MRS)/Criteria used to determine which stations qualify to be listed in this report. (See Page M4, Pars. 8-9.)

Outside Station/A station which is not "home" to a particular Metro and/or DMA. (See "Home Station.")

Persons-Per-Diary Value (PPDV)/The numerical value assigned to each in-tab diary for the purpose of projecting audience estimates to the entire 12+ population in a market. The PPDV reflects the number of persons in the geographic/sex/age/ethnic (if applicable) group represented by each in-tab diary after sample balancing has been performed.

Rating/(See "Average Quarter-Hour Rating" and "Cume Rating.")

Respondents/Sampled persons who provide information in response to survey questions.

Sample Frame/The universe from which potential respondent households are randomly selected. The sample frame for Arbitron radio surveys is designed to include households with telephones.

Sample Target/The number of diaries that is the in-tab sample size objective for a particular survey area.

Sampling Unit/A geographic area consisting of a county or county equivalent (e.g., geographic or ethnic split county, or independent city) for which sample is separately selected and monitored.

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

Simulcast/The simultaneous broadcast of one station's total uninterrupted broadcast flow, including commercials, by a second station, without any variation except if the two stations choose to *separately and simultaneously* identify their call letters, frequency, Station Name, and/or city of license.

Split County/A portion of a county, consisting of one or more zip codes, which is recognized as a separate sampling unit for purposes of survey area definition or more discrete sample control.

Technical Difficulty (TD)/Time period(s) of five or more consecutive minutes during the survey period for which a station listed in this report notified Arbitron in writing of: reduced power; intermittent power; signal interference; or times the station was off the air within the station's authorized broadcast day.

Time Spent Listening (TSL)/An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

Total Survey Area (TSA)/A geographic area that includes the Metro Survey Area and may include additional counties (or county equivalents).

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not published in telephone directories and may or may not be known prior to placement calling.

Unusable Diaries/Returned diaries determined by Arbitron to be unusable according to established criteria.

Unusable Sample/Telephone numbers in the originally selected sample determined by Arbitron to be ineligible for survey participation for reason(s) which include: (1) disconnected telephone number; (2) nonresidential listing; (3) those who reside in households of 10 or more persons age 12 and older; (4) those who volunteer that they reside in group quarters; (5) those who state that a member of the household is media affiliated (in accordance with Arbitron's definition).

Methodology: Arbitron 1998 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 98	SPRING 98	FALL 98	METRO RANK	MARKET	WINTER 98	SPRING 98	FALL 98	METRO RANK	MARKET	WINTER 98	SPRING 98	FALL 98
224	Abilene, TX	■	■	■	248	Grand Junction, CO	■	■	■	220	Parkersburg-Marietta, WV-OH	■	■	■
67	Akron	■	■	■	65	Grand Rapids	■	■	■	122	Pensacola	■	■	■
246	Albany, GA	■	■	■	263	Great Falls, MT	■	■	■	133	Peoria	■	■	■
57	Albany-Schenectady-Troy	■	■	■	182	Green Bay	■	■	■	5	Philadelphia	■	■	■
70	Albuquerque	■	■	■	40	Greensboro-Winston Salem-High Point	■	■	■	17	Phoenix	■	■	■
200	Alexandria, LA	■	■	■	80	Greenville-New Bern-Jacksonville	■	■	■	20	Pittsburgh	■	■	■
66	Allentown-Bethlehem	■	■	■	58	Greenville-Spartanburg	■	■	■	162	Portland, ME	■	■	■
239	Altoona	■	■	■	80	Greenville-Spartanburg	■	■	■	24	Portland, OR	■	■	■
188	Amarillo, TX	■	■	■	161	Hagerstown-Chambersburg-Waynesboro, MD-PA	■	■	■	116	Portsmouth-Dover-Rochester	■	■	■
170	Anchorage	■	■	■	73	Harrisburg-Lebanon-Carlisle	■	■	■	157	Poughkeepsie, NY	■	■	■
145	Ann Arbor	■	■	■	253	Harrisonburg, VA	■	■	■	31	Providence-Warwick-Pawtucket	■	■	■
137	Appleton-Oshkosh	■	■	■	42	Hartford-New Britain-Middletown	■	■	■	238	Pueblo	■	■	■
176	Asheville	■	■	■	59	Honolulu	■	■	■	131	Quad Cities (Davenport-Rock Island-Moline)	■	■	■
12	Atlanta	■	■	■	9	Houston-Galveston	■	■	■	48	Raleigh-Durham	■	■	■
135	Atlantic City-Cape May	■	■	■	139	Huntington-Ashland	■	■	■	251	Rapid City, SD	■	■	■
108	Augusta, GA	■	■	■	112	Huntsville	■	■	■	130	Reading, PA	■	■	■
245	Augusta-Waterville, ME	■	■	■	37	Indianapolis	■	■	■	213	Redding, CA	■	■	■
50	Austin	■	■	■	256	Ithaca, NY	■	■	■	129	Reno	■	■	■
84	Bakersfield	■	■	■	117	Jackson, MS	■	■	■	56	Richmond	■	■	■
19	Baltimore	■	■	■	260	Jackson, TN	■	■	■	29	Riverside-San Bernardino	■	■	■
262	Bangor, ME	■	■	■	51	Jacksonville	■	■	■	103	Roanoke-Lynchburg	■	■	■
81	Baton Rouge	■	■	■	92	Johnson City-Kingsport-Bristol	■	■	■	47	Rochester, NY	■	■	■
232	Battle Creek, MI	■	■	■	168	Johnstown	■	■	■	146	Rockford	■	■	■
127	Beaumont-Port Arthur, TX	■	■	■	225	Joplin, MO	■	■	■	27	Sacramento	■	■	■
261	Beckley, WV	■	■	■	172	Kalamazoo	■	■	■	123	Saginaw-Bay City-Midland	■	■	■
242	Billings, MT	■	■	■	26	Kansas City	■	■	■	214	St. Cloud, MN	■	■	■
136	Biloxi-Gulfport-Pascagoula, MS	■	■	■	150	Killeen-Temple, TX	■	■	■	18	St. Louis	■	■	■
164	Binghamton	■	■	■	68	Knoxville	■	■	■	152	Salisbury-Ocean City	■	■	■
55	Birmingham	■	■	■	230	Lafayette, IN	■	■	■	35	Salt Lake City-Ogden-Provo	■	■	■
259	Bismarck, ND	■	■	■	97	Lafayette, LA	■	■	■	254	San Angelo, TX	■	■	■
212	Blacksburg-Christiansburg-Radford-Pulaski, VA	■	■	■	203	Lake Charles, LA	■	■	■	33	San Antonio	■	■	■
228	Bloomington	■	■	■	99	Lakeland-Winter Haven	■	■	■	15	San Diego	■	■	■
247	Bluefield, WV	■	■	■	109	Lancaster	■	■	■	4	San Francisco	■	■	■
125	Boise	■	■	■	110	Lansing-East Lansing	■	■	■	28	San Jose	■	■	■
10	Boston	■	■	■	207	Laredo, TX	■	■	■	167	San Luis Obispo, CA	■	■	■
113	Bridgeport	■	■	■	43	Las Vegas	■	■	■	187	Santa Barbara, CA	■	■	■
266	Brunswick, GA	■	■	■	205	Laurel-Hattiesburg, MS	■	■	■	233	Santa Fe, NM	■	■	■
237	Bryan-College Station, TX	■	■	■	250	Lawton, OK	■	■	■	196	Santa Maria-Lompoc, CA	■	■	■
41	Buffalo-Niagara Falls	■	■	■	252	Lewiston-Auburn, ME	■	■	■	114	Santa Rosa	■	■	■
222	Burlington, VT	■	■	■	107	Lexington-Fayette	■	■	■	79	Sarasota-Bradenton	■	■	■
121	Canton	■	■	■	221	Lima, OH	■	■	■	153	Savannah	■	■	■
184	Cape Cod, MA	■	■	■	171	Lincoln	■	■	■	13	Seattle-Tacoma	■	■	■
267	Casper, WY	■	■	■	82	Little Rock	■	■	■	128	Shreveport	■	■	■
199	Cedar Rapids	■	■	■	2	Los Angeles	■	■	■	243	Sioux City, IA	■	■	■
206	Champaign, IL	■	■	■	52	Louisville	■	■	■	211	Sioux Falls	■	■	■
96	Charleston, SC	■	■	■	173	Lubbock	■	■	■	158	South Bend	■	■	■
160	Charleston, WV	■	■	■	147	Macon	■	■	■	86	Spokane	■	■	■
36	Charlotte-Gastonia-Rock Hill	■	■	■	119	Madison	■	■	■	190	Springfield, IL	■	■	■
223	Charlottesville, VA	■	■	■	194	Manchester	■	■	■	77	Springfield, MA	■	■	■
101	Chattanooga	■	■	■	209	Mancheste	■	■	■	144	Springfield, MO	■	■	■
264	Cheyenne, WY	■	■	■	62	McAllen-Brownsville-Harlingen	■	■	■	132	Stamford-Norwalk, CT	■	■	■
3	Chicago	■	■	■	204	Medford-Ashland, OR	■	■	■	235	State College, PA	■	■	■
189	Chico, CA	■	■	■	95	Melbourne-Titusville-Cocoa	■	■	■	83	Stockton	■	■	■
25	Cincinnati	■	■	■	45	Memphis	■	■	■	234	Sussex, NJ	■	■	■
23	Cleveland	■	■	■	193	Merced, CA	■	■	■	71	Syracuse	■	■	■
93	Colorado Springs	■	■	■	265	Meridian, MS	■	■	■	165	Tallahassee	■	■	■
240	Columbia, MO	■	■	■	11	Miami-Ft. Lauderdale-Hollywood	■	■	■	21	Tampa-St. Petersburg-Clearwater	■	■	■
89	Columbia, SC	■	■	■	30	Milwaukee-Racine	■	■	■	186	Terre Haute	■	■	■
166	Columbus, GA	■	■	■	14	Minneapolis-St. Paul	■	■	■	241	Texarkana, TX-AR	■	■	■
32	Columbus, OH	■	■	■	85	Mobile	■	■	■	76	Toledo	■	■	■
258	Cookeville, TN	■	■	■	120	Modesto	■	■	■	180	Topeka	■	■	■
126	Corpus Christi	■	■	■	46	Monmouth-Ocean	■	■	■	138	Trenton, NJ	■	■	■
6	Dallas-Ft. Worth	■	■	■	229	Monroe, LA	■	■	■	202	Tri-Cities, WA (Richland-Kennewick-Pasco)	■	■	■
191	Danbury, CT	■	■	■	78	Monterey-Salinas-Santa Cruz	■	■	■	61	Tucson	■	■	■
54	Dayton	■	■	■	142	Montgomery	■	■	■	60	Tulsa	■	■	■
91	Daytona Beach	■	■	■	182	Morgantown-Clarksburg-Fairmont, WV	■	■	■	176	Tupelo, MS	■	■	■
22	Denver-Boulder	■	■	■	98	Morristown, NJ	■	■	■	215	Tuscaloosa, AL	■	■	■
87	Des Moines	■	■	■	175	Myrtle Beach, SC	■	■	■	140	Tyler-Longview, TX	■	■	■
7	Detroit	■	■	■	44	Nashville	■	■	■	148	Utica-Rome	■	■	■
181	Dothan, AL	■	■	■	16	Nassau-Suffolk (Long Island)	■	■	■	105	Visalia-Tulare-Hanford	■	■	■
217	Dubuque, IA	■	■	■	156	New Bedford-Fall River, MA	■	■	■	192	Waco, TX	■	■	■
216	Duluth-Superior	■	■	■	94	New Haven	■	■	■	8	Washington, DC	■	■	■
231	Eau Claire, WI	■	■	■	163	New London, CT	■	■	■	179	Waterbury, CT	■	■	■
197	Elmira-Corning, NY	■	■	■	39	New Orleans	■	■	■	227	Waterloo-Cedar Falls	■	■	■
69	El Paso	■	■	■	1	New York	■	■	■	249	Watertown, NY	■	■	■
154	Erie	■	■	■	141	Newburgh-Middletown, NY (Mid-Hudson Valley)	■	■	■	159	Wausau-Stevens Point, WI (Central WI)	■	■	■
143	Eugene-Springfield	■	■	■	34	Norfolk-Virginia Beach-Newport News	■	■	■	49	West Palm Beach-Boca Raton	■	■	■
151	Evansville	■	■	■	195	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	■	■	■	218	Wheeling	■	■	■
208	Fargo-Moorhead	■	■	■	174	Odessa-Midland, TX	■	■	■	88	Wichita	■	■	■
124	Fayetteville, NC	■	■	■	53	Oklahoma City	■	■	■	236	Wichita Falls, TX	■	■	■
155	Fayetteville (Northwest Arkansas)	■	■	■	72	Omaha-Council Bluffs	■	■	■	63	Wilkes Barre-Scranton	■	■	■
115	Flint	■	■	■	38	Orlando	■	■	■	244	Williamsport, PA	■	■	■
198	Florence, SC	■	■	■	257	Owensboro, KY	■	■	■	74	Wilmington, DE	■	■	■
134	Ft. Collins-Greeley, CO	■	■	■	106	Oxnard-Ventura	■	■	■	178	Wilmington, NC	■	■	■
75	Ft. Myers-Naples-Marco Island	■	■	■	149	Palm Springs, CA	■	■	■	219	Winchester, VA	■	■	■
118	Ft. Pierce-Stuart-Vero Beach	■	■	■	226	Panama City, FL	■	■	■	111	Worcester	■	■	■
169	Ft. Smith, AR	■	■	■						185	Yakima, WA	■	■	■
210	Ft. Walton Beach, FL	■	■	■						102	York	■	■	■
100	Ft. Wayne	■	■	■						90	Youngstown-Warren	■	■	■
200	Frederick, MD	■	■	■										
64	Fresno	■	■	■										

NOTE/Metro ranks listed above are based on Spring 1998 market definitions. The survey frequency of some markets may change.

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

Notations

Media Targeting 2000SM

Limited Report Edition

Survey Period

February 8 - March 7, 1995

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

PREFACE/*Media Targeting 2000* is a national study that was conducted by The Arbitron Company in cooperation with the Radio Advertising Bureau (RAB). *Media Targeting 2000* examines media usage and consumer profiles for 116 different qualitative categories, such as automobile ownership and usage, beverage consumption, and travel and entertainment. The report herein is an excerpt from the *Media Targeting 2000* report, and is intended to provide limited estimated media usage and consumer information for Persons 12+ within the United States, excluding Alaska and Hawaii. The specific sections and dayparts contained herein are: **Average Weekday Share of Time Spent with Each Medium**, Monday-Friday, 6AM-6PM; and **Media Exposure**

Prior to Purchasing, within one hour prior to largest purchase based on respondents reporting any purchase within 24 hours prior to interviewer contact.

METHODOLOGY/Users of this limited report should become familiar with the "Description of Methodology" and "Limitations" sections in the *Media Targeting 2000* report. The *Media Targeting 2000* report is made available by Arbitron to Arbitron clients and the Radio Advertising Bureau.

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

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

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

Notations

Covering the country with qualitative...



Arbitron qualitative information services for local marketing

Arbitron offers stations, agencies and advertisers profiles of local market consumers in 246 radio Metros across the United States. For the markets in which our three services are offered, Arbitron qualitative information is designed to meet the needs of marketers and broadcasters. Scarborough Research, available in 60 top markets, is the most comprehensive survey of local consumers and their retail, media and product purchase behavior. The RetailDirect (44 mid-sized markets) and the Qualitative Diary (145* markets) services track significant media and national advertising categories while taking a closer look at key local ad categories.

Ad dollars gain more power

The qualitative data these services offer permit local advertisers to see customers as they are: their occupations, income, race, education, where they shop, the kinds of cars they drive, the value of their homes, the banks they use and so forth. Thus, advertisers can find the customers they want to reach. As a result, local ad dollars don't get wasted; they gain more power with each buy.

* In Columbia, SC, Macon, GA, and Peoria, IL, both RetailDirect and the Qualitative Diary Service are offered.

Instant Qualitative Profile



Preface

Scarborough data and estimates provided herein are intended to provide a limited summary of product and media use among adults 18 years or older for this Scarborough market, Release 1 (Feb. 97-Jan. 98). The Scarborough data and estimates provided herein are based on product and media usage information obtained through telephone interviews and questionnaires mailed to respondents. All estimates are approximations subject to statistical variations and other limitations. The reliability of these estimates cannot be determined to any precise mathematical value or definition.

The Scarborough data and estimates provided herein are intended to furnish radio station, advertiser and agency clients of this Arbitron Radio Market Report with an aid in evaluating demographic and retail shopping profiles of radio listeners. A description of Scarborough methodology is available to Arbitron subscribers upon request.

Users of this report should note that Scarborough survey periods and methodology differ from Arbitron survey periods and methodology. Therefore, Scarborough data and estimates may differ from Arbitron data and estimates.

Warning

All Scarborough data and estimates are proprietary and confidential.

Each Scarborough estimate and Arbitron Qualitative Map is copyrighted. The unauthorized use of any Scarborough estimate constitutes copyright infringement.

Liabilities and Limitations of Remedies

The sole and exclusive remedy at law or in equity for Arbitron's and/or Scarborough's breach of any warranty express or implied, including without limitation any warranty of merchantability or fitness, and the sole and exclusive remedy for Arbitron's and/or Scarborough's liability of any kind, including without limitation liability for negligence or delay with respect to the Scarborough service, shall be limited to an amount not to exceed \$500.

In no event shall Arbitron and/or Scarborough be liable for incidental or consequential damages, nor shall they be subject to injunctive relief with respect to the Scarborough data and estimates.

Reservation of Rights

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

Disclaimer of Warranties

Arbitron and Scarborough make no warranties, express or implied, concerning: data gathered or obtained by Scarborough; the present or future methodology employed by Scarborough in producing the data or estimates; the data and estimates provided herein. All data and estimates provided herein and all other aspects of the Scarborough service represent only the opinion of Scarborough. Reliance thereon and use thereof shall be at user's own risk.

Restrictions on Use of Report

All Scarborough data and estimates are confidential, proprietary to, and copyrighted by Scarborough. The Scarborough data and estimates provided by way of this Arbitron Radio Market Report may only be used by Arbitron clients who are also subscribers to this Arbitron Radio Market Report and pursuant to the restrictions and limitations on use printed herein. All Scarborough data and estimates provided herein are for the exclusive use of licensed users of this Arbitron Radio Market Report and/or Scarborough clients and their representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertiser accounts and through advertising or promotional literature. Any commercial use of Scarborough data or estimates provided herein for the purpose of selling advertising time or space by or on behalf of broadcast, cable or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For a subscriber to this Arbitron Radio Market Report to divulge any Scarborough data or estimates to a nonsubscriber, unless specifically permitted by Arbitron, or to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a violation of copyright law. Quotations of the Scarborough data and estimates as allowed by this section for purposes of advertising or promotion must identify Scarborough as the source and that the Scarborough data and estimates are copyrighted. Users of the Scarborough data and estimates provided herein should also mention that these data and estimates are subject to all qualifications and limitations stated in Scarborough's description of methodology. Scarborough recommends that the appropriate report title, survey period, market/demographic and kind of estimate and data be stated (e.g., The Instant Qualitative Profile, 1998 Scarborough Report, Persons 18+ Who Own or Lease a Domestic Vehicle in the Baltimore Arbitron Metro Area, Demographic Breakout).

A subscriber to this Arbitron Radio Market Report may not use the Scarborough demographic data or estimates printed in a report to which they do not subscribe. This report may not be used in any manner by nonclients of Arbitron without written permission from Arbitron.

Users of the Scarborough data and estimates provided herein are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

Contents

Restrictions on Use of Report	Q1
Special Notices	Q2
How to Read an Instant Qualitative Profile	Q3
Instant Qualitative Profile	Q4
Qualitative Categories Available	Q10
Qualitative Survey Schedules	Q11

This Service Is Not Accredited by the MRC.

This service is not part of a regular syndicated rating service accredited by the Media Rating Council (MRC). The Arbitron Company does provide syndicated services which are accredited by the MRC.

Special Notices



The Market

Metro Definition/ The geographic area surveyed by Scarborough for this market is defined as follows:

County/State

Los Angeles, CA
Orange, CA

Station Subscribers/ The following radio stations are Scarborough subscribers as of release to print:

KABC-AM
KACE-FM
KBIG-FM
KCAL-AM
KCBS-FM
KCKC-AM
KCMG-FM
KCRW-FM
KCTD-AM
KCXX-FM
KDIS-AM
KELT-FM
KEZY-FM
KFI -AM
KFRG-FM
KFWB-AM
KGGI-FM
KGIL-AM
KIIS-FM
KJLH-FM
KKBT-FM
KKGO-FM
KKLA-FM
KLAC-AM
KLAX-FM
KLOS-FM
KLSX-FM
KLVE-FM
KMRZ-AM
KNOB-AM
KNX -AM
KORG-AM
KOST-FM
KPWR-FM
KRLA-AM
KROQ-FM
KRTH-FM
KRTO-FM
KSCA-FM
KSSE-FM
KSZZ-AM
KTNQ-AM
KTWW-FM
KXTA-AM
KYSR-FM
KZLA-FM

The Sample

Sample Size/ The in-tab sample for this Metro as defined and surveyed by Scarborough is **6,379**.

Profiling a Consumer Has Never Been Easier



With the new Instant Qualitative Profile (IQP), you can now see at a glance key socioeconomic characteristics of consumers and radio listeners. The IQP is available through the following Arbitron services: MaximiSer 97SM service (for radio stations); Media ProfessionalSM (for ad agencies); or MaxQualitativeSM (for radio stations). It's as easy as a few mouse clicks to do a customized report to identify target consumers.

The IQP works with the Scarborough service, RetailDirect[®] service or Qualitative Diary service. For example, you can find out about consumers in a market who are planning to buy a new car—what their household income is, their education level, their home ownership status, and much more.

In this report, we've provided profiles on five important consumer characteristics

to get you started toward having a more in-depth understanding about this market's consumers and their purchasing habits. For more information about the Instant Qualitative Profile or about any other Arbitron service, contact your Arbitron representative.

How to Read an Instant Qualitative Profile

OWN OR LEASE A DOMESTIC VEHICLE

1▶ Target Persons: 1,564,420 Target Intab: 1,475 2◀
YOUR METRO
Scarborough, Apr. 97 - Mar. 98

Gender

3▶ 53.3 % Male 46.7 % Female

Employment Status

4▶

Employed Full-Time	57.5%
Employed Part-Time	14.1%
Not Employed	
A Homemaker	8.8%
A Student	3.0%
Retired	7.4%
Disabled	2.2%
Temporarily Laid Off	0.8%
Not Employed-Looking for Work	5.8%
Other	0.5%

Occupation

Administrative Support	13.2%
Executive, Administrative & Managerial	9.5%
Farming, Forestry and Fishing	0.0%
Handlers, Equip Clean Helpers & Laborers	2.4%
Machine Operators, Assemblers & Inspectr	2.7%
Precision Production, Craft & Repair	5.3%
Professional Specialty	12.7%
Sales	8.1%
Service	11.4%
Technicians & Related Support	3.1%
Transportation & Material Moving	3.1%

Education

5▶

11.8%	40.1%	23.1%	22.1%
Less Than 12th Grade	High School Graduate	Some College/Trade School	Completed College or More

Demographic Breakout

6▶

Household Income

7▶

Presence of Children Under 12 in Household

8▶

None	49.2%
One	18.7%
Two	20.1%
Three or More	12.0%

Home Ownership

9▶

Own	56.9%
Rent	40.1%
Other	3.0%

This report is based on Persons 18+ in YOUR METRO
OWN OR LEASE DOMESTIC VEHICLE

Estimates displayed are reported for % Composition
©1998 The Arbitron Company and Scarborough Research Corp./VNU

- 1▶ 1,564,420 people in "Your Metro" own or lease a domestic vehicle.
- 2▶ 1,475 persons who live in households that own or lease a domestic vehicle took part in this survey.
- 3▶ 53.3 percent of the target consumers are male.
- 4▶ 57.5 percent of consumers who live in households that own or lease a domestic vehicle are employed full time.
- 5▶ 22.1 percent of the target consumers in this market completed college.
- 6▶ The predominant age group among the target consumers is 25-34 (28.1%).
- 7▶ 13.7 percent of consumers who live in households that own or lease a domestic vehicle have household incomes between \$25,000 and \$35,000.
- 8▶ 49.2 percent of the households in the target group do not have a child under age 12.
- 9▶ 56.9 percent of consumers who live in households that own or lease a domestic vehicle own their home.



MARKET PROFILE - PERSONS 18+

Target Persons: 8,848,145 Target Intab: 6,379
 LOS ANGELES
 Scarborough, Feb97-Jan98

Gender

49.5	% Male	50.5	% Female
------	--------	------	----------

Employment Status

Employed Full-Time	55.2%
Employed Part-Time	13.4%
Not Employed	
A Homemaker	9.4%
A Student	4.0%
Retired	11.1%
Disabled	2.3%
Temporarily Laid-Off	1.0%
Not Employed-Looking for Work	3.3%
Other	0.2%

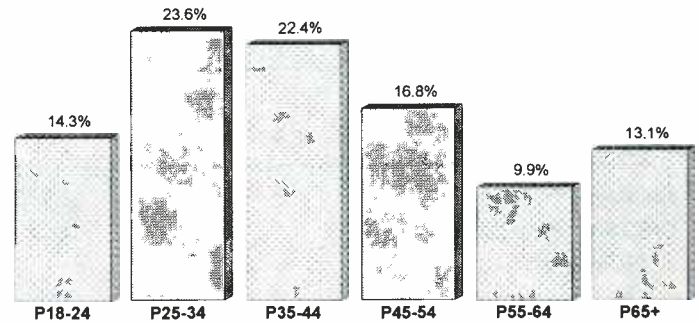
Occupation

Administrative Support	13.1%
Executive, Administrative & Managerial	12.1%
Farming, Forestry & Fishing	0.7%
Handlers, Eq Clnrs, Helpers & Laborers	1.6%
Machine Operators, Assem & Inspectors	3.8%
Precision Production, Craft & Repair	5.8%
Professional Specialty	11.2%
Sales	6.9%
Service	8.1%
Technicians & Related Support	3.0%
Transportation & Material Moving	2.3%

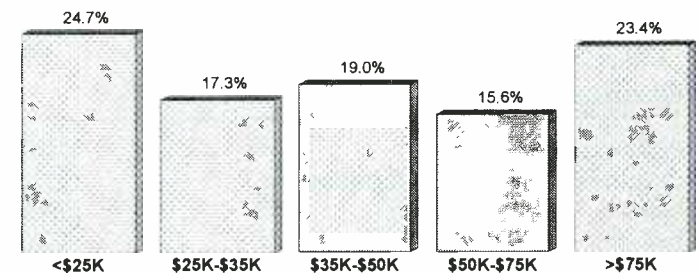
Education

			
15.9%	27.8%	32.7%	23.6%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	53.1%
One	17.0%
Two	17.0%
Three or More	13.0%

Home Ownership

Own	50.9%
Rent	46.2%
Other	2.8%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std
 MARKET PROFILE - PERSONS 18+ (Target Age/Sex Demos is Persons 18+)

Estimates displayed are reported for % Composition.
 ©1998 The Arbitron Company and Scarborough Research Corp./VNU



ANY QUICK SERVICE VISITS

Target Persons: 8,314,625 Target Intab: 5,980
 LOS ANGELES
 Scarborough, Feb97-Jan98

Gender

49.5	% Male	50.5	% Female
------	--------	------	----------

Employment Status

Employed Full-Time	56.0%
Employed Part-Time	13.6%
Not Employed	
A Homemaker	9.4%
A Student	4.1%
Retired	10.1%
Disabled	2.2%
Temporarily Laid-Off	1.0%
Not Employed-Looking for Work	3.4%
Other	0.2%

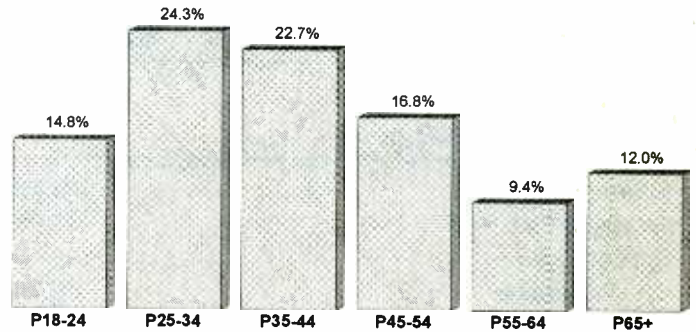
Occupation

Administrative Support	13.4%
Executive, Administrative & Managerial	12.2%
Farming, Forestry & Fishing	0.7%
Handlers, Eqp Clnrs, Helprs & Laborers	1.7%
Machine Operators, Assem & Inspectors	3.9%
Precision Production, Craft & Repair	6.0%
Professional Specialty	11.2%
Sales	7.0%
Service	8.2%
Technicians & Related Support	3.1%
Transportation & Material Moving	2.2%

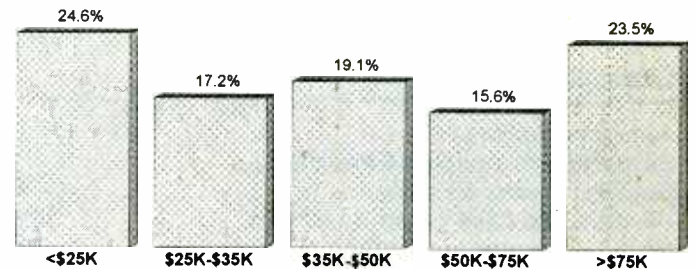
Education



Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	52.0%
One	17.3%
Two	17.4%
Three or More	13.3%

Home Ownership

Own	50.1%
Rent	46.9%
Other	2.9%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std
 ANY QUICK SERVICE VISITS (Any Restaurant is Any Fast Food Past 30 Days)

Estimates displayed are reported for % Composition.
 ©1998 The Arbitron Company and Scarborough Research Corp./VNU



SHARED AUTO PURCHASE DECISION

Target Persons: 1,479,005 Target Intab: 1,067
 LOS ANGELES
 Scarborough, Feb97-Jan98

Gender

52.5	% Male	47.5	% Female
------	--------	------	----------

Employment Status

Employed Full-Time	59.2%
Employed Part-Time	12.7%
Not Employed	
A Homemaker	10.7%
A Student	1.5%
Retired	12.0%
Disabled	1.3%
Temporarily Laid-Off	1.0%
Not Employed-Looking for Work	1.5%
Other	0.0%

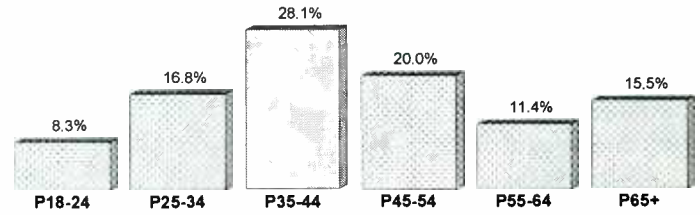
Occupation

Administrative Support	12.1%
Executive, Administrative & Managerial	14.2%
Farming, Forestry & Fishing	0.2%
Handlers, Eqp Clnrs, Helprs & Laborers	1.9%
Machine Operators, Assem & Inspectors	2.5%
Precision Production, Craft & Repair	6.2%
Professional Specialty	15.9%
Sales	6.7%
Service	6.0%
Technicians & Related Support	3.8%
Transportation & Material Moving	2.2%

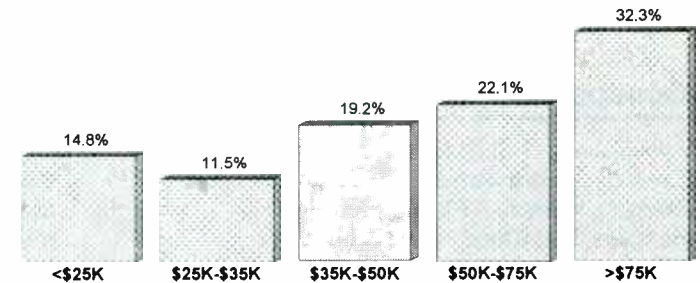
Education

			
8.2%	27.1%	35.2%	29.5%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	48.7%
One	19.4%
Two	20.2%
Three or More	11.7%

Home Ownership

Own	67.8%
Rent	29.8%
Other	2.4%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std
 SHARED AUTO PURCHASE DECISION (Principal Decision Maker Pur/Ls Lst
 Nw Vehicle is Shared Equally)

Estimates displayed are reported for % Composition.
 ©1998 The Arbitron Company and Scarborough Research Corp./VNU



DRINK REGULAR SOFT DRINKS

Target Persons: 6,370,705 Target Intab: 4,510
 LOS ANGELES
 Scarborough, Feb97-Jan98

Gender

53.4	% Male	46.6	% Female
------	--------	------	----------

Employment Status

Employed Full-Time	57.2%
Employed Part-Time	13.7%
Not Employed	
A Homemaker	8.8%
A Student	4.0%
Retired	9.6%
Disabled	1.9%
Temporarily Laid-Off	1.1%
Not Employed-Looking for Work	3.5%
Other	0.2%

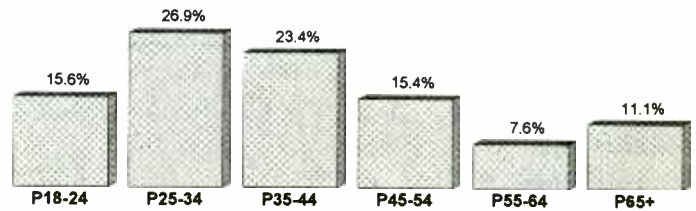
Occupation

Administrative Support	13.6%
Executive, Administrative & Managerial	11.6%
Farming, Forestry & Fishing	0.8%
Handlers, Eqp Clnrs, Helprs & Laborers	1.8%
Machine Operators, Assem & Inspectors	4.0%
Precision Production, Craft & Repair	6.7%
Professional Specialty	10.9%
Sales	7.1%
Service	8.7%
Technicians & Related Support	3.2%
Transportation & Material Moving	2.5%

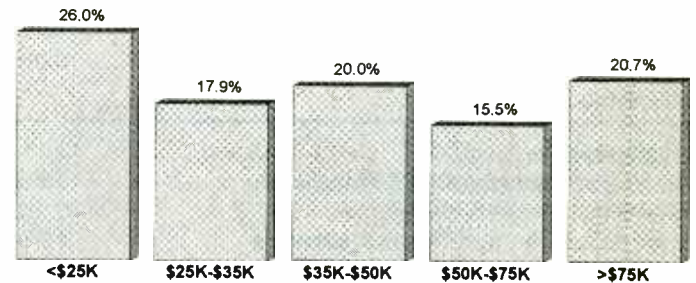
Education

			
17.6%	28.9%	31.9%	21.6%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	49.0%
One	18.2%
Two	18.8%
Three or More	14.0%

Home Ownership

Own	47.6%
Rent	49.4%
Other	3.0%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std

@@DRINK REGULAR SOFT DRINKS (Regular Soft Drinks Past Week is 7Up or A & W Root Beer or Barq's Root Beer or Caffeine Free Coke or Caffeine Free Pepsi or Cherry Coke or Coca-Cola Classic or Dr Pepper or Mello Yello or Minute Maid or Mountain Dew or Mug R

@@One or more of the qualitative categories, products and/or responses contained in the target are not available in the qualitative survey. This target has been modified to exclude those that no longer apply.

Estimates displayed are reported for % Composition.
 ©1998 The Arbitron Company and Scarborough Research Corp./VNU



PLAN TO BUY FURNITURE

Target Persons: 2,110,465 Target Intab: 1,592
 LOS ANGELES
 Scarborough, Feb97-Jan98

Gender

47.5	% Male	52.5	% Female
------	--------	------	----------




Employment Status

Employed Full-Time	61.5%
Employed Part-Time	13.8%
Not Employed	
A Homemaker	9.3%
A Student	3.9%
Retired	5.1%
Disabled	1.9%
Temporarily Laid-Off	0.9%
Not Employed-Looking for Work	3.7%
Other	0.0%

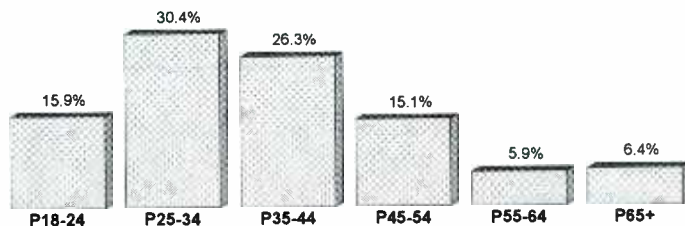
Occupation

Administrative Support	16.0%
Executive, Administrative & Managerial	15.2%
Farming, Forestry & Fishing	0.3%
Handlers, Eqp Clnrs, Helpers & Laborers	1.9%
Machine Operators, Assem & Inspectors	3.3%
Precision Production, Craft & Repair	5.7%
Professional Specialty	12.6%
Sales	7.5%
Service	7.7%
Technicians & Related Support	3.0%
Transportation & Material Moving	1.9%

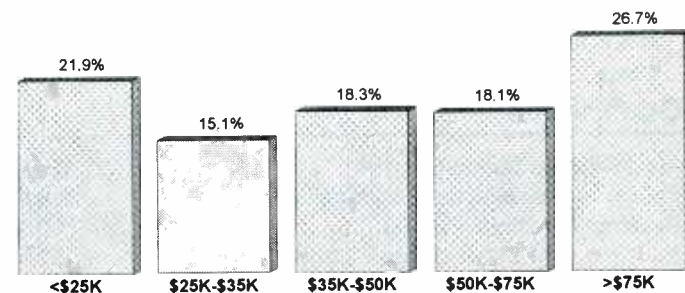
Education

			
11.3%	29.2%	34.8%	24.7%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	45.4%
One	20.3%
Two	19.8%
Three or More	14.6%

Home Ownership

Own	46.6%
Rent	50.6%
Other	2.8%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std
 PLAN TO BUY FURNITURE (Items Household Plans to Buy Next 12 Months is Furniture)

Estimates displayed are reported for % Composition.
 ©1998 The Arbitron Company and Scarborough Research Corp./VNU



PLAN TO BUY MAJOR APPLIANCE

Target Persons: 999,985 Target Intab: 723
 LOS ANGELES
 Scarborough, Feb97-Jan98

Gender

50.5	% Male	49.5	% Female
-------------	---------------	-------------	-----------------

Employment Status

Employed Full-Time	61.0%
Employed Part-Time	14.1%
Not Employed	
A Homemaker	7.7%
A Student	4.1%
Retired	7.6%
Disabled	1.4%
Temporarily Laid-Off	1.0%
Not Employed-Looking for Work	2.9%
Other	0.1%

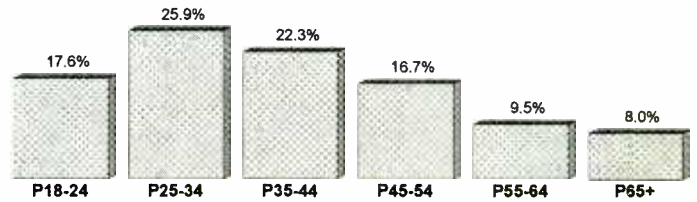
Occupation

Administrative Support	13.5%
Executive, Administrative & Managerial	12.9%
Farming, Forestry & Fishing	1.0%
Handlers, Eqp Clnrs, Helpers & Laborers	2.3%
Machine Operators, Assem & Inspectors	4.9%
Precision Production, Craft & Repair	4.7%
Professional Specialty	9.1%
Sales	7.7%
Service	12.0%
Technicians & Related Support	3.6%
Transportation & Material Moving	3.5%

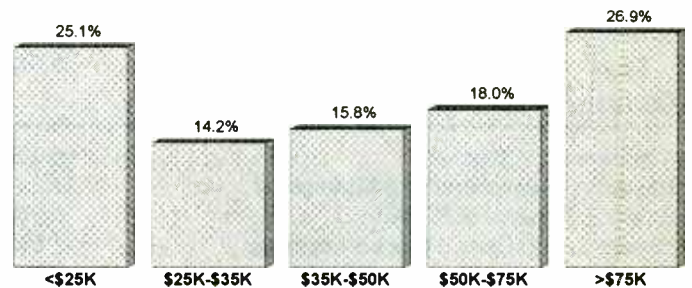
Education

			
17.1%	25.4%	35.5%	22.0%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Presence of Children Under 12 in Household

None	44.9%
One	20.5%
Two	20.9%
Three or More	13.7%

Home Ownership

Own	49.3%
Rent	47.3%
Other	3.4%



This report is based on Persons 18+ in SCB Los Angeles Radio Metro - Std
 PLAN TO BUY MAJOR APPLIANCE (Items Household Plans to Buy Next 12
 Months is Major Appliance)

Estimates displayed are reported for % Composition.
 ©1998 The Arbitron Company and Scarborough Research Corp./VNU

Here Are Some of the Consumer Categories You Can Analyze with the Instant Qualitative Profile



Through Scarborough, Arbitron delivers more than 295 major categories of consumer, media and retail behavior in your market. It's a wealth of information you can use to profile radio audiences by the products they buy, the stores they shop at, and the ad-supported media they use. All this information is easily accessible through the Instant Qualitative Profile (You must be a subscriber to MaxiSer 97SM, Media ProfessionalSM, or MaxQualitativeSM services). For a complete list of available consumer categories, contact your Arbitron representative. ‡

Automotive

Vehicle Leased or Owned
Make and Model
New/Used/Leased
Amount Paid for Last Vehicle
Dealership Plan to Shop/Buy/Lease Vehicle
Plan to Buy/Lease Vehicle Next 12 Months
Providers of Auto Insurance
Amount Spent on Type of Repair
Stores Shopped for Auto Products
Gasoline Brands Used Past 30 Days
Gasoline Brand Loyalty

Financial

Types of Accounts
Types of Loans
IRA/Keogh Plan/401(k) Plan
Use Full-Service Broker
Use Discount Broker
Stock or Stock Option from Employer
Mutual Funds/Money Market Funds
Second Home or Real Estate Property
Homeowner's/Renter's Insurance

Beverages

Type/Brand of Soft Drinks
Juices/Iced Teas/Spring Water
Sports Drinks
Beer Domestic/Imported
Type and Brand Wine

Business Decision

Computer Hardware/Software
Telephone/Comm. Equipment/Services
Overnight/Next-Day Delivery Services
Temporary Personnel Services
Business Travel/Convention Arrangements
Office Equipment/Furniture/Supplies
Company Health Care Programs

Computers

Home Computer Ownership
On-line Services Home and Work
Access World Wide Web

Demographics

Sex/Age/Race
Marital Status
Level of Education
Employment Status/Industry/Occupation
Individual Employment Income*
Reason Not in Labor Force
Hispanic Origin
Primary Language in HH*

Language Preferred**
Household Size/Income
Number of Adults in HH
Presence of Children by Age*
Home Ownership/Market Value
Tenure in Current Residence
County of Residence
Zip Code

Drug/Grocery Store

Drugstores OTC Purchases
Prescription Purchases
Stores Shopped/Bought Past 7 Days
Store Where Most Groceries Purchased
Principal Food Shopper
Day Most Grocery Shopping Done
Amount Spent on Groceries
Coupon Usage - Frequency
How "Cents-Off" Coupons Are Obtained

Health Care

Hospital Use
Glasses or Contact Lenses
Weight Loss/Diet Clinic
Specialist
Type of Health Insurance

Home Improvement

Remodeled Bathroom/Family Room/Den
Added Bathroom/Deck
Maintenance Interior/Exterior Paint
New Carpeting/Floor Covering
Replaced/Repaired Roof
Landscaping

Household Shopping

Furniture Stores
Carpeting or Floor Covering Stores
Audio/Video Stores
Large Appliances
Hardware/Building/Paint Items
Lawn or Garden Items
Bedding/Furniture
Home Entertainment Center
Major Appliances
Second or Vacation Home

Lifestyles

Theater
Dance/Ballet Performance
Symphony/Concert/Opera
Sporting Events Attended
Art Gallery or Museum
Nightclub
Movies

Lottery Ticket Purchases
Types of Tobacco Usually Used
Health/Fitness Club
Sports
Pet Ownership

Media

Television Viewing
Cable TV Subscription
Cable Networks/Services Viewed
Pay Cable Stations HH Receives
Number Pay-Per-View Programs Watched
Purchased Items via TV/Cable
Satellite/Microwave Dish Connector
VCR/Video Ownership
VCR/Video Purchase
Amount Spent on VCR Purchase
Prerecorded Videocassettes
Video Game Systems
Radio Listening
Newspaper Readership
Magazines Number Read

Retail Shopping

Malls Shopped
Major Stores Shopped/Purchased
Specialty Stores Shopped/Purchased
Items Purchased
Number of Times Purchased

Telephone

Long-Distance Carrier
Amount Spent Last Month
Call Blocking/Forwarding/Waiting/Caller ID
Three-Way Calling/Voice Mail
Cellular Phone Carrier/Monthly Bill

Travel

U.S./Foreign Travel
Business/Pleasure
Airline Flown
Airport Used as Departure
Frequent Flyer Membership
Cruises
Hotels
Use of Travel Agent
Rental Car Companies
Current Passport
Attractions Visited

Voting

Presidential/Statewide/Local
Registered
Political Party

‡ Not all categories are available in all markets.

* Selected markets only.
** Hispanic markets only.

ARBITRON

Q10

Qualitative 1997-1998 Survey Schedule

RD = RetailDirect S = Scarborough

Market		1997		1998	
		Release 1	Release 2	Release 1	Release 2
S	Albany-Schenectady-Troy	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Albuquerque	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Allentown-Bethlehem	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Atlanta	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Atlantic City-Cape May	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Austin	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Bakersfield	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Baltimore	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Baton Rouge	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Birmingham	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Boston	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Buffalo-Niagara Falls	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Charleston, SC	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Charleston,WV	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Charlotte-Gastonia-Rock Hill	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Chattanooga	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Chicago	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Cincinnati	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Cleveland	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Colorado Springs	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Columbia, SC	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Columbus, OH	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Dallas-Ft. Worth	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Dayton	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Denver-Boulder	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Des Moines	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Detroit	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	El Paso	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
RD	Evansville	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Flint	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Ft. Wayne	Jun 96 - Nov 96	Dec 96 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Fresno	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Gainesville-Ocala	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Grand Rapids-Kalamazoo-Battle Creek	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Greensboro-Winston Salem-High Point	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Greenville-New Bern-Jacksonville	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Greenville-Spartanburg	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Harrisburg-Lebanon-Carlisle	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Hartford-New Britain-Middletown	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Honolulu	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Houston-Galveston	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Huntsville	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
S	Indianapolis	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Jackson, MS	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Jacksonville	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Kansas City	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Lafayette, IN	Jul 97 - Aug 97		Jul 98 - Aug 98	
RD	Lafayette, LA	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Las Vegas	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	
S	Las Vegas				Apr 98 - Sep 98
RD	Little Rock	Jun 96 - Nov 96	Dec 96 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
S	Los Angeles	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Louisville	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98

Arbitron reserves the right to change the Survey Schedule dates provided as needed.

Qualitative 1997-1998 Survey Schedule

RD = RetailDirect S = Scarborough

Market		1997		1998	
		Release 1	Release 2	Release 1	Release 2
RD	Lubbock	Sep 97 - Oct 97		Sep 98 - Oct 98	
RD	Macon	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	
RD	Madison	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
S	Memphis	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Miami-Ft. Lauderdale-Hollywood	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Milwaukee-Racine	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Minneapolis-St. Paul	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Mobile	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Monterey-Salinas-Santa Cruz	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
RD	Montgomery	Jun 96 - Nov 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Nashville	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	New Orleans	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	New York	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Norfolk-Virginia Beach-Newport News	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
S	Oklahoma City	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Omaha-Council Bluffs	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Orlando	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Palm Springs	Jan 97 - Feb 97		Jan 98 - Feb 98	
RD	Pensacola	Jul 97 - Aug 97		Jul 98 - Aug 98	
RD	Peoria		Aug 97 - Sep 97		Aug 98 - Sep 98
S	Philadelphia	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Phoenix	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Pittsburgh	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Portland, OR	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Providence-New Bedford-Warwick	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Quad Cities (Davenport-Rock Island-Moline)	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	Raleigh-Durham	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Richmond	Jun 96 - Nov 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
RD	Roanoke-Lynchburg	Jan 97 - Feb 97	Jul 97 - Aug 97	Jan 98 - Feb 98	Jul 98 - Aug 98
RD	Rochester, NY	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Rockford	Jul 97 - Aug 97		Jul 98 - Aug 98	
S	Sacramento	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Saginaw-Bay City-Midland	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98
S	St. Louis	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Salt Lake City-Ogden-Provo	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Antonio	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Diego	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	San Francisco	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Santa Barbara	Jul 97 - Aug 97		Jul 98 - Aug 98	
S	Seattle-Tacoma	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
RD	Spokane	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Springfield, MA	Oct 96 - Nov 96	Apr 97 - May 97	Oct 97 - Nov 97	Apr 98 - May 98
RD	Syracuse	Nov 96 - Dec 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Tampa-St. Petersburg-Clearwater	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
RD	Toledo	Mar 97 - Apr 97	Sep 97 - Oct 97	Mar 98 - Apr 98	Sep 98 - Oct 98
RD	Tucson	Jun 96 - Nov 96	May 97 - Jun 97	Nov 97 - Dec 97	May 98 - Jun 98
S	Tulsa	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	Washington, D.C.	Sep 96 - Feb 97	Mar 97 - Aug 97	Sep 97 - Feb 98	Mar 98 - Aug 98
S	West Palm Beach-Boca Raton	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Wichita	Aug 96 - Jan 97	Feb 97 - Jul 97	Aug 97 - Jan 98	Feb 98 - Jul 98
S	Wilkes Barre-Scranton	Oct 96 - Mar 97	Apr 97 - Sep 97	Oct 97 - Mar 98	Apr 98 - Sep 98
RD	Youngstown-Warren	Feb 97 - Mar 97	Aug 97 - Sep 97	Feb 98 - Mar 98	Aug 98 - Sep 98

Arbitron reserves the right to change the Survey Schedule dates provided as needed.

Qualitative Diary Markets

Abilene, TX	Charlottesville, VA	Harrisonburg, VA	Myrtle Beach, SC	Sioux City, IA
Albany, GA	Cheyenne, WY	Huntington-Ashland	New London, CT	Sioux Falls
Alexandria, LA	Chico, CA	Ithaca, NY	Newburgh-Middletown, NY (Mid-Hudson Valley)	South Bend
Altoona	Columbia, MO	Jackson, TN	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	Springfield, IL
Amarillo, TX	Columbia, SC	Johnson City-Kingsport-Bristol	Odessa-Midland, TX	Springfield, MO
Anchorage	Columbus, GA	Johnstown	Owensboro, KY	State College, PA
Ann Arbor	Cookeville, TN	Joplin, MO	Oxnard-Ventura	Stockton
Appleton-Oshkosh	Corpus Christi	Kalamazoo	Panama City, FL	Sussex, NJ
Augusta, GA	Daytona Beach	Killeen-Temple, TX	Parkersburg-Marietta, WV-OH	Tallahassee
Augusta-Waterville, ME	Dothan, AL	Lake Charles, LA	Peoria	Terre Haute
Bangor, ME	Dubuque, IA	Lakeland-Winter Haven	Portland, ME	Texarkana, TX-AR
Battle Creek, MI	Duluth-Superior	Lansing-East Lansing, MI	Portsmouth- Dover-Rochester, NH	Topeka
Beaumont-Port Arthur, TX	Eau Claire, WI	Laredo, TX	Poughkeepsie, NY	Tri-Cities, WA (Richland- Kennewick-Pasco)
Beckley, WV	Elmira-Corning, NY	Laurel-Hattiesburg, MS	Pueblo	Tupelo, MS
Billings, MT	Erie	Lawton, OK	Puerto Rico	Tuscaloosa, AL
Biloxi-Gulfport-Pascagoula, MS	Eugene-Springfield	Lewiston-Auburn, ME	Rapid City, SD	Tyler-Longview, TX
Binghamton	Fargo-Moorhead	Lexington-Fayette	Reading, PA	Utica-Rome
Bismarck, ND	Fayetteville, NC	Lima, OH	Redding, CA	Visalia-Tulare-Hanford
Birksburg-Christiansburg- Radford-Pulaski, VA	Fayetteville (Northwest Arkansas)	Lincoln	Reno	Waco, TX
Bloomington	Florence, SC	Macon	St. Cloud, MN	Waterloo-Cedar Falls
Bluefield, WV	Ft. Collins-Greeley, CO	Manchester, NH	Salisbury-Ocean City	Watertown, NY
Boise	Ft. Myers-Naples-Marco Island	Marion-Carbondale (Southern Illinois)	San Angelo, TX	Wausau-Stevens Point, WI (Central Wisconsin)
Brunswick, GA	Ft. Smith, AR	McAllen-Brownsville-Harlingen	San Luis Obispo, CA	Wheeling
Bryan-College Station, TX	Ft. Walton Beach, FL	Medford-Ashland, OR	Santa Fe, NM	Wichita Falls, TX
Burlington, VT	Grand Forks, ND-MN	Melbourne-Titusville-Cocoa	Santa Maria-Lompoc	Williamsport, PA
Canton, OH	Grand Junction, CO	Merced, CA	Savannah	Wilmington, DE
Cape Cod, MA	Great Falls, MT	Meridian, MS	Shreveport, LA	Wilmington, NC
Casper, WY	Green Bay	Modesto		Winchester, VA
Cedar Rapids	Hagerstown-Chambersburg- Waynesboro, MD-PA	Monroe, LA		Yakima, WA
Champaign, IL		Morgantown-Clarksburg- Fairmont, WV		

Qualitative 1998-99 Survey Schedule

SPRING SURVEY

April 2 - June 24, 1998

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

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

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

SUMMER SURVEY

July 2 - September 23, 1998

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

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

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

FALL SURVEY

September 24 - December 16, 1998

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

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

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

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

WINTER SURVEY

January 7 - March 31, 1999

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

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

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

NOTE/The survey dates are subject to change.

Notations

Arbitron 1998 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings		MaximiSer®/Media Professional™	Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	Mail Date	Mail Date	Black	Hispanic
Akron	Aug 19	2:30PM EST	Sep 16	2:30PM	Oct 15	10:00AM	Oct 15	1:00PM-1:15PM	Oct 16	Oct 19		
Albany-Schenectady-Troy	Aug 27	10:00AM EST	Sep 25	10:00AM	Oct 23	10:00AM	Oct 23	1:00PM-1:15PM	Oct 26	Oct 27		
Albuquerque	Sep 01	2:00PM MST	Oct 01	12:30PM	Oct 27	12:30PM	Oct 27	3:30PM-3:45PM	Oct 28	Oct 29		
Allentown-Bethlehem	Aug 20	4:00PM EST	Sep 17	4:00PM	Oct 16	1:00PM	Oct 16	4:00PM-4:15PM	Oct 19	Oct 20		
Atlanta	Aug 25	11:30AM EST	Sep 23	11:30AM	Oct 21	10:00AM	Oct 21	1:00PM-1:15PM	Oct 22	Oct 23		
Austin	Aug 31	3:00PM CST	Sep 29	3:00PM	Oct 27	3:00PM	Oct 28	9:00AM-9:15AM	Oct 28	Oct 29		
Bakersfield	Sep 01	1:00PM PST	Oct 01	1:00PM	Oct 28	1:00PM	Oct 28	4:00PM-4:15PM	Oct 29	Oct 30		
Baltimore	Aug 20	11:30AM EST	Sep 17	11:30AM	Oct 16	11:30AM	Oct 16	2:30PM-2:45PM	Oct 19	Oct 20		
Baton Rouge	Aug 31	3:00PM CST	Sep 29	3:00PM	Oct 26	3:00PM	Oct 27	9:00AM-9:15AM	Oct 27	Oct 28		
Birmingham	Aug 27	9:00AM CST	Sep 25	9:00AM	Oct 22	1:30PM	Oct 22	4:30PM-4:45PM	Oct 23	Oct 26		
Boston	Aug 19	1:00PM EST	Sep 16	1:00PM	Oct 14	1:00PM	Oct 14	4:00PM-4:15PM	Oct 15	Oct 16		
Buffalo-Niagara Falls	Aug 21	2:30PM EST	Sep 18	2:30PM	Oct 19	1:00PM	Oct 19	4:00PM-4:15PM	Oct 20	Oct 21		
Charleston, SC	Aug 27	2:30PM EST	Sep 25	2:30PM	Oct 26	1:00PM	Oct 26	4:00PM-4:15PM	Oct 27	Oct 28		
Charlotte-Gastonia-Rock Hill	Aug 31	2:30PM EST	Sep 29	2:30PM	Oct 26	10:00AM	Oct 26	1:00PM-1:15PM	Oct 27	Oct 28		
Chattanooga	Aug 28	4:00PM EST	Sep 28	4:00PM	Oct 28	10:00AM	Oct 28	1:00PM-1:15PM	Oct 29	Oct 30		
Chicago	Aug 18	12:00PM CST	Sep 15	12:00PM	Oct 13	12:00PM	Oct 13	3:00PM-3:15PM	Oct 14	Oct 15		
Cincinnati	Aug 21	4:00PM EST	Sep 18	4:00PM	Oct 19	11:30AM	Oct 19	2:30PM-2:45PM	Oct 20	Oct 21		
Cleveland	Aug 20	2:30PM EST	Sep 17	2:30PM	Oct 15	1:00PM	Oct 15	4:00PM-4:15PM	Oct 16	Oct 19		
Colorado Springs	Sep 01	2:00PM MST	Oct 01	2:00PM	Oct 27	2:00PM	Oct 27	5:00PM-5:15PM	Oct 28	Oct 29		
Columbia, SC	Aug 26	10:00AM EST	Sep 24	10:00AM	Oct 23	1:00PM	Oct 23	4:00PM-4:15PM	Oct 26	Oct 27		
Columbus, OH	Aug 25	10:00AM EST	Sep 23	10:00AM	Oct 20	1:00PM	Oct 20	4:00PM-4:15PM	Oct 21	Oct 22		
Dallas-Ft. Worth	Aug 24	10:30AM CST	Sep 22	10:30AM	Oct 20	9:00AM	Oct 20	12:00PM-12:15PM	Oct 21	Oct 22		
Dayton	Aug 26	2:30PM EST	Sep 24	2:30PM	Oct 22	1:00PM	Oct 22	4:00PM-4:15PM	Oct 23	Oct 26		
Denver-Boulder	Aug 24	12:30PM MST	Sep 22	12:30PM	Oct 19	2:00PM	Oct 19	5:00PM-5:15PM	Oct 20	Oct 21		
Des Moines	Sep 01	10:30AM CST	Oct 01	10:30AM	Oct 28	12:00PM	Oct 28	3:00PM-3:15PM	Oct 29	Oct 30		
Detroit	Aug 19	11:30AM EST	Sep 16	11:30AM	Oct 14	11:30AM	Oct 14	2:30PM-2:45PM	Oct 15	Oct 16		
El Paso	Sep 01	9:30AM MST	Oct 01	9:30AM	Oct 26	12:30PM	Oct 26	3:30PM-3:45PM	Oct 27	Oct 28		
Fresno	Aug 31	10:00AM PST	Sep 29	10:00AM	Oct 26	1:00PM	Oct 26	4:00PM-4:15PM	Oct 27	Oct 28		
Grand Rapids	Aug 31	11:30AM EST	Sep 29	11:30AM	Oct 27	11:30AM	Oct 27	2:30PM-2:45PM	Oct 28	Oct 29		
Greensboro-Winston Salem-High Point	Aug 31	1:00PM EST	Sep 29	1:00PM	Oct 28	10:00AM	Oct 28	1:00PM-1:15PM	Oct 29	Oct 30		
Greenville-New Bern-Jacksonville	Sep 01	10:00AM EST	Oct 01	10:00AM	Oct 28	11:30AM	Oct 28	2:30PM-2:45PM	Oct 29	Oct 30		
Greenville-Spartanburg	Aug 28	1:00PM EST	Sep 28	1:00PM	Oct 26	11:30AM	Oct 26	2:30PM-2:45PM	Oct 27	Oct 28		
Harrisburg-Lebanon-Carlisle	Aug 31	11:30AM EST	Sep 29	11:30AM	Oct 23	10:00AM	Oct 23	1:00PM-1:15PM	Oct 26	Oct 27		
Hartford-New Britain-Middletown	Aug 19	2:30PM EST	Sep 16	2:30PM	Oct 15	10:00AM	Oct 15	1:00PM-1:15PM	Oct 16	Oct 19		
Honolulu	Aug 27	11:00AM HST	Sep 25	11:00AM	Oct 21	11:00AM	Oct 21	2:00PM-2:15PM	Oct 22	Oct 23		
Houston-Galveston	Aug 24	12:00PM CST	Sep 22	12:00PM	Oct 20	10:30AM	Oct 20	1:30PM-1:45PM	Oct 21	Oct 22		
Huntsville	Sep 01	1:30PM CST	Oct 01	1:30PM	Oct 28	1:30PM	Oct 28	4:30PM-4:45PM	Oct 29	Oct 30		
Indianapolis	Aug 25	1:00PM EST	Sep 23	1:00PM	Oct 21	11:30AM	Oct 21	2:30PM-2:45PM	Oct 22	Oct 23		
Jackson, MS	Sep 01	1:30PM CST	Oct 01	12:00PM	Oct 28	1:30PM	Oct 28	4:30PM-4:45PM	Oct 29	Oct 30		
Jacksonville	Aug 31	10:00AM EST	Sep 29	10:00AM	Oct 27	10:00AM	Oct 27	1:00PM-1:15PM	Oct 28	Oct 29		
Johnson City-Kingsport-Bristol	Sep 01	1:00PM EST	Oct 01	1:00PM	Oct 28	1:00PM	Oct 28	4:00PM-4:15PM	Oct 29	Oct 30		
Kansas City	Aug 26	9:00AM CST	Sep 24	9:00AM	Oct 20	1:30PM	Oct 20	4:30PM-4:45PM	Oct 21	Oct 22		
Knoxville	Aug 28	1:00PM EST	Sep 28	1:00PM	Oct 26	10:00AM	Oct 26	1:00PM-1:15PM	Oct 27	Oct 28		
Lansing-East Lansing	Aug 28	11:30AM EST	Sep 28	11:30AM	Oct 28	11:30AM	Oct 28	2:30PM-2:45PM	Oct 29	Oct 30		
Las Vegas	Aug 27	11:30AM PST	Sep 25	11:30AM	Oct 23	10:00AM	Oct 23	1:00PM-1:15PM	Oct 26	Oct 27		
Little Rock	Sep 01	12:00PM CST	Oct 01	12:00PM	Oct 28	12:00PM	Oct 28	3:00PM-3:15PM	Oct 29	Oct 30		
Los Angeles	Aug 18	11:30AM PST	Sep 15	11:30AM	Oct 13	11:30AM	Oct 13	2:30PM-2:45PM	Oct 14	Oct 15		
Louisville	Aug 26	11:30AM EST	Sep 24	11:30AM	Oct 22	11:30AM	Oct 22	2:30PM-2:45PM	Oct 23	Oct 26		
Madison	Sep 01	1:30PM CST	Oct 01	1:30PM	Oct 28	1:30PM	Oct 28	4:30PM-4:45PM	Oct 29	Oct 30		
McAllen-Brownsville-Harlingen	Sep 01	10:30AM CST	Oct 01	10:30AM	Oct 27	1:30PM	Oct 27	4:30PM-4:45PM	Oct 28	Oct 29		
Memphis	Aug 26	12:00PM CST	Sep 24	12:00PM	Oct 22	10:30AM	Oct 22	1:30PM-1:45PM	Oct 23	Oct 26		
Miami-Ft. Lauderdale-Hollywood	Aug 25	4:00PM EST	Sep 23	4:00PM	Oct 22	10:00AM	Oct 22	1:00PM-1:15PM	Oct 23	Oct 26		
Milwaukee-Racine	Aug 25	9:00AM CST	Sep 23	9:00AM	Oct 20	12:00PM	Oct 20	3:00PM-3:15PM	Oct 21	Oct 22		
Minneapolis-St. Paul	Aug 24	9:00AM CST	Sep 22	9:00AM	Oct 19	1:30PM	Oct 19	4:30PM-4:45PM	Oct 20	Oct 21		
Mobile	Sep 01	12:00PM CST	Oct 01	9:00AM	Oct 28	1:30PM	Oct 28	4:30PM-4:45PM	Oct 29	Oct 30		
Monterey-Salinas-Santa Cruz	Aug 20	1:00PM PST	Sep 17	1:00PM	Oct 15	1:00PM	Oct 15	4:00PM-4:15PM	Oct 16	Oct 19		

* All times are local market times.

MaximiSer® is a registered trademark of The Arbitron Company.

Media Professional™ is a service mark of The Arbitron Company.

ARBITRON

Arbitron 1998 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings		MaxiSer®/MediaProfessional™ Mail Date	Market Report Mail Date	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*			Black	Hispanic
Nashville	Aug 27	10:30AM CST	Sep 25	10:30AM	Oct 21	1:30PM	Oct 21	4:30PM-4:45PM	Oct 22	Oct 23		
Nassau-Suffolk (Long Island)	Aug 18	11:30AM EST	Sep 15	11:30AM	Oct 13	11:30AM	Oct 13	2:30PM-2:45PM	Oct 14	Oct 15		
New Orleans	Aug 26	10:30AM CST	Sep 24	10:30AM	Oct 21	1:30PM	Oct 21	4:30PM-4:45PM	Oct 22	Oct 23		
New York	Aug 18	10:00AM EST	Sep 15	10:00AM	Oct 13	10:00AM	Oct 13	1:00PM-1:15PM	Oct 14	Oct 15		
Norfolk-Virginia Beach-Newport News	Aug 28	11:30AM EST	Sep 28	11:30AM	Oct 26	11:30AM	Oct 26	2:30PM-2:45PM	Oct 27	Oct 28		
Oklahoma City	Aug 28	12:00PM CST	Sep 28	12:00PM	Oct 26	1:30PM	Oct 26	4:30PM-4:45PM	Oct 27	Oct 28		
Omaha-Council Bluffs	Aug 27	10:30AM CST	Sep 25	10:30AM	Oct 22	1:30PM	Oct 22	4:30PM-4:45PM	Oct 23	Oct 26		
Orlando	Aug 28	10:00AM EST	Sep 28	10:00AM	Oct 27	1:00PM	Oct 27	4:00PM-4:15PM	Oct 28	Oct 29		
Philadelphia	Aug 19	10:00AM EST	Sep 16	10:30AM	Oct 14	10:00AM	Oct 14	1:00PM-1:15PM	Oct 15	Oct 16		
Phoenix	Aug 26	2:00PM MST	Sep 24	2:00PM	Oct 22	2:00PM	Oct 22	5:00PM-5:15PM	Oct 23	Oct 26		
Pittsburgh	Aug 21	11:30AM EST	Sep 18	11:30AM	Oct 19	10:00AM	Oct 19	1:00PM-1:15PM	Oct 20	Oct 21		
Portland, OR	Aug 26	10:00AM PST	Sep 24	10:00AM	Oct 20	1:00PM	Oct 20	4:00PM-4:15PM	Oct 21	Oct 22		
Providence-Warwick-Pawtucket	Aug 19	4:00PM EST	Sep 16	4:00PM	Oct 15	11:30AM	Oct 15	2:30PM-2:45PM	Oct 16	Oct 19		
Puerto Rico							Oct 27	10:00AM-10:15AM	Oct 28	Oct 29		
Raleigh-Durham	Aug 31	10:00AM EST	Sep 29	10:00AM	Oct 27	10:00AM	Oct 27	1:00PM-1:15PM	Oct 28	Oct 29		
Richmond	Aug 28	11:30AM EST	Sep 28	11:30AM	Oct 23	11:30AM	Oct 23	2:30PM-2:45PM	Oct 26	Oct 27		
Riverside-San Bernardino	Aug 20	11:30AM PST	Sep 17	11:30AM	Oct 15	10:00AM	Oct 15	1:00PM-1:15PM	Oct 16	Oct 19		
Rochester, NY	Aug 27	1:00PM EST	Sep 25	1:00PM	Oct 27	11:30AM	Oct 27	2:30PM-2:45PM	Oct 28	Oct 29		
Sacramento	Aug 28	1:00PM PST	Sep 28	1:00PM	Oct 23	11:30AM	Oct 23	2:30PM-2:45PM	Oct 26	Oct 27		
Saginaw-Bay City-Midland	Aug 31	11:30AM EST	Sep 29	11:30AM	Oct 27	11:30AM	Oct 27	2:30PM-2:45PM	Oct 28	Oct 29		
Salt Lake City-Ogden-Provo	Aug 27	11:00AM MST	Sep 25	11:00AM	Oct 21	2:00PM	Oct 21	5:00PM-5:15PM	Oct 22	Oct 23		
San Antonio	Aug 28	1:30PM CST	Sep 28	1:30PM	Oct 26	12:00PM	Oct 26	3:00PM-3:15PM	Oct 27	Oct 28		
San Diego	Aug 20	10:00AM PST	Sep 17	10:00AM	Oct 14	11:30AM	Oct 14	2:30PM-2:45PM	Oct 15	Oct 16		
San Francisco	Aug 21	10:00AM PST	Sep 18	10:00AM	Oct 16	11:30AM	Oct 16	2:30PM-2:45PM	Oct 19	Oct 20		
San Jose	Aug 21	11:30AM PST	Sep 18	11:30AM	Oct 16	10:00AM	Oct 16	1:00PM-1:15PM	Oct 19	Oct 20		
Seattle-Tacoma	Aug 24	1:00PM PST	Sep 22	1:00PM	Oct 19	10:00AM	Oct 19	1:00PM-1:15PM	Oct 20	Oct 21		
Shreveport	Sep 01	12:00PM CST	Oct 01	12:00PM	Oct 27	1:30PM	Oct 27	4:30PM-4:45PM	Oct 28	Oct 29		
Spokane	Sep 01	1:00PM PST	Oct 01	1:00PM	Oct 28	1:00PM	Oct 28	4:00PM-4:15PM	Oct 29	Oct 30		
Springfield, MA	Aug 19	4:00PM EST	Sep 16	4:00PM	Oct 15	11:30AM	Oct 15	2:30PM-2:45PM	Oct 16	Oct 19		
St. Louis	Aug 21	9:00AM CST	Sep 18	9:00AM	Oct 15	1:30PM	Oct 15	4:30PM-4:45PM	Oct 16	Oct 19		
Syracuse	Aug 27	4:00PM EST	Sep 25	4:00PM	Oct 23	11:30AM	Oct 23	2:30PM-2:45PM	Oct 26	Oct 27		
Tampa-St. Petersburg-Clearwater	Aug 25	2:30PM EST	Sep 23	2:30PM	Oct 21	1:00PM	Oct 21	4:00PM-4:15PM	Oct 22	Oct 23		
Toledo	Aug 25	1:00PM EST	Sep 23	1:00PM	Oct 21	11:30AM	Oct 21	2:30PM-2:45PM	Oct 22	Oct 23		
Tucson	Aug 26	12:30PM MST	Sep 24	12:30PM	Oct 22	11:00AM	Oct 22	2:00PM-2:15PM	Oct 23	Oct 26		
Tulsa	Aug 28	1:30PM CST	Sep 28	1:30PM	Oct 26	1:30PM	Oct 26	4:30PM-4:45PM	Oct 27	Oct 28		
Washington, DC	Aug 20	10:00AM EST	Sep 17	10:00AM	Oct 16	10:00AM	Oct 16	1:00PM-1:15PM	Oct 19	Oct 20		
West Palm Beach-Boca Raton	Sep 01	10:00AM EST	Oct 01	10:00AM	Oct 28	11:30AM	Oct 28	2:30PM-2:45PM	Oct 29	Oct 30		
Wichita	Aug 31	12:00PM CST	Sep 29	12:00PM	Oct 28	12:00PM	Oct 28	3:00PM-3:15PM	Oct 29	Oct 30		
Wilkes Barre-Scranton	Aug 31	4:00PM EST	Sep 29	4:00PM	Oct 28	10:00AM	Oct 28	1:00PM-1:15PM	Oct 29	Oct 30		
York	Aug 31	2:30PM EST	Sep 29	2:30PM	Oct 23	10:00AM	Oct 23	1:00PM-1:15PM	Oct 26	Oct 27		

* All times are local market times.

MaxiSer® is a registered trademark of The Arbitron Company.

Media Professional™ is a service mark of The Arbitron Company.

ARBITRON

1998-99 Radio Survey Schedule

Who to Call at Arbitron

SPRING SURVEY

April 2 - June 24, 1998

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

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

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

FALL SURVEY

September 24 - December 16, 1998

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

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

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

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

NOTE/The survey dates are subject to change.

SUMMER SURVEY

July 2 - September 23, 1998

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

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

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

WINTER SURVEY

January 7 - March 31, 1999

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

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

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

New York

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

Radio Station Services:

Frank Stanitski, Mgr. (410) 312-8528
Jennae Buiniskis (212) 887-1371
Kathy Koch (212) 887-1304
John Nolan (212) 887-1306

Group Services:

Les Tolchin, Sr. VP, National Sales
(212) 887-1302
Brad Kelly, Mgr., National Radio Sales
(410) 312-8529
Tom O'Sullivan, Mgr., National Radio Sales
(212) 887-1368
Bruce Supovitz, Mgr., National Radio Sales
(410) 312-8391

Rep/Network Services:

Alan Tobkes (212) 887-1354

Broadcast Market Analyst:

Donna Polifrone (212) 887-1582

Advertiser/Agency Services:

Linda Dupree, VP, Sales (212) 887-1387
Jerry Sacchetti, Mgr. (212) 887-1502
Susan Carmichael (212) 887-1398
Kent Stephens (212) 887-1423

Client Service Representative:

Charmaine Eleazar (212) 887-1308

Training Specialist:

Richard Salazar (212) 887-1356

Chicago

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

Radio Station Services:

John Basila, Mgr. (312) 913-6235
Britt Alexander (312) 913-6231
Bethanie Buckingham (312) 913-6232
Mark Cody (312) 913-6236
Patrick Pendergast (312) 913-6239

Scarborough Training Specialist:

Malou Watterson (312) 913-6238

Training Specialist:

Karen Young (312) 913-6240

Advertiser/Agency Services:

Margaret Bustell, Mgr. (312) 913-6226
Jacqueline Noel (312) 913-6228
Kirsten Orwick (312) 913-6227

Training Specialist:

Vicki Murphy (312) 913-6241

Atlanta

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

Radio Station Services:

Lisa Segall, Mgr. (770) 551-1403
Julian Davis (770) 551-1419
Jim Remeny (770) 551-1418
Jerry Wiese (770) 551-1422
Pete Winston (770) 551-1420

Scarborough Training Specialist:

Mike Hoffman (770) 551-1428

Training Specialist:

Felicia Clem (770) 551-1405

Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 551-1408
Bill Bingham (770) 551-1410
Spencer Wilson (770) 551-1404

Los Angeles

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

Radio Station Services:

Brad Bedford, Mgr. (310) 824-6601
Paul LeFort (310) 824-6606
Steven Shrinsky (310) 824-6602
Richard Tunkel (310) 824-6608
Rob Winston (310) 824-6604

Scarborough Training Specialist:

David Oglevee (310) 824-6607

Training Specialist:

Vanessa Ware (310) 824-6609

Advertiser/Agency Services:

Alisa Joseph, Mgr. (310) 824-6620
John Hegelmeyer (310) 824-6621

Client Service Representative:

Debbie Lahm (310) 824-6622

Dallas

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

Radio Station Services:

Tony Belzer, Mgr. (972) 385-5386
Jan Bournstein (972) 385-5383
Chris Kiske (972) 385-5398
Jessica Paige (972) 385-5394

Scarborough Training Specialist:

Jennifer Thompson (972) 385-5391

Training Specialist:

Todd Brandon (972) 385-5392

Hispanic Radio Station Services:

Clara Carneiro, Mgr. (972) 385-5384

Radio Programming Services:

Bob Michaels, Mgr. (972) 385-5357

Advertiser/Agency Services:

Dan Griffin, Mgr. (972) 385-5363
Anne Baron (972) 385-5389
Becky Burkett (972) 385-5387

Client Service Representative:

Kelly McLean (972) 385-5364

Washington/Baltimore

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

Radio Station Services:

Frank Stanitski, Mgr. (410) 312-8528
John Snyder (410) 312-8532

Group Services:

Brad Kelly, Mgr., National Radio Sales
(410) 312-8529
Bruce Supovitz, Mgr., National Radio Sales
(410) 312-8391

Advertiser/Agency Services:

Karla Eyerly (410) 312-8539

Scarborough Qualitative Services:

Laura Ivey, VP, Scarborough Radio Sales & Services (410) 312-8588

A division of Ceridian Corporation

1998 Radio Advisory Council Members

Gerry Boehme
Sr. Vice President
Director, Radio Information Services
Katz Media Group
125 West 55th Street, 21st Floor
New York, NY 10019
(212) 424-6784
(212) 424-6491 (fax)
gerry_boehme@katz-media.com (e-mail)
Research - Appointed

Terry Bond
Executive Vice President, Operations
Roberts Radio
1911 Main Ave., Suite 100
Durango, CO 81302
(970) 247-9747
(970) 247-1771 (fax)
Adult Contemporary -
Noncontinuous

Tom Connolly
General Manager
WKLS-FM
1800 Century Blvd., NE
Suite 1200
Atlanta, GA 30345
(404) 325-0960
(404) 321-7328 (fax)
tconnolly@96rock.com (e-mail)
AOR - Continuous

Kent Cooper
Vice President/General Manager
KNCN-FM
Radio Plaza
501 Tupper Lane
Corpus Christi, TX 78417
(512) 289-0111
(512) 289-6670 (fax)
AOR - Noncontinuous

Rick Cummings
Executive Vice President,
Programming
Emmis Communications
4444 Lakeside Drive, Suite 320
Burbank, CA 91505
(818) 569-5703
(818) 569-5707 (fax)
rcummings@emmiswest.emmis.com
Group Programmer - Appointed

Chuck DuCoty*
General Manager
WISN-AM
759 N. 19th Street
Milwaukee, WI 53233
(414) 342-1111
(414) 345-1194 (fax)
cducoty@worldnet.att.net (e-mail)

Gary Fries
President
Radio Advertising Bureau
261 Madison Avenue, 23rd Floor
New York, NY 10016
(212) 681-7210
(212) 681-7223 (fax)
http://www.rab.com (e-mail)
At Large - Appointed

Irv Goldstein**
Vice President/General Manager
WLAD-AM
198 Main Street
Danbury, CT 06810
(203) 744-4800
(203) 778-4655 (fax)
radio80wlad@prodigy.com (e-mail)

Dan Halyburton
Vice President/General Manager
KPLX-FM
3500 Maple at Turtlecreek
Suite 1600
Dallas, TX 75219
(214) 520-4331
(214) 520-4343 (fax)
www.dfwradio.com (e-mail)
Country - Continuous

Mickey Luckoff
President & General Manager
KGO-AM
900 Front Street
San Francisco, CA 94111
(415) 954-8181
(415) 391-2795 (fax)
luckoffm@abc.com (e-mail)
News/Talk - Continuous

David Lykes
Executive Vice President/
Chief Operating Officer
Heftel Broadcasting Corporation
100 Crescent Court, Suite 1777
Dallas, TX 75201
(214) 855-8882
(214) 855-8881 (fax)
Hispanic

Chuck Morgan
President & General Manager
KMGZ-FM
1421 Great Plains Blvd., Suite C
Lawton, OK 73505
(580) 536-9530
(580) 536-3299 (fax)
cmorgan@sirinet.net (e-mail)
CHR/Top 40 - Noncontinuous

David Pearlman
Co-Chief Operating Officer
American Radio Systems
116 Huntington Avenue
Boston, MA 02116
(617) 375-7500
(617) 375-7575 (fax)
dpearlman@americanradio.com (e-mail)
MOR

Marla Pirner
Executive Vice President
Director of Research Division
Interrep
100 Park Avenue, 5th Floor
New York, NY 10017
(212) 916-0539
(212) 916-0774 (fax)
Marla_Pirner@interrep.com (e-mail)
Research - Appointed

Dave Robbins
General Manager
WNCI-FM
One Nationwide Plaza
Columbus, OH 43215
(614) 249-9624
(614) 249-3979 (fax)
daverobbins@worldnet.att.net (e-mail)
CHR/Top 40 - Continuous

Ron Rogers***
President/General Manager
KVET/KASE
705 N. Lamar
Austin, TX 78703
(512) 495-1300
(512) 495-9423 (fax)

Bob Russell
General Manager
KGNC-AM/FM
3505 Olsen Blvd., Suite 117
Amarillo, TX 79109
(806) 355-9801
(806) 354-8779 (fax)
rfr@kgnc.com (e-mail)
News/Talk - Noncontinuous

Chuck Tweedle
President, BIC SF Group
KOIT-AM/FM
455 Market Street, Suite 2300
San Francisco, CA 94105
(415) 777-0965
(415) 896-0965 (fax)
ctweedle@koit.com (e-mail)
Adult Contemporary - Continuous

Richard Young
General Manager
WBTU-FM
2100 Goshen Road #232
Fort Wayne, IN 46808
(219) 482-9288
(219) 482-8655 (fax)
wbtu.com (e-mail)
Country - Noncontinuous

Lee Zapis
President/General Manager
WZAK-FM
2510 St. Clair Avenue
Cleveland, OH 44114
(216) 621-9300
(216) 771-4164 (fax)
leezapis@jammin.com (e-mail)
Black/Urban

Bob Zuroweste
General Manager
KCMO-FM
4935 Belinder Road
Westwood, KS 66205
(913) 677-8998
(913) 677-8900 (fax)
Gold/Oldies

* 1998 Chairman
** 1998 Vice Chairman
*** Immediate Past Chairman

ARBITRON

New York

142 West 57th Street
New York, New York 10019-3300
(212) 887-1300

Chicago

311 South Wacker Drive, Suite 1600
Chicago, Illinois 60606-6619
(312) 913-6220

Atlanta

9000 Central Parkway, Suite 300
Atlanta, Georgia 30328-1639
(770) 551-1400

Los Angeles

10877 Wilshire Blvd., Suite 1600
Los Angeles, California 90024-4341
(310) 824-6600

Dallas

One Galleria Tower
13355 Noel Road, Suite 1120
Dallas, Texas 75240-6646
(972) 385-5388

Washington/Baltimore

9705 Patuxent Woods Drive
Columbia, Maryland 21046-1572
(410) 312-8000

A division of Ceridian Corporation