

Summer 2000  
Delivery Schedule  
Inside!

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# Radio Market Report

Los Angeles



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Rating Council®

Spring 2000  
March 30 - June 21

149 Los Angeles  
March 30 - June 21, 2000

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# Radio Market Report

**Summer 2000  
Delivery Schedule**  
Including Phase 1 &  
Phase 2 Arbitrends:  
One page in from the  
back of the report

## 2000-2001 Survey Schedule

**Spring 2000**  
March 30 - June 21

**Summer 2000**  
June 29 - September 20

**Fall 2000**  
September 21 - December 13

**Winter 2001**  
January 4 - March 28

**Spring 2001**  
March 29 - June 20

## 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 2000 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

## Warning

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## What MRC accreditation means

The Arbitron Radio Service has been accredited by the Media Rating Council (MRC) since 1968. To merit continued MRC

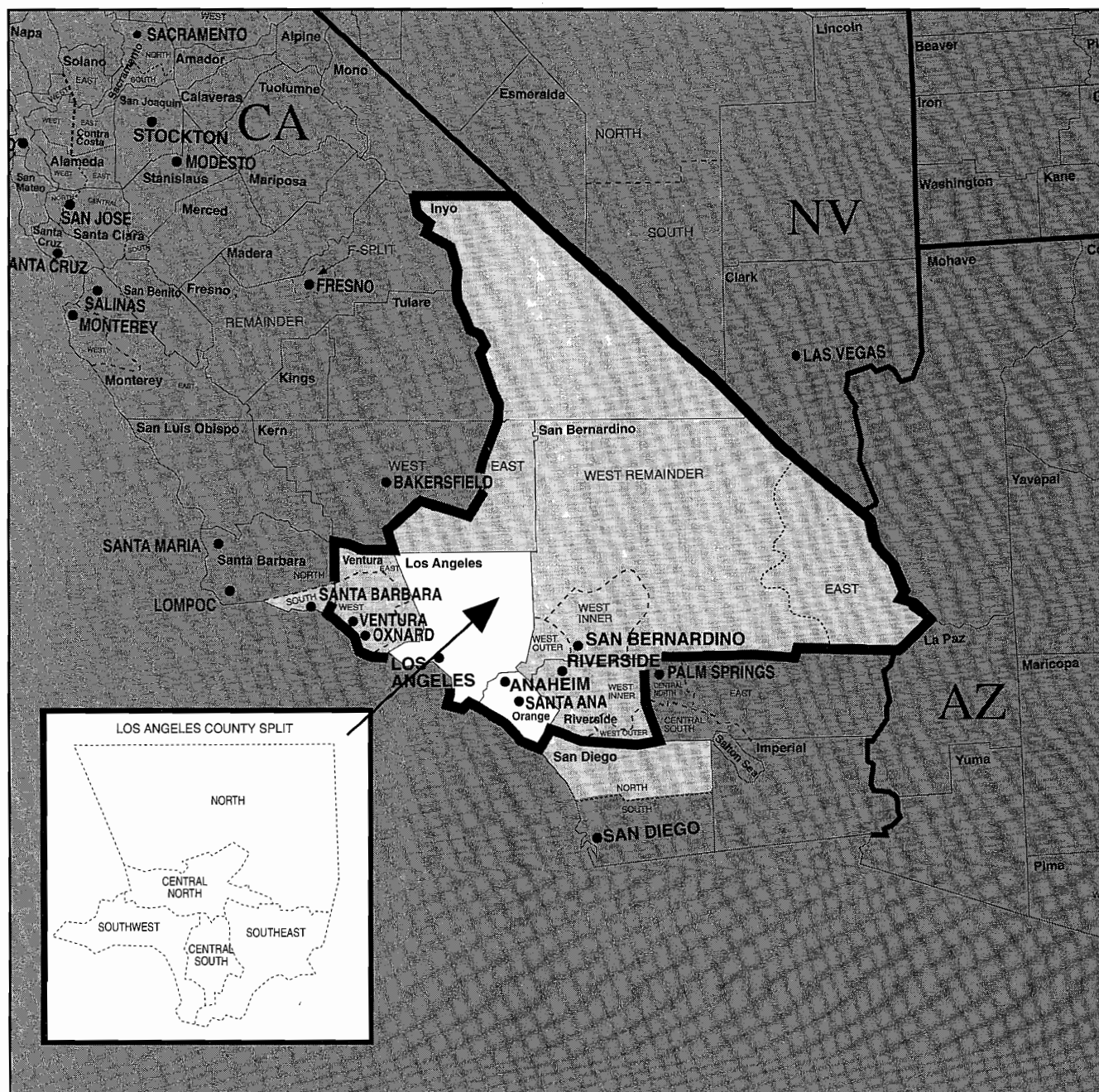
accreditation, Arbitron: (1) adheres to the Council's Minimum Standards for Media Rating Research; (2) supplies full information to the MRC regarding details of its operation; (3) conducts its measurement service substantially in accordance with representations to its subscribers and the Council; and (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 the audit.

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.

**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®



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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	KBCD-FM	KBIG-FM	KBLA-AM	KBUA-FM
KBUE-FM	KCBS-FM	KCMG-FM	KFI-AM	KFWB-AM	KHJ-AM
KIIS-FM	KKBT-FM	KLAC-AM	KLAX-FM	KLOS-FM	KLSX-FM
KLVE-FM	KLYY-FM	KMZT-FM	KNX-AM	KOST-FM	KPWR-FM
KRCD-FM	KRCV-FM	KRLA-AM	KROQ-FM	KRTH-FM	KSCA-FM
KSSE-FM	KTNO-AM	KTWV-FM	KWIZ-FM	KXTA-AM	KYSR-FM
KZLA-FM	XTRA-AM				

\* Station subscribers as of release to print.

## 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.
1,194,400	859	MTD	LOS ANGELES CN NORTH	CA		H	104,700	58	TD	RIVERSIDE WEST OUTER	CA		
2,494,000	1,795	MTD	LOS ANGELES CN SOUTH	CA	B	H	597,700	948	TD	SAN BERN W INNER	CA		H
392,700	300	MTD	LOS ANGELES NORTH	CA		H	5,600	25	TD	SAN BERNARDINO EAST	CA		
2,570,500	1,853	MTD	LOS ANGELES SOUTHEAST	CA		H	396,500	232	TD	SAN BRNDNO W OUTER	CA		
1,351,300	994	MTD	LOS ANGELES SOUTHWST	CA		H	300,400	151	TD	SAN BRNDNO W REM	CA		
2,344,800	1,702	MTD	ORANGE	CA		H	826,400	1,143	T	SAN DIEGO NORTH	CA		H
15,700	22	TD	INYO	CA			180,900	583	T	SANTA BARBARA SOUTH	CA		H
70,500	65	TD	KERN EAST	CA			228,800	176	TD	VENTURA EAST	CA		
845,400	1,378	TD	RIVERSIDE W INNER	CA		H	382,800	1,090	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	358	492,900	179	282,400
HDHA	4,603	6,347,800	2,672	3,387,900

These population estimates are based on 1990 Census data, updated and projected to January 1, 2000, by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 1999 survey, population estimates for this report are based on Market Statistics 1/1/00 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/00 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/99 zip code population estimates (1990 Census-based).

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

### 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
<b>Men</b>															
12-24	1,240,600	12.0	930	12.4	12.0	1,704,600	11.9	1,659	12.4	11.9					
18-24	710,300	6.9	511	6.8	6.9	962,200	6.7	889	6.6	6.7	884,600	6.7	780	6.7	6.7
25-34	1,082,000	10.5	811	10.8	10.5	1,474,500	10.3	1,283	9.6	10.3	1,371,500	10.3	1,165	10.0	10.3
35-44	1,029,200	9.9	712	9.5	9.9	1,433,400	10.0	1,253	9.4	10.0	1,332,400	10.0	1,090	9.4	10.0
45-49	445,000	4.3	281	3.7	4.3	612,000	4.3	547	4.1	4.3	571,600	4.3	460	3.9	4.3
50-54	380,800	3.7	223	3.0	3.7	520,200	3.6	443	3.3	3.6	486,400	3.7	378	3.2	3.7
55-64	471,700	4.6	303	4.0	4.6	652,300	4.6	546	4.1	4.6	607,000	4.6	474	4.1	4.6
65+	498,600	4.8	309	4.1	4.8	732,500	5.1	594	4.4	5.1	670,700	5.0	501	4.3	5.0
18+	4,617,600	44.6	3,150	42.0	44.6	6,387,100	44.7	5,555	41.5	44.7	5,924,200	44.6	4,848	41.6	44.6
<b>Women</b>															
12-24	1,118,200	10.8	998	13.3	10.8	1,531,400	10.7	1,820	13.6	10.7					
18-24	617,700	6.0	545	7.3	6.0	830,500	5.8	952	7.1	5.8	770,200	5.8	824	7.1	5.8
25-34	967,300	9.3	786	10.5	9.3	1,327,600	9.3	1,298	9.7	9.3	1,238,200	9.3	1,164	10.0	9.3
35-44	1,028,500	9.9	798	10.6	9.9	1,420,200	9.9	1,454	10.9	9.9	1,322,300	9.9	1,249	10.7	9.9
45-49	459,800	4.4	321	4.3	4.4	624,700	4.4	608	4.5	4.4	583,600	4.4	522	4.5	4.4
50-54	390,900	3.8	298	4.0	3.8	531,100	3.7	528	3.9	3.7	495,700	3.7	457	3.9	3.7
55-64	503,700	4.9	352	4.7	4.9	696,400	4.9	599	4.5	4.9	647,100	4.9	523	4.5	4.9
65+	731,400	7.1	381	5.1	7.1	1,042,200	7.3	742	5.5	7.3	958,400	7.2	630	5.4	7.2
18+	4,699,300	45.4	3,481	46.4	45.4	6,472,700	45.3	6,181	46.2	45.3	6,015,500	45.2	5,369	46.1	45.2
<b>P18+</b>	9,316,900	88.4	6,631	88.4	90.0	12,859,800	89.9	11,736	87.8	89.9	11,939,700	89.8	10,217	87.7	89.8
<b>Teens 12-17</b>	1,030,800	10.0	872	11.6	10.0	1,443,300	10.1	1,638	12.2	10.1	1,356,100	10.2	1,431	12.3	10.2
<b>Black P12+</b>	See Page 13 for information.														
<b>Hispanic P12+</b>	4,008,800	38.7	3,157	42.1	38.7										
<b>Total P12+</b>	<b>10,347,700</b>		<b>7,503</b>			<b>14,303,100</b>		<b>13,374</b>			<b>13,295,800</b>		<b>11,648</b>		

### Diary Placement/Return

	Metro	TSA	DMA
LST - Est. Usable Households in Sample	2,220	4,114	3,531
UNL - Est. Usable Households in Sample	7,150	12,500	10,842
TOT - Est. Usable Households in Sample	9,370	16,614	14,373
LST - Est. Persons in Usable Households	5,579	10,215	8,850
UNL - Est. Persons in Usable Households	18,548	32,561	28,440
TOT - Est. Persons in Usable Households	24,127	42,776	37,290
LST - Contacted Households	2,125	3,935	3,379
UNL - Contacted Households	6,705	11,764	10,215
TOT - Contacted Households	8,830	15,699	13,594
LST - Households Accepting Diaries	1,350	2,507	2,172
UNL - Households Accepting Diaries	4,569	7,974	6,966
TOT - Households Accepting Diaries	5,919	10,481	9,138
LST - Persons Sent Diaries	3,414	6,263	5,477
UNL - Persons Sent Diaries	11,942	20,919	18,400
TOT - Persons Sent Diaries	15,356	27,182	23,877
LST - Diaries In-Tab	1,673	3,174	2,739
UNL - Diaries In-Tab	5,830	10,200	8,909
TOT - Diaries In-Tab	7,503	13,374	11,648
<b>Metro Sample Target</b>	<b>7,440</b>		
<b>Metro In-Tab/Target Index</b>	<b>101</b>		
<b>Metro Response Rate %</b>	<b>31</b>		

These population estimates are based on 1990 Census data, updated and projected to January 1, 2000, by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 1999 survey, population estimates for this report are based on Market Statistics 1/1/00 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/00 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/99 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.]

- (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: ABC RADIO SALES  
Network: ABC  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
Power Day/Night (watts): 5,000/5,000
- (s) **KACD-FM 103.1** (simulcast w/KBCD-FM)‡  
1425 Fifth St 2nd Fl  
Santa Monica, CA 90401  
(310) 451-1031 Fax: (310) 395-8736  
Format: Album Adult Alternative  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: Santa Monica/Nwrprt B, CA  
County/Split Co.: Los Angeles Southwest, CA  
ERP (watts) / HAAT (meters): 3,000/81
- (s) **KAVS-FM 97.7** (simulcast w/KIIS-FM)‡  
348 E Ave K4  
Lancaster, CA 93535  
(661) 942-1121 Fax: (661) 723-5512  
Format: Pop Contemporary Hit Radi  
Sales Rep: IN HOUSE  
Network: IND  
City of Lic./Alt City ID: Mojave/Lancaster, CA  
County/Split Co.: Kern East, CA  
ERP (watts) / HAAT (meters): 3,000/91
- (s) **KBCD-FM 103.1** (simulcast w/KACD-FM)‡  
1425 Fifth St 2nd Fl  
Santa Monica, CA 90401  
(310) 451-1031 Fax: (310) 395-8736  
Format: Album Adult Alternative  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: Newprpt Bch/Snt Monc, CA  
County/Split Co.: Orange, CA  
ERP (watts) / HAAT (meters): 2,000/91
- (s) **KBET-AM 850** (simulcast w/KXTA-AM)‡  
3400 Riverside Dr Ste 800  
Burbank, CA 91505  
(818) 295-6406 Fax: (818) 295-6583  
Format: All Sports  
Sales Rep: KATZ RADIO  
Network: ESPN  
City of Lic./Alt City ID: Thousand Oaks, CA  
County/Split Co.: Ventura East, CA  
Power Day/Night (watts): 500/250
- (s) **KBIG-FM 104.3**  
330 North Brand Blvd Ste 800  
Glendale, CA 91203  
(818) 546-1043 Fax: (818) 637-2267  
Format: Hot Adult Contemporary  
Sales Rep: SENTRY  
Network: AMFM  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
ERP (watts) / HAAT (meters): 105,000/882
- (s) **KBLA-AM 1580**  
123 S Figueroa St # 101a  
Los Angeles, CA 90012  
(213) 628-8700 Fax: (213) 628-0850  
Format: Spanish News/Talk  
Sales Rep: N/A  
Network: ABC, BNN, UNICA  
City of Lic./Alt City ID: Santa Monica/Ls Angl, CA  
County/Split Co.: Los Angeles Southwest, CA  
Power Day/Night (watts): 50,000/50,000
- (s) **KBUE-FM 105.5** (simulcast w/KBUE-FM)‡  
5724 Hollywood Blvd  
Hollywood, CA 90028  
(323) 461-9300 Fax: (323) 461-9946  
Format: Spanish Regional  
Sales Rep: IN HOUSE  
Network: IND  
City of Lic./Alt City ID: Long Beach/Los Angl, CA  
County/Split Co.: Los Angeles Central South, CA  
ERP (watts) / HAAT (meters): 3,000/142
- (s) **KCBS-FM 93.1**  
6121 Sunset Blvd  
Los Angeles, CA 90028  
(323) 460-3657 Fax: (323) 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 Southwest, CA  
ERP (watts) / HAAT (meters): 28,500/1,066
- (s) **KCMG-FM 100.3**  
6500 Wilshire Blvd Ste 650  
Los Angeles, CA 90048  
(323) 852-1003 Fax: (323) 866-1259  
Format: Rhythmic Oldies  
Sales Rep: EASTMAN RADIO, INC  
Network: AMFM  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
ERP (watts) / HAAT (meters): 15,000/343
- (s) **KDIS-AM 710**  
3321 S La Cienega Blvd  
Los Angeles, CA 90016  
(310) 840-2875 Fax: (310) 840-2806  
Format: Children's Radio  
Sales Rep: ABC RADIO SALES  
Network: ABC  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
Power Day/Night (watts): 50,000/10,000
- (s) **KFI-AM 640**  
610 S Ardmore  
Los Angeles, CA 90005  
(213) 251-3126 Fax:  
Format: News Talk Information  
Sales Rep: CHRISTAL RADIO  
Network: IND  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
Power Day/Night (watts): 50,000/50,000
- (s) **KFSG-FM 96.3**  
1910 W Sunset Blvd Ste 200  
Los Angeles, CA 90026  
(213) 483-5374 Fax: (213) 484-8304  
Format: Religious  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
ERP (watts) / HAAT (meters): 54,000/146
- (s) **KFWB-AM 980**  
6230 Yucca St  
Los Angeles, CA 90028  
(323) 871-4699 Fax: (323) 871-4670  
Format: All News  
Sales Rep: CBS RADIO SALES  
Network: CNN, ABC, APNET  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
Power Day/Night (watts): 5,000/5,000

- (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 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. Commercial 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). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M4, Paragraph 7). The county or split county listing reflects the geographic location of the station's City of License. Stations for which no Sales Representative or format information is on file with Arbitron are listed above by "N/A." See Page 13 of this report for additional station information.

## Network Affiliation Abbreviations

ABC: ABC Radio Networks	SRN: Salem Radio Network
AMFM: AMFM Radio Network	TALKNT: Talknet
APNET: Associated Press Radio Network	TARN: Talk America Radio Network
AURN: American Urban Radio Network	UNICA: Radio Unica Network
BNN: Business News Network	UPI: United Press International Radio Network
CAR: Cadena Caracol Network	USA: USA Radio Network
CBS: CBS Radio Networks	WESTWD: Westwood One Radio Network
CNN: Westwood One CNN Plus Radio Network	1-ON-1: One-on-One Sports Radio Network
ESPN: ESPN Radio Network	
IEAMER: I E America Network	
JRN: Jones Radio Network	
SBUSA: Sports Byline USA	
SOURCE: Westwood One Source Radio Network	
	IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.

continued..

# Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

*[Stations listed alphabetically left to right.]*

- |   |  |   |
|---|--|---|
| <p>(s) <b>KHJ-AM 930</b><br/>5724 Hollywood Blvd<br/>Los Angeles, CA 90028<br/>(323) 461-9300 Fax: (213) 461-9946<br/>Format: Spanish Regional<br/>Sales Rep: IN HOUSE<br/>Network: IND<br/>City of Lic./Alt City ID: Los Angeles, CA<br/>County/Split Co.: Los Angeles Southwest, CA<br/>Power Day/Night (watts): 5,000/5,000</p>                  | <p><b>KIEV-AM 870</b><br/>701 N Brand Blvd Ste 550<br/>Glendale, CA 91203<br/>(818) 956-5552 Fax: (818) 551-1110<br/>Format: Talk/Personality<br/>Sales Rep: SALEM RADIO REPRESENTATIVES<br/>Network: SRN<br/>City of Lic./Alt City ID: Glendale, CA<br/>County/Split Co.: Los Angeles Central North, CA<br/>Power Day/Night (watts): 20,000/3,000</p>             | <p>(s) <b>KIIS-FM 102.7</b> (simulcast w/KAVS-FM)†<br/>3400 Riverside Dr Ste 800<br/>Burbank, CA 91505<br/>(818) 845-1027 Fax: (818) 295-6466<br/>Format: Pop Contemporary Hit Radi<br/>Sales Rep: KATZ RADIO<br/>Network: IND<br/>City of Lic./Alt City ID: Los Angeles, CA<br/>County/Split Co.: Los Angeles Southwest, CA<br/>ERP (watts) / HAAT (meters): 8,000/902</p> |
| <p><b>KJLH-FM 102.3</b><br/>161 N Labrea Ave<br/>Inglewood, CA 90301<br/>(310) 330-2200 Fax: (310) 330-5555<br/>Format: Urban Adult Contemporary<br/>Sales Rep: MCGAVREN GUILD<br/>Network: AURN<br/>City of Lic./Alt City ID: Compton, CA<br/>County/Split Co.: Los Angeles Central South, CA<br/>ERP (watts) / HAAT (meters): 2,250/103</p>       | <p>(s) <b>KKBT-FM 92.3</b><br/>5900 Wilshire Ste 1900<br/>Los Angeles, CA 90036<br/>(213) 634-1800 Fax: (213) 931-0262<br/>Format: Urban Contemporary<br/>Sales Rep: EASTMAN RADIO, INC<br/>Network: AMFM<br/>City of Lic./Alt City ID: Los Angeles, CA<br/>County/Split Co.: Los Angeles Southwest, CA<br/>ERP (watts) / HAAT (meters): 43,000/887</p>            | <p><b>KKLA-FM 99.5</b><br/>701 N Brand Blvd # 550<br/>Glendale, CA 91203<br/>(818) 956-5552 Fax: (818) 551-1110<br/>Format: Religious<br/>Sales Rep: SALEM RADIO REPRESENTATIVES<br/>Network: SRN<br/>City of Lic./Alt City ID: L Angl/S Bernardino, CA<br/>County/Split Co.: Los Angeles Southwest, CA<br/>ERP (watts) / HAAT (meters): 10,500/878</p>                     |
| <p>(s) <b>KLAC-AM 570</b><br/>330 N Brand Blvd<br/>Glendale, CA 91203<br/>(818) 546-1043 Fax: (818) 637-2267<br/>Format: Adult Standards<br/>Sales Rep: SENTRY<br/>Network: AMFM<br/>City of Lic./Alt City ID: Los Angeles/Anaheim, CA<br/>County/Split Co.: Los Angeles Southwest, CA<br/>Power Day/Night (watts): 5,000/5,000</p>                 | <p>(s) <b>KLAX-FM 97.9</b><br/>10281 W Pico Blvd<br/>Los Angeles, CA 90064<br/>(310) 203-0900 Fax: (310) 203-8989<br/>Format: Spanish Regional<br/>Sales Rep: CABALLERO SPANISH MEDIA, INC<br/>Network: IND<br/>City of Lic./Alt City ID: East Los Angeles, CA<br/>County/Split Co.: Los Angeles Central South, CA<br/>ERP (watts) / HAAT (meters): 33,000/184</p> | <p>(s) <b>KLOS-FM 95.5</b><br/>3321 S La Cienega Blvd<br/>Los Angeles, CA 90016<br/>(310) 840-4836 Fax: (310) 558-7685<br/>Format: Album Oriented Rock<br/>Sales Rep: ABC RADIO SALES<br/>Network: ABC<br/>City of Lic./Alt City ID: Los Angeles, CA<br/>County/Split Co.: Los Angeles Southwest, CA<br/>ERP (watts) / HAAT (meters): 63,000/954</p>                        |
| <p>(s) <b>KLSX-FM 97.1</b><br/>3580 Wilshire Blvd<br/>Los Angeles, CA 90010<br/>(213) 383-4222 Fax: (213) 380-4325<br/>Format: Talk/Personality<br/>Sales Rep: ALLIED RADIO PARTNERS<br/>Network: IND<br/>City of Lic./Alt City ID: Los Angeles, CA<br/>County/Split Co.: Los Angeles Southwest, CA<br/>ERP (watts) / HAAT (meters): 21,000/915</p> | <p>(s) <b>KLVE-FM 107.5</b><br/>1645 N Vine St Ste 200<br/>Los Angeles, CA 90028<br/>(323) 468-5272 Fax: (323) 465-0230<br/>Format: Spanish Contemporary<br/>Sales Rep: KATZ HISPANIC REPS INC<br/>Network: IND<br/>City of Lic./Alt City ID: Los Angeles, CA<br/>County/Split Co.: Los Angeles Southwest, CA<br/>ERP (watts) / HAAT (meters): 29,500/914</p>      | <p>(s) <b>KLYY-FM 107.1</b><br/>1888 Century Park East #200<br/>Los Angeles, CA 90067<br/>(310) 785-9107 Fax: (310) 557-2899<br/>Format: Spanish Contemporary<br/>Sales Rep: N/A<br/>Network: IND<br/>City of Lic./Alt City ID: Arcadia/Los Angeles, CA<br/>County/Split Co.: Los Angeles Southeast, CA<br/>ERP (watts) / HAAT (meters): 6,000/13</p>                       |
| <p>(s) <b>KMZT-FM 105.1</b><br/>1500 Cotner Ave<br/>Los Angeles, CA 90025<br/>(310) 478-5540 Fax: (310) 444-8988<br/>Format: Classical<br/>Sales Rep: MCGAVREN GUILD<br/>Network: IND<br/>City of Lic./Alt City ID: Los Angeles, CA<br/>County/Split Co.: Los Angeles Southwest, CA<br/>ERP (watts) / HAAT (meters): 18,000/880</p>                 | <p>(s) <b>KNX-AM 1070</b><br/>6121 Sunset Blvd<br/>Los Angeles, CA 90028<br/>(323) 460-3343 Fax: (323) 460-3352<br/>Format: All News<br/>Sales Rep: CBS RADIO SALES<br/>Network: CBS<br/>City of Lic./Alt City ID: Los Angeles, CA<br/>County/Split Co.: Los Angeles Southwest, CA<br/>Power Day/Night (watts): 50,000/50,000</p>                                  | <p>(s) <b>KOST-FM 103.5</b><br/>610 S Ardmore Ave<br/>Los Angeles, CA 90005<br/>(213) 427-1035 Fax: (213) 385-0281<br/>Format: Adult Contemporary<br/>Sales Rep: CHRISTAL RADIO<br/>Network: IND<br/>City of Lic./Alt City ID: Los Angeles, CA<br/>County/Split Co.: Los Angeles Southwest, CA<br/>ERP (watts) / HAAT (meters): 12,500/949</p>                              |

*continued...*

## Network Affiliation Abbreviations

- |   |   |
|---|---|
| <p>ABC: ABC Radio Networks<br/>AMFM: AMFM Radio Network<br/>APNET: Associated Press Radio Network<br/>AURN: American Urban Radio Network<br/>BNN: Business News Network<br/>CAR: Cadena Caracol Network<br/>CBS: CBS Radio Networks<br/>CNN: Westwood One CNN Plus Radio Network<br/>ESPN: ESPN Radio Network<br/>IEAMER: I E America Network<br/>JRN: Jones Radio Network<br/>SBUSA: Sports Byline USA<br/>SOURCE: Westwood One Source Radio Network</p> | <p>SRN: Salem Radio Network<br/>TALKNT: Talknet<br/>TARN: Talk America Radio Network<br/>UNICA: Radio Unica Network<br/>UPI: United Press International Radio Network<br/>USA: USA Radio Network<br/>WESTWD: Westwood One Radio Network<br/>1-ON-1: One-on-One Sports Radio Network</p> |
|---|---|
- IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.

(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.

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# Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

*[Stations listed alphabetically left to right.]*

- (s) **KPWR-FM 105.9**  
2600 W Olive Ste 850  
Burbank, CA 91505  
(818) 953-4200 Fax: (818) 848-0961  
Format: Rhythmic Contemporary Hit  
Sales Rep: D & R  
Network: IND  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
ERP (watts) / HAAT (meters): 25,000/925
- (s) **KRCV-FM 98.3** (simulcast w/KRCD-FM)†  
1645 North Vine St Ste 200  
Hollywood, CA 90028  
(323) 468-5272 Fax: (323) 465-0230  
Format: Spanish Variety  
Sales Rep: KATZ HISPANIC REPS INC  
Network: IND  
City of Lic./Alt City ID: W Covina/Ls Angeles, CA  
County/Split Co.: Los Angeles Southeast, CA  
ERP (watts) / HAAT (meters): 600/306
- (s) **KRLA-AM 1110**  
3580 Wilshire Blvd  
Los Angeles, CA 90010  
(213) 383-4222 Fax: (213) 386-3649  
Format: Talk/Personality  
Sales Rep: CBS RADIO SALES  
Network: WESTWD  
City of Lic./Alt City ID: Pasadena, CA  
County/Split Co.: Los Angeles Southeast, CA  
Power Day/Night (watts): 50,000/20,000
- (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 Southeast, CA  
ERP (watts) / HAAT (meters): 5,600/423
- (s) **KRTH-FM 101.1**  
5901 Venice Blvd  
Los Angeles, CA 90034  
(323) 936-5784 Fax: (323) 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 Southwest, CA  
ERP (watts) / HAAT (meters): 51,000/954
- (s) **KSCA-FM 101.9**  
1645 N Vine St #200  
Los Angeles, CA 90028  
(323) 468-5272 Fax: (323) 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 Central North, CA  
ERP (watts) / HAAT (meters): 4,800/863
- (s) **KSSE-FM 97.5**  
3450 Wilshire Blvd Ste 820  
Los Angeles, CA 90010  
(213) 251-1011 Fax: (213) 251-1033  
Format: Spanish Contemporary  
Sales Rep: CABALLERO SPANISH MEDIA, INC  
Network: IND  
City of Lic./Alt City ID: <Riversd/Ls Angeles>, CA  
County/Split Co.: Riverside West Inner, CA  
ERP (watts) / HAAT (meters): 72,000/557
- (s) **KTNQ-AM 1020**  
1645 N Vine St Ste 200  
Los Angeles, CA 90028  
(323) 468-5272 Fax: (323) 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 Southwest, CA  
Power Day/Night (watts): 50,000/50,000
- (s) **KTWV-FM 94.7**  
8944 Lindblade St  
Culver City, CA 90232  
(310) 840-7100 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 Southwest, CA  
ERP (watts) / HAAT (meters): 55,000/863
- (s) **KWIZ-FM 96.7**  
3101 W 5th St  
Santa Ana, CA 92703  
(714) 554-5000 Fax: (714) 554-9362  
Format: Spanish Contemporary  
Sales Rep: IN HOUSE  
Network: IND  
City of Lic./Alt City ID: Santa Ana, CA  
County/Split Co.: Orange, CA  
ERP (watts) / HAAT (meters): 3,000/61
- KWKU-AM 1220** (simulcast w/KWKW-AM)†  
6290 Sunset Blvd Ste 1600  
Los Angeles, CA 90028  
(323) 466-8111 Fax: (323) 461-7347  
Format: Spanish News/Talk  
Sales Rep: LOTUS HISPANIC REPS  
Network: IND  
City of Lic./Alt City ID: Pomona/Los Angeles, CA  
County/Split Co.: Los Angeles Southeast, CA  
Power Day/Night (watts): 250/250
- KWKW-AM 1330** (simulcast w/KWKU-AM)†  
6290 Sunset Blvd  
Hollywood, CA 90028  
(213) 466-8111 Fax: (213) 461-7347  
Format: Spanish News/Talk  
Sales Rep: LOTUS HISPANIC REPS  
Network: IND  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
Power Day/Night (watts): 5,000/5,000
- KWVE-FM 107.9**  
1644 No El Camino Real  
San Clemente, CA 92672  
(949) 492-9800 Fax: (949) 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
- KKMX-FM 95.9**  
1190 E Ball Rd  
Anaheim, CA 92805  
(714) 776-1190 Fax: (714) 774-1631  
Format: Hot Adult Contemporary  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: Anaheim/Los Angeles, CA  
County/Split Co.: Orange, CA  
ERP (watts) / HAAT (meters): 6,000/100

- (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.

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## 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  
IEAMER: I E America 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  
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.

*continued...*

# Station Information *(continued)*

## For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

*[Stations listed alphabetically left to right.]*

(s) **KXTA-AM 1150** (simulcast w/KBET-AM)‡  
3400 Riverside Dr Ste 800  
Burbank, CA 91505  
(818) 295-6406 Fax: (818) 295-6583  
Format: All Sports  
Sales Rep: KATZ RADIO  
Network: ESPN  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
Power Day/Night (watts): 50,000/44,000

(s) **KYSR-FM 98.7**  
3500 W Olive Ste 250  
Burbank, CA 91505  
(818) 955-7000 Fax: (818) 955-6436  
Format: Modern Adult Contemporary  
Sales Rep: EASTMAN RADIO, INC  
Network: AMFM  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
ERP (watts) / HAAT (meters): 75,000/360

(s) **KZLA-FM 93.9**  
7755 Sunset Blvd  
Los Angeles, CA 90046  
(323) 882-8000 Fax: (323) 874-9494  
Format: Country  
Sales Rep: SENTRY  
Network: IND  
City of Lic./Alt City ID: Los Angeles, CA  
County/Split Co.: Los Angeles Southwest, CA  
ERP (watts) / HAAT (meters): 18,500/956

## Outside Arbitron Radio Metro Area But Home to the DMA

**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: D & R  
Network: IND  
City of Lic./Alt City ID: Redlands/Riverside, CA  
County/Split Co.: San Bernardino West 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/Rivrside, CA  
County/Split Co.: San Bernardino West Inner, CA  
ERP (watts) / HAAT (meters): 180/548

**KFRG-FM 95.1**  
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 Bernadno/Riversd, CA  
County/Split Co.: San Bernardino West Inner, CA  
ERP (watts) / HAAT (meters): 50,000/149

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

**KHAY-FM 100.7**  
P O Box 699  
Ventura, CA 93003  
(805) 642-8595 Fax: (805) 656-5838  
Format: Country  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: Ventura, CA  
County/Split Co.: Ventura West, CA  
ERP (watts) / HAAT (meters): 39,000/369

**KOLA-FM 99.9**  
1940 Orange Tree Ln #200  
Redlands, CA 92374  
(909) 793-3554 Fax: (909) 335-8845  
Format: Oldies  
Sales Rep: D & R  
Network: IND  
City of Lic./Alt City ID: San Bernardino, CA  
County/Split Co.: San Bernardino West Inner, CA  
ERP (watts) / HAAT (meters): 29,500/507

**KXRS-FM 105.7** (simulcast w/KXSB-FM)‡  
200 South A St 4th Fl  
Oxnard, CA 93030  
(805) 240-2070 Fax: (805) 240-5960  
Format: Spanish Contemporary  
Sales Rep: LOTUS HISPANIC REPS  
Network: IND  
City of Lic./Alt City ID: Hemet/San Jacinto, CA  
County/Split Co.: Riverside West Inner, CA  
ERP (watts) / HAAT (meters): 170/312

**KXSB-FM 101.7** (simulcast w/KXRS-FM)‡  
200 S A St 4th Fl  
Oxnard, CA 93030  
(805) 240-2070 Fax: (805) 240-5960  
Format: Spanish Contemporary  
Sales Rep: N/A  
Network: IND  
City of Lic./Alt City ID: Bg Bear Lk/San Bern, CA  
County/Split Co.: San Bernardino West Inner, CA  
ERP (watts) / HAAT (meters): 300/431

## 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  
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CNN: Westwood One CNN Plus Radio Network  
ESPN: ESPN Radio Network  
IEAMER: I E America 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  
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.

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*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 M8.)

Household Data							
	Metro Total	Metro %		Metro Total	Metro %		
<b>Total Households</b>	4,154,900	100.0	<b>Seasonal Housing Units</b>	12,008	.3		
<b>Households by Income</b>			<b>Education: Persons 25+</b>				
Under \$10,000	373,083	9.0	Elementary 0-8 grade	985,438	14.1		
\$10,000-19,999	478,130	11.5	High school 1-3 yrs	932,605	13.4		
\$20,000-29,999	473,064	11.4	High school grad	1,433,780	20.6		
\$30,000-39,999	434,353	10.4	College 1-3 yrs	1,977,969	28.4		
\$40,000-49,999	389,869	9.4	College 4+ yrs	1,639,090	23.5		
\$50,000-74,999	767,100	18.5	<b>Colleges &amp; Universities</b>				
\$75,000-99,999	490,997	11.8	Total enrollment	117			
\$100,000+	748,304	18.0	Full-time enrollment	700,736	100.0		
Median income: \$48,239				322,210	46.0		
<b>Value of Owner-Occupied Housing Units</b>			<b>Occupation</b>				
Less than \$50,000	20,215	.5	Managerial	1,564,437	28.5		
\$50,000-74,999	20,457	.6	Technical	1,798,738	32.7		
\$75,000-99,999	58,668	1.5	Service worker	657,940	12.0		
\$100,000-149,999	199,872	5.2	Farm worker	72,261	1.3		
\$150,000-249,999	591,984	15.6	Precision production	596,127	10.8		
\$250,000+	721,304	18.8	Operator	806,761	14.7		
Median value: \$234,600			<b>Farm Population</b>				1,200
<b>Monthly Gross Rent</b>			<b>Transportation to Work</b>				
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	<b>Average Travel Time to Work (Min.)</b>				26
\$750+	643,216	16.9	<b>Car Ownership by Household</b>				
Median rent: \$657			0 Cars	420,900	10.1		
<b>Household Size</b>			1 Car	1,466,400	35.3		
1 Person	1,064,400	25.6	2 Cars	1,464,300	35.3		
2 Persons	1,195,900	28.8	3+ Cars	803,300	19.3		
3-4 Persons	1,231,200	29.6					
5+ Persons	663,400	16.0					

## 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. 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.

Population Estimates	Military Housing	% Total Demographic	University Housing	% Total Demographic	Other Group Quarters	% Total Demographic
<b>Persons 12+</b>	4,100	.0	38,300	.4	163,600	1.6
<b>Teens 12-17</b>	100	.0	900	.1	8,900	.9
<b>Men</b>						
18-24	2,800	.4	17,400	2.4	14,400	2.0
25-34	800	.1	1,000	.1	20,200	1.9
35-44	200	.0	200	.0	15,500	1.5
45-49	0	.0	0	.0	4,900	1.1
50-54	0	.0	0	.0	4,000	1.1
55-64	0	.0	0	.0	5,200	1.1
65+	0	.0	0	.0	17,300	3.5
<b>Women</b>						
18-24	200	.0	17,900	2.9	3,900	.6
25-34	0	.0	500	.1	6,300	.7
35-44	0	.0	200	.0	5,400	.5
45-49	0	.0	0	.0	2,100	.5
50-54	0	.0	0	.0	2,000	.5
55-64	0	.0	0	.0	3,500	.7
65+	0	.0	200	.0	50,000	6.8

## 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 1/1/00 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
<b>Persons 12+</b>	784,600	100.0	7.6	4,008,800	100.0	38.7
<b>Teens 12-17</b>	76,000	9.7	7.4	546,200	13.6	53.0
<b>Men</b>						
18-24	50,300	6.4	7.1	372,000	9.3	52.4
25-34	80,600	10.3	7.4	525,300	13.1	48.5
35-44	73,200	9.3	7.1	419,300	10.5	40.7
45-49	33,300	4.2	7.5	144,800	3.6	32.5
50-54	27,500	3.5	7.2	105,400	2.6	27.7
55-64	33,200	4.2	7.0	123,400	3.1	26.2
65+	31,400	4.0	6.3	97,200	2.4	19.5
<b>Women</b>						
18-24	50,100	6.4	8.1	310,500	7.7	50.3
25-34	83,000	10.6	8.6	433,100	10.8	44.8
35-44	86,700	11.1	8.4	388,300	9.7	37.8
45-49	39,500	5.0	8.6	144,600	3.6	31.4
50-54	30,000	3.8	7.7	110,900	2.8	28.4
55-64	39,700	5.1	7.9	140,700	3.5	27.9
65+	50,100	6.4	6.8	147,100	3.7	20.1

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## Area Lifestyle Profile

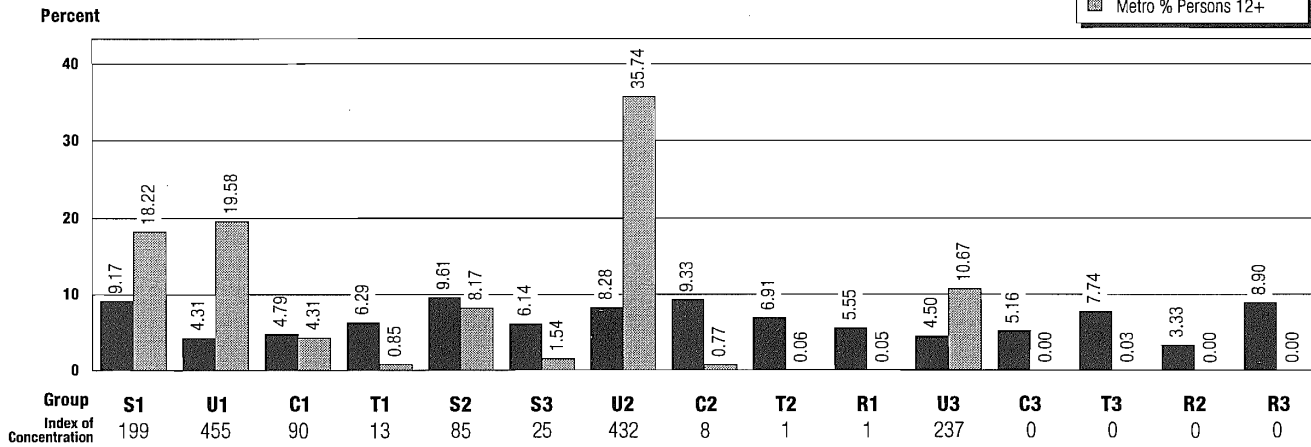
by PRIZM® Groups

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 M8.)



## 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 1999 publication of *Survey of Buying Power* (1/1/99 estimates) for the Metro.

### Metro Income\*

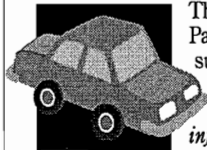
Total Income (\$000)	\$275,638,870
Median Household Income	\$48,239
Income per Household	\$66,341

\* 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	\$97,665,582
Retail Expenditures per Household (\$)	\$23,506
Food Stores	\$16,564,406
Supermarkets	\$15,227,002
Eating & Drinking Places	\$9,779,571
General Merchandise Stores	\$11,328,598
Department Stores	\$7,701,561
Apparel and Accessories Stores	\$5,628,931
Automotive Dealers	\$24,357,609
Building Materials & Hardware Stores	\$4,625,608
Drugstores	\$2,644,689
Furniture and Appliance Stores	\$1,528,040
Radio, TV & Music Stores	\$4,197,103

## 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 M8.)

Manufacturer	%
DaimlerChrysler AG	7.6
Ford Motor Company	10.6
General Motors Corporation	11.4
Honda	20.8
Mitsubishi	2.8
Nissan	5.9
Toyota	22.6
Volkswagen/Audi	6.2
Other	12.1

\* Note: Figures are shown for October through December of the 2000 model year.

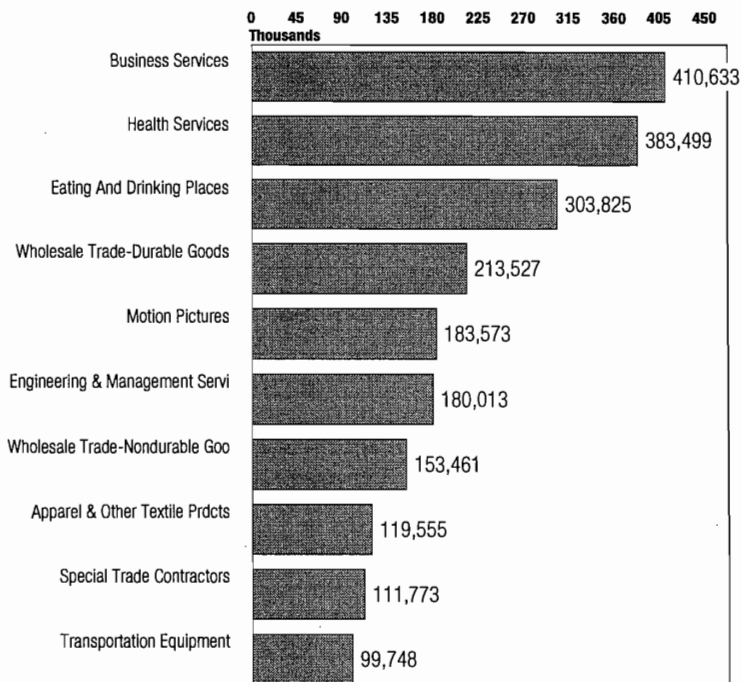
## Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1996 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

### Metro Employer Industries

**Total Employees**  
4,490,785

**Top 10 Total Employees**  
2,159,607  
48.1% of Total



## Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATUR	554,223	13.5	SEVENTEEN	75,168	1.8
TV GUIDE	490,795	11.9	REDBOOK	74,629	1.8
RDRS DIGST	368,230	8.9	SMTHSONIAN	74,034	1.8
NAT GEO	263,468	6.4	TEEN	73,300	1.8
BTR HOME	206,746	5.0	PENTHOUSE	70,091	1.7
PEOPLE	189,827	4.6	LIFE	69,511	1.7
SUNSET	183,246	4.5	YM	69,019	1.7
TIME	177,075	4.3	MENS HLTH	67,318	1.6
SPORTS ILS	142,440	3.5	EBONY	62,590	1.5
NEWSWEEK	141,256	3.4	SHAPE	58,073	1.4
PLAYBOY	121,472	3.0	STAR	57,828	1.4
COSMOPLTN	114,842	2.8	POP SCIENC	57,381	1.4
FAMLY CRCL	107,866	2.6	COOKING LT	54,734	1.3
MARTHA STW	107,604	2.6	ROLLNG STN	54,084	1.3
LS HOME JN	104,369	2.5	PARENTS	54,062	1.3
MCCALLS	102,347	2.5	GOLF DIGST	49,998	1.2
GD HSEKPNG	101,880	2.5	CAR & DRIL	46,159	1.1
VOGUE	99,567	2.4	GOLF MGZNE	45,552	1.1
WOMANS DAY	95,061	2.3	PARENTING	44,769	1.1
GLAMOUR	91,563	2.2	BOYS LIFE	39,491	1.0
PREVENTION	91,086	2.2	POP MECHAN	39,154	1.0
NATL ENQR	87,141	2.1	CTRY LIVNG	36,746	0.9
MONEY	85,211	2.1	FIELD STRM	24,107	0.6
US NWS&WR	78,095	1.9	OUTDR LIFE	16,220	0.4
ENTERTNMNT	76,290	1.9	SOU LIVING	-	-

## Newspapers

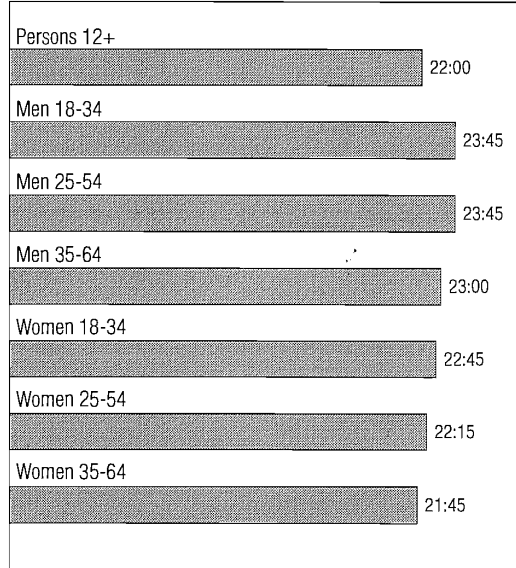
Paper	Circulation	%
LOS ANGELES TIMES	898,447	21
ORANGE COUNTY REGISTER	351,792	8
LOS ANGELES DAILY NEWS	180,261	4
LONG BEACH PRESS-TELEGRAM	104,498	2
LA OPINION, LOS ANGELES	84,931	2
TORRANCE DAILY BREEZE	84,647	2
SAN GABRIEL VALLEY TRIBUNE	56,443	1
USA TODAY	44,436	1
PASADENA STAR-NEWS	41,266	1
WHITTIER DAILY NEWS	19,195	-
INLAND VALLEY DAILY BULLETIN	15,305	-
VENTURA COUNTY STAR	2,051	-

## Radio Time Spent Listening\*

Metro

Mon-Sun 6AM-MID

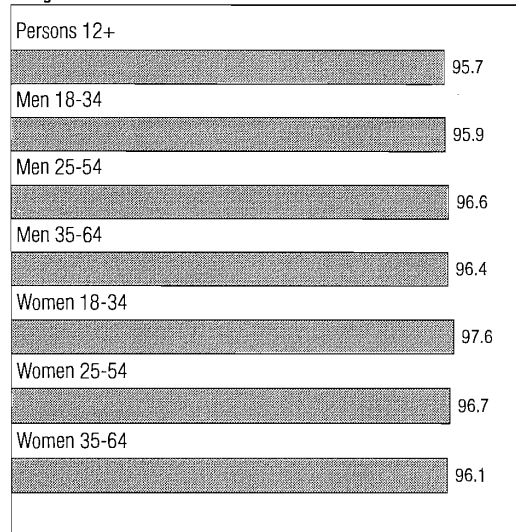
0 6 12 18 24  
Hours and Minutes



## Radio 24-Hour Cume\*

Metro

0 20 40 60 80 100  
Rating



For more information on magazine and newspaper data, see Page M8.

\* Based on Arbitron's Spring 2000 radio survey.

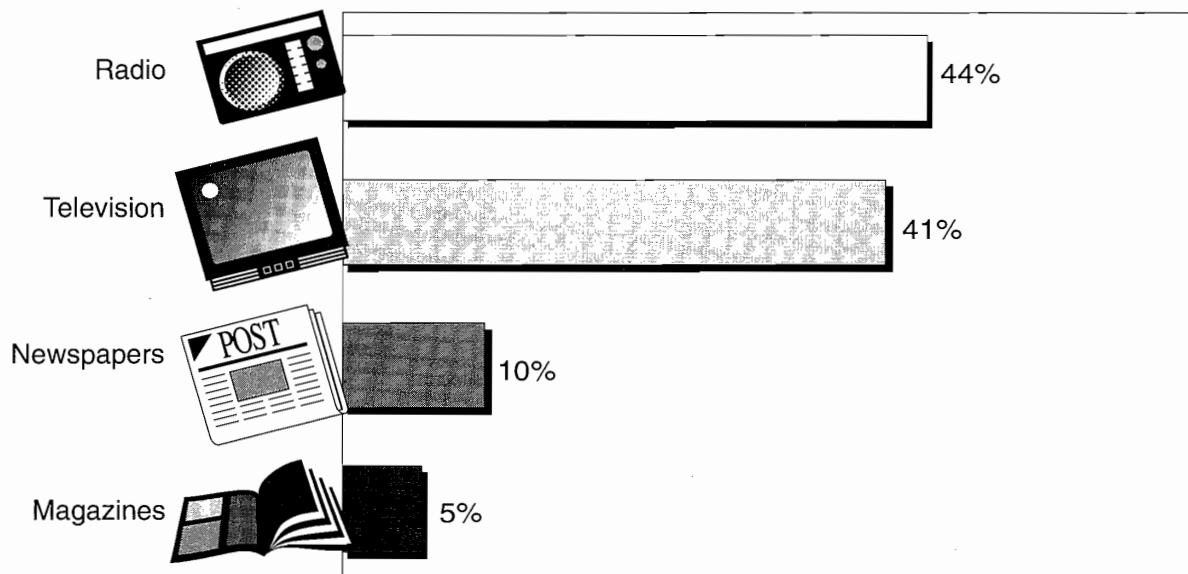
# Media Targeting 2000<sup>SM</sup>

A National Study of Consumers and Media



## People Spend More Time with Radio!

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



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

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

\* For the 48 contiguous states of the United States.

### How to Read

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

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

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



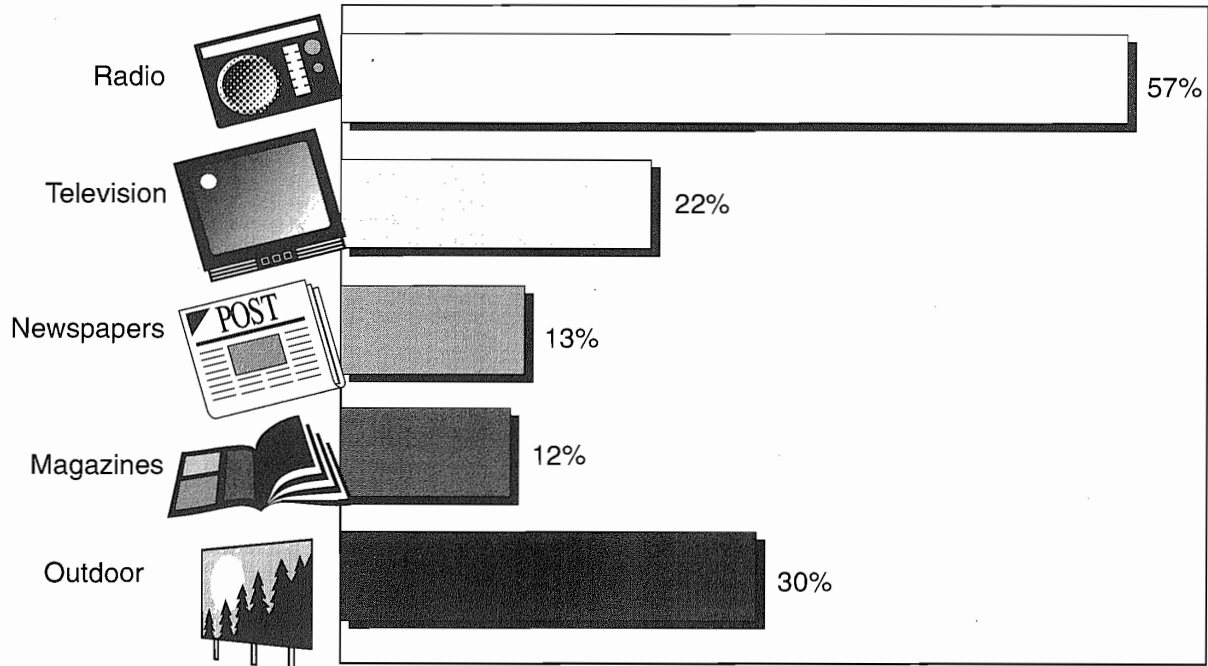
# Media Targeting 2000<sup>SM</sup>

A National Study of Consumers and Media



## Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

\* For the 48 contiguous states of the United States.

### How to Read

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

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

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

# Rating Distortion/Rating Bias Policies and Procedures

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

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

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

## Rating Distortion

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

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

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

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

Rating Distortion is sometimes confused with "hypoing." Rating Distortion involves station activities that may prompt diarykeepers to report listening that differs from their actual listening. Hypoing 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; hypoing is not.

## Rating Distortion Violations

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

estimates out of alphabetical sequence, below a special distinguishing line at the bottom of each applicable page in the market report (known as "below-the-line" listing).

## Rating Bias

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

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

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

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

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

## Rating Bias/Extemporaneous Comments Violations

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

## General Information

General information with respect to Rating Distortion and Rating Bias:

**a.** Requests for an inquiry should be in writing, accompanied by evidence such as an air-check tape, direct-mail advertisement, or newspaper clipping. Requests will be accepted up to the day after the last day of the survey and should be addressed to: Radio Special Station Activities Committee, 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

## Special Station Activity

**Extemporaneous Comments/** On May 6, the host of ESPN's midday program provided on-air instructions to listeners to record his name in radio rating diaries. The host's comments included the following:

"[W]e're playing the ratings game here in radio. So when you get a diary and you fill it out, you're not supposed to put 'Dan and Dibs,' because...the people who then look at these ratings don't know who Dan and Dibs are.... [Y]ou're supposed to say it's 'The Dan Patrick Show.' So...if you do have one of these diaries and you fill it out, put 'The Dan Patrick Show'.... But please help out. When you do pick up that diary...that says what... you listen to from one to four eastern, you can say 'The Dan Patrick Show....' Please write down, 'The Dan Patrick Show.' This has been a public service announcement from...ESPN Radio."

We are concerned about any statement that may differentially prompt a particular station's listeners to participate in Arbitron's survey (relative to listeners to other stations), differentially sensitize a particular station's listeners to the process of recording listening in diaries, or prompt diarykeepers to report listening that differs from their actual listening.

The comments by ESPN's personality repeatedly reference the recording of entries in radio rating diaries, stressing the importance of unambiguously recording those entries. These repeated references may sensitize listeners of any station that broadcast the segment to the importance of participation in radio rating surveys, as well as the importance of listening recorded in survey diaries. In addition, the personality implicitly suggests that diarykeepers should record listening for an interval that is both extensive and specific, notwithstanding that diarykeepers may have listened for substantially less time ("When you do pick up that diary...that says what...you listen to from one to four eastern, you can say 'The Dan Patrick Show.'") This may prompt diarykeepers to overreport listening to the station on which the comments were heard.

As in the case of other such activities, Arbitron does not attempt to determine the extent of any possible bias or distortion. Our actions in this matter are intended to alert users of this report to activities that have been conducted in their market. Arbitron continues to discourage all stations from conducting activities that may have the potential to bias survey participants or distort survey results.

The following stations reported to Arbitron that they typically carry the program on which the above comments aired; these stations *may or may not* have aired the particular segment in question: [XTRA-AM]

## 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 HDBA 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.

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

**Young Male Differential Survey Treatment (DST)/** In this market, Metro consenting Black households with an 18-34 year old Male receive higher diary premiums, additional follow-up calls and per person follow-up premiums.

Metro consenting non-Black households with an 18-24 year old Male receive higher diary premiums, additional follow-up calls and household follow-up premiums.

Additionally, Metro consenting non-Black households with a 25-34 year old Male receive additional follow-up calls and household follow-up premiums.

**Business Reply Postage for Diary Return/** Effective Fall 1999, Business Reply return postage will be used on all diaries sent to non-Hispanic households with one or two persons.

**Previous Listening Question Added to Diary/** Effective Fall 1999, the following question will be added to all radio diaries: "Thinking back six months ago, what radio station did you listen to the most at that time? Write down call letters, dial setting or station name. Mark (x) AM or FM."

The addition of this question is in response to customers' desire for prior P1 listening information and will only be reported in PD Advantage<sup>SM</sup>.

**Diary Processing Reengineering/** Effective with processing of the diaries for the Fall 1999 survey, a reengineered diary processing system will be implemented. The new system is Y2K compliant and is Windows-based, moving Arbitron's systems to a single platform. The enhanced diary processing system allows Arbitron to expand the use of Optical Character Recognition (Optical Mark Recognition and Intelligent Character Recognition) technology, and affords the opportunity for data quality improvements.

**New Respondent Website/** Effective Fall 1999, a respondent Web site has been established. A highly visible link will be added to the previously existing, client focused Web site— [www.arbitron.com](http://www.arbitron.com). In conjunction with the establishment of the Web site, Arbitron materials now reflect the new Web site address. The pre-placement postcard/letter refers respondents to the [www.arbitronratings.com](http://www.arbitronratings.com) Web site. The Web address now appears on all respondent

letters and selected respondent materials, including the radio diary. In addition, interviewers may refer respondents to the Web site.

## Interviewing Centers Calling Schedule

**Adjustment:** Effective with calling for the Summer 1999 survey, the calling schedule for the Columbia Interviewing Center and all vendor sites has been adjusted. Calling begins one day earlier, on Wednesday, and continues for nine days through Thursday of the following week. Prior to Summer 1999, the calling schedule began on Thursday and ended nine days later on Friday.

## 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+
<b>Population:</b>	
Total	8,002,900
Ethnic	751,200
Percent	9.4
<b>In-Tab:</b>	
Total	5,801
Ethnic	585
Percent	10.1
<b>Excluded Counties:</b>	
	Orange, CA
<b>Total Metro (Controlled and Noncontrolled):</b>	
Ethnic Population:	784,600
Ethnic In-Tab:	631

## The Stations

### Current Stations, Call Letter Changes and Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/ Date of Change
KBET-AM	KLYF-AM	SP99	09/17/99
KHJ-AM	KKHJ-AM	FA99 SU99 SP99	03/15/00
KMZT-FM	KKGO-FM	FA99 SU99 SP99 WI00	03/31/00
KRCO-FM	KACE-FM	FA99 SU99 SP99	02/11/00
KRCV-FM	KRTO-FM	FA99 SU99 SP99	02/11/00
KWKU-AM	KWPA-AM		04/05/00

# Special Notices and Station Activities *(continued)*

## The Stations *(continued)*

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

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

**Technical Difficulty/** The following station(s) reported to Arbitron that they experienced reduced power (REDUCED), intermittent power (INTERMIT), signal interference (SIG INTRF), or were off the air (OFF) for five or more continuous minutes in a quarter-hour during the survey period. No adjustments are made to either diary entries or reported audience estimates for periods of technical difficulty.

Station	Affected Date and Time	Problem
KACD-FM	TU 04/18/00 04:35A to 02:15P	OFF

## 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. Cume 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
KAVS-FM/ KIIS-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KBET-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
KRCD-FM/ KRCV-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KWKU-AM/ KWKW-AM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KXRS-FM/ KXSB-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

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*Notations*

# 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
<b>KABC-AM</b>																				
SP '00	432	6316	.4	2.5	597	3161	.6	2.4	618	3392	.6	2.6	652	3554	.6	3.1	191	1608	.2	2.2
WI '00	332	5780	.3	1.9	451	2856	.4	1.8	408	2748	.4	1.7	481	2720	.5	2.3	244	1638	.2	2.9
FA '99	358	5957	.3	2.0	492	2913	.5	1.9	460	2943	.4	1.9	534	3201	.5	2.5	235	1706	.2	2.8
SU '99	395	6889	.4	2.4	508	3518	.5	2.1	562	3642	.6	2.4	584	3751	.6	3.0	250	2035	.2	2.8
<b>4-Book</b>	<b>379</b>	<b>6236</b>	<b>.4</b>	<b>2.2</b>	<b>512</b>	<b>3112</b>	<b>.5</b>	<b>2.1</b>	<b>512</b>	<b>3181</b>	<b>.5</b>	<b>2.2</b>	<b>563</b>	<b>3307</b>	<b>.6</b>	<b>2.7</b>	<b>230</b>	<b>1747</b>	<b>.2</b>	<b>2.7</b>
SP '99	391	6433	.4	2.3	530	2994	.5	2.1	527	3066	.5	2.2	619	3431	.6	3.0	237	1752	.2	2.7
<b>KACD-FM</b>																				
SP '00	76	1604	.1	.4	83	727	.1	.3	114	711	.1	.5	133	982	.1	.6	26	477		.3
WI '00	80	1527	.1	.5	103	714	.1	.4	115	728	.1	.5	110	955	.1	.5	27	466		.3
FA '99	62	1868	.1	.4	73	833	.1	.3	93	853	.1	.4	92	1002	.1	.4	30	597		.4
SU '99	58	1344	.1	.3	63	590	.1	.3	100	660	.1	.4	82	680	.1	.4	24	383		.3
<b>4-Book</b>	<b>69</b>	<b>1586</b>	<b>.1</b>	<b>.4</b>	<b>81</b>	<b>716</b>	<b>.1</b>	<b>.3</b>	<b>106</b>	<b>738</b>	<b>.1</b>	<b>.5</b>	<b>104</b>	<b>905</b>	<b>.1</b>	<b>.5</b>	<b>27</b>	<b>481</b>		<b>.3</b>
SP '99	69	1504	.1	.4	79	735	.1	.3	109	639	.1	.5	98	887	.1	.5	28	343		.3
<b>KBCD-FM</b>																				
SP '00	31	856		.2	32	474		.1	49	423		.2	49	518		.2	9	211		.1
WI '00	36	923		.2	50	509		.2	55	441	.1	.2	49	452		.2	14	248		.2
FA '99	54	772	.1	.3	40	410		.2	100	404	.1	.4	93	558	.1	.4	17	91		.2
SU '99	63	920	.1	.4	86	535	.1	.4	135	515	.1	.6	75	542	.1	.4	11	202		.1
<b>4-Book</b>	<b>46</b>	<b>868</b>	<b>.1</b>	<b>.3</b>	<b>52</b>	<b>482</b>		<b>.2</b>	<b>85</b>	<b>446</b>	<b>.1</b>	<b>.4</b>	<b>67</b>	<b>518</b>	<b>.1</b>	<b>.3</b>	<b>13</b>	<b>188</b>		<b>.2</b>
SP '99	39	838		.2	44	406		.2	70	448	.1	.3	45	444		.2	10	229		.1
<b>KAVS-FM</b>																				
SP '00	13	393		.1	19	215		.1	6	70			19	188		.1	10	149		.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	28	**	**	**	11	**	**	**	17	**	**	**	11	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	859	18548	.8	5.0	1269	10125	1.2	5.0	892	8240	.9	3.8	1192	10774	1.2	5.6	512	6346	.5	5.9
WI '00	946	19546	.9	5.5	1336	10797	1.3	5.4	1046	8654	1.0	4.4	1268	11386	1.2	6.1	579	7177	.6	7.0
FA '99	877	18618	.8	5.0	1237	10243	1.2	4.7	977	8002	.9	4.0	1210	10623	1.2	5.8	503	6385	.5	5.9
SU '99	802	18181	.8	4.8	1001	8587	1.0	4.2	1025	9403	1.0	4.4	1002	9724	1.0	5.2	511	6567	.5	5.8
<b>4-Book</b>	<b>871</b>	<b>18723</b>	<b>.8</b>	<b>5.1</b>	<b>1211</b>	<b>9938</b>	<b>1.2</b>	<b>4.8</b>	<b>985</b>	<b>8575</b>	<b>1.0</b>	<b>4.2</b>	<b>1168</b>	<b>10627</b>	<b>1.2</b>	<b>5.7</b>	<b>526</b>	<b>6619</b>	<b>.5</b>	<b>6.2</b>
SP '99	801	17205	.8	4.7	1136	8962	1.1	4.6	831	7521	.8	3.5	1098	9890	1.1	5.3	514	6311	.5	5.8
<b>+KBET-AM</b>																				
SP '00		24																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		14												14				14		
SU '99		14																		
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99																				
<b>KXTA-AM</b>																				
SP '00	111	2459	.1	.6	88	686	.1	.3	148	1231	.1	.6	155	1213	.1	.7	111	878	.1	1.3
WI '00	77	1717	.1	.5	73	708	.1	.3	169	973	.2	.7	90	854	.1	.4	20	356		.2
FA '99	91	2305	.1	.5	102	832	.1	.4	170	1052	.2	.7	86	894	.1	.4	47	657		.6
SU '99	83	2220	.1	.5	92	802	.1	.4	118	949	.1	.5	98	1115	.1	.5	65	806	.1	.7
<b>4-Book</b>	<b>91</b>	<b>2175</b>	<b>.1</b>	<b>.5</b>	<b>89</b>	<b>757</b>	<b>.1</b>	<b>.4</b>	<b>151</b>	<b>1051</b>	<b>.2</b>	<b>.6</b>	<b>107</b>	<b>1019</b>	<b>.1</b>	<b>.5</b>	<b>61</b>	<b>674</b>	<b>.1</b>	<b>.7</b>
SP '99	126	2573	.1	.7	108	873	.1	.4	173	949	.2	.7	136	1142	.1	.7	142	1149	.1	1.6
<b>KBIG-FM</b>																				
SP '00	471	10233	.5	2.7	574	4410	.6	2.3	811	4519	.8	3.5	607	5151	.6	2.9	194	2689	.2	2.2
WI '00	450	9383	.4	2.6	543	4160	.5	2.2	825	4533	.8	3.5	609	4476	.6	2.9	167	2383	.2	2.0
FA '99	517	10563	.5	3.0	655	4610	.6	2.5	896	4758	.9	3.7	694	5256	.7	3.3	210	2466	.2	2.5
SU '99	382	8930	.4	2.3	504	3595	.5	2.1	724	4346	.7	3.1	421	3932	.4	2.2	154	2365	.2	1.7
<b>4-Book</b>	<b>455</b>	<b>9777</b>	<b>.5</b>	<b>2.7</b>	<b>569</b>	<b>4194</b>	<b>.6</b>	<b>2.3</b>	<b>814</b>	<b>4539</b>	<b>.8</b>	<b>3.5</b>	<b>583</b>	<b>4704</b>	<b>.6</b>	<b>2.8</b>	<b>181</b>	<b>2476</b>	<b>.2</b>	<b>2.1</b>
SP '99	365	8395	.4	2.1	469	3236	.5	1.9	667	3662	.7	2.8	463	3981	.5	2.2	142	2131	.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

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	
<b>KBLA-AM</b>																				
SP '00	97	1676	.1	.6	107	724	.1	.4	142	812	.1	.6	172	864	.2	.8	49	343	.6	
WI '00	87	1295	.1	.5	124	523	.1	.5	130	641	.1	.5	127	519	.1	.6	34	232	.4	
FA '99	165	1824	.2	.9	294	1095	.3	1.1	263	965	.3	1.1	205	848	.2	1.0	47	509	.6	
SU '99	103	1346	.1	.6	188	621	.2	.8	138	688	.1	.6	138	601	.1	.7	35	331	.4	
<b>4-Book</b>	<b>113</b>	<b>1535</b>	<b>.1</b>	<b>.7</b>	<b>178</b>	<b>741</b>	<b>.2</b>	<b>.7</b>	<b>168</b>	<b>777</b>	<b>.2</b>	<b>.7</b>	<b>161</b>	<b>708</b>	<b>.2</b>	<b>.8</b>	<b>41</b>	<b>354</b>	<b>.5</b>	
SP '99	55	809	.1	.3	107	383	.1	.4	86	445	.1	.4	81	381	.1	.4	17	155	.2	
<b>KBUA-FM</b>																				
SP '00	57	689	.1	.3	70	451	.1	.3	64	391	.1	.3	59	430	.1	.3	40	319	.5	
WI '00	55	841	.1	.3	73	481	.1	.3	82	454	.1	.3	64	403	.1	.3	34	215	.4	
FA '99	94	858	.1	.5	104	444	.1	.4	125	528	.1	.5	130	474	.1	.6	43	261	.5	
SU '99	84	1000	.1	.5	82	403	.1	.3	132	546	.1	.6	126	603	.1	.6	33	260	.4	
<b>4-Book</b>	<b>73</b>	<b>847</b>	<b>.1</b>	<b>.4</b>	<b>82</b>	<b>445</b>	<b>.1</b>	<b>.3</b>	<b>101</b>	<b>480</b>	<b>.1</b>	<b>.4</b>	<b>95</b>	<b>478</b>	<b>.1</b>	<b>.5</b>	<b>38</b>	<b>264</b>	<b>.5</b>	
SP '99	70	742	.1	.4	100	421	.1	.4	98	427	.1	.4	78	347	.1	.4	41	230	.5	
<b>KBUE-FM</b>																				
SP '00	464	5701	.4	2.7	518	3004	.5	2.1	640	2936	.6	2.7	564	2953	.5	2.6	242	1705	.2	2.8
WI '00	543	6950	.5	3.2	665	3576	.6	2.7	769	3896	.7	3.2	627	3735	.6	3.0	283	2475	.3	3.4
FA '99	562	6587	.5	3.2	688	3337	.7	2.6	729	3508	.7	3.0	666	3937	.6	3.2	344	2540	.3	4.0
SU '99	547	6645	.5	3.3	610	3204	.6	2.6	799	4142	.8	3.4	675	3691	.7	3.5	316	2146	.3	3.6
<b>4-Book</b>	<b>529</b>	<b>6471</b>	<b>.5</b>	<b>3.1</b>	<b>620</b>	<b>3280</b>	<b>.6</b>	<b>2.5</b>	<b>734</b>	<b>3621</b>	<b>.7</b>	<b>3.1</b>	<b>633</b>	<b>3579</b>	<b>.6</b>	<b>3.1</b>	<b>296</b>	<b>2217</b>	<b>.3</b>	<b>3.5</b>
SP '99	467	6172	.5	2.7	534	2687	.5	2.2	653	3206	.6	2.7	629	3574	.6	3.1	233	1672	.2	2.6
<b>KCBS-FM</b>																				
SP '00	388	8370	.4	2.3	562	3810	.5	2.2	531	3801	.5	2.3	512	4397	.5	2.4	142	2066	.1	1.6
WI '00	343	8004	.3	2.0	459	3942	.4	1.8	548	4145	.5	2.3	428	4287	.4	2.0	111	1895	.1	1.3
FA '99	399	8668	.4	2.3	557	4429	.5	2.1	664	4233	.6	2.8	505	4960	.5	2.4	125	2091	.1	1.5
SU '99	415	8462	.4	2.5	565	3755	.6	2.4	679	4049	.7	2.9	496	4370	.5	2.6	143	2145	.1	1.6
<b>4-Book</b>	<b>386</b>	<b>8376</b>	<b>.4</b>	<b>2.3</b>	<b>536</b>	<b>3984</b>	<b>.5</b>	<b>2.1</b>	<b>606</b>	<b>4057</b>	<b>.6</b>	<b>2.6</b>	<b>485</b>	<b>4504</b>	<b>.5</b>	<b>2.4</b>	<b>130</b>	<b>2049</b>	<b>.1</b>	<b>1.5</b>
SP '99	423	9229	.4	2.5	575	3977	.6	2.3	679	4289	.7	2.8	537	4938	.5	2.6	135	2233	.1	1.5
<b>KCMG-FM</b>																				
SP '00	391	7783	.4	2.3	438	3456	.4	1.7	546	3291	.5	2.3	480	4050	.5	2.3	210	2342	.2	2.4
WI '00	398	8630	.4	2.3	516	3843	.5	2.1	570	3854	.6	2.4	491	4289	.5	2.3	242	2606	.2	2.9
FA '99	442	8598	.4	2.5	499	3634	.5	1.9	622	3973	.6	2.6	570	4613	.6	2.7	264	2620	.3	3.1
SU '99	402	8236	.4	2.4	455	3186	.4	1.9	522	4127	.5	2.2	457	4372	.4	2.4	251	2643	.2	2.8
<b>4-Book</b>	<b>408</b>	<b>8312</b>	<b>.4</b>	<b>2.4</b>	<b>477</b>	<b>3530</b>	<b>.5</b>	<b>1.9</b>	<b>565</b>	<b>3811</b>	<b>.6</b>	<b>2.4</b>	<b>500</b>	<b>4331</b>	<b>.5</b>	<b>2.4</b>	<b>242</b>	<b>2553</b>	<b>.2</b>	<b>2.8</b>
SP '99	437	8200	.4	2.5	554	3534	.5	2.2	603	3807	.6	2.5	517	4184	.5	2.5	237	2554	.2	2.7
<b>KDIS-AM</b>																				
SP '00	62	2269	.1	.4	92	1022	.1	.4	55	837	.1	.2	87	1015	.1	.4	29	457	.3	
WI '00	71	2505	.1	.4	113	1255	.1	.5	44	707	.1	.2	118	1350	.1	.6	29	571	.3	
FA '99	73	2602	.1	.4	129	1164	.1	.5	63	797	.1	.3	102	1092	.1	.5	29	424	.3	
SU '99	53	2364	.1	.3	70	944	.1	.3	78	1083	.1	.3	74	944	.1	.4	17	406	.2	
<b>4-Book</b>	<b>65</b>	<b>2435</b>	<b>.1</b>	<b>.4</b>	<b>101</b>	<b>1096</b>	<b>.1</b>	<b>.4</b>	<b>60</b>	<b>856</b>	<b>.1</b>	<b>.3</b>	<b>95</b>	<b>1100</b>	<b>.1</b>	<b>.5</b>	<b>26</b>	<b>465</b>	<b>.3</b>	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	538	8578	.5	3.1	913	4738	.9	3.6	1029	5411	1.0	4.4	492	3316	.5	2.3	146	1239	.1	1.7
WI '00	600	9114	.6	3.5	957	4816	.9	3.9	1224	5836	1.2	5.1	488	3805	.5	2.3	190	1625	.2	2.3
FA '99	560	8378	.5	3.2	917	4915	.9	3.5	1190	5478	1.2	4.9	483	3478	.5	2.3	140	1182	.1	1.6
SU '99	584	9320	.6	3.5	959	5218	.9	4.0	1256	6312	1.2	5.3	413	3450	.4	2.1	162	1521	.2	1.8
<b>4-Book</b>	<b>571</b>	<b>8848</b>	<b>.6</b>	<b>3.3</b>	<b>937</b>	<b>4922</b>	<b>.9</b>	<b>3.8</b>	<b>1175</b>	<b>5759</b>	<b>1.2</b>	<b>4.9</b>	<b>469</b>	<b>3512</b>	<b>.5</b>	<b>2.3</b>	<b>160</b>	<b>1392</b>	<b>.2</b>	<b>1.9</b>
SP '99	573	9799	.6	3.3	913	5595	.9	3.7	1293	6165	1.3	5.4	369	3098	.4	1.8	239	1459	.2	2.7
<b>KFSG-FM</b>																				
SP '00	70	1645	.1	.4	124	978	.1	.5	91	611	.1	.4	84	696	.1	.4	17	311	.2	
WI '00	75	1323	.1	.4	125	856	.1	.5	118	567	.1	.5	100	607	.1	.5	24	399	.3	
FA '99	67	1630	.1	.4	105	852	.1	.4	98	695	.1	.4	86	790	.1	.4	40	379	.5	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	63	1795	.1	.4	112	891	.1	.5	71	674	.1	.3	71	779	.1	.3	32	532	.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	
<b>KFWB-AM</b>																				
SP '00	304	8258	.3	1.8	715	5460	.7	2.8	301	3300	.3	1.3	355	3863	.3	1.7	132	1988	.1	1.5
WI '00	351	9090	.3	2.1	774	5769	.7	3.1	384	4112	.4	1.6	414	4609	.4	2.0	120	1682	.1	1.4
FA '99	324	8817	.3	1.9	668	5274	.6	2.5	337	3790	.3	1.4	348	3882	.3	1.7	153	1958	.1	1.8
SU '99	284	8714	.3	1.7	638	5408	.6	2.7	256	3600	.3	1.1	299	4131	.3	1.5	121	1754	.1	1.4
<b>4-Book</b>	<b>316</b>	<b>8720</b>	<b>.3</b>	<b>1.9</b>	<b>699</b>	<b>5478</b>	<b>.7</b>	<b>2.8</b>	<b>320</b>	<b>3701</b>	<b>.3</b>	<b>1.4</b>	<b>354</b>	<b>4121</b>	<b>.3</b>	<b>1.7</b>	<b>132</b>	<b>1846</b>	<b>.1</b>	<b>1.5</b>
SP '99	331	9077	.3	1.9	760	5829	.7	3.1	347	4038	.3	1.5	395	4512	.4	1.9	131	2108	.1	1.5
<b>+KHJ -AM</b>																				
SP '00	203	2442	.2	1.2	266	1111	.3	1.1	301	1358	.3	1.3	201	991	.2	.9	72	598	.1	.8
WI '00	229	2989	.2	1.3	331	1664	.3	1.3	314	1646	.3	1.3	258	1441	.2	1.2	106	823	.1	1.3
FA '99	266	3005	.3	1.5	424	1637	.4	1.6	402	1872	.4	1.7	239	1541	.2	1.1	104	749	.1	1.2
SU '99	264	3217	.3	1.6	405	1787	.4	1.7	399	1841	.4	1.7	275	1499	.3	1.4	97	994	.1	1.1
<b>4-Book</b>	<b>241</b>	<b>2913</b>	<b>.3</b>	<b>1.4</b>	<b>357</b>	<b>1550</b>	<b>.4</b>	<b>1.4</b>	<b>354</b>	<b>1679</b>	<b>.4</b>	<b>1.5</b>	<b>243</b>	<b>1368</b>	<b>.2</b>	<b>1.2</b>	<b>95</b>	<b>791</b>	<b>.1</b>	<b>1.1</b>
SP '99	235	2936	.2	1.4	279	1309	.3	1.1	389	1692	.4	1.6	244	1578	.2	1.2	89	623	.1	1.0
<b>KIEV-AM</b>																				
SP '00	109	1475	.1	.6	141	535	.1	.6	248	1079	.2	1.1	120	626	.1	.6	45	236	.1	.5
WI '00	82	1127	.1	.5	87	448	.1	.4	185	718	.2	.8	109	451	.1	.5	22	193	.1	.3
FA '99	80	1493	.1	.5	88	432	.1	.3	210	1063	.2	.9	100	624	.1	.5	19	183	.1	.2
SU '99	100	1586	.1	.6	134	627	.1	.6	165	931	.2	.7	158	753	.2	.8	49	353	.1	.6
<b>4-Book</b>	<b>93</b>	<b>1420</b>	<b>.1</b>	<b>.6</b>	<b>113</b>	<b>511</b>	<b>.1</b>	<b>.5</b>	<b>202</b>	<b>948</b>	<b>.2</b>	<b>.9</b>	<b>122</b>	<b>614</b>	<b>.1</b>	<b>.6</b>	<b>34</b>	<b>241</b>	<b>.1</b>	<b>.4</b>
SP '99	129	1795	.1	.7	72	579	.1	.3	257	979	.3	1.1	227	889	.2	1.1	85	531	.1	1.0
<b>KJLH-FM</b>																				
SP '00	306	4062	.3	1.8	466	2363	.5	1.9	361	1825	.3	1.5	340	2063	.3	1.6	151	1380	.1	1.7
WI '00	280	4005	.3	1.6	418	2285	.4	1.7	341	2017	.3	1.4	276	2042	.3	1.3	156	1474	.2	1.9
FA '99	245	3309	.2	1.4	389	1755	.4	1.5	287	1511	.3	1.2	229	1545	.2	1.1	143	988	.1	1.7
SU '99	266	3917	.3	1.6	389	1741	.4	1.6	324	1741	.3	1.4	280	1905	.3	1.4	149	1260	.1	1.7
<b>4-Book</b>	<b>274</b>	<b>3823</b>	<b>.3</b>	<b>1.6</b>	<b>416</b>	<b>2036</b>	<b>.4</b>	<b>1.7</b>	<b>328</b>	<b>1774</b>	<b>.3</b>	<b>1.4</b>	<b>281</b>	<b>1889</b>	<b>.3</b>	<b>1.4</b>	<b>150</b>	<b>1276</b>	<b>.1</b>	<b>1.8</b>
SP '99	202	3426	.2	1.2	233	1663	.2	.9	259	1589	.3	1.1	225	1827	.2	1.1	130	1263	.1	1.5
<b>KKBT-FM</b>																				
SP '00	411	9884	.4	2.4	509	4312	.5	2.0	448	4237	.4	1.9	558	5215	.5	2.6	320	3218	.3	3.7
WI '00	452	10270	.4	2.6	539	4792	.5	2.2	450	4369	.4	1.9	593	5626	.6	2.8	331	3825	.3	4.0
FA '99	427	8978	.4	2.4	479	4038	.5	1.8	445	3985	.4	1.8	606	4879	.6	2.9	319	3271	.3	3.8
SU '99	556	11448	.5	3.3	708	4959	.7	3.0	638	5491	.6	2.7	761	6580	.7	3.9	419	4443	.4	4.7
<b>4-Book</b>	<b>462</b>	<b>10145</b>	<b>.4</b>	<b>2.7</b>	<b>559</b>	<b>4525</b>	<b>.6</b>	<b>2.3</b>	<b>495</b>	<b>4521</b>	<b>.5</b>	<b>2.1</b>	<b>630</b>	<b>5575</b>	<b>.6</b>	<b>3.1</b>	<b>347</b>	<b>3689</b>	<b>.3</b>	<b>4.1</b>
SP '99	524	10625	.5	3.0	646	4957	.6	2.6	607	4965	.6	2.5	669	5782	.7	3.2	415	4133	.4	4.7
<b>KKLA-FM</b>																				
SP '00	90	1728	.1	.5	203	1215	.2	.8	115	724	.1	.5	121	712	.1	.6	24	312	.1	.3
WI '00	83	1651	.1	.5	163	1028	.2	.7	124	773	.1	.5	147	749	.1	.7	10	209	.1	.1
FA '99	85	1963	.1	.5	179	1200	.2	.7	130	894	.1	.5	122	990	.1	.6	20	413	.1	.2
SU '99	65	1580	.1	.4	144	827	.1	.6	67	567	.1	.3	107	736	.1	.6	24	340	.1	.3
<b>4-Book</b>	<b>81</b>	<b>1731</b>	<b>.1</b>	<b>.5</b>	<b>172</b>	<b>1068</b>	<b>.2</b>	<b>.7</b>	<b>109</b>	<b>740</b>	<b>.1</b>	<b>.5</b>	<b>124</b>	<b>797</b>	<b>.1</b>	<b>.6</b>	<b>20</b>	<b>319</b>	<b>.1</b>	<b>.2</b>
SP '99	97	1947	.1	.6	162	1035	.2	.7	130	818	.1	.5	158	915	.2	.8	36	395	.1	.4
<b>KLAC-AM</b>																				
SP '00	378	6703	.4	2.2	593	2443	.6	2.4	506	2989	.5	2.2	406	3439	.4	1.9	270	2840	.3	3.1
WI '00	340	5420	.3	2.0	491	2395	.5	2.0	547	2784	.5	2.3	379	2732	.4	1.8	147	1855	.1	1.8
FA '99	298	4987	.3	1.7	442	2391	.4	1.7	473	2862	.5	2.0	349	2805	.3	1.7	92	1273	.1	1.1
SU '99	265	4340	.3	1.6	404	1983	.4	1.7	364	2231	.4	1.5	266	2207	.3	1.4	119	1111	.1	1.3
<b>4-Book</b>	<b>320</b>	<b>5363</b>	<b>.3</b>	<b>1.9</b>	<b>483</b>	<b>2303</b>	<b>.5</b>	<b>2.0</b>	<b>473</b>	<b>2717</b>	<b>.5</b>	<b>2.0</b>	<b>350</b>	<b>2796</b>	<b>.4</b>	<b>1.7</b>	<b>157</b>	<b>1770</b>	<b>.2</b>	<b>1.8</b>
SP '99	292	5731	.3	1.7	352	1982	.3	1.4	441	2546	.4	1.8	318	2642	.3	1.5	163	1869	.2	1.8
<b>KLAX-FM</b>																				
SP '00	400	5413	.4	2.3	500	2502	.5	2.0	615	2897	.6	2.6	405	2828	.4	1.9	151	1446	.1	1.7
WI '00	425	7257	.4	2.5	444	2951	.4	1.8	606	3805	.6	2.5	552	3500	.5	2.6	211	2146	.2	2.5
FA '99	371	6658	.4	2.1	550	3311	.5	2.1	551	3317	.5	2.3	438	3079	.4	2.1	119	1420	.1	1.4
SU '99	475	7737	.5	2.8	629	3192	.6	2.6	657	4110	.6	2.8	556	3831	.5	2.9	225	2151	.2	2.5
<b>4-Book</b>	<b>418</b>	<b>6766</b>	<b>.4</b>	<b>2.4</b>	<b>531</b>	<b>2989</b>	<b>.5</b>	<b>2.1</b>	<b>607</b>	<b>3532</b>	<b>.6</b>	<b>2.6</b>	<b>488</b>	<b>3310</b>	<b>.5</b>	<b>2.4</b>	<b>177</b>	<b>1791</b>	<b>.2</b>	<b>2.0</b>
SP '99	519	7939	.5	3.0	760	3308	.7	3.1	776	4127	.8	3.2	583	3908	.6	2.8	252	2178	.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 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
<b>KLOS-FM</b>																				
SP '00	404	7666	.4	2.3	745	3716	.7	3.0	533	3241	.5	2.3	520	4088	.5	2.4	156	1536	.2	1.8
WI '00	382	7626	.4	2.2	699	3868	.7	2.8	534	2954	.5	2.2	471	4094	.5	2.3	137	1787	.1	1.6
FA '99	405	7689	.4	2.3	786	4066	.8	3.0	528	3367	.5	2.2	537	4045	.5	2.6	119	1729	.1	1.4
SU '99	359	7503	.4	2.1	684	3693	.7	2.9	472	3380	.5	2.0	430	3497	.4	2.2	169	1905	.2	1.9
<b>4-Book</b>	<b>388</b>	<b>7621</b>	<b>.4</b>	<b>2.2</b>	<b>729</b>	<b>3836</b>	<b>.7</b>	<b>2.9</b>	<b>517</b>	<b>3236</b>	<b>.5</b>	<b>2.2</b>	<b>490</b>	<b>3931</b>	<b>.5</b>	<b>2.4</b>	<b>145</b>	<b>1739</b>	<b>.2</b>	<b>1.7</b>
SP '99	416	7462	.4	2.4	772	3878	.8	3.1	618	3293	.6	2.6	520	3635	.5	2.5	149	1433	.1	1.7
<b>KLSX-FM</b>																				
SP '00	361	5837	.3	2.1	929	3578	.9	3.7	418	2554	.4	1.8	522	2818	.5	2.5	106	1152	.1	1.2
WI '00	329	5585	.3	1.9	902	3659	.9	3.6	390	2237	.4	1.6	477	2615	.5	2.3	71	1026	.1	.9
FA '99	366	6201	.4	2.1	1044	4037	1.0	4.0	372	2222	.4	1.5	495	2571	.5	2.4	93	1052	.1	1.1
SU '99	366	6085	.4	2.2	1087	3846	1.1	4.6	392	2468	.4	1.7	452	2732	.4	2.3	60	764	.1	.7
<b>4-Book</b>	<b>356</b>	<b>5927</b>	<b>.4</b>	<b>2.1</b>	<b>991</b>	<b>3780</b>	<b>1.0</b>	<b>4.0</b>	<b>393</b>	<b>2370</b>	<b>.4</b>	<b>1.7</b>	<b>487</b>	<b>2684</b>	<b>.5</b>	<b>2.4</b>	<b>83</b>	<b>999</b>	<b>.1</b>	<b>1.0</b>
SP '99	387	5980	.4	2.2	1160	3835	1.1	4.7	427	2565	.4	1.8	508	2645	.5	2.5	78	894	.1	.9
<b>KLVE-FM</b>																				
SP '00	857	11021	.8	5.0	1289	6074	1.2	5.1	1334	6228	1.3	5.7	776	4929	.7	3.6	373	3345	.4	4.3
WI '00	872	12369	.8	5.1	1315	6620	1.3	5.3	1214	6719	1.2	5.1	907	5951	.9	4.3	422	3953	.4	5.1
FA '99	855	11296	.8	4.9	1293	6158	1.2	4.9	1203	6181	1.2	5.0	868	5775	.8	4.1	440	3775	.4	5.2
SU '99	985	12359	1.0	5.9	1299	6157	1.3	5.5	1461	7101	1.4	6.2	1041	6532	1.0	5.4	524	4521	.5	5.9
<b>4-Book</b>	<b>892</b>	<b>11761</b>	<b>.9</b>	<b>5.2</b>	<b>1299</b>	<b>6252</b>	<b>1.3</b>	<b>5.2</b>	<b>1303</b>	<b>6557</b>	<b>1.3</b>	<b>5.5</b>	<b>898</b>	<b>5797</b>	<b>.9</b>	<b>4.4</b>	<b>440</b>	<b>3899</b>	<b>.4</b>	<b>5.1</b>
SP '99	1009	12099	1.0	5.9	1475	6822	1.5	5.9	1474	6996	1.5	6.2	1016	6257	1.0	4.9	472	3900	.5	5.3
<b>KLYY-FM</b>																				
SP '00	141	2824	.1	.8	152	1172	.1	.6	218	1507	.2	.9	192	1362	.2	.9	54	719	.1	.6
WI '00	164	3548	.2	1.0	204	1402	.2	.8	237	1503	.2	1.0	221	1625	.2	1.1	75	941	.1	.9
FA '99	92	4531	.1	.5	87	1313	.1	.3	124	1794	.1	.5	122	2171	.1	.6	54	1382	.1	.6
SU '99	116	4754	.1	.7	118	1587	.1	.5	150	1962	.1	.6	168	2315	.2	.9	76	1514	.1	.9
<b>4-Book</b>	<b>128</b>	<b>3914</b>	<b>.1</b>	<b>.8</b>	<b>140</b>	<b>1369</b>	<b>.1</b>	<b>.6</b>	<b>182</b>	<b>1692</b>	<b>.2</b>	<b>.8</b>	<b>176</b>	<b>1868</b>	<b>.2</b>	<b>.9</b>	<b>65</b>	<b>1139</b>	<b>.1</b>	<b>.8</b>
SP '99	113	4537	.1	.7	84	1431	.1	.3	162	1829	.2	.7	158	2291	.2	.8	58	1176	.1	.7
<b>+KMZT-FM</b>																				
<b>KKGD-FM</b>																				
SP '00	228	5414	.2	1.3	257	2282	.2	1.0	261	2088	.3	1.1	267	2434	.3	1.3	164	1713	.2	1.9
WI '00	241	5285	.2	1.4	237	2308	.2	1.0	368	2499	.4	1.5	304	2761	.3	1.5	137	1776	.1	1.6
FA '99	291	5351	.3	1.7	348	2512	.3	1.3	439	2451	.4	1.8	342	2801	.3	1.6	176	1657	.2	2.1
SU '99	235	5106	.2	1.4	212	1961	.2	.9	335	2430	.3	1.4	293	2510	.3	1.5	180	1745	.2	2.0
<b>4-Book</b>	<b>249</b>	<b>5289</b>	<b>.2</b>	<b>1.5</b>	<b>264</b>	<b>2266</b>	<b>.2</b>	<b>1.1</b>	<b>351</b>	<b>2367</b>	<b>.4</b>	<b>1.5</b>	<b>302</b>	<b>2627</b>	<b>.3</b>	<b>1.5</b>	<b>164</b>	<b>1723</b>	<b>.2</b>	<b>1.9</b>
SP '99	344	6259	.3	2.0	351	2880	.3	1.4	504	3021	.5	2.1	468	3326	.5	2.3	205	2153	.2	2.3
<b>KNX -AM</b>																				
SP '00	359	9539	.3	2.1	703	5342	.7	2.8	419	4349	.4	1.8	408	4763	.4	1.9	213	2612	.2	2.5
WI '00	386	9406	.4	2.3	813	5632	.8	3.3	446	3999	.4	1.9	408	4422	.4	2.0	229	2376	.2	2.8
FA '99	402	10197	.4	2.3	835	6179	.8	3.2	426	4466	.4	1.8	446	5147	.4	2.1	206	2766	.2	2.4
SU '99	403	9981	.4	2.4	794	6098	.8	3.3	394	4148	.4	1.7	512	5071	.5	2.6	232	2762	.2	2.6
<b>4-Book</b>	<b>388</b>	<b>9781</b>	<b>.4</b>	<b>2.3</b>	<b>786</b>	<b>5813</b>	<b>.8</b>	<b>3.2</b>	<b>421</b>	<b>4241</b>	<b>.4</b>	<b>1.8</b>	<b>444</b>	<b>4851</b>	<b>.4</b>	<b>2.2</b>	<b>220</b>	<b>2629</b>	<b>.2</b>	<b>2.6</b>
SP '99	342	8798	.3	2.0	728	5318	.7	2.9	366	3817	.4	1.5	385	4456	.4	1.9	161	2232	.2	1.8
<b>KOST-FM</b>																				
SP '00	538	11216	.5	3.1	586	5020	.6	2.3	821	5062	.8	3.5	663	5437	.6	3.1	384	3854	.4	4.4
WI '00	665	12951	.6	3.9	772	5567	.7	3.1	1049	5932	1.0	4.4	873	6846	.8	4.2	418	4361	.4	5.0
FA '99	632	12816	.6	3.6	730	5421	.7	2.8	978	5352	.9	4.1	863	6672	.8	4.1	397	4315	.4	4.7
SU '99	508	11587	.5	3.0	591	5033	.6	2.5	677	4988	.7	2.9	592	5326	.6	3.0	425	4069	.4	4.8
<b>4-Book</b>	<b>586</b>	<b>12143</b>	<b>.6</b>	<b>3.4</b>	<b>670</b>	<b>5260</b>	<b>.7</b>	<b>2.7</b>	<b>881</b>	<b>5334</b>	<b>.9</b>	<b>3.7</b>	<b>748</b>	<b>6070</b>	<b>.7</b>	<b>3.6</b>	<b>406</b>	<b>4150</b>	<b>.4</b>	<b>4.7</b>
SP '99	610	12124	.6	3.5	800	5352	.8	3.2	960	5373	.9	4.0	761	6092	.7	3.7	358	4032	.4	4.0
<b>KPWR-FM</b>																				
SP '00	722	14836	.7	4.2	960	7565	.9	3.8	706	6670	.7	3.0	1061	9197	1.0	5.0	511	6252	.5	5.9
WI '00	724	14777	.7	4.2	971	7644	.9	3.9	733	6731	.7	3.1	1074	8902	1.0	5.1	468	5535	.5	5.6
FA '99	667	14089	.6	3.8	876	6761	.8	3.3	607	5808	.6	2.5	901	8166	.9	4.3	518	5663	.5	6.1
SU '99	658	15340	.6	3.9	738	6939	.7	3.1	771	7830	.8	3.3	853	8286	.8	4.4	483	5905	.5	5.5
<b>4-Book</b>	<b>693</b>	<b>14761</b>	<b>.7</b>	<b>4.0</b>	<b>886</b>	<b>7227</b>	<b>.8</b>	<b>3.5</b>	<b>704</b>	<b>6760</b>	<b>.7</b>	<b>3.0</b>	<b>972</b>	<b>8638</b>	<b>.9</b>	<b>4.7</b>	<b>495</b>	<b>5839</b>	<b>.5</b>	<b>5.8</b>
SP '99	695	14135	.7	4.0	892	6855	.9	3.6	651	6391	.6	2.7	1021	8201	1.0	5.0	514	5697	.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 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	
<b>+KRCO-FM</b>																				
SP '00	252	2933	.2	1.5	282	1377	.3	1.1	412	1825	.4	1.8	268	1456	.3	1.3	126	848	.1	1.5
WI '00	159	2368	.2	.9	184	1019	.2	.7	206	1109	.2	.9	203	1269	.2	1.0	96	791	.1	1.2
FA '99	144	2605	.1	.8	184	999	.2	.7	200	1267	.2	.8	178	1352	.2	.8	69	735	.1	.8
SU '99	141	2779	.1	.8	175	1222	.2	.7	147	1341	.1	.6	151	1346	.1	.8	109	934	.1	1.2
<b>4-Book</b>	<b>174</b>	<b>2671</b>	<b>.2</b>	<b>1.0</b>	<b>206</b>	<b>1154</b>	<b>.2</b>	<b>.8</b>	<b>241</b>	<b>1386</b>	<b>.2</b>	<b>1.0</b>	<b>200</b>	<b>1356</b>	<b>.2</b>	<b>1.0</b>	<b>100</b>	<b>827</b>	<b>.1</b>	<b>1.2</b>
SP '99	109	2378	.1	.6	120	940	.1	.5	133	1219	.1	.6	133	1243	.1	.6	86	807	.1	1.0
<b>+KRCV-FM</b>																				
SP '00	156	1801	.2	.9	180	951	.2	.7	186	936	.2	.8	179	980	.2	.8	104	607	.1	1.2
WI '00	55	818	.1	.3	58	336	.1	.2	78	434	.1	.3	69	354	.1	.3	33	259	.1	.4
FA '99	25	478	.1	.1	45	228	.2	.2	29	204	.1	.1	24	187	.1	.1	9	108	.1	.1
SU '99	23	577	.1	.1	32	243	.1	.1	20	205	.1	.1	32	269	.2	.2	17	164	.2	.2
<b>4-Book</b>	<b>65</b>	<b>919</b>	<b>.1</b>	<b>.4</b>	<b>79</b>	<b>440</b>	<b>.1</b>	<b>.3</b>	<b>78</b>	<b>445</b>	<b>.1</b>	<b>.3</b>	<b>76</b>	<b>448</b>	<b>.1</b>	<b>.4</b>	<b>41</b>	<b>285</b>	<b>.1</b>	<b>.5</b>
SP '99	23	668	.1	.1	24	258	.1	.1	30	348	.1	.1	40	428	.2	.2	15	202	.2	.2
<b>KRLA-AM</b>																				
SP '00	141	2571	.1	.8	231	1356	.2	.9	284	1451	.3	1.2	140	941	.1	.7	63	562	.1	.7
WI '00	108	1998	.1	.6	211	1211	.2	.9	215	1262	.2	.9	89	544	.1	.4	40	371	.1	.5
FA '99	112	2304	.1	.6	206	1203	.2	.8	249	1323	.2	1.0	79	815	.1	.4	43	452	.1	.5
SU '99	159	3002	.2	.9	275	1501	.3	1.2	310	1553	.3	1.3	129	1216	.1	.7	94	651	.1	1.1
<b>4-Book</b>	<b>130</b>	<b>2469</b>	<b>.1</b>	<b>.7</b>	<b>231</b>	<b>1318</b>	<b>.2</b>	<b>1.0</b>	<b>265</b>	<b>1397</b>	<b>.3</b>	<b>1.1</b>	<b>109</b>	<b>879</b>	<b>.1</b>	<b>.6</b>	<b>60</b>	<b>509</b>	<b>.1</b>	<b>.7</b>
SP '99	140	2576	.1	.8	227	1400	.2	.9	249	1392	.2	1.0	163	962	.2	.8	64	365	.1	.7
<b>KROQ-FM</b>																				
SP '00	776	13388	.7	4.5	1146	6825	1.1	4.6	944	6244	.9	4.0	1013	7936	1.0	4.8	514	5601	.5	5.9
WI '00	734	12708	.7	4.3	1059	6583	1.0	4.3	847	6091	.8	3.6	937	7483	.9	4.5	509	5386	.5	6.1
FA '99	679	12964	.7	3.9	1024	6985	1.0	3.9	702	6076	.7	2.9	887	7421	.9	4.2	545	5306	.5	6.4
SU '99	663	12930	.7	4.0	892	6318	.9	3.8	802	6864	.8	3.4	789	7285	.8	4.1	513	5472	.5	5.8
<b>4-Book</b>	<b>713</b>	<b>12998</b>	<b>.7</b>	<b>4.2</b>	<b>1030</b>	<b>6678</b>	<b>1.0</b>	<b>4.2</b>	<b>824</b>	<b>6319</b>	<b>.8</b>	<b>3.5</b>	<b>907</b>	<b>7531</b>	<b>.9</b>	<b>4.4</b>	<b>520</b>	<b>5441</b>	<b>.5</b>	<b>6.1</b>
SP '99	634	12244	.6	3.7	966	5981	1.0	3.9	675	5759	.7	2.8	780	7066	.8	3.8	476	5009	.5	5.4
<b>KRTH-FM</b>																				
SP '00	545	11640	.5	3.2	676	5127	.7	2.7	816	4991	.8	3.5	662	5493	.6	3.1	204	2552	.2	2.4
WI '00	571	12102	.6	3.3	665	5108	.6	2.7	1022	5573	1.0	4.3	764	6482	.7	3.7	189	2917	.2	2.3
FA '99	525	11208	.5	3.0	683	4977	.7	2.6	851	5140	.8	3.5	650	5736	.6	3.1	192	2718	.2	2.3
SU '99	435	10358	.4	2.6	492	3943	.5	2.1	743	5137	.7	3.2	547	5135	.5	2.8	135	2472	.1	1.5
<b>4-Book</b>	<b>519</b>	<b>11327</b>	<b>.5</b>	<b>3.0</b>	<b>629</b>	<b>4789</b>	<b>.6</b>	<b>2.5</b>	<b>858</b>	<b>5210</b>	<b>.8</b>	<b>3.6</b>	<b>656</b>	<b>5712</b>	<b>.6</b>	<b>3.2</b>	<b>180</b>	<b>2665</b>	<b>.2</b>	<b>2.1</b>
SP '99	501	10974	.5	2.9	637	4897	.6	2.6	837	5307	.8	3.5	578	5318	.6	2.8	170	2278	.2	1.9
<b>KSCA-FM</b>																				
SP '00	1019	9267	1.0	5.9	2370	6747	2.3	9.4	1223	5830	1.2	5.2	1033	4545	1.0	4.9	252	1854	.2	2.9
WI '00	1046	10064	1.0	6.1	2375	6876	2.3	9.6	1377	6561	1.3	5.8	924	4663	.9	4.4	219	2097	.2	2.6
FA '99	1188	10734	1.1	6.8	2900	8008	2.8	11.1	1547	7010	1.5	6.4	974	4883	.9	4.6	253	2115	.2	3.0
SU '99	1014	9645	1.0	6.0	2291	6507	2.3	9.7	1407	6346	1.4	6.0	672	3951	.7	3.5	316	2440	.3	3.6
<b>4-Book</b>	<b>1067</b>	<b>9928</b>	<b>1.0</b>	<b>6.2</b>	<b>2484</b>	<b>7035</b>	<b>2.4</b>	<b>10.0</b>	<b>1389</b>	<b>6437</b>	<b>1.4</b>	<b>5.9</b>	<b>901</b>	<b>4511</b>	<b>.9</b>	<b>4.4</b>	<b>260</b>	<b>2127</b>	<b>.2</b>	<b>3.0</b>
SP '99	1060	10372	1.0	6.2	2423	6875	2.4	9.8	1443	6683	1.4	6.0	761	4200	.7	3.7	314	2523	.3	3.5
<b>KSSE-FM</b>																				
SP '00	285	4748	.3	1.7	353	2213	.3	1.4	404	2553	.4	1.7	357	2687	.3	1.7	162	1639	.2	1.9
WI '00	262	5576	.3	1.5	357	2706	.3	1.4	335	2847	.3	1.4	315	2665	.3	1.5	143	1815	.1	1.7
FA '99	340	5475	.3	1.9	450	2888	.4	1.7	480	2988	.5	2.0	374	2927	.4	1.8	188	1853	.2	2.2
SU '99	408	5986	.4	2.4	472	2809	.5	2.0	587	3510	.6	2.5	471	3024	.5	2.4	232	2150	.2	2.6
<b>4-Book</b>	<b>324</b>	<b>5446</b>	<b>.3</b>	<b>1.9</b>	<b>408</b>	<b>2654</b>	<b>.4</b>	<b>1.6</b>	<b>452</b>	<b>2975</b>	<b>.5</b>	<b>1.9</b>	<b>379</b>	<b>2826</b>	<b>.4</b>	<b>1.9</b>	<b>181</b>	<b>1864</b>	<b>.2</b>	<b>2.1</b>
SP '99	308	5294	.3	1.8	331	2498	.3	1.3	391	2480	.4	1.6	351	2852	.3	1.7	216	1909	.2	2.4
<b>KTNQ-AM</b>																				
SP '00	307	3993	.3	1.8	344	1705	.3	1.4	455	2185	.4	1.9	392	1732	.4	1.8	237	1244	.2	2.7
WI '00	247	3113	.2	1.4	284	1322	.3	1.1	350	1612	.3	1.5	347	1494	.3	1.7	162	953	.2	1.9
FA '99	253	3017	.2	1.4	250	946	.2	1.0	344	1583	.3	1.4	350	1531	.3	1.7	203	1138	.2	2.4
SU '99	214	2789	.2	1.3	145	845	.1	.6	312	1530	.3	1.3	311	1442	.3	1.6	177	823	.2	2.0
<b>4-Book</b>	<b>255</b>	<b>3228</b>	<b>.2</b>	<b>1.5</b>	<b>256</b>	<b>1205</b>	<b>.2</b>	<b>1.0</b>	<b>365</b>	<b>1728</b>	<b>.3</b>	<b>1.5</b>	<b>350</b>	<b>1550</b>	<b>.3</b>	<b>1.7</b>	<b>195</b>	<b>1040</b>	<b>.2</b>	<b>2.3</b>
SP '99	324	3854	.3	1.9	271	1344	.3	1.1	461	1896	.5	1.9	476	2110	.5	2.3	270	1454	.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

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	
<b>KTWV-FM</b>																				
SP '00	493	7611	.5	2.9	591	3419	.6	2.3	842	4046	.8	3.6	578	4079	.6	2.7	263	2469	.3	3.0
WI '00	532	8447	.5	3.1	607	4042	.6	2.4	885	4264	.9	3.7	664	4609	.6	3.2	233	2558	.2	2.8
FA '99	554	8476	.5	3.2	687	4187	.7	2.6	900	4392	.9	3.7	714	5036	.7	3.4	238	2729	.2	2.8
SU '99	548	8347	.5	3.3	650	3518	.6	2.7	866	4129	.9	3.7	659	4454	.6	3.4	262	2802	.3	3.0
<b>4-Book</b>	<b>532</b>	<b>8220</b>	<b>.5</b>	<b>3.1</b>	<b>634</b>	<b>3792</b>	<b>.6</b>	<b>2.5</b>	<b>873</b>	<b>4208</b>	<b>.9</b>	<b>3.7</b>	<b>654</b>	<b>4545</b>	<b>.6</b>	<b>3.2</b>	<b>249</b>	<b>2640</b>	<b>.3</b>	<b>2.9</b>
SP '99	506	8223	.5	2.9	632	3956	.6	2.5	885	4114	.9	3.7	619	4389	.6	3.0	201	2332	.2	2.3
<b>KWIZ-FM</b>																				
SP '00	82	1266	.1	.5	98	566	.1	.4	117	755	.1	.5	81	547	.1	.4	66	282	.1	.8
WI '00	67	1338	.1	.4	72	483	.1	.3	85	711	.1	.4	76	531	.1	.4	56	426	.1	.7
FA '99	91	1152	.1	.5	94	553	.1	.4	155	606	.1	.6	92	596	.1	.4	63	453	.1	.7
SU '99	79	983	.1	.5	89	463	.1	.4	139	528	.1	.6	76	523	.1	.4	41	392	.1	.5
<b>4-Book</b>	<b>80</b>	<b>1185</b>	<b>.1</b>	<b>.5</b>	<b>88</b>	<b>516</b>	<b>.1</b>	<b>.4</b>	<b>124</b>	<b>650</b>	<b>.1</b>	<b>.5</b>	<b>81</b>	<b>549</b>	<b>.1</b>	<b>.4</b>	<b>57</b>	<b>388</b>	<b>.1</b>	<b>.7</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM KWPA-AM</b>																				
SP '00		16											1	16						
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	87	1442	.1	.5	91	576	.1	.4	134	659	.1	.6	112	559	.1	.5	71	314	.1	.8
WI '00	116	1311	.1	.7	87	477	.1	.4	257	879	.2	1.1	125	521	.1	.6	58	361	.1	.7
FA '99	102	1504	.1	.6	108	562	.1	.4	189	940	.2	.8	102	631	.1	.5	62	304	.1	.7
SU '99	89	1611	.1	.5	102	518	.1	.4	176	758	.2	.7	92	588	.1	.5	50	352	.1	.6
<b>4-Book</b>	<b>99</b>	<b>1467</b>	<b>.1</b>	<b>.6</b>	<b>97</b>	<b>533</b>	<b>.1</b>	<b>.4</b>	<b>189</b>	<b>809</b>	<b>.2</b>	<b>.8</b>	<b>108</b>	<b>575</b>	<b>.1</b>	<b>.5</b>	<b>60</b>	<b>333</b>	<b>.1</b>	<b>.7</b>
SP '99	119	1492	.1	.7	134	521	.1	.5	151	844	.1	.6	168	788	.2	.8	81	384	.1	.9
<b>KWVE-FM</b>																				
SP '00	76	2001	.1	.4	129	1067	.1	.5	101	837	.1	.4	95	947	.1	.4	30	568	.1	.3
WI '00	103	2030	.1	.6	170	1216	.2	.7	108	772	.1	.5	109	903	.1	.5	56	558	.1	.7
FA '99	68	1654	.1	.4	108	947	.1	.4	58	638	.1	.2	120	851	.1	.6	33	362	.1	.4
SU '99	111	2362	.1	.7	172	1252	.2	.7	123	989	.1	.5	148	1182	.1	.8	75	683	.1	.8
<b>4-Book</b>	<b>90</b>	<b>2012</b>	<b>.1</b>	<b>.5</b>	<b>145</b>	<b>1121</b>	<b>.2</b>	<b>.6</b>	<b>98</b>	<b>809</b>	<b>.1</b>	<b>.4</b>	<b>118</b>	<b>971</b>	<b>.1</b>	<b>.6</b>	<b>49</b>	<b>543</b>	<b>.1</b>	<b>.6</b>
SP '99	96	1938	.1	.6	142	1054	.1	.6	162	985	.2	.7	121	989	.1	.6	30	432	.1	.3
<b>KXMX-FM</b>																				
SP '00	77	1565	.1	.4	100	677	.1	.4	162	807	.2	.7	92	843	.1	.4	14	356	.1	.2
WI '00	75	2075	.1	.4	93	1030	.1	.4	119	994	.1	.5	104	1186	.1	.5	30	444	.1	.4
FA '99	61	1347	.1	.3	70	580	.1	.3	100	564	.1	.4	95	717	.1	.5	23	293	.1	.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	504	11151	.5	2.9	758	5361	.7	3.0	730	4961	.7	3.1	749	6433	.7	3.5	195	3244	.2	2.2
WI '00	440	11800	.4	2.6	629	4969	.6	2.5	611	4943	.6	2.6	630	6154	.6	3.0	211	3475	.2	2.5
FA '99	482	11881	.5	2.8	684	5260	.7	2.6	746	5646	.7	3.1	652	6587	.6	3.1	176	3344	.2	2.1
SU '99	479	12143	.5	2.9	636	5339	.6	2.7	719	5950	.7	3.1	614	6374	.6	3.2	212	3409	.2	2.4
<b>4-Book</b>	<b>476</b>	<b>11744</b>	<b>.5</b>	<b>2.8</b>	<b>677</b>	<b>5232</b>	<b>.7</b>	<b>2.7</b>	<b>702</b>	<b>5375</b>	<b>.7</b>	<b>3.0</b>	<b>661</b>	<b>6387</b>	<b>.6</b>	<b>3.2</b>	<b>199</b>	<b>3368</b>	<b>.2</b>	<b>2.3</b>
SP '99	543	11700	.5	3.2	706	5347	.7	2.8	770	5720	.8	3.2	744	6383	.7	3.6	275	3755	.3	3.1
<b>KZLA-FM</b>																				
SP '00	357	5801	.3	2.1	441	3161	.4	1.8	542	2947	.5	2.3	507	3615	.5	2.4	117	1607	.1	1.3
WI '00	343	6238	.3	2.0	471	3384	.5	1.9	527	3467	.5	2.2	414	3777	.4	2.0	134	2015	.1	1.6
FA '99	370	5548	.4	2.1	480	2802	.5	1.8	455	2702	.4	1.9	487	3428	.5	2.3	167	1783	.2	2.0
SU '99	358	5861	.4	2.1	440	2893	.4	1.9	468	2978	.5	2.0	470	3450	.5	2.4	160	1755	.2	1.8
<b>4-Book</b>	<b>357</b>	<b>5862</b>	<b>.4</b>	<b>2.1</b>	<b>458</b>	<b>3060</b>	<b>.5</b>	<b>1.9</b>	<b>498</b>	<b>3024</b>	<b>.5</b>	<b>2.1</b>	<b>470</b>	<b>3568</b>	<b>.5</b>	<b>2.3</b>	<b>145</b>	<b>1790</b>	<b>.2</b>	<b>1.7</b>
SP '99	371	5725	.4	2.2	450	3166	.4	1.8	545	2893	.5	2.3	527	3567	.5	2.6	135	1728	.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 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
<b>KOLA-FM</b>																			
SP '00	62	1451	.1	.4	77	521	.1	.3	88	721	.1	.4	81	784	.1	.4	19	303	.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	57	1250	.1	.3	62	505	.1	.2	68	595	.1	.3	89	730	.1	.4	28	311	.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	62	1543	.1	.4	71	592	.1	.3	119	766	.1	.5	66	699	.1	.3	15	332	.2
<b>XTRA-AM</b>																			
SP '00	107	2260	.1	.6	145	1077	.1	.6	193	1108	.2	.8	171	1252	.2	.8	29	421	.3
WI '00	103	2139	.1	.6	127	886	.1	.5	168	907	.2	.7	168	1265	.2	.8	24	343	.3
FA '99	115	2662	.1	.7	160	1032	.2	.6	191	1038	.2	.8	170	1345	.2	.8	25	529	.3
SU '99	79	2028	.1	.5	88	814	.1	.4	138	1038	.1	.6	140	1125	.1	.7	22	369	.2
<b>4-Book</b>	<b>101</b>	<b>2272</b>	<b>.1</b>	<b>.6</b>	<b>130</b>	<b>952</b>	<b>.1</b>	<b>.5</b>	<b>173</b>	<b>1023</b>	<b>.2</b>	<b>.7</b>	<b>162</b>	<b>1247</b>	<b>.2</b>	<b>.8</b>	<b>25</b>	<b>416</b>	<b>.3</b>
SP '99	105	2177	.1	.6	125	857	.1	.5	203	996	.2	.8	148	1158	.1	.7	25	404	.3
<b>TOTALS</b>																			
SP '00	17239	98888	16.7		25167	84477	24.3		23476	75012	22.7		21298	81582	20.6		8675	54424	8.4
WI '00	17099	98024	16.5		24823	84539	24.0		23781	75567	23.0		20916	81679	20.2		8308	55045	8.0
FA '99	17464	98359	16.9		26203	85054	25.3		24144	76079	23.3		21017	82289	20.3		8495	54604	8.2
SU '99	16777	96390	16.5		23739	80591	23.4		23505	77516	23.1		19424	80053	19.1		8849	56076	8.7
<b>4-Book</b>	<b>17145</b>	<b>97915</b>	<b>16.7</b>		<b>24983</b>	<b>83665</b>	<b>24.3</b>		<b>23727</b>	<b>76044</b>	<b>23.0</b>		<b>20664</b>	<b>81401</b>	<b>20.1</b>		<b>8582</b>	<b>55037</b>	<b>8.3</b>
SP '99	17211	97033	16.9		24819	83129	24.4		23913	75346	23.5		20604	81110	20.3		8887	54611	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

Target Listener Estimates - Persons 12+

	Persons 12+																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '00	622	5494	.6	2.7	256	2780	.2	2.1	331	844	.3	2.4	405	1267	.4	2.0	251	857	.2	1.8
4-Book	528	5373	.5	2.3	215	2676	.2	1.8	284	747	.3	2.0	306	1044	.3	1.5	192	699	.2	1.4
KACD-FM																				
SP '00	110	1410	.1	.5	50	736		.4	53	229	.1	.4	96	285	.1	.5	65	223	.1	.5
4-Book	98	1353	.1	.5	48	738		.4	52	188	.1	.4	99	333	.1	.5	58	211	.1	.4
KBCD-FM																				
SP '00	44	730		.2	22	379		.2	11	68		.1	20	142		.1	34	141		.2
4-Book	69	769	.1	.3	27	385		.2	26	100		.2	52	149	.1	.3	37	142		.3
KAVS-FM																				
SP '00	14	300		.1	15	210		.1	12	70		.1	18	46		.1	7	36		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	1100	16157	1.1	4.7	665	10426	.6	5.5	726	2702	.7	5.2	1118	4540	1.1	5.5	751	2903	.7	5.3
4-Book	1111	16216	1.1	4.8	678	10384	.7	5.6	713	2732	.7	5.0	1138	4365	1.1	5.6	842	3134	.8	6.0
+KBET-AM																				
SP '00					1	24														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	132	1966	.1	.6	73	1060	.1	.6	40	151		.3	132	413	.1	.7	109	317	.1	.8
4-Book	119	1689	.1	.5	60	917	.1	.5	38	143		.3	110	332	.1	.6	87	281	.1	.6
KBIG-FM																				
SP '00	675	8135	.7	2.9	293	4438	.3	2.4	252	916	.2	1.8	450	1487	.4	2.2	350	1187	.3	2.5
4-Book	668	7755	.7	2.9	261	4284	.3	2.1	224	849	.2	1.6	403	1438	.4	2.0	333	1120	.3	2.4
KBLA-AM																				
SP '00	140	1518	.1	.6	51	539		.4	45	113		.3	53	146	.1	.3	92	212	.1	.6
4-Book	169	1362	.2	.7	61	616	.1	.5	78	155	.1	.5	85	236	.1	.4	84	176	.1	.6
KBUA-FM																				
SP '00	64	625	.1	.3	55	404	.1	.5	57	189	.1	.4	77	233	.1	.4	85	201	.1	.6
4-Book	93	719	.1	.4	59	490	.1	.5	68	188	.1	.5	116	265	.1	.6	89	194	.1	.6
KBUE-FM																				
SP '00	579	4713	.6	2.5	410	3276	.4	3.4	454	1172	.4	3.2	674	1463	.7	3.3	447	1204	.4	3.1
4-Book	668	5501	.7	2.9	440	3717	.4	3.6	513	1264	.5	3.5	726	1652	.7	3.6	505	1310	.5	3.6
KCBS-FM																				
SP '00	534	6792	.5	2.3	295	4213	.3	2.4	293	1237	.3	2.1	561	1932	.5	2.8	360	1195	.3	2.5
4-Book	547	6974	.6	2.4	274	4042	.3	2.3	293	1075	.3	2.1	524	1780	.5	2.6	337	1169	.3	2.4
KCMG-FM																				
SP '00	493	6319	.5	2.1	334	3795	.3	2.7	289	972	.3	2.1	584	1674	.6	2.9	475	1305	.5	3.3
4-Book	518	6771	.5	2.3	326	4176	.3	2.7	260	872	.3	1.8	543	1697	.6	2.7	394	1279	.4	2.8
KDIS-AM																				
SP '00	76	1870	.1	.3	58	991	.1	.5	42	220		.3	103	406	.1	.5	107	321	.1	.7
4-Book	84	1968	.1	.4	58	1169	.1	.5	46	218	.1	.3	115	502	.1	.6	86	354	.1	.6
KFI -AM																				
SP '00	828	7833	.8	3.5	286	3525	.3	2.4	604	1590	.6	4.3	533	1553	.5	2.6	165	637	.2	1.2
4-Book	884	7980	.9	3.8	289	3546	.3	2.4	634	1723	.6	4.4	531	1573	.5	2.6	176	655	.2	1.3
KFSG-FM																				
SP '00	99	1404	.1	.4	53	754	.1	.4	57	182	.1	.4	64	218	.1	.3	46	171		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	445	7421	.4	1.9	170	3422	.2	1.4	391	1633	.4	2.8	184	938	.2	.9	171	711	.2	1.2
4-Book	447	7816	.4	1.9	208	3884	.2	1.7	395	1597	.4	2.7	264	1163	.3	1.3	216	844	.2	1.5

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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	
<b>+KHJ -AM</b>																				
SP '00	260	2035	.3	1.1	193	1383	.2	1.6	181	443	.2	1.3	367	764	.4	1.8	223	536	.2	1.6
4-Book	321	2496	.3	1.4	197	1628	.2	1.6	284	658	.3	2.0	363	828	.4	1.8	232	557	.2	1.7
<b>KIEV-AM</b>																				
SP '00	176	1293	.2	.8	33	537	.3		42	157	.3		42	205	.2		21	62	.1	
4-Book	150	1199	.2	.7	31	471	.3		57	147	.1	.4	38	150	.2		35	93	.3	
<b>KJLH-FM</b>																				
SP '00	387	3289	.4	1.7	268	2433	.3	2.2	266	719	.3	1.9	305	715	.3	1.5	188	500	.2	1.3
4-Book	341	2993	.3	1.5	242	2336	.2	2.0	199	568	.2	1.4	264	691	.3	1.3	198	542	.2	1.4
<b>KKBT-FM</b>																				
SP '00	501	8020	.5	2.1	311	5274	.3	2.6	214	942	.2	1.5	513	1986	.5	2.5	414	1528	.4	2.9
4-Book	556	8461	.6	2.4	370	5396	.4	3.1	277	1026	.3	1.9	608	2173	.6	3.0	494	1655	.5	3.5
<b>KKLA-FM</b>																				
SP '00	144	1505	.1	.6	38	712	.3		50	227	.4		50	174	.2		54	127	.1	.4
4-Book	133	1547	.1	.6	29	608	.2		39	154	.3		37	123	.2		27	77	.1	.2
<b>KLAC-AM</b>																				
SP '00	502	4904	.5	2.2	229	3372	.2	1.9	312	956	.3	2.2	366	1163	.4	1.8	215	721	.2	1.5
4-Book	438	4233	.4	1.9	220	2726	.2	1.8	317	905	.3	2.2	406	1171	.4	2.0	218	725	.2	1.6
<b>KLAX-FM</b>																				
SP '00	515	4387	.5	2.2	363	3122	.4	3.0	414	996	.4	2.9	562	1286	.5	2.8	412	945	.4	2.9
4-Book	547	5537	.5	2.4	352	3588	.4	2.9	409	1071	.4	2.8	593	1472	.6	2.9	429	1064	.4	3.1
<b>KLOS-FM</b>																				
SP '00	594	6680	.6	2.5	234	3316	.2	1.9	220	907	.2	1.6	457	1291	.4	2.3	378	1189	.4	2.6
4-Book	574	6554	.6	2.5	220	3180	.2	1.8	224	801	.2	1.6	438	1347	.4	2.2	311	1046	.3	2.2
<b>KLSX-FM</b>																				
SP '00	607	5314	.6	2.6	94	1635	.1	.8	171	421	.2	1.2	94	461	.1	.5	122	283	.1	.9
4-Book	605	5275	.6	2.6	94	1610	.1	.8	132	344	.2	.9	92	367	.1	.5	108	317	.1	.8
<b>KLVE-FM</b>																				
SP '00	1149	9303	1.1	4.9	666	6127	.6	5.5	812	1959	.8	5.8	1197	2718	1.2	5.9	682	1547	.7	4.8
4-Book	1178	9908	1.2	5.1	692	6870	.7	5.7	816	2167	.8	5.7	1163	2929	1.1	5.8	678	1778	.7	4.8
<b>KLYY-FM</b>																				
SP '00	190	2315	.2	.8	115	1419	.1	.9	107	383	.1	.8	210	643	.2	1.0	193	447	.2	1.4
4-Book	168	3128	.2	.8	103	1885	.1	.8	85	324	.1	.6	182	703	.2	.9	153	481	.1	1.1
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	261	4110	.3	1.1	211	2790	.2	1.7	165	596	.2	1.2	304	932	.3	1.5	250	746	.2	1.8
4-Book	309	4090	.3	1.3	198	2738	.2	1.6	178	591	.2	1.2	296	926	.3	1.5	220	751	.2	1.6
<b>KNX -AM</b>																				
SP '00	503	8192	.5	2.2	200	3875	.2	1.6	372	1431	.4	2.6	241	1023	.2	1.2	163	677	.2	1.1
4-Book	540	8427	.5	2.4	228	4219	.2	1.9	392	1542	.4	2.7	266	1228	.2	1.3	176	786	.2	1.2
<b>KOST-FM</b>																				
SP '00	700	9009	.7	3.0	354	5376	.3	2.9	308	1235	.3	2.2	623	2198	.6	3.1	405	1456	.4	2.8
4-Book	775	9590	.8	3.3	370	5635	.4	3.1	339	1226	.3	2.3	604	2056	.6	3.0	456	1524	.5	3.2
<b>KPWR-FM</b>																				
SP '00	894	13145	.9	3.8	559	8238	.5	4.6	465	1850	.4	3.3	896	3452	.9	4.4	716	2582	.7	5.0
4-Book	843	12844	.9	3.6	560	8078	.5	4.6	452	1674	.4	3.1	882	3172	.9	4.4	794	2735	.8	5.6
<b>+KRCD-FM</b>																				
SP '00	328	2476	.3	1.4	204	1655	.2	1.7	186	428	.2	1.3	360	835	.3	1.8	241	539	.2	1.7
4-Book	218	2128	.2	1.0	147	1489	.1	1.2	151	370	.2	1.1	239	606	.2	1.2	191	463	.2	1.4
<b>+KRCV-FM</b>																				
SP '00	182	1500	.2	.8	147	1097	.1	1.2	158	415	.2	1.1	273	578	.3	1.4	203	466	.2	1.4
4-Book	78	744	.1	.3	58	510	.5		58	150	.1	.4	109	262	.1	.6	82	203	.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

Target Listener Estimates - Persons 12+

		Persons 12+																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM	SP '00	223	2195	.2	1.0	47	742		.4	43	169		.3	90	282	.1	.4	96	213	.1	.7
	4-Book	206	2177	.2	.9	41	707		.4	49	185		.4	89	294	.1	.4	44	148		.3
KROQ-FM	SP '00	1027	11584	1.0	4.4	504	7013	.5	4.1	445	1544	.4	3.2	920	2942	.9	4.6	597	2110	.6	4.2
	4-Book	913	11320	.9	3.9	486	6997	.5	4.0	367	1376	.3	2.6	830	2964	.8	4.1	582	2131	.6	4.1
KRTH-FM	SP '00	726	9225	.7	3.1	456	5626	.4	3.7	324	1236	.3	2.3	813	2282	.8	4.0	611	1655	.6	4.3
	4-Book	726	9115	.7	3.1	382	5408	.4	3.2	332	1174	.3	2.3	734	2244	.7	3.6	462	1526	.5	3.3
KSCA-FM	SP '00	1517	8450	1.5	6.5	651	4895	.6	5.3	1718	2967	1.7	12.2	1028	2348	1.0	5.1	638	1339	.6	4.5
	4-Book	1576	9020	1.5	6.8	708	5769	.7	5.8	1974	3446	1.9	13.6	1119	2787	1.1	5.6	661	1560	.6	4.7
KSSE-FM	SP '00	374	4029	.4	1.6	210	2471	.2	1.7	261	745	.3	1.9	408	1136	.4	2.0	218	675	.2	1.5
	4-Book	416	4649	.4	1.8	256	3018	.3	2.1	305	872	.3	2.1	479	1377	.5	2.4	315	891	.3	2.3
KTNQ-AM	SP '00	402	3294	.4	1.7	184	1753	.2	1.5	236	551	.2	1.7	312	648	.3	1.5	231	579	.2	1.6
	4-Book	327	2664	.3	1.4	168	1561	.2	1.4	236	583	.2	1.6	285	640	.3	1.4	181	454	.2	1.3
KTUV-FM	SP '00	683	6145	.7	2.9	309	3935	.3	2.5	295	906	.3	2.1	476	1497	.5	2.4	366	1229	.4	2.6
	4-Book	732	6696	.7	3.2	367	4326	.4	3.0	367	1147	.4	2.5	599	1733	.6	3.0	424	1367	.4	3.0
KWIZ-FM	SP '00	100	1031	.1	.4	61	691	.1	.5	95	202	.1	.7	112	329	.1	.6	84	254	.1	.6
	4-Book	100	964	.1	.4	60	630	.1	.5	69	158	.1	.5	111	313	.1	.6	73	183	.1	.5
+KWKU-AM	SP '00		16																		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM	SP '00	114	1116	.1	.5	50	666		.4	78	220	.1	.6	79	195	.1	.4	50	113		.4
	4-Book	136	1166	.1	.6	58	635	.1	.5	77	187	.1	.6	77	194	.1	.4	67	159	.1	.5
KWVE-FM	SP '00	108	1657	.1	.5	49	870		.4	50	244		.4	37	201		.2	82	205	.1	.6
	4-Book	119	1690	.1	.6	66	982	.1	.5	64	247	.1	.4	61	251	.1	.3	75	224	.1	.5
KXMX-FM	SP '00	121	1351	.1	.5	40	626		.3	17	84		.1	86	229	.1	.4	81	296	.1	.6
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM	SP '00	744	9589	.7	3.2	285	5022	.3	2.3	239	912	.2	1.7	527	2088	.5	2.6	403	1519	.4	2.8
	4-Book	681	9923	.7	3.0	298	5334	.3	2.4	252	998	.3	1.8	583	2273	.6	2.9	401	1546	.4	2.8
KZLA-FM	SP '00	500	5158	.5	2.1	265	3032	.3	2.2	301	982	.3	2.1	526	1464	.5	2.6	297	1046	.3	2.1
	4-Book	477	5060	.5	2.1	288	3185	.3	2.4	297	993	.3	2.1	558	1537	.6	2.8	365	1089	.4	2.6
KOLA-FM	SP '00	82	1158	.1	.4	55	769	.1	.5	54	154	.1	.4	131	320	.1	.6	90	301	.1	.6
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '00	171	1925	.2	.7	44	728		.4	68	206	.1	.5	68	251	.1	.3	54	157	.1	.4
	4-Book	156	1826	.2	.7	53	900	.1	.5	79	256	.1	.5	93	295	.1	.5	68	239	.1	.5
TOTALS	SP '00	23326	96858	22.5		12169	77916	11.8		14084	36709	13.6		20162	47628	19.5		14280	35636	13.8	
	4-Book	23170	96081	22.5		12191	78418	11.8		14456	37078	14.0		20166	48326	19.6		14102	36234	13.7	

\*\* 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+																					
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 '00	97	466	.1	1.2	243	609	.2	2.6	354	984	.3	2.4	228	726	.2	2.0	143	439	.1	2.4	
4-Book	119	474	.1	1.5	255	725	.3	2.7	229	762	.2	1.6	162	556	.2	1.5	176	581	.2	2.8	
KACD-FM																					
SP '00	21	142	.3		22	114		.2	57	266	.1	.4	66	216	.1	.6	23	111		.4	
4-Book	19	120	.3		30	109		.3	57	254	.1	.4	53	200	.1	.5	16	96		.3	
KBCD-FM																					
SP '00	12	57	.2		11	56		.1	49	142		.3	36	106		.3					
4-Book	8	46	.1		16	66		.2	29	108		.2	35	91		.3	11	50		.2	
KAVS-FM																					
SP '00	4	20		.1	17	79		.2	19	94		.1	28	79		.2	12	41		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIIS-FM																					
SP '00	480	2040	.5	6.2	497	1831	.5	5.4	766	3333	.7	5.3	666	2620	.6	5.8	311	1707	.3	5.2	
4-Book	489	2062	.5	6.2	465	1733	.5	5.0	774	3292	.7	5.5	621	2453	.6	5.7	367	1733	.4	5.9	
+KBET-AM																					
SP '00																		9	24		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																					
SP '00	54	178	.1	.7	38	98		.4	107	406	.1	.7	82	215	.1	.7	18	83		.3	
4-Book	46	170	.1	.6	27	80		.3	94	332	.1	.7	59	202	.1	.5	14	78		.2	
KBIG-FM																					
SP '00	295	1114	.3	3.8	145	580	.1	1.6	378	1208	.4	2.6	311	962	.3	2.7	141	515	.1	2.4	
4-Book	326	1121	.3	4.1	128	499	.1	1.4	279	1100	.3	2.0	234	810	.2	2.1	138	540	.1	2.2	
KBLA-AM																					
SP '00	11	44		.1	41	87		.4	94	197	.1	.6	83	200	.1	.7	3	12		.1	
4-Book	21	76		.3	54	102		.6	97	237	.1	.7	66	151	.1	.6	11	39		.2	
KBUA-FM																					
SP '00	30	107		.4	45	103		.5	87	218	.1	.6	43	168		.4	19	75		.3	
4-Book	30	98		.4	43	115		.5	71	172	.1	.5	42	126		.4	16	69		.3	
KBUE-FM																					
SP '00	307	721	.3	4.0	319	779	.3	3.5	487	1064	.5	3.4	393	849	.4	3.4	191	593	.2	3.2	
4-Book	300	840	.3	3.8	373	974	.4	4.0	546	1369	.6	3.9	375	945	.4	3.4	183	607	.2	2.9	
KCBS-FM																					
SP '00	93	436	.1	1.2	176	749	.2	1.9	457	1505	.4	3.2	316	1056	.3	2.8	98	483	.1	1.6	
4-Book	127	532	.1	1.6	149	619	.2	1.6	372	1336	.4	2.6	268	935	.3	2.5	107	484	.1	1.7	
KCMG-FM																					
SP '00	223	782	.2	2.9	121	439	.1	1.3	340	1069	.3	2.3	325	1103	.3	2.8	288	823	.3	4.8	
4-Book	222	815	.2	2.8	142	508	.1	1.5	335	1108	.3	2.3	334	1014	.3	3.0	344	902	.3	5.5	
KDIS-AM																					
SP '00	17	71		.2	46	169		.5	68	307	.1	.5	49	160		.4	33	99		.6	
4-Book	27	128		.4	40	182		.4	78	387	.1	.6	46	209		.4	23	100		.4	
KFI -AM																					
SP '00	99	316	.1	1.3	342	1096	.3	3.7	334	1167	.3	2.3	164	478	.2	1.4	74	257	.1	1.2	
4-Book	82	307	.1	1.0	341	1098	.3	3.7	369	1170	.4	2.6	141	421	.2	1.3	63	254	.1	1.0	
KFSG-FM																					
SP '00	9	66		.1	86	244		.1	85	282		.1	43	90		.4	38	83		.6	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFWB-AM																					
SP '00	60	281	.1	.8	262	1091	.3	2.8	120	724	.1	.8	107	484	.1	.9	116	460	.1	1.9	
4-Book	99	526	.1	1.3	317	1281	.3	3.4	194	953	.2	1.4	137	656	.1	1.3	87	496	.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 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
<b>+KHJ -AM</b>																				
SP '00	120	290	.1	1.5	137	371	.1	1.5	248	454	.2	1.7	181	392	.2	1.6	74	226	.1	1.2
4-Book	103	295	.1	1.3	163	423	.2	1.7	217	531	.2	1.6	150	352	.2	1.4	72	243	.1	1.1
<b>KIEV-AM</b>																				
SP '00	39	124	.5		7	47	.1		47	171	.3		27	55	.2		28	80	.5	
4-Book	18	58	.2		17	46	.2		40	139	.3		28	77	.3		14	43	.2	
<b>KJLH-FM</b>																				
SP '00	188	558	.2	2.4	313	818	.3	3.4	459	1100	.4	3.2	325	658	.3	2.8	108	311	.1	1.8
4-Book	140	451	.2	1.8	330	774	.3	3.5	415	1094	.4	2.9	319	673	.3	2.9	85	267	.1	1.4
<b>KKBT-FM</b>																				
SP '00	278	1190	.3	3.6	244	858	.2	2.7	324	1256	.3	2.2	302	1147	.3	2.6	185	698	.2	3.1
4-Book	332	1240	.3	4.2	223	733	.2	2.4	348	1341	.3	2.4	378	1263	.4	3.5	275	907	.3	4.4
<b>KKLA-FM</b>																				
SP '00	36	119	.5		31	179	.3		19	83	.1		28	102	.2		35	133	.6	
4-Book	14	61	.2		56	242	.1	.6	30	147	.2		15	57	.1		18	82	.3	
<b>KLAC-AM</b>																				
SP '00	88	430	.1	1.1	120	328	.1	1.3	211	937	.2	1.5	384	1106	.4	3.4	160	660	.2	2.7
4-Book	129	498	.1	1.6	121	364	.1	1.3	221	793	.2	1.6	248	750	.3	2.3	106	420	.1	1.7
<b>KLAX-FM</b>																				
SP '00	197	559	.2	2.5	328	758	.3	3.6	531	1168	.5	3.7	357	902	.3	3.1	116	343	.1	1.9
4-Book	183	649	.2	2.3	295	791	.3	3.2	431	1145	.4	3.1	343	841	.3	3.2	145	486	.1	2.3
<b>KLOS-FM</b>																				
SP '00	195	631	.2	2.5	73	355	.1	.8	196	867	.2	1.4	177	618	.2	1.5	158	487	.2	2.7
4-Book	146	527	.1	1.8	101	427	.1	1.1	235	810	.3	1.7	184	648	.2	1.7	109	420	.1	1.8
<b>KLSX-FM</b>																				
SP '00	33	170	.4		140	464	.1	1.5	139	536	.1	1.0	70	226	.1	.6	9	38	.2	
4-Book	26	149	.3		146	466	.2	1.6	180	588	.2	1.3	69	208	.1	.6	17	91	.3	
<b>KLVE-FM</b>																				
SP '00	552	1449	.5	7.1	537	1360	.5	5.8	739	1929	.7	5.1	532	1189	.5	4.6	257	856	.2	4.3
4-Book	629	1737	.6	7.9	557	1578	.5	6.0	835	2238	.8	5.9	496	1327	.5	4.5	320	1110	.3	5.1
<b>KLYY-FM</b>																				
SP '00	49	201	.6		70	219	.1	.8	138	366	.1	1.0	110	309	.1	1.0	45	187	.8	
4-Book	61	306	.1	.8	58	220	.1	.6	119	503	.1	.8	105	408	.1	1.0	56	281	.1	.9
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	110	457	.1	1.4	149	532	.1	1.6	296	1033	.3	2.0	265	617	.3	2.3	151	428	.1	2.5
4-Book	128	474	.1	1.6	140	548	.1	1.5	256	950	.3	1.8	213	641	.2	1.9	148	511	.1	2.3
<b>KNX -AM</b>																				
SP '00	148	636	.1	1.9	286	1157	.3	3.1	153	791	.1	1.1	114	549	.1	1.0	149	732	.1	2.5
4-Book	168	776	.2	2.1	302	1202	.3	3.2	228	1028	.2	1.6	158	649	.2	1.5	159	764	.2	2.5
<b>KOST-FM</b>																				
SP '00	296	1249	.3	3.8	215	813	.2	2.3	349	1420	.3	2.4	348	1272	.3	3.0	257	997	.2	4.3
4-Book	309	1334	.3	3.9	221	765	.2	2.4	395	1489	.4	2.8	330	1170	.3	3.0	281	1089	.3	4.5
<b>KPWR-FM</b>																				
SP '00	570	2179	.6	7.3	289	1341	.3	3.1	558	2303	.5	3.9	565	2078	.5	4.9	368	1464	.4	6.2
4-Book	559	2016	.6	7.0	271	1099	.3	2.9	560	2260	.5	4.0	579	1951	.6	5.3	356	1402	.4	5.7
<b>+KRCD-FM</b>																				
SP '00	142	412	.1	1.8	155	396	.1	1.7	206	554	.2	1.4	247	574	.2	2.2	98	366	.1	1.6
4-Book	122	359	.1	1.5	128	354	.1	1.4	135	435	.1	1.0	132	336	.1	1.2	82	252	.1	1.3
<b>+KRCV-FM</b>																				
SP '00	96	257	.1	1.2	70	245	.1	.8	197	444	.2	1.4	117	285	.1	1.0	54	162	.1	.9
4-Book	42	127	.5		31	94	.3		67	179	.1	.5	43	122	.4		26	69	.5	

Target Listener Estimates - Persons 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 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
KRLA-AM																			
SP '00	25	142	.3	44	108	.5	13	45	.1	24	85	.2	47	157	.8				
4-Book	14	61	.2	41	129	.5	32	130	.2	25	85	.2	31	114	.5				
KROQ-FM																			
SP '00	384	1629	.4	244	985	.2	2.7	637	2359	.6	4.4	444	1590	.4	3.9	303	1257	.3	5.1
4-Book	388	1618	.4	200	785	.2	2.2	616	2365	.6	4.4	500	1730	.5	4.6	346	1388	.3	5.5
KRTH-FM																			
SP '00	203	771	.2	268	970	.3	2.9	684	2160	.7	4.7	559	1556	.5	4.9	170	660	.2	2.9
4-Book	192	777	.2	231	908	.3	2.5	542	1819	.6	3.8	381	1261	.4	3.5	159	634	.2	2.5
KSCA-FM																			
SP '00	235	651	.2	584	1234	.6	6.3	563	1369	.5	3.9	399	755	.4	3.5	192	521	.2	3.2
4-Book	238	704	.2	686	1393	.7	7.3	598	1627	.6	4.2	404	921	.4	3.7	163	533	.2	2.6
KSSE-FM																			
SP '00	143	551	.1	133	441	.1	1.4	280	817	.3	1.9	126	383	.1	1.1	92	334	.1	1.5
4-Book	171	587	.2	150	491	.1	1.6	289	889	.3	2.0	212	602	.2	1.9	117	440	.1	1.8
KTNQ-AM																			
SP '00	151	395	.1	122	292	.1	1.3	181	487	.2	1.2	144	354	.1	1.3	96	321	.1	1.6
4-Book	134	381	.1	129	331	.1	1.4	143	418	.2	1.0	139	319	.1	1.3	97	303	.1	1.5
KTWV-FM																			
SP '00	224	741	.2	198	609	.2	2.2	407	1311	.4	2.8	305	940	.3	2.7	186	512	.2	3.1
4-Book	225	841	.2	248	770	.3	2.7	483	1429	.5	3.4	352	1040	.4	3.2	223	701	.2	3.6
KWIZ-FM																			
SP '00	59	141	.1	29	136	.3		69	160	.1	.5	22	84	.2		18	85	.3	
4-Book	46	127	.6	27	109	.3		76	165	.1	.6	41	116	.4		29	99	.5	
+KWKU-AM																			
KWPA-AM																			
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM																			
SP '00	19	128	.2	60	196	.1	.7	43	91	.3		22	52	.2		51	108	.9	
4-Book	41	121	.5	55	171	.1	.6	60	146	.1	.5	25	82	.3		60	123	.1	1.0
KWVE-FM																			
SP '00	8	59	.1	76	340	.1	.8	67	304	.1	.5	53	196	.1	.5	33	165	.6	
4-Book	34	135	.4	82	300	.1	.9	90	346	.1	.7	76	230	.1	.7	50	217	.8	
KXMX-FM																			
SP '00	17	103	.2	20	109	.2		46	152	.3		55	143	.1	.5	4	37	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																			
SP '00	139	759	.1	128	608	.1	1.4	438	1708	.4	3.0	284	1135	.3	2.5	105	526	.1	1.8
4-Book	150	788	.1	137	591	.1	1.5	394	1691	.4	2.8	297	1264	.3	2.7	150	721	.2	2.4
KZLA-FM																			
SP '00	88	428	.1	223	760	.2	2.4	319	1096	.3	2.2	236	565	.2	2.1	127	493	.1	2.1
4-Book	136	532	.1	224	771	.2	2.4	328	1078	.3	2.3	263	733	.3	2.4	131	497	.1	2.1
KOLA-FM																			
SP '00	22	89	.3	19	69	.2		61	199	.1	.4	58	200	.1	.5	7	11	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																			
SP '00	13	61	.2	78	204	.1	.8	30	87	.2		45	138	.4		10	102	.2	
4-Book	11	55	.2	54	196	.1	.6	63	229	.1	.4	54	210	.1	.5	14	88	.2	
TOTALS																			
SP '00	7761	23900	7.5	9203	26049	8.9		14484	38034	14.0		11454	28336	11.1		5958	19245	5.8	
4-Book	7959	24697	7.7	9346	26457	9.1		14199	38035	13.8		10961	28303	10.7		6296	20229	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

Target Listener Trends - Persons 12-24

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	
<b>KABC-AM</b>																				
SP '00	8	152	.2	10	67	.2	.2	9	54	.2	.1	6	56	.1	.1	13	44	.1	.5	
WI '00	4	177	.1	10	77	.2	.2	2	50	.1	.1	5	51	.1	.1	1	24			
FA '99	4	133	.1	3	25	.1	.1	1	13			12	54	.1	.3	4	30		.1	
SU '99	4	158	.1	8	91	.2	.2	6	59	.1	.1	5	82	.1	.1		12			
<b>4-Book</b>	<b>5</b>	<b>155</b>	<b>.1</b>	<b>8</b>	<b>65</b>	<b>.2</b>	<b>.2</b>	<b>5</b>	<b>44</b>	<b>.1</b>	<b>.1</b>	<b>7</b>	<b>61</b>	<b>.2</b>	<b>.2</b>	<b>5</b>	<b>28</b>		<b>.2</b>	
SP '99	4	137	.1	3	45	.1	.1	4	74	.1	.1	14	86	.1	.3	1	22			
<b>KACD-FM</b>																				
SP '00	5	144	.1	11	64	.3	.3	4	32	.1	.1	4	112	.1	.1	2	50		.1	
WI '00	3	142	.1	4	54	.1	.1	2	46	.1	.1	4	57	.1	.1	2	65		.1	
FA '99	2	144	.1	4	78	.1	.1	4	24	.1	.1	2	54	.1	.1		13			
SU '99	2	181	.1	2	55	.1	.1	3	106	.1	.1	2	32			1	51			
<b>4-Book</b>	<b>3</b>	<b>153</b>	<b>.1</b>	<b>5</b>	<b>63</b>	<b>.2</b>	<b>.2</b>	<b>3</b>	<b>52</b>	<b>.1</b>	<b>.1</b>	<b>3</b>	<b>64</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>45</b>		<b>.1</b>	
SP '99	3	234	.1		15			3	62	.1	.1	5	120	.1	.1	2	49		.1	
<b>KBCD-FM</b>																				
SP '00	2	93	.1	2	45			2	25	.1	.1	3	37	.1	.1	1	25			
WI '00	2	101	.1	2	17			1	42			2	59			1	30			
FA '99	1	60		1	29			2	49	.1	.1	4	34	.1	.1					
SU '99	6	177	.2	7	85	.2	.2	17	125	.1	.4	6	84	.1	.1		8			
<b>4-Book</b>	<b>3</b>	<b>108</b>	<b>.1</b>	<b>3</b>	<b>44</b>	<b>.1</b>	<b>.1</b>	<b>6</b>	<b>60</b>	<b>.2</b>	<b>.2</b>	<b>4</b>	<b>54</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>16</b>			
SP '99	1	141		3	36	.1	.1	1	54			2	67			1	34			
<b>KAVS-FM</b>																				
SP '00	9	196	.3	10	125	.2	.2	3	33	.1	.1	12	112	.1	.2	9	91		.3	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KIIS-FM</b>																				
SP '00	419	8790	1.8	11.9	484	4536	2.1	11.6	329	3856	1.4	8.7	628	5464	2.7	13.1	358	3955	1.5	13.4
WI '00	462	8829	2.0	13.5	519	4751	2.2	12.5	414	3724	1.8	11.6	666	5513	2.8	14.6	391	4304	1.7	14.4
FA '99	446	8510	1.9	12.5	518	4661	2.2	11.6	403	3706	1.7	10.9	630	5144	2.7	13.9	371	4029	1.6	13.0
SU '99	425	8826	1.8	12.1	381	4010	1.6	10.1	523	5016	2.3	11.9	532	5001	2.3	12.4	379	4095	1.6	13.5
<b>4-Book</b>	<b>438</b>	<b>8739</b>	<b>1.9</b>	<b>12.5</b>	<b>476</b>	<b>4490</b>	<b>2.0</b>	<b>11.5</b>	<b>417</b>	<b>4076</b>	<b>1.8</b>	<b>10.8</b>	<b>614</b>	<b>5281</b>	<b>2.6</b>	<b>13.5</b>	<b>375</b>	<b>4096</b>	<b>1.6</b>	<b>13.6</b>
SP '99	407	8473	1.8	11.8	451	4200	2.0	10.8	320	3645	1.4	8.8	586	5234	2.5	13.2	373	3868	1.6	13.5
<b>+KBET-AM</b>																				
SP '00		8																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KXTA-AM</b>																				
SP '00	6	161	.2	4	26	.1	.1	10	72	.3	.3	4	36	.1	.1	7	51		.3	
WI '00	9	243	.3	13	114	.1	.3	16	110	.1	.4	12	168	.1	.3	3	60		.1	
FA '99	14	311	.1	.4	14	93	.1	.3	25	186	.1	.7	16	192	.1	.4	9	98		.3
SU '99	15	278	.1	.4	12	100	.1	.3	26	141	.1	.6	19	132	.1	.4	10	108		.4
<b>4-Book</b>	<b>11</b>	<b>248</b>	<b>.1</b>	<b>.3</b>	<b>11</b>	<b>83</b>	<b>.1</b>	<b>.3</b>	<b>19</b>	<b>127</b>	<b>.1</b>	<b>.5</b>	<b>13</b>	<b>132</b>	<b>.1</b>	<b>.3</b>	<b>7</b>	<b>79</b>		<b>.3</b>
SP '99	7	198	.2	.2	6	88	.1	.1	8	90	.2	.2	4	61	.1	.1	13	70	.1	.5
<b>KBIG-FM</b>																				
SP '00	91	2325	.4	2.6	96	910	.4	2.3	151	881	.6	4.0	108	1018	.5	2.2	50	668	.2	1.9
WI '00	70	1993	.3	2.0	65	606	.3	1.6	131	766	.6	3.7	110	873	.5	2.4	33	674	.1	1.2
FA '99	73	2332	.3	2.1	69	809	.3	1.5	112	911	.5	3.0	113	1025	.5	2.5	33	574	.1	1.2
SU '99	62	1919	.3	1.8	67	589	.3	1.8	137	902	.6	3.1	73	765	.3	1.7	28	637	.1	1.0
<b>4-Book</b>	<b>74</b>	<b>2142</b>	<b>.3</b>	<b>2.1</b>	<b>74</b>	<b>729</b>	<b>.3</b>	<b>1.8</b>	<b>133</b>	<b>865</b>	<b>.6</b>	<b>3.5</b>	<b>101</b>	<b>920</b>	<b>.5</b>	<b>2.2</b>	<b>36</b>	<b>638</b>	<b>.1</b>	<b>1.3</b>
SP '99	47	1755	.2	1.4	43	583	.2	1.0	76	575	.3	2.1	58	648	.3	1.3	36	447	.2	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 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
<b>KBLA-AM</b>																					
SP '00	17	248	.1	.5	14	89	.1	.3	13	94	.1	.3	32	132	.1	.7	14	70	.1	.5	
WI '00	6	194		.2	6	63		.1	7	55		.2	5	53		.1	1	9			
FA '99	15	193	.1	.4	15	93	.1	.3	18	91	.1	.5	36	104	.2	.8	4	39		.1	
SU '99	15	273	.1	.4	22	86	.1	.6	14	105	.1	.3	23	138	.1	.5	7	63		.2	
<b>4-Book</b>	<b>13</b>	<b>227</b>	<b>.1</b>	<b>.4</b>	<b>14</b>	<b>83</b>	<b>.1</b>	<b>.3</b>	<b>13</b>	<b>86</b>	<b>.1</b>	<b>.3</b>	<b>24</b>	<b>107</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>45</b>		<b>.2</b>	
SP '99	4	116		.1	2	32			15	75	.1	.4	4	29		.1					
<b>KBUA-FM</b>																					
SP '00	25	329	.1	.7	27	216	.1	.6	21	170	.1	.6	29	174	.1	.6	27	177	.1	1.0	
WI '00	20	297	.1	.6	21	164	.1	.5	29	170	.1	.8	27	173	.1	.6	12	78	.1	.4	
FA '99	28	276	.1	.8	21	150	.1	.5	37	174	.2	1.0	41	198	.2	.9	15	108	.1	.5	
SU '99	18	334	.1	.5	10	109		.3	27	204	.1	.6	38	197	.2	.9	7	120		.2	
<b>4-Book</b>	<b>23</b>	<b>309</b>	<b>.1</b>	<b>.7</b>	<b>20</b>	<b>160</b>	<b>.1</b>	<b>.5</b>	<b>29</b>	<b>180</b>	<b>.1</b>	<b>.8</b>	<b>34</b>	<b>186</b>	<b>.2</b>	<b>.8</b>	<b>15</b>	<b>121</b>	<b>.1</b>	<b>.5</b>	
SP '99	25	259	.1	.7	27	128	.1	.6	20	120	.1	.5	29	118	.1	.7	31	120	.1	1.1	
<b>KBUE-FM</b>																					
SP '00	144	2107	.6	4.1	141	1043	.6	3.4	154	916	.7	4.1	196	1056	.8	4.1	110	758	.5	4.1	
WI '00	174	2342	.7	5.1	208	1153	.9	5.0	224	1226	.9	6.3	192	1246	.8	4.2	119	1046	.5	4.4	
FA '99	197	2380	.8	5.5	215	1168	.9	4.8	217	1088	.9	5.8	243	1335	1.0	5.4	159	1156	.7	5.6	
SU '99	188	2181	.8	5.4	177	1147	.8	4.7	235	1297	1.0	5.3	270	1335	1.2	6.3	118	897	.5	4.2	
<b>4-Book</b>	<b>176</b>	<b>2253</b>	<b>.7</b>	<b>5.0</b>	<b>185</b>	<b>1128</b>	<b>.8</b>	<b>4.5</b>	<b>208</b>	<b>1132</b>	<b>.9</b>	<b>5.4</b>	<b>225</b>	<b>1243</b>	<b>1.0</b>	<b>5.0</b>	<b>127</b>	<b>964</b>	<b>.6</b>	<b>4.6</b>	
SP '99	137	2028	.6	4.0	130	756	.6	3.1	184	1041	.8	5.0	199	1121	.9	4.5	78	526	.3	2.8	
<b>KCBS-FM</b>																					
SP '00	58	1188	.2	1.6	41	343	.2	1.0	55	565	.2	1.5	94	582	.4	2.0	48	415	.2	1.8	
WI '00	31	1267	.1	.9	43	536	.2	1.0	52	596	.2	1.5	34	593	.1	.7	17	355	.1	.6	
FA '99	49	1375	.2	1.4	74	686	.3	1.7	71	621	.3	1.9	66	737	.3	1.5	21	363	.1	.7	
SU '99	51	1301	.2	1.5	66	505	.3	1.8	66	610	.3	1.5	59	560	.3	1.4	33	437	.1	1.2	
<b>4-Book</b>	<b>47</b>	<b>1283</b>	<b>.2</b>	<b>1.4</b>	<b>56</b>	<b>518</b>	<b>.3</b>	<b>1.4</b>	<b>61</b>	<b>598</b>	<b>.3</b>	<b>1.6</b>	<b>63</b>	<b>618</b>	<b>.3</b>	<b>1.4</b>	<b>30</b>	<b>393</b>	<b>.1</b>	<b>1.1</b>	
SP '99	60	1520	.3	1.7	72	561	.3	1.7	97	746	.4	2.7	74	791	.3	1.7	25	451	.1	.9	
<b>KCMG-FM</b>																					
SP '00	76	1652	.3	2.2	62	521	.3	1.5	79	585	.3	2.1	99	853	.4	2.1	61	703	.3	2.3	
WI '00	82	2226	.3	2.4	96	879	.4	2.3	69	741	.3	1.9	81	922	.3	1.8	100	979	.4	3.7	
FA '99	77	2065	.3	2.2	72	742	.3	1.6	77	666	.3	2.1	76	838	.3	1.7	87	749	.4	3.1	
SU '99	115	2326	.5	3.3	102	787	.4	2.7	132	1014	.6	3.0	98	985	.4	2.3	111	1024	.5	4.0	
<b>4-Book</b>	<b>88</b>	<b>2067</b>	<b>.4</b>	<b>2.5</b>	<b>83</b>	<b>732</b>	<b>.4</b>	<b>2.0</b>	<b>89</b>	<b>752</b>	<b>.4</b>	<b>2.3</b>	<b>89</b>	<b>900</b>	<b>.4</b>	<b>2.0</b>	<b>90</b>	<b>864</b>	<b>.4</b>	<b>3.3</b>	
SP '99	88	2181	.4	2.5	85	753	.4	2.0	86	857	.4	2.4	97	977	.4	2.2	82	886	.4	3.0	
<b>KDIS-AM</b>																					
SP '00	18	596	.1	.5	20	239	.1	.5	10	203		.3	30	321	.1	.6	16	164	.1	.6	
WI '00	19	605	.1	.6	29	279	.1	.7	4	102		.1	31	337	.1	.7	15	212	.1	.6	
FA '99	31	725	.1	.9	53	389	.2	1.2	26	205	.1	.7	31	298	.1	.7	17	187	.1	.6	
SU '99	12	499	.1	.3	12	214	.1	.3	20	239	.1	.5	17	222	.1	.4	4	97		.1	
<b>4-Book</b>	<b>20</b>	<b>606</b>	<b>.1</b>	<b>.6</b>	<b>29</b>	<b>280</b>	<b>.1</b>	<b>.7</b>	<b>15</b>	<b>187</b>	<b>.1</b>	<b>.4</b>	<b>27</b>	<b>295</b>	<b>.1</b>	<b>.6</b>	<b>13</b>	<b>165</b>	<b>.1</b>	<b>.5</b>	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																					
SP '00	10	290		.3	15	60		.4	13	123	.1	.3	17	123	.1	.4	4	58		.1	
WI '00	21	389	.1	.6	17	159	.1	.4	30	120	.1	.8	27	131	.1	.6	25	151	.1	.9	
FA '99	12	293	.1	.3	12	119	.1	.3	14	86	.1	.4	10	44		.2	20	106	.1	.7	
SU '99	6	193		.2	4	59		.1	8	104		.2	4	76		.1	10	64		.4	
<b>4-Book</b>	<b>12</b>	<b>291</b>	<b>.1</b>	<b>.4</b>	<b>12</b>	<b>99</b>	<b>.1</b>	<b>.3</b>	<b>16</b>	<b>108</b>	<b>.1</b>	<b>.4</b>	<b>15</b>	<b>94</b>	<b>.1</b>	<b>.3</b>	<b>15</b>	<b>95</b>	<b>.1</b>	<b>.5</b>	
SP '99	11	393		.3	10	141		.2	14	152	.1	.4	8	126		.2	23	140	.1	.8	
<b>KFSG-FM</b>																					
SP '00	5	238		.1	8	148		.2	3	98		.1	11	163		.2	2	23		.1	
WI '00	5	204		.1	5	55		.1	2	33		.1	3	92		.1	4	77		.1	
FA '99	7	219		.2	7	82		.2	12	83	.1	.3	9	91		.2	5	80		.2	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	11	317		.3	13	119	.1	.3	11	147		.3	15	167	.1	.3	9	155		.3	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 12-24

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
<b>KFWB-AM</b>																				
SP '00	15	439	.1	.4	29	260	.1	.7	4	99	.1	.1	25	163	.1	.5	9	93		.3
WI '00	7	360		.2	12	205	.1	.3	5	109	.1	.1	13	155	.1	.3	3	57		.1
FA '99	4	314		.1	9	202		.2	2	49	.1	.1	7	110		.2	5	16		.2
SU '99	4	294		.1	11	140		.3	3	73	.1	.1	6	98		.1	1	55		
<b>4-Book</b>	<b>8</b>	<b>352</b>		<b>.2</b>	<b>15</b>	<b>202</b>		<b>.1</b>	<b>4</b>	<b>83</b>		<b>.1</b>	<b>13</b>	<b>132</b>		<b>.1</b>	<b>5</b>	<b>55</b>		<b>.2</b>
SP '99	6	329		.2	17	169		.4	5	93		.1	2	66			2	26		.1
<b>+KHJ -AM</b>																				
SP '00	11	354		.3	10	95		.2	22	177	.1	.6	16	142	.1	.3	3	80		.1
WI '00	22	486	.1	.6	22	214	.1	.5	28	221	.1	.8	27	218	.1	.6	12	83	.1	.4
FA '99	23	396	.1	.6	32	213	.1	.7	18	212	.1	.5	19	178	.1	.4	14	118	.1	.5
SU '99	20	473	.1	.6	28	217	.1	.7	32	233	.1	.7	21	189	.1	.5	8	143		.3
<b>4-Book</b>	<b>19</b>	<b>427</b>		<b>.1</b>	<b>23</b>	<b>185</b>		<b>.1</b>	<b>25</b>	<b>211</b>		<b>.1</b>	<b>21</b>	<b>182</b>		<b>.1</b>	<b>9</b>	<b>106</b>		<b>.1</b>
SP '99	17	427	.1	.5	13	158	.1	.3	28	178	.1	.8	27	260	.1	.6	7	49		.3
<b>KIEV-AM</b>																				
SP '00																				
WI '00		13								13		.1		13		.1				
FA '99	1	13							4	13		.1	3	13		.1				
SU '99		30			1	30														
<b>4-Book</b>		<b>14</b>				<b>8</b>			<b>1</b>	<b>3</b>			<b>1</b>	<b>3</b>						
SP '99		9																		
<b>KJLH-FM</b>																				
SP '00	53	883	.2	1.5	55	421	.2	1.3	85	300	.4	2.3	68	399	.3	1.4	24	308	.1	.9
WI '00	34	858	.1	1.0	53	419	.2	1.3	31	277	.1	.9	26	305	.1	.6	27	300	.1	1.0
FA '99	32	710	.1	.9	32	248	.1	.7	33	266	.1	.9	33	261	.1	.7	22	231	.1	.8
SU '99	31	814	.1	.9	22	260	.1	.6	33	276	.1	.8	34	296	.1	.8	38	312	.2	1.4
<b>4-Book</b>	<b>38</b>	<b>816</b>		<b>1.1</b>	<b>41</b>	<b>337</b>		<b>1.0</b>	<b>46</b>	<b>280</b>		<b>1.2</b>	<b>40</b>	<b>315</b>		<b>.9</b>	<b>28</b>	<b>288</b>		<b>1.0</b>
SP '99	33	758	.1	1.0	25	299	.1	.6	18	198	.1	.5	44	370	.2	1.0	51	382	.2	1.9
<b>KKBT-FM</b>																				
SP '00	213	5697	.9	6.0	234	2478	1.0	5.6	186	2181	.8	4.9	299	2844	1.3	6.2	210	2130	.9	7.8
WI '00	215	6094	.9	6.3	203	2587	.9	4.9	190	2667	.8	5.3	304	3510	1.3	6.7	204	2539	.9	7.5
FA '99	231	5416	1.0	6.5	231	2426	1.0	5.2	213	2419	.9	5.7	332	3051	1.4	7.3	223	2349	.9	7.8
SU '99	296	6473	1.3	8.4	298	2448	1.3	7.9	309	3288	1.3	7.0	431	3822	1.9	10.0	274	2982	1.2	9.8
<b>4-Book</b>	<b>239</b>	<b>5920</b>		<b>6.8</b>	<b>242</b>	<b>2485</b>		<b>5.9</b>	<b>225</b>	<b>2639</b>		<b>5.7</b>	<b>342</b>	<b>3307</b>		<b>7.6</b>	<b>228</b>	<b>2500</b>		<b>8.2</b>
SP '99	264	6203	1.1	7.6	273	2776	1.2	6.5	262	2875	1.1	7.2	355	3547	1.5	8.0	259	2761	1.1	9.4
<b>KKLA-FM</b>																				
SP '00	6	155		.2	15	100	.1	.4	10	66		.3	6	46		.1	1	21		
WI '00	4	149		.1	5	56		.1	5	47		.1	11	58		.2	1	28		
FA '99	2	133		.1	9	98		.2	1	28			2	41				15		
SU '99	2	123		.1	2	31		.1	3	67		.1	4	40		.1	1	27		
<b>4-Book</b>	<b>4</b>	<b>140</b>		<b>.1</b>	<b>8</b>	<b>71</b>		<b>.2</b>	<b>5</b>	<b>52</b>		<b>.1</b>	<b>6</b>	<b>46</b>		<b>.1</b>	<b>1</b>	<b>23</b>		
SP '99	5	89		.1	1	36			2	26		.1	11	28		.2	6	42		.2
<b>KLAC-AM</b>																				
SP '00	6	308		.2		13							3	88		.1	21	204	.1	.8
WI '00	1	153				14							1	36			5	85		.2
FA '99	2	103		.1	2	40			1	25			3	30		.1				
SU '99	5	139		.1	2	24		.1	7	46		.2	5	55		.1	6	37		.2
<b>4-Book</b>	<b>4</b>	<b>176</b>		<b>.1</b>	<b>1</b>	<b>23</b>			<b>2</b>	<b>18</b>		<b>.1</b>	<b>3</b>	<b>52</b>		<b>.1</b>	<b>8</b>	<b>82</b>		<b>.3</b>
SP '99	9	339		.3	3	14		.1	4	40		.1	5	76		.1	20	184	.1	.7
<b>KLAX-FM</b>																				
SP '00	126	1730	.5	3.6	138	738	.6	3.3	187	807	.8	5.0	153	1025	.6	3.2	73	634	.3	2.7
WI '00	116	2405	.5	3.4	109	858	.5	2.6	141	1044	.6	3.9	147	1062	.6	3.2	71	844	.3	2.6
FA '99	105	1924	.4	3.0	152	933	.6	3.4	133	866	.6	3.6	133	908	.6	2.9	50	535	.2	1.8
SU '99	109	2218	.5	3.1	115	681	.5	3.1	130	1066	.6	3.0	134	1113	.6	3.1	78	857	.3	2.8
<b>4-Book</b>	<b>114</b>	<b>2069</b>		<b>3.3</b>	<b>129</b>	<b>803</b>		<b>3.1</b>	<b>148</b>	<b>946</b>		<b>3.9</b>	<b>142</b>	<b>1027</b>		<b>3.1</b>	<b>68</b>	<b>718</b>		<b>2.5</b>
SP '99	114	2219	.5	3.3	124	852	.5	3.0	144	1061	.6	3.9	140	1100	.6	3.1	89	665	.4	3.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>KLOS-FM</b>																				
SP '00	33	1000	.1	.9	47	442	.2	1.1	42	405	.2	1.1	46	480	.2	1.0	18	232	.1	.7
WI '00	37	1132	.2	1.1	62	428	.3	1.5	42	295	.2	1.2	43	577	.2	.9	24	370	.1	.9
FA '99	47	1186	.2	1.3	47	450	.2	1.1	53	446	.2	1.4	67	575	.3	1.5	31	345	.1	1.1
SU '99	32	969	.1	.9	39	349	.2	1.0	40	330	.2	.9	36	327	.2	.8	24	320	.1	.9
<b>4-Book</b>	<b>37</b>	<b>1072</b>	<b>.2</b>	<b>1.1</b>	<b>49</b>	<b>417</b>	<b>.2</b>	<b>1.2</b>	<b>44</b>	<b>369</b>	<b>.2</b>	<b>1.2</b>	<b>48</b>	<b>490</b>	<b>.2</b>	<b>1.1</b>	<b>24</b>	<b>317</b>	<b>.1</b>	<b>.9</b>
SP '99	44	1151	.2	1.3	66	591	.3	1.6	72	516	.3	2.0	41	458	.2	.9	21	194	.1	.8
<b>KLSX-FM</b>																				
SP '00	50	926	.2	1.4	133	548	.6	3.2	39	316	.2	1.0	85	448	.4	1.8	11	178		.4
WI '00	40	787	.2	1.2	114	487	.5	2.8	52	252	.2	1.5	40	223	.2	.9	9	146		.3
FA '99	53	855	.2	1.5	178	613	.8	4.0	63	291	.3	1.7	47	226	.2	1.0	15	72	.1	.5
SU '99	39	660	.2	1.1	103	428	.4	2.7	39	246	.2	.9	49	238	.2	1.1	19	99	.1	.7
<b>4-Book</b>	<b>46</b>	<b>807</b>	<b>.2</b>	<b>1.3</b>	<b>132</b>	<b>519</b>	<b>.6</b>	<b>3.2</b>	<b>48</b>	<b>276</b>	<b>.2</b>	<b>1.3</b>	<b>55</b>	<b>284</b>	<b>.3</b>	<b>1.2</b>	<b>14</b>	<b>124</b>	<b>.1</b>	<b>.5</b>
SP '99	79	1164	.3	2.3	297	795	1.3	7.1	74	473	.3	2.0	64	268	.3	1.4	10	135		.4
<b>KLVE-FM</b>																				
SP '00	118	2254	.5	3.3	140	1035	.6	3.3	156	1052	.7	4.1	121	882	.5	2.5	83	746	.4	3.1
WI '00	167	2981	.7	4.9	210	1388	.9	5.1	213	1344	.9	5.9	192	1297	.8	4.2	108	967	.5	4.0
FA '99	128	2483	.5	3.6	169	1212	.7	3.8	145	1055	.6	3.9	130	979	.6	2.9	91	1014	.4	3.2
SU '99	166	2734	.7	4.7	166	1139	.7	4.4	224	1326	1.0	5.1	188	1377	.8	4.4	116	1095	.5	4.1
<b>4-Book</b>	<b>145</b>	<b>2613</b>	<b>.6</b>	<b>4.1</b>	<b>171</b>	<b>1194</b>	<b>.7</b>	<b>4.2</b>	<b>185</b>	<b>1194</b>	<b>.8</b>	<b>4.8</b>	<b>158</b>	<b>1134</b>	<b>.7</b>	<b>3.5</b>	<b>100</b>	<b>956</b>	<b>.5</b>	<b>3.6</b>
SP '99	143	2652	.6	4.1	156	1179	.7	3.7	208	1350	.9	5.7	156	1264	.7	3.5	76	874	.3	2.8
<b>KLYY-FM</b>																				
SP '00	58	1090	.2	1.6	53	450	.2	1.3	89	571	.4	2.4	93	464	.4	1.9	22	329	.1	.8
WI '00	48	1188	.2	1.4	44	323	.2	1.1	55	388	.2	1.5	60	554	.3	1.3	35	354	.1	1.3
FA '99	35	2042	.1	1.0	38	507	.2	.8	39	804	.2	1.1	44	898	.2	1.0	29	683	.1	1.0
SU '99	46	2105	.2	1.3	43	551	.2	1.1	56	986	.2	1.3	48	948	.2	1.1	42	740	.2	1.5
<b>4-Book</b>	<b>47</b>	<b>1606</b>	<b>.2</b>	<b>1.3</b>	<b>45</b>	<b>458</b>	<b>.2</b>	<b>1.1</b>	<b>60</b>	<b>687</b>	<b>.3</b>	<b>1.6</b>	<b>61</b>	<b>716</b>	<b>.3</b>	<b>1.3</b>	<b>32</b>	<b>527</b>	<b>.1</b>	<b>1.2</b>
SP '99	34	1857	.1	1.0	27	521	.1	.6	34	654	.1	.9	52	921	.2	1.2	26	611	.1	.9
<b>+KMZT-FM KKG0-FM</b>																				
SP '00	10	403		.3	5	77		.1	10	121		.3	8	157		.2	22	170		.8
WI '00	8	407		.2	11	146		.3	2	57		.1	6	146		.1	14	166		.5
FA '99	9	355		.3	9	93		.2	10	91		.3	11	153		.2	6	127		.2
SU '99	6	311		.2	2	80		.1	4	87		.1	5	90		.1	8	111		.3
<b>4-Book</b>	<b>8</b>	<b>369</b>		<b>.3</b>	<b>7</b>	<b>99</b>		<b>.2</b>	<b>7</b>	<b>89</b>		<b>.2</b>	<b>8</b>	<b>137</b>		<b>.2</b>	<b>13</b>	<b>144</b>		<b>.5</b>
SP '99	8	475		.2	3	65		.1	14	114		.4	7	122		.2	14	251		.5
<b>KNX -AM</b>																				
SP '00	5	254		.1	10	130		.2	6	101		.2	8	132		.2		13		
WI '00	8	265		.2	3	110		.1	6	57		.2	11	85		.2	10	82		.4
FA '99	9	408		.3	21	212		.1	6	43		.2	9	166		.2	9	103		.3
SU '99	3	209		.1	7	131		.2	3	52		.1	6	98		.1	1	49		
<b>4-Book</b>	<b>6</b>	<b>284</b>		<b>.2</b>	<b>10</b>	<b>146</b>		<b>.3</b>	<b>5</b>	<b>63</b>		<b>.2</b>	<b>9</b>	<b>120</b>		<b>.2</b>	<b>5</b>	<b>62</b>		<b>.2</b>
SP '99	5	339		.1	6	146		.1	7	140		.2	6	144		.1	4	26		.1
<b>KOST-FM</b>																				
SP '00	108	2385	.5	3.1	80	852	.3	1.9	138	834	.6	3.7	119	981	.5	2.5	141	1179	.6	5.3
WI '00	107	2842	.5	3.1	111	829	.5	2.7	108	922	.5	3.0	100	1218	.4	2.2	147	1394	.6	5.4
FA '99	105	2794	.4	3.0	100	996	.4	2.2	98	873	.4	2.6	123	1076	.5	2.7	161	1490	.7	5.6
SU '99	94	2735	.4	2.7	73	959	.3	1.9	93	931	.4	2.1	111	1018	.5	2.6	146	1261	.6	5.2
<b>4-Book</b>	<b>104</b>	<b>2689</b>	<b>.5</b>	<b>3.0</b>	<b>91</b>	<b>909</b>	<b>.4</b>	<b>2.2</b>	<b>109</b>	<b>890</b>	<b>.5</b>	<b>2.9</b>	<b>113</b>	<b>1073</b>	<b>.5</b>	<b>2.5</b>	<b>149</b>	<b>1331</b>	<b>.6</b>	<b>5.4</b>
SP '99	104	2755	.4	3.0	95	949	.4	2.3	120	866	.5	3.3	125	1076	.5	2.8	126	1253	.5	4.6
<b>KPWR-FM</b>																				
SP '00	498	9647	2.1	14.1	628	5082	2.7	15.0	422	4027	1.8	11.2	759	6289	3.2	15.8	389	4670	1.6	14.5
WI '00	494	9780	2.1	14.4	617	5237	2.6	14.9	412	4412	1.7	11.5	758	6236	3.2	16.6	373	4196	1.6	13.8
FA '99	453	9155	1.9	12.7	549	4557	2.3	12.3	368	3807	1.6	9.9	635	5808	2.7	14.0	399	4255	1.7	14.0
SU '99	456	9760	2.0	13.0	467	4638	2.0	12.4	551	5344	2.4	12.5	603	5578	2.6	14.1	357	4162	1.5	12.7
<b>4-Book</b>	<b>475</b>	<b>9586</b>	<b>2.0</b>	<b>13.6</b>	<b>565</b>	<b>4879</b>	<b>2.4</b>	<b>13.7</b>	<b>438</b>	<b>4398</b>	<b>1.9</b>	<b>11.3</b>	<b>689</b>	<b>5978</b>	<b>2.9</b>	<b>15.1</b>	<b>380</b>	<b>4321</b>	<b>1.6</b>	<b>13.8</b>
SP '99	484	9388	2.1	14.0	596	4772	2.6	14.3	373	4034	1.6	10.2	770	5720	3.3	17.3	390	4274	1.7	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 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
<b>+KRCQ-FM</b>																				
SP '00	22	425	.1	.6	16	139	.1	.4	32	170	.1	.8	29	157	.1	.6	14	123	.1	.5
WI '00	10	305	.3	.3	4	72	.1	.1	8	113	.2	.2	14	169	.1	.3	15	109	.1	.6
FA '99	5	293	.1	.4	4	50	.1	.1	4	92	.1	.1	7	122	.2	.2	6	114	.2	.2
SU '99	14	490	.1	.4	14	119	.1	.4	15	197	.1	.3	23	161	.1	.5	10	123	.4	.4
<b>4-Book</b>	<b>13</b>	<b>378</b>	<b>.1</b>	<b>.4</b>	<b>10</b>	<b>95</b>	<b>.1</b>	<b>.3</b>	<b>15</b>	<b>143</b>	<b>.1</b>	<b>.4</b>	<b>18</b>	<b>152</b>	<b>.1</b>	<b>.4</b>	<b>11</b>	<b>117</b>	<b>.1</b>	<b>.4</b>
SP '99	10	307	.3	.3	6	69	.1	.1	5	92	.1	.1	20	132	.1	.4	5	77	.2	.2
<b>+KRCV-FM</b>																				
SP '00	11	206	.3	.3	19	85	.1	.5	8	76	.2	.2	6	59	.1	.1	3	24	.1	.1
WI '00	4	137	.1	.1	6	89	.1	.1	1	43	.1	.1	6	61	.1	.1	2	33	.1	.1
FA '99		40								25				15						
SU '99	1	51								13			1	30			1	24		
<b>4-Book</b>	<b>4</b>	<b>109</b>	<b>.1</b>	<b>.1</b>	<b>6</b>	<b>44</b>	<b>.2</b>	<b>.2</b>	<b>3</b>	<b>39</b>	<b>.1</b>	<b>.1</b>	<b>3</b>	<b>41</b>	<b>.1</b>	<b>.1</b>	<b>2</b>	<b>20</b>	<b>.1</b>	<b>.1</b>
SP '99	1	68			1	26			1	9			4	21	.1	.1				
<b>KRLA-AM</b>																				
SP '00	2	104	.1	.1	1	24				14			2	34			1	27		
WI '00	3	72	.1	.1	2	25			1	26			6	36	.1	.1	2	24	.1	.1
FA '99	2	110	.1	.1	5	30	.1	.1	1	40			2	45			1	13		
SU '99	3	196	.1	.1	3	64	.1	.1	2	47			2	66			6	53	.2	.2
<b>4-Book</b>	<b>3</b>	<b>121</b>	<b>.1</b>	<b>.1</b>	<b>3</b>	<b>36</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>32</b>			<b>3</b>	<b>45</b>			<b>3</b>	<b>29</b>	<b>.1</b>	<b>.1</b>
SP '99	5	161	.1	.1	2	23			3	71	.1	.1	3	50	.1	.1	4	44	.1	.1
<b>KROQ-FM</b>																				
SP '00	437	6808	1.9	12.4	537	3463	2.3	12.8	455	2982	1.9	12.1	611	4174	2.6	12.7	367	3371	1.6	13.7
WI '00	343	6423	1.5	10.0	420	3078	1.8	10.2	310	2922	1.3	8.7	486	3885	2.1	10.7	334	3337	1.4	12.3
FA '99	379	6444	1.6	10.7	493	3536	2.1	11.0	325	3071	1.4	8.8	480	3981	2.0	10.6	393	3255	1.7	13.8
SU '99	331	6130	1.4	9.4	348	2916	1.5	9.3	367	3603	1.6	8.4	377	3597	1.6	8.8	349	3173	1.5	12.5
<b>4-Book</b>	<b>373</b>	<b>6451</b>	<b>1.6</b>	<b>10.6</b>	<b>450</b>	<b>3248</b>	<b>1.9</b>	<b>10.8</b>	<b>364</b>	<b>3145</b>	<b>1.6</b>	<b>9.5</b>	<b>489</b>	<b>3909</b>	<b>2.1</b>	<b>10.7</b>	<b>361</b>	<b>3284</b>	<b>1.6</b>	<b>13.1</b>
SP '99	327	5949	1.4	9.4	408	2808	1.8	9.8	320	2930	1.4	8.8	384	3368	1.7	8.6	320	2972	1.4	11.6
<b>KRTH-FM</b>																				
SP '00	62	2046	.3	1.8	66	820	.3	1.6	64	627	.3	1.7	79	712	.3	1.6	44	612	.2	1.6
WI '00	72	2506	.3	2.1	72	727	.3	1.7	85	818	.4	2.4	92	1102	.4	2.0	48	832	.2	1.8
FA '99	54	1932	.2	1.5	59	541	.3	1.3	62	606	.3	1.7	83	1015	.4	1.8	33	622	.1	1.2
SU '99	51	2083	.2	1.5	42	630	.2	1.1	88	988	.4	2.0	70	816	.3	1.6	27	650	.1	1.0
<b>4-Book</b>	<b>60</b>	<b>2142</b>	<b>.3</b>	<b>1.7</b>	<b>60</b>	<b>680</b>	<b>.3</b>	<b>1.4</b>	<b>75</b>	<b>760</b>	<b>.4</b>	<b>2.0</b>	<b>81</b>	<b>911</b>	<b>.4</b>	<b>1.8</b>	<b>38</b>	<b>679</b>	<b>.2</b>	<b>1.4</b>
SP '99	65	2070	.3	1.9	77	793	.3	1.8	79	645	.3	2.2	76	769	.3	1.7	38	552	.2	1.4
<b>KSCA-FM</b>																				
SP '00	202	2470	.9	5.7	406	1443	1.7	9.7	234	1292	1.0	6.2	215	1119	.9	4.5	67	672	.3	2.5
WI '00	187	2473	.8	5.5	423	1563	1.8	10.2	211	1392	.9	5.9	183	1075	.8	4.0	61	656	.3	2.3
FA '99	248	2627	1.1	7.0	500	1781	2.1	11.2	305	1524	1.3	8.2	271	1335	1.1	6.0	70	562	.3	2.5
SU '99	219	2483	.9	6.2	486	1471	2.1	12.9	293	1509	1.3	6.7	144	943	.6	3.4	93	803	.4	3.3
<b>4-Book</b>	<b>214</b>	<b>2513</b>	<b>.9</b>	<b>6.1</b>	<b>454</b>	<b>1565</b>	<b>1.9</b>	<b>11.0</b>	<b>261</b>	<b>1429</b>	<b>1.1</b>	<b>6.8</b>	<b>203</b>	<b>1118</b>	<b>.9</b>	<b>4.5</b>	<b>73</b>	<b>673</b>	<b>.3</b>	<b>2.7</b>
SP '99	212	2748	.9	6.1	422	1373	1.8	10.1	259	1488	1.1	7.1	174	1183	.8	3.9	88	732	.4	3.2
<b>KSSE-FM</b>																				
SP '00	135	2108	.6	3.8	132	898	.6	3.2	186	1201	.8	4.9	166	1316	.7	3.5	81	801	.3	3.0
WI '00	112	2388	.5	3.3	141	1046	.6	3.4	133	1103	.6	3.7	150	1215	.6	3.3	66	893	.3	2.4
FA '99	143	2262	.6	4.0	185	1207	.8	4.1	164	1168	.7	4.4	158	1250	.7	3.5	108	997	.5	3.8
SU '99	182	2534	.8	5.2	166	1084	.7	4.4	260	1606	1.1	5.9	235	1382	1.0	5.5	115	993	.5	4.1
<b>4-Book</b>	<b>143</b>	<b>2323</b>	<b>.6</b>	<b>4.1</b>	<b>156</b>	<b>1059</b>	<b>.7</b>	<b>3.8</b>	<b>186</b>	<b>1270</b>	<b>.8</b>	<b>4.7</b>	<b>177</b>	<b>1291</b>	<b>.8</b>	<b>4.0</b>	<b>93</b>	<b>921</b>	<b>.4</b>	<b>3.3</b>
SP '99	146	2493	.6	4.2	148	1185	.6	3.5	161	1146	.7	4.4	183	1386	.8	4.1	123	1117	.5	4.5
<b>KTNQ-AM</b>																				
SP '00	19	375	.1	.5	13	101	.1	.3	16	144	.1	.4	20	88	.1	.4	21	114	.1	.8
WI '00	18	380	.1	.5	10	137		.2	26	146	.1	.7	33	128	.1	.7	15	134	.1	.6
FA '99	20	291	.1	.6	13	83	.1	.3	29	157	.1	.8	27	128	.1	.6	19	90	.1	.7
SU '99	19	423	.1	.5	7	63		.2	29	217	.1	.7	30	212	.1	.7	19	105	.1	.7
<b>4-Book</b>	<b>19</b>	<b>367</b>	<b>.1</b>	<b>.5</b>	<b>11</b>	<b>96</b>	<b>.1</b>	<b>.3</b>	<b>25</b>	<b>166</b>	<b>.1</b>	<b>.7</b>	<b>28</b>	<b>139</b>	<b>.1</b>	<b>.6</b>	<b>19</b>	<b>111</b>	<b>.1</b>	<b>.7</b>
SP '99	41	392	.2	1.2	49	153	.2	1.2	60	185	.3	1.6	68	224	.3	1.5	28	172	.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

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	
<b>KTWV-FM</b>																				
SP '00	28	596	.1	.8	28	199	.1	.7	48	258	.2	1.3	29	268	.1	.6	19	204	.1	.7
WI '00	20	565	.1	.6	11	192	.1	.3	18	154	.1	.5	27	266	.1	.6	34	268	.1	1.3
FA '99	25	645	.1	.7	25	232	.1	.6	34	307	.1	.9	31	335	.1	.7	15	187	.1	.5
SU '99	21	488	.1	.6	22	140	.1	.6	31	214	.1	.7	28	207	.1	.7	11	172	.1	.4
<b>4-Book</b>	<b>24</b>	<b>574</b>	<b>.1</b>	<b>.7</b>	<b>22</b>	<b>191</b>	<b>.1</b>	<b>.6</b>	<b>33</b>	<b>233</b>	<b>.1</b>	<b>.9</b>	<b>29</b>	<b>269</b>	<b>.1</b>	<b>.7</b>	<b>20</b>	<b>208</b>	<b>.1</b>	<b>.7</b>
SP '99	18	492	.1	.5	14	152	.1	.3	21	122	.1	.6	27	252	.1	.6	15	133	.1	.5
<b>KWIZ-FM</b>																				
SP '00	23	387	.1	.7	21	137	.1	.5	22	204	.1	.6	26	129	.1	.5	31	117	.1	1.2
WI '00	15	338	.1	.4	13	107	.1	.3	14	175	.1	.4	25	157	.1	.5	13	90	.1	.5
FA '99	36	419	.2	1.0	46	204	.2	1.0	53	189	.2	1.4	34	208	.1	.7	28	176	.1	1.0
SU '99	19	257	.1	.5	17	84	.1	.5	31	137	.1	.7	21	134	.1	.5	11	91	.1	.4
<b>4-Book</b>	<b>23</b>	<b>350</b>	<b>.1</b>	<b>.7</b>	<b>24</b>	<b>133</b>	<b>.1</b>	<b>.6</b>	<b>30</b>	<b>176</b>	<b>.1</b>	<b>.8</b>	<b>27</b>	<b>157</b>	<b>.1</b>	<b>.6</b>	<b>21</b>	<b>119</b>	<b>.1</b>	<b>.8</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKV-AM</b>																				
SP '00	9	161	.3	.3	6	35	.1	.1	8	45	.2	.2	13	78	.1	.3	8	56	.3	.3
WI '00	3	109	.1	.1	5	24	.1	.1	2	36	.1	.1	5	39	.1	.1	5	27	.2	.2
FA '99	9	187	.3	.3	5	73	.1	.1	17	109	.1	.5	13	109	.1	.3	2	27	.1	.1
SU '99	8	194	.2	.2	4	23	.1	.1	14	87	.1	.3	8	76	.2	.2	6	62	.2	.2
<b>4-Book</b>	<b>7</b>	<b>163</b>	<b>.2</b>	<b>.2</b>	<b>4</b>	<b>39</b>	<b>.1</b>	<b>.1</b>	<b>10</b>	<b>69</b>	<b>.1</b>	<b>.3</b>	<b>10</b>	<b>76</b>	<b>.1</b>	<b>.2</b>	<b>5</b>	<b>43</b>	<b>.2</b>	<b>.2</b>
SP '99	7	125	.2	.2	16	75	.1	.4	9	55	.2	.2	6	47	.1	.1	3	12	.1	.1
<b>KWVE-FM</b>																				
SP '00	6	227	.2	.2	10	98	.2	.2	8	88	.2	.2	11	144	.2	.2	3	79	.1	.1
WI '00	6	245	.2	.2	11	139	.3	.3	3	74	.1	.1	10	100	.2	.2	5	48	.2	.2
FA '99	4	209	.1	.1	4	99	.1	.1	1	41	.1	.1	5	72	.1	.1	5	51	.2	.2
SU '99	5	162	.1	.1	5	71	.1	.1	11	105	.3	.3	9	54	.2	.2	1	38	.1	.1
<b>4-Book</b>	<b>5</b>	<b>211</b>	<b>.2</b>	<b>.2</b>	<b>8</b>	<b>102</b>	<b>.2</b>	<b>.2</b>	<b>6</b>	<b>77</b>	<b>.2</b>	<b>.2</b>	<b>9</b>	<b>93</b>	<b>.2</b>	<b>.2</b>	<b>4</b>	<b>54</b>	<b>.1</b>	<b>.1</b>
SP '99	5	274	.1	.1	8	161	.2	.2	7	102	.2	.2	4	69	.1	.1	3	78	.1	.1
<b>KXMX-FM</b>																				
SP '00	16	401	.1	.5	27	121	.1	.6	31	230	.1	.8	15	183	.1	.3	4	121	.1	.1
WI '00	11	452	.3	.3	6	151	.1	.1	9	181	.3	.3	20	249	.1	.4	11	104	.4	.4
FA '99	6	321	.2	.2	2	74	.2	.2	4	77	.1	.1	5	141	.1	.1	3	47	.1	.1
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	132	3703	.6	3.7	164	1539	.7	3.9	165	1638	.7	4.4	212	2115	.9	4.4	71	1193	.3	2.6
WI '00	142	4190	.6	4.1	153	1517	.6	3.7	165	1724	.7	4.6	217	2306	.9	4.8	116	1641	.5	4.3
FA '99	139	3921	.6	3.9	171	1526	.7	3.8	184	1701	.8	5.0	191	2212	.8	4.2	90	1563	.4	3.2
SU '99	139	4275	.6	4.0	165	1632	.7	4.4	184	2071	.8	4.2	177	2121	.8	4.1	83	1382	.4	3.0
<b>4-Book</b>	<b>138</b>	<b>4022</b>	<b>.6</b>	<b>3.9</b>	<b>163</b>	<b>1554</b>	<b>.7</b>	<b>4.0</b>	<b>175</b>	<b>1784</b>	<b>.8</b>	<b>4.6</b>	<b>199</b>	<b>2189</b>	<b>.9</b>	<b>4.4</b>	<b>90</b>	<b>1445</b>	<b>.4</b>	<b>3.3</b>
SP '99	172	4245	.7	5.0	199	1781	.9	4.8	209	1926	.9	5.7	233	2176	1.0	5.2	129	1663	.6	4.7
<b>KZLA-FM</b>																				
SP '00	38	789	.2	1.1	57	464	.2	1.4	48	314	.2	1.3	45	443	.2	.9	19	268	.1	.7
WI '00	25	736	.1	.7	30	362	.1	.7	26	359	.1	.7	33	425	.1	.7	22	287	.1	.8
FA '99	28	725	.1	.8	46	423	.2	1.0	18	308	.1	.5	35	434	.1	.8	23	217	.1	.8
SU '99	35	837	.2	1.0	31	366	.1	.8	38	396	.2	.9	36	414	.2	.8	23	304	.1	.8
<b>4-Book</b>	<b>32</b>	<b>772</b>	<b>.2</b>	<b>.9</b>	<b>41</b>	<b>404</b>	<b>.2</b>	<b>1.0</b>	<b>33</b>	<b>344</b>	<b>.2</b>	<b>.9</b>	<b>37</b>	<b>429</b>	<b>.2</b>	<b>.8</b>	<b>22</b>	<b>269</b>	<b>.1</b>	<b>.8</b>
SP '99	49	774	.2	1.4	34	315	.1	.8	79	395	.3	2.2	82	413	.4	1.8	20	269	.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 12-24

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
<b>KOLA-FM</b>																			
SP '00	3	134	.1		23			1	33			6	59	.1		7	68		.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	125			10			2	59	.1		3	74	.1		1	15		
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	3	184	.1	2	34			4	59	.1		1	44			2	69		.1
<b>XTRA-AM</b>																			
SP '00	4	138	.1	2	43			7	80	.2		3	40	.1		2	31		.1
WI '00	9	152	.3	5	29	.1		21	29	.1	.6	9	66	.2		4	36		.1
FA '99	6	209	.2	1	34			9	84	.2		15	140	.1	.3	3	34		.1
SU '99	3	164	.1	4	37	.1		7	58	.2		2	39			1	28		.1
<b>4-Book</b>	<b>6</b>	<b>166</b>	<b>.2</b>	<b>3</b>	<b>36</b>	<b>.1</b>		<b>11</b>	<b>63</b>	<b>.3</b>		<b>7</b>	<b>71</b>	<b>.2</b>		<b>3</b>	<b>32</b>		<b>.1</b>
SP '99	9	148	.3	15	76	.1	.4	24	78	.1	.7	7	49	.2			22		
<b>TOTALS</b>																			
SP '00	3530	22760	15.0	4189	18562	17.8		3765	15032	16.0		4807	19194	20.4		2680	15630	11.4	
WI '00	3428	22648	14.5	4136	18584	17.5		3582	15220	15.2		4560	19377	19.3		2709	16292	11.5	
FA '99	3554	22825	15.1	4476	19081	19.0		3710	15786	15.7		4535	19166	19.2		2850	16489	12.1	
SU '99	3513	22126	15.2	3759	17236	16.3		4393	18008	19.0		4291	18629	18.6		2801	16106	12.1	
<b>4-Book</b>	<b>3506</b>	<b>22590</b>	<b>15.0</b>	<b>4140</b>	<b>18366</b>	<b>17.7</b>		<b>3863</b>	<b>16012</b>	<b>16.5</b>		<b>4548</b>	<b>19092</b>	<b>19.4</b>		<b>2760</b>	<b>16129</b>	<b>11.8</b>	
SP '99	3461	22300	15.0	4177	18052	18.1		3654	15635	15.8		4451	18794	19.3		2756	15999	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

	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 '00	8	106		.2	4	40		.1									7	28		.2	
4-Book	6	115		.1	2	46		.1	1	7			2	7		.1	2	13		.1	
KACD-FM SP '00	6	123		.1	4	48		.1	15	27	.1	.6	11	25		.2					
4-Book	4	125		.1	3	65		.1	4	13		.2	7	28		.1	2	12		.1	
KBCD-FM SP '00	2	68			3	26		.1					3	13		.1	2	13		.1	
4-Book	4	89		.1	3	37		.1	1	5			4	6		.1	2	10		.1	
KAVS-FM SP '00	8	149		.2	12	137		.1	10	47		.4	16	33		.1	4	23		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM SP '00	469	7645	2.0	11.1	373	5509	1.6	13.0	380	1413	1.6	15.4	588	2444	2.5	13.2	389	1483	1.6	11.2	
4-Book	496	7614	2.1	11.9	378	5326	1.6	13.3	347	1357	1.5	13.7	570	2216	2.4	13.0	441	1606	1.9	13.0	
+KBET-AM SP '00						8															
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM SP '00	6	94		.1	6	65		.2					3	27		.1	6	16		.2	
4-Book	15	201		.1	7	89		.2	6	21		.3	13	44		.1	10	33		.3	
KBIG-FM SP '00	121	1677	.5	2.9	64	1005	.3	2.2	60	203	.3	2.4	82	297	.3	1.8	72	189	.3	2.1	
4-Book	105	1576	.4	2.6	44	874	.2	1.5	29	134	.1	1.1	56	226	.2	1.3	64	219	.3	1.9	
KBLA-AM SP '00	19	187	.1	.5	15	121	.1	.5	13	31	.1	.5	30	60	.1	.7	28	63	.1	.8	
4-Book	17	172	.1	.4	12	108	.1	.4	11	23	.1	.5	19	55	.1	.5	22	45	.1	.7	
KBUA-FM SP '00	26	296	.1	.6	23	149	.1	.8	25	92	.1	1.0	28	82	.1	.6	43	89	.2	1.2	
4-Book	28	277	.1	.7	19	178	.1	.7	17	69	.1	.7	32	88	.1	.7	29	67	.1	.8	
KBUE-FM SP '00	163	1720	.7	3.9	133	1313	.6	4.6	114	365	.5	4.6	202	531	.9	4.5	119	366	.5	3.4	
4-Book	206	1862	.9	5.0	155	1393	.7	5.4	169	457	.7	6.6	224	568	1.0	5.1	172	446	.7	5.1	
KCBS-FM SP '00	63	882	.3	1.5	56	753	.2	1.9	22	91	.1	.9	103	298	.4	2.3	82	213	.3	2.4	
4-Book	61	1015	.3	1.5	36	657	.2	1.3	26	112	.1	1.0	67	251	.3	1.6	45	164	.2	1.3	
KCMG-FM SP '00	80	1204	.3	1.9	79	859	.3	2.7	43	148	.2	1.7	119	349	.5	2.7	93	245	.4	2.7	
4-Book	87	1516	.4	2.1	87	1058	.4	3.1	48	154	.2	1.9	109	351	.5	2.5	68	244	.3	2.0	
KDIS-AM SP '00	20	469	.1	.5	18	245	.1	.6	17	65	.1	.7	28	91	.1	.6	26	83	.1	.7	
4-Book	23	481	.1	.6	20	299	.1	.7	19	68	.1	.7	30	115	.2	.7	29	92	.2	.9	
KFI -AM SP '00	15	226	.1	.4	5	118	.2		3	27		.1					2	13		.1	
4-Book	14	224	.1	.4	7	97	.3		9	39		.3	7	22		.2	6	15		.2	
KFSG-FM SP '00	7	226		.2	4	105		.1	1	11			5	23		.1	1	11			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM SP '00	18	355	.1	.4	11	206		.4	17	105	.1	.7	3	29		.1	34	54	.1	1.0	
4-Book	10	291		.2	4	101		.2	5	33		.2	3	18		.1	11	24		.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 - Persons 12-24

Persons 12-24																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+KHJ -AM SP '00 4-Book	17 23	299 356	.1 .5	.4 .5	7 18	113 193	.2 .6	.1 .6	2 23	10 59	.1 .9	.1 .9	22 34	47 87	.1 .2	.5 .8	2 21	21 60	.1 .1	.1 .6
KIEV-AM SP '00 4-Book	1 1	11				10				3			1 3				1 3			
KJLH-FM SP '00 4-Book	70 42	658 558	.3 .2	1.7 1.0	42 36	450 454	.2 .2	1.5 1.3	39 26	111 91	.2 .1	1.6 1.1	35 28	137 108	.1 .1	.8 .7	20 27	77 79	.1 .1	.6 .8
KKBT-FM SP '00 4-Book	235 266	4555 4960	1.0 1.2	5.6 6.4	173 197	3199 3203	.7 .8	6.0 6.9	108 121	477 509	.5 .5	4.4 4.8	284 317	1258 1273	1.2 1.4	6.4 7.3	250 268	919 971	1.1 1.2	7.2 7.9
KKLA-FM SP '00 4-Book	11 6	122 111	.3 .2		2 1	30 37		.1					5 4	12 13		.1 .1				
KLAC-AM SP '00 4-Book	1 2	100 78			5 3	112 66		.2 .1		2 6		.1	2 6				4 2	15 6		.1 .1
KLAX-FM SP '00 4-Book	162 140	1425 1629	.7 .6	3.8 3.4	98 99	890 1039	.4 .4	3.4 3.5	73 100	188 262	.3 .4	3.0 4.0	118 156	284 401	.5 .7	2.7 3.6	156 141	299 288	.7 .6	4.5 4.2
KLOS-FM SP '00 4-Book	45 47	847 852	.2 .2	1.1 1.1	23 29	441 473	.1 .1	.8 1.0	30 30	117 87	.1 .1	1.2 1.2	53 55	143 170	.2 .2	1.2 1.3	32 44	119 145	.1 .2	.9 1.3
KLSX-FM SP '00 4-Book	82 76	804 687	.3 .3	1.9 1.8	20 13	297 237	.1 .1	.7 .5	26 16	78 56	.1 .1	1.1 .6	6 10	39 42		.1 .2	61 24	94 45	.3 .1	1.7 .7
KLVE-FM SP '00 4-Book	140 172	1715 2059	.6 .7	3.3 4.2	103 127	1107 1437	.4 .5	3.6 4.5	68 117	202 354	.3 .5	2.8 4.7	148 201	331 558	.6 .9	3.3 4.6	144 124	291 319	.6 .5	4.1 3.7
KLYY-FM SP '00 4-Book	79 56	877 1261	.3 .2	1.9 1.4	44 40	559 753	.2 .2	1.5 1.4	41 36	163 132	.2 .2	1.7 1.5	86 63	253 269	.4 .3	1.9 1.4	64 51	137 166	.3 .2	1.8 1.5
+KMZT-FM KKGO-FM SP '00 4-Book	8 7	262 232		.2 .2	5 7	143 156		.2 .3	2 8	14 26		.1 .3	7 14	23 33		.2 .3	11 8	27 33		.3 .2
KNX -AM SP '00 4-Book	8 8	241 222		.2 .2	3 4	67 92		.1 .2	5 4	24 24		.2 .1	4 8	30 34		.1 .2	4 4	26 15		.1 .1
KOST-FM SP '00 4-Book	114 105	1706 1831	.5 .4	2.7 2.5	75 70	1187 1259	.3 .3	2.6 2.5	41 45	156 169	.2 .2	1.7 1.8	81 89	335 366	.3 .4	1.8 2.0	67 70	259 254	.3 .3	1.9 2.1
KPWR-FM SP '00 4-Book	589 555	8547 8485	2.5 2.4	14.0 13.4	411 399	5931 5629	1.7 1.7	14.3 14.0	325 287	1355 1114	1.4 1.2	13.2 11.3	676 613	2525 2269	2.9 2.6	15.2 14.0	496 537	1828 1869	2.1 2.3	14.2 15.8
+KRCD-FM SP '00 4-Book	26 14	288 257	.1 .1	.6 .3	21 12	221 187	.1 .1	.7 .4	5 2	10 7		.2 .1	24 16	58 48	.1 .1	.5 .3	30 18	58 55	.1 .1	.9 .6
+KRCV-FM SP '00 4-Book	11 4	136 82	.3 .1		16 5	153 53	.1 .1	.6 .2	22 6	60 15	.1 .1	.9 .2	29 9	87 29	.1 .1	.7 .2	37 11	67 22	.2 .1	1.1 .3

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 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	
KRLA-AM																					
SP '00	1	71			2	20		.1					5	10		.1	5	10		.1	
4-Book	2	82			3	41		.1				4	12		.1	5	11		.1		
KROQ-FM																					
SP '00	528	5907	2.2	12.5	321	4054	1.4	11.1	222	797	.9	9.0	525	1711	2.2	11.8	404	1275	1.7	11.6	
4-Book	429	5595	1.8	10.3	279	3829	1.2	9.8	180	692	.8	7.1	449	1624	1.9	10.3	319	1151	1.4	9.3	
KRTH-FM																					
SP '00	69	1487	.3	1.6	63	935	.3	2.2	26	118	.1	1.1	99	280	.4	2.2	81	212	.3	2.3	
4-Book	72	1586	.3	1.7	53	923	.3	1.9	32	117	.1	1.3	87	316	.4	2.0	68	221	.3	2.0	
KSCA-FM																					
SP '00	281	2042	1.2	6.7	151	1347	.6	5.2	301	605	1.3	12.2	234	537	1.0	5.3	144	358	.6	4.1	
4-Book	303	2175	1.3	7.3	152	1414	.6	5.3	364	683	1.6	14.3	236	582	1.0	5.4	127	317	.6	3.7	
KSSE-FM																					
SP '00	163	1793	.7	3.9	120	1251	.5	4.2	179	435	.8	7.3	241	617	1.0	5.4	119	340	.5	3.4	
4-Book	174	1983	.8	4.2	122	1405	.5	4.3	140	391	.6	5.5	223	640	1.0	5.1	143	420	.6	4.2	
KTNQ-AM																					
SP '00	16	247	.1	.4	21	149	.1	.7	21	48	.1	.9	38	48	.2	.9	21	47	.1	.6	
4-Book	22	270	.1	.6	14	149	.1	.5	10	30		.4	20	46	.1	.5	16	47	.1	.5	
KTWV-FM																					
SP '00	36	447	.2	.9	21	285	.1	.7	6	13		.2	36	88	.2	.8	29	98	.1	.8	
4-Book	28	421	.1	.7	18	236	.1	.7	11	32		.4	26	83	.2	.6	19	62	.1	.5	
KWIZ-FM																					
SP '00	23	289	.1	.5	19	202	.1	.7	25	63	.1	1.0	41	106	.2	.9	27	83	.1	.8	
4-Book	27	287	.1	.7	18	192	.1	.6	16	39	.1	.6	34	70	.2	.8	24	60	.1	.7	
+KWKU-AM																					
KWPA-AM																					
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWKW-AM																					
SP '00	9	104		.2	11	101		.4	6	22		.2	20	29		.1	.5	7	9		.2
4-Book	8	109		.2	7	87		.3	4	9		.2	10	24		.1	.3	8	19		.2
KWVE-FM																					
SP '00	10	180		.2	3	90		.1	3	11		.1	3	24		.1					
4-Book	8	170		.2	4	102		.2	2	6		.1	3	13		.1		3	12		.1
KXMX-FM																					
SP '00	25	318	.1	.6	10	194		.3	2	13		.1	25	71	.1	.6	21	56	.1	.6	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KYSR-FM																					
SP '00	179	3141	.8	4.2	89	1738	.4	3.1	55	254	.2	2.2	126	550	.5	2.8	99	434	.4	2.8	
4-Book	179	3317	.8	4.3	98	1878	.4	3.4	70	300	.3	2.7	171	692	.7	3.9	115	487	.5	3.4	
KZLA-FM																					
SP '00	50	714	.2	1.2	29	410	.1	1.0	18	83	.1	.7	55	146	.2	1.2	33	161	.1	.9	
4-Book	37	663	.2	.9	28	403	.1	1.0	25	105	.1	1.0	45	145	.2	1.1	34	126	.1	1.0	
KOLA-FM																					
SP '00	2	82			2	52		.1					2	21							
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																					
SP '00	4	116		.1	5	54		.2					13	29	.1	.3	8	22		.2	
4-Book	7	111		.2	4	64		.2	3	4		.1	9	23		.2	6	18		.2	
TOTALS																					
SP '00	4216	22234	17.9		2879	18686	12.2		2467	7229	10.5		4444	10978	18.8		3486	8576	14.8		
4-Book	4159	22046	17.7		2847	18584	12.1		2541	7236	10.9		4369	11093	18.6		3409	8657	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

## 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 '00 4-Book	7 2	27 7	.3 .1		2	10		.1		3			10 3	13 6	.3 .1		6 4	12 10	.3 .2
KACD-FM SP '00 4-Book	2 2	10 11	.1 .1		1	6		.1	2	11		.1	3 3	14 12	.1 .1		2 1	14 6	.1 .1	
KBCD-FM SP '00 4-Book		3			1	4		.1	14 7	26 19	.1 .2	.4 .2	7 7	13 14	.2 .2		1	4		
KAVS-FM SP '00 4-Book	4 **	20 **	.2 **	.2 **	11 **	43 **	.6 **	.6 **	13 **	67 **	.1 **	.4 **	22 **	68 **	.1 **	.8 **	11 **	30 **	.6 **	.6 **
KIIS-FM SP '00 4-Book	346 347	1292 1320	1.5 1.5	13.5 13.6	281 254	1008 961	1.2 1.1	15.7 15.0	404 415	1721 1746	1.7 1.8	12.3 13.3	392 373	1502 1356	1.7 1.6	13.4 13.4	193 258	1042 1130	.8 1.1	10.1 12.3
+KBET-AM SP '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3 **	8 **	.2 **	.2 **
KXTA-AM SP '00 4-Book	14 9	25 19	.1 .1	.5 .3	6 4	13 14	.3 .2	.3 .2	12 10	29 27	.1 .1	.4 .3	4 3	29 17	.1 .1					
KBIG-FM SP '00 4-Book	67 65	271 220	.3 .3	2.6 2.5	36 20	144 91	.2 .1	2.0 1.1	92 44	209 179	.4 .2	2.8 1.4	71 40	213 162	.3 .2	2.4 1.4	30 30	147 136	.1 .1	1.6 1.4
KBLA-AM SP '00 4-Book	2 1	10 6	.1 .1		6	9		.4	19 16	33 36	.1 .1	.6 .5	26 15	58 30	.1 .1	.9 .5	3 6			.1
KBUA-FM SP '00 4-Book	13 15	36 48	.1 .1	.5 .6	13 12	33 40	.1 .1	.7 .7	38 25	84 67	.2 .1	1.2 .8	21 17	71 52	.1 .1	.7 .6	7 7	25 31	.4 .4	.4 .4
KBUE-FM SP '00 4-Book	133 134	316 348	.6 .6	5.2 5.2	85 125	272 349	.4 .6	4.7 7.4	185 184	440 477	.8 .8	5.6 5.9	113 134	284 342	.5 .6	3.9 4.9	90 91	273 301	.4 .4	4.7 4.4
KCBS-FM SP '00 4-Book	29 18	135 93	.1 .1	1.1 .7	7 16	37 76	.4 .1	1.0	82 53	262 217	.3 .2	2.5 1.7	75 35	229 126	.3 .1	2.6 1.3	41 25	161 122	.2 .1	2.1 1.2
KCMG-FM SP '00 4-Book	69 73	197 227	.3 .3	2.7 2.8	13 21	49 91	.1 .1	.7 1.3	59 76	225 236	.3 .4	1.8 2.4	91 91	233 249	.4 .4	3.1 3.3	134 190	335 416	.6 .8	7.0 9.0
KDIS-AM SP '00 4-Book	13 15	35 53	.1 .1	.5 .6	15 17	67 61	.1 .1	.8 1.0	11 24	57 112	.3 .1	.8	18 16	33 63	.1 .1	.6 .6	16 11	32 40	.1 .1	.8 .5
KFI -AM SP '00 4-Book	13 7	31 14	.1 .1	.5 .3	3 8	13 30	.2 .5		6 14	60 37	.2 .1	.4					9 3	13 9	.5 .2	.5 .2
KFSG-FM SP '00 4-Book	1 **	13 **	.2 **	.2 **	8 **	25 **	.4 **	.4 **	13 **	58 **	.1 **	.4 **	2 **	14 **	.1 **	.1 **	3 **	14 **	.2 **	.2 **
KFWB-AM SP '00 4-Book	5 2	25 10	.2 .1		18 8	71 40	.1 .5	1.0	1 1	24 14			23 8	54 25	.1 .3	.8		3		

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																				
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	
<b>+KHJ -AM</b>																				
SP '00								12	47	.1	.4	10	26	.3	.3	3	21	.2	.2	
4-Book	9	35	.3	15	41	.1	.9	18	60	.1	.6	18	57	.1	.7	8	33	.4	.4	
<b>KIEV-AM</b>																				
SP '00																				
4-Book																				
<b>KJLH-FM</b>																				
SP '00	32	81	.1	1.2	58	143	.2	3.2	82	209	.3	2.5	51	107	.2	1.7	17	97	.1	.9
4-Book	36	107	.2	1.4	40	121	.2	2.3	65	197	.3	2.1	47	123	.2	1.7	20	88	.1	.9
<b>KKBT-FM</b>																				
SP '00	192	853	.8	7.5	105	401	.4	5.9	164	739	.7	5.0	153	618	.6	5.2	114	476	.5	5.9
4-Book	199	795	.9	7.8	81	339	.4	4.8	194	816	.8	6.3	221	766	.9	7.9	156	539	.7	7.4
<b>KKLA-FM</b>																				
SP '00																11	18	.6	.6	
4-Book					2	11	.1	.1	3	14	.1	.1			3	5	.2	.2		
<b>KLAC-AM</b>																				
SP '00	3	15	.1	.1	8	11	.4	.4	2	22	.1	.1	21	60	.1	.7	7	37	.4	.4
4-Book	5	20	.2	.2	2	3	.1	.1	2	9	.1	.1	6	18	.2	.2	5	22	.3	.3
<b>KLAX-FM</b>																				
SP '00	61	174	.3	2.4	89	231	.4	5.0	128	286	.5	3.9	116	331	.5	4.0	54	145	.2	2.8
4-Book	64	234	.3	2.5	66	182	.3	3.9	108	295	.5	3.5	108	280	.5	3.9	56	190	.2	2.7
<b>KLOS-FM</b>																				
SP '00	15	65	.1	.6	5	34	.3	.3	7	58	.2	.2	19	90	.1	.7	19	68	.1	1.0
4-Book	21	71	.1	.8	9	46	.6	.6	24	100	.1	.8	23	107	.1	.8	25	94	.1	1.2
<b>KLSX-FM</b>																				
SP '00	7	45	.3	.3	21	58	.1	1.2	22	73	.1	.7	26	60	.1	.9				
4-Book	5	35	.2	.2	19	58	.1	1.1	22	81	.1	.7	8	19	.3	.3	2	10	.1	.1
<b>KLVE-FM</b>																				
SP '00	166	375	.7	6.5	68	230	.3	3.8	76	228	.3	2.3	84	201	.4	2.9	59	218	.3	3.1
4-Book	160	409	.7	6.3	73	241	.3	4.3	135	398	.6	4.3	93	255	.4	3.4	91	277	.4	4.3
<b>KLYY-FM</b>																				
SP '00	19	117	.1	.7	21	92	.1	1.2	49	129	.2	1.5	33	118	.1	1.1	32	116	.1	1.7
4-Book	24	146	.1	.9	26	87	.1	1.5	47	189	.2	1.5	43	174	.2	1.5	30	133	.1	1.5
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	6	39	.2	.2	1	14	.1	.1	5	40	.2	.2	3	27	.1	.1	1	13	.1	.1
4-Book	4	18	.1	.1	4	22	.3	.3	6	40	.2	.2	7	30	.3	.3	8	30	.4	.4
<b>KNX -AM</b>																				
SP '00					3	12	.2	.2	3	17	.1	.1	3	17	.1	.1				
4-Book	4	13	.2	.2	2	10	.1	.1	2	14	.1	.1	6	28	.2	.2	2	15	.1	.1
<b>KOST-FM</b>																				
SP '00	99	408	.4	3.9	51	150	.2	2.8	58	186	.2	1.8	68	266	.3	2.3	118	427	.5	6.2
4-Book	91	402	.4	3.6	37	132	.2	2.2	62	239	.3	2.0	56	212	.2	2.0	96	369	.4	4.7
<b>KPWR-FM</b>																				
SP '00	416	1661	1.8	16.2	198	1004	.8	11.1	414	1673	1.8	12.6	423	1530	1.8	14.5	295	1171	1.3	15.4
4-Book	430	1550	1.9	16.8	200	820	.8	11.9	393	1598	1.7	12.6	420	1404	1.8	15.1	279	1115	1.2	13.5
<b>+KRCD-FM</b>																				
SP '00	23	73	.1	.9	2	19	.1	.1	25	86	.1	.8	55	108	.2	1.9	7	48	.4	.4
4-Book	11	39	.1	.4	10	39	.1	.6	13	58	.1	.4	22	49	.1	.8	5	29	.2	.2
<b>+KRCV-FM</b>																				
SP '00	13	35	.1	.5	8	25	.4	.4	5	13	.2	.2	8	26	.3	.3	8	26	.4	.4
4-Book	4	12	.1	.1	4	11	.2	.2	3	11	.1	.1	2	9	.1	.1	3	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

## 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	
KRLA-AM SP '00 4-Book	2	3		.1		3			3	10		.1	3	6		.1	5	10		.4	
KROQ-FM SP '00 4-Book	282	1159	1.2	11.0	168	629	.7	9.4	365	1279	1.5	11.1	306	1020	1.3	10.5	258	1016	1.1	13.5	
KRTH-FM SP '00 4-Book	40	201	.2	1.6	47	166	.2	2.6	83	281	.4	2.5	90	313	.4	3.1	35	173	.1	1.8	
KSCA-FM SP '00 4-Book	69	239	.3	2.7	130	346	.6	7.3	167	431	.7	5.1	132	291	.6	4.5	55	191	.2	2.9	
KSSE-FM SP '00 4-Book	82	321	.3	3.2	56	210	.2	3.1	160	395	.7	4.9	58	173	.2	2.0	52	186	.2	2.7	
KTNQ-AM SP '00 4-Book	37	67	.2	1.4	3	11		.2	21	43	.1	.6	1	11		.5	19	35	.1	1.0	
KTWV-FM SP '00 4-Book	19	40	.1	.7	23	73	.1	1.3	27	79	.1	.8	23	74	.1	.8	6	35		.3	
KWIZ-FM SP '00 4-Book	13	30	.1	.5	9	32		.5	27	53	.1	.8	1	8		.5	3	19		.2	
+KVKU-AM KWPA-AM SP '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKV-AM SP '00 4-Book	3	11		.1	14	35	.1	.8	19	33	.1	.6	21	31	.1	.7	4	17		.2	
KWVE-FM SP '00 4-Book	2	13		.1	11	51		.6	1	15		.2	1	11		.2	3	19		.2	
KXMX-FM SP '00 4-Book	8	46		.3	9	54		.5	**	**	**	**	13	32	.1	.4	2	11		.1	
KYSR-FM SP '00 4-Book	60	374	.3	2.3	42	168	.2	2.3	157	601	.7	4.8	112	435	.5	3.8	50	207	.2	2.6	
KZLA-FM SP '00 4-Book	3	28		.1	26	105	.1	1.5	58	176	.2	1.8	22	69	.1	.8	14	60	.1	.7	
KOLA-FM SP '00 4-Book	6	10		.2	1	10		.1	2	10		.1	**	**	**	**	7	11		.4	
XTRA-AM SP '00 4-Book	1	3			18	31	.1	1.0	1	14		.1	2	10		.1	2	13		.1	
TOTALS SP '00 4-Book	2561	7736	10.9		1790	5571	7.6		3281	8848	13.9		2915	7281	12.4		1916	6167	8.1		
	2564	7536	10.9		1693	5248	7.2		3130	8661	13.3		2785	7192	11.9		2094	6419	8.9		

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

	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
<b>KABC-AM</b>																				
SP '00	35	534	.1	.6	43	181	.1	.5	36	193	.1	.4	60	295	.2	.8	31	188	.1	1.0
WI '00	16	503		.3	25	223	.1	.3	16	195		.2	24	209	.1	.3	19	139	.1	.6
FA '99	37	705	.1	.6	41	247	.1	.4	66	292	.2	.7	63	421	.2	.8	25	195	.1	.8
SU '99	24	736	.1	.4	40	336	.1	.5	30	303	.1	.4	52	395	.2	.7	10	153		.3
<b>4-Book</b>	<b>28</b>	<b>620</b>	<b>.1</b>	<b>.5</b>	<b>37</b>	<b>247</b>	<b>.1</b>	<b>.4</b>	<b>37</b>	<b>246</b>	<b>.1</b>	<b>.4</b>	<b>50</b>	<b>330</b>	<b>.2</b>	<b>.7</b>	<b>21</b>	<b>169</b>	<b>.1</b>	<b>.7</b>
SP '99	25	615	.1	.4	24	208	.1	.3	34	236	.1	.4	54	271	.2	.7	14	150		.4
<b>KACD-FM</b>																				
SP '00	31	748	.1	.5	32	301	.1	.4	52	327	.2	.6	50	417	.1	.7	15	255		.5
WI '00	26	598	.1	.4	38	271	.1	.4	39	208	.1	.5	33	363	.1	.5	12	241		.4
FA '99	23	758	.1	.4	25	355	.1	.3	40	288	.1	.4	35	394	.1	.5	12	276		.4
SU '99	22	494	.1	.4	24	216	.1	.3	39	206	.1	.5	29	238	.1	.4	10	172		.3
<b>4-Book</b>	<b>26</b>	<b>650</b>	<b>.1</b>	<b>.4</b>	<b>30</b>	<b>286</b>	<b>.1</b>	<b>.4</b>	<b>43</b>	<b>257</b>	<b>.1</b>	<b>.5</b>	<b>37</b>	<b>353</b>	<b>.1</b>	<b>.5</b>	<b>12</b>	<b>236</b>		<b>.4</b>
SP '99	17	651	.1	.3	15	279		.2	25	217	.1	.3	30	330	.1	.4	10	172		.3
<b>KBCD-FM</b>																				
SP '00	13	355		.2	9	176		.1	22	173	.1	.3	20	230	.1	.3	3	114		.1
WI '00	12	376		.2	11	153		.1	16	174		.2	20	194	.1	.3	6	108		.2
FA '99	26	307	.1	.4	15	153		.2	52	188	.2	.6	52	227	.2	.7	10	52		.3
SU '99	23	374	.1	.4	32	221	.1	.4	52	225	.2	.6	23	192	.1	.3	2	54		.1
<b>4-Book</b>	<b>19</b>	<b>353</b>	<b>.1</b>	<b>.3</b>	<b>17</b>	<b>176</b>		<b>.2</b>	<b>36</b>	<b>190</b>	<b>.1</b>	<b>.4</b>	<b>29</b>	<b>211</b>	<b>.1</b>	<b>.4</b>	<b>5</b>	<b>82</b>		<b>.2</b>
SP '99	19	253	.1	.3	23	133	.1	.3	41	182	.1	.5	18	146	.1	.2	4	61		.1
<b>KAVS-FM</b>																				
SP '00	4	108		.1	6	74		.1	1	11			5	37		.1	3	23		.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	28	**	**	**	11	**	**	**	17	**	**	**	11	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	362	7926	1.1	6.0	505	3985	1.5	6.0	467	4176	1.4	5.4	455	4369	1.3	6.0	197	2815	.6	6.4
WI '00	406	8407	1.2	6.8	507	4345	1.5	6.0	541	4213	1.6	6.4	523	4805	1.5	7.2	233	2960	.7	7.2
FA '99	383	7713	1.1	6.1	541	4484	1.6	5.9	528	3889	1.6	5.9	488	4164	1.4	6.4	191	2629	.6	5.7
SU '99	353	7849	1.0	5.9	466	3874	1.4	5.7	494	4157	1.5	5.8	452	4326	1.3	6.5	170	2612	.5	5.0
<b>4-Book</b>	<b>376</b>	<b>7974</b>	<b>1.1</b>	<b>6.2</b>	<b>505</b>	<b>4172</b>	<b>1.5</b>	<b>5.9</b>	<b>508</b>	<b>4109</b>	<b>1.5</b>	<b>5.9</b>	<b>480</b>	<b>4416</b>	<b>1.4</b>	<b>6.5</b>	<b>198</b>	<b>2754</b>	<b>.6</b>	<b>6.1</b>
SP '99	336	7146	1.0	5.5	462	3644	1.4	5.3	436	3672	1.3	5.0	436	4073	1.3	6.0	185	2688	.5	5.4
<b>+KBET-AM</b>																				
SP '00		8																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99																				
SU '99	1	14																		
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99																				
<b>KXTA-AM</b>																				
SP '00	38	753	.1	.6	24	214	.1	.3	60	424	.2	.7	57	319	.2	.8	29	189	.1	.9
WI '00	18	428	.1	.3	32	239	.1	.4	42	255	.1	.5	19	223	.1	.3	1	40		
FA '99	47	801	.1	.7	65	383	.2	.7	97	493	.3	1.1	53	440	.2	.7	14	202		.4
SU '99	30	682	.1	.5	50	332	.1	.6	53	371	.2	.6	30	294	.1	.4	18	235	.1	.5
<b>4-Book</b>	<b>33</b>	<b>666</b>	<b>.1</b>	<b>.5</b>	<b>43</b>	<b>292</b>	<b>.1</b>	<b>.5</b>	<b>63</b>	<b>386</b>	<b>.2</b>	<b>.7</b>	<b>40</b>	<b>319</b>	<b>.2</b>	<b>.6</b>	<b>16</b>	<b>167</b>	<b>.1</b>	<b>.5</b>
SP '99	38	666	.1	.6	39	291	.1	.4	53	278	.2	.6	42	312	.1	.6	43	313	.1	1.3
<b>KBIG-FM</b>																				
SP '00	223	4328	.7	3.7	253	1868	.7	3.0	430	1986	1.3	5.0	288	2253	.9	3.8	91	1223	.3	2.9
WI '00	194	3992	.6	3.3	229	1677	.7	2.7	390	1822	1.2	4.6	271	1876	.8	3.7	69	1165	.2	2.1
FA '99	198	4458	.6	3.2	217	1817	.6	2.4	337	2125	1.0	3.8	274	2085	.8	3.6	92	1144	.3	2.8
SU '99	153	3873	.5	2.6	192	1400	.6	2.4	305	1751	.9	3.6	179	1743	.5	2.6	77	1173	.2	2.3
<b>4-Book</b>	<b>192</b>	<b>4163</b>	<b>.6</b>	<b>3.2</b>	<b>223</b>	<b>1691</b>	<b>.7</b>	<b>2.6</b>	<b>366</b>	<b>1921</b>	<b>1.1</b>	<b>4.3</b>	<b>253</b>	<b>1989</b>	<b>.8</b>	<b>3.4</b>	<b>82</b>	<b>1176</b>	<b>.3</b>	<b>2.5</b>
SP '99	149	3400	.4	2.4	162	1300	.5	1.8	288	1556	.9	3.3	206	1637	.6	2.8	60	873	.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 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
<b>KBLA-AM</b>																				
SP '00	55	750	.2	.9	49	359	.1	.6	70	348	.2	.8	103	441	.3	1.4	35	214	.1	1.1
WI '00	33	507	.1	.6	33	150	.1	.4	33	170	.1	.4	57	251	.2	.8	23	128	.1	.7
FA '99	64	613	.2	1.0	88	331	.3	1.0	99	319	.3	1.1	110	334	.3	1.4	16	156		.5
SU '99	36	543	.1	.6	49	174	.1	.6	30	216	.1	.4	64	309	.2	.9	17	171	.1	.5
<b>4-Book</b>	<b>47</b>	<b>603</b>	<b>.2</b>	<b>.8</b>	<b>55</b>	<b>254</b>	<b>.2</b>	<b>.7</b>	<b>58</b>	<b>263</b>	<b>.2</b>	<b>.7</b>	<b>84</b>	<b>334</b>	<b>.3</b>	<b>1.1</b>	<b>23</b>	<b>167</b>	<b>.1</b>	<b>.7</b>
SP '99	18	280	.1	.3	6	69		.1	26	145	.1	.3	48	184	.1	.7	12	107		.4
<b>KBUA-FM</b>																				
SP '00	32	384	.1	.5	44	222	.1	.5	40	243	.1	.5	23	198	.1	.3	24	161	.1	.8
WI '00	30	382	.1	.5	29	170	.1	.3	45	187	.1	.5	36	228	.1	.5	19	148	.1	.6
FA '99	43	399	.1	.7	48	203	.1	.5	59	222	.2	.7	63	222	.2	.8	20	156	.1	.6
SU '99	31	422	.1	.5	37	165	.1	.5	50	241	.1	.6	44	285	.1	.6	7	111		.2
<b>4-Book</b>	<b>34</b>	<b>397</b>	<b>.1</b>	<b>.6</b>	<b>40</b>	<b>190</b>	<b>.1</b>	<b>.5</b>	<b>49</b>	<b>223</b>	<b>.1</b>	<b>.6</b>	<b>42</b>	<b>233</b>	<b>.1</b>	<b>.6</b>	<b>18</b>	<b>144</b>	<b>.1</b>	<b>.6</b>
SP '99	48	427	.1	.8	75	239	.2	.9	69	225	.2	.8	44	187	.1	.6	32	173	.1	.9
<b>KBUE-FM</b>																				
SP '00	287	3024	.8	4.8	336	1610	1.0	4.0	422	1600	1.2	4.9	377	1594	1.1	5.0	133	860	.4	4.3
WI '00	272	3515	.8	4.6	312	1772	.9	3.7	394	2065	1.2	4.7	286	1836	.8	3.9	159	1319	.5	4.9
FA '99	286	3328	.8	4.6	336	1664	1.0	3.6	374	1768	1.1	4.2	351	1948	1.0	4.6	190	1407	.6	5.7
SU '99	299	3332	.9	5.0	368	1796	1.1	4.5	429	2071	1.3	5.1	369	2004	1.1	5.3	148	1089	.4	4.4
<b>4-Book</b>	<b>286</b>	<b>3300</b>	<b>.8</b>	<b>4.8</b>	<b>338</b>	<b>1711</b>	<b>1.0</b>	<b>4.0</b>	<b>405</b>	<b>1876</b>	<b>1.2</b>	<b>4.7</b>	<b>346</b>	<b>1846</b>	<b>1.0</b>	<b>4.7</b>	<b>158</b>	<b>1169</b>	<b>.5</b>	<b>4.8</b>
SP '99	283	3164	.8	4.6	317	1409	.9	3.6	411	1744	1.2	4.7	385	1906	1.1	5.3	138	856	.4	4.1
<b>KCBS-FM</b>																				
SP '00	125	2767	.4	2.1	176	1059	.5	2.1	182	1370	.5	2.1	172	1361	.5	2.3	41	696	.1	1.3
WI '00	100	2699	.3	1.7	135	1238	.4	1.6	176	1464	.5	2.1	127	1390	.4	1.8	32	614	.1	1.0
FA '99	124	2958	.4	2.0	172	1414	.5	1.9	227	1440	.7	2.5	164	1674	.5	2.1	37	747	.1	1.1
SU '99	163	3016	.5	2.7	238	1268	.7	2.9	293	1576	.9	3.5	183	1431	.5	2.6	48	670	.1	1.4
<b>4-Book</b>	<b>128</b>	<b>2860</b>	<b>.4</b>	<b>2.1</b>	<b>180</b>	<b>1245</b>	<b>.5</b>	<b>2.1</b>	<b>220</b>	<b>1463</b>	<b>.7</b>	<b>2.6</b>	<b>162</b>	<b>1464</b>	<b>.5</b>	<b>2.2</b>	<b>40</b>	<b>682</b>	<b>.1</b>	<b>1.2</b>
SP '99	137	3253	.4	2.2	172	1303	.5	2.0	224	1501	.7	2.6	175	1676	.5	2.4	54	981	.2	1.6
<b>KCMG-FM</b>																				
SP '00	148	2943	.4	2.5	169	1229	.5	2.0	223	1267	.7	2.6	165	1494	.5	2.2	69	839	.2	2.2
WI '00	154	3498	.5	2.6	220	1637	.7	2.6	218	1622	.6	2.6	172	1670	.5	2.4	95	1027	.3	2.9
FA '99	143	3249	.4	2.3	140	1206	.4	1.5	223	1492	.7	2.5	177	1561	.5	2.3	103	915	.3	3.1
SU '99	177	3528	.5	3.0	184	1217	.5	2.3	220	1820	.7	2.6	199	1825	.6	2.9	141	1368	.4	4.2
<b>4-Book</b>	<b>156</b>	<b>3305</b>	<b>.5</b>	<b>2.6</b>	<b>178</b>	<b>1322</b>	<b>.5</b>	<b>2.1</b>	<b>221</b>	<b>1550</b>	<b>.7</b>	<b>2.6</b>	<b>178</b>	<b>1638</b>	<b>.5</b>	<b>2.5</b>	<b>102</b>	<b>1037</b>	<b>.3</b>	<b>3.1</b>
SP '99	174	2863	.5	2.8	201	1275	.6	2.3	261	1560	.8	3.0	218	1691	.6	3.0	92	986	.3	2.7
<b>KDIS-AM</b>																				
SP '00	19	537	.1	.3	28	297	.1	.3	24	245	.1	.3	25	224	.1	.3	9	94		.3
WI '00	20	713	.1	.3	32	376	.1	.4	14	223		.2	28	340	.1	.4	11	201		.3
FA '99	10	547		.2	20	259	.1	.2	7	168		.1	14	225		.2	5	49		.2
SU '99	15	546		.3	22	324	.1	.3	18	232	.1	.2	17	198	.1	.2	7	98		.2
<b>4-Book</b>	<b>16</b>	<b>586</b>	<b>.1</b>	<b>.3</b>	<b>26</b>	<b>314</b>	<b>.1</b>	<b>.3</b>	<b>16</b>	<b>217</b>	<b>.1</b>	<b>.2</b>	<b>21</b>	<b>247</b>	<b>.1</b>	<b>.3</b>	<b>8</b>	<b>111</b>		<b>.3</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	44	981	.1	.7	51	354	.2	.6	71	529	.2	.8	95	438	.3	1.3	11	159		.4
WI '00	60	1177	.2	1.0	60	432	.2	.7	127	668	.4	1.5	68	449	.2	.9	39	313	.1	1.2
FA '99	65	1187	.2	1.0	61	416	.2	.7	127	664	.4	1.4	99	539	.3	1.3	49	323	.1	1.5
SU '99	55	1143	.2	.9	55	465	.2	.7	143	781	.4	1.7	38	532	.1	.5	34	370	.1	1.0
<b>4-Book</b>	<b>56</b>	<b>1122</b>	<b>.2</b>	<b>.9</b>	<b>57</b>	<b>417</b>	<b>.2</b>	<b>.7</b>	<b>117</b>	<b>661</b>	<b>.4</b>	<b>1.4</b>	<b>75</b>	<b>490</b>	<b>.2</b>	<b>1.0</b>	<b>33</b>	<b>291</b>	<b>.1</b>	<b>1.0</b>
SP '99	49	1047	.1	.8	55	404	.2	.6	89	626	.3	1.0	52	288	.2	.7	59	308	.2	1.7
<b>KFSG-FM</b>																				
SP '00	13	454		.2	19	200	.1	.2	13	181		.2	22	248	.1	.3	6	119		.2
WI '00	21	341	.1	.4	30	252	.1	.4	32	210	.1	.4	39	228	.1	.5	11	106		.3
FA '99	12	423		.2	16	217		.2	17	230	.1	.2	18	197	.1	.2	5	101		.2
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	21	636	.1	.3	26	302	.1	.3	21	240	.1	.2	32	297	.1	.4	16	163		.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

# 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
KFWB-AM																				
SP '00	25	1126	.1	.4	58	602	.2	.7	16	407		.2	39	488	.1	.5	13	212		.4
WI '00	33	1289	.1	.6	81	843	.2	1.0	28	408	.1	.3	53	680	.2	.7	12	149		.4
FA '99	32	1201	.1	.5	54	740	.2	.6	28	329	.1	.3	41	533	.1	.5	26	233	.1	.8
SU '99	20	921	.1	.3	39	460	.1	.5	25	243	.1	.3	29	443	.1	.4	5	161		.1
4-Book	28	1134	.1	.5	58	661	.2	.7	24	347	.1	.3	41	536	.1	.5	14	189		.4
SP '99	30	1291	.1	.5	91	842	.3	1.0	21	403	.1	.2	39	563	.1	.5	9	179		.3
+KHJ -AM																				
SP '00	41	838	.1	.7	50	342	.1	.6	54	386	.2	.6	53	338	.2	.7	16	162		.5
WI '00	53	997	.2	.9	81	499	.2	1.0	62	528	.2	.7	48	398	.1	.7	32	202	.1	1.0
FA '99	66	835	.2	1.1	99	417	.3	1.1	86	515	.3	1.0	63	451	.2	.8	37	232	.1	1.1
SU '99	56	1072	.2	.9	72	451	.2	.9	84	527	.2	1.0	75	520	.2	1.1	23	319	.1	.7
4-Book	54	936	.2	.9	76	427	.2	.9	72	489	.2	.8	60	427	.2	.8	27	229	.1	.8
SP '99	65	1159	.2	1.1	63	441	.2	.7	97	604	.3	1.1	90	705	.3	1.2	36	259	.1	1.1
KIEV-AM																				
SP '00	2	37							7	26		.1	1	23						
WI '00		28				15				15										
FA '99	3	78			1	28			8	39		.1	5	22		.1	2	34		.1
SU '99		57			1	24			1	18			1	16						
4-Book	1	50			1	17			4	25		.1	2	15			1	9		
SP '99	2	89			4	28			1	31			2	32			1	15		
KJLH-FM																				
SP '00	101	1391	.3	1.7	124	710	.4	1.5	145	682	.4	1.7	129	736	.4	1.7	54	545	.2	1.7
WI '00	109	1441	.3	1.8	147	736	.4	1.7	146	729	.4	1.7	107	763	.3	1.5	68	640	.2	2.1
FA '99	86	1202	.3	1.4	135	586	.4	1.5	118	604	.3	1.3	76	507	.2	1.0	42	368	.1	1.3
SU '99	75	1390	.2	1.3	112	623	.3	1.4	82	652	.2	1.0	84	654	.2	1.2	64	576	.2	1.9
4-Book	93	1356	.3	1.6	130	664	.4	1.5	123	667	.3	1.4	99	665	.3	1.4	57	532	.2	1.8
SP '99	81	1382	.2	1.3	70	622	.2	.8	93	669	.3	1.1	91	793	.3	1.2	69	569	.2	2.0
KKBT-FM																				
SP '00	263	5388	.8	4.4	319	2535	.9	3.8	311	2728	.9	3.6	357	2983	1.1	4.7	216	1860	.6	7.0
WI '00	280	5758	.8	4.7	360	2751	1.1	4.3	326	2811	1.0	3.9	337	3128	1.0	4.7	179	1922	.5	5.5
FA '99	270	5009	.8	4.3	307	2351	.9	3.3	327	2667	1.0	3.7	336	2654	1.0	4.4	211	2019	.6	6.3
SU '99	320	6091	.9	5.4	433	2791	1.3	5.3	387	3059	1.1	4.6	382	3434	1.1	5.5	252	2459	.7	7.5
4-Book	283	5562	.8	4.7	355	2607	1.1	4.2	338	2816	1.0	4.0	353	3050	1.1	4.8	215	2065	.6	6.6
SP '99	300	5506	.9	4.9	370	2545	1.1	4.2	395	2856	1.2	4.6	391	3125	1.2	5.4	217	2294	.6	6.4
KKLA-FM																				
SP '00	19	272	.1	.3	43	211	.1	.5	19	109	.1	.2	32	157	.1	.4	4	40		.1
WI '00	15	313		.3	28	161	.1	.3	27	121	.1	.3	28	138	.1	.4	2	41		.1
FA '99	11	489		.2	33	311	.1	.4	10	132		.1	12	218		.2	1	67		
SU '99	13	463		.2	25	169	.1	.3	10	168		.1	26	209	.1	.4	4	76		.1
4-Book	15	384		.3	32	213	.1	.4	17	133	.1	.2	25	181	.1	.4	3	56		.1
SP '99	7	267		.1	11	101		.1	10	128		.1	8	114		.1	2	61		.1
KLAC-AM																				
SP '00	22	755	.1	.4	9	68		.1	15	54		.2	27	361	.1	.4	38	434	.1	1.2
WI '00	10	423		.2	5	46		.1	14	30		.2	12	118		.2	16	259		.5
FA '99	9	428		.1	11	104		.1	4	97		.1	11	172		.1	8	194		.2
SU '99	17	335	.1	.3	18	88	.1	.2	27	94	.1	.3	17	128	.1	.2	13	75		.4
4-Book	15	485	.1	.3	11	77	.1	.1	15	69	.1	.2	17	195	.1	.2	19	241		.6
SP '99	14	676		.2	7	60		.1	11	106		.1	12	193		.2	25	333	.1	.7
KLAX-FM																				
SP '00	207	2769	.6	3.4	256	1241	.8	3.0	359	1516	1.1	4.2	213	1492	.6	2.8	64	662	.2	2.1
WI '00	216	3740	.6	3.6	229	1312	.7	2.7	346	2060	1.0	4.1	277	1819	.8	3.8	104	1044	.3	3.2
FA '99	176	3295	.5	2.8	255	1601	.8	2.8	264	1798	.8	3.0	206	1419	.6	2.7	67	823	.2	2.0
SU '99	241	3568	.7	4.0	303	1454	.9	3.7	313	1989	.9	3.7	305	1864	.9	4.4	127	1033	.4	3.8
4-Book	210	3343	.6	3.5	261	1402	.8	3.1	321	1841	1.0	3.8	250	1649	.7	3.4	91	891	.3	2.8
SP '99	280	4053	.8	4.6	387	1827	1.1	4.4	433	2276	1.3	5.0	302	2159	.9	4.1	141	1171	.4	4.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

	Persons 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
<b>+KRCD-FM</b>																				
SP '00	60	807	.2	1.0	54	264	.2	.6	99	422	.3	1.2	75	422	.2	1.0	29	260	.1	.9
WI '00	42	739	.1	.7	34	301	.1	.4	69	435	.2	.8	64	395	.2	.9	24	281	.1	.7
FA '99	27	695	.1	.4	30	149	.1	.3	28	231	.1	.3	34	259	.1	.4	20	224	.1	.6
SU '99	24	899	.1	.4	20	240	.1	.2	31	383	.1	.4	29	411	.1	.4	17	222	.1	.5
<b>4-Book</b>	<b>38</b>	<b>785</b>	<b>.1</b>	<b>.6</b>	<b>35</b>	<b>239</b>	<b>.1</b>	<b>.4</b>	<b>57</b>	<b>368</b>	<b>.2</b>	<b>.7</b>	<b>51</b>	<b>372</b>	<b>.2</b>	<b>.7</b>	<b>23</b>	<b>247</b>	<b>.1</b>	<b>.7</b>
SP '99	27	764	.1	.4	20	235	.1	.2	29	342	.1	.3	32	332	.1	.4	40	270	.1	1.2
<b>+KRCV-FM</b>																				
SP '00	38	486	.1	.6	53	222	.2	.6	58	294	.2	.7	40	230	.1	.5	17	117	.1	.5
WI '00	6	246	.1		11	123		.1	2	50			7	89		.1	6	70		.2
FA '99	1	100			1	24			1	22			1	33			1	10		
SU '99	2	127			3	43			1	26			1	45			2	59		.1
<b>4-Book</b>	<b>12</b>	<b>240</b>		<b>.2</b>	<b>17</b>	<b>103</b>	<b>.1</b>	<b>.2</b>	<b>15</b>	<b>98</b>	<b>.1</b>	<b>.2</b>	<b>12</b>	<b>99</b>		<b>.2</b>	<b>7</b>	<b>64</b>		<b>.2</b>
SP '99	3	121			2	41			5	38		.1	10	96		.1	1	27		
<b>KRLA-AM</b>																				
SP '00	5	147		.1	10	80		.1	8	42		.1					3	35		.1
WI '00	3	127		.1	1	25			4	54			4	24		.1	2	24		.1
FA '99	4	204		.1	6	53		.1	6	51		.1	5	82		.1	4	74		.1
SU '99	12	323		.2	13	123		.2	17	107		.1	7	118		.1	20	89		.1
<b>4-Book</b>	<b>6</b>	<b>200</b>		<b>.1</b>	<b>8</b>	<b>70</b>		<b>.1</b>	<b>9</b>	<b>64</b>		<b>.1</b>	<b>4</b>	<b>56</b>		<b>.1</b>	<b>7</b>	<b>56</b>		<b>.2</b>
SP '99	8	251		.1	6	88		.1	8	112		.1	10	100		.1	5	44		.1
<b>KROQ-FM</b>																				
SP '00	484	7704	1.4	8.0	705	3875	2.1	8.3	693	4129	2.1	8.1	625	4616	1.9	8.3	249	3085	.7	8.0
WI '00	421	6748	1.2	7.1	598	3434	1.8	7.1	539	3581	1.6	6.4	502	4017	1.5	6.9	282	3029	.8	8.7
FA '99	412	7364	1.2	6.6	674	4072	2.0	7.3	512	3926	1.5	5.7	511	4147	1.5	6.6	276	2996	.8	8.3
SU '99	415	7571	1.2	7.0	599	4032	1.8	7.3	515	4003	1.5	6.1	494	4422	1.5	7.1	285	3189	.8	8.4
<b>4-Book</b>	<b>433</b>	<b>7347</b>	<b>1.3</b>	<b>7.2</b>	<b>644</b>	<b>3853</b>	<b>1.9</b>	<b>7.5</b>	<b>565</b>	<b>3910</b>	<b>1.7</b>	<b>6.6</b>	<b>533</b>	<b>4301</b>	<b>1.6</b>	<b>7.2</b>	<b>273</b>	<b>3075</b>	<b>.8</b>	<b>8.4</b>
SP '99	394	7203	1.2	6.4	625	3757	1.9	7.1	504	3888	1.5	5.8	441	4177	1.3	6.1	249	2821	.7	7.3
<b>KRTH-FM</b>																				
SP '00	109	2822	.3	1.8	132	1100	.4	1.6	152	1219	.5	1.8	133	1250	.4	1.8	59	693	.2	1.9
WI '00	118	2881	.3	2.0	147	1049	.4	1.7	221	1284	.7	2.6	129	1383	.4	1.8	44	683	.1	1.4
FA '99	125	2827	.4	2.0	137	1046	.4	1.5	216	1253	.6	2.4	181	1543	.5	2.4	52	771	.2	1.6
SU '99	79	2614	.2	1.3	64	681	.2	.8	135	1165	.4	1.6	93	995	.3	1.3	39	673	.1	1.2
<b>4-Book</b>	<b>108</b>	<b>2786</b>	<b>.3</b>	<b>1.8</b>	<b>120</b>	<b>969</b>	<b>.4</b>	<b>1.4</b>	<b>181</b>	<b>1230</b>	<b>.6</b>	<b>2.1</b>	<b>134</b>	<b>1293</b>	<b>.4</b>	<b>1.8</b>	<b>49</b>	<b>705</b>	<b>.2</b>	<b>1.5</b>
SP '99	116	2667	.3	1.9	133	1057	.4	1.5	216	1147	.6	2.5	131	1153	.4	1.8	36	555	.1	1.1
<b>KSCA-FM</b>																				
SP '00	469	4620	1.4	7.8	1101	3366	3.3	13.0	586	2960	1.7	6.8	458	2096	1.4	6.0	100	885	.3	3.2
WI '00	547	5260	1.6	9.2	1283	3826	3.8	15.2	720	3538	2.1	8.6	492	2649	1.5	6.8	121	1156	.4	3.7
FA '99	650	5454	1.9	10.3	1566	4245	4.6	17.0	873	3675	2.6	9.8	536	2567	1.6	7.0	144	1204	.4	4.3
SU '99	495	4595	1.5	8.3	1132	3243	3.4	13.9	750	3164	2.2	8.8	284	1811	.8	4.1	146	1154	.4	4.3
<b>4-Book</b>	<b>540</b>	<b>4982</b>	<b>1.6</b>	<b>8.9</b>	<b>1271</b>	<b>3670</b>	<b>3.8</b>	<b>14.8</b>	<b>732</b>	<b>3334</b>	<b>2.2</b>	<b>8.5</b>	<b>443</b>	<b>2281</b>	<b>1.3</b>	<b>6.0</b>	<b>128</b>	<b>1100</b>	<b>.4</b>	<b>3.9</b>
SP '99	598	5405	1.8	9.7	1336	3434	4.0	15.2	825	3671	2.4	9.5	452	2235	1.3	6.2	172	1291	.5	5.1
<b>KSSE-FM</b>																				
SP '00	205	3018	.6	3.4	257	1542	.8	3.0	318	1770	.9	3.7	241	1890	.7	3.2	107	1107	.3	3.5
WI '00	178	3589	.5	3.0	248	1728	.7	2.9	242	1983	.7	2.9	212	1773	.6	2.9	86	1153	.3	2.6
FA '99	223	3276	.7	3.6	277	1737	.8	3.0	344	2068	1.0	3.8	247	1812	.7	3.2	128	1100	.4	3.8
SU '99	285	3549	.8	4.8	357	1921	1.1	4.4	419	2239	1.2	4.9	335	1937	1.0	4.8	163	1298	.5	4.8
<b>4-Book</b>	<b>223</b>	<b>3358</b>	<b>.7</b>	<b>3.7</b>	<b>285</b>	<b>1732</b>	<b>.9</b>	<b>3.3</b>	<b>331</b>	<b>2015</b>	<b>1.0</b>	<b>3.8</b>	<b>259</b>	<b>1853</b>	<b>.8</b>	<b>3.5</b>	<b>121</b>	<b>1165</b>	<b>.4</b>	<b>3.7</b>
SP '99	213	3322	.6	3.5	238	1498	.7	2.7	308	1761	.9	3.6	244	1901	.7	3.3	134	1248	.4	3.9
<b>KTNO-AM</b>																				
SP '00	105	1571	.3	1.7	119	691	.4	1.4	156	821	.5	1.8	132	581	.4	1.7	98	499	.3	3.2
WI '00	86	1213	.3	1.4	84	473	.2	1.0	127	538	.4	1.5	144	607	.4	2.0	63	374	.2	1.9
FA '99	77	1094	.2	1.2	53	248	.2	.6	97	559	.3	1.1	126	587	.4	1.6	89	506	.3	2.7
SU '99	73	1187	.2	1.2	35	201	.1	.4	112	625	.3	1.3	129	590	.4	1.9	64	382	.2	1.9
<b>4-Book</b>	<b>85</b>	<b>1266</b>	<b>.3</b>	<b>1.4</b>	<b>73</b>	<b>403</b>	<b>.2</b>	<b>.9</b>	<b>123</b>	<b>636</b>	<b>.4</b>	<b>1.4</b>	<b>133</b>	<b>591</b>	<b>.4</b>	<b>1.8</b>	<b>79</b>	<b>440</b>	<b>.3</b>	<b>2.4</b>
SP '99	138	1508	.4	2.2	117	500	.3	1.3	194	721	.6	2.2	251	924	.7	3.4	109	553	.3	3.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Persons 18-34

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
<b>KTWV-FM</b>																				
SP '00	83	1399	.2	1.4	79	558	.2	.9	144	749	.4	1.7	98	716	.3	1.3	46	436	.1	1.5
WI '00	77	1559	.2	1.3	74	583	.2	.9	125	643	.4	1.5	101	677	.3	1.4	56	525	.2	1.7
FA '99	108	1754	.3	1.7	131	779	.4	1.4	170	914	.5	1.9	143	994	.4	1.9	48	638	.1	1.4
SU '99	98	1856	.3	1.6	93	718	.3	1.1	161	765	.5	1.9	133	869	.4	1.9	54	647	.2	1.6
<b>4-Book</b>	<b>92</b>	<b>1642</b>	<b>.3</b>	<b>1.5</b>	<b>94</b>	<b>660</b>	<b>.3</b>	<b>1.1</b>	<b>150</b>	<b>768</b>	<b>.5</b>	<b>1.8</b>	<b>119</b>	<b>814</b>	<b>.4</b>	<b>1.6</b>	<b>51</b>	<b>562</b>	<b>.2</b>	<b>1.6</b>
SP '99	83	1482	.2	1.4	93	676	.3	1.1	153	672	.5	1.8	105	804	.3	1.4	32	382	.1	.9
<b>KWIZ-FM</b>																				
SP '00	53	740	.2	.9	56	285	.2	.7	79	493	.2	.9	58	343	.2	.8	39	174	.1	1.3
WI '00	35	785	.1	.6	28	272	.1	.3	42	403	.1	.5	48	288	.1	.7	27	235	.1	.8
FA '99	52	658	.2	.8	65	350	.2	.7	96	365	.3	1.1	49	316	.1	.6	36	244	.1	1.1
SU '99	38	499	.1	.6	39	220	.1	.5	67	266	.2	.8	35	289	.1	.5	17	228	.1	.5
<b>4-Book</b>	<b>45</b>	<b>671</b>	<b>.2</b>	<b>.7</b>	<b>47</b>	<b>282</b>	<b>.2</b>	<b>.6</b>	<b>71</b>	<b>382</b>	<b>.2</b>	<b>.8</b>	<b>48</b>	<b>309</b>	<b>.1</b>	<b>.7</b>	<b>30</b>	<b>220</b>	<b>.1</b>	<b>.9</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	30	486	.1	.5	35	230	.1	.4	50	213	.1	.6	40	176	.1	.5	10	88	.3	.3
WI '00	27	322	.1	.5	21	92	.1	.2	54	191	.2	.6	33	143	.1	.5	14	64	.4	.4
FA '99	24	474	.1	.4	13	104	.1	.1	58	362	.2	.6	35	205	.1	.5	4	48	.1	.1
SU '99	26	517	.1	.4	15	117	.2	.2	55	285	.2	.6	37	238	.1	.5	11	112	.3	.3
<b>4-Book</b>	<b>27</b>	<b>450</b>	<b>.1</b>	<b>.5</b>	<b>21</b>	<b>136</b>	<b>.1</b>	<b>.2</b>	<b>54</b>	<b>263</b>	<b>.2</b>	<b>.6</b>	<b>36</b>	<b>191</b>	<b>.1</b>	<b>.5</b>	<b>10</b>	<b>78</b>	<b>.3</b>	<b>.3</b>
SP '99	24	426	.1	.4	23	116	.1	.3	36	237	.1	.4	44	183	.1	.6	11	84	.3	.3
<b>KWVE-FM</b>																				
SP '00	13	502	.1	.2	18	243	.1	.2	21	229	.1	.2	19	288	.1	.3	2	104	.1	.1
WI '00	28	730	.1	.5	48	408	.1	.6	27	221	.1	.3	42	331	.1	.6	17	163	.1	.5
FA '99	26	524	.1	.4	29	228	.1	.3	29	216	.1	.3	48	322	.1	.6	12	131	.1	.4
SU '99	37	718	.1	.6	45	368	.1	.6	46	334	.1	.5	58	342	.2	.8	24	240	.1	.7
<b>4-Book</b>	<b>26</b>	<b>619</b>	<b>.1</b>	<b>.4</b>	<b>35</b>	<b>312</b>	<b>.1</b>	<b>.4</b>	<b>31</b>	<b>250</b>	<b>.1</b>	<b>.3</b>	<b>42</b>	<b>321</b>	<b>.1</b>	<b>.6</b>	<b>14</b>	<b>160</b>	<b>.1</b>	<b>.4</b>
SP '99	20	558	.1	.3	36	290	.1	.4	31	229	.1	.4	23	198	.1	.3	11	149	.3	.3
<b>KXXM-FM</b>																				
SP '00	45	907	.1	.7	60	332	.2	.7	100	417	.3	1.2	57	479	.2	.8	7	247	.2	.2
WI '00	44	1114	.1	.7	62	570	.2	.7	75	623	.2	.9	60	565	.2	.8	14	201	.4	.4
FA '99	25	709	.1	.4	25	254	.1	.3	29	292	.1	.3	38	372	.1	.5	10	153	.3	.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	293	6010	.9	4.9	425	2899	1.3	5.0	446	3019	1.3	5.2	411	3463	1.2	5.4	125	1816	.4	4.0
WI '00	240	5898	.7	4.0	302	2452	.9	3.6	341	2891	1.0	4.1	380	3397	1.1	5.2	131	1985	.4	4.0
FA '99	279	6390	.8	4.4	389	2925	1.2	4.2	454	3356	1.3	5.1	384	3675	1.1	5.0	111	1937	.3	3.3
SU '99	279	6639	.8	4.7	348	3016	1.0	4.3	441	3445	1.3	5.2	349	3627	1.0	5.0	133	2049	.4	3.9
<b>4-Book</b>	<b>273</b>	<b>6234</b>	<b>.8</b>	<b>4.5</b>	<b>366</b>	<b>2823</b>	<b>1.1</b>	<b>4.3</b>	<b>421</b>	<b>3178</b>	<b>1.2</b>	<b>4.9</b>	<b>381</b>	<b>3541</b>	<b>1.1</b>	<b>5.2</b>	<b>125</b>	<b>1947</b>	<b>.4</b>	<b>3.8</b>
SP '99	321	6160	1.0	5.2	450	3110	1.3	5.1	484	3203	1.4	5.6	434	3548	1.3	6.0	134	1946	.4	3.9
<b>KZLA-FM</b>																				
SP '00	73	1442	.2	1.2	97	776	.3	1.1	118	636	.3	1.4	91	786	.3	1.2	29	506	.1	.9
WI '00	84	1699	.2	1.4	108	867	.3	1.3	119	838	.4	1.4	118	1094	.3	1.6	47	609	.1	1.4
FA '99	86	1640	.3	1.4	115	822	.3	1.2	111	778	.3	1.2	134	1071	.4	1.7	41	599	.1	1.2
SU '99	77	1530	.2	1.3	90	657	.3	1.1	104	736	.3	1.2	89	846	.3	1.3	42	553	.1	1.2
<b>4-Book</b>	<b>80</b>	<b>1578</b>	<b>.2</b>	<b>1.3</b>	<b>103</b>	<b>781</b>	<b>.3</b>	<b>1.2</b>	<b>113</b>	<b>747</b>	<b>.3</b>	<b>1.3</b>	<b>108</b>	<b>949</b>	<b>.3</b>	<b>1.5</b>	<b>40</b>	<b>567</b>	<b>.1</b>	<b>1.2</b>
SP '99	103	1580	.3	1.7	116	897	.3	1.3	171	875	.5	2.0	132	869	.4	1.8	42	584	.1	1.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

		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
-----																					
<b>KOLA-FM</b>																					
SP '00	7	246		.1	4	102				9	78		.1	9	54		.1	9	74		.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	7	219		.1	5	57		.1		13	117		.1	10	118		.1	2	55		.1
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	3	195			6	60		.1		2	29			1	56			2	64		.1
-----																					
<b>XTRA-AM</b>																					
SP '00	29	672	.1	.5	35	292	.1	.4		48	395	.1	.6	43	313	.1	.6	5	128		.2
WI '00	28	726	.1	.5	29	278	.1	.3		55	291	.2	.7	37	369	.1	.5	8	118		.2
FA '99	41	821	.1	.7	43	257	.1	.5		92	388	.3	1.0	61	515	.2	.8	7	155		.2
SU '99	20	635	.1	.3	28	218	.1	.3		36	383	.1	.4	32	315	.1	.5	3	111		.1
<b>4-Book</b>	<b>30</b>	<b>714</b>	<b>.1</b>	<b>.5</b>	<b>34</b>	<b>261</b>	<b>.1</b>	<b>.4</b>		<b>58</b>	<b>364</b>	<b>.2</b>	<b>.7</b>	<b>43</b>	<b>378</b>	<b>.1</b>	<b>.6</b>	<b>6</b>	<b>128</b>		<b>.2</b>
SP '99	39	689	.1	.6	57	335	.2	.6		87	337	.3	1.0	39	330	.1	.5	6	129		.2
-----																					
<b>TOTALS</b>																					
SP '00	6014	32614	17.8		8467	27634	25.1			8576	25674	25.4		7575	27417	22.4		3099	19231	9.2	
WI '00	5961	32429	17.7		8466	27832	25.1			8395	25984	24.9		7242	27109	21.4		3255	20081	9.6	
FA '99	6281	32928	18.6		9228	28840	27.3			8938	26696	26.5		7685	27671	22.8		3332	20291	9.9	
SU '99	5967	32485	17.7		8162	27410	24.2			8484	26913	25.2		6971	27684	20.7		3382	20928	10.0	
<b>4-Book</b>	<b>6056</b>	<b>32614</b>	<b>18.0</b>		<b>8581</b>	<b>27929</b>	<b>25.4</b>			<b>8598</b>	<b>26317</b>	<b>25.5</b>		<b>7368</b>	<b>27470</b>	<b>21.8</b>		<b>3267</b>	<b>20133</b>	<b>9.7</b>	
SP '99	6137	32710	18.2		8770	27949	26.0			8653	26320	25.7		7288	27618	21.6		3396	20297	10.1	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Persons 18-34

	Persons 18-34																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '00	46	406	.1	.6	19	167	.1	.5	7	28	.2	.2	20	76	.1	.3	41	125	.1	.8
4-Book	41	507	.1	.5	10	133	.2	.2	7	25	.2	.2	12	47	.2	.2	16	55	.3	.3
KACD-FM																				
SP '00	45	629	.1	.5	16	341	.4	.4	25	101	.1	.6	14	51	.2	.2	15	104	.3	.3
4-Book	37	540	.1	.5	13	290	.3	.3	14	62	.1	.3	17	86	.1	.3	14	68	.3	.3
KBCD-FM																				
SP '00	18	303	.1	.2	11	158	.3	.3					8	57	.1	.1	14	56	.3	.3
4-Book	28	305	.1	.4	11	153	.3	.3	8	25	.1	.2	14	52	.2	.2	13	48	.3	.3
KAVS-FM																				
SP '00	4	98			4	56	.1	.1	2	23										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	475	6857	1.4	5.8	273	4458	.8	6.8	294	982	.9	7.1	530	2091	1.6	7.5	302	1194	.9	6.0
4-Book	498	6921	1.5	6.1	280	4384	.8	6.9	295	1093	.9	6.6	514	1876	1.5	7.4	343	1230	1.0	6.9
+KBET-AM																				
SP '00						8														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	48	627	.1	.6	27	283	.1	.7	13	47	.3	.3	54	133	.2	.8	57	110	.2	1.1
4-Book	50	553	.1	.6	17	236	.1	.4	14	49	.3	.3	34	103	.1	.5	26	80	.1	.5
KBIG-FM																				
SP '00	332	3460	1.0	4.0	119	1777	.4	3.0	82	287	.2	2.0	211	672	.6	3.0	161	481	.5	3.2
4-Book	287	3236	.9	3.5	97	1762	.3	2.4	70	287	.2	1.6	148	591	.5	2.2	139	465	.4	2.8
KBLA-AM																				
SP '00	74	643	.2	.9	35	322	.1	.9	30	74	.1	.7	47	121	.1	.7	71	151	.2	1.4
4-Book	65	515	.2	.8	31	281	.1	.8	31	62	.1	.7	42	114	.1	.6	57	113	.2	1.1
KBUA-FM																				
SP '00	36	320	.1	.4	30	197	.1	.7	40	104	.1	1.0	40	100	.1	.6	49	115	.1	1.0
4-Book	44	331	.1	.6	28	256	.1	.7	35	89	.1	.8	49	120	.1	.7	40	82	.1	.8
KBUE-FM																				
SP '00	382	2498	1.1	4.6	221	1740	.7	5.5	200	576	.6	4.8	367	716	1.1	5.2	237	608	.7	4.7
4-Book	366	2796	1.1	4.5	230	1949	.7	5.6	271	675	.8	6.0	384	879	1.2	5.6	275	680	.8	5.6
KCBS-FM																				
SP '00	177	2270	.5	2.1	90	1383	.3	2.2	65	279	.2	1.6	200	650	.6	2.8	127	429	.4	2.5
4-Book	190	2378	.6	2.3	79	1296	.3	1.9	71	281	.2	1.6	161	572	.5	2.3	100	368	.3	2.0
KCMG-FM																				
SP '00	189	2300	.6	2.3	129	1539	.4	3.2	113	405	.3	2.7	241	698	.7	3.4	150	480	.4	3.0
4-Book	195	2853	.6	2.4	122	1626	.4	3.0	92	302	.3	2.1	207	680	.6	3.0	132	467	.4	2.7
KDIS-AM																				
SP '00	26	465	.1	.3	13	219	.3	.3	6	35	.1	.1	18	84	.1	.3	24	32	.1	.5
4-Book	21	480	.1	.3	14	281	.3	.3	7	45	.2	.2	25	117	.1	.4	22	73	.1	.5
KFI -AM																				
SP '00	72	902	.2	.9	16	291	.4	.4	21	68	.1	.5	31	143	.1	.4	9	28	.2	.2
4-Book	85	968	.3	1.0	19	320	.1	.5	32	112	.1	.7	38	131	.1	.5	20	57	.1	.4
KFSG-FM																				
SP '00	17	383	.1	.2	10	243	.2	.2	11	44	.3	.3	10	54	.1	.1	11	46	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	36	965	.1	.4	12	406	.3	.3	40	221	.1	1.0	7	73	.1	.1	19	89	.1	.4
4-Book	40	1000	.1	.5	15	360	.4	.4	27	148	.1	.6	18	101	.1	.3	17	69	.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 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	
<b>+KHJ -AM</b>																				
SP '00	53	720	.2	.6	37	393	.1	.9	33	94	.1	.8	67	121	.2	.9	34	111	.1	.7
4-Book	69	799	.2	.9	46	452	.1	1.1	73	155	.2	1.6	83	191	.2	1.2	43	131	.1	.9
<b>KIEV-AM</b>																				
SP '00	3	37			1	9						3	6		.1	2	6			
4-Book	2	44																		
<b>KJLH-FM</b>																				
SP '00	134	1103	.4	1.6	76	709	.2	1.9	68	138	.2	1.6	79	203	.2	1.1	40	164	.1	.8
4-Book	118	1052	.4	1.5	73	756	.2	1.8	54	158	.2	1.2	67	190	.2	1.0	50	157	.2	1.0
<b>KKBT-FM</b>																				
SP '00	327	4487	1.0	4.0	178	2888	.5	4.4	125	554	.4	3.0	313	1173	.9	4.4	265	897	.8	5.3
4-Book	348	4684	1.1	4.3	215	3005	.6	5.3	165	584	.5	3.7	339	1203	1.0	4.9	283	943	.8	5.7
<b>KKLA-FM</b>																				
SP '00	30	249	.1	.4	8	132		.2	10	31		.2	8	26		.1	9	15		.2
4-Book	24	335	.1	.3	6	140		.2	4	13		.1	10	40		.2	3	11		.1
<b>KLAC-AM</b>																				
SP '00	17	374	.1	.2	20	327	.1	.5					7	12		.1	12	62		.2
4-Book	14	252	.1	.2	12	194		.3	6	14		.1	9	18		.1	8	30		.2
<b>KLAX-FM</b>																				
SP '00	282	2332	.8	3.4	170	1436	.5	4.2	174	424	.5	4.2	268	551	.8	3.8	198	432	.6	3.9
4-Book	280	2764	.8	3.4	166	1744	.5	4.0	194	485	.6	4.4	291	691	.9	4.2	196	476	.6	3.9
<b>KLOS-FM</b>																				
SP '00	186	2621	.6	2.3	80	1254	.2	2.0	58	267	.2	1.4	180	483	.5	2.5	155	473	.5	3.1
4-Book	190	2550	.6	2.3	80	1221	.2	2.0	67	259	.2	1.5	159	518	.5	2.3	123	392	.4	2.5
<b>KLSX-FM</b>																				
SP '00	284	2522	.8	3.4	33	624	.1	.8	56	180	.2	1.4	26	174	.1	.4	75	141	.2	1.5
4-Book	295	2404	.9	3.6	31	600	.1	.8	53	150	.2	1.2	31	149	.1	.5	38	103	.1	.8
<b>KLVE-FM</b>																				
SP '00	495	4030	1.5	6.0	258	2558	.8	6.4	280	758	.8	6.8	477	1116	1.4	6.7	280	539	.8	5.6
4-Book	503	4358	1.5	6.2	290	2974	.9	7.1	302	849	.9	6.8	500	1236	1.5	7.2	303	771	.9	6.1
<b>KLYY-FM</b>																				
SP '00	125	1364	.4	1.5	73	843	.2	1.8	44	191	.1	1.1	144	431	.4	2.0	130	264	.4	2.6
4-Book	99	1880	.3	1.2	66	1184	.2	1.7	49	188	.2	1.1	106	433	.3	1.5	108	315	.3	2.2
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	42	683	.1	.5	30	402	.1	.7	7	41		.2	50	135	.1	.7	47	106	.1	.9
4-Book	35	623	.1	.4	24	386	.1	.6	13	58		.3	37	99	.1	.5	31	115	.1	.6
<b>KNX -AM</b>																				
SP '00	52	985	.2	.6	9	259		.2	2	28			23	75	.1	.3	7	53		.1
4-Book	46	972	.1	.6	15	352	.1	.4	13	67	.1	.3	27	118	.1	.4	6	35		.1
<b>KOST-FM</b>																				
SP '00	245	3247	.7	3.0	108	1912	.3	2.7	69	264	.2	1.7	152	614	.5	2.1	127	499	.4	2.5
4-Book	267	3586	.8	3.3	118	2091	.4	2.9	89	323	.3	2.0	162	669	.5	2.3	148	521	.4	3.0
<b>KPWR-FM</b>																				
SP '00	521	6929	1.5	6.3	258	4160	.8	6.4	209	871	.6	5.0	451	1770	1.3	6.4	327	1205	1.0	6.5
4-Book	496	7002	1.5	6.1	282	4324	.8	6.9	226	847	.7	5.0	484	1755	1.4	7.0	388	1418	1.2	7.8
<b>+KRCD-FM</b>																				
SP '00	78	623	.2	.9	49	462	.1	1.2	48	112	.1	1.2	88	182	.3	1.2	61	126	.2	1.2
4-Book	48	567	.2	.6	32	413	.1	.8	26	62	.1	.6	41	123	.1	.6	36	99	.1	.7
<b>+KRCV-FM</b>																				
SP '00	51	385	.2	.6	30	269	.1	.7	54	100	.2	1.3	70	171	.2	1.0	38	88	.1	.8
4-Book	15	186	.1	.2	10	108		.2	16	34	.1	.4	21	54	.1	.3	14	31		.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 - Persons 18-34

		Persons 18-34																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM	SP '00	6	80	.1		5	62	.1						11	26	.2		9	25	.2	
	4-Book	7	139	.1		4	63	.1		1	4			7	23	.1		7	18	.2	
KROQ-FM	SP '00	676	6659	2.0	8.2	300	4164	.9	7.4	265	853	.8	6.4	586	1895	1.7	8.3	357	1261	1.1	7.1
	4-Book	579	6457	1.7	7.1	279	4019	.9	6.8	210	746	.6	4.7	488	1774	1.5	7.1	338	1227	1.0	6.9
KRTH-FM	SP '00	140	2158	.4	1.7	89	1269	.3	2.2	52	213	.2	1.3	156	394	.5	2.2	134	401	.4	2.7
	4-Book	148	2143	.4	1.8	77	1163	.2	1.9	52	159	.2	1.2	131	399	.4	1.9	89	300	.3	1.8
KSCA-FM	SP '00	705	4187	2.1	8.6	298	2453	.9	7.4	850	1529	2.5	20.5	498	1139	1.5	7.0	298	637	.9	5.9
	4-Book	809	4590	2.4	9.8	343	2861	1.0	8.4	1010	1734	3.0	22.4	582	1402	1.7	8.4	306	698	.9	6.2
KSSE-FM	SP '00	276	2662	.8	3.4	145	1633	.4	3.6	171	424	.5	4.1	291	707	.9	4.1	153	434	.5	3.0
	4-Book	295	2958	.9	3.6	164	1966	.5	4.0	200	584	.6	4.5	324	938	1.0	4.7	201	575	.6	4.0
KTNQ-AM	SP '00	137	1242	.4	1.7	52	563	.2	1.3	60	159	.2	1.4	96	201	.3	1.4	56	136	.2	1.1
	4-Book	111	1024	.4	1.4	45	524	.1	1.1	42	127	.2	.9	66	171	.2	1.0	60	165	.2	1.2
KTWV-FM	SP '00	110	1113	.3	1.3	60	640	.2	1.5	33	105	.1	.8	91	183	.3	1.3	70	236	.2	1.4
	4-Book	123	1265	.4	1.5	63	728	.2	1.5	51	134	.2	1.2	90	223	.3	1.3	69	210	.2	1.4
KWIZ-FM	SP '00	65	616	.2	.8	40	418	.1	1.0	67	149	.2	1.6	78	184	.2	1.1	49	153	.1	1.0
	4-Book	56	550	.2	.7	33	369	.1	.8	34	79	.1	.8	76	177	.2	1.1	46	114	.1	.9
+KWKU-AM	KWPA-AM	SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVKW-AM	SP '00	42	367	.1	.5	21	223	.1	.5	50	137	.1	1.2	48	102	.1	.7	14	32	.1	.3
	4-Book	38	344	.1	.5	17	197	.1	.4	29	64	.1	.7	29	69	.1	.4	25	56	.1	.5
KVVE-FM	SP '00	19	434	.1	.2	7	161	.1	.2	15	51	.1	.4	9	61	.1	.1	5	12	.1	.1
	4-Book	35	504	.1	.4	17	298	.1	.4	24	78	.1	.6	18	71	.1	.2	18	56	.1	.4
KXMX-FM	SP '00	75	762	.2	.9	19	389	.1	.5	7	30	.2	.2	37	108	.1	.5	36	135	.1	.7
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM	SP '00	429	5195	1.3	5.2	164	2767	.5	4.1	141	491	.4	3.4	303	1183	.9	4.3	230	938	.7	4.6
	4-Book	392	5409	1.2	4.8	160	2791	.5	3.9	126	480	.4	2.8	326	1247	1.0	4.7	213	843	.7	4.3
KZLA-FM	SP '00	103	1231	.3	1.3	50	675	.1	1.2	32	152	.1	.8	125	354	.4	1.8	57	176	.2	1.1
	4-Book	108	1336	.3	1.3	57	787	.2	1.4	49	207	.2	1.1	102	361	.3	1.5	74	249	.2	1.5
KOLA-FM	SP '00	8	166	.1	.1	4	85	.1	.1	**	**	**	**	10	27	.1	.1	3	16	.1	.1
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '00	42	590	.1	.5	21	222	.1	.5	24	57	.1	.6	35	80	.1	.5	29	63	.1	.6
	4-Book	46	589	.1	.6	16	255	.1	.4	22	61	.1	.5	23	67	.1	.3	20	68	.1	.4
TOTALS	SP '00	8234	31916	24.4		4027	25437	11.9		4146	10730	12.3		7074	16086	20.9		5025	12035	14.9	
	4-Book	8214	32111	24.4		4093	26125	12.1		4484	11159	13.3		6924	16389	20.5		4955	12205	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																			
	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 '00	9	53	.3		9	26	.4		33	57	.1	.7	25	69	.1	.7	6	12	.3	
4-Book	5	28	.2		7	24	.3		14	35	.1	.3	9	24	.1	.3	6	20	.3	
KACD-FM																				
SP '00	12	66	.4		9	55	.4		20	141	.1	.4	12	86	.3		18	67	.1	.9
4-Book	10	56	.3		7	43	.3		23	104	.1	.5	12	73	.3		11	51	.1	.5
KBCD-FM																				
SP '00	8	29	.3		3	14	.1		32	84	.1	.7	25	59	.1	.7				
4-Book	4	16	.1		6	20	.2		16	55	.1	.4	22	39	.1	.6	6	33	.3	
KAVS-FM																				
SP '00					3	35	.1		3	23	.1		17	21	.1	.5	7	21	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	207	926	.6	7.2	170	678	.5	6.8	295	1308	.9	6.0	264	1083	.8	7.3	113	697	.3	5.8
4-Book	202	884	.6	6.6	158	638	.5	6.2	323	1341	1.0	6.9	247	995	.8	6.8	142	677	.4	6.3
+KBET-AM																				
SP '00																	3	8	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	21	46	.1	.7	11	32	.4		19	90	.1	.4	32	91	.1	.9	10	48	.5	
4-Book	15	42	.1	.5	10	35	.4		19	74	.1	.4	12	51	.4		5	23	.2	
KBIG-FM																				
SP '00	123	508	.4	4.3	58	232	.2	2.3	161	531	.5	3.3	95	301	.3	2.6	46	196	.1	2.4
4-Book	136	482	.4	4.4	45	178	.2	1.8	101	423	.3	2.2	71	257	.2	2.0	52	223	.2	2.3
KBLA-AM																				
SP '00	8	31	.3		17	42	.1	.7	50	91	.1	1.0	63	144	.2	1.7	3	12	.2	
4-Book	10	34	.3		19	37	.1	.7	45	98	.1	1.0	47	96	.1	1.3	6	20	.3	
KBUA-FM																				
SP '00	17	57	.1	.6	17	53	.1	.7	52	117	.2	1.1	18	81	.1	.5	7	36	.4	
4-Book	14	52	.1	.5	18	59	.1	.7	42	110	.1	.9	16	54	.1	.5	10	45	.5	
KBUE-FM																				
SP '00	171	376	.5	6.0	163	431	.5	6.5	304	641	.9	6.2	207	471	.6	5.7	105	286	.3	5.4
4-Book	158	432	.5	5.2	177	480	.5	7.0	278	700	.8	5.9	191	484	.6	5.3	103	328	.3	4.6
KCBS-FM																				
SP '00	47	188	.1	1.6	26	114	.1	1.0	142	434	.4	2.9	72	358	.2	2.0	27	148	.1	1.4
4-Book	35	168	.1	1.1	40	163	.1	1.6	116	410	.3	2.4	69	264	.2	1.9	32	159	.1	1.4
KCMG-FM																				
SP '00	99	348	.3	3.5	50	189	.1	2.0	120	371	.4	2.5	116	429	.3	3.2	127	347	.4	6.6
4-Book	86	337	.3	2.8	41	153	.1	1.6	119	395	.4	2.5	124	384	.4	3.4	153	368	.5	6.6
KDIS-AM																				
SP '00	2	10	.1		9	29	.4		21	68	.1	.4	13	75	.4		13	34	.7	
4-Book	5	37	.2		10	44	.4		24	110	.1	.5	8	45	.3		8	32	.4	
KFI -AM																				
SP '00	13	31	.5		17	61	.1	.7	21	77	.1	.4	4	15	.1		12	44	.6	
4-Book	14	47	.5		13	54	.5		23	74	.1	.5	6	19	.2		7	30	.3	
KFSG-FM																				
SP '00	5	27	.2		7	14	.3		26	97	.1	.5	3	28	.1		3	14	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	2	12	.1		22	78	.1	.9	7	28	.1		3	28	.1		6	16	.3	
4-Book	11	44	.1	.4	20	91	.1	.8	18	75	.1	.4	7	54	.2		4	33	.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 18-34

	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
<b>+KHJ -AM</b>																				
SP '00	25	32	.1	.9	18	54	.1	.7	64	119	.2	1.3	38	117	.1	1.1	14	57		.7
4-Book	24	64	.1	.8	40	103	.2	1.6	49	109	.1	1.1	41	113	.1	1.2	18	72		.8
<b>KIEV-AM</b>																				
SP '00																				
4-Book																				
<b>KJLH-FM</b>																				
SP '00	67	199	.2	2.3	93	256	.3	3.7	129	272	.4	2.6	101	207	.3	2.8	29	104	.1	1.5
4-Book	51	174	.2	1.7	89	213	.3	3.5	139	349	.4	3.0	95	231	.3	2.6	33	115	.1	1.5
<b>KKBT-FM</b>																				
SP '00	168	664	.5	5.9	125	463	.4	5.0	171	700	.5	3.5	133	537	.4	3.7	113	377	.3	5.8
4-Book	206	758	.6	6.7	120	387	.4	4.8	209	792	.6	4.5	216	680	.7	5.9	163	497	.5	7.3
<b>KKLA-FM</b>																				
SP '00	8	31		.3	6	46		.2	8	27		.2					11	18		.6
4-Book	4	18		.2	10	47		.4	7	34		.2	2	7		.1	3	8		.2
<b>KLAC-AM</b>																				
SP '00	2	17		.1	8	11		.3	4	44		.1	102	228	.3	2.8	30	163	.1	1.5
4-Book	7	28		.2	2	3		.1	8	37		.2	38	100	.1	1.1	18	76	.1	.8
<b>KLAX-FM</b>																				
SP '00	92	264	.3	3.2	149	377	.4	5.9	247	475	.7	5.1	174	402	.5	4.8	60	165	.2	3.1
4-Book	92	346	.3	3.0	133	366	.4	5.2	192	508	.6	4.1	165	392	.5	4.5	69	227	.2	2.9
<b>KLOS-FM</b>																				
SP '00	47	222	.1	1.6	26	131	.1	1.0	78	270	.2	1.6	58	238	.2	1.6	31	129	.1	1.6
4-Book	54	203	.2	1.7	33	140	.1	1.3	89	318	.3	1.9	69	250	.2	1.9	39	161	.1	1.8
<b>KLSX-FM</b>																				
SP '00	8	59		.3	32	147	.1	1.3	47	184	.1	1.0	35	101	.1	1.0				
4-Book	12	69		.4	46	158	.2	1.9	55	204	.2	1.2	14	49		.4	6	30		.3
<b>KLVE-FM</b>																				
SP '00	250	647	.7	8.7	200	494	.6	8.0	271	676	.8	5.5	200	411	.6	5.5	96	362	.3	5.0
4-Book	312	864	.9	10.1	207	581	.6	8.2	332	855	1.0	7.1	181	456	.5	4.9	150	505	.5	6.5
<b>KLYY-FM</b>																				
SP '00	33	141	.1	1.2	26	124	.1	1.0	101	266	.3	2.1	64	205	.2	1.8	35	144	.1	1.8
4-Book	43	199	.1	1.4	29	122	.1	1.1	82	340	.3	1.8	74	296	.2	2.0	38	201	.1	1.7
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	11	84		.4	13	73		.5	42	200	.1	.9	49	138	.1	1.4	17	50	.1	.9
4-Book	14	73		.5	13	52		.5	31	145	.1	.7	28	95	.1	.8	20	63	.1	.9
<b>KNX -AM</b>																				
SP '00	7	44		.2	4	44		.2	8	60		.2	7	40		.2	7	45		.4
4-Book	10	50		.3	10	51		.4	31	109	.1	.7	14	78	.1	.4	6	46		.3
<b>KOST-FM</b>																				
SP '00	104	548	.3	3.6	55	231	.2	2.2	117	440	.3	2.4	98	364	.3	2.7	126	487	.4	6.5
4-Book	132	573	.4	4.3	77	262	.3	3.0	105	435	.3	2.2	97	363	.3	2.6	120	455	.4	5.3
<b>KPWR-FM</b>																				
SP '00	265	989	.8	9.2	147	614	.4	5.9	265	1143	.8	5.4	253	944	.7	7.0	128	546	.4	6.6
4-Book	291	1037	.9	9.4	130	524	.4	5.2	286	1193	.9	6.1	273	926	.8	7.5	160	659	.5	7.2
<b>+KRCD-FM</b>																				
SP '00	25	84	.1	.9	30	87	.1	1.2	66	180	.2	1.4	54	143	.2	1.5	17	97	.1	.9
4-Book	31	90	.1	1.0	29	80	.1	1.2	34	114	.1	.7	34	91	.1	.9	27	70	.1	1.2
<b>+KRCV-FM</b>																				
SP '00	19	46	.1	.7	9	35		.4	27	65	.1	.6	16	34		.4	6	24		.3
4-Book	9	23		.3	5	15		.2	9	22		.2	7	21		.2	2	6		.1

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																				
		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	
KRLA-AM																						
SP '00		5	11		.2													15	21		.8	
4-Book		4	5		.1	1	7		.1	2	7			3	6		.1	6	14		.3	
KROQ-FM																						
SP '00		236	1002	.7	8.2	129	552	.4	5.1	386	1444	1.1	7.9	254	944	.8	7.0	149	668	.4	7.7	
4-Book		216	937	.6	7.0	98	400	.3	3.9	365	1370	1.1	7.8	298	1024	.9	8.1	183	742	.5	8.0	
KRTH-FM																						
SP '00		47	192	.1	1.6	61	208	.2	2.4	124	401	.4	2.5	93	271	.3	2.6	41	172	.1	2.1	
4-Book		53	196	.2	1.7	44	146	.1	1.7	101	326	.3	2.1	81	239	.3	2.2	58	182	.2	2.5	
KSCA-FM																						
SP '00		92	272	.3	3.2	223	500	.7	8.9	249	585	.7	5.1	176	364	.5	4.9	71	187	.2	3.7	
4-Book		125	361	.4	4.1	272	576	.8	10.7	278	768	.8	5.9	176	415	.5	4.8	72	237	.2	3.2	
KSSE-FM																						
SP '00		91	348	.3	3.2	91	287	.3	3.6	190	473	.6	3.9	82	241	.2	2.3	72	242	.2	3.7	
4-Book		110	379	.4	3.6	88	292	.3	3.5	172	559	.5	3.7	137	381	.4	3.8	73	282	.2	3.2	
KTNO-AM																						
SP '00		55	142	.2	1.9	17	57	.1	.7	51	142	.2	1.0	29	90	.1	.8	43	82	.1	2.2	
4-Book		52	148	.2	1.7	25	72	.1	1.0	37	119	.1	.8	44	101	.1	1.2	31	86	.1	1.4	
KTWV-FM																						
SP '00		55	134	.2	1.9	60	115	.2	2.4	65	185	.2	1.3	63	150	.2	1.7	42	103	.1	2.2	
4-Book		49	149	.2	1.6	55	152	.2	2.2	69	222	.2	1.5	66	194	.2	1.8	53	141	.2	2.3	
KWIZ-FM																						
SP '00		29	62	.1	1.0	22	101	.1	.9	57	120	.2	1.2	7	30		.2	6	32		.3	
4-Book		22	68	.1	.7	13	58		.5	40	89	.1	.9	18	60	.1	.5	10	48		.4	
+KWKU-AM																						
KWPA-AM																						
SP '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWKW-AM																						
SP '00		4	21		.1	24	75	.1	1.0	16	40		.3	12	20		.3	2	9		.1	
4-Book		5	21		.2	14	47		.6	22	49	.1	.4	9	21		.2	5	16		.2	
KWVE-FM																						
SP '00						6	51		.2	18	83	.1	.4	3	22		.1					
4-Book		14	46	.1	.4	16	79	.1	.6	19	92	.1	.4	16	58	.1	.4	14	65	.1	.6	
KXMX-FM																						
SP '00		4	42		.1	10	67		.4	23	97	.1	.5	34	89	.1	.9	4	37		.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KYSR-FM																						
SP '00		94	457	.3	3.3	78	347	.2	3.1	255	943	.8	5.2	147	547	.4	4.1	51	272	.2	2.6	
4-Book		86	453	.3	2.8	54	257	.2	2.2	214	889	.6	4.5	157	612	.5	4.3	85	407	.3	3.6	
KZLA-FM																						
SP '00		19	90	.1	.7	35	168	.1	1.4	65	202	.2	1.3	28	103	.1	.8	33	105	.1	1.7	
4-Book		27	118	.1	.9	47	170	.2	1.9	67	256	.2	1.4	53	165	.2	1.5	37	134	.1	1.7	
KOLA-FM																						
SP '00		12	22		.4	1	10			2	10			1	10							
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
SP '00		3	15		.1	28	74	.1	1.1	15	15		.3	32	80	.1	.9	5	44		.3	
4-Book		2	11		.1	15	45	.1	.6	18	61	.1	.4	25	75	.1	.7	8	44		.4	
TOTALS																						
SP '00		2868	8686	8.5		2510	7401	7.4		4885	12034	14.5		3609	8933	10.7		1938	6219	5.7		
4-Book		3090	9294	9.2		2537	7289	7.5		4693	12298	13.9		3644	9169	10.8		2268	7093	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 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	
<b>KABC-AM</b>																				
SP '00	168	2287	.3	1.5	213	1071	.3	1.3	230	1160	.4	1.4	297	1324	.5	2.1	86	690	.1	1.6
WI '00	102	2166	.2	.9	144	1036	.2	.9	125	962	.2	.8	167	1037	.3	1.2	73	515	.1	1.4
FA '99	114	2200	.2	1.0	152	1101	.2	.9	171	991	.3	1.0	172	1208	.3	1.2	68	595	.1	1.3
SU '99	131	2948	.2	1.2	173	1316	.3	1.1	198	1353	.3	1.2	241	1632	.4	1.9	65	713	.1	1.2
<b>4-Book</b>	<b>129</b>	<b>2400</b>	<b>.2</b>	<b>1.2</b>	<b>171</b>	<b>1131</b>	<b>.3</b>	<b>1.1</b>	<b>181</b>	<b>1117</b>	<b>.3</b>	<b>1.1</b>	<b>219</b>	<b>1300</b>	<b>.4</b>	<b>1.6</b>	<b>73</b>	<b>628</b>	<b>.1</b>	<b>1.4</b>
SP '99	138	2333	.2	1.2	170	989	.3	1.0	203	1027	.3	1.3	266	1251	.4	2.0	85	625	.1	1.6
<b>KACD-FM</b>																				
SP '00	63	1373	.1	.6	74	653	.1	.4	92	640	.1	.6	112	851	.2	.8	23	447	.1	.4
WI '00	71	1263	.1	.6	96	616	.2	.6	97	584	.2	.6	92	810	.1	.7	25	423	.1	.5
FA '99	56	1604	.1	.5	64	760	.1	.4	80	723	.1	.5	85	901	.1	.6	30	584	.1	.6
SU '99	52	1127	.1	.5	59	537	.1	.4	89	553	.1	.6	72	590	.1	.6	23	361	.1	.4
<b>4-Book</b>	<b>61</b>	<b>1342</b>	<b>.1</b>	<b>.6</b>	<b>73</b>	<b>642</b>	<b>.1</b>	<b>.5</b>	<b>90</b>	<b>625</b>	<b>.1</b>	<b>.6</b>	<b>90</b>	<b>788</b>	<b>.1</b>	<b>.7</b>	<b>25</b>	<b>454</b>	<b>.1</b>	<b>.5</b>
SP '99	58	1259	.1	.5	73	659	.1	.4	85	543	.1	.5	78	704	.1	.6	26	322	.1	.5
<b>KBCD-FM</b>																				
SP '00	29	770	.1	.3	30	454	.1	.2	47	385	.1	.3	45	480	.1	.3	9	211	.1	.2
WI '00	27	779	.1	.2	31	427	.1	.2	39	384	.1	.2	36	382	.1	.3	13	232	.1	.3
FA '99	38	621	.1	.3	26	316	.1	.2	68	306	.1	.4	71	460	.1	.5	14	78	.1	.3
SU '99	61	790	.1	.6	85	523	.1	.5	131	455	.2	.8	69	515	.1	.5	10	182	.1	.2
<b>4-Book</b>	<b>39</b>	<b>740</b>	<b>.1</b>	<b>.4</b>	<b>43</b>	<b>430</b>	<b>.1</b>	<b>.3</b>	<b>71</b>	<b>383</b>	<b>.1</b>	<b>.4</b>	<b>55</b>	<b>459</b>	<b>.1</b>	<b>.4</b>	<b>12</b>	<b>176</b>	<b>.1</b>	<b>.3</b>
SP '99	37	683	.1	.3	39	337	.1	.2	70	437	.1	.4	39	389	.1	.3	9	153	.1	.2
<b>KAVS-FM</b>																				
SP '00	6	201	.1	.1	12	115	.1	.1	3	37	.1	.1	11	90	.1	.1	3	50	.1	.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	28	**	**	**	11	**	**	**	17	**	**	**	11	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	539	12089	.9	4.8	854	6443	1.3	5.2	685	5964	1.1	4.3	686	6686	1.1	4.9	239	3513	.4	4.6
WI '00	614	13220	1.0	5.6	916	7246	1.4	5.6	802	6312	1.3	5.0	790	7432	1.2	5.9	303	4191	.5	5.9
FA '99	584	12419	.9	5.2	871	6939	1.4	5.0	798	5743	1.3	4.9	770	6935	1.2	5.6	234	3666	.4	4.4
SU '99	522	12313	.8	4.7	742	6022	1.2	4.7	715	6242	1.1	4.5	679	6554	1.1	5.2	227	3735	.4	4.0
<b>4-Book</b>	<b>565</b>	<b>12510</b>	<b>.9</b>	<b>5.1</b>	<b>846</b>	<b>6663</b>	<b>1.3</b>	<b>5.1</b>	<b>750</b>	<b>6065</b>	<b>1.2</b>	<b>4.7</b>	<b>731</b>	<b>6902</b>	<b>1.2</b>	<b>5.4</b>	<b>251</b>	<b>3776</b>	<b>.4</b>	<b>4.7</b>
SP '99	526	11222	.8	4.7	820	5898	1.3	4.9	667	5308	1.1	4.1	664	6169	1.1	5.0	250	3801	.4	4.6
<b>+KBET-AM</b>																				
SP '00		24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	14	**	**	**	**	**	**	**	**	**	**	**	14	**	**	**	**	**	**
SU '99	**	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	69	1445	.1	.6	66	460	.1	.4	106	767	.2	.7	88	598	.1	.6	56	430	.1	1.1
WI '00	56	1206	.1	.5	59	563	.1	.4	139	752	.2	.9	62	586	.1	.5	9	199	.1	.2
FA '99	74	1512	.1	.7	88	650	.1	.5	146	777	.2	.9	76	683	.1	.6	34	455	.1	.6
SU '99	51	1300	.1	.5	67	592	.1	.4	90	635	.1	.6	52	640	.1	.4	34	465	.1	.6
<b>4-Book</b>	<b>63</b>	<b>1366</b>	<b>.1</b>	<b>.6</b>	<b>70</b>	<b>566</b>	<b>.1</b>	<b>.4</b>	<b>120</b>	<b>733</b>	<b>.2</b>	<b>.8</b>	<b>70</b>	<b>627</b>	<b>.1</b>	<b>.5</b>	<b>33</b>	<b>387</b>	<b>.1</b>	<b>.6</b>
SP '99	85	1546	.1	.8	86	633	.1	.5	152	712	.2	.9	93	737	.1	.7	66	579	.1	1.2
<b>KBIG-FM</b>																				
SP '00	362	7369	.6	3.3	442	3233	.7	2.7	648	3287	1.0	4.1	478	3913	.8	3.4	150	2028	.2	2.9
WI '00	344	7114	.5	3.1	420	3247	.7	2.6	669	3506	1.1	4.2	473	3487	.7	3.5	111	1778	.2	2.2
FA '99	404	7609	.6	3.6	528	3521	.8	3.1	733	3622	1.2	4.5	526	3864	.8	3.8	157	1833	.2	3.0
SU '99	303	6691	.5	2.7	381	2637	.6	2.4	580	3230	.9	3.7	363	3143	.6	2.8	126	1835	.2	2.2
<b>4-Book</b>	<b>353</b>	<b>7196</b>	<b>.6</b>	<b>3.2</b>	<b>443</b>	<b>3160</b>	<b>.7</b>	<b>2.7</b>	<b>658</b>	<b>3411</b>	<b>1.1</b>	<b>4.1</b>	<b>460</b>	<b>3602</b>	<b>.7</b>	<b>3.4</b>	<b>136</b>	<b>1869</b>	<b>.2</b>	<b>2.6</b>
SP '99	275	6272	.4	2.5	362	2539	.6	2.2	505	2724	.8	3.1	351	3041	.6	2.6	103	1633	.2	1.9

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

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

# Target Listener Trends

	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
<b>KBLA-AM</b>																				
SP '00	78	1297	.1	.7	86	557	.1	.5	99	568	.2	.6	152	736	.2	1.1	40	279	.1	.8
WI '00	61	927	.1	.6	66	293	.1	.4	74	399	.1	.5	115	452	.2	.9	32	217	.1	.6
FA '99	107	1245	.2	.9	161	662	.3	.9	162	612	.3	1.0	174	645	.3	1.3	30	325	.6	.4
SU '99	67	946	.1	.6	122	443	.2	.8	75	453	.1	.5	105	486	.2	.8	24	254	.4	.6
<b>4-Book</b>	<b>78</b>	<b>1104</b>	<b>.1</b>	<b>.7</b>	<b>109</b>	<b>489</b>	<b>.2</b>	<b>.7</b>	<b>103</b>	<b>508</b>	<b>.2</b>	<b>.7</b>	<b>137</b>	<b>580</b>	<b>.2</b>	<b>1.0</b>	<b>32</b>	<b>269</b>	<b>.1</b>	<b>.6</b>
SP '99	38	569	.1	.3	45	218	.1	.3	66	313	.1	.4	70	315	.1	.5	13	123	.2	.2
<b>KBUA-FM</b>																				
SP '00	43	501	.1	.4	54	300	.1	.3	58	308	.1	.4	36	316	.1	.3	28	226	.5	.5
WI '00	45	553	.1	.4	55	281	.1	.3	65	254	.1	.4	50	296	.1	.4	34	203	.1	.7
FA '99	70	588	.1	.6	79	305	.1	.5	103	336	.2	.6	93	310	.1	.7	23	182	.4	.4
SU '99	72	729	.1	.7	78	324	.1	.5	115	415	.2	.7	104	491	.2	.8	24	189	.4	.4
<b>4-Book</b>	<b>58</b>	<b>593</b>	<b>.1</b>	<b>.5</b>	<b>67</b>	<b>303</b>	<b>.1</b>	<b>.4</b>	<b>85</b>	<b>328</b>	<b>.2</b>	<b>.5</b>	<b>71</b>	<b>353</b>	<b>.1</b>	<b>.6</b>	<b>27</b>	<b>200</b>	<b>.5</b>	<b>.5</b>
SP '99	58	562	.1	.5	94	323	.1	.6	77	319	.1	.5	58	243	.1	.4	38	203	.1	.7
<b>KBUE-FM</b>																				
SP '00	377	4417	.6	3.4	428	2328	.7	2.6	571	2407	.9	3.6	470	2353	.7	3.4	170	1179	.3	3.3
WI '00	423	5240	.7	3.8	522	2758	.8	3.2	610	3066	1.0	3.8	467	2792	.7	3.5	226	1940	.4	4.4
FA '99	426	4905	.7	3.8	541	2465	.9	3.1	571	2706	.9	3.5	483	2959	.8	3.5	274	1936	.4	5.2
SU '99	433	4938	.7	3.9	524	2520	.8	3.3	626	3108	1.0	3.9	537	2801	.9	4.1	237	1504	.4	4.2
<b>4-Book</b>	<b>415</b>	<b>4875</b>	<b>.7</b>	<b>3.7</b>	<b>504</b>	<b>2518</b>	<b>.8</b>	<b>3.1</b>	<b>595</b>	<b>2822</b>	<b>1.0</b>	<b>3.7</b>	<b>489</b>	<b>2726</b>	<b>.8</b>	<b>3.6</b>	<b>227</b>	<b>1640</b>	<b>.4</b>	<b>4.3</b>
SP '99	370	4666	.6	3.3	415	2068	.7	2.5	542	2429	.9	3.4	517	2763	.8	3.9	180	1280	.3	3.3
<b>KCBS-FM</b>																				
SP '00	334	6528	.5	3.0	500	3064	.8	3.0	484	3166	.8	3.0	431	3530	.7	3.1	102	1571	.2	2.0
WI '00	293	6427	.5	2.7	389	3138	.6	2.4	489	3492	.8	3.0	356	3542	.6	2.6	90	1476	.1	1.8
FA '99	320	6896	.5	2.8	477	3610	.8	2.8	546	3292	.9	3.4	380	3971	.6	2.8	95	1676	.1	1.8
SU '99	366	7053	.6	3.3	505	3074	.8	3.2	621	3411	1.0	3.9	429	3700	.7	3.3	119	1769	.2	2.1
<b>4-Book</b>	<b>328</b>	<b>6726</b>	<b>.5</b>	<b>3.0</b>	<b>468</b>	<b>3222</b>	<b>.8</b>	<b>2.9</b>	<b>535</b>	<b>3340</b>	<b>.9</b>	<b>3.3</b>	<b>399</b>	<b>3686</b>	<b>.7</b>	<b>3.0</b>	<b>102</b>	<b>1623</b>	<b>.2</b>	<b>1.9</b>
SP '99	369	7478	.6	3.3	508	3374	.8	3.1	604	3537	1.0	3.7	458	4024	.7	3.4	112	1866	.2	2.1
<b>KCMG-FM</b>																				
SP '00	292	5732	.5	2.6	355	2586	.6	2.2	444	2591	.7	2.8	342	3075	.5	2.4	139	1671	.2	2.7
WI '00	304	6586	.5	2.8	422	3036	.7	2.6	425	3121	.7	2.6	372	3391	.6	2.8	175	1933	.3	3.4
FA '99	321	6363	.5	2.8	355	2707	.6	2.1	492	3106	.8	3.0	432	3517	.7	3.1	184	1834	.3	3.5
SU '99	328	6371	.5	3.0	391	2572	.6	2.5	440	3271	.7	2.8	375	3508	.6	2.9	195	2085	.3	3.5
<b>4-Book</b>	<b>311</b>	<b>6263</b>	<b>.5</b>	<b>2.8</b>	<b>381</b>	<b>2725</b>	<b>.6</b>	<b>2.4</b>	<b>450</b>	<b>3022</b>	<b>.7</b>	<b>2.8</b>	<b>380</b>	<b>3373</b>	<b>.6</b>	<b>2.9</b>	<b>173</b>	<b>1881</b>	<b>.3</b>	<b>3.3</b>
SP '99	343	5838	.5	3.1	402	2655	.6	2.4	514	2970	.8	3.2	434	3370	.7	3.2	174	1867	.3	3.2
<b>KDIS-AM</b>																				
SP '00	42	1433	.1	.4	69	750	.1	.4	43	563	.1	.3	55	641	.1	.4	15	297	.3	.3
WI '00	46	1681	.1	.4	74	867	.1	.5	29	534	.2	.7	74	870	.1	.5	17	349	.3	.3
FA '99	34	1449	.1	.3	59	688	.1	.3	28	460	.2	.5	56	590	.1	.4	10	205	.2	.2
SU '99	37	1532	.1	.3	57	729	.1	.4	49	668	.1	.3	48	574	.1	.4	10	216	.2	.2
<b>4-Book</b>	<b>40</b>	<b>1524</b>	<b>.1</b>	<b>.4</b>	<b>65</b>	<b>759</b>	<b>.1</b>	<b>.4</b>	<b>37</b>	<b>556</b>	<b>.1</b>	<b>.3</b>	<b>58</b>	<b>669</b>	<b>.1</b>	<b>.4</b>	<b>13</b>	<b>267</b>	<b>.3</b>	<b>.3</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	187	3450	.3	1.7	221	1520	.3	1.3	349	2072	.6	2.2	270	1460	.4	1.9	66	566	.1	1.3
WI '00	213	3915	.3	1.9	272	1744	.4	1.7	483	2324	.8	3.0	221	1752	.3	1.6	80	760	.1	1.6
FA '99	230	3605	.4	2.0	324	1768	.5	1.9	464	2156	.7	2.8	291	1845	.5	2.1	102	761	.2	1.9
SU '99	232	3984	.4	2.1	295	1913	.5	1.9	540	2724	.9	3.4	200	1654	.3	1.5	94	870	.1	1.7
<b>4-Book</b>	<b>216</b>	<b>3739</b>	<b>.4</b>	<b>1.9</b>	<b>278</b>	<b>1736</b>	<b>.4</b>	<b>1.7</b>	<b>459</b>	<b>2319</b>	<b>.8</b>	<b>2.9</b>	<b>246</b>	<b>1678</b>	<b>.4</b>	<b>1.8</b>	<b>86</b>	<b>739</b>	<b>.1</b>	<b>1.6</b>
SP '99	224	4333	.4	2.0	310	2050	.5	1.9	499	2634	.8	3.1	182	1515	.3	1.4	121	817	.2	2.2
<b>KFSG-FM</b>																				
SP '00	45	1110	.1	.4	73	583	.1	.4	60	452	.1	.4	61	514	.1	.4	12	248	.2	.2
WI '00	54	945	.1	.5	87	650	.1	.5	91	477	.1	.6	77	493	.1	.6	19	275	.4	.4
FA '99	39	1022	.1	.3	69	568	.1	.4	62	435	.1	.4	48	538	.1	.3	12	249	.2	.2
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	41	1211	.1	.4	72	634	.1	.4	44	500	.1	.3	48	539	.1	.4	21	275	.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 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
<b>KFWB-AM</b>																				
SP '00	87	3514	.1	.8	224	2262	.4	1.4	75	1241	.1	.5	128	1658	.2	.9	28	669	.5	
WI '00	113	3866	.2	1.0	264	2468	.4	1.6	119	1464	.2	.7	175	2102	.3	1.3	37	590	.1	
FA '99	115	3954	.2	1.0	256	2464	.4	1.5	104	1317	.2	.6	150	1875	.2	1.1	60	816	.1	
SU '99	103	3718	.2	.9	226	2289	.4	1.4	97	1273	.2	.6	134	1891	.2	1.0	31	649	.1	
<b>4-Book</b>	<b>105</b>	<b>3763</b>	<b>.2</b>	<b>.9</b>	<b>243</b>	<b>2371</b>	<b>.4</b>	<b>1.5</b>	<b>99</b>	<b>1324</b>	<b>.2</b>	<b>.6</b>	<b>147</b>	<b>1882</b>	<b>.2</b>	<b>1.1</b>	<b>39</b>	<b>681</b>	<b>.1</b>	
SP '99	111	3788	.2	1.0	287	2432	.5	1.7	96	1482	.2	.6	153	1868	.2	1.1	35	769	.1	
<b>+KHJ -AM</b>																				
SP '00	92	1585	.1	.8	120	686	.2	.7	139	797	.2	.9	93	621	.1	.7	33	319	.1	
WI '00	121	1891	.2	1.1	187	1090	.3	1.1	173	1060	.3	1.1	118	840	.2	.9	59	435	.1	
FA '99	152	1834	.2	1.3	239	996	.4	1.4	230	1083	.4	1.4	142	917	.2	1.0	55	412	.1	
SU '99	130	1842	.2	1.2	188	945	.3	1.2	187	1019	.3	1.2	149	913	.2	1.1	64	580	.1	
<b>4-Book</b>	<b>124</b>	<b>1788</b>	<b>.2</b>	<b>1.1</b>	<b>184</b>	<b>929</b>	<b>.3</b>	<b>1.1</b>	<b>182</b>	<b>990</b>	<b>.3</b>	<b>1.2</b>	<b>126</b>	<b>823</b>	<b>.2</b>	<b>.9</b>	<b>53</b>	<b>437</b>	<b>.1</b>	
SP '99	130	1934	.2	1.2	136	789	.2	.8	199	989	.3	1.2	165	1118	.3	1.2	67	457	.1	
<b>KIEV-AM</b>																				
SP '00	18	286	.2	.2	18	82	.1	.1	50	241	.1	.3	15	147	.1	.1	11	30	.2	
WI '00	10	247	.1	.1	12	61	.1	.1	26	162	.2	.2	6	57	.1	.1	5	40	.1	
FA '99	14	361	.1	.1	6	119	.1	.2	36	218	.1	.2	20	127	.1	.1	10	78	.2	
SU '99	13	256	.1	.1	6	66	.1	.1	25	119	.2	.2	33	104	.1	.3	4	43	.1	
<b>4-Book</b>	<b>14</b>	<b>288</b>	<b>.1</b>	<b>.1</b>	<b>11</b>	<b>82</b>	<b>.1</b>	<b>.1</b>	<b>34</b>	<b>185</b>	<b>.1</b>	<b>.2</b>	<b>19</b>	<b>109</b>	<b>.1</b>	<b>.1</b>	<b>8</b>	<b>48</b>	<b>.2</b>	
SP '99	19	340	.2	.2	7	99	.2	.3	44	207	.1	.3	34	198	.1	.3	9	75	.2	
<b>KJLH-FM</b>																				
SP '00	235	2963	.4	2.1	347	1769	.5	2.1	299	1463	.5	1.9	273	1622	.4	2.0	118	1079	.2	
WI '00	227	2992	.4	2.1	334	1724	.5	2.1	283	1580	.4	1.8	238	1671	.4	1.8	118	1178	.2	
FA '99	179	2368	.3	1.6	283	1281	.4	1.6	224	1145	.4	1.4	172	1147	.3	1.2	96	738	.2	
SU '99	184	2861	.3	1.7	287	1285	.5	1.8	228	1322	.4	1.4	195	1424	.3	1.5	123	1000	.2	
<b>4-Book</b>	<b>206</b>	<b>2796</b>	<b>.4</b>	<b>1.9</b>	<b>313</b>	<b>1515</b>	<b>.5</b>	<b>1.9</b>	<b>259</b>	<b>1378</b>	<b>.4</b>	<b>1.6</b>	<b>220</b>	<b>1466</b>	<b>.4</b>	<b>1.6</b>	<b>114</b>	<b>999</b>	<b>.2</b>	
SP '99	150	2488	.2	1.3	185	1267	.3	1.1	192	1207	.3	1.2	165	1349	.3	1.2	99	971	.2	
<b>KKBT-FM</b>																				
SP '00	320	6800	.5	2.9	393	3096	.6	2.4	388	3330	.6	2.4	423	3679	.7	3.0	248	2217	.4	
WI '00	333	7158	.5	3.0	428	3504	.7	2.6	364	3251	.6	2.3	403	3777	.6	3.0	222	2400	.4	
FA '99	320	6233	.5	2.8	390	2951	.6	2.3	378	3100	.6	2.3	407	3189	.6	3.0	222	2172	.4	
SU '99	409	7796	.7	3.7	575	3724	.9	3.6	489	3806	.8	3.1	519	4437	.8	4.0	289	2906	.5	
<b>4-Book</b>	<b>346</b>	<b>6997</b>	<b>.6</b>	<b>3.1</b>	<b>447</b>	<b>3319</b>	<b>.7</b>	<b>2.7</b>	<b>405</b>	<b>3372</b>	<b>.7</b>	<b>2.5</b>	<b>438</b>	<b>3771</b>	<b>.7</b>	<b>3.3</b>	<b>245</b>	<b>2424</b>	<b>.4</b>	
SP '99	400	7265	.6	3.6	511	3393	.8	3.1	523	3700	.8	3.2	508	3994	.8	3.8	265	2741	.4	
<b>KKLA-FM</b>																				
SP '00	54	907	.1	.5	118	632	.2	.7	80	442	.1	.5	76	453	.1	.5	10	141	.2	
WI '00	56	936	.1	.5	100	540	.2	.6	89	445	.1	.6	105	532	.2	.8	6	126	.1	
FA '99	46	1239	.1	.4	96	751	.2	.6	67	525	.1	.4	68	641	.1	.5	12	264	.2	
SU '99	38	943	.1	.3	79	518	.1	.5	36	342	.1	.2	70	443	.1	.5	13	212	.2	
<b>4-Book</b>	<b>49</b>	<b>1006</b>	<b>.1</b>	<b>.4</b>	<b>98</b>	<b>610</b>	<b>.2</b>	<b>.6</b>	<b>68</b>	<b>439</b>	<b>.1</b>	<b>.4</b>	<b>80</b>	<b>517</b>	<b>.1</b>	<b>.6</b>	<b>10</b>	<b>186</b>	<b>.2</b>	
SP '99	58	1142	.1	.5	105	633	.2	.6	83	489	.1	.5	71	509	.1	.5	19	232	.3	
<b>KLAC-AM</b>																				
SP '00	70	1915	.1	.6	59	270	.1	.4	63	331	.1	.4	84	888	.1	.6	92	993	.1	
WI '00	53	1451	.1	.5	70	393	.1	.4	75	275	.1	.5	51	556	.1	.4	54	728	.1	
FA '99	28	1044	.2	.2	31	270	.2	.2	39	374	.1	.2	44	509	.1	.3	15	389	.3	
SU '99	37	963	.1	.3	52	296	.1	.3	51	327	.1	.3	45	472	.1	.3	28	259	.5	
<b>4-Book</b>	<b>47</b>	<b>1343</b>	<b>.1</b>	<b>.4</b>	<b>53</b>	<b>307</b>	<b>.1</b>	<b>.3</b>	<b>57</b>	<b>327</b>	<b>.1</b>	<b>.4</b>	<b>56</b>	<b>606</b>	<b>.1</b>	<b>.4</b>	<b>47</b>	<b>592</b>	<b>.1</b>	
SP '99	48	1623	.1	.4	37	239	.1	.2	48	366	.1	.3	53	569	.1	.4	57	810	.1	
<b>KLAX-FM</b>																				
SP '00	334	4308	.5	3.0	436	2014	.7	2.6	547	2439	.9	3.4	333	2243	.5	2.4	101	1055	.2	
WI '00	325	5480	.5	3.0	341	2062	.5	2.1	507	3042	.8	3.2	419	2698	.7	3.1	145	1603	.2	
FA '99	294	5053	.5	2.6	432	2571	.7	2.5	461	2692	.7	2.8	340	2332	.5	2.5	96	1106	.2	
SU '99	392	5821	.6	3.6	532	2448	.8	3.4	560	3208	.9	3.5	469	3080	.7	3.6	178	1589	.3	
<b>4-Book</b>	<b>336</b>	<b>5166</b>	<b>.5</b>	<b>3.1</b>	<b>435</b>	<b>2274</b>	<b>.7</b>	<b>2.7</b>	<b>519</b>	<b>2845</b>	<b>.8</b>	<b>3.2</b>	<b>390</b>	<b>2588</b>	<b>.6</b>	<b>2.9</b>	<b>130</b>	<b>1338</b>	<b>.2</b>	
SP '99	436	6293	.7	3.9	645	2785	1.0	3.9	664	3336	1.1	4.1	489	3221	.8	3.6	203	1779	.3	

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

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





# Target Listener Trends

## Persons 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
<b>+KRCO-FM</b>																				
SP '00	150	1881	.2	1.3	145	838	.2	.9	225	1090	.4	1.4	210	1052	.3	1.5	77	578	.1	1.5
WI '00	125	1746	.2	1.1	152	768	.2	.9	178	866	.3	1.1	156	955	.2	1.2	70	653	.1	1.4
FA '99	98	1764	.2	.9	120	629	.2	.7	139	831	.2	.9	122	950	.2	.9	59	530	.1	1.1
SU '99	87	1932	.1	.8	100	780	.2	.6	101	948	.2	.6	95	956	.2	.7	80	666	.1	1.4
<b>4-Book</b>	<b>115</b>	<b>1831</b>	<b>.2</b>	<b>1.0</b>	<b>129</b>	<b>754</b>	<b>.2</b>	<b>.8</b>	<b>161</b>	<b>934</b>	<b>.3</b>	<b>1.0</b>	<b>146</b>	<b>978</b>	<b>.2</b>	<b>1.1</b>	<b>72</b>	<b>607</b>	<b>.1</b>	<b>1.4</b>
SP '99	68	1681	.1	.6	72	567	.1	.4	86	814	.1	.5	80	854	.1	.6	66	539	.1	1.2
<b>+KRCV-FM</b>																				
SP '00	109	1189	.2	1.0	135	634	.2	.8	138	672	.2	.9	122	656	.2	.9	73	392	.1	1.4
WI '00	28	563	.3	.3	29	228	.2	.2	28	240	.2	.2	33	219	.1	.2	30	198	.6	.6
FA '99	8	308	.1	.1	15	102	.1	.1	5	78	.1	.1	3	76	.1	.1	5	46	.1	.1
SU '99	19	387	.2	.2	26	174	.2	.2	15	134	.1	.1	27	157	.2	.2	17	150	.3	.3
<b>4-Book</b>	<b>41</b>	<b>612</b>	<b>.1</b>	<b>.4</b>	<b>51</b>	<b>285</b>	<b>.1</b>	<b>.3</b>	<b>47</b>	<b>281</b>	<b>.1</b>	<b>.3</b>	<b>46</b>	<b>277</b>	<b>.1</b>	<b>.3</b>	<b>31</b>	<b>197</b>	<b>.6</b>	<b>.6</b>
SP '99	15	356	.1	.1	11	99	.1	.1	20	159	.1	.1	28	245	.2	.2	9	91	.2	.2
<b>KRLA-AM</b>																				
SP '00	36	717	.1	.3	53	342	.1	.3	79	321	.1	.5	26	152	.2	.2	18	114	.3	.3
WI '00	18	530	.2	.2	32	220	.1	.2	38	247	.1	.2	17	142	.1	.1	5	104	.1	.1
FA '99	25	678	.2	.2	33	264	.1	.2	67	325	.1	.4	10	162	.1	.1	10	150	.2	.2
SU '99	38	975	.1	.3	65	475	.1	.4	63	483	.1	.4	39	468	.1	.3	25	177	.4	.4
<b>4-Book</b>	<b>29</b>	<b>725</b>	<b>.1</b>	<b>.3</b>	<b>46</b>	<b>325</b>	<b>.1</b>	<b>.3</b>	<b>62</b>	<b>344</b>	<b>.1</b>	<b>.4</b>	<b>23</b>	<b>231</b>	<b>.2</b>	<b>.2</b>	<b>15</b>	<b>136</b>	<b>.3</b>	<b>.3</b>
SP '99	38	855	.1	.3	51	367	.1	.3	71	440	.1	.4	39	260	.1	.3	19	62	.3	.3
<b>KROQ-FM</b>																				
SP '00	581	9909	.9	5.2	909	4958	1.4	5.5	826	5210	1.3	5.2	728	5815	1.1	5.2	286	3823	.5	5.5
WI '00	559	9260	.9	5.1	868	4848	1.4	5.3	741	4801	1.2	4.6	659	5290	1.0	4.9	325	3664	.5	6.3
FA '99	496	9662	.8	4.4	811	5205	1.3	4.7	627	4968	1.0	3.8	621	5326	1.0	4.5	307	3571	.5	5.8
SU '99	498	9531	.8	4.5	730	4855	1.2	4.6	622	4967	1.0	3.9	607	5372	1.0	4.7	313	3698	.5	5.6
<b>4-Book</b>	<b>534</b>	<b>9591</b>	<b>.9</b>	<b>4.8</b>	<b>830</b>	<b>4967</b>	<b>1.3</b>	<b>5.0</b>	<b>704</b>	<b>4987</b>	<b>1.1</b>	<b>4.4</b>	<b>654</b>	<b>5451</b>	<b>1.0</b>	<b>4.8</b>	<b>308</b>	<b>3689</b>	<b>.5</b>	<b>5.8</b>
SP '99	470	9193	.7	4.2	779	4537	1.2	4.7	589	4614	.9	3.7	538	5152	.9	4.0	279	3354	.4	5.1
<b>KRTH-FM</b>																				
SP '00	308	6967	.5	2.8	402	3132	.6	2.4	495	3109	.8	3.1	395	3354	.6	2.8	93	1333	.1	1.8
WI '00	347	7475	.5	3.2	402	3108	.6	2.5	671	3449	1.1	4.2	465	4024	.7	3.5	101	1573	.2	2.0
FA '99	300	6771	.5	2.6	364	2910	.6	2.1	506	3033	.8	3.1	408	3421	.6	3.0	115	1595	.2	2.2
SU '99	255	6556	.4	2.3	290	2438	.5	1.8	442	2997	.7	2.8	319	3176	.5	2.5	91	1625	.1	1.6
<b>4-Book</b>	<b>303</b>	<b>6942</b>	<b>.5</b>	<b>2.7</b>	<b>365</b>	<b>2897</b>	<b>.6</b>	<b>2.2</b>	<b>529</b>	<b>3147</b>	<b>.9</b>	<b>3.3</b>	<b>397</b>	<b>3494</b>	<b>.6</b>	<b>3.0</b>	<b>100</b>	<b>1532</b>	<b>.2</b>	<b>1.9</b>
SP '99	294	6789	.5	2.6	354	2884	.6	2.1	535	3238	.9	3.3	344	3185	.5	2.6	87	1348	.1	1.6
<b>KSCA-FM</b>																				
SP '00	844	7571	1.3	7.6	2040	5689	3.2	12.4	1016	5029	1.6	6.4	840	3742	1.3	6.0	180	1402	.3	3.4
WI '00	839	8100	1.3	7.6	1993	5722	3.1	12.2	1085	5390	1.7	6.8	711	3701	1.1	5.3	188	1657	.3	3.7
FA '99	1005	8443	1.6	8.9	2464	6463	3.9	14.2	1351	5667	2.1	8.3	819	3882	1.3	5.9	191	1662	.3	3.6
SU '99	816	7363	1.3	7.4	1845	5121	2.9	11.6	1164	4941	1.9	7.3	531	3075	.8	4.1	250	1855	.4	4.4
<b>4-Book</b>	<b>876</b>	<b>7869</b>	<b>1.4</b>	<b>7.9</b>	<b>2086</b>	<b>5749</b>	<b>3.3</b>	<b>12.6</b>	<b>1154</b>	<b>5257</b>	<b>1.8</b>	<b>7.2</b>	<b>725</b>	<b>3600</b>	<b>1.1</b>	<b>5.3</b>	<b>202</b>	<b>1644</b>	<b>.3</b>	<b>3.8</b>
SP '99	919	8443	1.5	8.2	2125	5713	3.4	12.8	1264	5661	2.0	7.8	641	3417	1.0	4.8	265	2069	.4	4.9
<b>KSSE-FM</b>																				
SP '00	242	3726	.4	2.2	308	1870	.5	1.9	367	2076	.6	2.3	293	2236	.5	2.1	123	1284	.2	2.4
WI '00	221	4597	.3	2.0	306	2248	.5	1.9	301	2485	.5	1.9	259	2206	.4	1.9	114	1438	.2	2.2
FA '99	294	4384	.5	2.6	374	2334	.6	2.2	450	2631	.7	2.8	314	2361	.5	2.3	156	1360	.2	2.9
SU '99	353	4781	.6	3.2	442	2496	.7	2.8	510	2924	.8	3.2	393	2392	.6	3.0	194	1652	.3	3.5
<b>4-Book</b>	<b>278</b>	<b>4372</b>	<b>.5</b>	<b>2.5</b>	<b>358</b>	<b>2237</b>	<b>.6</b>	<b>2.2</b>	<b>407</b>	<b>2529</b>	<b>.7</b>	<b>2.6</b>	<b>315</b>	<b>2299</b>	<b>.5</b>	<b>2.3</b>	<b>147</b>	<b>1434</b>	<b>.2</b>	<b>2.8</b>
SP '99	256	4092	.4	2.3	286	1933	.5	1.7	356	2043	.6	2.2	283	2212	.5	2.1	162	1459	.3	3.0
<b>KTNQ-AM</b>																				
SP '00	226	3107	.4	2.0	264	1375	.4	1.6	360	1703	.6	2.3	297	1390	.5	2.1	171	956	.3	3.3
WI '00	173	2245	.3	1.6	162	846	.3	1.0	269	1197	.4	1.7	267	1148	.4	2.0	124	679	.2	2.4
FA '99	182	2168	.3	1.6	156	573	.2	.9	254	1196	.4	1.6	272	1188	.4	2.0	171	961	.3	3.2
SU '99	162	2082	.3	1.5	107	602	.2	.7	257	1146	.4	1.6	255	1066	.4	2.0	122	637	.2	2.2
<b>4-Book</b>	<b>186</b>	<b>2401</b>	<b>.3</b>	<b>1.7</b>	<b>172</b>	<b>849</b>	<b>.3</b>	<b>1.1</b>	<b>285</b>	<b>1311</b>	<b>.5</b>	<b>1.8</b>	<b>273</b>	<b>1198</b>	<b>.4</b>	<b>2.0</b>	<b>147</b>	<b>808</b>	<b>.3</b>	<b>2.8</b>
SP '99	234	2765	.4	2.1	186	963	.3	1.1	341	1329	.5	2.1	390	1653	.6	2.9	187	1007	.3	3.4

Target Listener Trends - Persons 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

## 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
<b>KTWV-FM</b>																				
SP '00	309	4660	.5	2.8	349	2126	.6	2.1	522	2302	.8	3.3	372	2536	.6	2.7	179	1605	.3	3.4
WI '00	304	5207	.5	2.8	354	2353	.6	2.2	535	2458	.8	3.3	395	2796	.6	2.9	138	1462	.2	2.7
FA '99	342	5220	.5	3.0	392	2492	.6	2.3	563	2744	.9	3.5	467	3176	.7	3.4	164	1849	.3	3.1
SU '99	358	5608	.6	3.2	441	2392	.7	2.8	566	2674	.9	3.6	433	2912	.7	3.3	192	2053	.3	3.4
<b>4-Book</b>	<b>328</b>	<b>5174</b>	<b>.5</b>	<b>3.0</b>	<b>384</b>	<b>2341</b>	<b>.6</b>	<b>2.4</b>	<b>547</b>	<b>2545</b>	<b>.9</b>	<b>3.4</b>	<b>417</b>	<b>2855</b>	<b>.7</b>	<b>3.1</b>	<b>168</b>	<b>1742</b>	<b>.3</b>	<b>3.2</b>
SP '99	322	5200	.5	2.9	373	2473	.6	2.3	571	2465	.9	3.5	407	2799	.6	3.0	134	1544	.2	2.5
<b>KWIZ-FM</b>																				
SP '00	76	1100	.1	.7	81	453	.1	.5	109	718	.2	.7	80	534	.1	.6	66	271	.1	1.3
WI '00	48	1095	.1	.4	49	391	.1	.3	62	562	.1	.4	65	419	.1	.5	33	309	.1	.6
FA '99	77	953	.1	.7	87	468	.1	.5	143	533	.2	.9	70	446	.1	.5	50	314	.1	.9
SU '99	72	839	.1	.7	84	413	.1	.5	130	457	.2	.8	65	442	.1	.5	34	356	.1	.6
<b>4-Book</b>	<b>68</b>	<b>997</b>	<b>.1</b>	<b>.6</b>	<b>75</b>	<b>431</b>	<b>.1</b>	<b>.5</b>	<b>111</b>	<b>568</b>	<b>.2</b>	<b>.7</b>	<b>70</b>	<b>460</b>	<b>.1</b>	<b>.5</b>	<b>46</b>	<b>313</b>	<b>.1</b>	<b>.9</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKV-AM</b>																				
SP '00	57	947	.1	.5	76	470	.1	.5	89	409	.1	.6	66	333	.1	.5	38	183	.1	.7
WI '00	88	923	.1	.8	62	255	.1	.4	197	628	.3	1.2	107	436	.2	.8	34	212	.1	.7
FA '99	53	897	.1	.5	57	299	.1	.3	105	619	.2	.6	51	340	.1	.4	30	155		.6
SU '99	44	913	.1	.4	31	224		.2	108	489	.2	.7	52	405	.1	.4	18	198		.3
<b>4-Book</b>	<b>61</b>	<b>920</b>	<b>.1</b>	<b>.6</b>	<b>57</b>	<b>312</b>	<b>.1</b>	<b>.4</b>	<b>125</b>	<b>536</b>	<b>.2</b>	<b>.8</b>	<b>69</b>	<b>379</b>	<b>.1</b>	<b>.5</b>	<b>30</b>	<b>187</b>	<b>.1</b>	<b>.6</b>
SP '99	44	794	.1	.4	46	216	.1	.3	63	423	.1	.4	80	410	.1	.6	23	167		.4
<b>KWVE-FM</b>																				
SP '00	52	1370	.1	.5	87	720	.1	.5	69	604	.1	.4	76	723	.1	.5	19	350		.4
WI '00	61	1429	.1	.6	115	880	.2	.7	60	520	.1	.4	66	588	.1	.5	36	365	.1	.7
FA '99	55	1252	.1	.5	80	716	.1	.5	48	504	.1	.3	99	675	.2	.7	33	336	.1	.6
SU '99	93	1710	.1	.8	150	992	.2	.9	99	755	.2	.6	122	867	.2	.9	67	594	.1	1.2
<b>4-Book</b>	<b>65</b>	<b>1440</b>	<b>.1</b>	<b>.6</b>	<b>108</b>	<b>827</b>	<b>.2</b>	<b>.7</b>	<b>69</b>	<b>596</b>	<b>.1</b>	<b>.4</b>	<b>91</b>	<b>713</b>	<b>.2</b>	<b>.7</b>	<b>39</b>	<b>411</b>	<b>.1</b>	<b>.7</b>
SP '99	72	1422	.1	.6	113	842	.2	.7	120	746	.2	.7	81	686	.1	.6	27	357		.5
<b>KXMX-FM</b>																				
SP '00	69	1358	.1	.6	92	609	.1	.6	146	701	.2	.9	79	700	.1	.6	11	309		.2
WI '00	69	1866	.1	.6	90	976	.1	.6	114	957	.2	.7	93	1062	.1	.7	23	389		.4
FA '99	60	1238	.1	.5	70	568	.1	.4	100	554	.2	.6	93	663	.1	.7	22	252		.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	452	9179	.7	4.1	692	4661	1.1	4.2	683	4422	1.1	4.3	658	5334	1.0	4.7	165	2655	.3	3.2
WI '00	372	9274	.6	3.4	511	3993	.8	3.1	554	4218	.9	3.5	544	4973	.9	4.0	167	2690	.3	3.3
FA '99	430	9732	.7	3.8	625	4551	1.0	3.6	699	4956	1.1	4.3	579	5537	.9	4.2	137	2614	.2	2.6
SU '99	391	9735	.6	3.5	525	4478	.8	3.3	619	4893	1.0	3.9	502	5184	.8	3.9	163	2667	.3	2.9
<b>4-Book</b>	<b>411</b>	<b>9480</b>	<b>.7</b>	<b>3.7</b>	<b>588</b>	<b>4421</b>	<b>.9</b>	<b>3.6</b>	<b>639</b>	<b>4622</b>	<b>1.0</b>	<b>4.0</b>	<b>571</b>	<b>5257</b>	<b>.9</b>	<b>4.2</b>	<b>158</b>	<b>2657</b>	<b>.3</b>	<b>3.0</b>
SP '99	467	9470	.7	4.2	625	4545	1.0	3.8	688	4909	1.1	4.3	637	5277	1.0	4.8	209	2900	.3	3.8
<b>KZLA-FM</b>																				
SP '00	191	3267	.3	1.7	246	1905	.4	1.5	305	1543	.5	1.9	272	2027	.4	1.9	68	952	.1	1.3
WI '00	196	3582	.3	1.8	252	1991	.4	1.5	311	2062	.5	1.9	270	2350	.4	2.0	83	1216	.1	1.6
FA '99	175	3398	.3	1.5	231	1794	.4	1.3	220	1638	.3	1.4	239	2131	.4	1.7	88	1195	.1	1.7
SU '99	187	3191	.3	1.7	210	1591	.3	1.3	248	1541	.4	1.6	230	1910	.4	1.8	112	1108	.2	2.0
<b>4-Book</b>	<b>187</b>	<b>3360</b>	<b>.3</b>	<b>1.7</b>	<b>235</b>	<b>1820</b>	<b>.4</b>	<b>1.4</b>	<b>271</b>	<b>1696</b>	<b>.4</b>	<b>1.7</b>	<b>253</b>	<b>2105</b>	<b>.4</b>	<b>1.9</b>	<b>88</b>	<b>1118</b>	<b>.1</b>	<b>1.7</b>
SP '99	214	3285	.3	1.9	263	1989	.4	1.6	325	1687	.5	2.0	309	2040	.5	2.3	77	1063	.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 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
<b>KOLA-FM</b>																			
SP '00	21	709	.2	23	269	.1	.2	24	298	.2	.2	30	343	.2	.2	12	146	.2	.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	29	583	.3	31	193	.2	.2	24	256	.1	.1	40	295	.1	.3	19	181	.4	.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	32	773	.1	.3	40	337	.1	.2	63	396	.1	.4	31	319	.2	.2	10	160	.2
<b>XTRA-AM</b>																			
SP '00	87	1606	.1	.8	117	774	.2	.7	165	877	.3	1.0	140	911	.2	1.0	23	329	.4
WI '00	69	1615	.1	.6	89	676	.1	.5	120	755	.2	.7	103	936	.2	.8	17	252	.3
FA '99	83	1758	.1	.7	124	707	.2	.7	151	759	.2	.9	122	963	.2	.9	17	367	.3
SU '99	61	1491	.1	.6	79	649	.1	.5	125	886	.2	.8	108	847	.2	.8	8	198	.1
<b>4-Book</b>	<b>75</b>	<b>1618</b>	<b>.1</b>	<b>.7</b>	<b>102</b>	<b>702</b>	<b>.2</b>	<b>.6</b>	<b>140</b>	<b>819</b>	<b>.2</b>	<b>.9</b>	<b>118</b>	<b>914</b>	<b>.2</b>	<b>.9</b>	<b>16</b>	<b>287</b>	<b>.3</b>
SP '99	79	1593	.1	.7	94	640	.1	.6	161	750	.3	1.0	92	837	.1	.7	21	336	.4
<b>TOTALS</b>																			
SP '00	11127	61229	17.6	16495	52711	26.0	15872	47805	25.0	13979	51485	22.0	5225	33503	8.2				
WI '00	11004	60612	17.4	16272	52815	25.7	16039	48136	25.3	13478	50779	21.3	5137	34406	8.1				
FA '99	11321	61335	17.9	17308	53932	27.3	16290	48276	25.7	13779	52074	21.7	5303	34433	8.4				
SU '99	11022	60429	17.6	15847	51417	25.2	15884	48884	25.3	13012	51067	20.7	5621	35683	9.0				
<b>4-Book</b>	<b>11119</b>	<b>60901</b>	<b>17.6</b>	<b>16481</b>	<b>52719</b>	<b>26.1</b>	<b>16021</b>	<b>48275</b>	<b>25.3</b>	<b>13562</b>	<b>51351</b>	<b>21.4</b>	<b>5322</b>	<b>34506</b>	<b>8.4</b>				
SP '99	11191	60432	17.8	16576	52441	26.4	16114	48170	25.7	13402	51476	21.3	5449	34664	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 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	
<b>KABC-AM</b>																				
SP '00	245	1944	.4	1.6	83	866	.1	1.1	72	230	.1	.8	122	409	.2	1.0	93	307	.1	1.1
4-Book	190	2047	.3	1.2	57	816	.1	.8	64	199	.1	.7	86	334	.1	.7	72	261	.1	.9
<b>KACD-FM</b>																				
SP '00	93	1207	.1	.6	39	646	.1	.5	52	212	.1	.6	73	229	.1	.6	47	194	.1	.5
4-Book	85	1154	.1	.6	41	635	.1	.6	49	176	.1	.6	85	288	.1	.7	49	187	.1	.6
<b>KBCD-FM</b>																				
SP '00	42	693	.1	.3	20	311	.3	.3	11	68	.1	.1	19	127	.1	.1	25	110	.3	.3
4-Book	58	672	.1	.4	22	326	.3	.3	21	78	.3	.3	40	128	.1	.3	34	131	.1	.4
<b>KAVS-FM</b>																				
SP '00	8	178	.1	.1	6	96	.1	.1	2	23	.1	.1	2	13	.1	.1	3	13	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	737	10553	1.2	4.8	389	6461	.6	5.3	439	1587	.7	5.2	733	2894	1.2	5.8	441	1797	.7	5.0
4-Book	774	10835	1.2	5.0	405	6606	.7	5.5	460	1723	.8	5.4	736	2819	1.2	5.9	506	1905	.8	5.7
<b>+KBET-AM</b>																				
SP '00					1	24														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	88	1190	.1	.6	44	521	.1	.6	29	114	.3	.3	71	225	.1	.6	91	194	.1	1.0
4-Book	89	1129	.1	.6	35	507	.1	.5	28	102	.3	.3	59	180	.1	.5	53	152	.1	.6
<b>KBIG-FM</b>																				
SP '00	532	5979	.8	3.4	201	3050	.3	2.7	171	616	.3	2.0	359	1137	.6	2.8	277	928	.4	3.1
4-Book	531	5758	.8	3.4	183	3102	.3	2.5	157	617	.3	1.8	290	1060	.5	2.3	249	834	.4	2.8
<b>KBLA-AM</b>																				
SP '00	111	1138	.2	.7	45	469	.1	.6	41	99	.1	.5	53	146	.1	.4	92	212	.1	1.0
4-Book	115	970	.2	.7	45	466	.1	.6	48	99	.1	.6	60	166	.1	.5	79	162	.1	.9
<b>KBUA-FM</b>																				
SP '00	50	437	.1	.3	42	289	.1	.6	51	143	.1	.6	54	152	.1	.4	60	155	.1	.7
4-Book	75	497	.1	.5	47	380	.1	.6	56	142	.1	.7	92	198	.2	.7	70	144	.1	.8
<b>KBUE-FM</b>																				
SP '00	496	3694	.8	3.2	305	2437	.5	4.1	304	865	.5	3.6	508	1042	.8	4.0	346	892	.5	3.9
4-Book	534	4182	.9	3.5	330	2789	.5	4.5	378	951	.6	4.4	566	1257	.9	4.5	381	980	.6	4.3
<b>KCBS-FM</b>																				
SP '00	472	5384	.7	3.0	246	3351	.4	3.3	273	1090	.4	3.2	466	1544	.7	3.7	275	957	.4	3.1
4-Book	472	5633	.7	3.1	225	3231	.4	3.1	253	898	.4	2.9	428	1434	.7	3.4	272	945	.4	3.1
<b>KCMG-FM</b>																				
SP '00	385	4760	.6	2.5	232	2704	.4	3.2	232	778	.4	2.7	424	1235	.7	3.3	310	1000	.5	3.5
4-Book	407	5209	.6	2.7	233	3108	.4	3.2	202	683	.3	2.3	416	1301	.7	3.3	285	994	.5	3.2
<b>KDIS-AM</b>																				
SP '00	55	1234	.1	.4	36	663	.1	.5	17	112	.2	.2	64	275	.1	.5	81	216	.1	.9
4-Book	52	1239	.1	.4	35	757	.1	.5	22	130	.3	.3	80	357	.1	.6	56	224	.1	.6
<b>KFI -AM</b>																				
SP '00	285	3142	.4	1.8	94	1276	.1	1.3	141	466	.2	1.7	172	569	.3	1.4	52	211	.1	.6
4-Book	338	3343	.5	2.2	86	1199	.1	1.2	149	509	.2	1.8	169	514	.3	1.4	56	217	.1	.6
<b>KFSG-FM</b>																				
SP '00	65	941	.1	.4	32	594	.1	.4	46	142	.1	.5	63	204	.1	.5	45	159	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFWB-AM</b>																				
SP '00	137	3171	.2	.9	36	963	.1	.5	95	468	.1	1.1	49	272	.1	.4	54	234	.1	.6
4-Book	158	3419	.3	1.0	54	1224	.1	.7	99	476	.1	1.2	74	381	.2	.6	66	286	.1	.8

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Persons 18-49

Persons 18-49																				
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	
<b>+KHJ -AM</b>																				
SP '00	119	1371	.2	.8	84	820	.1	1.1	90	263	.1	1.1	157	337	.2	1.2	97	275	.2	1.1
4-Book	165	1547	.3	1.1	99	923	.1	1.3	140	322	.2	1.7	175	420	.3	1.4	121	312	.2	1.4
<b>KIEV-AM</b>																				
SP '00	29	286	.2		2	46			1	16			3	16						
4-Book	22	236	.1		4	64	.1		6	16	.1		7	24	.1		4	13		.1
<b>KJLH-FM</b>																				
SP '00	306	2475	.5	2.0	188	1755	.3	2.6	188	489	.3	2.2	210	544	.3	1.6	118	326	.2	1.3
4-Book	263	2229	.4	1.7	167	1683	.3	2.3	147	424	.3	1.7	188	517	.3	1.5	131	368	.2	1.5
<b>KKBT-FM</b>																				
SP '00	401	5572	.6	2.6	225	3582	.4	3.1	167	715	.3	2.0	362	1332	.6	2.8	311	1053	.5	3.5
4-Book	428	5851	.7	2.8	267	3710	.5	3.6	209	743	.4	2.5	428	1486	.7	3.4	346	1138	.5	3.9
<b>KKLA-FM</b>																				
SP '00	90	816	.1	.6	20	380	.3		32	116	.1	.4	27	111	.2		24	77	.3	
4-Book	81	926	.1	.5	17	341	.2		26	91	.1	.3	22	74	.2		17	55	.2	
<b>KLAC-AM</b>																				
SP '00	68	1082	.1	.4	59	935	.1	.8	27	129	.3		87	215	.1	.7	54	166	.1	.6
4-Book	56	850	.1	.3	32	544	.5		23	103	.3		42	117	.1	.3	23	83	.2	
<b>KLAX-FM</b>																				
SP '00	447	3559	.7	2.9	292	2458	.5	4.0	351	870	.6	4.1	457	978	.7	3.6	311	712	.5	3.5
4-Book	454	4293	.7	3.0	267	2723	.4	3.6	310	802	.5	3.6	467	1109	.7	3.7	322	805	.5	3.6
<b>KLOS-FM</b>																				
SP '00	523	5710	.8	3.4	208	2923	.3	2.8	192	790	.3	2.3	435	1157	.7	3.4	358	1102	.6	4.0
4-Book	509	5616	.8	3.3	196	2780	.3	2.7	199	710	.3	2.3	405	1218	.7	3.2	282	948	.5	3.2
<b>KLSX-FM</b>																				
SP '00	530	4457	.8	3.4	75	1255	.1	1.0	149	367	.2	1.8	63	333	.1	.5	109	222	.2	1.2
4-Book	528	4428	.8	3.4	71	1226	.1	1.0	107	273	.2	1.3	68	275	.1	.5	76	222	.1	.9
<b>KLVE-FM</b>																				
SP '00	877	6984	1.4	5.7	499	4651	.8	6.8	580	1437	.9	6.8	929	2094	1.5	7.3	507	1114	.8	5.7
4-Book	898	7446	1.5	5.9	515	5112	.8	7.0	591	1618	.9	6.9	881	2182	1.4	7.0	502	1317	.8	5.7
<b>KLYY-FM</b>																				
SP '00	161	1923	.3	1.0	91	1163	.1	1.2	73	309	.1	.9	165	509	.3	1.3	150	343	.2	1.7
4-Book	132	2504	.3	.9	84	1531	.1	1.1	68	262	.1	.8	140	567	.2	1.1	125	377	.2	1.4
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	84	1675	.1	.5	56	929	.1	.8	37	170	.1	.4	78	218	.1	.6	68	209	.1	.8
4-Book	102	1673	.2	.6	61	971	.1	.8	52	188	.1	.6	93	266	.2	.8	74	261	.1	.9
<b>KNX -AM</b>																				
SP '00	215	3727	.3	1.4	62	1283	.1	.8	108	377	.2	1.3	93	324	.1	.7	47	206	.1	.5
4-Book	202	3726	.3	1.3	57	1379	.1	.8	82	382	.1	1.0	74	382	.1	.6	45	217	.1	.5
<b>KOST-FM</b>																				
SP '00	496	6147	.8	3.2	228	3661	.4	3.1	231	905	.4	2.7	414	1424	.7	3.3	246	972	.4	2.8
4-Book	531	6661	.9	3.5	239	3834	.4	3.2	212	787	.4	2.5	394	1369	.7	3.1	298	1036	.5	3.4
<b>KPWR-FM</b>																				
SP '00	598	8326	.9	3.9	296	4767	.5	4.0	259	1019	.4	3.1	507	1996	.8	4.0	387	1419	.6	4.4
4-Book	572	8357	.9	3.7	331	5000	.5	4.5	274	998	.5	3.2	575	2018	.9	4.6	474	1670	.8	5.3
<b>+KRCB-FM</b>																				
SP '00	196	1589	.3	1.3	119	1043	.2	1.6	125	262	.2	1.5	233	507	.4	1.8	142	304	.2	1.6
4-Book	147	1448	.3	1.0	89	975	.1	1.2	97	222	.2	1.1	143	372	.3	1.1	105	254	.2	1.2
<b>+KRCV-FM</b>																				
SP '00	132	1052	.2	.9	91	708	.1	1.2	125	295	.2	1.5	162	379	.3	1.3	130	279	.2	1.5
4-Book	48	497	.1	.3	35	338	.5		44	103	.1	.5	63	170	.1	.5	50	122	.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 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	
<b>KRLA-AM</b>																				
SP '00	55	566	.1	.4	15	210	.2	.2	7	14	.1	.1	28	88	.2	.2	40	88	.1	.5
4-Book	45	606	.1	.3	11	199	.2	.2	6	22	.1	.1	24	81	.2	.2	19	56	.1	.3
<b>KROQ-FM</b>																				
SP '00	821	8563	1.3	5.3	353	5096	.6	4.8	342	1115	.5	4.0	697	2254	1.1	5.5	410	1531	.6	4.6
4-Book	727	8383	1.2	4.7	341	4987	.6	4.6	277	996	.4	3.2	602	2150	1.0	4.8	418	1534	.7	4.7
<b>KRTH-FM</b>																				
SP '00	436	5594	.7	2.8	226	3207	.4	3.1	166	731	.3	2.0	432	1212	.7	3.4	300	891	.5	3.4
4-Book	438	5561	.7	2.8	200	3100	.3	2.7	168	602	.3	2.0	379	1179	.6	3.0	243	835	.4	2.8
<b>KSCA-FM</b>																				
SP '00	1277	7045	2.0	8.2	523	4052	.8	7.1	1525	2589	2.4	18.0	833	1962	1.3	6.5	488	1071	.8	5.5
4-Book	1309	7229	2.1	8.5	562	4637	.9	7.6	1663	2869	2.6	19.3	898	2266	1.4	7.1	508	1184	.8	5.8
<b>KSSE-FM</b>																				
SP '00	326	3229	.5	2.1	174	1989	.3	2.4	200	540	.3	2.4	361	891	.6	2.8	185	549	.3	2.1
4-Book	364	3790	.6	2.4	213	2491	.4	2.9	256	734	.4	3.0	416	1166	.7	3.3	263	728	.4	3.0
<b>KTNQ-AM</b>																				
SP '00	311	2606	.5	2.0	110	1241	.2	1.5	112	312	.2	1.3	180	433	.3	1.4	139	369	.2	1.6
4-Book	247	2008	.4	1.6	102	1035	.2	1.4	116	312	.2	1.3	153	381	.2	1.2	125	325	.2	1.4
<b>KTWV-FM</b>																				
SP '00	423	3723	.7	2.7	193	2446	.3	2.6	194	557	.3	2.3	270	812	.4	2.1	245	709	.4	2.8
4-Book	457	4188	.8	2.9	208	2583	.3	2.8	200	613	.3	2.3	323	976	.5	2.6	248	790	.4	2.8
<b>KWIZ-FM</b>																				
SP '00	92	918	.1	.6	53	587	.1	.7	95	202	.1	1.1	92	254	.1	.7	64	203	.1	.7
4-Book	88	815	.2	.6	49	534	.1	.7	59	144	.1	.7	97	255	.2	.8	60	154	.1	.7
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	78	727	.1	.5	34	399	.1	.5	65	178	.1	.8	52	116	.1	.4	16	49	.1	.2
4-Book	87	744	.1	.6	35	372	.1	.5	50	112	.1	.6	46	105	.1	.4	45	105	.1	.5
<b>KWVE-FM</b>																				
SP '00	77	1174	.1	.5	32	512	.1	.4	32	127	.1	.4	16	124	.1	.3	45	88	.1	.5
4-Book	88	1220	.1	.6	44	682	.1	.6	46	173	.1	.5	38	170	.1	.3	46	140	.1	.5
<b>KXMX-FM</b>																				
SP '00	109	1174	.2	.7	37	564	.1	.5	15	71	.2	.2	78	204	.1	.6	75	271	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	678	8010	1.1	4.4	245	4162	.4	3.3	224	828	.4	2.6	456	1767	.7	3.6	352	1374	.6	4.0
4-Book	602	8178	1.0	3.9	243	4270	.4	3.3	206	808	.4	2.4	497	1883	.8	4.0	338	1276	.6	3.8
<b>KZLA-FM</b>																				
SP '00	277	2827	.4	1.8	120	1627	.2	1.6	129	521	.2	1.5	288	811	.5	2.3	153	524	.2	1.7
4-Book	254	2910	.4	1.6	135	1735	.2	1.8	122	501	.2	1.4	272	833	.5	2.2	169	563	.3	1.9
<b>KOLA-FM</b>																				
SP '00	26	583	.2	.2	21	262	.3	.3	5	14	.1	.1	57	100	.1	.4	35	96	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
SP '00	142	1428	.2	.9	33	444	.1	.4	53	131	.1	.6	56	162	.1	.4	35	91	.1	.4
4-Book	122	1380	.2	.8	32	534	.1	.4	47	140	.1	.6	54	163	.1	.4	38	146	.1	.5
<b>TOTALS</b>																				
SP '00	15481	60084	24.4		7357	47521	11.6		8473	21746	13.4		12732	29342	20.1		8851	21745	14.0	
4-Book	15405	59971	24.4		7394	48200	11.7		8619	21991	13.6		12586	29889	19.9		8860	22379	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 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 '00	21	121	.4	.4	63	159	.1	1.3	177	359	.3	2.0	76	238	.1	1.1	36	75	.1	1.1
4-Book	25	137	.5	.5	46	167	.1	.9	76	209	.2	.9	49	166	.1	.7	35	113	.1	1.0
KACD-FM																				
SP '00	17	113	.4	.4	12	80	.2	.2	41	236	.1	.5	51	187	.1	.8	20	98	.6	.6
4-Book	18	113	.4	.4	20	83	.4	.4	48	216	.1	.6	43	167	.1	.6	14	85	.4	.4
KBCD-FM																				
SP '00	12	57	.3	.3	11	56	.2	.2	48	125	.1	.5	33	86	.1	.5				
4-Book	7	43	.2	.2	13	55	.3	.3	25	96	.3	.3	30	69	.1	.5	11	50	.3	.3
KAVS-FM																				
SP '00					6	49	.1	.1	8	50	.1	.1	17	21	.3	.3	7	21	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	252	1161	.4	5.4	267	1068	.4	5.3	451	2007	.7	5.0	378	1574	.6	5.6	143	903	.2	4.4
4-Book	253	1140	.4	5.2	252	966	.4	4.9	488	2061	.8	5.6	357	1468	.6	5.4	174	894	.3	4.8
+KBET-AM																				
SP '00																	9	24	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	38	134	.1	.8	27	62	.5	.5	40	167	.1	.4	54	154	.1	.8	10	48	.3	.3
4-Book	27	107	.1	.5	20	62	.4	.4	48	169	.1	.5	37	135	.1	.6	5	31	.2	.2
KBIG-FM																				
SP '00	215	810	.3	4.6	85	348	.1	1.7	241	833	.4	2.7	153	587	.2	2.3	81	324	.1	2.5
4-Book	243	855	.4	4.9	86	345	.1	1.7	191	770	.3	2.2	143	540	.2	2.2	85	355	.1	2.3
KBLA-AM																				
SP '00	11	44	.2	.2	27	69	.5	.5	64	140	.1	.7	77	178	.1	1.1	3	12	.1	.1
4-Book	15	57	.3	.3	32	67	.6	.6	72	178	.1	.8	56	125	.1	.8	8	27	.2	.2
KBUA-FM																				
SP '00	23	83	.5	.5	35	80	.1	.7	69	169	.1	.8	32	133	.1	.5	15	63	.5	.5
4-Book	19	65	.4	.4	33	89	.1	.7	63	147	.1	.7	33	99	.1	.5	14	60	.4	.4
KBUE-FM																				
SP '00	227	539	.4	4.8	218	613	.3	4.3	385	794	.6	4.3	315	685	.5	4.7	132	391	.2	4.0
4-Book	214	615	.4	4.4	272	729	.4	5.3	414	1022	.7	4.8	281	715	.4	4.3	134	429	.2	3.7
KCBS-FM																				
SP '00	74	334	.1	1.6	150	657	.2	3.0	395	1186	.6	4.4	264	925	.4	3.9	64	374	.1	1.9
4-Book	106	440	.2	2.2	121	495	.2	2.4	309	1080	.5	3.6	221	777	.3	3.3	86	393	.1	2.3
KCMG-FM																				
SP '00	158	572	.2	3.4	100	360	.2	2.0	233	718	.4	2.6	214	772	.3	3.2	172	519	.3	5.2
4-Book	156	599	.3	3.2	104	382	.2	2.1	239	795	.4	2.8	225	740	.3	3.4	216	601	.4	5.8
KDIS-AM																				
SP '00	4	36	.1	.1	21	80	.4	.4	53	211	.1	.6	31	127	.5	.5	22	62	.7	.7
4-Book	10	71	.2	.2	20	106	.4	.4	51	267	.1	.6	25	124	.4	.4	12	59	.3	.3
KFI -AM																				
SP '00	71	185	.1	1.5	95	321	.1	1.9	118	427	.2	1.3	59	177	.1	.9	40	118	.1	1.2
4-Book	43	145	.1	.9	86	323	.1	1.7	110	386	.2	1.3	44	135	.1	.7	26	95	.1	.7
KFSG-FM																				
SP '00	9	66	.2	.2	36	134	.1	.7	39	194	.1	.4	7	41	.1	.1	11	49	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	6	56	.1	.1	51	252	.1	1.0	17	120	.2	.2	17	88	.3	.3	15	44	.5	.5
4-Book	32	158	.1	.6	67	343	.1	1.3	51	286	.1	.6	35	208	.1	.6	17	110	.5	.5

Target Listener Estimates - Persons 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

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	
<b>+KHJ -AM</b>																				
SP '00	65	156	.1	1.4	33	129	.1	.7	127	220	.2	1.4	69	202	.1	1.0	28	123	.9	
4-Book	54	160	.1	1.1	80	217	.2	1.6	117	266	.2	1.3	73	196	.1	1.1	34	135	.1	1.0
<b>KIEV-AM</b>																				
SP '00								12	30		.1									
4-Book	1	7			3	4		.1	6	18		.1				3	11		.1	
<b>KJLH-FM</b>																				
SP '00	154	463	.2	3.3	194	541	.3	3.9	316	738	.5	3.5	244	502	.4	3.6	79	262	.1	2.4
4-Book	104	349	.2	2.1	193	492	.3	3.8	288	755	.5	3.3	223	501	.4	3.4	65	218	.1	1.8
<b>KKBT-FM</b>																				
SP '00	189	763	.3	4.0	178	624	.3	3.5	245	873	.4	2.7	193	704	.3	2.9	145	493	.2	4.4
4-Book	238	858	.4	4.8	173	526	.3	3.4	258	951	.4	3.0	266	847	.4	4.1	201	633	.3	5.5
<b>KKLA-FM</b>																				
SP '00	10	41		.2	19	93		.4	18	70		.2	5	26		.1	25	87		.8
4-Book	7	34		.1	28	121		.5	21	92		.3	5	27		.1	11	52		.3
<b>KLAC-AM</b>																				
SP '00	9	45		.2	20	56		.4	26	162		.3	199	524	.3	3.0	65	268	.1	2.0
4-Book	18	66		.4	14	44		.3	24	118		.3	82	240	.1	1.3	35	134	.1	1.0
<b>KLAX-FM</b>																				
SP '00	137	433	.2	2.9	284	674	.4	5.6	423	934	.7	4.7	295	688	.5	4.4	93	258	.1	2.8
4-Book	133	492	.2	2.7	227	593	.4	4.5	325	871	.5	3.7	258	623	.4	3.9	104	342	.2	2.8
<b>KLOS-FM</b>																				
SP '00	151	524	.2	3.2	62	322	.1	1.2	176	778	.3	2.0	159	553	.3	2.4	120	435	.2	3.7
4-Book	127	461	.2	2.6	84	371	.1	1.7	210	729	.4	2.4	162	570	.3	2.5	87	367	.1	2.4
<b>KLSX-FM</b>																				
SP '00	23	108		.5	112	378	.2	2.2	113	447	.2	1.3	46	155	.1	.7	7	24		.2
4-Book	21	121		.4	109	359	.2	2.2	139	469	.2	1.6	42	134	.1	.6	15	77		.4
<b>KLVE-FM</b>																				
SP '00	433	1135	.7	9.3	379	953	.6	7.5	541	1416	.9	6.0	394	921	.6	5.9	203	670	.3	6.2
4-Book	481	1351	.8	9.8	409	1133	.6	8.0	621	1618	1.0	7.1	359	958	.6	5.5	238	809	.4	6.4
<b>KLYY-FM</b>																				
SP '00	45	175	.1	1.0	49	176	.1	1.0	128	331	.2	1.4	79	254	.1	1.2	39	166	.1	1.2
4-Book	54	251	.1	1.1	47	187	.1	.9	102	433	.2	1.2	86	349	.1	1.3	50	248	.1	1.4
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	39	180	.1	.8	38	164	.1	.8	96	356	.2	1.1	61	206	.1	.9	25	78		.8
4-Book	44	177	.1	.9	45	171	.1	.9	74	295	.2	.9	61	205	.1	.9	45	164	.1	1.2
<b>KNX -AM</b>																				
SP '00	39	166	.1	.8	78	302	.1	1.6	64	276	.1	.7	49	209	.1	.7	29	169		.9
4-Book	35	200	.1	.7	58	285	.1	1.2	80	383	.1	.9	54	256	.1	.8	34	183		.9
<b>KOST-FM</b>																				
SP '00	195	866	.3	4.2	109	475	.2	2.2	229	932	.4	2.5	206	817	.3	3.1	171	674	.3	5.2
4-Book	211	903	.3	4.3	133	483	.2	2.6	243	943	.4	2.8	199	731	.3	3.0	197	752	.3	5.3
<b>KPWR-FM</b>																				
SP '00	306	1164	.5	6.5	161	685	.3	3.2	284	1236	.4	3.2	288	1052	.5	4.3	157	642	.2	4.8
4-Book	325	1163	.5	6.6	146	599	.3	2.9	334	1351	.5	3.9	314	1060	.5	4.8	181	726	.3	5.0
<b>+KRCD-FM</b>																				
SP '00	53	159	.1	1.1	85	186	.1	1.7	140	362	.2	1.6	139	322	.2	2.1	40	185	.1	1.2
4-Book	76	228	.1	1.5	82	214	.1	1.6	83	267	.1	1.0	74	197	.1	1.1	51	144	.1	1.4
<b>+KRCV-FM</b>																				
SP '00	55	184	.1	1.2	45	164	.1	.9	127	307	.2	1.4	54	162	.1	.8	28	114		.9
4-Book	27	90		.6	20	63		.4	42	119		.5	20	68		.3	13	39		.4

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Target Listener Estimates - Persons 18-49

	Persons 18-49																			
	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
KRLA-AM																				
SP '00	10	54		.2	7	14		.1								28	79		.9	
4-Book	5	16		.1	8	28		.2	6	36		.1	6	14		15	52		.4	
KRQQ-FM																				
SP '00	262	1104	.4	5.6	156	677	.2	3.1	471	1793	.7	5.2	282	1080	.4	4.2	158	726	.2	4.8
4-Book	257	1111	.4	5.2	126	506	.2	2.5	455	1722	.7	5.2	348	1225	.5	5.3	201	846	.3	5.5
KRTH-FM																				
SP '00	101	358	.2	2.2	139	517	.2	2.8	347	1123	.5	3.9	238	769	.4	3.5	74	321	.1	2.3
4-Book	112	445	.2	2.3	111	471	.2	2.2	285	988	.5	3.3	188	664	.3	2.8	95	343	.1	2.6
KSCA-FM																				
SP '00	171	479	.3	3.7	461	981	.7	9.2	429	1104	.7	4.8	278	551	.4	4.1	129	331	.2	3.9
4-Book	195	563	.3	3.9	513	1067	.8	10.1	446	1263	.7	5.1	305	696	.5	4.7	118	395	.2	3.3
KSSE-FM																				
SP '00	113	429	.2	2.4	95	311	.1	1.9	231	599	.4	2.6	105	312	.2	1.6	78	277	.1	2.4
4-Book	141	469	.2	2.9	115	381	.2	2.3	234	723	.4	2.7	176	488	.3	2.7	94	351	.1	2.6
KTND-AM																				
SP '00	99	276	.2	2.1	63	173	.1	1.3	105	312	.2	1.2	102	243	.2	1.5	77	222	.1	2.3
4-Book	97	268	.2	2.0	64	170	.1	1.3	84	260	.2	1.0	112	239	.2	1.7	68	203	.1	1.8
KTWV-FM																				
SP '00	150	488	.2	3.2	130	435	.2	2.6	253	774	.4	2.8	178	484	.3	2.7	118	348	.2	3.6
4-Book	153	526	.2	3.1	146	472	.3	2.9	263	795	.4	3.0	180	549	.3	2.8	137	411	.2	3.7
KWIZ-FM																				
SP '00	59	141	.1	1.3	25	122		.5	62	143	.1	.7	11	54		.2	16	74		.5
4-Book	38	109	.1	.8	19	89		.4	65	139	.1	.8	31	90		.5	21	83		.6
+KWKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM																				
SP '00	6	52		.1	45	129	.1	.9	34	67	.1	.4	13	40		.2	42	80	.1	1.3
4-Book	27	79		.6	24	78		.5	39	92	.1	.4	14	49		.2	31	63	.1	.9
KWVE-FM																				
SP '00	5	33		.1	51	221	.1	1.0	54	241	.1	.6	32	143	.1	.5	25	126		.8
4-Book	24	96		.5	53	194	.1	1.0	61	259	.1	.7	55	189	.1	.9	34	159	.1	.9
KXMX-FM																				
SP '00	9	69		.2	17	94		.3	46	152	.1	.5	55	143	.1	.8	4	37		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	109	611	.2	2.3	116	545	.2	2.3	376	1424	.6	4.2	241	928	.4	3.6	76	446	.1	2.3
4-Book	110	597	.2	2.2	107	466	.2	2.1	326	1389	.5	3.7	229	998	.4	3.5	113	562	.2	3.0
KZLA-FM																				
SP '00	40	218	.1	.9	96	417	.2	1.9	138	504	.2	1.5	59	237	.1	.9	48	203	.1	1.5
4-Book	67	257	.1	1.3	99	358	.2	1.9	157	531	.2	1.8	116	408	.2	1.8	71	295	.1	1.9
KOLA-FM																				
SP '00	17	37		.4	8	38		.2	20	55		.2	20	56		.3				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	13	61		.3	46	127	.1	.9	17	29		.2	44	124	.1	.7	7	72		.2
4-Book	5	33		.1	29	103	.1	.6	36	129	.1	.4	37	131	.1	.6	10	58		.3
TOTALS																				
SP '00	4681	14364	7.4		5032	14591	7.9		9011	23171	14.2		6710	16842	10.6		3287	10730	5.2	
4-Book	4938	15266	7.8		5096	14730	8.1		8717	23184	13.8		6567	17064	10.4		3671	11783	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 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
<b>KABC-AM</b>																				
SP '00	160	2181	.3	1.8	203	1018	.4	1.5	222	1119	.4	1.7	291	1267	.6	2.6	76	665	.2	2.0
WI '00	100	2067	.2	1.1	138	981	.3	1.0	125	947	.2	1.0	166	1008	.3	1.5	73	515	.1	2.0
FA '99	110	2101	.2	1.2	149	1086	.3	1.0	171	978	.3	1.3	162	1167	.3	1.5	64	564	.1	1.7
SU '99	127	2825	.3	1.4	165	1235	.3	1.2	193	1305	.4	1.5	236	1562	.5	2.3	65	701	.1	1.6
<b>4-Book</b>	<b>124</b>	<b>2294</b>	<b>.3</b>	<b>1.4</b>	<b>164</b>	<b>1080</b>	<b>.3</b>	<b>1.2</b>	<b>178</b>	<b>1087</b>	<b>.3</b>	<b>1.4</b>	<b>214</b>	<b>1251</b>	<b>.4</b>	<b>2.0</b>	<b>70</b>	<b>611</b>	<b>.1</b>	<b>1.8</b>
SP '99	135	2250	.3	1.5	168	955	.3	1.2	201	966	.4	1.5	253	1200	.5	2.3	85	625	.2	2.2
<b>KACD-FM</b>																				
SP '00	59	1264	.1	.7	63	599	.1	.5	88	608	.2	.7	108	752	.2	1.0	20	398		.5
WI '00	68	1158	.1	.8	92	577	.2	.7	96	565	.2	.7	90	770	.2	.8	23	373		.6
FA '99	54	1501	.1	.6	60	682	.1	.4	76	699	.2	.6	83	861	.2	.7	29	572	.1	.8
SU '99	50	979	.1	.6	57	493	.1	.4	87	459	.2	.7	71	558	.1	.7	23	321		.6
<b>4-Book</b>	<b>58</b>	<b>1226</b>	<b>.1</b>	<b>.7</b>	<b>68</b>	<b>588</b>	<b>.1</b>	<b>.5</b>	<b>87</b>	<b>583</b>	<b>.2</b>	<b>.7</b>	<b>88</b>	<b>735</b>	<b>.2</b>	<b>.8</b>	<b>24</b>	<b>416</b>		<b>.6</b>
SP '99	56	1085	.1	.6	73	643	.1	.5	82	490	.2	.6	74	624	.1	.7	26	294	.1	.7
<b>KBCD-FM</b>																				
SP '00	27	677	.1	.3	29	409	.1	.2	46	360	.1	.4	42	444	.1	.4	8	186		.2
WI '00	26	712	.1	.3	31	427	.1	.2	39	342	.1	.3	36	356	.1	.3	13	219		.4
FA '99	37	587	.1	.4	25	298		.2	66	272	.1	.5	67	426	.1	.6	14	78		.4
SU '99	56	680	.1	.6	79	438	.2	.6	118	377	.2	.9	66	445	.1	.6	10	182		.2
<b>4-Book</b>	<b>37</b>	<b>664</b>	<b>.1</b>	<b>.4</b>	<b>41</b>	<b>393</b>	<b>.1</b>	<b>.3</b>	<b>67</b>	<b>338</b>	<b>.1</b>	<b>.5</b>	<b>53</b>	<b>418</b>	<b>.1</b>	<b>.5</b>	<b>11</b>	<b>166</b>		<b>.3</b>
SP '99	36	614	.1	.4	37	312	.1	.3	68	394	.1	.5	37	350	.1	.3	9	153		.2
<b>KAVS-FM</b>																				
SP '00	4	165			10	89		.1	3	37			6	66		.1		26		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	28	**	**	**	11	**	**	**	17	**	**	**	11	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	375	8117	.7	4.2	668	4737	1.3	4.9	487	3765	1.0	3.8	474	4484	.9	4.3	126	2023	.3	3.3
WI '00	401	8952	.8	4.5	684	5105	1.4	5.1	511	3996	1.0	3.9	513	4995	1.0	4.7	163	2428	.3	4.5
FA '99	381	8496	.8	4.2	623	4843	1.2	4.4	520	3710	1.0	3.9	507	4769	1.0	4.6	119	2087	.2	3.2
SU '99	324	8095	.7	3.7	533	4011	1.1	4.0	435	3824	.9	3.4	421	4203	.8	4.1	103	2141	.2	2.5
<b>4-Book</b>	<b>370</b>	<b>8415</b>	<b>.8</b>	<b>4.2</b>	<b>627</b>	<b>4674</b>	<b>1.3</b>	<b>4.6</b>	<b>488</b>	<b>3824</b>	<b>1.0</b>	<b>3.8</b>	<b>479</b>	<b>4613</b>	<b>.9</b>	<b>4.4</b>	<b>128</b>	<b>2170</b>	<b>.3</b>	<b>3.4</b>
SP '99	349	7354	.7	3.9	605	4096	1.2	4.4	445	3272	.9	3.4	452	4015	.9	4.2	133	2243	.3	3.4
<b>+KBET-AM</b>																				
SP '00		16																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		14												14				14		
SU '99	1	14																		
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99																				
<b>KXTA-AM</b>																				
SP '00	63	1306	.1	.7	61	434	.1	.4	97	707	.2	.8	85	563	.2	.8	49	390	.1	1.3
WI '00	49	1014	.1	.6	48	476	.1	.4	123	642	.2	.9	54	463	.1	.5	8	174		.2
FA '99	62	1280	.1	.7	75	570	.1	.5	122	604	.2	.9	63	542	.1	.6	28	397	.1	.7
SU '99	43	1105	.1	.5	56	503	.1	.4	74	531	.1	.6	48	578	.1	.5	30	399	.1	.7
<b>4-Book</b>	<b>54</b>	<b>1176</b>	<b>.1</b>	<b>.6</b>	<b>60</b>	<b>496</b>	<b>.1</b>	<b>.4</b>	<b>104</b>	<b>621</b>	<b>.2</b>	<b>.8</b>	<b>63</b>	<b>537</b>	<b>.1</b>	<b>.6</b>	<b>29</b>	<b>340</b>	<b>.1</b>	<b>.7</b>
SP '99	81	1452	.2	.9	84	587	.2	.6	150	679	.3	1.1	90	689	.2	.8	54	532	.1	1.4
<b>KBIG-FM</b>																				
SP '00	286	5812	.6	3.2	358	2540	.7	2.6	506	2550	1.0	4.0	387	3189	.8	3.5	115	1621	.2	3.0
WI '00	285	5728	.6	3.2	364	2790	.7	2.7	544	2868	1.1	4.1	377	2860	.8	3.5	89	1308	.2	2.5
FA '99	345	6081	.7	3.8	472	2967	.9	3.3	627	2908	1.3	4.7	433	3115	.9	3.9	135	1484	.3	3.6
SU '99	253	5411	.5	2.9	328	2209	.7	2.5	456	2578	.9	3.5	299	2606	.6	2.9	110	1484	.2	2.7
<b>4-Book</b>	<b>292</b>	<b>5758</b>	<b>.6</b>	<b>3.3</b>	<b>381</b>	<b>2627</b>	<b>.8</b>	<b>2.8</b>	<b>533</b>	<b>2726</b>	<b>1.1</b>	<b>4.1</b>	<b>374</b>	<b>2943</b>	<b>.8</b>	<b>3.5</b>	<b>112</b>	<b>1474</b>	<b>.2</b>	<b>3.0</b>
SP '99	236	5125	.5	2.6	330	2145	.7	2.4	434	2268	.9	3.3	298	2599	.6	2.8	74	1294	.1	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

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	
<b>KBLA-AM</b>																				
SP '00	65	1073	.1	.7	75	480	.1	.5	88	486	.2	.7	129	616	.3	1.2	31	221	.1	.8
WI '00	55	772	.1	.6	60	254	.1	.4	68	344	.1	.5	111	399	.2	1.0	30	208	.1	.8
FA '99	93	1088	.2	1.0	146	581	.3	1.0	144	534	.3	1.1	141	564	.3	1.3	27	310	.1	.7
SU '99	54	746	.1	.6	102	379	.2	.8	63	387	.1	.5	81	349	.2	.8	17	191		.4
<b>4-Book</b>	<b>67</b>	<b>920</b>	<b>.1</b>	<b>.7</b>	<b>96</b>	<b>424</b>	<b>.2</b>	<b>.7</b>	<b>91</b>	<b>438</b>	<b>.2</b>	<b>.7</b>	<b>116</b>	<b>482</b>	<b>.3</b>	<b>1.1</b>	<b>26</b>	<b>233</b>	<b>.1</b>	<b>.7</b>
SP '99	35	485	.1	.4	45	197	.1	.3	56	271	.1	.4	66	285	.1	.6	13	123		.3
<b>KBUA-FM</b>																				
SP '00	29	312	.1	.3	37	200	.1	.3	42	187	.1	.3	27	235	.1	.2	13	142		.3
WI '00	28	344	.1	.3	38	184	.1	.3	39	124	.1	.3	29	175	.1	.3	22	125		.6
FA '99	55	461	.1	.6	70	239	.1	.5	77	247	.2	.6	74	224	.1	.7	14	135		.4
SU '99	61	548	.1	.7	71	280	.1	.5	97	307	.2	.8	82	371	.2	.8	19	102		.5
<b>4-Book</b>	<b>43</b>	<b>416</b>	<b>.1</b>	<b>.5</b>	<b>54</b>	<b>226</b>	<b>.1</b>	<b>.4</b>	<b>64</b>	<b>216</b>	<b>.2</b>	<b>.5</b>	<b>53</b>	<b>251</b>	<b>.1</b>	<b>.5</b>	<b>17</b>	<b>126</b>		<b>.5</b>
SP '99	37	381	.1	.4	69	238	.1	.5	60	234	.1	.5	38	171	.1	.4	10	94		.3
<b>KBUE-FM</b>																				
SP '00	279	3096	.6	3.2	324	1643	.6	2.4	444	1754	.9	3.5	336	1716	.7	3.0	104	789	.2	2.8
WI '00	313	3677	.6	3.5	381	1951	.8	2.8	460	2178	.9	3.5	375	2061	.7	3.4	152	1286	.3	4.2
FA '99	294	3406	.6	3.3	391	1744	.8	2.7	405	1901	.8	3.1	330	2093	.7	3.0	161	1171	.3	4.3
SU '99	315	3534	.6	3.6	397	1741	.8	3.0	470	2209	.9	3.7	360	1903	.7	3.5	182	1008	.4	4.4
<b>4-Book</b>	<b>300</b>	<b>3428</b>	<b>.6</b>	<b>3.4</b>	<b>373</b>	<b>1770</b>	<b>.8</b>	<b>2.7</b>	<b>445</b>	<b>2011</b>	<b>.9</b>	<b>3.5</b>	<b>350</b>	<b>1943</b>	<b>.7</b>	<b>3.2</b>	<b>150</b>	<b>1064</b>	<b>.3</b>	<b>3.9</b>
SP '99	270	3345	.5	3.0	313	1546	.6	2.3	388	1694	.8	3.0	378	2022	.8	3.5	134	998	.3	3.4
<b>KCBS-FM</b>																				
SP '00	299	5764	.6	3.4	474	2842	.9	3.5	444	2771	.9	3.5	373	3168	.7	3.4	81	1353	.2	2.1
WI '00	268	5636	.5	3.0	358	2812	.7	2.7	445	3043	.9	3.4	328	3135	.7	3.0	77	1245	.2	2.1
FA '99	280	5910	.6	3.1	413	3128	.8	2.9	481	2784	1.0	3.6	327	3423	.7	3.0	79	1423	.2	2.1
SU '99	328	6159	.7	3.7	454	2752	.9	3.4	560	2926	1.1	4.4	389	3289	.8	3.7	102	1519	.2	2.5
<b>4-Book</b>	<b>294</b>	<b>5867</b>	<b>.6</b>	<b>3.3</b>	<b>425</b>	<b>2884</b>	<b>.8</b>	<b>3.1</b>	<b>483</b>	<b>2881</b>	<b>1.0</b>	<b>3.7</b>	<b>354</b>	<b>3254</b>	<b>.7</b>	<b>3.3</b>	<b>85</b>	<b>1385</b>	<b>.2</b>	<b>2.2</b>
SP '99	322	6508	.6	3.6	450	2952	.9	3.3	520	2992	1.0	4.0	405	3519	.8	3.8	96	1572	.2	2.4
<b>KCMG-FM</b>																				
SP '00	247	4881	.5	2.8	322	2330	.6	2.4	378	2211	.8	3.0	288	2618	.6	2.6	111	1352	.2	2.9
WI '00	253	5318	.5	2.9	346	2449	.7	2.6	366	2579	.7	2.8	328	2870	.7	3.0	128	1438	.3	3.5
FA '99	275	5246	.5	3.0	310	2364	.6	2.2	430	2673	.9	3.2	383	3042	.8	3.5	142	1499	.3	3.8
SU '99	244	4905	.5	2.8	315	2050	.6	2.4	332	2559	.7	2.6	299	2863	.6	2.9	122	1415	.2	3.0
<b>4-Book</b>	<b>255</b>	<b>5088</b>	<b>.5</b>	<b>2.9</b>	<b>323</b>	<b>2298</b>	<b>.6</b>	<b>2.4</b>	<b>377</b>	<b>2506</b>	<b>.8</b>	<b>2.9</b>	<b>325</b>	<b>2848</b>	<b>.7</b>	<b>3.0</b>	<b>126</b>	<b>1426</b>	<b>.3</b>	<b>3.3</b>
SP '99	281	4742	.6	3.1	340	2238	.7	2.5	443	2404	.9	3.4	368	2743	.7	3.4	125	1426	.3	3.2
<b>KDIS-AM</b>																				
SP '00	39	1339	.1	.4	65	712	.1	.5	40	540	.1	.3	51	575	.1	.5	12	278		.3
WI '00	40	1466	.1	.5	64	774	.1	.5	26	489	.1	.2	68	774	.1	.6	10	254		.3
FA '99	32	1336	.1	.4	55	635	.1	.4	28	445	.1	.2	55	575	.1	.5	10	183		.3
SU '99	32	1426	.1	.4	54	656	.1	.4	41	606	.1	.3	44	544	.1	.4	8	194		.2
<b>4-Book</b>	<b>36</b>	<b>1392</b>	<b>.1</b>	<b>.4</b>	<b>60</b>	<b>694</b>	<b>.1</b>	<b>.5</b>	<b>34</b>	<b>520</b>	<b>.1</b>	<b>.3</b>	<b>55</b>	<b>617</b>	<b>.1</b>	<b>.5</b>	<b>10</b>	<b>227</b>		<b>.3</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	178	3234	.4	2.0	207	1490	.4	1.5	337	1972	.7	2.6	256	1382	.5	2.3	62	508	.1	1.6
WI '00	197	3703	.4	2.2	261	1645	.5	1.9	460	2237	.9	3.5	199	1684	.4	1.8	61	672	.1	1.7
FA '99	221	3429	.4	2.4	320	1730	.6	2.2	451	2096	.9	3.4	281	1801	.6	2.5	86	675	.2	2.3
SU '99	231	3917	.5	2.6	294	1889	.6	2.2	535	2667	1.1	4.2	200	1638	.4	1.9	93	860	.2	2.3
<b>4-Book</b>	<b>207</b>	<b>3571</b>	<b>.4</b>	<b>2.3</b>	<b>271</b>	<b>1889</b>	<b>.5</b>	<b>2.0</b>	<b>446</b>	<b>2243</b>	<b>.9</b>	<b>3.4</b>	<b>234</b>	<b>1626</b>	<b>.5</b>	<b>2.1</b>	<b>76</b>	<b>679</b>	<b>.2</b>	<b>2.0</b>
SP '99	218	4151	.4	2.4	303	1966	.6	2.2	486	2505	1.0	3.7	181	1480	.4	1.7	111	755	.2	2.8
<b>KFSG-FM</b>																				
SP '00	41	930	.1	.5	67	494	.1	.5	59	390	.1	.5	55	399	.1	.5	11	235		.3
WI '00	53	870	.1	.6	86	624	.2	.6	89	444	.2	.7	74	427	.1	.7	17	248		.5
FA '99	35	895	.1	.4	63	486	.1	.4	55	366	.1	.4	45	487	.1	.4	10	221		.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	33	1023	.1	.4	61	555	.1	.4	36	393	.1	.3	39	452	.1	.4	16	207		.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 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
<b>KFWB-AM</b>																			
SP '00	79	3201	.2	.9	205	2102	.4	1.5	72	1156	.1	.6	116	1536	.2	1.0	22	604	.6
WI '00	110	3642	.2	1.2	258	2359	.5	1.9	117	1389	.2	.9	166	1991	.3	1.5	34	545	.1
FA '99	112	3706	.2	1.2	248	2313	.5	1.7	102	1269	.2	.8	144	1778	.3	1.3	55	804	.1
SU '99	100	3559	.2	1.1	220	2200	.4	1.7	97	1262	.2	.8	128	1814	.3	1.2	30	626	.1
<b>4-Book</b>	<b>100</b>	<b>3527</b>	<b>.2</b>	<b>1.1</b>	<b>233</b>	<b>2244</b>	<b>.5</b>	<b>1.7</b>	<b>97</b>	<b>1269</b>	<b>.2</b>	<b>.8</b>	<b>139</b>	<b>1780</b>	<b>.3</b>	<b>1.3</b>	<b>35</b>	<b>645</b>	<b>.1</b>
SP '99	107	3571	.2	1.2	277	2321	.6	2.0	91	1388	.2	.7	152	1820	.3	1.4	33	754	.1
<b>+KHJ -AM</b>																			
SP '00	82	1308	.2	.9	110	591	.2	.8	119	654	.2	.9	80	522	.2	.7	32	278	.1
WI '00	104	1540	.2	1.2	172	940	.3	1.3	148	868	.3	1.1	99	692	.2	.9	48	371	.1
FA '99	133	1564	.3	1.5	209	809	.4	1.5	215	914	.4	1.6	126	780	.3	1.1	41	308	.1
SU '99	116	1538	.2	1.3	168	797	.3	1.3	164	875	.3	1.3	137	790	.3	1.3	60	492	.1
<b>4-Book</b>	<b>109</b>	<b>1488</b>	<b>.2</b>	<b>1.2</b>	<b>165</b>	<b>784</b>	<b>.3</b>	<b>1.2</b>	<b>162</b>	<b>828</b>	<b>.3</b>	<b>1.2</b>	<b>111</b>	<b>696</b>	<b>.3</b>	<b>1.0</b>	<b>45</b>	<b>362</b>	<b>.1</b>
SP '99	114	1574	.2	1.3	124	663	.2	.9	173	838	.3	1.3	138	858	.3	1.3	60	408	.1
<b>KIEV-AM</b>																			
SP '00	18	286	.2	.2	18	82	.1	.1	50	241	.1	.4	15	147	.1	.1	11	30	.3
WI '00	10	234	.1	.1	12	61	.1	.1	26	162	.1	.2	6	57	.1	.1	5	40	.1
FA '99	13	347	.1	.1	6	119	.1	.1	32	204	.1	.2	18	114	.2	.2	10	78	.3
SU '99	13	247	.1	.1	6	57	.1	.1	25	119	.1	.2	33	104	.1	.3	4	43	.1
<b>4-Book</b>	<b>14</b>	<b>279</b>	<b>.1</b>	<b>.1</b>	<b>11</b>	<b>80</b>	<b>.1</b>	<b>.1</b>	<b>33</b>	<b>182</b>	<b>.1</b>	<b>.3</b>	<b>18</b>	<b>106</b>	<b>.2</b>	<b>.2</b>	<b>8</b>	<b>48</b>	<b>.2</b>
SP '99	18	332	.2	.2	7	99	.1	.1	44	207	.1	.3	34	198	.1	.3	9	75	.2
<b>KJLH-FM</b>																			
SP '00	190	2443	.4	2.2	305	1515	.6	2.2	219	1225	.4	1.7	214	1333	.4	1.9	98	867	.2
WI '00	200	2423	.4	2.3	293	1439	.6	2.2	253	1348	.5	1.9	217	1430	.4	2.0	97	936	.2
FA '99	153	1935	.3	1.7	260	1140	.5	1.8	196	924	.4	1.5	144	997	.3	1.3	81	613	.2
SU '99	167	2407	.3	1.9	273	1145	.5	2.1	207	1150	.4	1.6	180	1274	.4	1.7	102	822	.2
<b>4-Book</b>	<b>178</b>	<b>2302</b>	<b>.4</b>	<b>2.0</b>	<b>283</b>	<b>1310</b>	<b>.6</b>	<b>2.1</b>	<b>219</b>	<b>1162</b>	<b>.4</b>	<b>1.7</b>	<b>189</b>	<b>1259</b>	<b>.4</b>	<b>1.7</b>	<b>95</b>	<b>810</b>	<b>.2</b>
SP '99	127	2017	.3	1.4	169	1086	.3	1.2	177	1065	.4	1.3	136	1088	.3	1.3	61	700	.1
<b>KKBT-FM</b>																			
SP '00	180	3720	.4	2.0	239	1658	.5	1.7	242	1883	.5	1.9	237	2150	.5	2.1	107	1031	.2
WI '00	210	3667	.4	2.4	303	2020	.6	2.2	230	1459	.5	1.7	260	1851	.5	2.4	107	1134	.2
FA '99	185	3235	.4	2.1	237	1521	.5	1.7	222	1439	.4	1.7	258	1627	.5	2.3	85	851	.2
SU '99	240	4284	.5	2.7	390	2301	.8	2.9	296	1894	.6	2.3	302	2455	.6	2.9	135	1334	.3
<b>4-Book</b>	<b>204</b>	<b>3727</b>	<b>.4</b>	<b>2.3</b>	<b>292</b>	<b>1875</b>	<b>.6</b>	<b>2.1</b>	<b>248</b>	<b>1669</b>	<b>.5</b>	<b>1.9</b>	<b>264</b>	<b>2021</b>	<b>.5</b>	<b>2.4</b>	<b>109</b>	<b>1088</b>	<b>.2</b>
SP '99	239	3987	.5	2.7	354	2011	.7	2.6	329	1953	.7	2.5	297	2070	.6	2.8	127	1260	.3
<b>KKLA-FM</b>																			
SP '00	49	818	.1	.6	107	565	.2	.8	71	388	.1	.6	69	408	.1	.6	10	141	.3
WI '00	52	849	.1	.6	100	527	.2	.7	83	397	.2	.6	94	482	.2	.9	5	98	.1
FA '99	44	1126	.1	.5	89	672	.2	.6	66	513	.1	.5	66	610	.1	.6	11	248	.3
SU '99	36	821	.1	.4	78	487	.2	.6	33	275	.1	.3	65	403	.1	.6	12	185	.3
<b>4-Book</b>	<b>45</b>	<b>904</b>	<b>.1</b>	<b>.5</b>	<b>94</b>	<b>563</b>	<b>.2</b>	<b>.7</b>	<b>63</b>	<b>393</b>	<b>.1</b>	<b>.5</b>	<b>74</b>	<b>476</b>	<b>.1</b>	<b>.7</b>	<b>10</b>	<b>168</b>	<b>.3</b>
SP '99	57	1110	.1	.6	105	623	.2	.8	81	478	.2	.6	71	509	.1	.7	18	212	.5
<b>KLAC-AM</b>																			
SP '00	68	1787	.1	.8	58	257	.1	.4	63	331	.1	.5	82	848	.2	.7	84	932	.2
WI '00	52	1328	.1	.6	70	380	.1	.5	75	275	.1	.6	50	520	.1	.5	50	655	.1
FA '99	27	974	.1	.3	29	240	.1	.2	38	350	.1	.3	42	490	.1	.4	15	389	.4
SU '99	34	886	.1	.4	50	273	.1	.4	44	281	.1	.3	41	440	.1	.4	28	259	.1
<b>4-Book</b>	<b>45</b>	<b>1244</b>	<b>.1</b>	<b>.5</b>	<b>52</b>	<b>288</b>	<b>.1</b>	<b>.4</b>	<b>55</b>	<b>309</b>	<b>.1</b>	<b>.4</b>	<b>54</b>	<b>575</b>	<b>.1</b>	<b>.5</b>	<b>44</b>	<b>559</b>	<b>.1</b>
SP '99	43	1445	.1	.5	33	224	.1	.2	45	351	.1	.3	50	504	.1	.5	48	684	.1
<b>KLAX-FM</b>																			
SP '00	235	3170	.5	2.7	320	1507	.6	2.3	376	1824	.8	2.9	222	1546	.4	2.0	67	708	.1
WI '00	247	3782	.5	2.8	255	1519	.5	1.9	383	2129	.8	2.9	332	1970	.7	3.1	102	1090	.2
FA '99	217	3768	.4	2.4	314	1899	.6	2.2	350	1994	.7	2.6	249	1770	.5	2.2	62	755	.1
SU '99	314	4414	.6	3.6	436	1964	.9	3.3	470	2528	.9	3.7	376	2375	.8	3.6	129	1078	.3
<b>4-Book</b>	<b>253</b>	<b>3784</b>	<b>.5</b>	<b>2.9</b>	<b>331</b>	<b>1722</b>	<b>.7</b>	<b>2.4</b>	<b>395</b>	<b>2119</b>	<b>.8</b>	<b>3.0</b>	<b>295</b>	<b>1915</b>	<b>.6</b>	<b>2.7</b>	<b>90</b>	<b>908</b>	<b>.2</b>
SP '99	339	4695	.7	3.8	530	2076	1.1	3.9	536	2472	1.1	4.1	371	2390	.7	3.4	133	1295	.3

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 25-49

	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	
<b>KLOS-FM</b>																					
SP '00	328	5925	.7	3.7	591	2873	1.2	4.3	446	2566	.9	3.5	432	3206	.9	3.9	115	1163	.2	3.0	
WI '00	319	5888	.6	3.6	583	3119	1.2	4.3	469	2459	.9	3.6	399	3273	.8	3.7	105	1318	.2	2.9	
FA '99	318	5634	.6	3.5	635	3111	1.3	4.5	433	2473	.9	3.3	419	3053	.8	3.8	77	1183	.2	2.1	
SU '99	291	5824	.6	3.3	566	2947	1.1	4.3	375	2731	.8	2.9	342	2915	.7	3.3	141	1490	.3	3.4	
<b>4-Book</b>	<b>314</b>	<b>5818</b>	<b>.6</b>	<b>3.5</b>	<b>594</b>	<b>3013</b>	<b>1.2</b>	<b>4.4</b>	<b>431</b>	<b>2557</b>	<b>.9</b>	<b>3.3</b>	<b>398</b>	<b>3112</b>	<b>.8</b>	<b>3.7</b>	<b>110</b>	<b>1289</b>	<b>.2</b>	<b>2.9</b>	
SP '99	339	5473	.7	3.8	650	2912	1.3	4.8	497	2419	1.0	3.8	433	2831	.9	4.0	119	1122	.2	3.0	
<b>KLSX-FM</b>																					
SP '00	267	4081	.5	3.0	722	2657	1.4	5.3	301	1786	.6	2.4	369	1971	.7	3.3	85	786	.2	2.3	
WI '00	263	4054	.5	3.0	724	2734	1.4	5.4	323	1780	.6	2.5	383	2057	.8	3.5	54	702	.1	1.5	
FA '99	246	4199	.5	2.7	711	2777	1.4	5.0	233	1458	.5	1.8	343	1850	.7	3.1	69	874	.1	1.8	
SU '99	282	4610	.6	3.2	872	3017	1.8	6.6	312	1908	.6	2.4	339	2049	.7	3.3	37	553	.1	.9	
<b>4-Book</b>	<b>265</b>	<b>4236</b>	<b>.5</b>	<b>3.0</b>	<b>757</b>	<b>2796</b>	<b>1.5</b>	<b>5.6</b>	<b>292</b>	<b>1733</b>	<b>.6</b>	<b>2.3</b>	<b>359</b>	<b>1982</b>	<b>.7</b>	<b>3.3</b>	<b>61</b>	<b>729</b>	<b>.1</b>	<b>1.6</b>	
SP '99	275	4134	.6	3.1	786	2721	1.6	5.8	314	1805	.6	2.4	393	2132	.8	3.6	60	698	.1	1.5	
<b>KLVE-FM</b>																					
SP '00	562	6760	1.1	6.4	841	3821	1.7	6.2	922	3946	1.8	7.2	490	3187	1.0	4.4	231	2065	.5	6.1	
WI '00	514	7095	1.0	5.8	784	4026	1.6	5.8	783	4110	1.6	6.0	483	3601	1.0	4.4	230	2350	.5	6.4	
FA '99	549	6698	1.1	6.1	843	3734	1.7	5.9	828	3852	1.7	6.3	548	3697	1.1	5.0	267	2207	.5	7.1	
SU '99	637	7527	1.3	7.2	847	3887	1.7	6.4	920	4537	2.0	7.7	659	4043	1.3	6.3	319	2735	.6	7.7	
<b>4-Book</b>	<b>566</b>	<b>7020</b>	<b>1.1</b>	<b>6.4</b>	<b>829</b>	<b>3867</b>	<b>1.7</b>	<b>6.1</b>	<b>881</b>	<b>4111</b>	<b>1.8</b>	<b>6.8</b>	<b>545</b>	<b>3632</b>	<b>1.1</b>	<b>5.0</b>	<b>262</b>	<b>2339</b>	<b>.5</b>	<b>6.8</b>	
SP '99	646	7602	1.3	7.2	984	4483	2.0	7.2	939	4475	1.9	7.2	655	4027	1.3	6.1	309	2467	.6	7.9	
<b>KLYY-FM</b>																					
SP '00	73	1539	.1	.8	94	657	.2	.7	110	847	.2	.9	81	771	.2	.7	31	376	.1	.8	
WI '00	84	1824	.2	1.0	116	796	.2	.9	126	876	.3	1.0	104	796	.2	1.0	34	504	.1	.9	
FA '99	54	2394	.1	.6	41	743	.1	.3	76	927	.2	.6	77	1207	.2	.7	25	678	.1	.7	
SU '99	59	2465	.1	.7	58	964	.1	.4	69	904	.1	.5	101	1255	.2	1.0	32	729	.1	.8	
<b>4-Book</b>	<b>68</b>	<b>2056</b>	<b>.1</b>	<b>.8</b>	<b>77</b>	<b>790</b>	<b>.2</b>	<b>.6</b>	<b>95</b>	<b>889</b>	<b>.2</b>	<b>.8</b>	<b>91</b>	<b>1007</b>	<b>.2</b>	<b>.9</b>	<b>31</b>	<b>572</b>	<b>.1</b>	<b>.8</b>	
SP '99	73	2519	.1	.8	55	854	.1	.4	125	1161	.3	1.0	100	1306	.2	.9	23	526	.1	.6	
<b>+KMZT-FM</b>																					
<b>KKGO-FM</b>																					
SP '00	66	2097	.1	.7	86	830	.2	.6	70	629	.1	.5	88	839	.2	.8	48	687	.1	1.3	
WI '00	66	2073	.1	.7	60	819	.1	.4	96	763	.2	.7	85	1019	.2	.8	44	700	.1	1.2	
FA '99	123	2192	.2	1.4	162	1180	.3	1.1	182	1004	.4	1.4	151	1151	.3	1.4	74	641	.1	2.0	
SU '99	56	1655	.1	.6	56	630	.1	.4	67	579	.1	.5	72	757	.1	.7	58	545	.1	1.4	
<b>4-Book</b>	<b>78</b>	<b>2004</b>	<b>.1</b>	<b>.9</b>	<b>91</b>	<b>865</b>	<b>.2</b>	<b>.6</b>	<b>104</b>	<b>744</b>	<b>.2</b>	<b>.8</b>	<b>99</b>	<b>942</b>	<b>.2</b>	<b>.9</b>	<b>56</b>	<b>643</b>	<b>.1</b>	<b>1.5</b>	
SP '99	94	2248	.2	1.1	109	1064	.2	.8	119	994	.2	.9	143	1119	.3	1.3	67	727	.1	1.7	
<b>KNX -AM</b>																					
SP '00	137	4087	.3	1.6	265	2083	.5	1.9	181	1674	.4	1.4	187	2117	.4	1.7	63	967	.1	1.7	
WI '00	126	3665	.3	1.4	295	2192	.6	2.2	178	1384	.4	1.4	150	1609	.3	1.4	40	677	.1	1.1	
FA '99	120	4343	.2	1.3	263	2655	.5	1.8	123	1772	.2	.9	152	2310	.3	1.4	55	1114	.1	1.5	
SU '99	124	4183	.2	1.4	267	2522	.5	2.0	141	1453	.3	1.1	191	2097	.4	1.8	46	894	.1	1.1	
<b>4-Book</b>	<b>127</b>	<b>4070</b>	<b>.3</b>	<b>1.4</b>	<b>273</b>	<b>2363</b>	<b>.5</b>	<b>2.0</b>	<b>156</b>	<b>1571</b>	<b>.3</b>	<b>1.2</b>	<b>170</b>	<b>2033</b>	<b>.4</b>	<b>1.6</b>	<b>51</b>	<b>913</b>	<b>.1</b>	<b>1.4</b>	
SP '99	102	3466	.2	1.1	243	2177	.5	1.8	105	1290	.2	.8	142	1869	.3	1.3	37	748	.1	.9	
<b>KOST-FM</b>																					
SP '00	288	6063	.6	3.3	354	2823	.7	2.6	459	2727	.9	3.6	363	3012	.7	3.3	170	1920	.3	4.5	
WI '00	362	7111	.7	4.1	450	3386	.9	3.3	601	3276	1.2	4.6	492	3770	1.0	4.5	203	2197	.4	5.6	
FA '99	344	6964	.7	3.8	407	3100	.8	2.9	548	2984	1.1	4.1	479	3731	1.0	4.3	185	2104	.4	4.9	
SU '99	299	6473	.6	3.4	333	2908	.7	2.5	417	2873	.8	3.2	373	3202	.7	3.6	227	2155	.5	5.5	
<b>4-Book</b>	<b>323</b>	<b>6653</b>	<b>.7</b>	<b>3.7</b>	<b>386</b>	<b>3054</b>	<b>.8</b>	<b>2.8</b>	<b>506</b>	<b>2965</b>	<b>1.0</b>	<b>3.9</b>	<b>427</b>	<b>3429</b>	<b>.9</b>	<b>3.9</b>	<b>196</b>	<b>2094</b>	<b>.4</b>	<b>5.1</b>	
SP '99	336	6718	.7	3.8	463	3091	.9	3.4	534	3061	1.1	4.1	409	3479	.8	3.8	185	2095	.4	4.7	
<b>KPWR-FM</b>																					
SP '00	197	4688	.4	2.2	295	2236	.6	2.2	256	2445	.5	2.0	266	2632	.5	2.4	106	1376	.2	2.8	
WI '00	210	4602	.4	2.4	319	2157	.6	2.4	291	2137	.6	2.2	291	2453	.6	2.7	88	1255	.2	2.4	
FA '99	196	4382	.4	2.2	310	1966	.6	2.2	223	1763	.4	1.7	246	2120	.5	2.2	93	1235	.2	2.5	
SU '99	189	5129	.4	2.1	248	2130	.5	1.9	203	2237	.4	1.6	238	2550	.5	2.3	115	1590	.2	2.8	
<b>4-Book</b>	<b>198</b>	<b>4700</b>	<b>.4</b>	<b>2.2</b>	<b>293</b>	<b>2122</b>	<b>.6</b>	<b>2.2</b>	<b>243</b>	<b>2146</b>	<b>.5</b>	<b>1.9</b>	<b>260</b>	<b>2439</b>	<b>.5</b>	<b>2.4</b>	<b>101</b>	<b>1364</b>	<b>.2</b>	<b>2.6</b>	
SP '99	177	4179	.4	2.0	270	1904	.5	2.0	237	2080	.5	1.8	209	2170	.4	1.9	97	1256	.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

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	
<b>+KRCO-FM</b>																				
SP '00	136	1656	.3	1.5	141	779	.3	1.0	208	1013	.4	1.6	188	966	.4	1.7	67	502	.1	1.8
WI '00	119	1582	.2	1.3	150	726	.3	1.1	171	774	.3	1.3	149	853	.3	1.4	59	582	.1	1.6
FA '99	95	1587	.2	1.1	119	607	.2	.8	137	776	.3	1.0	117	873	.2	1.1	54	457	.1	1.4
SU '99	81	1636	.2	.9	95	703	.2	.7	93	811	.2	.7	89	863	.2	.9	76	597	.2	1.8
<b>4-Book</b>	<b>108</b>	<b>1615</b>	<b>.2</b>	<b>1.2</b>	<b>126</b>	<b>704</b>	<b>.3</b>	<b>.9</b>	<b>152</b>	<b>844</b>	<b>.3</b>	<b>1.2</b>	<b>136</b>	<b>889</b>	<b>.3</b>	<b>1.3</b>	<b>64</b>	<b>535</b>	<b>.1</b>	<b>1.7</b>
SP '99	64	1522	.1	.7	72	567	.1	.5	81	732	.2	.6	67	786	.1	.6	66	524	.1	1.7
<b>+KRCV-FM</b>																				
SP '00	102	1053	.2	1.2	120	584	.2	.9	131	615	.3	1.0	116	611	.2	1.0	71	379	.1	1.9
WI '00	26	446	.1	.3	25	151	.2	.2	28	209	.1	.2	30	170	.1	.3	28	177	.1	.8
FA '99	8	282	.1	.1	15	102	.1	.1	5	67	.1	.1	3	61	.1	.1	5	46	.1	.1
SU '99	18	354	.2	.2	26	174	.1	.2	15	121	.1	.1	26	137	.1	.3	17	126	.1	.4
<b>4-Book</b>	<b>39</b>	<b>534</b>	<b>.1</b>	<b>.5</b>	<b>47</b>	<b>253</b>	<b>.1</b>	<b>.4</b>	<b>45</b>	<b>253</b>	<b>.1</b>	<b>.3</b>	<b>44</b>	<b>245</b>	<b>.1</b>	<b>.4</b>	<b>30</b>	<b>182</b>	<b>.1</b>	<b>.8</b>
SP '99	14	310	.2	.2	11	87	.1	.1	19	149	.1	.1	25	223	.1	.2	9	91	.1	.2
<b>KRLA-AM</b>																				
SP '00	35	661	.1	.4	51	319	.1	.4	79	321	.2	.6	26	152	.1	.2	17	87	.1	.5
WI '00	16	482	.2	.2	32	220	.1	.2	38	232	.1	.3	13	117	.1	.1	3	80	.1	.1
FA '99	23	582	.3	.3	28	234	.1	.2	66	299	.1	.5	9	117	.1	.1	9	137	.1	.2
SU '99	36	860	.1	.4	64	438	.1	.5	62	448	.1	.5	38	434	.1	.4	21	134	.1	.5
<b>4-Book</b>	<b>28</b>	<b>646</b>	<b>.1</b>	<b>.3</b>	<b>44</b>	<b>303</b>	<b>.1</b>	<b>.3</b>	<b>61</b>	<b>325</b>	<b>.1</b>	<b>.5</b>	<b>22</b>	<b>205</b>	<b>.1</b>	<b>.2</b>	<b>13</b>	<b>110</b>	<b>.1</b>	<b>.3</b>
SP '99	34	731	.1	.4	49	344	.1	.4	68	380	.1	.5	36	211	.1	.3	15	29	.1	.4
<b>KROQ-FM</b>																				
SP '00	319	6176	.6	3.6	578	3119	1.2	4.2	464	3080	.9	3.6	382	3551	.8	3.4	122	2062	.2	3.2
WI '00	375	5883	.7	4.2	618	3311	1.2	4.6	514	2948	1.0	3.9	431	3409	.9	4.0	172	1982	.3	4.8
FA '99	291	6154	.6	3.2	518	3249	1.0	3.6	370	2930	.7	2.8	395	3310	.8	3.6	149	1989	.3	4.0
SU '99	313	6333	.6	3.6	504	3202	1.0	3.8	403	3033	.8	3.1	390	3521	.8	3.8	154	2203	.3	3.7
<b>4-Book</b>	<b>325</b>	<b>6137</b>	<b>.6</b>	<b>3.7</b>	<b>555</b>	<b>3220</b>	<b>1.1</b>	<b>4.1</b>	<b>438</b>	<b>2998</b>	<b>.9</b>	<b>3.4</b>	<b>400</b>	<b>3448</b>	<b>.8</b>	<b>3.7</b>	<b>149</b>	<b>2059</b>	<b>.3</b>	<b>3.9</b>
SP '99	293	5936	.6	3.3	535	3009	1.1	3.9	349	2741	.7	2.7	374	3494	.8	3.5	142	1940	.3	3.6
<b>KRTH-FM</b>																				
SP '00	269	5825	.5	3.0	365	2684	.7	2.7	438	2626	.9	3.4	349	2925	.7	3.1	75	1083	.1	2.0
WI '00	306	6242	.6	3.5	362	2739	.7	2.7	600	2954	1.2	4.6	420	3509	.8	3.9	81	1231	.2	2.2
FA '99	267	5677	.5	3.0	322	2668	.6	2.3	464	2647	.9	3.5	356	2805	.7	3.2	101	1306	.2	2.7
SU '99	220	5325	.4	2.5	267	2078	.5	2.0	374	2396	.8	2.9	271	2699	.5	2.6	72	1245	.1	1.7
<b>4-Book</b>	<b>266</b>	<b>5767</b>	<b>.5</b>	<b>3.0</b>	<b>329</b>	<b>2542</b>	<b>.6</b>	<b>2.4</b>	<b>469</b>	<b>2656</b>	<b>1.0</b>	<b>3.6</b>	<b>349</b>	<b>2985</b>	<b>.7</b>	<b>3.2</b>	<b>82</b>	<b>1216</b>	<b>.2</b>	<b>2.2</b>
SP '99	249	5683	.5	2.8	303	2476	.6	2.2	464	2767	.9	3.5	294	2789	.6	2.7	72	1090	.1	1.8
<b>KSCA-FM</b>																				
SP '00	672	5732	1.3	7.6	1675	4536	3.3	12.3	801	3934	1.6	6.3	665	2857	1.3	6.0	137	978	.3	3.6
WI '00	685	6240	1.4	7.8	1632	4474	3.3	12.1	894	4222	1.8	6.8	574	2907	1.1	5.3	142	1197	.3	3.9
FA '99	797	6599	1.6	8.8	2027	5072	4.0	14.3	1074	4427	2.1	8.1	597	2905	1.2	5.4	151	1276	.3	4.0
SU '99	642	5735	1.3	7.3	1437	4031	2.9	10.8	920	3846	1.8	7.2	427	2413	.9	4.1	187	1352	.4	4.5
<b>4-Book</b>	<b>699</b>	<b>6077</b>	<b>1.4</b>	<b>7.9</b>	<b>1693</b>	<b>4528</b>	<b>3.4</b>	<b>12.4</b>	<b>922</b>	<b>4107</b>	<b>1.8</b>	<b>7.1</b>	<b>566</b>	<b>2771</b>	<b>1.1</b>	<b>5.2</b>	<b>154</b>	<b>1201</b>	<b>.3</b>	<b>4.0</b>
SP '99	729	6380	1.5	8.2	1739	4610	3.5	12.7	1019	4410	2.0	7.8	494	2488	1.0	4.6	193	1512	.4	4.9
<b>KSSE-FM</b>																				
SP '00	141	2323	.3	1.6	204	1200	.4	1.5	203	1192	.4	1.6	185	1324	.4	1.7	74	779	.1	2.0
WI '00	143	2941	.3	1.6	205	1516	.4	1.5	190	1598	.4	1.4	162	1411	.3	1.5	74	864	.1	2.0
FA '99	185	2901	.4	2.1	239	1545	.5	1.7	305	1655	.6	2.3	204	1548	.4	1.8	76	776	.2	2.0
SU '99	213	3157	.4	2.4	299	1650	.6	2.3	312	1833	.6	2.4	215	1492	.4	2.1	111	1011	.2	2.7
<b>4-Book</b>	<b>171</b>	<b>2831</b>	<b>.4</b>	<b>1.9</b>	<b>237</b>	<b>1478</b>	<b>.5</b>	<b>1.8</b>	<b>253</b>	<b>1570</b>	<b>.5</b>	<b>1.9</b>	<b>192</b>	<b>1444</b>	<b>.4</b>	<b>1.8</b>	<b>84</b>	<b>858</b>	<b>.2</b>	<b>2.2</b>
SP '99	151	2418	.3	1.7	168	1157	.3	1.2	217	1175	.4	1.7	156	1263	.3	1.4	86	727	.2	2.2
<b>KTNQ-AM</b>																				
SP '00	211	2791	.4	2.4	251	1287	.5	1.8	348	1594	.7	2.7	281	1314	.6	2.5	153	854	.3	4.1
WI '00	155	1922	.3	1.8	153	735	.3	1.1	243	1066	.5	1.8	234	1035	.5	2.1	113	590	.2	3.1
FA '99	162	1931	.3	1.8	142	502	.3	1.0	226	1039	.5	1.7	245	1077	.5	2.2	152	871	.3	4.1
SU '99	146	1789	.3	1.7	102	568	.2	.8	232	998	.5	1.8	229	893	.5	2.2	104	553	.2	2.5
<b>4-Book</b>	<b>169</b>	<b>2108</b>	<b>.3</b>	<b>1.9</b>	<b>162</b>	<b>773</b>	<b>.3</b>	<b>1.2</b>	<b>262</b>	<b>1174</b>	<b>.6</b>	<b>2.0</b>	<b>247</b>	<b>1080</b>	<b>.5</b>	<b>2.3</b>	<b>131</b>	<b>717</b>	<b>.3</b>	<b>3.5</b>
SP '99	193	2399	.4	2.2	138	810	.3	1.0	283	1155	.6	2.2	325	1444	.7	3.0	160	850	.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 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
	<b>KTWV-FM</b>																			
SP '00	282	4265	.6	3.2	322	1951	.6	2.4	476	2079	.9	3.7	348	2358	.7	3.1	161	1444	.3	4.3
WI '00	288	4846	.6	3.3	344	2208	.7	2.6	521	2358	1.0	4.0	379	2631	.8	3.5	109	1273	.2	3.0
FA '99	322	4754	.6	3.6	371	2316	.7	2.6	533	2516	1.1	4.0	445	2924	.9	4.0	153	1700	.3	4.1
SU '99	338	5217	.7	3.8	419	2252	.8	3.2	538	2492	1.1	4.2	405	2723	.8	3.9	182	1920	.4	4.4
<b>4-Book</b>	<b>308</b>	<b>4771</b>	<b>.6</b>	<b>3.5</b>	<b>364</b>	<b>2182</b>	<b>.7</b>	<b>2.7</b>	<b>517</b>	<b>2361</b>	<b>1.0</b>	<b>4.0</b>	<b>394</b>	<b>2659</b>	<b>.8</b>	<b>3.6</b>	<b>151</b>	<b>1584</b>	<b>.3</b>	<b>4.0</b>
SP '99	308	4912	.6	3.5	360	2368	.7	2.6	551	2373	1.1	4.2	390	2645	.8	3.6	124	1457	.2	3.2
<b>KWIZ-FM</b>																				
SP '00	53	776	.1	.6	62	358	.1	.5	88	525	.2	.7	54	405	.1	.5	35	165	.1	.9
WI '00	36	819	.1	.4	38	296	.1	.3	48	398	.1	.4	43	311	.1	.4	26	255	.1	.7
FA '99	44	591	.1	.5	41	275	.1	.3	90	344	.2	.7	43	283	.1	.4	23	152		.6
SU '99	55	634	.1	.6	67	330	.1	.5	99	341	.2	.8	49	338	.1	.5	22	265		.5
<b>4-Book</b>	<b>47</b>	<b>705</b>	<b>.1</b>	<b>.5</b>	<b>52</b>	<b>315</b>	<b>.1</b>	<b>.4</b>	<b>81</b>	<b>402</b>	<b>.2</b>	<b>.7</b>	<b>47</b>	<b>334</b>	<b>.1</b>	<b>.5</b>	<b>27</b>	<b>209</b>	<b>.1</b>	<b>.7</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	50	846	.1	.6	70	448	.1	.5	82	376	.2	.6	54	278	.1	.5	30	127	.1	.8
WI '00	86	863	.2	1.0	62	241	.1	.5	196	604	.4	1.5	104	412	.2	1.0	34	212	.1	.9
FA '99	45	765	.1	.5	52	255	.1	.4	88	510	.2	.7	41	260	.1	.4	30	143	.1	.8
SU '99	39	780	.1	.4	30	216	.1	.2	98	424	.2	.8	45	343	.1	.4	13	151		.3
<b>4-Book</b>	<b>55</b>	<b>814</b>	<b>.1</b>	<b>.6</b>	<b>54</b>	<b>290</b>	<b>.1</b>	<b>.4</b>	<b>116</b>	<b>479</b>	<b>.3</b>	<b>.9</b>	<b>61</b>	<b>323</b>	<b>.1</b>	<b>.6</b>	<b>27</b>	<b>158</b>	<b>.1</b>	<b>.7</b>
SP '99	38	709	.1	.4	31	152	.1	.2	57	379	.1	.4	75	376	.2	.7	20	155		.5
<b>KWVE-FM</b>																				
SP '00	48	1224	.1	.5	80	643	.2	.6	61	516	.1	.5	66	591	.1	.6	18	319		.5
WI '00	57	1233	.1	.6	106	755	.2	.8	57	459	.1	.4	59	537	.1	.5	32	331	.1	.9
FA '99	53	1175	.1	.6	77	668	.2	.5	47	489	.1	.4	98	646	.2	.9	28	296	.1	.7
SU '99	89	1606	.2	1.0	145	921	.3	1.1	90	677	.2	.7	115	841	.2	1.1	66	568	.1	1.6
<b>4-Book</b>	<b>62</b>	<b>1310</b>	<b>.1</b>	<b>.7</b>	<b>102</b>	<b>747</b>	<b>.2</b>	<b>.8</b>	<b>64</b>	<b>535</b>	<b>.1</b>	<b>.5</b>	<b>85</b>	<b>654</b>	<b>.2</b>	<b>.8</b>	<b>36</b>	<b>379</b>	<b>.1</b>	<b>.9</b>
SP '99	68	1209	.1	.8	108	716	.2	.8	114	669	.2	.9	77	631	.2	.7	24	278		.6
<b>KXMX-FM</b>																				
SP '00	55	1071	.1	.6	67	534	.1	.5	117	535	.2	.9	68	582	.1	.6	9	236		.2
WI '00	61	1540	.1	.7	86	864	.2	.6	106	785	.2	.8	80	910	.2	.7	16	326		.4
FA '99	54	961	.1	.6	68	506	.1	.5	96	487	.2	.7	88	531	.2	.8	20	218		.5
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	348	6756	.7	3.9	553	3530	1.1	4.0	534	3126	1.1	4.2	502	3967	1.0	4.5	116	1875	.2	3.1
WI '00	269	6735	.5	3.0	396	3032	.8	2.9	411	2905	.8	3.1	387	3555	.8	3.6	93	1728	.2	2.6
FA '99	324	7136	.6	3.6	490	3465	1.0	3.4	534	3627	1.1	4.0	435	4003	.9	3.9	78	1588	.2	2.1
SU '99	302	7175	.6	3.4	404	3427	.8	3.0	486	3577	1.0	3.8	392	3993	.8	3.8	118	1907	.2	2.9
<b>4-Book</b>	<b>311</b>	<b>6951</b>	<b>.6</b>	<b>3.5</b>	<b>461</b>	<b>3364</b>	<b>.9</b>	<b>3.3</b>	<b>491</b>	<b>3309</b>	<b>1.0</b>	<b>3.8</b>	<b>429</b>	<b>3880</b>	<b>.9</b>	<b>4.0</b>	<b>101</b>	<b>1775</b>	<b>.2</b>	<b>2.7</b>
SP '99	341	6847	.7	3.8	462	3275	.9	3.4	510	3540	1.0	3.9	475	3899	1.0	4.4	130	1871	.3	3.3
<b>KZLA-FM</b>																				
SP '00	165	2771	.3	1.9	202	1587	.4	1.5	268	1356	.5	2.1	250	1745	.5	2.3	59	750	.1	1.6
WI '00	175	3069	.3	2.0	229	1735	.5	1.7	286	1778	.6	2.2	243	2052	.5	2.2	64	1005	.1	1.8
FA '99	152	2894	.3	1.7	194	1496	.4	1.4	204	1387	.4	1.5	210	1809	.4	1.9	72	1020	.1	1.9
SU '99	163	2653	.3	1.8	187	1330	.4	1.4	224	1303	.5	1.7	207	1646	.4	2.0	97	932	.2	2.4
<b>4-Book</b>	<b>164</b>	<b>2847</b>	<b>.3</b>	<b>1.9</b>	<b>203</b>	<b>1537</b>	<b>.4</b>	<b>1.5</b>	<b>246</b>	<b>1456</b>	<b>.5</b>	<b>1.9</b>	<b>228</b>	<b>1813</b>	<b>.5</b>	<b>2.1</b>	<b>73</b>	<b>927</b>	<b>.1</b>	<b>1.9</b>
SP '99	173	2781	.3	1.9	232	1763	.5	1.7	250	1370	.5	1.9	247	1772	.5	2.3	60	882	.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 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
-----																				
<b>KOLA-FM</b>																				
SP '00	20	643		.2	22	258		.2	23	277		.2	30	333	.1	.3	6	114		.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	28	499	.1	.3	31	193	.1	.2	22	214		.2	38	252	.1	.3	19	166		.5
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	32	702	.1	.4	39	324	.1	.3	63	383	.1	.5	31	307	.1	.3	8	114		.2
-----																				
<b>XTRA-AM</b>																				
SP '00	85	1513	.2	1.0	115	744	.2	.8	158	797	.3	1.2	137	880	.3	1.2	22	311		.6
WI '00	60	1507	.1	.7	84	647	.2	.6	99	726	.2	.8	95	893	.2	.9	13	226		.4
FA '99	77	1571	.2	.9	123	673	.2	.9	141	676	.3	1.1	107	835	.2	1.0	14	333		.4
SU '99	59	1357	.1	.7	75	611	.2	.6	119	828	.2	.9	106	808	.2	1.0	8	170		.2
<b>4-Book</b>	<b>70</b>	<b>1487</b>	<b>.2</b>	<b>.8</b>	<b>99</b>	<b>669</b>	<b>.2</b>	<b>.7</b>	<b>129</b>	<b>757</b>	<b>.3</b>	<b>1.0</b>	<b>111</b>	<b>854</b>	<b>.2</b>	<b>1.0</b>	<b>14</b>	<b>260</b>		<b>.4</b>
SP '99	70	1468	.1	.8	79	564	.2	.6	137	672	.3	1.0	86	798	.2	.8	21	315		.5
-----																				
<b>TOTALS</b>																				
SP '00	8836	48410	17.6		13672	42303	27.3		12782	37585	25.5		11092	40713	22.1		3771	25053	7.5	
WI '00	8824	47826	17.6		13481	42135	26.9		13148	37863	26.2		10884	40118	21.7		3615	25447	7.2	
FA '99	9021	48411	18.0		14223	42942	28.4		13248	37816	26.4		11068	41454	22.1		3753	25616	7.5	
SU '99	8816	47855	17.7		13259	41354	26.6		12852	38207	25.8		10389	40587	20.9		4125	26929	8.3	
<b>4-Book</b>	<b>8874</b>	<b>48126</b>	<b>17.7</b>		<b>13659</b>	<b>42184</b>	<b>27.3</b>		<b>13008</b>	<b>37868</b>	<b>26.0</b>		<b>10858</b>	<b>40718</b>	<b>21.7</b>		<b>3816</b>	<b>25761</b>	<b>7.6</b>	
SP '99	8927	47852	17.9		13659	42130	27.4		13120	37906	26.4		10779	40929	21.7		3923	25865	7.9	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener 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 '00	238	1865	.5	1.9	80	826	.2	1.4	72	230	.1	1.0	122	409	.2	1.2	87	279	.2	1.3	
	4-Book	185	1964	.4	1.5	55	781	.1	1.0	63	195	.1	.9	84	327	.2	.9	71	254	.1	1.0	
KACD-FM																						
	SP '00	87	1108	.2	.7	35	609	.1	.6	37	185	.1	.5	66	216	.1	.7	47	194	.1	.7	
	4-Book	82	1054	.2	.7	38	581	.1	.7	45	164	.1	.6	80	270	.2	.8	48	178	.1	.7	
KBCD-FM																						
	SP '00	39	625	.1	.3	17	285		.3	11	68		.2	16	114		.2	24	97		.4	
	4-Book	55	610	.1	.4	20	300		.4	21	75		.3	36	122	.1	.4	33	121	.1	.5	
KAVS-FM																						
	SP '00	6	142			3	72		.1	2	23			2	13			3	13			
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIIS-FM																						
	SP '00	539	7145	1.1	4.3	251	4243	.5	4.4	295	1115	.6	4.2	474	1830	.9	4.8	296	1244	.6	4.4	
	4-Book	528	7307	1.1	4.2	254	4322	.5	4.4	316	1187	.7	4.5	491	1870	1.0	5.0	335	1319	.7	4.9	
+KBET-AM																						
	SP '00					1	16															
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																						
	SP '00	82	1108	.2	.7	40	480	.1	.7	29	114	.1	.4	70	209	.1	.7	85	178	.2	1.3	
	4-Book	77	978	.2	.6	30	451	.1	.5	24	88	.1	.3	51	151	.1	.5	49	134	.1	.8	
KBIG-FM																						
	SP '00	424	4760	.8	3.4	154	2391	.3	2.7	124	471	.2	1.8	287	891	.6	2.9	217	793	.4	3.2	
	4-Book	437	4653	.9	3.5	154	2539	.3	2.7	135	518	.3	1.9	249	893	.5	2.5	200	681	.4	2.9	
KBLA-AM																						
	SP '00	97	975	.2	.8	30	348	.1	.5	28	67	.1	.4	23	86		.2	63	149	.1	.9	
	4-Book	100	831	.2	.8	34	367	.1	.6	36	76	.1	.5	41	115	.1	.4	57	119	.1	.8	
KBUA-FM																						
	SP '00	36	281	.1	.3	29	220	.1	.5	33	98	.1	.5	37	117	.1	.4	42	112	.1	.6	
	4-Book	58	348	.1	.5	36	269	.1	.6	47	107	.1	.7	70	142	.2	.7	57	117	.1	.8	
KBUE-FM																						
	SP '00	374	2619	.7	3.0	231	1681	.5	4.1	238	655	.5	3.4	407	787	.8	4.1	296	714	.6	4.4	
	4-Book	394	2964	.8	3.2	237	1931	.5	4.1	272	671	.6	3.9	428	906	.9	4.3	282	715	.6	4.1	
KCBS-FM																						
	SP '00	431	4822	.9	3.4	211	2853	.4	3.7	256	1035	.5	3.7	403	1354	.8	4.0	227	818	.5	3.3	
	4-Book	425	4943	.9	3.4	201	2792	.4	3.5	234	816	.5	3.4	383	1262	.8	3.9	246	844	.5	3.5	
KCMG-FM																						
	SP '00	333	4143	.7	2.7	187	2241	.4	3.3	221	723	.4	3.2	347	1034	.7	3.5	250	848	.5	3.7	
	4-Book	344	4320	.7	2.8	183	2517	.4	3.2	173	589	.4	2.5	342	1086	.7	3.5	243	845	.5	3.5	
KDIS-AM																						
	SP '00	51	1159	.1	.4	35	621	.1	.6	17	112		.2	62	251	.1	.6	78	205	.2	1.1	
	4-Book	48	1147	.1	.4	32	696	.1	.6	21	124		.3	74	333	.1	.8	47	203	.1	.7	
KFI -AM																						
	SP '00	272	2989	.5	2.2	90	1178	.2	1.6	138	440	.3	2.0	172	569	.3	1.7	50	198	.1	.7	
	4-Book	327	3220	.6	2.6	82	1132	.2	1.4	143	481	.3	2.0	165	503	.3	1.7	51	206	.1	.7	
KFSG-FM																						
	SP '00	60	774	.1	.5	27	500	.1	.5	45	131	.1	.6	58	181	.1	.6	45	159	.1	.7	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFWB-AM																						
	SP '00	126	2931	.3	1.0	32	810	.1	.6	80	376	.2	1.1	48	256	.1	.5	47	207	.1	.7	
	4-Book	151	3224	.3	1.2	52	1156	.1	.9	95	450	.2	1.3	73	369	.2	.8	64	276	.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 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	
<b>+KHJ -AM</b>																				
SP '00	104	1129	.2	.8	78	725	.2	1.4	88	253	.2	1.3	135	290	.3	1.4	95	255	.2	1.4
4-Book	147	1295	.3	1.2	85	783	.2	1.5	120	277	.2	1.7	151	354	.3	1.5	108	272	.2	1.6
<b>KIEV-AM</b>																				
SP '00	29	286	.1	.2	2	46			1	16			3	16						
4-Book	22	231		.2	4	58	.1		6	16	.1		6	21	.1		3	10		
<b>KJLH-FM</b>																				
SP '00	244	2073	.5	1.9	155	1459	.3	2.7	159	435	.3	2.3	188	453	.4	1.9	102	269	.2	1.5
4-Book	229	1888	.5	1.8	142	1389	.3	2.5	128	365	.3	1.8	171	456	.4	1.7	112	318	.2	1.6
<b>KKBT-FM</b>																				
SP '00	240	3044	.5	1.9	122	1875	.2	2.2	98	424	.2	1.4	212	669	.4	2.1	155	559	.3	2.3
4-Book	267	3088	.6	2.1	157	1973	.3	2.8	139	462	.3	2.0	268	808	.5	2.7	207	620	.4	3.0
<b>KKLA-FM</b>																				
SP '00	82	740	.2	.7	18	351	.3		32	116	.1	.5	22	100	.2		24	77	.4	
4-Book	76	845	.2	.6	16	308	.3		26	91	.1	.4	19	64	.2		17	55	.3	
<b>KLAC-AM</b>																				
SP '00	68	1030	.1	.5	57	885	.1	1.0	27	129	.1	.4	87	215	.2	.9	54	166	.1	.8
4-Book	54	797	.1	.4	30	510	.1	.5	20	97	.1	.3	41	111	.1	.4	23	83		.3
<b>KLAX-FM</b>																				
SP '00	311	2592	.6	2.5	215	1887	.4	3.8	300	745	.6	4.3	359	803	.7	3.6	199	534	.4	2.9
4-Book	345	3175	.7	2.8	202	2048	.4	3.5	248	648	.5	3.5	357	843	.7	3.6	234	637	.5	3.4
<b>KLOS-FM</b>																				
SP '00	486	5151	1.0	3.9	191	2616	.4	3.4	164	701	.3	2.4	385	1040	.8	3.9	334	1011	.7	4.9
4-Book	471	5050	1.0	3.8	173	2460	.3	3.0	173	643	.4	2.5	357	1088	.7	3.6	247	843	.5	3.6
<b>KLSX-FM</b>																				
SP '00	452	3732	.9	3.6	59	1019	.1	1.0	123	289	.2	1.8	62	320	.1	.6	48	129	.1	.7
4-Book	456	3838	.9	3.6	60	1032	.1	1.0	93	226	.2	1.4	60	243	.1	.6	53	179	.1	.8
<b>KLVE-FM</b>																				
SP '00	764	5818	1.5	6.1	427	3871	.9	7.5	522	1283	1.0	7.5	818	1862	1.6	8.2	419	932	.8	6.2
4-Book	761	6034	1.5	6.1	423	4126	.9	7.4	499	1357	1.0	7.1	729	1797	1.5	7.4	409	1090	.8	5.9
<b>KLYY-FM</b>																				
SP '00	96	1275	.2	.8	60	756	.1	1.1	57	206	.1	.8	100	316	.2	1.0	110	265	.2	1.6
4-Book	88	1660	.2	.7	55	1011	.1	1.0	43	172	.1	.6	92	369	.2	.9	91	276	.2	1.3
<b>+KMZT-FM KKGO-FM</b>																				
SP '00	81	1533	.2	.6	53	848	.1	.9	37	170	.1	.5	78	218	.2	.8	57	182	.1	.8
4-Book	98	1540	.2	.8	56	864	.1	1.0	48	177	.1	.7	84	247	.2	.9	67	233	.2	1.0
<b>KNX -AM</b>																				
SP '00	209	3539	.4	1.7	60	1228	.1	1.1	107	364	.2	1.5	88	294	.2	.9	43	180	.1	.6
4-Book	196	3571	.4	1.6	54	1323	.1	1.0	81	373	.2	1.1	66	360	.1	.7	43	207	.1	.6
<b>KOST-FM</b>																				
SP '00	397	4949	.8	3.2	173	2836	.3	3.1	200	787	.4	2.9	340	1176	.7	3.4	198	807	.4	2.9
4-Book	445	5395	.9	3.6	193	3023	.4	3.4	184	687	.4	2.6	327	1111	.7	3.3	254	875	.5	3.7
<b>KPWR-FM</b>																				
SP '00	271	4155	.5	2.2	125	2069	.2	2.2	119	455	.2	1.7	192	831	.4	1.9	192	690	.4	2.8
4-Book	264	3974	.5	2.1	146	2236	.3	2.5	145	502	.3	2.1	252	843	.5	2.5	235	808	.5	3.4
<b>+KRCD-FM</b>																				
SP '00	181	1453	.4	1.4	103	892	.2	1.8	120	251	.2	1.7	210	461	.4	2.1	114	258	.2	1.7
4-Book	139	1302	.3	1.1	82	870	.2	1.4	96	217	.2	1.4	133	344	.3	1.3	96	224	.2	1.4
<b>+KRCV-FM</b>																				
SP '00	123	951	.2	1.0	83	624	.2	1.5	111	258	.2	1.6	155	329	.3	1.6	112	247	.2	1.6
4-Book	45	433	.1	.4	33	310	.1	.6	41	94	.1	.6	60	155	.1	.6	46	114	.1	.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Persons 25-49

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KRLA-AM</b>																				
SP '00	54	542	.1	.4	13	190			7	14			23	79			35	78	.1	.5
4-Book	44	559	.1	.4	9	163			6	22			20	70			15	47		.2
<b>KROQ-FM</b>																				
SP '00	474	5311	.9	3.8	178	2854	.4	3.1	224	747	.4	3.2	392	1209	.8	3.9	192	824	.4	2.8
4-Book	462	5372	.9	3.7	199	2994	.4	3.5	184	665	.4	2.6	363	1257	.7	3.6	252	931	.5	3.7
<b>KRTH-FM</b>																				
SP '00	388	4747	.8	3.1	189	2728	.4	3.3	155	696	.3	2.2	365	1048	.7	3.7	232	736	.5	3.4
4-Book	389	4686	.8	3.1	170	2614	.3	3.0	150	555	.3	2.1	333	1018	.7	3.4	203	724	.4	3.0
<b>KSCA-FM</b>																				
SP '00	1028	5425	2.1	8.2	402	3082	.8	7.1	1247	2079	2.5	17.9	636	1537	1.3	6.4	371	807	.7	5.5
4-Book	1049	5615	2.1	8.4	445	3639	.9	7.8	1353	2316	2.7	19.2	707	1816	1.4	7.1	421	979	.8	6.1
<b>KSSE-FM</b>																				
SP '00	198	2005	.4	1.6	85	1134	.2	1.5	70	276	.1	1.0	163	487	.3	1.6	96	322	.2	1.4
4-Book	229	2448	.5	1.9	126	1508	.3	2.2	153	451	.3	2.2	252	710	.5	2.6	156	426	.3	2.3
<b>KTNQ-AM</b>																				
SP '00	298	2406	.6	2.4	96	1116	.2	1.7	96	276	.2	1.4	153	397	.3	1.5	130	346	.3	1.9
4-Book	227	1791	.5	1.8	91	914	.2	1.6	109	291	.2	1.6	137	341	.3	1.4	112	289	.3	1.6
<b>KTWV-FM</b>																				
SP '00	389	3390	.8	3.1	174	2239	.3	3.1	188	544	.4	2.7	233	724	.5	2.3	217	616	.4	3.2
4-Book	432	3878	.9	3.5	192	2420	.4	3.3	190	589	.4	2.7	301	916	.6	3.0	233	739	.5	3.4
<b>KWIZ-FM</b>																				
SP '00	70	671	.1	.6	37	417	.1	.7	70	139	.1	1.0	54	168	.1	.5	48	141	.1	.7
4-Book	62	576	.1	.5	35	370	.1	.6	43	105	.1	.6	66	196	.2	.7	45	111	.1	.7
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKV-AM</b>																				
SP '00	70	659	.1	.6	28	358	.1	.5	60	169	.1	.9	41	98	.1	.4	9	40		.1
4-Book	80	670	.2	.7	30	319	.1	.6	46	107	.1	.7	39	84	.1	.4	37	86	.1	.5
<b>KWVE-FM</b>																				
SP '00	68	1028	.1	.5	31	474	.1	.5	32	127	.1	.5	13	100		.1	45	88	.1	.7
4-Book	82	1102	.1	.7	42	630	.1	.7	45	170	.1	.7	37	164	.1	.4	43	131	.1	.6
<b>KXMX-FM</b>																				
SP '00	86	941	.2	.7	31	433	.1	.5	15	71		.2	61	158	.1	.6	60	240	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	530	5910	1.1	4.2	181	3028	.4	3.2	177	627	.4	2.5	363	1431	.7	3.6	268	1039	.5	3.9
4-Book	463	6030	1.0	3.7	182	3136	.4	3.2	166	639	.3	2.4	379	1461	.8	3.8	259	973	.5	3.7
<b>KZLA-FM</b>																				
SP '00	242	2375	.5	1.9	99	1376	.2	1.7	120	479	.2	1.7	245	700	.5	2.5	134	434	.3	2.0
4-Book	227	2460	.5	1.8	113	1469	.2	2.0	104	426	.2	1.5	240	736	.5	2.5	143	475	.3	2.1
<b>KOLA-FM</b>																				
SP '00	25	550		.2	19	230		.3	5	14		.1	56	88	.1	.6	35	96	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
SP '00	138	1335	.3	1.1	31	427	.1	.5	53	131	.1	.8	49	144	.1	.5	35	91	.1	.5
4-Book	114	1284	.2	.9	29	499	.1	.5	44	137	.1	.7	49	149	.1	.5	35	136	.1	.5
<b>TOTALS</b>																				
SP '00	12535	47566	25.0		5669	37086	11.3		6963	17823	13.9		9957	23022	19.9		6791	16952	13.6	
4-Book	12546	47471	25.1		5748	37766	11.5		7048	17886	14.1		9923	23458	19.9		6913	17645	13.9	

\*\* 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																				
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	
<b>KABC-AM</b>																				
SP '00	14	94	.4	63	159	.1	1.6	177	359	.4	2.5	66	225	.1	1.3	30	63	.1	1.3	
4-Book	24	130	.7	45	160	.1	1.1	76	209	.2	1.1	47	163	.1	1.0	31	103	.1	1.2	
<b>KACD-FM</b>																				
SP '00	15	103	.5	12	80	.3	.3	41	236	.1	.6	47	174	.1	.9	18	84	.8	.8	
4-Book	16	103	.5	19	78	.5	.5	46	208	.1	.7	40	155	.1	.8	13	79	.5	.5	
<b>KBCD-FM</b>																				
SP '00	12	57	.4	11	56	.3	.3	34	99	.1	.5	27	73	.1	.5					
4-Book	7	43	.2	13	55	.3	.3	21	82	.1	.3	25	62	.1	.5	10	46		.4	
<b>KAVS-FM</b>																				
SP '00				5	36		.1	5	26		.1	7	11		.1	1	11			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	118	630	.2	165	711	.3	4.1	312	1406	.6	4.5	254	1018	.5	5.0	92	542	.2	4.0	
4-Book	122	618	.3	164	635	.3	4.0	313	1334	.6	4.6	206	918	.4	4.1	85	502	.2	3.4	
<b>+KBET-AM</b>																				
SP '00																6	16		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	30	120	.1	21	49	.5	.5	28	138	.1	.4	50	125	.1	1.0	10	48		.4	
4-Book	22	101	.1	15	48	.4	.4	39	147	.1	.6	35	124	.1	.7	5	31		.2	
<b>KBIG-FM</b>																				
SP '00	175	628	.3	57	240	.1	1.4	177	723	.4	2.5	115	442	.2	2.2	62	226	.1	2.7	
4-Book	207	720	.4	73	289	.2	1.8	162	664	.3	2.4	121	449	.2	2.4	69	281	.1	2.7	
<b>KBLA-AM</b>																				
SP '00	9	34	.3	27	69	.1	.7	45	108	.1	.6	51	120	.1	1.0	3	12		.1	
4-Book	14	50	.4	25	58	.1	.6	57	146	.1	.8	41	94	.1	.8	5	21		.2	
<b>KBUA-FM</b>																				
SP '00	17	71	.5	33	70	.1	.8	41	121	.1	.6	22	98		.4	11	50		.5	
4-Book	11	41	.3	28	70	.1	.7	44	102	.1	.7	26	74	.1	.5	9	39		.4	
<b>KBUE-FM</b>																				
SP '00	147	357	.3	158	417	.3	4.0	253	506	.5	3.6	263	548	.5	5.1	94	289	.2	4.0	
4-Book	139	403	.3	195	518	.4	4.7	299	728	.6	4.4	208	517	.4	4.1	76	251	.2	3.0	
<b>KCBS-FM</b>																				
SP '00	55	262	.1	148	641	.3	3.7	332	1018	.7	4.8	226	783	.5	4.4	44	273	.1	1.9	
4-Book	96	387	.2	110	443	.2	2.7	271	940	.6	4.0	198	696	.4	3.9	70	311	.2	2.7	
<b>KCMG-FM</b>																				
SP '00	121	468	.2	94	325	.2	2.4	200	595	.4	2.9	162	631	.3	3.2	97	335	.2	4.2	
4-Book	121	477	.3	92	327	.2	2.2	192	670	.4	2.8	178	602	.4	3.5	114	376	.2	4.4	
<b>KDIS-AM</b>																				
SP '00	4	36	.1	18	70	.5	.5	53	211	.1	.8	31	127	.1	.6	16	53		.7	
4-Book	9	60	.2	18	100	.4	.4	47	244	.1	.7	23	115	.1	.5	10	51		.4	
<b>KFI -AM</b>																				
SP '00	58	154	.1	91	308	.2	2.3	113	387	.2	1.6	59	177	.1	1.1	31	106	.1	1.3	
4-Book	36	131	.1	83	309	.2	2.0	104	366	.2	1.5	44	135	.1	.9	24	92	.1	.9	
<b>KFSG-FM</b>																				
SP '00	7	53	.2	29	120	.1	.7	25	136		.4	5	27		.1	8	36		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFWB-AM</b>																				
SP '00	4	44	.1	38	208	.1	1.0	16	107		.2	15	75		.3	15	44		.6	
4-Book	31	152	.1	61	317	.1	1.5	51	280	.1	.7	35	199	.1	.7	17	107		.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
<b>+KHJ -AM</b>																				
SP '00	65	156	.1	2.0	33	129	.1	.8	117	181	.2	1.7	59	176	.1	1.1	26	113	.1	1.1
4-Book	47	135	.1	1.4	67	184	.2	1.6	105	224	.2	1.5	58	152	.1	1.1	28	110	.1	1.1
<b>KIEV-AM</b>																				
SP '00									12	30		.2								
4-Book	1	7			3	4		.1	6	18		.1	3	11		.1	1	3		.1
<b>KJLH-FM</b>																				
SP '00	124	392	.2	3.8	149	438	.3	3.7	252	599	.5	3.6	198	417	.4	3.9	69	189	.1	3.0
4-Book	77	271	.1	2.2	166	415	.3	4.0	243	631	.5	3.5	190	409	.4	3.8	52	152	.1	2.1
<b>KKBT-FM</b>																				
SP '00	79	304	.2	2.4	108	383	.2	2.7	134	454	.3	1.9	112	422	.2	2.2	71	222	.1	3.1
4-Book	118	390	.3	3.3	124	352	.3	3.0	141	485	.3	2.1	144	455	.3	2.9	110	346	.2	4.3
<b>KKLA-FM</b>																				
SP '00	10	41		.3	19	93		.5	18	70		.3	5	26		.1	15	69		.6
4-Book	7	34		.2	26	110	.1	.7	18	78		.3	5	27		.1	8	47		.3
<b>KLAC-AM</b>																				
SP '00	9	45		.3	12	46		.3	25	150		.4	194	511	.4	3.8	58	231	.1	2.5
4-Book	16	59		.5	12	42		.3	23	112		.3	80	237	.2	1.6	32	119	.1	1.3
<b>KLAX-FM</b>																				
SP '00	95	323	.2	2.9	199	466	.4	5.0	310	714	.6	4.5	202	464	.4	3.9	63	198	.1	2.7
4-Book	93	343	.2	2.7	177	465	.4	4.3	251	687	.5	3.7	193	473	.4	3.8	75	249	.1	2.9
<b>KLOS-FM</b>																				
SP '00	145	484	.3	4.4	60	307	.1	1.5	171	747	.3	2.5	140	478	.3	2.7	113	390	.2	4.9
4-Book	111	413	.2	3.2	78	339	.2	1.9	193	653	.4	2.8	142	485	.3	2.8	73	304	.1	2.9
<b>KLSX-FM</b>																				
SP '00	16	63		.5	103	343	.2	2.6	100	397	.2	1.4	26	107	.1	.5	7	24		.3
4-Book	16	92		.5	97	315	.2	2.4	122	402	.3	1.8	35	118	.1	.7	13	67		.5
<b>KLVE-FM</b>																				
SP '00	322	875	.6	9.9	339	853	.7	8.5	478	1254	1.0	6.9	340	793	.7	6.6	164	522	.3	7.1
4-Book	355	1043	.7	10.1	359	993	.7	8.7	531	1367	1.1	7.8	307	828	.6	6.1	170	621	.4	6.6
<b>KLYY-FM</b>																				
SP '00	29	70	.1	.9	34	96	.1	.9	89	237	.2	1.3	50	160	.1	1.0	13	70		.6
4-Book	35	142	.1	1.0	29	126	.1	.7	68	295	.1	1.0	53	218	.1	1.1	25	145	.1	1.0
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	37	167	.1	1.1	38	150	.1	1.0	91	316	.2	1.3	58	179	.1	1.1	24	65		1.0
4-Book	42	168	.1	1.2	42	154	.1	1.0	68	257	.2	1.0	55	177	.1	1.1	40	139	.1	1.5
<b>KNX -AM</b>																				
SP '00	39	166	.1	1.2	78	302	.2	2.0	60	259	.1	.9	46	193	.1	.9	29	169	.1	1.2
4-Book	32	190	.1	.9	58	285	.1	1.4	78	375	.1	1.2	49	231	.1	1.0	33	176	.1	1.3
<b>KOST-FM</b>																				
SP '00	135	589	.3	4.1	87	377	.2	2.2	178	793	.4	2.6	148	620	.3	2.9	88	385	.2	3.8
4-Book	157	660	.3	4.5	108	385	.3	2.6	200	789	.4	2.9	162	607	.3	3.2	137	534	.3	5.2
<b>KPWR-FM</b>																				
SP '00	130	478	.3	4.0	79	291	.2	2.0	117	535	.2	1.7	107	451	.2	2.1	65	251	.1	2.8
4-Book	119	429	.3	3.4	63	246	.1	1.5	150	598	.3	2.2	137	480	.3	2.7	68	250	.1	2.7
<b>+KRCB-FM</b>																				
SP '00	34	109	.1	1.0	83	167	.2	2.1	117	301	.2	1.7	111	260	.2	2.2	36	161	.1	1.6
4-Book	70	208	.1	1.9	77	199	.2	1.9	74	239	.2	1.1	61	171	.1	1.2	47	128	.1	1.8
<b>+KRCV-FM</b>																				
SP '00	55	184	.1	1.7	37	139	.1	.9	122	294	.2	1.8	47	148	.1	.9	23	101		1.0
4-Book	27	90	.1	.8	16	53		.4	40	114	.1	.6	18	62		.4	12	36		.5

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Persons 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																				
SP '00	10	54	.3		7	14	.2										20	69	.9	
4-Book	3	14	.1		8	25	.2		4	29	.1		4	8	.1		10	41	.4	
KROQ-FM																				
SP '00	97	439	.2	3.0	77	356	.2	1.9	256	1034	.5	3.7	123	541	.2	2.4	43	224	.1	1.9
4-Book	129	565	.3	3.6	76	305	.2	1.8	280	1080	.6	4.1	198	688	.4	3.9	93	393	.2	3.6
KRTH-FM																				
SP '00	84	272	.2	2.6	104	425	.2	2.6	297	992	.6	4.3	202	653	.4	3.9	63	234	.1	2.7
4-Book	87	355	.2	2.5	89	408	.2	2.2	243	861	.5	3.6	161	576	.3	3.2	77	254	.2	2.9
KSCA-FM																				
SP '00	122	321	.2	3.7	355	727	.7	8.9	307	799	.6	4.4	190	358	.4	3.7	102	254	.2	4.4
4-Book	147	424	.3	4.1	406	842	.8	9.8	329	958	.7	4.8	232	535	.5	4.6	94	308	.2	3.8
KSSE-FM																				
SP '00	61	230	.1	1.9	58	183	.1	1.5	115	388	.2	1.7	67	210	.1	1.3	40	148	.1	1.7
4-Book	85	264	.2	2.5	73	241	.2	1.8	133	427	.3	2.0	98	288	.2	2.0	52	200	.1	2.0
KTNQ-AM																				
SP '00	74	220	.1	2.3	60	162	.1	1.5	93	280	.2	1.3	101	232	.2	2.0	63	199	.1	2.7
4-Book	81	227	.2	2.3	62	159	.1	1.5	70	223	.2	1.0	98	210	.2	2.0	61	183	.1	2.4
KTWV-FM																				
SP '00	132	461	.3	4.0	115	389	.2	2.9	237	728	.5	3.4	156	423	.3	3.0	112	314	.2	4.8
4-Book	140	505	.3	4.0	130	433	.3	3.2	250	750	.5	3.6	164	504	.3	3.2	119	372	.2	4.6
KWIZ-FM																				
SP '00	46	112	.1	1.4	16	90	.4		35	91	.1	.5	10	45	.2		14	66	.6	
4-Book	26	77	.8		13	63	.3		45	96	.1	.7	23	66	.5		15	59	.6	
+KWKU-AM																				
KWPA-AM																				
SP '00																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM																				
SP '00	6	52	.2		37	107	.1	.9	25	58	.4		1	20			42	80	.1	1.8
4-Book	26	74	.1	.8	22	68	.1	.5	31	79	.1	.5	9	36	.2		29	52	.1	1.2
KWVE-FM																				
SP '00	5	33	.2		48	198	.1	1.2	53	226	.1	.8	31	132	.1	.6	25	126		1.1
4-Book	23	86	.1	.6	49	168	.1	1.2	59	238	.1	.9	55	186	.1	1.1	32	146	.1	1.3
KXMX-FM																				
SP '00	9	57	.3		11	55	.3		46	152	.1	.7	41	111	.1	.8	3	26		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	65	355	.1	2.0	76	389	.2	1.9	267	1017	.5	3.8	168	664	.3	3.3	53	303	.1	2.3
4-Book	70	373	.1	2.0	84	360	.2	2.0	248	1054	.5	3.6	161	740	.3	3.2	74	367	.1	2.8
KZLA-FM																				
SP '00	38	204	.1	1.2	76	351	.2	1.9	96	397	.2	1.4	43	179	.1	.8	38	166	.1	1.6
4-Book	53	205	.1	1.5	78	300	.2	1.9	129	443	.3	1.9	94	343	.2	1.9	58	252	.1	2.2
KOLA-FM																				
SP '00	11	28	.3		7	28	.2		18	45	.3		20	56	.4		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	13	61	.4		42	109	.1	1.1	17	29	.2		44	124	.1	.9	7	72		.3
4-Book	5	30	.1		26	95	.1	.6	35	121	.1	.5	37	128	.1	.7	9	51		.3
TOTALS																				
SP '00	3265	10156	6.5		3994	11622	8.0		6958	18263	13.9		5131	12999	10.2		2322	7627	4.6	
4-Book	3515	11084	7.0		4148	11994	8.3		6846	18329	13.7		5038	13232	10.1		2572	8438	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

## 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
	<b>KABC-AM</b>																			
SP '00	210	2942	.4	2.1	272	1469	.5	1.7	285	1519	.5	2.0	391	1798	.7	3.1	96	806	.2	2.2
WI '00	147	2853	.3	1.5	197	1418	.3	1.3	187	1292	.3	1.3	248	1491	.4	2.0	93	706	.2	2.3
FA '99	159	2886	.3	1.5	232	1513	.4	1.4	205	1296	.4	1.4	231	1552	.4	1.8	115	833	.2	2.7
SU '99	162	3584	.3	1.6	225	1614	.4	1.5	240	1639	.4	1.7	272	1860	.5	2.3	92	928	.2	2.0
<b>4-Book</b>	<b>170</b>	<b>3066</b>	<b>.3</b>	<b>1.7</b>	<b>232</b>	<b>1504</b>	<b>.4</b>	<b>1.5</b>	<b>229</b>	<b>1437</b>	<b>.4</b>	<b>1.6</b>	<b>286</b>	<b>1675</b>	<b>.5</b>	<b>2.3</b>	<b>99</b>	<b>818</b>	<b>.2</b>	<b>2.3</b>
SP '99	190	3013	.3	1.9	221	1282	.4	1.4	283	1355	.5	1.9	356	1662	.6	2.9	121	898	.2	2.7
<b>KACD-FM</b>																				
SP '00	68	1383	.1	.7	64	632	.1	.4	103	651	.2	.7	126	840	.2	1.0	24	427		.5
WI '00	76	1288	.1	.8	98	634	.2	.6	109	608	.2	.7	104	885	.2	.8	24	401		.6
FA '99	57	1659	.1	.6	64	725	.1	.4	81	797	.1	.5	89	933	.2	.7	29	584	.1	.7
SU '99	54	1062	.1	.5	59	512	.1	.4	94	497	.2	.7	79	626	.1	.7	23	332		.5
<b>4-Book</b>	<b>64</b>	<b>1348</b>	<b>.1</b>	<b>.7</b>	<b>71</b>	<b>626</b>	<b>.1</b>	<b>.5</b>	<b>97</b>	<b>638</b>	<b>.2</b>	<b>.7</b>	<b>100</b>	<b>821</b>	<b>.2</b>	<b>.8</b>	<b>25</b>	<b>436</b>		<b>.6</b>
SP '99	57	1179	.1	.6	73	674	.1	.5	83	511	.1	.6	77	689	.1	.6	26	294		.6
<b>KBCD-FM</b>																				
SP '00	27	698		.3	31	430	.1	.2	46	380	.1	.3	44	464	.1	.3	8	186		.2
WI '00	33	747	.1	.3	44	452	.1	.3	53	367	.1	.4	47	381	.1	.4	13	219		.3
FA '99	51	656	.1	.5	39	368	.1	.2	97	341	.2	.6	84	495	.1	.7	17	91		.4
SU '99	56	704	.1	.6	79	438	.1	.5	118	377	.2	.8	69	457	.1	.6	10	194		.2
<b>4-Book</b>	<b>42</b>	<b>701</b>	<b>.1</b>	<b>.4</b>	<b>48</b>	<b>422</b>	<b>.1</b>	<b>.3</b>	<b>79</b>	<b>366</b>	<b>.2</b>	<b>.5</b>	<b>61</b>	<b>449</b>	<b>.1</b>	<b>.5</b>	<b>12</b>	<b>173</b>		<b>.3</b>
SP '99	38	687	.1	.4	41	370	.1	.3	68	394	.1	.5	43	377	.1	.3	10	195		.2
<b>KAVS-FM</b>																				
SP '00	4	197			10	89		.1	3	37			7	76		.1	1	58		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		28				11				17				11						
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	403	8922	.7	4.0	727	5176	1.3	4.7	524	4078	.9	3.6	514	4957	.9	4.0	132	2185	.2	3.0
WI '00	437	9722	.8	4.4	750	5504	1.3	4.9	558	4421	1.0	3.8	555	5379	1.0	4.5	173	2633	.3	4.3
FA '99	404	9276	.7	3.9	669	5231	1.2	4.1	540	4021	.9	3.6	541	5134	.9	4.3	126	2227	.2	3.0
SU '99	355	8881	.6	3.6	586	4408	1.0	3.9	476	4122	.8	3.3	457	4542	.8	3.9	115	2315	.2	2.5
<b>4-Book</b>	<b>400</b>	<b>9200</b>	<b>.7</b>	<b>4.0</b>	<b>683</b>	<b>5080</b>	<b>1.2</b>	<b>4.4</b>	<b>525</b>	<b>4161</b>	<b>.9</b>	<b>3.6</b>	<b>517</b>	<b>5003</b>	<b>.9</b>	<b>4.2</b>	<b>137</b>	<b>2340</b>	<b>.2</b>	<b>3.2</b>
SP '99	374	7990	.7	3.7	650	4384	1.1	4.2	486	3577	.9	3.3	478	4326	.8	3.9	137	2373	.2	3.1
<b>+KBET-AM</b>																				
SP '00		16																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		14												14				14		
SU '99	1	14																		
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	76	1629	.1	.7	67	531	.1	.4	113	821	.2	.8	110	800	.2	.9	58	491	.1	1.3
WI '00	54	1096	.1	.5	52	518	.1	.3	134	685	.2	.9	60	519	.1	.5	9	200		.2
FA '99	69	1520	.1	.7	81	638	.1	.5	142	731	.2	.9	64	569	.1	.5	28	411		.7
SU '99	48	1201	.1	.5	64	553	.1	.4	76	581	.1	.5	54	628	.1	.5	35	433	.1	.8
<b>4-Book</b>	<b>62</b>	<b>1362</b>	<b>.1</b>	<b>.6</b>	<b>66</b>	<b>560</b>	<b>.1</b>	<b>.4</b>	<b>116</b>	<b>705</b>	<b>.2</b>	<b>.8</b>	<b>72</b>	<b>629</b>	<b>.1</b>	<b>.6</b>	<b>33</b>	<b>384</b>	<b>.1</b>	<b>.8</b>
SP '99	91	1708	.2	.9	91	694	.2	.6	158	779	.3	1.1	99	819	.2	.8	74	649	.1	1.7
<b>KBIG-FM</b>																				
SP '00	337	6656	.6	3.3	420	2942	.7	2.7	598	3056	1.0	4.1	453	3660	.8	3.6	130	1827	.2	2.9
WI '00	329	6386	.6	3.3	419	3115	.7	2.7	620	3228	1.1	4.2	437	3173	.8	3.5	113	1499	.2	2.8
FA '99	390	6978	.7	3.8	543	3388	.9	3.3	708	3266	1.2	4.7	499	3637	.9	3.9	142	1612	.2	3.4
SU '99	272	6090	.5	2.7	349	2442	.6	2.3	493	2925	.9	3.4	316	2837	.6	2.7	119	1622	.2	2.6
<b>4-Book</b>	<b>332</b>	<b>6528</b>	<b>.6</b>	<b>3.3</b>	<b>433</b>	<b>2972</b>	<b>.7</b>	<b>2.8</b>	<b>605</b>	<b>3119</b>	<b>1.1</b>	<b>4.1</b>	<b>426</b>	<b>3327</b>	<b>.8</b>	<b>3.4</b>	<b>126</b>	<b>1640</b>	<b>.2</b>	<b>2.9</b>
SP '99	271	5604	.5	2.7	355	2242	.6	2.3	495	2549	.9	3.3	356	2892	.6	2.9	94	1442	.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

## 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
<b>KBLA-AM</b>																				
SP '00	69	1137	.1	.7	84	522	.1	.5	97	528	.2	.7	131	638	.2	1.0	32	243	.1	.7
WI '00	56	815	.1	.6	61	268	.1	.4	68	344	.1	.5	112	413	.2	.9	33	222	.1	.8
FA '99	103	1181	.2	1.0	169	659	.3	1.0	166	591	.3	1.1	143	593	.2	1.1	32	331	.1	.8
SU '99	70	822	.1	.7	124	421	.2	.8	89	463	.2	.6	111	399	.2	.9	21	241	.1	.5
<b>4-Book</b>	<b>75</b>	<b>989</b>	<b>.1</b>	<b>.8</b>	<b>110</b>	<b>468</b>	<b>.2</b>	<b>.7</b>	<b>105</b>	<b>482</b>	<b>.2</b>	<b>.7</b>	<b>124</b>	<b>511</b>	<b>.2</b>	<b>1.0</b>	<b>30</b>	<b>259</b>	<b>.1</b>	<b>.7</b>
SP '99	37	519	.1	.4	45	197	.1	.3	65	305	.1	.4	68	319	.1	.6	13	123	.1	.3
<b>KBUA-FM</b>																				
SP '00	32	360	.1	.3	42	234	.1	.3	43	221	.1	.3	29	256	.1	.2	13	142	.1	.3
WI '00	31	396	.1	.3	48	221	.1	.3	42	162	.1	.3	32	190	.1	.3	22	125	.1	.5
FA '99	57	506	.1	.6	74	259	.1	.5	78	280	.1	.5	74	224	.1	.6	14	135	.1	.3
SU '99	63	562	.1	.6	72	294	.1	.5	102	321	.2	.7	87	385	.2	.7	19	102	.1	.4
<b>4-Book</b>	<b>46</b>	<b>456</b>	<b>.1</b>	<b>.5</b>	<b>59</b>	<b>252</b>	<b>.1</b>	<b>.4</b>	<b>66</b>	<b>246</b>	<b>.1</b>	<b>.5</b>	<b>56</b>	<b>264</b>	<b>.1</b>	<b>.5</b>	<b>17</b>	<b>126</b>	<b>.1</b>	<b>.4</b>
SP '99	41	415	.1	.4	69	238	.1	.4	69	251	.1	.5	44	188	.1	.4	10	111	.1	.2
<b>KBUE-FM</b>																				
SP '00	305	3340	.5	3.0	356	1783	.6	2.3	474	1871	.8	3.2	358	1828	.6	2.8	119	866	.2	2.7
WI '00	324	3946	.6	3.2	405	2083	.7	2.6	474	2295	.8	3.2	388	2152	.7	3.1	153	1315	.3	3.8
FA '99	320	3651	.6	3.1	413	1835	.7	2.5	452	2060	.8	3.0	360	2261	.6	2.8	169	1219	.3	4.0
SU '99	331	3959	.6	3.3	413	1866	.7	2.8	507	2441	.9	3.5	379	2112	.7	3.2	186	1130	.3	4.0
<b>4-Book</b>	<b>320</b>	<b>3724</b>	<b>.6</b>	<b>3.2</b>	<b>397</b>	<b>1892</b>	<b>.7</b>	<b>2.6</b>	<b>477</b>	<b>2167</b>	<b>.8</b>	<b>3.2</b>	<b>371</b>	<b>2088</b>	<b>.7</b>	<b>3.0</b>	<b>157</b>	<b>1133</b>	<b>.3</b>	<b>3.6</b>
SP '99	286	3591	.5	2.8	341	1686	.6	2.2	413	1838	.7	2.8	395	2136	.7	3.2	135	1033	.2	3.0
<b>KCBS-FM</b>																				
SP '00	318	6593	.5	3.1	502	3266	.9	3.2	465	3067	.8	3.2	405	3604	.7	3.2	89	1533	.2	2.0
WI '00	293	6182	.5	2.9	390	3082	.7	2.5	478	3286	.8	3.2	372	3457	.6	3.0	89	1456	.2	2.2
FA '99	318	6704	.5	3.1	450	3498	.8	2.7	527	3228	.9	3.5	393	3945	.7	3.1	95	1597	.2	2.3
SU '99	350	6714	.6	3.5	485	3080	.9	3.3	591	3182	1.0	4.1	419	3673	.7	3.6	108	1650	.2	2.3
<b>4-Book</b>	<b>320</b>	<b>6548</b>	<b>.5</b>	<b>3.2</b>	<b>457</b>	<b>3232</b>	<b>.8</b>	<b>2.9</b>	<b>515</b>	<b>3191</b>	<b>.9</b>	<b>3.5</b>	<b>397</b>	<b>3670</b>	<b>.7</b>	<b>3.2</b>	<b>95</b>	<b>1559</b>	<b>.2</b>	<b>2.2</b>
SP '99	340	7051	.6	3.3	467	3191	.8	3.0	544	3264	1.0	3.6	433	3847	.8	3.5	102	1670	.2	2.3
<b>KCMG-FM</b>																				
SP '00	294	5530	.5	2.9	363	2683	.6	2.3	442	2506	.8	3.0	349	2943	.6	2.7	138	1499	.2	3.1
WI '00	279	5795	.5	2.8	379	2642	.7	2.5	421	2763	.7	2.8	367	3094	.6	2.9	129	1482	.2	3.2
FA '99	319	5823	.6	3.1	364	2582	.6	2.2	486	2949	.8	3.2	440	3441	.8	3.5	163	1711	.3	3.9
SU '99	258	5282	.5	2.6	328	2208	.6	2.2	349	2726	.6	2.4	314	3051	.6	2.7	129	1455	.2	2.8
<b>4-Book</b>	<b>288</b>	<b>5608</b>	<b>.5</b>	<b>2.9</b>	<b>359</b>	<b>2529</b>	<b>.6</b>	<b>2.3</b>	<b>425</b>	<b>2736</b>	<b>.7</b>	<b>2.9</b>	<b>368</b>	<b>3132</b>	<b>.7</b>	<b>3.0</b>	<b>140</b>	<b>1537</b>	<b>.2</b>	<b>3.3</b>
SP '99	304	5281	.5	3.0	383	2454	.7	2.5	465	2571	.8	3.1	387	2983	.7	3.1	137	1572	.2	3.1
<b>KDIS-AM</b>																				
SP '00	41	1479	.1	.4	69	768	.1	.4	43	572	.1	.3	54	626	.1	.4	12	278	.1	.3
WI '00	44	1547	.1	.4	71	830	.1	.5	29	503	.1	.2	71	813	.1	.6	11	282	.1	.3
FA '99	35	1454	.1	.3	59	664	.1	.4	28	445	.1	.2	63	646	.1	.5	11	218	.1	.3
SU '99	35	1548	.1	.4	54	671	.1	.4	48	680	.1	.3	49	620	.1	.4	9	209	.1	.2
<b>4-Book</b>	<b>39</b>	<b>1507</b>	<b>.1</b>	<b>.4</b>	<b>63</b>	<b>733</b>	<b>.1</b>	<b>.4</b>	<b>37</b>	<b>550</b>	<b>.1</b>	<b>.3</b>	<b>59</b>	<b>676</b>	<b>.1</b>	<b>.5</b>	<b>11</b>	<b>247</b>	<b>.1</b>	<b>.3</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	238	4229	.4	2.3	310	2028	.5	2.0	428	2459	.7	2.9	307	1771	.5	2.4	97	735	.2	2.2
WI '00	260	4552	.4	2.6	386	2111	.7	2.5	562	2739	1.0	3.8	273	2092	.5	2.2	79	798	.1	2.0
FA '99	277	4363	.5	2.7	406	2235	.7	2.5	567	2725	1.0	3.7	333	2230	.6	2.6	89	730	.2	2.1
SU '99	288	4814	.5	2.9	382	2362	.7	2.6	641	3270	1.1	4.4	251	2067	.4	2.1	115	996	.2	2.5
<b>4-Book</b>	<b>266</b>	<b>4490</b>	<b>.5</b>	<b>2.6</b>	<b>371</b>	<b>2184</b>	<b>.7</b>	<b>2.4</b>	<b>550</b>	<b>2798</b>	<b>1.0</b>	<b>3.7</b>	<b>291</b>	<b>2040</b>	<b>.5</b>	<b>2.3</b>	<b>95</b>	<b>815</b>	<b>.2</b>	<b>2.2</b>
SP '99	269	4914	.5	2.6	386	2427	.7	2.5	589	2900	1.0	3.9	216	1739	.4	1.8	134	876	.2	3.0
<b>KFSG-FM</b>																				
SP '00	49	1063	.1	.5	87	602	.2	.6	71	416	.1	.5	64	452	.1	.5	13	264	.1	.3
WI '00	59	949	.1	.6	101	689	.2	.7	98	495	.2	.7	79	463	.1	.6	19	284	.1	.5
FA '99	44	1097	.1	.4	79	628	.1	.5	58	425	.1	.4	59	589	.1	.5	27	252	.1	.6
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	47	1259	.1	.5	91	705	.2	.6	56	453	.1	.4	50	528	.1	.4	19	282	.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

## 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
	<b>KFWB-AM</b>																			
SP '00	121	4326	.2	1.2	314	2907	.5	2.0	93	1525	.2	.6	174	2118	.3	1.4	46	877	.1	1.0
WI '00	152	5023	.3	1.5	365	3291	.6	2.4	161	1962	.3	1.1	235	2823	.4	1.9	41	769	.1	1.0
FA '99	148	4832	.3	1.4	315	2933	.5	1.9	149	1808	.3	1.0	198	2387	.3	1.6	66	994	.1	1.6
SU '99	135	4685	.2	1.4	319	3070	.6	2.1	117	1666	.2	.8	175	2367	.3	1.5	45	798	.1	1.0
<b>4-Book</b>	<b>139</b>	<b>4717</b>	<b>.3</b>	<b>1.4</b>	<b>328</b>	<b>3050</b>	<b>.6</b>	<b>2.1</b>	<b>130</b>	<b>1740</b>	<b>.3</b>	<b>.9</b>	<b>196</b>	<b>2424</b>	<b>.3</b>	<b>1.6</b>	<b>50</b>	<b>860</b>	<b>.1</b>	<b>1.2</b>
SP '99	151	4773	.3	1.5	386	3116	.7	2.5	133	1841	.2	.9	222	2550	.4	1.8	43	1044	.1	1.0
<b>+KHJ -AM</b>																				
SP '00	115	1535	.2	1.1	152	711	.3	1.0	158	787	.3	1.1	112	628	.2	.9	41	315	.1	.9
WI '00	132	1735	.2	1.3	202	1027	.3	1.3	195	985	.3	1.3	126	783	.2	1.0	62	449	.1	1.5
FA '99	160	1816	.3	1.5	269	962	.5	1.6	271	1108	.5	1.8	130	866	.2	1.0	46	351	.1	1.1
SU '99	147	1923	.3	1.5	205	1007	.4	1.4	212	1103	.4	1.5	160	918	.3	1.4	71	625	.1	1.5
<b>4-Book</b>	<b>139</b>	<b>1752</b>	<b>.3</b>	<b>1.4</b>	<b>207</b>	<b>927</b>	<b>.4</b>	<b>1.3</b>	<b>209</b>	<b>996</b>	<b>.4</b>	<b>1.4</b>	<b>132</b>	<b>799</b>	<b>.2</b>	<b>1.1</b>	<b>55</b>	<b>435</b>	<b>.1</b>	<b>1.3</b>
SP '99	144	1828	.3	1.4	161	820	.3	1.0	223	984	.4	1.5	152	966	.3	1.2	73	454	.1	1.6
<b>KIEV-AM</b>																				
SP '00	24	350	.2	.2	31	129	.1	.2	58	277	.1	.4	17	170	.1	.1	16	43	.4	.4
WI '00	14	318	.1	.1	12	75	.1	.1	38	218	.1	.3	14	85	.1	.1	5	40	.1	.1
FA '99	25	550	.2	.2	29	157	.1	.2	63	365	.1	.4	29	185	.1	.2	10	92	.2	.2
SU '99	22	428	.2	.2	11	126	.1	.1	42	248	.1	.3	40	193	.1	.3	16	87	.3	.3
<b>4-Book</b>	<b>21</b>	<b>412</b>	<b>.2</b>	<b>.2</b>	<b>21</b>	<b>122</b>	<b>.1</b>	<b>.2</b>	<b>50</b>	<b>277</b>	<b>.1</b>	<b>.4</b>	<b>25</b>	<b>158</b>	<b>.1</b>	<b>.2</b>	<b>12</b>	<b>66</b>	<b>.3</b>	<b>.3</b>
SP '99	30	571	.1	.3	14	179	.1	.1	64	296	.1	.4	45	307	.1	.4	19	166	.4	.4
<b>KJLH-FM</b>																				
SP '00	216	2719	.4	2.1	338	1718	.6	2.2	251	1377	.4	1.7	239	1493	.4	1.9	108	967	.2	2.5
WI '00	216	2685	.4	2.2	316	1590	.5	2.1	277	1474	.5	1.9	232	1541	.4	1.9	102	1007	.2	2.5
FA '99	171	2246	.3	1.7	291	1313	.5	1.8	220	1091	.4	1.4	161	1094	.3	1.3	86	626	.1	2.0
SU '99	179	2550	.3	1.8	296	1241	.5	2.0	216	1231	.4	1.5	189	1362	.3	1.6	106	858	.2	2.3
<b>4-Book</b>	<b>196</b>	<b>2550</b>	<b>.4</b>	<b>2.0</b>	<b>310</b>	<b>1466</b>	<b>.5</b>	<b>2.0</b>	<b>241</b>	<b>1293</b>	<b>.4</b>	<b>1.6</b>	<b>205</b>	<b>1373</b>	<b>.4</b>	<b>1.7</b>	<b>101</b>	<b>865</b>	<b>.2</b>	<b>2.3</b>
SP '99	147	2270	.3	1.4	191	1209	.3	1.2	195	1206	.3	1.3	156	1262	.3	1.3	74	807	.1	1.7
<b>KKBT-FM</b>																				
SP '00	187	3888	.3	1.8	254	1728	.4	1.6	251	1938	.4	1.7	246	2238	.4	1.9	107	1044	.2	2.4
WI '00	221	3886	.4	2.2	318	2129	.5	2.1	243	1557	.4	1.6	272	1976	.5	2.2	116	1204	.2	2.9
FA '99	188	3372	.3	1.8	243	1572	.4	1.5	223	1489	.4	1.5	266	1732	.5	2.1	86	865	.1	2.0
SU '99	248	4555	.4	2.5	395	2402	.7	2.7	306	2013	.5	2.1	315	2550	.6	2.7	139	1388	.2	3.0
<b>4-Book</b>	<b>211</b>	<b>3925</b>	<b>.4</b>	<b>2.1</b>	<b>303</b>	<b>1958</b>	<b>.5</b>	<b>2.0</b>	<b>256</b>	<b>1749</b>	<b>.4</b>	<b>1.7</b>	<b>275</b>	<b>2124</b>	<b>.5</b>	<b>2.2</b>	<b>112</b>	<b>1125</b>	<b>.2</b>	<b>2.6</b>
SP '99	245	4108	.4	2.4	360	2082	.6	2.3	335	1989	.6	2.2	298	2117	.5	2.4	132	1285	.2	3.0
<b>KKLA-FM</b>																				
SP '00	51	909	.1	.5	114	632	.2	.7	72	415	.1	.5	72	447	.1	.6	12	152	.3	.3
WI '00	60	1032	.1	.6	114	669	.2	.7	90	474	.2	.6	112	599	.2	.9	8	150	.2	.2
FA '99	57	1340	.1	.6	122	859	.2	.7	91	669	.2	.6	79	706	.1	.6	13	279	.3	.3
SU '99	43	993	.1	.4	90	581	.2	.6	36	312	.1	.2	88	525	.2	.7	13	223	.3	.3
<b>4-Book</b>	<b>53</b>	<b>1069</b>	<b>.1</b>	<b>.5</b>	<b>110</b>	<b>685</b>	<b>.2</b>	<b>.7</b>	<b>72</b>	<b>468</b>	<b>.2</b>	<b>.5</b>	<b>88</b>	<b>569</b>	<b>.2</b>	<b>.7</b>	<b>12</b>	<b>201</b>	<b>.3</b>	<b>.3</b>
SP '99	70	1330	.1	.7	140	783	.2	.9	100	593	.2	.7	95	594	.2	.8	19	238	.4	.4
<b>KLAC-AM</b>																				
SP '00	85	2438	.1	.8	73	362	.1	.5	73	486	.1	.5	105	1146	.2	.8	110	1251	.2	2.5
WI '00	70	1782	.1	.7	94	564	.2	.6	94	473	.2	.6	78	772	.1	.6	62	782	.1	1.5
FA '99	46	1435	.1	.4	62	414	.1	.4	70	577	.1	.5	65	804	.1	.5	22	495	.5	.5
SU '99	45	1201	.1	.5	69	385	.1	.5	50	385	.1	.3	52	598	.1	.4	31	326	.1	.7
<b>4-Book</b>	<b>62</b>	<b>1714</b>	<b>.1</b>	<b>.6</b>	<b>75</b>	<b>431</b>	<b>.1</b>	<b>.5</b>	<b>72</b>	<b>480</b>	<b>.1</b>	<b>.5</b>	<b>75</b>	<b>830</b>	<b>.1</b>	<b>.6</b>	<b>56</b>	<b>714</b>	<b>.1</b>	<b>1.3</b>
SP '99	74	2055	.1	.7	77	424	.1	.5	94	640	.2	.6	82	815	.1	.7	61	836	.1	1.4
<b>KLAX-FM</b>																				
SP '00	252	3405	.4	2.5	341	1624	.6	2.2	408	1967	.7	2.8	237	1662	.4	1.9	71	736	.1	1.6
WI '00	268	4080	.5	2.7	293	1704	.5	1.9	410	2342	.7	2.8	355	2099	.6	2.9	106	1133	.2	2.6
FA '99	230	4102	.4	2.2	336	2026	.6	2.1	360	2106	.6	2.4	271	1975	.5	2.1	65	811	.1	1.5
SU '99	326	4747	.6	3.3	466	2193	.8	3.1	484	2666	.8	3.4	388	2479	.7	3.3	131	1132	.2	2.8
<b>4-Book</b>	<b>269</b>	<b>4084</b>	<b>.5</b>	<b>2.7</b>	<b>359</b>	<b>1887</b>	<b>.6</b>	<b>2.3</b>	<b>416</b>	<b>2270</b>	<b>.7</b>	<b>2.9</b>	<b>313</b>	<b>2054</b>	<b>.6</b>	<b>2.6</b>	<b>93</b>	<b>953</b>	<b>.2</b>	<b>2.1</b>
SP '99	373	5099	.7	3.7	611	2256	1.1	4.0	592	2753	1.0	4.0	400	2511	.7	3.3	143	1393	.3	3.2

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
	<b>KLOS-FM</b>																			
SP '00	356	6348	.6	3.5	640	3078	1.1	4.1	481	2759	.8	3.3	457	3458	.8	3.6	135	1244	.2	3.1
WI '00	338	6205	.6	3.4	622	3322	1.1	4.0	488	2580	.8	3.3	423	3439	.7	3.4	108	1385	.2	2.7
FA '99	341	6058	.6	3.3	699	3406	1.2	4.3	460	2703	.8	3.0	446	3307	.8	3.5	82	1309	.1	1.9
SU '99	312	6273	.5	3.1	603	3202	1.1	4.0	408	2901	.7	2.8	383	3061	.7	3.2	145	1570	.3	3.2
<b>4-Book</b>	<b>337</b>	<b>6221</b>	<b>.6</b>	<b>3.3</b>	<b>641</b>	<b>3252</b>	<b>1.1</b>	<b>4.1</b>	<b>459</b>	<b>2736</b>	<b>.8</b>	<b>3.1</b>	<b>427</b>	<b>3316</b>	<b>.8</b>	<b>3.4</b>	<b>118</b>	<b>1377</b>	<b>.2</b>	<b>2.7</b>
SP '99	356	5867	.6	3.5	688	3141	1.2	4.5	518	2594	.9	3.5	452	2979	.8	3.7	121	1149	.2	2.7
<b>KLSX-FM</b>																				
SP '00	291	4470	.5	2.9	767	2858	1.3	4.9	346	1990	.6	2.4	407	2170	.7	3.2	87	850	.2	2.0
WI '00	277	4366	.5	2.8	765	2947	1.3	5.0	334	1901	.6	2.3	402	2203	.7	3.2	59	795	.1	1.5
FA '99	273	4675	.5	2.6	795	3035	1.4	4.9	254	1581	.4	1.7	379	2063	.7	3.0	74	932	.1	1.8
SU '99	301	4905	.5	3.0	911	3188	1.6	6.1	325	2037	.6	2.3	380	2263	.7	3.2	38	590	.1	.8
<b>4-Book</b>	<b>286</b>	<b>4604</b>	<b>.5</b>	<b>2.8</b>	<b>810</b>	<b>3007</b>	<b>1.4</b>	<b>5.2</b>	<b>315</b>	<b>1877</b>	<b>.6</b>	<b>2.2</b>	<b>392</b>	<b>2175</b>	<b>.7</b>	<b>3.2</b>	<b>65</b>	<b>792</b>	<b>.1</b>	<b>1.5</b>
SP '99	292	4438	.5	2.9	827	2922	1.4	5.3	335	1938	.6	2.2	414	2268	.7	3.4	67	746	.1	1.5
<b>KLVE-FM</b>																				
SP '00	613	7338	1.1	6.0	913	4128	1.6	5.9	988	4185	1.7	6.8	551	3475	1.0	4.3	251	2212	.4	5.7
WI '00	581	7847	1.0	5.8	889	4416	1.5	5.8	870	4547	1.5	5.9	552	3914	1.0	4.4	260	2510	.4	6.4
FA '99	599	7260	1.0	5.8	919	4081	1.6	5.6	905	4207	1.6	6.0	613	4026	1.1	4.8	283	2350	.5	6.7
SU '99	691	8203	1.2	7.0	919	4221	1.6	6.2	1050	4879	1.8	7.3	710	4387	1.2	6.0	357	3030	.6	7.8
<b>4-Book</b>	<b>621</b>	<b>7662</b>	<b>1.1</b>	<b>6.2</b>	<b>910</b>	<b>4212</b>	<b>1.6</b>	<b>5.9</b>	<b>953</b>	<b>4455</b>	<b>1.7</b>	<b>6.5</b>	<b>607</b>	<b>3951</b>	<b>1.1</b>	<b>4.9</b>	<b>288</b>	<b>2526</b>	<b>.5</b>	<b>6.7</b>
SP '99	710	8240	1.2	7.0	1048	4871	1.8	6.8	1039	4781	1.8	7.0	726	4326	1.3	5.9	323	2620	.6	7.3
<b>KLYY-FM</b>																				
SP '00	79	1672	.1	.8	95	691	.2	.6	123	889	.2	.8	92	852	.2	.7	32	390	.1	.7
WI '00	91	1988	.2	.9	120	841	.2	.8	137	935	.2	.9	124	916	.2	1.0	35	533	.1	.9
FA '99	56	2436	.1	.5	48	786	.1	.3	82	957	.1	.5	77	1220	.1	.6	25	678	.1	.6
SU '99	65	2592	.1	.7	65	993	.1	.4	89	957	.2	.6	108	1324	.2	.9	33	755	.1	.7
<b>4-Book</b>	<b>73</b>	<b>2172</b>	<b>.1</b>	<b>.7</b>	<b>82</b>	<b>828</b>	<b>.2</b>	<b>.5</b>	<b>108</b>	<b>935</b>	<b>.2</b>	<b>.7</b>	<b>100</b>	<b>1078</b>	<b>.2</b>	<b>.8</b>	<b>31</b>	<b>589</b>	<b>.1</b>	<b>.7</b>
SP '99	74	2576	.1	.7	55	866	.1	.4	125	1161	.2	.8	101	1331	.2	.8	31	542	.1	.7
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	90	2582	.2	.9	116	1100	.2	.7	94	809	.2	.6	121	1106	.2	1.0	73	841	.1	1.7
WI '00	88	2597	.2	.9	91	1060	.2	.6	135	1001	.2	.9	117	1369	.2	.9	51	904	.1	1.3
FA '99	152	2598	.3	1.5	199	1393	.3	1.2	230	1229	.4	1.5	188	1404	.3	1.5	88	752	.2	2.1
SU '99	79	2113	.1	.8	77	847	.1	.5	117	840	.2	.8	96	984	.2	.8	67	665	.1	1.5
<b>4-Book</b>	<b>102</b>	<b>2473</b>	<b>.2</b>	<b>1.0</b>	<b>121</b>	<b>1100</b>	<b>.2</b>	<b>.8</b>	<b>144</b>	<b>970</b>	<b>.3</b>	<b>1.0</b>	<b>131</b>	<b>1216</b>	<b>.2</b>	<b>1.1</b>	<b>70</b>	<b>791</b>	<b>.1</b>	<b>1.7</b>
SP '99	149	2997	.3	1.5	175	1472	.3	1.1	211	1351	.4	1.4	226	1606	.4	1.8	84	983	.1	1.9
<b>KNX -AM</b>																				
SP '00	178	5313	.3	1.8	344	2851	.6	2.2	231	2266	.4	1.6	244	2751	.4	1.9	80	1280	.1	1.8
WI '00	155	4557	.3	1.5	363	2730	.6	2.4	197	1644	.3	1.3	190	2083	.3	1.5	55	939	.1	1.4
FA '99	202	5737	.3	2.0	469	3601	.8	2.9	221	2480	.4	1.5	230	3021	.4	1.8	88	1498	.2	2.1
SU '99	169	5256	.3	1.7	353	3238	.6	2.4	179	1849	.3	1.2	260	2775	.5	2.2	79	1180	.1	1.7
<b>4-Book</b>	<b>176</b>	<b>5216</b>	<b>.3</b>	<b>1.8</b>	<b>382</b>	<b>3105</b>	<b>.7</b>	<b>2.5</b>	<b>207</b>	<b>2060</b>	<b>.4</b>	<b>1.4</b>	<b>231</b>	<b>2658</b>	<b>.4</b>	<b>1.9</b>	<b>76</b>	<b>1224</b>	<b>.1</b>	<b>1.8</b>
SP '99	146	4531	.3	1.4	349	2927	.6	2.3	137	1735	.2	.9	198	2453	.3	1.6	63	1024	.1	1.4
<b>KOST-FM</b>																				
SP '00	336	7028	.6	3.3	405	3188	.7	2.6	533	3177	.9	3.7	442	3546	.8	3.5	192	2205	.3	4.4
WI '00	411	8108	.7	4.1	504	3690	.9	3.3	701	3827	1.2	4.7	565	4279	1.0	4.5	214	2406	.4	5.3
FA '99	425	8228	.7	4.1	504	3614	.9	3.1	707	3602	1.2	4.7	595	4510	1.0	4.7	209	2460	.4	5.0
SU '99	343	7477	.6	3.5	404	3381	.7	2.7	491	3399	.9	3.4	417	3716	.7	3.5	241	2405	.4	5.2
<b>4-Book</b>	<b>379</b>	<b>7710</b>	<b>.7</b>	<b>3.8</b>	<b>454</b>	<b>3468</b>	<b>.8</b>	<b>2.9</b>	<b>608</b>	<b>3501</b>	<b>1.1</b>	<b>4.1</b>	<b>505</b>	<b>4013</b>	<b>.9</b>	<b>4.1</b>	<b>214</b>	<b>2369</b>	<b>.4</b>	<b>5.0</b>
SP '99	391	7478	.7	3.8	546	3567	1.0	3.5	654	3561	1.1	4.4	484	3988	.8	3.9	194	2259	.3	4.4
<b>KPWR-FM</b>																				
SP '00	208	4826	.4	2.0	316	2331	.5	2.0	265	2486	.5	1.8	285	2738	.5	2.2	112	1418	.2	2.5
WI '00	216	4782	.4	2.2	327	2252	.6	2.1	300	2218	.5	2.0	299	2549	.5	2.4	89	1296	.2	2.2
FA '99	200	4619	.3	1.9	314	2045	.5	1.9	225	1861	.4	1.5	253	2232	.4	2.0	98	1277	.2	2.3
SU '99	194	5278	.3	2.0	252	2146	.4	1.7	211	2311	.4	1.5	243	2598	.4	2.1	118	1640	.2	2.6
<b>4-Book</b>	<b>205</b>	<b>4876</b>	<b>.4</b>	<b>2.0</b>	<b>302</b>	<b>2194</b>	<b>.5</b>	<b>1.9</b>	<b>250</b>	<b>2219</b>	<b>.5</b>	<b>1.7</b>	<b>270</b>	<b>2529</b>	<b>.5</b>	<b>2.2</b>	<b>104</b>	<b>1408</b>	<b>.2</b>	<b>2.4</b>
SP '99	183	4352	.3	1.8	280	1974	.5	1.8	246	2159	.4	1.6	218	2269	.4	1.8	100	1302	.2	2.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Persons 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
<b>+KRCD-FM</b>																				
SP '00	161	1844	.3	1.6	168	861	.3	1.1	248	1144	.4	1.7	210	1083	.4	1.7	79	565	.1	1.8
WI '00	129	1686	.2	1.3	166	771	.3	1.1	171	788	.3	1.2	168	884	.3	1.3	72	612	.1	1.8
FA '99	117	1975	.2	1.1	158	818	.3	1.0	160	941	.3	1.1	145	1094	.3	1.1	59	536	.1	1.4
SU '99	102	1922	.2	1.0	117	873	.2	.8	113	952	.2	.8	109	1018	.2	.9	80	674	.1	1.7
<b>4-Book</b>	<b>127</b>	<b>1857</b>	<b>.2</b>	<b>1.3</b>	<b>152</b>	<b>831</b>	<b>.3</b>	<b>1.0</b>	<b>173</b>	<b>956</b>	<b>.3</b>	<b>1.2</b>	<b>158</b>	<b>1020</b>	<b>.3</b>	<b>1.3</b>	<b>73</b>	<b>597</b>	<b>.1</b>	<b>1.7</b>
SP '99	80	1698	.1	.8	83	648	.1	.5	102	855	.2	.7	91	900	.2	.7	72	623	.1	1.6
<b>+KRCV-FM</b>																				
SP '00	105	1155	.2	1.0	128	645	.2	.8	133	650	.2	.9	119	654	.2	.9	74	415	.1	1.7
WI '00	41	561	.1	.4	43	208	.1	.3	52	309	.1	.4	56	242	.1	.4	30	205	.1	.7
FA '99	16	331	.2	.2	29	151	.1	.2	17	101	.1	.1	15	81	.1	.1	6	66	.1	.1
SU '99	21	415	.2	.2	31	205	.1	.2	16	135	.1	.1	27	151	.2	.2	17	126	.4	.4
<b>4-Book</b>	<b>46</b>	<b>616</b>	<b>.1</b>	<b>.5</b>	<b>58</b>	<b>302</b>	<b>.1</b>	<b>.4</b>	<b>55</b>	<b>299</b>	<b>.1</b>	<b>.4</b>	<b>54</b>	<b>282</b>	<b>.1</b>	<b>.4</b>	<b>32</b>	<b>203</b>	<b>.1</b>	<b>.7</b>
SP '99	17	378	.2	.2	19	115	.1	.1	22	193	.1	.1	29	288	.1	.2	10	141	.1	.2
<b>KRLA-AM</b>																				
SP '00	53	935	.1	.5	61	399	.1	.4	120	476	.2	.8	41	257	.1	.3	31	169	.1	.7
WI '00	36	843	.1	.4	67	404	.1	.4	77	486	.1	.5	31	212	.1	.2	5	108	.1	.1
FA '99	36	930	.1	.3	55	435	.1	.3	85	424	.1	.6	34	319	.1	.3	15	185	.4	.4
SU '99	59	1158	.1	.6	116	557	.2	.8	105	595	.2	.7	65	601	.1	.6	28	248	.6	.6
<b>4-Book</b>	<b>46</b>	<b>967</b>	<b>.1</b>	<b>.5</b>	<b>75</b>	<b>449</b>	<b>.1</b>	<b>.5</b>	<b>97</b>	<b>495</b>	<b>.2</b>	<b>.7</b>	<b>43</b>	<b>347</b>	<b>.1</b>	<b>.4</b>	<b>20</b>	<b>178</b>	<b>.5</b>	<b>.5</b>
SP '99	58	1120	.1	.6	86	574	.2	.6	107	625	.2	.7	83	362	.1	.7	19	60	.4	.4
<b>KROQ-FM</b>																				
SP '00	329	6417	.6	3.2	596	3276	1.0	3.8	480	3143	.8	3.3	391	3663	.7	3.1	130	2184	.2	2.9
WI '00	384	6109	.7	3.8	635	3445	1.1	4.1	525	3068	.9	3.5	442	3500	.8	3.6	174	2018	.3	4.3
FA '99	296	6372	.5	2.9	523	3351	.9	3.2	371	2959	.6	2.4	405	3383	.7	3.2	150	2021	.3	3.6
SU '99	331	6667	.6	3.3	542	3357	1.0	3.6	432	3221	.8	3.0	410	3659	.7	3.5	163	2283	.3	3.5
<b>4-Book</b>	<b>335</b>	<b>6391</b>	<b>.6</b>	<b>3.3</b>	<b>574</b>	<b>3357</b>	<b>1.0</b>	<b>3.7</b>	<b>452</b>	<b>3098</b>	<b>.8</b>	<b>3.1</b>	<b>412</b>	<b>3551</b>	<b>.7</b>	<b>3.4</b>	<b>154</b>	<b>2127</b>	<b>.3</b>	<b>3.6</b>
SP '99	303	6199	.5	3.0	553	3120	1.0	3.6	353	2785	.6	2.4	390	3627	.7	3.2	153	2004	.3	3.4
<b>KRTH-FM</b>																				
SP '00	362	7324	.6	3.6	515	3431	.9	3.3	590	3301	1.0	4.0	430	3684	.7	3.4	105	1429	.2	2.4
WI '00	381	7541	.7	3.8	477	3455	.8	3.1	704	3614	1.2	4.8	529	4321	.9	4.2	115	1583	.2	2.8
FA '99	345	7197	.6	3.3	427	3326	.7	2.6	596	3440	1.0	3.9	452	3653	.8	3.6	123	1735	.2	2.9
SU '99	274	6506	.5	2.8	324	2543	.6	2.2	474	3049	.8	3.3	329	3305	.6	2.8	92	1538	.2	2.0
<b>4-Book</b>	<b>341</b>	<b>7142</b>	<b>.6</b>	<b>3.4</b>	<b>436</b>	<b>3189</b>	<b>.8</b>	<b>2.8</b>	<b>591</b>	<b>3351</b>	<b>1.0</b>	<b>4.0</b>	<b>435</b>	<b>3741</b>	<b>.8</b>	<b>3.5</b>	<b>109</b>	<b>1571</b>	<b>.2</b>	<b>2.5</b>
SP '99	316	7118	.6	3.1	378	3206	.7	2.4	565	3612	1.0	3.8	381	3622	.7	3.1	103	1479	.2	2.3
<b>KSCA-FM</b>																				
SP '00	711	6104	1.2	7.0	1765	4831	3.1	11.3	841	4129	1.5	5.8	702	3023	1.2	5.5	145	1056	.3	3.3
WI '00	739	6704	1.3	7.4	1734	4731	3.0	11.3	967	4501	1.7	6.5	617	3104	1.1	5.0	149	1298	.3	3.7
FA '99	843	6979	1.5	8.2	2147	5395	3.7	13.1	1139	4700	2.0	7.5	633	3136	1.1	5.0	161	1341	.3	3.8
SU '99	703	6277	1.2	7.1	1573	4358	2.8	10.6	1006	4195	1.8	7.0	475	2629	.8	4.0	206	1449	.4	4.5
<b>4-Book</b>	<b>749</b>	<b>6516</b>	<b>1.3</b>	<b>7.4</b>	<b>1805</b>	<b>4829</b>	<b>3.2</b>	<b>11.6</b>	<b>988</b>	<b>4381</b>	<b>1.8</b>	<b>6.7</b>	<b>607</b>	<b>2973</b>	<b>1.1</b>	<b>4.9</b>	<b>165</b>	<b>1286</b>	<b>.3</b>	<b>3.8</b>
SP '99	765	6812	1.3	7.5	1820	4919	3.2	11.8	1051	4634	1.8	7.0	530	2726	.9	4.3	208	1628	.4	4.7
<b>KSSE-FM</b>																				
SP '00	144	2478	.2	1.4	210	1245	.4	1.3	208	1277	.4	1.4	188	1338	.3	1.5	78	800	.1	1.8
WI '00	145	3029	.3	1.4	207	1558	.4	1.3	191	1643	.3	1.3	162	1411	.3	1.3	74	864	.1	1.8
FA '99	188	2999	.3	1.8	243	1609	.4	1.5	307	1682	.5	2.0	208	1610	.4	1.6	77	810	.1	1.8
SU '99	215	3261	.4	2.2	299	1664	.5	2.0	312	1846	.5	2.2	220	1525	.4	1.9	112	1025	.2	2.4
<b>4-Book</b>	<b>173</b>	<b>2942</b>	<b>.3</b>	<b>1.7</b>	<b>240</b>	<b>1519</b>	<b>.4</b>	<b>1.5</b>	<b>255</b>	<b>1612</b>	<b>.4</b>	<b>1.7</b>	<b>195</b>	<b>1471</b>	<b>.4</b>	<b>1.6</b>	<b>85</b>	<b>875</b>	<b>.1</b>	<b>2.0</b>
SP '99	158	2610	.3	1.6	178	1240	.3	1.2	227	1274	.4	1.5	162	1359	.3	1.3	89	759	.2	2.0
<b>KTNQ-AM</b>																				
SP '00	230	3059	.4	2.3	277	1396	.5	1.8	379	1779	.7	2.6	297	1403	.5	2.3	159	927	.3	3.6
WI '00	172	2090	.3	1.7	172	849	.3	1.1	272	1162	.5	1.8	252	1091	.4	2.0	115	616	.2	2.8
FA '99	180	2129	.3	1.7	173	552	.3	1.1	245	1131	.4	1.6	262	1198	.5	2.1	162	907	.3	3.8
SU '99	169	2058	.3	1.7	119	683	.2	.8	243	1104	.4	1.7	253	1118	.4	2.1	140	668	.2	3.0
<b>4-Book</b>	<b>188</b>	<b>2334</b>	<b>.3</b>	<b>1.9</b>	<b>185</b>	<b>870</b>	<b>.3</b>	<b>1.2</b>	<b>285</b>	<b>1294</b>	<b>.5</b>	<b>1.9</b>	<b>266</b>	<b>1203</b>	<b>.5</b>	<b>2.1</b>	<b>144</b>	<b>780</b>	<b>.3</b>	<b>3.3</b>
SP '99	228	2702	.4	2.2	162	939	.3	1.0	343	1308	.6	2.3	360	1595	.6	2.9	182	939	.3	4.1

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
<b>KTWV-FM</b>																				
SP '00	371	5311	.6	3.7	441	2528	.8	2.8	621	2727	1.1	4.3	447	2990	.8	3.5	205	1778	.4	4.7
WI '00	372	5957	.6	3.7	437	2838	.8	2.8	646	2926	1.1	4.4	489	3341	.8	3.9	135	1610	.2	3.3
FA '99	395	5696	.7	3.8	493	2912	.9	3.0	651	3036	1.1	4.3	525	3536	.9	4.1	166	1925	.3	3.9
SU '99	399	6150	.7	4.0	492	2716	.9	3.3	642	2886	1.1	4.4	485	3336	.9	4.1	196	2162	.3	4.3
<b>4-Book</b>	<b>384</b>	<b>5779</b>	<b>.7</b>	<b>3.8</b>	<b>466</b>	<b>2749</b>	<b>.9</b>	<b>3.0</b>	<b>640</b>	<b>2894</b>	<b>1.1</b>	<b>4.4</b>	<b>487</b>	<b>3301</b>	<b>.9</b>	<b>3.9</b>	<b>176</b>	<b>1869</b>	<b>.3</b>	<b>4.1</b>
SP '99	378	5908	.7	3.7	447	2859	.8	2.9	675	2863	1.2	4.5	477	3137	.8	3.9	153	1758	.3	3.4
<b>KWIZ-FM</b>																				
SP '00	58	844	.1	.6	76	411	.1	.5	95	551	.2	.7	55	418	.1	.4	35	165	.1	.8
WI '00	43	933	.1	.4	54	341	.1	.4	66	468	.1	.4	45	342	.1	.4	33	284	.1	.8
FA '99	45	623	.1	.4	41	275	.1	.3	90	344	.2	.6	46	314	.1	.4	24	184	.1	.6
SU '99	60	699	.1	.6	71	365	.1	.5	106	376	.2	.7	55	389	.1	.5	30	301	.1	.7
<b>4-Book</b>	<b>52</b>	<b>775</b>	<b>.1</b>	<b>.5</b>	<b>61</b>	<b>348</b>	<b>.1</b>	<b>.4</b>	<b>89</b>	<b>435</b>	<b>.2</b>	<b>.6</b>	<b>50</b>	<b>366</b>	<b>.1</b>	<b>.4</b>	<b>31</b>	<b>234</b>	<b>.1</b>	<b>.7</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	58	995	.1	.6	70	448	.1	.4	100	475	.2	.7	66	342	.1	.5	38	191	.1	.9
WI '00	92	921	.2	.9	69	285	.1	.4	210	648	.4	1.4	113	441	.2	.9	35	226	.1	.9
FA '99	56	879	.1	.5	52	255	.1	.3	99	539	.2	.7	55	316	.1	.4	45	208	.1	1.1
SU '99	46	900	.1	.5	40	250	.1	.3	108	475	.2	.7	52	394	.1	.4	19	163	.1	.4
<b>4-Book</b>	<b>63</b>	<b>924</b>	<b>.1</b>	<b>.6</b>	<b>58</b>	<b>310</b>	<b>.1</b>	<b>.4</b>	<b>129</b>	<b>534</b>	<b>.3</b>	<b>.9</b>	<b>72</b>	<b>373</b>	<b>.1</b>	<b>.6</b>	<b>34</b>	<b>197</b>	<b>.1</b>	<b>.8</b>
SP '99	46	861	.1	.5	43	253	.1	.3	72	480	.1	.5	79	443	.1	.6	24	190	.1	.5
<b>KWVE-FM</b>																				
SP '00	51	1310	.1	.5	83	664	.1	.5	66	554	.1	.5	72	651	.1	.6	19	329	.1	.4
WI '00	65	1408	.1	.6	121	840	.2	.8	61	509	.1	.4	67	648	.1	.5	37	385	.1	.9
FA '99	60	1318	.1	.6	95	782	.2	.6	52	530	.1	.3	106	689	.2	.8	29	311	.1	.7
SU '99	96	1852	.2	1.0	156	1024	.3	1.0	101	759	.2	.7	121	922	.2	1.0	69	604	.1	1.5
<b>4-Book</b>	<b>68</b>	<b>1472</b>	<b>.1</b>	<b>.7</b>	<b>114</b>	<b>828</b>	<b>.2</b>	<b>.7</b>	<b>70</b>	<b>588</b>	<b>.1</b>	<b>.5</b>	<b>92</b>	<b>728</b>	<b>.2</b>	<b>.7</b>	<b>39</b>	<b>407</b>	<b>.1</b>	<b>.9</b>
SP '99	82	1390	.1	.8	127	825	.2	.8	140	737	.2	.9	100	748	.2	.8	24	278	.1	.5
<b>KMMX-FM</b>																				
SP '00	60	1149	.1	.6	73	556	.1	.5	131	577	.2	.9	76	644	.1	.6	9	236	.1	.2
WI '00	61	1540	.1	.6	86	864	.1	.6	106	785	.2	.7	80	910	.1	.6	16	326	.1	.4
FA '99	54	975	.1	.5	68	506	.1	.4	96	487	.2	.6	89	545	.2	.7	20	231	.1	.5
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	361	7119	.6	3.6	574	3700	1.0	3.7	554	3249	1.0	3.8	518	4159	.9	4.1	118	1944	.2	2.7
WI '00	282	7186	.5	2.8	443	3291	.8	2.9	422	3048	.7	2.9	394	3701	.7	3.2	94	1793	.2	2.3
FA '99	333	7632	.6	3.2	497	3620	.9	3.0	548	3830	.9	3.6	450	4243	.8	3.5	85	1703	.1	2.0
SU '99	322	7534	.6	3.2	427	3547	.7	2.9	513	3683	.9	3.6	420	4115	.7	3.6	125	1985	.2	2.7
<b>4-Book</b>	<b>325</b>	<b>7368</b>	<b>.6</b>	<b>3.2</b>	<b>485</b>	<b>3540</b>	<b>.9</b>	<b>3.1</b>	<b>509</b>	<b>3453</b>	<b>.9</b>	<b>3.5</b>	<b>446</b>	<b>4055</b>	<b>.8</b>	<b>3.6</b>	<b>106</b>	<b>1856</b>	<b>.2</b>	<b>2.4</b>
SP '99	350	7163	.6	3.4	478	3415	.8	3.1	517	3654	.9	3.5	487	4055	.9	4.0	137	1956	.2	3.1
<b>KZLA-FM</b>																				
SP '00	228	3473	.4	2.2	289	2060	.5	1.9	350	1757	.6	2.4	327	2215	.6	2.6	70	971	.1	1.6
WI '00	211	3685	.4	2.1	282	2112	.5	1.8	338	2067	.6	2.3	287	2411	.5	2.3	76	1243	.1	1.9
FA '99	187	3418	.3	1.8	233	1704	.4	1.4	232	1642	.4	1.5	259	2203	.4	2.0	98	1197	.2	2.3
SU '99	209	3401	.4	2.1	236	1713	.4	1.6	289	1704	.5	2.0	300	2171	.5	2.5	107	1123	.2	2.3
<b>4-Book</b>	<b>209</b>	<b>3494</b>	<b>.4</b>	<b>2.1</b>	<b>260</b>	<b>1897</b>	<b>.5</b>	<b>1.7</b>	<b>302</b>	<b>1793</b>	<b>.5</b>	<b>2.1</b>	<b>293</b>	<b>2250</b>	<b>.5</b>	<b>2.4</b>	<b>88</b>	<b>1134</b>	<b>.2</b>	<b>2.0</b>
SP '99	206	3520	.4	2.0	268	2049	.5	1.7	297	1649	.5	2.0	294	2213	.5	2.4	69	1044	.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

## 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
	<b>KOLA-FM</b>																			
SP '00	34	892	.1	.3	45	357	.1	.3	47	408	.1	.3	42	460	.1	.3	9	161		.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	42	780	.1	.4	44	291	.1	.3	46	343	.1	.3	63	435	.1	.5	22	221		.5
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	41	1008	.1	.4	52	453	.1	.3	80	532	.1	.5	41	469	.1	.3	11	195		.2
<b>XTRA-AM</b>																				
SP '00	90	1726	.2	.9	124	855	.2	.8	164	856	.3	1.1	147	1032	.3	1.2	24	342		.5
WI '00	64	1630	.1	.6	88	690	.2	.6	99	726	.2	.7	104	973	.2	.8	16	254		.4
FA '99	88	1806	.2	.9	131	747	.2	.8	160	720	.3	1.1	121	952	.2	1.0	19	420		.5
SU '99	63	1535	.1	.6	78	688	.1	.5	121	895	.2	.8	117	909	.2	1.0	12	236		.3
<b>4-Book</b>	<b>76</b>	<b>1674</b>	<b>.2</b>	<b>.8</b>	<b>105</b>	<b>745</b>	<b>.2</b>	<b>.7</b>	<b>136</b>	<b>799</b>	<b>.3</b>	<b>.9</b>	<b>122</b>	<b>967</b>	<b>.2</b>	<b>1.0</b>	<b>18</b>	<b>313</b>		<b>.4</b>
SP '99	82	1698	.1	.8	94	670	.2	.6	158	750	.3	1.1	113	910	.2	.9	23	370		.5
<b>TOTALS</b>																				
SP '00	10161	55799	17.6		15601	48665	27.0		14589	43076	25.2		12696	46759	22.0		4407	28919	7.6	
WI '00	10024	55086	17.3		15374	48365	26.6		14802	43355	25.6		12449	46208	21.5		4039	28942	7.0	
FA '99	10340	55732	17.9		16364	49288	28.3		15184	43550	26.3		12687	47730	21.9		4216	29069	7.3	
SU '99	9936	54732	17.4		14895	46990	26.1		14430	43272	25.3		11789	46142	20.7		4602	30313	8.1	
<b>4-Book</b>	<b>10115</b>	<b>55337</b>	<b>17.6</b>		<b>15559</b>	<b>48327</b>	<b>27.0</b>		<b>14751</b>	<b>43313</b>	<b>25.6</b>		<b>12405</b>	<b>46710</b>	<b>21.5</b>		<b>4316</b>	<b>29311</b>	<b>7.5</b>	
SP '99	10169	54864	17.8		15460	48188	27.1		14943	43413	26.2		12306	46868	21.6		4451	29357	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

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	
<b>KABC-AM</b>																				
SP '00	313	2582	.5	2.2	101	1044	.2	1.5	82	265	.1	1.0	162	518	.3	1.4	118	382	.2	1.5
4-Book	247	2643	.4	1.8	79	1081	.1	1.2	96	274	.2	1.2	126	463	.2	1.1	84	308	.2	1.1
<b>KACD-FM</b>																				
SP '00	98	1227	.2	.7	44	639	.1	.7	37	185	.1	.5	81	245	.1	.7	61	208	.1	.8
4-Book	90	1165	.2	.6	43	627	.1	.7	47	171	.1	.6	89	293	.2	.8	54	193	.1	.7
<b>KBCD-FM</b>																				
SP '00	41	645	.1	.3	17	305	.3	.3	11	68	.1	.1	16	114	.1	.1	24	97	.3	.3
4-Book	64	644	.1	.5	23	325	.4	.4	25	92	.3	.3	45	136	.1	.4	33	121	.1	.4
<b>KAVS-FM</b>																				
SP '00	6	151			3	72			2	23			2	13			3	13		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	583	7871	1.0	4.1	265	4512	.5	4.0	322	1183	.6	4.0	498	1963	.9	4.3	323	1310	.6	4.1
4-Book	571	7968	1.0	4.0	273	4690	.5	4.1	343	1270	.6	4.2	525	2007	.9	4.6	363	1421	.7	4.6
<b>+KBET-AM</b>																				
SP '00					1	16														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	98	1366	.2	.7	48	666	.1	.7	29	114	.1	.4	81	266	.1	.7	97	261	.2	1.2
4-Book	87	1117	.2	.6	35	543	.1	.5	25	94	.1	.3	60	183	.1	.5	58	170	.1	.7
<b>KBIG-FM</b>																				
SP '00	499	5474	.9	3.5	190	2765	.3	2.9	154	583	.3	1.9	331	1043	.6	2.9	249	875	.4	3.1
4-Book	497	5283	.9	3.5	178	2901	.3	2.7	154	591	.3	1.9	295	1046	.5	2.6	225	779	.4	2.9
<b>KBLA-AM</b>																				
SP '00	103	1039	.2	.7	32	384	.1	.5	33	81	.1	.4	23	86	.2	.2	63	149	.1	.8
4-Book	112	897	.2	.8	39	403	.1	.6	42	87	.1	.5	51	133	.1	.5	61	126	.1	.8
<b>KBUA-FM</b>																				
SP '00	39	329	.1	.3	32	255	.1	.5	33	98	.1	.4	49	151	.1	.4	42	112	.1	.5
4-Book	61	385	.1	.4	38	292	.1	.6	50	114	.1	.6	77	161	.2	.7	57	117	.1	.7
<b>KBUE-FM</b>																				
SP '00	402	2799	.7	2.8	258	1855	.4	3.9	310	760	.5	3.9	446	869	.8	3.9	320	804	.6	4.0
4-Book	420	3217	.7	3.0	253	2072	.4	3.9	304	718	.5	3.8	453	969	.8	4.0	297	763	.5	3.8
<b>KCBS-FM</b>																				
SP '00	458	5525	.8	3.2	224	3144	.4	3.4	264	1099	.5	3.3	428	1497	.7	3.7	248	876	.4	3.1
4-Book	461	5535	.8	3.2	220	3109	.4	3.3	251	904	.5	3.1	423	1408	.7	3.7	267	916	.5	3.4
<b>KCMG-FM</b>																				
SP '00	389	4681	.7	2.7	231	2601	.4	3.5	240	794	.4	3.0	431	1204	.7	3.7	308	936	.5	3.9
4-Book	387	4744	.7	2.7	212	2802	.4	3.2	194	654	.4	2.4	384	1219	.7	3.4	276	933	.5	3.5
<b>KDIS-AM</b>																				
SP '00	54	1271	.1	.4	36	670	.1	.5	21	126	.3	.3	67	265	.1	.6	78	205	.1	1.0
4-Book	52	1242	.1	.4	34	759	.1	.5	23	134	.3	.3	80	355	.1	.7	48	213	.1	.6
<b>KFI -AM</b>																				
SP '00	354	3851	.6	2.5	126	1583	.2	1.9	214	629	.4	2.7	269	784	.5	2.3	83	294	.1	1.0
4-Book	415	4046	.7	2.9	115	1523	.2	1.7	210	662	.4	2.6	235	700	.4	2.1	71	305	.1	.9
<b>KFSG-FM</b>																				
SP '00	73	882	.1	.5	30	553	.1	.5	48	160	.1	.6	59	195	.1	.5	45	159	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFWB-AM</b>																				
SP '00	186	3942	.3	1.3	56	1353	.1	.8	113	578	.2	1.4	79	426	.1	.7	63	333	.1	.8
4-Book	211	4309	.4	1.5	72	1662	.1	1.1	133	666	.3	1.6	102	515	.2	.9	80	371	.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 Estimates

Target Listener Estimates - Persons 25-54

	Persons 25-54																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KHJ -AM																				
SP '00	142	1305	.2	1.0	118	872	.2	1.8	121	302	.2	1.5	217	437	.4	1.9	142	318	.2	1.8
4-Book	185	1512	.3	1.3	113	938	.2	1.7	162	359	.3	2.0	211	463	.4	1.9	140	325	.2	1.8
KIEV-AM																				
SP '00	37	333	.1	.3	6	89	.1	.1	12	44	.2	.2	4	33			3	10		
4-Book	34	349	.1	.3	6	96	.1	.1	10	26	.2	.2	9	34	.1	.1	3	10		
KJLH-FM																				
SP '00	274	2303	.5	1.9	185	1623	.3	2.8	180	524	.3	2.3	239	518	.4	2.1	141	345	.2	1.8
4-Book	251	2090	.5	1.8	160	1554	.3	2.4	146	426	.3	1.8	197	511	.3	1.7	132	373	.2	1.7
KKBT-FM																				
SP '00	250	3195	.4	1.7	126	1964	.2	1.9	100	436	.2	1.3	215	680	.4	1.9	161	592	.3	2.0
4-Book	276	3256	.5	1.9	162	2057	.3	2.5	146	484	.3	1.8	279	849	.5	2.5	215	646	.4	2.7
KKLA-FM																				
SP '00	85	830	.1	.6	18	366	.3	.3	34	131	.1	.4	22	100	.2	.2	24	77		.3
4-Book	89	1006	.2	.6	17	338	.3	.3	28	105	.1	.3	20	71	.2	.2	17	55		.2
KLAC-AM																				
SP '00	83	1434	.1	.6	71	1167	.1	1.1	35	157	.1	.4	92	240	.2	.8	70	227	.1	.9
4-Book	74	1143	.1	.5	42	727	.1	.7	33	136	.1	.4	54	190	.1	.5	33	135	.1	.4
KLAX-FM																				
SP '00	335	2763	.6	2.3	227	2013	.4	3.4	300	745	.5	3.8	379	866	.7	3.3	215	583	.4	2.7
4-Book	367	3431	.7	2.6	215	2180	.4	3.3	261	681	.5	3.2	371	904	.7	3.3	250	684	.5	3.2
KLOS-FM																				
SP '00	522	5543	.9	3.6	208	2818	.4	3.1	181	764	.3	2.3	401	1122	.7	3.5	346	1069	.6	4.4
4-Book	505	5423	.9	3.5	185	2594	.3	2.8	185	681	.3	2.3	373	1141	.7	3.3	262	880	.5	3.3
KLSX-FM																				
SP '00	494	4106	.9	3.5	65	1146	.1	1.0	123	289	.2	1.5	77	372	.1	.7	54	157	.1	.7
4-Book	491	4158	.9	3.5	67	1175	.1	1.0	97	243	.2	1.2	72	282	.1	.6	60	209	.1	.8
KLVE-FM																				
SP '00	830	6305	1.4	5.8	472	4172	.8	7.1	581	1404	1.0	7.3	858	1979	1.5	7.4	446	1023	.8	5.6
4-Book	833	6571	1.4	5.9	469	4498	.8	7.1	563	1504	1.0	6.9	794	1961	1.4	7.0	459	1213	.8	5.8
KLYY-FM																				
SP '00	105	1376	.2	.7	65	830	.1	1.0	66	220	.1	.8	124	391	.2	1.1	114	279	.2	1.4
4-Book	98	1750	.2	.7	57	1065	.1	.9	47	182	.1	.6	103	403	.2	.9	94	294	.2	1.2
+KMZT-FM																				
KKGO-FM																				
SP '00	109	1974	.2	.8	67	1006	.1	1.0	46	200	.1	.6	96	271	.2	.8	91	275	.2	1.1
4-Book	132	1936	.3	.9	70	1053	.1	1.1	60	224	.1	.7	102	315	.2	.9	91	316	.2	1.2
KNX -AM																				
SP '00	270	4612	.5	1.9	80	1754	.1	1.2	125	496	.2	1.6	106	411	.2	.9	70	328	.1	.9
4-Book	268	4567	.5	1.9	79	1818	.1	1.2	116	548	.2	1.4	91	491	.2	.8	64	337	.1	.8
KOST-FM																				
SP '00	466	5749	.8	3.3	201	3249	.3	3.0	213	844	.4	2.7	390	1327	.7	3.4	250	952	.4	3.2
4-Book	529	6258	.9	3.7	221	3508	.4	3.4	216	816	.4	2.7	383	1302	.7	3.4	293	1005	.5	3.8
KPWR-FM																				
SP '00	287	4293	.5	2.0	133	2129	.2	2.0	123	469	.2	1.5	202	859	.3	1.8	206	704	.4	2.6
4-Book	272	4109	.5	1.9	152	2311	.3	2.3	151	525	.3	1.8	256	860	.4	2.3	245	826	.4	3.1
+KRCD-FM																				
SP '00	212	1619	.4	1.5	126	1004	.2	1.9	123	265	.2	1.5	247	538	.4	2.1	143	321	.2	1.8
4-Book	162	1508	.3	1.1	103	1027	.2	1.6	110	265	.2	1.4	164	415	.3	1.4	139	315	.2	1.8
+KRCV-FM																				
SP '00	127	1034	.2	.9	88	678	.2	1.3	113	271	.2	1.4	163	369	.3	1.4	112	247	.2	1.4
4-Book	56	499	.1	.4	39	354	.1	.6	44	106	.1	.6	73	186	.1	.6	54	130	.1	.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## 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
<b>KRLA-AM</b>																				
SP '00	78	755	.1	.5	23	290	.3		10	39	.1		44	123	.1	.4	64	140	.1	.8
4-Book	74	841	.1	.5	15	253	.2		13	60	.2		32	111	.1	.3	22	67		.3
<b>KROQ-FM</b>																				
SP '00	488	5513	.8	3.4	180	2940	.3	2.7	224	747	.4	2.8	394	1231	.7	3.4	193	834	.3	2.4
4-Book	477	5584	.8	3.3	204	3116	.4	3.1	186	676	.3	2.3	374	1316	.7	3.3	259	963	.5	3.3
<b>KRTH-FM</b>																				
SP '00	517	5990	.9	3.6	259	3441	.4	3.9	234	943	.4	2.9	480	1379	.8	4.2	311	955	.5	3.9
4-Book	495	5829	.9	3.5	222	3348	.4	3.4	208	753	.4	2.6	432	1343	.7	3.8	258	929	.5	3.3
<b>KSCA-FM</b>																				
SP '00	1082	5762	1.9	7.6	433	3241	.7	6.5	1300	2169	2.2	16.3	683	1633	1.2	5.9	419	877	.7	5.3
4-Book	1122	5991	2.0	7.9	481	3895	.8	7.3	1436	2457	2.5	17.7	763	1950	1.3	6.7	454	1053	.8	5.8
<b>KSSE-FM</b>																				
SP '00	203	2118	.4	1.4	85	1154	.1	1.3	70	276	.1	.9	163	487	.3	1.4	96	322	.2	1.2
4-Book	232	2530	.4	1.6	128	1545	.2	1.9	155	455	.3	1.9	253	717	.5	2.2	159	436	.3	2.0
<b>KTNQ-AM</b>																				
SP '00	323	2613	.6	2.3	112	1238	.2	1.7	131	317	.2	1.6	172	425	.3	1.5	148	381	.3	1.9
4-Book	249	1980	.5	1.7	108	1046	.2	1.7	138	342	.2	1.7	168	401	.3	1.5	128	319	.3	1.6
<b>KTWV-FM</b>																				
SP '00	512	4305	.9	3.6	231	2840	.4	3.5	250	766	.4	3.1	328	986	.6	2.8	248	782	.4	3.1
4-Book	539	4738	1.0	3.8	249	3031	.4	3.8	248	789	.5	3.1	396	1184	.7	3.5	288	941	.5	3.7
<b>KWIZ-FM</b>																				
SP '00	77	724	.1	.5	40	472	.1	.6	70	139	.1	.9	71	223	.1	.6	48	154	.1	.6
4-Book	69	635	.1	.5	37	403	.1	.6	45	110	.1	.6	74	226	.1	.7	45	114	.1	.6
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	80	780	.1	.6	33	436	.1	.5	60	169	.1	.8	52	134	.1	.5	9	40		.1
4-Book	89	745	.1	.7	36	376	.1	.6	52	114	.1	.7	42	93	.1	.4	39	90	.1	.5
<b>KWVE-FM</b>																				
SP '00	73	1113	.1	.5	33	510	.1	.5	35	137	.1	.4	17	122		.1	57	125	.1	.7
4-Book	90	1229	.1	.7	48	732	.1	.7	49	192	.1	.6	44	196	.1	.4	51	176	.1	.7
<b>KXMX-FM</b>																				
SP '00	96	1019	.2	.7	31	433	.1	.5	15	71		.2	61	158	.1	.5	60	240	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	549	6182	.9	3.8	189	3205	.3	2.8	178	641	.3	2.2	384	1507	.7	3.3	283	1056	.5	3.6
4-Book	482	6337	.8	3.4	192	3316	.3	2.9	172	663	.3	2.1	398	1530	.7	3.5	272	1009	.5	3.5
<b>KZLA-FM</b>																				
SP '00	324	3031	.6	2.3	165	1819	.3	2.5	185	634	.3	2.3	341	974	.6	3.0	205	669	.4	2.6
4-Book	287	3037	.5	2.0	152	1844	.3	2.3	144	537	.3	1.8	307	938	.5	2.7	196	622	.4	2.5
<b>KOLA-FM</b>																				
SP '00	45	735	.1	.3	32	449	.1	.5	24	74		.3	79	175	.1	.7	50	191	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
SP '00	146	1534	.3	1.0	33	502	.1	.5	57	161	.1	.7	50	159	.1	.4	41	106	.1	.5
4-Book	122	1418	.2	.9	33	584	.1	.5	54	162	.1	.6	57	190	.1	.5	38	147	.1	.5
<b>TOTALS</b>																				
SP '00	14317	54760	24.8		6643	42629	11.5		7952	20465	13.7		11542	26604	20.0		7925	19592	13.7	
4-Book	14277	54501	24.8		6616	43359	11.5		8118	20689	14.1		11383	26998	19.8		7872	20127	13.7	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Target Listener Estimates - Persons 25-54

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '00	21	124	.5		85	195	.1	1.8	206	430	.4	2.5	88	308	.2	1.4	41	93	.1	1.4
4-Book	30	160	.1	.7	78	254	.1	1.6	105	316	.2	1.3	68	237	.1	1.1	46	160	.1	1.5
KACD-FM																				
SP '00	19	132	.5		12	80		.3	57	266	.1	.7	61	187	.1	1.0	20	98		.7
4-Book	17	110	.4		22	82		.5	53	226	.1	.7	45	170	.1	.8	15	90		.5
KBCD-FM																				
SP '00	12	57	.3		11	56		.2	34	99	.1	.4	29	93	.1	.5				
4-Book	7	43	.2		14	58		.3	23	85		.3	27	73	.1	.5	10	46		.4
KAVS-FM																				
SP '00					5	36		.1	5	26		.1	7	11		.1	1	11		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	126	699	.2	3.3	172	747	.3	3.6	329	1497	.6	4.0	258	1034	.4	4.2	99	583	.2	3.5
4-Book	130	682	.2	3.3	178	687	.3	3.7	333	1439	.6	4.2	218	996	.4	3.8	97	561	.2	3.3
+KBET-AM																				
SP '00																	6	16		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	40	153	.1	1.0	21	63		.4	59	236	.1	.7	50	125	.1	.8	10	48		.4
4-Book	25	109	.1	.6	17	54		.3	48	186	.1	.6	41	139	.1	.7	7	36		.3
KBIG-FM																				
SP '00	210	744	.4	5.4	79	320	.1	1.7	214	830	.4	2.6	179	598	.3	2.9	88	317	.2	3.1
4-Book	228	794	.4	5.7	87	333	.1	1.8	191	791	.3	2.4	149	539	.3	2.6	81	335	.2	2.8
KBLA-AM																				
SP '00	9	34	.2		27	69		.6	54	130	.1	.7	56	142	.1	.9	3	12		.1
4-Book	16	59	.4		29	65		.6	63	155	.1	.8	46	107	.1	.8	7	26		.3
KBUA-FM																				
SP '00	17	71	.4		33	70	.1	.7	49	134	.1	.6	22	98		.4	11	50		.4
4-Book	11	41	.3		31	75	.1	.6	46	105	.1	.6	26	74		.5	9	39		.3
KBUE-FM																				
SP '00	155	371	.3	4.0	202	474	.3	4.2	286	563	.5	3.5	263	548	.5	4.3	98	303	.2	3.4
4-Book	147	431	.3	3.7	213	555	.4	4.4	320	779	.6	4.1	217	539	.4	3.7	80	267	.2	2.7
KCBS-FM																				
SP '00	65	301	.1	1.7	152	651	.3	3.2	352	1118	.6	4.3	232	797	.4	3.8	53	303	.1	1.9
4-Book	107	425	.2	2.7	120	499	.2	2.5	295	1024	.5	3.8	216	766	.4	3.7	79	347	.1	2.6
KCMG-FM																				
SP '00	154	565	.3	4.0	97	346	.2	2.0	258	748	.4	3.2	203	784	.4	3.3	144	432	.2	5.0
4-Book	143	551	.3	3.6	103	362	.2	2.1	232	780	.4	3.0	211	692	.4	3.6	139	438	.2	4.7
KDIS-AM																				
SP '00	4	36	.1		18	70		.4	54	233	.1	.7	31	127	.1	.5	17	67		.6
4-Book	9	60	.2		19	104		.4	53	267	.1	.7	25	126	.1	.4	11	57		.4
KFI -AM																				
SP '00	67	203	.1	1.7	114	410	.2	2.4	157	540	.3	1.9	63	205	.1	1.0	38	146	.1	1.3
4-Book	44	173	.1	1.1	119	430	.2	2.5	156	508	.3	2.0	55	180	.1	.9	27	106	.1	.9
KFSG-FM																				
SP '00	7	53	.2		32	134	.1	.7	34	175	.1	.4	7	42		.1	8	36		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFVB-AM																				
SP '00	9	87	.2		63	362	.1	1.3	44	277	.1	.5	44	246	.1	.7	43	170	.1	1.5
4-Book	38	186	.1	.9	86	437	.2	1.8	67	393	.1	.9	50	299	.1	.9	30	181	.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 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
<b>+KHJ -AM</b>																				
SP '00	80	191	.1	2.1	76	199	.1	1.6	158	264	.3	1.9	97	239	.2	1.6	47	162	.1	1.6
4-Book	65	179	.1	1.6	88	233	.2	1.8	127	278	.2	1.6	76	182	.1	1.3	41	147	.1	1.4
<b>KIEV-AM</b>																				
SP '00	9	25		.2					18	44		.2								
4-Book	3	13		.1	3	4		.1	11	33		.1	4	15		.1	1	3		.1
<b>KJLH-FM</b>																				
SP '00	137	441	.2	3.5	160	465	.3	3.4	302	696	.5	3.7	225	455	.4	3.7	91	214	.2	3.2
4-Book	83	290	.1	2.1	184	455	.3	3.8	274	709	.5	3.5	209	440	.4	3.6	60	166	.1	2.1
<b>KKBT-FM</b>																				
SP '00	83	321	.1	2.1	118	408	.2	2.5	134	454	.2	1.6	128	482	.2	2.1	71	222	.1	2.5
4-Book	122	405	.2	3.0	131	364	.2	2.7	141	485	.2	1.8	148	473	.3	2.6	114	355	.2	3.9
<b>KKLA-FM</b>																				
SP '00	10	41		.3	19	93		.4	18	70		.2	5	26		.1	15	69		.5
4-Book	7	37		.2	32	124	.1	.7	20	88		.3	5	27		.1	11	54		.4
<b>KLAC-AM</b>																				
SP '00	34	130	.1	.9	12	46		.3	42	210	.1	.5	223	633	.4	3.7	70	248	.1	2.5
4-Book	28	102		.7	18	57		.4	40	178	.1	.5	92	299	.2	1.6	43	150	.1	1.5
<b>KLAX-FM</b>																				
SP '00	101	336	.2	2.6	201	480	.3	4.2	344	775	.6	4.2	221	498	.4	3.6	63	198	.1	2.2
4-Book	97	362	.2	2.4	191	505	.3	3.9	273	738	.5	3.5	209	497	.4	3.6	79	268	.1	2.6
<b>KLOS-FM</b>																				
SP '00	180	566	.3	4.7	67	322	.1	1.4	179	778	.3	2.2	158	528	.3	2.6	139	419	.2	4.9
4-Book	122	439	.2	3.1	87	364	.2	1.8	199	672	.4	2.5	155	525	.3	2.7	84	324	.1	2.8
<b>KLTX-FM</b>																				
SP '00	16	63		.4	114	393	.2	2.4	110	433	.2	1.3	32	119	.1	.5	9	38		.3
4-Book	18	95		.4	106	355	.2	2.2	142	460	.3	1.8	39	134	.1	.7	14	71		.4
<b>KLVE-FM</b>																				
SP '00	361	942	.6	9.3	395	950	.7	8.3	550	1405	1.0	6.7	407	889	.7	6.7	167	535	.3	5.8
4-Book	397	1127	.7	9.9	392	1067	.7	8.0	599	1518	1.1	7.6	338	887	.6	5.8	188	688	.4	6.2
<b>KLYY-FM</b>																				
SP '00	30	84	.1	.8	34	96	.1	.7	89	237	.2	1.1	50	160	.1	.8	13	70		.5
4-Book	36	156	.1	1.0	29	126	.1	.6	68	295	.1	.9	54	222	.1	.9	25	148		.9
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	52	182	.1	1.3	42	178	.1	.9	99	342	.2	1.2	73	194	.1	1.2	35	94	.1	1.2
4-Book	50	189	.1	1.3	52	203	.1	1.1	81	313	.2	1.0	72	228	.1	1.3	50	163	.1	1.6
<b>KNX -AM</b>																				
SP '00	43	196	.1	1.1	102	428	.2	2.1	79	350	.1	1.0	66	275	.1	1.1	56	272	.1	2.0
4-Book	54	297	.1	1.4	89	423	.2	1.8	97	463	.2	1.3	73	326	.1	1.3	54	272	.1	1.8
<b>KOST-FM</b>																				
SP '00	156	690	.3	4.0	116	477	.2	2.4	190	865	.3	2.3	177	715	.3	2.9	103	427	.2	3.6
4-Book	176	770	.3	4.4	125	445	.2	2.6	227	897	.4	2.9	190	715	.3	3.3	149	592	.3	4.9
<b>KPWR-FM</b>																				
SP '00	138	492	.2	3.6	92	338	.2	1.9	122	549	.2	1.5	114	465	.2	1.9	70	265	.1	2.5
4-Book	123	439	.2	3.1	69	265	.1	1.4	155	620	.3	2.0	143	497	.3	2.5	73	267	.1	2.5
<b>+KRCD-FM</b>																				
SP '00	45	158	.1	1.2	95	194	.2	2.0	157	384	.3	1.9	156	322	.3	2.6	42	196	.1	1.5
4-Book	87	255	.2	2.1	87	232	.2	1.8	98	299	.2	1.2	86	217	.2	1.5	55	161	.1	1.8
<b>+KRCV-FM</b>																				
SP '00	71	204	.1	1.8	39	152	.1	.8	127	315	.2	1.6	47	148	.1	.8	23	101		.8
4-Book	33	107	.1	.8	22	66	.1	.5	46	132	.1	.6	19	68		.3	15	43		.5

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Persons 25-54

		Persons 25-54																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM	SP '00	18	90	.5	.11	43	.2	.5	13	.1	2	13	.1	29	82	.1	1.0				
	4-Book	5	26	.1	.17	56	.4	9	49	.1	6	18	.1	13	44	.1	1.4				
KROQ-FM	SP '00	102	470	.2	2.6	77	356	.1	1.6	261	1061	.5	3.2	124	551	.2	2.0	45	241	.1	1.6
	4-Book	134	586	.2	3.3	78	314	.2	1.6	286	1110	.5	3.7	204	715	.4	3.5	95	408	.2	3.2
KRTH-FM	SP '00	112	361	.2	2.9	172	590	.3	3.6	391	1252	.7	4.8	276	822	.5	4.5	84	276	.1	2.9
	4-Book	107	441	.2	2.7	134	551	.2	2.8	307	1074	.6	3.9	218	772	.4	3.7	97	352	.2	3.2
KSCA-FM	SP '00	129	343	.2	3.3	394	797	.7	8.3	341	848	.6	4.2	217	393	.4	3.6	103	276	.2	3.6
	4-Book	152	455	.3	3.8	460	939	.8	9.4	367	1042	.7	4.7	253	574	.5	4.4	98	329	.2	3.3
KSSE-FM	SP '00	61	230	.1	1.6	58	183	.1	1.2	117	409	.2	1.4	67	210	.1	1.1	40	148	.1	1.4
	4-Book	86	267	.2	2.1	76	248	.1	1.6	134	436	.2	1.7	100	293	.2	1.8	55	214	.1	1.8
KTNQ-AM	SP '00	85	255	.1	2.2	74	203	.1	1.6	114	336	.2	1.4	109	264	.2	1.8	70	259	.1	2.5
	4-Book	92	264	.2	2.3	80	200	.1	1.7	89	273	.2	1.1	104	236	.2	1.8	73	220	.1	2.4
KTVV-FM	SP '00	157	508	.3	4.1	157	477	.3	3.3	326	945	.6	4.0	219	614	.4	3.6	157	397	.3	5.5
	4-Book	162	585	.3	4.1	159	525	.3	3.3	338	1016	.6	4.3	236	704	.4	4.1	156	474	.3	5.2
KWIZ-FM	SP '00	46	112	.1	1.2	20	103	.4	.3	35	91	.1	.4	12	59	.2	.4	14	66	.5	.5
	4-Book	26	77	.7	.7	14	66	.3	.3	46	100	.1	.6	24	73	.4	.4	15	59	.5	.5
+KWKU-AM	SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWPA-AM	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKV-AM	SP '00	18	101	.5	.41	142	.1	.9	25	58	.3	.1	1	20	.51	108	.1	1.8			
	4-Book	31	90	.8	.34	98	.1	.7	35	86	.1	.5	12	45	.42	79	.1	1.5			
KWVE-FM	SP '00	5	33	.1	.51	223	.1	1.1	53	226	.1	.6	32	143	.1	.5	25	126	.9	.9	
	4-Book	26	97	.1	.61	214	.1	1.3	65	263	.1	.8	58	198	.1	1.0	38	163	.1	1.3	
KXMX-FM	SP '00	9	57	.2	.11	55	.2	.46	152	.1	.6	41	111	.1	.7	3	26	.1	.1		
	4-Book	**	**	**	.11	**	**	.46	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM	SP '00	72	369	.1	1.9	85	439	.1	1.8	278	1088	.5	3.4	171	684	.3	2.8	53	303	.1	1.9
	4-Book	77	399	.1	1.9	90	386	.2	1.9	264	1116	.5	3.4	174	782	.3	3.0	77	386	.1	2.6
KZLA-FM	SP '00	63	309	.1	1.6	160	491	.3	3.4	182	625	.3	2.2	107	307	.2	1.8	75	275	.1	2.6
	4-Book	68	268	.1	1.7	113	399	.2	2.3	174	605	.3	2.2	129	427	.2	2.3	80	313	.1	2.7
KOLA-FM	SP '00	15	61	.4	.18	59	.4	.33	125	.1	.4	33	106	.1	.5	**	**	**	**	**	**
	4-Book	**	**	**	.18	**	**	.33	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '00	13	61	.3	.42	109	.1	.9	18	43	.2	.45	138	.1	.7	10	102	.4	.4		
	4-Book	7	37	.2	.28	106	.1	.6	38	140	.1	.5	43	154	.1	.7	10	58	.3	.3	
TOTALS	SP '00	3864	11848	6.7	4766	13617	8.2	8177	20979	14.1	6086	15158	10.5	2855	9140	4.9					
	4-Book	3998	12627	6.9	4882	14015	8.5	7886	21030	13.7	5813	15256	10.1	2996	9812	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

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	
<b>KABC-AM</b>																				
SP '00	260	3879	.6	3.3	392	2058	.8	3.2	365	1968	.8	3.2	425	2323	.9	4.3	100	899	.2	2.9
WI '00	189	3455	.4	2.4	250	1754	.5	2.0	243	1650	.5	2.1	335	1786	.7	3.5	102	834	.2	3.5
FA '99	204	3452	.4	2.5	285	1836	.6	2.2	243	1545	.5	2.1	330	1844	.7	3.4	130	1002	.3	4.1
SU '99	222	4179	.5	2.9	271	1986	.6	2.4	322	2104	.7	2.9	372	2273	.8	4.1	132	1139	.3	4.0
<b>4-Book</b>	<b>219</b>	<b>3741</b>	<b>.5</b>	<b>2.8</b>	<b>300</b>	<b>1909</b>	<b>.6</b>	<b>2.5</b>	<b>293</b>	<b>1817</b>	<b>.6</b>	<b>2.6</b>	<b>366</b>	<b>2057</b>	<b>.8</b>	<b>3.8</b>	<b>116</b>	<b>969</b>	<b>.3</b>	<b>3.6</b>
SP '99	256	3934	.6	3.2	321	1880	.7	2.7	373	1841	.8	3.2	444	2263	1.0	4.7	156	1130	.3	4.7
<b>KACD-FM</b>																				
SP '00	45	789	.1	.6	51	415	.1	.4	62	369	.1	.5	82	537	.2	.8	11	222	.3	.3
WI '00	53	846	.1	.7	64	427	.1	.5	75	457	.2	.6	75	574	.2	.8	14	210	.5	.5
FA '99	37	1020	.1	.5	46	463	.1	.4	46	533	.1	.4	56	578	.1	.6	18	320	.6	.6
SU '99	35	772	.1	.5	37	339	.1	.3	58	398	.1	.5	51	419	.1	.6	14	200	.4	.4
<b>4-Book</b>	<b>43</b>	<b>857</b>	<b>.1</b>	<b>.6</b>	<b>50</b>	<b>411</b>	<b>.1</b>	<b>.4</b>	<b>60</b>	<b>439</b>	<b>.1</b>	<b>.5</b>	<b>66</b>	<b>527</b>	<b>.2</b>	<b>.7</b>	<b>14</b>	<b>238</b>	<b>.5</b>	<b>.5</b>
SP '99	51	774	.1	.6	64	456	.1	.5	83	394	.2	.7	65	499	.1	.7	17	150	.5	.5
<b>KBCD-FM</b>																				
SP '00	18	483	.1	.2	23	298	.1	.2	27	249	.1	.2	29	288	.1	.3	6	97	.2	.2
WI '00	22	451	.1	.3	36	312	.1	.3	38	248	.1	.3	28	225	.1	.3	8	124	.3	.3
FA '99	27	440	.1	.3	25	245	.1	.2	47	202	.1	.4	41	331	.1	.4	7	40	.2	.2
SU '99	39	465	.1	.5	54	314	.1	.5	80	242	.2	.7	49	335	.1	.5	9	141	.3	.3
<b>4-Book</b>	<b>27</b>	<b>460</b>	<b>.1</b>	<b>.3</b>	<b>35</b>	<b>292</b>	<b>.1</b>	<b>.3</b>	<b>48</b>	<b>235</b>	<b>.1</b>	<b>.4</b>	<b>37</b>	<b>295</b>	<b>.1</b>	<b>.4</b>	<b>8</b>	<b>101</b>	<b>.3</b>	<b>.3</b>
SP '99	20	513	.1	.3	21	262	.1	.2	28	255	.1	.2	26	270	.1	.3	5	134	.2	.2
<b>KAVS-FM</b>																				
SP '00	3	124	.1	.1	6	41	.1	.1	2	26	.1	.1	6	62	.1	.1	1	58	.1	.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	224	5413	.5	2.8	446	3137	.9	3.6	282	2306	.6	2.5	290	2931	.6	2.9	57	970	.1	1.7
WI '00	266	6142	.6	3.4	510	3616	1.1	4.2	343	2795	.7	2.9	338	3292	.7	3.5	84	1584	.2	2.9
FA '99	244	5861	.5	3.0	423	3129	.9	3.3	320	2329	.7	2.7	348	3337	.7	3.5	53	1227	.1	1.7
SU '99	210	5547	.5	2.7	347	2682	.8	3.0	281	2569	.6	2.5	272	2701	.6	3.0	75	1364	.2	2.2
<b>4-Book</b>	<b>236</b>	<b>5741</b>	<b>.5</b>	<b>3.0</b>	<b>432</b>	<b>3141</b>	<b>.9</b>	<b>3.5</b>	<b>307</b>	<b>2500</b>	<b>.7</b>	<b>2.7</b>	<b>312</b>	<b>3065</b>	<b>.7</b>	<b>3.2</b>	<b>67</b>	<b>1286</b>	<b>.2</b>	<b>2.1</b>
SP '99	224	5085	.5	2.8	426	2788	.9	3.5	279	2072	.6	2.4	265	2564	.6	2.8	72	1294	.2	2.2
<b>+KBET-AM</b>																				
SP '00	**	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	14	**	**	**	**	**	**	**	**	**	**	**	14	**	**	**	14	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	49	1218	.1	.6	49	390	.1	.4	70	557	.1	.6	65	612	.1	.7	41	408	.1	1.2
WI '00	49	1016	.1	.6	37	392	.1	.3	120	618	.3	1.0	54	470	.1	.6	9	211	.3	.3
FA '99	37	1129	.1	.5	31	370	.1	.2	70	460	.1	.6	27	316	.1	.3	23	298	.7	.7
SU '99	36	1140	.1	.5	36	422	.1	.3	51	438	.1	.5	43	588	.1	.5	27	442	.1	.8
<b>4-Book</b>	<b>43</b>	<b>1126</b>	<b>.1</b>	<b>.6</b>	<b>38</b>	<b>394</b>	<b>.1</b>	<b>.3</b>	<b>78</b>	<b>518</b>	<b>.2</b>	<b>.7</b>	<b>47</b>	<b>497</b>	<b>.1</b>	<b>.5</b>	<b>25</b>	<b>340</b>	<b>.1</b>	<b>.8</b>
SP '99	64	1321	.1	.8	61	499	.1	.5	112	582	.2	1.0	66	661	.1	.7	48	469	.1	1.5
<b>KBIG-FM</b>																				
SP '00	203	4455	.4	2.5	274	2023	.6	2.2	328	2062	.7	2.9	270	2316	.6	2.7	77	1091	.2	2.2
WI '00	231	4353	.5	2.9	294	2143	.6	2.4	405	2368	.9	3.5	306	2228	.6	3.2	83	950	.2	2.8
FA '99	289	4710	.6	3.5	410	2397	.9	3.2	526	2179	1.1	4.5	377	2646	.8	3.8	102	1000	.2	3.2
SU '99	197	4002	.4	2.6	256	1770	.6	2.2	367	2126	.8	3.3	221	1836	.5	2.4	62	852	.1	1.9
<b>4-Book</b>	<b>230</b>	<b>4380</b>	<b>.5</b>	<b>2.9</b>	<b>309</b>	<b>2083</b>	<b>.7</b>	<b>2.5</b>	<b>407</b>	<b>2184</b>	<b>.9</b>	<b>3.6</b>	<b>294</b>	<b>2257</b>	<b>.6</b>	<b>3.0</b>	<b>81</b>	<b>973</b>	<b>.2</b>	<b>2.5</b>
SP '99	198	3918	.4	2.5	285	1627	.6	2.4	357	1785	.8	3.1	241	2014	.5	2.5	69	1036	.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 35-64

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	
<b>KBLA-AM</b>																				
SP '00	36	788	.1	.5	54	306	.1	.4	57	355	.1	.5	59	382	.1	.6	9	118	.3	.4
WI '00	40	570	.1	.5	66	236	.1	.5	62	292	.1	.5	64	244	.1	.7	12	104	.4	.4
FA '99	74	951	.2	.9	141	552	.3	1.1	122	453	.3	1.0	81	424	.2	.8	23	277	.7	.7
SU '99	58	607	.1	.8	120	396	.3	1.0	92	385	.2	.8	71	242	.2	.8	18	160	.5	.5
4-Book	<b>52</b>	<b>729</b>	<b>.1</b>	<b>.7</b>	<b>95</b>	<b>373</b>	<b>.2</b>	<b>.8</b>	<b>83</b>	<b>371</b>	<b>.2</b>	<b>.7</b>	<b>69</b>	<b>323</b>	<b>.2</b>	<b>.7</b>	<b>16</b>	<b>165</b>	<b>.5</b>	<b>.5</b>
SP '99	30	412	.1	.4	60	219	.1	.5	55	245	.1	.5	33	197	.1	.3	4	48	.1	.1
<b>KBUA-FM</b>																				
SP '00	14	166	.2	.2	16	113	.1	.1	20	100	.2	.2	15	139	.2	.2	4	66	.1	.1
WI '00	20	283	.3	.3	38	180	.1	.3	30	139	.1	.3	19	101	.2	.2	15	67	.5	.5
FA '99	38	287	.1	.5	42	156	.1	.3	54	198	.1	.5	46	140	.1	.5	17	44	.5	.5
SU '99	44	341	.1	.6	43	173	.1	.4	74	209	.2	.7	65	240	.1	.7	16	78	.5	.5
4-Book	<b>29</b>	<b>269</b>	<b>.1</b>	<b>.4</b>	<b>35</b>	<b>156</b>	<b>.1</b>	<b>.3</b>	<b>45</b>	<b>162</b>	<b>.1</b>	<b>.4</b>	<b>36</b>	<b>155</b>	<b>.1</b>	<b>.4</b>	<b>13</b>	<b>64</b>	<b>.4</b>	<b>.4</b>
SP '99	16	207	.2	.2	21	109	.2	.2	24	137	.1	.2	21	84	.2	.2	7	46	.2	.2
<b>KBUE-FM</b>																				
SP '00	129	1841	.3	1.6	145	1036	.3	1.2	192	1073	.4	1.7	125	941	.3	1.3	61	445	.1	1.8
WI '00	190	2213	.4	2.4	278	1325	.6	2.3	274	1224	.6	2.4	211	1192	.4	2.2	74	695	.2	2.5
FA '99	192	2180	.4	2.4	259	1131	.5	2.0	276	1337	.6	2.3	198	1356	.4	2.0	104	695	.2	3.3
SU '99	166	2291	.4	2.2	182	932	.4	1.6	266	1446	.6	2.4	203	1108	.4	2.2	101	581	.2	3.0
4-Book	<b>169</b>	<b>2131</b>	<b>.4</b>	<b>2.2</b>	<b>216</b>	<b>1106</b>	<b>.5</b>	<b>1.8</b>	<b>252</b>	<b>1270</b>	<b>.6</b>	<b>2.2</b>	<b>184</b>	<b>1149</b>	<b>.4</b>	<b>1.9</b>	<b>85</b>	<b>604</b>	<b>.2</b>	<b>2.7</b>
SP '99	142	2188	.3	1.8	185	1011	.4	1.5	203	1087	.4	1.7	177	1216	.4	1.9	62	560	.1	1.9
<b>KCBS-FM</b>																				
SP '00	237	4975	.5	3.0	360	2533	.8	2.9	331	2206	.7	2.9	303	2778	.6	3.1	75	1159	.2	2.2
WI '00	235	4674	.5	3.0	311	2453	.7	2.5	361	2485	.8	3.1	294	2675	.6	3.0	75	1157	.2	2.5
FA '99	251	5015	.5	3.1	356	2702	.8	2.8	401	2512	.9	3.4	318	3005	.7	3.2	80	1147	.2	2.5
SU '99	235	4880	.5	3.1	311	2266	.7	2.7	374	2251	.8	3.4	289	2773	.6	3.2	79	1256	.2	2.4
4-Book	<b>240</b>	<b>4886</b>	<b>.5</b>	<b>3.1</b>	<b>335</b>	<b>2489</b>	<b>.8</b>	<b>2.7</b>	<b>367</b>	<b>2364</b>	<b>.8</b>	<b>3.2</b>	<b>301</b>	<b>2808</b>	<b>.6</b>	<b>3.1</b>	<b>77</b>	<b>1180</b>	<b>.2</b>	<b>2.4</b>
SP '99	260	5082	.6	3.3	365	2416	.8	3.0	422	2424	.9	3.6	326	2846	.7	3.4	65	1008	.1	2.0
<b>KCMG-FM</b>																				
SP '00	206	3781	.4	2.6	235	1815	.5	1.9	298	1722	.6	2.6	264	2082	.6	2.7	104	1055	.2	3.0
WI '00	207	3994	.4	2.6	270	1808	.6	2.2	329	1922	.7	2.8	278	2171	.6	2.9	94	1081	.2	3.2
FA '99	248	4083	.5	3.0	319	1928	.7	2.5	366	2084	.8	3.1	344	2572	.7	3.5	109	1238	.2	3.4
SU '99	183	3633	.4	2.4	242	1674	.5	2.1	259	1864	.6	2.3	220	2135	.5	2.4	66	858	.1	2.0
4-Book	<b>211</b>	<b>3873</b>	<b>.4</b>	<b>2.7</b>	<b>267</b>	<b>1806</b>	<b>.6</b>	<b>2.2</b>	<b>313</b>	<b>1898</b>	<b>.7</b>	<b>2.7</b>	<b>277</b>	<b>2240</b>	<b>.6</b>	<b>2.9</b>	<b>93</b>	<b>1058</b>	<b>.2</b>	<b>2.9</b>
SP '99	225	3915	.5	2.8	316	1839	.7	2.6	318	1769	.7	2.7	254	2043	.6	2.7	107	1100	.2	3.2
<b>KDIS-AM</b>																				
SP '00	26	1122	.1	.3	47	523	.1	.4	23	381	.2	.2	34	510	.1	.3	7	219	.2	.2
WI '00	33	1200	.1	.4	55	593	.1	.4	20	368	.2	.2	52	647	.1	.5	7	225	.2	.2
FA '99	27	1177	.1	.3	45	501	.1	.3	24	369	.1	.2	53	498	.1	.5	7	210	.2	.2
SU '99	27	1246	.1	.4	38	432	.1	.3	41	576	.1	.4	39	506	.1	.4	4	145	.1	.1
4-Book	<b>28</b>	<b>1186</b>	<b>.1</b>	<b>.4</b>	<b>46</b>	<b>512</b>	<b>.1</b>	<b>.3</b>	<b>27</b>	<b>424</b>	<b>.1</b>	<b>.3</b>	<b>45</b>	<b>540</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>200</b>	<b>.2</b>	<b>.2</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	281	4793	.6	3.5	430	2525	.9	3.5	513	2805	1.1	4.5	302	2011	.6	3.1	98	765	.2	2.8
WI '00	327	5017	.7	4.1	558	2714	1.2	4.5	652	3062	1.4	5.6	302	2278	.6	3.1	78	762	.2	2.6
FA '99	336	4835	.7	4.1	562	2922	1.2	4.4	703	3245	1.5	6.0	319	2329	.7	3.2	69	677	.1	2.2
SU '99	349	5395	.8	4.5	566	3053	1.2	4.9	742	3655	1.6	6.7	277	2156	.6	3.0	97	807	.2	2.9
4-Book	<b>323</b>	<b>5010</b>	<b>.7</b>	<b>4.1</b>	<b>529</b>	<b>2804</b>	<b>1.1</b>	<b>4.3</b>	<b>653</b>	<b>3192</b>	<b>1.4</b>	<b>5.7</b>	<b>300</b>	<b>2194</b>	<b>.6</b>	<b>3.1</b>	<b>86</b>	<b>753</b>	<b>.2</b>	<b>2.6</b>
SP '99	360	5975	.8	4.5	557	3321	1.2	4.6	790	3736	1.7	6.8	251	2165	.5	2.6	139	871	.3	4.2
<b>KFSG-FM</b>																				
SP '00	49	1026	.1	.6	101	667	.2	.8	75	359	.2	.7	57	400	.1	.6	10	182	.3	.3
WI '00	49	767	.1	.6	85	522	.2	.7	84	347	.2	.7	59	330	.1	.6	11	230	.4	.4
FA '99	43	908	.1	.5	74	525	.2	.6	65	308	.1	.6	53	518	.1	.5	26	190	.1	.8
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	36	926	.1	.5	80	505	.2	.7	45	362	.1	.4	28	358	.1	.3	11	238	.3	.3

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Persons 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	
<b>KFWB-AM</b>																				
SP '00	170	4896	.4	2.1	425	3333	.9	3.5	159	1745	.3	1.4	226	2397	.5	2.3	61	1114	.1	1.8
WI '00	194	5460	.4	2.5	458	3613	1.0	3.7	215	2419	.5	1.8	261	2988	.6	2.7	51	953	.1	1.7
FA '99	187	5463	.4	2.3	408	3234	.9	3.2	193	2314	.4	1.6	213	2600	.5	2.2	84	1159	.2	2.6
SU '99	174	5608	.4	2.3	387	3693	.8	3.4	158	2326	.3	1.4	214	2832	.5	2.3	74	1075	.2	2.2
4-Book	181	5357	.4	2.3	420	3468	.9	3.5	181	2201	.4	1.6	229	2704	.5	2.4	68	1075	.2	2.1
SP '99	176	5034	.4	2.2	400	3159	.9	3.3	183	2145	.4	1.6	253	2708	.6	2.7	54	1147	.1	1.6
<b>+KHJ -AM</b>																				
SP '00	120	1358	.3	1.5	149	681	.3	1.2	187	811	.4	1.7	93	523	.2	.9	49	325	.1	1.4
WI '00	131	1377	.3	1.7	184	842	.4	1.5	207	828	.4	1.8	149	692	.3	1.5	49	362	.1	1.7
FA '99	159	1680	.3	2.0	275	1031	.6	2.1	267	1078	.6	2.3	124	766	.3	1.3	51	380	.1	1.6
SU '99	158	1622	.3	2.1	246	1076	.5	2.1	242	1011	.5	2.2	141	749	.3	1.5	60	502	.1	1.8
4-Book	142	1509	.3	1.8	214	908	.5	1.7	226	932	.5	2.0	127	683	.3	1.3	52	392	.1	1.6
SP '99	128	1411	.3	1.6	153	674	.3	1.3	209	784	.5	1.8	134	731	.3	1.4	48	314	.1	1.5
<b>KIEV-AM</b>																				
SP '00	42	636	.1	.5	58	273	.1	.5	90	428	.2	.8	36	234	.1	.4	29	134	.1	.8
WI '00	47	572	.1	.6	49	172	.1	.4	101	355	.2	.9	68	239	.1	.7	11	92	.1	.4
FA '99	44	744	.1	.5	48	248	.1	.4	116	506	.2	1.0	57	311	.1	.6	14	132	.1	.4
SU '99	36	671	.1	.5	44	232	.1	.4	60	409	.1	.5	59	275	.1	.6	18	111	.1	.5
4-Book	42	656	.1	.5	50	231	.1	.4	92	425	.2	.8	55	265	.1	.6	18	117	.1	.5
SP '99	51	860	.1	.6	41	291	.1	.3	111	473	.2	.9	86	458	.2	.9	23	221	.1	.7
<b>KJLH-FM</b>																				
SP '00	175	2094	.4	2.2	282	1358	.6	2.3	204	1048	.4	1.8	185	1147	.4	1.9	81	669	.2	2.4
WI '00	153	2164	.3	1.9	240	1349	.5	2.0	172	1160	.4	1.5	157	1195	.3	1.6	76	740	.2	2.6
FA '99	139	1700	.3	1.7	232	1010	.5	1.8	160	808	.3	1.4	126	854	.3	1.3	82	455	.2	2.6
SU '99	144	1913	.3	1.9	228	875	.5	2.0	188	872	.4	1.7	148	1004	.3	1.6	66	518	.1	2.0
4-Book	153	1968	.3	1.9	246	1148	.5	2.0	181	972	.4	1.6	154	1050	.3	1.6	76	596	.2	2.4
SP '99	104	1617	.2	1.3	148	895	.3	1.2	147	813	.3	1.3	112	874	.2	1.2	46	559	.1	1.4
<b>KKBT-FM</b>																				
SP '00	68	1718	.1	.9	97	687	.2	.8	89	698	.2	.8	82	850	.2	.8	33	397	.1	1.0
WI '00	77	1719	.2	1.0	99	897	.2	.8	64	601	.1	.5	91	850	.2	.9	63	629	.1	2.1
FA '99	61	1485	.1	.7	93	673	.2	.7	61	560	.1	.5	86	713	.2	.9	22	223	.1	.7
SU '99	105	2176	.2	1.4	160	1108	.3	1.4	129	954	.3	1.2	158	1194	.3	1.7	44	535	.1	1.3
4-Book	78	1775	.2	1.0	112	841	.2	.9	86	703	.2	.8	104	902	.2	1.1	41	446	.1	1.3
SP '99	113	2093	.2	1.4	157	995	.3	1.3	140	937	.3	1.2	126	990	.3	1.3	66	532	.1	2.0
<b>KKLA-FM</b>																				
SP '00	60	1105	.1	.8	133	753	.3	1.1	91	520	.2	.8	79	503	.2	.8	15	201	.1	.4
WI '00	57	1045	.1	.7	113	678	.2	.9	84	531	.2	.7	98	555	.2	1.0	9	167	.1	.3
FA '99	63	1227	.1	.8	125	760	.3	1.0	106	669	.2	.9	87	649	.2	.9	14	266	.1	.4
SU '99	38	845	.1	.5	90	514	.2	.8	34	252	.1	.3	70	420	.2	.8	11	191	.1	.3
4-Book	55	1056	.1	.7	115	676	.3	1.0	79	493	.2	.7	84	532	.2	.9	12	206	.1	.4
SP '99	78	1355	.2	1.0	140	815	.3	1.2	112	600	.2	1.0	121	665	.3	1.3	25	259	.1	.8
<b>KLAC-AM</b>																				
SP '00	147	3157	.3	1.8	194	877	.4	1.6	185	1163	.4	1.6	169	1550	.4	1.7	133	1418	.3	3.9
WI '00	118	2394	.3	1.5	164	1039	.3	1.3	195	986	.4	1.7	136	1171	.3	1.4	64	885	.1	2.2
FA '99	107	2121	.2	1.3	164	958	.3	1.3	148	1082	.3	1.3	140	1202	.3	1.4	44	612	.1	1.4
SU '99	100	1846	.2	1.3	148	780	.3	1.3	147	864	.3	1.3	118	1071	.3	1.3	37	420	.1	1.1
4-Book	118	2380	.3	1.5	168	914	.3	1.4	169	1024	.4	1.5	141	1249	.3	1.5	70	834	.2	2.2
SP '99	114	2418	.2	1.4	146	827	.3	1.2	161	904	.4	1.4	143	1181	.3	1.5	66	905	.1	2.0
<b>KLAX-FM</b>																				
SP '00	151	1933	.3	1.9	208	985	.4	1.7	232	1158	.5	2.1	143	934	.3	1.5	44	466	.1	1.3
WI '00	144	2355	.3	1.8	173	1100	.4	1.4	204	1350	.4	1.8	174	1116	.4	1.8	58	664	.1	2.0
FA '99	155	2483	.3	1.9	243	1313	.5	1.9	237	1197	.5	2.0	184	1262	.4	1.9	36	395	.1	1.1
SU '99	187	3000	.4	2.4	288	1432	.6	2.5	293	1599	.6	2.6	196	1464	.4	2.1	66	683	.1	2.0
4-Book	159	2443	.3	2.0	228	1208	.5	1.9	242	1326	.5	2.1	174	1194	.4	1.8	51	552	.1	1.6
SP '99	216	3092	.5	2.7	363	1303	.8	3.0	313	1515	.7	2.7	242	1374	.5	2.5	90	791	.2	2.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
<b>KLOS-FM</b>																				
SP '00	268	4247	.6	3.4	504	2131	1.1	4.1	365	1812	.8	3.2	331	2368	.7	3.4	107	841	.2	3.1
WI '00	232	3891	.5	2.9	449	2244	1.0	3.7	328	1662	.7	2.8	299	2172	.6	3.1	64	791	.1	2.2
FA '99	236	4088	.5	2.9	495	2332	1.1	3.8	301	1899	.6	2.6	295	2263	.6	3.0	56	840	.1	1.8
SU '99	238	4211	.5	3.1	498	2366	1.1	4.3	311	1947	.7	2.8	289	1957	.6	3.2	94	1059	.2	2.8
<b>4-Book</b>	<b>244</b>	<b>4109</b>	<b>.5</b>	<b>3.1</b>	<b>487</b>	<b>2268</b>	<b>1.1</b>	<b>4.0</b>	<b>326</b>	<b>1830</b>	<b>.7</b>	<b>2.9</b>	<b>304</b>	<b>2190</b>	<b>.6</b>	<b>3.2</b>	<b>80</b>	<b>883</b>	<b>.2</b>	<b>2.5</b>
SP '99	255	3903	.6	3.2	461	2170	1.0	3.8	366	1765	.8	3.1	342	1997	.7	3.6	92	757	.2	2.8
<b>KLSX-FM</b>																				
SP '00	181	2837	.4	2.3	450	1591	1.0	3.7	233	1324	.5	2.1	252	1450	.5	2.6	41	461	.1	1.2
WI '00	150	2790	.3	1.9	392	1650	.8	3.2	165	1110	.4	1.4	242	1450	.5	2.5	36	557	.1	1.2
FA '99	190	3106	.4	2.3	484	1898	1.0	3.7	194	1157	.4	1.6	282	1486	.6	2.9	45	583	.1	1.4
SU '99	185	3299	.4	2.4	518	1982	1.1	4.5	233	1330	.5	2.1	205	1531	.4	2.2	18	348	.1	.5
<b>4-Book</b>	<b>177</b>	<b>3008</b>	<b>.4</b>	<b>2.2</b>	<b>461</b>	<b>1780</b>	<b>1.0</b>	<b>3.8</b>	<b>206</b>	<b>1230</b>	<b>.5</b>	<b>1.8</b>	<b>245</b>	<b>1479</b>	<b>.5</b>	<b>2.6</b>	<b>35</b>	<b>487</b>	<b>.1</b>	<b>1.1</b>
SP '99	190	2773	.4	2.4	495	1750	1.1	4.1	249	1341	.5	2.1	264	1401	.6	2.8	43	362	.1	1.3
<b>KLVE-FM</b>																				
SP '00	416	4744	.9	5.2	637	2724	1.4	5.2	634	2714	1.3	5.6	373	2382	.8	3.8	171	1423	.4	5.0
WI '00	417	5152	.9	5.3	673	2880	1.4	5.5	562	2941	1.2	4.8	433	2722	.9	4.5	167	1617	.4	5.7
FA '99	396	4778	.8	4.9	635	2657	1.3	4.9	579	2801	1.2	4.9	419	2652	.9	4.3	172	1312	.4	5.4
SU '99	449	5069	1.0	5.8	624	2677	1.4	5.4	670	2949	1.5	6.0	472	2700	1.0	5.2	229	1942	.5	6.9
<b>4-Book</b>	<b>420</b>	<b>4936</b>	<b>.9</b>	<b>5.3</b>	<b>642</b>	<b>2735</b>	<b>1.4</b>	<b>5.3</b>	<b>611</b>	<b>2851</b>	<b>1.3</b>	<b>5.3</b>	<b>424</b>	<b>2614</b>	<b>.9</b>	<b>4.5</b>	<b>185</b>	<b>1574</b>	<b>.4</b>	<b>5.8</b>
SP '99	499	5347	1.1	6.3	770	3278	1.7	6.4	776	3217	1.7	6.6	483	2822	1.1	5.1	176	1518	.4	5.3
<b>KLYY-FM</b>																				
SP '00	33	864	.1	.4	50	382	.1	.4	41	384	.1	.4	47	437	.1	.5	14	196	.1	.4
WI '00	53	1152	.1	.7	72	513	.2	.6	89	543	.2	.8	68	521	.1	.7	19	264	.1	.6
FA '99	22	945	.1	.3	18	283	.1	.3	38	411	.1	.3	32	517	.1	.3	5	194	.1	.2
SU '99	25	758	.1	.3	17	238	.1	.3	53	379	.1	.5	42	478	.1	.5	5	135	.1	.1
<b>4-Book</b>	<b>33</b>	<b>930</b>	<b>.1</b>	<b>.4</b>	<b>39</b>	<b>354</b>	<b>.1</b>	<b>.3</b>	<b>55</b>	<b>429</b>	<b>.1</b>	<b>.5</b>	<b>47</b>	<b>488</b>	<b>.1</b>	<b>.5</b>	<b>11</b>	<b>197</b>	<b>.1</b>	<b>.3</b>
SP '99	36	905	.1	.5	23	283	.1	.2	66	384	.1	.6	40	395	.1	.4	13	134	.1	.4
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	115	2968	.2	1.4	138	1305	.3	1.1	137	1118	.3	1.2	149	1422	.3	1.5	80	886	.2	2.3
WI '00	126	2967	.3	1.6	128	1329	.3	1.0	194	1472	.4	1.7	177	1675	.4	1.8	62	930	.1	2.1
FA '99	175	2949	.4	2.1	212	1510	.5	1.6	258	1383	.5	2.2	207	1618	.4	2.1	115	976	.2	3.6
SU '99	132	2746	.3	1.7	128	1086	.3	1.1	200	1281	.4	1.8	157	1408	.3	1.7	94	910	.2	2.8
<b>4-Book</b>	<b>137</b>	<b>2908</b>	<b>.3</b>	<b>1.7</b>	<b>152</b>	<b>1308</b>	<b>.4</b>	<b>1.2</b>	<b>197</b>	<b>1314</b>	<b>.4</b>	<b>1.7</b>	<b>173</b>	<b>1531</b>	<b>.4</b>	<b>1.8</b>	<b>88</b>	<b>926</b>	<b>.2</b>	<b>2.7</b>
SP '99	213	3275	.5	2.7	235	1664	.5	1.9	310	1560	.7	2.6	309	1867	.7	3.2	122	1004	.3	3.7
<b>KNX -AM</b>																				
SP '00	224	6189	.5	2.8	437	3590	.9	3.6	273	2770	.6	2.4	268	3156	.6	2.7	121	1713	.3	3.5
WI '00	228	5602	.5	2.9	519	3547	1.1	4.2	279	2245	.6	2.4	273	2811	.6	2.8	91	1291	.2	3.1
FA '99	265	6410	.6	3.3	582	4039	1.2	4.5	277	2849	.6	2.3	307	3391	.7	3.1	137	1888	.3	4.3
SU '99	220	6125	.5	2.9	452	3967	1.0	3.9	222	2430	.5	2.0	339	3351	.7	3.7	95	1414	.2	2.8
<b>4-Book</b>	<b>234</b>	<b>6082</b>	<b>.5</b>	<b>3.0</b>	<b>498</b>	<b>3786</b>	<b>1.1</b>	<b>4.1</b>	<b>263</b>	<b>2574</b>	<b>.6</b>	<b>2.3</b>	<b>297</b>	<b>3177</b>	<b>.7</b>	<b>3.1</b>	<b>111</b>	<b>1577</b>	<b>.3</b>	<b>3.4</b>
SP '99	189	5372	.4	2.4	442	3352	1.0	3.7	170	2113	.4	1.5	247	2771	.5	2.6	81	1213	.2	2.5
<b>KOST-FM</b>																				
SP '00	279	5429	.6	3.5	363	2760	.8	3.0	451	2581	1.0	4.0	352	2776	.7	3.6	134	1564	.3	3.9
WI '00	354	6129	.8	4.5	459	3136	1.0	3.7	595	2998	1.3	5.1	475	3522	1.0	4.9	162	1847	.3	5.5
FA '99	328	6218	.7	4.0	410	2821	.9	3.2	541	2632	1.1	4.6	461	3516	1.0	4.7	123	1601	.3	3.8
SU '99	265	5486	.6	3.4	350	2720	.8	3.0	376	2547	.8	3.4	312	2720	.7	3.7	146	1617	.3	4.4
<b>4-Book</b>	<b>307</b>	<b>5816</b>	<b>.7</b>	<b>3.9</b>	<b>396</b>	<b>2859</b>	<b>.9</b>	<b>3.2</b>	<b>491</b>	<b>2690</b>	<b>1.1</b>	<b>4.3</b>	<b>400</b>	<b>3134</b>	<b>.9</b>	<b>4.2</b>	<b>141</b>	<b>1657</b>	<b>.3</b>	<b>4.4</b>
SP '99	340	5945	.7	4.3	531	3197	1.2	4.4	581	3001	1.3	5.0	440	3305	1.0	4.6	116	1641	.3	3.5
<b>KPWR-FM</b>																				
SP '00	76	1990	.2	1.0	106	805	.2	.9	91	901	.2	.8	108	1026	.2	1.1	44	518	.1	1.3
WI '00	83	1975	.2	1.1	123	955	.3	1.0	113	811	.2	1.0	118	1005	.3	1.2	26	397	.1	.9
FA '99	69	1979	.1	.8	104	859	.2	.8	81	760	.2	.7	69	855	.1	.7	46	528	.1	1.4
SU '99	65	2041	.1	.8	78	774	.2	.7	70	997	.2	.6	79	879	.2	.9	34	554	.1	1.0
<b>4-Book</b>	<b>73</b>	<b>1996</b>	<b>.2</b>	<b>.9</b>	<b>103</b>	<b>848</b>	<b>.2</b>	<b>.9</b>	<b>89</b>	<b>867</b>	<b>.2</b>	<b>.8</b>	<b>94</b>	<b>941</b>	<b>.2</b>	<b>1.0</b>	<b>38</b>	<b>499</b>	<b>.1</b>	<b>1.2</b>
SP '99	74	1987	.2	.9	94	714	.2	.8	100	921	.2	.9	98	1021	.2	1.0	44	505	.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

## 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
<b>+KRCO-FM</b>																				
SP '00	150	1623	.3	1.9	172	835	.4	1.4	240	1079	.5	2.1	178	881	.4	1.8	66	457	.1	1.9
WI '00	104	1297	.2	1.3	140	567	.3	1.1	125	561	.3	1.1	122	692	.3	1.3	68	472	.1	2.3
FA '99	107	1632	.2	1.3	140	742	.3	1.1	163	906	.3	1.4	134	994	.3	1.4	46	420	.1	1.4
SU '99	98	1552	.2	1.3	129	833	.3	1.1	100	811	.2	.9	94	798	.2	1.0	82	588	.2	2.5
<b>4-Book</b>	<b>115</b>	<b>1526</b>	<b>.2</b>	<b>1.5</b>	<b>145</b>	<b>744</b>	<b>.3</b>	<b>1.2</b>	<b>157</b>	<b>839</b>	<b>.3</b>	<b>1.4</b>	<b>132</b>	<b>841</b>	<b>.3</b>	<b>1.4</b>	<b>66</b>	<b>484</b>	<b>.1</b>	<b>2.0</b>
SP '99	64	1247	.1	.8	78	475	.2	.6	86	673	.2	.7	79	700	.2	.8	37	399	.1	1.1
<b>+KRCV-FM</b>																				
SP '00	99	1059	.2	1.2	106	579	.2	.9	106	507	.2	.9	120	596	.3	1.2	73	378	.2	2.1
WI '00	46	529	.1	.6	40	179	.1	.3	76	373	.2	.7	60	254	.1	.6	27	177	.1	.9
FA '99	24	345	.1	.3	44	204	.1	.3	28	167	.1	.2	22	136	.2	.2	9	98	.3	.3
SU '99	19	357	.2	.2	28	186	.1	.2	15	123	.1	.1	27	162	.1	.3	15	91	.4	.4
<b>4-Book</b>	<b>47</b>	<b>573</b>	<b>.1</b>	<b>.6</b>	<b>55</b>	<b>287</b>	<b>.1</b>	<b>.4</b>	<b>56</b>	<b>293</b>	<b>.1</b>	<b>.5</b>	<b>57</b>	<b>287</b>	<b>.1</b>	<b>.6</b>	<b>31</b>	<b>186</b>	<b>.1</b>	<b>.9</b>
SP '99	15	370	.2	.2	18	113	.1	.1	18	174	.2	.2	23	223	.1	.2	9	114	.3	.3
<b>KRLA-AM</b>																				
SP '00	80	1458	.2	1.0	110	674	.2	.9	165	774	.4	1.5	74	476	.2	.8	44	323	.1	1.3
WI '00	61	1244	.1	.8	131	720	.3	1.1	133	784	.3	1.1	48	329	.1	.5	9	173	.3	.3
FA '99	54	1233	.1	.7	100	641	.2	.8	110	622	.2	.9	43	446	.1	.4	30	230	.1	.9
SU '99	105	1697	.2	1.4	168	843	.4	1.5	199	951	.4	1.8	105	856	.2	1.1	62	455	.1	1.9
<b>4-Book</b>	<b>75</b>	<b>1408</b>	<b>.2</b>	<b>1.0</b>	<b>127</b>	<b>720</b>	<b>.3</b>	<b>1.1</b>	<b>152</b>	<b>783</b>	<b>.3</b>	<b>1.3</b>	<b>68</b>	<b>527</b>	<b>.2</b>	<b>.7</b>	<b>36</b>	<b>295</b>	<b>.1</b>	<b>1.1</b>
SP '99	80	1502	.2	1.0	136	786	.3	1.1	145	766	.3	1.2	105	515	.2	1.1	25	123	.1	.8
<b>KROQ-FM</b>																				
SP '00	110	2508	.2	1.4	223	1259	.5	1.8	154	1193	.3	1.4	114	1345	.2	1.2	46	859	.1	1.3
WI '00	151	2838	.3	1.9	290	1587	.6	2.4	217	1400	.5	1.9	176	1424	.4	1.8	46	684	.1	1.6
FA '99	91	2628	.2	1.1	149	1316	.3	1.2	118	1101	.3	1.0	122	1290	.3	1.2	34	637	.1	1.1
SU '99	102	2368	.2	1.3	171	1023	.4	1.5	137	1179	.3	1.2	134	1116	.3	1.5	37	605	.1	1.1
<b>4-Book</b>	<b>114</b>	<b>2586</b>	<b>.2</b>	<b>1.4</b>	<b>208</b>	<b>1296</b>	<b>.5</b>	<b>1.7</b>	<b>157</b>	<b>1218</b>	<b>.4</b>	<b>1.4</b>	<b>137</b>	<b>1294</b>	<b>.3</b>	<b>1.4</b>	<b>41</b>	<b>696</b>	<b>.1</b>	<b>1.3</b>
SP '99	88	2331	.2	1.1	176	925	.4	1.5	89	795	.2	.8	115	1161	.3	1.2	41	612	.1	1.2
<b>KRTH-FM</b>																				
SP '00	391	7341	.8	4.9	494	3434	1.0	4.0	625	3327	1.3	5.5	476	3685	1.0	4.8	112	1418	.2	3.3
WI '00	386	7282	.8	4.9	443	3367	.9	3.6	722	3591	1.5	6.2	556	4203	1.2	5.7	106	1611	.2	3.6
FA '99	338	6838	.7	4.2	457	3209	1.0	3.5	542	3189	1.2	4.6	409	3469	.9	4.2	111	1551	.2	3.5
SU '99	310	6439	.7	4.0	369	2729	.8	3.2	532	3234	1.2	4.8	400	3560	.9	4.4	86	1477	.2	2.6
<b>4-Book</b>	<b>356</b>	<b>6975</b>	<b>.8</b>	<b>4.5</b>	<b>441</b>	<b>3185</b>	<b>.9</b>	<b>3.6</b>	<b>605</b>	<b>3335</b>	<b>1.3</b>	<b>5.3</b>	<b>460</b>	<b>3729</b>	<b>1.0</b>	<b>4.8</b>	<b>104</b>	<b>1514</b>	<b>.2</b>	<b>3.3</b>
SP '99	326	6748	.7	4.1	425	3207	.9	3.5	551	3598	1.2	4.7	379	3488	.8	4.0	99	1383	.2	3.0
<b>KSCA-FM</b>																				
SP '00	458	3735	1.0	5.7	1138	2900	2.4	9.3	531	2481	1.1	4.7	475	2080	1.0	4.8	92	642	.2	2.7
WI '00	404	3761	.9	5.1	946	2457	2.0	7.7	524	2409	1.1	4.5	303	1412	.6	3.1	79	664	.2	2.7
FA '99	460	3966	1.0	5.6	1177	3022	2.5	9.1	603	2634	1.3	5.1	370	1773	.8	3.8	70	656	.1	2.2
SU '99	431	3759	.9	5.6	965	2569	2.1	8.4	558	2480	1.2	5.0	331	1673	.7	3.6	136	914	.3	4.1
<b>4-Book</b>	<b>438</b>	<b>3805</b>	<b>1.0</b>	<b>5.5</b>	<b>1057</b>	<b>2737</b>	<b>2.3</b>	<b>8.6</b>	<b>554</b>	<b>2501</b>	<b>1.2</b>	<b>4.8</b>	<b>370</b>	<b>1735</b>	<b>.8</b>	<b>3.8</b>	<b>94</b>	<b>719</b>	<b>.2</b>	<b>2.9</b>
SP '99	414	3950	.9	5.2	992	2956	2.2	8.2	562	2559	1.2	4.8	264	1607	.6	2.8	122	993	.3	3.7
<b>KSSE-FM</b>																				
SP '00	47	1007	.1	.6	67	442	.1	.5	64	466	.1	.6	58	393	.1	.6	23	236	.1	.7
WI '00	48	1164	.1	.6	61	596	.1	.5	69	580	.1	.6	48	449	.1	.5	29	318	.1	1.0
FA '99	75	1304	.2	.9	101	661	.2	.8	112	650	.2	.9	72	631	.2	.7	30	295	.1	.9
SU '99	76	1381	.2	1.0	91	621	.2	.8	100	713	.2	.9	74	532	.2	.8	34	384	.1	1.0
<b>4-Book</b>	<b>62</b>	<b>1214</b>	<b>.2</b>	<b>.8</b>	<b>80</b>	<b>580</b>	<b>.2</b>	<b>.7</b>	<b>86</b>	<b>602</b>	<b>.2</b>	<b>.8</b>	<b>63</b>	<b>501</b>	<b>.2</b>	<b>.7</b>	<b>29</b>	<b>308</b>	<b>.1</b>	<b>.9</b>
SP '99	54	1103	.1	.7	62	581	.1	.5	60	418	.1	.5	48	462	.1	.5	35	275	.1	1.1
<b>KTNQ-AM</b>																				
SP '00	170	2157	.4	2.1	201	913	.4	1.6	260	1219	.6	2.3	224	1034	.5	2.3	107	630	.2	3.1
WI '00	135	1572	.3	1.7	182	669	.4	1.5	199	908	.4	1.7	183	746	.4	1.9	76	412	.2	2.6
FA '99	154	1602	.3	1.9	164	528	.3	1.3	215	900	.5	1.8	204	857	.4	2.1	113	590	.2	3.5
SU '99	123	1301	.3	1.6	90	549	.2	.8	168	712	.4	1.5	176	783	.4	1.9	101	391	.2	3.0
<b>4-Book</b>	<b>146</b>	<b>1658</b>	<b>.3</b>	<b>1.8</b>	<b>159</b>	<b>665</b>	<b>.3</b>	<b>1.3</b>	<b>211</b>	<b>935</b>	<b>.5</b>	<b>1.8</b>	<b>197</b>	<b>855</b>	<b>.4</b>	<b>2.1</b>	<b>99</b>	<b>506</b>	<b>.2</b>	<b>3.1</b>
SP '99	162	1941	.4	2.0	120	688	.3	1.0	243	968	.5	2.1	210	1066	.5	2.2	138	743	.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

## 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
<b>KTWV-FM</b>																				
SP '00	379	5224	.8	4.7	467	2567	1.0	3.8	652	2801	1.4	5.8	448	2950	1.0	4.5	198	1760	.4	5.7
WI '00	403	5874	.9	5.1	496	3034	1.1	4.0	682	3166	1.4	5.9	500	3509	1.1	5.2	152	1710	.3	5.2
FA '99	412	5750	.9	5.1	529	3051	1.1	4.1	674	2951	1.4	5.7	536	3652	1.1	5.5	174	1898	.4	5.4
SU '99	401	5675	.9	5.2	507	2583	1.1	4.4	620	2847	1.4	5.6	465	3149	1.0	5.1	193	1931	.4	5.8
<b>4-Book</b>	<b>399</b>	<b>5631</b>	<b>.9</b>	<b>5.0</b>	<b>500</b>	<b>2809</b>	<b>1.1</b>	<b>4.1</b>	<b>657</b>	<b>2941</b>	<b>1.4</b>	<b>5.8</b>	<b>487</b>	<b>3315</b>	<b>1.1</b>	<b>5.1</b>	<b>179</b>	<b>1825</b>	<b>.4</b>	<b>5.5</b>
SP '99	393	5850	.9	4.9	502	2919	1.1	4.2	688	2890	1.5	5.9	485	3143	1.1	5.1	154	1761	.3	4.7
<b>KWIZ-FM</b>																				
SP '00	27	429	.1	.3	39	221	.1	.3	37	251	.1	.3	23	204	.1	.2	26	97	.1	.8
WI '00	29	492	.1	.4	42	199	.1	.3	42	297	.1	.4	26	193	.1	.3	24	155	.1	.8
FA '99	31	364	.1	.4	24	156	.1	.2	55	206	.1	.5	31	199	.1	.3	21	139	.1	.7
SU '99	40	417	.1	.5	49	229	.1	.4	70	227	.2	.6	36	204	.1	.4	24	164	.1	.7
<b>4-Book</b>	<b>32</b>	<b>426</b>	<b>.1</b>	<b>.4</b>	<b>39</b>	<b>201</b>	<b>.1</b>	<b>.3</b>	<b>51</b>	<b>245</b>	<b>.1</b>	<b>.5</b>	<b>29</b>	<b>200</b>	<b>.1</b>	<b>.3</b>	<b>24</b>	<b>139</b>	<b>.1</b>	<b>.8</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00		16											1	16						
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	48	801	.1	.6	55	308	.1	.4	72	383	.2	.6	59	306	.1	.6	44	175	.1	1.3
WI '00	77	759	.2	1.0	50	240	.1	.4	178	565	.4	1.5	88	339	.2	.9	38	227	.1	1.3
FA '99	53	718	.1	.7	61	291	.1	.5	98	400	.2	.8	42	285	.1	.4	42	172	.1	1.3
SU '99	48	733	.1	.6	43	240	.1	.4	109	402	.2	1.0	50	311	.1	.5	27	148	.1	.8
<b>4-Book</b>	<b>57</b>	<b>753</b>	<b>.1</b>	<b>.7</b>	<b>52</b>	<b>270</b>	<b>.1</b>	<b>.4</b>	<b>114</b>	<b>438</b>	<b>.3</b>	<b>1.0</b>	<b>60</b>	<b>310</b>	<b>.1</b>	<b>.6</b>	<b>38</b>	<b>181</b>	<b>.1</b>	<b>1.2</b>
SP '99	38	694	.1	.5	41	241	.1	.3	49	361	.1	.4	53	368	.1	.6	27	150	.1	.8
<b>KWVE-FM</b>																				
SP '00	52	1199	.1	.7	90	677	.2	.7	62	519	.1	.5	69	579	.1	.7	23	326	.1	.7
WI '00	49	1049	.1	.6	108	692	.2	.9	40	405	.1	.3	35	420	.1	.4	28	307	.1	1.0
FA '99	38	952	.1	.5	70	639	.1	.5	27	380	.1	.2	62	457	.1	.6	21	220	.1	.7
SU '99	69	1452	.2	.9	124	839	.3	1.1	71	569	.2	.6	79	724	.2	.9	51	418	.1	1.5
<b>4-Book</b>	<b>52</b>	<b>1163</b>	<b>.1</b>	<b>.7</b>	<b>98</b>	<b>712</b>	<b>.2</b>	<b>.8</b>	<b>50</b>	<b>468</b>	<b>.1</b>	<b>.4</b>	<b>61</b>	<b>545</b>	<b>.1</b>	<b>.7</b>	<b>31</b>	<b>318</b>	<b>.1</b>	<b>1.0</b>
SP '99	72	1229	.2	.9	103	699	.2	.9	122	674	.3	1.0	93	719	.2	1.0	18	246	.1	.5
<b>KXMX-FM</b>																				
SP '00	29	544	.1	.4	38	299	.1	.3	59	325	.1	.5	31	298	.1	.3	5	62	.1	.1
WI '00	26	780	.1	.3	29	406	.1	.2	39	347	.1	.3	34	510	.1	.4	11	201	.1	.4
FA '99	35	577	.1	.4	44	314	.1	.3	71	263	.2	.6	56	318	.1	.6	12	126	.1	.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	181	3767	.4	2.3	306	2023	.6	2.5	263	1585	.6	2.3	276	2164	.6	2.8	47	1014	.1	1.4
WI '00	158	4147	.3	2.0	283	1908	.6	2.3	245	1585	.5	2.1	187	1832	.4	1.9	38	811	.1	1.3
FA '99	169	4062	.4	2.1	258	1860	.5	2.0	273	1900	.6	2.3	217	2198	.5	2.2	34	853	.1	1.1
SU '99	144	3662	.3	1.9	221	1651	.5	1.9	221	1655	.5	2.0	196	1780	.4	2.1	37	724	.1	1.1
<b>4-Book</b>	<b>163</b>	<b>3910</b>	<b>.4</b>	<b>2.1</b>	<b>267</b>	<b>1861</b>	<b>.6</b>	<b>2.2</b>	<b>251</b>	<b>1681</b>	<b>.5</b>	<b>2.2</b>	<b>219</b>	<b>1994</b>	<b>.5</b>	<b>2.3</b>	<b>39</b>	<b>851</b>	<b>.1</b>	<b>1.2</b>
SP '99	170	3784	.4	2.1	210	1669	.5	1.7	250	1890	.5	2.1	233	1969	.5	2.4	86	1087	.2	2.6
<b>KZLA-FM</b>																				
SP '00	233	3330	.5	2.9	294	1952	.6	2.4	349	1720	.7	3.1	346	2278	.7	3.5	66	873	.1	1.9
WI '00	192	3417	.4	2.4	263	1947	.6	2.1	302	1976	.6	2.6	235	2071	.5	2.4	69	1117	.1	2.3
FA '99	217	3147	.5	2.7	276	1632	.6	2.1	255	1569	.5	2.2	274	1991	.6	2.8	109	1001	.2	3.4
SU '99	218	3164	.5	2.8	254	1676	.6	2.2	289	1632	.6	2.6	314	2036	.7	3.4	101	952	.2	3.0
<b>4-Book</b>	<b>215</b>	<b>3265</b>	<b>.5</b>	<b>2.7</b>	<b>272</b>	<b>1802</b>	<b>.6</b>	<b>2.2</b>	<b>299</b>	<b>1724</b>	<b>.6</b>	<b>2.6</b>	<b>292</b>	<b>2094</b>	<b>.6</b>	<b>3.0</b>	<b>86</b>	<b>986</b>	<b>.2</b>	<b>2.7</b>
SP '99	224	3364	.5	2.8	293	1941	.6	2.4	325	1683	.7	2.8	337	2198	.7	3.5	66	909	.1	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 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
<b>KOLA-FM</b>																			
SP '00	47	1034	.1	.6	53	359	.1	.4	71	566	.2	.6	62	613	.1	.6	9	194	.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	45	871	.1	.6	48	370	.1	.4	50	387	.1	.4	71	506	.2	.7	22	227	.7
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	55	1081	.1	.7	63	511	.1	.5	110	626	.2	.9	59	504	.1	.6	10	189	.3
<b>XTRA-AM</b>																			
SP '00	72	1362	.2	.9	105	718	.2	.9	136	667	.3	1.2	123	869	.3	1.2	23	265	.7
WI '00	63	1217	.1	.8	92	538	.2	.7	92	560	.2	.8	113	788	.2	1.2	15	201	.5
FA '99	63	1481	.1	.8	99	638	.2	.8	89	559	.2	.8	98	721	.2	1.0	17	327	.5
SU '99	51	1239	.1	.7	58	545	.1	.5	95	608	.2	.9	104	768	.2	1.1	13	217	.4
<b>4-Book</b>	<b>62</b>	<b>1325</b>	<b>.1</b>	<b>.8</b>	<b>89</b>	<b>610</b>	<b>.2</b>	<b>.7</b>	<b>103</b>	<b>599</b>	<b>.2</b>	<b>.9</b>	<b>110</b>	<b>787</b>	<b>.2</b>	<b>1.1</b>	<b>17</b>	<b>253</b>	<b>.5</b>
SP '99	62	1308	.1	.8	63	473	.1	.5	108	583	.2	.9	100	757	.2	1.1	18	274	.5
<b>TOTALS</b>																			
SP '00	7998	45240	17.0		12287	39207	26.1		11302	34799	24.0		9858	37388	20.9		3445	22634	7.3
WI '00	7889	44634	16.8		12276	39542	26.1		11649	34836	24.7		9675	37178	20.5		2946	22184	6.3
FA '99	8144	44865	17.3		12912	39440	27.4		11799	34694	25.1		9824	38137	20.9		3195	22204	6.8
SU '99	7697	43576	16.8		11515	36989	25.2		11153	34221	24.4		9162	36148	20.0		3340	22538	7.3
<b>4-Book</b>	<b>7932</b>	<b>44579</b>	<b>17.0</b>		<b>12248</b>	<b>38795</b>	<b>26.2</b>		<b>11476</b>	<b>34638</b>	<b>24.6</b>		<b>9630</b>	<b>37213</b>	<b>20.6</b>		<b>3232</b>	<b>22390</b>	<b>6.9</b>
SP '99	7941	43668	17.4		12091	38352	26.4		11702	34383	25.6		9512	37091	20.8		3298	21933	7.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Persons 35-64

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	
<b>KABC-AM</b>																				
SP '00	392	3432	.8	3.5	135	1611	.3	2.5	195	566	.4	2.8	224	725	.5	2.5	123	427	.3	2.0
4-Book	318	3243	.7	2.9	113	1550	.2	2.1	155	426	.3	2.3	182	632	.4	2.0	99	365	.2	1.6
<b>KACD-FM</b>																				
SP '00	65	743	.1	.6	33	366	.1	.6	29	128	.1	.4	78	223	.2	.9	50	119	.1	.8
4-Book	59	756	.1	.5	33	416	.1	.6	38	126	.1	.6	78	229	.2	.9	42	138	.1	.7
<b>KBCD-FM</b>																				
SP '00	26	427	.1	.2	10	204	.2	.2	11	68	.2	.2	12	85	.1	.1	20	85	.3	.3
4-Book	40	426	.1	.4	15	208	.3	.3	19	74	.3	.3	38	97	.1	.4	24	95	.1	.4
<b>KAVS-FM</b>																				
SP '00	5	89			2	39							2	13			3	13		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	335	4771	.7	3.0	140	2429	.3	2.6	187	731	.4	2.7	246	1034	.5	2.7	182	729	.4	2.9
4-Book	347	4958	.8	3.1	154	2744	.3	2.9	202	767	.5	2.9	275	1149	.6	3.0	206	831	.5	3.3
<b>+KBET-AM</b>																				
SP '00					1	16														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	62	952	.1	.6	30	546	.1	.6	20	81	.3	.3	42	210	.1	.5	46	167	.1	.7
4-Book	56	860	.1	.5	30	492	.1	.6	20	77	.3	.3	49	166	.1	.6	47	144	.1	.7
<b>KBIG-FM</b>																				
SP '00	294	3689	.6	2.6	127	1907	.3	2.3	126	468	.3	1.8	194	648	.4	2.1	165	586	.4	2.6
4-Book	342	3629	.7	3.0	132	1952	.3	2.5	129	466	.3	1.9	216	713	.5	2.4	166	541	.4	2.7
<b>KBLA-AM</b>																				
SP '00	57	737	.1	.5	16	217	.3	.3	15	39	.2	.2	6	25	.1	.1	20	61	.3	.3
4-Book	83	659	.2	.8	22	269	.4	.4	24	57	.1	.4	34	95	.1	.4	26	56	.1	.4
<b>KBUA-FM</b>																				
SP '00	17	166		.2	15	126	.3	.3	11	39	.2	.2	27	87	.1	.3	11	39	.2	.2
4-Book	39	232	.1	.4	22	155	.1	.4	25	59	.1	.4	54	102	.2	.6	31	66	.1	.5
<b>KBUE-FM</b>																				
SP '00	157	1569	.3	1.4	127	960	.3	2.3	202	423	.4	2.9	190	453	.4	2.1	141	408	.3	2.2
4-Book	220	1880	.5	2.0	137	1124	.3	2.5	168	385	.4	2.4	233	503	.5	2.6	134	391	.3	2.2
<b>KCBS-FM</b>																				
SP '00	331	4068	.7	3.0	180	2455	.4	3.3	217	889	.5	3.2	313	1143	.7	3.5	196	672	.4	3.1
4-Book	337	4121	.7	3.0	177	2433	.4	3.3	210	738	.5	3.1	329	1091	.7	3.7	208	705	.5	3.4
<b>KCMG-FM</b>																				
SP '00	268	3254	.6	2.4	166	1734	.4	3.1	141	457	.3	2.1	289	766	.6	3.2	281	702	.6	4.5
4-Book	288	3319	.6	2.6	155	1944	.4	2.9	136	471	.3	2.0	283	829	.6	3.1	215	670	.5	3.5
<b>KDIS-AM</b>																				
SP '00	34	952	.1	.3	26	522	.1	.5	16	103	.2	.2	56	220	.1	.6	58	199	.1	.9
4-Book	39	958	.1	.4	26	585	.1	.5	19	100	.3	.3	64	275	.1	.7	40	186	.1	.7
<b>KFI -AM</b>																				
SP '00	422	4337	.9	3.8	152	1942	.3	2.8	304	891	.6	4.4	310	883	.7	3.4	86	353	.2	1.4
4-Book	506	4563	1.1	4.6	158	1943	.3	2.9	328	955	.7	4.8	316	905	.7	3.5	92	366	.2	1.5
<b>KFSG-FM</b>																				
SP '00	77	892	.2	.7	26	445	.1	.5	46	137	.1	.7	54	164	.1	.6	34	113	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFWB-AM</b>																				
SP '00	261	4465	.6	2.3	81	1749	.2	1.5	164	728	.3	2.4	109	548	.2	1.2	80	418	.2	1.3
4-Book	269	4899	.6	2.4	101	2163	.2	1.9	195	857	.4	2.9	138	650	.3	1.5	106	484	.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 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
<b>+KHJ -AM</b>																				
SP '00	147	1131	.3	1.3	121	816	.3	2.2	121	288	.3	1.8	252	554	.5	2.8	151	364	.3	2.4
4-Book	192	1306	.4	1.7	114	883	.3	2.1	170	393	.4	2.5	221	489	.5	2.5	137	313	.3	2.2
<b>KIEV-AM</b>																				
SP '00	63	543	.1	.6	12	222		.2	14	58		.2	22	107		.2	13	30		.2
4-Book	68	528	.2	.6	14	209		.3	23	56	.1	.3	19	74		.2	18	38		.3
<b>KJLH-FM</b>																				
SP '00	222	1786	.5	2.0	156	1375	.3	2.9	154	475	.3	2.2	203	450	.4	2.2	130	263	.3	2.1
4-Book	193	1598	.4	1.8	135	1285	.3	2.5	125	358	.3	1.8	167	424	.4	1.8	119	317	.3	1.9
<b>KKBT-FM</b>																				
SP '00	89	1361	.2	.8	54	824	.1	1.0	45	184	.1	.7	59	198	.1	.7	52	189	.1	.8
4-Book	100	1451	.2	.9	64	866	.2	1.2	59	207	.2	.9	109	358	.2	1.2	80	249	.2	1.3
<b>KKLA-FM</b>																				
SP '00	100	975	.2	.9	19	412		.3	25	115	.1	.4	21	99		.2	28	96	.1	.4
4-Book	91	983	.2	.8	18	339		.3	28	107	.1	.4	19	59		.2	19	58	.1	.3
<b>KLAC-AM</b>																				
SP '00	183	2236	.4	1.6	93	1479	.2	1.7	78	291	.2	1.1	148	475	.3	1.6	96	312	.2	1.5
4-Book	160	1849	.4	1.4	78	1072	.2	1.5	92	290	.2	1.4	134	408	.3	1.5	76	272	.2	1.2
<b>KLAX-FM</b>																				
SP '00	197	1507	.4	1.8	142	1279	.3	2.6	187	479	.4	2.7	219	540	.5	2.4	140	362	.3	2.2
4-Book	216	2048	.5	2.0	132	1306	.3	2.5	150	412	.3	2.2	217	557	.5	2.4	165	427	.3	2.7
<b>KLOS-FM</b>																				
SP '00	397	3716	.8	3.6	148	1919	.3	2.7	155	603	.3	2.3	272	774	.6	3.0	214	688	.5	3.4
4-Book	369	3613	.8	3.3	132	1755	.3	2.5	149	516	.3	2.2	266	768	.6	2.9	178	607	.4	2.9
<b>KLSX-FM</b>																				
SP '00	306	2484	.6	2.7	54	874	.1	1.0	115	241	.2	1.7	64	261	.1	.7	47	141	.1	.7
4-Book	297	2603	.6	2.7	58	909	.2	1.1	71	167	.2	1.1	58	200	.1	.6	67	200	.1	1.1
<b>KLVE-FM</b>																				
SP '00	555	4146	1.2	5.0	336	2913	.7	6.2	461	1022	1.0	6.7	609	1314	1.3	6.7	280	739	.6	4.5
4-Book	564	4301	1.2	5.1	323	3004	.7	6.0	431	1083	.9	6.3	543	1327	1.2	6.0	293	785	.7	4.7
<b>KLYY-FM</b>																				
SP '00	46	675	.1	.4	23	395		.4	38	133	.1	.6	45	153	.1	.5	23	92		.4
4-Book	48	761	.1	.5	22	428		.4	24	89	.1	.4	48	176	.1	.5	25	94		.4
<b>+KMZT-FM</b>																				
<b>KKGD-FM</b>																				
SP '00	141	2326	.3	1.3	93	1342	.2	1.7	76	295	.2	1.1	118	400	.3	1.3	123	397	.3	2.0
4-Book	176	2312	.4	1.6	101	1400	.2	1.9	97	317	.2	1.4	146	485	.3	1.6	126	429	.3	2.1
<b>KNX -AM</b>																				
SP '00	322	5352	.7	2.9	117	2367	.2	2.2	220	872	.5	3.2	149	618	.3	1.6	97	438	.2	1.5
4-Book	346	5362	.7	3.1	118	2452	.2	2.2	194	853	.4	2.8	133	685	.3	1.5	97	507	.2	1.6
<b>KOST-FM</b>																				
SP '00	393	4537	.8	3.5	173	2573	.4	3.2	204	825	.4	3.0	368	1141	.8	4.1	185	691	.4	3.0
4-Book	433	4802	.9	3.9	191	2750	.4	3.6	199	738	.4	2.9	358	1103	.8	4.0	240	813	.5	3.9
<b>KPWR-FM</b>																				
SP '00	101	1701	.2	.9	54	768	.1	1.0	71	189	.2	1.0	78	293	.2	.9	73	228	.2	1.2
4-Book	95	1623	.2	.9	60	821	.1	1.1	64	196	.2	.9	105	304	.2	1.2	103	282	.2	1.7
<b>+KRCD-FM</b>																				
SP '00	200	1441	.4	1.8	116	880	.2	2.1	104	232	.2	1.5	218	516	.5	2.4	140	288	.3	2.2
4-Book	146	1295	.3	1.3	93	851	.2	1.7	102	244	.2	1.5	158	389	.4	1.8	132	290	.3	2.1
<b>+KRCV-FM</b>																				
SP '00	110	941	.2	1.0	97	656	.2	1.8	96	292	.2	1.4	136	285	.3	1.5	118	240	.3	1.9
4-Book	56	477	.1	.5	42	343	.1	.8	40	105	.1	.6	70	173	.2	.8	55	133	.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 Estimates

Target Listener Estimates - Persons 35-64

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	
<b>KRLA-AM</b>																				
SP '00	120	1244	.3	1.1	32	451	.1	.6	33	116	.1	.5	58	162	.1	.6	79	154	.2	1.3
4-Book	118	1252	.3	1.1	24	393	.1	.5	31	123	.1	.5	51	156	.1	.6	27	81	.1	.4
<b>KROQ-FM</b>																				
SP '00	163	2169	.3	1.5	58	1037	.1	1.1	77	262	.2	1.1	114	381	.2	1.3	54	280	.1	.9
4-Book	167	2222	.4	1.5	69	1122	.1	1.3	70	264	.2	1.1	132	455	.3	1.5	88	349	.2	1.5
<b>KRTH-FM</b>																				
SP '00	539	5983	1.1	4.8	316	3523	.7	5.8	245	892	.5	3.6	575	1614	1.2	6.3	409	1042	.9	6.5
4-Book	510	5746	1.1	4.6	253	3465	.6	4.7	242	854	.5	3.6	500	1513	1.1	5.5	307	1006	.7	5.0
<b>KSCA-FM</b>																				
SP '00	701	3590	1.5	6.3	273	1903	.6	5.0	783	1235	1.7	11.4	428	987	.9	4.7	266	553	.6	4.2
4-Book	652	3475	1.4	5.9	291	2263	.6	5.4	839	1441	1.8	12.3	423	1108	.9	4.7	270	635	.6	4.4
<b>KSSE-FM</b>																				
SP '00	63	799	.1	.6	34	425	.1	.6	41	151	.1	.6	73	196	.2	.8	35	129	.1	.6
4-Book	77	979	.2	.7	56	608	.1	1.1	63	175	.2	.9	96	249	.2	1.1	75	187	.2	1.2
<b>KTNQ-AM</b>																				
SP '00	231	1823	.5	2.1	103	1017	.2	1.9	141	299	.3	2.1	162	382	.3	1.8	123	314	.3	2.0
4-Book	191	1411	.4	1.7	96	851	.2	1.8	146	343	.3	2.2	160	365	.4	1.8	101	240	.3	1.7
<b>KTWV-FM</b>																				
SP '00	532	4324	1.1	4.8	226	2850	.5	4.2	255	769	.5	3.7	341	1137	.7	3.8	264	858	.6	4.2
4-Book	556	4712	1.2	5.0	267	3101	.6	5.0	287	902	.6	4.2	422	1270	.9	4.7	314	1024	.7	5.1
<b>KWIZ-FM</b>																				
SP '00	33	355	.1	.3	17	224	.1	.3	28	53	.1	.4	31	125	.1	.3	16	64	.1	.3
4-Book	40	350	.1	.4	22	220	.1	.4	35	79	.1	.5	31	122	.1	.3	17	48	.1	.3
<b>+KWKU-AM</b>																				
<b>KVPA-AM</b>																				
SP '00		16																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKV-AM</b>																				
SP '00	63	634	.1	.6	23	341	.1	.4	22	55	.1	.3	20	65	.1	.2	28	56	.1	.4
4-Book	79	612	.2	.7	31	321	.1	.6	32	74	.1	.5	36	85	.1	.4	35	85	.1	.6
<b>KWVE-FM</b>																				
SP '00	73	1031	.2	.7	36	527	.1	.7	25	126	.1	.4	28	139	.1	.3	65	161	.1	1.0
4-Book	68	1008	.2	.6	38	561	.1	.7	33	139	.1	.5	34	157	.1	.4	41	145	.1	.7
<b>KXMX-FM</b>																				
SP '00	44	506	.1	.4	18	176	.1	.3	8	41	.1	.1	41	96	.1	.5	38	136	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	280	3277	.6	2.5	96	1632	.2	1.8	91	367	.2	1.3	191	691	.4	2.1	157	483	.3	2.5
4-Book	246	3262	.5	2.2	100	1758	.2	1.9	92	375	.2	1.4	202	740	.4	2.2	151	515	.3	2.5
<b>KZLA-FM</b>																				
SP '00	332	3011	.7	3.0	170	1778	.4	3.1	207	609	.4	3.0	338	926	.7	3.7	202	695	.4	3.2
4-Book	289	2864	.6	2.6	172	1797	.4	3.2	177	571	.4	2.6	348	910	.8	3.9	224	659	.5	3.6
<b>KOLA-FM</b>																				
SP '00	63	861	.1	.6	45	596	.1	.8	34	120	.1	.5	111	269	.2	1.2	67	251	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
SP '00	123	1205	.3	1.1	16	381	.1	.3	39	135	.1	.6	24	117	.1	.3	12	44	.1	.2
4-Book	101	1102	.2	.9	26	482	.1	.5	45	148	.1	.7	48	170	.1	.5	30	115	.1	.5
<b>TOTALS</b>																				
SP '00	11161	44371	23.7		5430	34895	11.5		6853	17373	14.6		9060	21191	19.2		6269	15763	13.3	
4-Book	11145	43800	23.9		5381	34923	11.5		6852	17626	14.7		9079	21573	19.4		6195	16093	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 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 '00	33	157	.1	1.1	143	366	.3	3.3	205	549	.4	3.1	96	350	.2	1.9	63	176	.1	2.7
4-Book	41	202	.1	1.4	135	403	.3	3.0	128	417	.3	2.0	81	293	.2	1.7	85	287	.2	3.6
KACD-FM																				
SP '00	9	76	.3	.3	4	42	.1	.1	37	124	.1	.6	54	130	.1	1.0	4	45	.2	.2
4-Book	10	64	.3	.3	20	56	.1	.5	33	136	.1	.5	38	119	.1	.8	5	45	.2	.2
KBCD-FM																				
SP '00	5	28	.2	.2	8	42	.2	.2	16	40	.2	.2	11	47	.2	.2				
4-Book	4	28	.2	.2	8	38	.2	.2	12	45	.2	.2	10	42	.2	.2	5	18	.2	.2
KAVS-FM																				
SP '00					3	14	.1	.1	5	26	.1	.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	53	304	.1	1.8	112	455	.2	2.6	185	818	.4	2.8	128	536	.3	2.5	37	247	.1	1.6
4-Book	63	336	.2	2.1	117	409	.3	2.6	196	860	.4	3.0	136	588	.3	2.9	45	280	.1	1.9
+KBET-AM																				
SP '00																	6	16	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	27	120	.1	.9	17	44	.4	.4	58	221	.1	.9	34	92	.1	.7				
4-Book	20	88	.1	.7	15	40	.3	.3	48	182	.1	.8	36	120	.1	.8	5	28	.2	.2
KBIG-FM																				
SP '00	140	483	.3	4.8	54	251	.1	1.3	130	479	.3	1.9	142	498	.3	2.8	64	235	.1	2.7
4-Book	153	522	.3	5.2	62	247	.1	1.4	132	534	.3	2.1	128	441	.3	2.7	63	234	.2	2.7
KBLA-AM																				
SP '00	3	13	.1	.1	24	45	.1	.6	45	105	.1	.7	19	56	.4	.4				
4-Book	8	36	.3	.3	20	42	.1	.5	46	118	.1	.7	17	50	.4	.4	3	12	.1	.1
KBUA-FM																				
SP '00	6	26	.2	.2	18	26	.4	.4	24	66	.1	.4	14	52	.3	.3	8	26	.3	.3
4-Book	9	22	.3	.3	18	36	.4	.4	23	41	.1	.4	17	45	.4	.4	4	15	.2	.2
KBUE-FM																				
SP '00	82	211	.2	2.8	130	272	.3	3.0	130	271	.3	1.9	125	231	.3	2.4	35	135	.1	1.5
4-Book	76	248	.2	2.6	142	336	.3	3.2	189	447	.4	2.9	111	285	.3	2.3	43	146	.1	1.8
KCBS-FM																				
SP '00	37	185	.1	1.3	137	582	.3	3.2	290	938	.6	4.3	206	611	.4	4.0	49	276	.1	2.1
4-Book	84	324	.2	2.9	97	408	.2	2.2	238	831	.5	3.7	185	625	.4	3.9	65	282	.2	2.8
KCMG-FM																				
SP '00	92	341	.2	3.1	64	237	.1	1.5	191	578	.4	2.9	170	583	.4	3.3	102	326	.2	4.3
4-Book	95	352	.2	3.2	86	311	.2	1.9	175	566	.4	2.7	150	486	.3	3.1	97	320	.2	4.2
KDIS-AM																				
SP '00	2	26	.1	.1	13	51	.3	.3	33	164	.1	.5	18	52	.3	.3	10	42	.4	.4
4-Book	7	38	.2	.2	10	67	.2	.2	34	183	.1	.5	21	99	.1	.4	6	37	.2	.2
KFI -AM																				
SP '00	67	217	.1	2.3	136	483	.3	3.2	185	696	.4	2.8	91	322	.2	1.8	40	146	.1	1.7
4-Book	41	166	.1	1.4	177	588	.4	4.0	208	667	.4	3.2	75	261	.2	1.6	32	129	.1	1.3
KFSG-FM																				
SP '00	4	38	.1	.1	39	164	.1	.9	25	151	.1	.4	5	28	.1	.1	8	36	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	18	157	.6	1.6	119	536	.3	2.8	70	422	.1	1.0	60	302	.1	1.2	51	250	.1	2.2
4-Book	46	255	.1	1.6	147	651	.3	3.3	90	522	.2	1.4	71	388	.2	1.5	43	266	.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 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
+KHJ -AM																				
SP '00	76	217	.2	2.6	83	229	.2	1.9	140	267	.3	2.1	96	214	.2	1.9	43	132	.1	1.8
4-Book	63	184	.2	2.1	94	249	.2	2.1	127	294	.3	2.0	69	169	.2	1.5	36	118	.1	1.5
KIEV-AM																				
SP '00	11	40	.4		5	28	.1		28	106	.1	.4					3	7		.1
4-Book	6	23	.2		13	23	.3		22	71	.1	.4	9	29	.2		3	7		.1
KJLH-FM																				
SP '00	100	313	.2	3.4	147	398	.3	3.4	256	647	.5	3.8	185	374	.4	3.6	72	182	.2	3.0
4-Book	70	227	.1	2.4	172	429	.4	3.8	215	583	.5	3.3	182	374	.4	3.8	41	124	.1	1.8
KKBT-FM																				
SP '00	24	116	.1	.8	64	186	.1	1.5	80	203	.2	1.2	81	241	.2	1.6	32	116	.1	1.4
4-Book	44	142	.1	1.5	65	166	.1	1.5	55	181	.1	.9	59	195	.1	1.2	45	152	.1	2.0
KKLA-FM																				
SP '00	5	25	.2		21	100	.5		11	56	.2		23	82	.4		24	115	.1	1.0
4-Book	4	27	.1		34	132	.1	.8	18	84	.3		9	37	.2		15	74		.6
KLAC-AM																				
SP '00	50	186	.1	1.7	26	77	.1	.6	91	414	.2	1.4	191	624	.4	3.7	70	227	.1	3.0
4-Book	49	174	.1	1.7	44	135	.1	1.0	80	321	.2	1.3	99	324	.2	2.0	44	151	.1	1.9
KLAX-FM																				
SP '00	54	202	.1	1.8	145	327	.3	3.4	225	570	.5	3.4	145	337	.3	2.8	32	93	.1	1.4
4-Book	56	198	.1	1.9	126	315	.3	2.8	173	467	.4	2.7	128	292	.3	2.7	49	156	.1	2.1
KLOS-FM																				
SP '00	139	383	.3	4.8	43	206	.1	1.0	115	570	.2	1.7	118	365	.3	2.3	116	335	.2	4.9
4-Book	87	296	.2	3.0	62	264	.1	1.4	137	455	.3	2.1	109	367	.3	2.3	58	226	.1	2.4
KLSX-FM																				
SP '00	17	65	.6		91	279	.2	2.1	76	298	.2	1.1	27	97	.1	.5	9	38		.4
4-Book	12	64	.4		86	275	.2	1.9	116	352	.3	1.8	52	150	.1	1.1	11	61		.5
KLVE-FM																				
SP '00	230	597	.5	7.9	271	685	.6	6.3	414	1101	.9	6.2	288	680	.6	5.6	123	367	.3	5.2
4-Book	245	653	.5	8.4	289	778	.6	6.5	414	1091	.9	6.4	236	639	.5	4.9	125	423	.3	5.3
KLYY-FM																				
SP '00	13	48	.4		23	52	.5		27	65	.1	.4	15	50	.3		4	21		.2
4-Book	13	70	.4		18	65	.4		22	101	.4		13	56	.3		12	50		.6
+KMZT-FM																				
KKGO-FM																				
SP '00	61	210	.1	2.1	59	214	.1	1.4	120	442	.3	1.8	112	249	.2	2.2	72	185	.2	3.0
4-Book	61	221	.1	2.1	71	277	.2	1.6	119	443	.3	1.9	106	318	.2	2.2	83	267	.2	3.4
KNX -AM																				
SP '00	64	267	.1	2.2	160	667	.3	3.7	103	502	.2	1.5	72	323	.2	1.4	88	416	.2	3.7
4-Book	83	418	.2	2.9	154	667	.3	3.4	117	605	.3	1.8	90	381	.2	1.9	88	440	.2	3.7
KOST-FM																				
SP '00	119	465	.3	4.1	106	424	.2	2.5	169	736	.4	2.5	163	638	.3	3.2	62	248	.1	2.6
4-Book	120	533	.3	4.1	109	388	.3	2.5	220	797	.5	3.4	169	603	.4	3.6	107	416	.3	4.6
KPWR-FM																				
SP '00	49	189	.1	1.7	28	116	.1	.7	33	139	.1	.5	66	184	.1	1.3	37	138	.1	1.6
4-Book	40	153	.1	1.4	24	99	.1	.6	59	199	.1	.9	59	181	.1	1.3	29	97	.1	1.3
+KRCD-FM																				
SP '00	71	192	.2	2.4	88	194	.2	2.1	126	298	.3	1.9	143	274	.3	2.8	42	161	.1	1.8
4-Book	74	214	.2	2.5	77	204	.2	1.7	85	244	.2	1.3	75	174	.2	1.6	43	141	.1	1.7
+KRCV-FM																				
SP '00	64	176	.1	2.2	61	210	.1	1.4	158	348	.3	2.4	92	208	.2	1.8	46	126	.1	1.9
4-Book	29	92	.1	1.0	26	77	.1	.6	54	145	.1	.9	31	82	.1	.6	24	57	.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 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
KRLA-AM																				
SP '00	17	95	.6	.6	28	90	.1	.7	9	27	.1	.1	8	54	.2	.2	26	87	.1	1.1
4-Book	6	33	.2	.2	29	94	.1	.7	19	78	.3	.3	12	39	.3	.3	18	71	.1	.8
KROQ-FM																				
SP '00	32	133	.1	1.1	27	125	.1	.6	101	395	.2	1.5	43	166	.1	.8	10	76		.4
4-Book	47	200	.1	1.6	29	115	.1	.7	100	391	.2	1.6	60	233	.1	1.2	19	119		.8
KRTH-FM																				
SP '00	120	414	.3	4.1	175	616	.4	4.1	504	1503	1.1	7.5	393	1007	.8	7.6	100	357	.2	4.2
4-Book	110	454	.2	3.8	150	618	.3	3.4	372	1228	.8	5.7	255	852	.5	5.3	79	353	.2	3.3
KSCA-FM																				
SP '00	88	244	.2	3.0	282	567	.6	6.6	217	578	.5	3.2	132	238	.3	2.6	59	167	.1	2.5
4-Book	83	254	.2	2.8	337	660	.7	7.6	238	650	.5	3.7	164	357	.4	3.5	63	203	.2	2.8
KSSE-FM																				
SP '00	22	81	.8	.8	23	71	.5	.5	46	160	.1	.7	23	71	.4	.4	6	34		.3
4-Book	35	106	.1	1.2	37	112	.1	.8	69	185	.2	1.1	46	122	.1	1.0	29	93	.1	1.2
KTNQ-AM																				
SP '00	74	215	.2	2.5	91	209	.2	2.1	97	291	.2	1.4	96	215	.2	1.9	48	227	.1	2.0
4-Book	67	193	.2	2.3	77	193	.2	1.7	79	241	.2	1.2	88	195	.2	1.9	58	186	.1	2.4
KTWV-FM																				
SP '00	148	496	.3	5.1	122	435	.3	2.9	310	976	.7	4.6	224	688	.5	4.3	139	376	.3	5.9
4-Book	161	608	.4	5.5	162	523	.4	3.6	371	1081	.8	5.7	260	752	.6	5.5	152	484	.3	6.5
KWIZ-FM																				
SP '00	29	80	.1	1.0	7	35	.2	.2	6	24	.1	.1	6	36	.1	.1	10	42		.4
4-Book	19	51	.1	.7	14	49	.3	.3	30	65	.1	.5	15	40	.3	.3	14	39		.6
+KVKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM																				
SP '00	14	81	.5	.5	30	109	.1	.7	18	27	.3	.3	1	20			49	98	.1	2.1
4-Book	33	87	.1	1.1	25	75	.1	.6	24	64	.1	.4	11	45	.2	.2	44	83	.1	1.9
KWVE-FM																				
SP '00	6	45	.2	.2	59	244	.1	1.4	50	222	.1	.7	31	132	.1	.6	33	165	.1	1.4
4-Book	16	74	.6	.6	58	183	.1	1.3	57	229	.1	.9	44	147	.1	.9	29	127	.1	1.3
KXMX-FM																				
SP '00	5	28	.2	.2	8	27	.2	.2	23	55	.3	.3	21	54	.4	.4	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	29	184	.1	1.0	47	248	.1	1.1	131	552	.3	2.0	98	417	.2	1.9	27	191	.1	1.1
4-Book	34	187	.1	1.2	59	242	.1	1.3	136	597	.3	2.1	94	468	.2	2.0	33	184	.1	1.4
KZLA-FM																				
SP '00	56	278	.1	1.9	159	475	.3	3.7	199	648	.4	3.0	137	337	.3	2.7	69	270	.1	2.9
4-Book	82	314	.2	2.8	126	422	.3	2.9	194	613	.4	3.0	150	445	.3	3.2	72	291	.2	3.0
KOLA-FM																				
SP '00	9	49	.3	.3	18	59	.4	.4	59	189	.1	.9	57	190	.1	1.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	10	45	.3	.3	27	85	.1	.6	5	44	.1	.1	13	59	.3	.3	5	58		.2
4-Book	7	40	.3	.3	26	107	.1	.6	28	117	.1	.5	22	109	.1	.5	3	30		.1
TOTALS																				
SP '00	2923	9002	6.2		4278	11939	9.1		6693	17703	14.2		5150	12806	10.9		2365	7721	5.0	
4-Book	2929	9433	6.3		4461	12506	9.6		6500	17397	13.9		4782	12574	10.2		2361	7840	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

## 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
<b>KABC-AM</b>																				
SP '00	7	116	.1	.4	7	44	.1	.3	6	31	.3	.1	5	43	.2	.1	13	44	.1	1.0
WI '00	3	144		.2	10	77	.1	.5	2	40	.1		3	41	.1		1	24		.1
FA '99	3	72		.2									11	42	.1	.5	4	30		.3
SU '99	3	101		.2	6	66		.3	5	29	.2		5	67	.2			12		
<b>4-Book</b>	<b>4</b>	<b>108</b>		<b>.3</b>	<b>6</b>	<b>47</b>		<b>.3</b>	<b>3</b>	<b>25</b>		<b>.2</b>	<b>6</b>	<b>48</b>		<b>.3</b>	<b>5</b>	<b>28</b>		<b>.4</b>
SP '99	2	52		.1					1	26	.1		11	39	.1	.5	1	13		.1
<b>KACD-FM</b>																				
SP '00		39			1	15							1	28						
WI '00	1	53		.1	1	19			1	24	.1		2	33	.1		1	44		.1
FA '99	1	55		.1	2	41		.1					1	14						
SU '99		35			1	23		.1		23										
<b>4-Book</b>	<b>1</b>	<b>46</b>		<b>.1</b>	<b>1</b>	<b>25</b>		<b>.1</b>		<b>12</b>			<b>1</b>	<b>19</b>				<b>11</b>		
SP '99	1	120		.1					1	26	.1		2	56	.1			28		
<b>KBCD-FM</b>																				
SP '00		20				20														
WI '00	2	49		.1	2	17		.1		16			1	33			1	17		.1
FA '99	1	46		.1	1	29			2	34	.1	.1	4	34	.2					
SU '99	6	102		.3	5	45		.3	16	85	.1	.8	5	60	.2					
<b>4-Book</b>	<b>2</b>	<b>54</b>		<b>.1</b>	<b>2</b>	<b>28</b>		<b>.1</b>	<b>5</b>	<b>34</b>		<b>.2</b>	<b>3</b>	<b>32</b>		<b>.1</b>		<b>4</b>		
SP '99	1	81		.1	2	23		.1	1	37	.1		1	37			1	21		.1
<b>KAVS-FM</b>																				
SP '00	1	65		.1	2	26		.1					1	25				14		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	126	3292	1.0	7.1	161	1569	1.3	7.4	111	1264	.9	5.6	204	1916	1.6	8.5	102	1268	.8	7.9
WI '00	142	3229	1.1	8.4	175	1593	1.4	8.0	137	1302	1.1	7.4	193	1833	1.6	8.7	125	1530	1.0	9.6
FA '99	148	3254	1.2	8.4	172	1580	1.4	7.6	158	1357	1.3	8.2	199	1830	1.6	9.1	123	1524	1.0	8.6
SU '99	144	3616	1.2	8.1	138	1520	1.1	7.1	157	1770	1.3	7.4	190	1836	1.6	8.6	125	1570	1.0	8.7
<b>4-Book</b>	<b>140</b>	<b>3348</b>	<b>1.1</b>	<b>8.0</b>	<b>162</b>	<b>1566</b>	<b>1.3</b>	<b>7.5</b>	<b>141</b>	<b>1423</b>	<b>1.2</b>	<b>7.2</b>	<b>197</b>	<b>1854</b>	<b>1.6</b>	<b>8.7</b>	<b>119</b>	<b>1473</b>	<b>1.0</b>	<b>8.7</b>
SP '99	144	3341	1.2	7.9	168	1705	1.4	7.3	133	1441	1.1	6.8	197	1825	1.6	8.7	118	1353	1.0	8.1
<b>+KBET-AM</b>																				
SP '00		8																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	6	116		.3	4	26		.2	8	50	.1	.4	3	26		.1	7	37		.5
WI '00	9	213	.1	.5	13	109	.1	.6	14	86	.1	.8	12	168	.1	.5	3	60		.2
FA '99	14	299	.1	.8	14	93	.1	.6	25	186	.2	1.3	16	180	.1	.7	9	86	.1	.6
SU '99	11	185	.1	.6	8	69	.1	.4	21	103	.2	1.0	15	63	.1	.7	7	66	.1	.5
<b>4-Book</b>	<b>10</b>	<b>203</b>		<b>.6</b>	<b>10</b>	<b>74</b>		<b>.5</b>	<b>17</b>	<b>106</b>		<b>.9</b>	<b>12</b>	<b>109</b>		<b>.5</b>	<b>7</b>	<b>62</b>		<b>.5</b>
SP '99	7	170	.1	.4	5	79	.1	.2	8	90	.1	.4	3	51	.1	.1	12	61	.1	.8
<b>KBIG-FM</b>																				
SP '00	34	762	.3	1.9	35	357	.3	1.6	62	309	.5	3.1	36	350	.3	1.5	10	167	.1	.8
WI '00	23	706	.2	1.4	16	196	.1	.7	31	220	.2	1.7	38	218	.3	1.7	15	213	.1	1.2
FA '99	35	1034	.3	2.0	30	367	.2	1.3	48	454	.4	2.5	57	452	.5	2.6	18	294	.1	1.3
SU '99	13	636	.1	.7	15	151	.1	.8	20	260	.2	.9	9	164	.1	.4	10	190	.1	.7
<b>4-Book</b>	<b>26</b>	<b>785</b>		<b>1.5</b>	<b>24</b>	<b>268</b>		<b>1.1</b>	<b>40</b>	<b>311</b>		<b>2.1</b>	<b>35</b>	<b>296</b>		<b>1.6</b>	<b>13</b>	<b>216</b>		<b>1.0</b>
SP '99	17	593	.1	.9	15	198	.1	.6	26	185	.2	1.3	19	180	.2	.8	21	140	.2	1.4

Target Listener Trends - Men 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

## 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
<b>KBLA-AM</b>																				
SP '00	12	164	.1	.7	6	38	.3		11	63	.1	.6	28	102	.2	1.2	10	51	.1	.8
WI '00	4	128	.2		3	25	.1		3	25	.2		3	44	.1					
FA '99	10	126	.1	.6	11	58	.1	.5	10	58	.1	.5	25	70	.2	1.1	4	39		.3
SU '99	6	155	.3			17			1	19			17	85	.1	.8	5	42		.3
<b>4-Book</b>	<b>8</b>	<b>143</b>	<b>.1</b>	<b>.5</b>	<b>5</b>	<b>35</b>	<b>.2</b>		<b>6</b>	<b>41</b>	<b>.1</b>	<b>.3</b>	<b>18</b>	<b>75</b>	<b>.1</b>	<b>.8</b>	<b>5</b>	<b>33</b>		<b>.4</b>
SP '99	2	46	.1	.1					8	26	.1	.4	3	13	.1	.1				
<b>KBUA-FM</b>																				
SP '00	14	182	.1	.8	12	144	.1	.6	7	64	.1	.4	19	108	.2	.8	20	121	.2	1.6
WI '00	14	184	.1	.8	18	113	.1	.8	25	114	.2	1.3	19	114	.2	.9	5	42		.4
FA '99	16	111	.1	.9	15	73	.1	.7	22	86	.2	1.1	20	74	.2	.9	12	62	.1	.8
SU '99	7	164	.1	.4	4	78	.2		17	103	.1	.8	10	112	.1	.5	3	58		.2
<b>4-Book</b>	<b>13</b>	<b>160</b>	<b>.1</b>	<b>.7</b>	<b>12</b>	<b>102</b>	<b>.1</b>	<b>.6</b>	<b>18</b>	<b>92</b>	<b>.2</b>	<b>.9</b>	<b>17</b>	<b>102</b>	<b>.2</b>	<b>.8</b>	<b>10</b>	<b>71</b>	<b>.1</b>	<b>.8</b>
SP '99	14	132	.1	.8	16	53	.1	.7	11	67	.1	.6	12	54	.1	.5	20	67	.2	1.4
<b>KBUE-FM</b>																				
SP '00	85	1189	.7	4.8	93	667	.7	4.3	109	569	.9	5.5	107	587	.9	4.4	65	473	.5	5.1
WI '00	118	1373	1.0	6.9	156	775	1.3	7.2	163	791	1.3	8.8	130	715	1.0	5.9	72	650	.6	5.5
FA '99	94	1324	.8	5.4	112	607	.9	4.9	100	526	.8	5.2	119	676	1.0	5.5	92	639	.7	6.4
SU '99	111	1146	.9	6.3	102	613	.8	5.2	121	659	1.0	5.7	178	723	1.5	8.1	81	500	.7	5.6
<b>4-Book</b>	<b>102</b>	<b>1258</b>	<b>.9</b>	<b>5.9</b>	<b>116</b>	<b>666</b>	<b>.9</b>	<b>5.4</b>	<b>123</b>	<b>636</b>	<b>1.0</b>	<b>6.3</b>	<b>134</b>	<b>675</b>	<b>1.1</b>	<b>6.0</b>	<b>78</b>	<b>566</b>	<b>.6</b>	<b>5.7</b>
SP '99	87	1156	.7	4.8	86	433	.7	3.7	116	572	1.0	5.9	134	645	1.1	5.9	55	327	.5	3.8
<b>KCBS-FM</b>																				
SP '00	34	644	.3	1.9	16	150	.1	.7	33	340	.3	1.7	61	298	.5	2.5	22	221	.2	1.7
WI '00	21	750	.2	1.2	29	338	.2	1.3	38	380	.3	2.0	23	334	.2	1.0	12	180	.1	.9
FA '99	40	857	.3	2.3	60	435	.5	2.6	61	431	.5	3.2	57	494	.5	2.6	18	282	.1	1.3
SU '99	36	738	.3	2.0	53	314	.4	2.7	51	345	.4	2.4	45	333	.4	2.0	22	299	.2	1.5
<b>4-Book</b>	<b>33</b>	<b>747</b>	<b>.3</b>	<b>1.9</b>	<b>40</b>	<b>309</b>	<b>.3</b>	<b>1.8</b>	<b>46</b>	<b>374</b>	<b>.4</b>	<b>2.3</b>	<b>47</b>	<b>365</b>	<b>.4</b>	<b>2.0</b>	<b>19</b>	<b>246</b>	<b>.2</b>	<b>1.4</b>
SP '99	42	962	.3	2.3	57	418	.5	2.5	77	517	.6	3.9	51	477	.4	2.3	13	231	.1	.9
<b>KCMG-FM</b>																				
SP '00	27	664	.2	1.5	32	220	.3	1.5	27	232	.2	1.4	38	359	.3	1.6	13	212	.1	1.0
WI '00	36	1031	.3	2.1	47	454	.4	2.2	21	325	.2	1.1	35	389	.3	1.6	44	439	.4	3.4
FA '99	36	897	.3	2.1	40	359	.3	1.8	40	304	.3	2.1	43	306	.3	2.0	31	277	.2	2.2
SU '99	51	1025	.4	2.9	38	327	.3	2.0	60	391	.5	2.8	39	402	.3	1.8	40	419	.3	2.8
<b>4-Book</b>	<b>38</b>	<b>904</b>	<b>.3</b>	<b>2.2</b>	<b>39</b>	<b>340</b>	<b>.3</b>	<b>1.9</b>	<b>37</b>	<b>313</b>	<b>.3</b>	<b>1.9</b>	<b>39</b>	<b>364</b>	<b>.3</b>	<b>1.8</b>	<b>32</b>	<b>337</b>	<b>.3</b>	<b>2.4</b>
SP '99	43	974	.4	2.4	46	350	.4	2.0	42	371	.3	2.1	41	395	.3	1.8	39	407	.3	2.7
<b>KDIS-AM</b>																				
SP '00	3	199	.2		4	76	.2		1	39	.1		7	134	.1	.3	2	74		.2
WI '00	6	259	.4		13	134	.1	.6	2	59	.1		7	125	.1	.3	6	96		.5
FA '99	13	337	.1	.7	27	204	.2	1.2	9	112	.1	.5	15	142	.1	.7	6	79		.4
SU '99	4	212	.2		5	82	.3		6	81	.3		10	127	.1	.5	1	29		.1
<b>4-Book</b>	<b>7</b>	<b>252</b>	<b>.4</b>		<b>12</b>	<b>124</b>	<b>.1</b>	<b>.6</b>	<b>5</b>	<b>73</b>	<b>.3</b>		<b>10</b>	<b>132</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>70</b>		<b>.3</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	7	148	.1	.4	9	16	.1	.4	8	48	.1	.4	11	62	.1	.5	4	44		.3
WI '00	11	197	.1	.6	7	58	.1	.3	4	40	.2		21	78	.2	.9	19	114	.2	1.5
FA '99	7	228	.1	.4	9	84	.1	.4	6	69	.3			15			16	81	.1	1.1
SU '99	4	117	.2		3	47	.2		5	67	.2		3	39	.1		6	36		.4
<b>4-Book</b>	<b>7</b>	<b>173</b>	<b>.1</b>	<b>.4</b>	<b>7</b>	<b>51</b>	<b>.1</b>	<b>.3</b>	<b>6</b>	<b>56</b>	<b>.3</b>		<b>9</b>	<b>49</b>	<b>.1</b>	<b>.4</b>	<b>11</b>	<b>69</b>	<b>.1</b>	<b>.8</b>
SP '99	6	182	.3		3	45	.1		5	45	.3		5	61	.2		12	68	.1	.8
<b>KFSG-FM</b>																				
SP '00	2	96	.1		5	64	.2		1	13	.1		4	81	.2		1	13		.1
WI '00	3	107	.2			8							1	43			3	64		.2
FA '99	2	87	.1		3	14	.1		3	14	.2		1	14			1	29		.1
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	4	141	.2		2	45	.1		4	72	.2		8	86	.1	.4	3	58		.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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
<b>KFWB-AM</b>																				
SP '00	11	265	.1	.6	17	143	.1	.8	1	29	.1	.1	23	102	.2	1.0	8	79	.1	.6
W1 '00	3	162	.2	.2	7	103	.1	.3	3	37	.2	.2	6	73	.3	.3	1	23	.1	.1
FA '99	1	151	.1	.1	2	87	.1	.1	1	14	.1	.1	3	59	.1	.1		4		
SU '99	2	190	.1	.1	6	99	.1	.3	2	53	.1	.1	4	65	.2	.2	1	24	.1	.1
<b>4-Book</b>	<b>4</b>	<b>192</b>	<b>.3</b>	<b>.3</b>	<b>8</b>	<b>108</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>33</b>	<b>.1</b>	<b>.1</b>	<b>9</b>	<b>75</b>	<b>.1</b>	<b>.4</b>	<b>3</b>	<b>33</b>	<b>.2</b>	<b>.2</b>
SP '99	4	214	.2	.2	11	99	.1	.5	4	52	.2	.2	1	25			2	26	.1	.1
<b>+KHJ -AM</b>																				
SP '00	7	226	.1	.4	6	64	.3	.3	16	135	.1	.8	11	67	.1	.5	2	48	.2	.2
W1 '00	6	221	.4	.4	4	98	.2	.2	9	99	.1	.5	12	97	.1	.5	2	38	.2	.2
FA '99	17	221	.1	1.0	26	180	.2	1.1	12	124	.1	.6	14	118	.1	.6	11	81	.1	.8
SU '99	10	276	.1	.6	15	131	.1	.8	16	110	.1	.8	13	122	.1	.6	4	76	.3	.3
<b>4-Book</b>	<b>10</b>	<b>236</b>	<b>.1</b>	<b>.6</b>	<b>13</b>	<b>118</b>	<b>.1</b>	<b>.6</b>	<b>13</b>	<b>117</b>	<b>.1</b>	<b>.7</b>	<b>13</b>	<b>101</b>	<b>.1</b>	<b>.6</b>	<b>5</b>	<b>61</b>	<b>.4</b>	<b>.4</b>
SP '99	13	281	.1	.7	6	75	.3	.3	22	115	.2	1.1	24	217	.2	1.1	5	39	.3	.3
<b>KIEV-AM</b>																				
SP '00																				
W1 '00																				
FA '99	1	13	.1	.1					4	13	.2	.2	3	13	.1	.1				
SU '99		12			1	12	.1	.1												
<b>4-Book</b>	<b>6</b>	<b>6</b>			<b>3</b>	<b>3</b>			<b>1</b>	<b>3</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>3</b>						
SP '99																				
<b>KJLH-FM</b>																				
SP '00	24	357	.2	1.4	24	207	.2	1.1	45	121	.4	2.3	30	129	.2	1.2	13	126	.1	1.0
W1 '00	13	376	.1	.8	29	187	.2	1.3	12	136	.1	.6	9	139	.1	.4	6	82	.5	.5
FA '99	8	264	.1	.5	7	62	.1	.3	5	81	.3	.3	4	77	.2	.2	8	71	.1	.6
SU '99	11	258	.1	.6	5	50	.3	.3	1	33			17	88	.1	.8	18	130	.1	1.3
<b>4-Book</b>	<b>14</b>	<b>314</b>	<b>.1</b>	<b>.8</b>	<b>16</b>	<b>127</b>	<b>.1</b>	<b>.8</b>	<b>16</b>	<b>93</b>	<b>.1</b>	<b>.8</b>	<b>15</b>	<b>108</b>	<b>.1</b>	<b>.7</b>	<b>11</b>	<b>102</b>	<b>.1</b>	<b>.9</b>
SP '99	10	209	.1	.6	11	112	.1	.5	5	32	.3	.3	14	99	.1	.6	15	118	.1	1.0
<b>KKBT-FM</b>																				
SP '00	113	3083	.9	6.4	124	1444	1.0	5.7	104	1294	.8	5.2	168	1575	1.4	7.0	116	1049	.9	9.0
W1 '00	123	3450	1.0	7.2	102	1420	.8	4.7	120	1620	1.0	6.4	167	1997	1.3	7.5	131	1473	1.1	10.0
FA '99	113	2881	.9	6.4	103	1242	.8	4.5	113	1286	.9	5.9	167	1503	1.3	7.7	107	1236	.9	7.5
SU '99	151	3561	1.2	8.5	154	1239	1.3	7.9	146	1742	1.2	6.8	213	2055	1.8	9.7	146	1498	1.2	10.1
<b>4-Book</b>	<b>125</b>	<b>3244</b>	<b>1.0</b>	<b>7.1</b>	<b>121</b>	<b>1336</b>	<b>1.0</b>	<b>5.7</b>	<b>121</b>	<b>1486</b>	<b>1.0</b>	<b>6.1</b>	<b>179</b>	<b>1783</b>	<b>1.5</b>	<b>8.0</b>	<b>125</b>	<b>1314</b>	<b>1.0</b>	<b>9.2</b>
SP '99	144	3149	1.2	7.9	145	1372	1.2	6.3	149	1480	1.2	7.6	175	1643	1.4	7.8	155	1420	1.3	10.7
<b>KKLA-FM</b>																				
SP '00	6	112	.3	.3	15	100	.1	.7	9	54	.1	.5	6	36	.2	.2				
W1 '00	1	61	.1	.1	3	23	.1	.1					1	13				15		
FA '99		39				4							1	15				15		
SU '99	1	84	.1	.1	2	31	.1	.1	2	41	.1	.1	4	14	.2	.2		12		
<b>4-Book</b>	<b>2</b>	<b>74</b>	<b>.1</b>	<b>.1</b>	<b>5</b>	<b>40</b>	<b>.2</b>	<b>.2</b>	<b>3</b>	<b>24</b>	<b>.2</b>	<b>.2</b>	<b>3</b>	<b>20</b>	<b>.1</b>	<b>.1</b>		<b>11</b>		
SP '99		10				10														
<b>KLAC-AM</b>																				
SP '00	4	192	.2	.2		13							1	55			13	121	.1	1.0
W1 '00	1	153	.1	.1		14							1	36			5	85	.4	.4
FA '99	1	48	.1	.1	1	29			1	14	.1	.1	2	19	.1	.1				
SU '99	4	63	.2	.2	2	12	.1	.1	7	23	.1	.3	3	12	.1	.1	6	14	.4	.4
<b>4-Book</b>	<b>3</b>	<b>114</b>	<b>.2</b>	<b>.2</b>	<b>1</b>	<b>17</b>			<b>2</b>	<b>9</b>	<b>.1</b>	<b>.1</b>	<b>2</b>	<b>31</b>	<b>.1</b>	<b>.1</b>	<b>6</b>	<b>55</b>	<b>.5</b>	<b>.5</b>
SP '99	8	240	.1	.4	3	14	.1	.1	4	40	.2	.2	3	40	.1	.1	20	165	.2	1.4
<b>KLAX-FM</b>																				
SP '00	84	1032	.7	4.7	100	498	.8	4.6	137	539	1.1	6.9	96	576	.8	4.0	45	374	.4	3.5
W1 '00	51	1214	.4	3.0	53	373	.4	2.4	75	586	.6	4.0	55	437	.4	2.5	31	388	.2	2.4
FA '99	49	867	.4	2.8	83	423	.7	3.6	68	437	.5	3.5	53	392	.4	2.4	23	207	.2	1.6
SU '99	58	1105	.5	3.3	73	355	.6	3.8	70	501	.6	3.3	64	469	.5	2.9	41	427	.3	2.8
<b>4-Book</b>	<b>61</b>	<b>1055</b>	<b>.5</b>	<b>3.5</b>	<b>77</b>	<b>412</b>	<b>.6</b>	<b>3.6</b>	<b>88</b>	<b>516</b>	<b>.7</b>	<b>4.4</b>	<b>67</b>	<b>469</b>	<b>.5</b>	<b>3.0</b>	<b>35</b>	<b>349</b>	<b>.3</b>	<b>2.6</b>
SP '99	71	1258	.6	3.9	90	485	.7	3.9	81	598	.7	4.1	94	673	.8	4.2	56	409	.5	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 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
<b>KLOS-FM</b>																				
SP '00	20	603	.2	1.1	32	263	.3	1.5	23	230	.2	1.2	24	273	.2	1.0	11	147	.1	.9
WI '00	24	731	.2	1.4	41	222	.3	1.9	20	165	.2	1.1	27	378	.2	1.2	20	273	.2	1.5
FA '99	29	778	.2	1.7	36	330	.3	1.6	39	276	.3	2.0	30	351	.2	1.4	16	193	.1	1.1
SU '99	24	551	.2	1.4	29	177	.2	1.5	33	169	.3	1.5	27	246	.2	1.2	18	190	.1	1.3
<b>4-Book</b>	<b>24</b>	<b>666</b>	<b>.2</b>	<b>1.4</b>	<b>35</b>	<b>248</b>	<b>.3</b>	<b>1.6</b>	<b>29</b>	<b>210</b>	<b>.3</b>	<b>1.5</b>	<b>27</b>	<b>312</b>	<b>.2</b>	<b>1.2</b>	<b>16</b>	<b>201</b>	<b>.1</b>	<b>1.2</b>
SP '99	26	727	.2	1.4	35	378	.3	1.5	35	336	.3	1.8	21	273	.2	.9	16	144	.1	1.1
<b>KLSX-FM</b>																				
SP '00	37	679	.3	2.1	101	448	.8	4.6	31	251	.2	1.6	61	312	.5	2.5	7	140	.1	.5
WI '00	33	490	.3	1.9	103	380	.8	4.7	46	202	.4	2.5	27	111	.2	1.2	7	88	.1	.5
FA '99	37	595	.3	2.1	118	365	1.0	5.2	53	206	.4	2.8	23	174	.2	1.1	15	72	.1	1.0
SU '99	30	413	.2	1.7	90	305	.7	4.6	34	207	.3	1.6	32	152	.3	1.5	10	69	.1	.7
<b>4-Book</b>	<b>34</b>	<b>544</b>	<b>.3</b>	<b>2.0</b>	<b>103</b>	<b>375</b>	<b>.8</b>	<b>4.8</b>	<b>41</b>	<b>217</b>	<b>.3</b>	<b>2.1</b>	<b>36</b>	<b>187</b>	<b>.3</b>	<b>1.6</b>	<b>10</b>	<b>92</b>	<b>.1</b>	<b>.7</b>
SP '99	60	771	.5	3.3	235	550	1.9	10.1	58	363	.5	2.9	41	175	.3	1.8	10	109	.1	.7
<b>KLVE-FM</b>																				
SP '00	45	897	.4	2.5	49	353	.4	2.3	47	282	.4	2.4	46	298	.4	1.9	33	292	.3	2.6
WI '00	60	1257	.5	3.5	77	490	.6	3.5	82	581	.7	4.4	62	419	.5	2.8	38	354	.3	2.9
FA '99	41	868	.3	2.3	64	413	.5	2.8	48	401	.4	2.5	34	235	.3	1.6	29	283	.2	2.0
SU '99	84	1267	.7	4.7	80	509	.7	4.1	119	588	1.0	5.6	85	574	.7	3.9	73	552	.6	5.0
<b>4-Book</b>	<b>58</b>	<b>1072</b>	<b>.5</b>	<b>3.3</b>	<b>68</b>	<b>441</b>	<b>.6</b>	<b>3.2</b>	<b>74</b>	<b>463</b>	<b>.6</b>	<b>3.7</b>	<b>57</b>	<b>382</b>	<b>.5</b>	<b>2.6</b>	<b>43</b>	<b>370</b>	<b>.4</b>	<b>3.2</b>
SP '99	54	1154	.4	3.0	64	458	.5	2.8	80	568	.7	4.1	54	478	.4	2.4	25	389	.2	1.7
<b>KLYY-FM</b>																				
SP '00	26	398	.2	1.5	23	146	.2	1.1	47	168	.4	2.4	38	158	.3	1.6	10	115	.1	.8
WI '00	20	468	.2	1.2	21	144	.2	1.0	26	181	.2	1.4	21	159	.2	.9	14	115	.1	1.1
FA '99	21	1068	.2	1.2	27	253	.2	1.2	23	445	.2	1.2	26	497	.2	1.2	20	378	.2	1.4
SU '99	27	1162	.2	1.5	29	318	.2	1.5	32	596	.3	1.5	28	497	.2	1.3	21	370	.2	1.5
<b>4-Book</b>	<b>24</b>	<b>774</b>	<b>.2</b>	<b>1.4</b>	<b>25</b>	<b>215</b>	<b>.2</b>	<b>1.2</b>	<b>32</b>	<b>348</b>	<b>.3</b>	<b>1.6</b>	<b>28</b>	<b>328</b>	<b>.2</b>	<b>1.3</b>	<b>16</b>	<b>245</b>	<b>.2</b>	<b>1.2</b>
SP '99	16	859	.1	.9	8	213	.1	.3	22	301	.2	1.1	22	396	.2	1.0	11	254	.1	.8
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	7	250	.1	.4	4	67	.2	.2	10	98	.1	.5	7	114	.1	.3	15	100	.1	1.2
WI '00	3	190	.2	.2	6	47	.3	.3	1	23	.1	.1	2	56	.1	.1	6	86	.1	.5
FA '99	4	195	.2	.2	5	56	.2	.2	2	30	.1	.1	7	80	.1	.3	3	44	.2	.2
SU '99	2	113	.1	.1	1	28	.1	.1	2	55	.1	.1	1	39	.1	.1	3	62	.2	.2
<b>4-Book</b>	<b>4</b>	<b>187</b>	<b>.2</b>	<b>.2</b>	<b>4</b>	<b>50</b>	<b>.2</b>	<b>.2</b>	<b>4</b>	<b>52</b>	<b>.2</b>	<b>.2</b>	<b>4</b>	<b>72</b>	<b>.1</b>	<b>.2</b>	<b>7</b>	<b>73</b>	<b>.5</b>	<b>.5</b>
SP '99	5	254	.3	.3	2	35	.1	.1	10	45	.1	.5	5	86	.2	.2	5	128	.3	.3
<b>KNX -AM</b>																				
SP '00	1	71	.1	.1	3	23	.1	.1	2	32	.1	.1	1	26	.1	.1				
WI '00	7	224	.1	.4	3	92	.1	.1	6	57	.3	.3	11	76	.1	.5	8	59	.1	.6
FA '99	5	297	.3	.3	12	137	.1	.5	6	43	.3	.3	4	101	.2	.2	5	91	.1	.3
SU '99	3	155	.2	.2	6	105	.3	.3	3	52	.1	.1	5	67	.2	.2		29		
<b>4-Book</b>	<b>4</b>	<b>187</b>	<b>.3</b>	<b>.3</b>	<b>6</b>	<b>89</b>	<b>.3</b>	<b>.3</b>	<b>4</b>	<b>46</b>	<b>.2</b>	<b>.2</b>	<b>5</b>	<b>68</b>	<b>.2</b>	<b>.2</b>	<b>3</b>	<b>45</b>	<b>.2</b>	<b>.2</b>
SP '99	3	185	.2	.2	5	81	.2	.2	6	81	.3	.3	4	110	.2	.2		13		
<b>KOST-FM</b>																				
SP '00	40	833	.3	2.3	31	306	.2	1.4	54	336	.4	2.7	54	347	.4	2.2	48	426	.4	3.7
WI '00	35	896	.3	2.1	50	266	.4	2.3	33	296	.3	1.8	31	381	.2	1.4	40	413	.3	3.1
FA '99	45	1143	.4	2.6	48	405	.4	2.1	46	436	.4	2.4	37	464	.3	1.7	77	615	.6	5.4
SU '99	41	1057	.3	2.3	27	374	.2	1.4	38	317	.3	1.8	58	338	.5	2.6	53	456	.4	3.7
<b>4-Book</b>	<b>40</b>	<b>982</b>	<b>.3</b>	<b>2.3</b>	<b>39</b>	<b>338</b>	<b>.2</b>	<b>1.8</b>	<b>43</b>	<b>346</b>	<b>.4</b>	<b>2.2</b>	<b>45</b>	<b>383</b>	<b>.4</b>	<b>2.0</b>	<b>55</b>	<b>478</b>	<b>.4</b>	<b>4.0</b>
SP '99	29	972	.2	1.6	31	303	.3	1.3	27	230	.2	1.4	25	310	.2	1.1	33	410	.3	2.3
<b>KPWR-FM</b>																				
SP '00	272	5238	2.2	15.3	334	2885	2.7	15.3	223	2105	1.8	11.2	411	3479	3.3	17.1	233	2633	1.9	18.1
WI '00	294	5379	2.4	17.3	361	3030	2.9	16.6	274	2446	2.2	14.7	459	3375	3.7	20.8	222	2250	1.8	17.0
FA '99	263	5109	2.1	15.0	317	2505	2.6	13.9	231	2056	1.9	12.0	367	3267	3.0	16.8	244	2461	2.0	17.0
SU '99	284	5533	2.3	16.0	294	2715	2.4	15.1	339	3067	2.8	15.9	397	3268	3.3	18.0	214	2366	1.8	14.9
<b>4-Book</b>	<b>278</b>	<b>5315</b>	<b>2.3</b>	<b>15.9</b>	<b>327</b>	<b>2784</b>	<b>2.7</b>	<b>15.2</b>	<b>267</b>	<b>2419</b>	<b>2.2</b>	<b>13.5</b>	<b>409</b>	<b>3347</b>	<b>3.3</b>	<b>18.2</b>	<b>228</b>	<b>2428</b>	<b>1.9</b>	<b>16.8</b>
SP '99	308	5095	2.5	16.9	379	2744	3.1	16.4	243	2022	2.0	12.3	468	3005	3.8	20.8	260	2381	2.1	17.9

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>+KRCO-FM</b>																				
SP '00	9	168	.1	.5	3	54		.1	10	60	.1	.5	20	48	.2	.8	5	36		.4
WI '00	3	56		.2		11			3	31		.2	2	45		.1	7	31	.1	.5
FA '99	2	129		.1					2	55		.1	1	44			4	49		.3
SU '99	9	217	.1	.5	12	90	.1	.6	10	76	.1	.5	16	50	.1	.7	4	42		.3
<b>4-Book</b>	<b>6</b>	<b>143</b>	<b>.1</b>	<b>.3</b>	<b>4</b>	<b>39</b>	<b>.2</b>	<b>.2</b>	<b>6</b>	<b>56</b>	<b>.1</b>	<b>.3</b>	<b>10</b>	<b>47</b>	<b>.1</b>	<b>.4</b>	<b>5</b>	<b>40</b>		<b>.4</b>
SP '99	7	161	.1	.4	2	25		.1	4	72		.2	15	71	.1	.7	3	25		.2
<b>+KRCV-FM</b>																				
SP '00	10	164	.1	.6	19	85	.2	.9	8	76	.1	.4	3	40		.1	3	24		.2
WI '00	2	71		.1	5	71		.2	1	33		.1	3	33		.1	2	33		.2
FA '99		14							1	14		.1								
SU '99		24								13				11			1	24		.1
<b>4-Book</b>	<b>3</b>	<b>68</b>	<b>.2</b>	<b>.2</b>	<b>6</b>	<b>39</b>	<b>.1</b>	<b>.3</b>	<b>3</b>	<b>34</b>	<b>.2</b>	<b>.2</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>.1</b>	<b>2</b>	<b>20</b>		<b>.1</b>
SP '99		24				12				2			2	12		.1				
<b>KRLA-AM</b>																				
SP '00		38								14			1	11				13		
WI '00	1	41		.1	1	13				15			2	13		.1	2	13		.2
FA '99	2	73		.1	5	30		.2		15			2	45		.1	1	13		.1
SU '99	1	100		.1	2	48		.1		12				13			2	23		.1
<b>4-Book</b>	<b>1</b>	<b>63</b>	<b>.1</b>	<b>.1</b>	<b>2</b>	<b>23</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>21</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>16</b>		<b>.1</b>
SP '99	2	98		.1		13			1	30		.1	2	30		.1		13		
<b>KROQ-FM</b>																				
SP '00	269	3605	2.2	15.2	285	1853	2.3	13.1	317	1620	2.6	15.9	379	2214	3.1	15.8	212	1798	1.7	16.5
WI '00	196	3571	1.6	11.5	255	1769	2.1	11.7	190	1525	1.5	10.2	274	2072	2.2	12.4	187	1869	1.5	14.3
FA '99	215	3446	1.7	12.3	266	1832	2.1	11.7	213	1686	1.7	11.1	260	2124	2.1	11.9	226	1759	1.8	15.7
SU '99	191	3295	1.6	10.8	175	1498	1.4	9.0	210	1963	1.7	9.8	230	1981	1.9	10.4	216	1772	1.8	15.0
<b>4-Book</b>	<b>218</b>	<b>3479</b>	<b>1.8</b>	<b>12.5</b>	<b>245</b>	<b>1738</b>	<b>2.0</b>	<b>11.4</b>	<b>233</b>	<b>1699</b>	<b>1.9</b>	<b>11.8</b>	<b>286</b>	<b>2098</b>	<b>2.3</b>	<b>12.6</b>	<b>210</b>	<b>1800</b>	<b>1.7</b>	<b>15.4</b>
SP '99	192	3138	1.6	10.6	238	1505	2.0	10.3	201	1610	1.7	10.2	221	1767	1.8	9.8	181	1609	1.5	12.5
<b>KRTH-FM</b>																				
SP '00	27	855	.2	1.5	37	364	.3	1.7	27	256	.2	1.4	29	306	.2	1.2	18	289	.1	1.4
WI '00	32	1024	.3	1.9	27	269	.2	1.2	50	362	.4	2.7	42	435	.3	1.9	19	311	.2	1.5
FA '99	27	906	.2	1.5	34	215	.3	1.5	25	304	.2	1.3	43	460	.3	2.0	18	282	.1	1.3
SU '99	23	922	.2	1.3	16	283	.1	.8	35	379	.3	1.6	34	403	.3	1.5	12	265	.1	.8
<b>4-Book</b>	<b>27</b>	<b>927</b>	<b>.2</b>	<b>1.6</b>	<b>29</b>	<b>283</b>	<b>.2</b>	<b>1.3</b>	<b>34</b>	<b>325</b>	<b>.3</b>	<b>1.8</b>	<b>37</b>	<b>401</b>	<b>.3</b>	<b>1.7</b>	<b>17</b>	<b>287</b>	<b>.1</b>	<b>1.3</b>
SP '99	39	879	.3	2.1	48	316	.4	2.1	57	253	.5	2.9	49	375	.4	2.2	14	177	.1	1.0
<b>KSCA-FM</b>																				
SP '00	133	1333	1.1	7.5	266	869	2.1	12.2	152	744	1.2	7.6	138	655	1.1	5.7	46	429	.4	3.6
WI '00	124	1426	1.0	7.3	272	1017	2.2	12.5	140	848	1.1	7.5	121	598	1.0	5.5	38	420	.3	2.9
FA '99	153	1405	1.2	8.7	307	1028	2.5	13.5	179	788	1.4	9.3	163	801	1.3	7.5	47	327	.4	3.3
SU '99	142	1417	1.2	8.0	318	856	2.6	16.4	187	855	1.5	8.8	96	500	.8	4.4	64	481	.5	4.4
<b>4-Book</b>	<b>138</b>	<b>1395</b>	<b>1.1</b>	<b>7.9</b>	<b>291</b>	<b>943</b>	<b>2.4</b>	<b>13.7</b>	<b>165</b>	<b>809</b>	<b>1.3</b>	<b>8.3</b>	<b>130</b>	<b>639</b>	<b>1.1</b>	<b>5.8</b>	<b>49</b>	<b>414</b>	<b>.4</b>	<b>3.6</b>
SP '99	138	1591	1.1	7.6	272	821	2.2	11.7	178	863	1.5	9.0	111	667	.9	4.9	60	431	.5	4.1
<b>KSSE-FM</b>																				
SP '00	68	867	.5	3.8	81	408	.7	3.7	97	463	.8	4.9	76	525	.6	3.2	37	331	.3	2.9
WI '00	44	1126	.4	2.6	64	479	.5	2.9	53	548	.4	2.8	47	443	.4	2.1	28	375	.2	2.1
FA '99	46	939	.4	2.6	65	372	.5	2.9	52	436	.4	2.7	34	434	.3	1.6	44	369	.4	3.1
SU '99	75	1061	.6	4.2	62	388	.5	3.2	120	657	1.0	5.6	97	504	.8	4.4	51	356	.4	3.5
<b>4-Book</b>	<b>58</b>	<b>998</b>	<b>.5</b>	<b>3.3</b>	<b>68</b>	<b>412</b>	<b>.6</b>	<b>3.2</b>	<b>81</b>	<b>526</b>	<b>.7</b>	<b>4.0</b>	<b>64</b>	<b>477</b>	<b>.5</b>	<b>2.8</b>	<b>40</b>	<b>358</b>	<b>.3</b>	<b>2.9</b>
SP '99	56	1038	.5	3.1	62	460	.5	2.7	64	424	.5	3.3	64	528	.5	2.8	60	435	.5	4.1
<b>KTNQ-AM</b>																				
SP '00	12	229	.1	.7	7	49	.1	.3	7	92	.1	.4	13	69	.1	.5	14	84	.1	1.1
WI '00	15	303	.1	.9	9	113	.1	.4	17	102	.1	.9	32	101	.3	1.4	14	117	.1	1.1
FA '99	11	192	.1	.6	5	62		.2	8	80	.1	.4	18	96	.1	.8	13	57	.1	.9
SU '99	10	242	.1	.6		13			11	89	.1	.5	16	125	.1	.7	18	73	.1	1.3
<b>4-Book</b>	<b>12</b>	<b>242</b>	<b>.1</b>	<b>.7</b>	<b>5</b>	<b>59</b>	<b>.1</b>	<b>.2</b>	<b>11</b>	<b>91</b>	<b>.1</b>	<b>.6</b>	<b>20</b>	<b>98</b>	<b>.2</b>	<b>.9</b>	<b>15</b>	<b>83</b>	<b>.1</b>	<b>1.1</b>
SP '99	30	220	.2	1.7	40	94	.3	1.7	35	81	.3	1.8	47	130	.4	2.1	26	130	.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																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KTWV-FM</b>																				
SP '00	9	252	.1	.5	11	78	.1	.5	17	121	.1	.9	8	89	.1	.3	3	69	.2	
WI '00	11	287	.1	.6	4	87	.2	.2	8	99	.1	.4	9	142	.1	.4	23	138	.2	
FA '99	10	327	.1	.6	7	104	.1	.3	12	152	.1	.6	15	145	.1	.7	6	64	.4	
SU '99	7	186	.1	.4		18			8	62	.1	.4	16	81	.1	.7	6	65	.4	
<b>4-Book</b>	<b>9</b>	<b>263</b>	<b>.1</b>	<b>.5</b>	<b>6</b>	<b>72</b>	<b>.1</b>	<b>.3</b>	<b>11</b>	<b>109</b>	<b>.1</b>	<b>.6</b>	<b>12</b>	<b>114</b>	<b>.1</b>	<b>.5</b>	<b>10</b>	<b>84</b>	<b>.1</b>	
SP '99	10	233	.1	.6	7	61	.1	.3	13	60	.1	.7	16	142	.1	.7	14	84	.1	
<b>KWIZ-FM</b>																				
SP '00	8	227	.1	.5	15	64	.1	.7	11	109	.1	.6	6	65		.2	6	52	.5	
WI '00	7	217	.1	.4	5	61		.2	7	122	.1	.4	16	94	.1	.7	3	32	.2	
FA '99	19	138	.2	1.1	35	90	.3	1.5	35	53	.3	1.8	15	81	.1	.7	8	37	.1	
SU '99	9	89	.1	.5	9	37	.1	.5	19	65	.2	.9	5	51		.2	6	37	.4	
<b>4-Book</b>	<b>11</b>	<b>168</b>	<b>.1</b>	<b>.6</b>	<b>16</b>	<b>63</b>	<b>.1</b>	<b>.7</b>	<b>18</b>	<b>87</b>	<b>.2</b>	<b>.9</b>	<b>11</b>	<b>73</b>	<b>.1</b>	<b>.5</b>	<b>6</b>	<b>40</b>	<b>.4</b>	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	3	94		.2	1	13			1	25		.1	3	36		.1	5	36	.4	
WI '00	1	58		.1		14			1	15		.1	4	30		.2		15		
FA '99	4	102		.2	3	46		.1	8	62	.1	.4	3	48		.1				
SU '99	6	128		.3	4	23		.2	8	61	.1	.4	7	66	.1	.3	3	54	.2	
<b>4-Book</b>	<b>4</b>	<b>96</b>		<b>.2</b>	<b>2</b>	<b>24</b>		<b>.1</b>	<b>5</b>	<b>41</b>	<b>.1</b>	<b>.3</b>	<b>4</b>	<b>45</b>		<b>.2</b>	<b>2</b>	<b>26</b>	<b>.2</b>	
SP '99	5	64		.3	11	25	.1	.5	6	25		.3	5	38		.2	3	12	.2	
<b>KWVE-FM</b>																				
SP '00	4	154		.2	5	55		.2	6	78		.3	8	112	.1	.3	3	58	.2	
WI '00	4	98		.2	7	61	.1	.3	1	29		.1	6	52		.3	1	29	.1	
FA '99	2	108		.1		25				11			4	45		.2		25		
SU '99	2	81		.1	1	31		.1	5	81		.2	3	38		.1				
<b>4-Book</b>	<b>3</b>	<b>110</b>		<b>.2</b>	<b>3</b>	<b>43</b>		<b>.2</b>	<b>3</b>	<b>50</b>		<b>.2</b>	<b>5</b>	<b>62</b>		<b>.2</b>	<b>1</b>	<b>28</b>	<b>.1</b>	
SP '99	1	95		.1	1	54			1	29		.1	2	29		.1	2	38	.1	
<b>KXMX-FM</b>																				
SP '00	7	162	.1	.4	18	66	.1	.8	11	84	.1	.6	2	57		.1	1	39	.1	
WI '00	4	220		.2	1	34			4	61		.2	12	139	.1	.5	1	12	.1	
FA '99	3	199		.2	1	46			2	62		.1	2	79		.1		13		
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	51	1477	.4	2.9	65	638	.5	3.0	67	652	.5	3.4	76	809	.6	3.2	25	470	.2	
WI '00	56	1541	.5	3.3	57	515	.5	2.6	72	591	.6	3.9	93	815	.7	4.2	38	559	.3	
FA '99	59	1793	.5	3.4	78	753	.6	3.4	85	856	.7	4.4	79	927	.6	3.6	35	676	.3	
SU '99	49	1605	.4	2.8	51	549	.4	2.6	60	719	.5	2.8	60	694	.5	2.7	33	466	.3	
<b>4-Book</b>	<b>54</b>	<b>1604</b>	<b>.5</b>	<b>3.1</b>	<b>63</b>	<b>614</b>	<b>.5</b>	<b>2.9</b>	<b>71</b>	<b>705</b>	<b>.6</b>	<b>3.6</b>	<b>77</b>	<b>811</b>	<b>.6</b>	<b>3.4</b>	<b>33</b>	<b>543</b>	<b>.3</b>	
SP '99	60	1650	.5	3.3	54	658	.4	2.3	64	725	.5	3.3	91	725	.7	4.0	58	685	.5	
<b>KZLA-FM</b>																				
SP '00	16	308	.1	.9	30	158	.2	1.4	27	91	.2	1.4	10	120	.1	.4	7	72	.1	
WI '00	10	264	.1	.6	17	177	.1	.8	11	130	.1	.6	14	127	.1	.6	6	82	.5	
FA '99	7	235	.1	.4	13	119	.1	.6	4	119		.2	11	98	.1	.5	4	76	.3	
SU '99	13	232	.1	.7	5	87		.3	12	95	.1	.6	10	104	.1	.5	9	64	.1	
<b>4-Book</b>	<b>12</b>	<b>260</b>	<b>.1</b>	<b>.7</b>	<b>16</b>	<b>135</b>	<b>.1</b>	<b>.8</b>	<b>14</b>	<b>109</b>	<b>.1</b>	<b>.7</b>	<b>11</b>	<b>112</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>74</b>	<b>.1</b>	
SP '99	27	315	.2	1.5	16	86	.1	.7	40	104	.3	2.0	48	170	.4	2.1	14	126	.1	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Men 12-24

Men 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KDLA-FM</b>																				
SP '00	1	60	.1													2	27	.1	1	27
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	72	.1		10			1	32	.1		3	62	.1		**	**	**	**	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99		77							13			1	22			1	40		.1	
<b>XTRA-AM</b>																				
SP '00	4	129	.2	2	43	.1		7	80	.1	.4	3	31	.1		2	31		.2	
WI '00	8	108	.1	5	29	.2		21	29	.2	1.1	8	54	.1	.4	3	13		.2	
FA '99	6	197	.3	1	34			9	84	.1	.5	15	128	.1	.7	3	34		.2	
SU '99	2	118	.1	2	11	.1		6	43	.3		1	24			1	28		.1	
<b>4-Book</b>	5	<b>138</b>	<b>.3</b>	3	<b>29</b>	<b>.1</b>		11	<b>59</b>	<b>.1</b>	<b>.6</b>	7	<b>59</b>	<b>.1</b>	<b>.3</b>	2	<b>27</b>		<b>.2</b>	
SP '99	9	116	.1	15	76	.1	.6	24	78	.2	1.2	6	39	.3			13			
<b>TOTALS</b>																				
SP '00	1775	11807	14.3	2176	9414	17.5		1995	7224	16.1		2406	9576	19.4		1286	7869	10.4		
WI '00	1698	11779	13.7	2177	9645	17.5		1861	7774	15.0		2212	9755	17.8		1304	8245	10.5		
FA '99	1752	11904	14.1	2278	9570	18.4		1922	7914	15.5		2183	9543	17.6		1436	8462	11.6		
SU '99	1775	11544	14.6	1944	8561	16.0		2133	8969	17.5		2203	9380	18.1		1439	8146	11.8		
<b>4-Book</b>	<b>1750</b>	<b>11759</b>	<b>14.2</b>	<b>2144</b>	<b>9298</b>	<b>17.4</b>		<b>1978</b>	<b>7970</b>	<b>16.0</b>		<b>2251</b>	<b>9564</b>	<b>18.2</b>		<b>1366</b>	<b>8181</b>	<b>11.1</b>		
SP '99	1818	11653	14.9	2316	9271	19.0		1969	7829	16.2		2253	9419	18.5		1452	8069	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

## 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 '00	6	70		.3	4	40		.3									7	28	.1	.4
4-Book	5	77		.2	2	34		.2	1	7		.1	2	7		.1	2	13		.2
KACD-FM																				
SP '00		28			1	11		.1					4	11		.2				
4-Book	1	39			1	17		.1					2	10		.1	1	4		
KBCD-FM																				
SP '00		20																		
4-Book	3	50		.1	2	22		.1	1	3		.1	3	3		.1	1	7		.1
KAVS-FM																				
SP '00	1	39			3	40		.2	3	14		.3	14	14	.1	.6	1	14		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	155	2788	1.2	7.1	92	1743	.7	6.6	81	302	.7	7.0	166	725	1.3	7.6	97	464	.8	5.7
4-Book	164	2822	1.3	7.8	111	1851	.9	8.2	104	397	.9	8.1	165	684	1.3	8.0	116	456	1.0	7.2
+KBET-AM																				
SP '00						8														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	5	62		.2	6	65		.4					3	27		.1	6	16		.4
4-Book	13	165	.1	.6	7	81	.1	.5	6	21	.1	.5	13	44	.1	.6	10	30	.1	.6
KBIG-FM																				
SP '00	46	535	.4	2.1	28	417	.2	2.0	35	125	.3	3.0	26	120	.2	1.2	14	52	.1	.8
4-Book	34	542	.3	1.6	21	371	.2	1.5	16	68	.1	1.3	27	85	.2	1.3	31	98	.3	1.9
KBLA-AM																				
SP '00	14	126	.1	.6	11	88	.1	.8	6	11		.5	20	37	.2	.9	28	63	.2	1.7
4-Book	10	104	.1	.4	8	70	.1	.6	3	7		.3	12	30	.1	.6	16	35	.1	1.0
KBUA-FM																				
SP '00	12	169	.1	.6	13	95	.1	.9	11	60	.1	.9	14	60	.1	.6	23	35	.2	1.4
4-Book	16	154	.2	.8	10	85	.1	.7	10	41	.1	.8	15	48	.1	.7	11	26	.1	.7
KBUE-FM																				
SP '00	103	1024	.8	4.7	66	687	.5	4.8	64	228	.5	5.5	105	256	.8	4.8	46	163	.4	2.7
4-Book	124	1036	1.0	5.9	79	755	.6	5.8	92	265	.7	7.1	117	272	.9	5.7	89	246	.7	5.5
KCBS-FM																				
SP '00	37	464	.3	1.7	37	465	.3	2.7	14	53	.1	1.2	76	201	.6	3.5	56	121	.5	3.3
4-Book	44	590	.4	2.1	23	387	.2	1.7	16	63	.1	1.2	48	164	.4	2.3	32	98	.3	1.9
KCMG-FM																				
SP '00	32	516	.3	1.5	27	341	.2	2.0	20	71	.2	1.7	36	111	.3	1.7	42	118	.3	2.5
4-Book	38	659	.3	1.8	39	445	.3	2.9	24	77	.2	1.8	52	146	.4	2.5	34	107	.3	2.1
KDIS-AM																				
SP '00	4	164		.2	2	84		.1					2	26		.1	5	25		.3
4-Book	9	197	.1	.4	6	118		.4	8	27	.1	.6	9	50	.1	.4	6	30	.1	.4
KFI -AM																				
SP '00	10	111	.1	.5	4	69		.3									6	11	.1	.4
4-Book	7	122	.1	.4	5	60		.4	5	17		.4	4	14		.2	6	11	.1	.4
KFSG-FM																				
SP '00	3	96		.1	1	45		.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	13	193	.1	.6	9	136	.1	.7	11	81	.1	.9	3	29		.1	27	27	.2	1.6
4-Book	6	158		.3	3	54		.2	3	24		.3	1	7			7	10	.1	.4

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## 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
+KHJ -AM																				
SP '00	11	193	.1	.5	4	60		.3					12	26	.1	.6				
4-Book	13	203	.1	.6	9	94	.1	.7	13	28	.1	.9	14	39	.1	.7	10	23	.1	.7
KIEV-AM																				
SP '00																				
4-Book	1	6				6			3								1	3		.1
KJLH-FM																				
SP '00	34	247	.3	1.6	12	190	.1	.9	11	57	.1	.9	18	76	.1	.8	4	39		.2
4-Book	16	196	.1	.8	13	172	.1	1.0	9	38	.1	.7	10	45	.1	.5	8	24	.1	.5
KKBT-FM																				
SP '00	130	2607	1.0	6.0	79	1531	.6	5.7	38	174	.3	3.3	118	494	1.0	5.4	115	454	.9	6.8
4-Book	139	2729	1.1	6.6	100	1720	.8	7.4	57	254	.5	4.4	148	591	1.2	7.2	140	507	1.1	8.7
KKLA-FM																				
SP '00	10	100	.1	.5	2	30		.1					5	12		.2				
4-Book	3	53		.2	1	20			1				2	6		.1				
KLAC-AM																				
SP '00	1	67			3	66		.2									4	15		.2
4-Book	2	47		.1	3	44		.2	1	3		.1	1	3		.1	2	6		.1
KLAX-FM																				
SP '00	113	859	.9	5.2	60	463	.5	4.3	37	69	.3	3.2	86	160	.7	3.9	83	118	.7	4.9
4-Book	78	812	.6	3.7	47	489	.4	3.5	43	113	.4	3.4	68	165	.6	3.2	66	131	.6	4.1
KLOS-FM																				
SP '00	26	484	.2	1.2	16	339	.1	1.2	6	76		.5	40	106	.3	1.8	22	69	.2	1.3
4-Book	30	521	.2	1.4	19	303	.1	1.4	20	59	.2	1.6	37	110	.3	1.8	27	84	.2	1.7
KLSX-FM																				
SP '00	62	615	.5	2.8	12	189	.1	.9	25	68	.2	2.2	3	26		.1	24	43	.2	1.4
4-Book	59	475	.5	2.8	8	148	.1	.6	14	47	.1	1.2	9	35	.1	.5	11	18	.1	.6
KLVE-FM																				
SP '00	47	580	.4	2.2	52	496	.4	3.8	26	62	.2	2.2	57	96	.5	2.6	85	144	.7	5.0
4-Book	67	786	.6	3.2	52	582	.4	3.8	41	135	.3	3.1	73	198	.6	3.5	55	130	.5	3.3
KLYY-FM																				
SP '00	37	307	.3	1.7	16	227	.1	1.2	8	64	.1	.7	29	103	.2	1.3	26	60	.2	1.5
4-Book	29	620	.2	1.4	19	338	.1	1.4	17	61	.2	1.3	28	122	.2	1.4	28	87	.2	1.7
+KMZT-FM																				
KKGO-FM																				
SP '00	7	208	.1	.3	2	55		.1	2	14		.2	5	14		.2				
4-Book	4	130		.2	2	62		.2	3	14		.3	2	10		.1	2	13		.1
KNX -AM																				
SP '00	2	71		.1																
4-Book	5	142	.1	.3	3	63		.2	1	15		.1	4	20		.2	2	6		.1
KOST-FM																				
SP '00	47	661	.4	2.2	23	413	.2	1.7	11	57	.1	.9	16	116	.1	.7	14	94	.1	.8
4-Book	42	681	.4	2.0	27	463	.2	2.0	21	74	.2	1.6	33	137	.3	1.6	27	100	.2	1.7
KPWR-FM																				
SP '00	315	4684	2.5	14.5	220	3112	1.8	15.9	175	739	1.4	15.1	360	1273	2.9	16.5	272	1038	2.2	16.1
4-Book	329	4724	2.7	15.6	222	3051	1.8	16.3	170	642	1.4	13.3	332	1191	2.7	16.0	284	981	2.3	17.6
+KRCD-FM																				
SP '00	11	90	.1	.5	10	80	.1	.7					18	26	.1	.8	16	26	.1	.9
4-Book	7	89	.1	.3	5	61		.4					10	19	.1	.5	9	21	.1	.5
+KRCV-FM																				
SP '00	10	116	.1	.5	15	120	.1	1.1	22	60	.2	1.9	29	87	.2	1.3	31	47	.2	1.8
4-Book	3	56		.2	4	33		.3	6	15	.1	.5	8	25	.1	.4	9	15	.1	.5

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 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
KRLA-AM																				
SP '00		25																		
4-Book	1	43			1	21		.1					3	6		.1	2	4		.2
KROQ-FM																				
SP '00	326	3090	2.6	15.0	205	2237	1.7	14.8	120	409	1.0	10.3	327	957	2.6	15.0	291	827	2.3	17.2
4-Book	253	3001	2.1	12.0	159	2080	1.3	11.6	104	375	.9	8.2	257	878	2.1	12.4	179	611	1.4	10.9
KRTH-FM																				
SP '00	31	631	.2	1.4	28	403	.2	2.0	6	39		.5	37	117	.3	1.7	35	100	.3	2.1
4-Book	34	698	.3	1.6	24	396	.2	1.8	16	54	.1	1.2	38	124	.3	1.8	37	96	.3	2.3
KSCA-FM																				
SP '00	183	1151	1.5	8.4	103	763	.8	7.4	201	414	1.6	17.3	160	328	1.3	7.3	93	199	.7	5.5
4-Book	193	1234	1.6	9.1	101	832	.8	7.4	251	469	2.1	19.6	154	355	1.3	7.5	88	201	.7	5.4
KSSE-FM																				
SP '00	86	736	.7	4.0	59	481	.5	4.3	96	188	.8	8.3	137	283	1.1	6.3	41	94	.3	2.4
4-Book	71	818	.6	3.4	48	567	.4	3.5	54	148	.5	4.4	102	287	.8	4.9	53	161	.4	3.3
KTNQ-AM																				
SP '00	9	154	.1	.4	17	96	.1	1.2	21	48	.2	1.8	38	48	.3	1.7	18	35	.1	1.1
4-Book	12	170	.1	.6	11	111	.1	.8	7	19	.1	.6	16	35	.1	.8	14	37	.1	.9
KTWV-FM																				
SP '00	12	195	.1	.6	7	141	.1	.5	6	13		.5	18	52	.1	.8	6	39		.4
4-Book	10	186	.1	.5	8	110	.1	.6	7	18	.1	.6	12	35	.1	.6	5	21		.3
KWIZ-FM																				
SP '00	11	163	.1	.5	6	84		.4	15	30	.1	1.3	15	42	.1	.7	14	39	.1	.8
4-Book	15	149	.1	.7	7	82	.1	.5	8	17	.1	.6	15	34	.1	.8	10	26	.1	.6
+KWKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKV-AM																				
SP '00	2	49		.1	3	45		.2					2	8		.1				
4-Book	4	65		.2	4	47		.3	3	3		.2	5	13		.2	3	8		.2
KWVE-FM																				
SP '00	6	127		.3	2	68		.1					2	13		.1				
4-Book	4	91		.2	3	58		.2					3	10		.1	1	4		.1
KXMX-FM																				
SP '00	10	115	.1	.5	6	111		.4	2	13		.2	9	34	.1	.4	17	33	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	69	1227	.6	3.2	36	698	.3	2.6	18	96	.1	1.5	48	198	.4	2.2	38	183	.3	2.2
4-Book	70	1302	.6	3.3	39	726	.3	2.9	29	113	.2	2.2	68	272	.5	3.3	46	186	.4	2.9
KZLA-FM																				
SP '00	23	244	.2	1.1	9	161	.1	.7	13	56	.1	1.1	24	60	.2	1.1	9	52	.1	.5
4-Book	14	210	.1	.7	11	126	.1	.8	12	53	.1	.9	15	40	.1	.7	13	40	.1	.8
KOLA-FM																				
SP '00	1	27		**	1	33		.1	**	**	**	**	2	21		.1	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	4	106		.2	5	54		.4					13	29	.1	.6	8	22	.1	.5
4-Book	7	96	.1	.3	3	50		.3	3	4		.2	7	17	.1	.3	5	13	.1	.3
TOTALS																				
SP '00	2177	11452	17.5		1384	9381	11.2		1162	3346	9.4		2178	5191	17.6		1694	4127	13.7	
4-Book	2113	11383	17.1		1360	9423	11.0		1279	3558	10.4		2075	5332	16.8		1622	4130	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

**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 '00	7	27	.1	.6									10	13	.1	.7	6	12		.7
4-Book	2	7	.2		1	4	.2						3	3	.2		3	6		.3
KACD-FM																				
SP '00									1	3	.1									
4-Book																				
KBCD-FM																				
SP '00													5	8	.4					
4-Book		3			1	4	.1		3	12	.2									
KAVS-FM																				
SP '00									1	14	.1		3	26	.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	108	389	.9	9.3	94	301	.8	10.1	70	355	.6	4.4	88	389	.7	6.3	32	240	.3	3.6
4-Book	120	444	1.0	9.8	80	297	.7	9.7	115	528	1.0	7.9	102	402	.8	7.7	81	349	.7	8.0
+KBET-AM																				
SP '00																	3	8		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	14	25	.1	1.2	6	13	.6		12	29	.1	.8	4	29	.3					
4-Book	6	16	.5		4	14	.5		10	25	.1	.7	3	17	.3					
KBIG-FM																				
SP '00	20	75	.2	1.7	17	64	.1	1.8	61	117	.5	3.8	33	111	.3	2.4	15	76	.1	1.7
4-Book	29	81	.3	2.4	9	39	.1	1.0	24	73	.2	1.5	17	64	.2	1.3	13	61	.1	1.4
KBLA-AM																				
SP '00									13	23	.1	.8	21	48	.2	1.5				
4-Book	1	4	.1						12	25	.1	.9	12	25	.1	.9	2	4		.2
KBUA-FM																				
SP '00	9	24	.1	.8	6	11	.6		24	50	.2	1.5	11	37	.1	.8	4	13		.5
4-Book	9	29	.1	.7	6	19	.7		14	38	.1	1.0	8	22	.1	.6	5	13		.5
KBUE-FM																				
SP '00	63	145	.5	5.4	33	134	.3	3.5	108	219	.9	6.8	53	134	.4	3.8	44	158	.4	5.0
4-Book	68	163	.6	5.4	67	201	.6	8.4	85	214	.7	5.8	65	177	.5	4.9	49	175	.4	4.9
KCBS-FM																				
SP '00	6	53	.5		3	27	.3		70	193	.6	4.4	55	147	.4	3.9	15	91	.1	1.7
4-Book	8	48	.1	.7	12	45	.1	1.5	33	125	.3	2.2	23	71	.2	1.7	11	69	.1	1.1
KCMG-FM																				
SP '00	16	53	.1	1.4	11	39	.1	1.2	13	70	.1	.8	29	67	.2	2.1	46	111	.4	5.2
4-Book	28	88	.2	2.3	13	48	.1	1.7	32	93	.3	2.2	38	98	.3	2.8	82	172	.7	8.1
KDIS-AM																				
SP '00	1	12	.1		3	23	.3		2	23	.1						2	13		.2
4-Book	3	19	.3		5	27	.7		9	45	.1	.6	4	20	.3					
KFI -AM																				
SP '00	13	31	.1	1.1	3	13	.3		5	38	.3						9	13	.1	1.0
4-Book	5	12	.4		7	21	.9		10	26	.1	.7					3	7		.3
KFSG-FM																				
SP '00	1	13	.1						9	33	.1	.6					**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	3	13	.3		7	40	.1	.8	1	24	.1		23	54	.2	1.6				
4-Book	1	7	.1		4	21	.4		1	11	.1		6	20	.1	.5		3		

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>+KHJ -AM</b>																				
SP '00								12	47	.1	.8	10	26	.1	.7					
4-Book	5	20	.4		6	16	.1	.8	11	40	.1	.8	12	33	.1	.9	3	12		.3
<b>KIEV-AM</b>																				
SP '00																				
4-Book																				
<b>KJLH-FM</b>																				
SP '00	21	48	.2	1.8	8	18	.1	.9	21	85	.2	1.3	5	32	.4		7	50	.1	.8
4-Book	18	42	.2	1.5	14	43	.1	1.7	26	87	.2	1.8	14	49	.1	1.1	6	30	.1	.6
<b>KKBT-FM</b>																				
SP '00	83	405	.7	7.2	60	204	.5	6.4	84	338	.7	5.3	76	252	.6	5.4	53	208	.4	6.0
4-Book	116	457	1.0	9.4	43	158	.4	5.1	98	423	.8	6.8	116	383	1.0	8.8	74	254	.6	7.4
<b>KKLA-FM</b>																				
SP '00																	11	18	.1	1.2
4-Book					1	5	.1		1	4						3	5		.3	
<b>KLAC-AM</b>																				
SP '00	3	15	.3									15	51	.1	1.1	1	13		.1	
4-Book	4	17	.3					1	3	.1		4	16	.3		3	13		.3	
<b>KLAX-FM</b>																				
SP '00	39	101	.3	3.4	61	155	.5	6.6	77	157	.6	4.8	65	180	.5	4.6	31	100	.2	3.5
4-Book	31	110	.3	2.5	38	94	.3	4.6	52	132	.4	3.5	52	128	.4	4.0	28	97	.2	2.8
<b>KLOS-FM</b>																				
SP '00	13	52	.1	1.1	5	34	.5		7	58	.1	.4	17	77	.1	1.2	16	57	.1	1.8
4-Book	11	43	.1	.9	7	31	.9		16	69	.1	1.1	17	75	.1	1.3	16	62	.1	1.6
<b>KLSX-FM</b>																				
SP '00	4	31	.3		17	45	.1	1.8	11	37	.1	.7	17	35	.1	1.2				
4-Book	3	20	.2		12	36	.1	1.5	11	39	.1	.7	6	13	.4		2	8		.2
<b>KLVE-FM</b>																				
SP '00	86	195	.7	7.4	34	105	.3	3.7	27	64	.2	1.7	62	100	.5	4.4	35	111	.3	3.9
4-Book	75	177	.6	6.2	25	86	.2	3.1	55	141	.4	3.8	33	84	.3	2.4	47	125	.4	4.6
<b>KLYY-FM</b>																				
SP '00	4	25	.3		7	39	.1	.8	25	75	.2	1.6	15	51	.1	1.1	16	26	.1	1.8
4-Book	9	67	.1	.7	11	46	.1	1.4	22	98	.2	1.5	22	77	.2	1.6	14	54	.1	1.5
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	3	14	.3									2	15	.1						
4-Book	1	4	.1		2	7	.3		2	7	.1		4	19	.3		3	16		.3
<b>KNX -AM</b>																				
SP '00																				
4-Book	4	13	.4		1	7	.2		1	7	.1		5	24	.5		2	13		.2
<b>KOST-FM</b>																				
SP '00	46	155	.4	4.0	34	89	.3	3.7	7	39	.1	.4	13	66	.1	.9	34	104	.3	3.8
4-Book	31	138	.3	2.5	18	60	.2	2.2	23	82	.2	1.6	19	67	.2	1.4	40	141	.3	4.1
<b>KPWR-FM</b>																				
SP '00	199	788	1.6	17.2	112	598	.9	12.0	217	922	1.7	13.6	225	785	1.8	16.1	184	699	1.5	20.7
4-Book	228	788	1.9	18.5	122	487	1.0	15.0	220	872	1.8	15.0	239	770	1.9	18.2	163	625	1.3	16.7
<b>+KRCD-FM</b>																				
SP '00	4	24	.3		2	19	.2		9	44	.1	.6	28	36	.2	2.0	4	25		.5
4-Book	4	15	.3		1	10	.1		4	21	.3		9	17	.1	.7	2	11		.2
<b>+KRCV-FM</b>																				
SP '00	13	35	.1	1.1	8	25	.1	.9	5	13	.3		7	13	.1	.5	5	13		.6
4-Book	4	12	.3		2	6	.2		2	6	.1		2	3	.1		2	6		.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 - 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	
KRLA-AM																				
SP '00																				
4-Book																				
								2	7	.1		2	3	.2		2	7	.2		
KROQ-FM																				
SP '00																				
4-Book																				
170	628	1.4	14.7	83	305	.7	8.9	252	730	2.0	15.8	205	568	1.7	14.7	167	649	1.3	18.8	
142	552	1.2	11.6	61	240	.5	7.3	187	668	1.5	12.6	170	554	1.4	13.0	145	552	1.2	14.8	
KRTH-FM																				
SP '00																				
4-Book																				
14	71	.1	1.2	27	93	.2	2.9	47	123	.4	2.9	42	173	.3	3.0	15	51	.1	1.7	
20	66	.2	1.6	15	50	.1	1.7	32	121	.3	2.1	21	84	.2	1.5	14	62	.1	1.4	
KSCA-FM																				
SP '00																				
4-Book																				
44	149	.4	3.8	107	226	.9	11.5	110	229	.9	6.9	94	198	.8	6.7	31	114	.2	3.5	
44	122	.4	3.6	100	199	.8	12.2	97	227	.8	6.6	72	165	.6	5.5	24	88	.2	2.5	
KSSE-FM																				
SP '00																				
4-Book																				
11	67	.1	.9	39	147	.3	4.2	94	174	.8	5.9	25	61	.2	1.8	21	58	.2	2.4	
31	106	.3	2.5	25	86	.2	3.0	62	159	.5	4.2	33	91	.3	2.4	17	71	.1	1.8	
KTND-AM																				
SP '00																				
4-Book																				
23	36	.2	2.0	3	11		.3	14	23	.1	.9	1	11		.1	13	25	.1	1.5	
17	43	.2	1.4	1	6		.2	11	29	.1	.8	11	20	.1	1.0	8	24	.1	.8	
KTWV-FM																				
SP '00																				
4-Book																				
1	13		.1	12	48	.1	1.3	6	31		.4	9	29	.1	.6	1	19		.1	
7	13	.1	.6	9	31	.1	1.1	4	23		.3	7	18	.1	.5	13	29	.1	1.3	
KWIZ-FM																				
SP '00																				
4-Book																				
2	19		.2	1	11		.1	1	8		.1	1	8		.1	1	8		.1	
4	20		.3	2	14		.3	8	16	.1	.6	4	9		.3	1	8		.1	
+KWKU-AM																				
KWPA-AM																				
SP '00																				
4-Book																				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWKV-AM																				
SP '00																				
4-Book																				
1	4		.1	3	13		.3	9	12	.1	.6	9	12	.1	.6	3	12		.3	
				3	10		.4	7	16	.1	.5	6	15	.1	.4					
KWVE-FM																				
SP '00																				
4-Book																				
2	13		.2	10	40	.1	1.1	1	15		.1					2	8		.2	
4	12		.3	4	24		.5	6	28		.4									
KXMX-FM																				
SP '00																				
4-Book																				
4	15		.3	9	54	.1	1.0	**	**	**	**	7	20	.1	.5	2	11		.2	
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KYSR-FM																				
SP '00																				
4-Book																				
27	184	.2	2.3	12	74	.1	1.3	74	231	.6	4.6	46	193	.4	3.3	22	65	.2	2.5	
26	157	.2	2.1	12	59	.1	1.5	52	202	.4	3.5	50	177	.4	3.9	27	110	.2	2.7	
KZLA-FM																				
SP '00																				
4-Book																				
7	20	.1	.6	12	45	.1	1.3	9	58	.1	.6					6	15		.7	
				10	36	.1	1.2	11	48	.1	.7	9	24	.1	.7	9	21	.1	.9	
KOLA-FM																				
SP '00																				
4-Book																				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7	11	.1	.8
				**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																				
SP '00																				
4-Book																				
1	3		.1	18	31	.1	1.9	1	14		.1					2	10		.2	
				7	11	.1	.9	2	13		.1									
TOTALS																				
SP '00																				
4-Book																				
1159	3566	9.3		931	2859	7.5		1594	4123	12.8		1399	3473	11.3		887	2916	7.1		
1233	3642	10.0		818	2519	6.6		1470	3991	11.9		1316	3426	10.7		991	3046	8.0		

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 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	
<b>KABC-AM</b>																				
SP '00	23	358	.1	.7	29	118	.2	.6	20	86	.1	.4	39	217	.2	1.0	21	118	.1	1.2
WI '00	11	373	.1	.3	21	185	.1	.5	10	130	.1	.2	23	171	.1	.6	8	89		.4
FA '99	24	434	.1	.7	14	125	.1	.3	47	196	.3	1.0	44	276	.2	1.0	20	149	.1	1.0
SU '99	18	440	.1	.5	32	243	.2	.7	24	164	.1	.5	38	259	.2	1.0	7	123		.4
<b>4-Book</b>	<b>19</b>	<b>401</b>	<b>.1</b>	<b>.6</b>	<b>24</b>	<b>168</b>	<b>.2</b>	<b>.5</b>	<b>25</b>	<b>144</b>	<b>.2</b>	<b>.5</b>	<b>36</b>	<b>231</b>	<b>.2</b>	<b>.9</b>	<b>14</b>	<b>120</b>	<b>.1</b>	<b>.8</b>
SP '99	17	327	.1	.5	16	108	.1	.3	24	122	.1	.5	38	158	.2	.9	11	97	.1	.5
<b>KACD-FM</b>																				
SP '00	19	291	.1	.6	11	127	.1	.2	39	167	.2	.9	34	154	.2	.8	9	96	.1	.5
WI '00	12	286	.1	.4	22	129	.1	.5	17	110	.1	.4	11	145	.1	.3	5	104		.3
FA '99	10	285	.1	.3	13	142	.1	.3	17	110	.1	.4	11	146	.1	.3	7	98		.4
SU '99	13	183	.1	.4	19	96	.1	.4	25	73	.1	.6	19	83	.1	.5	2	55		.1
<b>4-Book</b>	<b>14</b>	<b>261</b>	<b>.1</b>	<b>.4</b>	<b>16</b>	<b>124</b>	<b>.1</b>	<b>.4</b>	<b>25</b>	<b>115</b>	<b>.1</b>	<b>.6</b>	<b>19</b>	<b>132</b>	<b>.1</b>	<b>.5</b>	<b>6</b>	<b>88</b>		<b>.3</b>
SP '99	10	344	.1	.3	6	93		.1	16	104	.1	.3	20	187	.1	.5	7	77		.3
<b>KBCD-FM</b>																				
SP '00	6	157		.2	3	80		.1	17	93	.1	.4	11	122	.1	.3	1	46		.1
WI '00	3	163		.1	3	66		.1	4	49		.1	3	82		.1		33		
FA '99	12	157	.1	.4	9	75	.1	.2	25	99	.1	.5	22	112	.1	.5	6	32		.3
SU '99	12	187	.1	.4	17	92	.1	.4	32	92	.2	.7	7	92		.2	1	16		.1
<b>4-Book</b>	<b>8</b>	<b>166</b>	<b>.1</b>	<b>.3</b>	<b>8</b>	<b>78</b>	<b>.1</b>	<b>.2</b>	<b>20</b>	<b>83</b>	<b>.1</b>	<b>.4</b>	<b>11</b>	<b>102</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>32</b>		<b>.1</b>
SP '99	10	174	.1	.3	13	85	.1	.3	24	130	.1	.5	7	98		.2	1	32		
<b>KAVS-FM</b>																				
SP '00		28			2	28														
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	130	3165	.7	4.0	188	1527	1.0	4.0	142	1447	.8	3.1	180	1703	1.0	4.4	85	1138	.5	4.9
WI '00	157	3512	.9	4.9	201	1774	1.1	4.3	215	1628	1.2	4.9	198	1859	1.1	5.1	103	1280	.6	5.6
FA '99	159	3484	.9	4.7	243	1888	1.4	4.8	216	1721	1.2	4.6	204	1827	1.1	4.9	77	1302	.4	3.9
SU '99	137	3429	.8	4.2	182	1644	1.0	3.9	171	1629	1.0	3.8	171	1743	1.0	4.5	68	1078	.4	3.5
<b>4-Book</b>	<b>146</b>	<b>3398</b>	<b>.8</b>	<b>4.5</b>	<b>204</b>	<b>1708</b>	<b>1.1</b>	<b>4.3</b>	<b>186</b>	<b>1606</b>	<b>1.1</b>	<b>4.1</b>	<b>188</b>	<b>1783</b>	<b>1.1</b>	<b>4.7</b>	<b>83</b>	<b>1200</b>	<b>.5</b>	<b>4.5</b>
SP '99	130	2937	.7	3.8	153	1394	.9	3.1	160	1440	.9	3.4	187	1663	1.0	4.6	84	1125	.5	4.2
<b>+KBET-AM</b>																				
SP '00		8																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	1	14																		
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	29	595	.2	.9	19	174	.1	.4	49	368	.3	1.1	41	252	.2	1.0	19	124	.1	1.1
WI '00	17	379	.1	.5	30	227	.2	.6	38	218	.2	.9	19	223	.1	.5	1	40		.1
FA '99	46	750	.3	1.3	63	371	.4	1.2	97	493	.5	2.0	50	428	.3	1.2	14	202	.1	.7
SU '99	26	563	.1	.8	46	301	.3	1.0	48	333	.3	1.1	26	216	.1	.7	15	193	.1	.8
<b>4-Book</b>	<b>30</b>	<b>572</b>	<b>.2</b>	<b>.9</b>	<b>40</b>	<b>268</b>	<b>.3</b>	<b>.8</b>	<b>58</b>	<b>353</b>	<b>.3</b>	<b>1.3</b>	<b>34</b>	<b>280</b>	<b>.2</b>	<b>.9</b>	<b>12</b>	<b>140</b>	<b>.1</b>	<b>.7</b>
SP '99	33	609	.2	1.0	35	271	.2	.7	47	268	.3	1.0	36	292	.2	.9	38	279	.2	1.9
<b>KBIG-FM</b>																				
SP '00	83	1661	.5	2.6	99	728	.6	2.1	147	701	.8	3.3	98	886	.5	2.4	36	490	.2	2.1
WI '00	50	1394	.3	1.6	43	527	.2	.9	90	508	.5	2.0	77	542	.4	2.0	21	420	.1	1.2
FA '99	87	1884	.5	2.6	82	713	.5	1.6	132	903	.7	2.8	123	854	.7	2.9	50	572	.3	2.6
SU '99	57	1467	.3	1.7	83	456	.5	1.8	106	611	.6	2.4	59	598	.3	1.5	34	426	.2	1.7
<b>4-Book</b>	<b>69</b>	<b>1602</b>	<b>.4</b>	<b>2.1</b>	<b>77</b>	<b>606</b>	<b>.5</b>	<b>1.6</b>	<b>119</b>	<b>681</b>	<b>.7</b>	<b>2.6</b>	<b>89</b>	<b>720</b>	<b>.5</b>	<b>2.2</b>	<b>35</b>	<b>477</b>	<b>.2</b>	<b>1.9</b>
SP '99	56	1347	.3	1.7	54	475	.3	1.1	101	609	.6	2.2	75	635	.4	1.9	33	296	.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
	<b>KBLA-AM</b>																			
SP '00	40	518	.2	1.2	28	219	.2	.6	44	217	.2	1.0	85	369	.5	2.1	27	156	.2	1.6
WI '00	22	338	.1	.7	17	65	.1	.4	11	74	.1	.2	48	216	.3	1.2	21	109	.1	1.2
FA '99	40	365	.2	1.2	47	175	.3	.9	52	180	.3	1.1	86	243	.5	2.0	14	121	.1	.7
SU '99	20	379	.1	.6	15	81	.1	.3	10	129	.1	.2	52	237	.3	1.4	14	139	.1	.7
<b>4-Book</b>	<b>31</b>	<b>400</b>	<b>.2</b>	<b>.9</b>	<b>27</b>	<b>135</b>	<b>.2</b>	<b>.6</b>	<b>29</b>	<b>150</b>	<b>.2</b>	<b>.6</b>	<b>68</b>	<b>266</b>	<b>.4</b>	<b>1.7</b>	<b>19</b>	<b>131</b>	<b>.1</b>	<b>1.1</b>
SP '99	15	195	.1	.4	1	28			20	91	.1	.4	46	147	.3	1.1	12	97	.1	.6
<b>KBUA-FM</b>																				
SP '00	20	249	.1	.6	27	155	.2	.6	20	155	.1	.4	14	128	.1	.3	23	120	.1	1.3
WI '00	22	252	.1	.7	26	133	.1	.6	36	123	.2	.8	27	173	.2	.7	11	92	.1	.6
FA '99	23	184	.1	.7	21	73	.1	.4	30	99	.2	.6	39	97	.2	.9	12	99	.1	.6
SU '99	21	247	.1	.6	29	119	.2	.6	39	143	.2	.9	26	185	.1	.7	5	58		.3
<b>4-Book</b>	<b>22</b>	<b>233</b>	<b>.1</b>	<b>.7</b>	<b>26</b>	<b>120</b>	<b>.2</b>	<b>.6</b>	<b>31</b>	<b>130</b>	<b>.2</b>	<b>.7</b>	<b>27</b>	<b>146</b>	<b>.2</b>	<b>.7</b>	<b>13</b>	<b>92</b>	<b>.1</b>	<b>.7</b>
SP '99	33	291	.2	1.0	52	154	.3	1.0	51	150	.3	1.1	28	103	.2	.7	21	100	.1	1.0
<b>KBUE-FM</b>																				
SP '00	205	1834	1.1	6.3	261	1129	1.5	5.6	307	1031	1.7	6.8	265	997	1.5	6.5	100	570	.6	5.8
WI '00	198	2334	1.1	6.2	244	1211	1.4	5.2	295	1416	1.6	6.7	203	1221	1.1	5.3	122	959	.7	6.7
FA '99	180	1973	1.0	5.3	226	1073	1.3	4.4	238	1028	1.3	5.0	228	1218	1.3	5.4	123	831	.7	6.3
SU '99	209	2043	1.2	6.4	248	1150	1.4	5.4	280	1288	1.6	6.2	274	1299	1.5	7.1	119	713	.7	6.1
<b>4-Book</b>	<b>198</b>	<b>2046</b>	<b>1.1</b>	<b>6.1</b>	<b>245</b>	<b>1141</b>	<b>1.4</b>	<b>5.2</b>	<b>280</b>	<b>1191</b>	<b>1.6</b>	<b>6.2</b>	<b>243</b>	<b>1184</b>	<b>1.4</b>	<b>6.1</b>	<b>116</b>	<b>768</b>	<b>.7</b>	<b>6.2</b>
SP '99	193	2008	1.1	5.7	221	885	1.2	4.5	261	1015	1.5	5.6	272	1206	1.5	6.7	107	529	.6	5.3
<b>KCBS-FM</b>																				
SP '00	85	1608	.5	2.6	133	610	.7	2.9	123	835	.7	2.7	115	805	.6	2.8	24	434	.1	1.4
WI '00	60	1567	.3	1.9	79	730	.4	1.7	112	918	.6	2.5	78	794	.4	2.0	20	359	.1	1.1
FA '99	98	1735	.5	2.9	136	852	.8	2.7	187	930	1.0	3.9	123	969	.7	2.9	29	422	.2	1.5
SU '99	118	1784	.7	3.6	178	747	1.0	3.9	215	980	1.2	4.8	132	892	.7	3.4	38	441	.2	1.9
<b>4-Book</b>	<b>90</b>	<b>1674</b>	<b>.5</b>	<b>2.8</b>	<b>132</b>	<b>735</b>	<b>.7</b>	<b>2.8</b>	<b>159</b>	<b>916</b>	<b>.9</b>	<b>3.5</b>	<b>112</b>	<b>865</b>	<b>.6</b>	<b>2.8</b>	<b>28</b>	<b>414</b>	<b>.2</b>	<b>1.5</b>
SP '99	92	1941	.5	2.7	117	862	.7	2.4	170	1000	1.0	3.6	112	985	.6	2.8	38	580	.2	1.9
<b>KCMG-FM</b>																				
SP '00	53	1162	.3	1.6	54	534	.3	1.2	80	518	.4	1.8	60	552	.3	1.5	28	333	.2	1.6
WI '00	76	1546	.4	2.4	111	704	.6	2.4	98	713	.5	2.2	71	692	.4	1.8	61	530	.3	3.3
FA '99	66	1396	.4	1.9	61	542	.3	1.2	103	651	.6	2.2	89	612	.5	2.1	51	365	.3	2.6
SU '99	77	1418	.4	2.3	79	470	.4	1.7	102	721	.6	2.3	84	696	.5	2.2	53	539	.3	2.7
<b>4-Book</b>	<b>68</b>	<b>1381</b>	<b>.4</b>	<b>2.1</b>	<b>76</b>	<b>563</b>	<b>.4</b>	<b>1.6</b>	<b>96</b>	<b>651</b>	<b>.5</b>	<b>2.1</b>	<b>76</b>	<b>638</b>	<b>.4</b>	<b>1.9</b>	<b>48</b>	<b>442</b>	<b>.3</b>	<b>2.6</b>
SP '99	79	1266	.4	2.3	91	478	.5	1.8	110	674	.6	2.4	99	653	.6	2.4	52	465	.3	2.6
<b>KDIS-AM</b>																				
SP '00	2	96		.1	5	56		.1	17				2	47				15		
WI '00	3	217		.1	2	53			1	42			3	87		.1	4	56		.2
FA '99	4	159		.1	4	81		.1	5	94		.1	8	119		.2	3	14		.2
SU '99	3	157		.1	4	63		.1	2	54			3	44		.1	1	26		.1
<b>4-Book</b>	<b>3</b>	<b>157</b>		<b>.1</b>	<b>4</b>	<b>63</b>		<b>.1</b>	<b>2</b>	<b>52</b>			<b>4</b>	<b>74</b>		<b>.1</b>	<b>2</b>	<b>28</b>		<b>.1</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	31	501	.2	1.0	28	151	.2	.6	47	233	.3	1.0	81	305	.5	2.0	10	135	.1	.6
WI '00	26	602	.1	.8	31	244	.2	.7	33	238	.2	.7	37	209	.2	1.0	28	215	.2	1.5
FA '99	40	630	.2	1.2	43	235	.2	.8	57	290	.3	1.2	62	301	.3	1.5	42	220	.2	2.2
SU '99	29	615	.2	.9	34	294	.2	.7	66	314	.4	1.5	18	242	.1	.5	21	210	.1	1.1
<b>4-Book</b>	<b>32</b>	<b>587</b>	<b>.2</b>	<b>1.0</b>	<b>34</b>	<b>231</b>	<b>.2</b>	<b>.7</b>	<b>51</b>	<b>269</b>	<b>.3</b>	<b>1.1</b>	<b>50</b>	<b>264</b>	<b>.3</b>	<b>1.3</b>	<b>25</b>	<b>195</b>	<b>.2</b>	<b>1.4</b>
SP '99	20	460	.1	.6	20	194	.1	.4	26	202	.1	.6	18	111	.1	.4	38	164	.2	1.9
<b>KFSG-FM</b>																				
SP '00	6	235		.2	8	110		.2	2	60			13	146	.1	.3	5	90		.3
WI '00	6	103		.2	8	58		.2	4	58		.1	19	103	.1	.5	5	58		.3
FA '99	5	177		.1	6	56		.1	6	66		.1	8	44		.2	1	31		.1
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	5	235		.1	8	128		.2	2	59			10	124	.1	.2	3	58		.1

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 18-34																				
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	
<b>KFWB-AM</b>																				
SP '00	13	633	.1	.4	27	321	.2	.6	8	201	.2	.2	26	254	.1	.6	8	142	.5	.5
WI '00	19	680	.1	.6	41	397	.2	.9	21	228	.1	.5	29	335	.2	.8	6	79	.3	.3
FA '99	13	674	.1	.4	21	379	.1	.4	13	191	.1	.3	20	330	.1	.5	7	137	.4	.4
SU '99	16	539	.1	.5	27	261	.2	.6	24	158	.1	.5	22	331	.1	.6	3	99	.2	.2
<b>4-Book</b>	<b>15</b>	<b>632</b>	<b>.1</b>	<b>.5</b>	<b>29</b>	<b>340</b>	<b>.2</b>	<b>.6</b>	<b>17</b>	<b>195</b>	<b>.1</b>	<b>.4</b>	<b>24</b>	<b>313</b>	<b>.1</b>	<b>.6</b>	<b>6</b>	<b>114</b>	<b>.4</b>	<b>.4</b>
SP '99	21	768	.1	.6	66	536	.4	1.3	17	265	.1	.4	22	322	.1	.5	8	126	.4	.4
<b>+KHJ -AM</b>																				
SP '00	25	540	.1	.8	39	238	.2	.8	38	273	.2	.8	21	187	.1	.5	12	90	.1	.7
WI '00	27	608	.2	.8	40	298	.2	.9	29	299	.2	.7	31	252	.2	.8	12	116	.1	.7
FA '99	46	503	.3	1.3	62	285	.3	1.2	58	332	.3	1.2	46	271	.3	1.1	28	159	.2	1.4
SU '99	33	628	.2	1.0	40	291	.2	.9	51	263	.3	1.1	54	349	.3	1.4	10	172	.1	.5
<b>4-Book</b>	<b>33</b>	<b>570</b>	<b>.2</b>	<b>1.0</b>	<b>45</b>	<b>278</b>	<b>.2</b>	<b>1.0</b>	<b>44</b>	<b>292</b>	<b>.3</b>	<b>1.0</b>	<b>38</b>	<b>265</b>	<b>.2</b>	<b>1.0</b>	<b>16</b>	<b>134</b>	<b>.1</b>	<b>.8</b>
SP '99	46	768	.3	1.4	37	263	.2	.7	65	404	.4	1.4	65	503	.4	1.6	30	164	.2	1.5
<b>KIEV-AM</b>																				
SP '00	1	23							2	11			1	23						
WI '00																				
FA '99	2	41		.1					5	30		.1	3	13		.1		11		
SU '99		34							1	18			1	16						
<b>4-Book</b>	<b>1</b>	<b>25</b>							<b>2</b>	<b>15</b>			<b>1</b>	<b>13</b>				<b>3</b>		
SP '99	1	44			4	28		.1	1	16			2	32			1	15		
<b>KJLH-FM</b>																				
SP '00	36	536	.2	1.1	35	292	.2	.8	70	274	.4	1.6	48	254	.3	1.2	21	188	.1	1.2
WI '00	37	567	.2	1.2	33	206	.2	.7	46	264	.3	1.0	37	314	.2	1.0	33	251	.2	1.8
FA '99	20	438	.1	.6	20	132	.1	.4	26	188	.1	.5	10	93	.1	.2	14	117	.1	.7
SU '99	28	509	.2	.9	47	200	.3	1.0	24	192	.1	.5	23	193	.1	.6	36	231	.2	1.8
<b>4-Book</b>	<b>30</b>	<b>513</b>	<b>.2</b>	<b>1.0</b>	<b>34</b>	<b>208</b>	<b>.2</b>	<b>.7</b>	<b>42</b>	<b>230</b>	<b>.2</b>	<b>.9</b>	<b>30</b>	<b>214</b>	<b>.2</b>	<b>.8</b>	<b>26</b>	<b>197</b>	<b>.2</b>	<b>1.4</b>
SP '99	26	464	.1	.8	21	186	.1	.4	30	197	.2	.6	35	313	.2	.9	17	186	.1	.8
<b>KKBT-FM</b>																				
SP '00	147	2895	.8	4.6	167	1423	.9	3.6	159	1508	.9	3.5	209	1657	1.2	5.1	140	1062	.8	8.1
WI '00	171	3305	1.0	5.3	219	1583	1.2	4.7	199	1643	1.1	4.5	196	1735	1.1	5.1	118	1109	.7	6.5
FA '99	127	2647	.7	3.7	136	1165	.8	2.7	162	1425	.9	3.4	163	1215	.9	3.9	99	1108	.6	5.1
SU '99	182	3415	1.0	5.6	239	1419	1.3	5.2	204	1667	1.1	4.5	212	1899	1.2	5.5	166	1355	.9	8.5
<b>4-Book</b>	<b>157</b>	<b>3066</b>	<b>.9</b>	<b>4.8</b>	<b>190</b>	<b>1398</b>	<b>1.1</b>	<b>4.1</b>	<b>181</b>	<b>1561</b>	<b>1.0</b>	<b>4.0</b>	<b>195</b>	<b>1627</b>	<b>1.1</b>	<b>4.9</b>	<b>131</b>	<b>1159</b>	<b>.8</b>	<b>7.1</b>
SP '99	150	2847	.8	4.4	185	1327	1.0	3.7	202	1579	1.1	4.3	179	1543	1.0	4.4	122	1175	.7	6.1
<b>KKLA-FM</b>																				
SP '00	9	169	.1	.3	20	133	.1	.4	13	78	.1	.3	13	86	.1	.3		9		
WI '00	10	104	.1	.3	19	46	.1	.4	19	48	.1	.4	13	45	.1	.3	1	28	.1	.1
FA '99	4	268		.1	7	138		.1	3	46		.1	7	110		.2	1	60		.1
SU '99	7	237		.2	9	86		.2	7	117		.2	18	114		.5	3	39		.2
<b>4-Book</b>	<b>8</b>	<b>195</b>	<b>.1</b>	<b>.2</b>	<b>14</b>	<b>101</b>	<b>.1</b>	<b>.3</b>	<b>11</b>	<b>72</b>	<b>.1</b>	<b>.3</b>	<b>13</b>	<b>89</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>34</b>		<b>.1</b>
SP '99	4	132		.1	5	39		.1	5	78		.1	7	64		.2	1	41		
<b>KLAC-AM</b>																				
SP '00	11	478	.1	.3	1	28				15			14	240	.1	.3	25	291	.1	1.4
WI '00	4	315		.1		14							3	64		.1	15	211	.1	.8
FA '99	5	254		.1	8	67		.2	1	35		.2	7	78		.2	4	108		.2
SU '99	16	187	.1	.5	17	50	.1	.4	26	59	.1	.6	16	95	.1	.4	11	47	.1	.6
<b>4-Book</b>	<b>9</b>	<b>309</b>	<b>.1</b>	<b>.3</b>	<b>7</b>	<b>40</b>		<b>.2</b>	<b>7</b>	<b>27</b>		<b>.2</b>	<b>10</b>	<b>119</b>	<b>.1</b>	<b>.3</b>	<b>14</b>	<b>164</b>	<b>.1</b>	<b>.8</b>
SP '99	11	499	.1	.3	5	36		.1	4	61		.1	9	124	.1	.2	23	295	.1	1.1
<b>KLAX-FM</b>																				
SP '00	147	1713	.8	4.6	196	849	1.1	4.2	251	962	1.4	5.6	156	912	.9	3.8	49	450	.3	2.8
WI '00	127	2213	.7	4.0	137	798	.8	2.9	199	1235	1.1	4.5	175	1092	1.0	4.5	65	666	.4	3.6
FA '99	91	1669	.5	2.7	146	822	.8	2.9	142	953	.8	3.0	96	747	.5	2.3	34	378	.2	1.7
SU '99	130	1846	.7	4.0	183	757	1.0	4.0	150	965	.8	3.3	173	955	1.0	4.5	69	549	.4	3.5
<b>4-Book</b>	<b>124</b>	<b>1860</b>	<b>.7</b>	<b>3.8</b>	<b>166</b>	<b>807</b>	<b>.9</b>	<b>3.5</b>	<b>186</b>	<b>1029</b>	<b>1.0</b>	<b>4.1</b>	<b>150</b>	<b>927</b>	<b>.9</b>	<b>3.8</b>	<b>54</b>	<b>511</b>	<b>.3</b>	<b>2.9</b>
SP '99	167	2380	.9	4.9	258	1081	1.4	5.2	241	1245	1.3	5.2	202	1385	1.1	5.0	85	688	.5	4.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Trends

## Men 18-34

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
<b>KLOS-FM</b>																				
SP '00	91	1927	.5	2.8	170	882	.9	3.6	114	835	.6	2.5	118	989	.7	2.9	28	420	.2	1.6
WI '00	96	1878	.5	3.0	144	825	.8	3.1	136	779	.8	3.1	98	1095	.5	2.5	54	604	.3	3.0
FA '99	102	1851	.6	3.0	183	890	1.0	3.6	156	769	.9	3.3	138	940	.8	3.3	33	476	.2	1.7
SU '99	78	1781	.4	2.4	104	565	.6	2.3	118	823	.7	2.6	91	1007	.5	2.4	48	464	.3	2.5
<b>4-Book</b>	<b>92</b>	<b>1859</b>	<b>.5</b>	<b>2.8</b>	<b>150</b>	<b>791</b>	<b>.8</b>	<b>3.2</b>	<b>131</b>	<b>802</b>	<b>.8</b>	<b>2.9</b>	<b>111</b>	<b>1008</b>	<b>.6</b>	<b>2.8</b>	<b>41</b>	<b>491</b>	<b>.3</b>	<b>2.2</b>
SP '99	109	1933	.6	3.2	219	1032	1.2	4.4	175	910	1.0	3.8	118	998	.7	2.9	33	387	.2	1.6
<b>KLSX-FM</b>																				
SP '00	124	1852	.7	3.8	339	1312	1.9	7.3	139	843	.8	3.1	192	900	1.1	4.7	29	496	.2	1.7
WI '00	153	1836	.9	4.8	448	1448	2.5	9.6	194	908	1.1	4.4	190	856	1.1	4.9	29	322	.2	1.6
FA '99	133	1783	.7	3.9	425	1383	2.4	8.3	150	757	.8	3.2	143	605	.8	3.4	40	304	.2	2.1
SU '99	129	1604	.7	3.9	418	1184	2.3	9.1	121	779	.7	2.7	173	663	1.0	4.5	26	221	.1	1.3
<b>4-Book</b>	<b>135</b>	<b>1769</b>	<b>.8</b>	<b>4.1</b>	<b>408</b>	<b>1332</b>	<b>2.3</b>	<b>8.6</b>	<b>151</b>	<b>822</b>	<b>.9</b>	<b>3.4</b>	<b>175</b>	<b>756</b>	<b>1.0</b>	<b>4.4</b>	<b>31</b>	<b>336</b>	<b>.2</b>	<b>1.7</b>
SP '99	139	1911	.8	4.1	460	1382	2.6	9.3	134	778	.7	2.9	170	777	1.0	4.2	30	375	.2	1.5
<b>KLVE-FM</b>																				
SP '00	125	2039	.7	3.9	205	1052	1.1	4.4	184	880	1.0	4.1	93	705	.5	2.3	64	664	.4	3.7
WI '00	133	2689	.7	4.1	193	1198	1.1	4.1	194	1396	1.1	4.4	116	950	.6	3.0	83	810	.5	4.5
FA '99	151	2349	.8	4.4	221	1160	1.2	4.3	185	1064	1.0	3.9	150	966	.8	3.6	109	937	.6	5.6
SU '99	190	2645	1.1	5.8	188	1066	1.1	4.1	292	1448	1.6	6.5	208	1386	1.2	5.4	130	1010	.7	6.7
<b>4-Book</b>	<b>150</b>	<b>2431</b>	<b>.8</b>	<b>4.6</b>	<b>202</b>	<b>1119</b>	<b>1.1</b>	<b>4.2</b>	<b>214</b>	<b>1197</b>	<b>1.2</b>	<b>4.7</b>	<b>142</b>	<b>1002</b>	<b>.8</b>	<b>3.6</b>	<b>97</b>	<b>855</b>	<b>.6</b>	<b>5.1</b>
SP '99	152	2367	.9	4.5	200	1091	1.1	4.0	212	1278	1.2	4.5	157	1001	.9	3.9	93	804	.5	4.6
<b>KLYY-FM</b>																				
SP '00	52	767	.3	1.6	50	301	.3	1.1	95	403	.5	2.1	65	309	.4	1.6	24	208	.1	1.4
WI '00	40	797	.2	1.2	48	265	.3	1.0	50	338	.3	1.1	55	309	.3	1.4	20	200	.1	1.1
FA '99	40	1519	.2	1.2	42	421	.2	.8	55	748	.3	1.2	48	747	.3	1.1	28	553	.2	1.4
SU '99	42	1843	.2	1.3	49	611	.3	1.1	47	769	.3	1.0	47	885	.3	1.2	28	621	.2	1.4
<b>4-Book</b>	<b>44</b>	<b>1232</b>	<b>.2</b>	<b>1.3</b>	<b>47</b>	<b>400</b>	<b>.3</b>	<b>1.0</b>	<b>62</b>	<b>565</b>	<b>.4</b>	<b>1.4</b>	<b>54</b>	<b>553</b>	<b>.3</b>	<b>1.3</b>	<b>25</b>	<b>396</b>	<b>.2</b>	<b>1.3</b>
SP '99	38	1434	.2	1.1	28	522	.2	.6	58	610	.3	1.2	57	806	.3	1.4	18	297	.1	.9
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	23	461	.1	.7	20	162	.1	.4	30	233	.2	.7	35	187	.2	.9	22	190	.1	1.3
WI '00	11	380	.1	.3	11	144	.1	.2	8	69	.2	.2	7	108	.2	.2	20	225	.1	1.1
FA '99	19	489	.1	.6	21	169	.1	.4	33	158	.2	.7	30	245	.2	.7	6	95	.3	.3
SU '99	8	377	.2	.2	4	94	.1	.1	4	128	.1	.1	12	180	.1	.3	17	194	.1	.9
<b>4-Book</b>	<b>15</b>	<b>427</b>	<b>.1</b>	<b>.5</b>	<b>14</b>	<b>142</b>	<b>.1</b>	<b>.3</b>	<b>19</b>	<b>147</b>	<b>.1</b>	<b>.4</b>	<b>21</b>	<b>180</b>	<b>.1</b>	<b>.5</b>	<b>16</b>	<b>176</b>	<b>.1</b>	<b>.9</b>
SP '99	18	589	.1	.5	19	251	.1	.4	26	257	.1	.6	21	319	.1	.5	16	240	.1	.8
<b>KNX -AM</b>																				
SP '00	18	510	.1	.6	32	241	.2	.7	29	216	.2	.6	29	281	.2	.7	8	88	.5	.5
WI '00	16	625	.1	.5	24	249	.1	.5	16	209	.1	.4	24	242	.1	.6	9	91	.1	.5
FA '99	22	832	.1	.6	34	401	.2	.7	32	278	.2	.7	23	421	.1	.5	12	250	.1	.6
SU '99	24	739	.1	.7	47	388	.3	1.0	41	264	.2	.9	25	336	.1	.7	10	214	.1	.5
<b>4-Book</b>	<b>20</b>	<b>677</b>	<b>.1</b>	<b>.6</b>	<b>34</b>	<b>320</b>	<b>.2</b>	<b>.7</b>	<b>30</b>	<b>242</b>	<b>.2</b>	<b>.7</b>	<b>25</b>	<b>320</b>	<b>.1</b>	<b>.6</b>	<b>10</b>	<b>161</b>	<b>.1</b>	<b>.5</b>
SP '99	17	679	.1	.5	40	348	.2	.8	28	260	.2	.6	17	399	.1	.4	3	108	.1	.1
<b>KOST-FM</b>																				
SP '00	67	1476	.4	2.1	54	551	.3	1.2	115	729	.6	2.5	91	665	.5	2.2	59	578	.3	3.4
WI '00	84	1986	.5	2.6	98	648	.5	2.1	133	920	.7	3.0	107	993	.6	2.8	63	750	.4	3.5
FA '99	82	1981	.5	2.4	86	759	.5	1.7	104	850	.6	2.2	96	922	.5	2.3	98	884	.5	5.0
SU '99	79	1911	.4	2.4	79	765	.4	1.7	80	730	.4	1.8	100	833	.6	2.6	93	761	.5	4.8
<b>4-Book</b>	<b>78</b>	<b>1839</b>	<b>.5</b>	<b>2.4</b>	<b>79</b>	<b>681</b>	<b>.4</b>	<b>1.7</b>	<b>108</b>	<b>807</b>	<b>.6</b>	<b>2.4</b>	<b>99</b>	<b>853</b>	<b>.6</b>	<b>2.5</b>	<b>78</b>	<b>743</b>	<b>.4</b>	<b>4.2</b>
SP '99	84	1809	.5	2.5	107	660	.6	2.2	115	675	.6	2.5	70	735	.4	1.7	87	754	.5	4.3
<b>KPWR-FM</b>																				
SP '00	227	4347	1.3	7.0	315	2305	1.8	6.8	288	2268	1.6	6.4	306	2692	1.7	7.5	150	1792	.8	8.7
WI '00	273	4770	1.5	8.5	387	2603	2.2	8.3	354	2543	2.0	8.0	361	2715	2.0	9.4	169	1752	.9	9.3
FA '99	245	4395	1.4	7.2	348	2063	1.9	6.8	295	2050	1.6	6.2	290	2332	1.6	6.9	167	1661	.9	8.6
SU '99	240	4822	1.3	7.3	243	2233	1.4	5.3	324	2700	1.8	7.2	323	2701	1.8	8.4	150	1722	.8	7.7
<b>4-Book</b>	<b>246</b>	<b>4584</b>	<b>1.4</b>	<b>7.5</b>	<b>323</b>	<b>2301</b>	<b>1.8</b>	<b>6.8</b>	<b>315</b>	<b>2390</b>	<b>1.8</b>	<b>7.0</b>	<b>320</b>	<b>2610</b>	<b>1.8</b>	<b>8.1</b>	<b>159</b>	<b>1732</b>	<b>.9</b>	<b>8.6</b>
SP '99	222	3991	1.2	6.6	320	2142	1.8	6.5	241	1985	1.3	5.2	286	2146	1.6	7.1	165	1553	.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

## 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
<b>+KRCO-FM</b>																				
SP '00	35	432	.2	1.1	24	129	.1	.5	60	217	.3	1.3	52	218	.3	1.3	17	142	.1	1.0
WI '00	19	301	.1	.6	13	143	.1	.3	24	190	.1	.5	28	141	.2	.7	13	138	.1	.7
FA '99	7	284		.2	2	47			6	109		.1	12	126	.1	.3	9	130	.1	.5
SU '99	9	358	.1	.3	9	100	.1	.2	16	169	.1	.4	11	135	.1	.3	3	68		.2
<b>4-Book</b>	<b>18</b>	<b>344</b>	<b>.1</b>	<b>.6</b>	<b>12</b>	<b>105</b>	<b>.1</b>	<b>.3</b>	<b>27</b>	<b>171</b>	<b>.1</b>	<b>.6</b>	<b>26</b>	<b>155</b>	<b>.2</b>	<b>.7</b>	<b>11</b>	<b>120</b>	<b>.1</b>	<b>.6</b>
SP '99	17	317	.1	.5	11	93	.1	.2	15	149	.1	.3	19	166	.1	.5	33	108	.2	1.6
<b>+KRCV-FM</b>																				
SP '00	26	301	.1	.8	41	139	.2	.9	39	179	.2	.9	22	137	.1	.5	12	74	.1	.7
WI '00	3	121		.1	5	71		.1		21			4	46		.1	5	46		.3
FA '99																				
SU '99	1	65			1	13			1	26			1	36			2	49		.1
<b>4-Book</b>	<b>8</b>	<b>122</b>		<b>.2</b>	<b>12</b>	<b>56</b>	<b>.1</b>	<b>.3</b>	<b>10</b>	<b>57</b>	<b>.1</b>	<b>.2</b>	<b>7</b>	<b>55</b>		<b>.2</b>	<b>5</b>	<b>42</b>		<b>.3</b>
SP '99	1	46				12							3	34		.1		10		
<b>KRLA-AM</b>																				
SP '00	4	89		.1	8	57		.2	8	42		.2					2	21		.1
WI '00	2	84		.1	1	25				31			2	13		.1	2	13		.1
FA '99	3	161		.1	5	44		.1	1	27			5	82		.1	4	74		.2
SU '99	9	208	.1	.3	12	92	.1	.3	9	48	.1	.2	5	62		.1	17	70	.1	.9
<b>4-Book</b>	<b>5</b>	<b>136</b>		<b>.2</b>	<b>7</b>	<b>55</b>		<b>.2</b>	<b>5</b>	<b>37</b>		<b>.1</b>	<b>3</b>	<b>39</b>		<b>.1</b>	<b>6</b>	<b>45</b>		<b>.3</b>
SP '99	4	150		.1	2	52			2	56			4	42		.1		13		
<b>KROQ-FM</b>																				
SP '00	324	4545	1.8	10.0	453	2343	2.5	9.7	472	2412	2.6	10.5	415	2684	2.3	10.2	175	1963	1.0	10.1
WI '00	261	3762	1.5	8.1	371	1884	2.1	8.0	352	1921	2.0	8.0	288	2206	1.6	7.5	174	1732	1.0	9.5
FA '99	265	4133	1.5	7.8	428	2406	2.4	8.4	333	2366	1.9	7.0	345	2292	1.9	8.2	184	1811	1.0	9.4
SU '99	252	4217	1.4	7.7	356	2211	2.0	7.7	308	2222	1.7	6.9	305	2491	1.7	7.9	185	1799	1.0	9.5
<b>4-Book</b>	<b>276</b>	<b>4164</b>	<b>1.6</b>	<b>8.4</b>	<b>402</b>	<b>2211</b>	<b>2.3</b>	<b>8.5</b>	<b>366</b>	<b>2230</b>	<b>2.1</b>	<b>8.1</b>	<b>338</b>	<b>2418</b>	<b>1.9</b>	<b>8.5</b>	<b>180</b>	<b>1826</b>	<b>1.0</b>	<b>9.6</b>
SP '99	255	4095	1.4	7.5	396	2261	2.2	8.0	354	2338	2.0	7.6	294	2434	1.6	7.3	146	1517	.8	7.3
<b>KRTH-FM</b>																				
SP '00	54	1222	.3	1.7	82	504	.5	1.8	72	544	.4	1.6	46	436	.3	1.1	35	357	.2	2.0
WI '00	70	1385	.4	2.2	84	494	.5	1.8	137	682	.8	3.1	80	740	.4	2.1	29	344	.2	1.6
FA '99	74	1488	.4	2.2	83	489	.5	1.6	125	654	.7	2.6	106	798	.6	2.5	32	420	.2	1.6
SU '99	37	1269	.2	1.1	23	301	.1	.5	50	506	.3	1.1	43	492	.2	1.1	23	362	.1	1.2
<b>4-Book</b>	<b>59</b>	<b>1341</b>	<b>.3</b>	<b>1.8</b>	<b>68</b>	<b>447</b>	<b>.4</b>	<b>1.4</b>	<b>96</b>	<b>597</b>	<b>.6</b>	<b>2.1</b>	<b>69</b>	<b>617</b>	<b>.4</b>	<b>1.7</b>	<b>30</b>	<b>371</b>	<b>.2</b>	<b>1.6</b>
SP '99	74	1254	.4	2.2	93	524	.5	1.9	132	529	.7	2.8	83	596	.5	2.0	26	290	.1	1.3
<b>KSCA-FM</b>																				
SP '00	299	2706	1.7	9.3	682	2070	3.8	14.6	368	1696	2.1	8.2	289	1189	1.6	7.1	73	552	.4	4.2
WI '00	340	3288	1.9	10.6	785	2454	4.4	16.8	459	2233	2.6	10.4	296	1664	1.7	7.7	73	753	.4	4.0
FA '99	407	3235	2.3	11.9	971	2557	5.4	19.0	512	2081	2.9	10.8	352	1604	2.0	8.4	107	778	.6	5.5
SU '99	308	2640	1.7	9.4	728	1859	4.1	15.8	456	1784	2.6	10.1	160	939	.9	4.2	102	734	.6	5.2
<b>4-Book</b>	<b>339</b>	<b>2967</b>	<b>1.9</b>	<b>10.3</b>	<b>792</b>	<b>2235</b>	<b>4.4</b>	<b>16.6</b>	<b>449</b>	<b>1949</b>	<b>2.6</b>	<b>9.9</b>	<b>274</b>	<b>1349</b>	<b>1.6</b>	<b>6.9</b>	<b>89</b>	<b>704</b>	<b>.5</b>	<b>4.7</b>
SP '99	361	3191	2.0	10.7	810	2063	4.5	16.3	493	2078	2.8	10.6	295	1365	1.7	7.3	104	830	.6	5.2
<b>KSSE-FM</b>																				
SP '00	107	1426	.6	3.3	146	782	.8	3.1	180	788	1.0	4.0	119	900	.7	2.9	42	520	.2	2.4
WI '00	85	1905	.5	2.6	120	879	.7	2.6	107	1006	.6	2.4	99	851	.6	2.6	46	579	.3	2.5
FA '99	100	1674	.6	2.9	127	776	.7	2.5	172	1006	1.0	3.6	97	797	.5	2.3	67	545	.4	3.4
SU '99	148	1816	.8	4.5	198	939	1.1	4.3	212	1052	1.2	4.7	173	852	1.0	4.5	97	559	.5	5.0
<b>4-Book</b>	<b>110</b>	<b>1705</b>	<b>.6</b>	<b>3.3</b>	<b>148</b>	<b>844</b>	<b>.8</b>	<b>3.1</b>	<b>168</b>	<b>963</b>	<b>1.0</b>	<b>3.7</b>	<b>122</b>	<b>850</b>	<b>.7</b>	<b>3.1</b>	<b>63</b>	<b>551</b>	<b>.4</b>	<b>3.3</b>
SP '99	105	1669	.6	3.1	126	741	.7	2.5	152	796	.9	3.3	125	943	.7	3.1	72	600	.4	3.6
<b>KTNQ-AM</b>																				
SP '00	60	903	.3	1.9	60	377	.3	1.3	59	390	.3	1.3	93	372	.5	2.3	70	356	.4	4.0
WI '00	64	867	.4	2.0	53	315	.3	1.1	80	337	.4	1.8	119	444	.7	3.1	57	321	.3	3.1
FA '99	54	748	.3	1.6	34	171	.2	.7	43	283	.2	.9	103	471	.6	2.5	77	395	.4	3.9
SU '99	46	729	.3	1.4	18	89	.1	.4	46	328	.3	1.0	98	383	.5	2.6	50	248	.3	2.6
<b>4-Book</b>	<b>56</b>	<b>812</b>	<b>.3</b>	<b>1.7</b>	<b>41</b>	<b>238</b>	<b>.2</b>	<b>.9</b>	<b>57</b>	<b>335</b>	<b>.3</b>	<b>1.3</b>	<b>103</b>	<b>418</b>	<b>.6</b>	<b>2.6</b>	<b>64</b>	<b>330</b>	<b>.4</b>	<b>3.4</b>
SP '99	101	989	.6	3.0	82	294	.5	1.7	122	398	.7	2.6	197	698	1.1	4.9	94	420	.5	4.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Men 18-34

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KTWV-FM</b>																				
SP '00	24	565	.1	.7	18	147	.1	.4	37	250	.2	.8	30	235	.2	.7	14	210	.1	.8
WI '00	33	600	.2	1.0	25	188	.1	.5	37	253	.2	.8	30	242	.2	.8	35	252	.2	1.9
FA '99	48	828	.3	1.4	54	348	.3	1.1	61	374	.3	1.3	69	489	.4	1.6	26	300	.1	1.3
SU '99	43	777	.2	1.3	30	302	.2	.7	58	313	.3	1.3	67	365	.4	1.7	33	277	.2	1.7
<b>4-Book</b>	<b>37</b>	<b>693</b>	<b>.2</b>	<b>1.1</b>	<b>32</b>	<b>246</b>	<b>.2</b>	<b>.7</b>	<b>48</b>	<b>298</b>	<b>.3</b>	<b>1.1</b>	<b>49</b>	<b>333</b>	<b>.3</b>	<b>1.2</b>	<b>27</b>	<b>260</b>	<b>.2</b>	<b>1.4</b>
SP '99	43	789	.2	1.3	38	371	.2	.8	88	381	.5	1.9	53	478	.3	1.3	20	166	.1	1.0
<b>KWIZ-FM</b>																				
SP '00	18	376	.1	.6	23	107	.1	.5	33	238	.2	.7	20	138	.1	.5	9	77	.1	.5
WI '00	19	475	.1	.6	16	161	.1	.3	27	231	.2	.6	34	182	.2	.9	10	124	.1	.5
FA '99	22	213	.1	.6	40	167	.2	.8	48	93	.3	1.0	16	103	.1	.4	8	64		.4
SU '99	21	234	.1	.6	24	105	.1	.5	38	118	.2	.8	18	156	.1	.5	8	108		.4
<b>4-Book</b>	<b>20</b>	<b>325</b>	<b>.1</b>	<b>.6</b>	<b>26</b>	<b>135</b>	<b>.1</b>	<b>.5</b>	<b>37</b>	<b>170</b>	<b>.2</b>	<b>.8</b>	<b>22</b>	<b>145</b>	<b>.1</b>	<b>.6</b>	<b>9</b>	<b>93</b>	<b>.1</b>	<b>.5</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	7	244		.2	11	108	.1	.2	9	84	.1	.2	8	83		.2	8	68		.5
WI '00	15	180	.1	.5	10	52	.1	.2	27	101	.2	.6	19	64	.1	.5	10	36	.1	.5
FA '99	15	339	.1	.4	8	73		.2	36	260	.2	.8	17	128	.1	.4	1	26		.1
SU '99	18	321	.1	.5	9	59	.1	.2	35	187	.2	.8	29	134	.2	.8	8	96		.4
<b>4-Book</b>	<b>14</b>	<b>271</b>	<b>.1</b>	<b>.4</b>	<b>10</b>	<b>73</b>	<b>.1</b>	<b>.2</b>	<b>27</b>	<b>158</b>	<b>.2</b>	<b>.6</b>	<b>18</b>	<b>102</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>57</b>		<b>.4</b>
SP '99	16	251	.1	.5	13	36	.1	.3	25	136	.1	.5	24	110	.1	.6	10	77	.1	.5
<b>KWVE-FM</b>																				
SP '00	7	287		.2	12	153	.1	.3	11	132	.1	.2	14	200	.1	.3	2	89		.1
WI '00	13	299	.1	.4	26	158	.1	.6	12	86	.1	.3	17	150	.1	.4	4	80		.2
FA '99	10	212	.1	.3	11	89	.1	.2	9	63	.1	.2	26	171	.1	.6	3	56		.2
SU '99	12	323	.1	.4	11	156	.1	.2	9	161	.1	.2	22	173	.1	.6	13	93	.1	.7
<b>4-Book</b>	<b>11</b>	<b>280</b>	<b>.1</b>	<b>.3</b>	<b>15</b>	<b>139</b>	<b>.1</b>	<b>.3</b>	<b>10</b>	<b>111</b>	<b>.1</b>	<b>.2</b>	<b>20</b>	<b>174</b>	<b>.1</b>	<b>.5</b>	<b>6</b>	<b>80</b>		<b>.3</b>
SP '99	8	304		.2	16	145	.1	.3	6	92		.1	6	102		.1	8	86		.4
<b>KXMX-FM</b>																				
SP '00	24	483	.1	.7	35	168	.2	.8	55	212	.3	1.2	23	226	.1	.6	3	102		.2
WI '00	33	642	.2	1.0	45	316	.3	1.0	64	376	.4	1.4	48	364	.3	1.2	7	126		.4
FA '99	10	375	.1	.3	11	107	.1	.2	9	141	.1	.2	15	186	.1	.4	5	72		.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	115	2634	.6	3.6	142	1127	.8	3.0	165	1265	.9	3.7	153	1353	.9	3.8	63	817	.4	3.6
WI '00	87	2328	.5	2.7	99	817	.6	2.1	115	920	.6	2.6	137	1339	.8	3.6	54	783	.3	3.0
FA '99	118	2878	.7	3.5	162	1387	.9	3.2	193	1595	1.1	4.1	163	1542	.9	3.9	43	835	.2	2.2
SU '99	119	2896	.7	3.6	140	1292	.8	3.0	167	1386	.9	3.7	150	1482	.8	3.9	64	813	.4	3.3
<b>4-Book</b>	<b>110</b>	<b>2684</b>	<b>.6</b>	<b>3.4</b>	<b>136</b>	<b>1156</b>	<b>.8</b>	<b>2.8</b>	<b>160</b>	<b>1292</b>	<b>.9</b>	<b>3.5</b>	<b>151</b>	<b>1429</b>	<b>.9</b>	<b>3.8</b>	<b>56</b>	<b>812</b>	<b>.3</b>	<b>3.0</b>
SP '99	110	2549	.6	3.2	154	1235	.9	3.1	149	1103	.8	3.2	151	1297	.8	3.7	55	825	.3	2.7
<b>KZLA-FM</b>																				
SP '00	32	500	.2	1.0	45	243	.3	1.0	63	218	.4	1.4	23	220	.1	.6	10	138	.1	.6
WI '00	40	683	.2	1.2	47	357	.3	1.0	52	318	.3	1.2	62	403	.3	1.6	23	257	.1	1.3
FA '99	31	565	.2	.9	32	225	.2	.6	44	304	.2	.9	49	320	.3	1.2	19	206	.1	1.0
SU '99	41	516	.2	1.3	52	234	.3	1.1	54	230	.3	1.2	39	248	.2	1.0	27	180	.2	1.4
<b>4-Book</b>	<b>36</b>	<b>566</b>	<b>.2</b>	<b>1.1</b>	<b>44</b>	<b>265</b>	<b>.3</b>	<b>.9</b>	<b>53</b>	<b>268</b>	<b>.3</b>	<b>1.2</b>	<b>43</b>	<b>298</b>	<b>.2</b>	<b>1.1</b>	<b>20</b>	<b>195</b>	<b>.1</b>	<b>1.1</b>
SP '99	46	587	.3	1.4	54	242	.3	1.1	69	274	.4	1.5	62	325	.3	1.5	21	227	.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

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
<b>KOLA-FM</b>																			
SP '00	1	52			15			1	12								13		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	5	138		.1	5	39		.1	10	80		.1	.2	9	88		.1	.2	2
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	2	107		.1	5	41		.1	2	29				1	42				1
<b>XTRA-AM</b>																			
SP '00	28	629	.2	.9	35	292	.2	.8	47	375	.3	1.0	43	299	.2	1.1	5	128	.3
WI '00	26	605	.1	.8	27	255	.2	.6	54	256	.3	1.2	35	333	.2	.9	7	94	.4
FA '99	38	761	.2	1.1	39	237	.2	.8	89	358	.5	1.9	55	495	.3	1.3	7	155	.4
SU '99	20	576	.1	.6	26	192	.1	.6	35	348	.2	.8	31	300	.2	.8	3	111	.2
<b>4-Book</b>	<b>28</b>	<b>643</b>	<b>.2</b>	<b>.9</b>	<b>32</b>	<b>244</b>	<b>.2</b>	<b>.7</b>	<b>56</b>	<b>334</b>	<b>.3</b>	<b>1.2</b>	<b>41</b>	<b>357</b>	<b>.2</b>	<b>1.0</b>	<b>6</b>	<b>122</b>	<b>.3</b>
SP '99	38	621	.2	1.1	57	335	.3	1.2	87	337	.5	1.9	37	299	.2	.9	5	99	.2
<b>TOTALS</b>																			
SP '00	3229	17148	18.0		4661	14547	26.0		4511	12972	25.2		4070	14251	22.7		1734	10291	9.7
WI '00	3214	17161	17.9		4663	14512	26.0		4416	13501	24.6		3847	14259	21.5		1825	10847	10.2
FA '99	3411	17439	19.0		5104	15017	28.5		4735	13745	26.4		4204	14390	23.5		1950	11078	10.9
SU '99	3279	17180	18.3		4612	14271	25.8		4493	13917	25.1		3840	14503	21.5		1949	11049	10.9
<b>4-Book</b>	<b>3283</b>	<b>17232</b>	<b>18.3</b>		<b>4760</b>	<b>14587</b>	<b>26.6</b>		<b>4539</b>	<b>13534</b>	<b>25.3</b>		<b>3990</b>	<b>14351</b>	<b>22.3</b>		<b>1865</b>	<b>10816</b>	<b>10.4</b>
SP '99	3387	17310	19.0		4956	14653	27.7		4663	13593	26.1		4054	14397	22.7		2001	10691	11.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Men 18-34																				
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 '00	29	274	.2	.7	13	122	.1	.6	2	9	.1	.4	14	42	.1	.4	23	91	.1	.9
4-Book	28	332	.2	.7	6	91	.3		3	13	.1		8	32	.1	.3	9	33	.1	.4
KACD-FM																				
SP '00	29	227	.2	.7	7	130	.3		5	40	.2		6	22	.2		7	59	.3	
4-Book	20	205	.1	.5	6	109	.3		5	25	.2		6	40	.2		6	34	.2	
KBCD-FM																				
SP '00	11	157	.1	.2	2	46	.1						2	15	.1		6	15	.2	
4-Book	13	142	.1	.3	4	70	.2		1	7			7	19	.2		8	23	.3	
KAVS-FM																				
SP '00	1	28				12			1	12										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	168	2682	.9	3.8	93	1601	.5	4.4	114	373	.6	4.9	186	679	1.0	5.0	73	384	.4	2.8
4-Book	192	2879	1.1	4.3	106	1768	.6	4.8	111	405	.6	4.4	189	714	1.1	5.2	122	453	.7	4.6
+KBET-AM																				
SP '00						8														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	37	483	.2	.8	21	237	.1	1.0	11	32	.1	.5	43	103	.2	1.1	44	81	.2	1.7
4-Book	45	485	.3	1.0	14	197	.1	.7	14	46	.1	.6	32	95	.2	.9	21	64	.1	.8
KBIG-FM																				
SP '00	117	1306	.7	2.6	53	752	.3	2.5	53	173	.3	2.3	86	278	.5	2.3	55	160	.3	2.1
4-Book	97	1186	.6	2.2	43	721	.3	2.0	27	105	.2	1.1	65	247	.4	1.8	63	191	.4	2.4
KBLA-AM																				
SP '00	52	461	.3	1.2	27	244	.2	1.3	22	47	.1	.9	36	92	.2	1.0	62	134	.3	2.4
4-Book	40	352	.2	.9	21	189	.1	1.0	11	25	.1	.5	30	73	.2	.8	46	92	.2	1.8
KBUA-FM																				
SP '00	20	212	.1	.5	18	129	.1	.9	27	84	.2	1.2	22	72	.1	.6	16	57	.1	.6
4-Book	28	202	.2	.6	17	150	.1	.8	22	62	.1	.9	25	70	.1	.7	20	46	.1	.8
KBUE-FM																				
SP '00	280	1563	1.6	6.3	144	1065	.8	6.8	140	430	.8	6.0	217	397	1.2	5.8	157	391	.9	6.0
4-Book	258	1765	1.5	5.8	147	1215	.8	6.7	190	481	1.1	7.5	251	560	1.4	6.9	171	433	1.0	6.5
KCBS-FM																				
SP '00	123	1310	.7	2.8	59	875	.3	2.8	52	184	.3	2.2	129	385	.7	3.4	82	270	.5	3.1
4-Book	136	1401	.8	3.1	52	726	.3	2.4	50	161	.3	1.9	110	329	.6	3.0	72	235	.4	2.7
KCMG-FM																				
SP '00	66	930	.4	1.5	47	649	.3	2.2	32	160	.2	1.4	76	259	.4	2.0	58	204	.3	2.2
4-Book	84	1097	.5	1.9	53	672	.3	2.4	40	129	.3	1.6	79	240	.4	2.2	57	199	.3	2.1
KDIS-AM																				
SP '00	2	84			4	52		.2					1	13			12	12	.1	.5
4-Book	3	122		.1	3	71		.1					5	30	.1	.2	7	27		.3
KFI -AM																				
SP '00	52	465	.3	1.2	8	143		.4	8	15		.3	15	85	.1	.4				
4-Book	45	468	.3	1.0	11	182	.1	.5	18	63	.1	.7	21	73	.1	.6	11	28	.1	.5
KFSG-FM																				
SP '00	7	192		.2	4	141		.2	11	34	.1	.5	5	31		.1	4	32		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	19	526	.1	.4	6	204		.3	24	146	.1	1.0	2	31		.1	3	28		.1
4-Book	23	545	.1	.5	9	205	.1	.4	15	84	.1	.6	10	55	.1	.3	9	32	.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

## 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
<b>+KHJ -AM</b>																				
SP '00	33	495	.2	.7	19	248	.1	.9	12	43	.1	.5	40	70	.2	1.1	6	29		.2
4-Book	43	500	.3	1.0	27	273	.1	1.3	43	86	.3	1.7	42	102	.2	1.2	24	72	.1	.9
<b>KIEV-AM</b>																				
SP '00	1	23															1	3		
4-Book	1	22				3											1	3		
<b>KJLH-FM</b>																				
SP '00	53	424	.3	1.2	17	239	.1	.8	26	58	.1	1.1	37	104	.2	1.0	6	46		.2
4-Book	36	369	.2	.8	24	265	.1	1.1	18	50	.1	.7	23	64	.1	.6	17	49	.1	.6
<b>KKBT-FM</b>																				
SP '00	177	2475	1.0	4.0	97	1476	.5	4.6	53	258	.3	2.3	182	620	1.0	4.8	140	453	.8	5.4
4-Book	188	2563	1.1	4.3	118	1679	.6	5.4	94	312	.5	3.7	172	623	1.0	4.7	162	517	.9	6.1
<b>KKLA-FM</b>																				
SP '00	16	146	.1	.4	3	56		.1					5	12		.1				
4-Book	13	160	.1	.3	3	75		.1	1	6			5	20		.2	1	7		.1
<b>KLAC-AM</b>																				
SP '00	5	253		.1	11	184	.1	.5					7	12		.2	11	56	.1	.4
4-Book	8	156		.2	8	122	.1	.4	4	7		.2	8	13		.2	7	22	.1	.3
<b>KLAX-FM</b>																				
SP '00	205	1437	1.1	4.6	112	868	.6	5.3	133	279	.7	5.7	182	340	1.0	4.8	117	251	.7	4.5
4-Book	169	1545	.9	3.8	92	953	.5	4.2	123	281	.7	4.9	150	353	.8	4.1	108	267	.6	4.1
<b>KLDS-FM</b>																				
SP '00	133	1639	.7	3.0	61	792	.3	2.9	26	176	.1	1.1	135	324	.8	3.6	119	271	.7	4.6
4-Book	131	1556	.7	2.9	56	763	.3	2.6	44	165	.3	1.7	114	343	.6	3.1	83	220	.5	3.1
<b>KLSX-FM</b>																				
SP '00	217	1791	1.2	4.9	23	414	.1	1.1	53	152	.3	2.3	23	129	.1	.6	37	83	.2	1.4
4-Book	238	1662	1.3	5.4	23	412	.1	1.1	46	118	.3	1.8	27	116	.2	.8	23	68	.1	.9
<b>KLVE-FM</b>																				
SP '00	162	1512	.9	3.7	99	1120	.6	4.7	125	315	.7	5.4	171	372	1.0	4.6	100	218	.6	3.8
4-Book	188	1861	1.0	4.2	118	1344	.7	5.4	127	358	.7	5.0	187	468	1.1	5.2	118	316	.7	4.4
<b>KLYY-FM</b>																				
SP '00	72	611	.4	1.6	37	394	.2	1.8	23	99	.1	1.0	71	217	.4	1.9	74	152	.4	2.8
4-Book	55	977	.3	1.2	36	610	.2	1.7	29	97	.2	1.2	55	227	.3	1.5	62	178	.3	2.3
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	29	371	.2	.7	15	157	.1	.7	6	31		.3	25	70	.1	.7	23	25	.1	.9
4-Book	18	309	.1	.4	11	179	.1	.5	9	32		.4	16	48	.1	.5	13	51	.1	.5
<b>KNX -AM</b>																				
SP '00	30	450	.2	.7	4	72		.2					17	30	.1	.5	1	12		
4-Book	30	542	.2	.7	10	222	.1	.4	7	38	.1	.3	18	86	.1	.5	1	11		.1
<b>KOST-FM</b>																				
SP '00	89	1187	.5	2.0	33	646	.2	1.6	25	119	.1	1.1	44	246	.2	1.2	43	182	.2	1.6
4-Book	96	1420	.5	2.2	45	782	.3	2.1	38	127	.2	1.5	54	232	.3	1.5	55	191	.3	2.1
<b>KPWR-FM</b>																				
SP '00	302	3919	1.7	6.8	145	2203	.8	6.9	131	489	.7	5.7	233	929	1.3	6.2	168	645	.9	6.4
4-Book	320	4066	1.8	7.2	175	2456	1.0	8.0	157	533	.9	6.2	293	1028	1.6	8.1	227	819	1.3	8.5
<b>+KRCD-FM</b>																				
SP '00	47	319	.3	1.1	28	234	.2	1.3	23	70	.1	1.0	63	122	.4	1.7	47	96	.3	1.8
4-Book	22	244	.1	.5	15	174	.1	.7	9	30	.1	.4	26	75	.2	.7	20	59	.1	.8
<b>+KRCV-FM</b>																				
SP '00	34	241	.2	.8	22	188	.1	1.0	52	90	.3	2.2	60	151	.3	1.6	24	48	.1	.9
4-Book	10	96	.1	.2	6	67		.3	14	29	.1	.6	15	41	.1	.4	8	15	.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 - Men 18-34

Men 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '00	6	57	.1	2	27		.1					6	16	.2						
4-Book	5	90	.1	2	38		.1	1	4			4	14	.2		4	7		.1	
KROQ-FM																				
SP '00	449	3837	2.5	10.2	202	2573	1.1	9.6	181	577	1.0	7.8	390	1179	2.2	10.4	272	876	1.5	10.4
4-Book	369	3649	2.1	8.3	174	2357	1.0	8.0	137	450	.8	5.5	307	1040	1.7	8.5	207	724	1.2	7.9
KRTH-FM																				
SP '00	67	934	.4	1.5	44	539	.2	2.1	22	90	.1	.9	67	187	.4	1.8	55	143	.3	2.1
4-Book	79	1033	.5	1.8	43	557	.2	2.0	34	97	.2	1.3	74	204	.4	2.1	44	127	.3	1.7
KSCA-FM																				
SP '00	440	2505	2.5	10.0	201	1487	1.1	9.5	539	1019	3.0	23.3	334	710	1.9	8.9	203	380	1.1	7.8
4-Book	500	2751	2.8	11.3	219	1741	1.2	10.1	655	1115	3.7	25.8	368	857	2.1	10.2	198	431	1.1	7.6
KSSE-FM																				
SP '00	151	1278	.8	3.4	74	760	.4	3.5	87	207	.5	3.8	166	366	.9	4.4	62	183	.3	2.4
4-Book	148	1462	.8	3.3	75	959	.4	3.4	85	258	.5	3.4	156	453	.9	4.3	87	262	.5	3.3
KTNQ-AM																				
SP '00	70	708	.4	1.6	34	367	.2	1.6	44	118	.2	1.9	54	119	.3	1.4	39	106	.2	1.5
4-Book	67	642	.4	1.5	32	360	.2	1.5	27	78	.1	1.1	36	98	.2	1.0	48	137	.3	1.8
KTWV-FM																				
SP '00	29	400	.2	.7	20	329	.1	.9	15	56	.1	.6	35	90	.2	.9	13	87	.1	.5
4-Book	43	517	.3	1.0	32	356	.2	1.4	33	75	.2	1.3	45	113	.3	1.3	28	81	.2	1.1
KWIZ-FM																				
SP '00	26	295	.1	.6	11	160	.1	.5	18	42	.1	.8	23	46	.1	.6	20	56	.1	.8
4-Book	29	281	.2	.7	12	156	.1	.5	9	24	.1	.4	32	74	.2	.9	19	50	.1	.7
+KVKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KVKV-AM																				
SP '00	9	167	.1	.2	3	80	.1	.1	5	35	.2	.2	9	32	.1	.2	2	12	.1	.1
4-Book	19	202	.1	.4	9	107	.1	.4	12	28	.1	.5	16	39	.1	.4	15	31	.1	.6
KVVE-FM																				
SP '00	12	275	.1	.3	1	56	.1	.3	4	29	.2	.2	2	13	.1	.1				
4-Book	15	236	.1	.3	7	126	.1	.3	10	35	.1	.4	5	25	.2	.2	11	27	.1	.4
KXXM-FM																				
SP '00	39	397	.2	.9	12	228	.1	.6	4	16	.2	.2	25	66	.1	.7	27	95	.2	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KYSR-FM																				
SP '00	154	2163	.9	3.5	80	1315	.4	3.8	59	216	.3	2.5	153	600	.9	4.1	105	452	.6	4.0
4-Book	150	2276	.9	3.4	75	1190	.4	3.4	55	199	.3	2.2	144	549	.8	4.0	100	389	.6	3.8
KZLA-FM																				
SP '00	45	362	.3	1.0	23	303	.1	1.1	19	92	.1	.8	54	163	.3	1.4	35	70	.2	1.3
4-Book	48	434	.3	1.1	27	309	.2	1.2	28	111	.2	1.1	44	132	.3	1.2	37	107	.2	1.4
KOLA-FM																				
SP '00	1	27	**	**	1	25	**	**	**	**	**	**	1	13	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																				
SP '00	42	557	.2	1.0	20	212	.1	.9	21	46	.1	.9	35	80	.2	.9	29	63	.2	1.1
4-Book	44	547	.3	1.0	15	225	.1	.7	19	53	.1	.8	22	64	.1	.6	18	62	.1	.7
TOTALS																				
SP '00	4421	16757	24.7		2109	13234	11.8		2317	5716	12.9		3757	8155	21.0		2615	6242	14.6	
4-Book	4438	16937	24.8		2181	13647	12.2		2532	5923	14.1		3630	8436	20.3		2643	6352	14.8	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# 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 '00	9	53	.1	.6	8	16	.6	.6	22	31	.1	.9	17	44	.1	.9	6	12	.6	.6	
	4-Book	5	25		.3	4	15		.3	7	19		.3	4	11		.2	5	17		.5	
KACD-FM	SP '00	8	37		.5	5	40		.4	8	61		.3	6	37		.3	9	38		.9	
	4-Book	4	23		.3	5	22		.4	13	50		.5	7	33		.3	3	16		.3	
KBCD-FM	SP '00	1	15		.1					3	15		.1	5	15		.3					
	4-Book	1	8		.1	2	7		.1	4	20		.2	10	16		.5	3	16		.3	
KAVS-FM	SP '00					1	12		.1													
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM	SP '00	73	297	.4	5.0	87	306	.5	6.3	83	301	.5	3.4	71	319	.4	3.9	51	316	.3	4.9	
	4-Book	88	370	.5	5.2	71	266	.4	5.3	113	473	.7	4.7	78	348	.4	4.1	65	308	.4	5.4	
+KBET-AM	SP '00																	3	8		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM	SP '00	19	32	.1	1.3	11	32	.1	.8	19	90	.1	.8	19	76	.1	1.0	5	32		.5	
	4-Book	9	25	.1	.5	10	35	.1	.7	19	70	.1	.8	8	39	.1	.4	3	15		.2	
KBIG-FM	SP '00	55	218	.3	3.8	28	109	.2	2.0	71	190	.4	2.9	42	125	.2	2.3	29	109	.2	2.8	
	4-Book	64	220	.4	3.9	21	79	.2	1.6	41	162	.2	1.7	35	103	.2	1.9	26	99	.2	2.2	
KBLA-AM	SP '00	4	11		.3	9	31	.1	.7	33	70	.2	1.4	55	123	.3	3.0	3	12		.3	
	4-Book	7	22	.1	.4	4	14		.3	30	67	.2	1.3	37	77	.2	2.0	6	18	.1	.5	
KBUA-FM	SP '00	17	57	.1	1.2	10	23	.1	.7	34	97	.2	1.4	7	61		.4	7	36		.7	
	4-Book	10	37	.1	.7	11	32	.1	.8	25	69	.1	1.1	10	38	.1	.5	9	32		.7	
KBUE-FM	SP '00	109	218	.6	7.5	119	307	.7	8.6	197	413	1.1	8.1	142	314	.8	7.8	69	193	.4	6.6	
	4-Book	97	249	.5	5.8	122	331	.7	8.9	172	422	1.0	7.2	113	296	.7	6.0	63	212	.4	5.1	
KCBS-FM	SP '00	14	89	.1	1.0	22	86	.1	1.6	105	283	.6	4.3	48	196	.3	2.7	15	113	.1	1.4	
	4-Book	20	95	.1	1.2	31	107	.2	2.3	67	226	.4	2.8	47	138	.3	2.5	18	86	.1	1.5	
KCMG-FM	SP '00	49	167	.3	3.4	13	67	.1	.9	37	140	.2	1.5	42	188	.2	2.3	61	152	.3	5.9	
	4-Book	42	165	.2	2.6	17	69	.1	1.2	54	159	.3	2.3	60	180	.3	3.1	68	164	.4	5.5	
KDIS-AM	SP '00									15	39	.1	.6	1	15		.1					
	4-Book	1	10		.1	1	6		.1	7	32	.1	.3	1	7		.1	1	7		.1	
KFI -AM	SP '00	13	31	.1	.9	8	39	.6	.6	10	43	.1	.4					9	13	.1	.9	
	4-Book	10	35	.1	.6	7	41	.1	.6	12	43	.1	.5	2	8		.1	5	19		.4	
KFSG-FM	SP '00	5	27		.3					9	33	.1	.4									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM	SP '00					12	47	.1	.9	1	13			3	28		.2	6	16		.6	
	4-Book	6	29		.3	12	52	.1	.9	11	46	.1	.5	5	42		.3	4	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

## 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
+KHJ -AM																				
SP '00	7	12	.5		4	24	.3		46	98	.3	1.9	23	86	.1	1.3	10	36	.1	1.0
4-Book	12	39	.1	.7	19	51	.1	1.4	33	79	.2	1.4	32	85	.2	1.7	13	48	.1	1.1
KIEV-AM																				
SP '00																				
4-Book																				
KJLH-FM																				
SP '00	28	85	.2	1.9	7	38	.5		13	50	.1	.5	10	38	.1	.6	8	48		.8
4-Book	27	75	.2	1.6	30	70	.2	2.2	43	114	.3	1.8	23	70	.2	1.2	11	42	.1	.9
KKBT-FM																				
SP '00	77	323	.4	5.3	75	277	.4	5.5	96	362	.5	3.9	70	222	.4	3.9	75	222	.4	7.2
4-Book	122	450	.7	7.1	71	216	.4	5.2	110	428	.6	4.6	119	354	.7	6.2	91	288	.5	7.3
KKLA-FM																				
SP '00					2	15	.1	.1	5	11		.2					11	18	.1	1.1
4-Book	1	6		.1	5	23	.1	.4	4	17		.2	2	7		.1	3	8		.3
KLAC-AM																				
SP '00	2	17		.1									53	128	.3	2.9	19	84	.1	1.8
4-Book	5	23		.3					7	20		.3	21	62	.1	1.1	12	50	.1	1.1
KLAX-FM																				
SP '00	60	163	.3	4.1	105	257	.6	7.6	162	312	.9	6.6	112	267	.6	6.2	29	91	.2	2.8
4-Book	45	183	.3	2.7	85	230	.5	6.2	105	284	.6	4.4	89	223	.5	4.7	37	119	.2	2.9
KLOS-FM																				
SP '00	45	208	.3	3.1	19	78	.1	1.4	58	155	.3	2.4	49	172	.3	2.7	29	116	.2	2.8
4-Book	33	146	.2	2.0	25	92	.1	1.8	67	210	.4	2.8	51	180	.3	2.7	29	122	.2	2.4
KLSX-FM																				
SP '00	5	45		.3	21	95	.1	1.5	30	116	.2	1.2	23	66	.1	1.3				
4-Book	9	54	.1	.5	30	94	.2	2.1	35	127	.2	1.5	10	33	.1	.6	5	25		.4
KLVE-FM																				
SP '00	106	305	.6	7.3	91	202	.5	6.6	65	163	.4	2.7	86	182	.5	4.8	47	164	.3	4.5
4-Book	155	432	.9	9.1	77	217	.4	5.6	119	308	.7	5.0	61	166	.4	3.2	78	246	.5	6.3
KLYY-FM																				
SP '00	11	37	.1	.8	13	62	.1	.9	50	142	.3	2.0	34	81	.2	1.9	21	59	.1	2.0
4-Book	22	103	.1	1.3	15	70	.1	1.1	42	166	.2	1.8	44	155	.3	2.3	22	108	.1	1.8
+KMZT-FM																				
KKGO-FM																				
SP '00	2	16		.1	2	15		.1	15	84	.1	.6	30	84	.2	1.7	16	37	.1	1.5
4-Book	6	26		.3	5	23		.4	12	58	.1	.5	15	52	.1	.8	11	42	.1	.9
KNX -AM																				
SP '00	3	15		.2	2	16		.1	1	16		.1	3	12		.2	1	15		.1
4-Book	7	33		.4	6	27		.4	25	79	.1	1.1	10	55	.1	.5	3	27		.2
KOST-FM																				
SP '00	34	202	.2	2.3	23	101	.1	1.7	32	155	.2	1.3	23	103	.1	1.3	36	116	.2	3.5
4-Book	51	237	.3	3.0	39	115	.2	2.8	42	182	.3	1.8	34	127	.2	1.7	47	161	.3	3.7
KPWR-FM																				
SP '00	146	538	.8	10.0	97	386	.5	7.0	141	654	.8	5.8	143	505	.8	7.9	93	360	.5	8.9
4-Book	169	596	1.0	10.0	87	327	.5	6.5	177	717	1.0	7.4	176	555	1.0	9.1	102	397	.6	8.4
+KRCB-FM																				
SP '00	6	37		.4	21	66	.1	1.5	35	90	.2	1.4	25	49	.1	1.4	4	25		.4
4-Book	11	33	.1	.6	6	20		.4	14	45	.1	.6	13	39	.1	.7	15	27	.1	1.3
+KRCV-FM																				
SP '00	16	36	.1	1.1	8	25		.6	6	25		.2	7	13		.4	5	13		.5
4-Book	5	16		.4	3	10		.2	2	6		.1	3	7		.2	1	3		.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
KRLA-AM																				
SP '00	5	11		.3																
4-Book	1	3		.1	1	4		.1	2	7		.1	2	3		.1	3	9		.3
KROQ-FM																				
SP '00	155	581	.9	10.6	70	353	.4	5.1	273	875	1.5	11.2	162	530	.9	9.0	91	422	.5	8.7
4-Book	145	564	.8	8.6	54	232	.3	4.0	223	799	1.2	9.3	179	592	1.0	9.3	116	453	.7	9.3
KRTH-FM																				
SP '00	23	80	.1	1.6	41	104	.2	3.0	66	185	.4	2.7	50	143	.3	2.8	29	84	.2	2.8
4-Book	33	100	.2	1.9	29	83	.2	2.2	51	145	.3	2.1	37	114	.2	1.9	36	102	.2	2.9
KSCA-FM																				
SP '00	72	197	.4	4.9	176	368	1.0	12.8	176	360	1.0	7.2	113	217	.6	6.2	38	84	.2	3.6
4-Book	87	229	.5	5.1	182	381	1.0	13.4	160	417	.9	6.7	111	241	.6	5.8	44	139	.2	3.6
KSSE-FM																				
SP '00	21	109	.1	1.4	46	134	.3	3.3	108	208	.6	4.4	62	157	.3	3.4	32	108	.2	3.1
4-Book	54	181	.3	3.1	37	130	.2	2.7	79	244	.5	3.3	66	173	.4	3.5	31	123	.2	2.5
KTNQ-AM																				
SP '00	30	71	.2	2.1	9	46	.1	.7	31	81	.2	1.3	26	80	.1	1.4	35	62	.2	3.4
4-Book	40	116	.2	2.3	19	54	.1	1.3	22	67	.1	.9	38	85	.2	2.0	28	73	.2	2.3
KTWV-FM																				
SP '00	16	43	.1	1.1	19	47	.1	1.4	28	105	.2	1.1	25	64	.1	1.4	10	50	.1	1.0
4-Book	23	63	.1	1.4	26	85	.2	1.9	36	113	.2	1.5	33	90	.2	1.7	28	76	.2	2.3
KWIZ-FM																				
SP '00	2	19		.1	6	48		.4	12	32	.1	.5	1	8		.1	5	20		.5
4-Book	5	26		.3	6	35		.4	15	33	.1	.6	6	22		.3	3	14		.3
+KWKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM																				
SP '00					6	25		.4									4	11		.3
4-Book	2	6		.1	7	22		.5	14	32	.1	.6	4	12		.2	4	11		.3
KWVE-FM																				
SP '00					2	13		.1	1	15							8	28	.1	.4
4-Book	5	11		.3	6	31	.1	.4	7	41		.3	8	28	.1	.4	6	23	.1	.5
KXMX-FM																				
SP '00	2	15		.1	10	67	.1	.7	16	70	.1	.7	15	49	.1	.8	3	23		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	61	286	.3	4.2	25	153	.1	1.8	128	399	.7	5.2	63	253	.4	3.5	31	132	.2	3.0
4-Book	50	240	.3	3.0	20	89	.1	1.5	100	353	.6	4.1	79	265	.5	4.1	40	168	.3	3.2
KZLA-FM																				
SP '00	8	39		.5	15	67	.1	1.1	21	90	.1	.9	7	30		.4	19	41	.1	1.8
4-Book	13	42	.1	.7	20	74	.1	1.5	32	119	.2	1.4	25	70	.1	1.3	16	56	.1	1.3
KOLA-FM																				
SP '00	6	12		.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	3	15		.2	28	74	.2	2.0	15	15	.1	.6	32	80	.2	1.8	5	44		.5
4-Book	2	11		.1	15	41	.1	1.0	16	47	.1	.7	22	64	.2	1.2	8	44		.7
TOTALS																				
SP '00	1457	4391	8.1		1376	3986	7.7		2442	5741	13.6		1810	4475	10.1		1042	3253	5.8	
4-Book	1689	4982	9.4		1368	3810	7.7		2395	6072	13.4		1912	4709	10.7		1229	3750	6.9	

\*\* 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 18-49

	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
<b>KABC-AM</b>																				
SP '00	116	1386	.4	2.0	139	682	.4	1.6	157	683	.5	1.9	221	855	.7	2.9	64	433	.2	2.2
WI '00	64	1387	.2	1.1	98	625	.3	1.1	71	604	.2	.9	121	732	.4	1.7	45	349	.1	1.6
FA '99	74	1297	.2	1.2	80	608	.2	.9	118	624	.4	1.4	115	707	.4	1.6	51	418	.2	1.7
SU '99	79	1672	.2	1.4	100	721	.3	1.2	132	742	.4	1.6	147	939	.5	2.1	30	368	.1	1.0
<b>4-Book</b>	<b>83</b>	<b>1436</b>	<b>.3</b>	<b>1.4</b>	<b>104</b>	<b>659</b>	<b>.3</b>	<b>1.2</b>	<b>120</b>	<b>663</b>	<b>.4</b>	<b>1.5</b>	<b>151</b>	<b>808</b>	<b>.5</b>	<b>2.1</b>	<b>48</b>	<b>392</b>	<b>.2</b>	<b>1.6</b>
SP '99	78	1250	.2	1.3	81	544	.3	.9	117	553	.4	1.4	162	649	.5	2.2	46	285	.1	1.5
<b>KACD-FM</b>																				
SP '00	32	575	.1	.5	25	255	.1	.3	57	328	.2	.7	63	398	.2	.8	13	202		.4
WI '00	37	635	.1	.6	55	359	.2	.6	44	294	.1	.5	38	362	.1	.5	16	262		.6
FA '99	22	690	.1	.4	37	346	.1	.4	27	306	.1	.3	28	339	.1	.4	14	220		.5
SU '99	35	602	.1	.6	43	253	.1	.5	68	295	.2	.8	56	331	.2	.8	10	215		.3
<b>4-Book</b>	<b>32</b>	<b>626</b>	<b>.1</b>	<b>.5</b>	<b>40</b>	<b>303</b>	<b>.1</b>	<b>.5</b>	<b>49</b>	<b>306</b>	<b>.2</b>	<b>.6</b>	<b>46</b>	<b>358</b>	<b>.2</b>	<b>.6</b>	<b>13</b>	<b>225</b>		<b>.5</b>
SP '99	27	695	.1	.5	19	268	.1	.2	51	299	.2	.6	46	397	.1	.6	11	155		.4
<b>KBCD-FM</b>																				
SP '00	16	366		.3	14	236		.2	31	192	.1	.4	25	219	.1	.3	6	129		.2
WI '00	16	461		.3	21	282	.1	.2	23	227	.1	.3	17	215	.1	.2	7	138		.3
FA '99	17	307	.1	.3	12	135		.1	29	129	.1	.4	27	219	.1	.4	9	47		.3
SU '99	26	402	.1	.4	36	245	.1	.4	60	185	.2	.7	22	277	.1	.3	4	62		.1
<b>4-Book</b>	<b>19</b>	<b>384</b>	<b>.1</b>	<b>.3</b>	<b>21</b>	<b>225</b>	<b>.1</b>	<b>.2</b>	<b>36</b>	<b>183</b>	<b>.1</b>	<b>.5</b>	<b>23</b>	<b>233</b>	<b>.1</b>	<b>.3</b>	<b>7</b>	<b>94</b>		<b>.2</b>
SP '99	24	416	.1	.4	25	198	.1	.3	48	270	.1	.6	20	246	.1	.3	6	113		.2
<b>KAVS-FM</b>																				
SP '00	1	42			5	42		.1										14		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	204	4669	.6	3.5	345	2409	1.1	3.9	244	2019	.7	3.0	269	2498	.8	3.6	103	1372	.3	3.5
WI '00	234	5317	.7	4.0	357	2898	1.1	4.1	303	2305	.9	3.7	292	2725	.9	4.1	127	1655	.4	4.6
FA '99	227	5282	.7	3.8	358	2751	1.1	3.9	286	2305	.9	3.5	303	2793	.9	4.1	97	1751	.3	3.2
SU '99	196	5275	.6	3.4	283	2419	.9	3.3	235	2367	.7	2.9	245	2480	.8	3.5	93	1606	.3	3.0
<b>4-Book</b>	<b>215</b>	<b>5136</b>	<b>.7</b>	<b>3.7</b>	<b>336</b>	<b>2619</b>	<b>1.1</b>	<b>3.8</b>	<b>267</b>	<b>2249</b>	<b>.8</b>	<b>3.3</b>	<b>277</b>	<b>2624</b>	<b>.9</b>	<b>3.8</b>	<b>105</b>	<b>1596</b>	<b>.3</b>	<b>3.6</b>
SP '99	202	4473	.6	3.4	278	2235	.9	3.1	235	1956	.7	2.8	278	2337	.9	3.8	115	1594	.4	3.7
<b>+KBET-AM</b>																				
SP '00		24																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	1	14																		
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	60	1232	.2	1.0	60	408	.2	.7	94	711	.3	1.1	72	515	.2	1.0	46	365	.1	1.6
WI '00	55	1130	.2	1.0	57	539	.2	.7	135	716	.4	1.7	62	586	.2	.9	9	199		.3
FA '99	70	1345	.2	1.2	84	608	.3	.9	142	749	.4	1.7	72	644	.2	1.0	33	426	.1	1.1
SU '99	46	1155	.1	.8	63	550	.2	.7	82	585	.3	1.0	47	563	.1	.7	31	409	.1	1.0
<b>4-Book</b>	<b>58</b>	<b>1216</b>	<b>.2</b>	<b>1.0</b>	<b>66</b>	<b>526</b>	<b>.2</b>	<b>.8</b>	<b>113</b>	<b>690</b>	<b>.4</b>	<b>1.4</b>	<b>63</b>	<b>577</b>	<b>.2</b>	<b>.9</b>	<b>30</b>	<b>350</b>	<b>.1</b>	<b>1.0</b>
SP '99	74	1352	.2	1.2	76	556	.2	.8	137	655	.4	1.7	72	636	.2	1.0	59	499	.2	1.9
<b>KBIG-FM</b>																				
SP '00	147	3004	.5	2.5	172	1327	.5	2.0	261	1265	.8	3.2	176	1597	.5	2.3	64	839	.2	2.2
WI '00	111	2633	.3	1.9	106	1058	.3	1.2	196	1100	.6	2.4	168	1029	.5	2.4	48	696	.1	1.7
FA '99	161	3140	.5	2.7	192	1281	.6	2.1	255	1391	.8	3.1	209	1505	.6	2.9	90	873	.3	3.0
SU '99	113	2702	.3	1.9	151	997	.5	1.8	193	1175	.6	2.4	124	1130	.4	1.8	56	730	.2	1.8
<b>4-Book</b>	<b>133</b>	<b>2870</b>	<b>.4</b>	<b>2.3</b>	<b>155</b>	<b>1166</b>	<b>.5</b>	<b>1.8</b>	<b>226</b>	<b>1233</b>	<b>.7</b>	<b>2.8</b>	<b>169</b>	<b>1315</b>	<b>.5</b>	<b>2.4</b>	<b>65</b>	<b>785</b>	<b>.2</b>	<b>2.2</b>
SP '99	106	2629	.3	1.8	132	947	.4	1.5	166	1058	.5	2.0	125	1153	.4	1.7	61	660	.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 18-49																			
	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
<b>KBLA-AM</b>																				
SP '00	56	883	.2	1.0	59	352	.2	.7	59	320	.2	.7	126	587	.4	1.7	30	196	.1	1.0
WI '00	36	575	.1	.6	22	124	.1	.3	17	148	.1	.2	103	374	.3	1.4	25	170	.1	.9
FA '99	65	729	.2	1.1	76	307	.2	.8	78	328	.2	.9	142	456	.4	1.9	25	242	.1	.8
SU '99	40	612	.1	.7	64	239	.2	.7	30	251	.1	.4	81	343	.3	1.2	19	186	.1	.6
<b>4-Book</b>	<b>49</b>	<b>700</b>	<b>.2</b>	<b>.9</b>	<b>55</b>	<b>256</b>	<b>.2</b>	<b>.6</b>	<b>46</b>	<b>262</b>	<b>.2</b>	<b>.6</b>	<b>113</b>	<b>440</b>	<b>.4</b>	<b>1.6</b>	<b>25</b>	<b>199</b>	<b>.1</b>	<b>.8</b>
SP '99	26	371	.1	.4	20	126	.1	.2	38	174	.1	.5	62	239	.2	.9	13	113		.4
<b>KBUA-FM</b>																				
SP '00	22	288	.1	.4	27	168	.1	.3	23	168	.1	.3	19	167	.1	.3	24	146	.1	.8
WI '00	27	332	.1	.5	46	195	.1	.5	42	154	.1	.5	28	191	.1	.4	11	92		.4
FA '99	39	276	.1	.7	42	125	.1	.5	54	150	.2	.7	57	136	.2	.8	12	113		.4
SU '99	48	390	.1	.8	54	209	.2	.6	85	233	.3	1.1	64	292	.2	.9	16	94		.5
<b>4-Book</b>	<b>34</b>	<b>322</b>	<b>.1</b>	<b>.6</b>	<b>42</b>	<b>174</b>	<b>.1</b>	<b>.5</b>	<b>51</b>	<b>176</b>	<b>.2</b>	<b>.7</b>	<b>42</b>	<b>197</b>	<b>.2</b>	<b>.6</b>	<b>16</b>	<b>111</b>		<b>.5</b>
SP '99	40	353	.1	.7	66	202	.2	.7	56	196	.2	.7	40	134	.1	.6	27	117	.1	.9
<b>KBJE-FM</b>																				
SP '00	259	2677	.8	4.4	312	1575	1.0	3.6	403	1564	1.2	4.9	324	1465	1.0	4.3	122	737	.4	4.2
WI '00	280	3211	.9	4.8	345	1708	1.1	3.9	404	1835	1.2	5.0	309	1668	.9	4.3	164	1218	.5	5.9
FA '99	266	2836	.8	4.5	347	1509	1.1	3.7	359	1535	1.1	4.3	309	1722	.9	4.2	183	1179	.6	6.0
SU '99	283	2856	.9	4.9	336	1523	1.0	3.9	375	1794	1.2	4.6	378	1705	1.2	5.5	179	954	.6	5.7
<b>4-Book</b>	<b>272</b>	<b>2895</b>	<b>.9</b>	<b>4.7</b>	<b>335</b>	<b>1579</b>	<b>1.1</b>	<b>3.8</b>	<b>385</b>	<b>1682</b>	<b>1.2</b>	<b>4.7</b>	<b>330</b>	<b>1640</b>	<b>1.0</b>	<b>4.6</b>	<b>162</b>	<b>1022</b>	<b>.5</b>	<b>5.5</b>
SP '99	237	2732	.7	4.0	271	1220	.8	3.0	322	1328	1.0	3.9	336	1627	1.0	4.6	133	753	.4	4.2
<b>KCBS-FM</b>																				
SP '00	216	3830	.7	3.7	335	1715	1.0	3.8	326	1958	1.0	4.0	282	2105	.9	3.7	62	973	.2	2.1
WI '00	197	3871	.6	3.4	255	1887	.8	2.9	329	2254	1.0	4.0	232	2117	.7	3.3	66	936	.2	2.4
FA '99	217	4026	.7	3.6	330	2079	1.0	3.5	384	2057	1.2	4.6	258	2340	.8	3.5	66	1011	.2	2.2
SU '99	254	4327	.8	4.4	365	1914	1.1	4.3	444	2120	1.4	5.5	303	2394	.9	4.4	77	1177	.2	2.5
<b>4-Book</b>	<b>221</b>	<b>4014</b>	<b>.7</b>	<b>3.8</b>	<b>321</b>	<b>1899</b>	<b>1.0</b>	<b>3.6</b>	<b>371</b>	<b>2097</b>	<b>1.2</b>	<b>4.5</b>	<b>269</b>	<b>2239</b>	<b>.8</b>	<b>3.7</b>	<b>68</b>	<b>1024</b>	<b>.2</b>	<b>2.3</b>
SP '99	235	4398	.7	3.9	324	1971	1.0	3.6	394	2233	1.2	4.8	285	2433	.9	3.9	78	1161	.2	2.5
<b>KCMG-FM</b>																				
SP '00	103	2295	.3	1.8	115	1020	.4	1.3	161	1025	.5	2.0	125	1188	.4	1.7	56	726	.2	1.9
WI '00	147	2944	.5	2.5	200	1353	.6	2.3	200	1355	.6	2.5	163	1446	.5	2.3	98	907	.3	3.5
FA '99	142	2711	.4	2.4	162	1150	.5	1.7	225	1323	.7	2.7	205	1472	.6	2.8	77	768	.2	2.5
SU '99	151	2723	.5	2.6	178	1006	.6	2.1	199	1353	.6	2.5	180	1486	.6	2.6	81	821	.3	2.6
<b>4-Book</b>	<b>136</b>	<b>2668</b>	<b>.4</b>	<b>2.3</b>	<b>164</b>	<b>1132</b>	<b>.5</b>	<b>1.9</b>	<b>196</b>	<b>1264</b>	<b>.6</b>	<b>2.4</b>	<b>168</b>	<b>1398</b>	<b>.5</b>	<b>2.4</b>	<b>78</b>	<b>806</b>	<b>.3</b>	<b>2.6</b>
SP '99	145	2701	.4	2.4	156	1092	.5	1.7	189	1322	.6	2.3	190	1478	.6	2.6	99	971	.3	3.2
<b>KDIS-AM</b>																				
SP '00	8	370	.1		14	169		.2	2	34			6	147		.1	2	73		.1
WI '00	10	489	.2		9	156		.1	3	97			14	190		.2	5	96		.2
FA '99	10	404	.2		9	142		.1	12	152		.1	24	213	.1	.3	4	28		.1
SU '99	6	388	.1		7	112		.1	6	125		.1	9	118		.1	1	44		
<b>4-Book</b>	<b>9</b>	<b>413</b>	<b>.2</b>		<b>10</b>	<b>145</b>		<b>.1</b>	<b>6</b>	<b>102</b>		<b>.1</b>	<b>13</b>	<b>167</b>		<b>.2</b>	<b>3</b>	<b>60</b>		<b>.1</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	100	1746	.3	1.7	126	801	.4	1.4	148	828	.5	1.8	174	836	.5	2.3	38	373	.1	1.3
WI '00	98	1941	.3	1.7	152	971	.5	1.7	169	871	.5	2.1	112	842	.3	1.6	58	532	.2	2.1
FA '99	126	1732	.4	2.1	198	972	.6	2.1	218	829	.7	2.6	149	811	.5	2.0	87	521	.3	2.9
SU '99	117	2059	.4	2.0	174	1085	.5	2.0	229	1193	.7	2.8	99	760	.3	1.4	67	533	.2	2.1
<b>4-Book</b>	<b>110</b>	<b>1870</b>	<b>.4</b>	<b>1.9</b>	<b>163</b>	<b>957</b>	<b>.5</b>	<b>1.8</b>	<b>191</b>	<b>930</b>	<b>.6</b>	<b>2.3</b>	<b>134</b>	<b>812</b>	<b>.4</b>	<b>1.8</b>	<b>63</b>	<b>490</b>	<b>.2</b>	<b>2.1</b>
SP '99	105	2029	.3	1.8	173	1140	.5	1.9	192	1085	.6	2.3	75	590	.2	1.0	90	489	.3	2.9
<b>KFSG-FM</b>																				
SP '00	18	496	.1	.3	32	268	.1	.4	19	153	.1	.2	26	230	.1	.3	7	122		.2
WI '00	20	377	.1	.3	34	228	.1	.4	31	143	.1	.4	35	197	.1	.5	8	141		.3
FA '99	11	396	.2		21	143	.1	.2	13	94		.2	15	173		.2	3	60		.1
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	9	476	.2		19	217	.1	.2	6	137		.1	15	202		.2	4	103		.1

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KFWB-AM																				
SP '00	47	1968	.1	.8	112	1204	.3	1.3	43	710	.1	.5	77	857	.2	1.0	17	394	.1	.6
WI '00	71	2235	.2	1.2	153	1364	.5	1.7	90	918	.3	1.1	110	1176	.3	1.5	24	375	.1	.9
FA '99	67	2328	.2	1.1	144	1411	.4	1.5	64	717	.2	.8	88	1122	.3	1.2	30	503	.1	1.0
SU '99	67	2103	.2	1.2	142	1367	.4	1.7	79	788	.2	1.0	72	1004	.2	1.0	26	462	.1	.8
4-Book	63	2159	.2	1.1	138	1337	.4	1.6	69	783	.2	.9	87	1040	.3	1.2	24	434	.1	.8
SP '99	71	2229	.2	1.2	185	1421	.6	2.1	60	899	.2	.7	91	1089	.3	1.3	26	505	.1	.8
+KHJ -AM																				
SP '00	56	1028	.2	1.0	79	470	.2	.9	92	514	.3	1.1	45	363	.1	.6	19	167	.1	.6
WI '00	60	1062	.2	1.0	98	607	.3	1.1	85	594	.3	1.0	70	499	.2	1.0	19	177	.1	.7
FA '99	104	1064	.3	1.7	144	600	.4	1.5	154	674	.5	1.9	108	570	.3	1.5	39	252	.1	1.3
SU '99	73	1109	.2	1.3	116	574	.4	1.4	106	536	.3	1.3	103	569	.3	1.5	31	333	.1	1.0
4-Book	73	1066	.2	1.3	109	563	.3	1.2	109	580	.4	1.3	82	500	.2	1.2	27	232	.1	.9
SP '99	86	1202	.3	1.4	68	424	.2	.8	125	613	.4	1.5	115	789	.4	1.6	52	260	.2	1.7
KIEV-AM																				
SP '00	13	183	.2		15	70	.2		34	138	.1	.4	10	104	.1		7	19		.2
WI '00	5	111	.1		14	14			18	95	.1	.2	4	29	.1		1	15		
FA '99	7	194	.1		1	47			18	122	.1	.2	13	92	.2		6	41		.2
SU '99	12	123	.2		5	29	.1		23	83	.1	.3	30	81	.1	.4	3	28		.1
4-Book	9	153	.2		5	40	.1		23	110	.1	.3	14	77	.2		4	26		.1
SP '99	11	183	.2		7	86	.1		27	126	.1	.3	20	140	.1	.3	2	45		.1
KJLH-FM																				
SP '00	102	1233	.3	1.7	143	758	.4	1.6	153	621	.5	1.9	114	625	.3	1.5	58	448	.2	2.0
WI '00	93	1290	.3	1.6	147	723	.5	1.7	104	574	.3	1.3	90	685	.3	1.3	55	461	.2	2.0
FA '99	47	831	.1	.8	70	332	.2	.8	52	330	.2	.6	28	275	.1	.4	38	260	.1	1.2
SU '99	63	1095	.2	1.1	101	397	.3	1.2	64	354	.2	.8	56	457	.2	.8	62	383	.2	2.0
4-Book	76	1112	.2	1.3	115	553	.4	1.3	93	470	.3	1.2	72	511	.2	1.0	53	388	.2	1.8
SP '99	43	904	.1	.7	43	364	.1	.5	53	385	.2	.6	52	482	.2	.7	21	281	.1	.7
KKBT-FM																				
SP '00	172	3469	.5	2.9	195	1668	.6	2.2	208	1775	.6	2.5	237	1938	.7	3.1	149	1182	.5	5.1
WI '00	189	3743	.6	3.3	236	1819	.7	2.7	204	1755	.6	2.5	220	1877	.7	3.1	137	1266	.4	4.9
FA '99	151	3098	.5	2.5	178	1382	.5	1.9	197	1631	.6	2.4	190	1410	.6	2.6	102	1178	.3	3.3
SU '99	216	4122	.7	3.7	303	1785	.9	3.5	247	1947	.8	3.1	257	2282	.8	3.7	173	1489	.5	5.5
4-Book	182	3608	.6	3.1	228	1664	.7	2.6	214	1777	.7	2.6	226	1877	.7	3.1	140	1279	.4	4.7
SP '99	196	3547	.6	3.3	232	1546	.7	2.6	265	1922	.8	3.2	236	1892	.7	3.3	144	1320	.4	4.6
KKLA-FM																				
SP '00	17	387	.1	.3	29	217	.1	.3	27	184	.1	.3	26	182	.1	.3	1	29		
WI '00	30	424	.1	.5	56	234	.2	.6	56	212	.2	.7	49	250	.2	.7	2	71		.1
FA '99	22	610	.1	.4	39	303	.1	.4	35	199	.1	.4	33	329	.1	.5	5	134		.2
SU '99	17	413	.1	.3	24	182	.1	.3	22	182	.1	.3	34	176	.1	.5	6	83		.2
4-Book	22	459	.1	.4	37	234	.1	.4	35	194	.1	.4	36	234	.1	.5	4	79		.1
SP '99	33	584	.1	.6	50	316	.2	.6	45	262	.1	.5	44	289	.1	.6	16	151		.5
KLAC-AM																				
SP '00	46	1327	.1	.8	42	186	.1	.5	32	179	.1	.4	46	650	.1	.6	72	752	.2	2.5
WI '00	27	1079	.1	.5	34	211	.1	.4	19	128	.1	.2	19	365	.1	.3	45	618	.1	1.6
FA '99	15	596	.1	.3	14	98	.1	.2	22	110	.1	.3	24	270	.1	.3	8	242		.3
SU '99	30	541	.1	.5	48	217	.1	.6	41	186	.1	.5	32	278	.1	.5	25	169	.1	.8
4-Book	30	886	.1	.5	35	178	.1	.4	29	151	.1	.4	30	391	.1	.4	38	445	.1	1.3
SP '99	39	1162	.1	.7	29	173	.1	.3	33	272	.1	.4	40	375	.1	.6	51	643	.2	1.6
KLAX-FM																				
SP '00	203	2499	.6	3.5	267	1246	.8	3.1	319	1459	1.0	3.9	224	1381	.7	3.0	61	655	.2	2.1
WI '00	179	3087	.5	3.1	199	1141	.6	2.3	265	1662	.8	3.3	254	1530	.8	3.6	77	930	.2	2.8
FA '99	137	2617	.4	2.3	215	1259	.7	2.3	219	1356	.7	2.6	149	1194	.5	2.0	46	514	.1	1.5
SU '99	208	2983	.6	3.6	298	1218	.9	3.5	284	1561	.9	3.5	261	1598	.8	3.8	99	816	.3	3.2
4-Book	182	2797	.5	3.1	245	1216	.8	2.8	272	1510	.9	3.3	222	1426	.7	3.1	71	729	.2	2.4
SP '99	258	3574	.8	4.3	433	1647	1.3	4.8	366	1792	1.1	4.4	308	1945	1.0	4.3	119	1008	.4	3.8

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - 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	
<b>KLOS-FM</b>																					
SP '00	259	4085	.8	4.4	447	1979	1.4	5.1	364	1947	1.1	4.4	347	2321	1.1	4.6	91	895	.3	3.1	
WI '00	262	4331	.8	4.5	457	2266	1.4	5.2	394	1931	1.2	4.8	302	2558	.9	4.2	106	1138	.3	3.8	
FA '99	242	4079	.7	4.1	472	2159	1.4	5.1	330	1726	1.0	4.0	300	2200	.9	4.1	62	895	.2	2.0	
SU '99	217	4097	.7	3.7	367	1733	1.1	4.3	316	1992	1.0	3.9	242	2214	.7	3.5	112	1217	.3	3.6	
<b>4-Book</b>	<b>245</b>	<b>4148</b>	<b>.8</b>	<b>4.2</b>	<b>436</b>	<b>2034</b>	<b>1.3</b>	<b>4.9</b>	<b>351</b>	<b>1899</b>	<b>1.1</b>	<b>4.3</b>	<b>298</b>	<b>2323</b>	<b>.9</b>	<b>4.1</b>	<b>93</b>	<b>1036</b>	<b>.3</b>	<b>3.1</b>	
SP '99	255	3873	.8	4.3	471	2094	1.5	5.3	390	1793	1.2	4.7	312	2039	1.0	4.3	96	822	.3	3.1	
<b>KLSX-FM</b>																					
SP '00	235	3393	.7	4.0	629	2280	1.9	7.2	271	1593	.8	3.3	336	1697	1.0	4.5	62	736	.2	2.1	
WI '00	250	3365	.8	4.3	690	2397	2.1	7.9	319	1574	1.0	3.9	344	1693	1.1	4.8	52	631	.2	1.9	
FA '99	233	3230	.7	3.9	682	2283	2.1	7.3	252	1371	.8	3.0	298	1427	.9	4.1	72	720	.2	2.4	
SU '99	239	3430	.7	4.1	740	2329	2.3	8.6	263	1542	.8	3.3	289	1463	.9	4.2	38	416	.1	1.2	
<b>4-Book</b>	<b>239</b>	<b>3355</b>	<b>.7</b>	<b>4.1</b>	<b>685</b>	<b>2322</b>	<b>2.1</b>	<b>7.8</b>	<b>276</b>	<b>1520</b>	<b>.9</b>	<b>3.4</b>	<b>317</b>	<b>1570</b>	<b>1.0</b>	<b>4.2</b>	<b>56</b>	<b>626</b>	<b>.2</b>	<b>1.9</b>	
SP '99	247	3446	.8	4.1	758	2397	2.3	8.5	293	1532	.9	3.5	309	1627	1.0	4.3	45	607	.1	1.4	
<b>KLVE-FM</b>																					
SP '00	231	3551	.7	3.9	321	1815	1.0	3.7	342	1641	1.0	4.2	186	1468	.6	2.5	135	1226	.4	4.6	
WI '00	230	4142	.7	4.0	355	2020	1.1	4.1	330	2154	1.0	4.1	213	1609	.7	3.0	115	1284	.4	4.1	
FA '99	250	3771	.8	4.2	386	1870	1.2	4.2	312	1816	1.0	3.8	260	1745	.8	3.5	157	1323	.5	5.2	
SU '99	314	4267	1.0	5.4	372	1830	1.1	4.3	468	2287	1.4	5.8	330	2286	1.0	4.8	206	1647	.6	6.6	
<b>4-Book</b>	<b>256</b>	<b>3933</b>	<b>.8</b>	<b>4.4</b>	<b>359</b>	<b>1884</b>	<b>1.1</b>	<b>4.1</b>	<b>363</b>	<b>1975</b>	<b>1.1</b>	<b>4.5</b>	<b>247</b>	<b>1777</b>	<b>.8</b>	<b>3.5</b>	<b>153</b>	<b>1370</b>	<b>.5</b>	<b>5.1</b>	
SP '99	310	4178	1.0	5.2	454	2115	1.4	5.1	466	2301	1.4	5.6	320	1955	1.0	4.4	155	1339	.5	4.9	
<b>KLYY-FM</b>																					
SP '00	67	1123	.2	1.1	83	483	.3	.9	108	550	.3	1.3	79	430	.2	1.0	34	300	.1	1.2	
WI '00	51	1134	.2	.9	67	400	.2	.8	68	486	.2	.8	62	387	.2	.9	28	313	.1	1.0	
FA '99	53	2094	.2	.9	51	603	.2	.5	76	990	.2	.9	72	1052	.2	1.0	31	676	.1	1.0	
SU '99	50	2179	.2	.9	54	692	.2	.6	59	908	.2	.7	64	1096	.2	.9	30	670	.1	1.0	
<b>4-Book</b>	<b>55</b>	<b>1633</b>	<b>.2</b>	<b>1.0</b>	<b>64</b>	<b>545</b>	<b>.2</b>	<b>.7</b>	<b>78</b>	<b>734</b>	<b>.2</b>	<b>.9</b>	<b>69</b>	<b>741</b>	<b>.2</b>	<b>1.0</b>	<b>31</b>	<b>490</b>	<b>.1</b>	<b>1.1</b>	
SP '99	54	1845	.2	.9	46	643	.1	.5	90	761	.3	1.1	77	963	.2	1.1	20	351	.1	.6	
<b>+KMZT-FM KKGQ-FM</b>																					
SP '00	35	977	.1	.6	36	313	.1	.4	37	328	.1	.4	45	380	.1	.6	35	387	.1	1.2	
WI '00	28	1084	.1	.5	24	360	.1	.3	28	299	.1	.3	28	454	.1	.4	30	460	.1	1.1	
FA '99	63	1238	.2	1.1	81	592	.2	.9	79	499	.2	1.0	82	675	.3	1.1	38	355	.1	1.2	
SU '99	26	828	.1	.4	17	221	.1	.2	24	304	.1	.3	37	376	.1	.5	39	356	.1	1.2	
<b>4-Book</b>	<b>38</b>	<b>1032</b>	<b>.1</b>	<b>.7</b>	<b>40</b>	<b>372</b>	<b>.1</b>	<b>.5</b>	<b>42</b>	<b>358</b>	<b>.1</b>	<b>.5</b>	<b>48</b>	<b>471</b>	<b>.2</b>	<b>.7</b>	<b>36</b>	<b>390</b>	<b>.1</b>	<b>1.2</b>	
SP '99	43	1102	.1	.7	42	457	.1	.5	64	463	.2	.8	68	549	.2	.9	30	344	.1	1.0	
<b>KNX -AM</b>																					
SP '00	93	2487	.3	1.6	160	1213	.5	1.8	139	1248	.4	1.7	129	1318	.4	1.7	38	650	.1	1.3	
WI '00	95	2485	.3	1.6	204	1440	.6	2.3	146	960	.4	1.8	116	1132	.4	1.6	27	452	.1	1.0	
FA '99	78	2851	.2	1.3	158	1663	.5	1.7	94	1181	.3	1.1	95	1499	.3	1.3	37	737	.1	1.2	
SU '99	82	2728	.3	1.4	170	1669	.5	2.0	100	1040	.3	1.2	127	1443	.4	1.8	30	652	.1	1.0	
<b>4-Book</b>	<b>87</b>	<b>2638</b>	<b>.3</b>	<b>1.5</b>	<b>173</b>	<b>1496</b>	<b>.5</b>	<b>2.0</b>	<b>120</b>	<b>1107</b>	<b>.4</b>	<b>1.5</b>	<b>117</b>	<b>1348</b>	<b>.4</b>	<b>1.6</b>	<b>33</b>	<b>623</b>	<b>.1</b>	<b>1.1</b>	
SP '99	66	2199	.2	1.1	159	1346	.5	1.8	72	829	.2	.9	97	1210	.3	1.3	19	498	.1	.6	
<b>KOST-FM</b>																					
SP '00	122	2781	.4	2.1	103	1055	.3	1.2	180	1212	.6	2.2	169	1248	.5	2.2	95	1031	.3	3.2	
WI '00	138	3336	.4	2.4	174	1241	.5	2.0	223	1442	.7	2.7	171	1542	.5	2.4	94	1245	.3	3.4	
FA '99	152	3704	.5	2.6	167	1502	.5	1.8	195	1498	.6	2.4	185	1745	.6	2.5	145	1378	.4	4.8	
SU '99	130	3239	.4	2.2	148	1330	.5	1.7	143	1283	.4	1.8	162	1420	.5	2.3	129	1154	.4	4.1	
<b>4-Book</b>	<b>136</b>	<b>3265</b>	<b>.4</b>	<b>2.3</b>	<b>148</b>	<b>1282</b>	<b>.5</b>	<b>1.7</b>	<b>185</b>	<b>1359</b>	<b>.6</b>	<b>2.3</b>	<b>172</b>	<b>1489</b>	<b>.5</b>	<b>2.4</b>	<b>116</b>	<b>1202</b>	<b>.4</b>	<b>3.9</b>	
SP '99	148	3426	.5	2.5	219	1433	.7	2.4	207	1219	.6	2.5	148	1412	.5	2.0	111	1230	.3	3.5	
<b>KPWR-FM</b>																					
SP '00	253	5046	.8	4.3	348	2580	1.1	4.0	326	2649	1.0	4.0	341	3060	1.0	4.5	160	1959	.5	5.5	
WI '00	312	5633	1.0	5.4	442	2924	1.4	5.1	407	2863	1.2	5.0	416	3167	1.3	5.9	180	1907	.6	6.5	
FA '99	273	5109	.8	4.6	388	2316	1.2	4.2	341	2321	1.0	4.1	317	2693	1.0	4.3	187	1869	.6	6.1	
SU '99	267	5508	.8	4.6	280	2510	.9	3.3	347	3031	1.1	4.3	354	2981	1.1	5.1	161	1919	.5	5.1	
<b>4-Book</b>	<b>276</b>	<b>5324</b>	<b>.9</b>	<b>4.7</b>	<b>365</b>	<b>2583</b>	<b>1.2</b>	<b>4.2</b>	<b>355</b>	<b>2716</b>	<b>1.1</b>	<b>4.4</b>	<b>357</b>	<b>2975</b>	<b>1.1</b>	<b>5.0</b>	<b>172</b>	<b>1914</b>	<b>.6</b>	<b>5.8</b>	
SP '99	258	4744	.8	4.3	374	2406	1.2	4.2	292	2307	.9	3.5	332	2529	1.0	4.6	179	1768	.6	5.7	

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

# Target Listener 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
<b>+KRCD-FM</b>																				
SP '00	74	928	.2	1.3	54	364	.2	.6	108	497	.3	1.3	119	500	.4	1.6	32	275	.1	1.1
WI '00	53	744	.2	.9	65	329	.2	.7	66	366	.2	.8	60	353	.2	.8	29	320	.1	1.0
FA '99	38	664	.1	.6	36	211	.1	.4	63	325	.2	.8	55	405	.2	.8	24	238	.1	.8
SU '99	45	864	.1	.8	54	355	.2	.6	60	459	.2	.7	48	387	.1	.7	36	305	.1	1.1
<b>4-Book</b>	<b>53</b>	<b>800</b>	<b>.2</b>	<b>.9</b>	<b>52</b>	<b>315</b>	<b>.2</b>	<b>.6</b>	<b>74</b>	<b>412</b>	<b>.2</b>	<b>.9</b>	<b>71</b>	<b>411</b>	<b>.2</b>	<b>1.0</b>	<b>30</b>	<b>285</b>	<b>.1</b>	<b>1.0</b>
SP '99	35	768	.1	.6	34	248	.1	.4	39	377	.1	.5	42	427	.1	.6	41	222	.1	1.3
<b>+KRCV-FM</b>																				
SP '00	58	600	.2	1.0	77	326	.2	.9	68	299	.2	.8	62	318	.2	.8	40	205	.1	1.4
WI '00	15	281	.3		20	113	.1	.2	13	110	.2		15	88	.2		21	89	.1	.8
FA '99	4	114	.1		10	31	.1		1	38			2	26			3	14		
SU '99	12	224	.2		16	79	.2		11	81	.1		20	124	.1	.3	13	97	.4	
<b>4-Book</b>	<b>22</b>	<b>305</b>	<b>.1</b>	<b>.4</b>	<b>31</b>	<b>137</b>	<b>.1</b>	<b>.4</b>	<b>23</b>	<b>132</b>	<b>.1</b>	<b>.3</b>	<b>25</b>	<b>139</b>	<b>.1</b>	<b>.3</b>	<b>19</b>	<b>101</b>	<b>.1</b>	<b>.7</b>
SP '99	2	150				12			4	53			10	110		.1		27		
<b>KRLA-AM</b>																				
SP '00	23	397	.1	.4	30	200	.1	.3	51	173	.2	.6	19	79	.1	.3	15	70		.5
WI '00	10	345	.2		22	160	.1	.3	17	126	.1	.2	7	63	.1		4	78		.1
FA '99	10	362	.2		18	123	.1	.2	14	130	.2		8	119	.1		6	109		.2
SU '99	18	476	.1	.3	32	233	.1	.4	24	172	.1	.3	24	234	.1	.3	18	117	.1	.6
<b>4-Book</b>	<b>15</b>	<b>395</b>	<b>.1</b>	<b>.3</b>	<b>26</b>	<b>179</b>	<b>.1</b>	<b>.3</b>	<b>27</b>	<b>150</b>	<b>.1</b>	<b>.3</b>	<b>15</b>	<b>124</b>	<b>.1</b>	<b>.2</b>	<b>11</b>	<b>94</b>		<b>.4</b>
SP '99	19	344	.1	.3	24	110	.1	.3	20	127	.1	.2	28	106	.1	.4	14	30		.4
<b>KROQ-FM</b>																				
SP '00	386	5717	1.2	6.6	577	2983	1.8	6.6	571	3125	1.7	6.9	475	3267	1.5	6.3	194	2333	.6	6.6
WI '00	346	5023	1.1	6.0	544	2680	1.7	6.2	484	2545	1.5	5.9	385	2833	1.2	5.4	202	2066	.6	7.3
FA '99	314	5367	1.0	5.3	503	2985	1.5	5.4	404	2992	1.2	4.9	414	3020	1.3	5.7	200	2177	.6	6.6
SU '99	307	5313	.9	5.3	442	2683	1.4	5.1	383	2790	1.2	4.7	373	3020	1.2	5.4	207	2160	.6	6.6
<b>4-Book</b>	<b>338</b>	<b>5355</b>	<b>1.1</b>	<b>5.8</b>	<b>517</b>	<b>2833</b>	<b>1.6</b>	<b>5.8</b>	<b>461</b>	<b>2863</b>	<b>1.4</b>	<b>5.6</b>	<b>412</b>	<b>3035</b>	<b>1.3</b>	<b>5.7</b>	<b>201</b>	<b>2184</b>	<b>.6</b>	<b>6.8</b>
SP '99	302	5140	.9	5.1	497	2631	1.5	5.6	399	2711	1.2	4.8	353	2919	1.1	4.9	165	1819	.5	5.3
<b>KRTH-FM</b>																				
SP '00	152	3217	.5	2.6	207	1415	.6	2.4	240	1435	.7	2.9	178	1486	.5	2.4	55	654	.2	1.9
WI '00	173	3366	.5	3.0	206	1373	.6	2.4	339	1573	1.0	4.2	231	1824	.7	3.2	50	645	.2	1.8
FA '99	145	3157	.4	2.4	173	1164	.5	1.9	223	1328	.7	2.7	191	1516	.6	2.6	66	709	.2	2.2
SU '99	117	3096	.4	2.0	108	1029	.3	1.3	195	1325	.6	2.4	156	1457	.5	2.2	39	763	.1	1.2
<b>4-Book</b>	<b>147</b>	<b>3209</b>	<b>.5</b>	<b>2.5</b>	<b>174</b>	<b>1245</b>	<b>.5</b>	<b>2.0</b>	<b>249</b>	<b>1415</b>	<b>.8</b>	<b>3.1</b>	<b>189</b>	<b>1571</b>	<b>.6</b>	<b>2.6</b>	<b>53</b>	<b>693</b>	<b>.2</b>	<b>1.8</b>
SP '99	167	3100	.5	2.8	206	1215	.6	2.3	303	1513	.9	3.7	190	1465	.6	2.6	61	757	.2	1.9
<b>KSCA-FM</b>																				
SP '00	508	4352	1.6	8.6	1237	3349	3.8	14.1	595	2867	1.8	7.2	501	2060	1.5	6.6	116	878	.4	4.0
WI '00	506	4864	1.5	8.8	1173	3464	3.6	13.4	648	3211	2.0	8.0	438	2223	1.3	6.2	112	1058	.3	4.0
FA '99	624	4865	1.9	10.5	1510	3802	4.6	16.2	805	3223	2.5	9.7	547	2347	1.7	7.5	133	1039	.4	4.4
SU '99	470	3987	1.5	8.1	1078	2798	3.3	12.6	672	2612	2.1	8.3	289	1563	.9	4.2	151	1029	.5	4.8
<b>4-Book</b>	<b>527</b>	<b>4517</b>	<b>1.6</b>	<b>9.0</b>	<b>1250</b>	<b>3353</b>	<b>3.8</b>	<b>14.1</b>	<b>680</b>	<b>2978</b>	<b>2.1</b>	<b>8.3</b>	<b>444</b>	<b>2048</b>	<b>1.4</b>	<b>6.1</b>	<b>128</b>	<b>1001</b>	<b>.4</b>	<b>4.3</b>
SP '99	515	4779	1.6	8.6	1216	3376	3.8	13.6	687	3071	2.1	8.3	388	1988	1.2	5.4	149	1254	.5	4.8
<b>KSSE-FM</b>																				
SP '00	124	1840	.4	2.1	171	1008	.5	2.0	193	955	.6	2.3	148	1095	.5	2.0	53	633	.2	1.8
WI '00	99	2290	.3	1.7	138	1121	.4	1.6	128	1183	.4	1.6	116	1015	.4	1.6	55	670	.2	2.0
FA '99	134	2247	.4	2.2	178	1072	.5	1.9	226	1313	.7	2.7	129	1078	.4	1.8	82	721	.3	2.7
SU '99	181	2359	.6	3.1	248	1201	.8	2.9	269	1379	.8	3.3	192	1073	.6	2.8	109	707	.3	3.5
<b>4-Book</b>	<b>135</b>	<b>2184</b>	<b>.4</b>	<b>2.3</b>	<b>184</b>	<b>1101</b>	<b>.6</b>	<b>2.1</b>	<b>204</b>	<b>1208</b>	<b>.6</b>	<b>2.5</b>	<b>146</b>	<b>1065</b>	<b>.5</b>	<b>2.1</b>	<b>75</b>	<b>683</b>	<b>.3</b>	<b>2.5</b>
SP '99	136	2098	.4	2.3	158	977	.5	1.8	190	940	.6	2.3	152	1078	.5	2.1	96	726	.3	3.1
<b>KTND-AM</b>																				
SP '00	138	1885	.4	2.3	142	747	.4	1.6	171	860	.5	2.1	228	945	.7	3.0	121	672	.4	4.1
WI '00	114	1495	.3	2.0	92	495	.3	1.1	139	736	.4	1.7	215	852	.7	3.0	105	570	.3	3.8
FA '99	111	1357	.3	1.9	88	349	.3	.9	118	590	.4	1.4	192	789	.6	2.6	132	689	.4	4.3
SU '99	88	1186	.3	1.5	55	282	.2	.6	98	563	.3	1.2	174	664	.5	2.5	83	384	.3	2.6
<b>4-Book</b>	<b>113</b>	<b>1481</b>	<b>.3</b>	<b>1.9</b>	<b>94</b>	<b>468</b>	<b>.3</b>	<b>1.1</b>	<b>132</b>	<b>687</b>	<b>.4</b>	<b>1.6</b>	<b>202</b>	<b>813</b>	<b>.6</b>	<b>2.8</b>	<b>110</b>	<b>579</b>	<b>.4</b>	<b>3.7</b>
SP '99	161	1750	.5	2.7	116	600	.4	1.3	191	732	.6	2.3	304	1208	.9	4.2	158	751	.5	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 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
<b>KTWV-FM</b>																				
SP '00	135	2044	.4	2.3	149	742	.5	1.7	215	882	.7	2.6	156	1103	.5	2.1	98	796	.3	3.3
WI '00	115	2334	.4	2.0	135	1028	.4	1.5	168	1058	.5	2.1	147	1148	.5	2.1	64	740	.2	2.3
FA '99	157	2413	.5	2.6	181	1126	.6	1.9	250	1174	.8	3.0	211	1470	.6	2.9	80	904	.2	2.6
SU '99	176	2645	.5	3.0	230	1142	.7	2.7	258	1214	.8	3.2	213	1399	.7	3.1	103	957	.3	3.3
<b>4-Book</b>	<b>146</b>	<b>2359</b>	<b>.5</b>	<b>2.5</b>	<b>174</b>	<b>1010</b>	<b>.6</b>	<b>2.0</b>	<b>223</b>	<b>1082</b>	<b>.7</b>	<b>2.7</b>	<b>182</b>	<b>1280</b>	<b>.6</b>	<b>2.6</b>	<b>86</b>	<b>849</b>	<b>.3</b>	<b>2.9</b>
SP '99	169	2767	.5	2.8	179	1238	.6	2.0	306	1364	.9	3.7	210	1592	.6	2.9	84	807	.3	2.7
<b>KWIZ-FM</b>																				
SP '00	25	532	.1	.4	32	188	.1	.4	47	352	.1	.6	27	228	.1	.4	11	98		.4
WI '00	26	668	.1	.4	25	221	.1	.3	39	320	.1	.5	43	254	.1	.6	13	162		.5
FA '99	32	343	.1	.5	48	210	.1	.5	61	161	.2	.7	22	145	.1	.3	22	96	.1	.7
SU '99	33	389	.1	.6	48	198	.1	.6	64	199	.2	.8	22	172	.1	.3	10	138		.3
<b>4-Book</b>	<b>29</b>	<b>483</b>	<b>.1</b>	<b>.5</b>	<b>38</b>	<b>204</b>	<b>.1</b>	<b>.5</b>	<b>53</b>	<b>258</b>	<b>.2</b>	<b>.7</b>	<b>29</b>	<b>200</b>	<b>.1</b>	<b>.4</b>	<b>14</b>	<b>124</b>		<b>.5</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKV-AM</b>																				
SP '00	20	476	.1	.3	38	243	.1	.4	24	188	.1	.3	23	174	.1	.3	16	124		.5
WI '00	45	505	.1	.8	24	130	.1	.3	104	344	.3	1.3	65	257	.2	.9	16	118		.6
FA '99	24	510	.1	.4	29	147	.1	.3	52	368	.2	.6	20	159	.1	.3	7	65		.2
SU '99	27	571	.1	.5	16	139	.2	.2	60	284	.2	.7	37	247	.1	.5	12	143		.4
<b>4-Book</b>	<b>29</b>	<b>516</b>	<b>.1</b>	<b>.5</b>	<b>27</b>	<b>165</b>	<b>.1</b>	<b>.3</b>	<b>60</b>	<b>296</b>	<b>.2</b>	<b>.7</b>	<b>36</b>	<b>209</b>	<b>.1</b>	<b>.5</b>	<b>13</b>	<b>113</b>		<b>.4</b>
SP '99	25	498	.1	.4	24	112	.1	.3	42	260	.1	.5	33	264	.1	.5	14	125		.4
<b>KWVE-FM</b>																				
SP '00	25	653	.1	.4	39	323	.1	.4	34	279	.1	.4	39	361	.1	.5	7	210		.2
WI '00	32	648	.1	.6	60	372	.2	.7	34	200	.1	.4	35	284	.1	.5	13	174		.5
FA '99	27	553	.1	.5	42	327	.1	.5	19	192	.1	.2	57	334	.2	.8	14	150		.5
SU '99	37	617	.1	.6	56	419	.2	.7	38	285	.1	.5	48	345	.1	.7	32	190	.1	1.0
<b>4-Book</b>	<b>30</b>	<b>618</b>	<b>.1</b>	<b>.5</b>	<b>49</b>	<b>360</b>	<b>.2</b>	<b>.6</b>	<b>31</b>	<b>239</b>	<b>.1</b>	<b>.4</b>	<b>45</b>	<b>331</b>	<b>.1</b>	<b>.6</b>	<b>17</b>	<b>181</b>		<b>.6</b>
SP '99	38	718	.1	.6	60	432	.2	.7	63	331	.2	.8	43	358	.1	.6	17	163	.1	.5
<b>KXMX-FM</b>																				
SP '00	32	720	.1	.5	47	298	.1	.5	68	358	.2	.8	37	367	.1	.5	4	126		.1
WI '00	46	1087	.1	.8	59	548	.2	.7	82	578	.3	1.0	64	625	.2	.9	12	256		.4
FA '99	24	618	.1	.4	26	222	.1	.3	41	277	.1	.5	40	307	.1	.5	8	135		.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	170	3926	.5	2.9	249	1825	.8	2.8	216	1743	.7	2.6	237	1953	.7	3.1	86	1215	.3	2.9
WI '00	153	3943	.5	2.6	206	1500	.6	2.4	218	1552	.7	2.7	223	2066	.7	3.1	74	1182	.2	2.7
FA '99	185	4335	.6	3.1	257	2106	.8	2.8	319	2245	1.0	3.9	252	2359	.8	3.4	57	1210	.2	1.9
SU '99	160	4258	.5	2.7	221	1939	.7	2.6	215	1893	.7	2.7	203	2072	.6	2.9	80	1099	.2	2.5
<b>4-Book</b>	<b>167</b>	<b>4116</b>	<b>.5</b>	<b>2.8</b>	<b>233</b>	<b>1843</b>	<b>.7</b>	<b>2.7</b>	<b>242</b>	<b>1858</b>	<b>.8</b>	<b>3.0</b>	<b>229</b>	<b>2113</b>	<b>.7</b>	<b>3.1</b>	<b>74</b>	<b>1177</b>	<b>.2</b>	<b>2.5</b>
SP '99	171	4065	.5	2.9	243	1875	.8	2.7	234	1821	.7	2.8	231	2047	.7	3.2	83	1233	.3	2.6
<b>KZLA-FM</b>																				
SP '00	72	1148	.2	1.2	93	567	.3	1.1	144	553	.4	1.7	88	582	.3	1.2	15	267		.5
WI '00	90	1526	.3	1.6	106	859	.3	1.2	149	816	.5	1.8	137	912	.4	1.9	35	548	.1	1.3
FA '99	75	1296	.2	1.3	85	517	.3	.9	95	594	.3	1.1	93	762	.3	1.3	51	513	.2	1.7
SU '99	88	1240	.3	1.5	95	639	.3	1.1	108	574	.3	1.3	100	719	.3	1.4	68	500	.2	2.2
<b>4-Book</b>	<b>81</b>	<b>1303</b>	<b>.3</b>	<b>1.4</b>	<b>95</b>	<b>646</b>	<b>.3</b>	<b>1.1</b>	<b>124</b>	<b>634</b>	<b>.4</b>	<b>1.5</b>	<b>105</b>	<b>744</b>	<b>.3</b>	<b>1.5</b>	<b>42</b>	<b>457</b>	<b>.1</b>	<b>1.4</b>
SP '99	76	1234	.2	1.3	88	617	.3	1.0	109	554	.3	1.3	110	725	.3	1.5	36	415	.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 Trends

Target Listener Trends - Men 18-49

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KOLA-FM</b>																				
SP '00	6	242	.1	10	82	.1	.1	5	81	.1	.1	5	109	.1	.1	1	27	.1	.1	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	18	311	.1	11	81	.1	.1	20	173	.1	.2	28	181	.1	.4	13	135	.1	.4	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99	15	335	.3	22	150	.1	.2	31	189	.1	.4	15	142	.2	.2	2	58	.1	.1	
<b>XTRA-AM</b>																				
SP '00	85	1459	.3	1.4	114	736	.3	1.3	161	818	.5	2.0	135	820	.4	1.8	23	303	.1	.8
WI '00	66	1458	.2	1.1	85	643	.3	1.0	116	699	.4	1.4	100	889	.3	1.4	16	217	.1	.6
FA '99	78	1553	.2	1.3	118	636	.4	1.3	145	707	.4	1.8	114	915	.3	1.6	17	353	.1	.6
SU '99	60	1372	.2	1.0	77	601	.2	.9	124	825	.4	1.5	107	832	.3	1.5	8	198	.1	.3
4-Book	72	1461	.2	1.2	99	654	.3	1.1	137	762	.4	1.7	114	864	.3	1.6	16	268	.1	.6
SP '99	76	1415	.2	1.3	92	626	.3	1.0	156	711	.5	1.9	88	764	.3	1.2	20	306	.1	.6
<b>TOTALS</b>																				
SP '00	5883	31386	18.0		8753	26751	26.8		8229	23985	25.2		7537	26319	23.1		2927	17708	9.0	
WI '00	5780	31200	17.7		8744	26980	26.8		8143	24111	24.9		7110	26008	21.8		2785	18054	8.5	
FA '99	5960	31462	18.2		9296	27231	28.5		8274	23984	25.3		7327	26440	22.4		3047	18334	9.3	
SU '99	5824	31064	18.0		8583	26082	26.5		8089	24308	25.0		6934	26137	21.4		3138	18746	9.7	
4-Book	5862	31278	18.0		8844	26761	27.2		8184	24097	25.1		7227	26226	22.2		2974	18211	9.1	
SP '99	5957	31047	18.4		8947	26720	27.7		8282	23904	25.6		7226	26151	22.3		3135	18106	9.7	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 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
<b>KABC-AM</b>																				
SP '00	171	1164	.5	2.1	53	522	.2	1.4	27	120	.1	.6	73	250	.2	1.1	66	230	.2	1.4
4-Book	125	1217	.4	1.6	34	474	.1	.9	31	97	.1	.7	55	215	.2	.9	45	163	.1	1.0
<b>KACD-FM</b>																				
SP '00	49	491	.2	.6	16	252	.4	.4	21	89	.1	.5	24	107	.1	.4	15	87	.1	.3
4-Book	46	525	.2	.6	20	288	.5	.5	29	88	.1	.6	39	164	.1	.6	22	88	.1	.5
<b>KBCD-FM</b>																				
SP '00	24	341	.1	.3	8	142	.2	.2	9	55	.2	.2	5	56	.1	.1	13	56	.1	.3
4-Book	27	351	.1	.4	12	160	.3	.3	12	41	.3	.3	23	60	.1	.4	21	68	.1	.5
<b>KAVS-FM</b>																				
SP '00	1	42			12	12			1	12										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	283	3981	.9	3.5	133	2237	.4	3.5	172	606	.5	3.8	253	960	.8	3.9	102	543	.3	2.2
4-Book	292	4304	.9	3.6	154	2600	.5	4.0	182	662	.6	3.9	265	1037	.8	4.2	183	688	.6	4.0
<b>+KBET-AM</b>																				
SP '00					1	24														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	77	1017	.2	.9	38	450	.1	1.0	26	84	.1	.6	60	196	.2	.9	77	164	.2	1.7
4-Book	84	1027	.3	1.0	30	443	.1	.8	27	95	.1	.6	56	173	.2	.9	44	131	.1	1.0
<b>KBIG-FM</b>																				
SP '00	207	2374	.6	2.5	95	1317	.3	2.5	82	266	.3	1.8	151	501	.5	2.3	112	335	.3	2.4
4-Book	187	2173	.6	2.3	83	1305	.3	2.2	59	222	.2	1.3	119	424	.4	1.9	107	323	.3	2.4
<b>KBLA-AM</b>																				
SP '00	79	775	.2	1.0	34	342	.1	.9	27	59	.1	.6	42	117	.1	.6	83	195	.3	1.8
4-Book	69	619	.2	.9	31	307	.1	.8	21	44	.1	.5	37	101	.1	.6	69	141	.2	1.5
<b>KBUA-FM</b>																				
SP '00	23	252	.1	.3	20	155	.1	.5	31	97	.1	.7	22	72	.1	.3	16	57	.1	.3
4-Book	46	275	.2	.6	26	199	.1	.7	37	93	.1	.8	46	92	.2	.7	36	79	.1	.8
<b>KBUE-FM</b>																				
SP '00	351	2305	1.1	4.3	189	1482	.6	5.0	193	616	.6	4.2	294	570	.9	4.5	205	538	.6	4.5
4-Book	353	2505	1.1	4.4	203	1689	.6	5.3	249	631	.8	5.3	339	745	1.1	5.3	230	605	.7	5.0
<b>KCBS-FM</b>																				
SP '00	315	3132	1.0	3.9	145	1963	.4	3.8	180	652	.6	3.9	265	878	.8	4.1	148	492	.5	3.2
4-Book	324	3368	1.0	4.0	142	1849	.4	3.7	163	519	.5	3.5	267	816	.8	4.2	171	562	.5	3.7
<b>KCMG-FM</b>																				
SP '00	136	1928	.4	1.7	77	1055	.2	2.0	51	252	.2	1.1	140	424	.4	2.2	123	435	.4	2.7
4-Book	178	2179	.6	2.2	101	1326	.3	2.6	75	268	.3	1.6	179	509	.6	2.8	123	423	.4	2.7
<b>KDIS-AM</b>																				
SP '00	7	270	.1	.1	13	186	.3	.3	5	20	.1	.1	24	60	.1	.4	37	90	.1	.8
4-Book	9	284	.1	.1	10	229	.3	.3	4	23	.1	.1	24	96	.1	.4	20	91	.1	.4
<b>KFI -AM</b>																				
SP '00	149	1510	.5	1.8	54	712	.2	1.4	71	245	.2	1.6	101	318	.3	1.6	22	90	.1	.5
4-Book	164	1565	.5	2.0	46	648	.2	1.2	80	284	.2	1.8	91	272	.3	1.4	29	114	.1	.7
<b>KFSG-FM</b>																				
SP '00	25	394	.1	.3	14	321	.4	.4	27	79	.1	.6	23	97	.1	.4	13	80	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFWB-AM</b>																				
SP '00	75	1770	.2	.9	16	449	.4	.4	44	254	.1	1.0	23	116	.1	.4	16	70	.1	.3
4-Book	96	1943	.3	1.2	31	700	.1	.8	52	278	.1	1.1	42	215	.2	.7	33	141	.1	.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 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
<b>+KHJ -AM</b>																				
SP '00	73	924	.2	.9	50	534	.2	1.3	50	163	.2	1.1	102	196	.3	1.6	40	126	.1	.9
4-Book	101	939	.3	1.3	55	558	.2	1.4	91	198	.3	2.0	92	224	.3	1.5	67	177	.2	1.5
<b>KIEV-AM</b>																				
SP '00	21	183	.1	.3	2	34		.1	1	16			3	16			2	7		.1
4-Book	15	140	.1	.2	1	23		.1		4			2	12						
<b>KJLH-FM</b>																				
SP '00	138	1018	.4	1.7	67	679	.2	1.8	69	188	.2	1.5	85	196	.3	1.3	50	116	.2	1.1
4-Book	94	837	.3	1.2	62	617	.2	1.6	64	166	.2	1.4	70	176	.2	1.1	43	121	.1	1.0
<b>KKBT-FM</b>																				
SP '00	213	2934	.7	2.6	114	1730	.3	3.0	66	321	.2	1.4	188	647	.6	2.9	166	525	.5	3.6
4-Book	222	2981	.7	2.8	139	1931	.4	3.6	110	366	.4	2.3	205	720	.7	3.2	190	598	.6	4.1
<b>KKLA-FM</b>																				
SP '00	28	311	.1	.3	8	177		.2	13	61		.3	16	74		.2	8	49		.2
4-Book	36	404	.1	.4	7	168		.2	10	44		.2	8	36		.1	5	27		.1
<b>KLAC-AM</b>																				
SP '00	39	772	.1	.5	39	622	.1	1.0	15	82		.3	60	160	.2	.9	44	144	.1	1.0
4-Book	31	531	.1	.4	22	349	.1	.6	13	56		.3	27	71	.1	.4	18	65	.1	.4
<b>KLAX-FM</b>																				
SP '00	274	2092	.8	3.4	175	1366	.5	4.6	223	542	.7	4.9	269	521	.8	4.1	183	407	.6	4.0
4-Book	248	2316	.8	3.1	139	1456	.4	3.6	176	446	.6	3.8	237	546	.7	3.7	168	437	.5	3.7
<b>KLOS-FM</b>																				
SP '00	384	3551	1.2	4.7	149	1831	.5	3.9	132	515	.4	2.9	313	779	1.0	4.8	249	670	.8	5.4
4-Book	361	3557	1.1	4.5	142	1816	.5	3.7	149	487	.5	3.2	301	852	.9	4.7	197	608	.6	4.3
<b>KLSX-FM</b>																				
SP '00	401	3129	1.2	4.9	55	878	.2	1.5	125	308	.4	2.7	55	275	.2	.8	67	138	.2	1.5
4-Book	415	3068	1.3	5.1	49	820	.2	1.3	89	213	.3	1.9	57	215	.2	.9	52	152	.2	1.2
<b>KLVE-FM</b>																				
SP '00	287	2814	.9	3.5	197	2026	.6	5.2	261	633	.8	5.7	366	776	1.1	5.6	177	392	.5	3.9
4-Book	326	3148	1.0	4.0	202	2222	.6	5.3	250	681	.8	5.3	325	837	1.0	5.1	186	505	.6	4.1
<b>KLYY-FM</b>																				
SP '00	91	874	.3	1.1	46	546	.1	1.2	35	151	.1	.8	90	269	.3	1.4	93	217	.3	2.0
4-Book	71	1300	.2	.9	45	790	.1	1.2	38	133	.1	.8	73	298	.3	1.2	76	221	.2	1.6
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	39	732	.1	.5	27	368	.1	.7	24	70	.1	.5	32	101	.1	.5	32	67	.1	.7
4-Book	43	763	.1	.5	31	455	.1	.8	34	87	.1	.8	40	112	.1	.6	34	116	.1	.8
<b>KNX -AM</b>																				
SP '00	142	2149	.4	1.7	41	848	.1	1.1	59	231	.2	1.3	74	236	.2	1.1	35	106	.1	.8
4-Book	135	2287	.4	1.7	38	919	.1	1.0	48	251	.1	1.0	49	256	.2	.7	28	128	.1	.6
<b>KOST-FM</b>																				
SP '00	153	2159	.5	1.9	85	1367	.3	2.2	92	375	.3	2.0	152	564	.5	2.3	93	399	.3	2.0
4-Book	170	2486	.6	2.1	88	1470	.3	2.3	74	287	.2	1.6	127	475	.4	2.0	111	387	.4	2.4
<b>KPWR-FM</b>																				
SP '00	337	4482	1.0	4.1	164	2502	.5	4.3	157	593	.5	3.4	261	1041	.8	4.0	188	729	.6	4.1
4-Book	358	4637	1.1	4.4	200	2782	.6	5.2	183	619	.6	3.9	346	1164	1.1	5.5	267	940	.8	5.8
<b>+KRCB-FM</b>																				
SP '00	95	746	.3	1.2	63	514	.2	1.7	53	110	.2	1.2	142	288	.4	2.2	87	189	.3	1.9
4-Book	66	611	.2	.8	42	422	.2	1.1	39	83	.1	.9	76	183	.2	1.2	47	124	.2	1.0
<b>+KRCV-FM</b>																				
SP '00	69	539	.2	.8	50	378	.2	1.3	89	175	.3	1.9	97	236	.3	1.5	74	123	.2	1.6
4-Book	26	254	.1	.3	18	179	.1	.5	29	58	.1	.6	32	94	.1	.5	29	59	.1	.6

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 18-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																				
SP '00	34	307	.1	.4	8	120		.2					18	65	.1	.3	26	51	.1	.6
4-Book	22	308	.1	.3	6	101		.2	3	11		.1	13	45		.2	11	24		.3
KROQ-FM																				
SP '00	543	4899	1.7	6.6	234	3088	.7	6.2	239	736	.7	5.2	471	1442	1.4	7.2	292	982	.9	6.4
4-Book	463	4681	1.4	5.7	209	2906	.7	5.5	179	600	.6	3.8	373	1276	1.2	5.8	245	883	.8	5.4
KRTH-FM																				
SP '00	211	2543	.6	2.6	113	1464	.3	3.0	74	308	.2	1.6	216	618	.7	3.3	154	381	.5	3.4
4-Book	208	2491	.6	2.6	103	1462	.3	2.7	88	303	.3	1.9	195	551	.6	3.1	130	399	.4	2.9
KSCA-FM																				
SP '00	764	4092	2.3	9.3	319	2359	1.0	8.4	938	1630	2.9	20.5	476	1088	1.5	7.3	298	611	.9	6.5
4-Book	783	4169	2.4	9.7	343	2707	1.1	8.9	1025	1766	3.2	21.9	531	1306	1.6	8.4	311	698	1.0	6.8
KSSE-FM																				
SP '00	172	1630	.5	2.1	86	914	.3	2.3	101	268	.3	2.2	201	432	.6	3.1	67	211	.2	1.5
4-Book	180	1872	.6	2.2	94	1185	.3	2.4	111	333	.4	2.4	194	553	.6	3.1	105	319	.3	2.3
KTNQ-AM																				
SP '00	180	1570	.6	2.2	76	828	.2	2.0	82	219	.3	1.8	103	259	.3	1.6	111	302	.3	2.4
4-Book	142	1229	.5	1.8	63	660	.2	1.6	63	173	.2	1.4	74	196	.2	1.2	92	242	.3	2.0
KTWV-FM																				
SP '00	177	1530	.5	2.2	86	1129	.3	2.3	103	241	.3	2.3	112	348	.3	1.7	107	286	.3	2.3
4-Book	195	1893	.6	2.4	99	1212	.3	2.6	103	276	.3	2.2	152	447	.5	2.4	110	350	.3	2.4
KWIZ-FM																				
SP '00	36	441	.1	.4	14	224		.4	20	55	.1	.4	27	66	.1	.4	24	79	.1	.5
4-Book	41	410	.1	.5	18	234	.1	.5	19	50	.1	.4	41	112	.2	.7	22	63	.1	.5
+KWKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM																				
SP '00	28	369	.1	.3	9	170		.2	10	62		.2	9	32		.1	4	29		.1
4-Book	42	417	.1	.5	17	193	.1	.5	19	52	.1	.4	19	47	.1	.3	25	59	.1	.6
KWVE-FM																				
SP '00	37	553	.1	.5	15	210		.4	12	67		.3	3	36			20	36	.1	.4
4-Book	41	524	.1	.5	21	290	.1	.6	22	81	.1	.5	14	66	.1	.2	26	67	.1	.5
KXMX-FM																				
SP '00	52	609	.2	.6	15	267		.4	8	29		.2	26	91	.1	.4	33	122	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	233	3225	.7	2.8	113	1908	.3	3.0	105	373	.3	2.3	202	816	.6	3.1	145	592	.4	3.2
4-Book	235	3439	.8	2.9	108	1841	.3	2.8	88	349	.3	1.9	207	796	.6	3.3	147	568	.4	3.2
KZLA-FM																				
SP '00	111	895	.3	1.4	42	561	.1	1.1	59	229	.2	1.3	108	289	.3	1.7	56	169	.2	1.2
4-Book	109	1058	.3	1.4	59	682	.2	1.5	59	228	.2	1.3	117	319	.3	1.8	74	220	.2	1.6
KOLA-FM																				
SP '00	7	187		.1	9	88		.2					17	29	.1	.3	26	48	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	139	1317	.4	1.7	31	408	.1	.8	50	121	.2	1.1	54	148	.2	.8	35	91	.1	.8
4-Book	118	1283	.4	1.5	29	476	.1	.8	44	133	.2	1.0	52	154	.2	.8	35	134	.1	.8
TOTALS																				
SP '00	8177	30741	25.0		3785	24061	11.6		4577	11358	14.0		6505	14409	19.9		4579	10928	14.0	
4-Book	8092	30737	24.8		3833	24518	11.8		4677	11412	14.4		6356	14799	19.5		4590	11361	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 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 '00	20	108	.1	.8	49	107	.2	1.8	111	210	.3	2.5	61	184	.2	1.8	15	47		.9
4-Book	18	95	.1	.7	30	101	.1	1.1	48	127	.2	1.1	34	109	.1	1.0	14	54		.8
KACD-FM																				
SP '00	8	37		.3	7	52		.3	21	94	.1	.5	22	81	.1	.6	9	38		.5
4-Book	7	43		.2	12	43		.4	26	102	.1	.6	17	70	.1	.5	5	30		.3
KBCD-FM																				
SP '00	1	15			8	42		.3	19	56	.1	.4	13	42		.4				
4-Book	2	19		.1	6	29		.2	13	52		.3	13	31		.4	5	25		.3
KAVS-FM																				
SP '00					1	12														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	86	358	.3	3.6	120	401	.4	4.5	153	517	.5	3.4	114	480	.3	3.3	61	385	.2	3.6
4-Book	106	469	.4	4.0	108	387	.4	4.1	177	720	.6	4.1	129	567	.4	3.8	78	402	.2	4.0
+KBET-AM																				
SP '00																	9	24		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	35	106	.1	1.5	27	62	.1	1.0	38	155	.1	.9	41	138	.1	1.2	5	32		.3
4-Book	19	83	.1	.8	18	58	.1	.7	45	154	.1	1.0	32	119	.1	.9	3	19		.2
KBIG-FM																				
SP '00	116	373	.4	4.8	42	141	.1	1.6	120	342	.4	2.7	72	229	.2	2.1	52	168	.2	3.1
4-Book	131	425	.4	4.9	43	158	.1	1.6	82	311	.3	1.9	66	217	.2	2.0	48	173	.2	2.5
KBLA-AM																				
SP '00	4	11		.2	16	45		.6	36	83	.1	.8	69	158	.2	2.0	3	12		.2
4-Book	12	42		.4	10	27		.4	49	118	.2	1.1	44	104	.1	1.3	6	21		.4
KBUA-FM																				
SP '00	17	57	.1	.7	23	36	.1	.9	38	110	.1	.9	10	74		.3	7	36		.4
4-Book	11	41		.5	21	46	.1	.8	37	83	.1	.9	15	56	.1	.5	10	36		.5
KBUE-FM																				
SP '00	133	311	.4	5.5	148	423	.5	5.6	243	493	.7	5.4	203	420	.6	5.9	92	267	.3	5.4
4-Book	128	361	.4	4.8	177	484	.6	6.7	250	606	.8	5.7	167	425	.5	5.0	83	280	.3	4.4
KCBS-FM																				
SP '00	34	147	.1	1.4	91	419	.3	3.4	249	718	.8	5.6	144	487	.4	4.2	47	265	.1	2.8
4-Book	65	266	.2	2.5	82	318	.3	3.1	190	626	.6	4.4	135	430	.4	4.0	57	251	.2	3.0
KCMG-FM																				
SP '00	62	242	.2	2.6	22	109	.1	.8	67	251	.2	1.5	79	333	.2	2.3	70	194	.2	4.1
4-Book	70	285	.2	2.6	46	174	.2	1.7	112	334	.4	2.6	100	327	.3	2.9	88	267	.3	4.5
KDIS-AM																				
SP '00	1	13							29	81	.1	.6	1	15			8	28		.5
4-Book	3	27		.1	3	28		.1	18	89	.1	.4	7	41		.2	3	18		.2
KFI -AM																				
SP '00	66	141	.2	2.7	53	161	.2	2.0	44	200	.1	1.0	31	82	.1	.9	33	48	.1	1.9
4-Book	29	95	.1	1.1	48	173	.2	1.8	52	200	.2	1.2	17	55	.1	.5	17	47	.1	.9
KFSG-FM																				
SP '00	6	38		.2	19	62	.1	.7	15	89		.3					7	22		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	1	15			25	150	.1	.9	7	76		.2	5	60		.1	10	31		.6
4-Book	19	93	.1	.7	39	203	.2	1.5	32	181	.1	.7	24	143	.1	.7	12	81		.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Men 18-49

# 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
+KHJ -AM																				
SP '00	41	123	.1	1.7	16	85		.6	83	160	.3	1.9	39	133	.1	1.1	17	76	.1	1.0
4-Book	30	102	.1	1.2	35	102	.1	1.3	62	159	.2	1.4	50	134	.2	1.5	17	75	.1	.9
KIEV-AM																				
SP '00									7	19		.2								
4-Book	1	7							3	8		.1	2	4		.1				
KJLH-FM																				
SP '00	63	205	.2	2.6	61	165	.2	2.3	96	209	.3	2.2	79	160	.2	2.3	33	100	.1	1.9
4-Book	47	138	.2	1.8	79	182	.3	2.9	100	252	.3	2.3	69	169	.2	2.0	22	72	.1	1.2
KKBT-FM																				
SP '00	92	381	.3	3.8	89	341	.3	3.3	120	437	.4	2.7	91	281	.3	2.7	88	281	.3	5.2
4-Book	137	489	.4	5.1	89	278	.3	3.3	129	489	.4	3.0	139	409	.4	4.1	104	335	.3	5.4
KKLA-FM																				
SP '00					2	15		.1	7	29		.2					15	33		.9
4-Book	2	10		.1	12	56		.5	12	46		.3	4	18		.1	6	26		.4
KLAC-AM																				
SP '00	5	32		.2	11	32		.4	17	90	.1	.4	133	356	.4	3.9	40	162	.1	2.4
4-Book	12	44		.5	8	25		.3	17	74	.1	.4	55	165	.2	1.6	25	94	.1	1.4
KLAX-FM																				
SP '00	82	283	.3	3.4	165	414	.5	6.2	256	523	.8	5.7	190	435	.6	5.6	43	131	.1	2.5
4-Book	65	275	.2	2.4	123	344	.4	4.6	169	452	.5	3.9	136	349	.4	4.0	47	157	.1	2.4
KLOS-FM																				
SP '00	100	407	.3	4.2	42	203	.1	1.6	135	539	.4	3.0	122	351	.4	3.6	86	277	.3	5.1
4-Book	87	343	.3	3.3	61	264	.2	2.3	159	515	.5	3.6	117	404	.4	3.5	61	247	.2	3.2
KLSX-FM																				
SP '00	20	94	.1	.8	88	264	.3	3.3	72	293	.2	1.6	29	98	.1	.8				
4-Book	17	99	.1	.6	70	210	.2	2.6	82	275	.3	1.9	25	81	.1	.7	11	56		.5
KLVE-FM																				
SP '00	199	564	.6	8.3	161	374	.5	6.1	175	472	.5	3.9	153	341	.5	4.5	81	265	.2	4.8
4-Book	228	667	.7	8.6	170	459	.5	6.4	210	579	.6	4.8	125	359	.4	3.7	107	349	.3	5.5
KLYY-FM																				
SP '00	15	58		.6	20	88	.1	.8	52	155	.2	1.2	34	81	.1	1.0	26	81	.1	1.5
4-Book	27	135	.1	1.0	24	111	.1	.9	50	212	.2	1.1	47	173	.2	1.4	27	132	.1	1.4
+KMZT-FM																				
KKGO-FM																				
SP '00	14	61		.6	15	55		.6	43	144	.1	1.0	34	111	.1	1.0	22	53	.1	1.3
4-Book	25	90	.1	1.0	25	83	.1	1.0	35	132	.1	.8	28	105	.1	.8	25	105	.1	1.3
KNX -AM																				
SP '00	25	107	.1	1.0	39	152	.1	1.5	44	203	.1	1.0	34	135	.1	1.0	21	135	.1	1.2
4-Book	23	129	.1	.9	34	171	.1	1.3	61	275	.2	1.4	38	172	.1	1.1	22	123	.1	1.2
KOST-FM																				
SP '00	85	369	.3	3.5	44	190	.1	1.7	86	374	.3	1.9	71	329	.2	2.1	48	201	.1	2.8
4-Book	86	388	.3	3.2	62	197	.2	2.3	89	370	.3	2.0	63	262	.2	1.9	83	291	.3	4.2
KPWR-FM																				
SP '00	163	630	.5	6.8	104	416	.3	3.9	151	711	.5	3.4	166	576	.5	4.9	111	409	.3	6.6
4-Book	183	654	.6	6.9	97	369	.3	3.7	206	805	.7	4.7	194	617	.6	5.7	113	425	.4	5.9
+KRCD-FM																				
SP '00	13	64		.5	35	92	.1	1.3	78	186	.2	1.7	83	142	.3	2.4	15	79		.9
4-Book	34	96	.1	1.2	27	65	.1	1.0	43	109	.1	1.0	37	96	.1	1.1	31	73	.1	1.6
+KRCV-FM																				
SP '00	28	94	.1	1.2	31	103	.1	1.2	50	97	.2	1.1	27	59	.1	.8	11	57		.6
4-Book	15	48		.6	9	35		.4	17	44	.1	.4	9	25		.3	7	22		.4

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - 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
KRLA-AM																				
SP '00	6	25		.2													11	40		.6
4-Book	2	6		.1	5	15		.2	4	19		.1	2	3		.1	5	22		.3
KROQ-FM																				
SP '00	173	639	.5	7.2	83	404	.3	3.1	314	1054	1.0	7.0	168	548	.5	4.9	98	467	.3	5.8
4-Book	173	675	.5	6.5	70	295	.2	2.6	273	995	.9	6.2	201	676	.6	5.9	126	515	.4	6.5
KRTH-FM																				
SP '00	46	157	.1	1.9	72	249	.2	2.7	187	568	.6	4.2	106	345	.3	3.1	38	141	.1	2.2
4-Book	64	229	.2	2.4	57	220	.2	2.2	142	470	.5	3.3	83	303	.3	2.5	55	189	.2	2.8
KSCA-FM																				
SP '00	105	302	.3	4.4	332	631	1.0	12.5	259	628	.8	5.8	175	291	.5	5.1	62	157	.2	3.7
4-Book	123	341	.4	4.6	333	663	1.0	12.5	251	665	.8	5.7	199	416	.6	5.9	69	228	.2	3.6
KSSE-FM																				
SP '00	33	143	.1	1.4	50	158	.2	1.9	121	273	.4	2.7	71	191	.2	2.1	33	119	.1	1.9
4-Book	64	215	.2	2.3	46	161	.2	1.7	103	316	.3	2.4	81	218	.2	2.4	41	153	.1	2.1
KTNQ-AM																				
SP '00	60	164	.2	2.5	32	100	.1	1.2	68	188	.2	1.5	99	220	.3	2.9	58	162	.2	3.4
4-Book	68	195	.2	2.5	29	84	.1	1.1	42	136	.1	.9	88	179	.3	2.6	54	156	.2	2.8
KTWV-FM																				
SP '00	75	200	.2	3.1	65	237	.2	2.4	105	366	.3	2.4	78	217	.2	2.3	47	151	.1	2.8
4-Book	75	234	.2	2.8	71	250	.2	2.7	119	368	.4	2.8	82	259	.2	2.4	70	214	.2	3.5
KWIZ-FM																				
SP '00	6	38		.2	7	56		.3	18	56	.1	.4	3	21		.1	6	29		.4
4-Book	11	43		.4	8	49		.3	24	55	.1	.5	12	33		.4	7	28		.3
+KWKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKV-AM																				
SP '00	2	31		.1	20	65	.1	.8	18	27	.1	.4					11	19		.6
4-Book	12	38		.5	11	36		.4	22	52	.1	.5	7	22		.2	16	32		.8
KWVE-FM																				
SP '00	2	12		.1	29	102	.1	1.1	23	97	.1	.5	21	65	.1	.6	11	54		.6
4-Book	13	39		.5	24	84	.1	.9	28	119	.1	.7	30	95	.1	.9	16	71	.1	.8
KXMX-FM																				
SP '00	2	15		.1	14	81		.5	16	70		.4	19	63	.1	.6	3	23		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	67	347	.2	2.8	37	227	.1	1.4	188	594	.6	4.2	108	393	.3	3.2	44	217	.1	2.6
4-Book	62	312	.2	2.3	40	185	.1	1.5	149	576	.5	3.4	111	430	.3	3.3	52	240	.2	2.7
KZLA-FM																				
SP '00	12	59		.5	23	115	.1	.9	44	185	.1	1.0	7	30		.2	21	51	.1	1.2
4-Book	33	103	.1	1.2	40	146	.1	1.5	62	200	.2	1.4	47	146	.2	1.4	33	133	.1	1.7
KOLA-FM																				
SP '00	6	12		.2	4	15		.2	6	16		.1	13	16		.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	10	48		.4	46	127	.1	1.7	17	29	.1	.4	38	112	.1	1.1	6	60		.4
4-Book	5	30		.2	27	93	.1	1.0	32	105	.1	.7	32	110	.1	.9	10	55		.5
TOTALS																				
SP '00	2405	7259	7.4		2657	7532	8.1		4463	11037	13.7		3415	8267	10.5		1693	5395	5.2	
4-Book	2671	8140	8.2		2667	7547	8.2		4378	11394	13.4		3380	8648	10.4		1939	6104	6.0	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Men 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	
<b>KABC-AM</b>																				
SP '00	110	1316	.4	2.4	132	652	.5	1.8	151	665	.6	2.3	215	813	.8	3.6	54	409	.2	2.5
WI '00	63	1301	.2	1.4	91	570	.4	1.3	70	589	.3	1.1	120	703	.5	2.1	45	349	.2	2.3
FA '99	72	1239	.3	1.5	80	608	.3	1.0	118	624	.5	1.8	104	678	.4	1.8	47	388	.2	2.2
SU '99	76	1606	.3	1.6	93	666	.4	1.3	128	725	.5	2.0	143	884	.6	2.6	30	356	.1	1.3
<b>4-Book</b>	<b>80</b>	<b>1366</b>	<b>.3</b>	<b>1.7</b>	<b>99</b>	<b>624</b>	<b>.4</b>	<b>1.4</b>	<b>117</b>	<b>651</b>	<b>.5</b>	<b>1.8</b>	<b>146</b>	<b>770</b>	<b>.6</b>	<b>2.5</b>	<b>44</b>	<b>376</b>	<b>.2</b>	<b>2.1</b>
SP '99	76	1224	.3	1.6	81	544	.3	1.1	116	539	.5	1.8	152	636	.6	2.6	46	285	.2	2.0
<b>KACD-FM</b>																				
SP '00	32	560	.1	.7	24	240	.1	.3	57	328	.2	.9	62	383	.2	1.0	13	202	.1	.6
WI '00	36	598	.1	.8	54	344	.2	.8	43	285	.2	.7	37	333	.1	.6	15	233	.1	.8
FA '99	22	649	.1	.5	36	305	.1	.5	27	306	.1	.4	28	325	.1	.5	14	220	.1	.6
SU '99	35	578	.1	.8	42	242	.2	.6	68	272	.3	1.0	56	331	.2	1.0	10	215	.1	.4
<b>4-Book</b>	<b>31</b>	<b>596</b>	<b>.1</b>	<b>.7</b>	<b>39</b>	<b>283</b>	<b>.2</b>	<b>.6</b>	<b>49</b>	<b>298</b>	<b>.2</b>	<b>.8</b>	<b>46</b>	<b>343</b>	<b>.2</b>	<b>.8</b>	<b>13</b>	<b>218</b>	<b>.1</b>	<b>.6</b>
SP '99	26	586	.1	.6	19	268	.1	.3	51	273	.2	.8	43	341	.2	.7	11	127	.1	.5
<b>KBCD-FM</b>																				
SP '00	16	346	.1	.3	14	216	.1	.2	31	192	.1	.5	25	219	.1	.4	6	129	.1	.3
WI '00	15	445	.1	.3	21	282	.1	.3	23	211	.1	.3	17	215	.1	.3	7	138	.1	.4
FA '99	16	273	.1	.3	12	118	.1	.2	27	95	.1	.4	23	184	.1	.4	9	47	.1	.4
SU '99	21	341	.1	.5	30	200	.1	.4	48	140	.2	.7	19	233	.1	.3	4	62	.1	.2
<b>4-Book</b>	<b>17</b>	<b>351</b>	<b>.1</b>	<b>.4</b>	<b>19</b>	<b>204</b>	<b>.1</b>	<b>.3</b>	<b>32</b>	<b>160</b>	<b>.1</b>	<b>.5</b>	<b>21</b>	<b>213</b>	<b>.1</b>	<b>.4</b>	<b>7</b>	<b>94</b>	<b>.1</b>	<b>.3</b>
SP '99	23	377	.1	.5	23	185	.1	.3	47	243	.2	.7	19	219	.1	.3	6	113	.1	.3
<b>KAVS-FM</b>																				
SP '00	1	42			5	42		.1										14		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	144	3092	.6	3.1	274	1762	1.1	3.8	170	1201	.7	2.6	176	1660	.7	2.9	59	824	.2	2.7
WI '00	158	3634	.6	3.4	268	2087	1.0	3.7	199	1445	.8	3.0	191	1774	.7	3.3	75	930	.3	3.8
FA '99	139	3521	.5	2.9	241	1874	.9	3.2	162	1419	.6	2.4	190	1793	.7	3.2	49	936	.2	2.2
SU '99	121	3431	.5	2.6	201	1547	.8	2.8	142	1426	.6	2.2	141	1553	.6	2.5	43	909	.2	1.9
<b>4-Book</b>	<b>141</b>	<b>3420</b>	<b>.6</b>	<b>3.0</b>	<b>246</b>	<b>1818</b>	<b>1.0</b>	<b>3.4</b>	<b>168</b>	<b>1373</b>	<b>.7</b>	<b>2.6</b>	<b>175</b>	<b>1695</b>	<b>.7</b>	<b>3.0</b>	<b>57</b>	<b>900</b>	<b>.2</b>	<b>2.7</b>
SP '99	128	2862	.5	2.7	194	1495	.8	2.7	145	1081	.6	2.2	180	1397	.7	3.1	64	981	.3	2.8
<b>+KBET-AM</b>																				
SP '00		16																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	1	14																		
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	54	1139	.2	1.2	55	382	.2	.8	87	672	.3	1.3	69	488	.3	1.2	40	339	.2	1.8
WI '00	48	962	.2	1.0	46	452	.2	.6	121	630	.5	1.8	54	463	.2	.9	8	174	.1	.4
FA '99	58	1113	.2	1.2	71	528	.3	.9	118	576	.5	1.8	59	503	.2	1.0	27	367	.1	1.2
SU '99	42	1034	.2	.9	56	491	.2	.8	71	520	.3	1.1	47	550	.2	.8	30	367	.1	1.3
<b>4-Book</b>	<b>51</b>	<b>1062</b>	<b>.2</b>	<b>1.1</b>	<b>57</b>	<b>463</b>	<b>.2</b>	<b>.8</b>	<b>99</b>	<b>600</b>	<b>.4</b>	<b>1.5</b>	<b>57</b>	<b>501</b>	<b>.2</b>	<b>1.0</b>	<b>26</b>	<b>312</b>	<b>.1</b>	<b>1.2</b>
SP '99	70	1267	.3	1.5	74	520	.3	1.0	135	621	.5	2.0	69	598	.3	1.2	47	453	.2	2.1
<b>KBIG-FM</b>																				
SP '00	119	2446	.5	2.6	141	1064	.6	2.0	205	1017	.8	3.1	147	1317	.6	2.5	55	706	.2	2.5
WI '00	95	2183	.4	2.1	96	936	.4	1.3	167	924	.7	2.5	138	900	.5	2.4	42	583	.2	2.1
FA '99	130	2408	.5	2.7	165	1020	.6	2.2	208	999	.8	3.1	161	1161	.6	2.7	76	691	.3	3.5
SU '99	105	2305	.4	2.3	146	913	.6	2.0	180	1004	.7	2.7	117	1027	.5	2.1	50	643	.2	2.2
<b>4-Book</b>	<b>112</b>	<b>2336</b>	<b>.5</b>	<b>2.4</b>	<b>137</b>	<b>983</b>	<b>.6</b>	<b>1.9</b>	<b>190</b>	<b>986</b>	<b>.8</b>	<b>2.9</b>	<b>141</b>	<b>1101</b>	<b>.6</b>	<b>2.4</b>	<b>56</b>	<b>656</b>	<b>.2</b>	<b>2.6</b>
SP '99	92	2250	.4	2.0	121	831	.5	1.7	143	912	.6	2.2	108	1045	.4	1.9	43	557	.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

Target Listener Trends - Men 25-49

Men 25-49																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
<b>KBLA-AM</b>																					
SP '00	47	742	.2	1.0	56	326	.2	.8	51	268	.2	.8	107	497	.4	1.8	25	157	.1	1.2	
WI '00	33	477	.1	.7	19	114	.1	.3	14	124	.1	.2	100	330	.4	1.7	25	170	.1	1.3	
FA '99	57	640	.2	1.2	66	261	.3	.9	69	282	.3	1.0	120	410	.5	2.0	23	227	.1	1.1	
SU '99	34	479	.1	.7	63	223	.2	.9	29	231	.1	.4	64	258	.3	1.2	14	144	.1	.6	
<b>4-Book</b>	<b>43</b>	<b>585</b>	<b>.2</b>	<b>.9</b>	<b>51</b>	<b>231</b>	<b>.2</b>	<b>.7</b>	<b>41</b>	<b>226</b>	<b>.2</b>	<b>.6</b>	<b>98</b>	<b>374</b>	<b>.4</b>	<b>1.7</b>	<b>22</b>	<b>175</b>	<b>.1</b>	<b>1.1</b>	
SP '99	24	325	.1	.5	20	126	.1	.3	30	148	.1	.5	59	226	.2	1.0	13	113	.1	.6	
<b>KBUA-FM</b>																					
SP '00	14	185	.1	.3	20	104	.1	.3	15	104	.1	.2	13	116	.1	.2	10	82		.5	
WI '00	16	205	.1	.3	31	124	.1	.4	21	69	.1	.3	14	106	.1	.2	7	50		.4	
FA '99	30	238	.1	.6	38	101	.1	.5	39	113	.2	.6	47	111	.2	.8	6	86		.3	
SU '99	44	309	.2	.9	53	186	.2	.7	74	186	.3	1.1	60	234	.2	1.1	13	48	.1	.6	
<b>4-Book</b>	<b>26</b>	<b>234</b>	<b>.1</b>	<b>.5</b>	<b>36</b>	<b>129</b>	<b>.1</b>	<b>.5</b>	<b>37</b>	<b>118</b>	<b>.2</b>	<b>.6</b>	<b>34</b>	<b>142</b>	<b>.2</b>	<b>.6</b>	<b>9</b>	<b>67</b>		<b>.5</b>	
SP '99	27	236	.1	.6	50	149	.2	.7	46	143	.2	.7	28	94	.1	.5	7	50		.3	
<b>KBUE-FM</b>																					
SP '00	192	1900	.8	4.1	232	1094	.9	3.2	305	1108	1.2	4.7	243	1094	1.0	4.1	71	461	.3	3.3	
WI '00	195	2137	.8	4.2	225	1087	.9	3.1	286	1202	1.1	4.3	233	1165	.9	4.1	108	750	.4	5.5	
FA '99	202	2029	.8	4.3	271	1137	1.1	3.6	283	1178	1.1	4.3	226	1238	.9	3.8	115	747	.4	5.3	
SU '99	206	2040	.8	4.4	253	1046	1.0	3.5	286	1277	1.1	4.4	250	1170	1.0	4.5	134	629	.5	5.8	
<b>4-Book</b>	<b>199</b>	<b>2027</b>	<b>.8</b>	<b>4.3</b>	<b>245</b>	<b>1091</b>	<b>1.0</b>	<b>3.4</b>	<b>290</b>	<b>1191</b>	<b>1.1</b>	<b>4.4</b>	<b>238</b>	<b>1167</b>	<b>1.0</b>	<b>4.1</b>	<b>107</b>	<b>647</b>	<b>.4</b>	<b>5.0</b>	
SP '99	167	1896	.7	3.6	196	886	.8	2.7	222	907	.9	3.4	233	1156	.9	4.0	94	559	.4	4.1	
<b>KCBS-FM</b>																					
SP '00	192	3368	.8	4.1	324	1603	1.3	4.5	296	1700	1.2	4.5	238	1887	.9	4.0	50	830	.2	2.3	
WI '00	180	3397	.7	3.9	235	1685	.9	3.3	297	1966	1.2	4.5	212	1874	.8	3.7	57	809	.2	2.9	
FA '99	184	3425	.7	3.9	278	1793	1.1	3.6	326	1700	1.3	4.9	213	1987	.8	3.6	51	825	.2	2.3	
SU '99	226	3818	.9	4.8	320	1698	1.3	4.4	397	1854	1.6	6.1	273	2123	1.1	4.9	64	995	.3	2.8	
<b>4-Book</b>	<b>196</b>	<b>3502</b>	<b>.8</b>	<b>4.2</b>	<b>289</b>	<b>1695</b>	<b>1.2</b>	<b>4.0</b>	<b>329</b>	<b>1805</b>	<b>1.3</b>	<b>5.0</b>	<b>234</b>	<b>1968</b>	<b>.9</b>	<b>4.1</b>	<b>56</b>	<b>865</b>	<b>.2</b>	<b>2.6</b>	
SP '99	200	3782	.8	4.3	275	1667	1.1	3.8	322	1828	1.3	4.9	248	2143	1.0	4.3	69	1010	.3	3.0	
<b>KCMG-FM</b>																					
SP '00	91	2034	.4	2.0	101	933	.4	1.4	141	871	.6	2.2	112	1045	.4	1.9	50	644	.2	2.3	
WI '00	123	2303	.5	2.7	160	1035	.6	2.2	181	1113	.7	2.7	146	1196	.6	2.5	70	635	.3	3.5	
FA '99	120	2226	.5	2.5	134	967	.5	1.8	194	1114	.8	2.9	172	1267	.7	2.9	62	627	.2	2.8	
SU '99	115	2091	.5	2.5	150	806	.6	2.1	150	1068	.6	2.3	149	1243	.6	2.7	55	551	.2	2.4	
<b>4-Book</b>	<b>112</b>	<b>2164</b>	<b>.5</b>	<b>2.4</b>	<b>136</b>	<b>935</b>	<b>.5</b>	<b>1.9</b>	<b>167</b>	<b>1042</b>	<b>.7</b>	<b>2.5</b>	<b>145</b>	<b>1188</b>	<b>.6</b>	<b>2.5</b>	<b>59</b>	<b>614</b>	<b>.2</b>	<b>2.8</b>	
SP '99	112	2170	.4	2.4	123	929	.5	1.7	153	1088	.6	2.3	156	1182	.6	2.7	67	729	.3	3.0	
<b>KDIS-AM</b>																					
SP '00	7	338		.2	13	150	.1	.2	2	34			4	115		.1	2	73		.1	
WI '00	8	391		.2	8	116		.1	2	70			13	164	.1	.2	1	40		.1	
FA '99	10	374		.2	9	112		.1	11	137		.2	23	199	.1	.4	4	28		.2	
SU '99	5	362		.1	6	98		.1	5	114		.1	8	107		.1	1	44		.1	
<b>4-Book</b>	<b>8</b>	<b>366</b>		<b>.2</b>	<b>9</b>	<b>119</b>		<b>.1</b>	<b>5</b>	<b>89</b>		<b>.1</b>	<b>12</b>	<b>146</b>	<b>.1</b>	<b>.2</b>	<b>2</b>	<b>46</b>		<b>.1</b>	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																					
SP '00	93	1623	.4	2.0	117	785	.5	1.6	140	780	.5	2.1	164	798	.6	2.7	34	329	.1	1.6	
WI '00	89	1834	.3	1.9	145	923	.6	2.0	167	855	.7	2.5	93	796	.4	1.6	41	454	.2	2.1	
FA '99	122	1610	.5	2.6	196	958	.8	2.6	212	786	.8	3.2	149	796	.6	2.5	75	459	.3	3.4	
SU '99	116	2017	.5	2.5	173	1061	.7	2.4	226	1152	.9	3.4	99	760	.4	1.8	67	533	.3	2.9	
<b>4-Book</b>	<b>105</b>	<b>1771</b>	<b>.4</b>	<b>2.3</b>	<b>158</b>	<b>932</b>	<b>.7</b>	<b>2.2</b>	<b>186</b>	<b>893</b>	<b>.7</b>	<b>2.8</b>	<b>126</b>	<b>788</b>	<b>.5</b>	<b>2.2</b>	<b>54</b>	<b>444</b>	<b>.2</b>	<b>2.5</b>	
SP '99	104	1984	.4	2.2	170	1107	.7	2.3	187	1052	.7	2.8	75	583	.3	1.3	90	489	.4	4.0	
<b>KFSG-FM</b>																					
SP '00	16	400	.1	.3	26	204	.1	.4	18	141	.1	.3	22	148	.1	.4	6	109		.3	
WI '00	20	349	.1	.4	34	228	.1	.5	31	143	.1	.5	34	168	.1	.6	7	126		.4	
FA '99	9	338		.2	18	129	.1	.2	10	80		.2	14	159	.1	.2	2	46		.1	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	
SP '99	8	408		.2	19	201	.1	.3	4	93		.1	12	174		.2	3	88		.1	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KFWB-AM</b>																				
SP '00	42	1784	.2	.9	102	1116	.4	1.4	43	694	.2	.7	67	796	.3	1.1	12	343		.6
WI '00	70	2158	.3	1.5	152	1337	.6	2.1	89	904	.3	1.3	106	1135	.4	1.8	23	352	.1	1.2
FA '99	66	2221	.3	1.4	143	1365	.6	1.9	64	703	.3	1.0	86	1077	.3	1.5	30	503	.1	1.4
SU '99	66	2001	.3	1.4	138	1302	.5	1.9	79	788	.3	1.2	69	951	.3	1.2	25	450	.1	1.1
<b>4-Book</b>	<b>61</b>	<b>2041</b>	<b>.3</b>	<b>1.3</b>	<b>134</b>	<b>1280</b>	<b>.5</b>	<b>1.8</b>	<b>69</b>	<b>772</b>	<b>.3</b>	<b>1.1</b>	<b>82</b>	<b>990</b>	<b>.3</b>	<b>1.4</b>	<b>23</b>	<b>412</b>	<b>.1</b>	<b>1.1</b>
SP '99	68	2092	.3	1.4	177	1351	.7	2.4	56	847	.2	.8	91	1075	.4	1.6	24	489	.1	1.1
<b>+KHJ -AM</b>																				
SP '00	49	844	.2	1.1	73	406	.3	1.0	76	402	.3	1.2	36	303	.1	.6	18	147	.1	.8
WI '00	56	878	.2	1.2	94	521	.4	1.3	76	494	.3	1.1	64	426	.3	1.1	19	150	.1	1.0
FA '99	88	897	.3	1.9	121	446	.5	1.6	142	563	.6	2.1	95	480	.4	1.6	28	171	.1	1.3
SU '99	65	908	.3	1.4	103	467	.4	1.4	91	460	.4	1.4	94	471	.4	1.7	29	282	.1	1.3
<b>4-Book</b>	<b>65</b>	<b>882</b>	<b>.3</b>	<b>1.4</b>	<b>98</b>	<b>460</b>	<b>.4</b>	<b>1.3</b>	<b>96</b>	<b>480</b>	<b>.4</b>	<b>1.5</b>	<b>72</b>	<b>420</b>	<b>.3</b>	<b>1.3</b>	<b>24</b>	<b>188</b>	<b>.1</b>	<b>1.1</b>
SP '99	73	936	.3	1.6	63	349	.2	.9	104	512	.4	1.6	91	572	.4	1.6	47	222	.2	2.1
<b>KIEV-AM</b>																				
SP '00	13	183	.1	.3	15	70	.1	.2	34	138	.1	.5	10	104		.2	7	19		.3
WI '00	5	111		.1		14			18	95	.1	.3	4	29		.1	1	15		.1
FA '99	6	181		.1	1	47			14	108	.1	.2	11	78		.2	6	41		.3
SU '99	12	123		.3	5	29		.1	23	83	.1	.4	30	81	.1	.5	3	28		.1
<b>4-Book</b>	<b>9</b>	<b>150</b>	<b>.2</b>	<b>.2</b>	<b>5</b>	<b>40</b>	<b>.1</b>	<b>.1</b>	<b>22</b>	<b>106</b>	<b>.1</b>	<b>.4</b>	<b>14</b>	<b>73</b>	<b>.3</b>	<b>.3</b>	<b>4</b>	<b>26</b>	<b>.1</b>	<b>.2</b>
SP '99	11	183		.2	7	86		.1	27	126	.1	.4	20	140	.1	.3	2	45		.1
<b>KJLH-FM</b>																				
SP '00	83	1046	.3	1.8	127	645	.5	1.8	112	535	.4	1.7	89	545	.3	1.5	48	372	.2	2.2
WI '00	81	1028	.3	1.8	123	601	.5	1.7	93	464	.4	1.4	83	568	.3	1.4	49	383	.2	2.5
FA '99	41	643	.2	.9	67	313	.3	.9	49	263	.2	.7	25	217	.1	.4	31	212	.1	1.4
SU '99	59	971	.2	1.3	100	381	.4	1.4	63	342	.2	1.0	52	419	.2	.9	50	303	.2	2.2
<b>4-Book</b>	<b>66</b>	<b>922</b>	<b>.3</b>	<b>1.5</b>	<b>104</b>	<b>485</b>	<b>.4</b>	<b>1.5</b>	<b>79</b>	<b>401</b>	<b>.3</b>	<b>1.2</b>	<b>62</b>	<b>437</b>	<b>.2</b>	<b>1.1</b>	<b>45</b>	<b>318</b>	<b>.2</b>	<b>2.1</b>
SP '99	37	793	.1	.8	35	292	.1	.5	50	368	.2	.8	46	404	.2	.8	13	219	.1	.6
<b>KKBT-FM</b>																				
SP '00	92	1742	.4	2.0	114	839	.4	1.6	126	913	.5	1.9	121	1077	.5	2.0	61	550	.2	2.8
WI '00	117	1739	.5	2.5	173	964	.7	2.4	122	711	.5	1.8	135	799	.5	2.3	56	490	.2	2.8
FA '99	88	1446	.3	1.9	113	670	.4	1.5	118	730	.5	1.8	119	654	.5	2.0	38	425	.1	1.7
SU '99	121	2086	.5	2.6	197	1095	.8	2.7	142	821	.6	2.2	141	1196	.6	2.5	81	658	.3	3.5
<b>4-Book</b>	<b>105</b>	<b>1753</b>	<b>.4</b>	<b>2.3</b>	<b>149</b>	<b>892</b>	<b>.6</b>	<b>2.1</b>	<b>127</b>	<b>794</b>	<b>.5</b>	<b>1.9</b>	<b>129</b>	<b>932</b>	<b>.5</b>	<b>2.2</b>	<b>59</b>	<b>531</b>	<b>.2</b>	<b>2.7</b>
SP '99	103	1788	.4	2.2	140	790	.6	1.9	143	922	.6	2.2	120	898	.5	2.1	59	491	.2	2.6
<b>KKLA-FM</b>																				
SP '00	12	308		.3	18	150	.1	.2	18	131	.1	.3	21	146	.1	.4	1	29		
WI '00	30	396	.1	.6	56	234	.2	.8	56	212	.2	.8	48	237	.2	.8	2	57		.1
FA '99	21	576	.1	.4	39	303	.2	.5	35	199	.1	.5	32	314	.1	.5	5	119		.2
SU '99	16	328	.1	.3	22	151	.1	.3	20	141	.1	.3	30	162	.1	.5	6	72		.3
<b>4-Book</b>	<b>20</b>	<b>402</b>	<b>.1</b>	<b>.4</b>	<b>34</b>	<b>210</b>	<b>.2</b>	<b>.5</b>	<b>32</b>	<b>171</b>	<b>.1</b>	<b>.5</b>	<b>33</b>	<b>215</b>	<b>.1</b>	<b>.6</b>	<b>4</b>	<b>69</b>	<b>.1</b>	<b>.2</b>
SP '99	33	584	.1	.7	50	316	.2	.7	45	262	.2	.7	44	289	.2	.8	16	151	.1	.7
<b>KLAC-AM</b>																				
SP '00	45	1260	.2	1.0	41	173	.2	.6	32	179	.1	.5	46	620	.2	.8	69	728	.3	3.2
WI '00	25	956	.1	.5	34	197	.1	.5	19	128	.1	.3	18	329	.1	.3	41	544	.2	2.1
FA '99	14	548	.1	.3	13	69	.1	.2	21	96	.1	.3	21	250	.1	.4	8	242		.4
SU '99	28	506	.1	.6	46	205	.2	.6	34	163	.1	.5	29	266	.1	.5	25	169	.1	1.1
<b>4-Book</b>	<b>28</b>	<b>818</b>	<b>.1</b>	<b>.6</b>	<b>34</b>	<b>161</b>	<b>.2</b>	<b>.5</b>	<b>27</b>	<b>142</b>	<b>.1</b>	<b>.4</b>	<b>29</b>	<b>366</b>	<b>.1</b>	<b>.5</b>	<b>36</b>	<b>421</b>	<b>.2</b>	<b>1.7</b>
SP '99	34	1024	.1	.7	26	159	.1	.4	30	257	.1	.5	37	335	.1	.6	42	518	.2	1.9
<b>KLAX-FM</b>																				
SP '00	128	1753	.5	2.7	176	853	.7	2.4	188	1011	.7	2.9	143	955	.6	2.4	33	412	.1	1.5
WI '00	137	2062	.5	3.0	152	821	.6	2.1	194	1105	.8	2.9	207	1134	.8	3.6	53	613	.2	2.7
FA '99	99	2049	.4	2.1	144	951	.6	1.9	160	1046	.6	2.4	113	922	.4	1.9	28	362	.1	1.3
SU '99	170	2304	.7	3.6	234	952	.9	3.2	242	1251	1.0	3.7	222	1302	.9	4.0	75	560	.3	3.2
<b>4-Book</b>	<b>134</b>	<b>2042</b>	<b>.5</b>	<b>2.9</b>	<b>177</b>	<b>894</b>	<b>.7</b>	<b>2.4</b>	<b>196</b>	<b>1103</b>	<b>.8</b>	<b>3.0</b>	<b>171</b>	<b>1078</b>	<b>.7</b>	<b>3.0</b>	<b>47</b>	<b>487</b>	<b>.2</b>	<b>2.2</b>
SP '99	196	2626	.8	4.2	348	1211	1.4	4.8	291	1290	1.1	4.4	228	1412	.9	3.9	74	712	.3	3.3

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 25-49

Target Listener Trends - Men 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KLOS-FM</b>																				
SP '00	244	3688	1.0	5.2	423	1814	1.7	5.9	345	1788	1.3	5.3	331	2135	1.3	5.5	83	793	.3	3.8
WI '00	243	3911	1.0	5.3	419	2142	1.6	5.8	375	1791	1.5	5.7	286	2327	1.1	5.0	89	948	.3	4.5
FA '99	218	3554	.9	4.6	446	1982	1.7	5.8	293	1509	1.1	4.4	275	1924	1.1	4.6	49	753	.2	2.2
SU '99	197	3715	.8	4.2	348	1662	1.4	4.8	284	1860	1.1	4.3	216	2008	.9	3.9	97	1077	.4	4.2
<b>4-Book</b>	<b>226</b>	<b>3717</b>	<b>.9</b>	<b>4.8</b>	<b>409</b>	<b>1900</b>	<b>1.6</b>	<b>5.6</b>	<b>324</b>	<b>1737</b>	<b>1.3</b>	<b>4.9</b>	<b>277</b>	<b>2099</b>	<b>1.1</b>	<b>4.8</b>	<b>80</b>	<b>893</b>	<b>.3</b>	<b>3.7</b>
SP '99	233	3362	.9	5.0	444	1863	1.7	6.1	358	1543	1.4	5.4	293	1791	1.2	5.1	83	702	.3	3.7
<b>KLSX-FM</b>																				
SP '00	200	2816	.8	4.3	533	1871	2.1	7.4	240	1341	.9	3.7	278	1424	1.1	4.6	56	596	.2	2.6
WI '00	217	2941	.8	4.7	588	2059	2.3	8.2	273	1372	1.1	4.1	318	1593	1.2	5.5	45	544	.2	2.3
FA '99	198	2726	.8	4.2	572	1967	2.2	7.5	198	1164	.8	3.0	280	1296	1.1	4.7	58	661	.2	2.7
SU '99	211	3109	.8	4.5	658	2076	2.6	9.1	230	1375	.9	3.5	258	1323	1.0	4.7	29	372	.1	1.3
<b>4-Book</b>	<b>207</b>	<b>2898</b>	<b>.8</b>	<b>4.4</b>	<b>588</b>	<b>1993</b>	<b>2.3</b>	<b>8.1</b>	<b>235</b>	<b>1313</b>	<b>.9</b>	<b>3.6</b>	<b>284</b>	<b>1409</b>	<b>1.1</b>	<b>4.9</b>	<b>47</b>	<b>543</b>	<b>.2</b>	<b>2.2</b>
SP '99	194	2828	.8	4.1	555	1924	2.2	7.7	238	1212	.9	3.6	269	1463	1.1	4.6	35	498	.1	1.5
<b>KLVE-FM</b>																				
SP '00	198	2944	.8	4.2	279	1589	1.1	3.9	302	1425	1.2	4.6	155	1247	.6	2.6	113	1002	.4	5.2
WI '00	179	3079	.7	3.9	289	1617	1.1	4.0	256	1632	1.0	3.9	160	1280	.6	2.8	86	986	.3	4.4
FA '99	213	3066	.8	4.5	330	1522	1.3	4.3	271	1480	1.1	4.1	230	1563	.9	3.9	131	1098	.5	6.0
SU '99	250	3402	1.0	5.4	321	1486	1.3	4.5	372	1817	1.5	5.7	264	1885	1.0	4.8	147	1232	.6	6.4
<b>4-Book</b>	<b>210</b>	<b>3123</b>	<b>.8</b>	<b>4.5</b>	<b>305</b>	<b>1554</b>	<b>1.2</b>	<b>4.2</b>	<b>300</b>	<b>1589</b>	<b>1.2</b>	<b>4.6</b>	<b>202</b>	<b>1494</b>	<b>.8</b>	<b>3.5</b>	<b>119</b>	<b>1080</b>	<b>.5</b>	<b>5.5</b>
SP '99	270	3358	1.1	5.7	399	1760	1.6	5.5	400	1830	1.6	6.0	287	1643	1.1	5.0	140	1086	.6	6.2
<b>KLYY-FM</b>																				
SP '00	43	804	.2	.9	63	367	.2	.9	64	401	.3	1.0	44	317	.2	.7	24	196	.1	1.1
WI '00	33	795	.1	.7	49	300	.2	.7	42	330	.2	.6	45	283	.2	.8	16	239	.1	.8
FA '99	38	1458	.1	.8	29	453	.1	.4	57	629	.2	.9	53	756	.2	.9	20	446	.1	.9
SU '99	32	1358	.1	.7	33	492	.1	.5	35	468	.1	.5	51	769	.2	.9	19	432	.1	.8
<b>4-Book</b>	<b>37</b>	<b>1104</b>	<b>.1</b>	<b>.8</b>	<b>44</b>	<b>403</b>	<b>.2</b>	<b>.6</b>	<b>50</b>	<b>457</b>	<b>.2</b>	<b>.8</b>	<b>48</b>	<b>531</b>	<b>.2</b>	<b>.8</b>	<b>20</b>	<b>328</b>	<b>.1</b>	<b>.9</b>
SP '99	43	1391	.2	.9	40	501	.2	.6	71	580	.3	1.1	64	748	.3	1.1	15	235	.1	.7
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	31	833	.1	.7	34	297	.1	.5	32	239	.1	.5	41	308	.2	.7	26	342	.1	1.2
WI '00	27	985	.1	.6	20	332	.1	.3	27	286	.1	.4	28	454	.1	.5	28	418	.1	1.4
FA '99	59	1078	.2	1.2	77	572	.3	1.0	77	469	.3	1.2	76	610	.3	1.3	36	326	.1	1.6
SU '99	25	751	.1	.5	17	207	.1	.2	24	274	.1	.4	36	348	.1	.6	36	306	.1	1.6
<b>4-Book</b>	<b>36</b>	<b>912</b>	<b>.1</b>	<b>.8</b>	<b>37</b>	<b>352</b>	<b>.2</b>	<b>.5</b>	<b>40</b>	<b>317</b>	<b>.2</b>	<b>.6</b>	<b>45</b>	<b>430</b>	<b>.2</b>	<b>.8</b>	<b>32</b>	<b>348</b>	<b>.1</b>	<b>1.5</b>
SP '99	40	971	.2	.9	40	432	.2	.6	58	436	.2	.9	64	497	.3	1.1	27	294	.1	1.2
<b>KNX -AM</b>																				
SP '00	92	2439	.4	2.0	160	1213	.6	2.2	137	1216	.5	2.1	129	1302	.5	2.2	38	650	.1	1.8
WI '00	89	2357	.3	1.9	202	1383	.8	2.8	140	903	.5	2.1	106	1089	.4	1.8	22	423	.1	1.1
FA '99	75	2692	.3	1.6	155	1608	.6	2.0	89	1152	.3	1.3	92	1440	.4	1.6	33	694	.1	1.5
SU '99	80	2613	.3	1.7	167	1590	.7	2.3	98	1000	.4	1.5	122	1376	.5	2.2	29	623	.1	1.3
<b>4-Book</b>	<b>84</b>	<b>2525</b>	<b>.3</b>	<b>1.8</b>	<b>171</b>	<b>1449</b>	<b>.7</b>	<b>2.3</b>	<b>116</b>	<b>1068</b>	<b>.4</b>	<b>1.8</b>	<b>112</b>	<b>1302</b>	<b>.5</b>	<b>2.0</b>	<b>31</b>	<b>598</b>	<b>.1</b>	<b>1.4</b>
SP '99	64	2047	.3	1.4	155	1288	.6	2.1	67	758	.3	1.0	93	1101	.4	1.6	19	485	.1	.8
<b>KOST-FM</b>																				
SP '00	92	2247	.4	2.0	85	854	.3	1.2	128	891	.5	2.0	130	1001	.5	2.2	63	773	.2	2.9
WI '00	112	2656	.4	2.4	134	1088	.5	1.9	192	1187	.8	2.9	148	1237	.6	2.6	70	939	.3	3.5
FA '99	115	2874	.4	2.4	127	1214	.5	1.7	151	1100	.6	2.3	152	1359	.6	2.6	88	907	.3	4.0
SU '99	100	2548	.4	2.1	127	1064	.5	1.8	116	1020	.5	1.8	117	1160	.5	2.1	87	847	.3	3.8
<b>4-Book</b>	<b>105</b>	<b>2581</b>	<b>.4</b>	<b>2.2</b>	<b>118</b>	<b>1055</b>	<b>.5</b>	<b>1.7</b>	<b>147</b>	<b>1050</b>	<b>.6</b>	<b>2.3</b>	<b>137</b>	<b>1189</b>	<b>.6</b>	<b>2.4</b>	<b>77</b>	<b>867</b>	<b>.3</b>	<b>3.6</b>
SP '99	127	2807	.5	2.7	196	1251	.8	2.7	180	1000	.7	2.7	132	1215	.5	2.3	85	925	.3	3.7
<b>KPWR-FM</b>																				
SP '00	119	2474	.5	2.6	180	1238	.7	2.5	168	1310	.7	2.6	156	1463	.6	2.6	60	739	.2	2.8
WI '00	141	2547	.6	3.1	212	1172	.8	2.9	201	1235	.8	3.0	184	1405	.7	3.2	57	745	.2	2.9
FA '99	126	2384	.5	2.7	202	1029	.8	2.6	158	1022	.6	2.4	155	1167	.6	2.6	58	686	.2	2.7
SU '99	111	2569	.4	2.4	142	1128	.6	2.0	123	1209	.5	1.9	134	1354	.5	2.4	64	821	.3	2.8
<b>4-Book</b>	<b>124</b>	<b>2494</b>	<b>.5</b>	<b>2.7</b>	<b>184</b>	<b>1142</b>	<b>.7</b>	<b>2.5</b>	<b>163</b>	<b>1194</b>	<b>.7</b>	<b>2.5</b>	<b>157</b>	<b>1347</b>	<b>.6</b>	<b>2.7</b>	<b>60</b>	<b>748</b>	<b>.2</b>	<b>2.8</b>
SP '99	100	2308	.4	2.1	165	1084	.7	2.3	120	1102	.5	1.8	118	1157	.5	2.0	62	740	.2	2.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
<b>+KRCO-FM</b>																				
SP '00	66	829	.3	1.4	54	345	.2	.7	100	460	.4	1.5	102	464	.4	1.7	28	239	.1	1.3
WI '00	51	713	.2	1.1	65	329	.3	.9	63	335	.2	1.0	59	322	.2	1.0	22	289	.1	1.1
FA '99	37	570	.1	.8	36	211	.1	.5	61	282	.2	.9	54	361	.2	.9	20	189	.1	.9
SU '99	42	734	.2	.9	49	302	.2	.7	55	396	.2	.8	44	361	.2	.8	36	290	.1	1.6
<b>4-Book</b>	<b>49</b>	<b>712</b>	<b>.2</b>	<b>1.1</b>	<b>51</b>	<b>297</b>	<b>.2</b>	<b>.7</b>	<b>70</b>	<b>368</b>	<b>.3</b>	<b>1.1</b>	<b>65</b>	<b>377</b>	<b>.3</b>	<b>1.1</b>	<b>27</b>	<b>252</b>	<b>.1</b>	<b>1.2</b>
SP '99	32	678	.1	.7	34	248	.1	.5	35	305	.1	.5	30	381	.1	.5	41	222	.2	1.8
<b>+KRCV-FM</b>																				
SP '00	52	493	.2	1.1	63	275	.2	.9	61	243	.2	.9	60	293	.2	1.0	39	192	.2	1.8
WI '00	14	222	.1	.3	17	54	.1	.2	12	89	.2	.2	14	67	.1	.2	20	67	.1	1.0
FA '99	4	114	.1	.1	10	31	.1	.1	1	38	.1	.1	2	26	.1	.1	3	14	.1	.1
SU '99	12	200	.3	.3	16	79	.1	.2	10	68	.2	.2	20	114	.1	.4	12	73	.5	.5
<b>4-Book</b>	<b>21</b>	<b>257</b>	<b>.1</b>	<b>.5</b>	<b>27</b>	<b>110</b>	<b>.1</b>	<b>.4</b>	<b>21</b>	<b>110</b>	<b>.1</b>	<b>.3</b>	<b>24</b>	<b>125</b>	<b>.1</b>	<b>.4</b>	<b>19</b>	<b>87</b>	<b>.1</b>	<b>.9</b>
SP '99	2	127							4	53	.1	.1	8	98	.1	.1		27		
<b>KRLA-AM</b>																				
SP '00	23	384	.1	.5	30	200	.1	.4	51	173	.2	.8	19	79	.1	.3	14	57	.1	.6
WI '00	9	318	.2	.2	22	160	.1	.3	17	111	.1	.3	5	50	.1	.1	2	65	.1	.1
FA '99	8	289	.2	.2	13	93	.1	.2	14	115	.1	.2	6	74	.1	.1	5	96	.2	.2
SU '99	17	414	.1	.4	31	212	.1	.4	24	172	.1	.4	24	234	.1	.4	16	94	.1	.7
<b>4-Book</b>	<b>14</b>	<b>351</b>	<b>.1</b>	<b>.3</b>	<b>24</b>	<b>166</b>	<b>.1</b>	<b>.3</b>	<b>27</b>	<b>143</b>	<b>.1</b>	<b>.4</b>	<b>14</b>	<b>109</b>	<b>.1</b>	<b>.2</b>	<b>9</b>	<b>78</b>	<b>.1</b>	<b>.4</b>
SP '99	17	261	.1	.4	23	97	.1	.3	19	98	.1	.3	26	76	.1	.4	14	17	.1	.6
<b>KROQ-FM</b>																				
SP '00	217	3782	.8	4.7	394	2006	1.5	5.5	317	1999	1.2	4.8	244	2078	1.0	4.1	90	1370	.4	4.2
WI '00	242	3239	.9	5.2	397	1885	1.6	5.5	350	1608	1.4	5.3	267	1875	1.0	4.6	117	1121	.5	5.9
FA '99	187	3376	.7	3.9	322	1828	1.3	4.2	237	1801	.9	3.6	271	1922	1.1	4.6	99	1274	.4	4.5
SU '99	199	3587	.8	4.3	329	1839	1.3	4.6	261	1708	1.0	4.0	236	2021	.9	4.3	104	1306	.4	4.5
<b>4-Book</b>	<b>211</b>	<b>3496</b>	<b>.8</b>	<b>4.5</b>	<b>361</b>	<b>1890</b>	<b>1.4</b>	<b>5.0</b>	<b>291</b>	<b>1779</b>	<b>1.1</b>	<b>4.4</b>	<b>255</b>	<b>1974</b>	<b>1.0</b>	<b>4.4</b>	<b>103</b>	<b>1268</b>	<b>.4</b>	<b>4.8</b>
SP '99	191	3394	.8	4.1	353	1803	1.4	4.9	242	1591	1.0	3.7	246	2006	1.0	4.3	84	1038	.3	3.7
<b>KRTH-FM</b>																				
SP '00	138	2808	.5	3.0	190	1266	.7	2.6	215	1224	.8	3.3	169	1351	.7	2.8	48	534	.2	2.2
WI '00	150	2876	.6	3.2	187	1226	.7	2.6	294	1361	1.2	4.4	203	1580	.8	3.5	39	514	.2	2.0
FA '99	125	2597	.5	2.6	144	1061	.6	1.9	201	1119	.8	3.0	158	1201	.6	2.7	58	539	.2	2.7
SU '99	99	2473	.4	2.1	97	846	.4	1.3	165	1052	.7	2.5	131	1207	.5	2.4	28	537	.1	1.2
<b>4-Book</b>	<b>128</b>	<b>2689</b>	<b>.5</b>	<b>2.7</b>	<b>155</b>	<b>1100</b>	<b>.6</b>	<b>2.1</b>	<b>219</b>	<b>1189</b>	<b>.9</b>	<b>3.3</b>	<b>165</b>	<b>1335</b>	<b>.7</b>	<b>2.9</b>	<b>43</b>	<b>531</b>	<b>.2</b>	<b>2.0</b>
SP '99	136	2641	.5	2.9	169	1054	.7	2.3	251	1319	1.0	3.8	155	1276	.6	2.7	53	670	.2	2.3
<b>KSCA-FM</b>																				
SP '00	394	3306	1.5	8.4	997	2628	3.9	13.8	457	2225	1.8	7.0	386	1512	1.5	6.4	83	580	.3	3.8
WI '00	405	3723	1.6	8.8	940	2629	3.7	13.1	518	2470	2.0	7.8	350	1747	1.4	6.1	82	742	.3	4.1
FA '99	501	3896	2.0	10.6	1251	3006	4.9	16.4	647	2589	2.5	9.7	422	1803	1.7	7.1	106	807	.4	4.9
SU '99	354	3049	1.4	7.6	802	2156	3.2	11.1	515	1999	2.0	7.9	222	1216	.9	4.0	105	694	.4	4.5
<b>4-Book</b>	<b>414</b>	<b>3494</b>	<b>1.6</b>	<b>8.9</b>	<b>998</b>	<b>2605</b>	<b>3.9</b>	<b>13.6</b>	<b>534</b>	<b>2321</b>	<b>2.1</b>	<b>8.1</b>	<b>345</b>	<b>1570</b>	<b>1.4</b>	<b>5.9</b>	<b>94</b>	<b>706</b>	<b>.4</b>	<b>4.3</b>
SP '99	386	3541	1.5	8.2	968	2719	3.8	13.4	517	2353	2.0	7.8	285	1428	1.1	4.9	95	900	.4	4.2
<b>KSSE-FM</b>																				
SP '00	70	1207	.3	1.5	101	677	.4	1.4	101	571	.4	1.5	94	679	.4	1.6	35	434	.1	1.6
WI '00	64	1449	.3	1.4	90	770	.4	1.3	81	735	.3	1.2	77	683	.3	1.3	36	394	.1	1.8
FA '99	97	1608	.4	2.0	132	833	.5	1.7	179	940	.7	2.7	105	803	.4	1.8	46	481	.2	2.1
SU '99	120	1627	.5	2.6	191	880	.8	2.6	175	920	.7	2.7	112	742	.4	2.0	66	446	.3	2.9
<b>4-Book</b>	<b>88</b>	<b>1473</b>	<b>.4</b>	<b>1.9</b>	<b>129</b>	<b>790</b>	<b>.5</b>	<b>1.8</b>	<b>134</b>	<b>792</b>	<b>.5</b>	<b>2.0</b>	<b>97</b>	<b>727</b>	<b>.4</b>	<b>1.7</b>	<b>46</b>	<b>439</b>	<b>.2</b>	<b>2.1</b>
SP '99	89	1343	.4	1.9	101	640	.4	1.4	129	584	.5	1.9	99	672	.4	1.7	54	412	.2	2.4
<b>KTNQ-AM</b>																				
SP '00	130	1679	.5	2.8	135	698	.5	1.9	167	791	.7	2.6	219	888	.9	3.7	110	600	.4	5.1
WI '00	101	1249	.4	2.2	84	409	.3	1.2	123	649	.5	1.9	184	765	.7	3.2	95	498	.4	4.8
FA '99	101	1221	.4	2.1	83	300	.3	1.1	110	510	.4	1.7	175	709	.7	3.0	118	632	.5	5.4
SU '99	79	999	.3	1.7	54	268	.2	.7	90	501	.4	1.4	161	567	.6	2.9	65	311	.3	2.8
<b>4-Book</b>	<b>103</b>	<b>1287</b>	<b>.4</b>	<b>2.2</b>	<b>89</b>	<b>419</b>	<b>.3</b>	<b>1.2</b>	<b>123</b>	<b>613</b>	<b>.5</b>	<b>1.9</b>	<b>185</b>	<b>732</b>	<b>.7</b>	<b>3.2</b>	<b>97</b>	<b>510</b>	<b>.4</b>	<b>4.5</b>
SP '99	132	1545	.5	2.8	76	506	.3	1.0	156	650	.6	2.4	260	1093	1.0	4.5	132	636	.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

## 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
<b>KTWV-FM</b>																				
SP '00	127	1888	.5	2.7	140	688	.5	1.9	199	786	.8	3.0	151	1060	.6	2.5	95	728	.4	4.4
WI '00	105	2168	.4	2.3	132	971	.5	1.8	161	993	.6	2.4	140	1060	.5	2.4	42	639	.2	2.1
FA '99	150	2195	.6	3.2	178	1077	.7	2.3	241	1091	.9	3.6	201	1376	.8	3.4	76	861	.3	3.5
SU '99	169	2499	.7	3.6	230	1124	.9	3.2	250	1152	1.0	3.8	197	1317	.8	3.6	98	920	.4	4.2
<b>4-Book</b>	<b>138</b>	<b>2188</b>	<b>.6</b>	<b>3.0</b>	<b>170</b>	<b>965</b>	<b>.7</b>	<b>2.3</b>	<b>213</b>	<b>1006</b>	<b>.8</b>	<b>3.2</b>	<b>172</b>	<b>1203</b>	<b>.7</b>	<b>3.0</b>	<b>78</b>	<b>787</b>	<b>.3</b>	<b>3.6</b>
SP '99	162	2630	.6	3.4	172	1178	.7	2.4	294	1319	1.2	4.4	202	1502	.8	3.5	75	759	.3	3.3
<b>KWIZ-FM</b>																				
SP '00	17	346	.1	.4	18	144	.1	.2	36	242	.1	.5	21	163	.1	.4	4	46		.2
WI '00	20	467	.1	.4	19	160	.1	.3	32	197	.1	.5	28	176	.1	.5	10	130		.5
FA '99	15	235	.1	.3	12	120		.2	26	108	.1	.4	13	94	.1	.2	14	59	.1	.6
SU '99	24	314	.1	.5	39	161	.2	.5	46	148	.2	.7	17	122	.1	.3	4	100		.2
<b>4-Book</b>	<b>19</b>	<b>341</b>	<b>.1</b>	<b>.4</b>	<b>22</b>	<b>146</b>	<b>.1</b>	<b>.3</b>	<b>35</b>	<b>174</b>	<b>.1</b>	<b>.5</b>	<b>20</b>	<b>139</b>	<b>.1</b>	<b>.4</b>	<b>8</b>	<b>84</b>		<b>.4</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKV-AM</b>																				
SP '00	19	406	.1	.4	36	230	.1	.5	24	175	.1	.4	21	150	.1	.4	12	88		.6
WI '00	44	462	.2	1.0	24	116	.1	.3	103	329	.4	1.6	62	242	.2	1.1	16	118	.1	.8
FA '99	21	448	.1	.4	26	115	.1	.3	44	306	.2	.7	19	125	.1	.3	7	65		.3
SU '99	23	484	.1	.5	15	131	.1	.2	55	238	.2	.8	30	196	.1	.5	10	103		.4
<b>4-Book</b>	<b>27</b>	<b>450</b>	<b>.1</b>	<b>.6</b>	<b>25</b>	<b>148</b>	<b>.1</b>	<b>.3</b>	<b>57</b>	<b>262</b>	<b>.2</b>	<b>.9</b>	<b>33</b>	<b>178</b>	<b>.1</b>	<b>.6</b>	<b>11</b>	<b>94</b>		<b>.5</b>
SP '99	19	461	.1	.4	13	88	.1	.2	36	236	.1	.5	29	239	.1	.5	10	113		.4
<b>KWVE-FM</b>																				
SP '00	21	539	.1	.5	34	267	.1	.5	28	201	.1	.4	32	262	.1	.5	7	179		.3
WI '00	30	588	.1	.6	55	325	.2	.8	34	184	.1	.5	32	269	.1	.6	12	160		.6
FA '99	27	539	.1	.6	42	327	.2	.6	19	192	.1	.3	57	320	.2	1.0	14	136	.1	.6
SU '99	36	564	.1	.8	55	388	.2	.8	35	232	.1	.5	48	335	.2	.9	32	190	.1	1.4
<b>4-Book</b>	<b>29</b>	<b>558</b>	<b>.1</b>	<b>.6</b>	<b>47</b>	<b>327</b>	<b>.2</b>	<b>.7</b>	<b>29</b>	<b>202</b>	<b>.1</b>	<b>.4</b>	<b>42</b>	<b>297</b>	<b>.2</b>	<b>.8</b>	<b>16</b>	<b>166</b>	<b>.1</b>	<b>.7</b>
SP '99	37	623	.1	.8	59	378	.2	.8	62	302	.2	.9	42	330	.2	.7	15	124	.1	.7
<b>KXMX-FM</b>																				
SP '00	26	614	.1	.6	31	258	.1	.4	58	300	.2	.9	36	336	.1	.6	4	115		.2
WI '00	44	963	.2	1.0	58	533	.2	.8	79	517	.3	1.2	57	563	.2	1.0	12	256		.6
FA '99	22	464	.1	.5	25	188	.1	.3	39	226	.2	.6	38	238	.1	.6	8	135		.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	130	2986	.5	2.8	198	1372	.8	2.7	154	1209	.6	2.4	183	1467	.7	3.1	70	933	.3	3.2
WI '00	108	2951	.4	2.3	159	1140	.6	2.2	152	1091	.6	2.3	151	1489	.6	2.6	43	784	.2	2.2
FA '99	138	3177	.5	2.9	198	1600	.8	2.6	240	1567	.9	3.6	194	1725	.8	3.3	34	754	.1	1.6
SU '99	130	3283	.5	2.8	184	1577	.7	2.6	176	1438	.7	2.7	169	1727	.7	3.0	62	845	.2	2.7
<b>4-Book</b>	<b>127</b>	<b>3099</b>	<b>.5</b>	<b>2.7</b>	<b>185</b>	<b>1422</b>	<b>.7</b>	<b>2.5</b>	<b>181</b>	<b>1326</b>	<b>.7</b>	<b>2.8</b>	<b>174</b>	<b>1602</b>	<b>.7</b>	<b>3.0</b>	<b>52</b>	<b>829</b>	<b>.2</b>	<b>2.4</b>
SP '99	132	3056	.5	2.8	201	1436	.8	2.8	184	1343	.7	2.8	171	1597	.7	3.0	51	786	.2	2.2
<b>KZLA-FM</b>																				
SP '00	59	993	.2	1.3	66	469	.3	.9	120	510	.5	1.8	82	524	.3	1.4	9	209		.4
WI '00	80	1319	.3	1.7	89	727	.3	1.2	139	710	.5	2.1	124	808	.5	2.2	30	491	.1	1.5
FA '99	70	1156	.3	1.5	75	454	.3	1.0	92	499	.4	1.4	83	684	.3	1.4	48	468	.2	2.2
SU '99	79	1095	.3	1.7	90	563	.4	1.2	104	530	.4	1.6	95	668	.4	1.7	60	460	.2	2.6
<b>4-Book</b>	<b>72</b>	<b>1141</b>	<b>.3</b>	<b>1.6</b>	<b>80</b>	<b>553</b>	<b>.3</b>	<b>1.1</b>	<b>114</b>	<b>562</b>	<b>.5</b>	<b>1.7</b>	<b>96</b>	<b>671</b>	<b>.4</b>	<b>1.7</b>	<b>37</b>	<b>407</b>	<b>.1</b>	<b>1.7</b>
SP '99	54	1086	.2	1.1	72	566	.3	1.0	70	478	.3	1.1	78	625	.3	1.3	23	345	.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 - Men 25-49

# Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KOLA-FM</b>																				
SP '00	6	230	.1	10	82	.1	5	81	.1	5	109	.1	1	15						
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	18	280	.1	11	81	.1	20	158	.1	.3	25	150	.1	.4	13	135	.1	.6		
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99	14	283	.1	.3	22	150	.1	.3	31	176	.1	.5	14	130	.1	.2	1	18		
<b>XTRA-AM</b>																				
SP '00	82	1366	.3	1.8	112	706	.4	1.6	155	739	.6	2.4	132	789	.5	2.2	22	286	.1	1.0
WI '00	58	1372	.2	1.3	80	614	.3	1.1	95	670	.4	1.4	93	846	.4	1.6	13	204	.1	.7
FA '99	73	1366	.3	1.5	117	602	.5	1.5	136	623	.5	2.0	99	787	.4	1.7	13	319	.1	.6
SU '99	58	1265	.2	1.2	74	591	.3	1.0	118	783	.5	1.8	106	808	.4	1.9	8	170		.3
<b>4-Book</b>	<b>68</b>	<b>1342</b>	<b>.3</b>	<b>1.5</b>	<b>96</b>	<b>628</b>	<b>.4</b>	<b>1.3</b>	<b>126</b>	<b>704</b>	<b>.5</b>	<b>1.9</b>	<b>108</b>	<b>808</b>	<b>.4</b>	<b>1.9</b>	<b>14</b>	<b>245</b>	<b>.1</b>	<b>.7</b>
SP '99	67	1299	.3	1.4	77	550	.3	1.1	132	632	.5	2.0	82	725	.3	1.4	20	294	.1	.9
<b>TOTALS</b>																				
SP '00	4665	24642	18.2		7219	21374	28.2		6546	18908	25.6		5995	20840	23.5		2163	13300	8.5	
WI '00	4621	24440	18.1		7188	21314	28.1		6615	18796	25.9		5753	20446	22.5		1976	13273	7.7	
FA '99	4747	24520	18.6		7628	21556	29.8		6651	18563	26.0		5918	20999	23.2		2183	13604	8.5	
SU '99	4665	24394	18.4		7209	20933	28.4		6558	18761	25.8		5544	20826	21.8		2313	14211	9.1	
<b>4-Book</b>	<b>4675</b>	<b>24499</b>	<b>18.3</b>		<b>7311</b>	<b>21294</b>	<b>28.6</b>		<b>6593</b>	<b>18757</b>	<b>25.8</b>		<b>5803</b>	<b>20778</b>	<b>22.8</b>		<b>2159</b>	<b>13597</b>	<b>8.5</b>	
SP '99	4696	24321	18.5		7246	21290	28.5		6618	18544	26.1		5785	20679	22.8		2267	13502	8.9	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## 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 '00	165	1122	.6	2.5	49	482	.2	1.7	27	120	.1	.7	73	250	.3	1.4	60	202	.2	1.7
4-Book	120	1168	.5	1.8	33	446	.1	1.1	30	93	.1	.8	53	208	.2	1.1	43	156	.2	1.2
KACD-FM																				
SP '00	48	476	.2	.7	16	252	.1	.5	21	89	.1	.6	24	107	.1	.5	15	87	.1	.4
4-Book	45	496	.2	.7	19	278	.1	.7	29	88	.1	.8	38	160	.2	.8	22	84	.1	.6
KBCD-FM																				
SP '00	24	321	.1	.4	8	142		.3	9	55		.2	5	56		.1	13	56	.1	.4
4-Book	25	322	.1	.4	11	145		.4	12	39	.1	.3	21	57	.1	.4	20	61	.1	.6
KAVS-FM																				
SP '00	1	42				12			1	12										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	204	2636	.8	3.1	93	1485	.4	3.2	126	488	.5	3.3	164	617	.6	3.2	70	334	.3	2.0
4-Book	194	2854	.8	3.0	101	1699	.4	3.4	132	480	.5	3.5	181	686	.7	3.6	135	502	.5	3.7
+KBET-AM																				
SP '00					1	16														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	71	966	.3	1.1	34	409	.1	1.2	26	84	.1	.7	59	180	.2	1.2	71	148	.3	2.0
4-Book	73	902	.3	1.1	27	394	.1	.9	23	80	.1	.6	49	143	.2	1.0	41	117	.2	1.1
KBIG-FM																				
SP '00	168	1969	.7	2.6	74	1020	.3	2.5	50	168	.2	1.3	129	401	.5	2.5	101	295	.4	2.8
4-Book	159	1784	.6	2.4	68	1047	.3	2.3	46	169	.2	1.2	97	351	.4	1.9	79	241	.3	2.2
KBLA-AM																				
SP '00	69	672	.3	1.0	23	254	.1	.8	21	48	.1	.6	22	79	.1	.4	55	132	.2	1.5
4-Book	61	533	.3	.9	23	246	.1	.8	17	38	.1	.5	26	73	.1	.5	53	108	.2	1.5
KBUA-FM																				
SP '00	16	162	.1	.2	14	117	.1	.5	24	71	.1	.6	14	46	.1	.3	12	44		.3
4-Book	36	195	.2	.5	21	144	.1	.7	32	70	.2	.8	36	63	.2	.7	34	68	.1	.9
KBUE-FM																				
SP '00	263	1638	1.0	4.0	145	1067	.6	4.9	150	466	.6	3.9	235	446	.9	4.6	179	452	.7	5.0
4-Book	260	1762	1.0	4.0	151	1189	.6	5.0	184	451	.7	4.8	258	560	1.0	5.2	177	456	.7	4.9
KCBS-FM																				
SP '00	287	2803	1.1	4.4	119	1630	.5	4.1	168	625	.7	4.4	211	743	.8	4.2	114	400	.4	3.2
4-Book	288	2959	1.1	4.4	127	1594	.5	4.3	152	481	.6	4.0	236	708	.9	4.7	152	492	.6	4.2
KCMG-FM																				
SP '00	120	1706	.5	1.8	66	905	.3	2.2	48	239	.2	1.3	122	373	.5	2.4	97	360	.4	2.7
4-Book	151	1794	.6	2.3	79	1086	.3	2.6	57	217	.2	1.5	146	430	.6	2.9	104	358	.4	2.8
KDIS-AM																				
SP '00	6	238		.1	13	173	.1	.4	5	20		.1	24	47	.1	.5	37	90	.1	1.0
4-Book	8	253		.1	10	212	.1	.3	4	23		.1	21	83	.1	.4	19	85	.1	.5
KFI -AM																				
SP '00	140	1424	.5	2.1	50	654	.2	1.7	71	245	.3	1.9	101	318	.4	2.0	22	90	.1	.6
4-Book	159	1499	.6	2.4	43	607	.2	1.4	78	272	.3	2.0	88	264	.3	1.8	23	106	.1	.6
KFSG-FM																				
SP '00	22	298	.1	.3	12	275		.4	27	79	.1	.7	23	97	.1	.5	13	80	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFVB-AM																				
SP '00	69	1646	.3	1.0	14	365	.1	.5	35	186	.1	.9	23	100	.1	.5	16	70	.1	.4
4-Book	93	1852	.4	1.4	30	669	.2	1.0	49	261	.2	1.3	42	211	.2	.9	33	141	.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 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
+KHJ -AM																				
SP '00	63	753	.2	1.0	46	481	.2	1.6	50	163	.2	1.3	89	170	.3	1.8	40	126	.2	1.1
4-Book	90	777	.4	1.4	48	483	.2	1.6	80	172	.3	2.1	81	194	.3	1.6	61	162	.3	1.7
KIEV-AM																				
SP '00	21	183	.1	.3	2	34		.1	1	16			3	16		.1				
4-Book	15	137	.1	.2	1	20		.1		4			2	12		.1	1	4		
KJLH-FM																				
SP '00	109	894	.4	1.7	61	572	.2	2.1	69	188	.3	1.8	77	138	.3	1.5	49	98	.2	1.4
4-Book	82	729	.3	1.3	53	509	.2	1.8	59	146	.2	1.5	66	151	.3	1.3	39	109	.2	1.1
KKBT-FM																				
SP '00	121	1464	.5	1.8	61	876	.2	2.1	39	205	.2	1.0	116	364	.5	2.3	91	264	.4	2.5
4-Book	135	1432	.6	2.1	82	975	.3	2.7	76	230	.3	2.0	131	396	.5	2.6	120	329	.5	3.3
KKLA-FM																				
SP '00	19	244	.1	.3	6	147		.2	13	61	.1	.3	11	62		.2	8	49		.2
4-Book	33	365	.1	.5	7	152		.2	10	44	.1	.3	7	33		.1	5	27		.2
KLAC-AM																				
SP '00	39	729	.2	.6	39	609	.2	1.3	15	82	.1	.4	60	160	.2	1.2	44	144	.2	1.2
4-Book	29	490	.1	.5	21	329	.1	.7	12	53	.1	.3	25	68	.1	.5	18	65	.1	.5
KLAX-FM																				
SP '00	171	1457	.7	2.6	119	1013	.5	4.1	186	473	.7	4.9	187	389	.7	3.7	107	308	.4	3.0
4-Book	183	1708	.7	2.8	105	1125	.4	3.5	144	371	.6	3.8	186	431	.7	3.7	121	357	.5	3.3
KLOS-FM																				
SP '00	364	3245	1.4	5.5	138	1615	.5	4.7	129	468	.5	3.4	277	698	1.1	5.5	236	629	.9	6.6
4-Book	336	3226	1.3	5.1	127	1612	.5	4.3	133	443	.5	3.5	268	762	1.1	5.4	177	548	.7	4.9
KLSX-FM																				
SP '00	342	2579	1.3	5.2	45	726	.2	1.5	100	240	.4	2.6	54	262	.2	1.1	42	94	.2	1.2
4-Book	359	2662	1.4	5.5	42	698	.2	1.4	76	175	.3	2.0	49	187	.2	1.0	41	134	.2	1.2
KLVE-FM																				
SP '00	250	2447	1.0	3.8	163	1686	.6	5.6	235	571	.9	6.2	321	718	1.3	6.3	136	321	.5	3.8
4-Book	272	2557	1.1	4.1	162	1772	.6	5.4	215	572	.8	5.6	263	682	1.0	5.3	148	417	.6	4.1
KLYY-FM																				
SP '00	58	635	.2	.9	31	365	.1	1.1	29	98	.1	.8	63	177	.2	1.2	72	180	.3	2.0
4-Book	47	876	.2	.7	29	541	.1	1.0	23	89	.1	.6	51	204	.2	1.0	54	163	.2	1.5
+KMZT-FM																				
KKGO-FM																				
SP '00	36	603	.1	.5	27	354	.1	.9	24	70	.1	.6	32	101	.1	.6	32	67	.1	.9
4-Book	41	685	.2	.6	29	409	.1	1.0	32	79	.2	.8	40	106	.2	.8	32	105	.2	.9
KNX -AM																				
SP '00	142	2101	.6	2.2	41	848	.2	1.4	59	231	.2	1.6	74	236	.3	1.5	35	106	.1	1.0
4-Book	132	2198	.5	2.0	36	884	.2	1.2	48	247	.2	1.3	46	248	.2	.9	28	128	.1	.8
KOST-FM																				
SP '00	116	1688	.5	1.8	71	1112	.3	2.4	89	345	.3	2.3	138	489	.5	2.7	86	356	.3	2.4
4-Book	135	1983	.6	2.1	70	1173	.3	2.3	65	255	.3	1.7	103	383	.4	2.1	94	329	.4	2.6
KPWR-FM																				
SP '00	168	2206	.7	2.6	71	1122	.3	2.4	75	296	.3	2.0	94	461	.4	1.9	90	342	.4	2.5
4-Book	168	2140	.7	2.6	91	1231	.4	3.0	101	323	.4	2.7	152	490	.6	3.1	137	477	.6	3.8
+KRCD-FM																				
SP '00	86	691	.3	1.3	55	469	.2	1.9	53	110	.2	1.4	124	261	.5	2.4	71	163	.3	2.0
4-Book	62	552	.2	1.0	39	388	.2	1.3	39	83	.2	1.0	70	167	.3	1.4	42	108	.2	1.2
+KRCV-FM																				
SP '00	61	458	.2	.9	43	315	.2	1.5	74	137	.3	1.9	90	186	.4	1.8	63	111	.2	1.8
4-Book	24	213	.1	.4	16	163	.1	.6	25	48	.1	.7	30	82	.1	.6	26	56	.1	.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Men 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
KRLA-AM																				
SP '00	34	307	.1	.5	8	120	.3					18	65	.1	.4	26	51	.1	.7	
4-Book	22	285	.1	.3	4	81	.2	3	11	.1		10	39	.2		9	20		.2	
KROQ-FM																				
SP '00	318	3242	1.2	4.8	123	1800	.5	4.2	176	538	.7	4.6	289	859	1.1	5.7	132	531	.5	3.7
4-Book	301	3076	1.2	4.6	124	1776	.5	4.1	123	412	.5	3.2	236	784	.9	4.7	154	565	.6	4.2
KRTH-FM																				
SP '00	193	2239	.8	2.9	99	1293	.4	3.4	74	308	.3	1.9	191	551	.7	3.8	129	316	.5	3.6
4-Book	183	2091	.7	2.8	88	1245	.3	2.9	76	275	.3	2.0	171	482	.7	3.4	106	342	.4	3.0
KSCA-FM																				
SP '00	601	3140	2.4	9.1	235	1795	.9	8.0	755	1265	3.0	19.9	344	836	1.3	6.8	213	458	.8	5.9
4-Book	619	3233	2.4	9.4	265	2110	1.0	8.8	815	1392	3.2	21.3	405	1029	1.6	8.1	249	567	1.0	6.9
KSSE-FM																				
SP '00	99	1062	.4	1.5	42	582	.2	1.4	40	157	.2	1.1	87	247	.3	1.7	36	148	.1	1.0
4-Book	121	1280	.5	1.9	58	757	.2	1.9	73	225	.3	1.9	115	341	.5	2.3	63	196	.2	1.7
KTNQ-AM																				
SP '00	173	1440	.7	2.6	66	745	.3	2.2	67	183	.3	1.8	76	223	.3	1.5	102	279	.4	2.8
4-Book	132	1094	.5	2.0	55	569	.2	1.8	58	161	.3	1.5	61	167	.2	1.2	81	208	.3	2.2
KTWV-FM																				
SP '00	166	1406	.6	2.5	79	1028	.3	2.7	97	228	.4	2.6	94	296	.4	1.9	101	247	.4	2.8
4-Book	187	1774	.7	2.8	92	1136	.4	3.1	96	264	.4	2.5	141	417	.6	2.9	107	335	.4	3.0
KWIZ-FM																				
SP '00	26	299	.1	.4	9	161	.3		5	24	.1		15	43	.1	.3	20	60	.1	.6
4-Book	27	281	.1	.4	13	166	.1	.5	11	33	.3		28	87	.2	.6	17	46	.1	.5
+KWKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM																				
SP '00	27	331	.1	.4	9	149	.3		10	62	.3		8	24	.2		4	29	.1	
4-Book	40	369	.2	.6	14	165	.5		17	49	.1	.5	15	34	.1	.3	22	51	.1	.6
KWVE-FM																				
SP '00	31	439	.1	.5	14	182	.1	.5	12	67	.3		1	23			20	36	.1	.6
4-Book	39	467	.2	.6	20	268	.1	.7	22	81	.1	.6	13	63	.1	.3	24	64	.1	.7
KXMX-FM																				
SP '00	43	521	.2	.7	11	198	.4		8	29	.2		22	72	.1	.4	19	104	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	177	2445	.7	2.7	88	1478	.3	3.0	90	301	.4	2.4	164	717	.6	3.2	112	432	.4	3.1
4-Book	180	2600	.7	2.8	82	1399	.3	2.8	71	282	.3	1.9	158	626	.6	3.2	114	436	.4	3.2
KZLA-FM																				
SP '00	92	771	.4	1.4	35	471	.1	1.2	53	201	.2	1.4	89	242	.3	1.8	54	156	.2	1.5
4-Book	98	923	.4	1.5	50	599	.2	1.7	49	184	.2	1.3	107	293	.4	2.2	65	198	.3	1.8
KOLA-FM																				
SP '00	7	187	.1		9	75	.3		**	**	**	**	15	16	.1	.3	26	48	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	135	1224	.5	2.1	29	390	.1	1.0	50	121	.2	1.3	47	131	.2	.9	35	91	.1	1.0
4-Book	111	1193	.5	1.7	27	443	.1	.9	41	129	.2	1.1	48	142	.2	1.0	32	126	.1	.9
TOTALS																				
SP '00	6583	24216	25.8		2935	18717	11.5		3798	9469	14.9		5080	11403	19.9		3586	8618	14.0	
4-Book	6570	24142	25.8		2994	19057	11.7		3836	9308	15.1		5000	11543	19.6		3630	9022	14.2	

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

	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 '00	13	81	.1	.7	49	107	.2	2.4	111	210	.4	3.3	51	172	.2	1.9	9	35		.7
4-Book	16	88	.1	.9	29	97	.1	1.4	48	127	.2	1.4	31	106	.1	1.2	12	47		.8
KACD-FM																				
SP '00	8	37		.5	7	52		.3	21	94	.1	.6	22	81	.1	.8	9	38		.7
4-Book	7	43		.4	12	43	.1	.5	25	99	.1	.7	17	70	.1	.7	5	30		.4
KBCD-FM																				
SP '00	1	15		.1	8	42		.4	19	56	.1	.6	13	42	.1	.5				
4-Book	2	19		.1	6	29		.3	12	43		.4	10	27	.1	.4	5	25		.3
KAVS-FM																				
SP '00					1	12														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	46	193	.2	2.6	78	268	.3	3.8	130	376	.5	3.8	79	305	.3	3.0	48	260	.2	3.9
4-Book	52	266	.2	2.7	70	247	.3	3.3	121	463	.5	3.5	81	370	.3	3.1	39	242	.2	2.9
+KBET-AM																				
SP '00																	6	16		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	27	93	.1	1.5	21	49	.1	1.0	26	125	.1	.8	38	109	.1	1.4	5	32		.4
4-Book	17	80	.1	.9	13	44	.1	.6	36	132	.2	1.1	31	108	.1	1.2	3	19		.2
KBIG-FM																				
SP '00	102	309	.4	5.8	25	77	.1	1.2	77	265	.3	2.3	58	155	.2	2.2	40	106	.2	3.3
4-Book	112	371	.5	5.8	37	131	.2	1.7	66	262	.3	1.9	58	177	.3	2.2	38	132	.2	2.8
KBLA-AM																				
SP '00	4	11		.2	16	45	.1	.8	22	60	.1	.6	48	109	.2	1.8	3	12		.2
4-Book	11	38	.1	.6	10	27	.1	.5	37	98	.2	1.1	32	79	.1	1.2	4	17		.3
KBUA-FM																				
SP '00	11	44		.6	23	36	.1	1.1	18	71	.1	.5	8	48		.3	4	24		.3
4-Book	7	24		.4	19	36	.1	.9	24	54	.1	.7	13	43	.1	.5	7	26		.5
KBUE-FM																				
SP '00	91	224	.4	5.2	123	320	.5	5.9	157	340	.6	4.6	172	344	.7	6.5	63	196	.2	5.1
4-Book	91	264	.4	4.8	130	342	.5	6.0	189	456	.7	5.5	133	322	.5	5.1	48	166	.2	3.6
KCBS-FM																				
SP '00	30	123	.1	1.7	89	403	.3	4.3	195	587	.8	5.7	114	394	.4	4.3	37	188	.1	3.0
4-Book	61	238	.3	3.2	74	292	.3	3.4	168	547	.7	4.9	121	390	.5	4.6	49	197	.2	3.6
KCMG-FM																				
SP '00	51	198	.2	2.9	17	84	.1	.8	63	225	.2	1.9	73	301	.3	2.8	50	137	.2	4.1
4-Book	59	236	.2	3.0	39	141	.2	1.7	94	287	.4	2.7	84	274	.3	3.2	44	166	.2	3.2
KDIS-AM																				
SP '00	1	13		.1					29	81	.1	.9	1	15			8	28		.7
4-Book	3	24		.2	3	28		.1	18	86	.1	.5	7	41		.2	3	14		.2
KFI -AM																				
SP '00	53	111	.2	3.0	50	148	.2	2.4	40	173	.2	1.2	31	82	.1	1.2	24	35	.1	2.0
4-Book	24	83	.1	1.3	45	162	.2	2.1	49	186	.2	1.4	17	55	.1	.7	15	43	.1	1.1
KFSG-FM																				
SP '00	5	25		.3	19	62	.1	.9	6	56		.2					7	22		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	1	15		.1	23	137	.1	1.1	7	63		.2	3	47		.1	10	31		.8
4-Book	19	90	.1	.9	37	193	.2	1.7	32	177	.1	.9	23	137	.1	.9	12	78	.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 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
+KHJ -AM																				
SP '00	41	123	.2	2.3	16	85	.1	.8	72	120	.3	2.1	29	107	.1	1.1	17	76	.1	1.4
4-Book	26	85	.1	1.4	30	90	.1	1.4	54	129	.2	1.6	39	104	.2	1.5	14	63	.1	1.1
KIEV-AM																				
SP '00									7	19		.2								
4-Book	1	7							3	8		.1	2	4		.1				
KJLH-FM																				
SP '00	43	168	.2	2.5	61	165	.2	2.9	83	159	.3	2.4	76	141	.3	2.9	29	62	.1	2.4
4-Book	32	108	.1	1.7	72	160	.3	3.3	83	201	.3	2.4	61	133	.3	2.3	18	45	.1	1.4
KKBT-FM																				
SP '00	47	196	.2	2.7	46	194	.2	2.2	52	222	.2	1.5	43	149	.2	1.6	50	159	.2	4.1
4-Book	63	216	.3	3.3	64	193	.3	2.9	66	229	.3	1.9	75	204	.3	2.8	64	198	.3	4.7
KKLA-FM																				
SP '00					2	15		.1	7	29		.2					4	15		.3
4-Book	2	10		.1	12	51		.6	11	42		.3	4	18		.2	4	22		.3
KLAC-AM																				
SP '00	5	32		.3	11	32		.5	17	90	.1	.5	128	343	.5	4.8	39	149	.2	3.2
4-Book	10	37	.1	.6	8	25		.3	16	71	.1	.5	54	162	.2	2.0	24	85	.1	1.8
KLAX-FM																				
SP '00	46	203	.2	2.6	104	259	.4	5.0	179	366	.7	5.3	130	282	.5	4.9	21	81	.1	1.7
4-Book	42	191	.2	2.2	93	272	.4	4.3	128	357	.5	3.7	102	270	.4	3.9	29	104	.1	2.1
KLOS-FM																				
SP '00	97	381	.4	5.6	40	188	.2	1.9	130	508	.5	3.8	106	288	.4	4.0	79	232	.3	6.4
4-Book	80	318	.3	4.2	56	245	.2	2.5	145	460	.6	4.2	103	345	.4	3.9	49	198	.2	3.7
KLSX-FM																				
SP '00	16	63	.1	.9	79	230	.3	3.8	66	267	.3	1.9	12	63		.5				
4-Book	15	82	.1	.8	61	179	.3	2.9	73	239	.3	2.1	19	69	.1	.7	9	49		.6
KLVE-FM																				
SP '00	149	435	.6	8.5	134	314	.5	6.4	152	438	.6	4.5	112	264	.4	4.2	62	199	.2	5.1
4-Book	170	528	.7	8.8	151	401	.6	6.9	169	476	.7	4.9	105	307	.4	4.0	70	256	.3	5.1
KLYY-FM																				
SP '00	11	33		.6	13	49	.1	.6	31	91	.1	.9	20	42	.1	.8	10	55		.8
4-Book	20	85	.1	1.0	15	77	.1	.7	32	137	.1	.9	27	106	.1	1.1	13	81	.1	1.0
+KMZT-FM																				
KKGO-FM																				
SP '00	14	61	.1	.8	15	55	.1	.7	43	144	.2	1.3	32	96	.1	1.2	22	53	.1	1.8
4-Book	25	90	.1	1.3	23	75	.1	1.1	33	125	.1	1.0	24	87	.1	.9	22	89	.1	1.6
KNX -AM																				
SP '00	25	107	.1	1.4	39	152	.2	1.9	44	203	.2	1.3	34	135	.1	1.3	21	135	.1	1.7
4-Book	20	119	.1	1.1	34	171	.2	1.6	60	271	.3	1.8	33	151	.1	1.2	21	116	.1	1.5
KOST-FM																				
SP '00	61	272	.2	3.5	36	141	.1	1.7	79	346	.3	2.3	63	285	.2	2.4	15	112	.1	1.2
4-Book	69	303	.3	3.6	51	151	.2	2.3	70	307	.3	2.0	54	230	.2	2.1	55	200	.2	3.9
KPWR-FM																				
SP '00	80	308	.3	4.6	64	202	.3	3.1	54	262	.2	1.6	63	253	.2	2.4	49	172	.2	4.0
4-Book	64	247	.3	3.4	50	172	.2	2.4	96	351	.4	2.8	84	264	.3	3.2	44	146	.2	3.2
+KRCD-FM																				
SP '00	10	51		.6	32	73	.1	1.5	70	154	.3	2.1	69	129	.3	2.6	12	66		1.0
4-Book	32	89	.1	1.6	27	60	.1	1.2	41	98	.2	1.2	32	89	.1	1.2	30	68	.1	2.1
+KRCV-FM																				
SP '00	28	94	.1	1.6	23	78	.1	1.1	45	85	.2	1.3	20	46	.1	.8	5	44		.4
4-Book	15	48	.1	.8	7	29		.3	16	41	.1	.5	7	22		.3	6	18		.4

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

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
KRLA-AM																			
SP '00	6	25	.3													11	40	.9	
4-Book	2	6	.1	5	15	.2		3	12	.1						4	16	.3	
KROQ-FM																			
SP '00	69	289	.3	43	246	.2	2.1	159	611	.6	4.7	68	265	.3	2.6	36	162	.1	2.9
4-Book	89	351	.4	42	185	.2	1.9	167	623	.7	4.9	107	366	.4	4.1	61	242	.3	4.5
KRTH-FM																			
SP '00	43	132	.2	51	208	.2	2.5	164	516	.6	4.8	97	304	.4	3.7	34	128	.1	2.8
4-Book	50	184	.2	45	192	.2	2.1	121	409	.5	3.5	73	268	.3	2.8	49	154	.2	3.5
KSCA-FM																			
SP '00	63	175	.2	236	428	.9	11.3	179	465	.7	5.3	114	168	.4	4.3	49	121	.2	4.0
4-Book	88	249	.3	256	507	1.0	11.7	182	506	.7	5.3	149	313	.6	5.7	55	180	.2	4.1
KSSE-FM																			
SP '00	29	119	.1	24	71	.1	1.2	46	162	.2	1.4	48	142	.2	1.8	20	84	.1	1.6
4-Book	42	145	.2	30	102	.1	1.4	58	198	.2	1.7	51	149	.2	2.0	29	106	.1	2.1
KTNQ-AM																			
SP '00	48	140	.2	29	89	.1	1.4	63	177	.2	1.9	97	209	.4	3.7	50	149	.2	4.1
4-Book	54	162	.2	28	78	.1	1.3	34	114	.1	1.0	77	159	.3	3.0	48	139	.2	3.5
KTWV-FM																			
SP '00	75	200	.3	56	202	.2	2.7	99	335	.4	2.9	70	201	.3	2.6	46	132	.2	3.8
4-Book	69	229	.3	64	228	.2	2.9	115	346	.5	3.4	76	244	.3	2.9	59	191	.2	4.2
KWIZ-FM																			
SP '00	4	19	.2	6	45	.3		17	48	.1	.5	2	13	.1		5	21	.4	
4-Book	7	23	.4	6	35	.3		19	42	.1	.6	11	27	.1	.5	6	20	.4	
+KWKU-AM																			
KWPA-AM																			
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKV-AM																			
SP '00	2	31	.1	17	52	.1	.8	18	27	.1	.5					11	19	.9	
4-Book	12	38	.6	11	33	.1	.5	19	46	.1	.6	6	16	.3		14	23	1.1	
KWVE-FM																			
SP '00	2	12	.1	27	89	.1	1.3	23	83	.1	.7	21	65	.1	.8	11	54	.9	
4-Book	12	36	.1	23	73	.1	1.1	27	104	.1	.8	30	95	.2	1.2	15	67	.1	1.1
KXMX-FM																			
SP '00	2	15	.1	8	42	.4		16	70	.1	.5	12	43	.5		1	12	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																			
SP '00	47	216	.2	24	152	.1	1.2	138	422	.5	4.1	83	271	.3	3.1	36	174	.1	2.9
4-Book	47	213	.2	33	150	.1	1.5	117	448	.5	3.4	75	311	.3	2.9	35	170	.1	2.5
KZLA-FM																			
SP '00	12	59	.7	13	88	.1	.6	35	141	.1	1.0	7	30	.3		15	36	.1	1.2
4-Book	26	85	.1	33	124	.1	1.5	54	165	.2	1.6	39	128	.2	1.5	24	112	.1	1.7
KOLA-FM																			
SP '00	6	12	.3	4	15	.2		6	16	.2		13	16	.1	.5	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																			
SP '00	10	48	.6	42	109	.2	2.0	17	29	.1	.5	38	112	.1	1.4	6	60	.5	
4-Book	4	27	.2	24	85	.1	1.1	31	98	.1	.9	31	106	.1	1.2	9	48	.6	
TOTALS																			
SP '00	1747	5298	6.8	2080	5893	8.1		3393	8627	13.3		2643	6378	10.3		1225	3865	4.8	
4-Book	1929	5983	7.6	2179	6153	8.5		3444	9039	13.5		2613	6704	10.2		1369	4394	5.4	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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
<b>KABC-AM</b>																				
SP '00	135	1755	.5	2.5	157	886	.5	1.9	183	890	.6	2.5	258	1096	.9	3.8	71	492	.2	2.9
WI '00	92	1727	.3	1.8	123	840	.4	1.5	112	801	.4	1.5	179	987	.6	2.7	55	492	.2	2.5
FA '99	101	1624	.3	1.9	130	785	.4	1.5	137	747	.5	1.8	146	856	.5	2.2	79	517	.3	3.3
SU '99	93	2012	.3	1.8	123	832	.4	1.5	143	910	.5	2.0	156	1000	.5	2.5	51	477	.2	2.0
<b>4-Book</b>	<b>105</b>	<b>1780</b>	<b>.4</b>	<b>2.0</b>	<b>133</b>	<b>836</b>	<b>.4</b>	<b>1.6</b>	<b>144</b>	<b>837</b>	<b>.5</b>	<b>2.0</b>	<b>185</b>	<b>985</b>	<b>.6</b>	<b>2.8</b>	<b>64</b>	<b>495</b>	<b>.2</b>	<b>2.7</b>
SP '99	117	1691	.4	2.2	111	752	.4	1.4	179	815	.6	2.4	224	897	.8	3.4	70	502	.2	2.7
<b>KACD-FM</b>																				
SP '00	33	610	.1	.6	26	273	.1	.3	57	343	.2	.8	64	416	.2	.9	13	218		.5
WI '00	39	685	.1	.7	57	373	.2	.7	45	300	.2	.6	45	406	.2	.7	16	248	.1	.7
FA '99	24	725	.1	.4	40	334	.1	.5	31	336	.1	.4	30	354	.1	.4	14	220		.6
SU '99	36	617	.1	.7	42	242	.1	.5	70	291	.2	1.0	59	370	.2	.9	10	215		1.4
<b>4-Book</b>	<b>33</b>	<b>659</b>	<b>.1</b>	<b>.6</b>	<b>41</b>	<b>306</b>	<b>.1</b>	<b>.5</b>	<b>51</b>	<b>318</b>	<b>.2</b>	<b>.7</b>	<b>50</b>	<b>387</b>	<b>.2</b>	<b>.7</b>	<b>13</b>	<b>225</b>		<b>.6</b>
SP '99	27	612	.1	.5	19	282	.1	.2	51	273	.2	.7	44	355	.2	.7	11	127		.4
<b>KBCD-FM</b>																				
SP '00	17	367	.1	.3	16	236	.1	.2	32	212	.1	.4	27	239	.1	.4	6	129		.2
WI '00	21	459	.1	.4	33	296	.1	.4	37	225	.1	.5	28	229	.1	.4	7	138		.3
FA '99	28	329	.1	.5	21	174	.1	.2	52	151	.2	.7	37	240	.1	.5	12	60		.5
SU '99	22	365	.1	.4	30	200	.1	.4	48	140	.2	.7	22	245	.1	.3	4	74		.2
<b>4-Book</b>	<b>22</b>	<b>380</b>	<b>.1</b>	<b>.4</b>	<b>25</b>	<b>227</b>	<b>.1</b>	<b>.3</b>	<b>42</b>	<b>182</b>	<b>.2</b>	<b>.6</b>	<b>29</b>	<b>238</b>	<b>.1</b>	<b>.4</b>	<b>7</b>	<b>100</b>		<b>.3</b>
SP '99	25	420	.1	.5	27	229	.1	.3	47	243	.2	.6	24	247	.1	.4	6	140		.2
<b>KAVS-FM</b>																				
SP '00	1	74			5	42		.1					1	9			1	45		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	154	3453	.5	2.9	304	1921	1.0	3.7	174	1305	.6	2.4	189	1876	.6	2.8	62	903	.2	2.5
WI '00	178	3984	.6	3.4	310	2279	1.1	3.8	225	1597	.8	3.0	207	1890	.7	3.1	81	1042	.3	3.7
FA '99	145	3793	.5	2.7	253	2022	.9	2.9	170	1513	.6	2.2	202	1928	.7	3.0	50	967	.2	2.1
SU '99	131	3819	.5	2.5	224	1748	.8	2.8	155	1543	.5	2.1	153	1716	.5	2.4	45	986	.2	1.8
<b>4-Book</b>	<b>152</b>	<b>3762</b>	<b>.5</b>	<b>2.9</b>	<b>273</b>	<b>1993</b>	<b>1.0</b>	<b>3.3</b>	<b>181</b>	<b>1490</b>	<b>.6</b>	<b>2.4</b>	<b>188</b>	<b>1853</b>	<b>.6</b>	<b>2.8</b>	<b>60</b>	<b>975</b>	<b>.2</b>	<b>2.5</b>
SP '99	135	3123	.5	2.5	208	1595	.7	2.6	150	1190	.5	2.0	187	1481	.6	2.8	67	1067	.2	2.6
<b>+KBET-AM</b>																				
SP '00		16																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	1	14			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	67	1441	.2	1.3	61	479	.2	.7	103	776	.4	1.4	94	704	.3	1.4	49	439	.2	2.0
WI '00	52	1005	.2	1.0	50	480	.2	.6	133	672	.5	1.8	57	478	.2	.9	8	174		.4
FA '99	64	1284	.2	1.2	76	582	.3	.9	138	703	.5	1.8	59	503	.2	.9	27	367	.1	1.1
SU '99	45	1114	.2	.9	57	525	.2	.7	73	554	.3	1.0	51	584	.2	.8	34	401	.1	1.3
<b>4-Book</b>	<b>57</b>	<b>1211</b>	<b>.2</b>	<b>1.1</b>	<b>61</b>	<b>517</b>	<b>.2</b>	<b>.7</b>	<b>112</b>	<b>676</b>	<b>.4</b>	<b>1.5</b>	<b>65</b>	<b>567</b>	<b>.2</b>	<b>1.0</b>	<b>30</b>	<b>345</b>	<b>.1</b>	<b>1.2</b>
SP '99	76	1464	.3	1.4	80	610	.3	1.0	143	707	.5	1.9	76	696	.3	1.2	58	543	.2	2.3
<b>KBIG-FM</b>																				
SP '00	136	2869	.5	2.6	162	1211	.6	2.0	230	1237	.8	3.1	170	1514	.6	2.5	59	786	.2	2.4
WI '00	110	2398	.4	2.1	104	1023	.4	1.3	201	1052	.7	2.7	154	1000	.5	2.3	47	669	.2	2.1
FA '99	150	2751	.5	2.8	183	1125	.6	2.1	248	1134	.8	3.3	193	1378	.7	2.9	77	736	.3	3.2
SU '99	112	2578	.4	2.1	152	996	.5	1.9	193	1130	.7	2.6	125	1103	.4	2.0	52	683	.2	2.0
<b>4-Book</b>	<b>127</b>	<b>2649</b>	<b>.5</b>	<b>2.4</b>	<b>150</b>	<b>1089</b>	<b>.5</b>	<b>1.8</b>	<b>218</b>	<b>1138</b>	<b>.8</b>	<b>2.9</b>	<b>161</b>	<b>1249</b>	<b>.6</b>	<b>2.4</b>	<b>59</b>	<b>719</b>	<b>.2</b>	<b>2.4</b>
SP '99	105	2414	.4	2.0	125	845	.4	1.5	160	988	.6	2.1	132	1134	.5	2.0	62	647	.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																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
<b>KBLA-AM</b>																					
SP '00	48	764	.2	.9	56	326	.2	.7	51	268	.2	.7	109	519	.4	1.6	26	179	.1	1.0	
WI '00	34	506	.1	.6	19	114	.1	.2	14	124	.1	.2	101	345	.3	1.5	28	184	.1	1.3	
FA '99	59	675	.2	1.1	67	297	.2	.8	69	282	.2	.9	122	425	.4	1.8	27	248	.1	1.1	
SU '99	40	514	.1	.8	63	223	.2	.8	32	266	.1	.4	89	293	.3	1.4	16	178	.1	.6	
<b>4-Book</b>	<b>45</b>	<b>615</b>	<b>.2</b>	<b>.9</b>	<b>51</b>	<b>240</b>	<b>.2</b>	<b>.6</b>	<b>42</b>	<b>235</b>	<b>.1</b>	<b>.6</b>	<b>105</b>	<b>396</b>	<b>.4</b>	<b>1.6</b>	<b>24</b>	<b>197</b>	<b>.1</b>	<b>1.0</b>	
SP '99	26	359	.1	.5	20	126	.1	.2	40	182	.1	.5	61	260	.2	.9	13	113		.5	
<b>KBUA-FM</b>																					
SP '00	16	206	.1	.3	24	125	.1	.3	16	125	.1	.2	15	137	.1	.2	10	82		.4	
WI '00	17	234	.1	.3	32	139	.1	.4	22	98	.1	.3	17	121	.1	.3	7	50		.3	
FA '99	31	258	.1	.6	41	120	.1	.5	40	132	.1	.5	47	111	.2	.7	6	86		.2	
SU '99	44	309	.2	.8	53	186	.2	.7	74	186	.3	1.0	60	234	.2	1.0	13	48		.5	
<b>4-Book</b>	<b>27</b>	<b>252</b>	<b>.1</b>	<b>.5</b>	<b>38</b>	<b>143</b>	<b>.1</b>	<b>.5</b>	<b>38</b>	<b>135</b>	<b>.2</b>	<b>.5</b>	<b>35</b>	<b>151</b>	<b>.2</b>	<b>.6</b>	<b>9</b>	<b>67</b>		<b>.4</b>	
SP '99	28	253	.1	.5	50	149	.2	.6	46	143	.2	.6	28	94	.1	.4	7	50		.3	
<b>KBUE-FM</b>																					
SP '00	205	1965	.7	3.9	256	1137	.9	3.1	321	1129	1.1	4.4	255	1137	.9	3.8	72	481	.2	2.9	
WI '00	199	2276	.7	3.8	231	1133	.8	2.9	289	1232	1.0	3.9	241	1212	.8	3.6	109	764	.4	4.9	
FA '99	210	2130	.7	3.9	273	1173	.9	3.1	290	1237	1.0	3.8	242	1318	.8	3.6	117	768	.4	4.8	
SU '99	214	2221	.7	4.1	264	1130	.9	3.3	305	1408	1.1	4.2	261	1267	.9	4.2	135	644	.5	5.3	
<b>4-Book</b>	<b>207</b>	<b>2148</b>	<b>.7</b>	<b>3.9</b>	<b>256</b>	<b>1143</b>	<b>.9</b>	<b>3.1</b>	<b>301</b>	<b>1252</b>	<b>1.1</b>	<b>4.1</b>	<b>250</b>	<b>1234</b>	<b>.9</b>	<b>3.8</b>	<b>108</b>	<b>664</b>	<b>.4</b>	<b>4.5</b>	
SP '99	170	1998	.6	3.2	202	936	.7	2.5	228	957	.8	3.1	236	1206	.8	3.6	95	576	.3	3.7	
<b>KCBS-FM</b>																					
SP '00	202	3873	.7	3.8	338	1846	1.2	4.1	305	1909	1.0	4.1	254	2113	.9	3.7	57	982	.2	2.3	
WI '00	197	3695	.7	3.8	255	1857	.9	3.1	325	2122	1.1	4.4	240	2046	.8	3.6	62	923	.2	2.8	
FA '99	210	3941	.7	3.9	300	2052	1.0	3.5	360	2018	1.2	4.8	263	2398	.9	3.9	61	942	.2	2.5	
SU '99	240	4159	.8	4.6	342	1882	1.2	4.2	415	1994	1.4	5.7	287	2322	1.0	4.6	67	1076	.2	2.6	
<b>4-Book</b>	<b>212</b>	<b>3917</b>	<b>.7</b>	<b>4.0</b>	<b>309</b>	<b>1909</b>	<b>1.1</b>	<b>3.7</b>	<b>351</b>	<b>2011</b>	<b>1.2</b>	<b>4.8</b>	<b>261</b>	<b>2220</b>	<b>.9</b>	<b>4.0</b>	<b>62</b>	<b>981</b>	<b>.2</b>	<b>2.6</b>	
SP '99	214	4161	.7	4.0	289	1838	1.0	3.6	344	2046	1.2	4.6	269	2377	.9	4.1	74	1093	.3	2.9	
<b>KCMG-FM</b>																					
SP '00	123	2359	.4	2.3	124	1082	.4	1.5	186	1008	.6	2.5	158	1187	.5	2.3	69	717	.2	2.8	
WI '00	140	2533	.5	2.7	183	1107	.6	2.3	219	1199	.7	2.9	173	1327	.6	2.6	71	650	.2	3.2	
FA '99	134	2453	.5	2.5	146	1013	.5	1.7	208	1193	.7	2.8	195	1426	.7	2.9	76	753	.3	3.1	
SU '99	119	2240	.4	2.3	153	856	.5	1.9	156	1108	.5	2.1	153	1295	.5	2.4	55	551	.2	2.2	
<b>4-Book</b>	<b>129</b>	<b>2396</b>	<b>.5</b>	<b>2.5</b>	<b>152</b>	<b>1015</b>	<b>.5</b>	<b>1.9</b>	<b>192</b>	<b>1127</b>	<b>.6</b>	<b>2.6</b>	<b>170</b>	<b>1309</b>	<b>.6</b>	<b>2.6</b>	<b>68</b>	<b>668</b>	<b>.2</b>	<b>2.8</b>	
SP '99	116	2366	.4	2.2	128	979	.4	1.6	155	1137	.5	2.1	159	1227	.5	2.4	72	791	.2	2.8	
<b>KDIS-AM</b>																					
SP '00	8	424		.2	14	180		.2	2	55		.2	6	153		.1	2	73		.1	
WI '00	9	419		.2	10	130		.1	5	85		.1	13	164		.2	1	54			
FA '99	10	436		.2	9	112		.1	11	137		.1	25	241		.1	5	63		.2	
SU '99	5	380		.1	6	98		.1	5	114		.1	8	107		.1	1	44			
<b>4-Book</b>	<b>8</b>	<b>415</b>		<b>.2</b>	<b>10</b>	<b>130</b>		<b>.1</b>	<b>6</b>	<b>98</b>		<b>.1</b>	<b>13</b>	<b>166</b>		<b>.2</b>	<b>2</b>	<b>59</b>		<b>.1</b>	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																					
SP '00	122	2067	.4	2.3	163	1047	.6	2.0	184	974	.6	2.5	193	950	.7	2.8	52	399	.2	2.1	
WI '00	119	2247	.4	2.3	211	1182	.7	2.6	212	1066	.7	2.8	125	966	.4	1.9	53	510	.2	2.4	
FA '99	150	2082	.5	2.8	242	1211	.8	2.8	267	1078	.9	3.5	161	931	.5	2.4	75	459	.3	3.1	
SU '99	141	2428	.5	2.7	227	1340	.8	2.8	274	1423	.9	3.7	113	880	.4	1.8	72	578	.2	2.8	
<b>4-Book</b>	<b>133</b>	<b>2206</b>	<b>.5</b>	<b>2.5</b>	<b>211</b>	<b>1195</b>	<b>.7</b>	<b>2.6</b>	<b>234</b>	<b>1135</b>	<b>.8</b>	<b>3.1</b>	<b>148</b>	<b>932</b>	<b>.5</b>	<b>2.2</b>	<b>63</b>	<b>487</b>	<b>.2</b>	<b>2.6</b>	
SP '99	137	2411	.5	2.6	224	1388	.8	2.8	240	1228	.8	3.2	101	733	.3	1.5	111	566	.4	4.3	
<b>KFSG-FM</b>																					
SP '00	16	415	.1	.3	27	219	.1	.3	18	141	.1	.2	22	148	.1	.3	6	109		.2	
WI '00	22	377	.1	.4	35	256	.1	.4	36	157	.1	.5	37	183	.1	.6	8	141		.4	
FA '99	15	442	.1	.3	24	186	.1	.3	11	111		.1	24	204	.1	.4	18	62		.7	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	
SP '99	15	482	.1	.3	37	247	.1	.5	18	121	.1	.2	18	203	.1	.3	3	88		.1	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KFWB-AM</b>																				
SP '00	70	2476	.2	1.3	167	1632	.6	2.0	59	953	.2	.8	107	1171	.4	1.6	26	517	.1	1.0
WI '00	91	2869	.3	1.7	211	1805	.7	2.6	107	1212	.4	1.4	142	1561	.5	2.1	25	433	.1	1.1
FA '99	86	2801	.3	1.6	175	1662	.6	2.0	100	1032	.3	1.3	112	1391	.4	1.7	32	580	.1	1.3
SU '99	87	2703	.3	1.7	192	1838	.7	2.4	93	1030	.3	1.3	97	1291	.3	1.5	38	580	.1	1.5
<b>4-Book</b>	<b>84</b>	<b>2712</b>	<b>.3</b>	<b>1.6</b>	<b>186</b>	<b>1734</b>	<b>.7</b>	<b>2.3</b>	<b>90</b>	<b>1057</b>	<b>.3</b>	<b>1.2</b>	<b>115</b>	<b>1354</b>	<b>.4</b>	<b>1.7</b>	<b>30</b>	<b>528</b>	<b>.1</b>	<b>1.2</b>
SP '99	89	2764	.3	1.7	226	1808	.8	2.8	76	1103	.3	1.0	122	1461	.4	1.9	33	702	.1	1.3
<b>+KHJ -AM</b>																				
SP '00	61	1001	.2	1.1	87	470	.3	1.1	93	466	.3	1.3	46	368	.2	.7	18	156	.1	.7
WI '00	67	1017	.2	1.3	100	566	.3	1.2	98	554	.3	1.3	77	489	.3	1.2	25	214	.1	1.1
FA '99	107	1067	.4	2.0	156	527	.5	1.8	179	689	.6	2.4	98	525	.3	1.5	33	215	.1	1.4
SU '99	79	1104	.3	1.5	118	574	.4	1.5	113	576	.4	1.5	108	570	.4	1.7	35	347	.1	1.4
<b>4-Book</b>	<b>79</b>	<b>1047</b>	<b>.3</b>	<b>1.5</b>	<b>115</b>	<b>534</b>	<b>.4</b>	<b>1.4</b>	<b>121</b>	<b>571</b>	<b>.4</b>	<b>1.6</b>	<b>82</b>	<b>488</b>	<b>.3</b>	<b>1.3</b>	<b>28</b>	<b>233</b>	<b>.1</b>	<b>1.2</b>
SP '99	88	1039	.3	1.7	75	400	.3	.9	124	580	.4	1.7	96	606	.3	1.5	59	256	.2	2.3
<b>KIEV-AM</b>																				
SP '00	13	209	.2		16	79	.1	.2	34	147	.1	.5	11	113	.2		7	19		.3
WI '00	6	139	.1			14			23	124	.1	.3	4	29	.1		1	15		
FA '99	16	341	.1	.3	24	85	.1	.3	40	254	.1	.5	18	135	.1	.3	6	41		.2
SU '99	14	227	.3		10	83	.1	.1	29	150	.1	.4	33	124	.1	.5	4	40		.2
<b>4-Book</b>	<b>12</b>	<b>229</b>	<b>.2</b>		<b>13</b>	<b>65</b>	<b>.1</b>	<b>.2</b>	<b>32</b>	<b>169</b>	<b>.1</b>	<b>.4</b>	<b>17</b>	<b>100</b>	<b>.1</b>	<b>.3</b>	<b>5</b>	<b>29</b>		<b>.2</b>
SP '99	17	307	.1	.3	9	122	.1	.1	36	156	.1	.5	26	191	.1	.4	11	94		.4
<b>KJLH-FM</b>																				
SP '00	91	1149	.3	1.7	138	718	.5	1.7	123	587	.4	1.7	98	610	.3	1.4	51	401	.2	2.1
WI '00	84	1145	.3	1.6	126	630	.4	1.6	95	494	.3	1.3	86	598	.3	1.3	49	383	.2	2.2
FA '99	45	821	.2	.8	72	402	.2	.8	55	331	.2	.7	29	243	.1	.4	31	212	.1	1.3
SU '99	62	989	.2	1.2	112	399	.4	1.4	63	342	.2	.9	53	436	.2	.8	50	303	.2	2.0
<b>4-Book</b>	<b>71</b>	<b>1026</b>	<b>.3</b>	<b>1.3</b>	<b>112</b>	<b>537</b>	<b>.4</b>	<b>1.4</b>	<b>84</b>	<b>439</b>	<b>.3</b>	<b>1.2</b>	<b>67</b>	<b>472</b>	<b>.2</b>	<b>1.0</b>	<b>45</b>	<b>325</b>	<b>.2</b>	<b>1.9</b>
SP '99	44	888	.2	.8	47	339	.2	.6	56	414	.2	.7	51	472	.2	.8	19	246	.1	.7
<b>KKBT-FM</b>																				
SP '00	93	1812	.3	1.8	117	854	.4	1.4	126	929	.4	1.7	125	1114	.4	1.8	61	550	.2	2.5
WI '00	124	1838	.4	2.4	183	1020	.6	2.3	126	754	.4	1.7	140	856	.5	2.1	64	519	.2	2.9
FA '99	90	1500	.3	1.7	118	706	.4	1.4	119	767	.4	1.6	122	691	.4	1.8	38	425	.1	1.6
SU '99	123	2211	.4	2.4	199	1154	.7	2.5	143	865	.5	2.0	142	1214	.5	2.3	84	698	.3	3.3
<b>4-Book</b>	<b>108</b>	<b>1840</b>	<b>.4</b>	<b>2.1</b>	<b>154</b>	<b>934</b>	<b>.5</b>	<b>1.9</b>	<b>129</b>	<b>829</b>	<b>.4</b>	<b>1.8</b>	<b>132</b>	<b>969</b>	<b>.5</b>	<b>2.0</b>	<b>62</b>	<b>548</b>	<b>.2</b>	<b>2.6</b>
SP '99	106	1826	.4	2.0	141	796	.5	1.7	148	941	.5	2.0	121	912	.4	1.8	64	516	.2	2.5
<b>KKLA-FM</b>																				
SP '00	12	324	.2		20	166	.1	.2	18	131	.1	.2	21	146	.1	.3	1	29		
WI '00	34	481	.1	.6	64	304	.2	.8	58	240	.2	.8	61	292	.2	.9	4	85		.2
FA '99	26	658	.1	.5	52	386	.2	.6	43	251	.1	.6	33	339	.1	.5	7	150		.3
SU '99	20	449	.1	.4	30	231	.1	.4	20	141	.1	.3	50	232	.2	.8	8	110		.3
<b>4-Book</b>	<b>23</b>	<b>478</b>	<b>.1</b>	<b>.4</b>	<b>42</b>	<b>272</b>	<b>.2</b>	<b>.5</b>	<b>35</b>	<b>191</b>	<b>.1</b>	<b>.5</b>	<b>41</b>	<b>252</b>	<b>.2</b>	<b>.6</b>	<b>5</b>	<b>94</b>		<b>.2</b>
SP '99	34	644	.1	.6	54	363	.2	.7	45	262	.2	.6	47	301	.2	.7	16	151	.1	.6
<b>KLAC-AM</b>																				
SP '00	56	1699	.2	1.1	53	236	.2	.6	38	265	.1	.5	62	811	.2	.9	88	968	.3	3.5
WI '00	31	1182	.1	.6	39	268	.1	.5	25	226	.1	.3	32	457	.1	.5	45	601	.2	2.0
FA '99	21	756	.1	.4	22	131	.1	.3	28	186	.1	.4	32	400	.1	.5	15	321	.1	.6
SU '99	30	654	.1	.6	47	218	.2	.6	35	197	.1	.5	35	351	.1	.6	27	203	.1	1.1
<b>4-Book</b>	<b>35</b>	<b>1073</b>	<b>.1</b>	<b>.7</b>	<b>40</b>	<b>213</b>	<b>.2</b>	<b>.5</b>	<b>32</b>	<b>219</b>	<b>.1</b>	<b>.4</b>	<b>40</b>	<b>505</b>	<b>.1</b>	<b>.6</b>	<b>44</b>	<b>523</b>	<b>.2</b>	<b>1.8</b>
SP '99	50	1386	.2	.9	44	258	.2	.5	53	433	.2	.7	57	547	.2	.9	52	629	.2	2.0
<b>KLAX-FM</b>																				
SP '00	133	1796	.5	2.5	187	874	.6	2.3	194	1031	.7	2.6	145	976	.5	2.1	33	412	.1	1.3
WI '00	143	2165	.5	2.7	168	880	.6	2.1	200	1163	.7	2.7	212	1178	.7	3.2	54	628	.2	2.4
FA '99	106	2209	.4	2.0	159	989	.5	1.8	164	1084	.6	2.2	125	1038	.4	1.9	30	404	.1	1.2
SU '99	174	2451	.6	3.3	249	1064	.9	3.1	244	1284	.8	3.3	225	1322	.8	3.6	76	574	.3	3.0
<b>4-Book</b>	<b>139</b>	<b>2155</b>	<b>.5</b>	<b>2.6</b>	<b>191</b>	<b>952</b>	<b>.7</b>	<b>2.3</b>	<b>201</b>	<b>1141</b>	<b>.7</b>	<b>2.7</b>	<b>177</b>	<b>1129</b>	<b>.6</b>	<b>2.7</b>	<b>48</b>	<b>505</b>	<b>.2</b>	<b>2.0</b>
SP '99	218	2836	.8	4.1	418	1333	1.4	5.1	322	1430	1.1	4.3	239	1447	.8	3.6	79	782	.3	3.1

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>KLOS-FM</b>																				
SP '00	264	4012	.9	5.0	457	1949	1.6	5.6	377	1968	1.3	5.1	350	2344	1.2	5.2	94	860	.3	3.8
WI '00	249	4087	.8	4.8	429	2232	1.5	5.3	384	1866	1.3	5.2	296	2401	1.0	4.5	90	962	.3	4.1
FA '99	228	3751	.8	4.2	471	2119	1.6	5.4	313	1643	1.1	4.1	286	2022	1.0	4.2	50	784	.2	2.1
SU '99	214	3987	.7	4.1	367	1825	1.3	4.6	314	1972	1.1	4.3	254	2110	.9	4.0	99	1114	.3	3.9
<b>4-Book</b>	<b>239</b>	<b>3959</b>	<b>.8</b>	<b>4.5</b>	<b>431</b>	<b>2031</b>	<b>1.5</b>	<b>5.2</b>	<b>347</b>	<b>1862</b>	<b>1.2</b>	<b>4.7</b>	<b>297</b>	<b>2219</b>	<b>1.0</b>	<b>4.5</b>	<b>83</b>	<b>930</b>	<b>.3</b>	<b>3.5</b>
SP '99	243	3577	.8	4.6	472	1967	1.6	5.8	369	1667	1.3	4.9	302	1884	1.0	4.6	83	702	.3	3.2
<b>KLSX-FM</b>																				
SP '00	222	3109	.8	4.2	577	2037	2.0	7.0	281	1488	1.0	3.8	311	1561	1.1	4.6	56	627	.2	2.3
WI '00	223	3136	.8	4.3	606	2184	2.1	7.5	278	1442	.9	3.7	326	1663	1.1	4.9	49	613	.2	2.2
FA '99	215	2993	.7	4.0	619	2098	2.1	7.1	215	1246	.7	2.8	311	1441	1.1	4.6	61	692	.2	2.5
SU '99	221	3312	.8	4.2	674	2169	2.3	8.4	236	1439	.8	3.2	290	1474	1.0	4.6	30	391	.1	1.2
<b>4-Book</b>	<b>220</b>	<b>3138</b>	<b>.8</b>	<b>4.2</b>	<b>619</b>	<b>2122</b>	<b>2.1</b>	<b>7.5</b>	<b>253</b>	<b>1404</b>	<b>.9</b>	<b>3.4</b>	<b>310</b>	<b>1535</b>	<b>1.1</b>	<b>4.7</b>	<b>49</b>	<b>581</b>	<b>.2</b>	<b>2.1</b>
SP '99	206	3032	.7	3.9	582	2025	2.0	7.2	255	1323	.9	3.4	286	1553	1.0	4.3	38	513	.1	1.5
<b>KLVE-FM</b>																				
SP '00	210	3183	.7	4.0	290	1678	1.0	3.5	314	1489	1.1	4.3	171	1347	.6	2.5	118	1082	.4	4.7
WI '00	205	3411	.7	3.9	320	1770	1.1	3.9	282	1829	1.0	3.8	199	1445	.7	3.0	108	1089	.4	4.9
FA '99	233	3312	.8	4.3	355	1663	1.2	4.1	297	1602	1.0	3.9	261	1686	.9	3.9	139	1183	.5	5.7
SU '99	269	3712	.9	5.2	344	1581	1.2	4.3	385	1892	1.3	5.3	284	2053	1.0	4.5	159	1400	.5	6.2
<b>4-Book</b>	<b>229</b>	<b>3405</b>	<b>.8</b>	<b>4.4</b>	<b>327</b>	<b>1673</b>	<b>1.1</b>	<b>4.0</b>	<b>320</b>	<b>1703</b>	<b>1.1</b>	<b>4.3</b>	<b>229</b>	<b>1633</b>	<b>.8</b>	<b>3.5</b>	<b>131</b>	<b>1189</b>	<b>.5</b>	<b>5.4</b>
SP '99	301	3646	1.0	5.7	427	1913	1.5	5.3	442	1934	1.5	5.9	330	1794	1.1	5.0	144	1172	.5	5.6
<b>KLYY-FM</b>																				
SP '00	45	871	.2	.8	64	388	.2	.8	64	401	.2	.9	48	331	.2	.7	24	196	.1	1.0
WI '00	35	873	.1	.7	49	316	.2	.6	43	345	.1	.6	52	345	.2	.8	16	239	.1	.7
FA '99	39	1487	.1	.7	30	482	.1	.3	57	645	.2	.8	54	769	.2	.8	20	446	.1	.8
SU '99	36	1394	.1	.7	33	492	.1	.4	50	492	.2	.7	56	793	.2	.9	19	444	.1	.7
<b>4-Book</b>	<b>39</b>	<b>1156</b>	<b>.1</b>	<b>.7</b>	<b>44</b>	<b>420</b>	<b>.2</b>	<b>.5</b>	<b>54</b>	<b>471</b>	<b>.2</b>	<b>.8</b>	<b>53</b>	<b>560</b>	<b>.2</b>	<b>.8</b>	<b>20</b>	<b>331</b>	<b>.1</b>	<b>.8</b>
SP '99	45	1436	.2	.8	40	501	.1	.5	71	580	.2	1.0	64	761	.2	1.0	22	251	.1	.9
<b>+KMZT-FM KKG-D-FM</b>																				
SP '00	42	1036	.1	.8	49	404	.2	.6	48	349	.2	.7	57	416	.2	.8	38	389	.1	1.5
WI '00	42	1292	.1	.8	40	484	.1	.5	59	424	.2	.8	48	667	.2	.7	32	520	.1	1.4
FA '99	72	1220	.2	1.3	98	674	.3	1.1	103	570	.4	1.4	92	697	.3	1.4	36	339	.1	1.5
SU '99	35	968	.1	.7	27	314	.1	.3	42	420	.1	.6	45	456	.2	.7	41	350	.1	1.6
<b>4-Book</b>	<b>48</b>	<b>1129</b>	<b>.1</b>	<b>.9</b>	<b>54</b>	<b>469</b>	<b>.2</b>	<b>.6</b>	<b>63</b>	<b>441</b>	<b>.2</b>	<b>.9</b>	<b>61</b>	<b>559</b>	<b>.2</b>	<b>.9</b>	<b>37</b>	<b>400</b>	<b>.1</b>	<b>1.5</b>
SP '99	65	1372	.2	1.2	75	674	.3	.9	110	646	.4	1.5	95	704	.3	1.4	33	430	.1	1.3
<b>KNX -AM</b>																				
SP '00	117	3177	.4	2.2	204	1670	.7	2.5	166	1583	.6	2.3	168	1738	.6	2.5	48	846	.2	1.9
WI '00	107	2898	.4	2.0	238	1706	.8	2.9	154	1069	.5	2.1	135	1385	.5	2.0	29	567	.1	1.3
FA '99	135	3534	.5	2.5	290	2135	1.0	3.3	174	1635	.6	2.3	150	1863	.5	2.2	55	916	.2	2.3
SU '99	109	3244	.4	2.1	220	1995	.8	2.7	121	1211	.4	1.7	171	1813	.6	2.7	52	796	.2	2.0
<b>4-Book</b>	<b>117</b>	<b>3213</b>	<b>.4</b>	<b>2.2</b>	<b>238</b>	<b>1877</b>	<b>.8</b>	<b>2.9</b>	<b>154</b>	<b>1375</b>	<b>.5</b>	<b>2.1</b>	<b>156</b>	<b>1700</b>	<b>.6</b>	<b>2.4</b>	<b>46</b>	<b>781</b>	<b>.2</b>	<b>1.9</b>
SP '99	86	2692	.3	1.6	197	1704	.7	2.4	83	1021	.3	1.1	128	1482	.4	1.9	35	626	.1	1.4
<b>KOST-FM</b>																				
SP '00	105	2656	.4	2.0	94	987	.3	1.1	146	1049	.5	2.0	156	1224	.5	2.3	69	870	.2	2.8
WI '00	135	3126	.5	2.6	154	1205	.5	1.9	239	1428	.8	3.2	189	1483	.6	2.9	75	1063	.3	3.4
FA '99	132	3372	.4	2.4	146	1351	.5	1.7	165	1304	.6	2.2	185	1652	.6	2.7	97	1064	.3	4.0
SU '99	117	2892	.4	2.2	150	1210	.5	1.9	150	1191	.5	2.1	135	1327	.5	2.1	96	972	.3	3.8
<b>4-Book</b>	<b>122</b>	<b>3012</b>	<b>.4</b>	<b>2.3</b>	<b>136</b>	<b>1188</b>	<b>.5</b>	<b>1.7</b>	<b>175</b>	<b>1243</b>	<b>.6</b>	<b>2.4</b>	<b>166</b>	<b>1422</b>	<b>.6</b>	<b>2.5</b>	<b>84</b>	<b>992</b>	<b>.3</b>	<b>3.5</b>
SP '99	139	3049	.5	2.6	210	1391	.7	2.6	202	1122	.7	2.7	149	1380	.5	2.3	89	1001	.3	3.5
<b>KPWR-FM</b>																				
SP '00	122	2528	.4	2.3	189	1293	.6	2.3	168	1310	.6	2.3	162	1485	.6	2.4	60	739	.2	2.4
WI '00	144	2648	.5	2.8	217	1228	.7	2.7	205	1263	.7	2.8	188	1447	.6	2.8	59	774	.2	2.7
FA '99	128	2480	.4	2.4	203	1044	.7	2.3	159	1057	.5	2.1	160	1202	.5	2.4	60	708	.2	2.5
SU '99	113	2664	.4	2.2	142	1128	.5	1.8	128	1270	.4	1.7	135	1375	.5	2.1	66	854	.2	2.6
<b>4-Book</b>	<b>127</b>	<b>2580</b>	<b>.4</b>	<b>2.4</b>	<b>188</b>	<b>1173</b>	<b>.6</b>	<b>2.3</b>	<b>165</b>	<b>1225</b>	<b>.6</b>	<b>2.2</b>	<b>161</b>	<b>1377</b>	<b>.6</b>	<b>2.4</b>	<b>61</b>	<b>769</b>	<b>.2</b>	<b>2.6</b>
SP '99	105	2401	.4	2.0	175	1115	.6	2.2	128	1131	.4	1.7	124	1221	.4	1.9	62	769	.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
<b>+KRCD-FM</b>																				
SP '00	68	893	.2	1.3	54	345	.2	.7	102	481	.3	1.4	102	485	.3	1.5	30	261	.1	1.2
WI '00	59	773	.2	1.1	70	344	.2	.9	63	350	.2	.8	77	352	.3	1.2	34	304	.1	1.5
FA '99	50	797	.2	.9	58	337	.2	.7	74	355	.3	1.0	77	511	.3	1.1	22	236	.1	.9
SU '99	49	853	.2	.9	58	404	.2	.7	58	455	.2	.8	52	418	.2	.8	37	329	.1	1.5
<b>4-Book</b>	<b>57</b>	<b>829</b>	<b>.2</b>	<b>1.1</b>	<b>60</b>	<b>358</b>	<b>.2</b>	<b>.8</b>	<b>74</b>	<b>410</b>	<b>.3</b>	<b>1.0</b>	<b>77</b>	<b>442</b>	<b>.3</b>	<b>1.2</b>	<b>31</b>	<b>283</b>	<b>.1</b>	<b>1.3</b>
SP '99	41	755	.1	.8	36	294	.1	.4	53	359	.2	.7	43	440	.1	.7	43	249	.1	1.7
<b>+KRCV-FM</b>																				
SP '00	55	555	.2	1.0	67	296	.2	.8	62	264	.2	.8	63	336	.2	.9	41	214	.1	1.6
WI '00	21	281	.1	.4	24	84	.1	.3	25	148	.1	.3	28	111	.1	.4	21	82	.1	.9
FA '99	12	134	.2	.2	21	51	.1	.2	12	59	.2	.2	14	47	.2	.2	4	35	.2	.2
SU '99	14	235	.3	.3	17	96	.1	.2	10	68	.1	.1	20	114	.1	.3	12	73	.5	.5
<b>4-Book</b>	<b>26</b>	<b>301</b>	<b>.1</b>	<b>.5</b>	<b>32</b>	<b>132</b>	<b>.1</b>	<b>.4</b>	<b>27</b>	<b>135</b>	<b>.1</b>	<b>.4</b>	<b>31</b>	<b>152</b>	<b>.1</b>	<b>.5</b>	<b>20</b>	<b>101</b>	<b>.1</b>	<b>.8</b>
SP '99	3	147	.1	.1	13	13			4	66	.1	.1	9	118	.1	.1	1	47		
<b>KRLA-AM</b>																				
SP '00	29	502	.1	.5	36	239	.1	.4	69	239	.2	.9	24	124	.1	.4	16	82	.1	.6
WI '00	21	465	.1	.4	45	265	.2	.6	44	229	.1	.6	17	96	.1	.3	2	65		.1
FA '99	18	450	.1	.3	35	205	.1	.4	27	166	.1	.4	23	150	.1	.3	9	116		.4
SU '99	32	539	.1	.6	70	285	.2	.9	50	221	.2	.7	36	295	.1	.6	20	132	.1	.8
<b>4-Book</b>	<b>25</b>	<b>489</b>	<b>.1</b>	<b>.5</b>	<b>47</b>	<b>249</b>	<b>.2</b>	<b>.6</b>	<b>48</b>	<b>214</b>	<b>.2</b>	<b>.7</b>	<b>25</b>	<b>166</b>	<b>.1</b>	<b>.4</b>	<b>12</b>	<b>99</b>	<b>.1</b>	<b>.5</b>
SP '99	31	449	.1	.6	50	213	.2	.6	39	214	.1	.5	58	139	.2	.9	14	17		.5
<b>KRDQ-FM</b>																				
SP '00	222	3944	.8	4.2	404	2110	1.4	4.9	322	2036	1.1	4.4	249	2151	.8	3.7	96	1466	.3	3.9
WI '00	243	3299	.8	4.6	399	1917	1.4	4.9	351	1653	1.2	4.7	267	1875	.9	4.0	117	1121	.4	5.3
FA '99	190	3479	.6	3.5	323	1871	1.1	3.7	237	1801	.8	3.1	279	1964	.9	4.1	100	1305	.3	4.1
SU '99	207	3747	.7	4.0	356	1935	1.2	4.4	271	1808	.9	3.7	241	2097	.8	3.8	107	1349	.4	4.2
<b>4-Book</b>	<b>216</b>	<b>3617</b>	<b>.7</b>	<b>4.1</b>	<b>371</b>	<b>1958</b>	<b>1.3</b>	<b>4.5</b>	<b>295</b>	<b>1825</b>	<b>1.0</b>	<b>4.0</b>	<b>259</b>	<b>2022</b>	<b>.9</b>	<b>3.9</b>	<b>105</b>	<b>1310</b>	<b>.4</b>	<b>4.4</b>
SP '99	193	3486	.7	3.6	359	1832	1.2	4.4	243	1604	.8	3.3	247	2022	.9	3.8	84	1051	.3	3.3
<b>KRTH-FM</b>																				
SP '00	187	3570	.6	3.5	280	1649	1.0	3.4	305	1566	1.0	4.1	205	1719	.7	3.0	62	707	.2	2.5
WI '00	194	3554	.7	3.7	255	1588	.9	3.1	348	1685	1.2	4.7	272	2015	.9	4.1	63	715	.2	2.8
FA '99	165	3282	.6	3.1	201	1304	.7	2.3	271	1440	.9	3.6	205	1502	.7	3.0	66	672	.2	2.7
SU '99	128	3090	.4	2.5	125	1067	.4	1.6	224	1381	.8	3.1	154	1472	.5	2.4	42	696	.1	1.6
<b>4-Book</b>	<b>169</b>	<b>3374</b>	<b>.6</b>	<b>3.2</b>	<b>215</b>	<b>1402</b>	<b>.8</b>	<b>2.6</b>	<b>287</b>	<b>1518</b>	<b>1.0</b>	<b>3.9</b>	<b>209</b>	<b>1677</b>	<b>.7</b>	<b>3.1</b>	<b>58</b>	<b>698</b>	<b>.2</b>	<b>2.4</b>
SP '99	175	3391	.6	3.3	215	1431	.7	2.6	298	1692	1.0	4.0	216	1681	.7	3.3	78	895	.3	3.0
<b>KSCA-FM</b>																				
SP '00	415	3460	1.4	7.8	1047	2760	3.6	12.8	479	2310	1.6	6.5	408	1555	1.4	6.0	85	602	.3	3.4
WI '00	428	3919	1.5	8.2	998	2750	3.4	12.3	548	2591	1.9	7.4	367	1838	1.2	5.6	87	816	.3	3.9
FA '99	527	4072	1.8	9.8	1324	3181	4.5	15.3	682	2700	2.3	9.0	446	1959	1.5	6.6	110	828	.4	4.5
SU '99	396	3374	1.4	7.6	903	2362	3.1	11.2	583	2218	2.0	8.0	246	1338	.8	3.9	106	713	.4	4.2
<b>4-Book</b>	<b>442</b>	<b>3706</b>	<b>1.5</b>	<b>8.4</b>	<b>1068</b>	<b>2763</b>	<b>3.7</b>	<b>12.9</b>	<b>573</b>	<b>2455</b>	<b>2.0</b>	<b>7.7</b>	<b>367</b>	<b>1673</b>	<b>1.2</b>	<b>5.5</b>	<b>97</b>	<b>740</b>	<b>.4</b>	<b>4.0</b>
SP '99	398	3744	1.4	7.5	1007	2859	3.5	12.4	527	2455	1.8	7.1	292	1525	1.0	4.4	97	936	.3	3.8
<b>KSSE-FM</b>																				
SP '00	72	1320	.2	1.4	106	708	.4	1.3	104	628	.4	1.4	94	679	.3	1.4	39	455	.1	1.6
WI '00	65	1479	.2	1.2	90	770	.3	1.1	81	751	.3	1.1	77	683	.3	1.2	36	394	.1	1.6
FA '99	98	1665	.3	1.8	134	855	.5	1.5	179	940	.6	2.4	108	837	.4	1.6	46	502	.2	1.9
SU '99	121	1680	.4	2.3	191	880	.7	2.4	175	933	.6	2.4	116	762	.4	1.8	66	446	.2	2.6
<b>4-Book</b>	<b>89</b>	<b>1536</b>	<b>.3</b>	<b>1.7</b>	<b>130</b>	<b>803</b>	<b>.5</b>	<b>1.6</b>	<b>135</b>	<b>813</b>	<b>.5</b>	<b>1.8</b>	<b>99</b>	<b>740</b>	<b>.4</b>	<b>1.5</b>	<b>47</b>	<b>449</b>	<b>.2</b>	<b>1.9</b>
SP '99	91	1394	.3	1.7	103	656	.4	1.3	136	618	.5	1.8	100	723	.3	1.5	54	412	.2	2.1
<b>KTNQ-AM</b>																				
SP '00	140	1809	.5	2.6	150	753	.5	1.8	180	868	.6	2.4	227	923	.8	3.3	116	646	.4	4.7
WI '00	106	1306	.4	2.0	91	451	.3	1.1	127	661	.4	1.7	185	778	.6	2.8	96	510	.3	4.3
FA '99	109	1333	.4	2.0	92	321	.3	1.1	115	573	.4	1.5	189	802	.6	2.8	126	652	.4	5.2
SU '99	88	1165	.3	1.7	60	340	.2	.7	91	520	.3	1.2	179	719	.6	2.8	79	374	.3	3.1
<b>4-Book</b>	<b>111</b>	<b>1403</b>	<b>.4</b>	<b>2.1</b>	<b>98</b>	<b>466</b>	<b>.3</b>	<b>1.2</b>	<b>128</b>	<b>656</b>	<b>.4</b>	<b>1.7</b>	<b>195</b>	<b>806</b>	<b>.7</b>	<b>2.9</b>	<b>104</b>	<b>546</b>	<b>.4</b>	<b>4.3</b>
SP '99	144	1695	.5	2.7	90	577	.3	1.1	171	701	.6	2.3	274	1155	.9	4.2	144	654	.5	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

## 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
<b>KTWV-FM</b>																				
SP '00	183	2560	.6	3.4	222	1082	.8	2.7	279	1170	.9	3.8	200	1425	.7	2.9	127	937	.4	5.1
WI '00	147	2684	.5	2.8	183	1260	.6	2.3	221	1227	.8	3.0	198	1392	.7	3.0	59	855	.2	2.7
FA '99	191	2643	.7	3.5	253	1366	.9	2.9	303	1381	1.0	4.0	246	1656	.8	3.6	85	1003	.3	3.5
SU '99	198	2904	.7	3.8	264	1313	.9	3.3	306	1317	1.1	4.2	238	1643	.8	3.8	106	1013	.4	4.2
<b>4-Book</b>	<b>180</b>	<b>2698</b>	<b>.6</b>	<b>3.4</b>	<b>231</b>	<b>1255</b>	<b>.8</b>	<b>2.8</b>	<b>277</b>	<b>1274</b>	<b>1.0</b>	<b>3.8</b>	<b>221</b>	<b>1529</b>	<b>.8</b>	<b>3.3</b>	<b>94</b>	<b>952</b>	<b>.3</b>	<b>3.9</b>
SP '99	189	3092	.7	3.6	204	1387	.7	2.5	333	1538	1.1	4.5	234	1713	.8	3.6	90	931	.3	3.5
<b>KWIZ-FM</b>																				
SP '00	17	361	.1	.3	18	144	.1	.2	36	242	.1	.5	21	163	.1	.3	4	46		.2
WI '00	25	498	.1	.5	31	176	.1	.4	47	213	.2	.6	30	207	.1	.5	10	130		.5
FA '99	15	235	.1	.3	12	120		.1	26	108	.1	.3	13	94		.2	14	59		.6
SU '99	25	342	.1	.5	42	176	.1	.5	47	163	.2	.6	19	134	.1	.3	5	115		.2
<b>4-Book</b>	<b>21</b>	<b>359</b>	<b>.1</b>	<b>.4</b>	<b>26</b>	<b>154</b>	<b>.1</b>	<b>.3</b>	<b>39</b>	<b>182</b>	<b>.2</b>	<b>.5</b>	<b>21</b>	<b>150</b>	<b>.1</b>	<b>.3</b>	<b>8</b>	<b>88</b>		<b>.4</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	21	471	.1	.4	36	230	.1	.4	30	219	.1	.4	22	172	.1	.3	13	110		.5
WI '00	47	491	.2	.9	26	132	.1	.3	105	345	.4	1.4	71	272	.2	1.1	17	133	.1	.8
FA '99	22	491	.1	.4	26	115	.1	.3	44	306	.1	.6	19	125	.1	.3	10	88		.4
SU '99	28	575	.1	.5	16	152	.1	.2	62	274	.2	.8	36	232	.1	.6	16	116	.1	.6
<b>4-Book</b>	<b>30</b>	<b>507</b>	<b>.1</b>	<b>.6</b>	<b>26</b>	<b>157</b>	<b>.1</b>	<b>.3</b>	<b>60</b>	<b>286</b>	<b>.2</b>	<b>.8</b>	<b>37</b>	<b>200</b>	<b>.1</b>	<b>.6</b>	<b>14</b>	<b>112</b>	<b>.1</b>	<b>.6</b>
SP '99	23	530	.1	.4	22	139	.1	.3	46	287	.2	.6	31	273	.1	.5	11	131		.4
<b>KWVE-FM</b>																				
SP '00	22	569	.1	.4	34	267	.1	.4	31	217	.1	.4	33	276	.1	.5	7	179		.3
WI '00	33	658	.1	.6	58	353	.2	.7	35	198	.1	.5	34	297	.1	.5	17	201	.1	.8
FA '99	33	622	.1	.6	54	397	.2	.6	23	219	.1	.3	65	364	.2	1.0	14	151		.6
SU '99	40	689	.1	.8	62	451	.2	.8	42	262	.1	.6	52	368	.2	.8	32	190	.1	1.3
<b>4-Book</b>	<b>32</b>	<b>635</b>	<b>.1</b>	<b>.6</b>	<b>52</b>	<b>367</b>	<b>.2</b>	<b>.6</b>	<b>33</b>	<b>224</b>	<b>.1</b>	<b>.5</b>	<b>46</b>	<b>326</b>	<b>.2</b>	<b>.7</b>	<b>18</b>	<b>180</b>	<b>.1</b>	<b>.8</b>
SP '99	40	722	.1	.8	64	430	.2	.8	62	302	.2	.8	48	392	.2	.7	15	124	.1	.6
<b>KXMX-FM</b>																				
SP '00	27	659	.1	.5	31	258	.1	.4	59	330	.2	.8	38	366	.1	.6	4	115		.2
WI '00	44	963	.1	.8	58	533	.2	.7	79	517	.3	1.1	57	563	.2	.9	12	256		.5
FA '99	22	464	.1	.4	25	188	.1	.3	39	226	.1	.5	38	238	.1	.6	8	135		.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	140	3207	.5	2.6	210	1465	.7	2.6	173	1255	.6	2.4	197	1578	.7	2.9	71	963	.2	2.9
WI '00	115	3151	.4	2.2	194	1297	.7	2.4	153	1106	.5	2.1	152	1533	.5	2.3	44	798	.1	2.0
FA '99	144	3438	.5	2.7	202	1672	.7	2.3	246	1672	.8	3.3	202	1827	.7	3.0	38	842	.1	1.6
SU '99	136	3495	.5	2.6	199	1664	.7	2.5	180	1503	.6	2.5	175	1772	.6	2.8	64	898	.2	2.5
<b>4-Book</b>	<b>134</b>	<b>3323</b>	<b>.5</b>	<b>2.5</b>	<b>201</b>	<b>1525</b>	<b>.7</b>	<b>2.5</b>	<b>188</b>	<b>1384</b>	<b>.6</b>	<b>2.6</b>	<b>182</b>	<b>1678</b>	<b>.6</b>	<b>2.8</b>	<b>54</b>	<b>875</b>	<b>.2</b>	<b>2.3</b>
SP '99	138	3214	.5	2.6	214	1521	.7	2.6	188	1415	.6	2.5	178	1668	.6	2.7	57	857	.2	2.2
<b>KZLA-FM</b>																				
SP '00	90	1317	.3	1.7	111	688	.4	1.4	162	681	.6	2.2	118	710	.4	1.7	17	331	.1	.7
WI '00	98	1521	.3	1.9	112	844	.4	1.4	166	786	.6	2.2	153	955	.5	2.3	35	579	.1	1.6
FA '99	85	1432	.3	1.6	101	565	.3	1.2	105	602	.4	1.4	102	871	.3	1.5	52	560	.2	2.1
SU '99	106	1507	.4	2.0	122	764	.4	1.5	143	790	.5	2.0	153	980	.5	2.4	62	552	.2	2.4
<b>4-Book</b>	<b>95</b>	<b>1444</b>	<b>.3</b>	<b>1.8</b>	<b>112</b>	<b>715</b>	<b>.4</b>	<b>1.4</b>	<b>144</b>	<b>715</b>	<b>.5</b>	<b>2.0</b>	<b>132</b>	<b>879</b>	<b>.4</b>	<b>2.0</b>	<b>42</b>	<b>506</b>	<b>.2</b>	<b>1.7</b>
SP '99	66	1377	.2	1.2	87	654	.3	1.1	89	610	.3	1.2	98	820	.3	1.5	27	405	.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 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
<b>KOLA-FM</b>																				
SP '00	12	398		.2	16	115	.1	.2	13	146		.2	13	196		.2	3	48		.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	28	366	.1	.5	21	111	.1	.2	39	188	.1	.5	46	222	.2	.7	16	163	.1	.7
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	19	419	.1	.4	25	206	.1	.3	45	235	.2	.6	19	202	.1	.3	2	31		.1
<b>XTRA-AM</b>																				
SP '00	87	1567	.3	1.6	121	817	.4	1.5	160	784	.5	2.2	141	927	.5	2.1	24	317	.1	1.0
WI '00	60	1457	.2	1.1	82	642	.3	1.0	95	670	.3	1.3	100	901	.3	1.5	14	218		.6
FA '99	83	1544	.3	1.5	125	661	.4	1.4	155	667	.5	2.1	113	904	.4	1.7	19	392	.1	.8
SU '99	62	1396	.2	1.2	77	667	.3	1.0	120	849	.4	1.6	117	909	.4	1.9	11	222		.4
<b>4-Book</b>	<b>73</b>	<b>1491</b>	<b>.3</b>	<b>1.4</b>	<b>101</b>	<b>697</b>	<b>.4</b>	<b>1.2</b>	<b>133</b>	<b>743</b>	<b>.4</b>	<b>1.8</b>	<b>118</b>	<b>910</b>	<b>.4</b>	<b>1.8</b>	<b>17</b>	<b>287</b>	<b>.1</b>	<b>.7</b>
SP '99	79	1470	.3	1.5	92	639	.3	1.1	153	710	.5	2.0	109	838	.4	1.7	22	322	.1	.9
<b>TOTALS</b>																				
SP '00	5310	28307	18.1		8193	24496	27.9		7360	21519	25.1		6784	23769	23.1		2487	15312	8.5	
WI '00	5231	27977	17.8		8104	24260	27.6		7439	21381	25.3		6606	23489	22.5		2216	15011	7.5	
FA '99	5397	28106	18.4		8680	24601	29.6		7560	21321	25.7		6744	24096	23.0		2424	15280	8.3	
SU '99	5221	27774	18.0		8059	23773	27.8		7316	21041	25.3		6287	23537	21.7		2551	15853	8.8	
<b>4-Book</b>	<b>5290</b>	<b>28041</b>	<b>18.1</b>		<b>8259</b>	<b>24283</b>	<b>28.2</b>		<b>7419</b>	<b>21316</b>	<b>25.4</b>		<b>6605</b>	<b>23723</b>	<b>22.6</b>		<b>2420</b>	<b>15364</b>	<b>8.3</b>	
SP '99	5306	27733	18.3		8128	24280	28.1		7468	21186	25.8		6575	23635	22.7		2564	15311	8.9	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - 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	
<b>KABC-AM</b>																				
SP '00	198	1528	.7	2.7	65	616	.2	1.9	29	141	.1	.7	102	323	.3	1.7	78	269	.3	1.9
4-Book	153	1524	.6	2.1	47	612	.2	1.4	41	125	.1	.9	83	294	.3	1.4	51	184	.2	1.3
<b>KACD-FM</b>																				
SP '00	50	526	.2	.7	16	268	.1	.5	21	89	.1	.5	25	123	.1	.4	15	87	.1	.4
4-Book	48	551	.2	.7	21	309	.1	.6	31	92	.1	.7	44	180	.2	.7	24	92	.1	.6
<b>KBGD-FM</b>																				
SP '00	25	342	.1	.3	9	162	.3	.3	9	55	.2	.2	5	56	.1	.1	13	56	.3	.3
4-Book	33	348	.1	.4	13	167	.4	.4	15	52	.1	.4	29	71	.1	.5	20	61	.1	.5
<b>KAVS-FM</b>																				
SP '00	2	51	**	**	**	12	**	**	1	12	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	219	2946	.7	2.9	102	1619	.3	3.0	148	541	.5	3.5	175	684	.6	3.0	77	350	.3	1.9
4-Book	212	3125	.7	2.8	110	1869	.4	3.2	148	528	.5	3.4	199	755	.7	3.5	144	531	.5	3.5
<b>+KBET-AM</b>																				
SP '00					1	16														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	87	1203	.3	1.2	42	595	.1	1.2	26	84	.1	.6	70	236	.2	1.2	83	232	.3	2.0
4-Book	82	1012	.3	1.1	31	474	.1	.9	24	87	.1	.6	55	169	.2	1.0	49	149	.2	1.2
<b>KBIG-FM</b>																				
SP '00	191	2315	.7	2.6	89	1194	.3	2.6	61	203	.2	1.4	145	448	.5	2.5	113	325	.4	2.8
4-Book	179	2023	.6	2.4	79	1211	.3	2.3	54	203	.2	1.2	118	416	.4	2.1	90	277	.3	2.2
<b>KBLA-AM</b>																				
SP '00	70	694	.2	.9	25	276	.1	.7	21	48	.1	.5	22	79	.1	.4	55	132	.2	1.3
4-Book	64	560	.2	.9	25	264	.1	.7	17	38	.1	.4	26	77	.1	.5	56	112	.2	1.4
<b>KBUA-FM</b>																				
SP '00	18	183	.1	.2	15	138	.1	.4	24	71	.1	.6	21	68	.1	.4	12	44	.3	.3
4-Book	37	212	.1	.5	21	154	.1	.6	32	70	.1	.7	39	74	.2	.7	34	68	.1	.8
<b>KBUE-FM</b>																				
SP '00	281	1681	1.0	3.8	161	1131	.5	4.7	198	531	.7	4.6	256	489	.9	4.3	181	474	.6	4.4
4-Book	272	1867	1.0	3.7	160	1252	.5	4.7	202	477	.7	4.6	270	589	.9	4.7	183	477	.6	4.5
<b>KCBS-FM</b>																				
SP '00	300	3222	1.0	4.0	126	1794	.4	3.7	169	642	.6	3.9	222	836	.8	3.8	130	446	.4	3.2
4-Book	310	3322	1.1	4.2	139	1794	.5	4.1	165	530	.6	3.8	260	796	.9	4.6	169	546	.6	4.2
<b>KCMG-FM</b>																				
SP '00	158	1943	.5	2.1	98	1128	.3	2.9	54	281	.2	1.3	169	468	.6	2.9	130	398	.4	3.2
4-Book	173	1967	.6	2.3	94	1226	.3	2.8	65	248	.2	1.5	165	493	.6	2.9	121	400	.4	3.0
<b>KDIS-AM</b>																				
SP '00	7	310	.1	.1	14	209	.4	.4	9	35	.2	.2	24	47	.1	.4	37	90	.1	.9
4-Book	9	288	.1	.1	10	234	.3	.3	5	26	.1	.1	22	91	.1	.4	19	88	.1	.5
<b>KFI -AM</b>																				
SP '00	180	1775	.6	2.4	65	810	.2	1.9	113	307	.4	2.6	129	391	.4	2.2	31	123	.1	.8
4-Book	201	1869	.7	2.7	59	784	.2	1.7	115	363	.4	2.6	118	348	.4	2.1	30	138	.1	.7
<b>KFSG-FM</b>																				
SP '00	22	312	.1	.3	12	275	.4	.4	27	79	.1	.6	23	97	.1	.4	13	80	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFWB-AM</b>																				
SP '00	107	2302	.4	1.4	32	670	.1	.9	57	317	.2	1.3	44	216	.1	.7	29	171	.1	.7
4-Book	127	2470	.4	1.7	41	929	.2	1.2	71	380	.3	1.6	58	292	.2	1.0	40	188	.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 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
<b>+KHJ -AM</b>																				
SP '00	76	860	.3	1.0	62	587	.2	1.8	55	185	.2	1.3	144	275	.5	2.4	57	147	.2	1.4
4-Book	107	903	.4	1.4	62	587	.2	1.8	103	225	.4	2.4	118	270	.4	2.1	73	185	.3	1.8
<b>KIEV-AM</b>																				
SP '00	21	192	.1	.3	3	52		.1	10	33		.2	4	33		.1				
4-Book	21	212	.1	.3	2	41		.1	3	8		.1	6	25		.1	1	4		
<b>KJLH-FM</b>																				
SP '00	120	988	.4	1.6	68	614	.2	2.0	78	230	.3	1.8	98	160	.3	1.7	57	119	.2	1.4
4-Book	87	808	.3	1.2	59	570	.2	1.7	64	174	.2	1.5	74	166	.3	1.3	44	122	.2	1.1
<b>KKBT-FM</b>																				
SP '00	123	1517	.4	1.7	62	915	.2	1.8	39	205	.1	.9	116	364	.4	2.0	93	286	.3	2.3
4-Book	138	1502	.5	1.9	85	1024	.3	2.5	82	243	.3	1.9	138	420	.5	2.4	123	342	.4	3.0
<b>KKLA-FM</b>																				
SP '00	19	260	.1	.3	6	163		.2	15	77	.1	.4	11	62		.2	8	49		.2
4-Book	39	441	.1	.5	7	170		.2	12	58	.1	.3	7	36		.1	5	27		.1
<b>KLAC-AM</b>																				
SP '00	50	986	.2	.7	46	773	.2	1.3	18	99	.1	.4	60	160	.2	1.0	50	179	.2	1.2
4-Book	37	677	.1	.5	25	422	.1	.7	15	66	.1	.4	29	84	.1	.5	23	91	.1	.6
<b>KLAX-FM</b>																				
SP '00	177	1477	.6	2.4	122	1056	.4	3.6	186	473	.6	4.3	193	411	.7	3.3	110	330	.4	2.7
4-Book	190	1804	.7	2.6	110	1176	.4	3.2	148	379	.5	3.4	192	453	.7	3.3	128	383	.5	3.1
<b>KLOS-FM</b>																				
SP '00	393	3537	1.3	5.3	148	1772	.5	4.3	143	515	.5	3.3	284	766	1.0	4.8	247	687	.8	6.0
4-Book	357	3447	1.2	4.8	133	1703	.5	3.9	139	467	.5	3.2	275	791	.9	4.8	187	577	.6	4.6
<b>KLSX-FM</b>																				
SP '00	381	2858	1.3	5.1	50	827	.2	1.5	100	240	.3	2.3	69	314	.2	1.2	47	111	.2	1.1
4-Book	383	2868	1.3	5.2	47	789	.2	1.4	77	184	.3	1.8	58	216	.2	1.0	45	148	.2	1.1
<b>KLVE-FM</b>																				
SP '00	263	2622	.9	3.5	180	1824	.6	5.3	255	625	.9	6.0	330	781	1.1	5.6	146	385	.5	3.6
4-Book	294	2773	1.0	4.0	181	1932	.6	5.3	238	627	.8	5.5	281	737	.9	4.9	171	482	.6	4.2
<b>KLYY-FM</b>																				
SP '00	59	669	.2	.8	34	412	.1	1.0	38	113	.1	.9	77	224	.3	1.3	72	180	.2	1.8
4-Book	50	913	.2	.7	31	567	.1	.9	26	93	.1	.6	55	220	.2	1.0	55	170	.2	1.4
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	51	790	.2	.7	31	433	.1	.9	26	86	.1	.6	33	115	.1	.6	51	116	.2	1.2
4-Book	59	866	.2	.8	35	502	.1	1.0	35	98	.2	.8	45	128	.2	.8	45	144	.2	1.1
<b>KNX -AM</b>																				
SP '00	179	2786	.6	2.4	53	1204	.2	1.5	69	324	.2	1.6	86	300	.3	1.5	53	201	.2	1.3
4-Book	181	2794	.6	2.4	53	1192	.2	1.5	66	342	.2	1.5	65	340	.2	1.2	43	210	.2	1.1
<b>KOST-FM</b>																				
SP '00	133	2018	.5	1.8	80	1289	.3	2.3	90	360	.3	2.1	167	586	.6	2.8	108	433	.4	2.6
4-Book	160	2321	.6	2.2	81	1370	.3	2.4	77	317	.3	1.8	123	450	.4	2.1	116	399	.4	2.9
<b>KPWR-FM</b>																				
SP '00	173	2260	.6	2.3	72	1154	.2	2.1	75	296	.3	1.8	94	461	.3	1.6	90	342	.3	2.2
4-Book	171	2204	.6	2.3	93	1269	.3	2.7	104	335	.4	2.4	153	497	.5	2.7	140	480	.5	3.4
<b>+KRCD-FM</b>																				
SP '00	87	733	.3	1.2	60	512	.2	1.8	53	110	.2	1.2	126	283	.4	2.1	77	185	.3	1.9
4-Book	71	651	.2	1.0	49	465	.2	1.5	42	104	.2	1.0	80	202	.3	1.4	66	162	.3	1.6
<b>+KRCV-FM</b>																				
SP '00	64	501	.2	.9	47	356	.2	1.4	74	137	.3	1.7	98	226	.3	1.7	63	111	.2	1.5
4-Book	30	248	.1	.4	21	190	.1	.6	26	53	.1	.6	39	105	.1	.7	30	65	.1	.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 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
<b>KRLA-AM</b>																				
SP '00	45	403	.2	.6	10	167	.3		3	25	.1		27	97	.1	.5	31	60	.1	.8
4-Book	40	407	.2	.6	7	121	.2		8	36	.2		14	55	.2		10	22		.3
<b>KRQO-FM</b>																				
SP '00	325	3366	1.1	4.4	125	1864	.4	3.7	176	538	.6	4.1	289	859	1.0	4.9	132	531	.4	3.2
4-Book	307	3176	1.1	4.2	126	1826	.4	3.7	123	412	.4	2.8	242	807	.8	4.2	155	571	.5	3.8
<b>KRTH-FM</b>																				
SP '00	267	2830	.9	3.6	131	1646	.4	3.8	108	443	.4	2.5	256	728	.9	4.3	170	448	.6	4.1
4-Book	241	2643	.8	3.3	114	1595	.4	3.3	110	379	.4	2.5	228	655	.8	4.0	134	438	.5	3.3
<b>KSCA-FM</b>																				
SP '00	632	3272	2.2	8.5	252	1859	.9	7.4	766	1287	2.6	17.9	371	878	1.3	6.3	245	500	.8	6.0
4-Book	662	3415	2.3	8.9	283	2242	1.0	8.3	861	1470	3.0	19.7	435	1101	1.5	7.6	261	594	.9	6.4
<b>KSSE-FM</b>																				
SP '00	101	1132	.3	1.4	42	603	.1	1.2	40	157	.1	.9	87	247	.3	1.5	36	148	.1	.9
4-Book	122	1323	.4	1.7	59	775	.2	1.7	75	228	.3	1.7	115	341	.4	2.0	65	199	.2	1.6
<b>KTNG-AM</b>																				
SP '00	185	1538	.6	2.5	76	812	.3	2.2	81	196	.3	1.9	89	237	.3	1.5	120	314	.4	2.9
4-Book	140	1199	.5	1.9	63	636	.2	1.8	68	176	.3	1.6	73	193	.2	1.3	91	225	.3	2.2
<b>KTWV-FM</b>																				
SP '00	237	1976	.8	3.2	124	1474	.4	3.6	135	387	.5	3.2	169	495	.6	2.9	123	348	.4	3.0
4-Book	245	2204	.8	3.3	121	1443	.4	3.5	131	373	.5	3.0	191	556	.7	3.4	126	407	.4	3.1
<b>KWIZ-FM</b>																				
SP '00	26	299	.1	.3	10	177	.1	.3	5	24	.1	.3	19	59	.1	.3	20	60	.1	.5
4-Book	30	296	.1	.4	14	173	.1	.4	11	33	.2	.2	29	91	.1	.5	17	46	.1	.4
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKV-AM</b>																				
SP '00	30	397	.1	.4	10	171	.1	.3	10	62	.1	.2	9	46	.1	.2	4	29	.1	.1
4-Book	43	402	.1	.6	17	194	.1	.5	17	49	.1	.4	15	39	.1	.3	22	51	.1	.6
<b>KWVE-FM</b>																				
SP '00	33	469	.1	.4	14	196	.1	.4	12	67	.1	.3	1	23	.1	.3	22	50	.1	.5
4-Book	43	522	.2	.6	23	324	.1	.7	24	96	.1	.6	15	76	.1	.3	27	90	.1	.7
<b>KXMX-FM</b>																				
SP '00	44	567	.1	.6	11	198	.1	.3	8	29	.1	.2	22	72	.1	.4	19	104	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	192	2601	.7	2.6	94	1575	.3	2.7	91	315	.3	2.1	182	764	.6	3.1	127	449	.4	3.1
4-Book	190	2755	.7	2.6	87	1493	.3	2.5	75	299	.3	1.7	165	659	.6	2.9	120	448	.4	2.9
<b>KZLA-FM</b>																				
SP '00	133	1064	.5	1.8	64	693	.2	1.9	82	282	.3	1.9	132	379	.4	2.2	80	280	.3	1.9
4-Book	130	1190	.5	1.8	68	769	.3	2.0	67	226	.3	1.5	135	377	.5	2.4	95	271	.3	2.3
<b>KOLA-FM</b>																				
SP '00	14	306	.1	.2	16	228	.1	.5	18	49	.1	.4	22	67	.1	.4	32	100	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
SP '00	142	1410	.5	1.9	31	466	.1	.9	54	151	.2	1.3	48	146	.2	.8	41	106	.1	1.0
4-Book	119	1315	.4	1.6	31	510	.1	.9	51	155	.2	1.2	55	179	.2	1.0	35	134	.1	.9
<b>TOTALS</b>																				
SP '00	7439	27728	25.3		3421	21596	11.6		4283	10812	14.6		5891	13302	20.1		4103	9997	14.0	
4-Book	7427	27579	25.4		3419	21832	11.7		4357	10691	14.9		5714	13285	19.5		4083	10218	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

## 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 '00	20	111	.1	1.0	71	142	.2	2.9	134	266	.5	3.3	65	229	.2	2.1	15	51	.1	1.0
4-Book	21	107	.1	1.0	51	155	.2	2.0	66	194	.3	1.7	45	150	.2	1.5	20	79	.1	1.2
KACD-FM																				
SP '00	9	53	.4	.3	7	52	.3	.4	23	109	.1	.6	22	81	.1	.7	9	38	.6	.3
4-Book	7	47	.3	.3	12	43	.4	.4	28	110	.1	.7	19	79	.1	.6	5	34	.3	.3
KBCD-FM																				
SP '00	1	15			8	42	.3	.3	19	56	.1	.5	16	63	.1	.5				
4-Book	2	19	.1	.1	8	32	.3	.3	14	47	.1	.3	12	35	.1	.4	5	25	.3	.3
KAVS-FM																				
SP '00					1	12														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	50	235	.2	2.4	84	305	.3	3.4	142	412	.5	3.5	83	320	.3	2.7	52	290	.2	3.5
4-Book	56	297	.2	2.6	75	273	.3	3.0	127	499	.5	3.2	86	405	.3	2.9	44	268	.2	2.8
+KBET-AM																				
SP '00																	6	16		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	37	126	.1	1.8	21	63	.1	.9	57	224	.2	1.4	38	109	.1	1.2	5	32	.3	.3
4-Book	20	88	.1	.9	15	51	.1	.6	45	164	.2	1.2	37	124	.1	1.2	5	24	.3	.3
KBIG-FM																				
SP '00	124	387	.4	6.0	39	129	.1	1.6	90	321	.3	2.2	81	207	.3	2.6	48	160	.2	3.2
4-Book	122	411	.4	5.6	43	151	.1	1.7	82	318	.3	2.1	70	214	.2	2.3	41	157	.2	2.6
KBLA-AM																				
SP '00	4	11	.2	.2	16	45	.1	.7	31	82	.1	.8	54	131	.2	1.7	3	12	.2	.2
4-Book	13	46	.1	.6	10	27	.1	.4	40	103	.1	1.0	37	88	.1	1.2	6	22	.4	.4
KBUA-FM																				
SP '00	11	44	.5	.5	23	36	.1	.9	18	71	.1	.4	8	48	.3	.3	4	24	.3	.3
4-Book	7	24	.3	.3	19	36	.1	.8	24	54	.1	.6	13	43	.4	.4	7	26	.4	.4
KBUE-FM																				
SP '00	91	224	.3	4.4	161	363	.5	6.5	181	383	.6	4.5	172	344	.6	5.5	63	196	.2	4.2
4-Book	95	277	.3	4.5	146	369	.5	5.8	200	486	.7	5.1	137	332	.5	4.6	49	171	.2	3.1
KCBS-FM																				
SP '00	37	147	.1	1.8	89	403	.3	3.6	205	634	.7	5.1	114	394	.4	3.7	43	204	.1	2.9
4-Book	68	261	.2	3.2	80	326	.3	3.1	185	601	.6	4.7	132	432	.5	4.5	54	217	.2	3.5
KCMG-FM																				
SP '00	78	257	.3	3.8	20	104	.1	.8	109	327	.4	2.7	111	427	.4	3.6	95	222	.3	6.4
4-Book	72	274	.3	3.3	41	157	.2	1.6	114	342	.4	2.9	103	328	.4	3.5	60	197	.2	3.8
KDIS-AM																				
SP '00	1	13			4	31		.2	30	103	.1	.7	1	15		.3	8	28	.5	.5
4-Book	3	24	.1	.1					19	95	.1	.5	8	50	.3	.3	3	14	.2	.2
KFI -AM																				
SP '00	57	132	.2	2.8	60	201	.2	2.4	69	255	.2	1.7	31	82	.1	1.0	24	35	.1	1.6
4-Book	26	96	.1	1.2	65	229	.2	2.5	83	265	.3	2.1	22	72	.1	.7	15	43	.1	.9
KFSG-FM																				
SP '00	5	25	.2	.2	19	62	.1	.8	6	56		.1					7	22	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	2	29	.1	.1	38	237	.1	1.5	31	191	.1	.8	24	154	.1	.8	33	100	.1	2.2
4-Book	21	102	.1	.9	47	243	.2	1.8	41	235	.1	1.0	34	195	.1	1.2	22	117	.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

## 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
<b>+KHJ -AM</b>																				
SP '00	46	144	.2	2.2	32	128	.1	1.3	86	162	.3	2.1	39	128	.1	1.3	23	97	.1	1.5
4-Book	35	111	.1	1.6	39	117	.2	1.5	65	165	.2	1.6	43	113	.2	1.5	19	83	.1	1.2
<b>KIEV-AM</b>																				
SP '00									7	19	.2									
4-Book	1	7							6	16	.2		2	4	.1					
<b>KJLH-FM</b>																				
SP '00	50	189	.2	2.4	61	165	.2	2.5	94	180	.3	2.3	76	141	.3	2.4	29	62	.1	1.9
4-Book	36	117	.1	1.7	78	175	.3	3.1	93	224	.3	2.4	67	141	.3	2.2	18	49	.1	1.2
<b>KKBT-FM</b>																				
SP '00	51	213	.2	2.5	46	194	.2	1.9	52	222	.2	1.3	45	171	.2	1.5	50	159	.2	3.3
4-Book	67	227	.2	3.1	67	196	.2	2.6	66	229	.3	1.7	75	209	.3	2.5	66	202	.3	4.3
<b>KKLA-FM</b>																				
SP '00					2	15		.1	7	29		.2					4	15		.3
4-Book	2	14		.1	12	54		.5	12	49		.3	4	18		.1	5	25		.3
<b>KLAC-AM</b>																				
SP '00	17	67	.1	.8	11	32		.4	26	135	.1	.6	147	422	.5	4.7	51	166	.2	3.4
4-Book	15	50	.1	.7	11	33		.4	22	98	.1	.6	62	199	.2	2.0	28	97	.1	1.8
<b>KLAX-FM</b>																				
SP '00	46	203	.2	2.2	104	259	.4	4.2	183	387	.6	4.5	146	303	.5	4.7	21	81	.1	1.4
4-Book	44	203	.2	2.0	100	287	.4	3.9	134	370	.4	3.4	111	279	.4	3.7	32	115	.1	2.0
<b>KLOS-FM</b>																				
SP '00	118	449	.4	5.7	40	188	.1	1.6	131	524	.4	3.2	117	324	.4	3.8	93	247	.3	6.2
4-Book	87	338	.3	4.0	58	259	.2	2.3	146	468	.5	3.7	109	368	.4	3.7	54	208	.2	3.5
<b>KLSX-FM</b>																				
SP '00	16	63	.1	.8	88	266	.3	3.6	76	303	.3	1.9	12	63		.4	1	14		.1
4-Book	15	82	.1	.7	67	210	.2	2.7	87	281	.3	2.2	19	73	.1	.7	10	52		.6
<b>KLVE-FM</b>																				
SP '00	181	489	.6	8.8	152	356	.5	6.2	170	480	.6	4.2	138	306	.5	4.4	62	199	.2	4.1
4-Book	192	566	.7	8.9	166	443	.6	6.5	200	534	.7	5.1	119	335	.4	4.0	78	294	.3	4.9
<b>KLYY-FM</b>																				
SP '00	11	33		.5	13	49		.5	31	91	.1	.8	20	42	.1	.6	10	55		.7
4-Book	21	88	.1	1.0	15	77	.1	.6	32	137	.1	.8	28	109	.1	.9	14	84		.9
<b>+KMZT-FM</b>																				
KKGO-FM																				
SP '00	14	61		.7	18	69	.1	.7	49	158	.2	1.2	32	96	.1	1.0	22	53	.1	1.5
4-Book	26	97	.1	1.2	29	104	.1	1.2	40	148	.2	1.0	31	110	.1	1.0	27	99	.1	1.7
<b>KNX -AM</b>																				
SP '00	28	123	.1	1.4	49	213	.2	2.0	60	280	.2	1.5	38	151	.1	1.2	43	223	.1	2.9
4-Book	35	191	.1	1.6	52	250	.2	2.1	77	345	.3	2.0	47	206	.2	1.6	35	187	.1	2.2
<b>KOST-FM</b>																				
SP '00	62	287	.2	3.0	45	158	.2	1.8	84	376	.3	2.1	67	302	.2	2.2	15	112	.1	1.0
4-Book	76	346	.3	3.5	55	166	.2	2.2	77	341	.3	2.0	60	266	.2	2.0	59	218	.2	3.6
<b>KPWR-FM</b>																				
SP '00	80	308	.3	3.9	70	235	.2	2.8	54	262	.2	1.3	63	253	.2	2.0	49	172	.2	3.3
4-Book	65	251	.2	3.0	54	184	.2	2.2	97	358	.4	2.5	84	267	.3	2.9	45	154	.2	2.9
<b>+KRCB-FM</b>																				
SP '00	12	72		.6	32	73	.1	1.3	83	197	.3	2.1	80	151	.3	2.6	14	87		.9
4-Book	41	120	.1	1.9	31	80	.1	1.2	54	134	.2	1.4	44	109	.2	1.5	32	84	.1	2.0
<b>+KRCV-FM</b>																				
SP '00	44	114	.1	2.1	23	78	.1	.9	49	106	.2	1.2	20	46	.1	.6	5	44		.3
4-Book	20	62	.1	1.0	12	39	.1	.5	21	56	.1	.5	7	22		.2	7	22		.5

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Men 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
KRLA-AM																				
SP '00	8	35	.4		2	16	.1										11	40	.7	
4-Book	2	9	.1		12	38	.5		6	26	.1					4	16	.3		
KROQ-FM																				
SP '00	74	320	.3	3.6	43	246	.1	1.7	162	627	.6	4.0	68	265	.2	2.2	37	179	.1	2.5
4-Book	91	363	.3	4.1	42	185	.1	1.6	169	630	.6	4.3	107	369	.4	3.6	61	250	.2	4.0
KRTH-FM																				
SP '00	46	157	.2	2.2	75	281	.3	3.1	208	620	.7	5.2	129	363	.4	4.2	44	145	.1	2.9
4-Book	60	223	.2	2.8	66	272	.2	2.6	156	510	.5	4.0	93	342	.3	3.1	57	187	.2	3.5
KSCA-FM																				
SP '00	70	197	.2	3.4	256	471	.9	10.4	201	487	.7	5.0	135	190	.5	4.4	50	143	.2	3.3
4-Book	92	265	.3	4.2	286	564	1.0	11.2	197	544	.7	5.0	159	335	.6	5.3	58	193	.2	3.7
KSSE-FM																				
SP '00	29	119	.1	1.4	24	71	.1	1.0	48	183	.2	1.2	48	142	.2	1.5	20	84	.1	1.3
4-Book	42	148	.2	1.9	31	106	.1	1.2	58	203	.2	1.5	53	154	.2	1.8	30	111	.1	1.9
KTNQ-AM																				
SP '00	59	175	.2	2.9	36	102	.1	1.5	74	191	.3	1.8	105	241	.4	3.4	54	195	.2	3.6
4-Book	61	185	.2	2.8	34	93	.1	1.3	46	135	.2	1.2	84	186	.3	2.8	52	159	.2	3.3
KTWV-FM																				
SP '00	89	221	.3	4.3	95	276	.3	3.9	175	510	.6	4.3	119	338	.4	3.8	80	190	.3	5.4
4-Book	79	265	.3	3.6	80	272	.3	3.2	158	484	.6	4.0	111	331	.4	3.7	86	259	.3	5.4
KWIZ-FM																				
SP '00	4	19	.2		6	45	.2		17	48	.1	.4	2	13	.1		5	21	.3	
4-Book	7	23	.3		6	35	.2		21	46	.1	.5	12	31	.4		6	20	.3	
+KVKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKV-AM																				
SP '00	4	53	.2		20	74	.1	.8	18	27	.1	.4				11	19	.7		
4-Book	14	47	.6		17	49	.1	.7	19	46	.1	.5	7	21	.3		20	36	.1	1.3
KWVE-FM																				
SP '00	2	12	.1		29	103	.1	1.2	23	83	.1	.6	21	65	.1	.7	11	54	.7	
4-Book	13	39	.1	.6	30	102	.1	1.2	30	118	.1	.8	33	102	.1	1.1	17	74	.1	1.1
KXMX-FM																				
SP '00	2	15	.1		8	42	.3		16	70	.1	.4	12	43	.4		1	12	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	47	216	.2	2.3	29	167	.1	1.2	144	466	.5	3.6	85	292	.3	2.7	36	174	.1	2.4
4-Book	50	233	.2	2.3	35	159	.1	1.4	120	472	.4	3.1	81	333	.3	2.7	38	189	.1	2.4
KZLA-FM																				
SP '00	15	96	.1	.7	49	155	.2	2.0	72	245	.2	1.8	50	103	.2	1.6	33	76	.1	2.2
4-Book	27	98	.1	1.2	49	175	.2	2.0	73	232	.2	1.9	64	179	.2	2.2	35	137	.1	2.2
KOLA-FM																				
SP '00	11	45	.5		14	31	.6		14	71	.3		24	50	.1	.8				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	10	48	.5		42	109	.1	1.7	18	43	.1	.4	39	126	.1	1.3	9	90	.6	
4-Book	4	31	.2		26	95	.1	1.0	33	113	.1	.8	37	130	.1	1.3	10	55	.6	
TOTALS																				
SP '00	2053	6196	7.0		2459	6876	8.4		4035	10031	13.7		3103	7442	10.6		1495	4670	5.1	
4-Book	2177	6776	7.5		2549	7192	8.7		3955	10334	13.5		2983	7677	10.2		1584	5091	5.4	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>KABC-AM</b>																				
SP '00	157	2129	.7	3.9	219	1130	.9	3.5	210	1108	.9	3.8	260	1260	1.1	5.0	78	535	.3	4.1
WI '00	112	1919	.5	2.8	152	968	.7	2.4	133	944	.6	2.3	219	1126	.9	4.3	61	498	.3	4.1
FA '99	111	1799	.5	2.7	154	950	.7	2.4	137	811	.6	2.4	167	912	.7	3.3	79	553	.3	4.6
SU '99	120	2295	.5	3.1	134	976	.6	2.3	173	1144	.8	3.2	199	1167	.9	4.2	84	633	.4	4.8
<b>4-Book</b>	<b>125</b>	<b>2036</b>	<b>.6</b>	<b>3.1</b>	<b>165</b>	<b>1006</b>	<b>.7</b>	<b>2.7</b>	<b>163</b>	<b>1002</b>	<b>.7</b>	<b>2.9</b>	<b>211</b>	<b>1116</b>	<b>.9</b>	<b>4.2</b>	<b>76</b>	<b>555</b>	<b>.3</b>	<b>4.4</b>
SP '99	146	2056	.6	3.7	137	981	.6	2.2	235	1066	1.0	4.2	268	1133	1.2	5.5	82	584	.4	4.6
<b>KACD-FM</b>																				
SP '00	15	348	.1	.4	15	160	.1	.2	18	177	.1	.3	32	291	.1	.6	4	122		.2
WI '00	28	450	.1	.7	36	272	.2	.6	29	199	.1	.5	35	290	.2	.7	12	172	.1	.8
FA '99	14	481	.1	.3	28	233	.1	.4	14	226	.1	.2	20	222	.1	.4	7	122		.4
SU '99	24	474	.1	.6	24	157	.1	.4	46	241	.2	.9	40	287	.2	.8	9	161		.5
<b>4-Book</b>	<b>20</b>	<b>438</b>	<b>.1</b>	<b>.5</b>	<b>26</b>	<b>206</b>	<b>.1</b>	<b>.4</b>	<b>27</b>	<b>211</b>	<b>.1</b>	<b>.5</b>	<b>32</b>	<b>273</b>	<b>.2</b>	<b>.6</b>	<b>8</b>	<b>144</b>		<b>.5</b>
SP '99	20	410	.1	.5	13	196	.1	.2	41	215	.2	.7	31	256	.1	.6	4	78		.2
<b>KBCD-FM</b>																				
SP '00	11	262		.3	13	176	.1	.2	16	137	.1	.3	18	135	.1	.3	6	83		.3
WI '00	19	311	.1	.5	29	230	.1	.5	33	192	.1	.6	25	147	.1	.5	7	105		.5
FA '99	18	262	.1	.4	12	130	.1	.2	31	100	.1	.5	24	191	.1	.5	6	28		.3
SU '99	15	253	.1	.4	18	153	.1	.3	29	105	.1	.5	18	198	.1	.4	3	58		.2
<b>4-Book</b>	<b>16</b>	<b>272</b>	<b>.1</b>	<b>.4</b>	<b>18</b>	<b>172</b>	<b>.1</b>	<b>.3</b>	<b>27</b>	<b>134</b>	<b>.1</b>	<b>.5</b>	<b>21</b>	<b>168</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>69</b>		<b>.3</b>
SP '99	15	286	.1	.4	16	156	.1	.3	23	140	.1	.4	18	175	.1	.4	5	108		.3
<b>KAVS-FM</b>																				
SP '00	1	45			2	14							1	9			1	45		.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	89	2068	.4	2.2	197	1162	.8	3.2	110	770	.5	2.0	104	1069	.4	2.0	28	388	.1	1.5
WI '00	108	2478	.5	2.7	216	1466	.9	3.4	131	967	.6	2.3	127	1130	.5	2.5	33	592	.1	2.2
FA '99	84	2205	.4	2.1	144	1099	.6	2.2	91	757	.4	1.6	129	1202	.6	2.6	23	531	.1	1.3
SU '99	73	2371	.3	1.9	131	1035	.6	2.2	81	932	.4	1.5	91	994	.4	1.9	27	618	.1	1.5
<b>4-Book</b>	<b>89</b>	<b>2281</b>	<b>.4</b>	<b>2.2</b>	<b>172</b>	<b>1191</b>	<b>.7</b>	<b>2.8</b>	<b>103</b>	<b>857</b>	<b>.5</b>	<b>1.9</b>	<b>113</b>	<b>1099</b>	<b>.5</b>	<b>2.3</b>	<b>28</b>	<b>532</b>	<b>.1</b>	<b>1.6</b>
SP '99	84	1992	.4	2.1	156	1096	.7	2.5	84	665	.4	1.5	101	799	.4	2.1	36	579	.2	2.0
<b>+KBET-AM</b>																				
SP '00		16																		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	48	1131	.2	1.2	48	377	.2	.8	69	547	.3	1.2	65	574	.3	1.2	41	408	.2	2.1
WI '00	47	926	.2	1.2	35	367	.2	.6	120	618	.5	2.1	51	418	.2	1.0	8	172		.5
FA '99	32	900	.1	.8	28	325	.1	.4	66	433	.3	1.2	23	246	.1	.5	20	239	.1	1.2
SU '99	30	968	.1	.8	26	369	.1	.4	42	386	.2	.8	37	525	.2	.8	26	376	.1	1.5
<b>4-Book</b>	<b>39</b>	<b>981</b>	<b>.2</b>	<b>1.0</b>	<b>34</b>	<b>360</b>	<b>.2</b>	<b>.6</b>	<b>74</b>	<b>496</b>	<b>.3</b>	<b>1.3</b>	<b>44</b>	<b>441</b>	<b>.2</b>	<b>.9</b>	<b>24</b>	<b>299</b>	<b>.1</b>	<b>1.3</b>
SP '99	52	1074	.2	1.3	51	412	.2	.8	102	521	.5	1.8	47	525	.2	1.0	36	382	.2	2.0
<b>KBIG-FM</b>																				
SP '00	84	1963	.4	2.1	99	819	.4	1.6	142	853	.6	2.6	106	951	.5	2.0	33	483	.1	1.7
WI '00	95	1702	.4	2.4	101	730	.4	1.6	166	831	.7	2.9	126	681	.5	2.5	38	401	.2	2.5
FA '99	108	1829	.5	2.6	136	796	.6	2.1	185	730	.8	3.3	144	1001	.6	2.9	49	429	.2	2.8
SU '99	72	1722	.3	1.9	95	793	.4	1.6	116	803	.5	2.2	83	677	.4	1.8	25	385	.1	1.4
<b>4-Book</b>	<b>90</b>	<b>1804</b>	<b>.4</b>	<b>2.3</b>	<b>108</b>	<b>785</b>	<b>.5</b>	<b>1.7</b>	<b>152</b>	<b>804</b>	<b>.7</b>	<b>2.8</b>	<b>115</b>	<b>828</b>	<b>.5</b>	<b>2.3</b>	<b>36</b>	<b>425</b>	<b>.2</b>	<b>2.1</b>
SP '99	74	1652	.3	1.9	92	598	.4	1.5	98	648	.4	1.7	87	774	.4	1.8	49	520	.2	2.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>KBLA-AM</b>																				
SP '00	22	473	.1	.5	37	168	.2	.6	19	136	.1	.3	48	291	.2	.9	6	77		.3
WI '00	22	327	.1	.5	25	92	.1	.4	20	91	.1	.3	57	184	.2	1.1	7	76		.5
FA '99	36	507	.2	.9	52	236	.2	.8	32	169	.1	.6	72	293	.3	1.4	19	190	.1	1.1
SU '99	29	298	.1	.8	63	189	.3	1.1	32	187	.1	.6	54	141	.2	1.1	7	82		.4
<b>4-Book</b>	<b>27</b>	<b>401</b>	<b>.1</b>	<b>.7</b>	<b>44</b>	<b>171</b>	<b>.2</b>	<b>.7</b>	<b>26</b>	<b>146</b>	<b>.1</b>	<b>.5</b>	<b>58</b>	<b>227</b>	<b>.2</b>	<b>1.1</b>	<b>10</b>	<b>106</b>		<b>.6</b>
SP '99	17	258	.1	.4	26	127	.1	.4	29	131	.1	.5	26	145	.1	.5	3	35		.2
<b>KBUA-FM</b>																				
SP '00	4	60		.1	4	34		.1	3	34		.1	7	60		.1	2	26		.1
WI '00	6	135		.1	22	90	.1	.3	8	60		.1	4	33		.1		12		
FA '99	17	112	.1	.4	25	71	.1	.4	25	71	.1	.4	17	38	.1	.3		13		
SU '99	27	143	.1	.7	25	90	.1	.4	46	90	.2	.9	38	108	.2	.8	11	36		.6
<b>4-Book</b>	<b>14</b>	<b>113</b>	<b>.1</b>	<b>.3</b>	<b>19</b>	<b>71</b>	<b>.1</b>	<b>.3</b>	<b>21</b>	<b>64</b>	<b>.1</b>	<b>.4</b>	<b>17</b>	<b>60</b>	<b>.1</b>	<b>.3</b>	<b>3</b>	<b>22</b>		<b>.2</b>
SP '99	8	80		.2	15	48	.1	.2	5	46		.1	12	31	.1	.2	6	16		.3
<b>KBUE-FM</b>																				
SP '00	78	1014	.3	1.9	87	584	.4	1.4	121	640	.5	2.2	81	564	.3	1.6	31	222	.1	1.6
WI '00	109	1133	.5	2.7	144	648	.6	2.3	148	521	.6	2.6	122	554	.5	2.4	47	301	.2	3.1
FA '99	108	1165	.5	2.6	148	632	.6	2.3	146	672	.6	2.6	117	704	.5	2.3	67	427	.3	3.9
SU '99	85	1057	.4	2.2	100	475	.4	1.7	116	677	.5	2.2	118	542	.5	2.5	64	278	.3	3.7
<b>4-Book</b>	<b>95</b>	<b>1092</b>	<b>.4</b>	<b>2.4</b>	<b>120</b>	<b>585</b>	<b>.5</b>	<b>1.9</b>	<b>133</b>	<b>628</b>	<b>.6</b>	<b>2.4</b>	<b>110</b>	<b>591</b>	<b>.5</b>	<b>2.2</b>	<b>52</b>	<b>307</b>	<b>.2</b>	<b>3.1</b>
SP '99	74	1074	.3	1.9	95	487	.4	1.5	93	510	.4	1.7	88	628	.4	1.8	42	320	.2	2.3
<b>KCBS-FM</b>																				
SP '00	148	2968	.6	3.6	223	1424	1.0	3.6	218	1419	.9	3.9	194	1628	.8	3.7	49	767	.2	2.5
WI '00	163	2846	.7	4.1	212	1480	.9	3.4	255	1656	1.1	4.4	196	1646	.8	3.8	55	761	.2	3.7
FA '99	163	3035	.7	4.0	228	1585	1.0	3.5	264	1630	1.1	4.7	220	1937	.9	4.4	52	736	.2	3.0
SU '99	154	3025	.7	4.0	211	1391	.9	3.6	252	1340	1.1	4.7	190	1759	.8	4.0	44	843	.2	2.5
<b>4-Book</b>	<b>157</b>	<b>2969</b>	<b>.7</b>	<b>3.9</b>	<b>219</b>	<b>1470</b>	<b>1.0</b>	<b>3.5</b>	<b>247</b>	<b>1511</b>	<b>1.1</b>	<b>4.4</b>	<b>200</b>	<b>1743</b>	<b>.8</b>	<b>4.0</b>	<b>50</b>	<b>777</b>	<b>.2</b>	<b>2.9</b>
SP '99	161	3026	.7	4.0	222	1336	1.0	3.6	249	1518	1.1	4.4	202	1779	.9	4.2	46	676	.2	2.6
<b>KCMG-FM</b>																				
SP '00	88	1573	.4	2.2	88	666	.4	1.4	129	661	.6	2.3	120	823	.5	2.3	47	497	.2	2.4
WI '00	102	1779	.4	2.5	122	792	.5	1.9	170	815	.7	2.9	126	936	.5	2.5	47	447	.2	3.1
FA '99	110	1724	.5	2.7	153	770	.7	2.3	169	838	.7	3.0	157	1102	.7	3.1	47	609	.2	2.7
SU '99	83	1547	.4	2.2	109	599	.5	1.8	113	753	.5	2.1	105	919	.5	2.2	28	282	.1	1.6
<b>4-Book</b>	<b>96</b>	<b>1656</b>	<b>.4</b>	<b>2.4</b>	<b>118</b>	<b>707</b>	<b>.5</b>	<b>1.9</b>	<b>145</b>	<b>767</b>	<b>.6</b>	<b>2.6</b>	<b>127</b>	<b>945</b>	<b>.6</b>	<b>2.5</b>	<b>42</b>	<b>459</b>	<b>.2</b>	<b>2.5</b>
SP '99	92	1818	.4	2.3	125	826	.6	2.0	114	822	.5	2.0	99	922	.4	2.0	61	600	.3	3.4
<b>KDIS-AM</b>																				
SP '00	7	405		.2	10	142		.2	3	54		.1	6	152		.1	2	58		.1
WI '00	10	370		.2	13	144	.1	.2	7	99		.1	12	142	.1	.2	2	84		.1
FA '99	7	341		.2	5	61		.1	7	58		.1	20	155	.1	.4	2	68		.1
SU '99	5	329		.1	5	61		.1	7	117		.1	9	105		.2		18		
<b>4-Book</b>	<b>7</b>	<b>361</b>		<b>.2</b>	<b>8</b>	<b>102</b>		<b>.2</b>	<b>6</b>	<b>82</b>		<b>.1</b>	<b>12</b>	<b>139</b>	<b>.1</b>	<b>.2</b>	<b>2</b>	<b>57</b>		<b>.1</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	129	2297	.6	3.2	199	1300	.9	3.2	203	1073	.9	3.6	163	941	.7	3.1	48	343	.2	2.5
WI '00	160	2389	.7	4.0	314	1515	1.3	5.0	290	1269	1.2	5.0	135	1011	.6	2.6	48	448	.2	3.2
FA '99	167	2350	.7	4.1	296	1519	1.3	4.5	342	1409	1.5	6.0	133	943	.6	2.6	49	361	.2	2.8
SU '99	161	2640	.7	4.2	320	1679	1.4	5.4	299	1629	1.3	5.6	116	865	.5	2.5	57	442	.3	3.3
<b>4-Book</b>	<b>154</b>	<b>2419</b>	<b>.7</b>	<b>3.9</b>	<b>282</b>	<b>1503</b>	<b>1.2</b>	<b>4.5</b>	<b>284</b>	<b>1345</b>	<b>1.2</b>	<b>5.1</b>	<b>137</b>	<b>940</b>	<b>.6</b>	<b>2.7</b>	<b>51</b>	<b>399</b>	<b>.2</b>	<b>3.0</b>
SP '99	183	2851	.8	4.6	334	1842	1.5	5.4	343	1606	1.5	6.1	109	893	.5	2.2	108	538	.5	6.0
<b>KFSG-FM</b>																				
SP '00	15	381	.1	.4	34	230	.1	.5	19	112	.1	.3	17	121	.1	.3	3	43		.2
WI '00	17	345	.1	.4	28	228	.1	.4	33	99	.1	.6	18	108	.1	.4	4	110		.3
FA '99	15	371	.1	.4	21	144	.1	.3	18	76	.1	.3	25	222	.1	.5	18	45	.1	1.0
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	12	353	.1	.3	29	134	.1	.5	18	106	.1	.3	11	120		.2	2	71		.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	
<b>KFWB-AM</b>																				
SP '00	91	2791	.4	2.2	221	1829	.9	3.6	83	1032	.4	1.5	131	1316	.6	2.5	35	648	.2	1.8
WI '00	115	3090	.5	2.9	258	1973	1.1	4.1	145	1485	.6	2.5	154	1652	.7	3.0	27	471	.1	1.8
FA '99	109	3044	.5	2.7	223	1790	1.0	3.4	130	1344	.6	2.3	119	1448	.5	2.4	48	633	.2	2.8
SU '99	103	3204	.5	2.7	224	2207	1.0	3.8	109	1408	.5	2.0	113	1460	.5	2.4	48	679	.2	2.8
<b>4-Book</b>	<b>105</b>	<b>3032</b>	<b>.5</b>	<b>2.6</b>	<b>232</b>	<b>1950</b>	<b>1.0</b>	<b>3.7</b>	<b>117</b>	<b>1317</b>	<b>.5</b>	<b>2.1</b>	<b>129</b>	<b>1469</b>	<b>.6</b>	<b>2.6</b>	<b>40</b>	<b>608</b>	<b>.2</b>	<b>2.3</b>
SP '99	99	2856	.4	2.5	227	1744	1.0	3.7	103	1244	.5	1.8	140	1500	.6	2.9	32	703	.1	1.8
<b>+KHJ -AM</b>																				
SP '00	61	889	.3	1.5	73	421	.3	1.2	93	446	.4	1.7	46	342	.2	.9	23	170	.1	1.2
WI '00	65	672	.3	1.6	84	403	.4	1.3	106	420	.5	1.8	83	373	.4	1.6	19	142	.1	1.3
FA '99	101	910	.4	2.5	150	535	.6	2.3	177	609	.8	3.1	89	446	.4	1.8	33	220	.1	1.9
SU '99	70	844	.3	1.8	123	529	.5	2.1	104	487	.5	1.9	73	387	.3	1.6	30	261	.1	1.7
<b>4-Book</b>	<b>74</b>	<b>829</b>	<b>.3</b>	<b>1.9</b>	<b>108</b>	<b>472</b>	<b>.5</b>	<b>1.7</b>	<b>120</b>	<b>491</b>	<b>.6</b>	<b>2.1</b>	<b>73</b>	<b>387</b>	<b>.3</b>	<b>1.5</b>	<b>26</b>	<b>198</b>	<b>.1</b>	<b>1.5</b>
SP '99	68	719	.3	1.7	60	285	.3	1.0	111	408	.5	2.0	69	420	.3	1.4	37	173	.2	2.1
<b>KIEV-AM</b>																				
SP '00	26	366	.1	.6	35	138	.2	.6	57	255	.2	1.0	25	149	.1	.5	19	79	.1	1.0
WI '00	29	312	.1	.7	27	85	.1	.4	69	238	.3	1.2	36	129	.2	.7	7	43	.1	.5
FA '99	29	472	.1	.7	36	147	.2	.5	73	335	.3	1.3	40	212	.2	.8	10	75	.1	.6
SU '99	24	324	.1	.6	31	154	.1	.5	42	223	.2	.8	50	182	.2	1.1	4	40	.1	.2
<b>4-Book</b>	<b>27</b>	<b>369</b>	<b>.1</b>	<b>.7</b>	<b>32</b>	<b>131</b>	<b>.2</b>	<b>.5</b>	<b>60</b>	<b>263</b>	<b>.3</b>	<b>1.1</b>	<b>38</b>	<b>168</b>	<b>.2</b>	<b>.8</b>	<b>10</b>	<b>59</b>	<b>.1</b>	<b>.6</b>
SP '99	31	471	.1	.8	28	197	.1	.5	65	256	.3	1.2	52	268	.2	1.1	14	120	.1	.8
<b>KJLH-FM</b>																				
SP '00	82	888	.4	2.0	131	557	.6	2.1	108	452	.5	1.9	85	476	.4	1.6	41	309	.2	2.1
WI '00	68	1013	.3	1.7	130	674	.6	2.1	69	471	.3	1.2	63	505	.3	1.2	35	282	.2	2.3
FA '99	52	635	.2	1.3	91	345	.4	1.4	58	248	.2	1.0	33	264	.1	.7	44	180	.2	2.5
SU '99	46	748	.2	1.2	76	265	.3	1.3	45	212	.2	.8	43	339	.2	.9	27	171	.1	1.5
<b>4-Book</b>	<b>62</b>	<b>821</b>	<b>.3</b>	<b>1.6</b>	<b>107</b>	<b>460</b>	<b>.5</b>	<b>1.7</b>	<b>70</b>	<b>346</b>	<b>.3</b>	<b>1.2</b>	<b>56</b>	<b>396</b>	<b>.3</b>	<b>1.1</b>	<b>37</b>	<b>236</b>	<b>.2</b>	<b>2.1</b>
SP '99	28	634	.1	.7	36	258	.2	.6	38	285	.2	.7	29	287	.1	.6	12	155	.1	.7
<b>KKBT-FM</b>																				
SP '00	28	699	.1	.7	37	290	.2	.6	49	293	.2	.9	35	343	.2	.7	9	120	.1	.5
WI '00	26	571	.1	.6	27	293	.1	.4	12	176	.1	.2	30	220	.1	.6	27	206	.1	1.8
FA '99	28	545	.1	.7	48	254	.2	.7	40	270	.2	.7	33	258	.1	.7	6	92	.1	.3
SU '99	38	895	.2	1.0	67	425	.3	1.1	47	357	.2	.9	48	439	.2	1.0	12	193	.1	.7
<b>4-Book</b>	<b>30</b>	<b>678</b>	<b>.1</b>	<b>.8</b>	<b>45</b>	<b>316</b>	<b>.2</b>	<b>.7</b>	<b>37</b>	<b>274</b>	<b>.2</b>	<b>.7</b>	<b>37</b>	<b>315</b>	<b>.2</b>	<b>.8</b>	<b>14</b>	<b>153</b>	<b>.1</b>	<b>.8</b>
SP '99	51	800	.2	1.3	49	241	.2	.8	72	378	.3	1.3	61	406	.3	1.3	31	187	.1	1.7
<b>KKLA-FM</b>																				
SP '00	12	356	.1	.3	20	148	.1	.3	15	135	.1	.3	18	138	.1	.3	3	51	.1	.2
WI '00	28	516	.1	.7	54	345	.2	.9	44	235	.2	.8	49	273	.2	1.0	4	84	.1	.3
FA '99	27	537	.1	.7	62	307	.3	.9	49	259	.2	.9	30	286	.1	.6	6	105	.1	.3
SU '99	16	368	.1	.4	30	195	.1	.5	15	78	.1	.3	39	172	.2	.8	5	83	.1	.3
<b>4-Book</b>	<b>21</b>	<b>444</b>	<b>.1</b>	<b>.5</b>	<b>42</b>	<b>249</b>	<b>.2</b>	<b>.7</b>	<b>31</b>	<b>177</b>	<b>.2</b>	<b>.6</b>	<b>34</b>	<b>217</b>	<b>.2</b>	<b>.7</b>	<b>5</b>	<b>81</b>	<b>.1</b>	<b>.3</b>
SP '99	37	608	.2	.9	57	384	.3	.9	54	243	.2	1.0	56	300	.2	1.2	15	123	.1	.8
<b>KLAC-AM</b>																				
SP '00	79	1974	.3	1.9	104	461	.4	1.7	72	552	.3	1.3	89	925	.4	1.7	94	1038	.4	4.9
WI '00	61	1492	.3	1.5	83	569	.4	1.3	92	512	.4	1.6	67	715	.3	1.3	41	623	.2	2.7
FA '99	42	1040	.2	1.0	61	363	.3	.9	56	367	.2	1.0	58	560	.2	1.2	19	368	.1	1.1
SU '99	49	896	.2	1.3	84	383	.4	1.4	77	375	.3	1.4	56	508	.2	1.2	21	218	.1	1.2
<b>4-Book</b>	<b>58</b>	<b>1351</b>	<b>.3</b>	<b>1.4</b>	<b>83</b>	<b>444</b>	<b>.4</b>	<b>1.3</b>	<b>74</b>	<b>452</b>	<b>.3</b>	<b>1.3</b>	<b>68</b>	<b>677</b>	<b>.3</b>	<b>1.4</b>	<b>44</b>	<b>562</b>	<b>.2</b>	<b>2.5</b>
SP '99	72	1476	.3	1.8	85	465	.4	1.4	98	541	.4	1.7	93	729	.4	1.9	48	579	.2	2.7
<b>KLAX-FM</b>																				
SP '00	61	858	.3	1.5	84	447	.4	1.4	75	529	.3	1.3	70	508	.3	1.3	14	235	.1	.7
WI '00	64	1078	.3	1.6	87	430	.4	1.4	76	544	.3	1.3	88	522	.4	1.7	19	323	.1	1.3
FA '99	64	1310	.3	1.6	109	594	.5	1.7	84	501	.4	1.5	87	670	.4	1.7	15	196	.1	.9
SU '99	95	1417	.4	2.5	144	639	.6	2.4	144	678	.6	2.7	103	736	.5	2.2	43	321	.2	2.5
<b>4-Book</b>	<b>71</b>	<b>1166</b>	<b>.3</b>	<b>1.8</b>	<b>106</b>	<b>528</b>	<b>.5</b>	<b>1.7</b>	<b>95</b>	<b>563</b>	<b>.4</b>	<b>1.7</b>	<b>87</b>	<b>609</b>	<b>.4</b>	<b>1.7</b>	<b>23</b>	<b>269</b>	<b>.1</b>	<b>1.4</b>
SP '99	126	1635	.6	3.2	261	793	1.2	4.2	167	759	.7	3.0	134	711	.6	2.8	52	434	.2	2.9

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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
<b>KLOS-FM</b>																				
SP '00	197	2609	.8	4.8	349	1312	1.5	5.6	288	1324	1.2	5.2	258	1589	1.1	5.0	77	575	.3	4.0
WI '00	175	2695	.8	4.4	331	1584	1.4	5.2	267	1240	1.1	4.6	214	1550	.9	4.2	52	548	.2	3.5
FA '99	157	2597	.7	3.8	333	1508	1.4	5.1	199	1175	.9	3.5	178	1416	.8	3.5	32	480	.1	1.8
SU '99	163	2727	.7	4.2	302	1399	1.3	5.1	235	1339	1.0	4.4	195	1369	.9	4.1	66	790	.3	3.8
<b>4-Book</b>	<b>173</b>	<b>2657</b>	<b>.8</b>	<b>4.3</b>	<b>329</b>	<b>1451</b>	<b>1.4</b>	<b>5.3</b>	<b>247</b>	<b>1270</b>	<b>1.1</b>	<b>4.4</b>	<b>211</b>	<b>1481</b>	<b>.9</b>	<b>4.2</b>	<b>57</b>	<b>598</b>	<b>.2</b>	<b>3.3</b>
SP '99	159	2251	.7	4.0	286	1212	1.3	4.6	232	1068	1.0	4.1	204	1145	.9	4.2	64	472	.3	3.6
<b>KLXS-FM</b>																				
SP '00	140	1948	.6	3.4	338	1149	1.5	5.5	189	993	.8	3.4	194	1019	.8	3.7	35	303	.2	1.8
WI '00	110	1859	.5	2.7	266	1140	1.1	4.2	129	750	.6	2.2	190	999	.8	3.7	26	393	.1	1.7
FA '99	145	2043	.6	3.5	355	1272	1.5	5.4	160	906	.7	2.8	231	1132	1.0	4.6	35	462	.2	2.0
SU '99	132	2248	.6	3.4	370	1340	1.6	6.3	161	917	.7	3.0	154	1034	.7	3.3	15	254	.1	.9
<b>4-Book</b>	<b>132</b>	<b>2025</b>	<b>.6</b>	<b>3.3</b>	<b>332</b>	<b>1225</b>	<b>1.4</b>	<b>5.4</b>	<b>160</b>	<b>892</b>	<b>.7</b>	<b>2.9</b>	<b>192</b>	<b>1046</b>	<b>.8</b>	<b>3.8</b>	<b>28</b>	<b>353</b>	<b>.2</b>	<b>1.6</b>
SP '99	130	1877	.6	3.3	350	1168	1.5	5.7	183	928	.8	3.3	169	1004	.7	3.5	18	260	.1	1.0
<b>KLVE-FM</b>																				
SP '00	153	2029	.7	3.8	208	1068	.9	3.4	221	985	.9	4.0	127	973	.5	2.4	87	728	.4	4.5
WI '00	142	2101	.6	3.5	221	1097	.9	3.5	171	1094	.7	3.0	165	954	.7	3.2	66	702	.3	4.4
FA '99	148	2101	.6	3.6	244	1082	1.0	3.7	182	1071	.8	3.2	169	1072	.7	3.4	75	616	.3	4.3
SU '99	174	2158	.8	4.5	243	955	1.1	4.1	247	1039	1.1	4.6	197	1184	.9	4.2	99	909	.4	5.7
<b>4-Book</b>	<b>154</b>	<b>2097</b>	<b>.7</b>	<b>3.9</b>	<b>229</b>	<b>1051</b>	<b>1.0</b>	<b>3.7</b>	<b>205</b>	<b>1047</b>	<b>.9</b>	<b>3.7</b>	<b>165</b>	<b>1046</b>	<b>.7</b>	<b>3.3</b>	<b>82</b>	<b>739</b>	<b>.4</b>	<b>4.7</b>
SP '99	214	2410	.9	5.4	329	1365	1.5	5.3	343	1311	1.5	6.1	219	1224	1.0	4.5	74	695	.3	4.1
<b>KLYY-FM</b>																				
SP '00	17	438	.1	.4	34	202	.1	.5	14	147	.1	.3	22	151	.1	.4	10	92	.1	.5
WI '00	16	462	.1	.4	31	182	.1	.5	18	164	.1	.3	20	172	.1	.4	13	145	.1	.9
FA '99	14	603	.1	.3	10	211	.2	.2	22	257	.1	.4	24	319	.1	.5	3	123	.2	.2
SU '99	13	388	.1	.3	5	82	.1	.1	27	163	.1	.5	22	235	.1	.5	2	62	.1	.1
<b>4-Book</b>	<b>15</b>	<b>473</b>	<b>.1</b>	<b>.4</b>	<b>20</b>	<b>169</b>	<b>.1</b>	<b>.3</b>	<b>20</b>	<b>183</b>	<b>.1</b>	<b>.4</b>	<b>22</b>	<b>219</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>106</b>	<b>.4</b>	<b>.4</b>
SP '99	20	492	.1	.5	19	133	.1	.3	32	151	.1	.6	23	195	.1	.5	11	93	.1	.6
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	47	1246	.2	1.2	57	483	.2	.9	57	463	.2	1.0	56	553	.2	1.1	41	429	.2	2.1
WI '00	53	1399	.2	1.3	43	531	.2	.7	85	627	.4	1.5	77	790	.3	1.5	27	470	.1	1.8
FA '99	77	1324	.3	1.9	107	739	.5	1.6	104	549	.4	1.8	85	672	.4	1.7	49	458	.2	2.8
SU '99	66	1289	.3	1.7	55	428	.2	.9	98	631	.4	1.8	81	608	.4	1.7	53	459	.2	3.0
<b>4-Book</b>	<b>61</b>	<b>1315</b>	<b>.3</b>	<b>1.5</b>	<b>66</b>	<b>545</b>	<b>.3</b>	<b>1.0</b>	<b>86</b>	<b>568</b>	<b>.4</b>	<b>1.5</b>	<b>75</b>	<b>656</b>	<b>.3</b>	<b>1.5</b>	<b>43</b>	<b>454</b>	<b>.2</b>	<b>2.4</b>
SP '99	90	1446	.4	2.3	115	733	.5	1.9	159	639	.7	2.8	118	750	.5	2.4	40	411	.2	2.2
<b>KNX -AM</b>																				
SP '00	140	3688	.6	3.4	251	2100	1.1	4.1	181	1903	.8	3.3	181	1958	.8	3.5	74	1091	.3	3.9
WI '00	157	3572	.7	3.9	355	2378	1.5	5.6	217	1412	.9	3.8	190	1854	.8	3.7	48	760	.2	3.2
FA '99	176	3871	.8	4.3	372	2385	1.6	5.7	205	1772	.9	3.6	208	2098	.9	4.1	88	1104	.4	5.1
SU '99	133	3665	.6	3.5	252	2372	1.1	4.3	141	1567	.6	2.6	214	2136	.9	4.5	56	872	.2	3.2
<b>4-Book</b>	<b>152</b>	<b>3699</b>	<b>.7</b>	<b>3.8</b>	<b>308</b>	<b>2309</b>	<b>1.3</b>	<b>4.9</b>	<b>186</b>	<b>1664</b>	<b>.8</b>	<b>3.3</b>	<b>198</b>	<b>2012</b>	<b>.9</b>	<b>4.0</b>	<b>67</b>	<b>957</b>	<b>.3</b>	<b>3.9</b>
SP '99	105	3097	.5	2.6	235	1889	1.0	3.8	86	1212	.4	1.5	158	1673	.7	3.2	51	716	.2	2.8
<b>KOST-FM</b>																				
SP '00	90	2222	.4	2.2	86	914	.4	1.4	121	938	.5	2.2	128	1057	.6	2.5	55	718	.2	2.9
WI '00	115	2400	.5	2.9	150	1060	.6	2.4	192	1056	.8	3.3	150	1165	.6	2.9	48	833	.2	3.2
FA '99	114	2665	.5	2.8	128	1090	.6	2.0	158	1070	.7	2.8	164	1329	.7	3.3	65	745	.3	3.7
SU '99	83	2074	.4	2.2	115	878	.5	1.9	112	874	.5	2.1	96	923	.4	2.0	48	606	.2	2.8
<b>4-Book</b>	<b>101</b>	<b>2340</b>	<b>.5</b>	<b>2.5</b>	<b>120</b>	<b>986</b>	<b>.5</b>	<b>1.9</b>	<b>146</b>	<b>985</b>	<b>.6</b>	<b>2.6</b>	<b>135</b>	<b>1119</b>	<b>.6</b>	<b>2.7</b>	<b>54</b>	<b>726</b>	<b>.2</b>	<b>3.2</b>
SP '99	109	2379	.5	2.7	187	1215	.8	3.0	152	913	.7	2.7	131	1194	.6	2.7	39	703	.2	2.2
<b>KPWR-FM</b>																				
SP '00	30	803	.1	.7	44	348	.2	.7	38	381	.2	.7	42	412	.2	.8	11	179	.1	.6
WI '00	52	1021	.2	1.3	77	435	.3	1.2	74	392	.3	1.3	69	539	.3	1.4	16	213	.1	1.1
FA '99	33	871	.1	.8	44	298	.2	.7	51	322	.2	.9	35	428	.2	.7	24	247	.1	1.4
SU '99	31	840	.1	.8	37	306	.2	.6	30	417	.1	.6	33	314	.1	.7	13	243	.1	.7
<b>4-Book</b>	<b>37</b>	<b>884</b>	<b>.1</b>	<b>.9</b>	<b>51</b>	<b>347</b>	<b>.2</b>	<b>.8</b>	<b>48</b>	<b>378</b>	<b>.2</b>	<b>.9</b>	<b>45</b>	<b>423</b>	<b>.2</b>	<b>.9</b>	<b>16</b>	<b>221</b>	<b>.1</b>	<b>1.0</b>
SP '99	41	918	.2	1.0	64	337	.3	1.0	58	365	.3	1.0	54	472	.2	1.1	15	244	.1	.8

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>+KRCO-FM</b>																				
SP '00	55	755	.2	1.4	45	322	.2	.7	82	448	.4	1.5	82	377	.4	1.6	25	230	.1	1.3
WI '00	50	598	.2	1.2	62	249	.3	1.0	55	254	.2	1.0	56	285	.2	1.1	35	242	.2	2.3
FA '99	50	661	.2	1.2	57	291	.2	.9	81	345	.3	1.4	80	467	.3	1.6	18	154	.1	1.0
SU '99	56	775	.2	1.5	78	454	.3	1.3	55	428	.2	1.0	49	392	.2	1.0	47	320	.2	2.7
<b>4-Book</b>	<b>53</b>	<b>697</b>	<b>.2</b>	<b>1.3</b>	<b>61</b>	<b>329</b>	<b>.3</b>	<b>1.0</b>	<b>68</b>	<b>369</b>	<b>.3</b>	<b>1.2</b>	<b>67</b>	<b>380</b>	<b>.3</b>	<b>1.3</b>	<b>31</b>	<b>237</b>	<b>.2</b>	<b>1.8</b>
SP '99	30	598	.1	.8	34	232	.2	.6	44	300	.2	.8	39	344	.2	.8	12	157	.1	.7
<b>+KRCV-FM</b>																				
SP '00	55	496	.2	1.4	50	253	.2	.8	52	208	.2	.9	75	309	.3	1.4	44	190	.2	2.3
WI '00	24	266	.1	.6	22	72	.1	.3	42	179	.2	.7	30	117	.1	.6	18	57	.1	1.2
FA '99	14	180	.1	.3	25	97	.1	.4	15	105	.1	.3	18	93	.1	.4	4	50		.2
SU '99	13	230	.1	.3	18	107	.1	.3	10	56		.2	20	125	.1	.4	11	48		.6
<b>4-Book</b>	<b>27</b>	<b>293</b>	<b>.1</b>	<b>.7</b>	<b>29</b>	<b>132</b>	<b>.1</b>	<b>.5</b>	<b>30</b>	<b>137</b>	<b>.1</b>	<b>.5</b>	<b>36</b>	<b>161</b>	<b>.2</b>	<b>.7</b>	<b>19</b>	<b>86</b>	<b>.1</b>	<b>1.1</b>
SP '99	3	161		.1		25			5	76		.1	8	106		.2	1	37		.1
<b>KRLA-AM</b>																				
SP '00	40	721	.2	1.0	58	375	.2	.9	90	367	.4	1.6	35	202	.2	.7	19	135	.1	1.0
WI '00	36	615	.2	.9	85	366	.4	1.3	76	362	.3	1.3	22	123	.1	.4	4	91		.3
FA '99	25	596	.1	.6	60	316	.3	.9	35	257	.2	.6	27	205	.1	.5	11	116		.6
SU '99	51	772	.2	1.3	95	440	.4	1.6	86	337	.4	1.6	53	383	.2	1.1	31	228	.1	1.8
<b>4-Book</b>	<b>38</b>	<b>676</b>	<b>.2</b>	<b>1.0</b>	<b>75</b>	<b>374</b>	<b>.3</b>	<b>1.2</b>	<b>72</b>	<b>331</b>	<b>.3</b>	<b>1.3</b>	<b>34</b>	<b>228</b>	<b>.2</b>	<b>.7</b>	<b>16</b>	<b>143</b>	<b>.1</b>	<b>.9</b>
SP '99	37	578	.2	.9	72	264	.3	1.2	40	226	.2	.7	68	188	.3	1.4	17	41	.1	.9
<b>KROQ-FM</b>																				
SP '00	69	1369	.3	1.7	136	763	.6	2.2	107	770	.5	1.9	69	691	.3	1.3	26	465	.1	1.4
WI '00	88	1396	.4	2.2	177	854	.8	2.8	138	717	.6	2.4	105	675	.5	2.1	29	346	.1	1.9
FA '99	54	1411	.2	1.3	80	665	.3	1.2	72	657	.3	1.3	78	785	.3	1.6	19	429	.1	1.1
SU '99	64	1317	.3	1.7	114	613	.5	1.9	85	681	.4	1.6	75	635	.3	1.6	25	420	.1	1.4
<b>4-Book</b>	<b>69</b>	<b>1373</b>	<b>.3</b>	<b>1.7</b>	<b>127</b>	<b>724</b>	<b>.6</b>	<b>2.0</b>	<b>101</b>	<b>706</b>	<b>.5</b>	<b>1.8</b>	<b>82</b>	<b>697</b>	<b>.4</b>	<b>1.7</b>	<b>25</b>	<b>415</b>	<b>.1</b>	<b>1.5</b>
SP '99	50	1164	.2	1.3	107	399	.5	1.7	46	402	.2	.8	60	516	.3	1.2	19	315	.1	1.1
<b>KRTH-FM</b>																				
SP '00	203	3632	.9	5.0	264	1637	1.1	4.3	320	1611	1.4	5.8	249	1816	1.1	4.8	71	760	.3	3.7
WI '00	191	3326	.8	4.8	213	1446	.9	3.4	350	1590	1.5	6.1	282	1863	1.2	5.5	54	701	.2	3.6
FA '99	141	3043	.6	3.5	193	1176	.8	2.9	196	1241	.8	3.5	164	1410	.7	3.3	58	618	.2	3.3
SU '99	158	3192	.7	4.1	165	1212	.7	2.8	279	1558	1.2	5.2	217	1686	1.0	4.6	38	669	.2	2.2
<b>4-Book</b>	<b>173</b>	<b>3298</b>	<b>.8</b>	<b>4.4</b>	<b>209</b>	<b>1368</b>	<b>.9</b>	<b>3.4</b>	<b>286</b>	<b>1500</b>	<b>1.2</b>	<b>5.2</b>	<b>228</b>	<b>1694</b>	<b>1.0</b>	<b>4.6</b>	<b>55</b>	<b>687</b>	<b>.2</b>	<b>3.2</b>
SP '99	177	3307	.8	4.4	234	1448	1.0	3.8	298	1752	1.3	5.3	213	1659	.9	4.4	67	814	.3	3.7
<b>KSCA-FM</b>																				
SP '00	260	2037	1.1	6.4	678	1599	2.9	10.9	290	1377	1.2	5.2	275	1103	1.2	5.3	49	395	.2	2.5
WI '00	226	2030	1.0	5.6	534	1301	2.3	8.5	278	1244	1.2	4.8	188	761	.8	3.7	46	409	.2	3.1
FA '99	263	2070	1.1	6.4	658	1641	2.8	10.0	346	1362	1.5	6.1	240	997	1.0	4.8	35	321	.2	2.0
SU '99	224	1812	1.0	5.8	496	1286	2.2	8.4	314	1170	1.4	5.9	159	799	.7	3.4	58	349	.3	3.3
<b>4-Book</b>	<b>243</b>	<b>1987</b>	<b>1.1</b>	<b>6.1</b>	<b>592</b>	<b>1457</b>	<b>2.6</b>	<b>9.5</b>	<b>307</b>	<b>1288</b>	<b>1.3</b>	<b>5.5</b>	<b>216</b>	<b>915</b>	<b>.9</b>	<b>4.3</b>	<b>47</b>	<b>369</b>	<b>.2</b>	<b>2.7</b>
SP '99	190	2064	.8	4.8	503	1640	2.2	8.1	234	1262	1.0	4.2	120	826	.5	2.5	56	533	.2	3.1
<b>KSSE-FM</b>																				
SP '00	20	574	.1	.5	30	284	.1	.5	17	242	.1	.3	30	214	.1	.6	15	134	.1	.8
WI '00	14	415	.1	.3	19	242	.1	.3	22	192	.1	.4	17	164	.1	.3	9	91		.6
FA '99	36	689	.2	.9	53	319	.2	.8	55	347	.2	1.0	36	315	.2	.7	15	197	.1	.9
SU '99	42	628	.2	1.1	54	294	.2	.9	67	356	.3	1.3	32	273	.1	.7	14	165	.1	.8
<b>4-Book</b>	<b>28</b>	<b>577</b>	<b>.2</b>	<b>.7</b>	<b>39</b>	<b>285</b>	<b>.2</b>	<b>.6</b>	<b>40</b>	<b>284</b>	<b>.2</b>	<b>.8</b>	<b>29</b>	<b>242</b>	<b>.1</b>	<b>.6</b>	<b>13</b>	<b>147</b>	<b>.1</b>	<b>.8</b>
SP '99	34	534	.2	.9	37	282	.2	.6	45	187	.2	.8	31	223	.1	.6	23	127	.1	1.3
<b>KTNQ-AM</b>																				
SP '00	107	1340	.5	2.6	110	481	.5	1.8	132	619	.6	2.4	172	713	.7	3.3	78	430	.3	4.1
WI '00	68	819	.3	1.7	71	284	.3	1.1	72	457	.3	1.2	138	538	.6	2.7	50	276	.2	3.3
FA '99	75	831	.3	1.8	63	223	.3	1.0	90	390	.4	1.6	118	435	.5	2.3	72	338	.3	4.1
SU '99	55	686	.2	1.4	43	277	.2	.7	54	285	.2	1.0	111	496	.5	2.4	47	199	.2	2.7
<b>4-Book</b>	<b>76</b>	<b>919</b>	<b>.3</b>	<b>1.9</b>	<b>72</b>	<b>316</b>	<b>.3</b>	<b>1.2</b>	<b>87</b>	<b>438</b>	<b>.4</b>	<b>1.6</b>	<b>135</b>	<b>546</b>	<b>.6</b>	<b>2.7</b>	<b>62</b>	<b>311</b>	<b>.3</b>	<b>3.6</b>
SP '99	97	1154	.4	2.4	72	431	.3	1.2	103	480	.5	1.8	155	716	.7	3.2	110	493	.5	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
<b>KTWV-FM</b>																				
SP '00	198	2579	.9	4.9	258	1209	1.1	4.2	330	1302	1.4	5.9	210	1433	.9	4.0	121	908	.5	6.3
WI '00	161	2803	.7	4.0	220	1448	.9	3.5	259	1443	1.1	4.5	213	1568	.9	4.2	58	952	.2	3.9
FA '99	203	2807	.9	5.0	272	1462	1.2	4.2	322	1409	1.4	5.7	254	1691	1.1	5.1	89	1024	.4	5.1
SU '99	195	2718	.9	5.1	265	1185	1.2	4.5	295	1331	1.3	5.5	221	1609	1.0	4.7	94	897	.4	5.4
<b>4-Book</b>	<b>189</b>	<b>2727</b>	<b>.9</b>	<b>4.8</b>	<b>254</b>	<b>1326</b>	<b>1.1</b>	<b>4.1</b>	<b>302</b>	<b>1371</b>	<b>1.3</b>	<b>5.4</b>	<b>225</b>	<b>1575</b>	<b>1.0</b>	<b>4.5</b>	<b>91</b>	<b>945</b>	<b>.4</b>	<b>5.2</b>
SP '99	193	2982	.9	4.8	247	1413	1.1	4.0	326	1459	1.4	5.8	241	1674	1.1	5.0	91	989	.4	5.1
<b>KWIZ-FM</b>																				
SP '00	7	172		.2	9	81		.1	15	114	.1	.3	7	90		.1	2	21		.1
WI '00	19	275	.1	.5	25	111	.1	.4	31	155	.1	.5	15	118	.1	.3	10	73		.7
FA '99	10	130		.2	7	43		.1	13	69	.1	.2	7	41		.1	13	32	.1	.7
SU '99	14	183	.1	.4	27	108	.1	.5	27	96	.1	.5	5	29		.1	3	45		.2
<b>4-Book</b>	<b>13</b>	<b>190</b>	<b>.1</b>	<b>.3</b>	<b>17</b>	<b>86</b>	<b>.1</b>	<b>.3</b>	<b>22</b>	<b>109</b>	<b>.1</b>	<b>.4</b>	<b>9</b>	<b>70</b>		<b>.2</b>	<b>7</b>	<b>43</b>		<b>.4</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKV-AM</b>																				
SP '00	21	429	.1	.5	30	173	.1	.5	27	206	.1	.5	32	168	.1	.6	11	78		.6
WI '00	38	404	.2	.9	17	110	.1	.3	85	291	.4	1.5	55	222	.2	1.1	17	145	.1	1.1
FA '99	13	267	.1	.3	23	93	.1	.4	21	127	.1	.4	5	49		.1	9	62		.5
SU '99	24	421	.1	.6	20	166	.1	.3	54	197	.2	1.0	27	180	.1	.6	16	88	.1	.9
<b>4-Book</b>	<b>24</b>	<b>380</b>	<b>.1</b>	<b>.6</b>	<b>23</b>	<b>136</b>	<b>.1</b>	<b>.4</b>	<b>47</b>	<b>205</b>	<b>.2</b>	<b>.9</b>	<b>30</b>	<b>155</b>	<b>.1</b>	<b>.6</b>	<b>13</b>	<b>93</b>	<b>.1</b>	<b>.8</b>
SP '99	20	391	.1	.5	24	143	.1	.4	31	220	.1	.6	16	233	.1	.3	15	96	.1	.8
<b>KWVE-FM</b>																				
SP '00	23	510	.1	.6	38	257	.2	.6	28	189	.1	.5	28	201	.1	.5	9	158		.5
WI '00	24	489	.1	.6	48	299	.2	.8	25	140	.1	.4	22	187	.1	.4	14	148	.1	.9
FA '99	23	438	.1	.6	43	321	.2	.7	16	170	.1	.3	40	221	.2	.8	12	109	.1	.7
SU '99	33	529	.1	.9	54	381	.2	.9	38	196	.2	.7	37	287	.2	.8	23	123	.1	1.3
<b>4-Book</b>	<b>26</b>	<b>492</b>	<b>.1</b>	<b>.7</b>	<b>46</b>	<b>315</b>	<b>.2</b>	<b>.8</b>	<b>27</b>	<b>174</b>	<b>.1</b>	<b>.5</b>	<b>32</b>	<b>224</b>	<b>.2</b>	<b>.6</b>	<b>15</b>	<b>135</b>	<b>.1</b>	<b>.9</b>
SP '99	37	609	.2	.9	56	350	.2	.9	62	286	.3	1.1	50	392	.2	1.0	11	115		.6
<b>KXMX-FM</b>																				
SP '00	9	297		.2	12	129	.1	.2	15	176	.1	.3	17	185	.1	.3	2	24		.1
WI '00	14	472	.1	.3	14	231	.1	.2	18	216	.1	.3	17	275	.1	.3	7	143		.5
FA '99	14	257	.1	.3	15	115	.1	.2	32	137	.1	.6	26	135	.1	.5	3	77		.2
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	71	1639	.3	1.7	133	855	.6	2.1	76	570	.3	1.4	103	758	.4	2.0	28	509	.1	1.5
WI '00	75	1908	.3	1.9	145	854	.6	2.3	106	675	.5	1.8	92	811	.4	1.8	21	442	.1	1.4
FA '99	74	1849	.3	1.8	101	807	.4	1.5	133	804	.6	2.3	100	967	.4	2.0	20	503	.1	1.2
SU '99	54	1744	.2	1.4	114	778	.5	1.9	57	634	.3	1.1	67	711	.3	1.4	18	366	.1	1.0
<b>4-Book</b>	<b>69</b>	<b>1785</b>	<b>.3</b>	<b>1.7</b>	<b>123</b>	<b>824</b>	<b>.5</b>	<b>2.0</b>	<b>93</b>	<b>671</b>	<b>.4</b>	<b>1.7</b>	<b>91</b>	<b>812</b>	<b>.4</b>	<b>1.8</b>	<b>22</b>	<b>455</b>	<b>.1</b>	<b>1.3</b>
SP '99	71	1748	.3	1.8	107	771	.5	1.7	101	828	.4	1.8	92	857	.4	1.9	34	492	.2	1.9
<b>KZLA-FM</b>																				
SP '00	102	1355	.4	2.5	124	694	.5	2.0	176	762	.8	3.2	146	813	.6	2.8	24	388	.1	1.2
WI '00	86	1478	.4	2.1	110	839	.5	1.7	138	746	.6	2.4	117	818	.5	2.3	31	504	.1	2.1
FA '99	113	1438	.5	2.8	139	658	.6	2.1	122	590	.5	2.2	135	885	.6	2.7	69	567	.3	4.0
SU '99	112	1647	.5	2.9	138	830	.6	2.3	141	946	.6	2.6	162	1098	.7	3.4	56	546	.2	3.2
<b>4-Book</b>	<b>103</b>	<b>1480</b>	<b>.5</b>	<b>2.6</b>	<b>128</b>	<b>755</b>	<b>.6</b>	<b>2.0</b>	<b>144</b>	<b>761</b>	<b>.6</b>	<b>2.6</b>	<b>140</b>	<b>904</b>	<b>.6</b>	<b>2.8</b>	<b>45</b>	<b>501</b>	<b>.2</b>	<b>2.6</b>
SP '99	79	1434	.3	2.0	104	725	.5	1.7	123	736	.5	2.2	113	848	.5	2.3	28	388	.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

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
<b>KOLA-FM</b>																			
SP '00	24	582	.1	.6	25	162	.1	.4	36	291	.2	.6	35	323	.2	.7	4	108	.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	28	396	.1	.7	20	133	.1	.3	41	197	.2	.7	51	255	.2	1.0	15	139	.1
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	27	496	.1	.7	32	227	.1	.5	61	290	.3	1.1	30	229	.1	.6	2	43	.1
<b>XTRA-AM</b>																			
SP '00	70	1218	.3	1.7	102	680	.4	1.6	134	614	.6	2.4	117	765	.5	2.2	23	239	.1
WI '00	61	1130	.3	1.5	89	513	.4	1.4	89	539	.4	1.5	111	752	.5	2.2	13	177	.1
FA '99	60	1234	.3	1.5	97	572	.4	1.5	86	537	.4	1.5	94	678	.4	1.9	16	285	.1
SU '99	48	1095	.2	1.2	56	512	.2	.9	93	569	.4	1.7	98	743	.4	2.1	9	178	.5
<b>4-Book</b>	<b>60</b>	<b>1169</b>	<b>.3</b>	<b>1.5</b>	<b>86</b>	<b>569</b>	<b>.4</b>	<b>1.4</b>	<b>101</b>	<b>565</b>	<b>.5</b>	<b>1.8</b>	<b>105</b>	<b>735</b>	<b>.5</b>	<b>2.1</b>	<b>15</b>	<b>220</b>	<b>.1</b>
SP '99	59	1140	.3	1.5	61	442	.3	1.0	103	543	.5	1.8	98	715	.4	2.0	18	248	.1
<b>TOTALS</b>																			
SP '00	4070	22379	17.5		6194	19108	26.6		5563	17013	23.9		5208	18538	22.4		1922	11773	8.3
WI '00	4009	22065	17.2		6317	19512	27.2		5766	16732	24.8		5101	18547	21.9		1499	11075	6.4
FA '99	4085	22004	17.6		6549	18990	28.1		5668	16385	24.4		5027	18723	21.6		1735	11293	7.5
SU '99	3842	21550	17.0		5915	18195	26.2		5347	16167	23.7		4706	17960	20.8		1744	11561	7.7
<b>4-Book</b>	<b>4002</b>	<b>22000</b>	<b>17.3</b>		<b>6244</b>	<b>18951</b>	<b>27.0</b>		<b>5586</b>	<b>16574</b>	<b>24.2</b>		<b>5011</b>	<b>18442</b>	<b>21.7</b>		<b>1725</b>	<b>11426</b>	<b>7.5</b>
SP '99	3988	21497	17.7		6178	18896	27.4		5614	16259	24.9		4864	18319	21.5		1795	11317	7.9

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener 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
KABC-AM																				
SP '00	228	1847	1.0	4.0	84	916	.4	3.1	78	279	.3	2.3	149	464	.6	3.3	86	296	.4	2.7
4-Book	179	1747	.8	3.2	63	825	.3	2.3	59	176	.2	1.7	114	385	.5	2.6	54	206	.3	1.8
KACD-FM																				
SP '00	21	328	.1	.4	11	153	.1	.4	16	49	.1	.5	22	116	.1	.5	12	43	.1	.4
4-Book	28	382	.1	.5	16	221	.1	.6	25	67	.1	.8	39	148	.2	.9	19	66	.1	.6
KBCD-FM																				
SP '00	16	222	.1	.3	7	132	.1	.3	9	55	.1	.3	3	40	.1	.1	11	56	.1	.4
4-Book	23	252	.1	.4	11	120	.1	.4	15	52	.1	.5	29	59	.1	.7	15	52	.1	.5
KAVS-FM																				
SP '00	1	23																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	135	1772	.6	2.4	50	813	.2	1.8	80	288	.3	2.3	82	389	.4	1.8	37	175	.2	1.2
4-Book	128	1873	.6	2.3	62	1091	.3	2.3	92	335	.4	2.7	106	438	.5	2.4	76	292	.4	2.5
+KBET-AM																				
SP '00					1	16														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	61	902	.3	1.1	30	509	.1	1.1	19	68	.1	.5	40	198	.2	.9	46	167	.2	1.5
4-Book	53	772	.3	1.0	26	426	.1	1.0	18	71	.1	.5	43	147	.2	1.0	38	133	.2	1.3
KBIG-FM																				
SP '00	118	1541	.5	2.1	59	831	.3	2.2	40	129	.2	1.2	82	289	.4	1.8	69	205	.3	2.2
4-Book	127	1402	.6	2.3	60	843	.3	2.3	49	175	.2	1.4	91	289	.4	2.1	66	198	.3	2.1
KBLA-AM																				
SP '00	34	422	.1	.6	12	139	.1	.4	5	12	.1	.1	6	25	.1	.1	20	61	.1	.6
4-Book	42	356	.2	.8	14	166	.1	.5	9	20	.1	.3	11	42	.1	.3	25	52	.1	.8
KBUA-FM																				
SP '00	5	60	.1	.1	4	47	.1	.1	3	13	.1	.1	7	21	.1	.2				
4-Book	19	94	.1	.4	11	59	.1	.4	15	30	.1	.4	24	33	.1	.6	16	32	.1	.6
KBUE-FM																				
SP '00	98	880	.4	1.7	74	537	.3	2.7	126	279	.5	3.6	106	243	.5	2.4	60	203	.3	1.9
4-Book	122	957	.5	2.2	76	610	.3	2.9	100	218	.4	2.9	115	246	.5	2.6	69	214	.3	2.3
KCBS-FM																				
SP '00	212	2392	.9	3.8	101	1403	.4	3.7	131	500	.6	3.8	168	692	.7	3.8	89	325	.4	2.8
4-Book	224	2501	1.0	4.0	110	1448	.5	4.1	133	430	.6	3.9	197	641	.9	4.5	123	415	.5	4.0
KCMG-FM																				
SP '00	114	1317	.5	2.0	69	708	.3	2.5	28	147	.1	.8	112	275	.5	2.5	129	315	.6	4.1
4-Book	132	1372	.6	2.3	69	846	.3	2.6	44	173	.2	1.3	130	356	.6	2.9	96	287	.4	3.1
KDIS-AM																				
SP '00	6	287	.1	.1	11	186	.1	.4	9	35	.1	.3	28	63	.1	.6	25	93	.1	.8
4-Book	8	239	.1	.2	9	208	.1	.4	5	23	.1	.2	22	85	.1	.5	18	87	.1	.6
KFI -AM																				
SP '00	189	1973	.8	3.3	75	894	.3	2.8	147	386	.6	4.2	152	399	.7	3.4	35	138	.2	1.1
4-Book	238	2119	1.0	4.2	76	940	.3	2.9	174	495	.8	5.1	138	399	.6	3.2	39	157	.2	1.3
KFSG-FM																				
SP '00	23	310	.1	.4	10	191	.1	.4	25	56	.1	.7	18	66	.1	.4	9	48	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	140	2610	.6	2.5	41	870	.2	1.5	71	354	.3	2.0	57	292	.2	1.3	42	212	.2	1.3
4-Book	156	2786	.7	2.8	56	1175	.3	2.1	104	473	.4	3.0	78	362	.3	1.8	52	251	.3	1.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Men 35-64

	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
<b>+KHJ -AM</b>																				
SP '00	72	714	.3	1.3	69	557	.3	2.5	68	199	.3	2.0	164	363	.7	3.7	83	226	.4	2.7
4-Book	101	712	.4	1.8	58	502	.3	2.2	102	237	.5	3.0	116	271	.5	2.7	70	177	.3	2.3
<b>KIEV-AM</b>																				
SP '00	40	318	.2	.7	7	127	.3		10	33	.3		16	77	.1	.4	13	30	.1	.4
4-Book	45	318	.2	.8	8	105	.3		11	26	.3		12	43	.1	.3	10	27		.4
<b>KJLH-FM</b>																				
SP '00	108	764	.5	1.9	64	537	.3	2.4	52	178	.2	1.5	83	127	.4	1.9	64	116	.3	2.0
4-Book	77	642	.4	1.4	53	501	.3	2.0	60	163	.2	1.8	66	143	.3	1.5	40	114	.2	1.3
<b>KKBT-FM</b>																				
SP '00	41	566	.2	.7	17	293	.1	.6	13	63	.1	.4	7	27	.2		28	94	.1	.9
4-Book	39	526	.2	.7	25	327	.1	.9	23	72	.1	.7	43	130	.2	1.0	34	103	.2	1.1
<b>KKLA-FM</b>																				
SP '00	17	254	.1	.3	7	186	.3		15	77	.1	.4	11	62	.2		20	67	.1	.6
4-Book	35	409	.2	.6	6	137	.3		11	52	.3		3	19	.1		7	25		.2
<b>KLAC-AM</b>																				
SP '00	87	1310	.4	1.5	53	881	.2	2.0	40	176	.2	1.2	79	243	.3	1.8	43	151	.2	1.4
4-Book	75	991	.3	1.3	36	543	.2	1.4	38	139	.2	1.1	55	166	.2	1.3	33	127	.2	1.1
<b>KLAX-FM</b>																				
SP '00	77	705	.3	1.4	67	558	.3	2.5	90	263	.4	2.6	93	203	.4	2.1	69	178	.3	2.2
4-Book	96	971	.4	1.7	60	624	.3	2.2	61	188	.3	1.8	104	245	.5	2.4	77	220	.4	2.5
<b>KLOS-FM</b>																				
SP '00	298	2331	1.3	5.3	99	1212	.4	3.7	120	386	.5	3.5	185	523	.8	4.2	142	457	.6	4.5
4-Book	261	2334	1.2	4.7	95	1189	.4	3.6	115	365	.5	3.3	197	548	.9	4.5	128	433	.6	4.2
<b>KLSX-FM</b>																				
SP '00	236	1731	1.0	4.2	40	631	.2	1.5	85	189	.4	2.5	55	227	.2	1.2	38	89	.2	1.2
4-Book	223	1782	1.0	4.0	40	601	.2	1.5	54	122	.2	1.6	43	145	.2	1.0	51	140	.2	1.7
<b>KLVE-FM</b>																				
SP '00	188	1712	.8	3.3	135	1253	.6	5.0	215	501	.9	6.2	236	502	1.0	5.3	95	267	.4	3.0
4-Book	200	1748	.9	3.6	122	1234	.5	4.5	173	442	.8	5.0	188	495	.8	4.3	104	297	.5	3.4
<b>KLYY-FM</b>																				
SP '00	22	314	.1	.4	11	199	.4		21	66	.1	.6	34	99	.1	.8	19	65	.1	.6
4-Book	21	376	.1	.4	11	214	.4		12	44	.1	.4	23	87	.1	.5	15	50	.1	.5
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	57	944	.2	1.0	35	564	.2	1.3	28	87	.1	.8	39	178	.2	.9	67	208	.3	2.1
4-Book	77	997	.3	1.4	46	645	.2	1.7	38	113	.2	1.1	60	202	.3	1.4	61	200	.3	2.0
<b>KNX -AM</b>																				
SP '00	203	3251	.9	3.6	74	1616	.3	2.7	123	560	.5	3.5	115	442	.5	2.6	78	299	.3	2.5
4-Book	227	3277	1.0	4.1	74	1516	.3	2.8	109	519	.5	3.2	95	437	.4	2.2	66	311	.3	2.2
<b>KOST-FM</b>																				
SP '00	112	1703	.5	2.0	74	1118	.3	2.7	73	322	.3	2.1	171	523	.7	3.8	85	351	.4	2.7
4-Book	134	1791	.6	2.4	73	1133	.3	2.7	63	273	.3	1.8	128	404	.5	2.9	104	345	.5	3.4
<b>KPWR-FM</b>																				
SP '00	41	648	.2	.7	21	362	.1	.8	28	115	.1	.8	30	123	.1	.7	20	84	.1	.6
4-Book	48	680	.2	.9	30	403	.2	1.2	35	112	.2	1.0	59	153	.2	1.4	46	131	.2	1.5
<b>+KRCD-FM</b>																				
SP '00	71	630	.3	1.3	48	432	.2	1.8	39	59	.2	1.1	92	223	.4	2.1	46	115	.2	1.5
4-Book	66	573	.3	1.2	45	397	.2	1.7	40	86	.2	1.2	71	174	.3	1.6	57	135	.3	1.9
<b>+KRCV-FM</b>																				
SP '00	59	442	.3	1.0	57	335	.2	2.1	53	138	.2	1.5	82	162	.4	1.8	70	109	.3	2.2
4-Book	31	246	.2	.6	23	181	.1	.9	20	47	.1	.6	37	94	.2	.8	31	65	.2	1.0

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## 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
KRLA-AM																				
SP '00	63	615	.3	1.1	14	260	.1	.5	22	87	.1	.6	25	108	.1	.6	37	75	.2	1.2
4-Book	61	586	.3	1.1	12	196	.1	.4	20	80	.1	.6	18	68	.1	.4	11	30	.1	.4
KROQ-FM																				
SP '00	104	1220	.4	1.8	36	598	.2	1.3	58	159	.2	1.7	81	263	.3	1.8	20	107	.1	.6
4-Book	103	1191	.4	1.8	38	626	.2	1.4	42	150	.2	1.3	76	275	.3	1.7	41	175	.2	1.4
KRTH-FM																				
SP '00	281	2833	1.2	5.0	156	1772	.7	5.8	111	411	.5	3.2	292	842	1.3	6.6	213	464	.9	6.8
4-Book	245	2601	1.1	4.4	128	1691	.6	4.8	120	402	.5	3.5	258	749	1.2	5.9	161	483	.7	5.3
KSCA-FM																				
SP '00	405	1957	1.7	7.2	147	1001	.6	5.4	451	688	1.9	13.0	196	457	.8	4.4	146	292	.6	4.7
4-Book	366	1814	1.6	6.5	157	1186	.7	5.9	463	795	2.0	13.5	216	569	.9	4.9	141	324	.6	4.6
KSSE-FM																				
SP '00	25	469	.1	.4	14	194	.1	.5	24	80	.1	.7	35	66	.2	.8	4	27	.1	.1
4-Book	36	483	.2	.7	23	268	.1	.9	32	91	.2	.9	38	103	.2	.9	24	73	.1	.8
KTNO-AM																				
SP '00	137	1118	.6	2.4	72	681	.3	2.7	88	172	.4	2.5	101	245	.4	2.3	104	260	.4	3.3
4-Book	97	795	.4	1.7	49	467	.2	1.8	59	147	.3	1.7	65	164	.3	1.5	66	149	.3	2.2
KTWV-FM																				
SP '00	271	2079	1.2	4.8	119	1407	.5	4.4	132	360	.6	3.8	172	570	.7	3.9	132	367	.6	4.2
4-Book	263	2275	1.2	4.7	125	1450	.5	4.7	141	419	.6	4.1	208	598	.9	4.8	143	457	.6	4.7
KWIZ-FM																				
SP '00	11	146	.1	.2	4	80	.1	.1	2	13	.1	.1	9	35	.1	.2	4	24	.1	.1
4-Book	16	156	.1	.3	10	95	.1	.3	19	36	.1	.6	13	52	.1	.3	3	13	.1	.1
+KWKJ-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKV-AM																				
SP '00	30	360	.1	.5	11	169	.1	.4	5	27	.1	.1	1	22	.1	.1	28	56	.1	.9
4-Book	34	304	.2	.6	13	145	.1	.5	9	31	.1	.3	8	21	.1	.2	20	45	.1	.7
KWVE-FM																				
SP '00	31	394	.1	.5	16	221	.1	.6	10	50	.1	.3	6	34	.1	.1	22	50	.1	.7
4-Book	34	413	.1	.6	19	247	.1	.7	15	65	.1	.5	13	61	.1	.3	21	71	.1	.7
KXMX-FM																				
SP '00	15	272	.1	.3	2	39	.1	.1	4	14	.1	.1	2	25	.1	.1	6	27	.1	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	102	1327	.4	1.8	46	723	.2	1.7	54	188	.2	1.6	83	279	.4	1.9	71	173	.3	2.3
4-Book	102	1406	.4	1.8	42	799	.2	1.6	40	174	.2	1.2	79	296	.4	1.8	60	217	.3	2.0
KZLA-FM																				
SP '00	151	1193	.6	2.7	68	677	.3	2.5	88	249	.4	2.5	121	341	.5	2.7	72	294	.3	2.3
4-Book	138	1267	.6	2.5	81	806	.4	3.0	76	254	.4	2.2	160	402	.7	3.7	111	293	.5	3.6
KOLA-FM																				
SP '00	32	436	.1	.6	22	358	.1	.8	24	81	.1	.7	39	145	.2	.9	38	145	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	119	1102	.5	2.1	14	340	.1	.5	37	119	.2	1.1	22	104	.1	.5	12	44	.1	.4
4-Book	98	1021	.4	1.8	23	412	.1	.9	44	141	.2	1.3	46	157	.2	1.1	26	100	.1	.9
TOTALS																				
SP '00	5647	21827	24.3		2707	17194	11.6		3466	8693	14.9		4448	10274	19.1		3128	7631	13.4	
4-Book	5611	21557	24.3		2671	17130	11.6		3446	8781	14.9		4397	10301	19.0		3068	7884	13.3	

\*\* 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 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 '00	21	100	.1	1.4	116	263	.5	5.4	130	341	.6	4.0	66	243	.3	2.5	28	90	.1	2.4	
4-Book	24	111	.1	1.6	85	241	.4	3.8	77	240	.3	2.4	50	183	.2	2.1	39	134	.2	3.2	
KACD-FM																					
SP '00	2	16	.1		1	12			14	49	.1	.4	19	59	.1	.7					
4-Book	3	24	.2		10	26	.4		16	67	.1	.5	13	50	.1	.5	2	19		.1	
KBCD-FM																					
SP '00					8	42	.4		16	40	.1	.5	11	47	.4						
4-Book	1	11	.1		6	25	.3		11	35	.1	.4	5	23	.2		2	9		.2	
KAVS-FM																					
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIIS-FM																					
SP '00	17	103	.1	1.1	40	132	.2	1.9	83	267	.4	2.5	47	177	.2	1.8	15	99	.1	1.3	
4-Book	23	138	.1	1.5	45	160	.2	2.0	75	302	.4	2.3	63	278	.3	2.7	18	125	.1	1.5	
+KBET-AM																					
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6	16		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																					
SP '00	26	107	.1	1.7	17	44	.1	.8	56	209	.2	1.7	34	92	.1	1.3					
4-Book	17	75	.1	1.1	12	33	.1	.6	42	155	.2	1.3	35	113	.2	1.5	3	20		.3	
KBIG-FM																					
SP '00	84	252	.4	5.5	31	126	.1	1.4	66	224	.3	2.0	57	172	.2	2.2	33	128	.1	2.8	
4-Book	87	284	.4	5.6	29	118	.1	1.3	63	229	.3	2.0	56	181	.2	2.4	30	113	.1	2.6	
KBLA-AM																					
SP '00					21	32	.1	1.0	28	53	.1	.9	19	56	.1	.7					
4-Book	7	28	.4		10	17	.4		31	78	.1	1.0	14	44	.1	.6	3	8		.2	
KBUA-FM																					
SP '00					13	13	.1	.6	3	13	.1	.1	3	13	.1	.1					
4-Book	1	3	.1		11	14	.1	.5	12	14	.1	.4	6	19	.3		1	5		.1	
KBUE-FM																					
SP '00	43	127	.2	2.8	84	176	.4	3.9	77	168	.3	2.4	78	122	.3	3.0	27	92	.1	2.3	
4-Book	42	143	.2	2.8	92	215	.4	4.1	105	250	.4	3.3	65	153	.3	2.7	28	92	.1	2.3	
KCBS-FM																					
SP '00	27	82	.1	1.8	78	363	.3	3.6	168	554	.7	5.2	103	307	.4	4.0	41	186	.2	3.5	
4-Book	54	203	.2	3.5	61	261	.3	2.7	152	505	.7	4.8	114	369	.5	4.8	46	196	.2	4.0	
KCMG-FM																					
SP '00	41	154	.2	2.7	14	76	.1	.6	86	227	.4	2.6	82	304	.4	3.2	56	144	.2	4.7	
4-Book	42	163	.2	2.7	39	143	.2	1.8	85	239	.4	2.7	66	218	.3	2.8	42	146	.2	3.6	
KDIS-AM																					
SP '00	1	13	.1						15	64	.1	.5					8	28		.7	
4-Book	4	21	.3		3	25	.1		13	70	.1	.4	7	47	.3		2	11		.2	
KFI -AM																					
SP '00	57	132	.2	3.7	63	206	.3	2.9	80	316	.3	2.5	35	97	.2	1.3	24	35	.1	2.0	
4-Book	22	81	.1	1.4	90	304	.4	4.0	105	334	.4	3.3	29	100	.1	1.2	13	35	.1	1.1	
KFSG-FM																					
SP '00	1	11	.1		19	62	.1	.9	6	56	.2						7	22		.6	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFWB-AM																					
SP '00	7	57	.1	.5	44	275	.2	2.0	43	254	.2	1.3	32	184	.1	1.2	35	142	.2	3.0	
4-Book	24	121	.1	1.5	80	354	.4	3.6	52	297	.2	1.6	45	232	.2	1.9	27	152	.1	2.2	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Men 35-64

	Men 35-64																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KHJ -AM																				
SP '00	54	174	.2	3.6	53	172	.2	2.5	67	153	.3	2.1	44	118	.2	1.7	13	61	.1	1.1
4-Book	37	120	.2	2.4	46	126	.2	2.1	56	154	.2	1.8	33	83	.2	1.4	10	51	.1	.9
KIEV-AM																				
SP '00	2	15	.1	.1	4	15	.1	.2	10	35	.1	.3								
4-Book	1	11	.1	.1	10	15	.1	.4	15	40	.1	.5	3	8	.1	.1				
KJLH-FM																				
SP '00	41	142	.2	2.7	77	164	.3	3.6	99	204	.4	3.0	69	122	.3	2.7	26	52	.1	2.2
4-Book	30	90	.2	1.9	79	178	.3	3.6	79	199	.4	2.5	61	130	.3	2.6	13	37	.1	1.1
KKBT-FM																				
SP '00	18	75	.1	1.2	15	64	.1	.7	24	75	.1	.7	24	81	.1	.9	13	59	.1	1.1
4-Book	22	68	.1	1.4	22	65	.1	1.0	19	61	.1	.6	22	61	.1	.9	17	51	.1	1.5
KKLA-FM																				
SP '00					3	11	.1	.1	3	17	.1	.1					8	34	.1	.7
4-Book	1	8	.1	.1	10	45	.1	.4	9	40	.1	.3	2	11	.1	.1	6	31	.1	.5
KLAC-AM																				
SP '00	18	79	.1	1.2	17	48	.1	.8	51	230	.2	1.6	135	398	.6	5.2	44	141	.2	3.7
4-Book	20	76	.1	1.3	21	65	.1	.9	38	155	.2	1.2	63	201	.3	2.5	21	79	.1	1.9
KLAX-FM																				
SP '00	26	138	.1	1.7	60	157	.3	2.8	98	232	.4	3.0	93	188	.4	3.6	14	41	.1	1.2
4-Book	30	128	.2	2.0	48	142	.2	2.1	76	198	.3	2.4	65	155	.3	2.7	20	63	.1	1.6
KLOS-FM																				
SP '00	77	266	.3	5.1	23	125	.1	1.1	84	416	.4	2.6	84	215	.4	3.2	71	177	.3	6.0
4-Book	63	224	.3	4.1	40	195	.2	1.8	99	325	.4	3.1	76	254	.3	3.2	36	135	.2	3.0
KLSX-FM																				
SP '00	14	48	.1	.9	75	205	.3	3.5	52	212	.2	1.6	14	49	.1	.5	1	14	.1	.1
4-Book	9	49	.1	.6	59	177	.3	2.7	73	212	.3	2.3	32	87	.2	1.4	7	39	.1	.6
KLVE-FM																				
SP '00	128	325	.6	8.4	107	271	.5	5.0	152	426	.7	4.7	106	231	.5	4.1	41	119	.2	3.5
4-Book	112	313	.5	7.3	122	331	.5	5.5	140	390	.6	4.4	89	253	.4	3.7	45	160	.2	3.8
KLYY-FM																				
SP '00	4	21	.3	.3	6	26	.1	.3	3	13	.1	.1					4	21	.1	.3
4-Book	6	39	.4	.4	9	41	.1	.4	10	54	.1	.3	4	21	.2	.2	6	27	.1	.5
+KMZT-FM																				
KKGO-FM																				
SP '00	13	60	.1	.9	16	55	.1	.7	55	157	.2	1.7	42	92	.2	1.6	20	46	.1	1.7
4-Book	29	112	.1	1.9	32	122	.2	1.5	62	204	.3	1.9	44	133	.2	1.9	38	129	.2	3.1
KNX -AM																				
SP '00	38	166	.2	2.5	74	332	.3	3.4	67	339	.3	2.1	40	191	.2	1.5	57	305	.2	4.8
4-Book	53	266	.2	3.4	80	367	.4	3.6	84	406	.4	2.6	54	217	.3	2.3	53	271	.2	4.4
KOST-FM																				
SP '00	52	182	.2	3.4	34	139	.1	1.6	87	362	.4	2.7	70	305	.3	2.7	15	105	.1	1.3
4-Book	52	230	.2	3.4	44	150	.2	2.0	82	317	.4	2.6	56	232	.3	2.3	46	178	.2	3.9
KPWR-FM																				
SP '00	17	93	.1	1.1	13	62	.1	.6	14	76	.1	.4	33	91	.1	1.3	18	49	.1	1.5
4-Book	16	72	.1	1.1	15	58	.1	.7	35	108	.2	1.1	25	82	.1	1.1	13	36	.1	1.1
+KRCD-FM																				
SP '00	30	102	.1	2.0	24	61	.1	1.1	56	139	.2	1.7	69	115	.3	2.7	25	112	.1	2.1
4-Book	41	119	.2	2.7	34	87	.2	1.5	46	115	.2	1.4	40	85	.2	1.7	27	90	.1	2.2
+KRCV-FM																				
SP '00	40	96	.2	2.6	45	130	.2	2.1	85	164	.4	2.6	54	82	.2	2.1	29	80	.1	2.4
4-Book	19	51	.1	1.2	17	48	.1	.8	31	75	.2	1.0	15	31	.1	.6	15	35	.1	1.3

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## 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
KRLA-AM																				
SP '00	7	39	.5		19	62	.1	.9					1	12			8	45	.7	
4-Book	2	10	.1		24	73	.1	1.1	11	37	.1	.3	2	8	.1		9	39	.7	
KROQ-FM																				
SP '00	23	89	.1	1.5	13	51	.1	.6	56	214	.2	1.7	20	37	.1	.8	9	62	.8	
4-Book	30	127	.2	1.9	16	63	.1	.7	55	212	.2	1.7	26	92	.1	1.1	12	70	1.0	
KRTH-FM																				
SP '00	60	218	.3	3.9	79	318	.3	3.7	251	770	1.1	7.7	176	449	.8	6.8	55	196	.2	4.6
4-Book	59	243	.3	3.8	64	285	.3	2.9	195	622	.8	6.1	116	389	.5	4.8	41	182	.2	3.4
KSCA-FM																				
SP '00	40	127	.2	2.6	177	306	.8	8.2	109	301	.5	3.3	84	96	.4	3.2	25	96	.1	2.1
4-Book	44	138	.2	2.9	195	359	.9	8.7	118	313	.5	3.7	104	205	.5	4.4	31	107	.1	2.7
KSSE-FM																				
SP '00	12	34	.1	.8	14	43	.1	.6	15	86	.1	.5	9	34	.1	.3	2	11	.2	
4-Book	11	42	.1	.7	12	39	.1	.6	26	82	.1	.8	22	60	.1	.9	16	45	.1	1.3
KTNQ-AM																				
SP '00	56	159	.2	3.7	61	119	.3	2.8	53	140	.2	1.6	95	202	.4	3.7	31	158	.1	2.6
4-Book	40	115	.2	2.6	28	71	.2	1.3	39	115	.2	1.2	66	138	.3	2.8	34	111	.2	2.8
KTWV-FM																				
SP '00	77	193	.3	5.1	85	265	.4	3.9	162	511	.7	5.0	118	357	.5	4.5	74	165	.3	6.2
4-Book	75	278	.4	4.9	73	250	.3	3.2	148	487	.6	4.6	115	336	.5	4.8	87	270	.4	7.3
KWIZ-FM																				
SP '00	4	19	.3		1	8			6	24	.2		2	13	.1		1	8	.1	
4-Book	9	26	.1	.6	7	23	.3		14	34	.1	.5	7	15	.3		4	14	.4	
+KWKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM																				
SP '00	4	53	.3		22	82	.1	1.0	18	27	.1	.6					11	19	.9	
4-Book	15	45	.1	1.1	13	39	.1	.6	9	24	.3		7	20	.3		21	38	.1	1.9
KWVE-FM																				
SP '00	2	12	.1		30	119	.1	1.4	24	98	.1	.7	21	65	.1	.8	18	80	.1	1.5
4-Book	9	32	.1	.6	26	85	.1	1.2	27	104	.1	.8	26	77	.1	1.1	14	65	.1	1.2
KXMX-FM																				
SP '00					4	14	.2						4	14	.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	13	77	.1	.9	16	88	.1	.7	67	239	.3	2.1	49	177	.2	1.9	14	101	.1	1.2
4-Book	18	99	.1	1.2	22	108	.1	1.0	59	262	.3	1.9	43	210	.2	1.8	16	97	.1	1.4
KZLA-FM																				
SP '00	18	102	.1	1.2	54	175	.2	2.5	91	289	.4	2.8	80	121	.3	3.1	27	97	.1	2.3
4-Book	46	161	.2	2.9	54	192	.3	2.4	84	245	.4	2.6	81	199	.4	3.4	36	142	.2	3.0
KOLA-FM																				
SP '00	5	33	.3		14	31	.1	.6	19	104	.1	.6	41	114	.2	1.6	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	7	32	.5		27	85	.1	1.3	5	44	.2		7	46	.3		4	46	.3	
4-Book	5	34	.3		24	97	.1	1.1	24	96	.1	.8	18	85	.1	.8	3	23	.2	
TOTALS																				
SP '00	1521	4489	6.5		2155	5860	9.3		3255	8472	14.0		2596	6101	11.2		1185	3850	5.1	
4-Book	1538	4917	6.7		2234	6275	9.7		3201	8500	13.9		2379	6222	10.3		1184	3906	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 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
<b>KABC-AM</b>																				
SP '00	1	37	.1		2	23	.1		3	23	.2		1	14						
WI '00	1	33	.1						1	10	.1		2	10		.1				
FA '99	1	61	.1		3	25	.1		1	13	.1			12						
SU '99	1	57	.1		2	26	.1		1	31				16						
<b>4-Book</b>	<b>1</b>	<b>47</b>	<b>.1</b>		<b>2</b>	<b>19</b>	<b>.1</b>		<b>2</b>	<b>19</b>	<b>.1</b>		<b>1</b>	<b>13</b>						
SP '99	2	85	.1		3	45	.2		3	48	.2		3	47		.1		9		
<b>KACD-FM</b>																				
SP '00	5	104	.3		11	50	.1	.5	4	32	.2		3	84		.1	2	50		.1
WI '00	2	89	.1		3	34	.2		1	22	.1		2	24		.1	1	21		.1
FA '99	2	89	.1		3	37	.1		4	24	.2		2	40		.1		13		
SU '99	2	146	.1		1	32	.1		2	82	.1		2	32		.1	1	51		.1
<b>4-Book</b>	<b>3</b>	<b>107</b>	<b>.2</b>		<b>5</b>	<b>38</b>	<b>.2</b>		<b>3</b>	<b>40</b>	<b>.2</b>		<b>2</b>	<b>45</b>		<b>.1</b>	<b>1</b>	<b>34</b>		<b>.1</b>
SP '99	2	114	.1			15			2	36	.1		3	64		.1	1	21		.1
<b>KBCD-FM</b>																				
SP '00	2	74	.1		1	25			2	25	.1		3	37		.1	1	25		.1
WI '00		52								26				26			1	13		.1
FA '99		14								14										
SU '99	1	75	.1		1	40	.1		1	40			1	25				8		
<b>4-Book</b>	<b>1</b>	<b>54</b>	<b>.1</b>		<b>1</b>	<b>16</b>			<b>1</b>	<b>26</b>			<b>1</b>	<b>22</b>			<b>1</b>	<b>12</b>		<b>.1</b>
SP '99		60				13				17			1	31				13		
<b>KAVS-FM</b>																				
SP '00	8	131	.1	.5	7	99	.1	.3	3	33	.2		11	87	.1	.5	9	77	.1	.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	293	5497	2.6	16.7	324	2968	2.9	16.1	218	2592	1.9	12.3	425	3548	3.8	17.7	256	2687	2.3	18.4
WI '00	319	5599	2.9	18.4	345	3158	3.1	17.6	276	2421	2.5	16.0	473	3680	4.2	20.1	265	2774	2.4	18.9
FA '99	298	5256	2.7	16.5	346	3081	3.1	15.7	245	2349	2.2	13.7	432	3314	3.9	18.4	248	2505	2.2	17.5
SU '99	282	5210	2.6	16.2	243	2490	2.2	13.4	366	3246	3.3	16.2	343	3165	3.1	16.4	254	2525	2.3	18.7
<b>4-Book</b>	<b>298</b>	<b>5391</b>	<b>2.7</b>	<b>17.0</b>	<b>315</b>	<b>2924</b>	<b>2.8</b>	<b>15.7</b>	<b>276</b>	<b>2652</b>	<b>2.5</b>	<b>14.6</b>	<b>418</b>	<b>3427</b>	<b>3.8</b>	<b>18.2</b>	<b>256</b>	<b>2623</b>	<b>2.3</b>	<b>18.4</b>
SP '99	263	5131	2.4	16.0	283	2495	2.6	15.2	187	2204	1.7	11.1	389	3410	3.5	17.7	255	2515	2.3	19.6
<b>+KBET-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	1	45	.1						2	22	.1		1	9				14		
WI '00		29				5			2	24	.1									
FA '99		12												12						
SU '99	3	93	.2		4	30	.2		6	38	.1	.3	4	69	.2		3	43	.2	
<b>4-Book</b>	<b>1</b>	<b>45</b>	<b>.1</b>		<b>1</b>	<b>9</b>	<b>.1</b>		<b>3</b>	<b>21</b>	<b>.1</b>		<b>1</b>	<b>23</b>	<b>.1</b>		<b>1</b>	<b>17</b>	<b>.1</b>	
SP '99		29				9								9				10		
<b>KBIG-FM</b>																				
SP '00	57	1564	.5	3.2	61	552	.5	3.0	89	572	.8	5.0	73	667	.7	3.0	40	500	.4	2.9
WI '00	47	1287	.4	2.7	48	410	.4	2.5	100	546	.9	5.8	72	655	.6	3.1	19	461	.2	1.4
FA '99	38	1298	.3	2.1	39	443	.3	1.8	64	458	.6	3.6	56	572	.5	2.4	15	280	.1	1.1
SU '99	49	1283	.4	2.8	52	438	.5	2.9	117	642	1.1	5.2	63	601	.6	3.0	18	447	.2	1.3
<b>4-Book</b>	<b>48</b>	<b>1358</b>	<b>.4</b>	<b>2.7</b>	<b>50</b>	<b>461</b>	<b>.4</b>	<b>2.6</b>	<b>93</b>	<b>555</b>	<b>.9</b>	<b>4.9</b>	<b>66</b>	<b>624</b>	<b>.6</b>	<b>2.9</b>	<b>23</b>	<b>422</b>	<b>.2</b>	<b>1.7</b>
SP '99	30	1161	.3	1.8	28	385	.3	1.5	49	390	.4	2.9	40	469	.4	1.8	15	307	.1	1.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Women 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	
<b>KBLA-AM</b>																				
SP '00	4	84	.2	8	51	.1	.4	2	31	.1		4	30	.2		4	20	.3		
WI '00	2	66	.1	3	38	.2		3	30	.2		2	9	.1		1	9	.1		
FA '99	5	67	.3	4	35	.2		9	32	.1	.5	11	35	.1	.5					
SU '99	9	118	.1	.5	22	69	.2	1.2	13	85	.1	.6	6	53	.1	.3	2	21	.1	
<b>4-Book</b>	<b>5</b>	<b>84</b>	<b>.3</b>	<b>9</b>	<b>48</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>45</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>32</b>	<b>.1</b>	<b>.3</b>	<b>2</b>	<b>13</b>	<b>.1</b>		
SP '99	2	70	.1	2	32	.1		7	49	.1	.4	1	16							
<b>KBUA-FM</b>																				
SP '00	11	147	.1	.6	16	73	.1	.8	14	106	.1	.8	10	66	.1	.4	7	56	.1	
WI '00	6	113	.1	.3	3	50	.2		4	57	.2		7	59	.1	.3	7	36	.1	
FA '99	11	165	.1	.6	7	78	.1	.3	14	88	.1	.8	21	124	.2	.9	4	46	.3	
SU '99	10	170	.1	.6	6	31	.1	.3	10	101	.1	.4	27	84	.2	1.3	3	62	.2	
<b>4-Book</b>	<b>10</b>	<b>149</b>	<b>.1</b>	<b>.5</b>	<b>8</b>	<b>58</b>	<b>.1</b>	<b>.4</b>	<b>11</b>	<b>88</b>	<b>.1</b>	<b>.6</b>	<b>16</b>	<b>83</b>	<b>.2</b>	<b>.7</b>	<b>5</b>	<b>50</b>	<b>.1</b>	
SP '99	11	127	.1	.7	10	75	.1	.5	8	53	.1	.5	17	64	.2	.8	11	53	.1	
<b>KBUE-FM</b>																				
SP '00	59	918	.5	3.4	49	376	.4	2.4	45	347	.4	2.5	88	469	.8	3.7	44	286	.4	
WI '00	56	969	.5	3.2	52	378	.5	2.7	61	436	.5	3.5	63	531	.6	2.7	47	396	.4	
FA '99	103	1056	.9	5.7	103	561	.9	4.7	117	562	1.0	6.5	124	659	1.1	5.3	67	517	.6	
SU '99	77	1035	.7	4.4	75	534	.7	4.1	114	639	1.0	5.0	91	612	.8	4.4	36	397	.3	
<b>4-Book</b>	<b>74</b>	<b>995</b>	<b>.7</b>	<b>4.2</b>	<b>70</b>	<b>462</b>	<b>.6</b>	<b>3.5</b>	<b>84</b>	<b>496</b>	<b>.7</b>	<b>4.4</b>	<b>92</b>	<b>568</b>	<b>.8</b>	<b>4.0</b>	<b>49</b>	<b>399</b>	<b>.4</b>	
SP '99	50	872	.5	3.0	45	323	.4	2.4	68	469	.6	4.0	66	477	.6	3.0	23	199	.2	
<b>KCBS-FM</b>																				
SP '00	24	543	.2	1.4	25	193	.2	1.2	22	224	.2	1.2	33	284	.3	1.4	26	194	.2	
WI '00	10	516	.1	.6	14	198	.1	.7	15	216	.1	.9	11	259	.1	.5	5	175	.4	
FA '99	8	519	.1	.4	13	251	.1	.6	11	191	.1	.6	9	242	.1	.4	2	81	.1	
SU '99	15	563	.1	.9	13	191	.1	.7	15	266	.1	.7	15	227	.1	.7	12	138	.1	
<b>4-Book</b>	<b>14</b>	<b>535</b>	<b>.1</b>	<b>.8</b>	<b>16</b>	<b>208</b>	<b>.1</b>	<b>.8</b>	<b>16</b>	<b>224</b>	<b>.1</b>	<b>.9</b>	<b>17</b>	<b>253</b>	<b>.2</b>	<b>.8</b>	<b>11</b>	<b>147</b>	<b>.1</b>	
SP '99	18	559	.2	1.1	15	143	.1	.8	19	229	.2	1.1	23	314	.2	1.0	12	221	.1	
<b>KCMG-FM</b>																				
SP '00	49	988	.4	2.8	30	301	.3	1.5	53	353	.5	3.0	61	494	.5	2.5	48	491	.4	
WI '00	46	1196	.4	2.7	49	425	.4	2.5	48	416	.4	2.8	46	534	.4	2.0	56	539	.5	
FA '99	42	1167	.4	2.3	32	383	.3	1.5	37	362	.3	2.1	33	532	.3	1.4	55	472	.5	
SU '99	64	1301	.6	3.7	64	460	.6	3.5	72	624	.7	3.2	59	583	.5	2.8	71	605	.6	
<b>4-Book</b>	<b>50</b>	<b>1163</b>	<b>.5</b>	<b>2.9</b>	<b>44</b>	<b>392</b>	<b>.4</b>	<b>2.3</b>	<b>53</b>	<b>439</b>	<b>.5</b>	<b>2.8</b>	<b>50</b>	<b>536</b>	<b>.4</b>	<b>2.2</b>	<b>58</b>	<b>527</b>	<b>.5</b>	
SP '99	45	1207	.4	2.7	40	403	.4	2.2	43	486	.4	2.6	56	582	.5	2.5	43	478	.4	
<b>KDIS-AM</b>																				
SP '00	16	397	.1	.9	16	164	.1	.8	9	164	.1	.5	24	187	.2	1.0	14	91	.1	
WI '00	12	346	.1	.7	17	145	.2	.9	3	42	.2		24	211	.2	1.0	9	116	.1	
FA '99	18	388	.2	1.0	25	185	.2	1.1	18	92	.2	1.0	16	156	.1	.7	11	107	.1	
SU '99	8	287	.1	.5	7	132	.1	.4	14	159	.1	.6	7	94	.1	.3	3	68	.2	
<b>4-Book</b>	<b>14</b>	<b>355</b>	<b>.1</b>	<b>.8</b>	<b>16</b>	<b>157</b>	<b>.2</b>	<b>.8</b>	<b>11</b>	<b>114</b>	<b>.1</b>	<b>.6</b>	<b>18</b>	<b>162</b>	<b>.2</b>	<b>.8</b>	<b>9</b>	<b>96</b>	<b>.1</b>	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	3	142	.2		5	44	.2		5	74	.3		6	61	.1	.2		14		
WI '00	10	193	.1	.6	10	101	.1	.5	26	80	.2	1.5	6	53	.1	.3	6	37	.1	
FA '99	5	65	.3		4	36	.2		8	17	.1	.4	10	29	.1	.4	3	25	.2	
SU '99	2	77	.1		12				3	37	.1		1	37	.1		4	28	.3	
<b>4-Book</b>	<b>5</b>	<b>119</b>	<b>.3</b>		<b>5</b>	<b>48</b>	<b>.2</b>		<b>11</b>	<b>52</b>	<b>.1</b>	<b>.6</b>	<b>6</b>	<b>45</b>	<b>.1</b>	<b>.2</b>	<b>3</b>	<b>26</b>	<b>.2</b>	
SP '99	5	211	.3		7	96	.1	.4	9	107	.1	.5	3	65	.1		10	72	.1	
<b>KFSG-FM</b>																				
SP '00	3	142	.2		2	85	.1		2	85	.1		7	81	.1	.3	1	11	.1	
WI '00	2	98	.1		5	48	.3		2	33	.1		2	48	.1		1	13	.1	
FA '99	5	132	.3		4	68	.2		10	69	.1	.6	8	77	.1	.3	3	52	.2	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	
SP '99	7	175	.1	.4	11	74	.1	.6	8	75	.1	.5	7	81	.1	.3	6	96	.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 - Women 12-24

	Women 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KFWB-AM</b>																				
SP '00	4	174		.2	12	117	.1	.6	3	70		.2	2	62		.1	1	14		.1
WI '00	4	198		.2	6	102	.1	.3	2	72		.1	7	83	.1	.3	2	34		.1
FA '99	3	164		.2	7	115	.1	.3	1	34		.1	4	51		.2	4	12		.3
SU '99	1	104		.1	5	41		.3		20			2	33		.1	1	32		.1
<b>4-Book</b>	<b>3</b>	<b>160</b>		<b>.2</b>	<b>8</b>	<b>94</b>		<b>.4</b>	<b>2</b>	<b>49</b>		<b>.1</b>	<b>4</b>	<b>57</b>		<b>.2</b>	<b>2</b>	<b>23</b>		<b>.2</b>
SP '99	1	115		.1	6	70		.3	1	42		.1	1	41						
<b>+KHJ -AM</b>																				
SP '00	4	127		.2	5	31		.2	5	42		.3	6	75	.1	.2	1	32		.1
WI '00	16	265	.1	.9	18	116	.2	.9	19	121	.2	1.1	15	120	.1	.6	10	45	.1	.7
FA '99	6	175	.1	.3	6	33	.1	.3	5	88		.3	4	60		.2	3	37		.2
SU '99	10	196	.1	.6	13	87	.1	.7	16	123	.1	.7	9	67	.1	.4	4	67		.3
<b>4-Book</b>	<b>9</b>	<b>191</b>		<b>.5</b>	<b>11</b>	<b>67</b>		<b>.5</b>	<b>11</b>	<b>94</b>		<b>.6</b>	<b>9</b>	<b>81</b>		<b>.4</b>	<b>5</b>	<b>45</b>		<b>.3</b>
SP '99	4	146		.2	7	83		.4	6	62		.4	3	43		.1	2	10		.2
<b>KIEV-AM</b>																				
SP '00																				
WI '00		13																		
FA '99																				
SU '99		18			1	18		.1												
<b>4-Book</b>		<b>8</b>				<b>5</b>														
SP '99		9																		
<b>KJLH-FM</b>																				
SP '00	29	526	.3	1.7	30	214	.3	1.5	40	179	.4	2.3	38	270	.3	1.6	12	182	.1	.9
WI '00	21	482	.2	1.2	25	232	.2	1.3	19	140	.2	1.1	17	166	.2	.7	21	218	.2	1.5
FA '99	24	446	.2	1.3	24	186	.2	1.1	28	185	.3	1.6	29	184	.3	1.2	14	159	.1	1.0
SU '99	21	556	.2	1.2	18	210	.2	1.0	32	244	.3	1.4	17	208	.2	.8	20	182	.2	1.5
<b>4-Book</b>	<b>24</b>	<b>503</b>		<b>1.4</b>	<b>24</b>	<b>211</b>		<b>1.2</b>	<b>30</b>	<b>187</b>		<b>1.6</b>	<b>25</b>	<b>207</b>		<b>1.1</b>	<b>17</b>	<b>185</b>		<b>1.2</b>
SP '99	23	549	.2	1.4	14	187	.1	.8	13	165	.1	.8	31	270	.3	1.4	35	264	.3	2.7
<b>KKBT-FM</b>																				
SP '00	100	2614	.9	5.7	110	1034	1.0	5.5	82	887	.7	4.6	131	1269	1.2	5.5	94	1081	.8	6.7
WI '00	93	2645	.8	5.4	101	1167	.9	5.2	70	1047	.6	4.1	138	1513	1.2	5.9	73	1066	.7	5.2
FA '99	118	2535	1.1	6.5	128	1184	1.1	5.8	101	1133	.9	5.6	165	1548	1.5	7.0	117	1113	1.0	8.3
SU '99	144	2912	1.3	8.3	143	1209	1.3	7.9	163	1546	1.5	7.2	218	1766	2.0	10.4	128	1484	1.2	9.4
<b>4-Book</b>	<b>114</b>	<b>2677</b>		<b>6.5</b>	<b>121</b>	<b>1149</b>		<b>6.1</b>	<b>104</b>	<b>1153</b>		<b>5.4</b>	<b>163</b>	<b>1524</b>		<b>7.2</b>	<b>103</b>	<b>1186</b>		<b>7.4</b>
SP '99	121	3054	1.1	7.4	128	1404	1.2	6.9	113	1394	1.0	6.7	180	1904	1.6	8.2	104	1341	.9	8.0
<b>KKLA-FM</b>																				
SP '00		43							1	12		.1	1	10			1	21		.1
WI '00	3	88		.2	2	33		.1	5	47		.3	10	45	.1	.4		13		
FA '99	2	94		.1	9	94		.4	1	28		.1	1	26						
SU '99	1	38		.1					2	26		.1	1	26			1	16		.1
<b>4-Book</b>	<b>2</b>	<b>66</b>		<b>.1</b>	<b>3</b>	<b>32</b>		<b>.1</b>	<b>2</b>	<b>28</b>		<b>.2</b>	<b>3</b>	<b>27</b>		<b>.1</b>	<b>1</b>	<b>13</b>		<b>.1</b>
SP '99	5	78		.3		26			2	26		.1	11	28	.1	.5	6	42	.1	.5
<b>KLAC-AM</b>																				
SP '00	3	116		.2									2	33		.1	8	83	.1	.6
WI '00																				
FA '99		55			1	11				11			1	11						
SU '99	1	76		.1		12				22			2	43		.1	1	23		.1
<b>4-Book</b>	<b>1</b>	<b>62</b>		<b>.1</b>		<b>6</b>				<b>8</b>			<b>1</b>	<b>22</b>		<b>.1</b>	<b>2</b>	<b>27</b>		<b>.2</b>
SP '99	1	99		.1									2	35		.1		19		
<b>KLAX-FM</b>																				
SP '00	42	698	.4	2.4	38	239	.3	1.9	51	269	.5	2.9	57	449	.5	2.4	28	259	.3	2.0
WI '00	65	1191	.6	3.8	55	485	.5	2.8	66	458	.6	3.8	92	625	.8	3.9	39	456	.3	2.8
FA '99	56	1057	.5	3.1	69	510	.6	3.1	65	430	.6	3.6	80	516	.7	3.4	27	328	.2	1.9
SU '99	51	1113	.5	2.9	42	327	.4	2.3	60	566	.5	2.7	70	643	.6	3.4	36	430	.3	2.6
<b>4-Book</b>	<b>54</b>	<b>1015</b>		<b>3.1</b>	<b>51</b>	<b>390</b>		<b>2.5</b>	<b>61</b>	<b>431</b>		<b>3.3</b>	<b>75</b>	<b>558</b>		<b>3.3</b>	<b>33</b>	<b>368</b>		<b>2.3</b>
SP '99	44	961	.4	2.7	34	368	.3	1.8	63	463	.6	3.7	46	427	.4	2.1	33	256	.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 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
<b>KLOS-FM</b>																				
SP '00	13	396	.1	.7	15	179	.1	.7	20	175	.2	1.1	22	207	.2	.9	8	86	.1	.6
WI '00	13	401	.1	.8	21	206	.2	1.1	23	130	.2	1.3	16	199	.1	.7	4	97		.3
FA '99	18	409	.2	1.0	11	120	.1	.5	14	171	.1	.8	38	224	.3	1.6	15	152	.1	1.1
SU '99	8	418	.1	.5	10	172	.1	.6	7	161	.1	.3	9	81	.1	.4	7	130	.1	.5
<b>4-Book</b>	<b>13</b>	<b>406</b>	<b>.1</b>	<b>.8</b>	<b>14</b>	<b>169</b>	<b>.1</b>	<b>.7</b>	<b>16</b>	<b>159</b>	<b>.2</b>	<b>.9</b>	<b>21</b>	<b>178</b>	<b>.2</b>	<b>.9</b>	<b>9</b>	<b>116</b>	<b>.1</b>	<b>.6</b>
SP '99	18	424	.2	1.1	31	213	.3	1.7	37	179	.3	2.2	19	185	.2	.9	5	51		.4
<b>KLSX-FM</b>																				
SP '00	14	247	.1	.8	31	100	.3	1.5	8	65	.1	.5	24	136	.2	1.0	5	38		.4
WI '00	7	297	.1	.4	11	106	.1	.6	6	50	.1	.3	13	112	.1	.6	3	58		.2
FA '99	15	260	.1	.8	59	248	.5	2.7	10	85	.1	.6	24	52	.2	1.0				
SU '99	9	247	.1	.5	13	123	.1	.7	5	38		.2	17	87	.2	.8	9	30	.1	.7
<b>4-Book</b>	<b>11</b>	<b>263</b>	<b>.1</b>	<b>.6</b>	<b>29</b>	<b>144</b>	<b>.3</b>	<b>1.4</b>	<b>7</b>	<b>60</b>	<b>.1</b>	<b>.4</b>	<b>20</b>	<b>97</b>	<b>.2</b>	<b>.9</b>	<b>4</b>	<b>32</b>		<b>.3</b>
SP '99	19	393	.2	1.2	62	245	.6	3.3	17	110	.2	1.0	23	93	.2	1.0		26		
<b>KLVE-FM</b>																				
SP '00	73	1357	.7	4.2	91	682	.8	4.5	110	769	1.0	6.2	75	584	.7	3.1	50	454	.4	3.6
WI '00	107	1724	1.0	6.2	132	898	1.2	6.7	132	763	1.2	7.7	129	877	1.2	5.5	71	613	.6	5.1
FA '99	87	1615	.8	4.8	105	799	.9	4.8	97	655	.9	5.4	96	744	.9	4.1	62	731	.6	4.4
SU '99	82	1467	.7	4.7	86	630	.8	4.7	105	737	1.0	4.6	103	803	.9	4.9	43	543	.4	3.2
<b>4-Book</b>	<b>87</b>	<b>1541</b>	<b>.8</b>	<b>5.0</b>	<b>104</b>	<b>752</b>	<b>.9</b>	<b>5.2</b>	<b>111</b>	<b>731</b>	<b>1.0</b>	<b>6.0</b>	<b>101</b>	<b>752</b>	<b>.9</b>	<b>4.4</b>	<b>57</b>	<b>585</b>	<b>.5</b>	<b>4.1</b>
SP '99	89	1497	.8	5.4	92	721	.8	4.9	129	782	1.2	7.7	102	785	.9	4.6	51	485	.5	3.9
<b>KLYY-FM</b>																				
SP '00	32	692	.3	1.8	29	304	.3	1.4	42	404	.4	2.4	55	306	.5	2.3	12	213	.1	.9
WI '00	28	720	.3	1.6	24	178	.2	1.2	29	207	.3	1.7	40	395	.4	1.7	21	239	.2	1.5
FA '99	14	974	.1	.8	12	254	.1	.5	16	359	.1	.9	18	401	.2	.8	9	306	.1	.6
SU '99	19	944	.2	1.1	14	234	.1	.8	24	391	.2	1.1	21	451	.2	1.0	21	370	.2	1.5
<b>4-Book</b>	<b>23</b>	<b>833</b>	<b>.2</b>	<b>1.3</b>	<b>20</b>	<b>243</b>	<b>.2</b>	<b>1.0</b>	<b>28</b>	<b>340</b>	<b>.3</b>	<b>1.5</b>	<b>34</b>	<b>388</b>	<b>.3</b>	<b>1.5</b>	<b>16</b>	<b>282</b>	<b>.2</b>	<b>1.1</b>
SP '99	18	998	.2	1.1	19	308	.2	1.0	12	354	.1	.7	30	525	.3	1.4	14	357	.1	1.1
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	3	153		.2	1	11				24			2	43		.1	6	71	.1	.4
WI '00	5	216		.3	5	98		.3	1	34		.1	3	90		.1	8	80	.1	.6
FA '99	5	160		.3	4	37		.2	8	62	.1	.4	4	74		.2	3	83		.2
SU '99	4	198		.2	2	52		.1	3	33		.1	3	51		.1	5	49		.4
<b>4-Book</b>	<b>4</b>	<b>182</b>		<b>.3</b>	<b>3</b>	<b>50</b>		<b>.2</b>	<b>3</b>	<b>38</b>		<b>.2</b>	<b>3</b>	<b>65</b>		<b>.1</b>	<b>6</b>	<b>71</b>	<b>.1</b>	<b>.4</b>
SP '99	3	221		.2	1	30		.1	4	70		.2	1	36			8	122	.1	.6
<b>KNX -AM</b>																				
SP '00	4	183		.2	7	107	.1	.3	4	69		.2	7	106	.1	.3		13		
WI '00	1	40		.1	1	18		.1					1	9			2	22		.1
FA '99	4	111		.2	8	76	.1	.4					5	65		.2	4	12		.3
SU '99	1	54		.1	1	26		.1					2	31		.1		20		
<b>4-Book</b>	<b>3</b>	<b>97</b>		<b>.2</b>	<b>4</b>	<b>57</b>		<b>.2</b>	<b>1</b>	<b>17</b>		<b>.1</b>	<b>4</b>	<b>53</b>		<b>.2</b>	<b>2</b>	<b>17</b>		<b>.1</b>
SP '99	2	154		.1	1	66		.1	1	59		.1	2	34		.1	4	13		.3
<b>KOST-FM</b>																				
SP '00	68	1552	.6	3.9	49	547	.4	2.4	84	498	.8	4.7	64	634	.6	2.7	93	754	.8	6.7
WI '00	72	1946	.6	4.2	61	563	.5	3.1	75	626	.7	4.4	69	837	.6	2.9	106	981	.9	7.5
FA '99	60	1652	.5	3.3	52	592	.5	2.4	51	437	.5	2.9	86	612	.8	3.7	84	874	.8	5.9
SU '99	54	1678	.5	3.1	47	585	.4	2.6	55	614	.5	2.4	54	680	.5	2.6	93	804	.8	6.8
<b>4-Book</b>	<b>64</b>	<b>1707</b>	<b>.6</b>	<b>3.6</b>	<b>52</b>	<b>572</b>	<b>.5</b>	<b>2.6</b>	<b>66</b>	<b>544</b>	<b>.6</b>	<b>3.6</b>	<b>68</b>	<b>691</b>	<b>.6</b>	<b>3.0</b>	<b>94</b>	<b>853</b>	<b>.8</b>	<b>6.7</b>
SP '99	75	1783	.7	4.6	64	646	.6	3.4	93	636	.8	5.5	100	766	.9	4.5	92	843	.8	7.1
<b>KPWR-FM</b>																				
SP '00	227	4410	2.0	12.9	294	2197	2.6	14.6	199	1922	1.8	11.2	348	2810	3.1	14.5	156	2038	1.4	11.2
WI '00	200	4401	1.8	11.6	256	2206	2.3	13.1	138	1966	1.2	8.0	299	2861	2.7	12.7	151	1947	1.4	10.7
FA '99	190	4046	1.7	10.5	232	2051	2.1	10.6	136	1751	1.2	7.6	268	2540	2.4	11.4	155	1794	1.4	11.0
SU '99	171	4227	1.6	9.8	173	1923	1.6	9.5	211	2277	1.9	9.3	207	2310	1.9	9.9	144	1797	1.3	10.6
<b>4-Book</b>	<b>197</b>	<b>4271</b>	<b>1.8</b>	<b>11.2</b>	<b>239</b>	<b>2094</b>	<b>2.2</b>	<b>12.0</b>	<b>171</b>	<b>1979</b>	<b>1.5</b>	<b>9.0</b>	<b>281</b>	<b>2630</b>	<b>2.5</b>	<b>12.1</b>	<b>152</b>	<b>1894</b>	<b>1.4</b>	<b>10.9</b>
SP '99	177	4293	1.6	10.8	217	2028	2.0	11.7	130	2012	1.2	7.7	302	2715	2.8	13.7	130	1893	1.2	10.0

\*\* 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 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
	<b>+KRCO-FM</b>																			
SP '00	13	256	.1	.7	13	85	.1	.6	21	111	.2	1.2	10	109	.1	.4	10	87	.1	.7
WI '00	8	248	.1	.5	4	61	.2	.2	5	82	.3	.3	12	124	.1	.5	8	78	.1	.6
FA '99	3	164	.2	.2	4	50	.2	.2	2	38	.1	.3	6	78	.1	.3	2	65	.1	.1
SU '99	5	273	.3	.3	1	28	.1	.1	5	121	.2	.2	7	111	.1	.3	6	81	.1	.4
<b>4-Book</b>	<b>7</b>	<b>235</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>56</b>	<b>.3</b>	<b>.3</b>	<b>8</b>	<b>88</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>106</b>	<b>.1</b>	<b>.4</b>	<b>7</b>	<b>78</b>	<b>.1</b>	<b>.5</b>
SP '99	3	146	.2	.2	3	45	.2	.2	1	20	.1	.1	4	61	.2	.2	2	52	.2	.2
<b>+KRCV-FM</b>																				
SP '00	1	42	.1	.1									3	20	.1	.1				
WI '00	1	66	.1	.1	1	18	.1	.1	9				3	28	.1	.1				
FA '99		26							11					15						
SU '99		27											1	19						
<b>4-Book</b>	<b>1</b>	<b>40</b>	<b>.1</b>	<b>.1</b>	<b>5</b>	<b>5</b>	<b>.1</b>	<b>.1</b>	<b>5</b>	<b>5</b>	<b>.1</b>	<b>.1</b>	<b>2</b>	<b>21</b>	<b>.1</b>	<b>.1</b>				
SP '99	1	44	.1	.1	1	15	.1	.1	1	9	.1	.1	2	9	.1	.1				
<b>KRLA-AM</b>																				
SP '00	1	66	.1	.1	1	24	.1	.1					1	23			1	14		.1
WI '00	1	32	.1	.1	1	11	.1	.1	1	11	.1	.1	4	23	.2	.2		11		
FA '99		36							1	25	.1	.1								
SU '99	2	95	.1	.1		16			1	35			2	54	.1	.1	3	30		.2
<b>4-Book</b>	<b>1</b>	<b>57</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>13</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>18</b>	<b>.1</b>	<b>.1</b>	<b>2</b>	<b>25</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>14</b>	<b>.1</b>	<b>.1</b>
SP '99	2	63	.1	.1	2	10	.1	.1	3	41	.2	.2	1	20			4	31		.3
<b>KROQ-FM</b>																				
SP '00	168	3203	1.5	9.6	252	1610	2.3	12.5	138	1362	1.2	7.8	232	1960	2.1	9.7	156	1574	1.4	11.2
WI '00	147	2852	1.3	8.5	165	1310	1.5	8.4	119	1396	1.1	6.9	212	1813	1.9	9.0	147	1468	1.3	10.5
FA '99	164	2998	1.5	9.1	227	1704	2.0	10.3	112	1384	1.0	6.3	220	1856	2.0	9.4	167	1496	1.5	11.8
SU '99	141	2835	1.3	8.1	173	1419	1.6	9.5	157	1639	1.4	6.9	147	1616	1.3	7.0	133	1401	1.2	9.8
<b>4-Book</b>	<b>155</b>	<b>2972</b>	<b>1.4</b>	<b>8.8</b>	<b>204</b>	<b>1511</b>	<b>1.9</b>	<b>10.2</b>	<b>132</b>	<b>1445</b>	<b>1.2</b>	<b>7.0</b>	<b>203</b>	<b>1811</b>	<b>1.8</b>	<b>8.8</b>	<b>151</b>	<b>1485</b>	<b>1.4</b>	<b>10.8</b>
SP '99	135	2811	1.2	8.2	169	1303	1.5	9.1	119	1320	1.1	7.1	163	1601	1.5	7.4	139	1363	1.3	10.7
<b>KRTH-FM</b>																				
SP '00	35	1191	.3	2.0	29	457	.3	1.4	37	371	.3	2.1	51	406	.5	2.1	26	323	.2	1.9
WI '00	39	1482	.3	2.3	44	458	.4	2.2	36	456	.3	2.1	49	667	.4	2.1	29	521	.3	2.1
FA '99	27	1026	.2	1.5	25	326	.2	1.1	38	302	.3	2.1	40	555	.4	1.7	15	340	.1	1.1
SU '99	28	1161	.3	1.6	26	347	.2	1.4	53	609	.5	2.3	36	412	.3	1.7	15	386	.1	1.1
<b>4-Book</b>	<b>32</b>	<b>1215</b>	<b>.3</b>	<b>1.9</b>	<b>31</b>	<b>397</b>	<b>.3</b>	<b>1.5</b>	<b>41</b>	<b>435</b>	<b>.4</b>	<b>2.2</b>	<b>44</b>	<b>510</b>	<b>.4</b>	<b>1.9</b>	<b>21</b>	<b>393</b>	<b>.2</b>	<b>1.6</b>
SP '99	26	1191	.2	1.6	29	477	.3	1.6	22	391	.2	1.3	26	394	.2	1.2	23	375	.2	1.8
<b>KSXA-FM</b>																				
SP '00	69	1136	.6	3.9	140	574	1.3	7.0	82	548	.7	4.6	76	464	.7	3.2	21	243	.2	1.5
WI '00	63	1046	.6	3.6	151	547	1.4	7.7	71	543	.6	4.1	62	477	.6	2.6	23	236	.2	1.6
FA '99	95	1222	.8	5.3	193	754	1.7	8.8	127	737	1.1	7.1	108	534	1.0	4.6	22	236	.2	1.6
SU '99	77	1066	.7	4.4	168	615	1.5	9.3	107	654	1.0	4.7	48	444	.4	2.3	29	322	.3	2.1
<b>4-Book</b>	<b>76</b>	<b>1118</b>	<b>.7</b>	<b>4.3</b>	<b>163</b>	<b>623</b>	<b>1.5</b>	<b>8.2</b>	<b>97</b>	<b>621</b>	<b>.9</b>	<b>5.1</b>	<b>74</b>	<b>480</b>	<b>.7</b>	<b>3.2</b>	<b>24</b>	<b>259</b>	<b>.2</b>	<b>1.7</b>
SP '99	74	1158	.7	4.5	151	552	1.4	8.1	81	626	.7	4.8	62	516	.6	2.8	28	301	.3	2.1
<b>KSSE-FM</b>																				
SP '00	66	1241	.6	3.8	51	490	.5	2.5	88	738	.8	5.0	90	791	.8	3.7	44	469	.4	3.2
WI '00	68	1262	.6	3.9	77	567	.7	3.9	80	555	.7	4.7	103	771	.9	4.4	38	518	.3	2.7
FA '99	97	1322	.9	5.4	121	835	1.1	5.5	112	732	1.0	6.3	124	816	1.1	5.3	64	628	.6	4.5
SU '99	108	1473	1.0	6.2	104	697	.9	5.7	140	949	1.3	6.2	139	878	1.3	6.7	64	637	.6	4.7
<b>4-Book</b>	<b>85</b>	<b>1325</b>	<b>.8</b>	<b>4.8</b>	<b>88</b>	<b>647</b>	<b>.8</b>	<b>4.4</b>	<b>105</b>	<b>744</b>	<b>1.0</b>	<b>5.6</b>	<b>114</b>	<b>814</b>	<b>1.0</b>	<b>5.0</b>	<b>53</b>	<b>563</b>	<b>.5</b>	<b>3.8</b>
SP '99	90	1455	.8	5.5	86	725	.8	4.6	97	722	.9	5.8	119	859	1.1	5.4	63	682	.6	4.8
<b>KTNQ-AM</b>																				
SP '00	6	147	.1	.3	6	52	.1	.3	8	52	.1	.5	7	19	.1	.3	7	29	.1	.5
WI '00	4	78	.2	.2	1	24	.1	.1	9	44	.1	.5	2	27	.1	.1	1	16	.1	.1
FA '99	9	100	.1	.5	9	21	.1	.4	20	77	.2	1.1	10	31	.1	.4	6	33	.1	.4
SU '99	8	181	.1	.5	6	50	.1	.3	18	128	.2	.8	15	87	.1	.7	1	32	.1	.1
<b>4-Book</b>	<b>7</b>	<b>127</b>	<b>.1</b>	<b>.4</b>	<b>6</b>	<b>37</b>	<b>.1</b>	<b>.3</b>	<b>14</b>	<b>75</b>	<b>.2</b>	<b>.7</b>	<b>9</b>	<b>41</b>	<b>.1</b>	<b>.4</b>	<b>4</b>	<b>28</b>	<b>.1</b>	<b>.3</b>
SP '99	12	172	.1	.7	8	59	.1	.4	25	104	.2	1.5	20	93	.2	.9	2	43	.2	.2

Target Listener Trends - Women 12-24

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KTWV-FM</b>																				
SP '00	20	344	.2	1.1	18	121	.2	.9	31	136	.3	1.8	20	178	.2	.8	17	135	.2	1.2
WI '00	10	279	.1	.6	6	104	.1	.3	11	55	.1	.6	18	124	.2	.8	11	130	.1	.8
FA '99	15	319	.1	.8	18	128	.2	.8	22	156	.2	1.2	16	189	.1	.7	9	123	.1	.6
SU '99	14	302	.1	.8	21	122	.2	1.2	23	152	.2	1.0	13	125	.1	.6	5	107		.4
<b>4-Book</b>	<b>15</b>	<b>311</b>	<b>.1</b>	<b>.8</b>	<b>16</b>	<b>119</b>	<b>.2</b>	<b>.8</b>	<b>22</b>	<b>125</b>	<b>.2</b>	<b>1.2</b>	<b>17</b>	<b>154</b>	<b>.2</b>	<b>.7</b>	<b>11</b>	<b>124</b>	<b>.1</b>	<b>.8</b>
SP '99	8	258	.1	.5	8	92	.1	.4	8	63	.1	.5	11	110	.1	.5	2	49		.2
<b>KWIZ-FM</b>																				
SP '00	15	160	.1	.9	6	73	.1	.3	11	94	.1	.6	20	64	.2	.8	25	64	.2	1.8
WI '00	9	121	.1	.5	8	45	.1	.4	7	53	.1	.4	8	63	.1	.3	10	58	.1	.7
FA '99	17	280	.2	.9	11	115	.1	.5	18	136	.2	1.0	19	127	.2	.8	21	139	.2	1.5
SU '99	10	168	.1	.6	8	46	.1	.4	12	72	.1	.5	16	84	.1	.8	5	53		.4
<b>4-Book</b>	<b>13</b>	<b>182</b>	<b>.1</b>	<b>.7</b>	<b>8</b>	<b>70</b>	<b>.1</b>	<b>.4</b>	<b>12</b>	<b>89</b>	<b>.1</b>	<b>.6</b>	<b>16</b>	<b>85</b>	<b>.2</b>	<b>.7</b>	<b>15</b>	<b>79</b>	<b>.1</b>	<b>1.1</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	7	67	.1	.4	5	22		.2	7	20	.1	.4	10	42	.1	.4	3	20		.2
WI '00	2	51		.1		10			1	22		.1	1	9			5	12		.4
FA '99	5	85		.3	2	27		.1	9	46	.1	.5	10	61	.1	.4	2	27		.1
SU '99	3	66		.2		6		.1	6	26	.1	.3	1	11			3	8		.2
<b>4-Book</b>	<b>4</b>	<b>67</b>		<b>.3</b>	<b>2</b>	<b>15</b>		<b>.1</b>	<b>6</b>	<b>29</b>	<b>.1</b>	<b>.3</b>	<b>6</b>	<b>31</b>	<b>.1</b>	<b>.2</b>	<b>3</b>	<b>17</b>		<b>.2</b>
SP '99	1	60		.1	5	51		.3	3	31		.2	1	9						
<b>KWVE-FM</b>																				
SP '00	2	74		.1	5	43		.2	2	11		.1	3	32		.1		21		
WI '00	3	147		.2	4	78		.2	2	45		.1	4	48		.2	4	20		.3
FA '99	3	101		.2	3	74		.1	1	30		.1	1	27			4	26		.3
SU '99	3	82		.2	4	40		.2	6	25	.1	.3	6	16	.1	.3	1	38		.1
<b>4-Book</b>	<b>3</b>	<b>101</b>		<b>.2</b>	<b>4</b>	<b>59</b>		<b>.2</b>	<b>3</b>	<b>28</b>		<b>.2</b>	<b>4</b>	<b>31</b>		<b>.2</b>	<b>2</b>	<b>26</b>		<b>.2</b>
SP '99	4	180		.2	6	108	.1	.3	6	74	.1	.4	2	40		.1	2	40		.2
<b>KXMX-FM</b>																				
SP '00	9	239	.1	.5	10	55	.1	.5	20	146	.2	1.1	12	126	.1	.5	3	82		.2
WI '00	7	232	.1	.4	5	117		.3	5	120		.3	8	109	.1	.3	10	92	.1	.7
FA '99	4	123		.2	1	28			1	15		.1	4	62		.2	3	34		.2
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	81	2226	.7	4.6	100	901	.9	5.0	98	986	.9	5.5	137	1305	1.2	5.7	46	724	.4	3.3
WI '00	86	2649	.8	5.0	96	1002	.9	4.9	93	1132	.8	5.4	124	1492	1.1	5.3	78	1082	.7	5.6
FA '99	79	2128	.7	4.4	93	773	.8	4.2	99	845	.9	5.5	112	1285	1.0	4.8	55	887	.5	3.9
SU '99	89	2670	.8	5.1	114	1083	1.0	6.3	125	1352	1.1	5.5	117	1427	1.1	5.6	50	916	.5	3.7
<b>4-Book</b>	<b>84</b>	<b>2418</b>	<b>.8</b>	<b>4.8</b>	<b>101</b>	<b>940</b>	<b>.9</b>	<b>5.1</b>	<b>104</b>	<b>1079</b>	<b>.9</b>	<b>5.5</b>	<b>123</b>	<b>1377</b>	<b>1.1</b>	<b>5.4</b>	<b>57</b>	<b>902</b>	<b>.5</b>	<b>4.1</b>
SP '99	112	2595	1.0	6.8	145	1123	1.3	7.8	145	1201	1.3	8.6	142	1451	1.3	6.5	71	977	.6	5.4
<b>KZLA-FM</b>																				
SP '00	22	482	.2	1.3	27	306	.2	1.3	20	223	.2	1.1	35	323	.3	1.5	13	197	.1	.9
WI '00	15	472	.1	.9	12	185	.1	.6	15	229	.1	.9	19	298	.2	.8	17	205	.2	1.2
FA '99	21	490	.2	1.2	33	304	.3	1.5	14	190	.1	.8	25	337	.2	1.1	19	141	.2	1.3
SU '99	22	606	.2	1.3	25	278	.2	1.4	26	301	.2	1.2	26	310	.2	1.2	15	240	.1	1.1
<b>4-Book</b>	<b>20</b>	<b>513</b>	<b>.2</b>	<b>1.2</b>	<b>24</b>	<b>268</b>	<b>.2</b>	<b>1.2</b>	<b>19</b>	<b>236</b>	<b>.2</b>	<b>1.0</b>	<b>26</b>	<b>317</b>	<b>.2</b>	<b>1.2</b>	<b>16</b>	<b>196</b>	<b>.2</b>	<b>1.1</b>
SP '99	22	460	.2	1.3	18	229	.2	1.0	39	292	.4	2.3	34	243	.3	1.5	5	143		.4

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Women 12-24

Women 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KOLA-FM</b>																			
SP '00	2	74	.1		23			1	33	.1		3	31	.1		6	41	.1	.4
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	53	.1					1	27	.1			12			1	15		.1
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	2	107	.1	2	34		.1	4	46	.2		1	22			1	30		.1
<b>XTRA-AM</b>																			
SP '00		9											9						
WI '00	1	44	.1									1	12			1	23		.1
FA '99		12										1	12						
SU '99	1	46	.1	2	26		.1	1	16			1	16						
<b>4-Book</b>	<b>1</b>	<b>28</b>	<b>.1</b>	<b>1</b>	<b>7</b>				<b>4</b>			<b>1</b>	<b>12</b>				<b>6</b>		
SP '99		32										1	10				9		
<b>TOTALS</b>																			
SP '00	1755	10954	15.7	2013	9148	18.0		1770	7808	15.8		2401	9618	21.5		1393	7761	12.5	
WI '00	1730	10870	15.5	1959	8939	17.5		1720	7447	15.4		2349	9622	21.0		1405	8047	12.6	
FA '99	1802	10921	16.1	2198	9510	19.7		1788	7872	16.0		2352	9623	21.0		1414	8026	12.6	
SU '99	1738	10582	15.9	1815	8675	16.6		2260	9039	20.6		2088	9249	19.1		1361	7959	12.4	
<b>4-Book</b>	<b>1756</b>	<b>10832</b>	<b>15.8</b>	<b>1996</b>	<b>9068</b>	<b>18.0</b>		<b>1885</b>	<b>8042</b>	<b>17.0</b>		<b>2298</b>	<b>9528</b>	<b>20.7</b>		<b>1393</b>	<b>7948</b>	<b>12.5</b>	
SP '99	1643	10647	15.0	1860	8781	17.0		1684	7806	15.4		2198	9375	20.1		1304	7930	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

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 '00	2	37	.1																	
4-Book	1	39	.1		12															
KACD-FM																				
SP '00	6	95	.1	.3	4	36	.3	15	27	.1	1.1	7	14	.1	.3					
4-Book	3	86	.2		3	48	.2	4	13	.3		5	18	.1	.2	2	8		.1	
KBCE-FM																				
SP '00	2	49	.1		3	26	.2					3	13	.1		2	13		.1	
4-Book	1	39			1	15	.1		2			1	3			1	3			
KAVS-FM																				
SP '00	7	110	.1	.3	9	98	.1	.6	7	33	.1	.5	2	20	.1		3	10	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	314	4857	2.8	15.4	281	3766	2.5	18.8	299	1111	2.7	22.9	422	1719	3.8	18.6	292	1020	2.6	16.3
4-Book	332	4792	3.0	16.2	267	3475	2.4	18.0	244	961	2.2	19.2	405	1532	3.7	17.7	326	1149	2.9	18.2
+KBET-AM																				
SP '00																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	1	31																		
4-Book	2	35	.1		1	8												3		
KBIG-FM																				
SP '00	75	1142	.7	3.7	36	588	.3	2.4	25	79	.2	1.9	56	178	.5	2.5	58	138	.5	3.2
4-Book	71	1035	.7	3.5	23	504	.2	1.6	13	66	.1	1.0	30	142	.3	1.3	33	122	.3	1.9
KBLA-AM																				
SP '00	5	61	.2		4	33	.3		7	20	.1	.5	10	23	.1	.4				
4-Book	8	68	.1	.4	4	38	.3		8	16	.1	.7	7	24	.1	.3	6	10	.1	.3
KBUA-FM																				
SP '00	13	127	.1	.6	10	54	.1	.7	13	32	.1	1.0	14	22	.1	.6	20	54	.2	1.1
4-Book	12	124	.1	.6	9	93	.1	.6	7	28	.1	.6	17	41	.2	.8	17	42	.2	1.0
KBUE-FM																				
SP '00	60	696	.5	2.9	66	626	.6	4.4	50	137	.4	3.8	97	275	.9	4.3	73	203	.7	4.1
4-Book	82	825	.7	4.0	76	638	.7	5.1	77	192	.7	6.0	107	295	1.0	4.7	83	200	.8	4.7
KCBS-FM																				
SP '00	26	418	.2	1.3	19	288	.2	1.3	8	38	.1	.6	27	97	.2	1.2	27	92	.2	1.5
4-Book	16	425	.1	.8	14	270	.2	.9	10	49	.1	.8	19	88	.2	.9	14	65	.1	.8
KCMG-FM																				
SP '00	48	688	.4	2.4	53	518	.5	3.5	23	77	.2	1.8	82	238	.7	3.6	52	127	.5	2.9
4-Book	49	857	.4	2.4	49	613	.4	3.3	24	78	.2	1.9	58	205	.5	2.6	35	137	.3	1.9
KDIS-AM																				
SP '00	16	305	.1	.8	16	161	.1	1.1	17	65	.2	1.3	26	66	.2	1.1	22	59	.2	1.2
4-Book	15	284	.1	.8	14	181	.1	1.0	11	41	.1	.8	22	65	.2	.9	24	62	.2	1.3
KFI -AM																				
SP '00	5	116	.2		1	49	.1		3	27	.2						2	13	.1	
4-Book	7	102	.1	.4	2	38	.2		4	22	.3		4	8	.2		1	3		
KFSG-FM																				
SP '00	3	130	.1		3	60	.2		1	11	.1		5	23	.2		1	11	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	6	163	.1	.3	3	70	.2		6	24	.1	.5					7	27	.1	.4
4-Book	4	134	.2		2	48	.1		2	9	.2		2	11	.1		3	15	.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

	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
+KHJ -AM																				
SP '00	5	106		.2	2	53		.1	2	10		.2	10	21	.1	.4	2	21		.1
4-Book	10	153	.1	.5	9	99	.1	.6	11	31	.1	.9	20	48	.2	.9	11	36	.1	.6
KIEV-AM																				
SP '00		5				3							1	3		.1				
4-Book																				
KJLH-FM																				
SP '00	36	411	.3	1.8	29	260	.3	1.9	28	54	.3	2.1	17	61	.2	.8	15	38	.1	.8
4-Book	27	361	.2	1.3	23	282	.2	1.5	17	53	.2	1.4	18	63	.2	.8	19	55	.2	1.1
KKBT-FM																				
SP '00	105	1948	.9	5.1	94	1668	.8	6.3	71	304	.6	5.4	166	763	1.5	7.3	135	465	1.2	7.5
4-Book	127	2231	1.2	6.2	97	1483	.9	6.6	65	255	.6	5.2	168	681	1.5	7.3	129	463	1.2	7.2
KKLA-FM																				
SP '00		22				17		.1					2	7		.1				
4-Book	3	58		.1	1															
KLAC-AM																				
SP '00		33			3	47		.2						3						
4-Book	1	30			1	23		.1	1	3		.1								
KLAX-FM																				
SP '00	49	566	.4	2.4	38	427	.3	2.5	36	119	.3	2.8	32	124	.3	1.4	73	180	.7	4.1
4-Book	62	817	.5	3.1	52	551	.5	3.5	58	149	.5	4.6	89	236	.8	3.9	75	156	.7	4.2
KLOS-FM																				
SP '00	19	363	.2	.9	7	102	.1	.5	25	42	.2	1.9	14	37	.1	.6	10	50	.1	.6
4-Book	17	331	.2	.8	10	170	.1	.7	10	28	.1	.8	19	60	.2	.8	16	62	.1	.9
KLSX-FM																				
SP '00	20	188	.2	1.0	8	108	.1	.5	1	10		.1	4	12		.2	37	50	.3	2.1
4-Book	18	212	.2	.9	5	88		.3	2	9		.2	1	6		.1	13	27	.1	.8
KLVE-FM																				
SP '00	93	1135	.8	4.6	51	611	.5	3.4	42	140	.4	3.2	90	235	.8	4.0	59	147	.5	3.3
4-Book	106	1273	1.0	5.2	75	854	.7	5.1	77	219	.7	6.2	128	360	1.2	5.6	70	189	.6	3.9
KLYY-FM																				
SP '00	42	570	.4	2.1	27	332	.2	1.8	33	99	.3	2.5	58	149	.5	2.6	39	77	.3	2.2
4-Book	27	641	.3	1.4	21	415	.2	1.4	19	71	.2	1.5	35	147	.3	1.6	23	80	.2	1.3
+KMZT-FM																				
KKGO-FM																				
SP '00	1	54			3	88		.2					2	9		.1	11	27	.1	.6
4-Book	3	103		.1	5	94		.3	5	12		.4	12	23	.1	.6	6	20	.1	.4
KNX -AM																				
SP '00	6	170	.1	.3	3	67		.2	5	24		.4	4	30		.2	4	26		.2
4-Book	3	81		.1	2	28		.1	2	9		.2	4	14		.2	2	10		.1
KOST-FM																				
SP '00	67	1046	.6	3.3	52	774	.5	3.5	30	99	.3	2.3	65	219	.6	2.9	53	166	.5	3.0
4-Book	63	1150	.6	3.1	43	797	.4	2.9	24	95	.2	1.9	56	229	.5	2.5	43	154	.4	2.4
KPWR-FM																				
SP '00	274	3863	2.5	13.4	190	2819	1.7	12.7	150	615	1.3	11.5	316	1252	2.8	13.9	224	790	2.0	12.5
4-Book	226	3761	2.0	11.1	177	2578	1.6	11.9	117	472	1.0	9.3	280	1079	2.5	12.2	253	888	2.3	14.1
+KRCB-FM																				
SP '00	15	198	.1	.7	11	141	.1	.7	5	10		.4	5	31		.2	13	32	.1	.7
4-Book	8	168	.1	.4	7	126	.1	.5	2	7		.2	6	29	.1	.3	9	34	.1	.5
+KRCV-FM																				
SP '00	1	20			1	33		.1									6	20	.1	.3
4-Book	1	26			1	20		.1					1	4		.1	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 - 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
KRLA-AM																				
SP '00	1	46			2	20		.1					5	10		.2	5	10		.3
4-Book	1	40			1	20		.1					2	5		.1	3	7		.2
KROQ-FM																				
SP '00	202	2817	1.8	9.9	116	1817	1.0	7.8	102	388	.9	7.8	198	754	1.8	8.7	113	448	1.0	6.3
4-Book	176	2594	1.6	8.6	121	1749	1.1	8.1	76	317	.7	6.0	192	745	1.8	8.3	140	540	1.3	7.8
KRTH-FM																				
SP '00	39	856	.3	1.9	35	532	.3	2.3	20	79	.2	1.5	62	162	.6	2.7	47	112	.4	2.6
4-Book	39	888	.4	1.9	29	527	.3	1.9	16	63	.2	1.3	49	191	.5	2.1	32	126	.3	1.8
KSCA-FM																				
SP '00	98	892	.9	4.8	48	585	.4	3.2	100	191	.9	7.7	74	209	.7	3.3	51	159	.5	2.8
4-Book	110	941	1.0	5.4	51	582	.5	3.4	113	214	1.0	9.0	82	227	.8	3.6	40	117	.4	2.2
KSSE-FM																				
SP '00	77	1058	.7	3.8	61	769	.5	4.1	84	247	.8	6.4	103	334	.9	4.5	78	247	.7	4.4
4-Book	103	1165	1.0	5.0	74	838	.7	5.0	86	243	.8	6.8	121	353	1.1	5.3	90	260	.8	5.1
KTNQ-AM																				
SP '00	7	93	.1	.3	4	54		.3									3	12		.2
4-Book	10	100	.1	.5	3	38		.2	3	11		.2	4	11		.2	2	10		.1
KTWV-FM																				
SP '00	24	252	.2	1.2	14	144	.1	.9					18	36	.2	.8	23	59	.2	1.3
4-Book	18	235	.2	.9	11	126	.1	.7	4	14	.1	.3	14	48	.1	.6	14	42	.1	.8
KWIZ-FM																				
SP '00	12	127	.1	.6	12	118	.1	.8	10	33	.1	.8	26	63	.2	1.1	13	44	.1	.7
4-Book	12	138	.1	.6	11	110	.1	.8	8	22	.1	.6	19	36	.2	.8	14	34	.1	.8
+KWKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM																				
SP '00	7	55	.1	.3	8	56	.1	.5	6	22	.1	.5	19	21	.2	.8	7	9	.1	.4
4-Book	5	43	.1	.2	4	40		.2	2	6		.1	6	11	.1	.2	6	11	.1	.3
KWVE-FM																				
SP '00	3	53		.1	1	22		.1	3	11		.2	1	11						
4-Book	3	80		.2	2	44		.2	2	6		.1		3			2	9		.1
KXMX-FM																				
SP '00	15	203	.1	.7	4	83		.3					16	37	.1	.7	4	23		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	110	1914	1.0	5.4	53	1040	.5	3.5	37	158	.3	2.8	78	352	.7	3.4	62	251	.6	3.5
4-Book	108	2015	1.0	5.3	58	1152	.5	3.9	41	187	.4	3.2	103	419	.9	4.5	69	302	.7	3.9
KZLA-FM																				
SP '00	27	470	.2	1.3	20	250	.2	1.3	5	27		.4	31	86	.3	1.4	23	109	.2	1.3
4-Book	23	453	.2	1.1	18	277	.2	1.2	13	53	.1	1.1	30	105	.3	1.3	22	86	.2	1.2
KOLA-FM																				
SP '00	2	55		.1	1	20		.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00		9																		
4-Book		15			1	13		.1					2	5		.1	1	5		.1
TOTALS																				
SP '00	2039	10782	18.2		1495	9304	13.4		1306	3884	11.7		2266	5786	20.3		1792	4449	16.0	
4-Book	2046	10663	18.4		1486	9161	13.4		1263	3679	11.4		2294	5760	20.6		1787	4528	16.0	

\*\* 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

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 '00 4-Book					1	7	.1		3				3				1	3		.1
KACD-FM SP '00 4-Book	2	10	.1		1	6	.1		1	8	.1		3	14	.2		2	14	.2	
KBCD-FM SP '00 4-Book									14	26	.1	.8	7	13	.1	.5	1	4		.1
KAVS-FM SP '00 4-Book	4	20	.3		11	43	.1	1.3	12	54	.1	.7	18	42	.2	1.2	11	30	.1	1.1
KIIS-FM SP '00 4-Book	238	903	2.1	17.0	186	707	1.7	21.7	334	1367	3.0	19.8	304	1113	2.7	20.0	161	802	1.4	15.6
+KBET-AM SP '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM SP '00 4-Book	3	3	.2						2											
KBIG-FM SP '00 4-Book	47	197	.4	3.3	19	80	.2	2.2	31	91	.3	1.8	38	102	.3	2.5	15	71	.1	1.5
KBLA-AM SP '00 4-Book	2	10	.1		6	9	.1	.7	6	10	.1	.4	6	10	.1	.4	1	2		.1
KBUA-FM SP '00 4-Book	5	12	.4		7	22	.1	.8	13	34	.1	.8	10	34	.1	.7	4	12		.4
KBUE-FM SP '00 4-Book	70	171	.6	5.0	52	137	.5	6.1	78	221	.7	4.6	60	150	.5	4.0	46	115	.4	4.5
KCBS-FM SP '00 4-Book	23	82	.2	1.6	4	10	.5		12	70	.1	.7	20	82	.2	1.3	26	70	.2	2.5
KCMG-FM SP '00 4-Book	53	145	.5	3.8	1	10	.1		46	155	.4	2.7	62	166	.6	4.1	88	224	.8	8.6
KDIS-AM SP '00 4-Book	12	23	.1	.9	12	44	.1	1.4	9	34	.1	.5	18	33	.2	1.2	16	32	.1	1.6
KFI -AM SP '00 4-Book	2	2	.2		1	8	.1		4	11	.1	.3					2			
KFSG-FM SP '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFVB-AM SP '00 4-Book	2	12	.1		10	31	.1	1.2		3			2	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 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
+KHJ -AM SP '00 4-Book	4	15	.3		9	25	.1	1.2	7	19	.1	.4	7	25	.1	.5	3	21	.3	
KIEV-AM SP '00 4-Book																	4	21	.4	
KJLH-FM SP '00 4-Book	11 18	33 65	.1 .2	.8 1.4	49 27	125 78	.4 .3	5.7 3.0	61 40	123 110	.5 .3	3.6 2.4	46 33	75 74	.4 .3	3.0 2.2	10 14	47 58	.1 .2	1.0 1.3
KKBT-FM SP '00 4-Book	109 83	448 337	1.0 .8	7.8 6.2	45 38	197 181	.4 .3	5.2 4.4	80 96	401 393	.7 .9	4.7 5.8	77 105	365 383	.7 1.0	5.1 7.2	61 82	268 285	.5 .7	5.9 7.4
KKLA-FM SP '00 4-Book					1	7		.1	3	10		.2								
KLAC-AM SP '00 4-Book	1	3		.1	8 2	11 3	.1 .2	.9 .2	2 1	22 6		.1	6 2	9 2	.1 .1	.4 .1	6 2	25 9	.1 .1	.6 .2
KLAX-FM SP '00 4-Book	21 33	73 124	.2 .3	1.5 2.6	27 28	76 88	.2 .3	3.1 3.1	51 55	129 164	.5 .5	3.0 3.3	51 56	151 153	.5 .5	3.4 3.8	23 27	45 92	.2 .2	2.2 2.5
KLDS-FM SP '00 4-Book	2 10	14 29	.1 .1	.1 .7	2	15		.2	7	31	.1	.4	2 6	13 33		.1 .4	3 9	11 31	.1 .1	.3 .8
KLSX-FM SP '00 4-Book	3 3	14 14	.2 .2	.2 .2	3 6	12 22	.1 .1	.3 .8	12 12	36 42	.1 .1	.7 .7	9 2	25 6	.1 .1	.6 .2				2
KLVE-FM SP '00 4-Book	80 85	179 232	.7 .8	5.7 6.5	34 48	125 155	.3 .4	4.0 5.4	49 80	165 257	.4 .7	2.9 4.8	22 60	101 172	.2 .5	1.5 4.1	24 44	106 152	.2 .4	2.3 4.0
KLYY-FM SP '00 4-Book	15 15	92 79	.1 .1	1.1 1.2	14 15	53 40	.1 .1	1.6 1.6	24 25	54 92	.2 .3	1.4 1.5	18 21	67 97	.2 .2	1.2 1.5	16 16	91 79	.1 .2	1.6 1.5
+KMZT-FM KKGQ-FM SP '00 4-Book	3 3	25 15	.2 .2		1 2	14 15		.1 .2	5 4	40 33	.3 .2		2 4	13 12	.1 .3		1 5	13 14	.1 .4	
KNX -AM SP '00 4-Book					3 1	12 3		.3 .1	3 1	17 7		.2 .1	3 1	17 4		.2 .1	1 1	3 3		.1
KOST-FM SP '00 4-Book	53 61	252 264	.5 .6	3.8 4.6	17 19	60 72	.2 .2	2.0 2.2	50 40	146 157	.4 .4	3.0 2.4	55 37	200 145	.5 .3	3.6 2.5	84 56	323 228	.8 .5	8.2 5.1
KPWR-FM SP '00 4-Book	217 203	873 762	1.9 1.8	15.5 15.2	86 78	406 333	.8 .7	10.0 8.9	198 174	750 726	1.8 1.6	11.7 10.4	198 181	745 634	1.8 1.6	13.1 12.2	111 116	472 490	1.0 1.1	10.8 10.6
+KRCQ-FM SP '00 4-Book	19 7	49 25	.2 .1	1.4 .5	9	29	.1	1.2	15 10	41 37	.1 .1	.9 .6	28 13	71 32	.3 .1	1.8 .9	3 3	23 19	.3 .3	
+KRCV-FM SP '00 4-Book					2	5		.2	2	4		.1	2 1	12 5	.1 .1		2 1	12 3	.2 .1	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 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
KRLA-AM SP '00 4-Book	2	3		.2		3			1	3		.1		3			8	10	.1	.8
KROQ-FM SP '00 4-Book	112	531	1.0	8.0	85	324	.8	9.9	113	549	1.0	6.7	101	452	.9	6.7	91	367	.8	8.8
KRTH-FM SP '00 4-Book	26	130	.2	1.9	20	73	.2	2.3	37	158	.3	2.2	49	140	.4	3.2	20	122	.2	1.9
KSCA-FM SP '00 4-Book	24	90	.2	1.7	23	120	.2	2.7	57	202	.5	3.4	37	93	.3	2.4	23	77	.2	2.2
KSSE-FM SP '00 4-Book	71	254	.6	5.1	18	63	.2	2.1	66	221	.6	3.9	33	112	.3	2.2	31	128	.3	3.0
KTNQ-AM SP '00 4-Book	14	31	.1	1.0		5		.1	7	21	.1	.4		10		.3	6	10	.1	.6
KTWV-FM SP '00 4-Book	18	27	.2	1.3	11	24	.1	1.3	21	49	.2	1.2	14	45	.1	.9	5	16		.5
KWIZ-FM SP '00 4-Book	11	11	.1	.8	7	21	.1	.8	27	44	.2	1.6		22	.1	.7	2	11		.2
+KWKU-AM KWPA-AM SP '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM SP '00 4-Book	2	8		.2	11	22	.1	1.3	10	22	.1	.6	12	20	.1	.8	1	5		.1
KWVE-FM SP '00 4-Book	1	7		.1	1	11		.1	1	6		.1	1	11		.1	2	11		.2
KXMX-FM SP '00 4-Book	4	31		.3	**	**	**	**	**	**	**	**	6	12	.1	.4	**	**	**	**
KYSR-FM SP '00 4-Book	34	189	.3	2.4	30	94	.3	3.5	83	370	.7	4.9	66	242	.6	4.4	28	142	.3	2.7
KZLA-FM SP '00 4-Book	3	28		.2	14	60	.1	1.6	49	118	.4	2.9	22	69	.2	1.5	9	45	.1	.9
KOLA-FM SP '00 4-Book	6	10	.1	.4	1	10	**	.1	2	10	**	.1	**	**	**	**	**	**	**	**
XTRA-AM SP '00 4-Book					1	3		.1	1	5		.1	1	6		.1		3		
TOTALS SP '00 4-Book	1403	4170	12.5		858	2712	7.7		1687	4726	15.1		1517	3807	13.6		1029	3251	9.2	
	1332	3894	12.0		874	2729	7.9		1660	4671	14.9		1469	3766	13.2		1103	3373	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 - Women 12-24

# 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	
<b>KABC-AM</b>																				
SP '00	12	176	.1	.4	14	63	.1	.4	16	107	.1	.4	20	79	.1	.6	10	70	.1	.7
WI '00	5	130		.2	4	38		.1	5	66		.1	1	38			11	50		.8
FA '99	13	270	.1	.5	27	122	.2	.7	20	97	.1	.5	19	146	.1	.5	5	46		.4
SU '99	6	296		.2	8	92		.2	6	139		.2	14	137		.4	2	30		.1
4-Book	9	218	.1	.3	13	79	.1	.4	12	102	.1	.3	14	100	.1	.4	7	49	.1	.5
SP '99	8	288	.1	.3	9	99	.1	.2	10	114	.1	.3	16	113	.1	.5	3	52		.2
<b>KACD-FM</b>																				
SP '00	12	457	.1	.4	20	174	.1	.5	13	161	.1	.3	16	262	.1	.5	6	159		.4
WI '00	14	312	.1	.5	17	142	.1	.4	22	98	.1	.6	22	218	.1	.6	7	137		.5
FA '99	12	473	.1	.4	12	213	.1	.3	23	178	.1	.5	23	248	.1	.7	5	179		.4
SU '99	9	311	.1	.3	5	120		.1	14	132	.1	.4	11	155	.1	.4	9	117	.1	.6
4-Book	12	388	.1	.4	14	162	.1	.3	18	142	.1	.5	18	221	.1	.6	7	148		.5
SP '99	7	306		.3	9	186	.1	.2	10	113	.1	.3	10	143	.1	.3	2	96		.1
<b>KBCD-FM</b>																				
SP '00	6	199		.2	6	97		.2	5	81		.1	9	109	.1	.3	2	68		.1
WI '00	9	213	.1	.3	8	87	.1	.2	13	125	.1	.3	17	112	.1	.5	5	75		.3
FA '99	14	150	.1	.5	5	78		.1	28	89	.2	.7	30	115	.2	.9	4	20		.3
SU '99	11	187	.1	.4	15	129	.1	.4	20	134	.1	.5	16	101	.1	.5	1	38		.1
4-Book	10	187	.1	.4	9	98	.1	.2	17	107	.1	.4	18	109	.1	.6	3	50		.2
SP '99	8	79	.1	.3	10	48	.1	.3	17	52	.1	.4	11	48	.1	.3	3	29		.2
<b>KAVS-FM</b>																				
SP '00	3	80		.1	4	45		.1	1	11			5	37		.1	3	23		.2
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	28	**	**	**	11	**	**	**	17	**	**	**	11	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	232	4761	1.5	8.3	317	2458	2.0	8.3	325	2729	2.1	8.0	275	2665	1.7	7.8	112	1677	.7	8.2
WI '00	249	4895	1.6	9.1	306	2570	1.9	8.0	326	2585	2.1	8.2	325	2945	2.1	9.6	130	1680	.8	9.1
FA '99	224	4229	1.4	7.8	298	2596	1.9	7.2	313	2168	2.0	7.4	284	2338	1.8	8.2	114	1327	.7	8.2
SU '99	217	4420	1.4	8.1	284	2231	1.8	8.0	323	2527	2.0	8.1	281	2583	1.8	9.0	102	1535	.6	7.1
4-Book	231	4576	1.5	8.3	301	2464	1.9	7.9	322	2502	2.1	7.9	291	2633	1.9	8.7	115	1555	.7	8.2
SP '99	206	4209	1.3	7.5	309	2250	2.0	8.1	277	2232	1.8	6.9	249	2410	1.6	7.7	101	1563	.6	7.2
<b>+KBET-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	9	158	.1	.3	5	40		.1	12	56	.1	.3	16	67	.1	.5	9	65	.1	.7
WI '00	1	50			1	12			3	37		.1								
FA '99	2	51		.1	3	11		.1					3	11		.1				
SU '99	4	119		.1	4	30		.1	6	38		.2	4	78		.1	3	42		.2
4-Book	4	95		.1	3	23		.1	5	33		.2	6	39		.2	3	27		.2
SP '99	4	57		.1	3	20		.1	6	11		.2	6	20		.2	5	34		.4
<b>KBIG-FM</b>																				
SP '00	140	2667	.9	5.0	154	1140	1.0	4.0	283	1285	1.8	7.0	190	1367	1.2	5.4	54	733	.3	4.0
WI '00	144	2598	.9	5.2	186	1150	1.2	4.9	301	1314	1.9	7.6	194	1335	1.2	5.7	47	745	.3	3.3
FA '99	110	2574	.7	3.8	135	1103	.9	3.3	205	1222	1.3	4.9	151	1231	1.0	4.3	42	572	.3	3.0
SU '99	96	2406	.6	3.6	110	944	.7	3.1	199	1140	1.3	5.0	120	1144	.8	3.8	43	747	.3	3.0
4-Book	123	2561	.8	4.4	146	1084	1.0	3.8	247	1240	1.6	6.1	164	1269	1.1	4.8	47	699	.3	3.3
SP '99	93	2053	.6	3.4	109	825	.7	2.9	187	947	1.2	4.7	131	1002	.8	4.1	28	578	.2	2.0

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 18-34

	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
<b>KBLA-AM</b>																				
SP '00	15	233	.1	.5	21	140	.1	.6	26	131	.2	.6	18	72	.1	.5	8	57	.1	.6
WI '00	11	169	.1	.4	16	85	.1	.4	23	96	.1	.6	9	35	.1	.3	2	19		.1
FA '99	23	248	.1	.8	41	157	.3	1.0	47	139	.3	1.1	25	91	.2	.7	2	35		.1
SU '99	16	164	.1	.6	34	93	.2	1.0	20	87	.1	.5	12	72	.1	.4	3	32		.2
<b>4-Book</b>	<b>16</b>	<b>204</b>	<b>.1</b>	<b>.6</b>	<b>28</b>	<b>119</b>	<b>.2</b>	<b>.8</b>	<b>29</b>	<b>113</b>	<b>.2</b>	<b>.7</b>	<b>16</b>	<b>68</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>36</b>		<b>.3</b>
SP '99	3	85		.1	6	42		.2	6	54		.2	2	37		.1	1	10		.1
<b>KBUA-FM</b>																				
SP '00	12	135	.1	.4	17	67	.1	.4	20	88	.1	.5	9	70	.1	.3	1	40		.1
WI '00	7	130		.3	3	37		.1	9	64	.1	.2	9	55	.1	.3	8	56	.1	.6
FA '99	20	215	.1	.7	27	130	.2	.7	28	123	.2	.7	24	124	.2	.7	8	56	.1	.6
SU '99	10	176	.1	.4	8	45	.1	.2	11	98	.1	.3	18	101	.1	.6	2	53		.1
<b>4-Book</b>	<b>12</b>	<b>164</b>	<b>.1</b>	<b>.5</b>	<b>14</b>	<b>70</b>	<b>.1</b>	<b>.4</b>	<b>17</b>	<b>93</b>	<b>.1</b>	<b>.4</b>	<b>15</b>	<b>88</b>	<b>.1</b>	<b>.5</b>	<b>5</b>	<b>51</b>	<b>.1</b>	<b>.4</b>
SP '99	15	137	.1	.5	23	85	.1	.6	18	75	.1	.5	16	84	.1	.5	11	73	.1	.8
<b>KBUE-FM</b>																				
SP '00	81	1190	.5	2.9	75	481	.5	2.0	115	570	.7	2.8	112	596	.7	3.2	33	290	.2	2.4
WI '00	74	1181	.5	2.7	68	561	.4	1.8	99	649	.6	2.5	83	615	.5	2.4	37	360	.2	2.6
FA '99	106	1355	.7	3.7	111	591	.7	2.7	136	741	.9	3.2	124	730	.8	3.6	67	576	.4	4.8
SU '99	90	1290	.6	3.3	119	647	.8	3.4	148	782	.9	3.7	94	704	.6	3.0	29	376	.2	2.0
<b>4-Book</b>	<b>88</b>	<b>1254</b>	<b>.6</b>	<b>3.2</b>	<b>93</b>	<b>570</b>	<b>.6</b>	<b>2.5</b>	<b>125</b>	<b>686</b>	<b>.8</b>	<b>3.1</b>	<b>103</b>	<b>661</b>	<b>.7</b>	<b>3.1</b>	<b>42</b>	<b>401</b>	<b>.3</b>	<b>3.0</b>
SP '99	91	1156	.6	3.3	96	524	.6	2.5	150	729	.9	3.8	113	701	.7	3.5	31	327	.2	2.2
<b>KCBS-FM</b>																				
SP '00	40	1158	.3	1.4	43	450	.3	1.1	59	535	.4	1.5	57	556	.4	1.6	16	262	.1	1.2
WI '00	40	1132	.3	1.5	56	507	.4	1.5	64	546	.4	1.6	48	596	.3	1.4	12	255	.1	.8
FA '99	26	1223	.2	.9	36	562	.2	.9	40	510	.3	1.0	41	705	.3	1.2	8	325	.1	.6
SU '99	44	1231	.3	1.6	60	521	.4	1.7	78	596	.5	2.0	51	539	.3	1.6	11	229	.1	.8
<b>4-Book</b>	<b>38</b>	<b>1186</b>	<b>.3</b>	<b>1.4</b>	<b>49</b>	<b>510</b>	<b>.3</b>	<b>1.3</b>	<b>60</b>	<b>547</b>	<b>.4</b>	<b>1.5</b>	<b>49</b>	<b>599</b>	<b>.3</b>	<b>1.5</b>	<b>12</b>	<b>268</b>	<b>.1</b>	<b>.9</b>
SP '99	45	1312	.3	1.6	55	441	.3	1.4	54	500	.3	1.4	63	692	.4	1.9	17	401	.1	1.2
<b>KCMG-FM</b>																				
SP '00	95	1781	.6	3.4	115	694	.7	3.0	143	749	.9	3.5	105	942	.7	3.0	41	505	.3	3.0
WI '00	78	1952	.5	2.8	108	933	.7	2.8	120	909	.8	3.0	101	979	.6	3.0	35	497	.2	2.4
FA '99	76	1853	.5	2.6	79	664	.5	1.9	120	841	.8	2.9	87	949	.5	2.5	52	550	.3	3.8
SU '99	100	2110	.6	3.7	104	747	.7	2.9	119	1100	.8	3.0	115	1129	.7	3.7	87	829	.5	6.1
<b>4-Book</b>	<b>87</b>	<b>1924</b>	<b>.6</b>	<b>3.1</b>	<b>102</b>	<b>760</b>	<b>.7</b>	<b>2.7</b>	<b>126</b>	<b>900</b>	<b>.8</b>	<b>3.1</b>	<b>102</b>	<b>1000</b>	<b>.6</b>	<b>3.1</b>	<b>54</b>	<b>595</b>	<b>.3</b>	<b>3.8</b>
SP '99	95	1597	.6	3.5	111	797	.7	2.9	151	886	1.0	3.8	118	1037	.7	3.6	40	522	.3	2.9
<b>KDIS-AM</b>																				
SP '00	17	441	.1	.6	23	240	.1	.6	24	228	.2	.6	23	177	.1	.7	8	79	.1	.6
WI '00	17	496	.1	.6	30	323	.2	.8	13	181	.1	.3	24	253	.2	.7	7	145		.5
FA '99	7	388		.2	16	178	.1	.4	3	74		.1	7	106		.2	1	35		.1
SU '99	13	389	.1	.5	18	261	.1	.5	16	178	.1	.4	14	154	.1	.4	6	72		.4
<b>4-Book</b>	<b>14</b>	<b>429</b>	<b>.1</b>	<b>.5</b>	<b>22</b>	<b>251</b>	<b>.1</b>	<b>.6</b>	<b>14</b>	<b>165</b>	<b>.1</b>	<b>.4</b>	<b>17</b>	<b>173</b>	<b>.1</b>	<b>.5</b>	<b>6</b>	<b>83</b>		<b>.4</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	13	480	.1	.5	22	203	.1	.6	25	295	.2	.6	14	134	.1	.4	1	24		.1
WI '00	34	574	.2	1.2	29	189	.2	.8	94	430	.6	2.4	31	240	.2	.9	11	98	.1	.8
FA '99	25	557	.2	.9	18	181	.1	.4	70	375	.4	1.7	37	238	.2	1.1	7	103		.5
SU '99	27	528	.2	1.0	21	172	.1	.6	76	467	.5	1.9	20	290	.1	.6	12	161	.1	.8
<b>4-Book</b>	<b>25</b>	<b>535</b>	<b>.2</b>	<b>.9</b>	<b>23</b>	<b>186</b>	<b>.1</b>	<b>.6</b>	<b>66</b>	<b>392</b>	<b>.4</b>	<b>1.7</b>	<b>26</b>	<b>226</b>	<b>.2</b>	<b>.8</b>	<b>8</b>	<b>97</b>	<b>.1</b>	<b>.6</b>
SP '99	29	587	.2	1.1	35	211	.2	.9	62	424	.4	1.6	33	178	.2	1.0	21	144	.1	1.5
<b>KFSG-FM</b>																				
SP '00	7	219		.3	10	90	.1	.3	10	120	.1	.2	9	103	.1	.3	1	29		.1
WI '00	15	238	.1	.5	22	194	.1	.6	28	152	.2	.7	20	125	.1	.6	6	48		.4
FA '99	8	246	.1	.3	10	161	.1	.2	11	164	.1	.3	11	153	.1	.3	4	70		.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	17	401	.1	.6	18	174	.1	.5	19	180	.1	.5	22	173	.1	.7	14	105	.1	1.0

Target Listener Trends - 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 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	
<b>KFWB-AM</b>																				
SP '00	11	493	.1	.4	31	281	.2	.8	8	206	.1	.2	13	234	.1	.4	5	70	.4	.4
WI '00	14	609	.1	.5	40	446	.3	1.1	7	180	.2	.8	24	345	.2	.7	6	70	.4	.4
FA '99	18	526	.1	.6	33	362	.2	.8	15	137	.1	.4	20	202	.1	.6	19	96	.1	1.4
SU '99	4	381	.1	.1	12	200	.1	.3	1	85	.1	.3	7	112	.1	.2	2	62	.1	.1
<b>4-Book</b>	<b>12</b>	<b>502</b>	<b>.1</b>	<b>.4</b>	<b>29</b>	<b>322</b>	<b>.2</b>	<b>.8</b>	<b>8</b>	<b>152</b>	<b>.1</b>	<b>.2</b>	<b>16</b>	<b>223</b>	<b>.1</b>	<b>.5</b>	<b>8</b>	<b>75</b>	<b>.6</b>	<b>.6</b>
SP '99	9	523	.1	.3	24	306	.2	.6	4	138	.1	.1	17	241	.1	.5	2	53	.1	.1
<b>+KHJ -AM</b>																				
SP '00	16	297	.1	.6	11	104	.1	.3	17	113	.1	.4	32	151	.2	.9	4	73	.3	.3
WI '00	27	389	.2	1.0	41	202	.3	1.1	33	229	.2	.8	17	145	.1	.5	20	85	.1	1.4
FA '99	20	332	.1	.7	38	132	.2	.9	29	183	.2	.7	17	180	.1	.5	10	73	.1	.7
SU '99	23	444	.1	.9	32	161	.2	.9	33	264	.2	.8	21	171	.1	.7	12	147	.1	.8
<b>4-Book</b>	<b>22</b>	<b>366</b>	<b>.1</b>	<b>.8</b>	<b>31</b>	<b>150</b>	<b>.2</b>	<b>.8</b>	<b>28</b>	<b>197</b>	<b>.2</b>	<b>.7</b>	<b>22</b>	<b>162</b>	<b>.1</b>	<b>.7</b>	<b>12</b>	<b>95</b>	<b>.1</b>	<b>.8</b>
SP '99	19	390	.1	.7	25	178	.2	.7	32	200	.2	.8	25	202	.2	.8	6	94	.4	.4
<b>KIEV-AM</b>																				
SP '00	1	15							5	15		.1								
WI '00		28				15				15										
FA '99	2	37		.1	1	28			3	9		.1	2	9		.1	1	23		.1
SU '99		24			1	24														
<b>4-Book</b>	<b>1</b>	<b>26</b>			<b>1</b>	<b>17</b>			<b>2</b>	<b>10</b>		<b>.1</b>	<b>1</b>	<b>2</b>			<b>6</b>			
SP '99	1	45							1	14										
<b>KJLH-FM</b>																				
SP '00	65	855	.4	2.3	89	418	.6	2.3	75	408	.5	1.8	81	481	.5	2.3	33	357	.2	2.4
WI '00	71	874	.4	2.6	114	530	.7	3.0	100	465	.6	2.5	69	449	.4	2.0	35	389	.2	2.4
FA '99	66	764	.4	2.3	115	453	.7	2.8	92	416	.6	2.2	66	414	.4	1.9	29	251	.2	2.1
SU '99	47	881	.3	1.7	65	423	.4	1.8	58	460	.4	1.5	61	461	.4	1.9	29	345	.2	2.0
<b>4-Book</b>	<b>62</b>	<b>844</b>	<b>.4</b>	<b>2.2</b>	<b>96</b>	<b>456</b>	<b>.6</b>	<b>2.5</b>	<b>81</b>	<b>437</b>	<b>.5</b>	<b>2.0</b>	<b>69</b>	<b>451</b>	<b>.4</b>	<b>2.0</b>	<b>32</b>	<b>336</b>	<b>.2</b>	<b>2.2</b>
SP '99	55	918	.3	2.0	49	436	.3	1.3	63	472	.4	1.6	56	480	.4	1.7	52	384	.3	3.7
<b>KKBT-FM</b>																				
SP '00	116	2493	.7	4.2	152	1112	1.0	4.0	152	1221	1.0	3.7	148	1326	.9	4.2	76	798	.5	5.6
WI '00	108	2453	.7	3.9	141	1167	.9	3.7	127	1168	.8	3.2	141	1393	.9	4.2	61	813	.4	4.3
FA '99	144	2362	.9	5.0	172	1186	1.1	4.2	165	1242	1.0	3.9	173	1439	1.1	5.0	112	912	.7	8.1
SU '99	138	2676	.9	5.1	194	1372	1.2	5.5	183	1392	1.2	4.6	170	1535	1.1	5.4	86	1104	.5	6.0
<b>4-Book</b>	<b>127</b>	<b>2496</b>	<b>.8</b>	<b>4.6</b>	<b>165</b>	<b>1209</b>	<b>1.1</b>	<b>4.4</b>	<b>157</b>	<b>1256</b>	<b>1.0</b>	<b>3.9</b>	<b>158</b>	<b>1423</b>	<b>1.0</b>	<b>4.7</b>	<b>84</b>	<b>907</b>	<b>.5</b>	<b>6.0</b>
SP '99	150	2659	.9	5.5	186	1218	1.2	4.9	192	1277	1.2	4.8	212	1582	1.3	6.6	95	1119	.6	6.8
<b>KKLA-FM</b>																				
SP '00	10	102	.1	.4	23	78	.1	.6	6	31	.1	.1	18	71	.1	.5	4	31		.3
WI '00	6	209	.2	.2	8	116	.1	.2	8	72	.1	.2	15	93	.1	.4		13		
FA '99	7	221	.2	.2	26	174	.2	.6	7	86	.2	.2	5	107	.1	.1		8		
SU '99	6	226	.2	.2	16	84	.1	.5	3	52	.1	.1	8	95	.1	.3	1	38		.1
<b>4-Book</b>	<b>7</b>	<b>190</b>	<b>.3</b>	<b>.3</b>	<b>18</b>	<b>113</b>	<b>.1</b>	<b>.5</b>	<b>6</b>	<b>60</b>	<b>.2</b>	<b>.2</b>	<b>12</b>	<b>92</b>	<b>.1</b>	<b>.3</b>	<b>1</b>	<b>23</b>		<b>.1</b>
SP '99	3	135	.1	.1	6	61	.2	.2	5	50	.1	.1	2	50	.1	.1	1	20		.1
<b>KLAC-AM</b>																				
SP '00	11	277	.1	.4	8	39	.1	.2	14	39	.1	.3	13	121	.1	.4	13	143	.1	1.0
WI '00	5	107	.2	.2	4	33	.1	.1	14	30	.1	.4	9	54	.1	.3	2	48		.1
FA '99	4	174	.1	.1	3	37	.1	.1	3	62	.1	.1	4	94	.1	.1	4	86		.3
SU '99	2	148	.1	.1	1	38	.1	.1	1	35	.1	.1	2	33	.1	.1	1	28		.1
<b>4-Book</b>	<b>6</b>	<b>177</b>	<b>.2</b>	<b>.2</b>	<b>4</b>	<b>37</b>	<b>.1</b>	<b>.1</b>	<b>8</b>	<b>42</b>	<b>.1</b>	<b>.2</b>	<b>7</b>	<b>76</b>	<b>.1</b>	<b>.2</b>	<b>5</b>	<b>76</b>		<b>.4</b>
SP '99	3	177	.1	.1	2	24	.1	.1	7	44	.2	.2	3	69	.1	.1	2	37		.1
<b>KLAX-FM</b>																				
SP '00	60	1056	.4	2.2	60	392	.4	1.6	108	555	.7	2.7	57	579	.4	1.6	15	212	.1	1.1
WI '00	89	1527	.6	3.2	92	514	.6	2.4	147	825	.9	3.7	102	727	.6	3.0	39	378	.2	2.7
FA '99	84	1626	.5	2.9	109	779	.7	2.6	122	846	.8	2.9	109	671	.7	3.1	33	444	.2	2.4
SU '99	111	1722	.7	4.1	120	697	.8	3.4	163	1024	1.0	4.1	132	909	.8	4.2	58	484	.4	4.1
<b>4-Book</b>	<b>86</b>	<b>1483</b>	<b>.6</b>	<b>3.1</b>	<b>95</b>	<b>596</b>	<b>.6</b>	<b>2.5</b>	<b>135</b>	<b>813</b>	<b>.9</b>	<b>3.4</b>	<b>100</b>	<b>722</b>	<b>.6</b>	<b>3.0</b>	<b>36</b>	<b>380</b>	<b>.2</b>	<b>2.6</b>
SP '99	113	1673	.7	4.1	129	747	.8	3.4	192	1030	1.2	4.8	100	774	.6	3.1	57	484	.4	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 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
<b>KLOS-FM</b>																				
SP '00	36	1110	.2	1.3	57	538	.4	1.5	48	444	.3	1.2	57	533	.4	1.6	16	173	.1	1.2
WI '00	42	1224	.3	1.5	86	586	.5	2.3	66	412	.4	1.7	51	546	.3	1.5	10	241	.1	.7
FA '99	52	1203	.3	1.8	78	574	.5	1.9	59	504	.4	1.4	80	657	.5	2.3	23	302	.1	1.7
SU '99	33	1129	.2	1.2	58	566	.4	1.6	35	477	.2	.9	42	437	.3	1.3	21	275	.1	1.5
<b>4-Book</b>	<b>41</b>	<b>1167</b>	<b>.3</b>	<b>1.5</b>	<b>70</b>	<b>566</b>	<b>.5</b>	<b>1.8</b>	<b>52</b>	<b>459</b>	<b>.3</b>	<b>1.3</b>	<b>58</b>	<b>543</b>	<b>.4</b>	<b>1.7</b>	<b>18</b>	<b>248</b>	<b>.1</b>	<b>1.3</b>
SP '99	35	1086	.2	1.3	66	399	.4	1.7	51	453	.3	1.3	36	459	.2	1.1	18	227	.1	1.3
<b>KLSX-FM</b>																				
SP '00	44	792	.3	1.6	116	523	.7	3.0	29	262	.2	.7	67	331	.4	1.9	30	131	.2	2.2
WI '00	22	724	.1	.8	50	414	.3	1.3	28	188	.2	.7	42	271	.3	1.2	5	132		.3
FA '99	33	918	.2	1.1	115	583	.7	2.8	23	226	.1	.5	51	376	.3	1.5	4	119		.3
SU '99	39	875	.2	1.5	120	543	.8	3.4	35	253	.2	.9	50	410	.3	1.6	6	127		.4
<b>4-Book</b>	<b>35</b>	<b>827</b>	<b>.2</b>	<b>1.3</b>	<b>100</b>	<b>516</b>	<b>.6</b>	<b>2.6</b>	<b>29</b>	<b>232</b>	<b>.2</b>	<b>.7</b>	<b>53</b>	<b>347</b>	<b>.3</b>	<b>1.6</b>	<b>11</b>	<b>127</b>	<b>.1</b>	<b>.8</b>
SP '99	49	955	.3	1.8	164	595	1.0	4.3	39	350	.2	1.0	71	436	.4	2.2	5	148		.4
<b>KLVE-FM</b>																				
SP '00	235	2886	1.5	8.4	332	1608	2.1	8.7	414	1872	2.6	10.2	232	1339	1.5	6.6	88	819	.6	6.4
WI '00	233	2963	1.5	8.5	317	1661	2.0	8.3	357	1746	2.3	9.0	229	1559	1.4	6.7	142	1136	.9	9.9
FA '99	230	2755	1.5	8.0	318	1578	2.0	7.7	356	1689	2.2	8.5	231	1530	1.5	6.6	110	1009	.7	8.0
SU '99	239	2937	1.5	8.9	303	1569	1.9	8.5	372	1792	2.4	9.3	264	1637	1.7	8.4	104	996	.7	7.3
<b>4-Book</b>	<b>234</b>	<b>2885</b>	<b>1.5</b>	<b>8.5</b>	<b>318</b>	<b>1604</b>	<b>2.0</b>	<b>8.3</b>	<b>375</b>	<b>1775</b>	<b>2.4</b>	<b>9.3</b>	<b>239</b>	<b>1516</b>	<b>1.5</b>	<b>7.1</b>	<b>111</b>	<b>990</b>	<b>.7</b>	<b>7.9</b>
SP '99	244	3099	1.5	8.9	334	1778	2.1	8.8	347	1878	2.2	8.7	250	1693	1.6	7.7	120	1009	.8	8.6
<b>KLYY-FM</b>																				
SP '00	40	860	.3	1.4	37	323	.2	1.0	66	560	.4	1.6	53	435	.3	1.5	12	221	.1	.9
WI '00	49	978	.3	1.8	57	386	.4	1.5	67	454	.4	1.7	62	482	.4	1.8	27	322	.2	1.9
FA '99	20	1252	.1	.7	19	411	.1	.5	25	478	.2	.6	26	539	.2	.7	10	362	.1	.7
SU '99	31	1413	.2	1.2	28	476	.2	.8	33	492	.2	.8	53	588	.3	1.7	20	403	.1	1.4
<b>4-Book</b>	<b>35</b>	<b>1126</b>	<b>.2</b>	<b>1.3</b>	<b>35</b>	<b>399</b>	<b>.2</b>	<b>1.0</b>	<b>48</b>	<b>496</b>	<b>.3</b>	<b>1.2</b>	<b>49</b>	<b>511</b>	<b>.3</b>	<b>1.4</b>	<b>17</b>	<b>327</b>	<b>.1</b>	<b>1.2</b>
SP '99	23	1290	.1	.8	22	406	.1	.6	32	581	.2	.8	34	635	.2	1.1	12	423	.1	.9
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	14	538	.1	.5	20	159	.1	.5	9	112	.1	.2	11	178	.1	.3	16	232	.1	1.2
WI '00	16	472	.1	.6	7	157		.2	27	156	.2	.7	24	257	.2	.7	11	170	.1	.8
FA '99	21	466	.1	.7	27	238	.2	.7	32	187	.2	.8	29	234	.2	.8	13	141	.1	.9
SU '99	11	389	.1	.4	5	148		.1	3	77		.1	13	127	.1	.4	14	115	.1	1.0
<b>4-Book</b>	<b>16</b>	<b>466</b>	<b>.1</b>	<b>.6</b>	<b>15</b>	<b>176</b>	<b>.1</b>	<b>.4</b>	<b>18</b>	<b>133</b>	<b>.1</b>	<b>.5</b>	<b>19</b>	<b>199</b>	<b>.2</b>	<b>.6</b>	<b>14</b>	<b>165</b>	<b>.1</b>	<b>1.0</b>
SP '99	11	503	.1	.4	13	147	.1	.3	10	166	.1	.3	15	199	.1	.5	16	249	.1	1.1
<b>KNX -AM</b>																				
SP '00	14	580	.1	.5	31	256	.2	.8	8	184	.1	.2	30	349	.2	.9	5	71		.4
WI '00	10	403	.1	.4	31	315	.2	.8	14	81	.1	.4	5	124		.1	4	69		.3
FA '99	12	579	.1	.4	34	399	.2	.8	4	133		.1	16	261	.1	.5	10	70		.7
SU '99	9	391	.1	.3	20	173	.1	.6	5	115		.1	9	143	.1	.3	9	123		.6
<b>4-Book</b>	<b>11</b>	<b>488</b>	<b>.1</b>	<b>.4</b>	<b>29</b>	<b>286</b>	<b>.2</b>	<b>.8</b>	<b>8</b>	<b>128</b>	<b>.1</b>	<b>.2</b>	<b>15</b>	<b>219</b>	<b>.1</b>	<b>.5</b>	<b>7</b>	<b>83</b>	<b>.1</b>	<b>.5</b>
SP '99	7	359		.3	11	175	.1	.3	6	147		.2	13	198	.1	.4	8	65		.6
<b>KOST-FM</b>																				
SP '00	128	2734	.8	4.6	114	1029	.7	3.0	192	1175	1.2	4.7	153	1332	1.0	4.4	129	1128	.8	9.5
WI '00	136	3144	.9	5.0	137	1123	.9	3.6	205	1311	1.3	5.2	169	1507	1.1	5.0	122	1186	.8	8.5
FA '99	153	2836	1.0	5.3	167	1158	1.1	4.0	255	1268	1.6	6.1	219	1481	1.4	6.3	106	1154	.7	7.7
SU '99	116	2808	.7	4.3	107	1066	.7	3.0	156	1178	1.0	3.9	138	1291	.9	4.4	139	1142	.9	9.7
<b>4-Book</b>	<b>133</b>	<b>2881</b>	<b>.9</b>	<b>4.8</b>	<b>131</b>	<b>1094</b>	<b>.9</b>	<b>3.4</b>	<b>202</b>	<b>1233</b>	<b>1.3</b>	<b>5.0</b>	<b>170</b>	<b>1403</b>	<b>1.1</b>	<b>5.0</b>	<b>124</b>	<b>1153</b>	<b>.8</b>	<b>8.9</b>
SP '99	125	2658	.8	4.5	108	951	.7	2.8	196	1172	1.2	4.9	171	1360	1.1	5.3	107	1054	.7	7.7
<b>KPWR-FM</b>																				
SP '00	162	3484	1.0	5.8	243	1775	1.5	6.4	193	1852	1.2	4.7	226	2043	1.4	6.4	83	1255	.5	6.1
WI '00	140	3493	.9	5.1	207	1723	1.3	5.4	152	1774	1.0	3.8	184	2002	1.2	5.4	86	1207	.5	6.0
FA '99	123	3172	.8	4.3	165	1514	1.0	4.0	135	1481	.9	3.2	169	1781	1.1	4.9	71	1126	.4	5.1
SU '99	129	3589	.8	4.8	161	1554	1.0	4.5	144	1518	.9	3.6	156	1766	1.0	5.0	97	1307	.6	6.8
<b>4-Book</b>	<b>139</b>	<b>3435</b>	<b>.9</b>	<b>5.0</b>	<b>194</b>	<b>1642</b>	<b>1.2</b>	<b>5.1</b>	<b>156</b>	<b>1656</b>	<b>1.0</b>	<b>3.8</b>	<b>184</b>	<b>1898</b>	<b>1.2</b>	<b>5.4</b>	<b>84</b>	<b>1224</b>	<b>.5</b>	<b>6.0</b>
SP '99	120	2940	.8	4.4	176	1338	1.1	4.6	153	1546	1.0	3.8	160	1629	1.0	4.9	65	1111	.4	4.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - 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	
<b>+KRCO-FM</b>																				
SP '00	25	375	.2	.9	29	135	.2	.8	39	204	.2	1.0	23	204	.1	.7	12	117	.1	.9
WI '00	24	438	.2	.9	21	157	.1	.6	45	245	.3	1.1	36	253	.2	1.1	11	144	.1	.8
FA '99	20	411	.1	.7	28	103	.2	.7	22	122	.1	.5	21	133	.1	.6	11	94	.1	.8
SU '99	15	541	.1	.6	11	140	.1	.3	15	214	.1	.4	18	276	.1	.6	13	154	.1	.9
<b>4-Book</b>	<b>21</b>	<b>441</b>	<b>.2</b>	<b>.8</b>	<b>22</b>	<b>134</b>	<b>.2</b>	<b>.6</b>	<b>30</b>	<b>196</b>	<b>.2</b>	<b>.8</b>	<b>25</b>	<b>217</b>	<b>.1</b>	<b>.8</b>	<b>12</b>	<b>127</b>	<b>.1</b>	<b>.9</b>
SP '99	10	447	.1	.4	9	142	.1	.2	14	193	.1	.4	13	166	.1	.4	7	162	.1	.5
<b>+KRCV-FM</b>																				
SP '00	12	185	.1	.4	13	83	.1	.3	19	115	.1	.5	18	93	.1	.5	4	42	.1	.3
WI '00	3	126	.1	.1	6	52	.2	.2	2	28	.1	.1	3	43	.1	.1	1	25	.1	.1
FA '99	1	100	.1	.1	1	24	.1	.1	1	22	.1	.1	1	33	.1	.1	1	10	.1	.1
SU '99	1	62	.1	.1	3	31	.1	.1	1	9	.1	.1	1	9	.1	.1	1	10	.1	.1
<b>4-Book</b>	<b>4</b>	<b>118</b>	<b>.1</b>	<b>.1</b>	<b>6</b>	<b>48</b>	<b>.2</b>	<b>.2</b>	<b>5</b>	<b>41</b>	<b>.2</b>	<b>.2</b>	<b>6</b>	<b>45</b>	<b>.2</b>	<b>.2</b>	<b>2</b>	<b>22</b>	<b>.1</b>	<b>.1</b>
SP '99	3	75	.1	.1	2	29	.1	.1	5	38	.1	.1	6	62	.1	.1	1	18	.1	.1
<b>KRLA-AM</b>																				
SP '00	1	58	.1	.1	1	24	.1	.1	3	23	.1	.1	2	11	.1	.1	1	14	.1	.1
WI '00	1	44	.1	.1	1	24	.1	.1	3	23	.1	.1	2	11	.1	.1	1	11	.1	.1
FA '99	1	43	.1	.1	1	9	.1	.1	6	23	.1	.1	2	56	.1	.1	2	19	.1	.1
SU '99	3	115	.1	.1	1	31	.1	.1	8	59	.1	.2	2	17	.1	.1	1	11	.1	.1
<b>4-Book</b>	<b>2</b>	<b>65</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>16</b>	<b>.1</b>	<b>.1</b>	<b>4</b>	<b>26</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>17</b>	<b>.1</b>	<b>.1</b>	<b>1</b>	<b>11</b>	<b>.1</b>	<b>.1</b>
SP '99	5	102	.1	.2	3	36	.1	.1	6	56	.1	.2	6	57	.1	.2	5	31	.1	.4
<b>KROQ-FM</b>																				
SP '00	160	3160	1.0	5.7	252	1532	1.6	6.6	221	1717	1.4	5.4	210	1932	1.3	6.0	74	1122	.5	5.4
WI '00	160	2986	1.0	5.8	226	1550	1.4	5.9	187	1660	1.2	4.7	214	1812	1.4	6.3	108	1297	.7	7.6
FA '99	146	3231	.9	5.1	246	1666	1.6	6.0	179	1560	1.1	4.3	165	1855	1.0	4.7	92	1186	.6	6.7
SU '99	163	3354	1.0	6.1	243	1820	1.5	6.8	206	1781	1.3	5.2	189	1932	1.2	6.0	100	1390	.6	7.0
<b>4-Book</b>	<b>157</b>	<b>3183</b>	<b>1.0</b>	<b>5.7</b>	<b>242</b>	<b>1642</b>	<b>1.5</b>	<b>6.3</b>	<b>198</b>	<b>1680</b>	<b>1.3</b>	<b>4.9</b>	<b>195</b>	<b>1883</b>	<b>1.2</b>	<b>5.8</b>	<b>94</b>	<b>1249</b>	<b>.6</b>	<b>6.7</b>
SP '99	138	3108	.9	5.0	228	1496	1.4	6.0	150	1550	.9	3.8	147	1743	.9	4.5	103	1304	.7	7.4
<b>KRTH-FM</b>																				
SP '00	55	1600	.3	2.0	50	596	.3	1.3	80	676	.5	2.0	87	814	.5	2.5	24	336	.2	1.8
WI '00	48	1497	.3	1.7	63	555	.4	1.7	84	602	.5	2.1	49	643	.3	1.4	15	339	.1	1.0
FA '99	51	1339	.3	1.8	54	557	.3	1.3	91	599	.6	2.2	75	745	.5	2.2	20	351	.1	1.4
SU '99	42	1345	.3	1.6	41	380	.3	1.2	85	659	.5	2.1	50	503	.3	1.6	16	311	.1	1.1
<b>4-Book</b>	<b>49</b>	<b>1445</b>	<b>.3</b>	<b>1.8</b>	<b>52</b>	<b>522</b>	<b>.3</b>	<b>1.4</b>	<b>85</b>	<b>634</b>	<b>.5</b>	<b>2.1</b>	<b>65</b>	<b>676</b>	<b>.4</b>	<b>1.9</b>	<b>19</b>	<b>334</b>	<b>.1</b>	<b>1.3</b>
SP '99	42	1413	.3	1.5	41	533	.3	1.1	84	618	.5	2.1	49	557	.3	1.5	10	265	.1	.7
<b>KSCA-FM</b>																				
SP '00	170	1914	1.1	6.1	419	1296	2.6	11.0	219	1264	1.4	5.4	168	906	1.1	4.8	27	333	.2	2.0
WI '00	207	1972	1.3	7.5	498	1372	3.1	13.1	261	1305	1.6	6.6	196	985	1.2	5.8	48	403	.3	3.4
FA '99	244	2219	1.5	8.5	595	1689	3.8	14.4	361	1594	2.3	8.6	183	963	1.2	5.3	37	426	.2	2.7
SU '99	188	1955	1.2	7.0	404	1384	2.6	11.4	294	1380	1.9	7.4	124	873	.8	4.0	45	420	.3	3.1
<b>4-Book</b>	<b>202</b>	<b>2015</b>	<b>1.3</b>	<b>7.3</b>	<b>479</b>	<b>1435</b>	<b>3.0</b>	<b>12.5</b>	<b>284</b>	<b>1366</b>	<b>1.8</b>	<b>7.0</b>	<b>168</b>	<b>932</b>	<b>1.1</b>	<b>5.0</b>	<b>39</b>	<b>396</b>	<b>.3</b>	<b>2.8</b>
SP '99	237	2213	1.5	8.6	526	1371	3.3	13.8	333	1593	2.1	8.3	156	869	1.0	4.8	69	461	.4	4.9
<b>KSSE-FM</b>																				
SP '00	98	1592	.6	3.5	111	759	.7	2.9	138	982	.9	3.4	122	990	.8	3.5	66	587	.4	4.8
WI '00	92	1683	.6	3.3	128	849	.8	3.4	135	976	.9	3.4	113	922	.7	3.3	40	574	.3	2.8
FA '99	123	1602	.8	4.3	150	961	.9	3.6	172	1062	1.1	4.1	151	1015	1.0	4.3	61	555	.4	4.4
SU '99	138	1733	.9	5.1	158	982	1.0	4.5	207	1187	1.3	5.2	162	1084	1.0	5.2	66	739	.4	4.6
<b>4-Book</b>	<b>113</b>	<b>1653</b>	<b>.7</b>	<b>4.1</b>	<b>137</b>	<b>888</b>	<b>.9</b>	<b>3.6</b>	<b>163</b>	<b>1052</b>	<b>1.1</b>	<b>4.0</b>	<b>137</b>	<b>1003</b>	<b>.9</b>	<b>4.1</b>	<b>58</b>	<b>614</b>	<b>.4</b>	<b>4.2</b>
SP '99	108	1653	.7	3.9	113	756	.7	3.0	156	965	1.0	3.9	118	958	.7	3.6	62	648	.4	4.4
<b>KTNQ-AM</b>																				
SP '00	46	668	.3	1.7	59	314	.4	1.5	97	431	.6	2.4	39	210	.2	1.1	28	142	.2	2.1
WI '00	22	346	.1	.8	31	157	.2	.8	47	201	.3	1.2	25	163	.2	.7	6	54	.1	.4
FA '99	23	346	.1	.8	19	77	.1	.5	54	276	.3	1.3	23	116	.1	.7	12	110	.1	.9
SU '99	28	459	.2	1.0	17	113	.1	.5	66	297	.4	1.7	32	208	.2	1.0	14	133	.1	1.0
<b>4-Book</b>	<b>30</b>	<b>455</b>	<b>.2</b>	<b>1.1</b>	<b>32</b>	<b>165</b>	<b>.2</b>	<b>.8</b>	<b>66</b>	<b>301</b>	<b>.4</b>	<b>1.7</b>	<b>30</b>	<b>174</b>	<b>.2</b>	<b>.9</b>	<b>15</b>	<b>110</b>	<b>.1</b>	<b>1.1</b>
SP '99	37	519	.2	1.3	35	206	.2	.9	72	323	.5	1.8	54	226	.3	1.7	16	133	.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 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
<b>KTWV-FM</b>																				
SP '00	59	834	.4	2.1	61	411	.4	1.6	106	500	.7	2.6	68	481	.4	1.9	32	226	.2	2.3
WI '00	45	959	.3	1.6	49	396	.3	1.3	87	389	.5	2.2	71	435	.4	2.1	21	272	.1	1.5
FA '99	60	926	.4	2.1	77	431	.5	1.9	109	540	.7	2.6	74	505	.5	2.1	22	338	.1	1.6
SU '99	55	1078	.3	2.0	63	415	.4	1.8	103	452	.7	2.6	65	504	.4	2.1	22	370	.1	1.5
<b>4-Book</b>	<b>55</b>	<b>949</b>	<b>.4</b>	<b>2.0</b>	<b>63</b>	<b>413</b>	<b>.4</b>	<b>1.7</b>	<b>101</b>	<b>470</b>	<b>.7</b>	<b>2.5</b>	<b>70</b>	<b>481</b>	<b>.4</b>	<b>2.1</b>	<b>24</b>	<b>302</b>	<b>.1</b>	<b>1.7</b>
SP '99	39	693	.2	1.4	55	305	.3	1.4	66	291	.4	1.7	52	326	.3	1.6	11	216	.1	.8
<b>KWIZ-FM</b>																				
SP '00	35	364	.2	1.3	33	179	.2	.9	47	255	.3	1.2	38	205	.2	1.1	31	97	.2	2.3
WI '00	16	310	.1	.6	12	111	.1	.3	15	172	.1	.4	15	106	.1	.4	16	111	.1	1.1
FA '99	30	445	.2	1.0	25	182	.2	.6	48	272	.3	1.1	33	213	.2	.9	27	180	.2	2.0
SU '99	17	265	.1	.6	14	115	.1	.4	29	148	.2	.7	17	133	.1	.5	9	120	.1	.6
<b>4-Book</b>	<b>25</b>	<b>346</b>	<b>.2</b>	<b>.9</b>	<b>21</b>	<b>147</b>	<b>.2</b>	<b>.6</b>	<b>35</b>	<b>212</b>	<b>.2</b>	<b>.9</b>	<b>26</b>	<b>164</b>	<b>.2</b>	<b>.7</b>	<b>21</b>	<b>127</b>	<b>.2</b>	<b>1.5</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKV-AM</b>																				
SP '00	23	242	.1	.8	24	122	.2	.6	40	129	.3	1.0	32	93	.2	.9	3	20	.2	.2
WI '00	12	142	.1	.4	12	40	.1	.3	27	89	.2	.7	14	79	.1	.4	4	28	.3	.3
FA '99	10	135	.1	.3	5	32	.1	.1	22	102	.1	.5	18	77	.1	.5	2	22	.1	.1
SU '99	8	196	.1	.3	6	59	.2	.2	19	98	.1	.5	8	104	.1	.3	4	16	.3	.3
<b>4-Book</b>	<b>13</b>	<b>179</b>	<b>.1</b>	<b>.5</b>	<b>12</b>	<b>63</b>	<b>.1</b>	<b>.3</b>	<b>27</b>	<b>105</b>	<b>.2</b>	<b>.7</b>	<b>18</b>	<b>88</b>	<b>.1</b>	<b>.5</b>	<b>3</b>	<b>22</b>	<b>.2</b>	<b>.2</b>
SP '99	8	175	.1	.3	10	79	.1	.3	11	101	.1	.3	20	73	.1	.6	1	6	.1	.1
<b>KWVE-FM</b>																				
SP '00	6	216	.1	.2	7	90	.2	.2	10	97	.1	.2	6	88	.2	.2		15		
WI '00	15	431	.1	.5	22	251	.1	.6	15	135	.1	.4	25	181	.2	.7	13	83	.1	.9
FA '99	16	312	.1	.6	17	139	.1	.4	20	153	.1	.5	23	151	.1	.7	9	75	.1	.7
SU '99	25	396	.2	.9	35	212	.2	1.0	37	173	.2	.9	36	169	.2	1.1	10	146	.1	.7
<b>4-Book</b>	<b>16</b>	<b>339</b>	<b>.1</b>	<b>.6</b>	<b>20</b>	<b>173</b>	<b>.1</b>	<b>.6</b>	<b>21</b>	<b>140</b>	<b>.1</b>	<b>.5</b>	<b>23</b>	<b>147</b>	<b>.1</b>	<b>.7</b>	<b>8</b>	<b>80</b>	<b>.1</b>	<b>.6</b>
SP '99	12	254	.1	.4	20	145	.1	.5	25	137	.2	.6	17	96	.1	.5	3	63	.2	.2
<b>KXMX-FM</b>																				
SP '00	21	425	.1	.8	25	164	.2	.7	46	205	.3	1.1	35	253	.2	1.0	4	145	.3	.3
WI '00	11	472	.1	.4	17	254	.1	.4	11	247	.1	.3	12	201	.1	.4	7	75	.5	.5
FA '99	15	334	.1	.5	15	147	.1	.4	20	151	.1	.5	23	186	.1	.7	5	81	.4	.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	178	3376	1.1	6.4	283	1772	1.8	7.4	280	1754	1.8	6.9	257	2111	1.6	7.3	62	999	.4	4.5
WI '00	153	3569	1.0	5.6	203	1635	1.3	5.3	225	1971	1.4	5.7	243	2058	1.5	7.2	77	1202	.5	5.4
FA '99	161	3512	1.0	5.6	227	1538	1.4	5.5	261	1761	1.6	6.2	221	2133	1.4	6.3	67	1102	.4	4.8
SU '99	160	3743	1.0	6.0	207	1724	1.3	5.8	274	2058	1.7	6.9	199	2145	1.3	6.4	69	1236	.4	4.8
<b>4-Book</b>	<b>163</b>	<b>3550</b>	<b>1.0</b>	<b>5.9</b>	<b>230</b>	<b>1667</b>	<b>1.5</b>	<b>6.0</b>	<b>260</b>	<b>1886</b>	<b>1.6</b>	<b>6.4</b>	<b>230</b>	<b>2112</b>	<b>1.5</b>	<b>6.8</b>	<b>69</b>	<b>1135</b>	<b>.4</b>	<b>4.9</b>
SP '99	211	3611	1.3	7.7	296	1875	1.9	7.8	336	2101	2.1	8.4	283	2252	1.8	8.8	79	1121	.5	5.7
<b>KZLA-FM</b>																				
SP '00	42	942	.3	1.5	52	533	.3	1.4	55	418	.3	1.4	68	565	.4	1.9	19	367	.1	1.4
WI '00	44	1017	.3	1.6	61	511	.4	1.6	67	520	.4	1.7	55	691	.3	1.6	25	351	.2	1.7
FA '99	55	1075	.3	1.9	83	597	.5	2.0	68	474	.4	1.6	85	751	.5	2.4	22	393	.1	1.6
SU '99	36	1014	.2	1.3	39	422	.2	1.1	51	505	.3	1.3	50	598	.3	1.6	16	372	.1	1.1
<b>4-Book</b>	<b>44</b>	<b>1012</b>	<b>.3</b>	<b>1.6</b>	<b>59</b>	<b>516</b>	<b>.4</b>	<b>1.5</b>	<b>60</b>	<b>479</b>	<b>.4</b>	<b>1.5</b>	<b>65</b>	<b>651</b>	<b>.4</b>	<b>1.9</b>	<b>21</b>	<b>371</b>	<b>.1</b>	<b>1.5</b>
SP '99	58	993	.4	2.1	62	655	.4	1.6	102	601	.6	2.6	70	544	.4	2.2	20	357	.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 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
<b>KOLA-FM</b>																			
SP '00	6	195	.2	4	87	.1		7	66	.2		9	54	.1	.3	8	61	.1	.6
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	1	81			18			3	37	.1		1	30			1	15		.1
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	1	88		1	18								14			1	25		.1
<b>XTRA-AM</b>																			
SP '00		44						1	19				14						
WI '00	2	121	.1	3	22	.1		1	34			2	36	.1		2	24		.1
FA '99	3	60	.1	4	20	.1		3	30	.1		6	20	.2					
SU '99	1	58		2	26	.1		1	35			1	16						
<b>4-Book</b>	<b>2</b>	<b>71</b>	<b>.1</b>	<b>2</b>	<b>17</b>	<b>.1</b>		<b>2</b>	<b>30</b>			<b>2</b>	<b>22</b>	<b>.1</b>		<b>1</b>	<b>6</b>		
SP '99	1	69										3	31	.1		1	30		.1
<b>TOTALS</b>																			
SP '00	2785	15467	17.6	3807	13088	24.0		4065	12702	25.6		3505	13167	22.1		1365	8940	8.6	
WI '00	2747	15268	17.3	3803	13319	24.0		3979	12483	25.1		3395	12849	21.4		1430	9234	9.0	
FA '99	2870	15489	18.1	4124	13823	26.0		4203	12951	26.5		3481	13281	22.0		1382	9212	8.7	
SU '99	2689	15305	17.0	3550	13138	22.4		3991	12996	25.2		3131	13181	19.8		1432	9879	9.0	
<b>4-Book</b>	<b>2773</b>	<b>15382</b>	<b>17.5</b>	<b>3821</b>	<b>13342</b>	<b>24.1</b>		<b>4060</b>	<b>12783</b>	<b>25.6</b>		<b>3378</b>	<b>13120</b>	<b>21.3</b>		<b>1402</b>	<b>9316</b>	<b>8.8</b>	
SP '99	2750	15400	17.4	3814	13296	24.1		3990	12727	25.2		3234	13221	20.4		1395	9606	8.8	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 18-34

Target Listener Estimates - Women 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '00	17	131	.1	.4	6	45	.3		5	19	.3		7	34	.2		17	34	.1	.7
4-Book	13	175	.1	.4	4	42	.2		4	12	.2		4	16	.1		7	22	.1	.3
KACD-FM																				
SP '00	16	402	.1	.4	9	211	.1	.5	20	61	.1	1.1	8	29	.1	.2	8	45	.1	.3
4-Book	17	335	.1	.4	7	180	.1	.4	9	38	.1	.5	10	46	.1	.3	8	35	.1	.3
KBCD-FM																				
SP '00	7	146		.2	9	112	.1	.5					7	42	.2		9	41	.1	.4
4-Book	15	162	.1	.4	7	83		.4	7	18		.3	8	34	.1	.3	5	25	.1	.2
KAVS-FM																				
SP '00	3	70		.1	4	44		.2	1	11		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	307	4175	1.9	8.1	181	2857	1.1	9.4	179	609	1.1	9.8	344	1412	2.2	10.4	230	810	1.5	9.5
4-Book	306	4042	1.9	8.1	175	2616	1.1	9.2	185	688	1.2	9.5	325	1162	2.1	9.9	222	776	1.4	9.6
+KBET-AM																				
SP '00																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	11	144	.1	.3	6	46		.3	2	16		.1	11	30	.1	.3	13	30	.1	.5
4-Book	5	68		.2	3	39		.2	1	4			3	8		.1	5	17		.2
KBIG-FM																				
SP '00	215	2154	1.4	5.6	66	1025	.4	3.4	29	115	.2	1.6	125	395	.8	3.8	105	321	.7	4.4
4-Book	190	2050	1.2	5.0	53	1041	.3	2.8	43	182	.3	2.2	83	344	.5	2.6	75	274	.5	3.2
KBLA-AM																				
SP '00	22	182	.1	.6	8	78	.1	.4	8	27	.1	.4	11	29	.1	.3	9	17	.1	.4
4-Book	25	164	.1	.7	10	92	.1	.6	20	38	.1	1.0	13	42	.1	.4	10	21	.1	.5
KBUA-FM																				
SP '00	16	107	.1	.4	12	68	.1	.6	12	20	.1	.7	18	28	.1	.5	33	58	.2	1.4
4-Book	15	129	.1	.4	12	106	.1	.6	13	27	.1	.7	24	50	.2	.7	20	36	.1	.9
KBUE-FM																				
SP '00	102	936	.6	2.7	77	675	.5	4.0	59	146	.4	3.2	150	319	.9	4.5	80	217	.5	3.3
4-Book	109	1032	.7	2.9	83	735	.5	4.3	80	195	.5	4.1	133	320	.8	4.1	104	246	.7	4.5
KCBS-FM																				
SP '00	54	960	.3	1.4	31	508	.2	1.6	14	95	.1	.8	70	265	.4	2.1	45	159	.3	1.9
4-Book	54	978	.3	1.4	27	569	.2	1.4	21	121	.1	1.1	50	242	.3	1.5	28	132	.2	1.2
KCMG-FM																				
SP '00	123	1371	.8	3.2	82	890	.5	4.3	81	246	.5	4.4	165	439	1.0	5.0	93	276	.6	3.9
4-Book	111	1556	.7	3.0	69	954	.4	3.6	52	173	.4	2.7	127	440	.8	3.9	75	269	.5	3.2
KDIS-AM																				
SP '00	24	381	.2	.6	10	167	.1	.5	6	35		.3	17	71	.1	.5	11	20	.1	.5
4-Book	18	358	.1	.5	11	211	.1	.6	7	42	.1	.4	20	87	.1	.6	16	47	.1	.7
KFI -AM																				
SP '00	21	437	.1	.6	8	148	.1	.4	13	52	.1	.7	16	57	.1	.5	9	28	.1	.4
4-Book	41	500	.3	1.1	9	138	.1	.5	14	49	.1	.7	17	57	.1	.5	9	29	.1	.4
KFSG-FM																				
SP '00	10	192	.1	.3	5	102		.3	1	11		.1	5	23		.2	7	15		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	17	439	.1	.4	6	202		.3	15	76	.1	.8	4	41		.1	16	61	.1	.7
4-Book	17	455	.1	.5	6	156		.3	12	64	.1	.6	7	45	.1	.2	8	37		.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	
<b>+KHJ -AM</b>																				
SP '00	20	225	.1	.5	18	145	.1	.9	21	51	.1	1.1	27	51	.2	.8	28	82	.2	1.2
4-Book	27	300	.2	.7	19	179	.1	1.0	29	69	.2	1.5	41	90	.3	1.2	19	59	.1	.9
<b>KIEV-AM</b>																				
SP '00	2	15		.1																
4-Book	1	23		.1	1	6		.1					3	6		.1	1	2		
<b>KJLH-FM</b>																				
SP '00	81	679	.5	2.1	58	470	.4	3.0	42	80	.3	2.3	42	99	.3	1.3	33	118	.2	1.4
4-Book	82	683	.5	2.2	48	491	.3	2.5	36	108	.3	1.9	44	127	.3	1.3	34	108	.2	1.5
<b>KKBT-FM</b>																				
SP '00	151	2012	1.0	4.0	81	1412	.5	4.2	72	296	.5	3.9	132	552	.8	4.0	125	444	.8	5.2
4-Book	160	2122	1.1	4.3	97	1326	.6	5.1	72	272	.5	3.7	168	580	1.1	5.1	121	426	.8	5.3
<b>KKLA-FM</b>																				
SP '00	15	102	.1	.4	5	76		.3	10	31	.1	.5	3	15		.1	9	15	.1	.4
4-Book	11	175	.1	.3	3	65		.2	3	8		.1	5	21		.2	2	4		.1
<b>KLAC-AM</b>																				
SP '00	12	121	.1	.3	9	144	.1	.5									2	6		.1
4-Book	6	96	.1	.2	4	72		.2	2	7		.1	1	5			2	8		.1
<b>KLAX-FM</b>																				
SP '00	77	895	.5	2.0	58	568	.4	3.0	41	145	.3	2.2	86	210	.5	2.6	81	181	.5	3.4
4-Book	112	1220	.7	3.0	74	791	.5	3.9	72	204	.5	3.7	142	339	.9	4.3	88	209	.6	3.8
<b>KLOS-FM</b>																				
SP '00	54	981	.3	1.4	19	462	.1	1.0	32	91	.2	1.7	45	159	.3	1.4	37	202	.2	1.5
4-Book	59	994	.4	1.6	24	458	.1	1.3	23	95	.2	1.2	46	175	.3	1.4	40	173	.3	1.7
<b>KLSX-FM</b>																				
SP '00	68	731	.4	1.8	10	211	.1	.5	2	28		.1	3	45		.1	38	58	.2	1.6
4-Book	58	743	.4	1.5	8	187	.1	.5	7	32		.4	3	33		.1	15	36	.1	.6
<b>KLVE-FM</b>																				
SP '00	333	2518	2.1	8.7	160	1437	1.0	8.3	154	443	1.0	8.4	305	744	1.9	9.2	180	321	1.1	7.5
4-Book	316	2497	2.0	8.4	173	1630	1.1	9.0	174	491	1.1	8.9	313	788	2.0	9.5	185	455	1.2	8.0
<b>KLYY-FM</b>																				
SP '00	53	753	.3	1.4	36	449	.2	1.9	21	92	.1	1.1	74	214	.5	2.2	56	112	.4	2.3
4-Book	44	903	.3	1.2	30	574	.2	1.6	20	91	.1	1.0	51	206	.4	1.6	47	137	.3	2.0
<b>+KMZT-FM</b>																				
<b>KKGD-FM</b>																				
SP '00	13	311	.1	.3	15	245	.1	.8	1	10		.1	26	65	.2	.8	24	81	.2	1.0
4-Book	17	313	.1	.4	13	207	.1	.7	4	27		.2	22	51	.1	.7	18	65	.1	.8
<b>KNX -AM</b>																				
SP '00	22	535	.1	.6	5	187		.3	2	28		.1	6	45		.2	6	41		.2
4-Book	17	430	.1	.4	5	130		.3	7	29	.1	.4	9	32	.1	.3	5	24		.2
<b>KOST-FM</b>																				
SP '00	156	2060	1.0	4.1	75	1266	.5	3.9	44	144	.3	2.4	108	368	.7	3.3	84	317	.5	3.5
4-Book	170	2166	1.1	4.5	73	1310	.5	3.8	51	196	.3	2.6	109	437	.7	3.3	94	330	.6	4.1
<b>KPWR-FM</b>																				
SP '00	219	3010	1.4	5.7	113	1957	.7	5.9	78	382	.5	4.3	218	841	1.4	6.6	159	560	1.0	6.6
4-Book	177	2936	1.1	4.7	108	1888	.7	5.6	69	314	.5	3.6	191	727	1.2	5.8	161	599	1.0	7.0
<b>+KRCD-FM</b>																				
SP '00	31	304	.2	.8	21	228	.1	1.1	25	41	.2	1.4	25	61	.2	.8	14	30	.1	.6
4-Book	26	322	.2	.7	18	239	.1	1.0	17	31	.1	.9	15	49	.1	.5	16	40	.1	.7
<b>+KRCV-FM</b>																				
SP '00	17	145	.1	.4	8	81	.1	.4	3	10		.2	10	20	.1	.3	14	41	.1	.6
4-Book	6	90		.1	4	41		.2	2	5		.1	6	13	.1	.2	6	16		.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 - 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	
KRLA-AM	SP '00		24			3	34		.2					5	10		.2	9	25	.1	.4	
	4-Book	2	49		.1	2	24		.1					2	9		.1	3	11		.1	
KROQ-FM	SP '00	227	2822	1.4	6.0	98	1591	.6	5.1	84	276	.5	4.6	195	716	1.2	5.9	86	385	.5	3.6	
	4-Book	211	2808	1.3	5.6	105	1662	.7	5.5	73	296	.5	3.8	181	733	1.1	5.5	131	503	.8	5.7	
KRTH-FM	SP '00	73	1224	.5	1.9	45	730	.3	2.3	31	123	.2	1.7	89	207	.6	2.7	79	259	.5	3.3	
	4-Book	69	1111	.5	1.8	34	607	.2	1.8	19	62	.1	1.0	57	196	.4	1.7	45	174	.3	1.9	
KSCA-FM	SP '00	265	1682	1.7	6.9	98	967	.6	5.1	311	510	2.0	17.0	164	430	1.0	4.9	95	257	.6	3.9	
	4-Book	308	1839	2.0	8.2	124	1121	.8	6.5	356	619	2.2	18.1	214	546	1.4	6.5	108	267	.7	4.7	
KSSE-FM	SP '00	125	1383	.8	3.3	71	873	.4	3.7	84	217	.5	4.6	125	341	.8	3.8	90	250	.6	3.7	
	4-Book	147	1496	.9	3.9	89	1008	.5	4.7	115	326	.7	6.0	168	485	1.1	5.1	114	313	.8	4.9	
KTNQ-AM	SP '00	68	535	.4	1.8	18	195	.1	.9	16	41	.1	.9	42	83	.3	1.3	17	30	.1	.7	
	4-Book	44	383	.3	1.2	13	164	.1	.7	14	49	.1	.7	31	73	.2	.9	13	28	.1	.6	
KTWV-FM	SP '00	81	713	.5	2.1	40	311	.3	2.1	18	49	.1	1.0	56	93	.4	1.7	57	149	.4	2.4	
	4-Book	80	748	.5	2.1	31	372	.2	1.7	18	59	.1	.9	45	110	.3	1.3	42	129	.3	1.8	
KWIZ-FM	SP '00	40	320	.3	1.0	29	258	.2	1.5	48	108	.3	2.6	55	137	.3	1.7	29	97	.2	1.2	
	4-Book	28	269	.2	.7	21	213	.1	1.1	26	55	.2	1.3	44	103	.3	1.4	27	65	.2	1.2	
+KWKU-AM	SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWKW-AM	SP '00	33	200	.2	.9	18	143	.1	.9	45	102	.3	2.5	39	70	.2	1.2	12	20	.1	.5	
	4-Book	20	142	.1	.5	8	91		.4	17	36	.1	1.0	13	31	.1	.4	11	25	.1	.5	
KWVE-FM	SP '00	8	159	.1	.2	6	104		.3	12	22	.1	.7	7	48		.2	5	12		.2	
	4-Book	21	267	.1	.6	10	171	.1	.5	15	44	.1	.8	13	47	.1	.4	8	29	.1	.3	
KXMX-FM	SP '00	36	364	.2	.9	7	161		.4	3	14		.2	13	42	.1	.4	10	40	.1	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM	SP '00	274	3032	1.7	7.2	84	1452	.5	4.4	82	276	.5	4.5	150	584	.9	4.5	124	486	.8	5.1	
	4-Book	242	3134	1.5	6.4	85	1601	.5	4.5	71	281	.4	3.7	182	698	1.1	5.5	113	454	.7	4.8	
KZLA-FM	SP '00	58	870	.4	1.5	28	372	.2	1.5	12	60	.1	.7	70	190	.4	2.1	22	106	.1	.9	
	4-Book	61	903	.4	1.6	31	479	.2	1.6	21	97	.2	1.1	58	228	.4	1.8	36	142	.3	1.6	
KOLA-FM	SP '00	7	139		.2	3	60		.2					9	15	.1	.3	3	16		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '00	1	33			1	10			3	10		.2									
	4-Book	2	42		.1	1	31		.1	3	8		.2	1	2			1	6		.1	
TOTALS	SP '00	3813	15160	24.1		1918	12203	12.1		1829	5014	11.5		3318	7931	20.9		2410	5793	15.2		
	4-Book	3776	15175	23.9		1912	12478	12.1		1952	5237	12.3		3295	7953	20.8		2313	5853	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 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 '00						1	10	.1	.5	11	25	.1	.5	8	25	.1	.4					
4-Book		3				2	10	.2	.3	7	17	.1	.3	5	13	.1	.3	1	3			.1
KACD-FM																						
SP '00		4	29	.3	.4	4	15	.4	.5	12	81	.1	.5	7	49	.4	.4	9	29	.1	1.0	
4-Book		5	33	.4	.4	3	21	.2	.4	10	55	.1	.4	6	41	.4	.4	7	36	.1	.7	
KBCD-FM																						
SP '00		7	14	.5	.5	3	14	.3	1.2	29	69	.2	1.2	20	43	.1	1.1					
4-Book		3	8	.2	.2	5	13	.4	.5	12	35	.1	.5	13	22	.1	.8	4	16		.4	
KAVS-FM																						
SP '00						2	23	.2	.1	3	23	.1	.1	17	21	.1	.9	7	21		.8	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																						
SP '00		134	630	.8	9.5	83	372	.5	7.3	212	1007	1.3	8.7	193	764	1.2	10.7	62	381	.4	6.9	
4-Book		114	514	.7	8.1	87	372	.6	7.5	210	868	1.3	9.3	169	647	1.1	9.8	77	369	.5	7.5	
+KBET-AM																						
SP '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																						
SP '00		1	14	.1	.1									13	16	.1	.7	5	16		.6	
4-Book		7	17	.1	.5						4			4	12	.2	.2	2	8		.2	
KBIG-FM																						
SP '00		68	290	.4	4.8	30	122	.2	2.6	90	341	.6	3.7	54	176	.3	3.0	17	87	.1	1.9	
4-Book		72	261	.5	5.1	24	99	.2	2.0	60	262	.4	2.6	36	155	.2	2.1	26	124	.2	2.4	
KBLA-AM																						
SP '00		4	20	.3	.3	8	10	.1	.7	17	21	.1	.7	8	21	.1	.4					
4-Book		3	12	.2	.2	15	22	.1	1.3	16	32	.1	.7	9	19	.1	.5	1	2		.1	
KBUA-FM																						
SP '00						7	30	.6	.6	18	20	.1	.7	11	20	.1	.6					
4-Book		5	15	.1	.3	7	27	.1	.6	17	42	.1	.7	6	17		.4	2	14		.1	
KBUE-FM																						
SP '00		62	158	.4	4.4	45	124	.3	4.0	107	228	.7	4.4	65	157	.4	3.6	36	94	.2	4.0	
4-Book		61	183	.4	4.4	55	149	.3	4.7	106	278	.7	4.7	78	189	.5	4.5	41	116	.3	4.1	
KCBS-FM																						
SP '00		33	99	.2	2.3	4	29	.4	.4	37	151	.2	1.5	24	162	.2	1.3	12	34	.1	1.3	
4-Book		15	73	.1	1.1	9	57	.1	.8	49	184	.3	2.1	23	126	.2	1.3	14	73	.1	1.3	
KCMG-FM																						
SP '00		50	181	.3	3.5	37	121	.2	3.3	83	231	.5	3.4	74	241	.5	4.1	66	195	.4	7.4	
4-Book		44	173	.3	3.1	24	85	.2	2.1	65	237	.4	2.8	64	204	.4	3.7	85	204	.6	8.0	
KDIS-AM																						
SP '00		2	10	.1	.1	9	29	.1	.8	6	29		.2	12	61	.1	.7	13	34	.1	1.5	
4-Book		5	28	.3	.3	9	38	.1	.8	17	79	.1	.7	8	39	.1	.5	7	26		.7	
KFI -AM																						
SP '00						9	21	.1	.8	11	34	.1	.5	4	15		.2	3	31		.3	
4-Book		4	12	.1	.3	5	13	.1	.5	11	31	.1	.5	5	11		.3	3	11		.2	
KFSG-FM																						
SP '00						7	14	.6	.6	17	65	.1	.7	3	28		.2	3	14		.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																						
SP '00		2	12	.1	.1	10	31	.1	.9	6	15		.2									
4-Book		6	15	.4	.4	9	39	.1	.7	8	29	.1	.3	2	12		.1	1	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

## 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
+KHJ -AM																				
SP '00	18	20	.1	1.3	14	31	.1	1.2	18	20	.1	.7	15	31	.1	.8	4	21		.4
4-Book	13	25	.1	.9	20	52	.2	1.8	16	30	.1	.7	9	27	.1	.5	5	24		.5
KIEV-AM																				
SP '00																				
4-Book																				
KJLH-FM																				
SP '00	39	114	.2	2.8	85	218	.5	7.5	116	222	.7	4.7	91	169	.6	5.1	21	56	.1	2.3
4-Book	24	99	.2	1.7	59	143	.4	5.1	97	235	.6	4.2	72	161	.5	4.2	23	73	.1	2.2
KKBT-FM																				
SP '00	92	341	.6	6.5	50	187	.3	4.4	75	338	.5	3.1	63	315	.4	3.5	38	155	.2	4.2
4-Book	85	308	.6	6.0	49	171	.3	4.1	99	364	.6	4.4	97	326	.6	5.6	72	209	.5	7.2
KKLA-FM																				
SP '00	8	31	.1	.6	4	31		.4	3	16		.1								
4-Book	3	12		.2	5	25		.4	4	18		.2								
KLAC-AM																				
SP '00					8	11	.1	.7	4	44	.2		49	100	.3	2.7	11	79	.1	1.2
4-Book	2	5		.2	2	3		.2	2	17		.1	17	39	.1	.9	6	27	.1	.6
KLAX-FM																				
SP '00	33	100	.2	2.3	44	120	.3	3.9	86	163	.5	3.5	62	134	.4	3.4	31	74	.2	3.5
4-Book	48	162	.3	3.4	48	137	.3	4.1	87	224	.5	3.8	76	169	.5	4.4	32	108	.2	3.0
KLDS-FM																				
SP '00	2	14		.1	8	53	.1	.7	21	116	.1	.9	9	67	.1	.5	1	14		.1
4-Book	21	57	.2	1.5	9	48	.1	.7	23	108	.1	1.0	18	70	.1	1.0	10	39	.1	.9
KLSX-FM																				
SP '00	3	14		.2	11	53	.1	1.0	17	68	.1	.7	12	35	.1	.7				
4-Book	3	15		.2	16	64	.1	1.4	20	77	.1	.9	5	16		.3	1	5		.1
KLVE-FM																				
SP '00	145	342	.9	10.3	109	292	.7	9.6	206	513	1.3	8.4	114	229	.7	6.3	49	198	.3	5.5
4-Book	158	432	1.0	11.3	130	364	.8	11.1	213	547	1.4	9.3	120	290	.8	6.9	72	260	.5	6.8
KLYY-FM																				
SP '00	22	105	.1	1.6	12	62	.1	1.1	51	124	.3	2.1	30	123	.2	1.7	14	85	.1	1.6
4-Book	21	97	.1	1.5	14	53	.1	1.2	40	174	.2	1.7	30	141	.2	1.8	17	93	.1	1.6
+KMZT-FM																				
KKGD-FM																				
SP '00	9	68	.1	.6	11	58	.1	1.0	28	117	.2	1.1	19	54	.1	1.1	1	13		.1
4-Book	8	48	.1	.6	8	30	.1	.7	20	87	.1	.8	14	43	.1	.8	9	20	.1	.8
KNX -AM																				
SP '00	4	30		.3	2	29		.2	7	44		.3	5	28		.3	5	30		.6
4-Book	3	18		.2	4	25		.3	6	30		.2	4	23		.3	3	18		.3
KOST-FM																				
SP '00	70	346	.4	5.0	32	129	.2	2.8	86	285	.5	3.5	75	261	.5	4.2	90	371	.6	10.0
4-Book	81	336	.5	5.9	38	147	.3	3.3	63	254	.4	2.7	63	236	.4	3.7	73	294	.5	7.2
KPWR-FM																				
SP '00	119	451	.8	8.4	50	228	.3	4.4	124	489	.8	5.1	110	439	.7	6.1	35	186	.2	3.9
4-Book	122	441	.8	8.8	43	197	.3	3.7	110	476	.7	4.8	98	371	.6	5.6	59	263	.4	5.8
+KRCB-FM																				
SP '00	19	47	.1	1.3	9	21	.1	.8	31	90	.2	1.3	29	94	.2	1.6	13	71	.1	1.5
4-Book	20	57	.1	1.4	24	61	.2	2.1	20	70	.1	.9	21	52	.2	1.2	12	43	.1	1.1
+KRCV-FM																				
SP '00	3	10		.2	1	10		.1	20	40	.1	.8	10	20	.1	.6	1	10		.1
4-Book	4	8		.3	2	5		.2	7	15		.3	4	13		.3		3		

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	
KRLA-AM SP '00 4-Book	2	3		.2		3								3			8	10	.1	.9	
																	3	5		.3	
KROQ-FM SP '00 4-Book	81	421	.5	5.7	59	199	.4	5.2	113	568	.7	4.6	92	413	.6	5.1	59	246	.4	6.6	
	71	373	.5	5.1	45	168	.3	3.9	141	571	.9	6.2	119	432	.8	6.9	68	289	.5	6.5	
KRTH-FM SP '00 4-Book	25	112	.2	1.8	20	105	.1	1.8	58	216	.4	2.4	43	128	.3	2.4	13	88	.1	1.5	
	20	97	.1	1.5	15	63	.1	1.4	50	181	.3	2.2	44	125	.3	2.5	22	79	.2	2.1	
KSCA-FM SP '00 4-Book	20	75	.1	1.4	47	132	.3	4.1	73	225	.5	3.0	62	147	.4	3.4	34	103	.2	3.8	
	38	132	.3	2.7	90	195	.6	7.6	119	351	.8	5.2	65	174	.4	3.7	29	99	.2	2.8	
KSSE-FM SP '00 4-Book	70	239	.4	5.0	45	153	.3	4.0	81	265	.5	3.3	20	84	.1	1.1	40	135	.3	4.5	
	56	199	.4	4.0	51	162	.3	4.3	93	315	.6	4.0	71	208	.5	4.1	42	159	.3	4.1	
KTNQ-AM SP '00 4-Book	25	71	.2	1.8	8	10	.1	.7	19	61	.1	.8	3	10		.2	8	20	.1	.9	
	12	32	.1	.9	7	19	.1	.6	16	52	.1	.7	6	17		.4	4	13		.4	
KTWV-FM SP '00 4-Book	40	90	.3	2.8	41	69	.3	3.6	37	81	.2	1.5	38	87	.2	2.1	32	53	.2	3.6	
	27	86	.2	1.9	30	68	.2	2.5	33	109	.2	1.4	33	104	.2	1.9	25	65	.2	2.4	
KWIZ-FM SP '00 4-Book	27	43	.2	1.9	16	54	.1	1.4	45	87	.3	1.8	6	22		.3	1	12		.1	
	17	42	.1	1.2	8	24		.7	26	56	.2	1.1	12	38	.1	.7	8	34	.1	.7	
+KWKU-AM KWPA-AM SP '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM SP '00 4-Book	4	21		.3	17	50	.1	1.5	16	40	.1	.7	12	20	.1	.7	2	9		.2	
	4	15		.3	7	25		.6	8	17	.1	.4	5	10	.1	.3	1	4		.1	
KWVE-FM SP '00 4-Book					5	38		.4	17	68	.1	.7	3	22		.2					
	9	35	.1	.7	10	48	.1	.9	12	52	.1	.5	8	30		.5	8	42	.1	.8	
KXMX-FM SP '00 4-Book	2	27		.1	**	**	**	**	7	28		.3	19	40	.1	1.1	1	14		.1	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM SP '00 4-Book	32	172	.2	2.3	52	193	.3	4.6	127	544	.8	5.2	83	294	.5	4.6	20	139	.1	2.2	
	36	213	.3	2.6	34	168	.2	3.0	115	536	.7	5.0	78	347	.5	4.6	45	239	.3	4.2	
KZLA-FM SP '00 4-Book	11	51	.1	.8	20	101	.1	1.8	43	113	.3	1.8	21	74	.1	1.2	14	64	.1	1.6	
	14	76	.1	1.0	27	96	.2	2.3	35	136	.2	1.5	28	96	.2	1.6	21	78	.2	2.0	
KOLA-FM SP '00 4-Book	6	10		.4	1	10		.1	2	10		.1	1	10		.1	**	**	**	**	
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM SP '00 4-Book					1	4		.1	2	13		.1	3	11		.2					
TOTALS SP '00 4-Book	1411	4294	8.9		1134	3415	7.2		2444	6293	15.4		1799	4459	11.4		896	2966	5.7		
	1402	4312	8.9		1169	3480	7.4		2298	6227	14.5		1732	4461	11.0		1039	3343	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 Trends

Target Listener Trends - Women 18-49

		Women 18-49																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KABC-AM</b>																						
SP '00		52	902	.2	1.0	74	389	.2	1.0	74	478	.2	1.0	77	468	.3	1.2	23	256	.1	1.0	
WI '00		38	780	.1	.7	46	411	.1	.6	54	358	.2	.7	46	305	.1	.7	28	167	.1	1.2	
FA '99		40	902	.1	.7	72	493	.2	.9	54	367	.2	.7	58	501	.2	.9	18	176	.1	.8	
SU '99		52	1276	.2	1.0	74	595	.2	1.0	66	610	.2	.8	94	694	.3	1.5	35	345	.1	1.4	
4-Book		46	965	.2	.9	67	472	.2	.9	62	453	.2	.8	69	492	.2	1.1	26	236	.1	1.1	
SP '99		60	1083	.2	1.1	89	445	.3	1.2	87	474	.3	1.1	104	601	.3	1.7	39	339	.1	1.7	
<b>KACD-FM</b>																						
SP '00		31	798	.1	.6	49	398	.2	.6	35	312	.1	.5	50	453	.2	.8	10	246		.4	
WI '00		34	628	.1	.7	40	257	.1	.5	53	289	.2	.7	54	448	.2	.8	9	160		.4	
FA '99		34	914	.1	.6	27	414	.1	.3	53	417	.2	.7	56	562	.2	.9	16	364	.1	.7	
SU '99		16	526	.1	.3	16	283	.1	.2	21	258	.1	.3	16	258	.1	.3	13	145		.5	
4-Book		29	717	.1	.6	33	338	.1	.4	41	319	.2	.6	44	430	.2	.7	12	229		.5	
SP '99		31	563	.1	.6	54	391	.2	.7	34	244	.1	.4	32	308	.1	.5	15	167		.6	
<b>KBCD-FM</b>																						
SP '00		13	404		.2	16	218	.1	.2	16	193	.1	.2	20	262	.1	.3	3	82		.1	
WI '00		11	318		.2	10	146		.1	16	157	.1	.2	19	167	.1	.3	6	93		.3	
FA '99		20	314	.1	.4	13	180		.2	39	177	.1	.5	44	242	.1	.7	5	31		.2	
SU '99		35	387	.1	.7	50	278	.2	.7	71	270	.2	.9	48	237	.2	.8	6	120		.2	
4-Book		20	356	.1	.4	22	206	.1	.3	36	199	.1	.5	33	227	.1	.5	5	82		.2	
SP '99		13	267		.2	14	139		.2	22	167	.1	.3	19	143	.1	.3	3	41		.1	
<b>KAVS-FM</b>																						
SP '00		6	159		.1	8	73		.1	3	37			11	90		.2	3	36		.1	
WI '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99		**	28	**	**	**	11	**	**	**	17	**	**	**	11	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																						
SP '00		334	7420	1.1	6.4	509	4034	1.7	6.6	441	3945	1.4	5.8	417	4189	1.4	6.5	136	2141	.4	5.9	
WI '00		380	7903	1.2	7.3	559	4349	1.8	7.4	499	4007	1.6	6.3	498	4706	1.6	7.8	176	2536	.6	7.5	
FA '99		357	7138	1.2	6.7	513	4187	1.7	6.4	512	3438	1.7	6.4	468	4141	1.5	7.3	137	1915	.4	6.1	
SU '99		326	7038	1.1	6.3	458	3603	1.5	6.3	480	3875	1.6	6.2	433	4074	1.4	7.1	134	2130	.4	5.4	
4-Book		349	7375	1.2	6.7	510	4043	1.7	6.7	483	3816	1.6	6.2	454	4278	1.5	7.2	146	2181	.5	6.2	
SP '99		324	6749	1.1	6.2	542	3663	1.8	7.1	432	3352	1.4	5.5	386	3832	1.3	6.3	134	2208	.4	5.8	
<b>+KBET-AM</b>																						
SP '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		**	14	**	**	**	**	**	**	**	**	**	**	**	14	**	**	**	14	**	**	**
SU '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																						
SP '00		10	212		.2	6	52		.1	12	56		.2	16	84	.1	.2	9	65		.4	
WI '00		1	76			2	24			3	37											
FA '99		4	167		.1	4	42			4	28			4	39		.1	1	30			
SU '99		4	145		.1	4	42		.1	8	49		.1	4	78		.1	3	56		.1	
4-Book		5	150		.1	4	40		.1	7	43		.1	6	50		.1	3	38		.1	
SP '99		11	194		.2	10	77		.1	15	57		.2	21	101	.1	.3	7	79		.3	
<b>KBIG-FM</b>																						
SP '00		215	4365	.7	4.1	270	1906	.9	3.5	387	2022	1.3	5.1	301	2316	1.0	4.7	87	1189	.3	3.8	
WI '00		232	4481	.8	4.4	314	2189	1.0	4.2	474	2406	1.5	6.0	306	2458	1.0	4.8	63	1082	.2	2.7	
FA '99		243	4469	.8	4.5	337	2240	1.1	4.2	478	2231	1.6	6.0	317	2359	1.0	4.9	67	960	.2	3.0	
SU '99		190	3988	.6	3.7	229	1640	.8	3.2	387	2055	1.3	5.0	238	2013	.8	3.9	70	1104	.2	2.8	
4-Book		220	4326	.7	4.2	288	1994	1.0	3.8	432	2179	1.4	5.5	291	2287	1.0	4.6	72	1084	.2	3.1	
SP '99		169	3644	.6	3.2	230	1592	.8	3.0	338	1666	1.1	4.3	226	1888	.7	3.7	42	973	.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

## 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
<b>KBLA-AM</b>																				
SP '00	22	414	.1	.4	28	205	.1	.4	40	248	.1	.5	26	149	.1	.4	10	84		.4
WI '00	25	352	.1	.5	44	169	.1	.6	57	251	.2	.7	12	78		.2	6	47		.3
FA '99	41	516	.1	.8	85	355	.3	1.1	84	284	.3	1.0	32	189	.1	.5	5	83		.2
SU '99	28	335	.1	.5	58	203	.2	.8	45	202	.1	.6	24	144	.1	.4	5	68		.2
<b>4-Book</b>	<b>29</b>	<b>404</b>	<b>.1</b>	<b>.6</b>	<b>54</b>	<b>233</b>	<b>.2</b>	<b>.7</b>	<b>57</b>	<b>246</b>	<b>.2</b>	<b>.7</b>	<b>24</b>	<b>140</b>	<b>.1</b>	<b>.4</b>	<b>7</b>	<b>71</b>		<b>.3</b>
SP '99	12	198		.2	26	92	.1	.3	28	139	.1	.4	8	76		.1	1	10		
<b>KBUA-FM</b>																				
SP '00	21	213	.1	.4	28	133	.1	.4	36	141	.1	.5	17	149	.1	.3	3	80		.1
WI '00	17	221	.1	.3	9	87		.1	22	101	.1	.3	22	105	.1	.3	23	111	.1	1.0
FA '99	31	312	.1	.6	36	180	.1	.4	49	185	.2	.6	36	174	.1	.6	11	69		.5
SU '99	24	339	.1	.5	24	115	.1	.3	30	182	.1	.4	40	199	.1	.7	8	95		.3
<b>4-Book</b>	<b>23</b>	<b>271</b>	<b>.1</b>	<b>.5</b>	<b>24</b>	<b>129</b>	<b>.1</b>	<b>.3</b>	<b>34</b>	<b>152</b>	<b>.1</b>	<b>.5</b>	<b>29</b>	<b>157</b>	<b>.1</b>	<b>.5</b>	<b>11</b>	<b>89</b>		<b>.5</b>
SP '99	17	209	.1	.3	28	122	.1	.4	21	123	.1	.3	19	109	.1	.3	11	86		.5
<b>KBUE-FM</b>																				
SP '00	118	1740	.4	2.2	116	754	.4	1.5	169	843	.5	2.2	146	888	.5	2.3	48	442	.2	2.1
WI '00	143	2030	.5	2.7	177	1050	.6	2.4	206	1231	.7	2.6	158	1124	.5	2.5	61	723	.2	2.6
FA '99	160	2070	.5	3.0	194	956	.6	2.4	212	1171	.7	2.6	175	1237	.6	2.7	91	757	.3	4.0
SU '99	151	2082	.5	2.9	188	997	.6	2.6	251	1314	.8	3.2	160	1096	.5	2.6	59	550	.2	2.4
<b>4-Book</b>	<b>143</b>	<b>1981</b>	<b>.5</b>	<b>2.7</b>	<b>169</b>	<b>939</b>	<b>.6</b>	<b>2.2</b>	<b>210</b>	<b>1140</b>	<b>.7</b>	<b>2.7</b>	<b>160</b>	<b>1086</b>	<b>.5</b>	<b>2.5</b>	<b>65</b>	<b>618</b>	<b>.2</b>	<b>2.8</b>
SP '99	133	1933	.4	2.5	144	848	.5	1.9	219	1101	.7	2.8	181	1136	.6	2.9	47	526	.2	2.0
<b>KCBS-FM</b>																				
SP '00	118	2698	.4	2.2	165	1349	.5	2.1	158	1208	.5	2.1	149	1426	.5	2.3	41	598	.1	1.8
WI '00	96	2555	.3	1.8	134	1251	.4	1.8	161	1238	.5	2.0	124	1425	.4	1.9	24	540	.1	1.0
FA '99	102	2870	.3	1.9	147	1531	.5	1.8	162	1235	.5	2.0	122	1631	.4	1.9	29	665	.1	1.3
SU '99	112	2727	.4	2.2	140	1160	.5	1.9	176	1291	.6	2.3	127	1306	.4	2.1	42	592	.1	1.7
<b>4-Book</b>	<b>107</b>	<b>2713</b>	<b>.4</b>	<b>2.0</b>	<b>147</b>	<b>1323</b>	<b>.5</b>	<b>1.9</b>	<b>164</b>	<b>1243</b>	<b>.5</b>	<b>2.1</b>	<b>131</b>	<b>1447</b>	<b>.4</b>	<b>2.1</b>	<b>34</b>	<b>599</b>	<b>.1</b>	<b>1.5</b>
SP '99	134	3081	.4	2.6	184	1403	.6	2.4	210	1303	.7	2.7	173	1591	.6	2.8	34	705	.1	1.5
<b>KCMG-FM</b>																				
SP '00	189	3437	.6	3.6	239	1566	.8	3.1	283	1566	.9	3.7	217	1888	.7	3.4	83	945	.3	3.6
WI '00	157	3642	.5	3.0	222	1683	.7	2.9	225	1767	.7	2.8	209	1944	.7	3.3	77	1026	.3	3.3
FA '99	179	3652	.6	3.3	193	1558	.6	2.4	267	1783	.9	3.3	227	2045	.7	3.5	107	1067	.3	4.7
SU '99	177	3647	.6	3.4	213	1566	.7	2.9	242	1918	.8	3.1	195	2022	.6	3.2	114	1264	.4	4.6
<b>4-Book</b>	<b>176</b>	<b>3595</b>	<b>.6</b>	<b>3.3</b>	<b>217</b>	<b>1593</b>	<b>.7</b>	<b>2.8</b>	<b>254</b>	<b>1759</b>	<b>.8</b>	<b>3.2</b>	<b>212</b>	<b>1975</b>	<b>.7</b>	<b>3.4</b>	<b>95</b>	<b>1076</b>	<b>.3</b>	<b>4.1</b>
SP '99	198	3137	.7	3.8	246	1563	.8	3.2	325	1649	1.1	4.1	244	1891	.8	4.0	75	896	.2	3.2
<b>KDIS-AM</b>																				
SP '00	34	1063	.1	.6	56	581	.2	.7	41	528	.1	.5	49	494	.2	.8	13	224		.6
WI '00	36	1192	.1	.7	65	711	.2	.9	25	437	.1	.3	61	680	.2	1.0	12	253		.5
FA '99	24	1046	.1	.4	50	546	.2	.6	16	308	.1	.2	32	376	.1	.5	7	177		.3
SU '99	31	1145	.1	.6	50	617	.2	.7	42	542	.1	.5	39	456	.1	.6	9	172		.4
<b>4-Book</b>	<b>31</b>	<b>1112</b>	<b>.1</b>	<b>.6</b>	<b>55</b>	<b>614</b>	<b>.2</b>	<b>.7</b>	<b>31</b>	<b>454</b>	<b>.1</b>	<b>.4</b>	<b>45</b>	<b>502</b>	<b>.2</b>	<b>.7</b>	<b>10</b>	<b>207</b>		<b>.5</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	87	1704	.3	1.7	95	719	.3	1.2	200	1244	.7	2.6	96	624	.3	1.5	28	192	.1	1.2
WI '00	115	1974	.4	2.2	121	773	.4	1.6	314	1453	1.0	4.0	109	910	.4	1.7	22	227	.1	.9
FA '99	103	1873	.3	1.9	126	797	.4	1.6	246	1327	.8	3.1	142	1034	.5	2.2	15	240		.7
SU '99	116	1925	.4	2.2	121	828	.4	1.7	311	1530	1.0	4.0	101	894	.3	1.7	27	337	.1	1.1
<b>4-Book</b>	<b>105</b>	<b>1869</b>	<b>.4</b>	<b>2.0</b>	<b>116</b>	<b>779</b>	<b>.4</b>	<b>1.5</b>	<b>268</b>	<b>1389</b>	<b>.9</b>	<b>3.4</b>	<b>112</b>	<b>866</b>	<b>.4</b>	<b>1.8</b>	<b>23</b>	<b>249</b>	<b>.1</b>	<b>1.0</b>
SP '99	119	2304	.4	2.3	137	910	.4	1.8	308	1549	1.0	3.9	107	924	.4	1.7	31	327	.1	1.3
<b>KFSG-FM</b>																				
SP '00	27	613	.1	.5	42	315	.1	.5	42	299	.1	.5	35	284	.1	.5	5	126		.2
WI '00	33	568	.1	.6	54	422	.2	.7	61	334	.2	.8	41	296	.1	.6	10	134		.4
FA '99	28	625	.1	.5	48	425	.2	.6	49	341	.2	.6	33	365	.1	.5	9	189		.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	31	735	.1	.6	52	417	.2	.7	38	363	.1	.5	33	337	.1	.5	17	172	.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 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
	<b>KFWB-AM</b>																			
SP '00	40	1546	.1	.8	112	1058	.4	1.4	32	531	.1	.4	50	801	.2	.8	12	275		.5
WI '00	42	1630	.1	.8	111	1104	.4	1.5	29	545	.1	.4	66	926	.2	1.0	13	215		.6
FA '99	49	1626	.2	.9	112	1053	.4	1.4	40	600	.1	.5	63	753	.2	1.0	30	313	.1	1.3
SU '99	35	1615	.1	.7	84	922	.3	1.2	18	484	.1	.2	61	887	.2	1.0	6	187		.2
<b>4-Book</b>	<b>42</b>	<b>1604</b>	<b>.1</b>	<b>.8</b>	<b>105</b>	<b>1034</b>	<b>.4</b>	<b>1.4</b>	<b>30</b>	<b>540</b>	<b>.1</b>	<b>.4</b>	<b>60</b>	<b>842</b>	<b>.2</b>	<b>1.0</b>	<b>15</b>	<b>248</b>		<b>.7</b>
SP '99	40	1559	.1	.8	103	1012	.3	1.4	36	583	.1	.5	63	779	.2	1.0	8	265		.3
<b>+KHJ -AM</b>																				
SP '00	36	557	.1	.7	41	216	.1	.5	48	283	.2	.6	48	259	.2	.7	14	152		.6
WI '00	62	829	.2	1.2	89	483	.3	1.2	88	466	.3	1.1	47	342	.2	.7	39	258	.1	1.7
FA '99	49	770	.2	.9	95	396	.3	1.2	76	409	.2	.9	34	347	.1	.5	15	160		.7
SU '99	57	732	.2	1.1	72	371	.2	1.0	81	483	.3	1.0	46	344	.2	.8	33	247	.1	1.3
<b>4-Book</b>	<b>51</b>	<b>722</b>	<b>.2</b>	<b>1.0</b>	<b>74</b>	<b>367</b>	<b>.2</b>	<b>1.0</b>	<b>73</b>	<b>410</b>	<b>.3</b>	<b>.9</b>	<b>44</b>	<b>323</b>	<b>.2</b>	<b>.7</b>	<b>25</b>	<b>204</b>	<b>.1</b>	<b>1.1</b>
SP '99	45	731	.1	.9	67	365	.2	.9	73	377	.2	.9	50	329	.2	.8	15	197		.6
<b>KIEV-AM</b>																				
SP '00	5	102		.1	2	12			16	102	.1	.2	5	43		.1	4	12		.2
WI '00	6	137		.1	11	47		.1	8	67		.1	2	29			3	25		.1
FA '99	7	167		.1	5	72		.1	18	96	.1	.2	7	35		.1	4	37		.2
SU '99	2	133			1	36			2	36			3	23			3	22		
<b>4-Book</b>	<b>5</b>	<b>135</b>		<b>.1</b>	<b>4</b>	<b>42</b>		<b>.1</b>	<b>11</b>	<b>75</b>	<b>.1</b>	<b>.1</b>	<b>4</b>	<b>33</b>		<b>.1</b>	<b>3</b>	<b>15</b>		<b>.1</b>
SP '99	8	157		.2		13			17	81	.1	.2	14	58		.2	7	30		.3
<b>KJLH-FM</b>																				
SP '00	133	1730	.4	2.5	205	1011	.7	2.6	145	842	.5	1.9	159	997	.5	2.5	60	631	.2	2.6
WI '00	134	1702	.4	2.6	186	1001	.6	2.5	179	1005	.6	2.3	148	986	.5	2.3	63	717	.2	2.7
FA '99	131	1537	.4	2.4	213	949	.7	2.7	172	814	.6	2.1	144	872	.5	2.2	58	478	.2	2.6
SU '99	120	1766	.4	2.3	186	888	.6	2.6	164	968	.5	2.1	139	966	.5	2.3	61	616	.2	2.5
<b>4-Book</b>	<b>130</b>	<b>1684</b>	<b>.4</b>	<b>2.5</b>	<b>198</b>	<b>962</b>	<b>.7</b>	<b>2.6</b>	<b>165</b>	<b>907</b>	<b>.6</b>	<b>2.1</b>	<b>148</b>	<b>955</b>	<b>.5</b>	<b>2.3</b>	<b>61</b>	<b>611</b>	<b>.2</b>	<b>2.6</b>
SP '99	107	1584	.4	2.0	142	902	.5	1.9	139	822	.5	1.8	112	867	.4	1.8	78	690	.3	3.4
<b>KKBT-FM</b>																				
SP '00	148	3331	.5	2.8	198	1427	.6	2.6	180	1555	.6	2.4	187	1741	.6	2.9	99	1034	.3	4.3
WI '00	144	3415	.5	2.8	192	1685	.6	2.6	160	1496	.5	2.0	183	1900	.6	2.9	85	1134	.3	3.6
FA '99	170	3135	.6	3.2	212	1569	.7	2.6	181	1469	.6	2.3	216	1779	.7	3.3	120	994	.4	5.3
SU '99	193	3674	.6	3.7	271	1940	.9	3.7	242	1858	.8	3.1	261	2155	.9	4.3	116	1417	.4	4.7
<b>4-Book</b>	<b>164</b>	<b>3389</b>	<b>.6</b>	<b>3.1</b>	<b>218</b>	<b>1655</b>	<b>.7</b>	<b>2.9</b>	<b>191</b>	<b>1595</b>	<b>.6</b>	<b>2.5</b>	<b>212</b>	<b>1894</b>	<b>.7</b>	<b>3.4</b>	<b>105</b>	<b>1145</b>	<b>.4</b>	<b>4.5</b>
SP '99	204	3718	.7	3.9	279	1847	.9	3.7	258	1778	.8	3.3	273	2102	.9	4.4	122	1421	.4	5.3
<b>KKLA-FM</b>																				
SP '00	38	520	.1	.7	89	415	.3	1.1	53	257	.2	.7	49	271	.2	.8	9	112		.4
WI '00	26	512	.1	.5	44	307	.1	.6	33	233	.1	.4	55	282	.2	.9	4	55		.2
FA '99	24	629	.1	.4	57	447	.2	.7	32	327	.1	.4	35	312	.1	.5	6	129		.3
SU '99	21	531	.1	.4	56	336	.2	.8	15	160		.2	36	267	.1	.6	7	129		.3
<b>4-Book</b>	<b>27</b>	<b>548</b>	<b>.1</b>	<b>.5</b>	<b>62</b>	<b>376</b>	<b>.2</b>	<b>.8</b>	<b>33</b>	<b>244</b>	<b>.1</b>	<b>.4</b>	<b>44</b>	<b>283</b>	<b>.2</b>	<b>.7</b>	<b>7</b>	<b>106</b>		<b>.3</b>
SP '99	25	558	.1	.5	55	317	.2	.7	38	227	.1	.5	28	220	.1	.5	4	81		.2
<b>KLAC-AM</b>																				
SP '00	25	588	.1	.5	17	84	.1	.2	32	152	.1	.4	37	238	.1	.6	20	241	.1	.9
WI '00	26	372	.1	.5	36	183	.1	.5	56	148	.2	.7	32	190	.1	.5	10	111		.4
FA '99	12	448		.2	16	172	.1	.2	17	264	.1	.2	20	240	.1	.3	6	147		.3
SU '99	7	422		.1	4	79		.1	11	141		.1	13	195		.2	3	90		.1
<b>4-Book</b>	<b>18</b>	<b>458</b>	<b>.1</b>	<b>.3</b>	<b>18</b>	<b>130</b>	<b>.1</b>	<b>.3</b>	<b>29</b>	<b>176</b>	<b>.1</b>	<b>.4</b>	<b>26</b>	<b>216</b>	<b>.1</b>	<b>.4</b>	<b>10</b>	<b>147</b>		<b>.4</b>
SP '99	10	461		.2	8	66		.1	14	94		.2	14	194		.2	6	166		.3
<b>KLAX-FM</b>																				
SP '00	131	1809	.4	2.5	169	769	.5	2.2	228	980	.7	3.0	109	861	.4	1.7	40	400	.1	1.7
WI '00	146	2392	.5	2.8	142	922	.5	1.9	242	1381	.8	3.1	165	1168	.5	2.6	68	673	.2	2.9
FA '99	156	2437	.5	2.9	217	1313	.7	2.7	243	1336	.8	3.0	190	1138	.6	2.9	50	593	.2	2.2
SU '99	184	2838	.6	3.5	234	1231	.8	3.2	276	1647	.9	3.5	207	1482	.7	3.4	79	773	.3	3.2
<b>4-Book</b>	<b>154</b>	<b>2369</b>	<b>.5</b>	<b>2.9</b>	<b>191</b>	<b>1059</b>	<b>.6</b>	<b>2.5</b>	<b>247</b>	<b>1336</b>	<b>.8</b>	<b>3.2</b>	<b>168</b>	<b>1162</b>	<b>.6</b>	<b>2.7</b>	<b>59</b>	<b>610</b>	<b>.2</b>	<b>2.5</b>
SP '99	178	2719	.6	3.4	212	1138	.7	2.8	298	1543	1.0	3.8	181	1276	.6	2.9	84	770	.3	3.6

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>KLCS-FM</b>																				
SP '00	96	2513	.3	1.8	183	1208	.6	2.4	120	906	.4	1.6	120	1212	.4	1.9	38	413	.1	1.7
WI '00	86	2256	.3	1.6	174	1120	.6	2.3	116	788	.4	1.5	122	1063	.4	1.9	19	431	.1	.8
FA '99	116	2398	.4	2.2	199	1225	.6	2.5	152	1096	.5	1.9	177	1299	.6	2.7	41	552	.1	1.8
SU '99	98	2387	.3	1.9	224	1415	.7	3.1	94	989	.3	1.2	129	956	.4	2.1	48	500	.2	1.9
<b>4-Book</b>	<b>99</b>	<b>2389</b>	<b>.3</b>	<b>1.9</b>	<b>195</b>	<b>1242</b>	<b>.6</b>	<b>2.6</b>	<b>121</b>	<b>945</b>	<b>.4</b>	<b>1.6</b>	<b>137</b>	<b>1133</b>	<b>.5</b>	<b>2.2</b>	<b>37</b>	<b>474</b>	<b>.1</b>	<b>1.6</b>
SP '99	118	2419	.4	2.3	226	1186	.7	3.0	163	1033	.5	2.1	152	1199	.5	2.5	41	470	.1	1.8
<b>KLSX-FM</b>																				
SP '00	79	1487	.3	1.5	221	886	.7	2.9	68	509	.2	.9	114	671	.4	1.8	34	228	.1	1.5
WI '00	52	1376	.2	1.0	147	780	.5	2.0	56	458	.2	.7	77	565	.3	1.2	12	216		.5
FA '99	63	1686	.2	1.2	195	1010	.6	2.4	44	378	.1	.5	86	607	.3	1.3	11	213		.5
SU '99	76	1708	.2	1.5	225	1044	.7	3.1	86	562	.3	1.1	86	792	.3	1.4	9	191		.4
<b>4-Book</b>	<b>68</b>	<b>1564</b>	<b>.2</b>	<b>1.3</b>	<b>197</b>	<b>930</b>	<b>.6</b>	<b>2.6</b>	<b>64</b>	<b>477</b>	<b>.2</b>	<b>.8</b>	<b>91</b>	<b>659</b>	<b>.3</b>	<b>1.4</b>	<b>17</b>	<b>212</b>		<b>.7</b>
SP '99	99	1653	.3	1.9	293	1042	1.0	3.8	92	703	.3	1.2	147	762	.5	2.4	25	217	.1	1.1
<b>KLVE-FM</b>																				
SP '00	420	4776	1.4	8.0	633	2734	2.1	8.2	722	3096	2.3	9.4	382	2297	1.2	5.9	149	1360	.5	6.5
WI '00	415	5079	1.4	7.9	598	2955	1.9	7.9	635	3060	2.1	8.0	411	2906	1.3	6.5	204	1814	.7	8.7
FA '99	399	4622	1.3	7.4	591	2715	1.9	7.4	639	2848	2.1	8.0	385	2605	1.3	6.0	175	1556	.6	7.8
SU '99	448	5045	1.5	8.6	590	2837	1.9	8.1	700	3185	2.3	9.0	475	2683	1.6	7.8	200	1828	.7	8.1
<b>4-Book</b>	<b>421</b>	<b>4881</b>	<b>1.4</b>	<b>8.0</b>	<b>603</b>	<b>2810</b>	<b>2.0</b>	<b>7.9</b>	<b>674</b>	<b>3047</b>	<b>2.2</b>	<b>8.6</b>	<b>413</b>	<b>2623</b>	<b>1.4</b>	<b>6.6</b>	<b>182</b>	<b>1640</b>	<b>.6</b>	<b>7.8</b>
SP '99	448	5302	1.5	8.6	657	3224	2.2	8.6	651	3265	2.1	8.3	452	2974	1.5	7.3	201	1697	.7	8.7
<b>KLYY-FM</b>																				
SP '00	52	1220	.2	1.0	52	490	.2	.7	81	756	.3	1.1	72	655	.2	1.1	16	312	.1	.7
WI '00	72	1475	.2	1.4	90	653	.3	1.2	112	720	.4	1.4	83	739	.3	1.3	32	413	.1	1.4
FA '99	24	1547	.1	.4	20	469	.1	.2	32	586	.1	.4	32	704	.1	.5	11	433		.5
SU '99	37	1674	.1	.7	33	584	.1	.5	49	659	.2	.6	62	767	.2	1.0	22	444	.1	.9
<b>4-Book</b>	<b>46</b>	<b>1479</b>	<b>.2</b>	<b>.9</b>	<b>49</b>	<b>549</b>	<b>.2</b>	<b>.7</b>	<b>69</b>	<b>680</b>	<b>.3</b>	<b>.9</b>	<b>62</b>	<b>716</b>	<b>.2</b>	<b>1.0</b>	<b>20</b>	<b>401</b>	<b>.1</b>	<b>.9</b>
SP '99	38	1677	.1	.7	25	544	.1	.3	63	800	.2	.8	49	808	.2	.8	13	464		.6
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	37	1353	.1	.7	52	533	.2	.7	38	403	.1	.5	47	545	.2	.7	26	393	.1	1.1
WI '00	42	1215	.1	.8	41	545	.1	.5	69	511	.2	.9	60	636	.2	.9	22	352	.1	.9
FA '99	67	1225	.2	1.2	88	645	.3	1.1	112	583	.4	1.4	78	592	.3	1.2	39	350	.1	1.7
SU '99	34	999	.1	.7	40	438	.1	.6	44	328	.1	.6	38	434	.1	.6	23	250	.1	.9
<b>4-Book</b>	<b>45</b>	<b>1198</b>	<b>.1</b>	<b>.9</b>	<b>55</b>	<b>540</b>	<b>.2</b>	<b>.7</b>	<b>66</b>	<b>456</b>	<b>.2</b>	<b>.9</b>	<b>56</b>	<b>552</b>	<b>.2</b>	<b>.9</b>	<b>28</b>	<b>336</b>	<b>.1</b>	<b>1.2</b>
SP '99	57	1430	.2	1.1	69	645	.2	.9	65	608	.2	.8	80	659	.3	1.3	45	528	.1	1.9
<b>KNX -AM</b>																				
SP '00	48	1802	.2	.9	112	958	.4	1.4	48	526	.2	.6	65	899	.2	1.0	25	330	.1	1.1
WI '00	37	1325	.1	.7	93	826	.3	1.2	38	481	.1	.5	45	528	.1	.7	18	254	.1	.8
FA '99	49	1741	.2	.9	115	1113	.4	1.4	34	620	.1	.4	65	924	.2	1.0	26	433	.1	1.2
SU '99	43	1604	.1	.8	101	946	.3	1.4	43	453	.1	.6	70	741	.2	1.2	17	282	.1	.7
<b>4-Book</b>	<b>44</b>	<b>1618</b>	<b>.2</b>	<b>.8</b>	<b>105</b>	<b>961</b>	<b>.4</b>	<b>1.4</b>	<b>41</b>	<b>520</b>	<b>.1</b>	<b>.5</b>	<b>61</b>	<b>773</b>	<b>.2</b>	<b>1.0</b>	<b>22</b>	<b>325</b>	<b>.1</b>	<b>1.0</b>
SP '99	39	1503	.1	.7	89	901	.3	1.2	39	591	.1	.5	50	783	.2	.8	22	276	.1	1.0
<b>KOST-FM</b>																				
SP '00	253	4891	.8	4.8	306	2300	1.0	4.0	412	2245	1.3	5.4	293	2530	1.0	4.5	179	1681	.6	7.8
WI '00	302	5699	1.0	5.8	363	2666	1.2	4.8	478	2559	1.6	6.1	392	3122	1.3	6.2	205	1926	.7	8.7
FA '99	268	5030	.9	5.0	316	2215	1.0	3.9	441	2204	1.4	5.5	386	2777	1.3	6.0	143	1673	.5	6.3
SU '99	241	5077	.8	4.6	247	2267	.8	3.4	343	2304	1.1	4.4	298	2528	1.0	4.9	216	1867	.7	8.7
<b>4-Book</b>	<b>266</b>	<b>5174</b>	<b>.9</b>	<b>5.1</b>	<b>308</b>	<b>2362</b>	<b>1.0</b>	<b>4.0</b>	<b>419</b>	<b>2328</b>	<b>1.4</b>	<b>5.4</b>	<b>342</b>	<b>2739</b>	<b>1.2</b>	<b>5.4</b>	<b>186</b>	<b>1787</b>	<b>.6</b>	<b>7.9</b>
SP '99	270	5125	.9	5.2	316	2296	1.0	4.1	443	2582	1.5	5.7	358	2802	1.2	5.8	171	1766	.6	7.4
<b>KPWR-FM</b>																				
SP '00	194	4440	.6	3.7	284	2101	.9	3.7	228	2257	.7	3.0	277	2541	.9	4.3	109	1541	.4	4.7
WI '00	166	4307	.5	3.2	247	2174	.8	3.3	183	2096	.6	2.3	227	2399	.7	3.6	95	1379	.3	4.0
FA '99	152	4051	.5	2.8	217	1965	.7	2.7	160	1811	.5	2.0	196	2108	.6	3.0	88	1354	.3	3.9
SU '99	158	4641	.5	3.0	192	1958	.6	2.6	176	2023	.6	2.3	198	2284	.7	3.3	116	1574	.4	4.7
<b>4-Book</b>	<b>168</b>	<b>4360</b>	<b>.5</b>	<b>3.2</b>	<b>235</b>	<b>2050</b>	<b>.8</b>	<b>3.1</b>	<b>187</b>	<b>2047</b>	<b>.6</b>	<b>2.4</b>	<b>225</b>	<b>2333</b>	<b>.7</b>	<b>3.6</b>	<b>102</b>	<b>1462</b>	<b>.4</b>	<b>4.3</b>
SP '99	148	3805	.5	2.8	203	1660	.7	2.7	192	1997	.6	2.5	198	2088	.7	3.2	82	1342	.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

## 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
<b>+KRCD-FM</b>																				
SP '00	77	954	.3	1.5	90	474	.3	1.2	116	593	.4	1.5	91	552	.3	1.4	45	303	.1	2.0
WI '00	72	1002	.2	1.4	86	439	.3	1.1	112	500	.4	1.4	96	602	.3	1.5	41	333	.1	1.7
FA '99	60	1100	.2	1.1	84	418	.3	1.0	76	506	.2	.9	67	545	.2	1.0	35	292	.1	1.6
SU '99	42	1068	.1	.8	46	425	.2	.6	41	489	.1	.5	48	568	.2	.8	44	361	.1	1.8
<b>4-Book</b>	<b>63</b>	<b>1031</b>	<b>.2</b>	<b>1.2</b>	<b>77</b>	<b>439</b>	<b>.3</b>	<b>1.0</b>	<b>86</b>	<b>522</b>	<b>.3</b>	<b>1.1</b>	<b>76</b>	<b>567</b>	<b>.3</b>	<b>1.2</b>	<b>41</b>	<b>322</b>	<b>.1</b>	<b>1.8</b>
SP '99	32	913	.1	.6	38	319	.1	.5	47	437	.2	.6	39	428	.1	.6	25	318	.1	1.1
<b>+KRCV-FM</b>																				
SP '00	51	590	.2	1.0	57	308	.2	.7	70	373	.2	.9	59	338	.2	.9	32	187	.1	1.4
WI '00	13	282	.2	.2	9	115	.1	.1	16	130	.1	.2	18	131	.1	.3	8	110	.1	.3
FA '99	4	194	.1	.1	5	71	.1	.1	4	40	.1	.1	2	50	.1	.1	2	31	.1	.1
SU '99	6	162	.1	.1	10	95	.1	.1	4	53	.1	.1	7	32	.1	.1	5	54	.1	.2
<b>4-Book</b>	<b>19</b>	<b>307</b>	<b>.1</b>	<b>.4</b>	<b>20</b>	<b>147</b>	<b>.1</b>	<b>.3</b>	<b>24</b>	<b>149</b>	<b>.1</b>	<b>.3</b>	<b>22</b>	<b>138</b>	<b>.1</b>	<b>.3</b>	<b>12</b>	<b>96</b>	<b>.1</b>	<b>.5</b>
SP '99	12	206	.2	.2	11	87	.1	.1	16	106	.1	.2	18	135	.1	.3	8	64	.1	.3
<b>KRLA-AM</b>																				
SP '00	13	320	.2	.2	23	142	.1	.3	28	148	.1	.4	7	73	.1	.1	4	44	.1	.2
WI '00	8	184	.2	.2	10	60	.1	.1	21	121	.1	.3	10	79	.2	.2	4	26	.1	.1
FA '99	15	316	.3	.3	15	141	.2	.2	52	196	.2	.6	3	43	.1	.1	4	41	.1	.2
SU '99	20	499	.1	.4	33	241	.1	.5	39	311	.1	.5	15	234	.2	.2	8	60	.1	.3
<b>4-Book</b>	<b>14</b>	<b>330</b>	<b>.3</b>	<b>.3</b>	<b>20</b>	<b>146</b>	<b>.1</b>	<b>.3</b>	<b>35</b>	<b>194</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>107</b>	<b>.1</b>	<b>.1</b>	<b>4</b>	<b>43</b>	<b>.1</b>	<b>.2</b>
SP '99	19	511	.1	.4	27	257	.1	.4	51	312	.2	.7	11	154	.2	.2	5	31	.1	.2
<b>KROQ-FM</b>																				
SP '00	196	4192	.6	3.7	331	1975	1.1	4.3	255	2086	.8	3.3	253	2548	.8	3.9	92	1490	.3	4.0
WI '00	213	4237	.7	4.1	324	2168	1.1	4.3	256	2257	.8	3.2	273	2457	.9	4.3	123	1598	.4	5.2
FA '99	181	4294	.6	3.4	308	2220	1.0	3.8	223	1976	.7	2.8	207	2306	.7	3.2	107	1394	.3	4.7
SU '99	191	4218	.6	3.7	288	2172	.9	4.0	239	2177	.8	3.1	233	2351	.8	3.8	105	1538	.3	4.2
<b>4-Book</b>	<b>195</b>	<b>4235</b>	<b>.6</b>	<b>3.7</b>	<b>313</b>	<b>2134</b>	<b>1.0</b>	<b>4.1</b>	<b>243</b>	<b>2124</b>	<b>.8</b>	<b>3.1</b>	<b>242</b>	<b>2416</b>	<b>.8</b>	<b>3.8</b>	<b>107</b>	<b>1505</b>	<b>.3</b>	<b>4.5</b>
SP '99	168	4054	.6	3.2	282	1907	.9	3.7	190	1903	.6	2.4	185	2234	.6	3.0	114	1535	.4	4.9
<b>KRTH-FM</b>																				
SP '00	156	3750	.5	3.0	195	1718	.6	2.5	256	1674	.8	3.3	217	1868	.7	3.4	38	679	.1	1.7
WI '00	174	4109	.6	3.3	197	1735	.6	2.6	332	1876	1.1	4.2	235	2200	.8	3.7	50	928	.2	2.1
FA '99	155	3613	.5	2.9	191	1747	.6	2.4	283	1705	.9	3.5	217	1904	.7	3.4	50	887	.2	2.2
SU '99	138	3460	.5	2.7	183	1409	.6	2.5	247	1672	.8	3.2	163	1719	.5	2.7	51	862	.2	2.1
<b>4-Book</b>	<b>156</b>	<b>3733</b>	<b>.5</b>	<b>3.0</b>	<b>192</b>	<b>1652</b>	<b>.6</b>	<b>2.5</b>	<b>280</b>	<b>1732</b>	<b>.9</b>	<b>3.6</b>	<b>208</b>	<b>1923</b>	<b>.7</b>	<b>3.3</b>	<b>47</b>	<b>839</b>	<b>.2</b>	<b>2.0</b>
SP '99	127	3689	.4	2.4	147	1669	.5	1.9	232	1724	.8	3.0	154	1720	.5	2.5	26	591	.1	1.1
<b>KSCA-FM</b>																				
SP '00	336	3219	1.1	6.4	803	2341	2.6	10.4	421	2163	1.4	5.5	339	1682	1.1	5.3	64	524	.2	2.8
WI '00	333	3236	1.1	6.4	820	2257	2.7	10.9	437	2179	1.4	5.5	273	1478	.9	4.3	76	598	.2	3.2
FA '99	381	3577	1.2	7.1	954	2661	3.1	11.9	546	2444	1.8	6.8	272	1535	.9	4.2	59	623	.2	2.6
SU '99	346	3376	1.1	6.7	767	2323	2.5	10.6	492	2329	1.6	6.3	242	1512	.8	4.0	98	826	.3	3.9
<b>4-Book</b>	<b>349</b>	<b>3352</b>	<b>1.1</b>	<b>6.7</b>	<b>836</b>	<b>2396</b>	<b>2.7</b>	<b>11.0</b>	<b>474</b>	<b>2279</b>	<b>1.6</b>	<b>6.0</b>	<b>282</b>	<b>1552</b>	<b>.9</b>	<b>4.5</b>	<b>74</b>	<b>643</b>	<b>.2</b>	<b>3.1</b>
SP '99	404	3664	1.3	7.7	909	2337	3.0	11.9	576	2589	1.9	7.4	253	1430	.8	4.1	116	815	.4	5.0
<b>KSSE-FM</b>																				
SP '00	119	1886	.4	2.3	137	862	.4	1.8	175	1122	.6	2.3	145	1141	.5	2.3	71	651	.2	3.1
WI '00	122	2307	.4	2.3	168	1127	.5	2.2	173	1301	.6	2.2	144	1191	.5	2.3	58	767	.2	2.5
FA '99	160	2137	.5	3.0	196	1262	.6	2.4	224	1318	.7	2.8	185	1283	.6	2.9	75	639	.2	3.3
SU '99	171	2422	.6	3.3	195	1295	.6	2.7	241	1545	.8	3.1	202	1318	.7	3.3	85	945	.3	3.4
<b>4-Book</b>	<b>143</b>	<b>2188</b>	<b>.5</b>	<b>2.7</b>	<b>174</b>	<b>1137</b>	<b>.5</b>	<b>2.3</b>	<b>203</b>	<b>1322</b>	<b>.7</b>	<b>2.6</b>	<b>169</b>	<b>1233</b>	<b>.6</b>	<b>2.7</b>	<b>72</b>	<b>751</b>	<b>.2</b>	<b>3.1</b>
SP '99	120	1994	.4	2.3	128	956	.4	1.7	166	1102	.5	2.1	131	1134	.4	2.1	66	732	.2	2.9
<b>KTNQ-AM</b>																				
SP '00	88	1223	.3	1.7	121	628	.4	1.6	189	842	.6	2.5	69	445	.2	1.1	50	284	.2	2.2
WI '00	58	750	.2	1.1	71	351	.2	.9	130	461	.4	1.6	52	296	.2	.8	19	108	.1	.8
FA '99	70	810	.2	1.3	68	223	.2	.8	136	606	.4	1.7	80	399	.3	1.2	40	272	.1	1.8
SU '99	73	897	.2	1.4	52	320	.2	.7	158	584	.5	2.0	81	401	.3	1.3	39	253	.1	1.6
<b>4-Book</b>	<b>72</b>	<b>920</b>	<b>.2</b>	<b>1.4</b>	<b>78</b>	<b>381</b>	<b>.3</b>	<b>1.0</b>	<b>153</b>	<b>623</b>	<b>.5</b>	<b>2.0</b>	<b>71</b>	<b>385</b>	<b>.3</b>	<b>1.1</b>	<b>37</b>	<b>229</b>	<b>.1</b>	<b>1.6</b>
SP '99	72	1016	.2	1.4	70	362	.2	.9	150	598	.5	1.9	86	445	.3	1.4	29	256	.1	1.3

Target Listener Trends - Women 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

	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
<b>KTWV-FM</b>																				
SP '00	173	2616	.6	3.3	200	1384	.7	2.6	307	1420	1.0	4.0	216	1434	.7	3.4	81	809	.3	3.5
WI '00	189	2873	.6	3.6	218	1325	.7	2.9	367	1400	1.2	4.6	248	1648	.8	3.9	74	722	.2	3.1
FA '99	185	2808	.6	3.5	211	1366	.7	2.6	313	1569	1.0	3.9	257	1706	.8	4.0	84	945	.3	3.7
SU '99	182	2963	.6	3.5	210	1250	.7	2.9	308	1460	1.0	4.0	220	1513	.7	3.6	89	1096	.3	3.6
<b>4-Book</b>	<b>182</b>	<b>2815</b>	<b>.6</b>	<b>3.5</b>	<b>210</b>	<b>1331</b>	<b>.7</b>	<b>2.8</b>	<b>324</b>	<b>1462</b>	<b>1.1</b>	<b>4.1</b>	<b>235</b>	<b>1575</b>	<b>.8</b>	<b>3.7</b>	<b>82</b>	<b>893</b>	<b>.3</b>	<b>3.5</b>
SP '99	153	2434	.5	2.9	194	1235	.6	2.5	265	1102	.9	3.4	197	1207	.6	3.2	50	737	.2	2.2
<b>KWIZ-FM</b>																				
SP '00	51	568	.2	1.0	49	265	.2	.6	62	366	.2	.8	53	306	.2	.8	55	172	.2	2.4
WI '00	22	427	.1	.4	24	170	.1	.3	23	242	.1	.3	22	165	.1	.3	20	148	.1	.9
FA '99	45	610	.1	.8	39	258	.1	.5	82	372	.3	1.0	48	301	.2	.7	28	218	.1	1.2
SU '99	39	450	.1	.8	36	215	.1	.5	66	259	.2	.8	43	270	.1	.7	23	218	.1	.9
<b>4-Book</b>	<b>39</b>	<b>514</b>	<b>.1</b>	<b>.8</b>	<b>37</b>	<b>227</b>	<b>.1</b>	<b>.5</b>	<b>58</b>	<b>310</b>	<b>.2</b>	<b>.7</b>	<b>42</b>	<b>261</b>	<b>.2</b>	<b>.6</b>	<b>32</b>	<b>189</b>	<b>.1</b>	<b>1.4</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	37	470	.1	.7	38	227	.1	.5	65	221	.2	.9	43	158	.1	.7	21	59	.1	.9
WI '00	42	419	.1	.8	38	124	.1	.5	93	284	.3	1.2	43	179	.1	.7	19	94	.1	.8
FA '99	29	387	.1	.5	28	152	.1	.3	53	251	.2	.7	30	182	.1	.5	23	90	.1	1.0
SU '99	18	342	.1	.3	15	85	.2	.2	48	205	.2	.6	16	158	.1	.3	6	55	.2	.2
<b>4-Book</b>	<b>32</b>	<b>405</b>	<b>.1</b>	<b>.6</b>	<b>30</b>	<b>147</b>	<b>.1</b>	<b>.4</b>	<b>65</b>	<b>240</b>	<b>.2</b>	<b>.9</b>	<b>33</b>	<b>169</b>	<b>.1</b>	<b>.6</b>	<b>17</b>	<b>75</b>	<b>.1</b>	<b>.7</b>
SP '99	19	296	.1	.4	21	104	.1	.3	21	163	.1	.3	47	146	.2	.8	10	42	.4	.4
<b>KWVE-FM</b>																				
SP '00	27	717	.1	.5	48	398	.2	.6	35	325	.1	.5	36	362	.1	.6	11	140	.5	.5
WI '00	29	781	.1	.6	55	508	.2	.7	25	320	.1	.3	31	304	.1	.5	24	190	.1	1.0
FA '99	28	699	.1	.5	38	389	.1	.5	28	312	.1	.3	42	341	.1	.7	18	186	.1	.8
SU '99	56	1093	.2	1.1	94	573	.3	1.3	61	469	.2	.8	74	522	.2	1.2	35	404	.1	1.4
<b>4-Book</b>	<b>35</b>	<b>823</b>	<b>.1</b>	<b>.7</b>	<b>59</b>	<b>467</b>	<b>.2</b>	<b>.8</b>	<b>37</b>	<b>357</b>	<b>.1</b>	<b>.5</b>	<b>46</b>	<b>382</b>	<b>.1</b>	<b>.8</b>	<b>22</b>	<b>230</b>	<b>.1</b>	<b>.9</b>
SP '99	34	704	.1	.6	52	410	.2	.7	56	415	.2	.7	38	328	.1	.6	10	194	.4	.4
<b>KXXM-FM</b>																				
SP '00	37	639	.1	.7	45	311	.1	.6	78	343	.3	1.0	42	333	.1	.7	7	183	.3	.3
WI '00	22	780	.1	.4	31	428	.1	.4	32	379	.1	.4	29	436	.1	.5	11	133	.5	.5
FA '99	36	620	.1	.7	44	346	.1	.5	59	277	.2	.7	53	355	.2	.8	15	117	.7	.7
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	283	5252	.9	5.4	443	2836	1.4	5.7	466	2679	1.5	6.1	421	3381	1.4	6.5	79	1440	.3	3.4
WI '00	218	5331	.7	4.2	305	2493	1.0	4.1	336	2666	1.1	4.3	321	2907	1.0	5.0	93	1508	.3	4.0
FA '99	245	5397	.8	4.6	368	2445	1.2	4.6	380	2710	1.2	4.7	326	3178	1.1	5.1	80	1404	.3	3.5
SU '99	232	5477	.8	4.5	303	2539	1.0	4.2	404	3001	1.3	5.2	299	3112	1.0	4.9	83	1568	.3	3.3
<b>4-Book</b>	<b>245</b>	<b>5364</b>	<b>.8</b>	<b>4.7</b>	<b>355</b>	<b>2578</b>	<b>1.2</b>	<b>4.7</b>	<b>397</b>	<b>2764</b>	<b>1.3</b>	<b>5.1</b>	<b>342</b>	<b>3145</b>	<b>1.1</b>	<b>5.4</b>	<b>84</b>	<b>1480</b>	<b>.3</b>	<b>3.6</b>
SP '99	296	5405	1.0	5.7	382	2670	1.3	5.0	454	3087	1.5	5.8	406	3230	1.3	6.6	127	1667	.4	5.5
<b>KZLA-FM</b>																				
SP '00	118	2119	.4	2.2	153	1338	.5	2.0	161	990	.5	2.1	184	1445	.6	2.9	53	685	.2	2.3
WI '00	106	2056	.3	2.0	147	1131	.5	2.0	162	1247	.5	2.1	133	1438	.4	2.1	48	668	.2	2.0
FA '99	100	2102	.3	1.9	146	1276	.5	1.8	125	1044	.4	1.6	146	1369	.5	2.3	37	682	.1	1.6
SU '99	98	1950	.3	1.9	115	952	.4	1.6	140	968	.5	1.8	130	1192	.4	2.1	44	607	.1	1.8
<b>4-Book</b>	<b>106</b>	<b>2057</b>	<b>.3</b>	<b>2.0</b>	<b>140</b>	<b>1174</b>	<b>.5</b>	<b>1.9</b>	<b>147</b>	<b>1062</b>	<b>.5</b>	<b>1.9</b>	<b>148</b>	<b>1361</b>	<b>.5</b>	<b>2.4</b>	<b>46</b>	<b>661</b>	<b>.2</b>	<b>1.9</b>
SP '99	138	2051	.5	2.6	175	1372	.6	2.3	216	1133	.7	2.8	198	1315	.7	3.2	41	647	.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

## 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
	<b>KOLA-FM</b>																			
SP '00	15	466		.3	12	188		.2	19	217	.1	.2	25	234	.1	.4	11	119		.5
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	11	272		.2	19	112	.1	.2	4	83			13	114		.2	7	47		.3
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	18	438	.1	.3	18	187	.1	.2	32	207	.1	.4	17	177	.1	.3	8	102		.3
<b>XTRA-AM</b>																				
SP '00	3	147		.1	3	38			4	58		.1	5	91		.1	1	25		
WI '00	3	157		.1	3	33			4	56		.1	3	47			2	35		.1
FA '99	4	205		.1	6	72		.1	5	53		.1	8	48		.1		14		
SU '99	1	119			2	47			2	61			1	16						
<b>4-Book</b>	<b>3</b>	<b>157</b>		<b>.1</b>	<b>4</b>	<b>48</b>			<b>4</b>	<b>57</b>		<b>.1</b>	<b>4</b>	<b>51</b>		<b>.1</b>	<b>1</b>	<b>19</b>		
SP '99	3	178		.1	2	14			5	40		.1	4	73		.1	1	30		
<b>TOTALS</b>																				
SP '00	5245	29842	17.1		7742	25959	25.2		7643	23820	24.9		6442	25166	21.0		2297	15795	7.5	
WI '00	5224	29412	17.0		7529	25835	24.5		7896	24025	25.7		6368	24770	20.7		2352	16352	7.7	
FA '99	5361	29873	17.4		8012	26701	26.1		8016	24293	26.1		6453	25634	21.0		2256	16099	7.3	
SU '99	5197	29364	17.1		7264	25335	23.9		7794	24576	25.6		6078	24930	20.0		2483	16937	8.2	
<b>4-Book</b>	<b>5257</b>	<b>29623</b>	<b>17.2</b>		<b>7637</b>	<b>25958</b>	<b>24.9</b>		<b>7837</b>	<b>24179</b>	<b>25.6</b>		<b>6335</b>	<b>25125</b>	<b>20.7</b>		<b>2347</b>	<b>16296</b>	<b>7.7</b>	
SP '99	5235	29385	17.2		7629	25721	25.1		7832	24265	25.7		6176	25325	20.3		2314	16558	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 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	
<b>KABC-AM</b>																				
SP '00	75	780	.2	1.0	30	344	.1	.8	45	110	.1	1.2	50	159	.2	.8	27	77	.1	.6
4-Book	66	830	.2	.9	22	342	.1	.6	34	102	.1	.9	31	119	.1	.5	27	98	.1	.6
<b>KACD-FM</b>																				
SP '00	44	716	.1	.6	23	393	.1	.6	31	123	.1	.8	49	122	.2	.8	32	107	.1	.7
4-Book	39	629	.1	.6	21	347	.1	.6	21	89	.1	.5	46	125	.2	.8	27	99	.1	.6
<b>KBGD-FM</b>																				
SP '00	17	352	.1	.2	12	169	.3		2	13	.1		14	71	.2		13	54		.3
4-Book	31	322	.1	.4	11	165	.3		9	37	.2		16	68	.3		13	63	.1	.3
<b>KAVS-FM</b>																				
SP '00	7	136	.1		5	83	.1		1	11			2	13			3	13		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	455	6571	1.5	6.2	255	4224	.8	7.1	267	981	.9	6.9	480	1934	1.6	7.7	339	1254	1.1	7.9
4-Book	483	6531	1.6	6.6	251	4006	.8	7.1	278	1061	.9	7.1	471	1782	1.6	7.6	323	1217	1.1	7.5
<b>+KBET-AM</b>																				
SP '00																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	11	173	.2		6	71	.2		3	29	.1		11	30	.2		13	30		.3
4-Book	6	102	.1		4	64	.1		1	7			3	8	.1		9	21		.2
<b>KBIG-FM</b>																				
SP '00	325	3605	1.1	4.4	105	1734	.3	2.9	89	350	.3	2.3	208	636	.7	3.3	165	593	.5	3.9
4-Book	344	3586	1.2	4.7	100	1797	.3	2.8	99	395	.3	2.5	172	637	.6	2.7	142	511	.5	3.3
<b>KBLA-AM</b>																				
SP '00	32	364	.1	.4	11	127	.3		14	40	.4		11	29	.2		9	17		.2
4-Book	45	351	.1	.6	15	159	.1	.4	27	55	.1	.7	23	65	.1	.4	10	21		.3
<b>KBUA-FM</b>																				
SP '00	27	186	.1	.4	22	134	.1	.6	21	46	.1	.5	33	80	.1	.5	44	98	.1	1.0
4-Book	29	222	.1	.4	21	181	.1	.6	20	49	.1	.5	46	105	.2	.7	34	66	.1	.8
<b>KBUE-FM</b>																				
SP '00	145	1389	.5	2.0	116	955	.4	3.2	111	249	.4	2.8	214	472	.7	3.4	140	354	.5	3.3
4-Book	181	1678	.6	2.5	127	1101	.4	3.6	129	321	.5	3.3	226	512	.7	3.6	151	375	.5	3.5
<b>KCBS-FM</b>																				
SP '00	157	2253	.5	2.1	101	1388	.3	2.8	93	438	.3	2.4	202	666	.7	3.2	127	465	.4	3.0
4-Book	148	2265	.5	2.0	84	1382	.3	2.3	91	379	.3	2.3	161	618	.5	2.6	100	383	.3	2.4
<b>KCMG-FM</b>																				
SP '00	249	2832	.8	3.4	154	1649	.5	4.3	181	526	.6	4.6	283	811	.9	4.5	187	566	.6	4.4
4-Book	230	3030	.8	3.2	133	1781	.4	3.7	128	415	.4	3.2	237	791	.8	3.8	162	571	.5	3.8
<b>KDIS-AM</b>																				
SP '00	48	964	.2	.7	23	477	.1	.6	12	91	.3		39	215	.1	.6	44	126	.1	1.0
4-Book	43	955	.2	.6	25	529	.1	.7	18	107	.1	.5	56	261	.2	.9	36	134	.1	.9
<b>KFI -AM</b>																				
SP '00	136	1631	.4	1.9	41	564	.1	1.1	70	222	.2	1.8	72	251	.2	1.2	30	122	.1	.7
4-Book	173	1778	.6	2.4	40	551	.1	1.1	68	225	.2	1.8	79	243	.3	1.3	28	104	.1	.7
<b>KFSG-FM</b>																				
SP '00	40	547	.1	.5	18	273	.1	.5	19	63	.1	.5	40	107	.1	.6	32	79	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFWB-AM</b>																				
SP '00	62	1402	.2	.8	20	514	.1	.6	51	214	.2	1.3	26	156	.1	.4	38	164	.1	.9
4-Book	62	1477	.2	.8	23	525	.1	.7	48	199	.2	1.2	32	166	.1	.5	33	145	.1	.8

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

2-Book: Avg. of most recent 2 surveys.



# Target Listener Estimates

Target Listener Estimates - Women 18-49

		Women 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+KHJ -AM																						
SP '00		46	447	.1	.6	35	286	.1	1.0	41	100	.1	1.1	55	141	.2	.9	57	149	.2	1.3	
4-Book		65	608	.2	.9	44	365	.2	1.3	49	125	.2	1.3	84	196	.3	1.4	54	135	.2	1.3	
KIEV-AM																						
SP '00		8	102		.1	1	12															
4-Book		7	96		.1	3	41		.1	6	12		.1	5	12		.1	3	6		.1	
KJLH-FM																						
SP '00		168	1457	.5	2.3	121	1075	.4	3.4	119	302	.4	3.1	125	347	.4	2.0	68	210	.2	1.6	
4-Book		170	1392	.6	2.3	105	1066	.4	3.0	83	258	.3	2.1	118	340	.4	1.9	87	248	.3	2.1	
KKBT-FM																						
SP '00		188	2638	.6	2.6	111	1852	.4	3.1	102	394	.3	2.6	173	685	.6	2.8	145	528	.5	3.4	
4-Book		206	2869	.7	2.8	128	1779	.4	3.6	100	377	.3	2.5	223	766	.8	3.6	156	540	.5	3.7	
KKLA-FM																						
SP '00		63	505	.2	.9	12	204		.3	19	55	.1	.5	11	37		.2	16	28	.1	.4	
4-Book		45	523	.1	.6	10	173		.3	16	48	.1	.4	14	38		.2	12	28	.1	.3	
KLAC-AM																						
SP '00		29	310	.1	.4	20	313	.1	.6	13	46		.3	27	55	.1	.4	10	22		.2	
4-Book		25	319	.1	.3	11	195		.3	10	46		.2	16	46	.1	.3	5	18		.1	
KLAX-FM																						
SP '00		173	1467	.6	2.4	117	1092	.4	3.3	128	327	.4	3.3	188	457	.6	3.0	127	305	.4	3.0	
4-Book		205	1977	.7	2.8	128	1268	.4	3.6	134	355	.4	3.4	230	563	.8	3.7	154	367	.5	3.6	
KLOS-FM																						
SP '00		139	2159	.5	1.9	59	1092	.2	1.7	60	275	.2	1.5	122	379	.4	2.0	109	432	.4	2.6	
4-Book		149	2059	.5	2.0	54	964	.2	1.5	50	223	.2	1.2	105	367	.4	1.7	85	340	.3	2.0	
KLSX-FM																						
SP '00		129	1328	.4	1.8	20	376	.1	.6	24	59	.1	.6	8	58		.1	43	85	.1	1.0	
4-Book		113	1360	.4	1.6	21	406	.1	.6	18	60	.1	.4	11	60		.2	24	70	.1	.6	
KLVE-FM																						
SP '00		590	4170	1.9	8.1	302	2625	1.0	8.5	320	804	1.0	8.2	563	1319	1.8	9.0	330	722	1.1	7.7	
4-Book		572	4297	1.9	7.8	313	2890	1.0	8.8	341	937	1.1	8.7	556	1345	1.8	8.9	316	812	1.0	7.4	
KLYY-FM																						
SP '00		69	1049	.2	.9	46	617	.1	1.3	38	158	.1	1.0	75	240	.2	1.2	57	125	.2	1.3	
4-Book		61	1204	.2	.8	39	741	.1	1.1	30	129	.1	.8	67	269	.2	1.1	50	156	.2	1.2	
+KMZT-FM																						
KKGO-FM																						
SP '00		45	943	.1	.6	29	560	.1	.8	13	100		.3	46	117	.1	.7	36	142	.1	.8	
4-Book		60	911	.2	.8	31	515	.1	.9	18	101	.1	.5	52	154	.2	.8	40	146	.1	.9	
KNX -AM																						
SP '00		73	1578	.2	1.0	21	435	.1	.6	49	146	.2	1.3	19	89	.1	.3	12	100		.3	
4-Book		67	1440	.2	.9	20	460	.1	.6	34	132	.1	.9	25	127	.1	.4	16	89	.1	.4	
KOST-FM																						
SP '00		343	3988	1.1	4.7	143	2294	.5	4.0	139	530	.5	3.6	262	860	.9	4.2	153	572	.5	3.6	
4-Book		361	4175	1.2	4.9	151	2364	.5	4.2	138	500	.5	3.5	267	894	.9	4.3	187	649	.6	4.4	
KPWR-FM																						
SP '00		260	3844	.8	3.6	132	2265	.4	3.7	102	426	.3	2.6	246	955	.8	4.0	199	690	.6	4.7	
4-Book		213	3720	.7	2.9	131	2218	.4	3.7	92	378	.3	2.3	229	855	.8	3.7	207	730	.7	4.9	
+KRCO-FM																						
SP '00		101	843	.3	1.4	56	529	.2	1.6	72	152	.2	1.8	91	219	.3	1.5	55	115	.2	1.3	
4-Book		80	838	.2	1.1	47	553	.2	1.3	59	139	.2	1.5	67	189	.2	1.1	58	131	.2	1.4	
+KRCV-FM																						
SP '00		63	513	.2	.9	41	329	.1	1.1	37	120	.1	.9	65	143	.2	1.0	56	156	.2	1.3	
4-Book		22	243	.1	.3	17	160		.5	16	45		.4	31	76	.1	.5	22	64	.1	.5	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

		Women 18-49																					
		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		
KRLA-AM																							
SP '00		20	259	.1	.3	7	89		.2	7	14		.2	10	23		.2	13	37		.3		
4-Book		23	298	.1	.3	6	97		.2	3	11		.1	11	36		.2	8	33		.2		
KROQ-FM																							
SP '00		278	3663	.9	3.8	119	2008	.4	3.3	103	379	.3	2.6	226	813	.7	3.6	118	548	.4	2.8		
4-Book		264	3701	.9	3.6	132	2082	.5	3.7	98	397	.3	2.5	230	875	.8	3.7	173	651	.6	4.1		
KRTH-FM																							
SP '00		225	3051	.7	3.1	113	1743	.4	3.2	91	423	.3	2.3	216	594	.7	3.5	146	510	.5	3.4		
4-Book		230	3070	.8	3.2	97	1639	.3	2.7	80	299	.3	2.0	185	628	.6	3.0	113	437	.4	2.7		
KSCA-FM																							
SP '00		513	2953	1.7	7.0	204	1693	.7	5.7	587	958	1.9	15.1	356	873	1.2	5.7	190	460	.6	4.4		
4-Book		526	3060	1.7	7.2	220	1930	.8	6.2	638	1102	2.1	16.2	367	960	1.2	5.9	197	485	.6	4.6		
KSSE-FM																							
SP '00		154	1599	.5	2.1	88	1075	.3	2.5	99	273	.3	2.5	160	458	.5	2.6	118	339	.4	2.8		
4-Book		184	1919	.6	2.5	119	1305	.4	3.4	145	401	.5	3.7	222	613	.7	3.6	158	410	.6	3.7		
KTNQ-AM																							
SP '00		131	1036	.4	1.8	34	413	.1	1.0	29	93	.1	.7	77	174	.3	1.2	28	67	.1	.7		
4-Book		105	779	.3	1.4	39	375	.1	1.1	53	140	.2	1.3	80	185	.3	1.3	32	83	.1	.8		
KTWV-FM																							
SP '00		246	2193	.8	3.4	107	1316	.3	3.0	91	316	.3	2.3	157	464	.5	2.5	138	423	.4	3.2		
4-Book		262	2294	.9	3.6	109	1371	.4	3.1	97	337	.3	2.5	171	530	.6	2.7	138	440	.4	3.2		
KWIZ-FM																							
SP '00		55	476	.2	.8	40	363	.1	1.1	75	148	.2	1.9	65	188	.2	1.0	40	124	.1	.9		
4-Book		46	405	.2	.7	32	300	.1	.9	40	94	.1	1.0	56	143	.2	.9	38	91	.1	.9		
+KWKU-AM																							
KWPA-AM																							
SP '00		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVKW-AM																							
SP '00		50	358	.2	.7	24	229	.1	.7	55	116	.2	1.4	43	83	.1	.7	12	20		.3		
4-Book		44	328	.2	.6	18	180	.1	.5	30	61	.1	.8	28	58	.1	.4	20	47	.1	.5		
KWVE-FM																							
SP '00		39	621	.1	.5	17	302	.1	.5	20	59	.1	.5	13	87		.2	25	52	.1	.6		
4-Book		46	696	.1	.7	23	392	.1	.7	24	93	.1	.6	24	105	.1	.4	20	73	.1	.5		
KXMX-FM																							
SP '00		57	565	.2	.8	22	297	.1	.6	7	42		.2	52	112	.2	.8	42	149	.1	1.0		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																							
SP '00		445	4785	1.4	6.1	131	2254	.4	3.7	118	455	.4	3.0	254	952	.8	4.1	207	782	.7	4.8		
4-Book		367	4739	1.2	5.0	135	2429	.4	3.8	119	459	.4	3.0	290	1087	1.0	4.7	191	709	.6	4.5		
KZLA-FM																							
SP '00		166	1932	.5	2.3	78	1067	.3	2.2	70	291	.2	1.8	180	522	.6	2.9	97	355	.3	2.3		
4-Book		146	1852	.5	2.0	77	1053	.3	2.2	64	273	.2	1.6	155	514	.5	2.5	96	344	.3	2.3		
KOLA-FM																							
SP '00		19	397	.1	.3	12	175		.3	5	14		.1	41	72	.1	.7	9	47		.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																							
SP '00		4	111		.1	2	36		.1	3	10		.1	2	13			3	12		.1		
4-Book		4	97		.1	3	58		.1	3	8		.1	2	9			3	12		.1		
TOTALS																							
SP '00		7304	29343	23.8		3573	23460	11.6		3896	10388	12.7		6227	14933	20.3		4271	10817	13.9			
4-Book		7313	29234	23.9		3561	23682	11.6		3942	10579	12.9		6230	15090	20.3		4270	11019	13.9			

\*\* 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 - Women 18-49

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '00	1	13		14	53		.6	66	148	.2	1.5	15	54		.5	21	28	.1	1.3	
4-Book	7	42	.3	17	67	.1	.7	28	82	.1	.7	16	58	.5		22	59	.1	1.3	
KACD-FM																				
SP '00	9	76	.4	5	28		.2	20	142	.1	.4	28	107	.1	.8	11	59		.7	
4-Book	11	71	.5	8	40		.3	23	115	.1	.5	25	97	.1	.8	9	55		.6	
KBCD-FM																				
SP '00	12	41	.5	3	14		.1	29	69	.1	.6	20	43	.1	.6					
4-Book	5	24	.2	7	26		.3	12	45		.3	17	39	.1	.5	7	25		.4	
KAVS-FM																				
SP '00				6	37		.3	8	50		.2	17	21	.1	.5	7	21		.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIIS-FM																				
SP '00	166	803	.5	7.3	147	667	.5	6.2	298	1490	1.0	6.6	264	1094	.9	8.0	82	518	.3	5.1
4-Book	148	672	.5	6.5	145	578	.5	6.0	311	1341	1.0	7.2	229	902	.8	7.2	97	492	.3	5.7
+KBET-AM																				
SP '00																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																				
SP '00	3	27	.1					2	12			13	16	.4		5	16		.3	
4-Book	8	24	.3	2	4		.1	2	14			5	16	.2		2	12		.1	
KBIG-FM																				
SP '00	99	437	.3	4.3	43	207	.1	1.8	121	491	.4	2.7	81	358	.3	2.5	29	156	.1	1.8
4-Book	112	430	.4	4.9	44	188	.1	1.8	109	459	.4	2.5	77	322	.3	2.4	37	183	.1	2.1
KBLA-AM																				
SP '00	7	33	.3	11	24		.5	29	57	.1	.6	8	21	.2						
4-Book	4	15	.2	22	40	.1	.9	23	59	.1	.6	12	21	.4		1	6		.1	
KBUA-FM																				
SP '00	6	26	.3	12	44		.5	31	59	.1	.7	22	59	.1	.7	8	26		.5	
4-Book	7	24	.3	12	44		.5	27	65	.1	.6	18	43	.1	.6	5	24		.3	
KBUE-FM																				
SP '00	94	228	.3	4.1	70	190	.2	2.9	143	300	.5	3.1	112	266	.4	3.4	41	123	.1	2.6
4-Book	86	254	.3	3.8	95	246	.3	3.9	164	417	.5	3.8	114	291	.4	3.6	51	149	.2	3.0
KCBS-FM																				
SP '00	40	187	.1	1.8	59	238	.2	2.5	146	468	.5	3.2	120	438	.4	3.6	17	109	.1	1.1
4-Book	40	175	.1	1.8	39	177	.1	1.6	119	455	.4	2.7	86	347	.3	2.7	29	143	.1	1.6
KCMG-FM																				
SP '00	95	330	.3	4.2	78	251	.3	3.3	166	466	.5	3.6	135	439	.4	4.1	102	326	.3	6.4
4-Book	87	315	.3	3.8	58	208	.2	2.4	126	462	.4	2.9	125	413	.4	3.9	128	334	.4	7.3
KDIS-AM																				
SP '00	3	23	.1	21	80	.1	.9	24	130	.1	.5	30	112	.1	.9	13	34		.8	
4-Book	8	45	.3	17	79	.1	.7	33	178	.1	.8	19	83	.1	.6	9	42		.5	
KFI -AM																				
SP '00	5	44	.2	42	160	.1	1.8	74	227	.2	1.6	28	95	.1	.8	7	71		.4	
4-Book	14	50	.1	.6	38	150	.1	1.6	58	186	.2	1.3	27	80	.1	.9	10	49		.5
KFSG-FM																				
SP '00	3	28	.1	17	72	.1	.7	24	105	.1	.5	7	41	.2		4	27		.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFWB-AM																				
SP '00	5	41	.2	26	103	.1	1.1	9	44		.2	12	28	.4		5	13		.3	
4-Book	14	65	.6	28	141	.1	1.2	19	106	.1	.4	12	65	.4		5	29		.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																			
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
<b>+KHJ -AM</b>																			
SP '00	23	33	.1	1.0	17	44	.1	.7	44	60	.1	1.0	30	69	.1	.9	11	47	.7
4-Book	24	58	.1	1.0	45	115	.2	1.9	55	107	.2	1.3	23	63	.1	.7	17	60	.1
<b>KIEV-AM</b>																			
SP '00									5	12	.1								
4-Book					3	4	.1		3	10	.1		2	8	.1		1	3	.1
<b>KJLH-FM</b>																			
SP '00	91	257	.3	4.0	133	376	.4	5.6	220	529	.7	4.8	165	341	.5	5.0	46	162	.1
4-Book	58	211	.2	2.5	114	310	.4	4.7	188	503	.6	4.3	155	331	.5	4.9	43	145	.1
<b>KKBT-FM</b>																			
SP '00	97	382	.3	4.3	89	284	.3	3.7	125	435	.4	2.7	102	423	.3	3.1	57	212	.2
4-Book	101	369	.3	4.5	83	249	.3	3.5	129	462	.4	3.0	127	438	.4	4.0	97	299	.3
<b>KKLA-FM</b>																			
SP '00	10	41	.4		17	78	.1	.7	11	41	.2		5	26	.2		10	54	.6
4-Book	5	24	.2		15	66	.1	.6	10	46	.2		2	9	.1		5	26	.3
<b>KLAC-AM</b>																			
SP '00	3	13	.1		10	24	.4		9	72	.2		66	168	.2	2.0	25	106	.1
4-Book	6	22	.2		7	19	.3		7	45	.2		26	75	.1	.8	10	40	.6
<b>KLAX-FM</b>																			
SP '00	55	150	.2	2.4	119	260	.4	5.0	168	411	.5	3.7	106	253	.3	3.2	50	127	.2
4-Book	68	218	.2	3.0	104	249	.4	4.3	156	419	.5	3.6	122	274	.4	3.8	58	185	.2
<b>KLOS-FM</b>																			
SP '00	50	117	.2	2.2	20	119	.1	.8	41	239	.1	.9	36	203	.1	1.1	34	158	.1
4-Book	40	119	.2	1.8	24	106	.1	1.0	52	214	.2	1.2	45	166	.2	1.4	26	120	.1
<b>KLSX-FM</b>																			
SP '00	3	14	.1		24	113	.1	1.0	41	153	.1	.9	18	57	.1	.5	7	24	.4
4-Book	3	22	.1		39	149	.2	1.6	57	194	.2	1.3	18	52	.1	.6	4	21	.3
<b>KLVE-FM</b>																			
SP '00	235	572	.8	10.3	218	579	.7	9.2	366	944	1.2	8.0	240	581	.8	7.3	122	405	.4
4-Book	253	685	.9	11.2	239	674	.8	9.9	411	1039	1.4	9.5	234	600	.8	7.3	131	460	.4
<b>KLYY-FM</b>																			
SP '00	30	117	.1	1.3	29	88	.1	1.2	76	176	.2	1.7	45	173	.1	1.4	14	85	.9
4-Book	26	116	.1	1.2	24	77	.1	1.0	52	222	.2	1.2	39	176	.1	1.2	23	116	.1
<b>+KMZT-FM</b>																			
<b>KKGO-FM</b>																			
SP '00	24	119	.1	1.1	24	109	.1	1.0	52	212	.2	1.1	27	96	.1	.8	3	25	.2
4-Book	18	87	.1	.8	21	88	.1	.8	39	163	.1	.9	33	100	.1	1.0	21	59	.1
<b>KNX -AM</b>																			
SP '00	13	59	.6		38	151	.1	1.6	19	73	.1	.4	15	74	.5		7	35	.4
4-Book	11	71	.5		24	114	.1	1.0	18	108	.1	.4	17	84	.6		12	61	.7
<b>KOST-FM</b>																			
SP '00	109	498	.4	4.8	65	285	.2	2.7	143	558	.5	3.1	134	488	.4	4.1	123	473	.4
4-Book	125	516	.4	5.6	71	286	.2	2.9	154	573	.5	3.6	136	469	.4	4.3	114	461	.4
<b>KPWR-FM</b>																			
SP '00	143	533	.5	6.3	57	269	.2	2.4	133	525	.4	2.9	121	476	.4	3.7	47	233	.2
4-Book	142	509	.5	6.3	49	230	.2	2.0	128	545	.4	2.9	120	444	.4	3.8	68	301	.3
<b>+KRCD-FM</b>																			
SP '00	40	95	.1	1.8	50	94	.2	2.1	62	176	.2	1.4	56	180	.2	1.7	25	106	.1
4-Book	42	132	.1	1.9	55	150	.2	2.2	40	157	.1	.9	37	101	.1	1.2	20	71	.1
<b>+KRCV-FM</b>																			
SP '00	27	90	.1	1.2	14	61	.6		78	209	.3	1.7	27	102	.1	.8	17	57	.1
4-Book	12	42	.5		10	27	.4		26	75	.1	.6	11	43	.4		6	17	.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 18-49

Women 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
SP '00	4	29	.2	7	14	.3										17	39	.1	1.1	
4-Book	3	10	.2	3	13	.1		2	17			4	10	.1		10	30		.6	
KROQ-FM																				
SP '00	90	465	.3	4.0	73	273	.2	3.1	156	739	.5	3.4	114	532	.4	3.5	60	259	.2	3.8
4-Book	85	437	.3	3.8	57	211	.2	2.4	182	727	.6	4.2	147	550	.5	4.6	75	331	.3	4.4
KRTH-FM																				
SP '00	55	200	.2	2.4	67	268	.2	2.8	160	555	.5	3.5	132	424	.4	4.0	36	180	.1	2.3
4-Book	48	216	.2	2.1	54	251	.2	2.2	142	518	.5	3.3	105	361	.4	3.3	40	154	.1	2.2
KSCA-FM																				
SP '00	65	176	.2	2.9	129	350	.4	5.4	170	476	.6	3.7	103	260	.3	3.1	67	174	.2	4.2
4-Book	71	221	.2	3.1	180	405	.6	7.4	195	599	.6	4.5	106	280	.3	3.3	50	168	.2	2.9
KSSE-FM																				
SP '00	81	286	.3	3.6	45	153	.1	1.9	110	327	.4	2.4	34	121	.1	1.0	45	158	.1	2.8
4-Book	78	253	.3	3.4	70	221	.2	2.8	132	408	.5	3.0	95	270	.3	3.0	53	198	.2	3.1
KTNQ-AM																				
SP '00	40	111	.1	1.8	31	74	.1	1.3	37	124	.1	.8	4	23	.1		19	60	.1	1.2
4-Book	29	73	.1	1.3	35	86	.1	1.4	42	124	.1	1.0	24	60	.1	.8	14	46	.1	.8
KTWV-FM																				
SP '00	75	288	.2	3.3	66	199	.2	2.8	148	408	.5	3.3	100	267	.3	3.0	71	197	.2	4.5
4-Book	77	292	.2	3.4	75	222	.2	3.0	144	427	.5	3.3	98	291	.3	3.1	67	197	.2	3.9
KWIZ-FM																				
SP '00	53	103	.2	2.3	18	66	.1	.8	45	87	.1	1.0	9	33	.3		10	45		.6
4-Book	28	66	.1	1.2	11	41		.5	42	84	.1	1.0	19	57	.1	.6	14	54		.8
+WKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWKV-AM																				
SP '00	4	21	.2		24	64	.1	1.0	16	40	.1	.4	13	40	.4		30	61	.1	1.9
4-Book	16	41	.1	.7	13	43		.6	18	40	.1	.4	7	28	.2		15	31	.1	.9
KWVE-FM																				
SP '00	2	22	.1		22	119	.1	.9	31	143	.1	.7	11	78	.3		14	72		.9
4-Book	12	57	.1	.5	28	110	.1	1.2	34	140	.1	.8	25	94	.1	.8	19	88	.1	1.1
KXMX-FM																				
SP '00	7	55	.3		3	13	.1		30	83	.1	.7	36	80	.1	1.1	1	14		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KYSR-FM																				
SP '00	42	264	.1	1.8	79	318	.3	3.3	188	830	.6	4.1	132	535	.4	4.0	33	230	.1	2.1
4-Book	48	286	.1	2.1	68	281	.3	2.8	177	814	.6	4.1	117	568	.4	3.7	62	323	.2	3.5
KZLA-FM																				
SP '00	28	158	.1	1.2	73	302	.2	3.1	94	318	.3	2.1	52	208	.2	1.6	27	153	.1	1.7
4-Book	34	154	.1	1.5	59	213	.2	2.4	95	331	.3	2.2	69	262	.2	2.2	38	162	.1	2.2
KOLA-FM																				
SP '00	11	25	.5		5	23	.2		13	38	.3		7	40	.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																				
SP '00	3	13	.1										6	12	.2		1	12		.1
4-Book	1	3			2	11	.1		4	23	.1		6	21	.2			3		
TOTALS																				
SP '00	2276	7105	7.4		2375	7059	7.7		4548	12134	14.8		3295	8575	10.7		1593	5335	5.2	
4-Book	2266	7126	7.4		2429	7182	7.9		4339	11790	14.2		3188	8416	10.4		1732	5679	5.7	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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
<b>KABC-AM</b>																				
SP '00	51	865	.2	1.2	72	366	.3	1.1	71	454	.3	1.1	76	455	.3	1.5	23	256	.1	1.4
WI '00	38	767	.2	.9	46	411	.2	.7	54	358	.2	.8	46	305	.2	.9	28	167	.1	1.7
FA '99	39	862	.2	.9	69	478	.3	1.0	53	354	.2	.8	58	489	.2	1.1	18	176	.1	1.1
SU '99	52	1219	.2	1.3	72	570	.3	1.2	65	580	.3	1.0	94	678	.4	1.9	35	345	.1	1.9
<b>4-Book</b>	<b>45</b>	<b>928</b>	<b>.2</b>	<b>1.1</b>	<b>65</b>	<b>456</b>	<b>.3</b>	<b>1.0</b>	<b>61</b>	<b>437</b>	<b>.3</b>	<b>.9</b>	<b>69</b>	<b>482</b>	<b>.3</b>	<b>1.4</b>	<b>26</b>	<b>236</b>	<b>.1</b>	<b>1.5</b>
SP '99	59	1027	.2	1.4	87	411	.4	1.4	84	427	.3	1.3	101	564	.4	2.0	39	339	.2	2.4
<b>KACD-FM</b>																				
SP '00	27	704	.1	.6	39	359	.2	.6	31	280	.1	.5	46	369	.2	.9	8	196		.5
WI '00	33	560	.1	.8	38	233	.2	.6	53	280	.2	.8	53	437	.2	1.0	8	139		.5
FA '99	32	852	.1	.7	24	377	.1	.4	49	393	.2	.7	55	537	.2	1.1	15	352	.1	1.0
SU '99	15	401	.1	.4	15	252	.1	.2	19	187	.1	.3	15	227	.1	.3	12	106		.7
<b>4-Book</b>	<b>27</b>	<b>629</b>	<b>.1</b>	<b>.6</b>	<b>29</b>	<b>305</b>	<b>.2</b>	<b>.5</b>	<b>38</b>	<b>285</b>	<b>.2</b>	<b>.6</b>	<b>42</b>	<b>393</b>	<b>.2</b>	<b>.8</b>	<b>11</b>	<b>198</b>		<b>.7</b>
SP '99	30	499	.1	.7	54	375	.2	.8	32	217	.1	.5	30	283	.1	.6	15	167	.1	.9
<b>KBCD-FM</b>																				
SP '00	11	331		.3	15	193	.1	.2	14	168	.1	.2	17	225	.1	.3	2	58		.1
WI '00	11	267		.3	10	146		.2	16	132	.1	.2	19	141	.1	.4	5	80		.3
FA '99	20	314	.1	.5	13	180	.1	.2	39	177	.2	.6	44	242	.2	.9	5	31		.3
SU '99	34	339	.1	.8	48	238	.2	.8	70	238	.3	1.1	47	212	.2	1.0	6	120		.3
<b>4-Book</b>	<b>19</b>	<b>313</b>	<b>.1</b>	<b>.5</b>	<b>22</b>	<b>189</b>	<b>.1</b>	<b>.4</b>	<b>35</b>	<b>179</b>	<b>.2</b>	<b>.5</b>	<b>32</b>	<b>205</b>	<b>.2</b>	<b>.7</b>	<b>5</b>	<b>72</b>		<b>.3</b>
SP '99	13	237	.1	.3	13	126	.1	.2	21	150	.1	.3	18	130	.1	.4	3	41		.2
<b>KAVS-FM</b>																				
SP '00	3	123		.1	5	47		.1	3	37			6	66		.1		13		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	28			**	11			**	17			**	11			**			
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	231	5024	.9	5.5	394	2976	1.6	6.1	317	2564	1.3	5.1	297	2825	1.2	5.8	67	1199	.3	4.2
WI '00	244	5318	1.0	5.8	416	3018	1.7	6.6	313	2552	1.3	4.8	322	3220	1.3	6.3	88	1498	.4	5.4
FA '99	242	4974	1.0	5.7	383	2969	1.6	5.8	358	2292	1.5	5.4	317	2976	1.3	6.2	70	1152	.3	4.5
SU '99	204	4665	.8	4.9	333	2464	1.4	5.5	292	2398	1.2	4.6	280	2651	1.1	5.8	60	1231	.2	3.3
<b>4-Book</b>	<b>230</b>	<b>4995</b>	<b>.9</b>	<b>5.5</b>	<b>382</b>	<b>2857</b>	<b>1.6</b>	<b>6.0</b>	<b>320</b>	<b>2452</b>	<b>1.3</b>	<b>5.0</b>	<b>304</b>	<b>2918</b>	<b>1.2</b>	<b>6.0</b>	<b>71</b>	<b>1270</b>	<b>.3</b>	<b>4.4</b>
SP '99	221	4492	.9	5.2	411	2601	1.7	6.4	300	2192	1.2	4.6	272	2618	1.1	5.4	68	1262	.3	4.1
<b>+KBET-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	14			**	**	**	**	**	**	**	**	**	14			**	14		
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	9	167		.2	6	52		.1	10	34		.2	16	75	.1	.3	9	51		.6
WI '00	1	52			2	24			2	12										
FA '99	4	167		.1	4	42		.1	4	28		.1	4	39		.1	1	30		.1
SU '99	1	71			1	11			3	11			1	28			1	32		.1
<b>4-Book</b>	<b>4</b>	<b>114</b>		<b>.1</b>	<b>3</b>	<b>32</b>		<b>.1</b>	<b>5</b>	<b>21</b>		<b>.1</b>	<b>5</b>	<b>36</b>		<b>.1</b>	<b>3</b>	<b>28</b>		<b>.2</b>
SP '99	11	185	.3		9	67	.1		15	57	.1	.2	21	91	.1	.4	7	79		.4
<b>KBIG-FM</b>																				
SP '00	167	3366	.7	4.0	217	1476	.9	3.4	301	1534	1.2	4.8	240	1871	1.0	4.7	60	915	.2	3.7
WI '00	190	3545	.8	4.5	268	1855	1.1	4.3	377	1944	1.5	5.8	239	1960	1.0	4.7	48	725	.2	2.9
FA '99	215	3672	.9	5.0	307	1947	1.3	4.7	419	1908	1.7	6.4	272	1955	1.1	5.3	59	793	.2	3.8
SU '99	148	3106	.6	3.6	182	1297	.7	3.0	276	1574	1.1	4.4	181	1579	.7	3.7	60	841	.2	3.3
<b>4-Book</b>	<b>180</b>	<b>3422</b>	<b>.8</b>	<b>4.3</b>	<b>244</b>	<b>1644</b>	<b>1.0</b>	<b>3.9</b>	<b>343</b>	<b>1740</b>	<b>1.4</b>	<b>5.4</b>	<b>233</b>	<b>1841</b>	<b>1.0</b>	<b>4.6</b>	<b>57</b>	<b>819</b>	<b>.2</b>	<b>3.4</b>
SP '99	144	2875	.6	3.4	209	1314	.9	3.3	292	1356	1.2	4.5	190	1554	.8	3.8	31	737	.1	1.9

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 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
	<b>KBLA-AM</b>																			
SP '00	17	331	.1	.4	19	154	.1	.3	38	217	.2	.6	22	119	.1	.4	6	64		.4
WI '00	23	295	.1	.5	41	140	.2	.7	54	221	.2	.8	10	68	.2	.8	5	38		.3
FA '99	36	448	.1	.8	81	320	.3	1.2	75	252	.3	1.1	21	154	.1	.4	5	83		.3
SU '99	20	267	.1	.5	39	157	.2	.6	34	156	.1	.5	18	91	.1	.4	3	47		.2
<b>4-Book</b>	<b>24</b>	<b>335</b>	<b>.1</b>	<b>.6</b>	<b>45</b>	<b>193</b>	<b>.2</b>	<b>.7</b>	<b>50</b>	<b>212</b>	<b>.2</b>	<b>.8</b>	<b>18</b>	<b>108</b>	<b>.1</b>	<b>.4</b>	<b>5</b>	<b>58</b>		<b>.3</b>
SP '99	11	160		.3	25	71	.1	.4	26	123	.1	.4	7	59		.1	1	10		.1
<b>KBUA-FM</b>																				
SP '00	15	127	.1	.4	17	96	.1	.3	26	83	.1	.4	14	119	.1	.3	3	60		.2
WI '00	12	139		.3	7	60		.1	19	56	.1	.3	15	69	.1	.3	16	75	.1	1.0
FA '99	25	222	.1	.6	33	139	.1	.5	37	134	.2	.6	27	113	.1	.5	8	49		.5
SU '99	17	239	.1	.4	18	94	.1	.3	23	121	.1	.4	22	137	.1	.5	5	54		.3
<b>4-Book</b>	<b>17</b>	<b>182</b>	<b>.1</b>	<b>.4</b>	<b>19</b>	<b>97</b>	<b>.1</b>	<b>.3</b>	<b>26</b>	<b>99</b>	<b>.1</b>	<b>.4</b>	<b>20</b>	<b>110</b>	<b>.1</b>	<b>.4</b>	<b>8</b>	<b>60</b>		<b>.5</b>
SP '99	9	146		.2	19	90	.1	.3	15	91	.1	.2	9	77		.2	2	44		.1
<b>KBUE-FM</b>																				
SP '00	88	1196	.4	2.1	92	549	.4	1.4	138	647	.6	2.2	94	622	.4	1.8	32	329	.1	2.0
WI '00	118	1540	.5	2.8	155	864	.6	2.5	174	976	.7	2.7	142	895	.6	2.8	44	536	.2	2.7
FA '99	92	1377	.4	2.2	120	607	.5	1.8	123	724	.5	1.9	104	856	.4	2.0	45	423	.2	2.9
SU '99	110	1494	.5	2.6	143	695	.6	2.4	185	932	.8	2.9	110	733	.5	2.3	48	379	.2	2.7
<b>4-Book</b>	<b>102</b>	<b>1402</b>	<b>.5</b>	<b>2.4</b>	<b>128</b>	<b>679</b>	<b>.5</b>	<b>2.0</b>	<b>155</b>	<b>820</b>	<b>.7</b>	<b>2.4</b>	<b>113</b>	<b>777</b>	<b>.5</b>	<b>2.2</b>	<b>42</b>	<b>417</b>	<b>.2</b>	<b>2.6</b>
SP '99	103	1449	.4	2.4	117	660	.5	1.8	167	787	.7	2.6	145	866	.6	2.9	40	439	.2	2.4
<b>KCBS-FM</b>																				
SP '00	107	2397	.4	2.6	151	1239	.6	2.3	148	1071	.6	2.4	135	1281	.5	2.6	31	522	.1	1.9
WI '00	88	2239	.4	2.1	124	1127	.5	2.0	148	1077	.6	2.3	116	1261	.5	2.3	20	435	.1	1.2
FA '99	96	2485	.4	2.2	135	1335	.5	2.0	154	1084	.6	2.3	115	1437	.5	2.2	27	598	.1	1.7
SU '99	102	2342	.4	2.5	134	1054	.5	2.2	163	1072	.7	2.6	116	1167	.5	2.4	38	524	.2	2.1
<b>4-Book</b>	<b>98</b>	<b>2366</b>	<b>.4</b>	<b>2.4</b>	<b>136</b>	<b>1189</b>	<b>.5</b>	<b>2.1</b>	<b>153</b>	<b>1076</b>	<b>.6</b>	<b>2.4</b>	<b>121</b>	<b>1287</b>	<b>.5</b>	<b>2.4</b>	<b>29</b>	<b>520</b>	<b>.1</b>	<b>1.7</b>
SP '99	122	2726	.5	2.9	174	1285	.7	2.7	198	1164	.8	3.0	157	1376	.6	3.1	27	562	.1	1.6
<b>KCMG-FM</b>																				
SP '00	157	2847	.6	3.8	221	1396	.9	3.4	238	1340	1.0	3.8	176	1572	.7	3.5	61	707	.2	3.8
WI '00	130	3015	.5	3.1	186	1414	.8	3.0	185	1466	.8	2.8	181	1674	.7	3.5	58	803	.2	3.5
FA '99	155	3021	.6	3.6	176	1397	.7	2.7	236	1559	1.0	3.6	211	1775	.9	4.1	80	872	.3	5.1
SU '99	129	2815	.5	3.1	165	1244	.7	2.7	182	1491	.7	2.9	151	1620	.6	3.1	67	863	.3	3.7
<b>4-Book</b>	<b>143</b>	<b>2925</b>	<b>.6</b>	<b>3.4</b>	<b>187</b>	<b>1363</b>	<b>.8</b>	<b>3.0</b>	<b>210</b>	<b>1464</b>	<b>.9</b>	<b>3.3</b>	<b>180</b>	<b>1660</b>	<b>.7</b>	<b>3.6</b>	<b>67</b>	<b>811</b>	<b>.3</b>	<b>4.0</b>
SP '99	170	2572	.7	4.0	217	1308	.9	3.4	290	1316	1.2	4.5	213	1562	.9	4.3	58	697	.2	3.5
<b>KDIS-AM</b>																				
SP '00	32	1001	.1	.8	53	562	.2	.8	39	506	.2	.6	47	460	.2	.9	10	205		.6
WI '00	32	1075	.1	.8	56	657	.2	.9	24	419	.1	.4	55	610	.2	1.1	10	214		.6
FA '99	23	962	.1	.5	47	523	.2	.7	16	308	.1	.2	32	376	.1	.6	6	155		.4
SU '99	27	1064	.1	.7	48	557	.2	.8	36	492	.1	.6	37	437	.2	.8	7	150		.4
<b>4-Book</b>	<b>29</b>	<b>1026</b>	<b>.1</b>	<b>.7</b>	<b>51</b>	<b>575</b>	<b>.2</b>	<b>.8</b>	<b>29</b>	<b>431</b>	<b>.1</b>	<b>.5</b>	<b>43</b>	<b>471</b>	<b>.2</b>	<b>.9</b>	<b>8</b>	<b>181</b>		<b>.5</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	85	1611	.3	2.0	90	705	.4	1.4	197	1192	.8	3.2	92	584	.4	1.8	28	179	.1	1.7
WI '00	108	1869	.4	2.6	117	722	.5	1.9	293	1382	1.2	4.5	106	888	.4	2.1	20	218	.1	1.2
FA '99	99	1819	.4	2.3	124	772	.5	1.9	238	1310	1.0	3.6	132	1005	.5	2.6	12	215		.8
SU '99	115	1900	.5	2.8	121	828	.5	2.0	309	1515	1.3	4.9	100	879	.4	2.1	26	327	.1	1.4
<b>4-Book</b>	<b>102</b>	<b>1800</b>	<b>.4</b>	<b>2.4</b>	<b>113</b>	<b>757</b>	<b>.5</b>	<b>1.8</b>	<b>259</b>	<b>1350</b>	<b>1.1</b>	<b>4.1</b>	<b>108</b>	<b>839</b>	<b>.4</b>	<b>2.2</b>	<b>22</b>	<b>235</b>	<b>.1</b>	<b>1.3</b>
SP '99	114	2167	.5	2.7	133	859	.5	2.1	299	1453	1.2	4.6	106	897	.4	2.1	22	266	.1	1.3
<b>KFSG-FM</b>																				
SP '00	25	530	.1	.6	40	289	.2	.6	41	249	.2	.7	33	251	.1	.6	5	126		.3
WI '00	32	522	.1	.8	53	397	.2	.8	58	301	.2	.9	40	258	.2	.8	10	121		.6
FA '99	26	557	.1	.6	44	357	.2	.7	46	286	.2	.7	31	328	.1	.6	8	175		.5
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	25	615	.1	.6	42	354	.2	.7	32	300	.1	.5	27	278	.1	.5	13	119	.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 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
<b>KFWB-AM</b>																				
SP '00	37	1417	.2	.9	103	986	.4	1.6	29	462	.1	.5	48	739	.2	.9	10	261		.6
WI '00	40	1483	.2	1.0	106	1022	.4	1.7	27	485	.1	.4	60	855	.2	1.2	12	193		.7
FA '99	46	1484	.2	1.1	105	948	.4	1.6	39	566	.2	.6	58	701	.2	1.1	26	301	.1	1.7
SU '99	34	1558	.1	.8	82	898	.3	1.4	18	474	.1	.3	59	863	.2	1.2	5	176		.3
<b>4-Book</b>	<b>39</b>	<b>1486</b>	<b>.2</b>	<b>1.0</b>	<b>99</b>	<b>964</b>	<b>.4</b>	<b>1.6</b>	<b>28</b>	<b>497</b>	<b>.1</b>	<b>.5</b>	<b>56</b>	<b>790</b>	<b>.2</b>	<b>1.1</b>	<b>13</b>	<b>233</b>		<b>.8</b>
SP '99	39	1479	.2	.9	100	969	.4	1.6	35	541	.1	.5	61	745	.3	1.2	8	265		.5
<b>+KHJ -AM</b>																				
SP '00	33	464	.1	.8	37	185	.2	.6	43	252	.2	.7	44	219	.2	.9	14	131	.1	.9
WI '00	49	662	.2	1.2	78	418	.3	1.2	72	374	.3	1.1	35	265	.1	.7	29	221	.1	1.8
FA '99	45	667	.2	1.1	89	363	.4	1.3	72	351	.3	1.1	31	300	.1	.6	12	136		.8
SU '99	52	630	.2	1.3	65	330	.3	1.1	73	415	.3	1.2	43	319	.2	.9	31	211	.1	1.7
<b>4-Book</b>	<b>45</b>	<b>606</b>	<b>.2</b>	<b>1.1</b>	<b>67</b>	<b>324</b>	<b>.3</b>	<b>1.1</b>	<b>65</b>	<b>348</b>	<b>.3</b>	<b>1.0</b>	<b>38</b>	<b>276</b>	<b>.2</b>	<b>.8</b>	<b>22</b>	<b>175</b>	<b>.1</b>	<b>1.3</b>
SP '99	41	638	.2	1.0	61	314	.3	1.0	68	326	.3	1.0	47	286	.2	.9	14	186	.1	.8
<b>KIEV-AM</b>																				
SP '00	5	102		.1	2	12			16	102	.1	.3	5	43		.1	4	12		.2
WI '00	5	124		.1	11	47		.2	8	67		.1	2	29			3	25		.2
FA '99	7	167		.2	5	72		.1	18	96	.1	.3	7	35		.1	4	37		.3
SU '99	2	124			1	28			2	36			3	23		.1		15		
<b>4-Book</b>	<b>5</b>	<b>129</b>		<b>.1</b>	<b>5</b>	<b>40</b>		<b>.1</b>	<b>11</b>	<b>75</b>	<b>.1</b>	<b>.2</b>	<b>4</b>	<b>33</b>		<b>.1</b>	<b>3</b>	<b>22</b>		<b>.2</b>
SP '99	8	148		.2		13			17	81	.1	.3	14	58	.1	.3	7	30		.4
<b>KJLH-FM</b>																				
SP '00	106	1396	.4	2.5	178	870	.7	2.8	107	690	.4	1.7	125	788	.5	2.5	50	496	.2	3.1
WI '00	118	1395	.5	2.8	169	838	.7	2.7	161	884	.7	2.5	134	862	.5	2.6	48	553	.2	2.9
FA '99	112	1292	.5	2.6	193	827	.8	2.9	147	661	.6	2.2	120	781	.5	2.3	50	400	.2	3.2
SU '99	108	1436	.4	2.6	173	763	.7	2.9	143	808	.6	2.3	128	856	.5	2.6	52	519	.2	2.9
<b>4-Book</b>	<b>111</b>	<b>1380</b>	<b>.5</b>	<b>2.6</b>	<b>178</b>	<b>825</b>	<b>.7</b>	<b>2.8</b>	<b>140</b>	<b>761</b>	<b>.6</b>	<b>2.2</b>	<b>127</b>	<b>822</b>	<b>.5</b>	<b>2.5</b>	<b>50</b>	<b>492</b>	<b>.2</b>	<b>3.0</b>
SP '99	90	1224	.4	2.1	134	794	.5	2.1	127	698	.5	2.0	89	684	.4	1.8	48	481	.2	2.9
<b>KKBT-FM</b>																				
SP '00	88	1978	.4	2.1	125	819	.5	1.9	116	970	.5	1.9	116	1073	.5	2.3	46	481	.2	2.9
WI '00	93	1929	.4	2.2	130	1056	.5	2.1	108	748	.4	1.7	126	1052	.5	2.5	50	644	.2	3.1
FA '99	97	1789	.4	2.3	124	852	.5	1.9	104	708	.4	1.6	139	973	.6	2.7	48	427	.2	3.1
SU '99	119	2198	.5	2.9	193	1206	.8	3.2	153	1072	.6	2.4	162	1259	.7	3.3	55	676	.2	3.0
<b>4-Book</b>	<b>99</b>	<b>1974</b>	<b>.4</b>	<b>2.4</b>	<b>143</b>	<b>983</b>	<b>.6</b>	<b>2.3</b>	<b>120</b>	<b>875</b>	<b>.5</b>	<b>1.9</b>	<b>136</b>	<b>1089</b>	<b>.6</b>	<b>2.7</b>	<b>50</b>	<b>557</b>	<b>.2</b>	<b>3.0</b>
SP '99	137	2200	.6	3.2	213	1221	.9	3.3	186	1031	.8	2.9	176	1172	.7	3.5	68	769	.3	4.1
<b>KKLA-FM</b>																				
SP '00	38	510	.2	.9	89	415	.4	1.4	53	257	.2	.9	48	261	.2	.9	9	112		.6
WI '00	23	453	.1	.5	43	293	.2	.7	27	186	.1	.4	46	246	.2	.9	4	42		.2
FA '99	23	551	.1	.5	49	369	.2	.7	31	314	.1	.5	34	297	.1	.7	6	129		.4
SU '99	20	492	.1	.5	56	336	.2	.9	13	134	.1	.2	35	241	.1	.7	6	113		.3
<b>4-Book</b>	<b>26</b>	<b>502</b>	<b>.1</b>	<b>.6</b>	<b>59</b>	<b>353</b>	<b>.3</b>	<b>.9</b>	<b>31</b>	<b>223</b>	<b>.1</b>	<b>.5</b>	<b>41</b>	<b>261</b>	<b>.2</b>	<b>.8</b>	<b>6</b>	<b>99</b>		<b>.4</b>
SP '99	24	526	.1	.6	55	307	.2	.9	36	217	.1	.6	28	220	.1	.6	3	61		.2
<b>KLAC-AM</b>																				
SP '00	23	527	.1	.6	17	84	.1	.3	32	152	.1	.5	37	228	.2	.7	15	204	.1	.9
WI '00	26	372	.1	.6	36	183	.1	.6	56	148	.2	.9	32	190	.1	.6	10	111		.6
FA '99	12	426		.3	16	172	.1	.2	16	253	.1	.2	20	240	.1	.4	6	147		.4
SU '99	7	380		.2	4	68		.1	10	119		.2	12	174		.2	3	90		.2
<b>4-Book</b>	<b>17</b>	<b>426</b>	<b>.1</b>	<b>.4</b>	<b>18</b>	<b>127</b>	<b>.1</b>	<b>.3</b>	<b>29</b>	<b>168</b>	<b>.1</b>	<b>.5</b>	<b>25</b>	<b>208</b>	<b>.1</b>	<b>.5</b>	<b>9</b>	<b>138</b>		<b>.5</b>
SP '99	9	421		.2	8	66		.1	14	94	.1	.2	13	169	.1	.3	6	166		.4
<b>KLAX-FM</b>																				
SP '00	107	1417	.4	2.6	144	654	.6	2.2	187	813	.8	3.0	79	591	.3	1.5	34	297	.1	2.1
WI '00	110	1719	.4	2.6	103	697	.4	1.6	189	1025	.8	2.9	125	836	.5	2.4	49	477	.2	3.0
FA '99	118	1719	.5	2.8	170	949	.7	2.6	189	949	.8	2.9	137	849	.6	2.7	34	393	.1	2.2
SU '99	145	2110	.6	3.5	203	1012	.8	3.4	228	1278	.9	3.6	154	1073	.6	3.2	54	518	.2	3.0
<b>4-Book</b>	<b>120</b>	<b>1741</b>	<b>.5</b>	<b>2.9</b>	<b>155</b>	<b>828</b>	<b>.6</b>	<b>2.5</b>	<b>198</b>	<b>1016</b>	<b>.8</b>	<b>3.1</b>	<b>124</b>	<b>837</b>	<b>.5</b>	<b>2.5</b>	<b>43</b>	<b>421</b>	<b>.2</b>	<b>2.6</b>
SP '99	142	2069	.6	3.4	182	865	.7	2.8	244	1182	1.0	3.8	143	979	.6	2.9	59	583	.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 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	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
<b>KLOS-FM</b>																				
SP '00	84	2237	.3	2.0	168	1059	.7	2.6	101	777	.4	1.6	101	1070	.4	2.0	32	370	.1	2.0
WI '00	77	1978	.3	1.8	164	978	.7	2.6	93	668	.4	1.4	113	946	.5	2.2	15	369	.1	.9
FA '99	100	2081	.4	2.3	189	1129	.8	2.9	139	964	.6	2.1	144	1129	.6	2.8	28	430	.1	1.8
SU '99	94	2109	.4	2.3	218	1285	.9	3.6	91	870	.4	1.4	126	907	.5	2.6	44	413	.2	2.4
<b>4-Book</b>	<b>89</b>	<b>2101</b>	<b>.4</b>	<b>2.1</b>	<b>185</b>	<b>1113</b>	<b>.8</b>	<b>2.9</b>	<b>106</b>	<b>820</b>	<b>.5</b>	<b>1.6</b>	<b>121</b>	<b>1013</b>	<b>.5</b>	<b>2.4</b>	<b>30</b>	<b>396</b>	<b>.1</b>	<b>1.8</b>
SP '99	106	2111	.4	2.5	206	1049	.8	3.2	139	876	.6	2.1	140	1040	.6	2.8	36	420	.1	2.2
<b>KLSX-FM</b>																				
SP '00	67	1265	.3	1.6	190	786	.8	2.9	61	445	.2	1.0	92	548	.4	1.8	29	190	.1	1.8
WI '00	46	1113	.2	1.1	136	674	.6	2.2	50	408	.2	.8	65	464	.3	1.3	9	158	.5	.5
FA '99	48	1474	.2	1.1	139	810	.6	2.1	35	293	.1	.5	63	555	.3	1.2	11	213	.7	.7
SU '99	72	1501	.3	1.7	214	940	.9	3.5	82	533	.3	1.3	81	726	.3	1.7	8	182	.4	.4
<b>4-Book</b>	<b>58</b>	<b>1338</b>	<b>.3</b>	<b>1.4</b>	<b>170</b>	<b>803</b>	<b>.7</b>	<b>2.7</b>	<b>57</b>	<b>420</b>	<b>.2</b>	<b>.9</b>	<b>75</b>	<b>573</b>	<b>.3</b>	<b>1.5</b>	<b>14</b>	<b>186</b>	<b>.9</b>	<b>.9</b>
SP '99	81	1307	.3	1.9	231	797	.9	3.6	76	593	.3	1.2	124	669	.5	2.5	25	200	.1	1.5
<b>KLVE-FM</b>																				
SP '00	364	3816	1.5	8.7	562	2232	2.3	8.7	620	2521	2.5	9.9	336	1940	1.4	6.6	119	1062	.5	7.4
WI '00	335	4016	1.4	8.0	495	2409	2.0	7.9	527	2478	2.1	8.1	323	2322	1.3	6.3	144	1363	.6	8.8
FA '99	336	3632	1.4	7.9	514	2212	2.1	7.8	557	2372	2.3	8.4	318	2134	1.3	6.2	137	1110	.6	8.7
SU '99	387	4125	1.6	9.3	526	2401	2.2	8.7	619	2720	2.5	9.8	395	2158	1.6	8.2	172	1502	.7	9.5
<b>4-Book</b>	<b>356</b>	<b>3897</b>	<b>1.5</b>	<b>8.5</b>	<b>524</b>	<b>2314</b>	<b>2.2</b>	<b>8.3</b>	<b>581</b>	<b>2523</b>	<b>2.4</b>	<b>9.1</b>	<b>343</b>	<b>2139</b>	<b>1.4</b>	<b>6.8</b>	<b>143</b>	<b>1259</b>	<b>.6</b>	<b>8.6</b>
SP '99	376	4244	1.5	8.9	585	2724	2.4	9.1	539	2644	2.2	8.3	368	2384	1.5	7.4	169	1381	.7	10.2
<b>KLYY-FM</b>																				
SP '00	30	735	.1	.7	30	290	.1	.5	46	447	.2	.7	37	455	.2	.7	7	180	.4	.4
WI '00	50	1028	.2	1.2	67	496	.3	1.1	84	546	.3	1.3	59	513	.2	1.1	18	265	.1	1.1
FA '99	15	936	.1	.4	11	290	.1	.2	20	298	.1	.3	23	451	.1	.4	4	233	.3	.3
SU '99	27	1108	.1	.7	25	473	.1	.4	35	436	.1	.6	50	486	.2	1.0	14	297	.1	.8
<b>4-Book</b>	<b>31</b>	<b>952</b>	<b>.1</b>	<b>.8</b>	<b>33</b>	<b>387</b>	<b>.1</b>	<b>.6</b>	<b>46</b>	<b>432</b>	<b>.2</b>	<b>.7</b>	<b>42</b>	<b>476</b>	<b>.2</b>	<b>.8</b>	<b>11</b>	<b>244</b>	<b>.1</b>	<b>.7</b>
SP '99	29	1128	.1	.7	15	353	.1	.2	54	581	.2	.8	37	558	.2	.7	9	291	.5	.5
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	35	1264	.1	.8	52	533	.2	.8	38	390	.2	.6	47	532	.2	.9	22	345	.1	1.4
WI '00	39	1088	.2	.9	39	488	.2	.6	68	477	.3	1.0	58	565	.2	1.1	15	282	.1	.9
FA '99	63	1113	.3	1.5	84	607	.3	1.3	106	535	.4	1.6	75	541	.3	1.5	38	315	.2	2.4
SU '99	32	904	.1	.8	39	423	.2	.6	44	305	.2	.7	36	409	.1	.7	23	239	.1	1.3
<b>4-Book</b>	<b>42</b>	<b>1092</b>	<b>.2</b>	<b>1.0</b>	<b>54</b>	<b>513</b>	<b>.2</b>	<b>.8</b>	<b>64</b>	<b>427</b>	<b>.3</b>	<b>1.0</b>	<b>54</b>	<b>512</b>	<b>.2</b>	<b>1.1</b>	<b>25</b>	<b>295</b>	<b>.1</b>	<b>1.5</b>
SP '99	54	1277	.2	1.3	68	632	.3	1.1	62	558	.3	1.0	79	622	.3	1.6	39	433	.2	2.4
<b>KNX -AM</b>																				
SP '00	45	1648	.2	1.1	106	870	.4	1.6	44	457	.2	.7	58	815	.2	1.1	24	317	.1	1.5
WI '00	37	1308	.2	.9	93	809	.4	1.5	38	481	.2	.6	44	520	.2	.9	18	254	.1	1.1
FA '99	45	1651	.2	1.1	107	1047	.4	1.6	34	620	.1	.5	60	870	.2	1.2	23	420	.1	1.5
SU '99	43	1569	.2	1.0	100	932	.4	1.7	43	453	.2	.7	69	722	.3	1.4	17	270	.1	.9
<b>4-Book</b>	<b>43</b>	<b>1544</b>	<b>.2</b>	<b>1.0</b>	<b>102</b>	<b>915</b>	<b>.4</b>	<b>1.6</b>	<b>40</b>	<b>503</b>	<b>.2</b>	<b>.6</b>	<b>58</b>	<b>732</b>	<b>.2</b>	<b>1.2</b>	<b>21</b>	<b>315</b>	<b>.1</b>	<b>1.3</b>
SP '99	38	1419	.2	.9	89	889	.4	1.4	38	532	.2	.6	49	768	.2	1.0	18	263	.1	1.1
<b>KOST-FM</b>																				
SP '00	196	3816	.8	4.7	268	1969	1.1	4.2	331	1836	1.3	5.3	233	2010	.9	4.6	107	1146	.4	6.7
WI '00	250	4455	1.0	5.9	316	2297	1.3	5.0	409	2090	1.7	6.3	343	2533	1.4	6.7	133	1257	.5	8.1
FA '99	229	4090	.9	5.4	281	1885	1.1	4.3	397	1884	1.6	6.0	327	2372	1.3	6.3	97	1198	.4	6.2
SU '99	199	3925	.8	4.8	207	1844	.8	3.4	301	1852	1.2	4.8	256	2042	1.0	5.3	140	1308	.6	7.7
<b>4-Book</b>	<b>219</b>	<b>4072</b>	<b>.9</b>	<b>5.2</b>	<b>268</b>	<b>1999</b>	<b>1.1</b>	<b>4.2</b>	<b>360</b>	<b>1916</b>	<b>1.5</b>	<b>5.6</b>	<b>290</b>	<b>2239</b>	<b>1.2</b>	<b>5.7</b>	<b>119</b>	<b>1227</b>	<b>.5</b>	<b>7.2</b>
SP '99	209	3911	.9	4.9	266	1841	1.1	4.1	354	2061	1.5	5.4	277	2265	1.1	5.5	101	1170	.4	6.1
<b>KPWR-FM</b>																				
SP '00	78	2215	.3	1.9	115	997	.5	1.8	88	1135	.4	1.4	110	1169	.4	2.2	46	637	.2	2.9
WI '00	69	2055	.3	1.6	106	985	.4	1.7	89	902	.4	1.4	107	1049	.4	2.1	30	510	.1	1.8
FA '99	69	1998	.3	1.6	108	937	.4	1.6	64	741	.3	1.0	91	953	.4	1.8	35	549	.1	2.2
SU '99	78	2560	.3	1.9	106	1001	.4	1.8	80	1028	.3	1.3	105	1196	.4	2.2	51	770	.2	2.8
<b>4-Book</b>	<b>74</b>	<b>2207</b>	<b>.3</b>	<b>1.8</b>	<b>109</b>	<b>980</b>	<b>.4</b>	<b>1.7</b>	<b>80</b>	<b>952</b>	<b>.4</b>	<b>1.3</b>	<b>103</b>	<b>1092</b>	<b>.4</b>	<b>2.1</b>	<b>41</b>	<b>617</b>	<b>.2</b>	<b>2.4</b>
SP '99	76	1870	.3	1.8	104	820	.4	1.6	117	978	.5	1.8	91	1013	.4	1.8	35	516	.1	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 25-49

	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
<b>+KRCD-FM</b>																				
SP '00	70	827	.3	1.7	87	435	.4	1.3	108	553	.4	1.7	86	502	.4	1.7	39	263	.2	2.4
WI '00	68	868	.3	1.6	84	397	.3	1.3	108	439	.4	1.7	91	532	.4	1.8	37	293	.2	2.3
FA '99	59	1017	.2	1.4	83	396	.3	1.3	76	494	.3	1.2	63	512	.3	1.2	34	268	.1	2.2
SU '99	39	902	.2	.9	45	402	.2	.7	38	415	.2	.6	44	502	.2	.9	40	308	.2	2.2
<b>4-Book</b>	<b>59</b>	<b>904</b>	<b>.3</b>	<b>1.4</b>	<b>75</b>	<b>408</b>	<b>.3</b>	<b>1.2</b>	<b>83</b>	<b>475</b>	<b>.3</b>	<b>1.3</b>	<b>71</b>	<b>512</b>	<b>.3</b>	<b>1.4</b>	<b>38</b>	<b>283</b>	<b>.2</b>	<b>2.3</b>
SP '99	31	844	.1	.7	38	319	.2	.6	46	427	.2	.7	37	405	.2	.7	24	302	.1	1.5
<b>+KRCV-FM</b>																				
SP '00	50	560	.2	1.2	57	308	.2	.9	70	373	.3	1.1	57	318	.2	1.1	32	187	.1	2.0
WI '00	12	224	.3	.3	8	97	.1	.1	15	120	.1	.2	16	103	.1	.3	8	110	.1	.5
FA '99	4	168	.1	.1	5	71	.1	.1	4	29	.1	.1	1	35	.1	.1	2	31	.1	.1
SU '99	6	153	.1	.1	10	95	.2	.2	4	53	.1	.1	7	23	.1	.1	5	54	.1	.3
<b>4-Book</b>	<b>18</b>	<b>276</b>	<b>.1</b>	<b>.4</b>	<b>20</b>	<b>143</b>	<b>.1</b>	<b>.3</b>	<b>23</b>	<b>144</b>	<b>.1</b>	<b>.4</b>	<b>20</b>	<b>120</b>	<b>.1</b>	<b>.4</b>	<b>12</b>	<b>96</b>	<b>.1</b>	<b>.7</b>
SP '99	12	184	.3	.3	11	87	.2	.2	16	96	.1	.2	16	125	.1	.3	8	64	.1	.5
<b>KRLA-AM</b>																				
SP '00	12	277	.3	.3	22	119	.1	.3	28	148	.1	.4	7	73	.1	.1	3	31	.1	.2
WI '00	7	164	.2	.2	10	60	.2	.2	21	121	.1	.3	8	68	.2	.2		14		
FA '99	15	294	.1	.4	15	141	.1	.2	52	184	.2	.8	3	43	.1	.1	4	41	.1	.3
SU '99	18	445	.1	.4	33	226	.1	.5	38	277	.2	.6	14	200	.1	.3	5	41	.1	.3
<b>4-Book</b>	<b>13</b>	<b>295</b>	<b>.1</b>	<b>.3</b>	<b>20</b>	<b>137</b>	<b>.1</b>	<b>.3</b>	<b>35</b>	<b>183</b>	<b>.2</b>	<b>.5</b>	<b>8</b>	<b>96</b>	<b>.2</b>	<b>.2</b>	<b>3</b>	<b>32</b>	<b>.1</b>	<b>.2</b>
SP '99	17	470	.1	.4	25	247	.1	.4	49	282	.2	.8	10	134	.2	.2	2	12	.1	.1
<b>KROQ-FM</b>																				
SP '00	102	2394	.4	2.4	184	1113	.7	2.9	147	1081	.6	2.4	138	1474	.6	2.7	32	692	.1	2.0
WI '00	134	2645	.5	3.2	221	1426	.9	3.5	164	1341	.7	2.5	164	1534	.7	3.2	54	861	.2	3.3
FA '99	104	2777	.4	2.4	196	1420	.8	3.0	133	1129	.5	2.0	125	1388	.5	2.4	50	716	.2	3.2
SU '99	114	2745	.5	2.7	175	1364	.7	2.9	142	1324	.6	2.3	154	1501	.6	3.2	50	896	.2	2.8
<b>4-Book</b>	<b>114</b>	<b>2640</b>	<b>.5</b>	<b>2.7</b>	<b>194</b>	<b>1331</b>	<b>.8</b>	<b>3.1</b>	<b>147</b>	<b>1219</b>	<b>.6</b>	<b>2.3</b>	<b>145</b>	<b>1474</b>	<b>.6</b>	<b>2.9</b>	<b>47</b>	<b>791</b>	<b>.2</b>	<b>2.8</b>
SP '99	102	2542	.4	2.4	182	1207	.7	2.8	107	1150	.4	1.6	128	1487	.5	2.6	58	903	.2	3.5
<b>KRTH-FM</b>																				
SP '00	132	3016	.5	3.2	175	1418	.7	2.7	222	1402	.9	3.6	180	1574	.7	3.5	27	549	.1	1.7
WI '00	156	3365	.6	3.7	175	1513	.7	2.8	306	1593	1.2	4.7	217	1929	.9	4.2	42	716	.2	2.6
FA '99	142	3079	.6	3.3	178	1606	.7	2.7	263	1528	1.1	4.0	198	1603	.8	3.8	43	767	.2	2.7
SU '99	121	2852	.5	2.9	170	1232	.7	2.8	208	1344	.9	3.3	141	1492	.6	2.9	43	708	.2	2.4
<b>4-Book</b>	<b>138</b>	<b>3078</b>	<b>.6</b>	<b>3.3</b>	<b>175</b>	<b>1442</b>	<b>.7</b>	<b>2.8</b>	<b>250</b>	<b>1467</b>	<b>1.0</b>	<b>3.9</b>	<b>184</b>	<b>1650</b>	<b>.8</b>	<b>3.6</b>	<b>39</b>	<b>685</b>	<b>.2</b>	<b>2.4</b>
SP '99	113	3043	.5	2.7	134	1422	.5	2.1	213	1448	.9	3.3	140	1513	.6	2.8	19	420	.1	1.1
<b>KSCA-FM</b>																				
SP '00	279	2426	1.1	6.7	678	1908	2.8	10.5	344	1709	1.4	5.5	279	1345	1.1	5.5	54	398	.2	3.4
WI '00	280	2517	1.1	6.7	691	1846	2.8	11.0	375	1752	1.5	5.7	224	1160	.9	4.4	60	455	.2	3.7
FA '99	297	2702	1.2	6.9	775	2067	3.2	11.7	427	1838	1.7	6.5	175	1102	.7	3.4	45	468	.2	2.9
SU '99	288	2686	1.2	6.9	635	1875	2.6	10.5	405	1847	1.7	6.4	205	1197	.8	4.2	81	658	.3	4.5
<b>4-Book</b>	<b>286</b>	<b>2583</b>	<b>1.2</b>	<b>6.8</b>	<b>695</b>	<b>1924</b>	<b>2.9</b>	<b>10.9</b>	<b>388</b>	<b>1787</b>	<b>1.6</b>	<b>6.0</b>	<b>221</b>	<b>1201</b>	<b>.9</b>	<b>4.4</b>	<b>60</b>	<b>495</b>	<b>.2</b>	<b>3.6</b>
SP '99	343	2839	1.4	8.1	771	1891	3.2	12.0	502	2058	2.1	7.7	209	1061	.9	4.2	99	612	.4	6.0
<b>KSSE-FM</b>																				
SP '00	71	1115	.3	1.7	103	523	.4	1.6	102	621	.4	1.6	92	644	.4	1.8	39	345	.2	2.4
WI '00	79	1492	.3	1.9	115	745	.5	1.8	109	863	.4	1.7	84	727	.3	1.6	38	471	.2	2.3
FA '99	88	1293	.4	2.1	107	712	.4	1.6	127	715	.5	1.9	99	745	.4	1.9	31	294	.1	2.0
SU '99	93	1529	.4	2.2	108	770	.4	1.8	137	913	.6	2.2	103	750	.4	2.1	45	566	.2	2.5
<b>4-Book</b>	<b>83</b>	<b>1357</b>	<b>.4</b>	<b>2.0</b>	<b>108</b>	<b>688</b>	<b>.4</b>	<b>1.7</b>	<b>119</b>	<b>778</b>	<b>.5</b>	<b>1.9</b>	<b>95</b>	<b>717</b>	<b>.4</b>	<b>1.9</b>	<b>38</b>	<b>419</b>	<b>.2</b>	<b>2.3</b>
SP '99	62	1075	.3	1.5	67	517	.3	1.0	88	590	.4	1.4	57	592	.2	1.1	32	315	.1	1.9
<b>KTNQ-AM</b>																				
SP '00	81	1112	.3	1.9	116	588	.5	1.8	181	803	.7	2.9	62	426	.3	1.2	43	254	.2	2.7
WI '00	55	673	.2	1.3	69	327	.3	1.1	120	417	.5	1.8	50	269	.2	1.0	18	92	.1	1.1
FA '99	62	711	.3	1.5	59	202	.2	.9	116	529	.5	1.8	70	368	.3	1.4	34	239	.1	2.2
SU '99	67	790	.3	1.6	48	299	.2	.8	142	497	.6	2.3	68	326	.3	1.4	39	242	.2	2.2
<b>4-Book</b>	<b>66</b>	<b>822</b>	<b>.3</b>	<b>1.6</b>	<b>73</b>	<b>354</b>	<b>.3</b>	<b>1.2</b>	<b>140</b>	<b>562</b>	<b>.6</b>	<b>2.2</b>	<b>63</b>	<b>347</b>	<b>.3</b>	<b>1.3</b>	<b>34</b>	<b>207</b>	<b>.2</b>	<b>2.1</b>
SP '99	61	854	.3	1.4	62	304	.3	1.0	127	505	.5	2.0	65	352	.3	1.3	27	214	.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 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
<b>KTWV-FM</b>																				
SP '00	155	2377	.6	3.7	182	1263	.7	2.8	276	1293	1.1	4.4	197	1298	.8	3.9	66	717	.3	4.1
WI '00	183	2679	.7	4.4	212	1237	.9	3.4	361	1365	1.5	5.5	239	1571	1.0	4.7	67	634	.3	4.1
FA '99	172	2559	.7	4.0	193	1239	.8	2.9	292	1425	1.2	4.4	244	1548	1.0	4.7	77	839	.3	4.9
SU '99	169	2717	.7	4.1	189	1128	.8	3.1	288	1340	1.2	4.6	208	1406	.9	4.3	84	1000	.3	4.6
<b>4-Book</b>	<b>170</b>	<b>2583</b>	<b>.7</b>	<b>4.1</b>	<b>194</b>	<b>1217</b>	<b>.8</b>	<b>3.1</b>	<b>304</b>	<b>1356</b>	<b>1.3</b>	<b>4.7</b>	<b>222</b>	<b>1456</b>	<b>.9</b>	<b>4.4</b>	<b>74</b>	<b>798</b>	<b>.3</b>	<b>4.4</b>
SP '99	146	2281	.6	3.5	188	1190	.8	2.9	257	1054	1.1	4.0	188	1143	.8	3.8	49	698	.2	3.0
<b>KWIZ-FM</b>																				
SP '00	36	430	.1	.9	44	215	.2	.7	52	283	.2	.8	33	242	.1	.6	30	119	.1	1.9
WI '00	16	352	.1	.4	19	136	.1	.3	17	201	.1	.3	15	135	.1	.3	16	125	.1	1.0
FA '99	29	357	.1	.7	29	155	.1	.4	64	236	.3	1.0	30	189	.1	.6	9	93		.6
SU '99	31	319	.1	.7	28	169	.1	.5	53	193	.2	.8	32	216	.1	.7	18	165	.1	1.0
<b>4-Book</b>	<b>28</b>	<b>365</b>	<b>.1</b>	<b>.7</b>	<b>30</b>	<b>169</b>	<b>.1</b>	<b>.5</b>	<b>47</b>	<b>228</b>	<b>.2</b>	<b>.7</b>	<b>28</b>	<b>196</b>	<b>.1</b>	<b>.6</b>	<b>18</b>	<b>126</b>	<b>.1</b>	<b>1.1</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KVKW-AM</b>																				
SP '00	31	440	.1	.7	34	218	.1	.5	58	201	.2	.9	34	128	.1	.7	18	39	.1	1.1
WI '00	42	402	.2	1.0	38	124	.2	.6	92	274	.4	1.4	42	169	.2	.8	19	94	.1	1.2
FA '99	25	318	.1	.6	26	141	.1	.4	44	204	.2	.7	22	135	.1	.4	23	78	.1	1.5
SU '99	15	296	.1	.4	15	85	.1	.2	43	187	.2	.7	15	147	.1	.3	3	48		.2
<b>4-Book</b>	<b>28</b>	<b>364</b>	<b>.1</b>	<b>.7</b>	<b>28</b>	<b>142</b>	<b>.1</b>	<b>.4</b>	<b>59</b>	<b>217</b>	<b>.3</b>	<b>.9</b>	<b>28</b>	<b>145</b>	<b>.1</b>	<b>.6</b>	<b>16</b>	<b>65</b>	<b>.1</b>	<b>1.0</b>
SP '99	19	247	.1	.4	17	64	.1	.3	21	143	.1	.3	46	136	.2	.9	10	42		.6
<b>KWVE-FM</b>																				
SP '00	26	685	.1	.6	46	375	.2	.7	33	314	.1	.5	34	329	.1	.7	11	140		.7
WI '00	26	646	.1	.6	51	430	.2	.8	23	276	.1	.4	27	268	.1	.5	20	171	.1	1.2
FA '99	26	636	.1	.6	36	341	.1	.5	27	296	.1	.4	41	326	.2	.8	14	160	.1	.9
SU '99	53	1042	.2	1.3	91	533	.4	1.5	55	445	.2	.9	68	506	.3	1.4	34	378	.1	1.9
<b>4-Book</b>	<b>33</b>	<b>752</b>	<b>.1</b>	<b>.8</b>	<b>56</b>	<b>420</b>	<b>.2</b>	<b>.9</b>	<b>35</b>	<b>333</b>	<b>.1</b>	<b>.6</b>	<b>43</b>	<b>357</b>	<b>.2</b>	<b>.9</b>	<b>20</b>	<b>212</b>	<b>.1</b>	<b>1.2</b>
SP '99	31	586	.1	.7	49	338	.2	.8	52	367	.2	.8	36	301	.1	.7	8	154		.5
<b>KXMX-FM</b>																				
SP '00	29	457	.1	.7	36	276	.1	.6	60	235	.2	1.0	31	246	.1	.6	5	121		.3
WI '00	17	577	.1	.4	27	331	.1	.4	27	269	.1	.4	23	347	.1	.4	4	71		.2
FA '99	32	497	.1	.7	43	318	.2	.7	58	262	.2	.9	50	293	.2	1.0	12	83		.8
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	218	3770	.9	5.2	355	2158	1.4	5.5	380	1916	1.5	6.1	319	2500	1.3	6.3	46	943	.2	2.9
WI '00	161	3784	.7	3.8	237	1892	1.0	3.8	259	1814	1.1	4.0	236	2066	1.0	4.6	49	944	.2	3.0
FA '99	186	3959	.8	4.4	292	1865	1.2	4.4	293	2060	1.2	4.4	242	2279	1.0	4.7	44	834	.2	2.8
SU '99	172	3892	.7	4.1	220	1850	.9	3.6	310	2139	1.3	4.9	223	2266	.9	4.6	56	1062	.2	3.1
<b>4-Book</b>	<b>184</b>	<b>3851</b>	<b>.8</b>	<b>4.4</b>	<b>276</b>	<b>1941</b>	<b>1.1</b>	<b>4.3</b>	<b>311</b>	<b>1982</b>	<b>1.3</b>	<b>4.9</b>	<b>255</b>	<b>2278</b>	<b>1.1</b>	<b>5.1</b>	<b>49</b>	<b>946</b>	<b>.2</b>	<b>3.0</b>
SP '99	208	3791	.9	4.9	261	1839	1.1	4.1	326	2197	1.3	5.0	304	2302	1.2	6.1	79	1085	.3	4.8
<b>KZLA-FM</b>																				
SP '00	106	1778	.4	2.5	136	1118	.6	2.1	148	846	.6	2.4	167	1221	.7	3.3	49	541	.2	3.0
WI '00	95	1750	.4	2.3	139	1009	.6	2.2	148	1068	.6	2.3	119	1244	.5	2.3	34	515	.1	2.1
FA '99	83	1738	.3	1.9	118	1042	.5	1.8	112	889	.5	1.7	127	1125	.5	2.5	24	552	.1	1.5
SU '99	84	1558	.3	2.0	97	766	.4	1.6	121	773	.5	1.9	113	979	.5	2.3	38	472	.2	2.1
<b>4-Book</b>	<b>92</b>	<b>1706</b>	<b>.4</b>	<b>2.2</b>	<b>123</b>	<b>984</b>	<b>.5</b>	<b>1.9</b>	<b>132</b>	<b>894</b>	<b>.6</b>	<b>2.1</b>	<b>132</b>	<b>1142</b>	<b>.6</b>	<b>2.6</b>	<b>36</b>	<b>520</b>	<b>.2</b>	<b>2.2</b>
SP '99	119	1696	.5	2.8	160	1196	.7	2.5	180	893	.7	2.8	169	1147	.7	3.4	37	537	.2	2.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## 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
<b>KOLA-FM</b>																				
SP '00	14	414	.1	.3	12	176		.2	18	196	.1	.3	25	224	.1	.5	5	99		.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	11	220		.3	19	112	.1	.3	2	56			13	102	.1	.3	6	31		.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	17	419	.1	.4	18	175	.1	.3	32	207	.1	.5	17	177	.1	.3	7	96		.4
<b>XTRA-AM</b>																				
SP '00	3	147		.1	3	38			4	58		.1	5	91		.1	1	25		.1
WI '00	3	135		.1	3	33			4	56		.1	3	47		.1	1	22		.1
FA '99	4	205		.1	6	72		.1	5	53		.1	8	48		.2		14		
SU '99	1	92			1	21			1	45										
<b>4-Book</b>	3	145		.1	3	41			4	53		.1	4	47		.1	1	15		.1
SP '99	3	169		.1	2	14			5	40		.1	4	73		.1		21		
<b>TOTALS</b>																				
SP '00	4171	23768	17.0		6452	20930	26.3		6235	18677	25.4		5097	19873	20.8		1609	11753	6.6	
WI '00	4203	23387	17.1		6294	20821	25.6		6534	19067	26.6		5131	19672	20.9		1639	12175	6.7	
FA '99	4275	23891	17.4		6596	21386	26.9		6597	19253	26.9		5150	20455	21.0		1570	12011	6.4	
SU '99	4151	23461	17.0		6050	20421	24.8		6294	19446	25.8		4845	19761	19.9		1811	12718	7.4	
<b>4-Book</b>	<b>4200</b>	<b>23627</b>	<b>17.1</b>		<b>6348</b>	<b>20890</b>	<b>25.9</b>		<b>6415</b>	<b>19111</b>	<b>26.2</b>		<b>5056</b>	<b>19940</b>	<b>20.7</b>		<b>1657</b>	<b>12164</b>	<b>6.8</b>	
SP '99	4231	23531	17.3		6413	20840	26.3		6503	19362	26.7		4994	20250	20.5		1655	12363	6.8	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## 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 '00	73	743	.3	1.2	30	344	.1	1.1	45	110	.2	1.4	50	159	.2	1.0	27	77	.1	.8
4-Book	64	797	.3	1.1	22	335	.1	.8	34	102	.2	1.1	31	119	.2	.6	27	98	.1	.8
KACD-FM																				
SP '00	38	632	.2	.6	20	357	.1	.7	16	96	.1	.5	42	108	.2	.9	32	107	.1	1.0
4-Book	37	558	.2	.6	19	304	.1	.7	16	76	.1	.5	42	110	.2	.8	26	94	.1	.8
KBCD-FM																				
SP '00	15	303	.1	.3	8	142		.3	2	13		.1	11	58		.2	11	41		.3
4-Book	30	288	.1	.5	10	155		.4	9	37		.3	16	65		.3	13	60	.1	.4
KAVS-FM																				
SP '00	5	100		.1	3	60		.1	1	11		.1	2	13		.1	3	13		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	335	4509	1.4	5.6	158	2758	.6	5.8	170	627	.7	5.4	310	1213	1.3	6.4	226	909	.9	7.1
4-Book	334	4453	1.4	5.6	153	2623	.6	5.6	185	707	.8	5.8	310	1184	1.3	6.3	200	817	.8	6.1
+KBET-AM																				
SP '00																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	11	142		.2	6	71		.2	3	29		.1	11	30		.2	13	30		.4
4-Book	4	76		.1	3	58		.1	1	7		.1	3	8		.1	8	18		.3
KBIG-FM																				
SP '00	256	2791	1.0	4.3	80	1371	.3	2.9	74	302	.3	2.3	158	490	.6	3.2	116	499	.5	3.6
4-Book	279	2869	1.1	4.7	86	1493	.4	3.1	90	349	.4	2.8	153	542	.6	3.1	121	441	.5	3.7
KBLA-AM																				
SP '00	27	303	.1	.5	7	94		.3	7	19		.2	1	7		.1	9	17		.3
4-Book	39	298	.2	.7	11	121		.4	19	38	.1	.6	16	41	.1	.3	5	11		.2
KBUA-FM																				
SP '00	20	119	.1	.3	15	104	.1	.5	8	26		.3	23	70	.1	.5	30	68	.1	.9
4-Book	22	153	.1	.4	15	126	.1	.6	15	37	.1	.5	34	79	.2	.7	24	49	.1	.7
KBUE-FM																				
SP '00	110	981	.4	1.8	86	614	.4	3.1	89	188	.4	2.8	173	341	.7	3.5	118	262	.5	3.7
4-Book	134	1202	.5	2.2	86	742	.4	3.1	88	220	.4	2.8	170	346	.7	3.5	105	258	.4	3.2
KCBS-FM																				
SP '00	145	2019	.6	2.4	92	1223	.4	3.4	88	410	.4	2.8	192	611	.8	3.9	112	418	.5	3.5
4-Book	138	1984	.6	2.3	75	1199	.3	2.7	82	335	.3	2.5	148	555	.6	3.0	94	351	.4	2.8
KCMG-FM																				
SP '00	213	2437	.9	3.6	121	1336	.5	4.4	174	484	.7	5.5	225	660	.9	4.6	153	487	.6	4.8
4-Book	194	2526	.8	3.3	104	1431	.4	3.8	116	372	.5	3.6	196	656	.8	4.0	139	486	.6	4.3
KDIS-AM																				
SP '00	45	922	.2	.8	21	447	.1	.8	12	91		.4	38	204	.2	.8	41	115	.2	1.3
4-Book	40	894	.2	.7	22	484	.1	.8	17	101	.1	.5	53	250	.3	1.1	28	118	.1	.9
KFI -AM																				
SP '00	132	1565	.5	2.2	40	524	.2	1.5	66	195	.3	2.1	72	251	.3	1.5	28	109	.1	.9
4-Book	168	1721	.7	2.8	39	526	.2	1.4	65	209	.3	2.0	77	239	.3	1.6	27	101	.1	.8
KFSG-FM																				
SP '00	38	476	.2	.6	15	225	.1	.5	18	53	.1	.6	35	84	.1	.7	32	79	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	58	1284	.2	1.0	18	445	.1	.7	45	190	.2	1.4	26	156	.1	.5	32	137	.1	1.0
4-Book	59	1372	.3	1.0	22	487	.1	.8	46	190	.2	1.4	31	158	.2	.7	31	135	.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 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
<b>+KHJ -AM</b>																				
SP '00	41	376	.2	.7	32	244	.1	1.2	38	90	.2	1.2	46	120	.2	.9	55	129	.2	1.7
4-Book	57	519	.3	1.0	38	300	.2	1.4	40	105	.2	1.3	70	160	.3	1.4	47	111	.2	1.5
<b>KIEV-AM</b>																				
SP '00	8	102	.1	.1	1	12			6	12	.2		4	9	.1		3	6		.1
4-Book	7	94	.1	.1	3	38	.1		6	12	.2		4	9	.1		3	6		.1
<b>KJLH-FM</b>																				
SP '00	134	1180	.5	2.3	95	887	.4	3.5	90	248	.4	2.8	112	315	.5	2.3	53	172	.2	1.7
4-Book	148	1159	.6	2.5	89	880	.4	3.3	70	219	.3	2.2	105	305	.5	2.2	74	209	.3	2.3
<b>KKBT-FM</b>																				
SP '00	119	1580	.5	2.0	61	999	.2	2.2	60	219	.2	1.9	96	305	.4	2.0	64	295	.3	2.0
4-Book	132	1656	.6	2.2	75	998	.3	2.7	63	232	.3	2.0	137	412	.6	2.8	88	290	.4	2.7
<b>KKLA-FM</b>																				
SP '00	63	496	.3	1.1	12	204	.4	.4	19	55	.1	.6	11	37	.2	.2	16	28	.1	.5
4-Book	43	479	.2	.7	9	155	.3	.3	16	48	.1	.5	12	31	.3	.3	12	28	.1	.4
<b>KLAC-AM</b>																				
SP '00	29	300	.1	.5	18	276	.1	.7	13	46	.1	.4	27	55	.1	.6	10	22		.3
4-Book	25	306	.1	.4	10	180	.4	.4	8	43	.1	.3	16	43	.1	.3	5	18		.2
<b>KLAX-FM</b>																				
SP '00	141	1136	.6	2.4	96	874	.4	3.5	115	272	.5	3.6	171	414	.7	3.5	92	226	.4	2.9
4-Book	162	1468	.7	2.7	98	923	.4	3.6	104	278	.4	3.2	171	411	.7	3.5	113	280	.5	3.4
<b>KLOS-FM</b>																				
SP '00	122	1906	.5	2.0	53	1001	.2	1.9	36	233	.1	1.1	108	342	.4	2.2	98	382	.4	3.1
4-Book	135	1825	.6	2.2	46	848	.2	1.7	41	200	.2	1.2	89	326	.3	1.8	70	296	.3	2.2
<b>KLSX-FM</b>																				
SP '00	110	1152	.4	1.8	14	293	.1	.5	23	49	.1	.7	8	58	.2	.2	6	34		.2
4-Book	97	1176	.4	1.6	18	334	.1	.7	16	51	.1	.5	11	57	.1	.3	11	45	.1	.4
<b>KLVE-FM</b>																				
SP '00	514	3371	2.1	8.6	264	2184	1.1	9.7	287	712	1.2	9.1	497	1144	2.0	10.2	283	611	1.2	8.8
4-Book	490	3477	2.0	8.2	261	2353	1.1	9.5	284	785	1.2	8.9	466	1115	1.9	9.5	261	673	1.1	8.0
<b>KLYY-FM</b>																				
SP '00	38	640	.2	.6	29	390	.1	1.1	27	108	.1	.9	37	139	.2	.8	38	85	.2	1.2
4-Book	41	783	.2	.7	25	470	.1	.9	20	83	.1	.6	42	165	.2	.9	37	113	.2	1.1
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	45	930	.2	.8	26	494	.1	1.0	13	100	.1	.4	46	117	.2	.9	25	115	.1	.8
4-Book	58	856	.3	1.0	27	455	.1	1.0	17	98	.1	.5	44	141	.2	.9	34	128	.2	1.1
<b>KNX -AM</b>																				
SP '00	67	1437	.3	1.1	19	379	.1	.7	48	133	.2	1.5	15	59	.1	.3	8	74		.2
4-Book	64	1372	.3	1.1	18	439	.1	.7	33	126	.2	1.0	21	113	.1	.5	14	79	.1	.4
<b>KOST-FM</b>																				
SP '00	281	3261	1.1	4.7	102	1724	.4	3.7	111	442	.5	3.5	202	687	.8	4.1	113	451	.5	3.5
4-Book	310	3412	1.3	5.2	123	1851	.5	4.5	119	432	.5	3.7	225	728	.9	4.6	160	545	.7	4.9
<b>KPWR-FM</b>																				
SP '00	103	1949	.4	1.7	54	947	.2	2.0	44	159	.2	1.4	99	371	.4	2.0	103	349	.4	3.2
4-Book	96	1835	.4	1.6	55	1006	.3	2.0	44	180	.2	1.4	101	354	.4	2.1	98	332	.4	3.0
<b>+KRCD-FM</b>																				
SP '00	95	762	.4	1.6	48	424	.2	1.8	67	142	.3	2.1	87	200	.4	1.8	43	95	.2	1.3
4-Book	77	750	.3	1.3	43	482	.2	1.6	57	134	.2	1.8	64	177	.3	1.3	54	115	.2	1.6
<b>+KRCV-FM</b>																				
SP '00	62	493	.3	1.0	40	309	.2	1.5	37	120	.2	1.2	65	143	.3	1.3	49	136	.2	1.5
4-Book	21	220	.1	.3	16	147	.1	.6	16	45	.1	.5	30	74	.1	.6	21	59	.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

## 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
	KRLA-AM SP '00 4-Book	20 22	235 274	.1 .1	.3 .4	5 5	70 82	.2 .2		7 3	14 11	.2 .1		5 10	13 31	.1 .2		8 6	28 28	.2 .2
KROQ-FM SP '00 4-Book	156 161	2069 2296	.6 .6	2.6 2.7	55 75	1053 1218	.2 .3	2.0 2.8	48 61	209 253	.2 .3	1.5 1.9	102 127	350 473	.4 .5	2.1 2.6	60 99	293 366	.2 .4	1.9 3.0
KRTH-FM SP '00 4-Book	195 207	2508 2595	.8 .9	3.3 3.4	90 82	1435 1369	.4 .4	3.3 3.0	80 74	388 280	.3 .3	2.5 2.3	173 162	496 536	.7 .7	3.5 3.3	103 97	420 382	.4 .4	3.2 2.9
KSCA-FM SP '00 4-Book	427 431	2285 2381	1.7 1.8	7.2 7.2	168 181	1286 1530	.7 .7	6.1 6.5	492 538	814 925	2.0 2.2	15.5 16.7	292 302	701 787	1.2 1.2	6.0 6.2	158 172	349 412	.6 .7	4.9 5.2
KSSE-FM SP '00 4-Book	99 108	943 1168	.4 .5	1.7 1.8	43 68	551 750	.2 .3	1.6 2.5	30 80	118 227	.1 .4	.9 2.5	76 138	240 368	.3 .6	1.6 2.8	60 93	173 230	.2 .4	1.9 2.8
KTND-AM SP '00 4-Book	125 96	966 697	.5 .4	2.1 1.6	31 36	371 345	.1 .2	1.1 1.3	29 51	93 130	.1 .2	.9 1.6	77 76	174 173	.3 .3	1.6 1.6	28 31	67 81	.1 .1	.9 1.0
KTWV-FM SP '00 4-Book	223 245	1984 2104	.9 1.0	3.7 4.1	95 101	1211 1285	.4 .4	3.5 3.7	91 94	316 325	.4 .4	2.9 3.0	139 160	428 499	.6 .7	2.9 3.3	116 126	369 405	.5 .5	3.6 3.8
KWIZ-FM SP '00 4-Book	44 36	372 295	.2 .2	.7 .6	27 21	256 204	.1 .1	1.0 .8	64 32	115 73	.3 .1	2.0 1.0	39 38	125 109	.2 .2	.8 .8	27 28	81 65	.1 .1	.8 .8
+KWKU-AM KWPA-AM SP '00 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
KWKV-AM SP '00 4-Book	43 40	328 302	.2 .2	.7 .7	19 16	209 154	.1 .1	.7 .6	50 29	107 58	.2 .1	1.6 .9	33 24	74 50	.1 .1	.7 .5	5 15	10 36	.2 .1	.2 .5
KWVE-FM SP '00 4-Book	37 44	589 634	.2 .2	.6 .7	17 22	292 362	.1 .1	.6 .8	20 24	59 90	.1 .1	.6 .7	12 23	77 102	.2 .1	.2 .5	25 19	52 67	.1 .1	.8 .6
KXMX-FM SP '00 4-Book	44 **	419 **	.2 **	.7 **	20 **	234 **	.1 **	.7 **	7 **	42 **	.2 **	.2 **	40 **	86 **	.2 **	.8 **	40 **	136 **	.2 **	1.2 **
KYSR-FM SP '00 4-Book	353 283	3464 3430	1.4 1.1	5.9 4.7	93 100	1551 1737	.4 .4	3.4 3.6	87 95	326 357	.4 .4	2.7 3.0	199 222	715 836	.8 .9	4.1 4.5	156 144	607 537	.6 .6	4.9 4.4
KZLA-FM SP '00 4-Book	150 129	1603 1536	.6 .6	2.5 2.2	64 63	905 870	.3 .3	2.3 2.3	67 55	279 242	.3 .3	2.1 1.7	156 133	458 444	.6 .5	3.2 2.7	81 79	278 277	.3 .3	2.5 2.4
KOLA-FM SP '00 4-Book	19 **	364 **	.1 **	.3 **	11 **	155 **	.4 **		5 **	14 **	.2 **		41 **	72 **	.2 **	.8 **	9 **	47 **	.3 **	
XTRA-AM SP '00 4-Book	4 4	111 91	.1 .1		2 2	36 56	.1 .1		3 3	10 8	.1 .1		2 1	13 7			2 2	10 10		.1 .1
TOTALS SP '00 4-Book	5952 5976	23351 23330	24.2 24.4		2734 2755	18369 18709	11.1 11.2		3165 3213	8355 8578	12.9 13.1		4877 4923	11618 11915	19.9 20.1		3205 3283	8334 8623	13.1 13.4	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																					
SP '00	1	13	.1		14	53	.1	.7	66	148	.3	1.9	15	54	.1	.6	21	28	.1	1.9	
4-Book	7	42	.5		16	63	.1	.8	28	82	.1	.8	16	58	.1	.7	20	56	.1	1.7	
KACD-FM																					
SP '00	7	66	.5		5	28	.3		20	142	.1	.6	25	93	.1	1.0	9	46		.8	
4-Book	9	60	.6		7	35	.4		21	109	.1	.6	23	85	.1	1.0	8	49		.7	
KBCD-FM																					
SP '00	12	41	.8		3	14	.2		14	43	.1	.4	13	30	.1	.5					
4-Book	5	24	.4		7	26	.3		9	39	.1	.3	15	35	.1	.6	6	21		.4	
KAVS-FM																					
SP '00					5	24	.3		5	26	.1		7	11	.3		1	11		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																					
SP '00	73	438	.3	4.8	87	442	.4	4.5	182	1030	.7	5.1	175	714	.7	7.0	45	282	.2	4.1	
4-Book	70	352	.3	4.4	95	388	.4	4.8	192	871	.8	5.7	126	548	.5	5.2	46	261	.2	4.0	
+KBET-AM																					
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																					
SP '00	3	27	.2						2	12	.1		13	16	.1	.5	5	16		.5	
4-Book	5	21	.3		2	4	.1		2	14	.1		5	16	.2		2	12		.2	
KBIG-FM																					
SP '00	72	319	.3	4.7	31	163	.1	1.6	100	458	.4	2.8	57	287	.2	2.3	22	120	.1	2.0	
4-Book	95	350	.4	5.9	36	158	.1	1.8	96	402	.4	2.8	64	272	.3	2.7	31	149	.1	2.6	
KBLA-AM																					
SP '00	5	23	.3		11	24	.6		23	47	.1	.6	3	11	.1						
4-Book	3	13	.2		15	32	.1	.8	19	48	.1	.6	9	16	.1	.4	1	4		.1	
KBUA-FM																					
SP '00	6	26	.4		9	34	.5		23	49	.1	.6	14	49	.1	.6	8	26		.7	
4-Book	4	17	.3		9	34	.5		20	48	.1	.6	13	31	.1	.6	3	13		.3	
KBUE-FM																					
SP '00	56	133	.2	3.7	35	98	.1	1.8	96	166	.4	2.7	90	204	.4	3.6	31	93	.1	2.8	
4-Book	48	139	.2	3.0	65	176	.3	3.3	110	272	.5	3.3	75	196	.3	3.1	28	85	.1	2.3	
KCBS-FM																					
SP '00	25	139	.1	1.6	59	238	.2	3.1	137	431	.6	3.8	113	388	.5	4.5	8	84		.7	
4-Book	35	149	.2	2.2	36	151	.2	1.8	103	393	.4	3.0	78	306	.3	3.2	22	113	.1	1.6	
KCMG-FM																					
SP '00	70	270	.3	4.6	77	241	.3	4.0	137	370	.6	3.8	89	329	.4	3.6	47	198	.2	4.3	
4-Book	62	242	.3	3.9	54	186	.2	2.8	99	382	.4	2.9	94	328	.4	3.9	70	210	.3	5.8	
KDIS-AM																					
SP '00	3	23	.2		18	70	.1	.9	24	130	.1	.7	30	112	.1	1.2	8	25		.7	
4-Book	6	36	.4		15	73	.1	.8	29	159	.1	.9	17	74	.1	.7	7	37		.6	
KFI -AM																					
SP '00	5	44	.3		42	160	.2	2.2	74	214	.3	2.1	28	95	.1	1.1	7	71		.6	
4-Book	12	48	.1	.8	38	147	.2	2.0	56	180	.2	1.7	27	80	.1	1.1	10	49	.1	.8	
KFSG-FM																					
SP '00	3	28	.2		10	58	.5		19	79	.1	.5	5	27	.2		1	13		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																					
SP '00	3	29	.2		15	72	.1	.8	9	44	.3		12	28	.5		5	13		.5	
4-Book	13	62	.1	.8	24	125	.1	1.2	19	103	.1	.6	12	62	.5		5	29		.4	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

## Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>+KHJ -AM</b>																				
SP '00	23	33	.1	1.5	17	44	.1	.9	44	60	.2	1.2	30	69	.1	1.2	9	37		.8
4-Book	21	50	.1	1.3	37	95	.2	1.9	51	95	.2	1.5	20	49	.1	.8	14	47	.1	1.2
<b>KIEV-AM</b>																				
SP '00					3	4		.1	5	12		.1					1	3		.1
4-Book									3	10		.1		8		.1				
<b>KJLH-FM</b>																				
SP '00	80	224	.3	5.3	88	273	.4	4.6	169	440	.7	4.7	121	276	.5	4.9	41	127	.2	3.7
4-Book	45	163	.2	2.8	94	255	.4	4.8	159	430	.7	4.7	129	276	.5	5.3	35	108	.2	3.0
<b>KKBT-FM</b>																				
SP '00	32	108	.1	2.1	62	189	.3	3.2	82	232	.3	2.3	69	273	.3	2.8	21	63	.1	1.9
4-Book	55	174	.2	3.4	61	159	.3	3.1	76	256	.3	2.2	69	252	.3	2.9	46	148	.2	4.0
<b>KKLA-FM</b>																				
SP '00	10	41		.7	17	78	.1	.9	11	41		.3	5	26		.2	10	54		.9
4-Book	5	24		.3	15	60	.1	.7	7	36		.2	2	9		.1	5	26		.4
<b>KLAC-AM</b>																				
SP '00	3	13		.2	2	13		.1	9	60		.3	66	168	.3	2.7	19	82	.1	1.7
4-Book	6	22		.4	5	16		.3	7	42		.3	26	75	.1	1.1	8	34		.8
<b>KLAX-FM</b>																				
SP '00	49	120	.2	3.2	95	207	.4	5.0	132	347	.5	3.7	72	182	.3	2.9	42	117	.2	3.8
4-Book	52	152	.2	3.3	84	193	.3	4.3	123	330	.5	3.7	91	203	.4	3.8	46	146	.2	3.8
<b>KLOS-FM</b>																				
SP '00	48	103	.2	3.2	20	119	.1	1.0	41	239	.2	1.1	34	190	.1	1.4	34	158	.1	3.1
4-Book	31	95	.1	2.0	22	94	.1	1.1	48	194	.2	1.4	39	140	.2	1.6	24	106	.1	2.0
<b>KLSX-FM</b>																				
SP '00					24	113	.1	1.3	34	130	.1	1.0	14	44	.1	.6	7	24		.6
4-Book	1	10		.1	36	136	.2	1.8	50	164	.2	1.5	17	49	.1	.7	4	18		.4
<b>KLVE-FM</b>																				
SP '00	173	440	.7	11.4	205	539	.8	10.7	326	816	1.3	9.1	228	529	.9	9.2	102	323	.4	9.3
4-Book	185	515	.7	11.7	208	591	.9	10.6	362	891	1.5	10.7	202	522	.8	8.3	101	365	.4	8.2
<b>KLYY-FM</b>																				
SP '00	18	37	.1	1.2	20	47	.1	1.0	59	146	.2	1.7	30	119	.1	1.2	3	16		.3
4-Book	14	57	.1	1.0	14	49	.1	.7	36	158	.1	1.1	26	113	.1	1.1	12	65	.1	1.0
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	23	106	.1	1.5	23	95	.1	1.2	48	172	.2	1.3	26	83	.1	1.0	2	12		.2
4-Book	17	78	.1	1.1	19	79	.1	1.0	36	133	.2	1.0	30	91	.1	1.2	18	50	.1	1.4
<b>KNX -AM</b>																				
SP '00	13	59	.1	.9	38	151	.2	2.0	16	56	.1	.4	12	58		.5	7	35		.6
4-Book	11	71	.1	.7	24	114	.1	1.2	17	104	.1	.5	17	80	.1	.7	12	61	.1	1.0
<b>KOST-FM</b>																				
SP '00	74	318	.3	4.9	51	236	.2	2.7	99	447	.4	2.8	84	335	.3	3.4	73	273	.3	6.7
4-Book	88	357	.4	5.6	58	234	.2	2.9	130	482	.5	3.9	109	377	.5	4.5	82	334	.3	6.8
<b>KPWR-FM</b>																				
SP '00	50	170	.2	3.3	15	89	.1	.8	62	273	.3	1.7	44	199	.2	1.8	15	79	.1	1.4
4-Book	54	182	.2	3.4	12	73	.1	.6	54	247	.2	1.6	53	216	.2	2.2	24	104	.1	2.1
<b>+KRCB-FM</b>																				
SP '00	24	58	.1	1.6	50	94	.2	2.6	48	147	.2	1.3	42	131	.2	1.7	24	95	.1	2.2
4-Book	38	119	.2	2.3	51	139	.2	2.6	34	141	.1	1.0	29	83	.1	1.2	18	60	.1	1.5
<b>+KRCV-FM</b>																				
SP '00	27	90	.1	1.8	14	61	.1	.7	78	209	.3	2.2	27	102	.1	1.1	17	57	.1	1.5
4-Book	12	42	.1	.8	9	24	.1	.4	25	72	.1	.7	11	40		.5	6	17		.5

Target Listener Estimates - 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 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
KRLA-AM																				
SP '00	4	29	.3		7	14	.4									9	29	.8		
4-Book	1	7	.1		3	10	.2		2	17	.1		4	8	.2	7	25	.5		
KROQ-FM																				
SP '00	28	149	.1	1.8	34	110	.1	1.8	98	423	.4	2.7	55	276	.2	2.2	7	62	.6	
4-Book	40	214	.2	2.6	34	120	.1	1.7	113	457	.5	3.3	92	323	.4	3.8	32	151	.1	
KRTH-FM																				
SP '00	41	140	.2	2.7	53	217	.2	2.8	133	476	.5	3.7	105	350	.4	4.2	29	106	.1	
4-Book	37	171	.2	2.4	44	216	.2	2.3	123	452	.5	3.6	88	308	.4	3.6	28	99	.1	
KSCA-FM																				
SP '00	59	146	.2	3.9	119	299	.5	6.2	128	334	.5	3.6	77	190	.3	3.1	53	133	.2	
4-Book	59	176	.2	3.7	150	335	.6	7.6	147	452	.6	4.3	84	222	.3	3.4	39	129	.2	
KSSE-FM																				
SP '00	32	111	.1	2.1	34	112	.1	1.8	69	225	.3	1.9	20	69	.1	.8	20	64	.1	
4-Book	43	120	.2	2.8	44	139	.2	2.2	75	230	.3	2.2	48	139	.2	2.0	23	94	.1	
KTNQ-AM																				
SP '00	26	80	.1	1.7	31	74	.1	1.6	30	103	.1	.8	4	23	.2		13	49	.1	
4-Book	26	65	.1	1.6	34	82	.1	1.7	36	109	.1	1.1	21	50	.1	.9	13	44	.1	
KTWV-FM																				
SP '00	57	261	.2	3.8	59	187	.2	3.1	138	393	.6	3.9	86	221	.4	3.5	66	181	.3	
4-Book	71	276	.3	4.5	66	206	.3	3.3	135	404	.6	3.9	88	260	.4	3.6	60	182	.3	
KWIZ-FM																				
SP '00	42	92	.2	2.8	10	45	.5		18	43	.1	.5	9	33	.4		10	45	.9	
4-Book	20	54	.1	1.3	8	29	.4		26	54	.1	.7	11	38	.5		10	39	.8	
+KWKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM																				
SP '00	4	21	.3		20	55	.1	1.0	7	31	.2		1	20			30	61	.1	
4-Book	15	36	.1	1.0	11	36	.1	.6	13	33	.4		4	20	.2		14	29	.1	
KWVE-FM																				
SP '00	2	22	.1		21	108	.1	1.1	31	143	.1	.9	10	67	.4		14	72	.1	
4-Book	11	51	.1	.7	26	95	.1	1.3	33	134	.1	1.0	25	91	.1	1.0	17	79	.1	
KXMX-FM																				
SP '00	7	43	.5		3	13	.2		30	83	.1	.8	30	68	.1	1.2	1	14	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	18	139	.1	1.2	52	237	.2	2.7	130	595	.5	3.6	85	392	.3	3.4	17	129	.1	
4-Book	23	160	.1	1.5	52	211	.2	2.6	132	606	.6	3.9	86	428	.3	3.5	39	197	.2	
KZLA-FM																				
SP '00	26	144	.1	1.7	62	263	.3	3.2	61	256	.2	1.7	36	150	.1	1.4	23	130	.1	
4-Book	27	119	.1	1.7	45	176	.2	2.3	75	278	.3	2.2	55	215	.2	2.3	34	140	.1	
KOLA-FM																				
SP '00	5	16	.3		3	13	.2		11	29	.3		7	40	.3		**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00	3	13	.2										6	12	.2		1	12	.1	
4-Book	1	3	.1		2	11	.1		4	23	.1		6	21	.2		3			
TOTALS																				
SP '00	1518	4858	6.2		1914	5729	7.8		3566	9635	14.5		2488	6621	10.1		1097	3762	4.5	
4-Book	1586	5102	6.5		1969	5842	8.1		3403	9289	13.9		2425	6528	9.9		1203	4043	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

## 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
	<b>KABC-AM</b>																			
SP '00	75	1187	.3	1.5	115	583	.4	1.6	102	629	.4	1.4	133	701	.5	2.2	25	314	.1	1.3
WI '00	55	1127	.2	1.1	75	577	.3	1.0	75	491	.3	1.0	69	505	.2	1.2	38	214	.1	2.1
FA '99	59	1262	.2	1.2	102	728	.4	1.3	68	549	.2	.9	86	696	.3	1.4	36	316	.1	2.0
SU '99	70	1572	.2	1.5	102	783	.4	1.5	97	729	.3	1.4	115	861	.4	2.1	41	451	.1	2.0
<b>4-Book</b>	<b>65</b>	<b>1287</b>	<b>.2</b>	<b>1.3</b>	<b>99</b>	<b>668</b>	<b>.4</b>	<b>1.4</b>	<b>86</b>	<b>600</b>	<b>.3</b>	<b>1.2</b>	<b>101</b>	<b>691</b>	<b>.4</b>	<b>1.7</b>	<b>35</b>	<b>324</b>	<b>.1</b>	<b>1.9</b>
SP '99	73	1322	.3	1.5	109	530	.4	1.5	103	540	.4	1.4	131	765	.5	2.3	51	396	.2	2.7
<b>KACD-FM</b>																				
SP '00	35	774	.1	.7	39	359	.1	.5	45	308	.2	.6	62	424	.2	1.0	10	209		.5
WI '00	37	602	.1	.8	41	260	.1	.6	64	308	.2	.9	60	479	.2	1.0	9	153		.5
FA '99	33	934	.1	.7	24	391	.1	.3	51	461	.2	.7	58	579	.2	1.0	16	365	.1	.9
SU '99	17	446	.1	.4	17	270	.1	.2	24	206	.1	.3	20	256	.1	.4	13	117		.6
<b>4-Book</b>	<b>31</b>	<b>689</b>	<b>.1</b>	<b>.7</b>	<b>30</b>	<b>320</b>	<b>.1</b>	<b>.4</b>	<b>46</b>	<b>321</b>	<b>.2</b>	<b>.6</b>	<b>50</b>	<b>435</b>	<b>.2</b>	<b>.9</b>	<b>12</b>	<b>211</b>		<b>.6</b>
SP '99	30	568	.1	.6	54	392	.2	.7	32	238	.1	.4	33	334	.1	.6	15	167	.1	.8
<b>KBCD-FM</b>																				
SP '00	11	331		.2	15	193		.2	14	168		.2	17	225		.3	2	58		.1
WI '00	12	288		.3	12	156		.2	17	142		.1	19	152		.3	5	80		.3
FA '99	23	327	.1	.5	19	194	.1	.2	45	191	.2	.6	48	255	.2	.8	5	31		.3
SU '99	34	339	.1	.7	48	238	.2	.7	70	238	.2	1.0	47	212	.2	.9	6	120		.3
<b>4-Book</b>	<b>20</b>	<b>321</b>	<b>.1</b>	<b>.4</b>	<b>24</b>	<b>195</b>	<b>.1</b>	<b>.3</b>	<b>37</b>	<b>185</b>	<b>.1</b>	<b>.5</b>	<b>33</b>	<b>211</b>	<b>.2</b>	<b>.6</b>	<b>5</b>	<b>72</b>		<b>.3</b>
SP '99	13	267		.3	14	141		.2	21	150		.3	18	130		.3	4	55		.2
<b>KAVS-FM</b>																				
SP '00	3	123		.1	5	47		.1	3	37			6	66		.1		13		
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	28	**	**	**	11	**	**	**	17	**	**	**	11	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	249	5469	.9	5.1	423	3255	1.5	5.7	349	2773	1.2	4.8	326	3081	1.1	5.5	71	1282	.2	3.7
WI '00	259	5738	.9	5.4	440	3225	1.5	6.1	332	2825	1.2	4.5	348	3489	1.2	6.0	92	1591	.3	5.0
FA '99	258	5482	.9	5.2	416	3209	1.5	5.4	370	2508	1.3	4.9	339	3206	1.2	5.7	76	1260	.3	4.2
SU '99	224	5062	.8	4.8	363	2661	1.3	5.3	321	2579	1.1	4.5	304	2827	1.1	5.5	69	1328	.2	3.4
<b>4-Book</b>	<b>248</b>	<b>5438</b>	<b>.9</b>	<b>5.1</b>	<b>411</b>	<b>3088</b>	<b>1.5</b>	<b>5.6</b>	<b>343</b>	<b>2671</b>	<b>1.2</b>	<b>4.7</b>	<b>329</b>	<b>3151</b>	<b>1.2</b>	<b>5.7</b>	<b>77</b>	<b>1365</b>	<b>.3</b>	<b>4.1</b>
SP '99	239	4866	.9	4.9	441	2789	1.6	6.0	336	2386	1.2	4.5	291	2845	1.0	5.1	70	1306	.2	3.7
<b>+KBET-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	14	**	**	**	**	**	**	**	**	**	**	**	14	**	**	**	14	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	9	188		.2	6	52		.1	11	45		.2	16	96		.3	9	51		.5
WI '00	2	92			3	38			2	12			2	40			1	26		.1
FA '99	5	236	.1		5	56	.1		4	28	.1		5	67	.1		1	44		.1
SU '99	3	87	.1		7	27	.1		4	27	.1		3	44	.1		1	32		
<b>4-Book</b>	<b>5</b>	<b>151</b>	<b>.1</b>		<b>5</b>	<b>43</b>	<b>.1</b>		<b>5</b>	<b>28</b>	<b>.1</b>		<b>7</b>	<b>62</b>	<b>.1</b>		<b>3</b>	<b>38</b>		<b>.2</b>
SP '99	15	244	.1	.3	11	84	.2		16	72	.1	.2	23	123	.1	.4	16	106	.1	.8
<b>KBIG-FM</b>																				
SP '00	202	3787	.7	4.2	258	1731	.9	3.5	368	1820	1.3	5.1	283	2146	1.0	4.8	70	1041	.2	3.6
WI '00	220	3988	.8	4.6	316	2092	1.1	4.3	419	2176	1.5	5.7	284	2173	1.0	4.9	66	830	.2	3.6
FA '99	241	4227	.8	4.9	360	2262	1.3	4.7	460	2132	1.6	6.0	305	2260	1.1	5.1	65	877	.2	3.6
SU '99	160	3512	.6	3.4	198	1446	.7	2.9	300	1795	1.1	4.2	191	1734	.7	3.5	67	939	.2	3.3
<b>4-Book</b>	<b>206</b>	<b>3879</b>	<b>.7</b>	<b>4.3</b>	<b>283</b>	<b>1883</b>	<b>1.0</b>	<b>3.9</b>	<b>387</b>	<b>1981</b>	<b>1.4</b>	<b>5.3</b>	<b>266</b>	<b>2078</b>	<b>1.0</b>	<b>4.6</b>	<b>67</b>	<b>922</b>	<b>.2</b>	<b>3.5</b>
SP '99	166	3190	.6	3.4	230	1398	.8	3.1	336	1561	1.2	4.5	224	1758	.8	3.9	32	795	.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 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	
<b>KBLA-AM</b>																				
SP '00	21	373	.1	.4	28	196	.1	.4	46	259	.2	.6	22	119	.1	.4	6	64	.3	.3
WI '00	23	309	.1	.5	41	154	.1	.6	54	221	.2	.7	10	68	.2	.2	5	38	.3	.3
FA '99	45	505	.2	.9	101	362	.4	1.3	97	309	.3	1.3	21	168	.1	.4	5	83	.3	.3
SU '99	31	308	.1	.7	61	198	.2	.9	57	197	.2	.8	22	106	.1	.4	4	62	.2	.2
<b>4-Book</b>	<b>30</b>	<b>374</b>	<b>.1</b>	<b>.6</b>	<b>58</b>	<b>228</b>	<b>.2</b>	<b>.8</b>	<b>64</b>	<b>247</b>	<b>.2</b>	<b>.9</b>	<b>19</b>	<b>115</b>	<b>.1</b>	<b>.4</b>	<b>5</b>	<b>62</b>	<b>.3</b>	<b>.3</b>
SP '99	11	160	.2	.2	25	71	.1	.3	26	123	.1	.3	7	59	.1	.1	1	10	.1	.1
<b>KBUA-FM</b>																				
SP '00	16	154	.1	.3	18	109	.1	.2	27	96	.1	.4	14	119	.2	.2	3	60	.2	.2
WI '00	15	162	.1	.3	16	82	.1	.2	20	64	.1	.3	15	69	.1	.3	16	75	.1	.9
FA '99	25	249	.1	.5	33	139	.1	.4	38	148	.1	.5	27	113	.1	.5	8	49	.4	.4
SU '99	19	253	.1	.4	20	108	.1	.3	28	134	.1	.4	27	151	.1	.5	5	54	.2	.2
<b>4-Book</b>	<b>19</b>	<b>205</b>	<b>.1</b>	<b>.4</b>	<b>22</b>	<b>110</b>	<b>.1</b>	<b>.3</b>	<b>28</b>	<b>111</b>	<b>.1</b>	<b>.4</b>	<b>21</b>	<b>113</b>	<b>.1</b>	<b>.4</b>	<b>8</b>	<b>60</b>	<b>.4</b>	<b>.4</b>
SP '99	13	162	.3	.3	19	90	.1	.3	23	107	.1	.3	16	93	.1	.3	3	61	.2	.2
<b>KBUE-FM</b>																				
SP '00	100	1375	.4	2.1	100	646	.4	1.3	153	741	.5	2.1	103	691	.4	1.7	47	384	.2	2.4
WI '00	125	1670	.4	2.6	174	950	.6	2.4	186	1063	.7	2.5	147	939	.5	2.5	44	550	.2	2.4
FA '99	110	1521	.4	2.2	140	663	.5	1.8	162	823	.6	2.1	118	943	.4	2.0	52	451	.2	2.9
SU '99	116	1737	.4	2.5	149	736	.5	2.2	201	1034	.7	2.8	118	845	.4	2.1	52	486	.2	2.5
<b>4-Book</b>	<b>113</b>	<b>1576</b>	<b>.4</b>	<b>2.4</b>	<b>141</b>	<b>749</b>	<b>.5</b>	<b>1.9</b>	<b>176</b>	<b>915</b>	<b>.6</b>	<b>2.4</b>	<b>122</b>	<b>855</b>	<b>.4</b>	<b>2.1</b>	<b>49</b>	<b>468</b>	<b>.2</b>	<b>2.6</b>
SP '99	115	1592	.4	2.4	138	749	.5	1.9	185	881	.7	2.5	159	930	.6	2.8	41	456	.1	2.2
<b>KCBS-FM</b>																				
SP '00	116	2721	.4	2.4	164	1421	.6	2.2	160	1158	.6	2.2	151	1491	.5	2.6	32	551	.1	1.7
WI '00	96	2488	.3	2.0	135	1224	.5	1.9	153	1163	.5	2.1	132	1412	.5	2.3	27	533	.1	1.5
FA '99	108	2763	.4	2.2	151	1446	.5	2.0	167	1210	.6	2.2	131	1547	.5	2.2	34	655	.1	1.9
SU '99	110	2555	.4	2.3	143	1198	.5	2.1	176	1188	.6	2.5	132	1351	.5	2.4	41	574	.1	2.0
<b>4-Book</b>	<b>108</b>	<b>2632</b>	<b>.4</b>	<b>2.2</b>	<b>148</b>	<b>1322</b>	<b>.5</b>	<b>2.1</b>	<b>164</b>	<b>1180</b>	<b>.6</b>	<b>2.3</b>	<b>137</b>	<b>1450</b>	<b>.5</b>	<b>2.4</b>	<b>34</b>	<b>578</b>	<b>.1</b>	<b>1.8</b>
SP '99	126	2890	.4	2.6	179	1353	.6	2.4	201	1218	.7	2.7	164	1470	.6	2.9	28	577	.1	1.5
<b>KCMG-FM</b>																				
SP '00	171	3171	.6	3.5	239	1601	.8	3.2	256	1498	.9	3.5	191	1755	.7	3.2	70	782	.2	3.6
WI '00	139	3262	.5	2.9	196	1535	.7	2.7	203	1563	.7	2.8	195	1767	.7	3.3	58	832	.2	3.2
FA '99	184	3370	.6	3.7	218	1569	.8	2.8	278	1756	1.0	3.6	245	2014	.9	4.1	87	959	.3	4.9
SU '99	139	3042	.5	2.9	176	1352	.6	2.6	193	1618	.7	2.7	161	1756	.6	2.9	74	904	.3	3.6
<b>4-Book</b>	<b>158</b>	<b>3211</b>	<b>.6</b>	<b>3.3</b>	<b>207</b>	<b>1514</b>	<b>.7</b>	<b>2.8</b>	<b>233</b>	<b>1609</b>	<b>.8</b>	<b>3.2</b>	<b>198</b>	<b>1823</b>	<b>.7</b>	<b>3.4</b>	<b>72</b>	<b>869</b>	<b>.3</b>	<b>3.8</b>
SP '99	188	2915	.7	3.9	255	1475	.9	3.5	310	1434	1.1	4.1	228	1756	.8	4.0	65	781	.2	3.4
<b>KDIS-AM</b>																				
SP '00	33	1055	.1	.7	55	588	.2	.7	40	517	.1	.6	48	473	.2	.8	10	205	.5	.5
WI '00	34	1128	.1	.7	61	699	.2	.8	24	419	.1	.3	58	649	.2	1.0	10	228	.5	.5
FA '99	25	1018	.1	.5	50	551	.2	.7	16	308	.1	.2	38	404	.1	.6	6	155	.3	.3
SU '99	30	1168	.1	.6	48	573	.2	.7	43	566	.2	.6	41	513	.1	.7	7	165	.3	.3
<b>4-Book</b>	<b>31</b>	<b>1092</b>	<b>.1</b>	<b>.6</b>	<b>54</b>	<b>603</b>	<b>.2</b>	<b>.7</b>	<b>31</b>	<b>453</b>	<b>.1</b>	<b>.4</b>	<b>46</b>	<b>510</b>	<b>.2</b>	<b>.8</b>	<b>8</b>	<b>188</b>	<b>.4</b>	<b>.4</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	116	2163	.4	2.4	147	981	.5	2.0	244	1486	.9	3.4	114	821	.4	1.9	45	336	.2	2.3
WI '00	141	2305	.5	2.9	175	928	.6	2.4	349	1673	1.2	4.7	148	1127	.5	2.5	26	288	.1	1.4
FA '99	127	2281	.4	2.6	164	1025	.6	2.1	299	1648	1.1	3.9	172	1299	.6	2.9	14	271	.8	.8
SU '99	147	2385	.5	3.1	156	1022	.6	2.3	367	1848	1.3	5.2	139	1188	.5	2.5	43	418	.2	2.1
<b>4-Book</b>	<b>133</b>	<b>2284</b>	<b>.5</b>	<b>2.8</b>	<b>161</b>	<b>989</b>	<b>.6</b>	<b>2.2</b>	<b>315</b>	<b>1664</b>	<b>1.1</b>	<b>4.3</b>	<b>143</b>	<b>1109</b>	<b>.5</b>	<b>2.5</b>	<b>32</b>	<b>328</b>	<b>.1</b>	<b>1.7</b>
SP '99	132	2503	.5	2.7	162	1039	.6	2.2	349	1671	1.2	4.7	115	1006	.4	2.0	22	310	.1	1.2
<b>KFSG-FM</b>																				
SP '00	33	648	.1	.7	59	383	.2	.8	53	275	.2	.7	41	304	.1	.7	8	155	.4	.4
WI '00	37	572	.1	.8	66	433	.2	.9	62	338	.2	.8	42	280	.1	.7	11	144	.6	.6
FA '99	29	655	.1	.6	55	442	.2	.7	48	314	.2	.6	35	385	.1	.6	8	190	.4	.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	32	777	.1	.7	54	458	.2	.7	38	331	.1	.5	32	324	.1	.6	16	194	.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 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
<b>KFWB-AM</b>																				
SP '00	51	1850	.2	1.1	147	1275	.5	2.0	34	572	.1	.5	66	947	.2	1.1	20	360	.1	1.0
WI '00	61	2154	.2	1.3	154	1486	.5	2.1	54	749	.2	.7	93	1262	.3	1.6	16	336	.1	.9
FA '99	63	2031	.2	1.3	140	1272	.5	1.8	49	777	.2	.6	86	997	.3	1.4	34	414	.1	1.9
SU '99	48	1982	.2	1.0	127	1232	.5	1.9	23	636	.1	.3	78	1076	.3	1.4	7	218		.3
<b>4-Book</b>	<b>56</b>	<b>2004</b>	<b>.2</b>	<b>1.2</b>	<b>142</b>	<b>1316</b>	<b>.5</b>	<b>2.0</b>	<b>40</b>	<b>684</b>	<b>.2</b>	<b>.5</b>	<b>81</b>	<b>1071</b>	<b>.3</b>	<b>1.4</b>	<b>19</b>	<b>332</b>	<b>.1</b>	<b>1.0</b>
SP '99	63	2009	.2	1.3	160	1308	.6	2.2	58	738	.2	.8	100	1089	.4	1.7	10	342		.5
<b>+KHJ -AM</b>																				
SP '00	54	534	.2	1.1	65	241	.2	.9	65	322	.2	.9	67	260	.2	1.1	23	159	.1	1.2
WI '00	64	718	.2	1.3	102	461	.4	1.4	96	430	.3	1.3	50	294	.2	.9	37	235	.1	2.0
FA '99	53	749	.2	1.1	113	434	.4	1.5	92	418	.3	1.2	33	341	.1	.6	12	136		.7
SU '99	69	819	.2	1.5	87	433	.3	1.3	99	527	.4	1.4	51	349	.2	.9	35	278	.1	1.7
<b>4-Book</b>	<b>60</b>	<b>705</b>	<b>.2</b>	<b>1.3</b>	<b>92</b>	<b>392</b>	<b>.3</b>	<b>1.3</b>	<b>88</b>	<b>424</b>	<b>.3</b>	<b>1.2</b>	<b>50</b>	<b>311</b>	<b>.2</b>	<b>.9</b>	<b>27</b>	<b>202</b>	<b>.1</b>	<b>1.4</b>
SP '99	56	788	.2	1.2	87	419	.3	1.2	99	404	.4	1.3	55	360	.2	1.0	14	198		.7
<b>KIEV-AM</b>																				
SP '00	11	141		.2	15	50	.1	.2	24	129	.1	.3	6	57		.1	9	25		.5
WI '00	8	179		.2	12	61		.2	15	95	.1	.2	10	56		.2	3	25		.2
FA '99	9	209		.2	5	72		.1	24	111	.1	.3	10	50		.2	5	51		.3
SU '99	7	202		.1	1	43			13	98		.2	7	69		.1	13	47		.6
<b>4-Book</b>	<b>9</b>	<b>183</b>		<b>.2</b>	<b>8</b>	<b>57</b>		<b>.1</b>	<b>19</b>	<b>108</b>		<b>.3</b>	<b>8</b>	<b>58</b>		<b>.2</b>	<b>8</b>	<b>37</b>		<b>.4</b>
SP '99	13	263		.3	5	57		.1	28	140		.4	19	117		.3	8	72		.4
<b>KJLH-FM</b>																				
SP '00	124	1570	.4	2.6	200	1000	.7	2.7	128	791	.4	1.8	141	883	.5	2.4	57	566	.2	3.0
WI '00	131	1540	.5	2.7	190	960	.7	2.6	182	980	.6	2.5	147	943	.5	2.5	53	624	.2	2.9
FA '99	126	1425	.4	2.5	219	911	.8	2.9	164	760	.6	2.2	132	851	.5	2.2	55	414	.2	3.1
SU '99	117	1562	.4	2.5	184	842	.7	2.7	153	888	.5	2.2	136	926	.5	2.5	56	555	.2	2.7
<b>4-Book</b>	<b>125</b>	<b>1524</b>	<b>.4</b>	<b>2.6</b>	<b>198</b>	<b>928</b>	<b>.7</b>	<b>2.7</b>	<b>157</b>	<b>855</b>	<b>.5</b>	<b>2.2</b>	<b>139</b>	<b>901</b>	<b>.5</b>	<b>2.4</b>	<b>55</b>	<b>540</b>	<b>.2</b>	<b>2.9</b>
SP '99	103	1382	.4	2.1	144	870	.5	2.0	139	791	.5	1.9	105	790	.4	1.8	55	561	.2	2.9
<b>KKBT-FM</b>																				
SP '00	93	2076	.3	1.9	137	874	.5	1.8	125	1009	.4	1.7	121	1124	.4	2.0	46	494	.2	2.4
WI '00	97	2048	.3	2.0	135	1109	.5	1.9	117	803	.4	1.6	132	1120	.5	2.3	52	685	.2	2.9
FA '99	99	1872	.3	2.0	125	865	.4	1.6	104	722	.4	1.4	145	1042	.5	2.4	48	441	.2	2.7
SU '99	125	2344	.4	2.7	195	1248	.7	2.9	163	1148	.6	2.3	173	1337	.6	3.1	55	690	.2	2.7
<b>4-Book</b>	<b>104</b>	<b>2085</b>	<b>.3</b>	<b>2.2</b>	<b>148</b>	<b>1024</b>	<b>.5</b>	<b>2.1</b>	<b>127</b>	<b>921</b>	<b>.5</b>	<b>1.8</b>	<b>143</b>	<b>1156</b>	<b>.5</b>	<b>2.5</b>	<b>50</b>	<b>578</b>	<b>.2</b>	<b>2.7</b>
SP '99	139	2281	.5	2.9	219	1286	.8	3.0	186	1048	.7	2.5	177	1205	.6	3.1	68	769	.2	3.6
<b>KKLA-FM</b>																				
SP '00	39	584	.1	.8	94	466	.3	1.3	55	284	.2	.8	51	300	.2	.9	11	123		.6
WI '00	26	551	.1	.5	50	365	.2	.7	31	234	.1	.4	51	306	.2	.9	4	65		.2
FA '99	32	681	.1	.6	70	473	.2	.9	47	418	.2	.6	46	367	.2	.8	6	129		.3
SU '99	22	544	.1	.5	61	350	.2	.9	16	170	.1	.2	38	292	.1	.7	6	113		.3
<b>4-Book</b>	<b>30</b>	<b>590</b>	<b>.1</b>	<b>.6</b>	<b>69</b>	<b>414</b>	<b>.2</b>	<b>1.0</b>	<b>37</b>	<b>277</b>	<b>.2</b>	<b>.5</b>	<b>47</b>	<b>316</b>	<b>.2</b>	<b>.8</b>	<b>7</b>	<b>108</b>		<b>.4</b>
SP '99	36	686	.1	.7	85	420	.3	1.2	55	331	.2	.7	48	292	.2	.8	3	87		.2
<b>KLAC-AM</b>																				
SP '00	28	740	.1	.6	20	126	.1	.3	35	221	.1	.5	44	335	.2	.7	23	283	.1	1.2
WI '00	39	601	.1	.8	55	296	.2	.8	69	248	.2	.9	47	315	.2	.8	18	181	.1	1.0
FA '99	25	679	.1	.5	40	283	.1	.5	42	391	.1	.6	33	405	.1	.6	8	174		.4
SU '99	14	547		.3	22	167	.1	.3	15	188	.1	.2	17	247	.1	.3	4	123		.2
<b>4-Book</b>	<b>27</b>	<b>642</b>	<b>.1</b>	<b>.6</b>	<b>34</b>	<b>218</b>	<b>.1</b>	<b>.5</b>	<b>40</b>	<b>262</b>	<b>.1</b>	<b>.6</b>	<b>35</b>	<b>326</b>	<b>.2</b>	<b>.6</b>	<b>13</b>	<b>190</b>	<b>.1</b>	<b>.7</b>
SP '99	24	669	.1	.5	34	166	.1	.5	41	206	.1	.5	25	268	.1	.4	9	207		.5
<b>KLAX-FM</b>																				
SP '00	119	1609	.4	2.5	154	750	.5	2.1	214	936	.8	3.0	92	686	.3	1.6	38	325	.1	2.0
WI '00	125	1915	.4	2.6	125	824	.4	1.7	210	1178	.7	2.9	143	920	.5	2.4	52	505	.2	2.9
FA '99	124	1893	.4	2.5	176	1037	.6	2.3	196	1022	.7	2.6	146	937	.5	2.5	35	407	.1	2.0
SU '99	152	2296	.5	3.2	216	1129	.8	3.2	240	1382	.9	3.4	164	1156	.6	3.0	55	558	.2	2.7
<b>4-Book</b>	<b>130</b>	<b>1928</b>	<b>.4</b>	<b>2.7</b>	<b>168</b>	<b>935</b>	<b>.6</b>	<b>2.3</b>	<b>215</b>	<b>1130</b>	<b>.8</b>	<b>3.0</b>	<b>136</b>	<b>925</b>	<b>.5</b>	<b>2.4</b>	<b>45</b>	<b>449</b>	<b>.2</b>	<b>2.4</b>
SP '99	156	2264	.6	3.2	193	923	.7	2.6	270	1323	1.0	3.6	161	1064	.6	2.8	64	612	.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 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	
<b>KLOS-FM</b>																				
SP '00	92	2336	.3	1.9	184	1129	.6	2.5	104	791	.4	1.4	107	1114	.4	1.8	40	384	.1	2.1
WI '00	89	2118	.3	1.9	193	1090	.7	2.7	105	714	.4	1.4	127	1038	.4	2.2	18	423	.1	1.0
FA '99	113	2307	.4	2.3	228	1287	.8	3.0	147	1060	.5	1.9	160	1285	.6	2.7	32	525	.1	1.8
SU '99	98	2286	.3	2.1	236	1378	.8	3.5	94	929	.3	1.3	130	951	.5	2.4	45	457	.2	2.2
<b>4-Book</b>	<b>98</b>	<b>2262</b>	<b>.3</b>	<b>2.1</b>	<b>210</b>	<b>1221</b>	<b>.7</b>	<b>2.9</b>	<b>113</b>	<b>874</b>	<b>.4</b>	<b>1.5</b>	<b>131</b>	<b>1097</b>	<b>.5</b>	<b>2.3</b>	<b>34</b>	<b>447</b>	<b>.1</b>	<b>1.8</b>
SP '99	113	2291	.4	2.3	216	1174	.8	2.9	150	927	.5	2.0	150	1095	.5	2.6	38	447	.1	2.0
<b>KLSX-FM</b>																				
SP '00	69	1361	.2	1.4	191	821	.7	2.6	64	502	.2	.9	97	609	.3	1.6	30	223	.1	1.6
WI '00	53	1230	.2	1.1	159	763	.6	2.2	57	459	.2	.8	75	540	.3	1.3	10	182	.5	.5
FA '99	57	1682	.2	1.2	176	937	.6	2.3	39	335	.1	.5	69	622	.2	1.2	13	240	.7	.7
SU '99	80	1593	.3	1.7	237	1019	.8	3.5	89	598	.3	1.3	90	789	.3	1.6	8	198	.4	.4
<b>4-Book</b>	<b>65</b>	<b>1467</b>	<b>.2</b>	<b>1.4</b>	<b>191</b>	<b>885</b>	<b>.7</b>	<b>2.7</b>	<b>62</b>	<b>474</b>	<b>.2</b>	<b>.9</b>	<b>83</b>	<b>640</b>	<b>.3</b>	<b>1.4</b>	<b>15</b>	<b>211</b>	<b>.1</b>	<b>.8</b>
SP '99	86	1406	.3	1.8	245	897	.9	3.3	79	615	.3	1.1	128	715	.5	2.2	29	233	.1	1.5
<b>KLVE-FM</b>																				
SP '00	403	4154	1.4	8.3	623	2451	2.2	8.4	674	2696	2.4	9.3	379	2128	1.3	6.4	133	1130	.5	6.9
WI '00	376	4437	1.3	7.8	569	2646	2.0	7.8	587	2718	2.1	8.0	352	2470	1.2	6.0	152	1420	.5	8.3
FA '99	366	3948	1.3	7.4	565	2418	2.0	7.4	608	2605	2.1	8.0	352	2340	1.2	5.9	143	1166	.5	8.0
SU '99	422	4490	1.5	9.0	575	2640	2.0	8.4	665	2987	2.4	9.3	426	2334	1.5	7.7	198	1630	.7	9.7
<b>4-Book</b>	<b>392</b>	<b>4257</b>	<b>1.4</b>	<b>8.1</b>	<b>583</b>	<b>2539</b>	<b>2.1</b>	<b>8.0</b>	<b>634</b>	<b>2752</b>	<b>2.3</b>	<b>8.7</b>	<b>377</b>	<b>2318</b>	<b>1.3</b>	<b>6.5</b>	<b>157</b>	<b>1337</b>	<b>.6</b>	<b>8.2</b>
SP '99	410	4594	1.5	8.4	621	2958	2.2	8.5	596	2847	2.1	8.0	396	2532	1.4	6.9	180	1448	.6	9.5
<b>KLYY-FM</b>																				
SP '00	34	801	.1	.7	31	303	.1	.4	58	488	.2	.8	44	521	.2	.7	8	194	.4	.4
WI '00	56	1115	.2	1.2	71	525	.2	1.0	94	590	.3	1.3	72	571	.3	1.2	19	293	.1	1.0
FA '99	18	949	.1	.4	18	303	.1	.2	25	312	.1	.3	23	451	.1	.4	4	233	.2	.2
SU '99	29	1198	.1	.6	33	502	.1	.5	39	465	.1	.5	52	531	.2	.9	14	311	.7	.7
<b>4-Book</b>	<b>34</b>	<b>1016</b>	<b>.1</b>	<b>.7</b>	<b>38</b>	<b>408</b>	<b>.1</b>	<b>.5</b>	<b>54</b>	<b>464</b>	<b>.2</b>	<b>.7</b>	<b>48</b>	<b>519</b>	<b>.2</b>	<b>.8</b>	<b>11</b>	<b>258</b>	<b>.6</b>	<b>.6</b>
SP '99	29	1140	.1	.6	15	365	.1	.2	54	581	.2	.7	37	570	.1	.6	9	291	.5	.5
<b>+KMZT-FM KKGO-FM</b>																				
SP '00	47	1545	.2	1.0	68	696	.2	.9	46	460	.2	.6	64	690	.2	1.1	35	452	.1	1.8
WI '00	46	1305	.2	1.0	51	576	.2	.7	75	577	.3	1.0	68	702	.2	1.2	19	384	.1	1.0
FA '99	80	1378	.3	1.6	101	719	.4	1.3	126	659	.4	1.7	96	707	.3	1.6	52	413	.2	2.9
SU '99	43	1145	.2	.9	50	534	.2	.7	75	420	.3	1.1	51	527	.2	.9	26	314	.1	1.3
<b>4-Book</b>	<b>54</b>	<b>1343</b>	<b>.2</b>	<b>1.1</b>	<b>68</b>	<b>631</b>	<b>.3</b>	<b>.9</b>	<b>81</b>	<b>529</b>	<b>.3</b>	<b>1.1</b>	<b>70</b>	<b>657</b>	<b>.2</b>	<b>1.2</b>	<b>33</b>	<b>391</b>	<b>.1</b>	<b>1.8</b>
SP '99	85	1625	.3	1.7	99	798	.4	1.4	101	705	.4	1.4	131	902	.5	2.3	52	553	.2	2.8
<b>KNX -AM</b>																				
SP '00	61	2136	.2	1.3	140	1180	.5	1.9	65	683	.2	.9	76	1013	.3	1.3	32	434	.1	1.7
WI '00	48	1658	.2	1.0	125	1023	.4	1.7	44	575	.2	.6	55	699	.2	.9	26	372	.1	1.4
FA '99	67	2204	.2	1.4	179	1465	.6	2.3	47	845	.2	.6	81	1158	.3	1.4	32	582	.1	1.8
SU '99	60	2012	.2	1.3	133	1243	.5	1.9	58	638	.2	.8	89	962	.3	1.6	27	384	.1	1.3
<b>4-Book</b>	<b>59</b>	<b>2003</b>	<b>.2</b>	<b>1.3</b>	<b>144</b>	<b>1228</b>	<b>.5</b>	<b>2.0</b>	<b>54</b>	<b>685</b>	<b>.2</b>	<b>.7</b>	<b>75</b>	<b>958</b>	<b>.3</b>	<b>1.3</b>	<b>29</b>	<b>443</b>	<b>.1</b>	<b>1.6</b>
SP '99	60	1838	.2	1.2	152	1223	.5	2.1	55	714	.2	.7	70	970	.2	1.2	28	398	.1	1.5
<b>KOST-FM</b>																				
SP '00	230	4372	.8	4.7	311	2201	1.1	4.2	387	2128	1.4	5.4	286	2322	1.0	4.8	123	1335	.4	6.4
WI '00	276	4982	1.0	5.8	350	2485	1.2	4.8	462	2399	1.6	6.3	377	2796	1.3	6.5	139	1343	.5	7.6
FA '99	294	4857	1.0	5.9	358	2262	1.3	4.7	542	2299	1.9	7.1	410	2858	1.4	6.9	112	1396	.4	6.3
SU '99	225	4585	.8	4.8	254	2171	.9	3.7	341	2208	1.2	4.8	282	2389	1.0	5.1	146	1433	.5	7.1
<b>4-Book</b>	<b>256</b>	<b>4699</b>	<b>.9</b>	<b>5.3</b>	<b>318</b>	<b>2280</b>	<b>1.1</b>	<b>4.4</b>	<b>433</b>	<b>2259</b>	<b>1.5</b>	<b>5.9</b>	<b>339</b>	<b>2591</b>	<b>1.2</b>	<b>5.8</b>	<b>130</b>	<b>1377</b>	<b>.5</b>	<b>6.9</b>
SP '99	252	4429	.9	5.2	335	2176	1.2	4.6	451	2439	1.6	6.0	335	2608	1.2	5.8	105	1258	.4	5.6
<b>KPWR-FM</b>																				
SP '00	87	2298	.3	1.8	127	1038	.4	1.7	97	1176	.3	1.3	123	1253	.4	2.1	52	679	.2	2.7
WI '00	72	2134	.3	1.5	110	1023	.4	1.5	94	955	.3	1.3	111	1103	.4	1.9	31	521	.1	1.7
FA '99	72	2139	.3	1.5	111	1001	.4	1.4	66	804	.2	.9	94	1030	.3	1.6	37	569	.1	2.1
SU '99	81	2614	.3	1.7	110	1018	.4	1.6	82	1041	.3	1.2	107	1223	.4	1.9	52	786	.2	2.5
<b>4-Book</b>	<b>78</b>	<b>2296</b>	<b>.3</b>	<b>1.6</b>	<b>115</b>	<b>1020</b>	<b>.4</b>	<b>1.6</b>	<b>85</b>	<b>994</b>	<b>.3</b>	<b>1.2</b>	<b>109</b>	<b>1152</b>	<b>.4</b>	<b>1.9</b>	<b>43</b>	<b>639</b>	<b>.2</b>	<b>2.3</b>
SP '99	78	1951	.3	1.6	105	859	.4	1.4	118	1028	.4	1.6	94	1048	.3	1.6	38	533	.1	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 25-54

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
<b>+KRCD-FM</b>																				
SP '00	93	950	.3	1.9	114	517	.4	1.5	146	663	.5	2.0	108	598	.4	1.8	49	304	.2	2.6
WI '00	70	913	.2	1.5	96	427	.3	1.3	108	439	.4	1.5	91	532	.3	1.6	38	307	.1	2.1
FA '99	67	1178	.2	1.4	100	481	.4	1.3	86	586	.3	1.1	67	582	.2	1.1	37	300	.1	2.1
SU '99	53	1069	.2	1.1	59	470	.2	.9	55	497	.2	.8	57	600	.2	1.0	43	344	.2	2.1
<b>4-Book</b>	<b>71</b>	<b>1028</b>	<b>.2</b>	<b>1.5</b>	<b>92</b>	<b>474</b>	<b>.3</b>	<b>1.3</b>	<b>99</b>	<b>546</b>	<b>.4</b>	<b>1.4</b>	<b>81</b>	<b>578</b>	<b>.3</b>	<b>1.4</b>	<b>42</b>	<b>314</b>	<b>.2</b>	<b>2.2</b>
SP '99	39	943	.1	.8	47	354	.2	.6	49	496	.2	.7	48	460	.2	.8	29	375	.1	1.5
<b>+KRCV-FM</b>																				
SP '00	51	600	.2	1.1	61	349	.2	.8	71	386	.2	1.0	57	318	.2	1.0	33	201	.1	1.7
WI '00	20	280	.1	.4	19	124	.1	.3	27	161	.1	.4	28	131	.1	.5	9	124	.1	.5
FA '99	4	196	.1	.1	8	100	.1	.1	4	42	.1	.1	1	35	.1	.1	2	31	.1	.1
SU '99	7	180	.1	.1	13	109	.2	.2	5	67	.1	.1	7	37	.1	.1	5	54	.2	.2
<b>4-Book</b>	<b>21</b>	<b>314</b>	<b>.1</b>	<b>.4</b>	<b>25</b>	<b>171</b>	<b>.1</b>	<b>.4</b>	<b>27</b>	<b>164</b>	<b>.1</b>	<b>.4</b>	<b>23</b>	<b>130</b>	<b>.1</b>	<b>.4</b>	<b>12</b>	<b>103</b>	<b>.1</b>	<b>.6</b>
SP '99	15	232	.1	.3	19	101	.1	.3	18	127	.1	.2	20	170	.1	.3	9	94	.1	.5
<b>KRLA-AM</b>																				
SP '00	23	433	.1	.5	25	159	.1	.3	52	237	.2	.7	17	133	.1	.3	15	87	.1	.8
WI '00	14	378	.1	.3	22	139	.1	.3	33	257	.1	.4	14	116	.1	.2	3	43	.1	.2
FA '99	18	480	.1	.4	20	231	.1	.3	58	258	.2	.8	10	169	.1	.2	6	69	.1	.3
SU '99	28	619	.1	.6	46	272	.2	.7	56	374	.2	.8	29	306	.1	.5	8	116	.1	.4
<b>4-Book</b>	<b>21</b>	<b>478</b>	<b>.1</b>	<b>.5</b>	<b>28</b>	<b>200</b>	<b>.1</b>	<b>.4</b>	<b>50</b>	<b>282</b>	<b>.2</b>	<b>.7</b>	<b>18</b>	<b>181</b>	<b>.1</b>	<b>.3</b>	<b>8</b>	<b>79</b>	<b>.1</b>	<b>.4</b>
SP '99	27	672	.1	.6	35	361	.1	.5	68	411	.2	.9	25	223	.1	.4	5	43	.1	.3
<b>KROQ-FM</b>																				
SP '00	107	2473	.4	2.2	191	1166	.7	2.6	159	1107	.6	2.2	142	1512	.5	2.4	34	718	.1	1.8
WI '00	142	2811	.5	3.0	236	1528	.8	3.2	174	1415	.6	2.4	175	1625	.6	3.0	57	897	.2	3.1
FA '99	106	2893	.4	2.1	200	1480	.7	2.6	134	1157	.5	1.8	126	1419	.4	2.1	50	716	.2	2.8
SU '99	124	2920	.4	2.6	186	1423	.7	2.7	161	1413	.6	2.3	169	1562	.6	3.1	57	934	.2	2.8
<b>4-Book</b>	<b>120</b>	<b>2774</b>	<b>.4</b>	<b>2.5</b>	<b>203</b>	<b>1399</b>	<b>.7</b>	<b>2.8</b>	<b>157</b>	<b>1273</b>	<b>.6</b>	<b>2.2</b>	<b>153</b>	<b>1530</b>	<b>.5</b>	<b>2.7</b>	<b>50</b>	<b>816</b>	<b>.2</b>	<b>2.6</b>
SP '99	109	2713	.4	2.2	193	1288	.7	2.6	110	1181	.4	1.5	143	1605	.5	2.5	69	953	.2	3.7
<b>KRTH-FM</b>																				
SP '00	175	3754	.6	3.6	235	1782	.8	3.2	285	1735	1.0	3.9	225	1966	.8	3.8	44	722	.2	2.3
WI '00	186	3988	.7	3.9	222	1866	.8	3.1	355	1929	1.2	4.8	257	2305	.9	4.4	52	868	.2	2.9
FA '99	180	3915	.6	3.6	225	2022	.8	2.9	324	2000	1.1	4.3	247	2151	.9	4.2	56	1064	.2	3.1
SU '99	146	3416	.5	3.1	199	1476	.7	2.9	251	1668	.9	3.5	175	1833	.6	3.2	49	841	.2	2.4
<b>4-Book</b>	<b>172</b>	<b>3768</b>	<b>.6</b>	<b>3.6</b>	<b>220</b>	<b>1787</b>	<b>.8</b>	<b>3.0</b>	<b>304</b>	<b>1833</b>	<b>1.1</b>	<b>4.1</b>	<b>226</b>	<b>2064</b>	<b>.8</b>	<b>3.9</b>	<b>50</b>	<b>874</b>	<b>.2</b>	<b>2.7</b>
SP '99	141	3726	.5	2.9	163	1775	.6	2.2	267	1920	1.0	3.6	165	1941	.6	2.9	24	584	.1	1.3
<b>KSCA-FM</b>																				
SP '00	296	2645	1.0	6.1	718	2072	2.5	9.7	362	1818	1.3	5.0	294	1468	1.0	5.0	59	454	.2	3.1
WI '00	311	2785	1.1	6.5	736	1981	2.6	10.1	418	1910	1.5	5.7	251	1266	.9	4.3	62	481	.2	3.4
FA '99	316	2907	1.1	6.4	822	2214	2.9	10.7	458	2000	1.6	6.0	187	1176	.7	3.1	50	513	.2	2.8
SU '99	307	2903	1.1	6.5	670	1996	2.4	9.8	424	1977	1.5	6.0	229	1292	.8	4.2	100	736	.4	4.9
<b>4-Book</b>	<b>308</b>	<b>2810</b>	<b>1.1</b>	<b>6.4</b>	<b>737</b>	<b>2066</b>	<b>2.6</b>	<b>10.1</b>	<b>416</b>	<b>1926</b>	<b>1.5</b>	<b>5.7</b>	<b>240</b>	<b>1301</b>	<b>.9</b>	<b>4.2</b>	<b>68</b>	<b>546</b>	<b>.3</b>	<b>3.6</b>
SP '99	367	3067	1.3	7.5	813	2060	2.9	11.1	525	2179	1.9	7.0	239	1201	.9	4.2	111	692	.4	5.9
<b>KSSE-FM</b>																				
SP '00	72	1158	.3	1.5	105	537	.4	1.4	104	650	.4	1.4	94	659	.3	1.6	39	345	.1	2.0
WI '00	80	1549	.3	1.7	117	788	.4	1.6	110	892	.4	1.5	84	727	.3	1.4	38	471	.1	2.1
FA '99	89	1334	.3	1.8	109	753	.4	1.4	129	743	.5	1.7	100	773	.4	1.7	31	308	.1	1.7
SU '99	94	1581	.3	2.0	109	784	.4	1.6	137	913	.5	1.9	104	764	.4	1.9	46	580	.2	2.2
<b>4-Book</b>	<b>84</b>	<b>1406</b>	<b>.3</b>	<b>1.8</b>	<b>110</b>	<b>716</b>	<b>.4</b>	<b>1.5</b>	<b>120</b>	<b>800</b>	<b>.5</b>	<b>1.6</b>	<b>96</b>	<b>731</b>	<b>.4</b>	<b>1.7</b>	<b>39</b>	<b>426</b>	<b>.1</b>	<b>2.0</b>
SP '99	67	1216	.2	1.4	75	584	.3	1.0	91	656	.3	1.2	61	636	.2	1.1	35	347	.1	1.9
<b>KTNQ-AM</b>																				
SP '00	90	1249	.3	1.9	128	643	.4	1.7	200	911	.7	2.8	71	480	.2	1.2	44	281	.2	2.3
WI '00	66	784	.2	1.4	81	398	.3	1.1	145	501	.5	2.0	66	313	.2	1.1	19	106	.1	1.0
FA '99	71	796	.2	1.4	81	231	.3	1.1	130	558	.5	1.7	74	396	.3	1.2	36	255	.1	2.0
SU '99	81	893	.3	1.7	59	343	.2	.9	153	585	.5	2.2	73	399	.3	1.3	60	294	.2	2.9
<b>4-Book</b>	<b>77</b>	<b>931</b>	<b>.3</b>	<b>1.6</b>	<b>87</b>	<b>404</b>	<b>.3</b>	<b>1.2</b>	<b>157</b>	<b>639</b>	<b>.6</b>	<b>2.2</b>	<b>71</b>	<b>397</b>	<b>.3</b>	<b>1.2</b>	<b>40</b>	<b>234</b>	<b>.2</b>	<b>2.1</b>
SP '99	84	1008	.3	1.7	72	363	.3	1.0	172	608	.6	2.3	86	440	.3	1.5	38	285	.1	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 25-54

	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
<b>KTWV-FM</b>																				
SP '00	188	2751	.7	3.9	219	1446	.8	3.0	342	1557	1.2	4.7	247	1565	.9	4.2	78	841	.3	4.1
WI '00	225	3273	.8	4.7	255	1578	.9	3.5	425	1699	1.5	5.8	290	1949	1.0	5.0	76	755	.3	4.2
FA '99	204	3053	.7	4.1	240	1546	.8	3.1	348	1655	1.2	4.6	280	1880	1.0	4.7	81	923	.3	4.5
SU '99	200	3246	.7	4.2	228	1403	.8	3.3	336	1570	1.2	4.7	247	1692	.9	4.5	91	1149	.3	4.4
<b>4-Book</b>	<b>204</b>	<b>3081</b>	<b>.7</b>	<b>4.2</b>	<b>236</b>	<b>1493</b>	<b>.8</b>	<b>3.2</b>	<b>363</b>	<b>1620</b>	<b>1.3</b>	<b>5.0</b>	<b>266</b>	<b>1772</b>	<b>1.0</b>	<b>4.6</b>	<b>82</b>	<b>917</b>	<b>.3</b>	<b>4.3</b>
SP '99	189	2817	.7	3.9	242	1472	.9	3.3	342	1324	1.2	4.6	243	1424	.9	4.2	63	827	.2	3.3
<b>KWIZ-FM</b>																				
SP '00	41	483	.1	.8	58	268	.2	.8	59	309	.2	.8	33	255	.1	.6	30	119	.1	1.6
WI '00	18	436	.1	.4	23	165	.1	.3	19	256	.1	.3	15	135	.1	.3	23	154	.1	1.3
FA '99	30	388	.1	.6	29	155	.1	.4	64	236	.2	.8	33	220	.1	.6	10	125	.1	.6
SU '99	35	358	.1	.7	29	190	.1	.4	59	214	.2	.8	37	254	.1	.7	25	186	.1	1.2
<b>4-Book</b>	<b>31</b>	<b>416</b>	<b>.1</b>	<b>.6</b>	<b>35</b>	<b>195</b>	<b>.1</b>	<b>.5</b>	<b>50</b>	<b>254</b>	<b>.2</b>	<b>.7</b>	<b>30</b>	<b>216</b>	<b>.1</b>	<b>.6</b>	<b>22</b>	<b>146</b>	<b>.1</b>	<b>1.2</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKV-AM</b>																				
SP '00	38	523	.1	.8	34	218	.1	.5	69	256	.2	1.0	44	170	.2	.7	25	80	.1	1.3
WI '00	45	430	.2	.9	43	153	.2	.6	106	303	.4	1.4	42	169	.1	.7	19	94	.1	1.0
FA '99	34	388	.1	.7	26	141	.1	.3	56	233	.2	.7	36	191	.1	.6	35	121	.1	2.0
SU '99	19	325	.1	.4	24	99	.1	.4	45	202	.2	.6	16	162	.1	.3	3	48	.1	.1
<b>4-Book</b>	<b>34</b>	<b>417</b>	<b>.1</b>	<b>.7</b>	<b>32</b>	<b>153</b>	<b>.1</b>	<b>.5</b>	<b>69</b>	<b>249</b>	<b>.3</b>	<b>.9</b>	<b>35</b>	<b>173</b>	<b>.1</b>	<b>.6</b>	<b>21</b>	<b>86</b>	<b>.1</b>	<b>1.1</b>
SP '99	23	330	.1	.5	21	114	.1	.3	26	193	.1	.3	49	170	.2	.9	13	59	.1	.7
<b>KWVE-FM</b>																				
SP '00	29	740	.1	.6	49	396	.2	.7	35	336	.1	.5	39	375	.1	.7	13	150	.1	.7
WI '00	32	750	.1	.7	63	487	.2	.9	27	312	.1	.4	33	352	.1	.6	21	183	.1	1.2
FA '99	27	696	.1	.5	42	386	.1	.5	29	311	.1	.4	41	326	.1	.7	14	160	.1	.8
SU '99	56	1163	.2	1.2	94	573	.3	1.4	60	497	.2	.8	69	554	.2	1.3	38	415	.1	1.9
<b>4-Book</b>	<b>36</b>	<b>837</b>	<b>.1</b>	<b>.8</b>	<b>62</b>	<b>461</b>	<b>.2</b>	<b>.9</b>	<b>38</b>	<b>364</b>	<b>.1</b>	<b>.5</b>	<b>46</b>	<b>402</b>	<b>.1</b>	<b>.8</b>	<b>22</b>	<b>227</b>	<b>.1</b>	<b>1.2</b>
SP '99	42	668	.1	.9	62	395	.2	.8	78	435	.3	1.0	52	356	.2	.9	8	154	.1	.4
<b>KXXM-FM</b>																				
SP '00	34	490	.1	.7	42	298	.1	.6	71	246	.2	1.0	38	279	.1	.6	5	121	.1	.3
WI '00	17	577	.1	.4	27	331	.1	.4	27	269	.1	.4	23	347	.1	.4	4	71	.1	.2
FA '99	32	510	.1	.6	43	318	.2	.6	58	262	.2	.8	51	307	.2	.9	12	96	.1	.7
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	221	3912	.8	4.6	364	2236	1.3	4.9	381	1994	1.3	5.3	322	2581	1.1	5.4	48	981	.2	2.5
WI '00	168	4035	.6	3.5	249	1993	.9	3.4	268	1942	.9	3.6	242	2168	.9	4.1	50	996	.2	2.7
FA '99	189	4195	.7	3.8	295	1948	1.0	3.8	302	2158	1.1	4.0	248	2416	.9	4.2	46	861	.2	2.6
SU '99	186	4039	.7	3.9	228	1883	.8	3.3	333	2180	1.2	4.7	245	2342	.9	4.5	61	1087	.2	3.0
<b>4-Book</b>	<b>191</b>	<b>4045</b>	<b>.7</b>	<b>4.0</b>	<b>284</b>	<b>2015</b>	<b>1.0</b>	<b>3.9</b>	<b>321</b>	<b>2069</b>	<b>1.1</b>	<b>4.4</b>	<b>264</b>	<b>2377</b>	<b>1.0</b>	<b>4.6</b>	<b>51</b>	<b>981</b>	<b>.2</b>	<b>2.7</b>
SP '99	212	3948	.8	4.4	264	1894	.9	3.6	329	2238	1.2	4.4	309	2387	1.1	5.4	80	1099	.3	4.2
<b>KZLA-FM</b>																				
SP '00	138	2156	.5	2.8	177	1372	.6	2.4	188	1076	.7	2.6	209	1505	.7	3.5	53	640	.2	2.8
WI '00	113	2164	.4	2.4	170	1268	.6	2.3	172	1281	.6	2.3	134	1456	.5	2.3	40	664	.1	2.2
FA '99	102	1987	.4	2.1	132	1140	.5	1.7	127	1040	.4	1.7	157	1332	.6	2.6	46	637	.2	2.6
SU '99	103	1894	.4	2.2	113	949	.4	1.7	146	914	.5	2.1	148	1191	.5	2.7	45	571	.2	2.2
<b>4-Book</b>	<b>114</b>	<b>2050</b>	<b>.4</b>	<b>2.4</b>	<b>148</b>	<b>1182</b>	<b>.5</b>	<b>2.0</b>	<b>158</b>	<b>1078</b>	<b>.6</b>	<b>2.2</b>	<b>162</b>	<b>1371</b>	<b>.6</b>	<b>2.8</b>	<b>46</b>	<b>628</b>	<b>.2</b>	<b>2.5</b>
SP '99	140	2143	.5	2.9	181	1395	.6	2.5	208	1039	.7	2.8	196	1394	.7	3.4	42	640	.1	2.2

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

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



# Target Listener Trends

## 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
<b>KOLA-FM</b>																				
SP '00	22	493	.1	.5	29	242	.1	.4	35	261	.1	.5	29	264	.1	.5	6	113		.3
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	14	413		.3	22	180	.1	.3	7	155		.1	17	213	.1	.3	7	58		.4
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	22	589	.1	.5	28	247	.1	.4	35	296	.1	.5	22	267	.1	.4	9	164		.5
<b>XTRA-AM</b>																				
SP '00	3	160		.1	3	38			4	72		.1	6	105		.1	1	25		.1
WI '00	4	173		.1	5	47		.1	4	56		.1	5	72		.1	2	36		.1
FA '99	5	262		.1	6	86		.1	5	53		.1	8	48		.1		28		
SU '99	1	139			1	21			1	45							1	14		
<b>4-Book</b>	3	184		.1	4	48		.1	4	57		.1	5	56		.1	1	26		.1
SP '99	4	227		.1	2	31			5	40		.1	4	73		.1	1	48		.1
<b>TOTALS</b>																				
SP '00	4852	27492	17.0		7408	24169	26.0		7229	21557	25.4		5912	22990	20.8		1920	13607	6.7	
WI '00	4792	27110	16.8		7269	24105	25.5		7364	21974	25.9		5842	22719	20.5		1823	13931	6.4	
FA '99	4942	27626	17.4		7684	24687	27.0		7623	22229	26.8		5943	23634	20.9		1792	13789	6.3	
SU '99	4715	26958	16.8		6836	23217	24.4		7114	22231	25.3		5502	22606	19.6		2051	14460	7.3	
<b>4-Book</b>	4825	27297	17.0		7299	24045	25.7		7333	21998	25.9		5800	22987	20.5		1897	13947	6.7	
SP '99	4863	27131	17.3		7332	23908	26.1		7475	22227	26.6		5731	23232	20.4		1887	14046	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 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	
<b>KABC-AM</b>																				
SP '00	116	1055	.4	1.7	36	428	.1	1.1	52	124	.2	1.4	60	195	.2	1.1	40	113	.1	1.0
4-Book	94	1119	.4	1.4	31	469	.1	1.0	54	149	.2	1.4	43	169	.2	.8	33	124	.1	.9
<b>KACD-FM</b>																				
SP '00	49	701	.2	.7	27	371	.1	.8	16	96	.1	.4	56	122	.2	1.0	46	121	.2	1.2
4-Book	43	614	.2	.6	22	318	.1	.7	17	79	.1	.5	45	113	.2	.8	30	101	.1	.8
<b>KBCD-FM</b>																				
SP '00	15	303	.1	.2	8	142	.2		2	13	.1		11	58	.2		11	41		.3
4-Book	31	297	.1	.5	10	158	.3		10	39	.3		16	65	.3		13	60	.1	.3
<b>KAVS-FM</b>																				
SP '00	5	100		.1	3	60		.1	1	11			2	13			3	13		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	365	4924	1.3	5.3	164	2893	.6	5.1	173	642	.6	4.7	323	1279	1.1	5.7	245	960	.9	6.4
4-Book	360	4843	1.3	5.3	164	2821	.6	5.1	195	742	.7	5.2	326	1251	1.1	5.8	220	890	.8	5.8
<b>+KBET-AM</b>																				
SP '00																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00	11	163		.2	6	71		.2	3	29		.1	11	30		.2	13	30		.3
4-Book	6	105		.1	4	69		.1	1	7			5	15		.1	9	21		.3
<b>KBIG-FM</b>																				
SP '00	308	3159	1.1	4.5	101	1571	.4	3.1	93	380	.3	2.5	186	595	.7	3.3	136	550	.5	3.6
4-Book	318	3261	1.1	4.6	100	1691	.4	3.1	100	388	.4	2.6	176	630	.7	3.1	136	501	.5	3.6
<b>KBLA-AM</b>																				
SP '00	33	345	.1	.5	8	108		.2	12	33		.3	1	7			9	17		.2
4-Book	48	337	.2	.7	14	139	.1	.4	25	49	.1	.7	25	56	.1	.5	6	14		.2
<b>KBUA-FM</b>																				
SP '00	20	146	.1	.3	17	117	.1	.5	8	26		.2	28	84	.1	.5	30	68	.1	.8
4-Book	24	172	.1	.4	17	138	.1	.5	19	44	.1	.5	38	88	.1	.7	24	49	.1	.6
<b>KBUE-FM</b>																				
SP '00	121	1118	.4	1.8	97	723	.3	3.0	112	229	.4	3.1	191	380	.7	3.4	138	330	.5	3.6
4-Book	148	1350	.5	2.2	94	819	.3	3.0	102	241	.4	2.7	184	381	.7	3.3	114	286	.4	3.0
<b>KCBS-FM</b>																				
SP '00	158	2304	.6	2.3	98	1350	.3	3.0	94	457	.3	2.6	206	661	.7	3.6	118	430	.4	3.1
4-Book	151	2214	.5	2.2	81	1315	.3	2.5	87	375	.3	2.3	163	612	.6	2.9	98	370	.4	2.6
<b>KCMG-FM</b>																				
SP '00	231	2738	.8	3.4	134	1473	.5	4.2	186	513	.7	5.1	262	736	.9	4.6	178	538	.6	4.7
4-Book	214	2777	.8	3.1	118	1577	.4	3.7	129	406	.5	3.4	219	727	.8	3.9	156	533	.6	4.1
<b>KDIS-AM</b>																				
SP '00	47	961	.2	.7	22	461	.1	.7	12	91		.3	44	218	.2	.8	41	115	.1	1.1
4-Book	43	954	.2	.7	24	526	.1	.8	18	108		.5	59	265	.2	1.1	29	126	.1	.8
<b>KFI -AM</b>																				
SP '00	174	2077	.6	2.5	61	773	.2	1.9	101	322	.4	2.8	140	394	.5	2.5	52	171	.2	1.4
4-Book	215	2177	.8	3.2	56	739	.2	1.7	96	299	.4	2.6	117	353	.4	2.1	41	167	.2	1.1
<b>KFSG-FM</b>																				
SP '00	51	570	.2	.7	17	278	.1	.5	21	81	.1	.6	36	98	.1	.6	32	79	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFWB-AM</b>																				
SP '00	79	1640	.3	1.1	24	683	.1	.7	56	262	.2	1.5	35	210	.1	.6	34	162	.1	.9
4-Book	84	1839	.3	1.2	31	733	.1	1.0	61	286	.2	1.6	45	223	.2	.8	40	183	.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 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
<b>+KHJ -AM</b>																				
SP '00	66	445	.2	1.0	56	286	.2	1.7	65	117	.2	1.8	73	162	.3	1.3	85	170	.3	2.2
4-Book	78	609	.3	1.1	52	351	.2	1.6	59	135	.2	1.6	93	193	.3	1.7	67	140	.3	1.8
<b>KIEV-AM</b>																				
SP '00	15	141	.1	.2	3	37		.1	3	12		.1					3	6		.1
4-Book	13	137		.2	3	55		.1	8	18		.2	4	9		.1				
<b>KJLH-FM</b>																				
SP '00	154	1315	.5	2.2	117	1009	.4	3.6	102	294	.4	2.8	141	358	.5	2.5	85	226	.3	2.2
4-Book	164	1282	.6	2.4	101	984	.4	3.2	82	252	.3	2.2	124	346	.4	2.2	89	251	.3	2.3
<b>KKBT-FM</b>																				
SP '00	128	1678	.4	1.9	64	1049	.2	2.0	61	231	.2	1.7	99	317	.3	1.8	69	307	.2	1.8
4-Book	139	1754	.5	2.0	77	1034	.3	2.4	64	241	.2	1.7	142	430	.5	2.5	92	304	.3	2.4
<b>KKLA-FM</b>																				
SP '00	66	570	.2	1.0	12	204		.4	19	55	.1	.5	11	37		.2	16	28	.1	.4
4-Book	50	565	.2	.8	10	169		.3	16	48	.1	.4	13	35		.2	12	28	.1	.3
<b>KLAC-AM</b>																				
SP '00	33	449	.1	.5	24	394	.1	.7	18	58	.1	.5	31	80	.1	.5	20	48	.1	.5
4-Book	37	468	.1	.5	17	305	.1	.6	18	70	.1	.5	24	106	.1	.4	10	45		.3
<b>KLAX-FM</b>																				
SP '00	158	1285	.6	2.3	105	957	.4	3.3	115	272	.4	3.1	186	456	.7	3.3	105	253	.4	2.7
4-Book	176	1626	.6	2.6	105	1004	.4	3.3	114	303	.4	3.0	180	451	.7	3.2	123	301	.5	3.2
<b>KLOS-FM</b>																				
SP '00	129	2005	.5	1.9	61	1046	.2	1.9	38	250	.1	1.0	116	357	.4	2.1	98	382	.3	2.6
4-Book	148	1976	.5	2.2	52	890	.2	1.6	47	214	.2	1.2	98	350	.3	1.8	75	303	.3	2.0
<b>KLSX-FM</b>																				
SP '00	113	1248	.4	1.6	15	318	.1	.5	23	49	.1	.6	8	58		.1	7	46		.2
4-Book	108	1290	.4	1.6	21	386	.1	.7	20	59	.1	.5	14	67	.1	.2	15	61	.1	.4
<b>KLVE-FM</b>																				
SP '00	568	3683	2.0	8.3	292	2348	1.0	9.1	326	780	1.1	8.9	528	1198	1.9	9.3	300	638	1.1	7.9
4-Book	539	3799	1.9	7.9	288	2566	1.0	9.0	325	877	1.2	8.7	513	1225	1.8	9.1	288	731	1.0	7.6
<b>KLYY-FM</b>																				
SP '00	46	706	.2	.7	31	418	.1	1.0	27	108	.1	.7	47	167	.2	.8	41	99	.1	1.1
4-Book	47	837	.2	.7	26	499	.1	.9	21	90	.1	.6	47	183	.2	.8	39	124	.1	1.0
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	58	1184	.2	.8	37	573	.1	1.1	20	114	.1	.5	63	155	.2	1.1	40	158	.1	1.0
4-Book	73	1070	.3	1.1	35	551	.1	1.1	25	126	.1	.7	56	187	.2	1.0	46	172	.2	1.2
<b>KNX -AM</b>																				
SP '00	91	1826	.3	1.3	26	550	.1	.8	55	172	.2	1.5	21	111	.1	.4	17	127	.1	.4
4-Book	88	1773	.3	1.3	26	626	.1	.8	50	207	.2	1.3	26	151	.1	.5	21	127	.1	.6
<b>KOST-FM</b>																				
SP '00	333	3730	1.2	4.8	120	1959	.4	3.7	124	484	.4	3.4	222	741	.8	3.9	142	519	.5	3.7
4-Book	369	3936	1.3	5.3	141	2138	.5	4.4	139	499	.5	3.7	261	852	.9	4.6	177	606	.7	4.7
<b>KPWR-FM</b>																				
SP '00	114	2033	.4	1.7	62	974	.2	1.9	48	173	.2	1.3	108	398	.4	1.9	117	363	.4	3.1
4-Book	102	1905	.4	1.5	60	1042	.2	1.9	47	190	.2	1.3	103	363	.4	1.8	106	345	.4	2.8
<b>+KRCD-FM</b>																				
SP '00	124	886	.4	1.8	66	492	.2	2.0	71	155	.2	1.9	121	255	.4	2.1	67	136	.2	1.8
4-Book	91	857	.3	1.3	54	562	.2	1.7	69	162	.3	1.8	84	213	.3	1.5	73	154	.3	2.0
<b>+KRCV-FM</b>																				
SP '00	64	534	.2	.9	40	322	.1	1.2	38	134	.1	1.0	65	143	.2	1.2	49	136	.2	1.3
4-Book	26	251	.1	.4	18	164	.1	.6	17	52	.1	.4	34	81	.1	.6	24	66	.1	.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Women 25-54																				
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	
<b>KRLA-AM</b>																				
SP '00	33	351	.1	.5	13	123	.4	.4	7	14	.2	.2	17	26	.1	.3	33	80	.1	.9
4-Book	33	434	.1	.5	8	133	.3	.3	6	24	.1	.1	19	57	.1	.3	13	45	.1	.3
<b>KROQ-FM</b>																				
SP '00	164	2147	.6	2.4	55	1075	.2	1.7	48	209	.2	1.3	105	372	.4	1.9	61	303	.2	1.6
4-Book	170	2408	.6	2.5	78	1290	.3	2.5	64	264	.3	1.7	132	509	.5	2.4	104	392	.4	2.8
<b>KRTH-FM</b>																				
SP '00	251	3161	.9	3.6	128	1795	.4	4.0	126	500	.4	3.4	224	651	.8	4.0	142	508	.5	3.7
4-Book	254	3186	.9	3.7	108	1752	.4	3.4	99	374	.3	2.6	204	688	.7	3.6	124	491	.5	3.3
<b>KSCA-FM</b>																				
SP '00	451	2490	1.6	6.6	181	1382	.6	5.6	534	882	1.9	14.6	312	755	1.1	5.5	174	376	.6	4.6
4-Book	461	2577	1.6	6.7	198	1652	.7	6.2	575	988	2.0	15.3	329	849	1.2	5.8	193	459	.7	5.1
<b>KSSE-FM</b>																				
SP '00	101	986	.4	1.5	43	551	.2	1.3	30	118	.1	.8	76	240	.3	1.3	60	173	.2	1.6
4-Book	109	1207	.4	1.6	69	770	.3	2.2	80	227	.3	2.1	138	376	.5	2.4	94	237	.3	2.5
<b>KTNQ-AM</b>																				
SP '00	138	1075	.5	2.0	36	427	.1	1.1	50	120	.2	1.4	83	188	.3	1.5	28	67	.1	.7
4-Book	109	782	.4	1.6	46	410	.2	1.4	70	166	.3	1.9	95	209	.3	1.7	37	94	.1	1.0
<b>KTWV-FM</b>																				
SP '00	275	2329	1.0	4.0	108	1366	.4	3.4	115	379	.4	3.1	159	491	.6	2.8	126	434	.4	3.3
4-Book	294	2535	1.1	4.3	128	1589	.5	4.0	118	417	.4	3.1	204	628	.7	3.6	162	533	.6	4.3
<b>KWIZ-FM</b>																				
SP '00	51	425	.2	.7	30	296	.1	.9	64	115	.2	1.7	51	164	.2	.9	28	94	.1	.7
4-Book	39	339	.2	.6	23	230	.1	.7	33	78	.1	.9	44	135	.2	.8	28	68	.1	.7
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	51	383	.2	.7	23	265	.1	.7	50	107	.2	1.4	43	88	.2	.8	5	10	.1	.1
4-Book	47	344	.2	.7	19	183	.1	.6	35	65	.2	1.0	27	54	.1	.5	17	39	.1	.4
<b>KWVE-FM</b>																				
SP '00	40	644	.1	.6	19	314	.1	.6	23	70	.1	.6	15	99	.1	.3	36	74	.1	.9
4-Book	48	708	.2	.7	25	408	.1	.8	25	96	.1	.6	28	120	.1	.5	24	85	.1	.6
<b>KXMX-FM</b>																				
SP '00	52	452	.2	.8	20	234	.1	.6	7	42	.2	.2	40	86	.1	.7	40	136	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	358	3581	1.3	5.2	95	1630	.3	2.9	87	326	.3	2.4	202	743	.7	3.6	156	607	.5	4.1
4-Book	292	3582	1.1	4.3	106	1824	.4	3.3	97	364	.4	2.6	233	871	.8	4.1	153	561	.5	4.1
<b>KZLA-FM</b>																				
SP '00	191	1967	.7	2.8	101	1126	.4	3.1	102	352	.4	2.8	209	595	.7	3.7	125	390	.4	3.3
4-Book	157	1847	.6	2.3	84	1075	.3	2.6	77	311	.3	2.1	171	561	.6	3.0	100	352	.3	2.7
<b>KOLA-FM</b>																				
SP '00	31	429	.1	.5	15	221	.1	.5	6	26	.2	.2	57	108	.2	1.0	18	91	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
SP '00	4	124	.1	.1	2	36	.1	.1	3	10	.1	.1	2	13	.1	.1	3	14	.1	.1
4-Book	4	104	.1	.1	3	74	.1	.1	3	8	.1	.1	2	11	.1	.1	3	14	.1	.1
<b>TOTALS</b>																				
SP '00	6879	27032	24.2		3222	21033	11.3		3670	9652	12.9		5651	13303	19.9		3821	9594	13.4	
4-Book	6851	26922	24.2		3197	21527	11.3		3761	9997	13.3		5668	13713	20.0		3788	9908	13.4	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Women 25-54

		Women 25-54																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
	SP '00	1	13	.1	.14	53	14	.6	.14	72	163	.3	1.7	23	79	.1	.8	26	42	.1	1.9	
	4-Book	9	53	.5	.27	99	27	1.2	.1	38	123	.2	1.0	23	88	.1	.9	26	80	.1	1.9	
KACD-FM																						
	SP '00	10	80	.6	.5	28	5	.2	.2	34	156	.1	.8	39	107	.1	1.3	12	60	.9	.9	
	4-Book	10	63	.6	.9	39	9	.4	.4	25	116	.1	.6	27	92	.1	.9	10	56	.7	.7	
KBCD-FM																						
	SP '00	12	41	.7	.3	14	3	.1	.1	14	43	.3	.3	13	30	.4	.4					
	4-Book	5	24	.3	.7	26	7	.3	.3	9	39	.2	.2	16	38	.1	.6	6	21	.4	.4	
KAVS-FM																						
	SP '00	**	**	**	**	5	24	.2	.2	5	26	.1	.1	7	11	.2	.2	1	11	.1	.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIIS-FM																						
	SP '00	77	464	.3	4.2	87	442	.3	3.8	187	1084	.7	4.5	175	714	.6	5.9	47	293	.2	3.5	
	4-Book	74	385	.3	4.1	103	415	.4	4.4	206	941	.7	5.3	132	591	.5	4.7	53	292	.2	3.9	
+KBET-AM																						
	SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																						
	SP '00	3	27	.2	.2	4	2	.1	.1	2	12	.1	.1	13	16	.4	.4	5	16	.4	.4	
	4-Book	5	21	.3	.2	4	2	.1	.1	3	22	.1	.1	5	16	.2	.2	2	12	.2	.2	
KBIG-FM																						
	SP '00	86	357	.3	4.7	40	190	.1	1.7	124	510	.4	3.0	99	391	.3	3.3	40	157	.1	2.9	
	4-Book	106	383	.4	5.8	44	181	.2	1.8	109	473	.4	2.8	79	325	.3	2.8	40	178	.1	2.9	
KBLA-AM																						
	SP '00	5	23	.3	.3	11	24	.5	.5	23	47	.1	.6	3	11	.1	.1					
	4-Book	3	13	.2	.2	19	39	.1	.8	23	52	.1	.6	10	20	.4	.4	1	4	.1	.1	
KBUA-FM																						
	SP '00	6	26	.3	.3	9	34	.4	.4	31	63	.1	.7	14	49	.5	.5	8	26	.6	.6	
	4-Book	4	17	.2	.2	12	40	.1	.5	22	51	.1	.5	13	31	.1	.5	3	13	.2	.2	
KBUE-FM																						
	SP '00	64	147	.2	3.5	42	111	.1	1.8	105	180	.4	2.5	90	204	.3	3.0	35	107	.1	2.6	
	4-Book	52	154	.2	2.8	67	187	.2	2.9	121	293	.4	3.1	80	207	.3	2.8	31	96	.1	2.1	
KCBS-FM																						
	SP '00	28	154	.1	1.5	63	248	.2	2.7	148	483	.5	3.6	118	402	.4	4.0	10	99	.7	.7	
	4-Book	40	164	.2	2.2	40	172	.2	1.7	110	423	.4	2.8	84	334	.3	3.0	25	130	.1	1.6	
KCMG-FM																						
	SP '00	76	308	.3	4.2	77	241	.3	3.3	148	421	.5	3.6	92	357	.3	3.1	49	210	.2	3.6	
	4-Book	71	278	.3	3.9	62	205	.2	2.7	118	438	.4	3.0	108	364	.4	3.9	80	241	.3	5.7	
KDIS-AM																						
	SP '00	3	23	.2	.2	18	70	.1	.8	24	130	.1	.6	30	112	.1	1.0	9	38	.7	.7	
	4-Book	6	36	.3	.3	15	73	.1	.7	33	173	.1	.9	17	77	.1	.6	8	43	.5	.5	
KFI -AM																						
	SP '00	9	71	.5	.5	54	209	.2	2.3	88	285	.3	2.1	31	123	.1	1.0	14	111	.1	1.0	
	4-Book	18	77	.1	1.0	55	201	.2	2.4	73	243	.3	1.8	32	108	.1	1.1	12	62	.1	.8	
KFSG-FM																						
	SP '00	3	28	.2	.2	13	72	.6	.6	28	119	.1	.7	7	42	.2	.2	1	13	.1	.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFWB-AM																						
	SP '00	7	58	.4	.4	25	125	.1	1.1	13	86	.3	.3	20	91	.1	.7	10	70	.7	.7	
	4-Book	17	84	.1	.9	40	194	.2	1.7	26	157	.1	.7	16	103	.1	.6	8	64	.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

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	
<b>+KHJ -AM</b>																				
SP '00	34	47	.1	1.9	44	71	.2	1.9	72	102	.3	1.7	57	111	.2	1.9	24	65	.1	1.8
4-Book	29	68	.1	1.6	49	116	.2	2.1	63	113	.3	1.6	32	70	.1	1.1	22	65	.1	1.5
<b>KIEV-AM</b>																				
SP '00	9	25		.5					10	26		.2								
4-Book	2	6		.1	3	4		.1	6	17		.1	2	11		.1	1	3		.1
<b>KJLH-FM</b>																				
SP '00	87	251	.3	4.8	99	301	.3	4.3	208	515	.7	5.0	148	313	.5	5.0	62	151	.2	4.6
4-Book	47	173	.2	2.6	106	281	.4	4.6	181	485	.6	4.6	142	299	.5	5.0	42	117	.1	3.1
<b>KKBT-FM</b>																				
SP '00	32	108	.1	1.8	72	214	.3	3.1	82	232	.3	2.0	83	311	.3	2.8	21	63	.1	1.5
4-Book	55	178	.2	3.1	64	168	.2	2.8	76	256	.3	2.0	73	264	.3	2.6	48	154	.2	3.5
<b>KKLA-FM</b>																				
SP '00	10	41		.6	17	78	.1	.7	11	41		.3	5	26		.2	10	54		.7
4-Book	5	24		.3	20	70	.1	.8	8	39		.2	2	9		.1	7	29		.5
<b>KLAC-AM</b>																				
SP '00	17	63	.1	.9	2	13		.1	16	75	.1	.4	75	211	.3	2.5	19	82	.1	1.4
4-Book	13	52	.1	.7	8	24		.4	18	80	.1	.5	30	100	.1	1.1	15	53	.1	1.2
<b>KLAX-FM</b>																				
SP '00	55	133	.2	3.0	97	221	.3	4.2	161	388	.6	3.9	75	195	.3	2.5	42	117	.1	3.1
4-Book	53	159	.2	2.9	91	218	.3	3.9	139	368	.5	3.5	99	218	.4	3.5	47	153	.2	3.3
<b>KLOS-FM</b>																				
SP '00	62	117	.2	3.4	27	134	.1	1.2	49	254	.2	1.2	41	204	.1	1.4	47	172	.2	3.5
4-Book	36	101	.2	1.9	29	105	.1	1.2	54	204	.2	1.4	46	157	.2	1.6	30	116	.1	2.1
<b>KLSX-FM</b>																				
SP '00					27	127	.1	1.2	34	130	.1	.8	20	56	.1	.7	7	24		.5
4-Book	3	13		.2	39	146	.1	1.7	55	180	.2	1.4	19	62	.1	.7	4	18		.3
<b>KLVE-FM</b>																				
SP '00	180	454	.6	9.9	242	594	.9	10.5	380	925	1.3	9.2	269	583	.9	9.0	105	336	.4	7.7
4-Book	206	561	.7	11.3	226	624	.8	9.7	399	984	1.4	10.2	220	552	.8	7.7	110	394	.4	7.6
<b>KLYY-FM</b>																				
SP '00	19	51	.1	1.0	20	47	.1	.9	59	146	.2	1.4	30	119	.1	1.0	3	16		.2
4-Book	16	68	.1	.9	14	49	.1	.6	36	158	.1	.9	26	113	.1	.9	12	65		.9
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	38	121	.1	2.1	24	109	.1	1.0	50	184	.2	1.2	41	98	.1	1.4	13	41		1.0
4-Book	24	92	.1	1.3	22	99	.1	.9	41	165	.2	1.0	42	118	.1	1.5	23	64	.1	1.6
<b>KNX -AM</b>																				
SP '00	15	73	.1	.8	53	215	.2	2.3	19	70	.1	.5	28	124	.1	.9	13	48		1.0
4-Book	19	106	.1	1.0	36	173	.2	1.5	20	118	.1	.5	26	120	.1	.9	18	85	.1	1.3
<b>KOST-FM</b>																				
SP '00	94	403	.3	5.2	71	318	.2	3.1	106	489	.4	2.6	109	413	.4	3.7	88	315	.3	6.5
4-Book	101	423	.4	5.6	70	279	.3	3.0	150	557	.6	3.8	129	449	.5	4.6	90	373	.3	6.3
<b>KPWR-FM</b>																				
SP '00	58	184	.2	3.2	22	103	.1	1.0	68	286	.2	1.6	51	213	.2	1.7	21	93	.1	1.5
4-Book	58	188	.2	3.1	16	81	.1	.7	58	261	.2	1.5	58	230	.2	2.1	28	113	.1	2.1
<b>+KRCD-FM</b>																				
SP '00	32	86	.1	1.8	62	121	.2	2.7	75	187	.3	1.8	76	171	.3	2.5	28	109	.1	2.1
4-Book	46	135	.2	2.5	56	152	.2	2.4	45	165	.2	1.1	42	108	.2	1.4	23	77	.1	1.6
<b>+KRCV-FM</b>																				
SP '00	27	90	.1	1.5	16	74	.1	.7	78	209	.3	1.9	27	102	.1	.9	17	57	.1	1.3
4-Book	13	46	.1	.7	9	28		.4	25	76	.1	.6	11	47		.4	7	21		.5

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

Target Listener Estimates - Women 25-54

		Women 25-54																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM	SP '00	10	56	.6		9	28	.4		5	13	.1		2	13	.1		18	42	.1	1.3	
	4-Book	3	18	.2		4	18	.2		4	24	.1		6	18	.2		9	29		.6	
KROQ-FM	SP '00	28	149	.1	1.5	34	110	.1	1.5	99	433	.3	2.4	57	286	.2	1.9	7	62		.5	
	4-Book	43	224	.2	2.4	36	129	.1	1.6	117	480	.4	3.0	97	346	.4	3.4	33	158	.1	2.4	
KRTH-FM	SP '00	66	203	.2	3.6	97	309	.3	4.2	183	632	.6	4.4	147	459	.5	4.9	40	131	.1	2.9	
	4-Book	47	217	.2	2.6	68	280	.2	2.9	151	565	.5	3.8	125	429	.4	4.4	40	165	.1	2.7	
KSCA-FM	SP '00	59	146	.2	3.3	138	326	.5	6.0	140	361	.5	3.4	81	203	.3	2.7	53	133	.2	3.9	
	4-Book	60	190	.2	3.3	174	375	.6	7.5	169	499	.6	4.3	94	239	.3	3.3	40	136	.2	2.9	
KSSE-FM	SP '00	32	111	.1	1.8	34	112	.1	1.5	69	225	.2	1.7	20	69	.1	.7	20	64	.1	1.5	
	4-Book	43	120	.2	2.4	46	142	.2	2.0	76	233	.3	2.0	48	139	.2	1.7	26	103	.1	1.9	
KTNQ-AM	SP '00	26	80	.1	1.4	38	101	.1	1.6	40	145	.1	1.0	4	23		.1	16	63	.1	1.2	
	4-Book	32	80	.1	1.7	45	107	.2	1.9	43	138	.2	1.1	21	50	.1	.7	20	60	.1	1.3	
KTWV-FM	SP '00	67	288	.2	3.7	62	200	.2	2.7	151	435	.5	3.6	100	276	.4	3.4	77	207	.3	5.7	
	4-Book	83	321	.3	4.6	79	253	.3	3.4	180	532	.6	4.6	125	374	.5	4.5	70	215	.3	5.1	
KWIZ-FM	SP '00	42	92	.1	2.3	14	58	.6		18	43	.1	.4	10	46		.3	10	45		.7	
	4-Book	20	54	.1	1.1	9	32	.4		26	54	.1	.6	12	42		.4	10	39		.6	
+KWKU-AM	SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWPA-AM	SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM	SP '00	13	49	.7		21	68	.1	.9	7	31	.2		1	20			40	89	.1	2.9	
	4-Book	17	43	.1	.9	17	50	.1	.7	16	40	.4		4	24		.2	21	43	.1	1.6	
KWVE-FM	SP '00	2	22	.1		22	120	.1	1.0	31	143	.1	.7	11	78		.4	14	72		1.0	
	4-Book	14	57	.7		31	112	.1	1.3	35	144	.1	.9	25	97	.1	.9	21	89	.1	1.5	
KXMX-FM	SP '00	7	43	.4		3	13	.1		30	83	.1	.7	30	68	.1	1.0	1	14		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM	SP '00	25	152	.1	1.4	57	273	.2	2.5	133	621	.5	3.2	85	392	.3	2.8	17	129	.1	1.3	
	4-Book	26	166	.1	1.5	56	227	.2	2.4	144	644	.5	3.6	93	449	.3	3.3	39	197	.1	2.7	
KZLA-FM	SP '00	48	213	.2	2.6	110	336	.4	4.8	110	379	.4	2.7	57	204	.2	1.9	42	199	.1	3.1	
	4-Book	40	171	.2	2.2	64	224	.2	2.8	102	373	.4	2.6	66	248	.2	2.4	45	176	.1	3.1	
KOLA-FM	SP '00	5	16	.3		4	28	.2		20	54	.1	.5	9	55		.3					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '00	3	13	.2		2	11	.1		5	27	.2		6	12		.2	1	12		.1	
	4-Book	3	7	.2		2	11	.1		5	27	.2		6	25		.2		3			
TOTALS	SP '00	1812	5652	6.4		2306	6741	8.1		4142	10948	14.6		2984	7716	10.5		1360	4470	4.8		
	4-Book	1821	5852	6.4		2334	6823	8.2		3931	10695	13.9		2831	7580	10.0		1412	4721	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 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		
<b>KABC-AM</b>																					
SP '00	103	1750	.4	2.6	173	927	.7	2.8	155	859	.7	2.7	165	1063	.7	3.5	22	364	.1	1.4	
WI '00	77	1536	.3	2.0	98	786	.4	1.6	110	706	.5	1.9	116	660	.5	2.5	40	336	.2	2.8	
FA '99	93	1653	.4	2.3	131	886	.5	2.1	106	734	.4	1.7	163	932	.7	3.4	50	448	.2	3.4	
SU '99	102	1884	.4	2.6	136	1010	.6	2.4	149	959	.6	2.6	173	1106	.7	3.9	47	505	.2	2.9	
<b>4-Book</b>	<b>94</b>	<b>1706</b>	<b>.4</b>	<b>2.4</b>	<b>135</b>	<b>902</b>	<b>.6</b>	<b>2.2</b>	<b>130</b>	<b>815</b>	<b>.6</b>	<b>2.2</b>	<b>154</b>	<b>940</b>	<b>.7</b>	<b>3.3</b>	<b>40</b>	<b>413</b>	<b>.2</b>	<b>2.6</b>	
SP '99	109	1879	.5	2.8	183	899	.8	3.1	138	776	.6	2.3	176	1130	.8	3.8	74	546	.3	4.9	
<b>KACD-FM</b>																					
SP '00	30	441	.1	.8	36	254	.2	.6	44	193	.2	.8	50	246	.2	1.1	6	100	.1	.4	
WI '00	25	396	.1	.6	28	155	.1	.5	46	258	.2	.8	40	285	.2	.9	3	38	.1	.2	
FA '99	23	539	.1	.6	18	230	.1	.3	32	307	.1	.5	36	357	.2	.8	11	199	.1	.8	
SU '99	11	297	.1	.3	13	182	.1	.2	13	157	.1	.2	11	133	.2	.2	5	39	.1	.3	
<b>4-Book</b>	<b>22</b>	<b>418</b>	<b>.1</b>	<b>.6</b>	<b>24</b>	<b>205</b>	<b>.1</b>	<b>.4</b>	<b>34</b>	<b>229</b>	<b>.2</b>	<b>.6</b>	<b>34</b>	<b>255</b>	<b>.2</b>	<b>.8</b>	<b>6</b>	<b>94</b>	<b>.1</b>	<b>.4</b>	
SP '99	31	364	.1	.8	51	260	.2	.9	41	179	.2	.7	34	243	.1	.7	13	72	.1	.9	
<b>KBCD-FM</b>																					
SP '00	7	221	.1	.2	11	121	.1	.2	11	112	.1	.2	11	153	.1	.2	1	15	.1	.1	
WI '00	4	140	.1	.1	6	82	.1	.1	5	56	.1	.1	3	78	.1	.1	1	18	.1	.1	
FA '99	9	177	.1	.2	13	116	.1	.2	17	101	.1	.3	18	140	.1	.4	1	12	.1	.1	
SU '99	24	212	.1	.6	35	161	.2	.6	51	136	.2	.9	31	136	.1	.7	6	82	.1	.4	
<b>4-Book</b>	<b>11</b>	<b>188</b>	<b>.1</b>	<b>.3</b>	<b>16</b>	<b>120</b>	<b>.1</b>	<b>.3</b>	<b>21</b>	<b>101</b>	<b>.1</b>	<b>.4</b>	<b>16</b>	<b>127</b>	<b>.1</b>	<b>.4</b>	<b>2</b>	<b>32</b>	<b>.1</b>	<b>.2</b>	
SP '99	5	227	.1	.1	5	106	.1	.1	5	115	.1	.1	8	96	.1	.2		26	.1	.1	
<b>KAVS-FM</b>																					
SP '00	3	79	.1	.1	4	27	.1	.1	2	26	.1	.1	6	53	.1	.1		13	.1	.1	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																					
SP '00	135	3345	.6	3.4	250	1974	1.0	4.1	173	1536	.7	3.0	186	1861	.8	4.0	29	582	.1	1.9	
WI '00	158	3664	.7	4.1	294	2149	1.2	4.9	212	1827	.9	3.6	212	2162	.9	4.6	51	991	.2	3.5	
FA '99	160	3656	.7	3.9	279	2029	1.2	4.4	228	1572	1.0	3.7	219	2135	.9	4.6	30	697	.1	2.1	
SU '99	137	3176	.6	3.6	216	1647	.9	3.9	200	1637	.9	3.4	181	1707	.8	4.1	48	746	.2	3.0	
<b>4-Book</b>	<b>148</b>	<b>3460</b>	<b>.7</b>	<b>3.8</b>	<b>260</b>	<b>1950</b>	<b>1.1</b>	<b>4.3</b>	<b>203</b>	<b>1643</b>	<b>.9</b>	<b>3.4</b>	<b>200</b>	<b>1966</b>	<b>.9</b>	<b>4.3</b>	<b>40</b>	<b>754</b>	<b>.2</b>	<b>2.6</b>	
SP '99	141	3094	.6	3.6	271	1692	1.2	4.6	195	1407	.8	3.2	164	1765	.7	3.5	36	715	.2	2.4	
<b>+KBET-AM</b>																					
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	14	**	**	**	**	**	**	**	**	**	**	**	14	**	**	**	14	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																					
SP '00	1	88	.1	.1	1	12	.1	.1	1	11	.1	.1	1	38	.1	.1			.1	.1	
WI '00	2	91	.1	.1	2	25	.1	.1					3	53	.1	.1	2	39	.1	.1	
FA '99	4	230	.1	.1	2	44	.1	.1	4	28	.1	.1	4	70	.1	.1	3	59	.1	.2	
SU '99	6	172	.2	.2	11	52	.2	.2	9	51	.2	.2	6	63	.1	.1	1	66	.1	.1	
<b>4-Book</b>	<b>3</b>	<b>145</b>	<b>.1</b>	<b>.1</b>	<b>4</b>	<b>33</b>	<b>.1</b>	<b>.1</b>	<b>4</b>	<b>23</b>	<b>.1</b>	<b>.1</b>	<b>4</b>	<b>56</b>	<b>.1</b>	<b>.1</b>	<b>2</b>	<b>41</b>	<b>.1</b>	<b>.1</b>	
SP '99	12	247	.1	.3	9	87	.2	.2	10	61	.2	.2	18	136	.1	.4	12	86	.1	.8	
<b>KBIG-FM</b>																					
SP '00	119	2492	.5	3.0	175	1204	.7	2.9	186	1210	.8	3.2	164	1365	.7	3.5	44	608	.2	2.9	
WI '00	136	2651	.6	3.5	194	1413	.8	3.3	238	1537	1.0	4.0	180	1547	.8	3.9	45	548	.2	3.1	
FA '99	181	2880	.8	4.5	274	1601	1.1	4.3	341	1449	1.4	5.6	233	1645	1.0	4.9	53	571	.2	3.6	
SU '99	125	2280	.5	3.2	160	977	.7	2.9	251	1324	1.1	4.3	138	1159	.6	3.1	37	467	.2	2.3	
<b>4-Book</b>	<b>140</b>	<b>2576</b>	<b>.6</b>	<b>3.6</b>	<b>201</b>	<b>1299</b>	<b>.8</b>	<b>3.4</b>	<b>254</b>	<b>1380</b>	<b>1.1</b>	<b>4.3</b>	<b>179</b>	<b>1429</b>	<b>.8</b>	<b>3.9</b>	<b>45</b>	<b>549</b>	<b>.2</b>	<b>3.0</b>	
SP '99	125	2266	.5	3.2	193	1029	.8	3.3	260	1138	1.1	4.3	153	1240	.7	3.3	21	516	.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 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
<b>KBLA-AM</b>																				
SP '00	14	315	.1	.4	17	138	.1	.3	37	220	.2	.6	11	91		.2	4	41		.3
WI '00	18	243	.1	.5	41	143	.2	.7	42	201	.2	.7	7	60		.2	5	28		.3
FA '99	38	444	.2	.9	88	316	.4	1.4	89	284	.4	1.5	9	131		.2	5	87		.3
SU '99	30	309	.1	.8	57	207	.2	1.0	60	198	.3	1.0	16	101	.1	.4	12	78	.1	.8
<b>4-Book</b>	<b>25</b>	<b>328</b>	<b>.1</b>	<b>.7</b>	<b>51</b>	<b>201</b>	<b>.2</b>	<b>.9</b>	<b>57</b>	<b>226</b>	<b>.3</b>	<b>1.0</b>	<b>11</b>	<b>96</b>		<b>.3</b>	<b>7</b>	<b>59</b>		<b>.4</b>
SP '99	13	154	.1	.3	34	92	.1	.6	26	114	.1	.4	7	52		.2	2	13		.1
<b>KBUA-FM</b>																				
SP '00	10	105		.3	12	79	.1	.2	17	66	.1	.3	8	78		.2	2	39		.1
WI '00	14	148	.1	.4	16	90	.1	.3	22	79	.1	.4	15	67	.1	.3	15	55	.1	1.0
FA '99	21	175	.1	.5	17	84	.1	.3	29	127	.1	.5	28	102	.1	.6	16	30	.1	1.1
SU '99	17	198	.1	.4	17	83	.1	.3	28	119	.1	.5	27	133	.1	.6	5	42		.3
<b>4-Book</b>	<b>16</b>	<b>157</b>	<b>.1</b>	<b>.4</b>	<b>16</b>	<b>84</b>	<b>.1</b>	<b>.3</b>	<b>24</b>	<b>98</b>	<b>.1</b>	<b>.4</b>	<b>20</b>	<b>95</b>	<b>.1</b>	<b>.4</b>	<b>10</b>	<b>42</b>	<b>.1</b>	<b>.6</b>
SP '99	8	127		.2	6	61		.1	19	91	.1	.3	9	53		.2	1	30		.1
<b>KBUE-FM</b>																				
SP '00	51	827	.2	1.3	58	452	.2	1.0	71	433	.3	1.2	44	377	.2	.9	30	224	.1	2.0
WI '00	82	1080	.3	2.1	134	677	.6	2.2	126	703	.5	2.1	89	639	.4	1.9	27	394	.1	1.9
FA '99	83	1015	.3	2.0	111	498	.5	1.7	130	665	.5	2.1	81	652	.3	1.7	37	268	.2	2.5
SU '99	81	1234	.3	2.1	82	458	.4	1.5	149	769	.6	2.6	85	565	.4	1.9	37	303	.2	2.3
<b>4-Book</b>	<b>74</b>	<b>1039</b>	<b>.3</b>	<b>1.9</b>	<b>96</b>	<b>521</b>	<b>.4</b>	<b>1.6</b>	<b>119</b>	<b>643</b>	<b>.5</b>	<b>2.0</b>	<b>75</b>	<b>558</b>	<b>.3</b>	<b>1.6</b>	<b>33</b>	<b>297</b>	<b>.2</b>	<b>2.2</b>
SP '99	68	1114	.3	1.7	91	524	.4	1.5	110	577	.5	1.8	89	588	.4	1.9	20	241	.1	1.3
<b>KCBS-FM</b>																				
SP '00	89	2006	.4	2.3	136	1109	.6	2.2	113	787	.5	2.0	109	1150	.5	2.3	26	392	.1	1.7
WI '00	72	1828	.3	1.9	99	973	.4	1.7	106	830	.4	1.8	98	1029	.4	2.1	21	396	.1	1.5
FA '99	89	1980	.4	2.2	128	1118	.5	2.0	137	882	.6	2.2	98	1068	.4	2.0	28	410	.1	1.9
SU '99	81	1855	.3	2.1	100	874	.4	1.8	122	912	.5	2.1	98	1015	.4	2.2	34	413	.1	2.1
<b>4-Book</b>	<b>83</b>	<b>1917</b>	<b>.4</b>	<b>2.1</b>	<b>116</b>	<b>1019</b>	<b>.5</b>	<b>1.9</b>	<b>120</b>	<b>853</b>	<b>.5</b>	<b>2.0</b>	<b>101</b>	<b>1066</b>	<b>.4</b>	<b>2.2</b>	<b>27</b>	<b>403</b>	<b>.1</b>	<b>1.8</b>
SP '99	99	2056	.4	2.5	143	1080	.6	2.4	174	906	.8	2.9	124	1066	.5	2.7	19	332	.1	1.3
<b>KCMG-FM</b>																				
SP '00	119	2209	.5	3.0	147	1149	.6	2.4	169	1061	.7	2.9	144	1259	.6	3.1	56	558	.2	3.7
WI '00	106	2215	.4	2.7	148	1016	.6	2.5	158	1107	.7	2.7	152	1235	.6	3.3	47	634	.2	3.2
FA '99	138	2359	.6	3.4	166	1158	.7	2.6	197	1247	.8	3.2	186	1470	.8	3.9	63	629	.3	4.3
SU '99	99	2086	.4	2.6	134	1075	.6	2.4	146	1111	.6	2.5	115	1216	.5	2.6	38	576	.2	2.4
<b>4-Book</b>	<b>116</b>	<b>2217</b>	<b>.5</b>	<b>2.9</b>	<b>149</b>	<b>1100</b>	<b>.6</b>	<b>2.5</b>	<b>168</b>	<b>1132</b>	<b>.7</b>	<b>2.8</b>	<b>149</b>	<b>1295</b>	<b>.6</b>	<b>3.2</b>	<b>51</b>	<b>599</b>	<b>.2</b>	<b>3.4</b>
SP '99	132	2096	.6	3.3	191	1013	.8	3.2	204	947	.9	3.4	154	1120	.7	3.3	45	500	.2	3.0
<b>KDIS-AM</b>																				
SP '00	20	717	.1	.5	37	381	.2	.6	20	327	.1	.3	28	358	.1	.6	6	161		.4
WI '00	23	830	.1	.6	41	448	.2	.7	13	269	.1	.2	40	505	.2	.9	6	141		.4
FA '99	20	836	.1	.5	40	440	.2	.6	17	312	.1	.3	33	343	.1	.7	5	142		.3
SU '99	22	916	.1	.6	33	371	.1	.6	35	459	.2	.6	31	401	.1	.7	4	127		.3
<b>4-Book</b>	<b>21</b>	<b>825</b>	<b>.1</b>	<b>.6</b>	<b>38</b>	<b>410</b>	<b>.2</b>	<b>.6</b>	<b>21</b>	<b>342</b>	<b>.1</b>	<b>.4</b>	<b>33</b>	<b>402</b>	<b>.1</b>	<b>.7</b>	<b>5</b>	<b>143</b>		<b>.4</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	152	2496	.6	3.9	232	1225	1.0	3.8	310	1732	1.3	5.4	139	1070	.6	3.0	50	422	.2	3.3
WI '00	167	2628	.7	4.3	244	1198	1.0	4.1	363	1793	1.5	6.2	168	1266	.7	3.7	30	314	.1	2.1
FA '99	168	2485	.7	4.1	266	1403	1.1	4.2	361	1836	1.5	5.9	186	1385	.8	3.9	20	316	.1	1.4
SU '99	188	2755	.8	4.9	246	1373	1.1	4.4	443	2026	1.9	7.6	161	1291	.7	3.6	41	365	.2	2.6
<b>4-Book</b>	<b>169</b>	<b>2591</b>	<b>.7</b>	<b>4.3</b>	<b>247</b>	<b>1300</b>	<b>1.1</b>	<b>4.1</b>	<b>369</b>	<b>1847</b>	<b>1.6</b>	<b>6.3</b>	<b>164</b>	<b>1253</b>	<b>.7</b>	<b>3.6</b>	<b>35</b>	<b>354</b>	<b>.2</b>	<b>2.4</b>
SP '99	177	3124	.8	4.5	223	1479	1.0	3.8	448	2130	1.9	7.4	142	1272	.6	3.1	31	333	.1	2.1
<b>KFSG-FM</b>																				
SP '00	34	646	.1	.9	67	437	.3	1.1	56	248	.2	1.0	40	279	.2	.9	7	138		.5
WI '00	32	422	.1	.8	56	294	.2	.9	51	248	.2	.9	40	222	.2	.9	6	121		.4
FA '99	27	537	.1	.7	53	382	.2	.8	47	232	.2	.8	28	296	.1	.6	8	145		.5
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	24	573	.1	.6	51	371	.2	.9	28	256	.1	.5	17	238	.1	.4	9	167		.6

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	
<b>KFWB-AM</b>																				
SP '00	79	2104	.3	2.0	203	1504	.9	3.3	76	713	.3	1.3	94	1081	.4	2.0	27	465	.1	1.8
WI '00	79	2370	.3	2.0	199	1640	.8	3.3	70	934	.3	1.2	107	1336	.4	2.3	24	483	.1	1.7
FA '99	77	2419	.3	1.9	185	1444	.8	2.9	62	970	.3	1.0	94	1151	.4	2.0	35	526	.1	2.4
SU '99	72	2404	.3	1.9	163	1486	.7	2.9	49	917	.2	.8	102	1372	.4	2.3	26	396	.1	1.6
<b>4-Book</b>	<b>77</b>	<b>2324</b>	<b>.3</b>	<b>2.0</b>	<b>188</b>	<b>1519</b>	<b>.8</b>	<b>3.1</b>	<b>64</b>	<b>884</b>	<b>.3</b>	<b>1.1</b>	<b>99</b>	<b>1235</b>	<b>.4</b>	<b>2.2</b>	<b>28</b>	<b>468</b>	<b>.1</b>	<b>1.9</b>
SP '99	77	2177	.3	1.9	173	1415	.7	2.9	80	901	.3	1.3	113	1208	.5	2.4	22	443	.1	1.5
<b>+KHJ -AM</b>																				
SP '00	59	469	.2	1.5	76	260	.3	1.2	94	365	.4	1.6	47	181	.2	1.0	27	155	.1	1.8
WI '00	66	705	.3	1.7	101	439	.4	1.7	101	408	.4	1.7	65	318	.3	1.4	30	220	.1	2.1
FA '99	58	770	.2	1.4	126	496	.5	2.0	90	469	.4	1.5	36	320	.2	.8	18	160	.1	1.2
SU '99	89	778	.4	2.3	123	547	.5	2.2	138	523	.6	2.4	68	362	.3	1.5	30	241	.1	1.9
<b>4-Book</b>	<b>68</b>	<b>681</b>	<b>.3</b>	<b>1.7</b>	<b>107</b>	<b>436</b>	<b>.4</b>	<b>1.8</b>	<b>106</b>	<b>441</b>	<b>.5</b>	<b>1.8</b>	<b>54</b>	<b>295</b>	<b>.3</b>	<b>1.2</b>	<b>26</b>	<b>194</b>	<b>.1</b>	<b>1.8</b>
SP '99	61	692	.3	1.5	93	389	.4	1.6	98	376	.4	1.6	65	310	.3	1.4	12	141	.1	.8
<b>KIEV-AM</b>																				
SP '00	15	270	.1	.4	23	136	.1	.4	33	174	.1	.6	11	85	.2	.2	10	55	.7	.7
WI '00	18	260	.1	.5	21	87	.1	.4	32	117	.1	.5	31	110	.1	.7	4	50	.3	.3
FA '99	15	272	.1	.4	12	101	.1	.2	43	171	.2	.7	18	98	.1	.4	4	56	.3	.3
SU '99	12	347	.1	.3	14	78	.1	.3	18	186	.1	.3	9	93	.2	.2	14	71	.1	.9
<b>4-Book</b>	<b>15</b>	<b>287</b>	<b>.1</b>	<b>.4</b>	<b>18</b>	<b>101</b>	<b>.1</b>	<b>.3</b>	<b>32</b>	<b>162</b>	<b>.1</b>	<b>.5</b>	<b>17</b>	<b>97</b>	<b>.1</b>	<b>.4</b>	<b>8</b>	<b>58</b>	<b>.6</b>	<b>.6</b>
SP '99	20	389	.1	.5	13	95	.1	.2	46	216	.2	.8	34	190	.1	.7	9	101	.6	.6
<b>KJLH-FM</b>																				
SP '00	93	1206	.4	2.4	151	801	.6	2.5	96	595	.4	1.7	100	671	.4	2.2	41	360	.2	2.7
WI '00	85	1150	.4	2.2	110	675	.5	1.8	102	689	.4	1.7	94	690	.4	2.1	41	457	.2	2.8
FA '99	87	1065	.4	2.1	141	665	.6	2.2	102	560	.4	1.7	93	590	.4	1.9	38	275	.2	2.6
SU '99	98	1166	.4	2.5	152	610	.7	2.7	142	661	.6	2.4	105	665	.5	2.4	40	347	.2	2.5
<b>4-Book</b>	<b>91</b>	<b>1147</b>	<b>.4</b>	<b>2.3</b>	<b>139</b>	<b>688</b>	<b>.6</b>	<b>2.3</b>	<b>111</b>	<b>626</b>	<b>.5</b>	<b>1.9</b>	<b>98</b>	<b>654</b>	<b>.4</b>	<b>2.2</b>	<b>40</b>	<b>360</b>	<b>.2</b>	<b>2.7</b>
SP '99	76	983	.3	1.9	112	637	.5	1.9	109	528	.5	1.8	83	587	.4	1.8	34	404	.1	2.3
<b>KKBT-FM</b>																				
SP '00	40	1019	.2	1.0	60	397	.3	1.0	39	404	.2	.7	47	507	.2	1.0	24	277	.1	1.6
WI '00	51	1148	.2	1.3	72	604	.3	1.2	52	425	.2	.9	61	629	.3	1.3	36	423	.2	2.5
FA '99	33	941	.1	.8	45	420	.2	.7	21	291	.1	.3	53	455	.2	1.1	15	131	.1	1.0
SU '99	67	1280	.3	1.7	93	683	.4	1.7	83	597	.4	1.4	109	756	.5	2.4	32	342	.1	2.0
<b>4-Book</b>	<b>48</b>	<b>1097</b>	<b>.2</b>	<b>1.2</b>	<b>68</b>	<b>526</b>	<b>.3</b>	<b>1.2</b>	<b>49</b>	<b>429</b>	<b>.2</b>	<b>.8</b>	<b>68</b>	<b>587</b>	<b>.3</b>	<b>1.5</b>	<b>27</b>	<b>293</b>	<b>.1</b>	<b>1.8</b>
SP '99	62	1293	.3	1.6	108	754	.5	1.8	68	559	.3	1.1	64	584	.3	1.4	35	346	.2	2.3
<b>KKLA-FM</b>																				
SP '00	48	750	.2	1.2	113	605	.5	1.9	76	385	.3	1.3	61	366	.3	1.3	12	150	.1	.8
WI '00	30	529	.1	.8	59	333	.2	1.0	41	296	.2	.7	49	281	.2	1.1	5	84	.3	.3
FA '99	36	690	.2	.9	63	452	.3	1.0	57	410	.2	.9	57	363	.2	1.2	8	161	.5	.5
SU '99	22	477	.1	.6	59	319	.3	1.1	18	174	.1	.3	32	248	.1	.7	6	107	.4	.4
<b>4-Book</b>	<b>34</b>	<b>612</b>	<b>.2</b>	<b>.9</b>	<b>74</b>	<b>427</b>	<b>.3</b>	<b>1.3</b>	<b>48</b>	<b>316</b>	<b>.2</b>	<b>.8</b>	<b>50</b>	<b>315</b>	<b>.2</b>	<b>1.1</b>	<b>8</b>	<b>126</b>	<b>.5</b>	<b>.5</b>
SP '99	41	747	.2	1.0	83	431	.4	1.4	58	357	.3	1.0	65	364	.3	1.4	10	135	.7	.7
<b>KLAC-AM</b>																				
SP '00	69	1183	.3	1.8	90	416	.4	1.5	113	611	.5	2.0	80	625	.3	1.7	40	380	.2	2.6
WI '00	57	902	.2	1.5	80	469	.3	1.3	103	474	.4	1.8	69	456	.3	1.5	23	262	.1	1.6
FA '99	66	1081	.3	1.6	104	595	.4	1.6	91	715	.4	1.5	81	642	.3	1.7	25	244	.1	1.7
SU '99	51	950	.2	1.3	64	397	.3	1.1	71	489	.3	1.2	62	563	.3	1.4	16	202	.1	1.0
<b>4-Book</b>	<b>61</b>	<b>1029</b>	<b>.3</b>	<b>1.6</b>	<b>85</b>	<b>469</b>	<b>.4</b>	<b>1.4</b>	<b>95</b>	<b>572</b>	<b>.4</b>	<b>1.6</b>	<b>73</b>	<b>572</b>	<b>.3</b>	<b>1.6</b>	<b>26</b>	<b>272</b>	<b>.1</b>	<b>1.7</b>
SP '99	42	941	.2	1.1	60	362	.3	1.0	63	363	.3	1.0	50	452	.2	1.1	18	326	.1	1.2
<b>KLAX-FM</b>																				
SP '00	90	1075	.4	2.3	124	538	.5	2.0	157	629	.7	2.7	72	426	.3	1.5	30	231	.1	2.0
WI '00	80	1277	.3	2.1	86	670	.4	1.4	128	806	.5	2.2	86	594	.4	1.9	39	341	.2	2.7
FA '99	91	1173	.4	2.2	133	719	.6	2.1	152	695	.6	2.5	98	592	.4	2.0	20	199	.1	1.4
SU '99	93	1583	.4	2.4	144	793	.6	2.6	148	921	.6	2.5	92	728	.4	2.1	23	362	.1	1.4
<b>4-Book</b>	<b>89</b>	<b>1277</b>	<b>.4</b>	<b>2.3</b>	<b>122</b>	<b>680</b>	<b>.5</b>	<b>2.0</b>	<b>146</b>	<b>763</b>	<b>.6</b>	<b>2.5</b>	<b>87</b>	<b>585</b>	<b>.4</b>	<b>1.9</b>	<b>28</b>	<b>283</b>	<b>.1</b>	<b>1.9</b>
SP '99	90	1458	.4	2.3	102	510	.4	1.7	146	756	.6	2.4	108	663	.5	2.3	39	357	.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

Target Listener Trends - Women 35-64

	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
<b>KLOS-FM</b>																				
SP '00	71	1638	.3	1.8	154	819	.6	2.5	77	487	.3	1.3	72	779	.3	1.5	31	267	.1	2.0
WI '00	57	1197	.2	1.5	118	660	.5	2.0	61	422	.3	1.0	85	622	.4	1.9	12	243	.1	.8
FA '99	79	1491	.3	1.9	162	824	.7	2.5	101	724	.4	1.6	116	847	.5	2.4	24	360	.1	1.6
SU '99	75	1484	.3	1.9	196	966	.8	3.5	76	608	.3	1.3	94	588	.4	2.1	28	269	.1	1.8
<b>4-Book</b>	<b>71</b>	<b>1453</b>	<b>.3</b>	<b>1.8</b>	<b>158</b>	<b>817</b>	<b>.7</b>	<b>2.6</b>	<b>79</b>	<b>560</b>	<b>.3</b>	<b>1.3</b>	<b>92</b>	<b>709</b>	<b>.4</b>	<b>2.0</b>	<b>24</b>	<b>285</b>	<b>.1</b>	<b>1.6</b>
SP '99	96	1652	.4	2.4	175	959	.8	3.0	134	697	.6	2.2	138	851	.6	3.0	28	285	.1	1.9
<b>KLSX-FM</b>																				
SP '00	41	889	.2	1.0	112	442	.5	1.8	45	332	.2	.8	59	431	.2	1.3	6	158		.4
WI '00	40	931	.2	1.0	126	509	.5	2.1	35	360	.1	.6	52	451	.2	1.1	10	164		.7
FA '99	45	1063	.2	1.1	129	626	.5	2.0	34	251	.1	.6	52	353	.2	1.1	9	121		.6
SU '99	53	1051	.2	1.4	148	642	.6	2.6	71	414	.3	1.2	51	497	.2	1.1	4	94		.3
<b>4-Book</b>	<b>45</b>	<b>984</b>	<b>.2</b>	<b>1.1</b>	<b>129</b>	<b>555</b>	<b>.5</b>	<b>2.1</b>	<b>46</b>	<b>339</b>	<b>.2</b>	<b>.8</b>	<b>54</b>	<b>433</b>	<b>.2</b>	<b>1.2</b>	<b>7</b>	<b>134</b>		<b>.5</b>
SP '99	60	896	.3	1.5	145	582	.6	2.5	66	413	.3	1.1	95	397	.4	2.0	25	102	.1	1.7
<b>KLVE-FM</b>																				
SP '00	263	2715	1.1	6.7	429	1656	1.8	7.0	414	1729	1.7	7.2	245	1408	1.0	5.3	84	694	.4	5.5
WI '00	275	3051	1.2	7.1	452	1783	1.9	7.6	392	1847	1.6	6.7	268	1767	1.1	5.9	101	915	.4	7.0
FA '99	249	2677	1.0	6.1	391	1575	1.6	6.1	397	1730	1.7	6.5	250	1580	1.0	5.2	97	696	.4	6.6
SU '99	274	2911	1.2	7.1	381	1723	1.6	6.8	423	1909	1.8	7.3	274	1516	1.2	6.1	130	1033	.6	8.1
<b>4-Book</b>	<b>265</b>	<b>2839</b>	<b>1.1</b>	<b>6.8</b>	<b>413</b>	<b>1684</b>	<b>1.7</b>	<b>6.9</b>	<b>407</b>	<b>1804</b>	<b>1.7</b>	<b>6.9</b>	<b>259</b>	<b>1568</b>	<b>1.1</b>	<b>5.6</b>	<b>103</b>	<b>835</b>	<b>.5</b>	<b>6.8</b>
SP '99	285	2938	1.2	7.2	440	1914	1.9	7.4	432	1906	1.9	7.1	264	1598	1.1	5.7	101	824	.4	6.7
<b>KLYY-FM</b>																				
SP '00	16	426	.1	.4	16	180	.1	.3	27	238	.1	.5	25	286	.1	.5	5	104		.3
WI '00	36	689	.2	.9	41	331	.2	.7	71	379	.3	1.2	48	349	.2	1.0	6	119		.4
FA '99	8	341		.2	8	71		.1	16	154	.1	.3	8	198		.2	1	72		.1
SU '99	12	370	.1	.3	13	156	.1	.2	26	216	.1	.4	19	243	.1	.4	3	73		.2
<b>4-Book</b>	<b>18</b>	<b>457</b>	<b>.1</b>	<b>.5</b>	<b>20</b>	<b>185</b>	<b>.1</b>	<b>.3</b>	<b>35</b>	<b>247</b>	<b>.2</b>	<b>.6</b>	<b>25</b>	<b>269</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>92</b>		<b>.3</b>
SP '99	16	413	.1	.4	4	150		.1	34	233	.1	.6	17	200	.1	.4	2	41		.1
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	68	1722	.3	1.7	81	822	.3	1.3	79	656	.3	1.4	93	869	.4	2.0	39	458	.2	2.6
WI '00	73	1568	.3	1.9	85	798	.4	1.4	109	845	.5	1.9	101	886	.4	2.2	35	460	.1	2.4
FA '99	98	1625	.4	2.4	105	771	.4	1.7	154	834	.6	2.5	122	946	.5	2.5	66	517	.3	4.5
SU '99	66	1457	.3	1.7	72	658	.3	1.3	103	649	.4	1.8	76	800	.3	1.7	41	450	.2	2.6
<b>4-Book</b>	<b>76</b>	<b>1593</b>	<b>.3</b>	<b>1.9</b>	<b>86</b>	<b>762</b>	<b>.4</b>	<b>1.4</b>	<b>111</b>	<b>746</b>	<b>.5</b>	<b>1.9</b>	<b>98</b>	<b>875</b>	<b>.4</b>	<b>2.1</b>	<b>45</b>	<b>471</b>	<b>.2</b>	<b>3.0</b>
SP '99	123	1829	.5	3.1	121	931	.5	2.0	151	921	.7	2.5	191	1117	.8	4.1	83	593	.4	5.5
<b>KNX -AM</b>																				
SP '00	83	2500	.3	2.1	186	1489	.8	3.1	92	866	.4	1.6	87	1197	.4	1.9	47	622	.2	3.1
WI '00	71	2029	.3	1.8	164	1169	.7	2.8	62	833	.3	1.1	83	957	.3	1.8	43	531	.2	3.0
FA '99	88	2539	.4	2.2	211	1653	.9	3.3	73	1077	.3	1.2	99	1293	.4	2.1	48	784	.2	3.3
SU '99	87	2460	.4	2.3	200	1594	.9	3.6	80	863	.3	1.4	125	1215	.5	2.8	39	543	.2	2.4
<b>4-Book</b>	<b>82</b>	<b>2382</b>	<b>.4</b>	<b>2.1</b>	<b>190</b>	<b>1476</b>	<b>.8</b>	<b>3.2</b>	<b>77</b>	<b>910</b>	<b>.3</b>	<b>1.3</b>	<b>99</b>	<b>1166</b>	<b>.4</b>	<b>2.2</b>	<b>44</b>	<b>620</b>	<b>.2</b>	<b>3.0</b>
SP '99	84	2275	.4	2.1	207	1464	.9	3.5	84	901	.4	1.4	89	1098	.4	1.9	30	496	.1	2.0
<b>KOST-FM</b>																				
SP '00	189	3207	.8	4.8	277	1845	1.2	4.5	330	1643	1.4	5.8	224	1718	.9	4.8	80	846	.3	5.3
WI '00	239	3729	1.0	6.2	309	2076	1.3	5.2	403	1942	1.7	6.9	325	2357	1.4	7.1	114	1014	.5	7.9
FA '99	213	3553	.9	5.2	283	1730	1.2	4.4	384	1562	1.6	6.3	297	2187	1.2	6.2	59	856	.2	4.0
SU '99	182	3412	.8	4.7	234	1842	1.0	4.2	264	1674	1.1	4.5	216	1796	.9	4.8	98	1011	.4	6.1
<b>4-Book</b>	<b>206</b>	<b>3475</b>	<b>.9</b>	<b>5.2</b>	<b>276</b>	<b>1873</b>	<b>1.2</b>	<b>4.6</b>	<b>345</b>	<b>1705</b>	<b>1.5</b>	<b>5.9</b>	<b>266</b>	<b>2015</b>	<b>1.1</b>	<b>5.7</b>	<b>88</b>	<b>932</b>	<b>.4</b>	<b>5.8</b>
SP '99	231	3566	1.0	5.8	344	1982	1.5	5.8	429	2088	1.9	7.0	309	2112	1.3	6.6	77	939	.3	5.1
<b>KPWR-FM</b>																				
SP '00	47	1187	.2	1.2	62	457	.3	1.0	52	521	.2	.9	66	614	.3	1.4	33	339	.1	2.2
WI '00	31	954	.1	.8	46	520	.2	.8	39	420	.2	.7	49	467	.2	1.1	9	184		.6
FA '99	35	1108	.1	.9	60	561	.3	.9	30	439	.1	.5	34	427	.1	.7	23	282	.1	1.6
SU '99	34	1201	.1	.9	41	467	.2	.7	40	580	.2	.7	46	565	.2	1.0	21	311	.1	1.3
<b>4-Book</b>	<b>37</b>	<b>1113</b>	<b>.1</b>	<b>1.0</b>	<b>52</b>	<b>501</b>	<b>.3</b>	<b>.9</b>	<b>40</b>	<b>490</b>	<b>.2</b>	<b>.7</b>	<b>49</b>	<b>518</b>	<b>.2</b>	<b>1.1</b>	<b>22</b>	<b>279</b>	<b>.1</b>	<b>1.4</b>
SP '99	33	1069	.1	.8	29	377	.1	.5	42	556	.2	.7	44	549	.2	.9	29	262	.1	1.9

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>+KRCDFM</b>																				
SP '00	94	868	.4	2.4	128	513	.5	2.1	158	631	.7	2.8	96	504	.4	2.1	42	227	.2	2.8
WI '00	54	699	.2	1.4	78	318	.3	1.3	70	308	.3	1.2	66	407	.3	1.4	33	231	.1	2.3
FA '99	57	970	.2	1.4	83	451	.3	1.3	81	561	.3	1.3	54	527	.2	1.1	28	266	.1	1.9
SU '99	42	777	.2	1.1	51	380	.2	.9	44	384	.2	.8	45	406	.2	1.0	35	268	.2	2.2
<b>4-Book</b>	<b>62</b>	<b>829</b>	<b>.3</b>	<b>1.6</b>	<b>85</b>	<b>416</b>	<b>.3</b>	<b>1.4</b>	<b>88</b>	<b>471</b>	<b>.4</b>	<b>1.5</b>	<b>65</b>	<b>461</b>	<b>.3</b>	<b>1.4</b>	<b>35</b>	<b>248</b>	<b>.2</b>	<b>2.3</b>
SP '99	34	649	.1	.9	44	242	.2	.7	42	373	.2	.7	40	356	.2	.9	25	242	.1	1.7
<b>+KRCVFM</b>																				
SP '00	44	564	.2	1.1	56	326	.2	.9	54	299	.2	.9	45	287	.2	1.0	29	187	.1	1.9
WI '00	22	263	.1	.6	18	107	.1	.3	34	194	.1	.6	30	136	.1	.7	10	120		.7
FA '99	10	165		.2	19	107	.1	.3	13	62	.1	.2	4	44		.1	5	48		.3
SU '99	6	127		.2	11	78		.2	5	67		.1	7	37		.2	4	44		.3
<b>4-Book</b>	<b>21</b>	<b>280</b>	<b>.1</b>	<b>.5</b>	<b>26</b>	<b>155</b>	<b>.1</b>	<b>.4</b>	<b>27</b>	<b>156</b>	<b>.1</b>	<b>.5</b>	<b>22</b>	<b>126</b>	<b>.1</b>	<b>.5</b>	<b>12</b>	<b>100</b>		<b>.8</b>
SP '99	13	209	.1	.3	18	87	.1	.3	13	98	.1	.2	16	117	.1	.3	9	76		.6
<b>KRLA-AM</b>																				
SP '00	39	737	.2	1.0	52	300	.2	.9	75	407	.3	1.3	39	274	.2	.8	24	188	.1	1.6
WI '00	26	629	.1	.7	46	354	.2	.8	57	422	.2	1.0	26	206	.1	.6	6	82		.4
FA '99	29	636	.1	.7	40	326	.2	.6	75	365	.3	1.2	16	241	.1	.3	19	113	.1	1.3
SU '99	54	925	.2	1.4	73	404	.3	1.3	113	615	.5	1.9	52	473	.2	1.2	31	227	.1	1.9
<b>4-Book</b>	<b>37</b>	<b>732</b>	<b>.2</b>	<b>1.0</b>	<b>53</b>	<b>346</b>	<b>.2</b>	<b>.9</b>	<b>80</b>	<b>452</b>	<b>.3</b>	<b>1.4</b>	<b>33</b>	<b>299</b>	<b>.2</b>	<b>.7</b>	<b>20</b>	<b>153</b>	<b>.1</b>	<b>1.3</b>
SP '99	43	925	.2	1.1	65	522	.3	1.1	105	540	.5	1.7	37	328	.2	.8	8	82		.5
<b>KROQ-FM</b>																				
SP '00	41	1140	.2	1.0	87	496	.4	1.4	47	424	.2	.8	46	654	.2	1.0	21	394	.1	1.4
WI '00	63	1442	.3	1.6	113	733	.5	1.9	79	683	.3	1.3	71	749	.3	1.6	18	338	.1	1.2
FA '99	38	1216	.2	.9	69	651	.3	1.1	46	444	.2	.8	43	505	.2	.9	15	208	.1	1.0
SU '99	38	1051	.2	1.0	56	410	.2	1.0	52	498	.2	.9	60	481	.3	1.3	12	186	.1	.8
<b>4-Book</b>	<b>45</b>	<b>1212</b>	<b>.2</b>	<b>1.1</b>	<b>81</b>	<b>573</b>	<b>.4</b>	<b>1.4</b>	<b>56</b>	<b>512</b>	<b>.2</b>	<b>1.0</b>	<b>55</b>	<b>597</b>	<b>.3</b>	<b>1.2</b>	<b>17</b>	<b>282</b>	<b>.1</b>	<b>1.1</b>
SP '99	39	1167	.2	1.0	69	527	.3	1.2	43	394	.2	.7	55	645	.2	1.2	22	297	.1	1.5
<b>KRTH-FM</b>																				
SP '00	187	3709	.8	4.8	230	1797	1.0	3.8	305	1716	1.3	5.3	228	1868	1.0	4.9	41	659	.2	2.7
WI '00	195	3957	.8	5.0	230	1921	1.0	3.9	372	2001	1.6	6.3	274	2340	1.1	6.0	53	910	.2	3.7
FA '99	196	3795	.8	4.8	264	2033	1.1	4.1	346	1948	1.5	5.6	246	2059	1.0	5.1	53	933	.2	3.6
SU '99	152	3247	.7	3.9	204	1517	.9	3.6	253	1676	1.1	4.4	183	1873	.8	4.1	48	808	.2	3.0
<b>4-Book</b>	<b>183</b>	<b>3677</b>	<b>.8</b>	<b>4.6</b>	<b>232</b>	<b>1817</b>	<b>1.0</b>	<b>3.9</b>	<b>319</b>	<b>1835</b>	<b>1.4</b>	<b>5.4</b>	<b>233</b>	<b>2035</b>	<b>1.0</b>	<b>5.0</b>	<b>49</b>	<b>828</b>	<b>.2</b>	<b>3.3</b>
SP '99	149	3441	.6	3.8	191	1759	.8	3.2	254	1846	1.1	4.2	166	1829	.7	3.6	32	569	.1	2.1
<b>KSCA-FM</b>																				
SP '00	197	1697	.8	5.0	460	1300	1.9	7.5	241	1104	1.0	4.2	200	978	.8	4.3	43	246	.2	2.8
WI '00	178	1730	.7	4.6	412	1155	1.7	6.9	246	1164	1.0	4.2	116	651	.5	2.5	32	255	.1	2.2
FA '99	198	1896	.8	4.9	519	1381	2.2	8.2	256	1272	1.1	4.2	131	776	.5	2.7	35	336	.1	2.4
SU '99	207	1947	.9	5.4	468	1283	2.0	8.4	245	1310	1.1	4.2	172	874	.7	3.9	79	565	.3	4.9
<b>4-Book</b>	<b>195</b>	<b>1818</b>	<b>.8</b>	<b>5.0</b>	<b>465</b>	<b>1280</b>	<b>2.0</b>	<b>7.8</b>	<b>247</b>	<b>1213</b>	<b>1.1</b>	<b>4.2</b>	<b>155</b>	<b>820</b>	<b>.6</b>	<b>3.4</b>	<b>47</b>	<b>351</b>	<b>.2</b>	<b>3.1</b>
SP '99	224	1886	1.0	5.7	490	1316	2.1	8.3	328	1298	1.4	5.4	144	781	.6	3.1	66	461	.3	4.4
<b>KSSE-FM</b>																				
SP '00	27	434	.1	.7	37	158	.2	.6	48	224	.2	.8	28	179	.1	.6	8	103		.5
WI '00	34	749	.1	.9	43	354	.2	.7	47	388	.2	.8	32	285	.1	.7	19	227	.1	1.3
FA '99	40	615	.2	1.0	48	342	.2	.8	56	303	.2	.9	37	316	.2	.8	15	98	.1	1.0
SU '99	35	753	.2	.9	37	327	.2	.7	34	358	.1	.6	42	260	.2	.9	20	220	.1	1.3
<b>4-Book</b>	<b>34</b>	<b>638</b>	<b>.2</b>	<b>.9</b>	<b>41</b>	<b>295</b>	<b>.2</b>	<b>.7</b>	<b>46</b>	<b>318</b>	<b>.2</b>	<b>.8</b>	<b>35</b>	<b>260</b>	<b>.2</b>	<b>.8</b>	<b>16</b>	<b>162</b>	<b>.1</b>	<b>1.0</b>
SP '99	20	569	.1	.5	25	299	.1	.4	15	230	.1	.2	18	238	.1	.4	12	149	.1	.8
<b>KTND-AM</b>																				
SP '00	63	817	.3	1.6	91	432	.4	1.5	129	600	.5	2.2	52	321	.2	1.1	29	200	.1	1.9
WI '00	67	752	.3	1.7	110	385	.5	1.8	127	450	.5	2.2	45	207	.2	1.0	25	136	.1	1.7
FA '99	79	772	.3	1.9	102	305	.4	1.6	125	509	.5	2.0	86	423	.4	1.8	42	252	.2	2.9
SU '99	68	615	.3	1.8	47	272	.2	.8	113	427	.5	1.9	66	287	.3	1.5	54	192	.2	3.4
<b>4-Book</b>	<b>69</b>	<b>739</b>	<b>.3</b>	<b>1.8</b>	<b>88</b>	<b>349</b>	<b>.4</b>	<b>1.4</b>	<b>124</b>	<b>497</b>	<b>.5</b>	<b>2.1</b>	<b>62</b>	<b>310</b>	<b>.3</b>	<b>1.4</b>	<b>38</b>	<b>195</b>	<b>.2</b>	<b>2.5</b>
SP '99	64	787	.3	1.6	48	257	.2	.8	139	488	.6	2.3	55	349	.2	1.2	29	250	.1	1.9

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

## Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KTWV-FM</b>																				
SP '00	181	2645	.8	4.6	209	1359	.9	3.4	322	1499	1.4	5.6	238	1517	1.0	5.1	77	852	.3	5.1
WI '00	242	3071	1.0	6.2	276	1586	1.2	4.6	424	1723	1.8	7.2	287	1940	1.2	6.3	93	758	.4	6.4
FA '99	209	2943	.9	5.2	257	1589	1.1	4.0	352	1542	1.5	5.7	283	1961	1.2	5.9	85	874	.4	5.8
SU '99	206	2958	.9	5.3	242	1397	1.0	4.3	325	1515	1.4	5.6	244	1540	1.1	5.5	99	1034	.4	6.2
<b>4-Book</b>	<b>210</b>	<b>2904</b>	<b>.9</b>	<b>5.3</b>	<b>246</b>	<b>1483</b>	<b>1.1</b>	<b>4.1</b>	<b>356</b>	<b>1570</b>	<b>1.5</b>	<b>6.0</b>	<b>263</b>	<b>1740</b>	<b>1.1</b>	<b>5.7</b>	<b>89</b>	<b>880</b>	<b>.4</b>	<b>5.9</b>
SP '99	199	2868	.9	5.0	255	1506	1.1	4.3	362	1432	1.6	5.9	244	1469	1.1	5.3	64	773	.3	4.3
<b>KWIZ-FM</b>																				
SP '00	20	257	.1	.5	30	139	.1	.5	23	137	.1	.4	16	115	.1	.3	24	75	.1	1.6
WI '00	10	218	.3	.3	17	88	.1	.3	11	142	.2	.2	11	75	.2	.2	14	82	.1	1.0
FA '99	21	234	.1	.5	17	113	.1	.3	42	137	.2	.7	24	158	.1	.5	8	107	.1	.5
SU '99	26	235	.1	.7	22	121	.1	.4	43	131	.2	.7	31	175	.1	.7	21	119	.1	1.3
<b>4-Book</b>	<b>19</b>	<b>236</b>	<b>.1</b>	<b>.5</b>	<b>22</b>	<b>115</b>	<b>.1</b>	<b>.4</b>	<b>30</b>	<b>137</b>	<b>.1</b>	<b>.5</b>	<b>21</b>	<b>131</b>	<b>.1</b>	<b>.4</b>	<b>17</b>	<b>96</b>	<b>.1</b>	<b>1.1</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00		16											1	16						
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKV-AM</b>																				
SP '00	27	372	.1	.7	24	135	.1	.4	45	178	.2	.8	26	138	.1	.6	33	96	.1	2.2
WI '00	39	355	.2	1.0	33	130	.1	.6	92	274	.4	1.6	33	117	.1	.7	20	82	.1	1.4
FA '99	41	451	.2	1.0	38	198	.2	.6	77	273	.3	1.3	38	236	.2	.8	33	110	.1	2.3
SU '99	24	312	.1	.6	23	74	.1	.4	55	205	.2	.9	23	131	.1	.5	10	59	.1	.6
<b>4-Book</b>	<b>33</b>	<b>373</b>	<b>.2</b>	<b>.8</b>	<b>30</b>	<b>134</b>	<b>.1</b>	<b>.5</b>	<b>67</b>	<b>233</b>	<b>.3</b>	<b>1.2</b>	<b>30</b>	<b>156</b>	<b>.1</b>	<b>.7</b>	<b>24</b>	<b>87</b>	<b>.1</b>	<b>1.6</b>
SP '99	18	303	.1	.5	17	98	.1	.3	18	140	.1	.3	37	135	.2	.8	12	53	.1	.8
<b>KWVE-FM</b>																				
SP '00	30	689	.1	.8	51	421	.2	.8	34	329	.1	.6	41	379	.2	.9	14	168	.1	.9
WI '00	25	559	.1	.6	60	393	.3	1.0	15	265	.1	.3	13	233	.1	.3	14	159	.1	1.0
FA '99	15	514	.1	.4	28	318	.1	.4	11	210	.2	.2	22	237	.1	.5	9	111	.1	.6
SU '99	36	923	.2	.9	70	458	.3	1.3	32	373	.1	.6	41	437	.2	.9	28	295	.1	1.8
<b>4-Book</b>	<b>27</b>	<b>671</b>	<b>.1</b>	<b>.7</b>	<b>52</b>	<b>398</b>	<b>.2</b>	<b>.9</b>	<b>23</b>	<b>294</b>	<b>.1</b>	<b>.4</b>	<b>29</b>	<b>322</b>	<b>.2</b>	<b>.7</b>	<b>16</b>	<b>183</b>	<b>.1</b>	<b>1.1</b>
SP '99	35	620	.2	.9	47	349	.2	.8	60	388	.3	1.0	43	327	.2	.9	7	131	.1	.5
<b>KXMX-FM</b>																				
SP '00	20	247	.1	.5	26	169	.1	.4	44	150	.2	.8	14	112	.1	.3	3	38	.1	.2
WI '00	11	308	.3	.3	14	174	.1	.2	21	131	.1	.4	17	235	.1	.4	4	58	.1	.3
FA '99	21	320	.1	.5	29	199	.1	.5	39	126	.2	.6	31	183	.1	.6	10	50	.1	.7
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	110	2127	.5	2.8	173	1168	.7	2.8	188	1015	.8	3.3	172	1406	.7	3.7	19	505	.1	1.2
WI '00	83	2239	.3	2.1	138	1054	.6	2.3	139	910	.6	2.4	95	1021	.4	2.1	18	370	.1	1.2
FA '99	94	2213	.4	2.3	157	1053	.7	2.5	140	1096	.6	2.3	117	1231	.5	2.4	14	349	.1	1.0
SU '99	91	1918	.4	2.4	107	873	.5	1.9	164	1021	.7	2.8	129	1068	.6	2.9	20	357	.1	1.3
<b>4-Book</b>	<b>95</b>	<b>2124</b>	<b>.4</b>	<b>2.4</b>	<b>144</b>	<b>1037</b>	<b>.6</b>	<b>2.4</b>	<b>158</b>	<b>1011</b>	<b>.7</b>	<b>2.7</b>	<b>128</b>	<b>1182</b>	<b>.6</b>	<b>2.8</b>	<b>18</b>	<b>395</b>	<b>.1</b>	<b>1.2</b>
SP '99	99	2037	.4	2.5	103	897	.4	1.7	149	1062	.6	2.4	141	1112	.6	3.0	53	596	.2	3.5
<b>KZLA-FM</b>																				
SP '00	131	1975	.5	3.3	171	1258	.7	2.8	173	958	.7	3.0	200	1465	.8	4.3	42	485	.2	2.8
WI '00	106	1939	.4	2.7	152	1108	.6	2.6	163	1229	.7	2.8	118	1253	.5	2.6	38	613	.2	2.6
FA '99	105	1709	.4	2.6	136	974	.6	2.1	133	979	.6	2.2	139	1106	.6	2.9	39	433	.2	2.7
SU '99	106	1517	.5	2.7	116	846	.5	2.1	148	686	.6	2.5	152	938	.7	3.4	45	406	.2	2.8
<b>4-Book</b>	<b>112</b>	<b>1785</b>	<b>.5</b>	<b>2.8</b>	<b>144</b>	<b>1047</b>	<b>.6</b>	<b>2.4</b>	<b>154</b>	<b>963</b>	<b>.7</b>	<b>2.6</b>	<b>152</b>	<b>1191</b>	<b>.7</b>	<b>3.3</b>	<b>41</b>	<b>484</b>	<b>.2</b>	<b>2.7</b>
SP '99	145	1930	.6	3.7	189	1216	.8	3.2	203	948	.9	3.3	224	1350	1.0	4.8	37	521	.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

		<b>Women 35-64</b>																			
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KOLA-FM</b>																					
SP '00	23	452	.1	.6	28	197	.1	.5	35	274	.1	.6	27	290	.1	.6	4	85		.3	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	16	475	.1	.4	28	237	.1	.4	9	190	.1	.4	20	251	.1	.4	8	87		.5	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	28	585	.1	.7	32	284	.1	.5	49	336	.2	.8	29	276	.1	.6	8	146		.5	
<b>XTRA-AM</b>																					
SP '00	3	144		.1	3	38			3	52		.1	6	103		.1	1	25		.1	
WI '00	2	87		.1	2	25			3	22		.1	2	36			2	24		.1	
FA '99	3	247		.1	2	66			2	22			4	43		.1	1	43		.1	
SU '99	3	144		.1	2	33			2	38			7	25		.2	4	39		.3	
<b>4-Book</b>	<b>3</b>	<b>156</b>		.1	<b>2</b>	<b>41</b>			<b>3</b>	<b>34</b>		.1	<b>5</b>	<b>52</b>		.1	<b>2</b>	<b>33</b>		.2	
SP '99	3	168		.1	2	31			5	40		.1	2	42				27			
<b>TOTALS</b>																					
SP '00	3928	22861	16.5		6093	20099	25.6		5739	17786	24.1		4650	18851	19.5		1523	10861	6.4		
WI '00	3880	22568	16.3		5959	20031	25.0		5883	18104	24.7		4574	18630	19.2		1448	11109	6.1		
FA '99	4058	22861	17.0		6363	20450	26.7		6131	18309	25.7		4797	19414	20.1		1460	10911	6.1		
SU '99	3855	22025	16.7		5600	18794	24.2		5806	18054	25.1		4456	18188	19.3		1597	10977	6.9		
<b>4-Book</b>	<b>3930</b>	<b>22579</b>	<b>16.6</b>		<b>6004</b>	<b>19844</b>	<b>25.4</b>		<b>5890</b>	<b>18063</b>	<b>24.9</b>		<b>4619</b>	<b>18771</b>	<b>19.5</b>		<b>1507</b>	<b>10965</b>	<b>6.4</b>		
SP '99	3953	22171	17.1		5913	19456	25.5		6088	18124	26.3		4647	18773	20.1		1503	10616	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 Estimates

Target Listener Estimates - Women 35-64

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '00	164	1585	.7	3.0	51	695	.2	1.9	117	287	.5	3.5	75	260	.3	1.6	37	131	.2	1.2
4-Book	139	1496	.6	2.6	50	725	.2	1.9	96	251	.4	2.8	68	247	.3	1.5	46	159	.2	1.5
KACD-FM																				
SP '00	43	414	.2	.8	22	213	.1	.8	13	79	.1	.4	55	107	.2	1.2	38	76	.2	1.2
4-Book	31	374	.2	.6	17	194	.1	.6	13	59	.1	.4	40	82	.2	.9	23	71	.1	.7
KBCD-FM																				
SP '00	11	206		.2	3	72		.1	2	13		.1	9	45		.2	9	29		.3
4-Book	18	174	.1	.4	4	88		.2	4	22		.1	9	38		.2	9	42		.3
KAVS-FM																				
SP '00	4	66		.1	2	39		.1					2	13			3	13		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	201	2998	.8	3.6	90	1616	.4	3.3	107	444	.4	3.2	164	644	.7	3.6	145	554	.6	4.6
4-Book	220	3085	.9	4.0	92	1653	.4	3.4	110	433	.5	3.3	168	711	.7	3.6	130	539	.5	4.1
+KBET-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	1	50			1	37			1	13			2	12						
4-Book	4	89		.1	4	66		.2	1	6			7	19		.1	8	11		.3
KBIG-FM																				
SP '00	176	2148	.7	3.2	69	1076	.3	2.5	86	339	.4	2.5	112	359	.5	2.4	96	381	.4	3.1
4-Book	215	2227	.9	3.9	73	1109	.3	2.7	80	290	.4	2.4	125	424	.5	2.7	100	343	.4	3.2
KBLA-AM																				
SP '00	23	315	.1	.4	4	79		.1	11	27		.3	23	53		.5	1	4		
4-Book	41	303	.2	.8	9	103	.1	.3	15	38	.1	.5	23	53	.1	.5	1	4		
KBUA-FM																				
SP '00	12	105	.1	.2	12	79	.1	.4	8	26		.2	20	66	.1	.4	11	39		.4
4-Book	20	138	.1	.4	12	96	.1	.4	10	29		.3	30	69	.1	.6	15	35	.1	.5
KBUE-FM																				
SP '00	58	689	.2	1.1	53	422	.2	1.9	76	144	.3	2.2	84	210	.4	1.8	81	204	.3	2.6
4-Book	98	923	.4	1.8	60	514	.3	2.2	68	167	.3	2.0	118	256	.5	2.5	65	177	.3	2.1
KCBS-FM																				
SP '00	119	1676	.5	2.2	79	1052	.3	2.9	86	389	.4	2.5	145	451	.6	3.1	107	348	.4	3.4
4-Book	113	1621	.5	2.0	67	985	.3	2.5	77	308	.4	2.2	132	450	.6	2.8	85	290	.4	2.7
KCMG-FM																				
SP '00	154	1936	.6	2.8	97	1027	.4	3.6	112	310	.5	3.3	176	491	.7	3.8	151	387	.6	4.8
4-Book	156	1948	.7	2.8	87	1099	.4	3.2	92	298	.4	2.7	154	473	.6	3.3	119	383	.5	3.8
KDIS-AM																				
SP '00	28	665	.1	.5	14	336	.1	.5	7	68		.2	28	157	.1	.6	33	106	.1	1.1
4-Book	30	719	.1	.5	16	377	.1	.6	14	77	.1	.4	42	190	.2	.9	22	100	.1	.7
KFI -AM																				
SP '00	233	2364	1.0	4.2	77	1048	.3	2.8	157	505	.7	4.6	158	484	.7	3.4	51	215	.2	1.6
4-Book	268	2443	1.2	4.9	82	1003	.3	3.0	154	460	.7	4.5	178	506	.8	3.8	53	209	.2	1.7
KFSG-FM																				
SP '00	55	582	.2	1.0	16	254	.1	.6	21	81	.1	.6	36	98	.2	.8	24	65	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	121	1855	.5	2.2	41	879	.2	1.5	93	375	.4	2.7	53	256	.2	1.1	38	206	.2	1.2
4-Book	113	2113	.5	2.1	45	988	.2	1.7	92	384	.4	2.7	61	287	.3	1.3	53	233	.3	1.7

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Estimates

## Women 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
<b>+KHJ -AM</b>																				
SP '00	74	417	.3	1.3	53	259	.2	1.9	53	89	.2	1.6	88	191	.4	1.9	68	138	.3	2.2
4-Book	90	594	.4	1.6	56	381	.3	2.1	67	155	.3	2.0	104	218	.5	2.2	67	135	.3	2.1
<b>KIEV-AM</b>																				
SP '00	23	225	.1	.4	5	96	.2	.2	5	25	.1	.1	6	30	.1	.1				
4-Book	23	211	.1	.4	6	104	.2	.2	12	30	.1	.4	7	30	.2	.2	8	12		.2
<b>KJLH-FM</b>																				
SP '00	114	1022	.5	2.1	92	839	.4	3.4	102	298	.4	3.0	119	323	.5	2.6	67	146	.3	2.1
4-Book	115	957	.5	2.1	82	785	.4	3.0	65	196	.3	1.9	101	281	.4	2.2	78	204	.3	2.5
<b>KKBT-FM</b>																				
SP '00	48	795	.2	.9	37	531	.2	1.4	32	121	.1	.9	53	171	.2	1.1	24	95	.1	.8
4-Book	60	925	.3	1.1	39	540	.2	1.4	36	135	.2	1.1	66	229	.3	1.4	46	146	.2	1.5
<b>KKLA-FM</b>																				
SP '00	83	721	.3	1.5	12	227	.1	.4	10	38	.3	.3	9	37	.2	.2	8	28		.3
4-Book	57	574	.2	1.0	12	203	.1	.4	18	55	.1	.5	16	40	.1	.3	12	33		.4
<b>KLAC-AM</b>																				
SP '00	96	925	.4	1.7	41	597	.2	1.5	38	116	.2	1.1	68	232	.3	1.5	53	161	.2	1.7
4-Book	85	858	.4	1.5	42	530	.2	1.5	55	151	.3	1.6	79	242	.4	1.7	43	145	.2	1.4
<b>KLAX-FM</b>																				
SP '00	121	802	.5	2.2	75	721	.3	2.8	97	216	.4	2.9	126	337	.5	2.7	71	184	.3	2.3
4-Book	121	1078	.5	2.2	72	682	.3	2.7	89	224	.4	2.6	113	313	.5	2.4	88	208	.4	2.8
<b>KLOS-FM</b>																				
SP '00	99	1385	.4	1.8	49	707	.2	1.8	35	217	.1	1.0	87	251	.4	1.9	72	230	.3	2.3
4-Book	107	1279	.5	2.0	37	566	.1	1.3	35	151	.2	1.0	69	221	.3	1.5	50	174	.2	1.6
<b>KLSX-FM</b>																				
SP '00	70	753	.3	1.3	14	243	.1	.5	30	52	.1	.9	9	34	.2	.2	9	52		.3
4-Book	74	820	.3	1.4	18	309	.1	.7	18	45	.1	.5	15	55	.1	.3	16	60	.1	.5
<b>KLVE-FM</b>																				
SP '00	367	2434	1.5	6.7	200	1659	.8	7.3	246	521	1.0	7.3	373	812	1.6	8.1	186	471	.8	5.9
4-Book	363	2554	1.6	6.6	201	1770	.8	7.4	258	641	1.1	7.6	354	832	1.5	7.6	189	489	.8	6.0
<b>KLYY-FM</b>																				
SP '00	23	362	.1	.4	12	196	.1	.4	17	66	.1	.5	11	54	.2	.2	4	27		.1
4-Book	27	385	.1	.5	12	213	.1	.4	11	45	.1	.4	25	89	.1	.5	10	43		.3
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	84	1382	.4	1.5	58	778	.2	2.1	48	208	.2	1.4	79	222	.3	1.7	57	189	.2	1.8
4-Book	99	1315	.4	1.8	56	755	.2	2.1	59	203	.3	1.7	87	283	.4	1.9	65	228	.3	2.1
<b>KNX -AM</b>																				
SP '00	119	2101	.5	2.2	44	751	.2	1.6	97	312	.4	2.9	34	176	.1	.7	19	138	.1	.6
4-Book	118	2086	.5	2.2	44	936	.2	1.6	85	334	.4	2.5	39	247	.2	.8	31	196	.2	1.0
<b>KOST-FM</b>																				
SP '00	281	2834	1.2	5.1	99	1455	.4	3.6	131	504	.5	3.9	197	618	.8	4.3	100	340	.4	3.2
4-Book	299	3011	1.3	5.4	119	1617	.5	4.4	136	466	.6	4.0	230	699	1.0	4.9	137	468	.6	4.4
<b>KPWR-FM</b>																				
SP '00	60	1054	.3	1.1	32	406	.1	1.2	43	73	.2	1.3	48	170	.2	1.0	54	144	.2	1.7
4-Book	47	944	.2	.9	29	418	.1	1.1	30	83	.1	.9	46	151	.2	1.0	57	151	.2	1.8
<b>+KRCD-FM</b>																				
SP '00	129	812	.5	2.3	68	449	.3	2.5	65	173	.3	1.9	126	293	.5	2.7	94	173	.4	3.0
4-Book	80	722	.3	1.5	48	455	.2	1.8	62	157	.3	1.8	88	215	.4	1.9	75	156	.3	2.4
<b>+KRCV-FM</b>																				
SP '00	52	498	.2	.9	39	321	.2	1.4	42	154	.2	1.2	55	123	.2	1.2	47	131	.2	1.5
4-Book	25	230	.1	.5	18	162	.1	.7	19	58	.1	.6	34	79	.1	.7	24	68	.1	.8

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener Estimates

Target Listener Estimates - Women 35-64

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
<b>KRLA-AM</b>																				
SP '00	57	629	.2	1.0	17	191	.1	.6	11	29	.1	.3	33	54	.1	.7	43	79	.2	1.4
4-Book	57	667	.3	1.0	12	197	.1	.5	11	43	.1	.3	34	88	.1	.7	17	51	.1	.6
<b>KROQ-FM</b>																				
SP '00	59	949	.2	1.1	22	439	.1	.8	19	103	.1	.6	33	119	.1	.7	34	174	.1	1.1
4-Book	64	1031	.3	1.2	31	496	.1	1.2	28	115	.1	.8	56	181	.2	1.2	47	175	.2	1.5
<b>KRTH-FM</b>																				
SP '00	258	3150	1.1	4.7	161	1750	.7	5.9	133	480	.6	3.9	283	773	1.2	6.1	195	579	.8	6.2
4-Book	266	3145	1.1	4.8	126	1775	.6	4.6	123	452	.5	3.6	242	764	1.0	5.2	146	523	.6	4.7
<b>KSCA-FM</b>																				
SP '00	296	1633	1.2	5.4	126	901	.5	4.6	332	547	1.4	9.8	232	530	1.0	5.0	120	262	.5	3.8
4-Book	286	1661	1.2	5.2	134	1077	.6	4.9	376	646	1.6	11.0	207	540	.9	4.4	129	311	.6	4.1
<b>KSSE-FM</b>																				
SP '00	38	330	.2	.7	20	231	.1	.7	17	71	.1	.5	38	131	.2	.8	31	102	.1	1.0
4-Book	41	496	.2	.7	34	340	.2	1.3	31	84	.1	.9	58	146	.3	1.2	51	115	.2	1.6
<b>KTNO-AM</b>																				
SP '00	94	705	.4	1.7	31	336	.1	1.1	54	127	.2	1.6	61	137	.3	1.3	19	54	.1	.6
4-Book	94	616	.4	1.7	47	384	.2	1.7	88	195	.4	2.6	95	200	.4	2.0	36	91	.2	1.2
<b>KTWV-FM</b>																				
SP '00	261	2245	1.1	4.7	107	1443	.4	3.9	123	409	.5	3.6	168	567	.7	3.6	133	491	.6	4.2
4-Book	293	2437	1.3	5.3	143	1651	.6	5.3	145	483	.6	4.3	214	672	.9	4.6	171	567	.8	5.5
<b>KWIZ-FM</b>																				
SP '00	23	209	.1	.4	13	145	.1	.5	26	40	.1	.8	22	90	.1	.5	12	40	.1	.4
4-Book	25	194	.1	.4	13	125	.1	.5	16	44	.1	.5	19	70	.1	.4	14	34	.1	.4
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KVKW-AM</b>																				
SP '00	33	274	.1	.6	12	171	.1	.4	17	28	.1	.5	18	43	.1	.4	15	40	.1	.5
4-Book	45	308	.2	.8	18	176	.1	.7	23	44	.1	.7	28	65	.2	.6	15	40	.1	.5
<b>KWVE-FM</b>																				
SP '00	42	637	.2	.8	20	306	.1	.7	15	76	.1	.4	23	105	.1	.5	43	110	.2	1.4
4-Book	34	596	.2	.6	20	314	.1	.8	18	75	.1	.5	22	96	.1	.5	21	74	.1	.7
<b>KXMX-FM</b>																				
SP '00	29	233	.1	.5	16	137	.1	.6	4	28	.1	.1	39	71	.2	.8	32	109	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	179	1950	.8	3.2	51	910	.2	1.9	36	180	.2	1.1	108	412	.5	2.3	87	310	.4	2.8
4-Book	145	1856	.6	2.6	58	959	.3	2.2	52	201	.2	1.5	123	444	.5	2.6	92	298	.4	3.0
<b>KZLA-FM</b>																				
SP '00	181	1818	.8	3.3	102	1101	.4	3.7	119	360	.5	3.5	217	585	.9	4.7	131	401	.5	4.2
4-Book	151	1598	.7	2.7	91	992	.4	3.4	100	317	.4	3.0	188	509	.8	4.0	114	366	.5	3.6
<b>KOLA-FM</b>																				
SP '00	30	425	.1	.5	23	238	.1	.8	10	40	.1	.3	72	124	.3	1.6	29	106	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
SP '00	4	103	.1	.1	2	41	.1	.1	2	15	.1	.1	2	13	.1	.1	4	14	.1	.1
4-Book	3	82	.1	.1	3	70	.1	.1	1	7	.1	.1	2	14	.1	.1	4	14	.1	.1
<b>TOTALS</b>																				
SP '00	5513	22544	23.1		2723	17701	11.4		3387	8680	14.2		4611	10917	19.4		3141	8131	13.2	
4-Book	5534	22243	23.4		2711	17793	11.5		3406	8845	14.4		4682	11272	19.8		3127	8209	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

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 '00	12	57	.1	.9	27	103	.1	1.3	75	208	.3	2.2	30	107	.1	1.2	35	86	.1	3.0
4-Book	17	91	.1	1.2	51	161	.2	2.2	51	177	.2	1.6	31	110	.1	1.3	46	153	.2	3.9
KACD-FM																				
SP '00	8	60	.6		3	31	.1		22	76	.1	.6	35	71	.1	1.4	4	45		.3
4-Book	7	41	.5		10	31	.4		17	70	.1	.5	26	69	.1	1.1	3	26		.3
KBCD-FM																				
SP '00	5	28	.4																	
4-Book	3	16	.2		2	13	.1		1	10			5	19	.2		3	9		.2
KAVS-FM																				
SP '00					3	14	.1		5	26	.1									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																				
SP '00	36	200	.2	2.6	73	324	.3	3.4	101	551	.4	2.9	81	359	.3	3.2	22	148	.1	1.9
4-Book	40	198	.2	2.9	72	249	.3	3.2	121	557	.5	3.7	73	311	.3	3.1	27	154	.1	2.3
+KBET-AM																				
SP '00					**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '00	1	13	.1					2	12	.1										
4-Book	3	14	.2		3	7	.1		6	27	.2		2	7	.1		1	9		.1
KBIG-FM																				
SP '00	56	231	.2	4.0	22	125	.1	1.0	64	255	.3	1.9	85	326	.4	3.3	30	107	.1	2.5
4-Book	66	239	.3	4.8	33	129	.1	1.5	69	306	.3	2.1	73	259	.3	3.0	33	121	.1	2.9
KBLA-AM																				
SP '00	3	13	.2		3	13	.1		17	52	.1	.5								
4-Book	1	8	.1		10	25	.4		15	40	.1	.4	3	6	.1		1	4		.1
KBUA-FM																				
SP '00	6	26	.4		5	13	.2		21	53	.1	.6	11	39	.4		8	26		.7
4-Book	7	19	.6		7	22	.3		12	27	.1	.4	12	27	.1	.5	3	10		.3
KBUE-FM																				
SP '00	40	84	.2	2.9	46	96	.2	2.2	53	102	.2	1.5	48	109	.2	1.9	8	44		.7
4-Book	34	104	.2	2.5	51	121	.2	2.3	84	197	.4	2.6	47	132	.2	2.0	16	54	.1	1.3
KCBS-FM																				
SP '00	10	103	.7		59	220	.2	2.8	122	384	.5	3.5	103	304	.4	4.0	8	89		.7
4-Book	31	121	.1	2.2	36	147	.2	1.6	85	326	.4	2.6	72	257	.3	3.0	19	86	.1	1.5
KCMG-FM																				
SP '00	52	187	.2	3.7	49	161	.2	2.3	105	351	.4	3.1	87	279	.4	3.4	46	182	.2	3.9
4-Book	54	189	.2	3.9	47	168	.2	2.1	91	327	.4	2.8	84	269	.4	3.5	55	174	.2	4.7
KDIS-AM																				
SP '00	1	13	.1		13	51	.1	.6	18	100	.1	.5	18	52	.1	.7	1	14		.1
4-Book	3	16	.2		8	42	.4		21	113	.1	.6	14	52	.1	.6	3	26		.3
KFI -AM																				
SP '00	10	86	.7		73	277	.3	3.4	105	379	.4	3.1	56	224	.2	2.2	16	111	.1	1.4
4-Book	19	85	.1	1.4	87	283	.4	3.9	103	333	.4	3.1	46	161	.2	1.9	19	94	.1	1.6
KFSG-FM																				
SP '00	3	28	.2		20	102	.1	.9	19	95	.1	.6	5	28	.2		1	13		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '00	10	101	.7		76	261	.3	3.6	27	169	.1	.8	28	118	.1	1.1	16	109	.1	1.4
4-Book	22	134	.1	1.6	67	297	.3	3.0	38	226	.2	1.2	26	156	.1	1.1	16	114	.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

Target Listener Estimates - Women 35-64

		Women 35-64																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KHJ -AM	SP '00	23	43	.1	1.6	31	57	.1	1.5	74	114	.3	2.2	52	97	.2	2.0	31	71	.1	2.6
	4-Book	26	65	.1	1.8	49	123	.2	2.2	72	140	.3	2.2	37	86	.2	1.5	26	67	.1	2.2
KIEV-AM	SP '00	9	25	.6		2	13	.1		18	71	.1	.5								
	4-Book	5	13	.4		3	8	.2		8	31	.2		7	22	.3		3	7	.2	
KJLH-FM	SP '00	59	171	.2	4.2	70	234	.3	3.3	157	442	.7	4.6	116	252	.5	4.5	46	130	.2	3.9
	4-Book	40	137	.2	2.9	92	251	.4	4.1	136	385	.6	4.1	122	244	.5	5.1	29	87	.1	2.5
KKBT-FM	SP '00	6	41	.4		49	122	.2	2.3	56	127	.2	1.6	58	160	.2	2.3	19	57	.1	1.6
	4-Book	23	75	.1	1.7	42	101	.2	2.0	35	120	.1	1.0	37	134	.2	1.6	29	102	.1	2.4
KKLA-FM	SP '00	5	25	.4		18	89	.1	.8	9	38	.3		23	82	.1	.9	16	81	.1	1.4
	4-Book	3	19	.2		24	87	.1	1.1	9	43	.3		7	27	.3		9	44	.1	.8
KLAC-AM	SP '00	32	108	.1	2.3	9	29	.4		40	184	.2	1.2	57	226	.2	2.2	26	86	.1	2.2
	4-Book	29	98	.1	2.1	24	70	.1	1.1	43	166	.2	1.3	37	123	.2	1.5	23	72	.1	2.0
KLAX-FM	SP '00	28	63	.1	2.0	84	170	.4	4.0	127	338	.5	3.7	52	149	.2	2.0	19	52	.1	1.6
	4-Book	27	70	.1	1.9	78	174	.3	3.5	97	269	.4	3.0	63	138	.3	2.6	29	94	.1	2.5
KLOS-FM	SP '00	62	117	.3	4.4	19	81	.1	.9	31	154	.1	.9	34	150	.1	1.3	45	158	.2	3.8
	4-Book	24	72	.1	1.7	22	69	.1	1.0	38	130	.2	1.2	33	113	.2	1.4	22	91	.1	1.9
KLSX-FM	SP '00	2	16	.1		16	74	.1	.8	25	86	.1	.7	14	47	.1	.5	7	24		.6
	4-Book	3	14	.3		27	98	.1	1.2	44	140	.2	1.3	20	62	.1	.8	5	22		.4
KLVE-FM	SP '00	101	271	.4	7.2	163	414	.7	7.7	262	674	1.1	7.6	182	449	.8	7.1	83	248	.3	7.0
	4-Book	132	340	.6	9.4	167	447	.7	7.5	274	701	1.2	8.3	147	386	.6	6.1	81	263	.4	6.8
KLYY-FM	SP '00	9	27	.6		17	26	.1	.8	24	52	.1	.7	15	50	.1	.6				
	4-Book	7	31	.5		10	24	.1	.5	12	47	.4		9	35	.1	.4	6	23	.6	
+KMZT-FM	KKGO-FM																				
	SP '00	48	151	.2	3.4	43	159	.2	2.0	65	284	.3	1.9	70	158	.3	2.7	52	139	.2	4.4
	4-Book	33	110	.2	2.3	38	155	.2	1.7	57	239	.2	1.7	62	185	.3	2.6	45	138	.2	3.8
KNX -AM	SP '00	26	100	.1	1.9	86	334	.4	4.1	36	163	.2	1.0	32	132	.1	1.3	31	111	.1	2.6
	4-Book	30	152	.1	2.2	75	299	.3	3.4	34	199	.2	1.0	36	163	.2	1.5	35	168	.2	3.0
KOST-FM	SP '00	67	283	.3	4.8	71	286	.3	3.3	82	374	.3	2.4	93	333	.4	3.6	47	143	.2	4.0
	4-Book	68	303	.3	4.9	65	239	.3	2.9	138	480	.6	4.2	114	371	.5	4.7	61	238	.3	5.2
KPWR-FM	SP '00	32	96	.1	2.3	14	54	.1	.7	19	63	.1	.6	33	93	.1	1.3	20	89	.1	1.7
	4-Book	23	81	.1	1.7	9	41	.1	.4	24	90	.1	.8	34	100	.1	1.4	17	60	.1	1.4
+KRCD-FM	SP '00	41	90	.2	2.9	64	133	.3	3.0	69	159	.3	2.0	74	159	.3	2.9	16	48	.1	1.4
	4-Book	33	94	.2	2.4	43	117	.2	1.9	39	129	.2	1.2	35	89	.1	1.4	16	52	.1	1.3
+KRCV-FM	SP '00	24	80	.1	1.7	16	80	.1	.8	73	184	.3	2.1	38	126	.2	1.5	17	46	.1	1.4
	4-Book	11	41	.8		9	29	.1	.5	24	70	.1	.7	16	51	.1	.7	9	22		.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

	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
<b>KRLA-AM</b>																				
SP '00	10	56	.7		9	28	.4		9	27	.3		7	42	.3		18	42	.1	1.5
4-Book	4	24	.3		5	21	.2		8	41	.3		10	31	.4		9	32	.1	.8
<b>KROQ-FM</b>																				
SP '00	9	44	.6		14	75	.1	.7	45	181	.2	1.3	23	129	.1	.9	1	13		.1
4-Book	17	73	.1	1.2	14	53	.1	.7	45	180	.2	1.4	34	141	.2	1.4	8	49		.7
<b>KRTH-FM</b>																				
SP '00	61	196	.3	4.4	96	299	.4	4.5	253	733	1.1	7.4	218	557	.9	8.5	45	160	.2	3.8
4-Book	51	211	.2	3.7	85	333	.4	3.8	177	606	.8	5.4	140	463	.6	5.8	39	171	.2	3.3
<b>KSCA-FM</b>																				
SP '00	48	117	.2	3.4	105	260	.4	4.9	108	278	.5	3.1	49	142	.2	1.9	34	71	.1	2.9
4-Book	39	117	.2	2.8	143	301	.6	6.4	120	337	.5	3.6	61	152	.3	2.5	32	97	.1	2.8
<b>KSSE-FM</b>																				
SP '00	10	47	.7		9	29	.4		31	74	.1	.9	14	37	.1	.5	5	24		.4
4-Book	24	64	.1	1.8	25	73	.1	1.1	43	103	.2	1.3	24	62	.1	1.0	13	49	.1	1.1
<b>KTNQ-AM</b>																				
SP '00	18	56	.1	1.3	30	90	.1	1.4	44	151	.2	1.3	1	13			17	70	.1	1.4
4-Book	27	77	.1	1.9	49	122	.2	2.2	40	125	.2	1.2	23	57	.1	1.0	24	76	.1	2.0
<b>KTWV-FM</b>																				
SP '00	71	303	.3	5.1	38	170	.2	1.8	148	464	.6	4.3	106	331	.4	4.1	65	212	.3	5.5
4-Book	86	330	.4	6.2	90	274	.4	4.0	222	594	.9	6.8	146	416	.6	6.1	66	214	.3	5.7
<b>KWIZ-FM</b>																				
SP '00	25	61	.1	1.8	6	26	.3						4	24	.2		9	34		.8
4-Book	11	25	.1	.8	7	26	.3		16	31	.1	.5	9	25	.4		10	26	.1	.9
<b>+WKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>																				
SP '00	10	28	.7		8	27	.4						1	20			38	80	.2	3.2
4-Book	18	42	.1	1.3	13	37	.1	.6	16	40	.1	.5	4	26	.2		23	46	.1	1.9
<b>KWVE-FM</b>																				
SP '00	3	34	.2		29	125	.1	1.4	25	123	.1	.7	10	67	.4		16	85	.1	1.4
4-Book	7	42	.5		32	98	.2	1.5	31	126	.2	.9	18	70	.1	.8	16	62	.1	1.4
<b>KXMX-FM</b>																				
SP '00	5	28	.4		3	13	.1		23	55	.1	.7	17	41	.1	.7				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>																				
SP '00	16	106	.1	1.1	31	161	.1	1.5	64	312	.3	1.9	49	240	.2	1.9	13	90	.1	1.1
4-Book	16	88	.1	1.1	38	134	.2	1.7	77	334	.3	2.3	52	258	.2	2.1	17	87	.1	1.4
<b>KZLA-FM</b>																				
SP '00	39	176	.2	2.8	105	300	.4	4.9	108	359	.5	3.1	57	216	.2	2.2	42	173	.2	3.6
4-Book	37	152	.2	2.6	72	230	.3	3.3	110	369	.5	3.3	70	247	.3	2.9	36	150	.2	3.1
<b>KOLA-FM</b>																				
SP '00	5	16	.4		4	28	.2		40	85	.2	1.2	16	75	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>XTRA-AM</b>																				
SP '00	3	13	.2										6	12	.2		1	12		.1
4-Book	3	7	.2		3	10	.1		4	21	.1		4	24	.2		1	7		.1
<b>TOTALS</b>																				
SP '00	1402	4513	5.9		2123	6079	8.9		3438	9231	14.4		2555	6706	10.7		1180	3871	5.0	
4-Book	1391	4516	5.9		2227	6232	9.4		3299	8898	14.0		2404	6353	10.2		1177	3935	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 Trends

Target Listener Trends - Teens 12-17

	Teens 12-17																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KABC-AM</b>																				
SP '00	1	46	.1			14			1	13	.1						3	19	.2	
WI '00	2	78	.2		3	22	.2		2	35	.3		4	22	.2		1	24	.1	
FA '99		34			1	10	.1						1	13	.1					
SU '99		34				11				12			1	12	.1					
<b>4-Book</b>	<b>1</b>	<b>48</b>	<b>.1</b>		<b>1</b>	<b>14</b>	<b>.1</b>		<b>1</b>	<b>15</b>	<b>.1</b>		<b>2</b>	<b>12</b>	<b>.1</b>		<b>1</b>	<b>11</b>	<b>.1</b>	
SP '99	1	55	.1		1	11	.1		1	13	.2		1	35	.1		1	22	.1	
<b>KACD-FM</b>																				
SP '00		35				11								14						
WI '00	1	38	.1			15			1	28	.1		1	17	.1		1	15	.1	
FA '99		41												15						
SU '99		33				12				11								11		
<b>4-Book</b>		<b>37</b>				<b>10</b>				<b>10</b>				<b>12</b>				<b>7</b>		
SP '99	1	61	.1							10			1	39	.1		1	21	.1	
<b>KBCD-FM</b>																				
SP '00																				
WI '00	1	33	.1		2	17	.1						1	33	.1		1	17	.1	
FA '99		26				11				14										
SU '99	1	67	.1						3	48	.2		2	15	.1			8		
<b>4-Book</b>	<b>1</b>	<b>32</b>	<b>.1</b>		<b>1</b>	<b>7</b>			<b>1</b>	<b>16</b>	<b>.1</b>		<b>1</b>	<b>12</b>	<b>.1</b>			<b>6</b>		
SP '99		72			1	10	.1			11			1	28	.1		1	34	.1	
<b>KAVS-FM</b>																				
SP '00	7	160	.1	.6	7	100	.1	.5	3	33	.4		7	89	.1	.4	6	67	.1	.5
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>																				
SP '00	255	4817	2.5	20.6	298	2831	2.9	21.8	131	1657	1.3	19.4	416	3262	4.0	21.7	246	2464	2.4	20.1
WI '00	250	4560	2.4	20.0	287	2609	2.8	21.3	123	1408	1.2	17.8	389	3076	3.8	19.8	252	2541	2.4	21.2
FA '99	243	4586	2.4	19.4	270	2566	2.6	19.4	124	1673	1.2	18.6	367	2978	3.6	20.1	255	2449	2.5	19.6
SU '99	228	4608	2.3	17.4	173	1999	1.7	14.8	243	2598	2.4	17.9	275	2650	2.7	16.5	255	2500	2.5	19.5
<b>4-Book</b>	<b>244</b>	<b>4643</b>	<b>2.4</b>	<b>19.4</b>	<b>257</b>	<b>2501</b>	<b>2.5</b>	<b>19.3</b>	<b>155</b>	<b>1834</b>	<b>1.5</b>	<b>18.4</b>	<b>362</b>	<b>2992</b>	<b>3.5</b>	<b>19.5</b>	<b>252</b>	<b>2489</b>	<b>2.5</b>	<b>20.1</b>
SP '99	230	4605	2.3	19.2	236	2398	2.3	18.7	98	1609	1.0	14.8	374	3080	3.7	20.5	256	2310	2.5	20.8
<b>+KBET-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KXTA-AM</b>																				
SP '00		23								11								12		
WI '00	2	51	.2		2	27	.1						3	45	.2		2	35	.2	
FA '99	2	79	.2			13			1	13	.1		3	51	.2		3	40	.2	
SU '99	7	83	.1	.5	1	10	.1		9	37	.1	.7	16	69	.2	1.0	6	42	.1	.5
<b>4-Book</b>	<b>3</b>	<b>59</b>	<b>.2</b>		<b>1</b>	<b>13</b>	<b>.1</b>		<b>3</b>	<b>15</b>	<b>.2</b>		<b>6</b>	<b>41</b>	<b>.1</b>	<b>.4</b>	<b>3</b>	<b>32</b>	<b>.2</b>	
SP '99	3	104	.3		3	42	.2		6	57	.1	.9	1	13	.1		1	24	.1	
<b>KBIG-FM</b>																				
SP '00	15	769	.1	1.2	12	217	.1	.9	9	145	.1	1.3	18	294	.2	.9	15	261	.1	1.2
WI '00	11	606	.1	.9	9	149	.1	.7	6	128	.1	.9	13	246	.1	.7	11	204	.1	.9
FA '99	14	803	.1	1.1	13	254	.1	.9	7	197	.1	1.0	20	276	.2	1.1	11	225	.1	.8
SU '99	12	639	.1	.9	14	162	.1	1.2	13	249	.1	1.0	9	228	.1	.5	13	287	.1	1.0
<b>4-Book</b>	<b>13</b>	<b>704</b>	<b>.1</b>	<b>1.0</b>	<b>12</b>	<b>196</b>	<b>.1</b>	<b>.9</b>	<b>9</b>	<b>180</b>	<b>.1</b>	<b>1.1</b>	<b>15</b>	<b>261</b>	<b>.2</b>	<b>.8</b>	<b>13</b>	<b>244</b>	<b>.1</b>	<b>1.0</b>
SP '99	7	607	.1	.6	10	189	.1	.8	6	120	.1	.9	6	206	.1	.3	7	108	.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

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	
<b>KBLA-AM</b>																				
SP '00	3	24	.2	2	12	.1		3	12	.4		9	12	.1	.5	5	12	.4		
WI '00		40		1	25	.1														
FA '99	1	36	.1	1	12	.1		1	12	.1		3	24	.2		1	24	.1		
SU '99	1	72	.1	3	23	.3		2	39	.1										
4-Book	1	43	.1	2	18	.2		2	16	.2		3	9	.2		2	9	.1		
SP '99	1	33	.1	1	11	.1		4	33	.6										
<b>KBUA-FM</b>																				
SP '00	11	140	.1	.9	10	116	.1	.7	5	48	.7		21	93	.2	1.1	13	93	.1	1.1
WI '00	3	89	.2		4	66	.3		4	40	.6		6	52	.1	.3				
FA '99	13	149	.1	1.0	13	85	.1	.9	10	85	.1	1.5	22	113	.2	1.2	6	61	.1	.5
SU '99	6	152	.1	.5	3	65	.3		9	96	.1	.7	16	77	.2	1.0	2	34		.2
4-Book	8	133	.1	.7	8	83	.1	.6	7	67	.1	.9	16	84	.2	.9	5	47	.1	.5
SP '99	4	78	.3		2	43	.2		3	35	.5		8	46	.1	.4	2	11		.2
<b>KBUE-FM</b>																				
SP '00	46	786	.4	3.7	37	358	.4	2.7	26	263	.3	3.9	62	419	.6	3.2	44	369	.4	3.6
WI '00	64	778	.6	5.1	67	346	.6	5.0	73	339	.7	10.6	101	514	1.0	5.1	45	391	.4	3.8
FA '99	64	881	.6	5.1	64	447	.6	4.6	51	283	.5	7.6	89	470	.9	4.9	45	391	.4	3.5
SU '99	70	777	.7	5.4	50	368	.5	4.3	79	399	.8	5.8	93	437	.9	5.6	62	400	.6	4.8
4-Book	61	806	.6	4.8	55	380	.5	4.2	57	321	.6	7.0	86	460	.9	4.7	49	388	.5	3.9
SP '99	37	707	.4	3.1	28	234	.3	2.2	31	306	.3	4.7	60	381	.6	3.3	31	244	.3	2.5
<b>KCBS-FM</b>																				
SP '00	23	424	.2	1.9	16	121	.2	1.2	15	170	.1	2.2	36	220	.3	1.9	27	197	.3	2.2
WI '00	7	476	.1	.6	12	210	.1	.9	8	147	.1	1.2	7	186	.1	.4	4	124		.3
FA '99	9	390	.1	.7	9	204	.1	.6	6	114	.1	.9	13	189	.1	.7	5	110		.4
SU '99	13	407	.1	1.0	15	184	.1	1.3	6	126	.1	.4	19	149	.2	1.1	16	187	.2	1.2
4-Book	13	424	.1	1.1	13	180	.1	1.0	9	139	.1	1.2	19	186	.2	1.0	13	155	.1	1.0
SP '99	13	550	.1	1.1	13	139	.1	1.0	12	201	.1	1.8	21	287	.2	1.1	9	157	.1	.7
<b>KCMG-FM</b>																				
SP '00	31	801	.3	2.5	29	265	.3	2.1	13	205	.1	1.9	45	395	.4	2.3	33	384	.3	2.7
WI '00	31	958	.3	2.5	20	292	.2	1.5	10	199	.1	1.4	37	402	.4	1.9	53	483	.5	4.5
FA '99	32	948	.3	2.6	28	398	.3	2.0	15	233	.1	2.2	27	363	.3	1.5	44	413	.4	3.4
SU '99	31	861	.3	2.4	26	265	.3	2.2	24	302	.2	1.8	22	340	.2	1.3	38	353	.4	2.9
4-Book	31	892	.3	2.5	26	305	.3	2.0	16	235	.1	1.8	33	375	.3	1.8	42	408	.4	3.4
SP '99	27	1085	.3	2.3	23	336	.2	1.8	14	290	.1	2.1	31	351	.3	1.7	34	444	.3	2.8
<b>KDIS-AM</b>																				
SP '00	16	503	.2	1.3	17	202	.2	1.2	8	180	.1	1.2	27	254	.3	1.4	13	144	.1	1.1
WI '00	13	390	.1	1.0	19	186	.2	1.4	2	57		.3	25	241	.2	1.3	9	117	.1	.8
FA '99	30	612	.3	2.4	49	337	.5	3.5	26	190	.3	3.9	31	284	.3	1.7	17	164	.2	1.3
SU '99	8	393	.1	.6	9	141	.1	.8	12	178	.1	.9	14	191	.1	.8	2	74		.2
4-Book	17	475	.2	1.3	24	217	.3	1.7	12	151	.1	1.6	24	243	.2	1.3	10	125	.1	.9
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>																				
SP '00	1	74	.1		1	30	.1		2	22	.3		3	45	.2					
WI '00	5	178	.4		6	60	.1	.4	6	34	.1	.9	4	64	.2		6	63	.1	.5
FA '99	3	117	.2		8	81	.1	.6	1	26	.1						5	20		.4
SU '99	5	127	.4		3	34	.3		3	47	.2		4	60	.2		9	55	.1	.7
4-Book	4	124	.3		5	51	.1	.4	3	32	.4		3	42	.2		5	35	.1	.4
SP '99	5	211	.4		3	58	.2			23			6	91	.1	.3	13	79	.1	1.1
<b>KFSG-FM</b>																				
SP '00	1	59	.1		1	59	.1		1	35	.1		5	47	.3		1	11		.1
WI '00	3	130	.2		4	30	.3						1	25	.1		2	49		.2
FA '99	3	92	.2						6	14	.1	.9	6	40	.1	.3	3	52		.2
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	3	128	.3		2	41	.2		3	41	.5		7	80	.1	.4	4	87		.3

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

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

# Target Listener Trends

## 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
<b>KFWB-AM</b>																				
SP '00	6	126	.1	.5	10	100	.1	.7	1	13		.1	13	41	.1	.7	3	28		.2
WI '00	3	136		.2	7	96	.1	.5	3	35		.4	4	44		.2		12		
FA '99	1	66		.1	2	51		.1					1	13		.1		4		
SU '99	1	135		.1	4	51		.3	3	63		.2		21				33		
<b>4-Book</b>	<b>3</b>	<b>116</b>		<b>.2</b>	<b>6</b>	<b>75</b>		<b>.4</b>	<b>2</b>	<b>28</b>		<b>.2</b>	<b>5</b>	<b>30</b>		<b>.3</b>	<b>1</b>	<b>19</b>		<b>.1</b>
SP '99	2	112		.2	6	57	.1	.5					1	18		.1		10		
<b>+KHJ -AM</b>																				
SP '00	1	77		.1					2	34		.3	3	42		.2	2	39		.2
WI '00	5	135		.4	7	64	.1	.5	3	29		.4	8	69	.1	.4	2	19		.2
FA '99	3	127		.2	3	27		.2	2	43		.3	2	41		.1	1	14		.1
SU '99	7	169	.1	.5	8	69	.1	.7	8	89	.1	.6	9	66	.1	.5	3	55		.2
<b>4-Book</b>	<b>4</b>	<b>127</b>		<b>.3</b>	<b>5</b>	<b>40</b>		<b>.4</b>	<b>4</b>	<b>49</b>		<b>.4</b>	<b>6</b>	<b>55</b>		<b>.3</b>	<b>2</b>	<b>32</b>		<b>.2</b>
SP '99	1	68		.1	1	32		.1	2	26		.3								
<b>KIEV-AM</b>																				
SP '00																				
WI '00																				
FA '99																				
SU '99		21			1	21		.1												
<b>4-Book</b>	<b>5</b>				<b>5</b>															
SP '99																				
<b>KJLH-FM</b>																				
SP '00	8	363	.1	.6	12	168	.1	.9	5	62		.7	8	111	.1	.4	5	96		.4
WI '00	7	289	.1	.6	12	134	.1	.9	1	45		.1	5	65		.3	6	58	.1	.5
FA '99	7	277	.1	.6	8	107	.1	.6	4	46		.6	6	111	.1	.3	7	106	.1	.5
SU '99	15	360	.1	1.1	9	120	.1	.8	11	105	.1	.8	19	147	.2	1.1	17	135	.2	1.3
<b>4-Book</b>	<b>9</b>	<b>322</b>		<b>.7</b>	<b>10</b>	<b>132</b>		<b>.8</b>	<b>5</b>	<b>65</b>		<b>.6</b>	<b>10</b>	<b>109</b>		<b>.5</b>	<b>9</b>	<b>99</b>		<b>.7</b>
SP '99	10	287	.1	.8	9	118	.1	.7	3	56		.5	15	109	.1	.8	13	111	.1	1.1
<b>KKBT-FM</b>																				
SP '00	72	2617	.7	5.8	80	1040	.8	5.9	40	734	.4	5.9	113	1314	1.1	5.9	69	944	.7	5.6
WI '00	93	2604	.9	7.4	78	1103	.8	5.8	57	875	.6	8.2	162	1584	1.6	8.2	89	1273	.9	7.5
FA '99	95	2418	.9	7.6	78	996	.8	5.6	57	757	.6	8.5	184	1489	1.8	10.1	87	1029	.8	6.7
SU '99	127	2961	1.3	9.7	113	1024	1.1	9.6	115	1376	1.1	8.4	214	1840	2.1	12.8	120	1409	1.2	9.2
<b>4-Book</b>	<b>97</b>	<b>2650</b>		<b>7.6</b>	<b>87</b>	<b>1041</b>		<b>6.7</b>	<b>67</b>	<b>936</b>		<b>7.8</b>	<b>168</b>	<b>1557</b>		<b>9.3</b>	<b>91</b>	<b>1164</b>		<b>7.3</b>
SP '99	104	2926	1.0	8.7	116	1394	1.1	9.2	67	1128	.7	10.2	143	1622	1.4	7.8	121	1279	1.2	9.8
<b>KKLA-FM</b>																				
SP '00	1	66		.1	4	33		.3	1	12		.1					1	21		.1
WI '00	1	62		.1	4	43		.3						8						
FA '99		20			1	20		.1	1	15		.1	1	11		.1				
SU '99																				
<b>4-Book</b>	<b>1</b>	<b>37</b>		<b>.1</b>	<b>2</b>	<b>24</b>		<b>.2</b>	<b>1</b>	<b>7</b>		<b>.1</b>	<b>5</b>				<b>5</b>			
SP '99	4	57		.3		26				16			11	28	.1	.6	5	22		.4
<b>KLAC-AM</b>																				
SP '00	4	180		.3									1	48		.1	13	143	.1	1.1
WI '00		30																11		
FA '99		33			1	11		.1					1	11		.1				
SU '99	2	61		.2									1	23		.1	6	37	.1	.5
<b>4-Book</b>	<b>2</b>	<b>76</b>		<b>.1</b>	<b>3</b>				<b>1</b>	<b>21</b>		<b>.1</b>	<b>1</b>	<b>21</b>		<b>.1</b>	<b>5</b>	<b>48</b>		<b>.4</b>
SP '99	4	161		.3					1	26		.2	1	10		.1	12	58	.1	1.0
<b>KLAX-FM</b>																				
SP '00	27	592	.3	2.2	22	231	.2	1.6	16	192	.2	2.4	42	328	.4	2.2	38	287	.4	3.1
WI '00	38	707	.4	3.0	23	314	.2	1.7	17	131	.2	2.5	60	334	.6	3.1	28	330	.3	2.4
FA '99	29	639	.3	2.3	34	261	.3	2.4	22	169	.2	3.3	43	346	.4	2.4	16	184	.2	1.2
SU '99	32	811	.3	2.4	19	197	.2	1.6	40	386	.4	2.9	42	407	.4	2.5	28	347	.3	2.1
<b>4-Book</b>	<b>32</b>	<b>687</b>		<b>2.5</b>	<b>25</b>	<b>251</b>		<b>1.8</b>	<b>24</b>	<b>220</b>		<b>2.8</b>	<b>47</b>	<b>354</b>		<b>2.6</b>	<b>28</b>	<b>287</b>		<b>2.2</b>
SP '99	17	621	.2	1.4	9	144	.1	.7	15	198	.1	2.3	23	269	.2	1.3	20	181	.2	1.6

Target Listener Trends - Teens 12-17

\*\* Station(s) not reported this survey.

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

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

# Target Listener Trends

	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
<b>KLOS-FM</b>																				
SP '00	6	327	.1	.5	8	128	.1	.6	5	118		.7	10	152	.1	.5	5	87		.4
WI '00	8	433	.1	.6	14	160	.1	1.0	1	35		.1	18	229	.2	.9	4	118		.3
FA '99	7	343	.1	.6	12	177	.1	.9	4	97		.6	9	129	.1	.5	6	81	.1	.5
SU '99	7	310	.1	.5	13	148	.1	1.1	4	80		.3	7	72	.1	.4	6	93	.1	.5
<b>4-Book</b>	<b>7</b>	<b>353</b>	<b>.1</b>	<b>.6</b>	<b>12</b>	<b>153</b>	<b>.1</b>	<b>.9</b>	<b>4</b>	<b>83</b>		<b>.4</b>	<b>11</b>	<b>146</b>	<b>.1</b>	<b>.6</b>	<b>5</b>	<b>95</b>	<b>.1</b>	<b>.4</b>
SP '99	10	332	.1	.8	20	223	.2	1.6	17	109	.2	2.6	9	51	.1	.5	3	24		.2
<b>KLSX-FM</b>																				
SP '00	3	127		.2	5	40		.4					5	51		.3				
WI '00	1	100		.1	1	42		.1					2	22		.1				
FA '99	3	139		.2	11	96	.1	.8					5	43		.3	1	13		.1
SU '99	6	131	.1	.5	9	72	.1	.8	2	49		.1	12	32	.1	.7	9	45	.1	.7
<b>4-Book</b>	<b>3</b>	<b>124</b>		<b>.3</b>	<b>7</b>	<b>63</b>		<b>.5</b>	<b>1</b>	<b>12</b>			<b>6</b>	<b>37</b>		<b>.4</b>	<b>3</b>	<b>15</b>		<b>.2</b>
SP '99	8	199	.1	.7	32	76	.3	2.5	3	43		.5	1	10		.1		9		
<b>KLVE-FM</b>																				
SP '00	29	687	.3	2.3	28	307	.3	2.1	15	260	.1	2.2	44	304	.4	2.3	30	225	.3	2.4
WI '00	36	854	.3	2.9	41	439	.4	3.0	32	240	.3	4.6	51	383	.5	2.6	19	219	.2	1.6
FA '99	29	789	.3	2.3	35	361	.3	2.5	22	244	.2	3.3	32	326	.3	1.8	26	342	.3	2.0
SU '99	41	949	.4	3.1	52	361	.5	4.4	46	391	.5	3.4	42	451	.4	2.5	30	356	.3	2.3
<b>4-Book</b>	<b>34</b>	<b>820</b>	<b>.3</b>	<b>2.7</b>	<b>39</b>	<b>367</b>	<b>.4</b>	<b>3.0</b>	<b>29</b>	<b>284</b>	<b>.3</b>	<b>3.4</b>	<b>42</b>	<b>366</b>	<b>.4</b>	<b>2.3</b>	<b>26</b>	<b>286</b>	<b>.3</b>	<b>2.1</b>
SP '99	32	774	.3	2.7	29	324	.3	2.3	30	258	.3	4.5	39	362	.4	2.1	30	304	.3	2.4
<b>KLYY-FM</b>																				
SP '00	12	286	.1	1.0	12	134	.1	.9	10	113	.1	1.5	24	150	.2	1.3	4	93		.3
WI '00	8	403	.1	.6	4	66		.3	2	57		.3	19	225	.2	1.0	9	133	.1	.8
FA '99	11	794	.1	.9	8	178	.1	.6	6	157	.1	.9	16	348	.2	.9	11	252	.1	.8
SU '99	17	718	.2	1.3	14	239	.1	1.2	18	323	.2	1.3	23	341	.2	1.4	23	355	.2	1.8
<b>4-Book</b>	<b>12</b>	<b>550</b>	<b>.1</b>	<b>1.0</b>	<b>10</b>	<b>154</b>	<b>.1</b>	<b>.8</b>	<b>9</b>	<b>163</b>	<b>.1</b>	<b>1.0</b>	<b>21</b>	<b>266</b>	<b>.2</b>	<b>1.2</b>	<b>12</b>	<b>208</b>	<b>.1</b>	<b>.9</b>
SP '99	15	854	.1	1.3	10	188	.1	.8	6	254	.1	.9	27	455	.3	1.5	15	322	.1	1.2
<b>+KMZT-FM</b>																				
<b>KKGO-FM</b>																				
SP '00	5	170		.4	4	61		.3	5	19		.7	4	72		.2	9	76	.1	.7
WI '00	3	180		.2	6	60	.1	.4		9			3	75		.2	5	55		.4
FA '99	2	84		.2	1	36		.1	2	14		.3	3	36		.2	3	63		.2
SU '99	3	140		.2	1	51		.1	3	35		.2	2	38		.1	5	50		.4
<b>4-Book</b>	<b>3</b>	<b>144</b>		<b>.3</b>	<b>3</b>	<b>52</b>		<b>.2</b>	<b>3</b>	<b>19</b>		<b>.3</b>	<b>3</b>	<b>55</b>		<b>.2</b>	<b>6</b>	<b>61</b>		<b>.4</b>
SP '99	2	190		.2	1	28		.1	4	38		.6	1	34		.1	5	105		.4
<b>KNX -AM</b>																				
SP '00	1	53		.1	4	42		.3					1	32		.1				
WI '00	2	119		.2	1	35		.1						33			5	53		.4
FA '99	3	158		.2	10	92	.1	.7	1	14		.1	2	52		.1	1	47		.1
SU '99	1	59		.1	3	38		.3	1	12		.1		11				8		
<b>4-Book</b>	<b>2</b>	<b>97</b>		<b>.2</b>	<b>5</b>	<b>52</b>		<b>.4</b>	<b>1</b>	<b>7</b>		<b>.1</b>	<b>1</b>	<b>32</b>		<b>.1</b>	<b>2</b>	<b>27</b>		<b>.1</b>
SP '99	1	103		.1	2	76		.2		11			1	19		.1				
<b>KOST-FM</b>																				
SP '00	21	777	.2	1.7	25	321	.2	1.8	4	103		.6	20	215	.2	1.0	38	386	.4	3.1
WI '00	28	917	.3	2.2	23	308	.2	1.7	7	197	.1	1.0	29	324	.3	1.5	51	420	.5	4.3
FA '99	30	1024	.3	2.4	24	379	.2	1.7	10	154	.1	1.5	30	285	.3	1.6	58	543	.6	4.5
SU '99	22	891	.2	1.7	12	269	.1	1.0	25	216	.2	1.8	25	273	.2	1.5	28	394	.3	2.1
<b>4-Book</b>	<b>25</b>	<b>902</b>	<b>.3</b>	<b>2.0</b>	<b>21</b>	<b>319</b>	<b>.2</b>	<b>1.6</b>	<b>12</b>	<b>168</b>	<b>.1</b>	<b>1.2</b>	<b>26</b>	<b>274</b>	<b>.3</b>	<b>1.4</b>	<b>44</b>	<b>436</b>	<b>.5</b>	<b>3.5</b>
SP '99	21	922	.2	1.8	22	312	.2	1.7	4	126		.6	28	341	.3	1.5	29	353	.3	2.4
<b>KPWR-FM</b>																				
SP '00	249	4850	2.4	20.1	290	2636	2.8	21.2	124	1566	1.2	18.4	408	3320	4.0	21.3	226	2547	2.2	18.4
WI '00	225	4442	2.2	18.0	248	2296	2.4	18.4	112	1590	1.1	16.2	406	3123	3.9	20.7	187	2165	1.8	15.8
FA '99	223	4377	2.2	17.8	254	2242	2.5	18.2	89	1438	.9	13.3	367	3126	3.6	20.1	217	2267	2.1	16.7
SU '99	219	4740	2.2	16.7	243	2300	2.4	20.8	230	2528	2.3	16.9	290	2863	2.9	17.4	196	2260	1.9	15.0
<b>4-Book</b>	<b>229</b>	<b>4602</b>	<b>2.3</b>	<b>18.2</b>	<b>259</b>	<b>2369</b>	<b>2.5</b>	<b>19.7</b>	<b>139</b>	<b>1781</b>	<b>1.4</b>	<b>16.2</b>	<b>368</b>	<b>3108</b>	<b>3.6</b>	<b>19.9</b>	<b>207</b>	<b>2310</b>	<b>2.0</b>	<b>16.5</b>
SP '99	254	5019	2.5	21.2	288	2611	2.9	22.9	127	1811	1.3	19.2	448	3274	4.4	24.5	225	2421	2.2	18.3

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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



# Target Listener 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
<b>+KRCO-FM</b>																				
SP '00	8	199	.1	.6	12	80	.1	.9	15	93	.1	2.2	7	71	.1	.4	4	47		.3
WI '00	4	141		.3	2	29		.1	1	21		.1	7	68	.1	.4	4	38		.3
FA '99	2	116		.2	3	29		.2	2	37		.3	2	46		.1	2	41		.2
SU '99	9	194	.1	.7	8	42	.1	.7	7	60	.1	.5	16	69	.2	1.0	6	55	.1	.5
<b>4-Book</b>	<b>6</b>	<b>163</b>	<b>.1</b>	<b>.5</b>	<b>6</b>	<b>45</b>	<b>.1</b>	<b>.5</b>	<b>6</b>	<b>53</b>	<b>.1</b>	<b>.8</b>	<b>8</b>	<b>64</b>	<b>.1</b>	<b>.5</b>	<b>4</b>	<b>45</b>		<b>.3</b>
SP '99	6	148	.1	.5	6	69	.1	.5	1	10		.2	6	64	.1	.3	5	61		.4
<b>+KRCV-FM</b>																				
SP '00	4	70		.3	5	35		.4	1	20		.1		15			2	11		.2
WI '00	1	20		.1	1	12		.1		12			2	12		.1		12		
FA '99		14							1	14		.1								
SU '99		18											1	10		.1				
<b>4-Book</b>	<b>1</b>	<b>31</b>		<b>.1</b>	<b>2</b>	<b>12</b>		<b>.1</b>	<b>1</b>	<b>12</b>		<b>.1</b>	<b>1</b>	<b>9</b>		<b>.1</b>	<b>1</b>	<b>6</b>		<b>.1</b>
SP '99		22			1	15		.1												
<b>KRLA-AM</b>																				
SP '00		47								14			2	34		.1				
WI '00	1	25		.1	2	25		.1	1	11		.1	2	11		.1				
FA '99		14								14										
SU '99	1	80		.1	2	27		.2		12			1	33		.1	1	10		.1
<b>4-Book</b>	<b>1</b>	<b>42</b>		<b>.1</b>	<b>1</b>	<b>13</b>		<b>.1</b>		<b>13</b>			<b>1</b>	<b>20</b>		<b>.1</b>		<b>3</b>		
SP '99		37								11							1	11		.1
<b>KROQ-FM</b>																				
SP '00	175	3076	1.7	14.1	207	1624	2.0	15.2	94	852	.9	13.9	265	1910	2.6	13.8	203	1611	2.0	16.6
WI '00	160	3046	1.6	12.8	170	1541	1.6	12.6	84	1069	.8	12.2	259	2004	2.5	13.2	180	1654	1.7	15.2
FA '99	175	2936	1.7	14.0	200	1580	1.9	14.4	68	1033	.7	10.2	254	1965	2.5	13.9	235	1673	2.3	18.1
SU '99	146	2932	1.4	11.2	122	1263	1.2	10.4	149	1668	1.5	10.9	161	1747	1.6	9.7	190	1677	1.9	14.6
<b>4-Book</b>	<b>164</b>	<b>2998</b>	<b>1.6</b>	<b>13.0</b>	<b>175</b>	<b>1502</b>	<b>1.7</b>	<b>13.2</b>	<b>99</b>	<b>1156</b>	<b>1.0</b>	<b>11.8</b>	<b>235</b>	<b>1907</b>	<b>2.3</b>	<b>12.7</b>	<b>202</b>	<b>1654</b>	<b>2.0</b>	<b>16.1</b>
SP '99	150	2691	1.5	12.5	164	1280	1.6	13.0	81	1057	.8	12.3	219	1710	2.2	12.0	183	1558	1.8	14.9
<b>KRTH-FM</b>																				
SP '00	24	904	.2	1.9	29	372	.3	2.1	6	144	.1	.9	34	284	.3	1.8	26	361	.3	2.1
WI '00	30	1274	.3	2.4	31	358	.3	2.3	14	323	.1	2.0	46	587	.4	2.3	28	489	.3	2.4
FA '99	21	838	.2	1.7	17	298	.2	1.2	21	220	.2	3.1	32	399	.3	1.8	19	333	.2	1.5
SU '99	16	851	.2	1.2	19	269	.2	1.6	20	387	.2	1.5	22	339	.2	1.3	8	270	.1	.6
<b>4-Book</b>	<b>23</b>	<b>967</b>	<b>.2</b>	<b>1.8</b>	<b>24</b>	<b>324</b>	<b>.3</b>	<b>1.8</b>	<b>15</b>	<b>269</b>	<b>.2</b>	<b>1.9</b>	<b>34</b>	<b>402</b>	<b>.3</b>	<b>1.8</b>	<b>20</b>	<b>363</b>	<b>.2</b>	<b>1.7</b>
SP '99	20	964	.2	1.7	27	385	.3	2.1	8	173	.1	1.2	26	373	.3	1.4	22	295	.2	1.8
<b>KSCA-FM</b>																				
SP '00	30	631	.3	2.4	41	290	.4	3.0	18	196	.2	2.7	40	235	.4	2.1	24	248	.2	2.0
WI '00	33	613	.3	2.6	62	316	.6	4.6	20	224	.2	2.9	46	282	.4	2.3	16	196	.2	1.3
FA '99	41	783	.4	3.3	62	391	.6	4.5	29	284	.3	4.3	49	358	.5	2.7	30	176	.3	2.3
SU '99	45	855	.4	3.4	78	381	.8	6.7	49	414	.5	3.6	40	281	.4	2.4	30	300	.3	2.3
<b>4-Book</b>	<b>37</b>	<b>721</b>	<b>.4</b>	<b>2.9</b>	<b>61</b>	<b>345</b>	<b>.6</b>	<b>4.7</b>	<b>29</b>	<b>280</b>	<b>.3</b>	<b>3.4</b>	<b>44</b>	<b>289</b>	<b>.4</b>	<b>2.4</b>	<b>25</b>	<b>230</b>	<b>.3</b>	<b>2.0</b>
SP '99	22	685	.2	1.8	37	270	.4	2.9	14	238	.1	2.1	27	254	.3	1.5	16	174	.2	1.3
<b>KSSE-FM</b>																				
SP '00	33	704	.3	2.7	29	229	.3	2.1	21	317	.2	3.1	59	404	.6	3.1	32	295	.3	2.6
WI '00	34	732	.3	2.7	40	314	.4	3.0	21	216	.2	3.0	53	419	.5	2.7	26	320	.3	2.2
FA '99	35	779	.3	2.8	51	418	.5	3.7	19	193	.2	2.8	48	437	.5	2.6	28	413	.3	2.2
SU '99	43	910	.4	3.3	22	238	.2	1.9	61	515	.6	4.5	57	482	.6	3.4	31	352	.3	2.4
<b>4-Book</b>	<b>36</b>	<b>781</b>	<b>.3</b>	<b>2.9</b>	<b>36</b>	<b>300</b>	<b>.4</b>	<b>2.7</b>	<b>31</b>	<b>310</b>	<b>.3</b>	<b>3.4</b>	<b>54</b>	<b>436</b>	<b>.6</b>	<b>3.0</b>	<b>29</b>	<b>345</b>	<b>.3</b>	<b>2.4</b>
SP '99	41	818	.4	3.4	30	408	.3	2.4	22	278	.2	3.3	56	438	.6	3.1	47	386	.5	3.8
<b>KTNQ-AM</b>																				
SP '00	4	59		.3		12			4	35		.6	4	12		.2	3	12		.2
WI '00	1	57		.1	1	27		.1	1	15		.1		15			3	45		.3
FA '99		55				13							1	17		.1				
SU '99	3	130		.2	3	29		.3	5	69		.4	4	40		.2	1	22		.1
<b>4-Book</b>	<b>2</b>	<b>75</b>		<b>.2</b>	<b>1</b>	<b>20</b>		<b>.1</b>	<b>3</b>	<b>30</b>		<b>.3</b>	<b>2</b>	<b>21</b>		<b>.1</b>	<b>2</b>	<b>20</b>		<b>.2</b>
SP '99	1	26		.1					1	11		.2	3	15		.2	1	15		.1

Target Listener Trends - Teens 12-17

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

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	
<b>KTWV-FM</b>																				
SP '00	2	201	.2	1	24	.1		2	35	.3		4	89	.2		1	43	.1		
WI '00	5	205	.4	1	46	.1		5	54	.7		11	102	.1	.6	4	80	.3		
FA '99	5	179	.4	3	56	.2		4	80	.6		9	83	.1	.5	4	39	.3		
SU '99	1	97	.1					3	32	.2			18			1	39	.1		
<b>4-Book</b>	<b>3</b>	<b>171</b>	<b>.3</b>	<b>1</b>	<b>32</b>	<b>.1</b>		<b>4</b>	<b>50</b>	<b>.5</b>		<b>6</b>	<b>73</b>	<b>.1</b>	<b>.3</b>	<b>3</b>	<b>50</b>	<b>.2</b>		
SP '99	5	203	.4	1	47	.1		1	31	.2		10	98	.1	.5	5	47	.4		
<b>KWIZ-FM</b>																				
SP '00	1	62	.1	2	42	.1		1	11	.1							11			
WI '00	3	62	.2	2	12	.1			12			2	49	.1		6	35	.1	.5	
FA '99	3	57	.2		12							7	45	.1	.4	1	15		.1	
SU '99	1	52	.1						21			5	30	.3						
<b>4-Book</b>	<b>2</b>	<b>58</b>	<b>.2</b>	<b>1</b>	<b>17</b>	<b>.1</b>		<b>11</b>	<b>11</b>	<b>.1</b>		<b>4</b>	<b>31</b>	<b>.2</b>		<b>2</b>	<b>15</b>	<b>.2</b>		
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>+KWKU-AM</b>																				
<b>KWPA-AM</b>																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KWKV-AM</b>																				
SP '00	2	60	.2		12				12			1	24	.1			27	.4		
WI '00	2	49	.2		10				12			1	15	.1		5	15			
FA '99	1	55	.1	1	29	.1						3	29	.2		2	15		.2	
SU '99	3	60	.2	3	14	.3		4	22	.3		1	14	.1		1	14		.1	
<b>4-Book</b>	<b>2</b>	<b>56</b>	<b>.2</b>	<b>1</b>	<b>16</b>	<b>.1</b>		<b>1</b>	<b>12</b>	<b>.1</b>		<b>2</b>	<b>21</b>	<b>.1</b>		<b>2</b>	<b>14</b>		<b>.2</b>	
SP '99	1	39	.1	1	11	.1		2	11	.3			13							
<b>KWVE-FM</b>																				
SP '00	2	82	.2	4	20	.3						1	13	.1		3	48	.2		
WI '00	2	49	.2	2	15	.1		1	13	.1		3	49	.2		1	15		.1	
FA '99	2	132	.2	1	51	.1			26			5	43	.3			11			
SU '99	1	58	.1					3	28	.2		3	28	.2			11			
<b>4-Book</b>	<b>2</b>	<b>80</b>	<b>.2</b>	<b>2</b>	<b>22</b>	<b>.1</b>		<b>1</b>	<b>17</b>	<b>.1</b>		<b>3</b>	<b>33</b>	<b>.2</b>		<b>1</b>	<b>21</b>		<b>.1</b>	
SP '99	1	62	.1	2	36	.2		1	25	.2			13							
<b>KXMX-FM</b>																				
SP '00	3	113	.2	2	46	.1		2	65	.3		3	66	.2		2	47	.2		
WI '00	3	126	.2	1	39	.1			10			7	97	.1	.4	4	42		.3	
FA '99	1	45	.1		11				10				10				13			
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
<b>KYSR-FM</b>																				
SP '00	28	1280	.3	2.3	25	407	.2	1.8	16	342	.2	2.4	56	747	.5	2.9	23	414	.2	1.9
WI '00	39	1650	.4	3.1	38	556	.4	2.8	23	410	.2	3.3	60	888	.6	3.1	42	679	.4	3.5
FA '99	33	1326	.3	2.6	36	440	.3	2.6	18	372	.2	2.7	48	679	.5	2.6	31	537	.3	2.4
SU '99	49	1715	.5	3.7	44	581	.4	3.8	51	754	.5	3.7	66	930	.7	4.0	38	622	.4	2.9
<b>4-Book</b>	<b>37</b>	<b>1493</b>	<b>.4</b>	<b>2.9</b>	<b>36</b>	<b>496</b>	<b>.3</b>	<b>2.8</b>	<b>27</b>	<b>470</b>	<b>.3</b>	<b>3.0</b>	<b>58</b>	<b>811</b>	<b>.6</b>	<b>3.2</b>	<b>34</b>	<b>563</b>	<b>.3</b>	<b>2.7</b>
SP '99	45	1621	.4	3.8	35	511	.3	2.8	31	558	.3	4.7	71	798	.7	3.9	50	633	.5	4.1
<b>KZLA-FM</b>																				
SP '00	12	294	.1	1.0	13	147	.1	1.0	10	126	.1	1.5	22	161	.2	1.1	10	66	.1	.8
WI '00	4	223	.3		6	107	.1	.4	2	75	.3		6	127	.1	.3	3	76		.3
FA '99	5	222	.4		8	125	.1	.6	2	58	.3		6	112	.1	.3	7	43		.5
SU '99	11	299	.1	.8	7	104	.1	.6	15	157	.1	1.1	13	150	.1	.8	9	129	.1	.7
<b>4-Book</b>	<b>8</b>	<b>260</b>	<b>.1</b>	<b>.6</b>	<b>9</b>	<b>121</b>	<b>.1</b>	<b>.7</b>	<b>7</b>	<b>104</b>	<b>.1</b>	<b>.8</b>	<b>12</b>	<b>138</b>	<b>.1</b>	<b>.6</b>	<b>7</b>	<b>79</b>	<b>.1</b>	<b>.6</b>
SP '99	7	270	.1	.6	4	89	.3		4	79	.6		20	145	.2	1.1	3	89		.2

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener Trends

Target Listener Trends - Teens 12-17

Teens 12-17																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
<b>KOLA-FM</b>																			
SP '00	2	69	.2		11			1	11	.1		6	49	.1	.3	1	36		.1
WI '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '99		41			10				17				31						
SU '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	2	113	.2	2	21	.2		4	46	.6		1	33	.1		1	23		.1
<b>XTRA-AM</b>																			
SP '00	1	45	.1		14								9			1	14		.1
WI '00	1	44	.1									1	22	.1			10		
FA '99		22										1	12	.1					
SU '99	1	30	.1																
<b>4-Book</b>	1	35	.1		4							1	11	.1			6		
SP '99		23										1	10	.1					
<b>TOTALS</b>																			
SP '00	1239	9942	12.0	1365	8155	13.2		674	4812	6.5		1920	8422	18.6		1226	7181	11.9	
WI '00	1249	9863	12.1	1345	7904	13.0		691	4947	6.7		1966	8717	19.1		1186	7333	11.5	
FA '99	1254	9901	12.2	1392	8091	13.5		668	5326	6.5		1824	8546	17.7		1301	7671	12.6	
SU '99	1308	9552	12.9	1171	7174	11.6		1361	7331	13.5		1668	8149	16.5		1305	7351	12.9	
<b>4-Book</b>	<b>1263</b>	<b>9815</b>	<b>12.3</b>	<b>1318</b>	<b>7831</b>	<b>12.8</b>		<b>849</b>	<b>5604</b>	<b>8.3</b>		<b>1845</b>	<b>8459</b>	<b>18.0</b>		<b>1255</b>	<b>7384</b>	<b>12.2</b>	
SP '99	1196	9720	11.8	1260	7741	12.5		660	5371	6.5		1828	8247	18.1		1230	7200	12.2	

\*\* 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

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 '00 4-Book	1	27 33	.1		11				3							1	6	.1		
KACD-FM SP '00 4-Book		24 25		1	11 12		.1					4 2	11 9	.2 .1		1	3			
KBCD-FM SP '00 4-Book	1	27	.1	1	12		.1		2											
KAVS-FM SP '00 4-Book	5 **	113 **	.4 **	9 **	114 **	.1 **	.8 **	10 **	47 **	.1 **	1.0 **	16 **	33 **	.2 **	1.0 **	4 **	23 **	.3 **	.3 **	
KIIS-FM SP '00 4-Book	270 250	4237 4086	2.6 2.5	21.3 19.3	235 228	3290 3041	2.3 2.2	19.7 18.9	236 203	940 821	2.3 2.0	24.6 20.9	328 325	1380 1267	3.2 3.2	19.7 19.0	244 270	930 1019	2.4 2.6	17.1 18.5
+KBET-AM SP '00 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM SP '00 4-Book	3	11 49	.2	1 2	23 33	.1 .2	.1 .2	3	6	.3		2 6	11 15	.1 .3		6	16	.1	.4	
KBIG-FM SP '00 4-Book	13 12	458 471	.1 .1	1.0 .9	18 16	345 312	.2 .2	1.5 1.3	13 7	58 36	.1 .1	1.4 .8	11 15	52 58	.1 .1	.7 .9	12 16	55 66	.1 .2	.8 1.1
KBLA-AM SP '00 4-Book	5 2	24 34	.4 .2		9								3				2			
KBUA-FM SP '00 4-Book	11 10	140 128	.1 .1	.9 .8	10 8	81 68	.1 .1	.8 .6	6 7	46 34	.1 .1	.6 .7	10 10	46 32	.1 .1	.6 .6	24 16	47 40	.2 .2	1.7 1.1
KBUE-FM SP '00 4-Book	41 66	646 644	.4 .6	3.2 5.0	59 62	557 535	.6 .6	5.0 5.2	48 63	155 177	.5 .6	5.0 6.3	102 87	276 217	1.0 .9	6.1 5.2	70 74	188 180	.7 .8	4.9 5.0
KCBS-FM SP '00 4-Book	22 13	320 326	.2 .1	1.7 1.0	22 13	254 218	.2 .1	1.8 1.0	5 6	37 30	.1 .1	.5 .6	40 23	108 79	.4 .2	2.4 1.4	34 19	74 62	.3 .2	2.4 1.4
KCMG-FM SP '00 4-Book	28 24	586 627	.3 .2	2.2 1.8	35 37	396 467	.3 .4	2.9 3.1	33 19	93 61	.3 .2	3.4 1.9	42 35	148 136	.4 .3	2.5 2.0	34 27	92 94	.3 .3	2.4 1.9
KDIS-AM SP '00 4-Book	16 19	395 390	.2 .2	1.3 1.5	16 17	202 238	.2 .2	1.3 1.4	17 18	65 61	.2 .2	1.8 1.8	26 25	68 91	.3 .3	1.6 1.5	24 20	73 71	.2 .2	1.7 1.4
KFI -AM SP '00 4-Book	2 4	74 100	.2 .3		3	20 31		.2	4	10	.3		3	12	.2		1	4		
KFSG-FM SP '00 4-Book	2 **	59 **	.2 **	.2 **	**	11 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM SP '00 4-Book	7 4	114 96	.1 .3	.6 .3	7 3	52 33	.1 .2	.6 .2	2 1	13 7	.2 .1		3 2	13 5	.2 .1		27 8	27 14	.3 .1	1.9 .6

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Target Listener 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	
+KHJ -AM SP '00 4-Book	1 57 5	.1 104 .1	.1 .4 .4	5 18 53	.1 .4 .1	.1 .4 .4	3 13 .3	9 21 .1	.6 .6 .6	9 20 .1	.6 .6 .6									
KIEV-AM SP '00 4-Book	5			3			3													
KJLH-FM SP '00 4-Book	8 256 8	.1 217 .1	.6 .6 .6	9 155 11	.1 160 .1	.8 .9 .9	11 57 8	.1 32 .1	1.1 .8 .8	13 46 11	.1 47 .1	.8 .7 .7	3 20 8	.2 28 .1	.2 .6 .6					
KKBT-FM SP '00 4-Book	75 2027 105	.7 2197 1.0	5.9 8.0 8.0	70 1491 87	.7 1466 .9	5.9 7.2 7.2	40 187 51	.4 228 .5	4.2 5.3 5.3	134 595 156	1.3 595 1.6	8.0 9.2 9.2	95 425 130	.9 452 1.3	6.7 8.9 8.9					
KKLA-FM SP '00 4-Book	2 45 1		.2 .1 .1	4			1			3										
KLAC-AM SP '00 4-Book	48 23			3 2	63 33	.3 .2										4 2	15 6	.3 .2		
KLAX-FM SP '00 4-Book	26 458 31	.3 512 .3	2.0 2.4 2.4	21 319 35	.2 363 .3	1.8 2.9 2.9	23 63 39	.2 109 .4	2.4 4.0 4.0	20 45 45	.2 135 .5	1.2 2.6 2.6	44 120 53	.4 119 .5	3.1 3.6 3.6					
KLOS-FM SP '00 4-Book	8 288 9	.1 286 .1	.6 .7 .7	5 134 6	.1 154 .1	.4 .5 .5	3 5	.28 20	.3 .5	4 8	.25 40	.2 .1	8 10	.28 41	.1 .1	.6 .7				
KLSX-FM SP '00 4-Book	3 78 4		.2 .3 .3	4 2	61 42	.3 .2		2 10		5 2	26 10	.3 .1				2				
KLVE-FM SP '00 4-Book	28 549 36	.3 647 .4	2.2 2.8 2.8	31 327 35	.3 451 .4	2.6 2.9 2.9	10 25	.49 94	.1 .3	1.0 2.6	36 49	.3 .5	2.2 2.9	56 31	.5 .3	3.9 2.1				
KLYY-FM SP '00 4-Book	15 229 13	.1 417 .1	1.2 1.0 1.0	12 151 10	.1 233 .1	1.0 .9 .9	25 11	.60 42	.2 .1	2.6 1.2	21 15	.2 .1	1.3 .9	25 17	.2 .2	1.8 1.2				
+KMZT-FM KKG0-FM SP '00 4-Book	4 119 3		.3 .2 .2	2 2	62 49	.2 .2	2 4	14 15	.2 .5	7 5	23 14	.1 .1	.4 .3	1 5						
KNX -AM SP '00 4-Book	1 53 2		.1 .1 .1	1 1	12 36	.1 .1	4 2	12 14	.4 .2	1 1	13 .1			2 6		.1 .1				
KOST-FM SP '00 4-Book	15 508 19	.1 565 .2	1.2 1.5 1.5	20 24	362 448	.2 .3	1.7 2.0	10 17	.38 69	.1 .2	1.0 1.7	8 23	.87 108	.1 .2	.5 1.3	19 26	95 93	.2 .3	1.3 1.8	
KPWR-FM SP '00 4-Book	262 4376 246	2.5 4102 2.4	20.6 18.9 18.9	240 214	3233 2865	2.3 2.1	20.2 17.8	185 158	791 619	1.8 1.5	19.3 16.2	361 290	1360 1094	3.5 2.8	21.6 17.0	302 298	1099 1008	2.9 2.9	21.2 20.4	
+KRC0-FM SP '00 4-Book	12 152 7	.1 110 .1	.9 .5 .5	5 5	69 82	.4 .1	.4 .5			3			1 6	12 20	.1 .1	.1 .4	2 9	12 24	.1 .1	.6 .6
+KRCV-FM SP '00 4-Book	2 35 1		.2 .1 .1	8 3	70 25	.1 .2	.7 .2	8 2	22 6	.1 .2	.8 .2	21 7	37 14	.2 .1	1.3 .4	20 7	35 14	.2 .1	1.4 .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 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	
KRLA-AM																				
SP '00	1	47	.1																	
4-Book	1	36	.1		5											1	2			
KROQ-FM																				
SP '00	181	2655	1.8	14.3	146	1812	1.4	12.3	103	429	1.0	10.8	220	666	2.1	13.2	186	568	1.8	13.0
4-Book	164	2585	1.6	12.7	138	1836	1.3	11.5	86	361	.9	8.9	210	731	2.0	12.3	153	548	1.5	10.5
KRTH-FM																				
SP '00	22	641	.2	1.7	26	455	.3	2.2	16	83	.2	1.7	31	116	.3	1.9	14	58	.1	1.0
4-Book	24	711	.2	1.8	23	436	.2	1.9	14	69	.2	1.5	41	154	.4	2.4	28	110	.3	1.9
KSCA-FM																				
SP '00	32	423	.3	2.5	31	377	.3	2.6	23	96	.2	2.4	37	112	.4	2.2	28	94	.3	2.0
4-Book	43	561	.4	3.3	35	416	.4	2.9	55	131	.5	5.5	44	131	.5	2.6	41	112	.4	2.8
KSSE-FM																				
SP '00	35	569	.3	2.8	31	395	.3	2.6	49	170	.5	5.1	42	213	.4	2.5	30	113	.3	2.1
4-Book	40	641	.4	3.0	35	422	.3	2.9	37	108	.4	3.8	59	185	.6	3.4	36	118	.3	2.5
KTNQ-AM																				
SP '00	3	47	.2		7	24	.1	.6	6	12	.1	.6	12	12	.1	.7	12	24	.1	.8
4-Book	2	53	.2		3	28	.3		3	9	.3		4	6	.2		4	11	.3	
KTWV-FM																				
SP '00	2	114	.2		3	78	.3										1	5	.1	
4-Book	4	111	.3		3	72	.3		1	7	.1		5	23	.1	.3	4	12	.3	
KWIZ-FM																				
SP '00	1	42	.1		2	31	.2						3	20	.2		10	20	.1	.7
4-Book	2	48	.2		3	28	.3						2	10	.1		8	17	.1	.6
+KWKU-AM																				
KWPA-AM																				
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKW-AM																				
SP '00		36			4	60	.3		2	12	.2		10	12	.1	.6				
4-Book	1	35	.1		3	34	.2		1	3	.1		3	3	.2					
KWVE-FM																				
SP '00	2	34	.2		2	51	.2		3	11	.3									
4-Book	2	51	.2		3	50	.2		1	3	.1		2	7	.1		1	3	.1	
KXMX-FM																				
SP '00	2	84	.2		3	62	.3		2	13	.2		8	25	.1	.5	6	25	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM																				
SP '00	31	1041	.3	2.4	25	604	.2	2.1	8	53	.1	.8	33	214	.3	2.0	16	99	.2	1.1
4-Book	39	1170	.4	3.0	36	744	.4	3.0	29	131	.3	3.0	53	270	.5	3.1	36	184	.4	2.4
KZLA-FM																				
SP '00	15	262	.1	1.2	9	159	.1	.8	9	42	.1	.9	13	35	.1	.8	14	72	.1	1.0
4-Book	9	213	.1	.7	7	137	.1	.6	6	31	.1	.6	14	48	.1	.8	8	38	.1	.5
KOLA-FM																				
SP '00	2	49	.2		1	20	.1		**	**	**	**	1	9	.1		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '00		23			3	36	.3						6	11	.1	.4	8	22	.1	.6
4-Book		14			2	28	.2						4	9	.1	.3	2	9	.1	.2
TOTALS																				
SP '00	1270	9716	12.3		1191	8251	11.6		958	3306	9.3		1669	4657	16.2		1426	3784	13.8	
4-Book	1300	9546	12.7		1201	8150	11.7		971	3131	9.5		1705	4661	16.7		1462	3923	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 - Teens 12-17

Teens 12-17																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
SP '00																			
4-Book					3				3				3						
KACD-FM																			
SP '00																			
4-Book									3										
KBCD-FM																			
SP '00																			
4-Book	3			1	4		.1	2	4		.2	2	7		.2				
KAVS-FM																			
SP '00	4	20	.3	11	30	.1	1.5	11	44	.1	.9	11	57	.1	.8	5	20		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIIS-FM																			
SP '00	212	761	2.1	179	650	1.7	23.8	265	1120	2.6	21.6	268	946	2.6	20.0	143	682	1.4	15.0
4-Book	215	797	2.1	166	630	1.6	22.2	240	1019	2.4	19.0	222	806	2.2	17.6	170	739	1.7	17.0
+KBET-AM																			
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																			
SP '00	6	12	.1																
4-Book	4	12	.1					1	5		.1	1	6		.1				
KBIG-FM																			
SP '00	27	89	.3	7	36	.1	.9	28	99	.3	2.3	33	68	.3	2.5	11	49	.1	1.2
4-Book	28	86	.3	7	35	.1	.9	16	73	.2	1.3	18	72	.2	1.4	14	62	.1	1.4
KBLA-AM																			
SP '00								1	4		.1								
4-Book																			
KBUA-FM																			
SP '00	8	23	.1	10	23	.1	1.3	10	35	.1	.8	12	35	.1	.9	4	12		.4
4-Book	8	24	.1	7	20	.1	1.0	5	21	.1	.4	9	28	.1	.7	3	9		.3
KBUE-FM																			
SP '00	53	135	.5	25	76	.2	3.3	53	152	.5	4.3	61	146	.6	4.6	52	171	.5	5.5
4-Book	60	137	.6	48	138	.5	6.3	69	183	.7	5.5	61	144	.6	4.8	34	123	.3	3.4
KCBS-FM																			
SP '00	10	63	.1	5	21		.7	19	95	.2	1.5	37	87	.4	2.8	22	60	.2	2.3
4-Book	9	40	.1	5	24		.7	15	77	.2	1.2	13	46	.1	1.0	10	39	.1	1.0
KCMG-FM																			
SP '00	33	93	.3	7	13	.1	.9	26	103	.3	2.1	39	91	.4	2.9	59	150	.6	6.2
4-Book	37	105	.4	10	36	.1	1.3	29	111	.3	2.3	44	111	.4	3.5	87	191	.9	8.7
KDIS-AM																			
SP '00	13	35	.1	11	57	.1	1.5	11	57	.1	.9	18	33	.2	1.3	10	23	.1	1.1
4-Book	14	42	.1	15	56	.2	2.0	19	90	.2	1.5	14	54	.1	1.1	9	31	.1	.9
KFI -AM																			
SP '00				5	16		.7	2	20		.2								
4-Book								8	17	.1	.7					1	6		.1
KFSG-FM																			
SP '00	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																			
SP '00	3	13	.3	5	27		.7	1	11		.1	21	41	.2	1.6				
4-Book	1	3	.1	3	13		.4	1	8		.1	7	16	.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

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	
<b>+KHJ -AM</b>																				
SP '00																				
4-Book																				
	2	10	.2	2	9	.3		6	18	.1	.5	3	13	.3		2	9	.2		
<b>KIEV-AM</b>																				
SP '00																				
4-Book																				
<b>KJLH-FM</b>																				
SP '00																				
4-Book																				
	1	10	.1	13	41	.1	1.7	18	70	.2	1.5	5	23	.4		7	25	.1	.7	
	8	29	.1	13	44	.1	1.7	20	73	.2	1.6	14	31	.1	1.2	7	24	.1	.7	
<b>KKBT-FM</b>																				
SP '00																				
4-Book																				
	82	394	.8	7.2	35	159	.3	4.7	53	320	.5	4.3	71	336	.7	5.3	40	205	.4	4.2
	79	327	.8	6.9	32	164	.3	4.4	78	350	.8	6.2	98	375	1.0	7.9	64	252	.7	6.5
<b>KKLA-FM</b>																				
SP '00																				
4-Book																				
<b>KLAC-AM</b>																				
SP '00																				
4-Book																				
	3	15	.3					1	9	.1		16	48	.2	1.2					
	4	12	.3						2			5	15	.1	.4	2	7		.2	
<b>KLAX-FM</b>																				
SP '00																				
4-Book																				
	19	63	.2	1.7	4	23	.5	15	66	.1	1.2	23	107	.2	1.7	24	85	.2	2.5	
	25	84	.2	2.2	15	54	.2	2.1	34	111	.3	2.7	43	130	.4	3.4	26	97	.3	2.7
<b>KLDS-FM</b>																				
SP '00																				
4-Book																				
	9	26	.1	.8	3	18	.4	2	27	.2		1	15	.1		12	23	.1	1.3	
	4	23	.4		3	14	.3	6	24	.1	.5	4	23	.3		11	31	.1	1.1	
<b>KLSX-FM</b>																				
SP '00																				
4-Book																				
				12	24	.1	1.6	10	24	.1	.8	6	12	.1	.4					
	1	5	.1	6	15	.1	.8	6	15	.1	.5	2	3	.1						
<b>KLVE-FM</b>																				
SP '00																				
4-Book																				
	54	115	.5	4.7	28	130	.3	3.7	13	66	.1	1.1	31	72	.3	2.3	21	70	.2	2.2
	34	100	.3	2.9	23	101	.2	3.0	44	148	.4	3.5	41	125	.4	3.3	24	89	.3	2.4
<b>KLYY-FM</b>																				
SP '00																				
4-Book																				
	3	12	.3		6	12	.1	.8	10	35	.1	.8	5	24	.4		5	21	.5	
	5	37	.4		7	25	.1	1.0	13	52	.1	1.1	10	44	.1	.8	6	30	.1	.6
<b>+KMZT-FM</b>																				
<b>KKGD-FM</b>																				
SP '00																				
4-Book																				
	4	26	.3																	
	2	9	.1	1	5	.1			3				1	2	.1		2	5	.2	
<b>KNX -AM</b>																				
SP '00																				
4-Book																				
				3	12	.4														
	1	3	.1	2	10	.3		1	6	.1			3				1	8	.1	
<b>KOST-FM</b>																				
SP '00																				
4-Book																				
	39	131	.4	3.4	30	52	.3	4.0	7	46	.1	.6	10	69	.1	.7	36	138	.3	3.8
	37	158	.4	3.2	13	35	.1	1.7	19	85	.2	1.5	19	88	.2	1.5	36	151	.3	3.6
<b>KPWR-FM</b>																				
SP '00																				
4-Book																				
	240	975	2.3	20.9	115	610	1.1	15.3	247	971	2.4	20.1	242	929	2.3	18.1	203	780	2.0	21.3
	224	816	2.2	19.6	116	466	1.1	15.6	209	846	2.0	16.6	243	823	2.4	19.3	166	639	1.6	16.7
<b>+KRCD-FM</b>																				
SP '00																				
4-Book																				
	5	24	.4					2	24	.2		28	46	.3	2.1	2	24	.2		
	5	19	.4	6	24	.1	.8	5	30	.4		10	23	.1	.8	1	13	.1		
<b>+KRCV-FM</b>																				
SP '00																				
4-Book																				
	13	35	.1	1.1								2	12	.1		2	12	.2		
	4	12	.3	2				1	5	.1		1	3			1	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 Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KRLA-AM	SP '00																				
	4-Book							1	3		.1										
KROQ-FM	SP '00	116	494	1.1	10.1	88	308	.9	11.7	151	520	1.5	12.3	147	481	1.4	11.0	143	514	1.4	15.0
	4-Book	126	482	1.2	11.0	72	264	.7	9.8	152	604	1.5	12.1	143	474	1.4	11.4	142	519	1.4	14.2
KRTH-FM	SP '00	24	115	.2	2.1	12	74	.1	1.6	34	150	.3	2.8	54	197	.5	4.0	25	86	.2	2.6
	4-Book	21	90	.2	1.9	10	47	.1	1.3	24	134	.2	2.0	23	103	.2	1.8	18	77	.2	1.8
KSCA-FM	SP '00	21	81	.2	1.8	23	93	.2	3.1	45	126	.4	3.7	44	98	.4	3.3	28	113	.3	2.9
	4-Book	21	70	.2	1.8	34	83	.3	4.5	37	112	.4	2.9	35	93	.4	2.8	19	73	.2	2.0
KSSE-FM	SP '00	29	122	.3	2.5	20	83	.2	2.7	45	184	.4	3.7	21	71	.2	1.6	14	58	.1	1.5
	4-Book	25	97	.3	2.2	25	81	.2	3.3	49	146	.5	3.9	30	100	.3	2.4	16	66	.2	1.6
KTNQ-AM	SP '00	12	12	.1	1.0					9	12	.1	.7					5	12		.5
	4-Book	4	11		.4					5	9	.1	.4					2	7		.2
KTWV-FM	SP '00	1	13		.1	8	26	.1	1.1	10	34	.1	.8	1	13		.1				
	4-Book	1	8		.1	3	12		.4	5	14	.1	.4	1	11		.1	6	17		.6
KWIZ-FM	SP '00																	2	11		.2
	4-Book	3	5		.3	1	2		.1	4	7	.1	.3	5	7		.4	3	8		.3
+KWKU-AM	KVPA-AM	SP '00																			
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWKV-AM	SP '00					6	12	.1	.8	9	24	.1	.7	9	12	.1	.7				
	4-Book	2	7		.2	5	13	.1	.7	4	16	.1	.4	4	9	.1	.3	2	6		.2
KWVE-FM	SP '00	2	13		.2	8	27	.1	1.1									1	7		.1
	4-Book	3	8		.3	6	20	.1	.7	4	13		.3	1	2		.1	1	7		.1
KXMX-FM	SP '00	8	34	.1	.7	3	15		.4												
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KYSR-FM	SP '00	16	118	.2	1.4	3	12		.4	48	194	.5	3.9	39	171	.4	2.9	27	64	.3	2.8
	4-Book	30	145	.3	2.6	21	83	.2	2.8	43	193	.5	3.4	42	168	.4	3.4	32	126	.4	3.2
KZLA-FM	SP '00	1	14		.1	6	39	.1	.8	17	70	.2	1.4	6	11	.1	.4	5	23		.5
	4-Book	4	22		.4	5	31	.1	.6	7	29	.1	.6	6	22	.1	.5	5	19		.5
KOLA-FM	SP '00																	7	11		.7
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '00					14	14	.1	1.9	1	14		.1								
	4-Book					4	7		.6	2	11		.2	1	6		.1	1	6		.1
TOTALS	SP '00	1146	3528	11.1		752	2602	7.3		1228	3940	11.9		1337	3437	13.0		951	3064	9.2	
	4-Book	1142	3355	11.1		745	2512	7.3		1259	3806	12.3		1256	3360	12.3		995	3074	9.7	

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
<b>KABC-AM</b>	432	1	224	6	17	70	48	39	44	207	1	11	14	50	40	91
(%)	100		52	1	4	16	11	9	10	48		3	3	12	9	21
Rating	.4		.5	.1	.2	.7	.6	.8	.9	.4		.1	.1	.6	.8	1.2
Share	2.5	.1	2.8	.5	.8	3.7	3.5	5.1	5.6	2.6	.1	.6	.8	3.7	5.1	7.6
<b>KACD-FM</b>	76		34		19	12	2	1		42	5	8	15	13	3	
(%)	100		44		24	16	3	1		55	6	10	19	17	3	
Rating	.1		.1		.2	.1				.1	.1	.1	.1	.2	.1	
Share	.4		.4		.9	.6	.1	.1		.5	.5	.5	.8	1.0	.4	
<b>KBCD-FM</b>	31		18		6	7	4	1		13	2	4	5	2		
(%)	100		57		21	22	13	2		43	7	14	15	6	1	
Rating					.1	.1										
Share	.2		.2		.3	.4	.3	.1		.2	.2	.2	.3	.1		
<b>KAVS-FM</b>	13	7	1							6	2	1	1	1		
(%)	100	50	8		3	3	2			43	18	6	11	8		
Rating		.1														
Share	.1	.6								.1	.2	.1	.1	.1		
<b>KIIS-FM</b>	859	255	225	61	69	54	31	4	6	379	104	129	79	41	15	12
(%)	100	30	26	7	8	6	4	1	1	44	12	15	9	5	2	1
Rating	.8	2.5	.5	.9	.6	.5	.4	.1	.1	.8	1.7	1.3	.8	.5	.3	.2
Share	5.0	20.6	2.8	5.0	3.4	2.8	2.2	.5	.8	4.8	9.7	7.5	4.5	3.0	1.9	1.0
<b>KBET-AM</b>																
(%)																
Rating																
Share																
<b>KXTA-AM</b>	111		90	5	24	20	23	6	13	20	1	9				10
(%)	100		81	5	22	18	20	5	11	18		8				9
Rating	.1		.2	.1	.2	.2	.3	.1	.3			.1				.1
Share	.6		1.1	.4	1.2	1.0	1.7	.8	1.6	.3	.1	.5				.8
<b>KBIG-FM</b>	471	15	179	28	55	48	32	3	12	277	48	92	47	62	10	18
(%)	100	3	38	6	12	10	7	1	3	59	10	20	10	13	2	4
Rating	.5	.1	.4	.4	.5	.5	.4	.1	.2	.6	.8	1.0	.5	.7	.2	.2
Share	2.7	1.2	2.2	2.3	2.7	2.5	2.3	.4	1.5	3.5	4.5	5.4	2.6	4.5	1.3	1.5
<b>KBLA-AM</b>	97	3	63	9	30	14	3	4	1	31	4	11	6	4	4	2
(%)	100	3	65	10	32	15	4	4	1	32	4	11	6	4	4	2
Rating	.1		.1	.1	.3	.1		.1		.1	.1	.1	.1		.1	
Share	.6	.2	.8	.7	1.5	.7	.2	.5	.1	.4	.4	.6	.3	.3	.5	.2
<b>KBUA-FM</b>	57	11	24	8	12	2	1			22	6	6	3	7		
(%)	100	20	42	14	21	4	2			38	10	10	5	13		
Rating	.1	.1	.1	.1	.1						.1	.1		.1		
Share	.3	.9	.3	.7	.6	.1	.1			.3	.6	.4	.2	.5		
<b>KBUE-FM</b>	464	46	283	67	138	46	21	11		134	30	51	25	24	3	2
(%)	100	10	61	15	30	10	5	2		29	6	11	5	5	1	
Rating	.4	.4	.6	.9	1.3	.4	.3	.2		.3	.5	.5	.2	.3	.1	
Share	2.7	3.7	3.5	5.5	6.9	2.4	1.5	1.4		1.7	2.8	3.0	1.4	1.8	.4	.2
<b>KCBS-FM</b>	388	23	235	24	61	93	48	7	1	131	11	29	58	29	2	2
(%)	100	6	60	6	16	24	12	2		34	3	7	15	7		1
Rating	.4	.2	.5	.3	.6	.9	.6	.1		.3	.2	.3	.6	.3		
Share	2.3	1.9	2.9	2.0	3.0	4.9	3.5	.9	.1	1.7	1.0	1.7	3.3	2.1	.3	.2
<b>KCMG-FM</b>	391	31	141	13	40	35	48	5	1	219	32	63	72	36	10	5
(%)	100	8	36	3	10	9	12	1		56	8	16	19	9	3	1
Rating	.4	.3	.3	.2	.4	.3	.6	.1		.5	.5	.7	.7	.4	.2	.1
Share	2.3	2.5	1.7	1.1	2.0	1.8	3.5	.6	.1	2.8	3.0	3.7	4.1	2.6	1.3	.4
<b>KDIS-AM</b>	62	16	9		2	3	3			37	2	14	15	4	1	1
(%)	100	25	15	1	3	5	5	1		60	4	23	24	6	1	2
Rating	.1	.2								.1		.1	.1			
Share	.4	1.3	.1		.1	.2	.2			.5	.2	.8	.8	.3	.1	.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+
KABC-AM	6316	46	3213	70	288	650	817	662	727	3057	37	139	376	672	703	1130
(%)	100	1	51	1	5	10	13	10	12	48	1	2	6	11	11	18
Rating	6.1	.4	7.0	1.0	2.7	6.3	9.9	14.0	14.6	6.5	.6	1.4	3.7	7.9	14.0	15.4
KACD-FM	1604	35	654	15	276	204	129	15	14	915	94	363	249	161	31	17
(%)	100	2	41	1	17	13	8	1	1	57	6	23	16	10	2	1
Rating	1.6	.3	1.4	.2	2.6	2.0	1.6	.3	.3	1.9	1.5	3.8	2.4	1.9	.6	.2
KBCD-FM	856		419	20	137	97	133	33		437	74	125	160	45	15	17
(%)	100		49	2	16	11	16	4		51	9	15	19	5	2	2
Rating	.8		.9	.3	1.3	.9	1.6	.7		.9	1.2	1.3	1.6	.5	.3	.2
KAVS-FM	393	160	74		28	14	32			159	36	44	65	14		
(%)	100	41	19		7	4	8			40	9	11	17	4		
Rating	.4	1.6	.2		.3	.1	.4			.3	.6	.5	.6	.2		
KIIS-FM	18548	4817	5327	1577	1588	994	872	203	93	8405	2395	2366	2011	1093	242	299
(%)	100	26	29	9	9	5	5	1	1	45	13	13	11	6	1	2
Rating	17.9	46.7	11.5	22.2	14.7	9.7	10.6	4.3	1.9	17.9	38.8	24.5	19.6	12.8	4.8	4.1
KBET-AM	24		24	8		16										
(%)	100		100	34		66										
Rating			.1	.1		.2										
KXTA-AM	2459	23	1976	93	502	466	473	192	250	460	45	113	38	38	12	215
(%)	100	1	80	4	20	19	19	8	10	19	2	5	2	2	2	9
Rating	2.4	.2	4.3	1.3	4.6	4.5	5.7	4.1	5.0	1.0	.7	1.2	.4	.4	.2	2.9
KBIG-FM	10233	769	3885	558	1103	977	789	197	261	5580	999	1668	1181	938	373	421
(%)	100	8	38	5	11	10	8	2	3	55	10	16	12	9	4	4
Rating	9.9	7.5	8.4	7.9	10.2	9.5	9.6	4.2	5.2	11.9	16.2	17.2	11.5	11.0	7.4	5.8
KBLA-AM	1676	24	1030	140	378	309	78	86	40	623	84	149	156	68	91	75
(%)	100	1	61	8	23	18	5	5	2	37	5	9	9	4	5	4
Rating	1.6	.2	2.2	2.0	3.5	3.0	.9	1.8	.8	1.3	1.4	1.5	1.5	.8	1.8	1.0
KBUA-FM	689	140	309	103	146	39	21			240	87	48	26	79		
(%)	100	20	45	15	21	6	3			35	13	7	4	11		
Rating	.7	1.4	.7	1.5	1.3	.4	.3			.5	1.4	.5	.3	.9		
KBUE-FM	5701	786	2848	777	1057	664	244	107		2066	544	646	451	278	98	49
(%)	100	14	50	14	19	12	4	2		36	10	11	8	5	2	1
Rating	5.5	7.6	6.2	10.9	9.8	6.5	3.0	2.3		4.4	8.8	6.7	4.4	3.3	1.9	.7
KCBS-FM	8370	424	4672	462	1146	1468	1258	242	95	3274	302	857	1241	622	142	109
(%)	100	5	56	6	14	18	15	3	1	39	4	10	15	7	2	1
Rating	8.1	4.1	10.1	6.5	10.6	14.3	15.2	5.1	1.9	7.0	4.9	8.9	12.1	7.3	2.8	1.5
KCMG-FM	7783	801	2784	261	901	832	625	115	49	4197	590	1191	1197	783	228	208
(%)	100	10	36	3	12	11	8	1	1	54	8	15	15	10	3	3
Rating	7.5	7.8	6.0	3.7	8.3	8.1	7.6	2.4	1.0	8.9	9.6	12.3	11.6	9.2	4.5	2.8
KDIS-AM	2269	503	529	32	64	196	164	45	28	1237	62	380	512	163	42	79
(%)	100	22	23	1	3	9	7	2	1	55	3	17	23	7	2	3
Rating	2.2	4.9	1.1	.5	.6	1.9	2.0	1.0	.6	2.6	1.0	3.9	5.0	1.9	.8	1.1

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+
KFI -AM	538	1	240	7	24	36	62	31	80	297	2	11	50	55	47	132
(%)	100		45	1	4	7	12	6	15	55		2	9	10	9	25
Rating	.5		.5	.1	.2	.3	.8	.7	1.6	.6		.1	.5	.6	.9	1.8
Share	3.1	.1	3.0	.6	1.2	1.9	4.5	4.0	10.1	3.8	.2	.6	2.8	4.0	6.0	11.0
KFSG-FM	70	1	24	2	4	7	5	3	2	45	1	6	16	11	7	3
(%)	100	2	34	3	5	11	7	4	3	64	2	8	23	16	10	5
Rating	.1		.1		.1	.1	.1	.1		.1		.1	.2	.1	.1	
Share	.4	.1	.3	.2	.2	.4	.4	.4	.3	.6	.1	.4	.9	.8	.9	.3
KFWB-AM	304	6	147	5	8	19	42	30	43	151	3	8	12	31	36	60
(%)	100	2	48	2	3	6	14	10	14	50	1	3	4	10	12	20
Rating	.3	.1	.3	.1	.1	.2	.5	.6	.9	.3		.1	.1	.4	.7	.8
Share	1.8	.5	1.8	.4	.4	1.0	3.0	3.9	5.4	1.9	.3	.5	.7	2.3	4.6	5.0
KHJ -AM	203	1	93	7	18	24	19	19	7	109	3	13	14	27	17	34
(%)	100	1	46	3	9	12	9	9	4	53	1	6	7	13	8	17
Rating	.2		.2	.1	.2	.2	.2	.4	.1	.2		.1	.1	.3	.3	.5
Share	1.2	.1	1.1	.6	.9	1.3	1.4	2.5	.9	1.4	.3	.8	.8	2.0	2.2	2.8
KIEV-AM	109		51		1	3	9	14	24	58		1	3	6	6	42
(%)	100		47		3	9	13	22	53	53		1	3	6	5	38
Rating	.1		.1			.1	.3	.5	.1	.1				.1	.1	.6
Share	.6		.6			.2	.6	1.8	3.0	.7		.1	.2	.4	.8	3.5
KJLH-FM	306	8	128	19	18	57	17	8	10	170	27	38	48	38	7	12
(%)	100	3	42	6	6	19	5	3	3	56	9	13	16	12	2	4
Rating	.3	.1	.3	.3	.2	.6	.2	.2	.2	.4	.4	.4	.5	.4	.1	.2
Share	1.8	.6	1.6	1.6	.9	3.0	1.2	1.0	1.3	2.1	2.5	2.2	2.7	2.8	.9	1.0
KKBT-FM	411	72	177	80	67	21	6	1	2	162	61	55	28	10	2	6
(%)	100	18	43	19	16	5	1	1	1	39	15	14	7	3	1	1
Rating	.4	.7	.4	1.1	.6	.2	.1			.3	1.0	.6	.3	.1		.1
Share	2.4	5.8	2.2	6.6	3.3	1.1	.4	.1	.3	2.0	5.7	3.2	1.6	.7	.3	.5
KKLA-FM	90	1	25	5	4	6	2	4	4	64		10	23	6	19	6
(%)	100	1	28	6	4	6	3	4	5	71		11	26	7	21	6
Rating	.1		.1	.1		.1		.1	.1	.1		.1	.2	.1	.4	.1
Share	.5	.1	.3	.4	.2	.3	.1	.5	.5	.8		.6	1.3	.4	2.4	.5
KLAC-AM	378	4	163	1	10	19	28	32	74	211	2	10	9	10	50	131
(%)	100	1	43		3	5	7	8	20	56		3	2	3	13	35
Rating	.4		.4		.1	.2	.3	.7	1.5	.4		.1	.1	.1	1.0	1.8
Share	2.2	.3	2.0	.1	.5	1.0	2.0	4.2	9.4	2.7	.2	.6	.5	.7	6.3	10.9
KLAX-FM	400	27	211	75	73	44	17	1	2	162	24	36	58	26	6	13
(%)	100	7	53	19	18	11	4			41	6	9	14	6	2	3
Rating	.4	.3	.5	1.1	.7	.4	.2			.3	.4	.4	.6	.3	.1	.2
Share	2.3	2.2	2.6	6.2	3.6	2.3	1.2	.1	.3	2.0	2.2	2.1	3.3	1.9	.8	1.1
KLDS-FM	404	6	290	15	76	126	61	10	2	108	12	24	53	15	4	
(%)	100	2	72	4	19	31	15	2		27	3	6	13	4	1	
Rating	.4	.1	.6	.2	.7	1.2	.7	.2		.2	.2	.2	.5	.2	.1	
Share	2.3	.5	3.6	1.2	3.8	6.6	4.4	1.3	.3	1.4	1.1	1.4	3.0	1.1	.5	
KLSX-FM	361	3	269	35	89	89	44	8	5	89	13	31	25	13	3	5
(%)	100	1	75	10	25	25	12	2	1	25	3	9	7	4	1	1
Rating	.3		.6	.5	.8	.9	.5	.2	.1	.2	.2	.3	.2	.2	.1	.1
Share	2.1	.2	3.3	2.9	4.4	4.7	3.2	1.0	.6	1.1	1.2	1.8	1.4	1.0	.4	.4
KLVE-FM	857	29	308	33	91	91	28	34	30	520	56	179	138	86	39	22
(%)	100	3	36	4	11	11	3	4	4	61	6	21	16	10	5	3
Rating	.8	.3	.7	.5	.8	.9	.3	.7	.6	1.1	.9	1.9	1.3	1.0	.8	.3
Share	5.0	2.3	3.8	2.7	4.5	4.8	2.0	4.4	3.8	6.6	5.2	10.5	7.8	6.3	4.9	1.8
KLYY-FM	141	12	69	23	29	14	3	1		61	22	18	10	6		4
(%)	100	8	49	17	20	10	2			43	16	13	7	4		3
Rating	.1	.1	.1	.3	.3	.1				.1	.4	.2	.1	.1		.1
Share	.8	1.0	.9	1.9	1.4	.7	.2	.1		.8	2.0	1.1	.6	.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+
KFI -AM	8578	74	3893	124	378	735	953	608	1095	4611	92	387	825	950	721	1635
(%)	100	1	45	1	4	9	11	7	13	54	1	5	10	11	8	19
Rating	8.3	.7	8.4	1.7	3.5	7.1	11.5	12.9	22.0	9.8	1.5	4.0	8.0	11.2	14.3	22.4
KFSG-FM	1645	59	684	96	139	153	123	104	69	902	83	136	279	234	133	38
(%)	100	4	42	6	8	9	7	6	4	55	5	8	17	14	8	2
Rating	1.6	.6	1.5	1.4	1.3	1.5	1.5	2.2	1.4	1.9	1.3	1.4	2.7	2.8	2.6	.5
KFWB-AM	8258	126	4284	184	449	775	1253	764	859	3849	129	363	512	975	618	1252
(%)	100	2	52	2	5	9	15	9	10	47	2	4	6	12	7	15
Rating	8.0	1.2	9.3	2.6	4.1	7.5	15.2	16.2	17.2	8.2	2.1	3.8	5.0	11.5	12.3	17.1
KHJ -AM	2442	77	1510	184	356	348	298	244	81	855	93	205	206	123	140	89
(%)	100	3	62	8	15	14	12	10	3	35	4	8	8	5	6	4
Rating	2.4	.7	3.3	2.6	3.3	3.4	3.6	5.2	1.6	1.8	1.5	2.1	2.0	1.4	2.8	1.2
KIEV-AM	1475		697		23	61	125	179	308	778		15	55	72	144	493
(%)	100		47		2	4	9	12	21	53		1	4	5	10	33
Rating	1.4		1.5		.2	.6	1.5	3.8	6.2	1.7		.2	.5	.8	2.9	6.7
KJLH-FM	4062	363	1507	186	350	510	289	89	83	2192	334	521	606	443	157	131
(%)	100	9	37	5	9	13	7	2	2	54	8	13	15	11	4	3
Rating	3.9	3.5	3.3	2.6	3.2	5.0	3.5	1.9	1.7	4.7	5.4	5.4	5.9	5.2	3.1	1.8
KKBT-FM	9884	2617	3657	1728	1167	515	130	54	63	3610	1353	1141	648	287	84	98
(%)	100	26	37	17	12	5	1	1	1	37	14	12	7	3	1	1
Rating	9.6	25.4	7.9	24.3	10.8	5.0	1.6	1.1	1.3	7.7	21.9	11.8	6.3	3.4	1.7	1.3
KLAA-FM	1728	66	623	79	91	151	82	122	98	1039	10	93	297	195	258	187
(%)	100	4	36	5	5	9	5	7	6	60	1	5	17	11	15	11
Rating	1.7	.6	1.3	1.1	.8	1.5	1.0	2.6	2.0	2.2	.2	1.0	2.9	2.3	5.1	2.6
KLAC-AM	6703	180	3529	67	411	519	768	687	1076	2994	61	216	188	336	659	1534
(%)	100	3	53	1	6	8	11	10	16	45	1	3	3	5	10	23
Rating	6.5	1.7	7.6	.9	3.8	5.0	9.3	14.6	21.6	6.4	1.0	2.2	1.8	3.9	13.1	21.0
KLAX-FM	5413	592	2612	746	967	556	272	30	41	2209	392	664	613	332	129	78
(%)	100	11	48	14	18	10	5	1	1	41	7	12	11	6	2	1
Rating	5.2	5.7	5.7	10.5	8.9	5.4	3.3	.6	.8	4.7	6.3	6.9	6.0	3.9	2.6	1.1
KLOS-FM	7666	327	4574	397	1529	1529	953	127	38	2765	276	835	1123	379	136	17
(%)	100	4	60	5	20	20	12	2		36	4	11	15	5	2	
Rating	7.4	3.2	9.9	5.6	14.1	14.9	11.5	2.7	.8	5.9	4.5	8.6	10.9	4.5	2.7	.2
KLSX-FM	5837	127	3910	577	1276	1163	670	115	109	1801	222	570	495	297	98	120
(%)	100	2	67	10	22	20	11	2	2	31	4	10	8	5	2	2
Rating	5.6	1.2	8.5	8.1	11.8	11.3	8.1	2.4	2.2	3.8	3.6	5.9	4.8	3.5	1.9	1.6
KLVE-FM	11021	687	4338	606	1433	1196	555	279	269	5996	960	1926	1426	803	487	395
(%)	100	6	39	6	13	11	5	3	2	54	9	17	13	7	4	4
Rating	10.7	6.7	9.4	8.5	13.2	11.6	6.7	5.9	5.4	12.8	15.5	19.9	13.9	9.4	9.7	5.4
KLYY-FM	2824	286	1221	319	449	314	109	16	16	1317	485	375	307	119		31
(%)	100	10	43	11	16	11	4	1	1	47	17	13	11	4		1
Rating	2.7	2.8	2.6	4.5	4.1	3.1	1.3	.3	.3	2.8	7.9	3.9	3.0	1.4		.4

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+
<b>+KMZT-FM</b>																
KKGO-FM	228	5	95	4	20	5	18	25	24	128	2	12	13	22	33	47
(%)	100	2	42	2	9	2	8	11	11	56	1	5	6	9	14	20
Rating	.2		.2	.1	.2		.2	.5	.5	.3		.1	.1	.3	.7	.6
Share	1.3	.4	1.2	.3	1.0	.3	1.3	3.2	3.0	1.6	.2	.7	.7	1.6	4.2	3.9
<b>KNX -AM</b>																
KNX -AM	359	1	208		18	41	58	41	50	150	3	10	27	23	33	53
(%)	100		58		5	11	16	11	14	42	1	3	8	7	9	15
Rating	.3		.5		.2	.4	.7	.9	1.0	.3		.1	.3	.3	.7	.7
Share	2.1	.1	2.6		.9	2.1	4.2	5.3	6.3	1.9	.3	.6	1.5	1.7	4.2	4.4
<b>KOST-FM</b>																
KOST-FM	538	21	172	29	37	44	24	22	15	345	58	70	94	66	29	29
(%)	100	4	32	5	7	8	5	4	3	64	11	13	17	12	5	5
Rating	.5	.2	.4	.4	.3	.4	.3	.5	.3	.7	.9	.7	.9	.8	.6	.4
Share	3.1	1.7	2.1	2.4	1.8	2.3	1.7	2.9	1.9	4.4	5.4	4.1	5.3	4.8	3.7	2.4
<b>KPWR-FM</b>																
KPWR-FM	722	249	259	134	93	20	9	1	2	215	116	46	27	14	5	6
(%)	100	34	36	19	13	3	1			30	16	6	4	2	1	1
Rating	.7	2.4	.6	1.9	.9	.2	.1			.5	1.9	.5	.3	.2	.1	.1
Share	4.2	20.1	3.2	11.0	4.6	1.0	.6	.1	.3	2.7	10.8	2.7	1.5	1.0	.6	.5
<b>KRCD-FM</b>																
KRCD-FM	252	8	102	8	28	22	18	15	12	142	6	18	43	32	20	23
(%)	100	3	40	3	11	9	7	6	5	56	3	7	17	13	8	9
Rating	.2	.1	.2	.1	.3	.2	.2	.3	.2	.3	.1	.2	.4	.4	.4	.3
Share	1.5	.6	1.3	.7	1.4	1.2	1.3	1.9	1.5	1.8	.6	1.1	2.4	2.3	2.5	1.9
<b>KRCV-FM</b>																
KRCV-FM	156	4	84	6	20	29	6	21	2	69	1	11	33	7	4	13
(%)	100	2	54	4	13	18	4	13	1	44		7	21	5	3	8
Rating	.2		.2	.1	.2	.3	.1	.4		.1		.1	.3	.1	.1	.2
Share	.9	.3	1.0	.5	1.0	1.5	.4	2.7	.3	.9	.1	.6	1.9	.5	.5	1.1
<b>KRLA-AM</b>																
KRLA-AM	141		56		4	9	16	15	12	85	1		7	17	16	44
(%)	100		40		3	7	11	10	8	60	1		5	12	11	31
Rating	.1		.1			.1	.2	.3	.2	.2			.1	.2	.3	.6
Share	.8		.7		.2	.5	1.2	1.9	1.5	1.1	.1		.4	1.2	2.0	3.7
<b>KROQ-FM</b>																
KROQ-FM	776	175	395	168	156	46	20	2	2	205	93	66	30	11		5
(%)	100	23	51	22	20	6	3			26	12	9	4	1		1
Rating	.7	1.7	.9	2.4	1.4	.4	.2			.4	1.5	.7	.3	.1		.1
Share	4.5	14.1	4.9	13.8	7.8	2.4	1.4	.3	.3	2.6	8.7	3.9	1.7	.8		.4
<b>KRTH-FM</b>																
KRTH-FM	545	24	263	14	40	64	83	56	6	258	24	31	56	88	43	16
(%)	100	4	48	3	7	12	15	10	1	47	4	6	10	16	8	3
Rating	.5	.2	.6	.2	.4	.6	1.0	1.2	.1	.5	.4	.3	.5	1.0	.9	.2
Share	3.2	1.9	3.3	1.1	2.0	3.4	6.0	7.3	.8	3.3	2.2	1.8	3.2	6.4	5.5	1.3
<b>KSCA-FM</b>																
KSCA-FM	1019	30	593	114	185	159	72	30	34	396	57	113	136	47	14	29
(%)	100	3	58	11	18	16	7	3	3	39	6	11	13	5	1	3
Rating	1.0	.3	1.3	1.6	1.7	1.5	.9	.6	.7	.8	.9	1.2	1.3	.6	.3	.4
Share	5.9	2.4	7.3	9.4	9.2	8.3	5.2	3.9	4.3	5.0	5.3	6.6	7.7	3.4	1.8	2.4
<b>KSSE-FM</b>																
KSSE-FM	285	33	127	54	53	12	6	1		125	47	51	18	3	5	
(%)	100	12	45	19	19	4	2			44	17	18	6	1	2	
Rating	.3	.3	.3	.8	.5	.1	.1			.3	.8	.5	.2		.1	
Share	1.7	2.7	1.6	4.4	2.6	.6	.4	.1		1.6	4.4	3.0	1.0	.2	.6	
<b>KTNQ-AM</b>																
KTNQ-AM	307	4	187	8	51	63	26	18	20	116	6	39	29	22	12	8
(%)	100	1	61	3	17	20	9	6	7	38	2	13	9	7	4	2
Rating	.3		.4	.1	.5	.6	.3	.4	.4	.2	.1	.4	.3	.3	.2	.1
Share	1.8	.3	2.3	.7	2.5	3.3	1.9	2.3	2.5	1.5	.6	2.3	1.6	1.6	1.5	.7
<b>KTWV-FM</b>																
KTWV-FM	493	2	235	8	16	76	91	31	14	256	18	41	78	69	34	15
(%)	100		48	2	3	16	18	6	3	52	4	8	16	14	7	3
Rating	.5		.5	.1	.1	.7	1.1	.7	.3	.5	.3	.4	.8	.8	.7	.2
Share	2.9	.2	2.9	.7	.8	4.0	6.6	4.0	1.8	3.2	1.7	2.4	4.4	5.1	4.3	1.3
<b>KWIZ-FM</b>																
KWIZ-FM	82	1	26	8	10	7				55	14	20	15	5		
(%)	100	1	31	10	12	8				67	17	25	18	7		
Rating	.1		.1	.1	.1	.1				.1	.2	.2	.1	.1		
Share	.5	.1	.3	.7	.5	.4			.1	.7	1.3	1.2	.8	.4		

\* 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+
<b>+KMZT-FM</b>																
KKGD-FM	5414	170	2221	144	317	279	441	526	514	3023	89	449	452	645	625	763
(%)	100	3	41	3	6	5	8	10	10	56	2	8	8	12	12	14
Rating	5.2	1.6	4.8	2.0	2.9	2.7	5.3	11.2	10.3	6.4	1.4	4.6	4.4	7.6	12.4	10.4
<b>KNX -AM</b>																
KNX -AM	9539	53	5270	48	462	1245	1470	973	1072	4217	153	426	860	850	791	1137
(%)	100	1	55	1	5	13	15	10	11	44	2	4	9	9	8	12
Rating	9.2	.5	11.4	.7	4.3	12.1	17.8	20.6	21.5	9.0	2.5	4.4	8.4	10.0	15.7	15.5
<b>KOST-FM</b>																
KOST-FM	11216	777	3994	533	943	969	743	509	296	6445	1075	1659	1456	1257	494	504
(%)	100	7	36	5	8	9	7	5	3	57	10	15	13	11	4	4
Rating	10.8	7.5	8.6	7.5	8.7	9.4	9.0	10.8	5.9	13.7	17.4	17.2	14.2	14.8	9.8	6.9
<b>KPWR-FM</b>																
KPWR-FM	14836	4850	5197	2572	1775	543	210	50	47	4789	2225	1259	734	306	148	118
(%)	100	33	35	17	12	4	1			32	15	8	5	2	1	1
Rating	14.3	47.1	11.3	36.2	16.4	5.3	2.5	1.1	.9	10.2	36.0	13.0	7.1	3.6	2.9	1.6
<b>KRCD-FM</b>																
KRCD-FM	2933	199	1264	99	333	327	234	195	77	1470	126	248	413	289	166	227
(%)	100	7	43	3	11	11	8	7	3	50	4	8	14	10	6	8
Rating	2.8	1.9	2.7	1.4	3.1	3.2	2.8	4.1	1.5	3.1	2.0	2.6	4.0	3.4	3.3	3.1
<b>KRCV-FM</b>																
KRCV-FM	1801	70	839	107	195	235	125	135	42	893	30	155	327	118	119	144
(%)	100	4	47	6	11	13	7	7	2	50	2	9	18	7	7	8
Rating	1.7	.7	1.8	1.5	1.8	2.3	1.5	2.9	.8	1.9	.5	1.6	3.2	1.4	2.4	2.0
<b>KRLA-AM</b>																
KRLA-AM	2571	47	1134	13	76	130	295	295	324	1389	43	15	135	283	319	594
(%)	100	2	44		3	5	11	11	13	54	2	1	5	11	12	23
Rating	2.5	.5	2.5	.2	.7	1.3	3.6	6.3	6.5	3.0	.7	.2	1.3	3.3	6.3	8.1
<b>KROQ-FM</b>																
KROQ-FM	13388	3076	5942	1935	2609	922	413	34	29	4371	1797	1362	863	247	29	71
(%)	100	23	44	14	19	7	3			33	13	10	6	2		1
Rating	12.9	29.8	12.9	27.2	24.1	9.0	5.0	.7	.6	9.3	29.1	14.1	8.4	2.9	.6	1.0
<b>KRTH-FM</b>																
KRTH-FM	11640	904	5016	408	813	1210	1547	876	162	5719	733	867	1255	1633	821	410
(%)	100	8	43	4	7	10	13	8	1	49	6	7	11	14	7	4
Rating	11.2	8.8	10.9	5.7	7.5	11.8	18.7	18.6	3.2	12.2	11.9	9.0	12.2	19.2	16.3	5.6
<b>KSCA-FM</b>																
KSCA-FM	9267	631	4844	1046	1660	1207	592	238	101	3792	793	1120	1079	445	173	181
(%)	100	7	52	11	18	13	6	3	1	41	9	12	12	5	2	2
Rating	9.0	6.1	10.5	14.7	15.3	11.7	7.2	5.0	2.0	8.1	12.8	11.6	10.5	5.2	3.4	2.5
<b>KSSE-FM</b>																
KSSE-FM	4748	704	1999	633	793	257	271	46		2044	771	821	238	99	97	18
(%)	100	15	42	13	17	5	6	1		43	16	17	5	2	2	
Rating	4.6	6.8	4.3	8.9	7.3	2.5	3.3	1.0		4.3	12.5	8.5	2.3	1.2	1.9	.2
<b>KTNQ-AM</b>																
KTNQ-AM	3993	59	2400	206	697	828	284	227	158	1534	110	558	433	259	126	48
(%)	100	1	60	5	17	21	7	6	4	38	3	14	11	6	3	1
Rating	3.9	.6	5.2	2.9	6.4	8.0	3.4	4.8	3.2	3.3	1.8	5.8	4.2	3.0	2.5	.7
<b>KTVV-FM</b>																
KTVV-FM	7611	201	3432	155	410	865	1285	429	288	3979	240	594	1199	959	488	500
(%)	100	3	45	2	5	11	17	6	4	52	3	8	16	13	6	7
Rating	7.4	1.9	7.4	2.2	3.8	8.4	15.6	9.1	5.8	8.5	3.9	6.1	11.7	11.3	9.7	6.8
<b>KWIZ-FM</b>																
KWIZ-FM	1266	62	565	187	189	157	16		17	638	137	226	187	70		17
(%)	100	5	45	15	15	12	1		1	50	11	18	15	5		1
Rating	1.2	.6	1.2	2.6	1.7	1.5	.2		.3	1.4	2.2	2.3	1.8	.8		.2

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+
<b>+KWKU-AM</b>																
<b>KWPA-AM</b>																
(%)																
Rating																
Share																
<b>KWKW-AM</b>	87	2	35	2	5	13	2	5	7	51	6	17	8	13	6	1
(%)	100	2	40	2	6	15	3	6	8	58	7	19	9	15	7	1
Rating	.1		.1			.1		.1	.1	.1	.1	.2	.1	.2	.1	
Share	.5	.2	.4	.2	.2	.7	.1	.6	.9	.6	.6	1.0	.5	1.0	.8	.1
<b>KWVE-FM</b>	76	2	31	3	3	12	7	4	2	43	1	5	16	8	6	7
(%)	100	2	41	5	4	16	9	5	2	57	2	6	22	10	8	10
Rating	.1		.1			.1	.1	.1		.1		.1	.2	.1	.1	.1
Share	.4	.2	.4	.2	.1	.6	.5	.5	.3	.5	.1	.3	.9	.6	.8	.6
<b>KVMX-FM</b>	77	3	33	6	18	6	2			41	8	14	16	4		
(%)	100	3	43	8	24	8	3			54	10	18	20	6		
Rating	.1		.1	.1	.2	.1				.1	.1	.1	.2			
Share	.4	.2	.4	.5	.9	.3	.1			.5	.7	.8	.9	.3		
<b>KYSR-FM</b>	504	28	187	40	75	40	24	7	1	289	65	113	77	31	2	1
(%)	100	5	37	8	15	8	5	1		57	13	22	15	6		
Rating	.5	.3	.4	.6	.7	.4	.3	.1		.6	1.1	1.2	.7	.4		
Share	2.9	2.3	2.3	3.3	3.7	2.1	1.7	.9	.1	3.7	6.1	6.6	4.3	2.3	.3	.1
<b>KZLA-FM</b>	357	12	154	13	19	27	44	31	20	190	13	29	47	62	21	18
(%)	100	3	43	4	5	8	12	9	6	53	4	8	13	17	6	5
Rating	.3	.1	.3	.2	.2	.3	.5	.7	.4	.4	.2	.3	.5	.7	.4	.2
Share	2.1	1.0	1.9	1.1	.9	1.4	3.2	4.0	2.5	2.4	1.2	1.7	2.6	4.5	2.7	1.5
<b>KOLA-FM</b>	62	2	30		1	5	7	12	5	31	2	4	4	13	6	2
(%)	100	3	48		1	7	12	19	9	49	3	7	7	21	9	2
Rating	.1		.1			.1	.1	.3	.1	.1				.2	.1	
Share	.4	.2	.4			.3	.5	1.6	.6	.4	.2	.2	.2	1.0	.8	.2
<b>XTRA-AM</b>	107	1	102	3	26	36	25	9	4	3			2	1		
(%)	100	1	96	3	24	34	23	8	4	3			2	1		
Rating	.1		.2		.2	.3	.3	.2	.1							
Share	.6	.1	1.3	.2	1.3	1.9	1.8	1.2	.5				.1	.1		
<b>TOTALS</b>	17239	1239	8089	1218	2011	1910	1389	771	790	7912	1074	1711	1774	1366	788	1199
(%)	100	7	47	7	12	11	8	4	5	46	6	10	10	8	5	7
Rating	16.7	12.0	17.5	17.1	18.6	18.6	16.8	16.3	15.8	16.8	17.4	17.7	17.2	16.1	15.6	16.4

\* 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+
+KWKU-AM																
KWPA-AM	16									16					16	
(%)	100									100					100	
Rating															.3	
KWKW-AM	1442	60	740	70	173	214	84	131	67	642	30	212	155	156	61	27
(%)	100	4	51	5	12	15	6	9	5	44	2	15	11	11	4	2
Rating	1.4	.6	1.6	1.0	1.6	2.1	1.0	2.8	1.3	1.4	.5	2.2	1.5	1.8	1.2	.4
KWVE-FM	2001	82	886	114	173	216	180	113	90	1033	32	184	347	209	133	128
(%)	100	4	44	6	9	11	9	6	4	52	2	9	17	10	7	6
Rating	1.9	.8	1.9	1.6	1.6	2.1	2.2	2.4	1.8	2.2	.5	1.9	3.4	2.5	2.6	1.8
KXMX-FM	1565	113	780	106	377	162	120	15		671	181	243	214	33		
(%)	100	7	50	7	24	10	8	1		43	12	16	14	2		
Rating	1.5	1.1	1.7	1.5	3.5	1.6	1.5	.3		1.4	2.9	2.5	2.1	.4		
KYSR-FM	11151	1280	4303	941	1693	939	575	125	30	5568	1482	1894	1548	471	109	65
(%)	100	11	39	8	15	8	5	1		50	13	17	14	4	1	1
Rating	10.8	12.4	9.3	13.2	15.6	9.1	7.0	2.6	.6	11.8	24.0	19.6	15.1	5.5	2.2	.9
KZLA-FM	5801	294	2224	155	344	495	477	383	370	3283	340	602	746	809	420	366
(%)	100	5	38	3	6	9	8	7	6	57	6	10	13	14	7	6
Rating	5.6	2.9	4.8	2.2	3.2	4.8	5.8	8.1	7.4	7.0	5.5	6.2	7.3	9.5	8.3	5.0
KOLA-FM	1451	69	699	13	39	110	249	222	65	683	53	142	146	205	101	36
(%)	100	5	48	1	3	8	17	15	4	47	4	10	10	14	7	2
Rating	1.4	.7	1.5	.2	.4	1.1	3.0	4.7	1.3	1.5	.9	1.5	1.4	2.4	2.0	.5
XTRA-AM	2260	45	1992	93	536	555	476	187	146	222		44	90	26	28	34
(%)	100	2	88	4	24	25	21	8	6	10		2	4	1	1	2
Rating	2.2	.4	4.3	1.3	5.0	5.4	5.8	4.0	2.9	.5		.5	.9	.3	.6	.5
<b>TOTALS</b>	98888	9942	44012	6744	10404	9895	8009	4475	4486	44933	6074	9392	9890	8210	4761	6606
(%)	100	10	45	7	11	10	8	5	5	45	6	9	10	8	5	7
Rating	95.6	96.4	95.3	94.9	96.2	96.1	97.0	94.9	90.0	95.6	98.3	97.1	96.2	96.5	94.5	90.3

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

<b>Persons 18+</b>																
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 (%)	313 50	244 39	64 10	3	331 54	179 29	101 16	6 1	233 73	67 21	12 4	6 2	250 58	133 31	45 10	3 1
KACD-FM (%)	29 27	40 37	39 36		30 26	24 21	60 53		42 59	27 38	2 3		25 33	25 33	26 34	
KBCD-FM (%)	6 16	19 47	15 36	1	6 13	14 29	29 58		17 48	10 28	5 15	3 9	7 22	12 38	12 38	1 2
KAVS-FM (%)	6 51	4 38	1 12		2 52	1 48			1 11	5 69		1 20	3 38	3 46	1 12	4 4
KIIS-FM (%)	234 27	450 52	175 20	14 2	152 20	253 33	339 45	17 2	225 40	267 48	46 8	22 4	179 30	270 45	138 23	16 3
KBET-AM (%)													30	70		
KXTA-AM (%)	42 35	57 47	21 17	1 1	39 26	63 42	42 28	4 3	47 43	36 34	14 13	11 10	48 44	41 38	17 16	3 3
KBIG-FM (%)	116 20	160 28	283 49	16 3	113 14	75 9	589 74	24 3	153 43	94 27	87 25	21 6	116 25	94 21	230 51	15 3
KBLA-AM (%)	51 38	44 33	39 29	1 1	52 38	14 10	71 51	2 1	43 53	12 16	25 31		39 42	21 23	32 35	1 1
KBUA-FM (%)	24 49	16 32	7 15	2 4	33 56	13 22	8 13	5 8	32 53	14 23	10 16	5 8	25 54	12 27	6 12	3 6
KBUE-FM (%)	180 37	111 23	195 40	6 1	192 31	101 17	315 51	6 1	220 50	84 19	101 23	32 7	169 41	80 19	158 38	11 3
KCBS-FM (%)	97 19	239 47	164 32	10 2	66 13	162 32	278 54	9 2	195 49	137 34	51 13	18 5	91 25	146 40	119 33	9 2
KCMG-FM (%)	98 23	171 41	147 35	6 1	92 17	122 23	304 57	14 3	156 39	138 35	93 23	13 3	109 30	115 32	129 36	8 2
KDIS-AM (%)	16 24	42 62	8 12	1 2	8 18	27 57	12 25		17 26	36 57	9 14	1 2	12 26	27 58	6 14	1 1
KFI -AM (%)	376 54	203 29	116 17	6 1	508 49	273 27	232 23	15 1	212 68	85 27	10 3	7 2	298 56	139 26	93 17	6 1
KFSG-FM (%)	37 36	48 48	14 14	2 2	22 25	31 34	34 38	2 3	37 61	21 35		3 5	27 39	28 41	12 17	2 2
KFWB-AM (%)	216 41	286 55	22 4		103 34	176 59	21 7		64 47	66 49	1 1	3 2	135 45	150 50	12 4	1 1
KHJ -AM (%)	161 69	30 13	38 16	4 2	192 64	24 8	81 27	3 1	192 74	32 12	33 13	4 1	143 71	22 11	34 17	4 2
KIEV-AM (%)	96 73	26 20	9 7		164 66	56 23	28 11		28 79	7 18	1 2		79 73	21 19	9 8	
KJLH-FM (%)	141 36	163 41	83 21	5 1	92 26	85 24	177 50	3 1	204 65	91 29	14 5	6 2	128 43	94 32	70 23	6 2
KKBT-FM (%)	143 33	182 42	100 23	13 3	95 23	117 29	169 41	27 7	134 44	115 38	41 14	13 4	125 37	115 34	81 24	17 5
KKLA-FM (%)	83 52	66 41	11 7		55 48	36 31	22 19	3 2	25 67	11 29	2 4		48 54	32 36	9 10	1 1
KLAC-AM (%)	319 64	130 26	47 9	3 1	239 47	157 31	108 21	2	167 58	98 34	17 6	7 2	226 60	102 27	42 11	4 1
KLAX-FM (%)	150 36	100 24	165 39	5 1	192 32	89 15	310 52	9 2	224 50	76 17	135 30	15 3	148 40	69 19	148 40	8 2

\* Listener estimates adjusted for reported broadcast schedule.

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

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

# Listening Locations

## Persons 18+

AQH (00)

	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KLOS-FM (%)	140 22	267 43	206 33	10 2	91 17	143 27	278 53	16 3	151 50	99 33	29 10	22 7	111 28	142 36	135 34	10 3
KLSX-FM (%)	233 32	359 50	117 16	12 2	78 19	188 45	145 35	7 2	52 51	42 41	4 4	3 3	111 31	170 47	71 20	6 2
KLVE-FM (%)	457 46	220 22	295 30	26 3	532 40	171 13	578 44	39 3	467 60	137 18	131 17	39 5	403 49	147 18	250 30	27 3
KLYY-FM (%)	54 35	38 25	58 37	4 2	71 34	26 12	108 52	3 2	76 51	30 20	36 24	7 5	51 39	25 19	50 39	4 3
+KMZT-FM KKGQ-FM (%)	140 54	82 32	36 14	1	104 41	68 27	83 32	1	190 68	61 22	25 9	2 1	134 60	56 25	32 14	1 1
KNX -AM (%)	186 34	321 58	45 8	2	91 22	230 55	97 23		58 34	104 61	6 3	3 2	137 38	183 51	36 10	3 1
KOST-FM (%)	164 27	186 31	243 40	8 1	108 13	167 20	530 65	11 1	173 40	164 38	84 20	6 1	165 32	141 27	203 39	8 2
KPWR-FM (%)	261 39	274 41	100 15	27 4	176 30	177 30	198 34	31 5	205 51	118 30	50 12	26 7	197 42	165 35	85 18	26 6
KRCD-FM (%)	139 53	60 23	64 24	2 1	205 52	40 10	150 38	3 1	152 59	65 25	40 15	1 1	140 57	43 17	61 25	1 1
KRCV-FM (%)	81 46	42 24	50 29	3 2	77 42	22 12	83 45	3 2	140 73	24 13	20 10	7 4	84 55	26 17	38 25	4 3
KRLA-AM (%)	127 69	41 22	16 9	1 1	155 55	82 29	43 15	4 1	37 66	18 32	1 1		92 65	34 24	14 10	1 1
KROQ-FM (%)	215 26	380 45	236 28	13 2	125 15	253 30	456 54	16 2	178 37	200 41	66 14	43 9	168 28	230 38	185 31	18 3
KRTH-FM (%)	176 28	188 29	267 42	7 1	165 20	158 19	468 58	19 2	332 52	167 26	118 18	25 4	168 32	128 25	213 41	12 2
KSCA-FM (%)	795 48	400 24	437 26	29 2	508 42	219 18	445 37	31 3	310 49	170 27	129 20	24 4	482 49	218 22	267 27	22 2
KSSE-FM (%)	112 36	94 30	99 32	8 2	115 30	58 15	201 53	9 2	114 49	74 32	26 11	18 8	97 38	62 25	82 33	10 4
KTNQ-AM (%)	167 46	95 26	103 28	1	194 43	60 13	190 42	7 1	143 67	40 19	25 12	4 2	163 54	58 19	79 26	3 1
KTWV-FM (%)	178 31	163 28	238 41	3	156 19	145 17	532 63	7 1	204 52	119 30	65 17	3 1	171 35	116 24	200 41	4 1
KWIZ-FM (%)	35 40	12 13	41 47		47 41	17 15	52 45		42 60	14 20	8 11	7 9	36 44	11 13	32 40	2 3
+KWKU-AM KQPA-AM (%)	100												100			
KWKV-AM (%)	66 65	20 20	14 14	1 1	84 62	17 13	31 23	2 2	33 78	4 10	4 9	1 3	59 69	12 14	13 16	1 1
KWVE-FM (%)	33 31	62 56	14 12	1 1	21 21	46 45	34 33	1	19 33	34 58	5 9	1 1	24 32	37 51	12 17	1 1
KXXM-FM (%)	10 10	29 31	54 58		12 7	28 18	119 75		33 52	23 36	3 5	5 7	12 16	20 27	42 56	1 1
KYSR-FM (%)	124 17	356 50	221 31	11 2	64 9	186 26	441 62	23 3	138 36	157 41	64 17	27 7	89 19	195 41	178 37	14 3

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
KZLA-FM (%)	116 25	193 42	139 31	8 2	115 22	160 30	242 46	15 3	178 52	114 33	33 10	16 5	113 33	123 36	101 29	8 2
KOLA-FM (%)	21 28	38 49	12 16	5 6	32 37	39 45	15 16	2 2	52 60	32 38		2 2	24 40	26 43	8 12	3 5
XTRA-AM (%)	37 24	86 54	31 20	4 2	52 27	70 36	64 33	8 4	12 26	26 58	7 16		29 27	49 46	25 24	3 3
<b>TOTALS</b> (%)	8171 38	7766 36	5327 25	326 2	7136 31	5478 24	9728 43	460 2	7381 53	4149 30	1850 13	544 4	6707 42	4755 30	4183 26	355 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
<b>KABC-AM</b>										
SP '00	8:30	8:15	9:00	8:30	8:00	9:45	9:15	9:00	8:00	7:30
WI '00	7:15	4:00	6:30	7:00	3:45	6:45	7:15	5:00	6:00	6:15
FA '99	7:30	6:30	7:00	7:30	7:00	7:45	7:45	6:00	5:45	7:00
SU '99	7:15	4:00	5:45	6:45	5:15	5:45	6:30	2:30	5:30	6:45
<b>4-Book</b>	<b>7:45</b>	<b>5:45</b>	<b>7:00</b>	<b>7:30</b>	<b>6:00</b>	<b>7:30</b>	<b>7:45</b>	<b>5:45</b>	<b>6:15</b>	<b>7:00</b>
SP '99	7:45	5:00	8:00	8:15	6:30	8:45	9:00	3:15	7:00	7:15
<b>KACD-FM</b>										
SP '00	6:00	5:15	6:15	7:15	8:00	6:45	5:30	3:15	5:45	8:30
WI '00	6:30	5:30	7:30	8:00	5:00	7:00	7:45	5:45	7:45	8:00
FA '99	4:15	3:45	4:15	4:30	4:30	4:15	3:45	3:15	4:30	5:15
SU '99	5:30	5:30	6:15	5:45	8:45	7:30	6:30	3:45	4:45	4:30
<b>4-Book</b>	<b>5:30</b>	<b>5:00</b>	<b>6:00</b>	<b>6:30</b>	<b>6:30</b>	<b>6:30</b>	<b>6:00</b>	<b>4:00</b>	<b>5:45</b>	<b>6:30</b>
SP '99	5:45	3:15	6:00	8:15	3:45	5:30	6:00	2:45	6:45	10:45
<b>KBCD-FM</b>										
SP '00	4:30	4:30	5:00	4:45	5:00	5:45	5:15	4:00	4:00	3:45
WI '00	5:00	4:00	5:30	6:15	2:15	5:45	7:45	5:15	5:00	3:15
FA '99	8:45	10:45	9:45	7:45	10:00	10:30	8:45	11:30	8:45	6:30
SU '99	8:30	7:45	10:00	10:30	8:15	7:30	7:15	7:15	12:45	14:30
<b>4-Book</b>	<b>6:45</b>	<b>6:45</b>	<b>7:30</b>	<b>7:15</b>	<b>6:30</b>	<b>7:30</b>	<b>7:15</b>	<b>7:00</b>	<b>7:45</b>	<b>7:00</b>
SP '99	6:00	9:15	7:00	5:00	7:30	7:30	6:30	13:15	6:15	3:00
<b>KAVS-FM</b>										
SP '00	4:15	4:15	2:45	3:15	1:45	1:45	1:45	5:00	3:30	4:00
WI '00	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**
SU '99	0:45	0:45	0:45	0:00	0:00	0:00	0:00	0:45	0:45	0:00
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**
<b>KIIS-FM</b>										
SP '00	5:45	5:45	5:45	5:15	5:15	5:30	5:30	6:15	5:45	5:00
WI '00	6:00	6:00	5:45	5:30	5:45	5:30	5:30	6:30	5:45	5:30
FA '99	6:00	6:15	5:30	5:15	5:45	4:45	4:45	6:45	6:00	5:30
SU '99	5:30	5:45	5:00	4:45	5:00	4:15	4:00	6:15	5:30	5:30
<b>4-Book</b>	<b>5:45</b>	<b>6:00</b>	<b>5:30</b>	<b>5:15</b>	<b>5:30</b>	<b>5:00</b>	<b>5:00</b>	<b>6:30</b>	<b>5:45</b>	<b>5:30</b>
SP '99	5:45	6:00	6:00	5:30	5:30	5:30	5:15	6:15	6:15	5:45
<b>+KBET-AM</b>										
SP '00	2:00	1:45	2:00	2:00	1:45	2:00	2:00	0:00	0:00	0:00
WI '00	**	**	**	**	**	**	**	**	**	**
FA '99	1:15	0:00	1:15	1:15	0:00	0:00	0:00	0:00	1:15	1:15
SU '99	9:30	9:30	9:30	0:00	9:30	9:30	0:00	0:00	0:00	0:00
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
<b>KXTA-AM</b>										
SP '00	5:45	6:30	5:45	5:00	6:15	5:45	5:30	7:15	6:15	1:00
WI '00	5:45	5:15	6:15	6:00	5:45	6:30	6:30	2:15	2:45	2:45
FA '99	5:00	7:30	5:45	4:00	7:45	6:15	4:30	3:45	2:30	2:15
SU '99	4:45	5:30	5:00	4:00	6:00	5:00	4:00	3:45	4:00	4:30
<b>4-Book</b>	<b>5:15</b>	<b>6:15</b>	<b>5:45</b>	<b>4:45</b>	<b>6:30</b>	<b>6:00</b>	<b>5:15</b>	<b>4:15</b>	<b>4:00</b>	<b>2:45</b>
SP '99	6:15	7:15	6:45	6:00	7:00	6:30	6:00	9:30	7:30	6:00
<b>KBIG-FM</b>										
SP '00	5:45	6:30	6:30	5:45	6:15	6:00	5:30	6:45	6:45	6:00
WI '00	6:00	6:00	6:30	6:45	4:30	5:45	7:00	7:00	7:00	6:30
FA '99	6:15	5:30	7:00	7:45	5:45	6:45	7:30	5:30	7:15	8:00
SU '99	5:30	5:00	5:45	6:15	5:00	5:30	5:15	5:00	5:45	7:00
<b>4-Book</b>	<b>6:00</b>	<b>5:45</b>	<b>6:30</b>	<b>6:45</b>	<b>5:30</b>	<b>6:00</b>	<b>6:15</b>	<b>6:00</b>	<b>6:45</b>	<b>7:00</b>
SP '99	5:30	5:30	6:00	6:30	5:15	5:30	5:30	5:45	6:30	7:00
<b>KBLA-AM</b>										
SP '00	7:15	9:15	7:45	5:45	9:45	8:00	5:45	8:15	7:00	5:30
WI '00	8:30	8:15	8:45	8:45	8:00	8:15	8:15	8:15	9:15	9:15
FA '99	11:15	13:00	11:00	9:45	14:00	11:00	9:00	12:00	11:15	10:45
SU '99	9:30	8:15	10:45	12:15	6:45	9:45	12:15	12:00	12:30	12:00
<b>4-Book</b>	<b>9:15</b>	<b>9:45</b>	<b>9:30</b>	<b>9:15</b>	<b>9:45</b>	<b>9:15</b>	<b>8:45</b>	<b>10:15</b>	<b>10:00</b>	<b>9:30</b>
SP '99	8:45	8:00	9:00	9:15	10:00	9:00	8:15	4:00	8:45	10:45

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
<b>KBUA-FM</b>										
SP '00	10:30	10:30	11:00	10:45	10:15	9:30	8:00	11:00	13:00	12:15
WI '00	8:15	9:45	10:00	9:00	11:15	9:00	5:30	7:00	11:30	12:15
FA '99	13:45	13:45	14:00	16:30	16:00	15:15	18:45	11:45	13:00	15:15
SU '99	10:30	9:15	14:00	16:15	10:30	18:00	24:15	7:00	9:15	10:45
<b>4-Book</b>	<b>10:45</b>	<b>10:45</b>	<b>12:15</b>	<b>13:15</b>	<b>12:00</b>	<b>13:00</b>	<b>14:15</b>	<b>9:15</b>	<b>11:45</b>	<b>12:45</b>
SP '99	12:00	14:00	12:15	9:30	14:15	13:45	12:30	14:00	10:15	7:30
<b>KBUE-FM</b>										
SP '00	10:15	12:00	11:30	8:45	14:00	13:15	9:45	8:30	9:15	7:45
WI '00	9:45	9:45	10:15	10:45	10:45	11:00	12:00	8:00	9:30	9:30
FA '99	10:45	10:45	11:00	11:00	11:30	12:30	11:45	9:45	9:00	10:15
SU '99	10:30	11:15	10:30	9:15	12:45	12:15	10:00	8:45	8:30	8:15
<b>4-Book</b>	<b>10:15</b>	<b>11:00</b>	<b>10:45</b>	<b>10:00</b>	<b>12:15</b>	<b>12:15</b>	<b>11:00</b>	<b>8:45</b>	<b>9:00</b>	<b>9:00</b>
SP '99	9:30	11:15	10:00	8:15	12:00	10:45	8:45	9:45	9:15	7:45
<b>KCBS-FM</b>										
SP '00	5:45	5:45	6:00	6:00	6:45	6:30	6:15	4:15	5:30	5:30
WI '00	5:30	4:45	6:00	6:15	4:45	6:45	7:15	4:30	5:00	5:00
FA '99	5:45	5:15	6:00	6:15	7:00	6:45	6:45	2:45	5:00	5:45
SU '99	6:15	6:45	6:30	6:00	8:15	7:15	6:30	4:30	5:30	5:30
<b>4-Book</b>	<b>5:45</b>	<b>5:45</b>	<b>6:15</b>	<b>6:15</b>	<b>6:45</b>	<b>6:45</b>	<b>6:45</b>	<b>4:00</b>	<b>5:15</b>	<b>5:30</b>
SP '99	5:45	5:15	6:00	6:30	6:00	6:30	6:45	4:15	5:30	6:00
<b>KCMG-FM</b>										
SP '00	6:15	6:15	6:45	6:45	5:45	6:30	7:00	6:45	6:45	6:45
WI '00	5:45	5:30	6:00	6:30	6:15	7:00	7:15	5:00	5:15	6:00
FA '99	6:30	5:30	7:00	7:45	6:00	7:00	8:00	5:15	7:00	7:30
SU '99	6:15	6:15	6:15	6:15	6:45	6:45	6:45	6:00	5:45	6:00
<b>4-Book</b>	<b>6:15</b>	<b>6:00</b>	<b>6:30</b>	<b>6:45</b>	<b>6:15</b>	<b>6:45</b>	<b>7:15</b>	<b>5:45</b>	<b>6:15</b>	<b>6:30</b>
SP '99	6:45	7:45	7:15	7:15	8:00	6:15	6:30	7:30	8:15	8:00
<b>KDIS-AM</b>										
SP '00	3:30	4:30	3:30	3:00	3:00	2:30	2:00	4:45	4:00	3:30
WI '00	3:30	3:30	3:30	3:30	1:45	2:45	3:30	4:15	3:45	3:30
FA '99	3:30	2:30	3:00	3:00	2:45	3:00	2:45	2:15	3:00	3:00
SU '99	2:45	3:30	2:45	2:45	2:15	1:45	2:00	4:00	3:15	3:00
<b>4-Book</b>	<b>3:15</b>	<b>3:30</b>	<b>3:15</b>	<b>3:00</b>	<b>2:30</b>	<b>2:30</b>	<b>2:30</b>	<b>3:45</b>	<b>3:30</b>	<b>3:15</b>
SP '99	**	**	**	**	**	**	**	**	**	**
<b>KFI -AM</b>										
SP '00	8:00	5:45	7:00	7:30	7:45	7:30	7:00	3:30	6:45	7:45
WI '00	8:15	6:30	7:15	8:15	5:30	6:45	8:30	7:30	7:45	8:00
FA '99	8:30	7:00	8:00	8:45	8:00	9:00	9:00	5:45	7:00	8:30
SU '99	8:00	6:00	7:30	8:15	6:00	7:15	7:45	6:15	7:45	8:30
<b>4-Book</b>	<b>8:15</b>	<b>6:15</b>	<b>7:30</b>	<b>8:15</b>	<b>6:45</b>	<b>7:45</b>	<b>8:00</b>	<b>5:45</b>	<b>7:15</b>	<b>8:15</b>
SP '99	7:15	6:00	7:00	7:30	5:30	7:15	8:00	6:15	6:45	7:00
<b>KFSG-FM</b>										
SP '00	5:15	3:30	5:45	6:00	3:15	4:45	5:00	4:00	6:30	6:45
WI '00	7:15	7:45	7:45	8:00	7:45	7:30	6:00	7:45	8:00	9:30
FA '99	5:15	3:45	5:00	6:00	3:15	4:15	5:15	3:45	5:30	6:30
SU '99	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	4:30	4:15	4:45	4:45	2:30	3:45	4:15	5:15	5:15	5:15
<b>KFWB-AM</b>										
SP '00	4:45	2:45	3:30	4:30	2:30	3:30	4:00	3:00	3:30	4:45
WI '00	4:45	3:15	3:45	4:30	3:30	4:00	4:45	3:00	3:30	4:15
FA '99	4:45	3:15	3:45	4:15	2:30	3:45	4:30	4:30	4:00	4:00
SU '99	4:00	2:45	3:45	4:00	3:45	4:00	4:00	1:30	3:00	3:45
<b>4-Book</b>	<b>4:30</b>	<b>3:00</b>	<b>3:45</b>	<b>4:15</b>	<b>3:00</b>	<b>3:45</b>	<b>4:15</b>	<b>3:00</b>	<b>3:30</b>	<b>4:15</b>
SP '99	4:30	3:00	4:00	4:30	3:30	4:00	4:15	2:15	4:00	4:30
<b>+KHJ -AM</b>										
SP '00	10:30	6:15	9:30	11:15	5:45	7:45	8:45	6:45	12:45	15:45
WI '00	9:45	6:45	9:30	12:00	5:30	8:15	12:15	8:45	11:15	11:45
FA '99	11:15	10:00	11:00	12:00	11:45	12:30	14:00	7:30	9:00	9:30
SU '99	10:15	6:30	9:45	12:15	6:30	9:00	10:30	6:30	10:30	14:15
<b>4-Book</b>	<b>10:30</b>	<b>7:30</b>	<b>10:00</b>	<b>12:00</b>	<b>7:30</b>	<b>9:30</b>	<b>11:30</b>	<b>7:30</b>	<b>11:00</b>	<b>12:45</b>
SP '99	10:00	7:00	10:00	11:30	7:30	10:45	11:45	6:15	9:00	11:00

\*\* Station(s) not reported this survey.

\*Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

# Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
<b>KIEV-AM</b>										
SP '00	9:15	5:15	8:30	8:15	3:00	8:00	9:00	8:45	9:30	7:15
WI '00	9:15	1:30	5:45	10:30	0:00	5:15	11:45	1:30	6:00	8:45
FA '99	6:45	5:30	5:45	7:30	4:45	6:00	7:45	6:00	5:15	7:00
SU '99	8:00	1:00	6:30	6:45	1:30	8:00	9:15	0:30	4:45	4:30
<b>4-Book</b>	<b>8:15</b>	<b>3:15</b>	<b>6:45</b>	<b>8:15</b>	<b>2:15</b>	<b>6:45</b>	<b>9:30</b>	<b>4:15</b>	<b>6:30</b>	<b>7:00</b>
SP '99	9:00	2:30	6:30	7:30	3:30	6:45	8:15	1:45	6:15	6:30
<b>KJLH-FM</b>										
SP '00	9:30	9:15	10:00	10:30	8:30	10:00	11:45	9:30	10:00	9:45
WI '00	8:45	9:30	10:00	9:00	8:15	9:15	8:30	10:15	10:45	9:15
FA '99	9:15	9:00	9:30	10:15	5:45	7:00	10:30	11:00	11:00	10:15
SU '99	8:30	6:45	8:45	9:30	7:00	8:00	7:45	6:45	9:30	10:45
<b>4-Book</b>	<b>9:00</b>	<b>8:45</b>	<b>9:30</b>	<b>9:45</b>	<b>7:30</b>	<b>8:30</b>	<b>9:45</b>	<b>9:30</b>	<b>10:15</b>	<b>10:00</b>
SP '99	7:30	7:15	8:15	8:15	7:00	6:15	5:45	7:30	9:30	9:45
<b>KBFT-FM</b>										
SP '00	5:15	6:15	6:00	5:00	6:30	6:30	5:00	5:45	5:45	5:00
WI '00	5:30	6:00	7:15	5:45	6:30	8:30	5:45	5:30	6:00	5:30
FA '99	6:00	6:45	7:00	5:15	6:00	7:30	6:30	7:45	6:45	4:15
SU '99	6:00	6:30	6:45	6:00	6:45	7:00	5:15	6:30	6:45	6:30
<b>4-Book</b>	<b>5:45</b>	<b>6:30</b>	<b>6:45</b>	<b>5:30</b>	<b>6:30</b>	<b>7:30</b>	<b>5:45</b>	<b>6:30</b>	<b>6:15</b>	<b>5:15</b>
SP '99	6:15	6:45	7:30	6:45	6:45	7:15	8:00	7:15	7:45	6:00
<b>KKLA-FM</b>										
SP '00	6:30	8:45	7:15	6:45	6:30	4:45	4:15	12:00	8:30	8:15
WI '00	6:15	6:15	7:15	7:00	11:30	9:00	6:45	3:30	5:45	7:00
FA '99	5:30	2:45	5:30	6:30	1:45	5:00	6:15	4:00	6:00	6:30
SU '99	5:15	3:30	5:30	5:45	3:45	5:45	5:30	3:00	5:15	5:45
<b>4-Book</b>	<b>6:00</b>	<b>5:15</b>	<b>6:30</b>	<b>6:30</b>	<b>6:00</b>	<b>6:15</b>	<b>5:45</b>	<b>5:45</b>	<b>6:30</b>	<b>7:00</b>
SP '99	6:15	3:15	6:45	7:15	3:30	6:45	7:45	2:45	6:45	7:00
<b>KLAC-AM</b>										
SP '00	7:00	3:45	4:30	6:00	2:45	4:15	5:00	5:00	4:45	7:15
WI '00	8:00	2:45	5:00	6:15	1:45	3:15	5:15	6:15	8:00	8:00
FA '99	7:30	2:45	4:00	6:30	2:45	3:30	5:00	2:30	4:30	7:45
SU '99	7:45	6:30	4:45	6:45	10:45	5:45	6:45	1:15	3:15	6:45
<b>4-Book</b>	<b>7:30</b>	<b>4:00</b>	<b>4:30</b>	<b>6:30</b>	<b>4:30</b>	<b>4:15</b>	<b>5:30</b>	<b>3:45</b>	<b>5:15</b>	<b>7:30</b>
SP '99	6:30	2:30	4:30	6:00	2:45	4:30	6:15	2:15	4:30	5:30
<b>KLAX-FM</b>										
SP '00	9:15	9:30	9:15	9:45	10:45	9:15	9:00	7:00	9:15	10:30
WI '00	7:30	7:15	8:15	7:45	7:15	8:15	7:30	7:30	8:15	7:45
FA '99	7:00	6:45	7:00	8:00	7:00	6:00	6:15	6:30	8:15	9:45
SU '99	7:45	8:30	8:45	7:45	8:45	9:00	8:30	8:15	8:15	7:30
<b>4-Book</b>	<b>8:00</b>	<b>8:00</b>	<b>8:15</b>	<b>8:15</b>	<b>8:30</b>	<b>8:15</b>	<b>7:45</b>	<b>7:15</b>	<b>8:30</b>	<b>9:00</b>
SP '99	8:15	8:45	9:15	8:45	8:45	9:45	9:45	8:30	8:45	7:45
<b>KLOS-FM</b>										
SP '00	6:45	5:15	7:00	8:00	6:00	8:15	9:30	4:00	5:00	5:30
WI '00	6:15	5:30	6:45	7:30	6:30	7:45	8:15	4:15	5:15	6:00
FA '99	6:45	6:15	7:00	7:15	7:00	7:45	7:45	5:30	6:15	6:45
SU '99	6:00	4:45	6:15	7:00	5:30	6:45	7:30	3:45	5:30	6:15
<b>4-Book</b>	<b>6:30</b>	<b>5:30</b>	<b>6:45</b>	<b>7:30</b>	<b>6:15</b>	<b>7:45</b>	<b>8:15</b>	<b>4:30</b>	<b>5:30</b>	<b>6:15</b>
SP '99	7:00	6:00	7:45	8:15	7:00	8:30	9:00	4:00	6:15	7:15
<b>KLSX-FM</b>										
SP '00	7:45	8:00	8:15	8:00	8:30	9:00	9:00	7:00	6:15	5:45
WI '00	7:30	8:45	8:00	6:45	10:30	9:00	7:30	4:00	5:30	5:30
FA '99	7:30	7:45	7:15	7:45	9:30	9:00	9:00	4:30	4:15	5:15
SU '99	7:30	8:30	7:45	7:00	10:15	8:30	7:30	5:30	6:15	6:15
<b>4-Book</b>	<b>7:30</b>	<b>8:15</b>	<b>7:45</b>	<b>7:30</b>	<b>9:45</b>	<b>9:00</b>	<b>8:15</b>	<b>5:15</b>	<b>5:30</b>	<b>5:45</b>
SP '99	8:15	8:15	8:15	8:45	9:15	8:30	8:45	6:30	7:45	8:30
<b>KLVE-FM</b>										
SP '00	9:45	9:15	10:30	11:00	7:45	8:15	9:30	10:15	12:15	12:15
WI '00	9:00	8:15	9:15	10:15	6:15	7:30	8:30	10:00	10:45	11:15
FA '99	9:30	9:30	10:30	10:30	8:00	8:45	8:45	10:30	11:45	11:45
SU '99	10:00	9:45	10:30	11:15	9:00	9:15	10:15	10:15	11:45	12:00
<b>4-Book</b>	<b>9:30</b>	<b>9:15</b>	<b>10:15</b>	<b>10:45</b>	<b>7:45</b>	<b>8:30</b>	<b>9:15</b>	<b>10:15</b>	<b>11:45</b>	<b>11:45</b>
SP '99	10:30	9:15	10:45	11:45	8:00	10:30	11:15	10:00	11:15	12:15

Time Spent Listening

\*\* Station(s) not reported this survey.

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# 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
<b>KLYY-FM</b>										
SP '00	6:15	7:15	6:00	4:45	8:30	6:30	4:45	5:45	5:15	4:45
WI '00	5:45	6:15	5:45	5:45	6:15	5:00	4:30	6:15	6:15	6:30
FA '99	2:30	2:45	3:00	3:00	3:15	3:15	3:00	2:00	2:15	3:00
SU '99	3:00	2:45	3:15	4:15	2:45	3:15	4:15	2:45	3:00	4:00
<b>4-Book</b>	<b>4:30</b>	<b>4:45</b>	<b>4:30</b>	<b>4:30</b>	<b>5:15</b>	<b>4:30</b>	<b>4:15</b>	<b>4:15</b>	<b>4:15</b>	<b>4:30</b>
SP '99	3:15	2:45	3:45	5:00	3:15	4:00	5:00	2:15	3:15	5:00
<b>+KMZT-FM</b>										
<b>KKGO-FM</b>										
SP '00	5:15	4:45	4:30	5:00	6:15	5:15	4:45	3:15	3:45	5:00
WI '00	5:45	4:00	4:15	5:15	3:45	4:00	4:45	4:15	4:30	5:45
FA '99	6:45	5:15	7:15	7:30	5:00	7:30	7:15	5:45	7:15	7:30
SU '99	5:45	3:00	4:45	6:00	2:45	4:30	6:30	3:30	4:45	5:45
<b>4-Book</b>	<b>6:00</b>	<b>4:15</b>	<b>5:15</b>	<b>6:00</b>	<b>4:30</b>	<b>5:15</b>	<b>5:45</b>	<b>4:15</b>	<b>5:00</b>	<b>6:00</b>
SP '99	7:00	3:15	6:15	8:15	3:45	6:00	7:45	2:45	6:30	8:30
<b>KNX -AM</b>										
SP '00	4:45	3:45	4:15	4:30	4:30	4:45	4:45	3:00	3:30	4:15
WI '00	5:15	3:15	4:15	5:00	3:15	4:45	5:30	3:15	3:45	4:30
FA '99	5:00	3:00	4:30	5:15	3:15	4:45	5:45	2:45	3:45	4:30
SU '99	5:00	3:45	4:00	4:30	4:00	4:15	4:30	3:00	3:45	4:30
<b>4-Book</b>	<b>5:00</b>	<b>3:30</b>	<b>4:15</b>	<b>4:45</b>	<b>3:45</b>	<b>4:45</b>	<b>5:15</b>	<b>3:00</b>	<b>3:45</b>	<b>4:30</b>
SP '99	5:00	3:00	4:00	4:30	3:15	4:00	4:15	2:30	4:00	4:45
<b>KOST-FM</b>										
SP '00	6:00	5:45	6:00	6:30	5:45	5:00	5:00	6:00	6:45	7:30
WI '00	6:30	5:30	6:30	7:15	5:15	5:30	6:00	5:30	7:00	8:00
FA '99	6:15	6:15	6:30	6:45	5:15	5:00	5:30	6:45	7:30	7:30
SU '99	5:30	5:15	5:45	6:00	5:15	5:00	5:00	5:15	6:15	6:45
<b>4-Book</b>	<b>6:00</b>	<b>5:45</b>	<b>6:15</b>	<b>6:45</b>	<b>5:30</b>	<b>5:15</b>	<b>5:30</b>	<b>6:00</b>	<b>7:00</b>	<b>7:30</b>
SP '99	6:15	6:00	6:30	7:15	5:45	5:45	5:45	6:00	7:15	8:15
<b>KPWR-FM</b>										
SP '00	6:15	6:15	5:30	4:45	6:30	6:00	4:45	5:45	4:45	5:00
WI '00	6:15	6:15	5:45	5:15	7:15	6:45	6:30	5:00	4:15	4:00
FA '99	6:00	6:15	5:30	4:30	7:00	6:30	4:45	5:00	4:15	4:00
SU '99	5:30	5:30	4:30	4:00	6:15	5:15	4:45	4:30	4:00	3:30
<b>4-Book</b>	<b>6:00</b>	<b>6:00</b>	<b>5:15</b>	<b>4:45</b>	<b>6:45</b>	<b>6:15</b>	<b>5:15</b>	<b>5:00</b>	<b>4:15</b>	<b>4:15</b>
SP '99	6:15	6:15	5:15	4:45	7:00	5:30	5:45	5:15	5:00	3:45
<b>+KRCB-FM</b>										
SP '00	10:45	9:15	11:00	11:30	10:15	9:30	9:15	8:15	12:15	13:45
WI '00	8:30	7:15	9:45	10:00	7:45	9:30	10:30	6:45	9:45	9:45
FA '99	7:00	5:00	7:30	8:15	3:15	8:00	9:30	6:15	7:15	7:30
SU '99	6:30	3:30	6:45	8:00	3:15	7:15	9:00	3:30	6:15	6:45
<b>4-Book</b>	<b>8:15</b>	<b>6:15</b>	<b>8:45</b>	<b>9:30</b>	<b>6:15</b>	<b>8:30</b>	<b>9:30</b>	<b>6:15</b>	<b>9:00</b>	<b>9:30</b>
SP '99	5:45	4:30	6:00	6:30	7:00	6:45	6:15	2:45	5:15	6:45
<b>+KRCV-FM</b>										
SP '00	11:00	9:45	11:30	11:45	11:00	12:15	14:00	8:00	10:45	9:45
WI '00	8:30	3:00	9:15	11:00	3:00	9:30	11:30	3:00	9:00	10:30
FA '99	6:30	1:00	6:00	8:30	0:00	11:00	9:30	1:00	2:45	7:30
SU '99	5:00	2:30	6:15	6:45	2:00	7:15	7:15	2:45	5:00	5:45
<b>4-Book</b>	<b>7:45</b>	<b>4:00</b>	<b>8:15</b>	<b>9:30</b>	<b>4:00</b>	<b>10:00</b>	<b>10:30</b>	<b>3:45</b>	<b>7:00</b>	<b>8:30</b>
SP '99	4:30	3:30	5:45	5:15	1:30	2:15	2:00	4:30	8:00	7:45
<b>KRLA-AM</b>										
SP '00	7:00	4:30	7:15	7:00	5:45	7:30	7:00	2:30	6:45	6:45
WI '00	6:45	3:00	5:15	6:15	2:30	5:45	7:15	3:45	4:45	5:15
FA '99	6:15	2:45	5:00	5:30	2:15	5:00	5:15	4:15	4:45	5:45
SU '99	6:45	4:30	6:30	7:45	5:15	7:30	8:15	3:00	5:30	7:15
<b>4-Book</b>	<b>6:45</b>	<b>3:45</b>	<b>6:00</b>	<b>6:45</b>	<b>4:00</b>	<b>6:30</b>	<b>7:00</b>	<b>3:30</b>	<b>5:30</b>	<b>6:15</b>
SP '99	6:45	4:15	6:30	6:45	3:15	8:45	8:00	5:30	5:15	5:45
<b>KROQ-FM</b>										
SP '00	7:15	8:00	6:30	5:30	9:00	7:00	6:15	6:15	5:30	4:30
WI '00	7:15	7:45	8:00	6:45	8:45	9:15	8:00	6:45	6:15	5:30
FA '99	6:30	7:00	5:45	4:30	8:00	6:45	4:45	5:45	4:45	4:00
SU '99	6:30	7:00	6:15	5:30	7:30	7:00	6:00	6:00	5:15	4:30
<b>4-Book</b>	<b>7:00</b>	<b>7:30</b>	<b>6:45</b>	<b>5:30</b>	<b>8:15</b>	<b>7:30</b>	<b>6:15</b>	<b>6:15</b>	<b>5:30</b>	<b>4:45</b>
SP '99	6:30	7:00	6:15	4:45	7:45	7:00	5:30	5:30	5:00	4:15

\*\* 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
<b>KRTH-FM</b>										
SP '00	6:00	5:00	6:15	6:45	5:30	6:30	7:00	4:15	5:45	6:15
WI '00	6:00	5:15	6:15	6:45	6:30	7:00	7:15	4:00	6:00	6:15
FA '99	6:00	5:30	6:00	6:15	6:15	6:15	5:45	4:45	5:45	6:30
SU '99	5:15	3:45	5:15	6:00	3:45	5:15	6:15	4:00	5:15	6:00
<b>4-Book</b>	<b>5:45</b>	<b>5:00</b>	<b>6:00</b>	<b>6:30</b>	<b>5:30</b>	<b>6:15</b>	<b>6:30</b>	<b>4:15</b>	<b>5:45</b>	<b>6:15</b>
SP '99	5:45	5:30	5:30	6:00	7:30	6:30	6:45	3:45	4:45	5:30
<b>KSCA-FM</b>										
SP '00	13:45	12:45	14:45	15:30	14:00	15:00	16:00	11:15	14:00	14:45
WI '00	13:00	13:00	14:00	13:30	13:00	13:45	14:00	13:15	14:00	13:00
FA '99	14:00	15:00	15:15	14:45	15:45	16:15	16:00	13:45	13:45	13:15
SU '99	13:15	13:30	14:00	14:30	14:45	14:45	15:30	12:00	13:15	13:30
<b>4-Book</b>	<b>13:30</b>	<b>13:30</b>	<b>14:30</b>	<b>14:30</b>	<b>14:30</b>	<b>15:00</b>	<b>15:30</b>	<b>12:30</b>	<b>13:45</b>	<b>13:45</b>
SP '99	12:45	14:00	14:15	13:15	14:15	13:30	11:30	13:30	15:00	15:00
<b>KSSE-FM</b>										
SP '00	7:30	8:30	7:15	6:00	9:30	6:45	4:30	7:45	8:00	7:45
WI '00	6:00	6:15	6:00	5:15	5:45	5:30	4:15	7:00	6:30	5:45
FA '99	7:45	8:30	8:00	7:15	7:30	7:30	6:30	9:45	8:30	8:15
SU '99	8:30	10:15	8:15	7:00	10:15	9:00	8:15	10:00	7:30	5:45
<b>4-Book</b>	<b>7:30</b>	<b>8:30</b>	<b>7:30</b>	<b>6:30</b>	<b>8:15</b>	<b>7:15</b>	<b>6:00</b>	<b>8:45</b>	<b>7:45</b>	<b>7:00</b>
SP '99	7:15	8:00	7:45	6:15	8:00	8:15	8:00	8:15	7:00	4:15
<b>KTNQ-AM</b>										
SP '00	9:45	8:30	9:30	10:00	8:15	9:45	10:00	8:30	9:00	9:45
WI '00	10:00	9:00	10:15	10:45	9:15	10:15	10:30	8:00	10:30	11:15
FA '99	10:30	9:00	10:45	12:00	9:15	10:15	11:30	8:15	11:15	13:00
SU '99	9:45	7:45	10:15	12:00	8:00	9:30	10:00	7:30	11:30	13:45
<b>4-Book</b>	<b>10:00</b>	<b>8:30</b>	<b>10:15</b>	<b>11:15</b>	<b>8:45</b>	<b>10:00</b>	<b>10:30</b>	<b>8:00</b>	<b>10:30</b>	<b>12:00</b>
SP '99	10:30	11:30	10:30	10:30	12:45	10:45	10:45	9:00	10:30	10:15
<b>KTWV-FM</b>										
SP '00	8:15	7:30	8:45	9:15	5:15	9:00	9:45	9:00	8:30	8:30
WI '00	8:00	6:15	7:45	8:45	6:45	7:00	7:15	5:45	8:45	10:00
FA '99	8:15	7:45	8:45	9:00	7:15	9:00	9:00	8:15	8:30	9:00
SU '99	8:15	6:45	8:15	9:00	7:00	8:30	9:00	6:30	7:45	8:45
<b>4-Book</b>	<b>8:15</b>	<b>7:00</b>	<b>8:30</b>	<b>9:00</b>	<b>6:30</b>	<b>8:30</b>	<b>8:45</b>	<b>7:30</b>	<b>8:30</b>	<b>9:00</b>
SP '99	7:45	7:00	8:00	8:30	7:00	7:45	8:15	7:15	8:30	8:45
<b>KWIZ-FM</b>										
SP '00	8:15	9:00	8:30	8:00	6:00	6:00	5:00	12:00	10:30	10:00
WI '00	6:15	5:45	5:45	7:30	5:00	6:30	8:45	6:30	5:15	5:45
FA '99	10:00	10:00	9:15	10:45	13:00	8:00	9:30	8:30	9:45	11:15
SU '99	10:15	9:30	10:45	12:00	11:00	9:15	9:30	8:15	12:15	14:00
<b>4-Book</b>	<b>8:45</b>	<b>8:30</b>	<b>8:30</b>	<b>9:30</b>	<b>8:45</b>	<b>7:30</b>	<b>8:15</b>	<b>8:45</b>	<b>9:30</b>	<b>10:15</b>
SP '99	**	**	**	**	**	**	**	**	**	**
<b>+KWKU-AM</b>										
<b>KWPA-AM</b>										
SP '00	1:00	0:00	0:00	1:00	0:00	0:00	0:00	0:00	0:00	1:00
WI '00	**	**	**	**	**	**	**	**	**	**
FA '99	**	**	**	**	**	**	**	**	**	**
SU '99	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>
SP '99	**	**	**	**	**	**	**	**	**	**
<b>KWKW-AM</b>										
SP '00	7:45	7:45	7:15	7:30	3:45	5:30	6:00	11:45	9:00	9:15
WI '00	11:00	10:30	12:45	12:45	10:15	12:15	12:00	10:30	13:15	13:45
FA '99	8:30	6:30	8:00	9:30	5:30	5:30	6:00	9:00	11:00	11:15
SU '99	7:00	6:15	6:30	8:15	7:00	6:00	7:15	5:15	7:15	9:45
<b>4-Book</b>	<b>8:30</b>	<b>7:45</b>	<b>8:45</b>	<b>9:30</b>	<b>6:45</b>	<b>7:15</b>	<b>7:45</b>	<b>9:15</b>	<b>10:15</b>	<b>11:00</b>
SP '99	10:00	7:00	6:45	6:45	7:45	5:30	6:15	6:00	8:45	7:30
<b>KWVE-FM</b>										
SP '00	4:45	3:15	5:00	5:30	3:00	5:00	5:30	3:15	5:00	5:30
WI '00	6:15	5:00	5:45	6:00	5:30	6:15	6:15	4:30	5:30	5:45
FA '99	5:15	6:15	5:45	5:00	6:15	6:45	6:45	6:15	5:00	3:30
SU '99	6:00	6:30	6:30	6:00	4:45	7:15	7:45	8:00	6:00	5:00
<b>4-Book</b>	<b>5:30</b>	<b>5:15</b>	<b>5:45</b>	<b>5:45</b>	<b>5:00</b>	<b>6:15</b>	<b>6:30</b>	<b>5:30</b>	<b>5:30</b>	<b>5:00</b>
SP '99	6:15	4:30	7:30	7:30	3:15	7:00	7:45	6:15	8:00	7:00

Time Spent Listening

\*\* Station(s) not reported this survey.

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

# 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
<b>KXXM-FM</b>										
SP '00	6:15	6:15	6:30	6:45	6:15	5:00	3:45	6:15	8:45	10:15
WI '00	4:30	5:00	5:00	4:15	6:30	5:45	3:45	3:00	3:45	4:45
FA '99	5:45	4:30	7:00	7:45	3:15	6:00	7:00	5:45	8:00	8:15
SU '99	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**
<b>KYSR-FM</b>										
SP '00	5:45	6:15	6:30	6:00	5:30	5:30	5:30	6:45	7:15	6:30
WI '00	4:45	5:00	5:00	4:45	4:45	4:30	5:00	5:30	5:15	4:45
FA '99	5:00	5:30	5:30	5:15	5:15	5:15	5:00	5:45	5:45	5:15
SU '99	5:00	5:15	5:30	5:00	5:15	5:00	4:00	5:15	5:45	6:00
<b>4-Book</b>	<b>5:15</b>	<b>5:30</b>	<b>5:45</b>	<b>5:15</b>	<b>5:15</b>	<b>5:00</b>	<b>5:00</b>	<b>5:45</b>	<b>6:00</b>	<b>5:45</b>
SP '99	5:45	6:30	6:15	5:45	5:30	5:30	5:15	7:15	6:45	6:15
<b>KZLA-FM</b>										
SP '00	7:45	6:30	8:15	8:45	8:00	8:45	9:30	5:30	8:00	8:15
WI '00	7:00	6:15	7:15	7:00	7:15	8:15	7:15	5:30	6:30	7:00
FA '99	8:30	6:30	7:00	8:45	7:00	7:30	10:00	6:30	6:30	7:45
SU '99	7:45	6:15	7:45	8:45	10:00	8:45	8:30	4:30	6:45	8:45
<b>4-Book</b>	<b>7:45</b>	<b>6:30</b>	<b>7:30</b>	<b>8:15</b>	<b>8:00</b>	<b>8:15</b>	<b>8:45</b>	<b>5:30</b>	<b>7:00</b>	<b>8:00</b>
SP '99	8:15	8:15	7:15	8:30	9:45	6:00	7:00	7:15	8:15	9:30
<b>KOLA-FM</b>										
SP '00	5:30	3:30	4:45	5:45	1:30	4:00	5:15	4:00	5:30	6:30
WI '00	**	**	**	**	**	**	**	**	**	**
FA '99	5:45	3:45	6:45	6:30	5:00	9:45	9:00	2:00	4:15	4:15
SU '99	**	**	**	**	**	**	**	**	**	**
<b>4-Book</b>	**	**	**	**	**	**	**	**	**	**
SP '99	5:00	1:45	5:00	6:15	2:00	5:45	6:45	1:15	4:45	6:00
<b>XTRA-AM</b>										
SP '00	6:00	5:30	6:30	6:45	5:45	7:00	7:15	1:00	2:15	2:15
WI '00	6:00	5:00	5:00	6:30	5:30	5:15	6:45	2:15	2:45	3:00
FA '99	5:30	6:15	6:15	5:30	6:15	6:45	6:15	5:30	2:15	1:30
SU '99	5:00	4:00	5:15	5:15	4:15	5:30	5:30	1:30	0:45	2:45
<b>4-Book</b>	<b>5:45</b>	<b>5:15</b>	<b>5:45</b>	<b>6:00</b>	<b>5:30</b>	<b>6:15</b>	<b>6:30</b>	<b>2:30</b>	<b>2:00</b>	<b>2:30</b>
SP '99	6:00	7:00	6:00	6:00	7:45	6:45	6:30	1:45	2:00	2:00

\*\* 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.

*Notations*

# Cume Duplication Percent

## Persons 12+

Monday-Sunday 6AM-MID

	KABC-AM	KACD-FM	KBCD-FM	KAVS-FM	KIIS-FM	KBET-AM	KXTA-AM	KBIG-FM	KBLA-AM	KBUA-FM	KBUE-FM	KCBS-FM	KCMG-FM	KDIS-AM	KFI-AM	KFSG-FM	KFWB-AM	KHJ-AM	KIEV-AM	KJLH-FM	KKBT-FM
Cume Pers. (00)	6316	1604	856	393	18548	24	2459	10233	1676	689	5701	8370	7783	2269	8578	1645	8258	2442	1475	4062	9884
KABC-AM	100	6	5	2	2		15	5	2			7	3	10	36	9	11	1	54	5	1
KACD-FM	1	100	2		1		6	2	1		1	5	2	2	1	2	1	1			
KBCD-FM	1	1	100		1		1	1				3	1	1	1	1	1				
KAVS-FM				100								1	1						1		
KIIS-FM	6	10	18	14	100		7	44	7	15	11	16	31	30	9	18	12	3	1	12	31
KBET-AM						100	1														
KXTA-AM	6	9	2		1	66	100	1	3			3	1	4	4	1	5		3	3	2
KBIG-FM	8	16	17	6	24		5	100	7	3	6	16	20	13	9	10	12	3	2	6	10
KBLA-AM	1	1			1		2	1	100	5	6		1	1			3	1	11		
KBUA-FM					1				2	100	2		1	1					3		1
KBUE-FM		2	1		3	34		3	19	14	100		4	2		1	1	32		1	3
KCBS-FM	9	27	32	13	7		10	13	3	3	2	100	13	12	9	8	8	1	6	2	6
KCMG-FM	4	11	8	20	13		5	15	5	7	6	12	100	8	4	7	8	4	1	25	21
KDIS-AM	4	3	2		4		3	3	1		1	3	2	100	4		2	2	1	2	3
KFI-AM	49	6	12	2	4	66	12	8	2		9	5	14	100	3	15	16	3	63	3	2
KFSG-FM	2	2	2		2		1	2	3			2		1		100	1		3	3	1
KFWB-AM	14	7	10		5	34	18	10	5	1	8	8	9	15	7	100	3	16	8	4	
KHJ-AM		1		2		34	1	15	10	14	14	1	3	1	3	1	100	2			
KIEV-AM	13		2	2			2				1	1	1	11		3	1	100	1		
KJLH-FM	3			2	3		4	3	1	1	1	13	4	1	7	4	1	1	100	18	
KKBT-FM	1	3	5	8	17		6	10	2	10	6	7	26	11	2	6	4	2	1	43	100
KKLA-FM	4	2		1	1		1	1	1		2	2	1	1	4	34	3		11	3	1
KLAC-AM	17	14	9		3		28	6	3		1	7	5	7	17	7	16	1	27	5	3
KLAX-FM	1	1		3	4	34	2	15	21	39	1	5	2	1	2		26		1	4	
KLOS-FM	7	28	40	10	6		20	10	1		2	34	9	14	9	4	8	2	2	1	3
KLSX-FM	10	16	12	6	5		17	6	1	2	1	14	7	4	8	1	6	1	5	2	5
KLVE-FM	2	3	2	12	9	34	3	10	39	43	34	3	9	10	2	6	4	27	2	3	5
KLYY-FM	1	1	4		4		1	4	13	4	7	2	3	2	1	2	1	7			3
+KMZT-FM	10	16	5		4		9	6	2		1	6	5	3	9	9	10	1	8	3	2
KNX-AM	24	15	16	7	5		25	10	4	1		14	8	15	22	13	27	2	19	9	3
KOST-FM	7	15	7	9	24		2	41	8	3	5	14	22	16	11	12	11	6	3	7	11
KPWR-FM	2	9	4	2	30		8	15	5	32	20	9	32	12	3	7	4	6	2	39	72
KRCD-FM	1	2			2			2	17		8		3	2	1	3	1	19	1	3	2
KRCV-FM					1			1	7		5		2	2		3		7			
KRLA-AM	19	1	2		1		6	2		2		2	2	3	11	2	5		22	2	1
KROQ-FM	5	36	34	8	23		22	18	4	9	7	25	13	11	7	7	8	3	2	4	21
KRTH-FM	9	19	20	12	15		17	21	5	12	8	25	27	13	11	12	16	5	9	6	11
KSCA-FM	1	1		3	6	34		4	33	23	38	2	7	6	1	1	1	38	1	1	3
KSSE-FM	1	1		9	6		3	6	16	2	21	2	6	3	1	1	2	7	1	1	5
KTNO-AM				2	2		1	1	39	5	14	1	3	3	1	2	1	19	1		1
KTWV-FM	10	8	13	2	6		6	12	2	3	1	13	15	11	8	19	11	1	8	30	10
KWIZ-FM					1			1	4		5		1	1		1		4			1
+WKU-AM																					
KWKW-AM		2		3	1	34	2	1	21		6		1			1		16			
KWVE-FM	2	1	2		2		1	3	1		1	2	1	2	2	26	2	1	2	2	1
KXMX-FM	1	1	25		2			3			6		2	1	1	2	1				1
KYSR-FM	6	35	40	15	22		10	26	3	1	3	25	15	17	8	12	8		1	3	13
KZLA-FM	7	7	6		5		7	8	1	2	2	10	4	9	8	10	8		3	1	2
KOLA-FM	2	4			1		3	3	1			5	3	2	2	1	3		2		
XTRA-AM	7	6	2		1	66	29	2	2			3	2	5	6	5	4	1	2	2	1

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

NOTE: Read across top then down to find percent of top station's cume duplication with side station.

# Cume Duplication Percent

## Persons 12+

Monday-Sunday 6AM-MID

	KKLA-FM	KLAC-AM	KLAX-FM	KLOS-FM	KLSX-FM	KLVE-FM	KLYY-FM	KMZT-FM	KNX-AM	KOST-FM	KPWR-FM	KRCD-FM	KRCV-FM	KRLA-AM	KROQ-FM	KRTH-FM	KSCA-FM	KSSE-FM	KTNQ-AM	KTWV-FM	KWIZ-FM	
Cume Pers. (00)	1728	6703	5413	7666	5837	11021	2824	5414	9539	11216	14836	2933	1801	2571	13388	11640	9267	4748	3993	7611	1266	
KABC-AM	13	16	1	6	11	1	2	12	16	4	1	2	1	46	3	5	1	1	1	9		
KACD-FM	2	3		6	4		1	5	3	2	1	1		1	4	3				2		
KBCD-FM		1		5	2		1	1	1	1	1			1	2	1				2		
KAVS-FM				1														1				
KIIS-FM	10	9	13	15	15	15	25	13	10	40	38	13	11	5	31	24	11	25	9	14	13	
KBET-AM				6	7	1	1	4	6	1	1			5	4	4		2	1	2		
KXTA-AM	1	10		6	7	1	1	4	6	1	1			5	4	4		2	1	2		
KBIG-FM	8	9	4	13	11	9	15	11	11	38	10	7	6	7	14	19	5	13	3	17	6	
KBLA-AM	1	1	5			6	8	1	1	1	1	9	6		1	1	6	6	16	1	5	
KBUA-FM			3			3	1				1					1	2		1			
KBUE-FM		1	41	1	1	17	15	1		3	8	16	16		3	4	23	25	20	1	20	
KCBS-FM	8	8	1	37	20	2	7	10	12	10	5		2	6	16	18	2	3	2	15	2	
KCMG-FM	7	6	7	9	10	6	9	7	6	15	17	8	8	5	8	18	6	9	5	15	9	
KDIS-AM	1	2	1	4	1	2	2	1	3	3	2	2	2	2	2	3	1	1	2	3	2	
KFI -AM	18	22	2	10	12	1	3	14	20	8	2	2	1	38	5	8	1	1	2	9		
KFSG-FM	33	2	1	1		1	1	3	2	2	1	2	3	1	1	2			1	4	1	
KFWB-AM	12	19	1	9	8	3	3	16	24	8	2	3	1	17	5	11		3	1	12	1	
KHJ -AM			12	1		6	6		1	1	1	16	10			1	10	3	12		8	
KIEV-AM	10	6			1			2	3					12						2		
KJLH-FM	7	3	1	1	2	1		2	4	3	11	4		4	1	2		1		16		
KKBT-FM	8	5	8	4	8	5	10	4	3	10	48	8	2	3	15	9	4	10	2	13	4	
KKLA-FM	100	3		1	1	1	3	2	1	1	2	2	2	3	1	1				3	1	
KLAC-AM	11	100	1	7	2	2	1	11	17	7	2	1	2	19	4	10		1	1	10		
KLAX-FM		1	100	2	2	17	15	1		2	6	18	20		2	5	28	23	17		29	
KLOS-FM	6	8	2	100	25	3	7	7	13	7	5	3	4	4	19	11	2	4	3	9	1	
KLSX-FM	2	6	3	19	100	1	4	6	8	5	4	2	2	8	13	6	1	2	1	6	1	
KLVE-FM	5	3	35	4	3	100	54	4	3	10	8	39	37	1	4	12	36	38	36	5	39	
KLYY-FM	1		8	2	2	14	100	2		4	4	7	6		4	3	10	18	11	1	4	
+KMZT-FM	9	9	1	5	6	2	3	100	13	6	3	1	1	14	4	6	1	1		7		
KNX -AM	10	25		16	12	3	1	23	100	10	2	1	3	29	6	12	1	1	2	15		
KOST-FM	8	11	5	10	10	10	14	13	12	100	12	9	6	6	10	19	6	11	6	17	5	
KPWR-FM	9	5	18	10	11	11	23	7	3	15	100	12	3	3	30	12	12	24	8	11	6	
KRCD-FM	3		9	1	1	10	7			2	2	100	11	2	1	4	8	7	9	1	5	
KRCV-FM	2		7	1	1	6	4		1	1	1	7	100	2	2	2	6	6	8		10	
KRLA-AM	4	7		1	4			7	8	1	1	2	2	100	1	2				3		
KROQ-FM	7	8	6	34	30	5	19	10	9	12	27	7	3	5	100	14	3	12	2	6	3	
KRTH-FM	8	17	11	16	12	13	14	12	15	20	10	14	13	10	12	100	8	11	6	15	7	
KSCA-FM		1	48	2	2	30	33	2	1	5	7	27	33	1	2	6	100	27	41	2	33	
KSSE-FM		1	21	3	2	16	30	1		5	8	12	16		4	4	14	100	11	2	19	
KTNQ-AM	1		13	1	1	13	15		1	2	2	13	17			2	18	9	100	1	21	
KTWV-FM	15	11	1	9	8	3	4	10	12	11	5	3	1	10	3	10	1	3	1	100	1	
KWIZ-FM	1		7		4		2			1		2	7		1	5	5	7			100	
+KWKU-AM																						
KVKV-AM		1	5			4	5			2	1	7	2		1	1	6	3	16		2	
KWVE-FM	18	3	1	2	2	3	2	3	3	2	1	2	2	1	2	2	2		1	4		
KXMX-FM	2	2		8	3		2	1	2	2	1		1		6	1		1		1	1	
KYSR-FM	8	8	2	28	23	5	15	10	9	19	15	4	4	5	31	15	2	9	2	11	1	
KZLA-FM	4	7	3	9	8	2		5	7	8	3	2	1	5	5	8	1	1	1	6	1	
KOLA-FM	1	5		2	2		1	3	2	3		1	1	2	2	6		1		3	1	
XTRA-AM	2	8		6	7		1	2	5	1	1			5	4	1				3		

Cume Duplication Percent

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

NOTE: Read across top then down to find percent of top station's cume duplication with side station.

# Cume Duplication Percent

**Persons 12+**

Monday-Sunday 6AM-MID

	KWKU-AM	KWKW-AM	KWVE-FM	KXXM-FM	KYSR-FM	KZLA-FM	KOLA-FM	XTRA-AM											
Cume Pers. (00)	16	1442	2001	1565	11151	5801	1451	2260											
KABC-AM			5	3	3	8	8	18											
KACD-FM		2	1	1	5	2	4	4											
KBCD-FM			1	13	3	1		1											
KAVS-FM		1			1														
KIIS-FM		10	15	27	37	15	15	7											
KBET-AM		1						1											
KXTA-AM		3	1	1	2	3	6	31											
KBIG-FM		5	15	22	24	14	19	10											
KBLA-AM		24	1				1	2											
KBUA-FM																			
KBUE-FM		24	2	1	2	2	1	1											
KCBS-FM			7	32	19	15	27	13											
KCMG-FM		4	5	10	11	5	16	8											
KDIS-AM		1	3	1	4	3	3	5											
KFI -AM			10	8	7	12	9	22											
KFSG-FM		1	22	2	2	3	1	4											
KFWB-AM		2	8	6	6	11	15	13											
KHJ -AM		26	1					1											
KIEV-AM			1			1	2	2											
KJLH-FM			3		1	1		4											
KKBT-FM		3	4	5	11	4	3	5											
KKLA-FM			15	2	1	1	1	2											
KLAC-AM		4	10	9	5	8	22	23											
KLAX-FM		20	3	2	1	3													
KLOS-FM		1	7	40	19	12	11	21											
KLSX-FM		1	5	12	12	8	8	18											
KLVE-FM		31	17		5	3	3	2											
KLYY-FM		11	3	4	4	1	3	1											
+KMZT-FM			8	3	5	5	12	4											
KNX -AM		2	15	12	8	12	13	21											
KOST-FM		13	11	18	20	15	24	6											
KPWR-FM		8	4	8	20	7	2	7											
KRCD-FM		13	3		1	1	2	1											
KRCV-FM		3	1	1	1		2												
KRLA-AM			1		1	2	4	5											
KROQ-FM		6	11	51	37	11	14	21											
KRTH-FM		6	11	10	15	17	49	8											
KSCA-FM		37	8	2	2	2													
KSSE-FM		11	1	2	4	1	4	1											
KTNQ-AM	100	44	1		1		1	1											
KTWV-FM			17	5	8	7	13	11											
KWIZ-FM		2		1			1												
+KWKU-AM	100																		
KWKW-AM		100	1		1	1		1											
KWVE-FM		2	100	3	1	2	1	4											
KXXM-FM			2	100	7	1	7	2											
KYSR-FM		5	7	46	100	16	16	16											
KZLA-FM		2	7	4	8	100	12	4											
KOLA-FM			1	7	2	3	100	1											
XTRA-AM		2	4	4	3	2	2	100											

+ 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)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)	
	KABC-AM	459	7	114	1152		6381	KHJ -AM	298	12	33		488	2504	KRLA-AM	75	3	45
KACD-FM	49	3	5	165	1633	KIEV-AM	16	1	5	135	1507	KROQ-FM	1254	9	98	1920	13437	
KBCD-FM	13	2	2	102	870	KJLH-FM	343	8	75	997	4117	KRTH-FM	645	6	83	1448	11692	
KAVS-FM	50	13	11	71	393	KKBT-FM	428	4	75	1375	9946	KSCA-FM	1461	16	163	2355	9348	
KIIS-FM	1552	8	93	2286	18659	KKLA-FM	113	7	15	194	1757	KSSE-FM	269	6	41	694	4771	
KBET-AM					24	KLAC-AM	445	7	75	861	6799	KTNQ-AM	322	8	70	871	4064	
KXTA-AM	116	5	7	149	2459	KLAX-FM	312	6	37	872	5488	KTWV-FM	582	8	67	1230	7673	
KBIG-FM	326	3	63	1206	10345	KLOS-FM	294	4	65	1046	7820	KWIZ-FM	65	5	17	250	1266	
KBLA-AM	48	3	12	163	1690	KLSX-FM	388	7	49	1024	5888	+WKU-AM						
KBUA-FM	51	7	19	191	699	KLVE-FM	1162	11	160	2471	11203	KWPA-AM					16	
KBUE-FM	568	10	91	1190	5737	KLYY-FM	128	5	20	274	2837	KWKV-AM	86	6	22	274	1455	
KCBS-FM	365	4	40	1108	8462	+KMZT-FM						KWVE-FM	176	9	8	199	2029	
KCMG-FM	245	3	78	1202	7842	KKGO-FM	302	6	44	530	5439	KXXM-FM	39	2	3	94	1580	
KDIS-AM	137	6	3	90	2269	KNX -AM	581	6	117	1872	9717	KYSR-FM	410	4	65	1374	11239	
KFI -AM	401	5	68	1197	8666	KOST-FM	560	5	86	1629	11300	KZLA-FM	551	9	91	857	5814	
KFSG-FM	32	2	8	74	1645	KPWR-FM	959	6	103	2358	14910	KOLA-FM	89	6	8	84	1461	
KFWB-AM	800	10	122	1911	8439	KRCD-FM	347	12	16	380	2933	XTRA-AM	81	4	12	169	2277	
						KRCV-FM	214	12	15	238	1813							
TOTALS																2890	31695	99069

Exclusive & Overnight Listening

\* 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
<b>KABC-AM</b>							<b>KFSG-FM</b>						
Total	432	100	.4	6316	100	6.1	Total	70	100	.1	1645	100	1.6
Black	36	8	.5	393	6	5.0	Black	8	12	.1	283	17	3.6
Hispanic	49	11	.1	738	12	1.8	Hispanic	13	19		414	25	1.0
<b>KACD-FM</b>							<b>KFVB-AM</b>						
Total	76	100	.1	1604	100	1.6	Total	304	100	.3	8258	100	8.0
Black				20	1	.3	Black	27	9	.3	647	8	8.2
Hispanic	16	21		212	13	.5	Hispanic	37	12	.1	1114	13	2.8
<b>KBCD-FM</b>							<b>KHJ -AM</b>						
Total	31	100		856	100	.8	Total	203	100	.2	2442	100	2.4
Black	1	4		53	6	.7	Black				9		.1
Hispanic	2	6		82	10	.2	Hispanic	202	100	.5	2368	97	5.9
<b>KAVS-FM</b>							<b>KIEV-AM</b>						
Total	13	100		393	100	.4	Total	109	100	.1	1475	100	1.4
Black		1		18	5	.2	Black	6	5	.1	46	3	.6
Hispanic	5	40		147	37	.4	Hispanic	13	12		171	12	.4
<b>KIIS-FM</b>							<b>KJLH-FM</b>						
Total	859	100	.8	18548	100	17.9	Total	306	100	.3	4062	100	3.9
Black	31	4	.4	660	4	8.4	Black	268	88	3.4	3231	80	41.2
Hispanic	355	41	.9	6998	38	17.5	Hispanic	25	8	.1	551	14	1.4
<b>KBET-AM</b>							<b>KKBT-FM</b>						
Total		100		24	100		Total	411	100	.4	9884	100	9.6
Black							Black	199	49	2.5	3127	32	39.9
Hispanic		30		8	34		Hispanic	128	31	.3	3898	39	9.7
<b>KXTA-AM</b>							<b>KKLA-FM</b>						
Total	111	100	.1	2459	100	2.4	Total	90	100	.1	1728	100	1.7
Black	7	6	.1	152	6	1.9	Black	20	22	.3	296	17	3.8
Hispanic	16	14		470	19	1.2	Hispanic	26	29	.1	486	28	1.2
<b>KBIG-FM</b>							<b>KLAC-AM</b>						
Total	471	100	.5	10233	100	9.9	Total	378	100	.4	6703	100	6.5
Black	27	6	.3	485	5	6.2	Black	16	4	.2	347	5	4.4
Hispanic	157	33	.4	3083	30	7.7	Hispanic	46	12	.1	1004	15	2.5
<b>KBLA-AM</b>							<b>KLAX-FM</b>						
Total	97	100	.1	1676	100	1.6	Total	400	100	.4	5413	100	5.2
Black				12	1	.2	Black	1			15		.2
Hispanic	93	96	.2	1541	92	3.8	Hispanic	387	97	1.0	5187	96	12.9
<b>KBUA-FM</b>							<b>KLOS-FM</b>						
Total	57	100	.1	689	100	.7	Total	404	100	.4	7666	100	7.4
Black							Black	4	1	.1	138	2	1.8
Hispanic	57	100	.1	689	100	1.7	Hispanic	93	23	.2	1749	23	4.4
<b>KBUE-FM</b>							<b>KLSX-FM</b>						
Total	464	100	.4	5701	100	5.5	Total	361	100	.3	5837	100	5.6
Black				14		.2	Black	14	4	.2	226	4	2.9
Hispanic	458	99	1.1	5534	97	13.8	Hispanic	92	26	.2	1270	22	3.2
<b>KCBS-FM</b>							<b>KLVE-FM</b>						
Total	388	100	.4	8370	100	8.1	Total	857	100	.8	11021	100	10.7
Black	3	1		129	2	1.6	Black	4		.1	45		.6
Hispanic	116	30	.3	2003	24	5.0	Hispanic	832	97	2.1	10655	97	26.6
<b>KCMG-FM</b>							<b>KLYY-FM</b>						
Total	391	100	.4	7783	100	7.5	Total	141	100	.1	2824	100	2.7
Black	61	16	.8	1322	17	16.8	Black	1			16	1	.2
Hispanic	262	67	.7	4099	53	10.2	Hispanic	138	98	.3	2611	92	6.5
<b>KDIS-AM</b>							<b>+KMZT-FM</b>						
Total	62	100	.1	2269	100	2.2	<b>KKGO-FM</b>						
Black	3	6		239	11	3.0	Total	228	100	.2	5414	100	5.2
Hispanic	32	51	.1	691	30	1.7	Black	10	4	.1	227	4	2.9
<b>KFI -AM</b>							Hispanic	18	8		485	9	1.2
Total	538	100	.5	8578	100	8.3							
Black	24	4	.3	448	5	5.7							
Hispanic	59	11	.1	890	10	2.2							

\* 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
<b>KNX -AM</b>							<b>KTWV-FM</b>						
Total	359	100	.3	9539	100	9.2	Total	493	100	.5	7611	100	7.4
Black	33	9	.4	747	8	9.5	Black	159	32	2.0	2161	28	27.5
Hispanic	40	11	.1	977	10	2.4	Hispanic	90	18	.2	1487	20	3.7
<b>KOST-FM</b>							<b>KWIZ-FM</b>						
Total	538	100	.5	11216	100	10.8	Total	82	100	.1	1266	100	1.2
Black	24	5	.3	446	4	5.7	Black						
Hispanic	159	29	.4	3425	31	8.5	Hispanic	82	99	.2	1232	97	3.1
<b>KPWR-FM</b>							<b>+KWKU-AM</b>						
Total	722	100	.7	14836	100	14.3	<b>KWPA-AM</b>				16	100	
Black	126	17	1.6	2508	17	32.0	Total		100				
Hispanic	432	60	1.1	7784	52	19.4	Black				16	100	
<b>KRCD-FM</b>							Hispanic		100				
Total	252	100	.2	2933	100	2.8	<b>KWKV-AM</b>						
Black	4	2	.1	132	4	1.7	Total	87	100	.1	1442	100	1.4
Hispanic	246	98	.6	2693	92	6.7	Black						
<b>KRCV-FM</b>							Hispanic	87	99	.2	1388	96	3.5
Total	156	100	.2	1801	100	1.7	<b>KWVE-FM</b>						
Black				7		.1	Total	76	100	.1	2001	100	1.9
Hispanic	147	94	.4	1670	93	4.2	Black	5	7	.1	161	8	2.1
<b>KRLA-AM</b>							Hispanic	26	34	.1	699	35	1.7
Total	141	100	.1	2571	100	2.5	<b>KXMX-FM</b>						
Black	7	5	.1	130	5	1.7	Total	77	100	.1	1565	100	1.5
Hispanic	13	9		307	12	.8	Black	3	4		31	2	.4
<b>KROQ-FM</b>							Hispanic	4	5		265	17	.7
Total	776	100	.7	13388	100	12.9	<b>KYSR-FM</b>						
Black	8	1	.1	198	1	2.5	Total	504	100	.5	11151	100	10.8
Hispanic	309	40	.8	4696	35	11.7	Black	9	2	.1	217	2	2.8
<b>KRTH-FM</b>							Hispanic	134	27	.3	2965	27	7.4
Total	545	100	.5	11640	100	11.2	<b>KZLA-FM</b>						
Black	30	6	.4	553	5	7.0	Total	357	100	.3	5801	100	5.6
Hispanic	248	45	.6	4499	39	11.2	Black	10	3	.1	278	5	3.5
<b>KSCA-FM</b>							Hispanic	54	15	.1	819	14	2.0
Total	1019	100	1.0	9267	100	9.0	<b>KOLA-FM</b>						
Black				15		.2	Total	62	100	.1	1451	100	1.4
Hispanic	1004	99	2.5	9100	98	22.7	Black		1		17	1	.2
<b>KSSE-FM</b>							Hispanic	8	12		286	20	.7
Total	285	100	.3	4748	100	4.6	<b>XTRA-AM</b>						
Black	1			21		.3	Total	107	100	.1	2260	100	2.2
Hispanic	277	97	.7	4574	96	11.4	Black	11	11	.1	261	12	3.3
<b>KTNQ-AM</b>							Hispanic	11	11		337	15	.8
Total	307	100	.3	3993	100	3.9	<b>TOTALS</b>						
Black	2	1		27	1	.3	Total	17239	100	16.7	98888	100	95.6
Hispanic	304	99	.8	3908	98	9.7	Black	1343	8	17.1	7724	8	98.4
							Hispanic	7851	46	19.6	38660	39	96.4

Ethnic Composition

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

*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
<b>KABC-AM</b>										
TSA AQH	461	37	222	276	23	142	167	13	80	109
Metro AQH	432	35	210	260	23	135	157	12	75	103
TSA Cume	7053	622	3310	4305	405	1982	2382	217	1329	1922
Metro Cume	6316	534	2942	3879	358	1755	2129	176	1187	1750
<b>KACD-FM</b>										
TSA AQH	77	31	68	45	19	33	15	12	35	30
Metro AQH	76	31	68	45	19	33	15	12	35	30
TSA Cume	1638	771	1417	800	314	642	357	457	776	443
Metro Cume	1604	748	1383	789	291	610	348	457	774	441
<b>KBCD-FM</b>										
TSA AQH	31	13	27	18	6	17	11	6	11	7
Metro AQH	31	13	27	18	6	17	11	6	11	7
TSA Cume	856	355	698	483	157	367	262	199	331	221
Metro Cume	856	355	698	483	157	367	262	199	331	221
<b>KAVS-FM</b>										
TSA AQH	18	5	8	5	1	1	1	5	6	4
Metro AQH	13	4	4	3	1	1	1	3	3	3
TSA Cume	525	183	280	154	44	99	55	138	181	99
Metro Cume	393	108	197	124	28	74	45	80	123	79
<b>KIIS-FM</b>										
TSA AQH	1002	421	478	270	151	184	110	270	294	160
Metro AQH	859	362	403	224	130	154	89	232	249	135
TSA Cume	22194	9473	10673	6484	3871	4112	2427	5602	6561	4057
Metro Cume	18548	7926	8922	5413	3165	3453	2068	4761	5469	3345
<b>KBET-AM</b>										
TSA AQH	4	4	4		3	4				
Metro AQH										
TSA Cume	83	64	72	16	50	58	16	15	15	
Metro Cume	24	8	16	16	8	16	16			
<b>KXTA-AM</b>										
TSA AQH	133	48	91	59	38	82	58	11	9	1
Metro AQH	111	38	76	49	29	67	48	9	9	1
TSA Cume	2791	876	1851	1364	706	1656	1270	170	195	94
Metro Cume	2459	753	1629	1218	595	1441	1131	158	188	88
<b>KBIG-FM</b>										
TSA AQH	559	263	405	246	96	159	102	167	245	143
Metro AQH	471	223	337	203	83	136	84	140	202	119
TSA Cume	12011	5057	7915	5239	1888	3292	2249	3169	4623	2990
Metro Cume	10233	4328	6656	4455	1661	2869	1963	2667	3787	2492
<b>KBLA-AM</b>										
TSA AQH	98	55	70	37	40	50	23	16	21	14
Metro AQH	97	55	69	36	40	48	22	15	21	14
TSA Cume	1735	765	1189	825	518	799	507	247	390	318
Metro Cume	1676	750	1137	788	518	764	473	233	373	315
<b>KBUA-FM</b>										
TSA AQH	66	34	35	19	21	18	6	13	17	14
Metro AQH	57	32	32	14	20	16	4	12	16	10
TSA Cume	735	395	380	185	254	220	73	141	160	112
Metro Cume	689	384	360	166	249	206	60	135	154	105
<b>KBUE-FM</b>										
TSA AQH	474	290	311	133	207	210	81	82	101	52
Metro AQH	464	287	305	129	205	205	78	81	100	51
TSA Cume	5856	3099	3425	1879	1880	2026	1047	1219	1399	832
Metro Cume	5701	3024	3340	1841	1834	1965	1014	1190	1375	827
<b>KCBS-FM</b>										
TSA AQH	504	145	416	329	99	261	204	46	155	125
Metro AQH	388	125	318	237	85	202	148	40	116	89
TSA Cume	10607	3232	8328	6518	1891	4911	3909	1341	3417	2609
Metro Cume	8370	2767	6593	4975	1608	3873	2968	1158	2721	2006

\* 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	
<b>KCMG-FM</b>										
TSA AQH	466	175	347	247	71	148	103	104	199	144
Metro AQH	391	148	294	206	53	123	88	95	171	119
TSA Cume	9215	3624	6542	4410	1529	2851	1856	2095	3691	2553
Metro Cume	7783	2943	5530	3781	1162	2359	1573	1781	3171	2209
<b>KDIS-AM</b>										
TSA AQH	71	21	49	32	3	13	10	18	36	22
Metro AQH	62	19	41	26	2	8	7	17	33	20
TSA Cume	2703	681	1824	1348	193	611	499	488	1213	849
Metro Cume	2269	537	1479	1122	96	424	405	441	1055	717
<b>KFI -AM</b>										
TSA AQH	753	59	337	411	39	181	206	20	156	204
Metro AQH	538	44	238	281	31	122	129	13	116	152
TSA Cume	12040	1436	6037	6757	755	3018	3269	681	3019	3488
Metro Cume	8578	981	4229	4793	501	2067	2297	480	2163	2496
<b>KFSG-FM</b>										
TSA AQH	72	13	52	52	6	16	16	7	35	36
Metro AQH	70	13	49	49	6	16	15	7	33	34
TSA Cume	1776	504	1139	1085	278	442	398	226	697	687
Metro Cume	1645	454	1063	1026	235	415	381	219	648	646
<b>KFWB-AM</b>										
TSA AQH	326	27	130	181	14	76	99	12	54	82
Metro AQH	304	25	121	170	13	70	91	11	51	79
TSA Cume	8840	1232	4698	5248	666	2694	3025	566	2004	2223
Metro Cume	8258	1126	4326	4896	633	2476	2791	493	1850	2104
<b>KHJ -AM</b>										
TSA AQH	209	43	119	122	26	63	62	17	56	60
Metro AQH	203	41	115	120	25	61	61	16	54	59
TSA Cume	2623	922	1645	1413	592	1077	924	330	569	489
Metro Cume	2442	838	1535	1358	540	1001	889	297	534	469
<b>KIEV-AM</b>										
TSA AQH	126	2	28	49	1	17	31	1	11	18
Metro AQH	109	2	24	42	1	13	26	1	11	15
TSA Cume	1632	37	410	742	23	261	445	15	150	298
Metro Cume	1475	37	350	636	23	209	366	15	141	270
<b>KJLH-FM</b>										
TSA AQH	308	102	217	176	37	92	82	66	125	94
Metro AQH	306	101	216	175	36	91	82	65	124	93
TSA Cume	4093	1407	2743	2110	541	1158	898	865	1586	1211
Metro Cume	4062	1391	2719	2094	536	1149	888	855	1570	1206
<b>KKBT-FM</b>										
TSA AQH	492	319	222	81	184	117	37	134	105	44
Metro AQH	411	263	187	68	147	93	28	116	93	40
TSA Cume	12118	6647	4718	2111	3633	2295	889	3015	2423	1223
Metro Cume	9884	5388	3888	1718	2895	1812	699	2493	2076	1019
<b>KKLA-FM</b>										
TSA AQH	116	33	71	69	14	18	15	19	53	55
Metro AQH	90	19	51	60	9	12	12	10	39	48
TSA Cume	2124	378	1166	1333	221	442	448	158	724	885
Metro Cume	1728	272	909	1105	169	324	356	102	584	750
<b>KLAC-AM</b>										
TSA AQH	419	24	96	172	12	64	91	12	32	81
Metro AQH	378	22	85	147	11	56	79	11	28	69
TSA Cume	7779	837	2876	3787	543	2024	2357	295	852	1430
Metro Cume	6703	755	2438	3157	478	1699	1974	277	740	1183
<b>KLAX-FM</b>										
TSA AQH	429	223	273	159	160	150	67	63	123	92
Metro AQH	400	207	252	151	147	133	61	60	119	90
TSA Cume	5867	2996	3685	2058	1867	1991	932	1129	1694	1127
Metro Cume	5413	2769	3405	1933	1713	1796	858	1056	1609	1075

\* 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
<b>KLOS-FM</b>										
TSA AQH	558	178	491	369	125	360	267	53	132	102
Metro AQH	404	128	356	268	91	264	197	36	92	71
TSA Cume	10761	4240	8823	5913	2726	5697	3676	1514	3126	2237
Metro Cume	7666	3037	6348	4247	1927	4012	2609	1110	2336	1638
<b>KLSX-FM</b>										
TSA AQH	456	198	377	244	146	292	194	52	85	50
Metro AQH	361	168	291	181	124	222	140	44	69	41
TSA Cume	7325	3383	5675	3481	2371	3962	2412	1012	1713	1069
Metro Cume	5837	2645	4470	2837	1852	3109	1948	792	1361	889
<b>KLVE-FM</b>										
TSA AQH	972	408	692	468	144	232	168	264	460	300
Metro AQH	857	359	613	416	125	210	153	235	403	263
TSA Cume	12659	5677	8405	5453	2436	3665	2340	3241	4741	3113
Metro Cume	11021	4925	7338	4744	2039	3183	2029	2886	4154	2715
<b>KLYY-FM</b>										
TSA AQH	145	93	83	36	53	46	17	41	37	19
Metro AQH	141	92	79	33	52	45	17	40	34	16
TSA Cume	2997	1664	1841	996	777	938	495	887	903	501
Metro Cume	2824	1627	1672	864	767	871	438	860	801	426
<b>+KMZT-FM</b>										
<b>KKGO-FM</b>										
TSA AQH	267	40	99	134	25	45	56	15	54	79
Metro AQH	228	37	90	115	23	42	47	14	47	68
TSA Cume	6155	1085	2875	3357	509	1140	1384	576	1735	1973
Metro Cume	5414	999	2582	2968	461	1036	1246	538	1545	1722
<b>KNX -AM</b>										
TSA AQH	462	40	219	288	25	148	184	15	71	103
Metro AQH	359	32	178	224	18	117	140	14	61	83
TSA Cume	12365	1563	6680	7779	850	4096	4723	713	2584	3056
Metro Cume	9539	1090	5313	6189	510	3177	3688	580	2136	2500
<b>KOST-FM</b>										
TSA AQH	647	239	415	333	85	140	117	154	274	217
Metro AQH	538	195	336	279	67	105	90	128	230	189
TSA Cume	13259	4928	8352	6479	1707	3189	2669	3221	5163	3810
Metro Cume	11216	4211	7028	5429	1476	2656	2222	2734	4372	3207
<b>KPWR-FM</b>										
TSA AQH	837	456	254	93	274	151	41	182	103	51
Metro AQH	722	388	208	76	227	122	30	162	87	47
TSA Cume	17593	9386	5773	2345	5309	3090	994	4078	2683	1351
Metro Cume	14836	7831	4826	1990	4347	2528	803	3484	2298	1187
<b>KRCD-FM</b>										
TSA AQH	254	61	161	150	36	68	55	25	93	95
Metro AQH	252	60	161	150	35	68	55	25	93	94
TSA Cume	3032	860	1859	1638	458	893	755	402	965	883
Metro Cume	2933	807	1844	1623	432	893	755	375	950	868
<b>KRCV-FM</b>										
TSA AQH	208	49	146	137	33	79	74	16	67	63
Metro AQH	156	38	105	99	26	55	55	12	51	44
TSA Cume	2362	623	1518	1385	377	741	631	247	777	753
Metro Cume	1801	486	1155	1059	301	555	496	185	600	564
<b>KRLA-AM</b>										
TSA AQH	152	5	58	86	4	33	44	1	25	42
Metro AQH	141	5	53	80	4	29	40	1	23	39
TSA Cume	2839	166	1043	1591	89	558	796	77	485	795
Metro Cume	2571	147	935	1458	89	502	721	58	433	737
<b>KROQ-FM</b>										
TSA AQH	899	569	400	125	386	276	79	183	124	46
Metro AQH	776	484	329	110	324	222	69	160	107	41
TSA Cume	15847	9053	7650	2995	5393	4694	1613	3661	2956	1381
Metro Cume	13388	7704	6417	2508	4545	3944	1369	3160	2473	1140

\* 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
<b>KRTH-FM</b>										
TSA AQH	631	124	415	455	63	211	235	61	203	219
Metro AQH	545	109	362	391	54	187	203	55	175	187
TSA Cume	14068	3390	8860	8933	1485	4204	4340	1904	4655	4593
Metro Cume	11640	2822	7324	7341	1222	3570	3632	1600	3754	3709
<b>KSCA-FM</b>										
TSA AQH	1113	512	778	502	317	453	289	195	325	213
Metro AQH	1019	469	711	458	299	415	260	170	296	197
TSA Cume	10498	5161	6835	4219	2999	3883	2329	2162	2952	1890
Metro Cume	9267	4620	6104	3735	2706	3460	2037	1914	2645	1697
<b>KSSE-FM</b>										
TSA AQH	373	256	199	73	134	97	30	122	102	43
Metro AQH	285	205	144	47	107	72	20	98	72	27
TSA Cume	6253	3864	3340	1410	1810	1703	747	2054	1637	663
Metro Cume	4748	3018	2478	1007	1426	1320	574	1592	1158	434
<b>KTNO-AM</b>										
TSA AQH	338	113	257	193	63	152	117	49	105	76
Metro AQH	307	105	230	170	60	140	107	46	90	63
TSA Cume	4368	1702	3366	2381	965	1956	1443	736	1409	938
Metro Cume	3993	1571	3059	2157	903	1809	1340	668	1249	817
<b>KTWV-FM</b>										
TSA AQH	594	100	440	451	36	223	239	65	217	212
Metro AQH	493	83	371	379	24	183	198	59	188	181
TSA Cume	9336	1703	6431	6393	677	3100	3166	1026	3331	3227
Metro Cume	7611	1399	5311	5224	565	2560	2579	834	2751	2645
<b>KWIZ-FM</b>										
TSA AQH	82	53	58	27	18	17	7	35	41	20
Metro AQH	82	53	58	27	18	17	7	35	41	20
TSA Cume	1266	740	844	429	376	361	172	364	483	257
Metro Cume	1266	740	844	429	376	361	172	364	483	257
<b>+KWKU-AM</b>										
<b>KWPA-AM</b>										
TSA AQH										
Metro AQH										
TSA Cume	16			16						16
Metro Cume	16			16						16
<b>KWKW-AM</b>										
TSA AQH	89	30	58	49	7	21	22	23	38	27
Metro AQH	87	30	58	48	7	21	21	23	38	27
TSA Cume	1466	490	1004	821	244	476	449	246	528	372
Metro Cume	1442	486	995	801	244	471	429	242	523	372
<b>KWVE-FM</b>										
TSA AQH	106	24	76	69	12	38	34	12	37	36
Metro AQH	76	13	51	52	7	22	23	6	29	30
TSA Cume	2587	678	1799	1544	387	806	661	291	993	883
Metro Cume	2001	502	1310	1199	287	569	510	216	740	689
<b>KXMX-FM</b>										
TSA AQH	78	46	61	30	24	28	10	21	34	20
Metro AQH	77	45	60	29	24	27	9	21	34	20
TSA Cume	1654	938	1209	588	513	701	323	425	508	265
Metro Cume	1565	907	1149	544	483	659	297	425	490	247
<b>KYSR-FM</b>										
TSA AQH	561	326	403	199	125	159	82	201	244	117
Metro AQH	504	293	361	181	115	140	71	178	221	110
TSA Cume	12681	6890	8043	4199	2931	3574	1825	3959	4469	2374
Metro Cume	11151	6010	7119	3767	2634	3207	1639	3376	3912	2127
<b>KZLA-FM</b>										
TSA AQH	413	95	267	263	47	117	116	47	150	147
Metro AQH	357	73	228	233	32	90	102	42	138	131
TSA Cume	7025	1867	4277	3951	639	1638	1621	1228	2638	2330
Metro Cume	5801	1442	3473	3330	500	1317	1355	942	2156	1975

\* 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
<hr/>										
<b>KOLA-FM</b>										
TSA AQH	202	25	115	148	10	45	68	15	71	80
Metro AQH	62	7	34	47	1	12	24	6	22	23
TSA Cume	4001	793	2414	2657	343	1133	1335	450	1281	1322
Metro Cume	1451	246	892	1034	52	398	582	195	493	452
<hr/>										
<b>XTRA-AM</b>										
TSA AQH	160	47	131	104	45	127	101	2	4	3
Metro AQH	107	29	90	72	28	87	70		3	3
TSA Cume	3246	1018	2449	1910	931	2243	1730	87	206	180
Metro Cume	2260	672	1726	1362	629	1567	1218	44	160	144
<hr/>										
<b>TOTALS</b>										
TSA AQH	23216	7942	13681	10885	4281	7201	5602	3661	6480	5284
Metro AQH	17239	6014	10161	7998	3229	5310	4070	2785	4852	3928
TSA Cume	135931	44197	76458	62166	23194	38834	30820	21003	37623	31346
Metro Cume	98888	32614	55799	45240	17148	28307	22379	15467	27492	22861

\* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

**ARBITRON**

# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
<b>KABC-AM</b>																			
P 12+		638	.5	3477	652	.5	3730	689	.5	3864	219	.2	1811	659	.5	6063	460	.3	7022
Teens 12-17		2		18	1		13			3		19	1		31	1		50	
M 18-34		30	.1	124	20	.1	86	41	.2	240	22	.1	148	29	.1	304	23	.1	394
W 18-34		16	.1	91	17	.1	117	22	.1	101	11	.1	89	18	.1	172	13	.1	217
M 18-49		146	.4	742	159	.4	712	228	.5	930	69	.2	485	176	.4	1289	120	.3	1551
W 18-49		81	.2	448	77	.2	516	83	.2	522	24	.1	289	80	.2	870	55	.1	1004
M 25-49		138	.4	706	154	.5	694	222	.7	887	59	.2	453	170	.5	1241	114	.3	1469
W 25-49		78	.2	425	74	.2	493	83	.3	509	24	.1	289	78	.2	834	54	.2	967
M 25-54		167	.4	970	192	.5	946	270	.7	1214	77	.2	560	208	.6	1690	142	.4	1964
W 25-54		125	.3	663	107	.3	688	142	.4	782	27	.1	367	123	.3	1172	80	.2	1329
M 35-64		230	.8	1238	226	.8	1215	275	.9	1397	85	.3	607	242	.8	2047	167	.6	2376
W 35-64		183	.6	1004	162	.5	945	173	.6	1162	25	.1	423	172	.6	1719	109	.4	1913
<b>KACD-FM</b>																			
P 12+		85	.1	756	115	.1	716	133	.1	995	26		477	111	.1	1444	77	.1	1638
Teens 12-17				11			14						96	30	.1	250	19	.1	314
M 18-34		13	.1	150	39	.2	167	34	.2	159	9		159	16	.1	402	12	.1	457
W 18-34		20	.1	174	13	.1	161	16	.1	262	6		202	50	.1	519	33	.1	603
M 18-49		27	.1	278	58	.1	333	63	.2	408	13		246	44	.1	718	31	.1	800
W 18-49		49	.1	401	35	.1	312	50	.1	453	10		202	49	.1	504	33	.1	588
M 25-49		26	.1	263	58	.2	333	63	.2	393	13		196	38	.1	634	27	.1	706
W 25-49		39	.1	361	31	.1	280	46	.1	369	8		218	51	.1	557	33	.1	642
M 25-54		28	.1	299	58	.2	348	64	.2	429	13		209	49	.1	704	35	.1	776
W 25-54		39	.1	361	45	.1	308	62	.2	424	10		122	22	.1	337	15	.1	357
M 35-64		15	.1	164	19	.1	182	32	.1	300	4		100	43	.1	416	30	.1	443
W 35-64		36	.1	257	44	.1	193	50	.2	246	6								
<b>KBCD-FM</b>																			
P 12+		32		474	49		423	49		518	9		211	44		730	31		856
Teens 12-17																			
M 18-34		3		80	17	.1	93	11		122	1		46	11		157	6		157
W 18-34		6		97	5		81	9		109	2		68	7		146	6		199
M 18-49		14		236	31	.1	192	25	.1	219	6		129	24	.1	341	16		366
W 18-49		16		218	16		193	20	.1	262	3		82	17		352	13		404
M 25-49		14		216	31	.1	192	25	.1	219	6		129	24	.1	321	16		346
W 25-49		15		193	14		168	17	.1	225	2		58	15		303	11		331
M 25-54		16		236	32	.1	212	27	.1	239	6		129	25	.1	342	17		367
W 25-54		15		193	14		168	17		225	2		58	15		303	11		331
M 35-64		13		176	16	.1	137	18	.1	135	6		83	16	.1	222	11		262
W 35-64		11		121	11		112	11		153	1		15	11		206	7		221
<b>KAVS-FM</b>																			
P 12+		31		301	10		127	23		239	12		188	21		412	18		525
Teens 12-17		10	.1	128	3		41	9	.1	104	7	.1	75	7	.1	141	8	.1	188
M 18-34		2		28	1		16			16			1	1		44	1		44
W 18-34		8		93	2		23	6		62	3		36	5		118	5		138
M 18-49		5		42	1		16			16			23	2		58	1		68
W 18-49		17		131	5		70	13		125	4		59	11		204	9		238
M 25-49		5		42	1		16			16			23	2		58	1		68
W 25-49		14		95	5		70	9		102	1		35	9		158	6		181
M 25-54		5		42	1		16	1		9	1		55	2		67	1		99
W 25-54		14		95	5		70	9		102	1		35	9		158	6		181
M 35-64		2		14			1	1		9	1		55	1		23	1		55
W 35-64		9		38	3		47	7		63	1		23	6		87	4		99
<b>KIIS-FM</b>																			
P 12+		1471	1.1	11883	1056	.8	9833	1377	1.0	12503	588	.4	7411	1282	1.0	19212	1000	.8	22107
Teens 12-17		347	2.6	3359	153	1.1	2051	460	3.4	3750	277	2.0	2898	307	2.3	5067	291	2.1	5778
M 18-34		223	1.0	1880	169	.7	1748	204	.9	2001	98	.4	1316	196	.9	3279	151	.7	3859
W 18-34		364	1.8	2876	381	1.9	3194	323	1.6	3038	132	.7	1911	358	1.8	4895	269	1.3	5571
M 18-49		397	1.0	2856	299	.7	2456	328	.8	2975	118	.3	1606	338	.8	4844	243	.6	5656
W 18-49		600	1.5	4716	515	1.3	4619	490	1.3	4856	166	.4	2502	533	1.4	7738	393	1.0	8756
M 25-49		307	.9	1986	215	.7	1515	224	.7	2017	68	.2	966	246	.8	3174	172	.5	3707
W 25-49		470	1.5	3509	365	1.2	3026	349	1.1	3306	83	.3	1389	393	1.2	5361	273	.9	5981
M 25-54		337	.9	2146	220	.6	1629	237	.6	2243	71	.2	1054	261	.7	3494	183	.5	4101
W 25-54		500	1.4	3808	401	1.1	3268	383	1.1	3614	88	.2	1499	426	1.2	5854	294	.8	6536
M 35-64		218	.7	1283	145	.5	943	143	.5	1286	30	.1	452	167	.6	2076	110	.4	2427
W 35-64		295	1.0	2287	197	.6	1793	216	.7	2207	40	.1	736	233	.8	3566	160	.5	4043

\* 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)
<b>KBET-AM</b>																			
P 12+		2		42	5		37	7		40	4		37	5		44	4		83
Teens 12-17																			
M 18-34		2		42	5		37	6		37	4		37	5		42	3		50
W 18-34																			15
M 18-49		2		42	5		37	6		37	4		37	5		42	4		66
W 18-49																			15
M 25-49		2		42	5		37	6		37	4		37	5		42	4		58
W 25-49																			15
M 25-54		2		42	5		37	6		37	4		37	5		42	4		58
W 25-54																			15
M 35-64																			16
W 35-64																			
<b>KXTA-AM</b>																			
P 12+		92	.1	756	172	.1	1407	190	.1	1396	126	.1	953	153	.1	2224	127	.1	2727
Teens 12-17																			
M 18-34		23	.1	226	59	.3	450	50	.2	310	25	.1	166	45	.2	565	34	.2	687
W 18-34		5		40	14	.1	68	19	.1	79	13	.1	77	13	.1	156	11	.1	170
M 18-49		64	.2	473	112	.3	829	97	.2	643	52	.1	407	93	.2	1183	70	.2	1408
W 18-49		6		52	14		68	20	.1	102	13		77	13		192	11		231
M 25-49		59	.2	447	105	.3	788	94	.3	617	46	.1	381	88	.3	1130	65	.2	1308
W 25-49		6		52	10		34	16	.1	81	9		51	11		148	9		174
M 25-54		65	.2	543	121	.3	898	119	.3	840	55	.1	482	103	.3	1380	77	.2	1623
W 25-54		6		52	11		45	17		102	9		51	11		169	9		195
M 35-64		49	.2	390	78	.3	589	85	.3	674	46	.2	421	71	.2	1020	56	.2	1249
W 35-64		1		12	1		11	1		44			1		57	1		94	
<b>KBIG-FM</b>																			
P 12+		700	.5	5212	943	.7	5362	694	.5	5920	225	.2	3065	791	.6	9528	550	.4	11860
Teens 12-17		17	.1	264	12	.1	175	21	.2	352	21	.2	319	16	.1	549	19	.1	888
M 18-34		119	.5	851	164	.7	810	109	.5	1021	45	.2	552	133	.6	1508	95	.4	1875
W 18-34		183	.9	1348	322	1.6	1554	219	1.1	1633	61	.3	806	248	1.2	2531	162	.8	3125
M 18-49		215	.5	1520	298	.7	1457	198	.5	1812	76	.2	927	242	.6	2724	171	.4	3403
W 18-49		325	.8	2299	456	1.2	2504	346	.9	2696	98	.3	1382	382	1.0	4289	252	.6	5163
M 25-49		178	.5	1217	235	.7	1165	164	.5	1500	68	.2	778	195	.6	2275	139	.4	2797
W 25-49		269	.9	1847	362	1.2	1986	279	.9	2211	69	.2	1098	308	1.0	3407	200	.6	4079
M 25-54		202	.5	1384	263	.7	1405	193	.5	1728	72	.2	868	223	.6	2665	159	.4	3265
W 25-54		320	.9	2144	445	1.2	2309	330	.9	2523	79	.2	1234	371	1.0	3827	241	.7	4552
M 35-64		131	.4	929	167	.6	977	123	.4	1085	39	.1	532	143	.5	1756	101	.3	2222
W 35-64		212	.7	1476	232	.8	1503	189	.6	1520	49	.2	739	213	.7	2576	142	.5	2953
<b>KBLA-AM</b>																			
P 12+		110	.1	758	142	.1	832	176	.1	895	50		371	143	.1	1569	98	.1	1735
Teens 12-17		2		12	3		12	9	.1	12	5		12	5		24	3		24
M 18-34		28	.1	219	44	.2	217	85	.4	369	27	.1	156	52	.2	461	40	.2	518
W 18-34		21	.1	140	26	.1	131	20	.1	87	8		57	23	.1	197	16	.1	247
M 18-49		61	.1	379	59	.1	331	128	.3	604	31	.1	223	81	.2	802	58	.1	917
W 18-49		28	.1	205	40	.1	251	28	.1	163	10		84	33	.1	381	22	.1	432
M 25-49		58	.2	353	51	.2	279	109	.3	514	26	.1	184	71	.2	699	48	.1	777
W 25-49		19	.1	154	38	.1	220	24	.1	133	6		64	28	.1	320	18	.1	348
M 25-54		58	.2	353	51	.1	279	111	.3	536	27	.1	206	72	.2	721	50	.1	799
W 25-54		28	.1	196	47	.1	262	24	.1	133	6		64	34	.1	362	21	.1	390
M 35-64		40	.1	195	20	.1	147	50	.2	308	7		105	35	.1	449	23	.1	507
W 35-64		17	.1	138	38	.1	223	11		91	4		41	23	.1	318	14		318
<b>KBUA-FM</b>																			
P 12+		78	.1	478	76	.1	419	72	.1	468	46		353	75	.1	668	66		735
Teens 12-17		11	.1	125	5		53	23	.2	103	14	.1	103	13	.1	155	13	.1	155
M 18-34		28	.1	160	21	.1	160	15	.1	133	24	.1	125	21	.1	217	21	.1	254
W 18-34		18	.1	70	21	.1	91	11	.1	74	1		43	17	.1	110	13	.1	141
M 18-49		28	.1	173	26	.1	177	22	.1	181	25	.1	156	25	.1	265	24	.1	302
W 18-49		29	.1	136	37	.1	144	18		152	4		83	29	.1	189	22	.1	220
M 25-49		20	.1	104	17	.1	108	15		125	10		87	18	.1	171	15		194
W 25-49		18	.1	99	27	.1	86	16	.1	122	4		63	21	.1	122	16	.1	133
M 25-54		27	.1	129	20	.1	133	19	.1	150	11		91	22	.1	196	18		220
W 25-54		20	.1	112	28	.1	99	16		122	4		63	22	.1	149	17		160
M 35-64		7		38	7		42	11		73	3		35	8		73	6		73
W 35-64		14		86	21	.1	73	12		85	5		46	16	.1	112	14		112

\* 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)
<b>KBUE-FM</b>																			
P 12+		522	.4	3063	659	.5	3018	580	.4	3058	247	.2	1750	593	.4	4854	474	.4	5856
Teens 12-17		37	.3	358	27	.2	270	63	.5	431	44	.3	373	41	.3	665	47	.3	813
M 18-34		262	1.2	1137	308	1.4	1053	270	1.2	1025	102	.5	595	282	1.2	1604	207	.9	1880
W 18-34		76	.4	491	117	.6	585	115	.6	619	33	.2	301	104	.5	962	82	.4	1219
M 18-49		313	.8	1601	411	1.0	1601	335	.8	1507	124	.3	762	357	.9	2372	264	.6	2749
W 18-49		118	.3	764	170	.4	859	149	.4	915	50	.1	458	148	.4	1420	120	.3	1774
M 25-49		234	.7	1116	314	1.0	1140	252	.8	1132	73	.2	480	270	.8	1692	196	.6	1954
W 25-49		92	.3	553	140	.4	660	96	.3	639	34	.1	342	112	.4	1003	89	.3	1220
M 25-54		258	.7	1166	330	.9	1169	265	.7	1181	74	.2	501	288	.8	1742	210	.6	2026
W 25-54		101	.3	650	154	.4	754	105	.3	709	49	.1	398	123	.3	1140	101	.3	1399
M 35-64		89	.3	610	130	.4	661	88	.3	585	31	.1	222	104	.3	913	81	.3	1047
W 35-64		58	.2	452	71	.2	433	44	.1	382	32	.1	229	59	.2	694	52	.2	832
<b>KCBS-FM</b>																			
P 12+		710	.5	4836	722	.5	4922	668	.5	5711	182	.1	2584	702	.5	8669	503	.4	10528
Teens 12-17		21	.2	218	19	.1	220	44	.3	285	29	.2	243	27	.2	464	26	.2	595
M 18-34		147	.7	747	152	.7	987	135	.6	983	31	.1	487	145	.6	1573	99	.4	1891
W 18-34		52	.3	528	69	.3	580	71	.4	678	17	.1	283	64	.3	1111	46	.2	1333
M 18-49		402	1.0	2157	415	1.0	2478	351	.8	2703	78	.2	1181	391	.9	4040	268	.6	4818
W 18-49		220	.6	1712	232	.6	1600	207	.5	1901	52	.1	787	220	.6	2857	159	.4	3391
M 25-49		385	1.2	1982	375	1.1	2157	298	.9	2389	62	.2	1003	355	1.1	3593	237	.7	4235
W 25-49		203	.6	1584	216	.7	1426	186	.6	1701	42	.1	705	203	.6	2562	145	.5	3018
M 25-54		416	1.1	2309	403	1.1	2465	329	.9	2727	76	.2	1204	384	1.0	4137	260	.7	4875
W 25-54		216	.6	1774	229	.6	1531	203	.6	1934	43	.1	734	217	.6	2877	155	.4	3386
M 35-64		298	1.0	1841	302	1.0	1919	262	.9	2185	69	.2	997	288	1.0	3207	203	.7	3873
W 35-64		184	.6	1406	178	.6	1160	155	.5	1533	36	.1	560	173	.6	2171	125	.4	2586
<b>KCMG-FM</b>																			
P 12+		532	.4	4052	649	.5	4012	563	.4	4725	247	.2	2695	587	.4	7435	465	.3	9168
Teens 12-17		33	.2	308	16	.1	228	51	.4	430	38	.3	409	32	.2	647	34	.3	873
M 18-34		71	.3	640	108	.5	702	82	.4	729	35	.2	407	89	.4	1155	71	.3	1514
W 18-34		124	.6	792	154	.8	931	113	.6	1068	46	.2	559	132	.7	1631	103	.5	2087
M 18-49		153	.4	1235	208	.5	1289	156	.4	1440	65	.2	834	175	.4	2313	132	.3	2846
W 18-49		268	.7	1761	309	.8	1856	238	.6	2111	96	.2	1070	275	.7	3264	211	.5	3958
M 25-49		134	.4	1105	178	.5	1059	134	.4	1221	54	.2	696	151	.5	2702	111	.3	2444
W 25-49		246	.8	1562	261	.8	1582	194	.6	1759	71	.2	806	236	.8	2088	176	.6	3285
M 25-54		164	.4	1283	227	.6	1236	184	.5	1386	74	.2	777	194	.5	2293	148	.4	2826
W 25-54		275	.8	1819	293	.8	1783	220	.6	1996	82	.2	906	265	.7	3158	198	.5	3678
M 35-64		116	.4	805	154	.5	792	136	.5	940	53	.2	550	136	.5	1549	103	.3	1845
W 35-64		179	.6	1321	202	.7	1233	173	.6	1458	69	.2	691	186	.6	2232	143	.5	2548
<b>KDIS-AM</b>																			
P 12+		109	.1	1195	63		942	99	.1	1159	32		533	88	.1	2131	70	.1	2657
Teens 12-17		18	.1	240	8		185	28	.2	274	14	.1	152	17	.1	438	16	.1	548
M 18-34		5		60			17	3		50	2		62	2		88	3		170
W 18-34		28	.1	268	24	.1	241	25	.1	203	9		81	26	.1	424	18	.1	488
M 18-49		20		198	7		80	11		196	3		121	13		333	12		521
W 18-49		63	.2	675	42	.1	569	54	.1	557	14		238	52	.1	1091	37	.1	1209
M 25-49		19	.1	179	7		80	10		164	3		121	12		301	11		485
W 25-49		60	.2	650	40	.1	543	51	.2	523	11		219	49	.2	1042	35	.1	1141
M 25-54		21	.1	209	8		104	12		202	4		124	13		377	12		575
W 25-54		63	.2	679	42	.1	565	53	.1	547	11		219	52	.1	1095	36	.1	1207
M 35-64		17	.1	168	8		103	11		197	2		62	12		351	10		486
W 35-64		40	.1	451	22	.1	365	31	.1	405	6		172	30	.1	762	22	.1	844
<b>KFI -AM</b>																			
P 12+		1228	.9	6412	1435	1.1	7354	639	.5	4428	181	.1	1619	1127	.8	10515	725	.5	11450
Teens 12-17		1		38	3		39	12	.1	86	1		4	5		126	3		126
M 18-34		37	.2	212	60	.3	349	85	.4	359	11		145	60	.3	625	37	.2	707
W 18-34		23	.1	219	47	.2	464	21	.1	223	2		41	31	.2	624	19	.1	667
M 18-49		192	.5	1212	233	.6	1186	218	.5	1089	47	.1	461	216	.5	2121	142	.3	2446
W 18-49		117	.3	898	269	.7	1719	120	.3	918	32	.1	258	177	.5	2231	111	.3	2334
M 25-49		182	.6	1196	223	.7	1125	207	.6	1038	42	.1	417	206	.6	2016	134	.4	2278
W 25-49		112	.4	873	264	.8	1654	117	.4	869	31	.1	239	172	.5	2138	109	.3	2214
M 25-54		238	.6	1525	278	.7	1379	243	.6	1271	62	.2	525	255	.7	2482	171	.5	2871
W 25-54		192	.5	1258	331	.9	2032	143	.4	1152	53	.1	445	231	.6	2777	152	.4	2898
M 35-64		316	1.1	1872	344	1.1	1533	226	.8	1289	58	.2	478	299	1.0	2714	197	.7	3117
W 35-64		303	1.0	1659	396	1.3	2254	173	.6	1396	61	.2	556	299	1.0	3109	196	.6	3279

\* 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)
<b>KFSG-FM</b>																		
P 12+	133	.1	1065	92	.1	626	86	.1	711	17		311	103	.1	1492	72	.1	1747
Teens 12-17	2		81	1		35	5		47	1		11	2		81	2		81
M 18-34	9		141	2		60	13	.1	146	5		90	8		223	6		266
W 18-34	10		90	10		120	9		103	1		29	10		192	7		219
M 18-49	33	.1	307	19		153	26	.1	230	7		122	25	.1	433	18		536
W 18-49	48	.1	341	43	.1	314	37	.1	299	5		126	43	.1	573	28	.1	639
M 25-49	27	.1	213	18	.1	141	22	.1	148	6		109	22	.1	306	16		408
W 25-49	47	.1	315	42	.1	264	35	.1	266	5		126	41	.1	502	27	.1	556
M 25-54	28	.1	227	18		141	22	.1	148	6		109	22	.1	321	16		423
W 25-54	66	.2	409	54	.1	290	43	.1	319	8		155	54	.1	596	35	.1	690
M 35-64	34	.1	238	19	.1	112	17	.1	121	3		43	23	.1	318	15	.1	389
W 35-64	73	.2	463	57	.2	263	43	.1	294	7		138	57	.2	608	36	.1	687
<b>KFWB-AM</b>																		
P 12+	756	.6	5790	325	.2	3517	385	.3	4146	135	.1	2034	476	.4	7939	325	.2	8827
Teens 12-17	10	.1	100	1		13	13	.1	41	3		28	7	.1	114	6		126
M 18-34	27	.1	324	9		213	29	.1	278	8		146	21	.1	552	14	.1	666
W 18-34	33	.2	311	10		230	14	.1	254	5		80	18	.1	497	12	.1	566
M 18-49	122	.3	1288	46	.1	776	92	.2	966	17		398	83	.2	1921	51	.1	2126
W 18-49	116	.3	1102	36	.1	574	53	.1	847	12		288	66	.2	1508	42	.1	1677
M 25-49	111	.3	1200	46	.1	760	82	.3	905	12		347	77	.2	1798	46	.1	1935
W 25-49	107	.3	1030	31	.1	489	51	.2	785	11		274	61	.2	1375	39	.1	1532
M 25-54	180	.5	1766	63	.2	1036	125	.3	1306	27	.1	528	118	.3	2513	76	.2	2687
W 25-54	153	.4	1338	36	.1	599	69	.2	993	21	.1	373	83	.2	1749	54	.1	1997
M 35-64	237	.8	1985	90	.3	1136	151	.5	1470	36	.1	655	154	.5	2837	99	.3	3018
W 35-64	209	.7	1558	79	.3	731	97	.3	1125	27	.1	469	125	.4	1943	82	.3	2217
<b>KHJ -AM</b>																		
P 12+	269	.2	1133	306	.2	1418	209	.2	1059	74	.1	634	265	.2	2152	208	.2	2581
Teens 12-17				2		34	3		42	2		43	1		57	1		81
M 18-34	39	.2	238	39	.2	297	21	.1	187	12	.1	90	33	.1	519	25	.1	569
W 18-34	12	.1	114	17	.1	121	32	.2	160	4		75	20	.1	243	17	.1	316
M 18-49	79	.2	473	92	.2	542	46	.1	374	19		174	74	.2	962	57	.1	1078
W 18-49	43	.1	229	49	.1	294	52	.1	287	15		169	48	.1	485	38	.1	595
M 25-49	73	.2	410	77	.2	429	36	.1	314	18	.1	154	63	.2	791	50	.2	894
W 25-49	38	.1	195	44	.1	260	49	.2	247	15		148	44	.1	411	35	.1	499
M 25-54	87	.2	474	95	.3	500	48	.1	386	19	.1	170	78	.2	912	62	.2	1065
W 25-54	67	.2	250	67	.2	329	71	.2	289	24	.1	176	68	.2	480	56	.2	569
M 35-64	73	.2	425	94	.3	457	48	.2	360	24	.1	184	73	.2	742	62	.2	924
W 35-64	77	.3	263	95	.3	368	51	.2	201	27	.1	170	76	.2	437	60	.2	489
<b>KIEV-AM</b>																		
P 12+	157	.1	604	289	.2	1202	152	.1	736	45		236	206	.2	1428	126	.1	1620
Teens 12-17																		
M 18-34				2		11	1		23				1		23	1		23
W 18-34				5		15							2		15	1		15
M 18-49	18		84	42	.1	176	20		134	7		19	28	.1	221	16		221
W 18-49	3		20	16		111	5		52	4		12	9		111	5		111
M 25-49	18	.1	84	42	.1	176	20	.1	134	7		19	28	.1	221	16		221
W 25-49	3		20	16	.1	111	5		52	4		12	9		111	5		111
M 25-54	18		93	42	.1	185	20	.1	143	7		19	28	.1	230	17		253
W 25-54	15		59	24	.1	138	6		66	9		25	16		150	11		150
M 35-64	37	.1	152	69	.2	310	35	.1	187	19	.1	79	48	.2	381	31	.1	438
W 35-64	26	.1	163	39	.1	201	14		112	10		55	27	.1	252	18	.1	298
<b>KJLH-FM</b>																		
P 12+	467	.4	2374	362	.3	1839	341	.3	2074	153	.1	1392	388	.3	3304	308	.2	4093
Teens 12-17	12	.1	168	5		62	8	.1	111	5		96	8	.1	256	8	.1	363
M 18-34	35	.2	292	70	.3	274	48	.2	254	22	.1	193	53	.2	424	37	.2	541
W 18-34	90	.4	429	76	.4	419	82	.4	492	33	.2	357	82	.4	690	66	.3	865
M 18-49	143	.3	758	154	.4	625	114	.3	625	58	.1	453	138	.3	1022	102	.2	1241
W 18-49	205	.5	1022	146	.4	853	160	.4	1007	60	.2	631	169	.4	1468	134	.3	1741
M 25-49	127	.4	645	112	.3	539	89	.3	545	49	.1	376	109	.3	898	84	.3	1055
W 25-49	179	.6	881	108	.3	701	126	.4	799	50	.2	496	135	.4	1190	107	.3	1407
M 25-54	138	.4	718	123	.3	591	98	.3	610	51	.1	406	120	.3	992	92	.2	1158
W 25-54	200	.5	1011	129	.4	801	142	.4	894	57	.2	566	155	.4	1326	125	.3	1586
M 35-64	131	.4	557	108	.4	456	85	.3	476	42	.1	315	108	.4	767	82	.3	898
W 35-64	151	.5	801	96	.3	595	100	.3	671	41	.1	360	114	.4	1022	94	.3	1211

\* 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)
<b>KKBT-FM</b>																		
P 12+	586	.4	5046	532	.4	5043	650	.5	6148	373	.3	3926	585	.4	9486	483	.4	11740
Teens 12-17	90	.7	1187	45	.3	851	124	.9	1520	79	.6	1127	83	.6	2377	82	.6	3098
M 18-34	201	.9	1677	197	.9	1837	260	1.2	2037	163	.7	1337	218	1.0	3015	180	.8	3513
W 18-34	170	.8	1318	171	.9	1444	166	.8	1533	90	.4	975	169	.8	2358	132	.7	2892
M 18-49	238	.6	1978	265	.6	2190	293	.7	2387	176	.4	1486	265	.6	3587	214	.5	4237
W 18-49	222	.6	1690	201	.5	1810	209	.5	2007	114	.3	1240	210	.5	3072	168	.4	3868
M 25-49	139	.4	1011	159	.5	1130	143	.4	1295	76	.2	712	148	.5	1796	114	.3	2145
W 25-49	140	.4	973	127	.4	1091	129	.4	1202	51	.2	568	132	.4	1785	98	.3	2245
M 25-54	142	.4	1034	159	.4	1146	147	.4	1336	76	.2	716	150	.4	1856	116	.3	2233
W 25-54	152	.4	1028	136	.4	1135	134	.4	1253	51	.1	584	140	.4	1888	104	.3	2353
M 35-64	46	.2	357	69	.2	379	40	.1	416	13		154	53	.2	690	37	.1	870
W 35-64	66	.2	453	41	.1	440	51	.2	566	25	.1	308	52	.2	888	43	.1	1192
<b>KKLA-FM</b>																		
P 12+	239	.2	1436	155	.1	902	166	.1	948	26		388	184	.1	1858	116	.1	2113
Teens 12-17	5		41	1		26	5		24	2		31	4		77	2		103
M 18-34	32	.1	180	18	.1	90	22	.1	113	9		9	24	.1	197	14	.1	221
W 18-34	31	.2	109	21	.1	55	30	.1	92	4		33	27	.1	134	19	.1	155
M 18-49	43	.1	288	40	.1	239	37	.1	233	1		38	40	.1	427	24	.1	504
W 18-49	108	.3	523	72	.2	318	66	.2	346	10		133	81	.2	623	51	.1	659
M 25-49	29	.1	218	28	.1	182	31	.1	194	1		38	29	.1	357	18	.1	422
W 25-49	107	.3	510	71	.2	309	65	.2	330	10		133	80	.3	601	50	.2	633
M 25-54	31	.1	234	28	.1	182	31	.1	194	1		38	30	.1	373	18		437
W 25-54	113	.3	578	74	.2	342	72	.2	386	12		154	85	.2	692	53	.1	724
M 35-64	21	.1	172	24	.1	192	21	.1	177	4		68	22	.1	334	14		443
W 35-64	125	.4	706	81	.3	436	74	.2	469	13		179	93	.3	857	55	.2	885
<b>KLAC-AM</b>																		
P 12+	652	.5	2822	564	.4	3506	433	.3	3911	286	.2	3074	550	.4	5629	416	.3	7661
Teens 12-17							1		48	13	.1	143			48	4		190
M 18-34	1		39	2		29	15	.1	268	26	.1	301	6		296	12	.1	532
W 18-34	8		39	14		39	13	.1	127	14	.1	149	12	.1	127	12	.1	295
M 18-49	46	.1	237	37	.1	220	52	.1	757	75	.2	801	45	.1	904	51	.1	1521
W 18-49	22	.1	105	33	.1	170	38	.1	255	25	.1	267	31	.1	363	28	.1	676
M 25-49	46	.1	225	37	.1	220	51	.2	727	72	.2	777	44	.1	861	50	.2	1454
W 25-49	22	.1	105	33	.1	170	37	.1	246	20	.1	229	31	.1	354	26	.1	603
M 25-54	61	.2	332	46	.1	351	69	.2	978	92	.2	1053	58	.2	1189	64	.2	1993
W 25-54	25	.1	154	37	.1	256	45	.1	372	28	.1	313	36	.1	531	32	.1	845
M 35-64	123	.4	592	88	.3	671	97	.3	1086	98	.3	1144	102	.3	1543	90	.3	2309
W 35-64	111	.4	509	127	.4	740	88	.3	725	46	.2	414	110	.4	1095	79	.3	1395
<b>KLAX-FM</b>																		
P 12+	532	.4	2747	651	.5	3086	443	.3	3074	164	.1	1566	550	.4	4737	428	.3	5824
Teens 12-17	23	.2	243	17	.1	207	47	.3	348	40	.3	306	28	.2	486	30	.2	636
M 18-34	204	.9	932	269	1.2	1050	174	.8	1010	54	.2	505	220	1.0	1550	160	.7	1841
W 18-34	63	.3	423	112	.6	588	60	.3	616	16	.1	227	81	.4	954	63	.3	1129
M 18-49	280	.7	1353	341	.8	1552	250	.6	1491	67	.2	715	294	.7	2235	219	.5	2657
W 18-49	175	.4	818	235	.6	1035	113	.3	925	42	.1	421	179	.5	1564	135	.3	1923
M 25-49	187	.6	944	209	.6	1097	167	.5	1048	39	.1	464	189	.6	1584	143	.4	1887
W 25-49	150	.5	698	194	.6	859	81	.3	630	35	.1	315	146	.5	1202	111	.4	1497
M 25-54	202	.5	982	215	.6	1122	169	.4	1069	39	.1	471	197	.5	1622	148	.4	1953
W 25-54	161	.4	798	220	.6	982	94	.3	724	39	.1	343	163	.4	1356	123	.3	1694
M 35-64	93	.3	494	82	.3	545	78	.3	520	15	.1	246	84	.3	759	66	.2	919
W 35-64	128	.4	562	159	.5	650	74	.2	459	31	.1	245	123	.4	852	92	.3	1127
<b>KLOS-FM</b>																		
P 12+	1068	.8	5395	714	.5	4257	683	.5	5431	190	.1	2001	813	.6	9087	545	.4	10482
Teens 12-17	12	.1	191	6		155	13	.1	194	5		87	10	.1	412	8	.1	486
M 18-34	245	1.1	1241	155	.7	1034	161	.7	1378	36	.2	533	185	.8	2283	124	.5	2662
W 18-34	96	.5	758	72	.4	597	70	.3	652	18	.1	227	79	.4	1281	51	.3	1459
M 18-49	633	1.5	2861	460	1.1	2462	437	1.1	3113	114	.3	1182	506	1.2	4847	339	.8	5637
W 18-49	272	.7	1727	171	.4	1207	165	.4	1570	45	.1	536	200	.5	2851	136	.3	3304
M 25-49	600	1.8	2630	435	1.3	2280	408	1.2	2815	105	.3	1041	477	1.5	4404	317	1.0	5091
W 25-49	247	.8	1484	141	.4	1028	139	.4	1394	38	.1	482	173	.6	2488	119	.4	2899
M 25-54	660	1.8	2871	496	1.3	2530	446	1.2	3104	118	.3	1135	531	1.4	4809	351	.9	5537
W 25-54	267	.7	1584	144	.4	1059	147	.4	1463	47	.1	495	183	.5	2645	128	.4	3056
M 35-64	493	1.6	1948	373	1.2	1721	326	1.1	2074	94	.3	775	395	1.3	3114	260	.9	3575
W 35-64	216	.7	1199	106	.3	696	108	.4	1058	37	.1	335	140	.5	1901	100	.3	2205

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

# DMA Target Listeners

<b>AQH and Cume Persons</b>																		
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)	
<b>KLSX-FM</b>																		
P 12+	1152	.9	4422	528	.4	3224	701	.5	3732	123	.1	1402	773	.6	6681	454	.3	7243
Teens 12-17	9	.1	96	1		21	7	.1	96	1		6	5		150	4		208
M 18-34	387	1.7	1565	156	.7	1071	249	1.1	1173	32	.1	570	256	1.1	2277	145	.6	2341
W 18-34	146	.7	656	35	.2	349	83	.4	503	31	.2	181	84	.4	950	52	.3	1012
M 18-49	781	1.9	2774	344	.8	2044	449	1.1	2186	74	.2	881	511	1.2	3932	297	.7	4218
W 18-49	270	.7	1135	84	.2	662	146	.4	950	38	.1	313	160	.4	1705	96	.2	1870
M 25-49	669	2.0	2302	311	.9	1760	383	1.2	1882	67	.2	741	443	1.4	3285	258	.8	3544
W 25-49	233	.7	993	77	.2	594	119	.4	804	33	.1	274	138	.4	1488	82	.3	1605
M 25-54	729	1.9	2501	373	1.0	1943	438	1.2	2081	68	.2	773	502	1.3	3625	290	.8	3898
W 25-54	234	.6	1032	81	.2	651	125	.3	869	35	.1	306	141	.4	1591	85	.2	1708
M 35-64	460	1.5	1430	264	.9	1256	277	.9	1312	43	.1	375	329	1.1	2130	192	.6	2367
W 35-64	131	.4	561	55	.2	401	75	.2	541	9		197	84	.3	922	50	.2	1061
<b>KLVE-FM</b>																		
P 12+	1445	1.1	6895	1528	1.1	6949	878	.7	5608	402	.3	3678	1302	1.0	10518	963	.7	12442
Teens 12-17	29	.2	324	15	.1	275	46	.3	337	30	.2	234	29	.2	592	30	.2	751
M 18-34	227	1.0	1240	211	.9	1028	111	.5	839	74	.3	780	186	.8	1773	143	.6	2379
W 18-34	368	1.8	1806	470	2.3	2043	260	1.3	1513	92	.5	895	374	1.9	2789	260	1.3	3189
M 18-49	355	.9	2086	382	.9	1858	210	.5	1664	148	.4	1387	320	.8	3224	257	.6	4052
W 18-49	698	1.8	3060	820	2.1	3415	441	1.1	2610	162	.4	1487	666	1.7	4637	471	1.2	5305
M 25-49	310	.9	1805	337	1.0	1601	171	.5	1382	121	.4	1118	278	.8	2778	219	.7	3342
W 25-49	622	2.0	2513	712	2.3	2815	394	1.3	2225	129	.4	1168	586	1.9	3770	412	1.3	4267
M 25-54	320	.9	1894	350	.9	1680	188	.5	1482	126	.3	1198	291	.8	2968	232	.6	3603
W 25-54	687	1.9	2767	774	2.1	3017	439	1.2	2438	145	.4	1245	644	1.8	4128	454	1.2	4652
M 35-64	234	.8	1214	247	.8	1106	136	.5	1077	91	.3	791	209	.7	1969	168	.6	2312
W 35-64	477	1.6	1879	473	1.6	1931	281	.9	1591	93	.3	757	415	1.4	2736	297	1.0	3046
<b>KLYY-FM</b>																		
P 12+	156	.1	1229	226	.2	1604	193	.1	1397	55		756	195	.1	2464	145	.1	2997
Teens 12-17	12	.1	134	10	.1	113	24	.2	154	4		93	15	.1	233	12	.1	290
M 18-34	50	.2	306	95	.4	413	65	.3	314	24	.1	208	72	.3	621	53	.2	777
W 18-34	37	.2	323	68	.3	587	54	.3	439	12	.1	226	54	.3	780	41	.2	887
M 18-49	84	.2	504	109	.3	576	79	.2	435	34	.1	317	92	.2	917	68	.2	1190
W 18-49	55	.1	516	88	.2	827	73	.2	676	17		328	73	.2	1135	55	.1	1307
M 25-49	64	.2	389	65	.2	427	45	.1	322	24	.1	213	58	.2	677	44	.1	871
W 25-49	34	.1	316	53	.2	518	38	.1	476	8		196	42	.1	727	32	.1	822
M 25-54	64	.2	409	65	.2	427	48	.1	336	24	.1	213	60	.2	712	46	.1	938
W 25-54	35	.1	340	66	.2	559	45	.1	547	8		215	50	.1	808	37	.1	903
M 35-64	34	.1	218	14		163	22	.1	151	10		109	23	.1	347	17	.1	495
W 35-64	20	.1	217	33	.1	282	26	.1	308	5		121	27	.1	437	19	.1	501
<b>+KMZT-FM KKG0-FM</b>																		
P 12+	314	.2	2644	306	.2	2434	311	.2	2766	190	.1	1947	310	.2	4707	267	.2	6126
Teens 12-17	4		61	5		19	6		85	10	.1	90	5		133	5		188
M 18-34	21	.1	191	30	.1	233	36	.2	197	26	.1	228	29	.1	400	25	.1	509
W 18-34	21	.1	166	11	.1	130	13	.1	188	17	.1	238	14	.1	330	15	.1	567
M 18-49	41	.1	364	38	.1	351	46	.1	413	39	.1	426	41	.1	798	37	.1	1063
W 18-49	55	.1	564	44	.1	467	53	.1	595	29	.1	433	50	.1	1029	40	.1	1473
M 25-49	39	.1	348	33	.1	263	42	.1	341	29	.1	370	38	.1	669	33	.1	909
W 25-49	55	.2	564	43	.1	447	51	.2	576	24	.1	378	49	.2	1010	38	.1	1371
M 25-54	55	.1	469	50	.1	376	59	.2	457	41	.1	427	54	.1	870	45	.1	1140
W 25-54	73	.2	746	55	.2	544	72	.2	777	40	.1	515	66	.2	1316	54	.1	1720
M 35-64	81	.3	575	63	.2	521	62	.2	615	44	.1	473	68	.2	1058	56	.2	1384
W 35-64	94	.3	900	94	.3	752	113	.4	996	45	.1	528	100	.3	1581	79	.3	1963
<b>KNX -AM</b>																		
P 12+	857	.6	6587	522	.4	5460	502	.4	5756	263	.2	3114	619	.5	10223	443	.3	11828
Teens 12-17	5		59	10		10	1		32			11	2		76	2		100
M 18-34	50	.2	499	35	.2	344	37	.2	390	8		116	40	.2	763	24	.1	831
W 18-34	32	.2	288	11	.1	252	33	.2	419	6		81	24	.1	649	15	.1	702
M 18-49	205	.5	1698	169	.4	1572	157	.4	1620	45	.1	775	176	.4	2795	114	.3	3183
W 18-49	120	.3	1066	54	.1	678	72	.2	1044	31	.1	412	80	.2	1831	55	.1	2112
M 25-49	202	.6	1639	167	.5	1536	156	.5	1604	45	.1	775	174	.5	2684	112	.3	3072
W 25-49	114	.4	973	49	.2	579	66	.2	960	31	.1	393	74	.2	1660	51	.2	1926
M 25-54	263	.7	2223	206	.5	1970	207	.6	2170	59	.2	1051	224	.6	3532	145	.4	4014
W 25-54	153	.4	1326	73	.2	825	91	.3	1212	38	.1	522	103	.3	2146	70	.2	2515
M 35-64	324	1.1	2600	233	.8	2307	226	.8	2418	91	.3	1312	259	.9	3984	177	.6	4532
W 35-64	212	.7	1680	101	.3	1051	102	.3	1358	70	.2	761	136	.4	2435	101	.3	2936

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

# DMA Target Listeners

AOH 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)	
<b>KOST-FM</b>																		
P 12+	720	.5	5896	1017	.8	6110	804	.6	6466	431	.3	4487	860	.6	10682	643	.5	13172
Teens 12-17	27	.2	374	6		156	25	.2	263	41	.3	438	19	.1	596	24	.2	901
M 18-34	69	.3	623	153	.7	864	113	.5	786	65	.3	679	115	.5	1363	84	.4	1684
W 18-34	147	.7	1248	243	1.2	1423	174	.9	1559	142	.7	1317	192	1.0	2430	152	.8	3212
M 18-49	154	.4	1245	256	.6	1487	215	.5	1524	107	.3	1194	212	.5	2598	159	.4	3252
W 18-49	362	.9	2699	501	1.3	2725	352	.9	2996	195	.5	1964	412	1.1	4701	297	.8	5754
M 25-49	131	.4	1018	195	.6	1131	170	.5	1238	73	.2	909	167	.5	2082	124	.4	2664
W 25-49	318	1.0	2309	404	1.3	2258	289	.9	2431	119	.4	1351	342	1.1	3882	233	.7	4524
M 25-54	149	.4	1201	216	.6	1317	198	.5	1485	80	.2	1013	190	.5	2480	140	.4	3156
W 25-54	363	1.0	2560	462	1.3	2574	350	1.0	2786	140	.4	1564	397	1.1	4407	272	.7	5142
M 35-64	135	.5	1105	167	.6	1152	156	.5	1270	63	.2	812	154	.5	2098	116	.4	2647
W 35-64	309	1.0	2114	373	1.2	1941	274	.9	2049	90	.3	996	323	1.1	3356	216	.7	3794
<b>KPWR-FM</b>																		
P 12+	1089	.8	8897	821	.6	7832	1215	.9	10714	571	.4	7142	1025	.8	15355	824	.6	17332
Teens 12-17	334	2.5	3108	137	1.0	1872	453	3.3	3780	250	1.8	2936	295	2.2	5039	277	2.0	5610
M 18-34	363	1.6	2735	339	1.5	2770	359	1.6	3226	170	.8	2046	353	1.6	4711	266	1.2	5218
W 18-34	259	1.3	2039	220	1.1	2055	259	1.3	2352	92	.5	1423	244	1.2	3488	180	.9	4001
M 18-49	410	1.0	3076	393	.9	3218	404	1.0	3676	183	.4	2234	401	1.0	5367	301	.7	6050
W 18-49	304	.8	2426	259	.7	2503	316	.8	2917	122	.3	1747	290	.7	4429	216	.6	5089
M 25-49	214	.7	1461	203	.6	1553	186	.6	1765	68	.2	828	201	.6	2632	143	.4	2974
W 25-49	127	.4	1147	112	.4	1274	139	.4	1391	52	.2	709	125	.4	2249	93	.3	2547
M 25-54	224	.6	1525	203	.5	1567	195	.5	1809	69	.2	838	207	.6	2709	146	.4	3055
W 25-54	139	.4	1188	121	.3	1320	153	.4	1488	58	.2	750	136	.4	2351	102	.3	2651
M 35-64	61	.2	445	58	.2	475	56	.2	530	13		210	58	.2	784	41	.1	982
W 35-64	66	.2	518	56	.2	568	73	.2	693	37	.1	379	64	.2	1178	51	.2	1341
<b>KRCD-FM</b>																		
P 12+	284	.2	1434	413	.3	1837	274	.2	1540	127	.1	879	331	.2	2560	254	.2	3032
Teens 12-17	14	.1	110	15	.1	93	9	.1	101	5		65	13	.1	182	9	.1	229
M 18-34	26	.1	155	60	.3	217	53	.2	244	17	.1	142	47	.2	346	36	.2	458
W 18-34	29	.1	135	40	.2	216	26	.1	231	12	.1	129	32	.2	331	25	.1	402
M 18-49	56	.1	390	108	.3	497	120	.3	527	32	.1	275	96	.2	773	74	.2	954
W 18-49	90	.2	474	117	.3	605	94	.2	579	45	.1	315	102	.3	870	78	.2	996
M 25-49	54	.2	345	100	.3	460	102	.3	464	28	.1	239	86	.3	691	66	.2	829
W 25-49	87	.3	435	108	.3	553	86	.3	502	39	.1	263	95	.3	762	70	.2	842
M 25-54	54	.1	345	102	.3	481	102	.3	485	30	.1	261	87	.2	733	68	.2	893
W 25-54	114	.3	517	146	.4	663	108	.3	598	49	.1	304	124	.3	886	93	.3	965
M 35-64	45	.2	322	82	.3	448	82	.3	377	25	.1	230	71	.2	630	55	.2	755
W 35-64	128	.4	513	158	.5	631	96	.3	504	42	.1	227	129	.4	812	95	.3	883
<b>KRCV-FM</b>																		
P 12+	252	.2	1253	265	.2	1256	225	.2	1269	119	.1	787	249	.2	1976	207	.2	2347
Teens 12-17	6		43	1		20			15	2		15	2		43	4		99
M 18-34	51	.2	197	44	.2	232	31	.1	195	16	.1	108	42	.2	308	33	.1	377
W 18-34	17	.1	114	26	.1	142	23	.1	133	8		77	22	.1	203	16	.1	247
M 18-49	115	.3	451	103	.2	417	77	.2	415	46	.1	263	99	.2	689	80	.2	778
W 18-49	64	.2	370	85	.2	442	69	.2	414	36	.1	248	74	.2	647	60	.2	739
M 25-49	100	.3	395	96	.3	356	74	.2	386	45	.1	246	90	.3	599	74	.2	662
W 25-49	64	.2	367	85	.3	439	66	.2	395	35	.1	245	73	.2	624	59	.2	703
M 25-54	108	.3	420	101	.3	381	78	.2	439	48	.1	268	96	.3	653	79	.2	735
W 25-54	78	.2	432	96	.3	476	72	.2	405	38	.1	274	83	.2	694	67	.2	777
M 35-64	82	.3	324	86	.3	284	82	.3	359	47	.2	215	84	.3	543	74	.2	616
W 35-64	79	.3	417	81	.3	394	68	.2	394	35	.1	270	76	.2	671	63	.2	753
<b>KRLA-AM</b>																		
P 12+	247	.2	1494	301	.2	1565	156	.1	1048	67	.1	590	240	.2	2400	151	.1	2803
Teens 12-17						14	2		34				1		47			47
M 18-34	8		57	8		42				2		21	6		57	4		89
W 18-34	1		24							2		32			24	1		77
M 18-49	34	.1	235	58	.1	200	24	.1	104	15		70	40	.1	351	26	.1	440
W 18-49	26	.1	166	30	.1	172	9		90	5		63	22	.1	283	15		363
M 25-49	34	.1	235	58	.2	200	24	.1	104	14		57	40	.1	351	26	.1	427
W 25-49	25	.1	143	30	.1	172	9		90	4		49	22	.1	259	14		320
M 25-54	42	.1	281	76	.2	272	29	.1	156	16		82	51	.1	459	33	.1	558
W 25-54	28	.1	189	53	.1	261	20	.1	160	15		106	36	.1	385	25	.1	485
M 35-64	64	.2	423	97	.3	400	41	.1	237	19	.1	135	70	.2	681	44	.1	787
W 35-64	57	.2	344	77	.3	431	45	.1	315	24	.1	188	61	.2	677	41	.1	785

\* 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)
<b>KROQ-FM</b>																			
P 12+		1350	1.0	8082	1074	.8	7358	1161	.9	9304	589	.4	6568	1185	.9	13642	898	.7	15758
Teens 12-17		238	1.8	1920	105	.8	1057	293	2.2	2238	227	1.7	1883	204	1.5	3159	197	1.5	3680
M 18-34		557	2.5	2835	547	2.4	2899	489	2.2	3165	207	.9	2352	532	2.4	4574	386	1.7	5350
W 18-34		295	1.5	1787	246	1.2	1970	239	1.2	2224	83	.4	1301	259	1.3	3224	183	.9	3645
M 18-49		697	1.7	3585	659	1.6	3706	560	1.3	3870	232	.6	2788	640	1.5	5829	457	1.1	6736
W 18-49		382	1.0	2328	285	.7	2397	287	.7	2963	105	.3	1720	315	.8	4260	224	.6	4902
M 25-49		484	1.5	2401	389	1.2	2403	304	.9	2488	114	.3	1641	392	1.2	3864	270	.8	4471
W 25-49		213	.7	1367	167	.5	1284	163	.5	1753	41	.1	843	180	.6	2469	119	.4	2857
M 25-54		494	1.3	2505	394	1.0	2441	309	.8	2567	120	.3	1737	398	1.1	3994	275	.7	4646
W 25-54		222	.6	1426	178	.5	1309	166	.5	1791	43	.1	869	188	.5	2553	124	.3	2942
M 35-64		152	.5	873	121	.4	864	78	.3	818	32	.1	531	117	.4	1420	79	.3	1595
W 35-64		97	.3	601	51	.2	489	52	.2	784	24	.1	445	66	.2	1157	46	.2	1378
<b>KRTH-FM</b>																			
P 12+		804	.6	6252	925	.7	5869	757	.6	6625	233	.2	3131	836	.6	11045	626	.5	13891
Teens 12-17		30	.2	398	7	.1	170	35	.3	320	30	.2	384	23	.2	709	26	.2	1007
M 18-34		96	.4	639	85	.4	670	56	.2	549	38	.2	393	79	.4	1111	62	.3	1461
W 18-34		59	.3	711	91	.5	769	94	.5	957	26	.1	388	82	.4	1460	61	.3	1884
M 18-49		233	.6	1661	263	.6	1657	201	.5	1715	65	.2	786	235	.6	2909	170	.4	3729
W 18-49		239	.6	2098	290	.7	1985	243	.6	2281	46	.1	866	260	.7	3732	180	.5	4560
M 25-49		209	.6	1454	235	.7	1413	190	.6	1544	56	.2	633	213	.7	2533	152	.5	3199
W 25-49		215	.7	1731	256	.8	1676	204	.6	1938	33	.1	692	227	.7	3065	154	.5	3686
M 25-54		311	.8	1914	342	.9	1812	235	.6	2013	71	.2	862	299	.8	3280	210	.6	4147
W 25-54		281	.8	2166	324	.9	2055	254	.7	2434	51	.1	913	289	.8	3852	201	.6	4578
M 35-64		316	1.1	1977	359	1.2	1830	285	1.0	2114	81	.3	959	323	1.1	3338	233	.8	4288
W 35-64		278	.9	2218	346	1.1	2057	265	.9	2334	50	.2	878	300	1.0	3854	217	.7	4523
<b>KSCA-FM</b>																			
P 12+		2582	1.9	7488	1329	1.0	6439	1151	.9	5157	269	.2	2083	1660	1.2	9521	1112	.8	10472
Teens 12-17		47	.3	352	21	.2	219	50	.4	308	29	.2	316	38	.3	528	36	.3	772
M 18-34		726	3.2	2266	386	1.7	1861	306	1.4	1311	79	.4	611	466	2.1	2768	317	1.4	2987
W 18-34		482	2.4	1474	248	1.2	1419	199	1.0	1049	32	.2	389	305	1.5	1919	195	1.0	2162
M 18-49		1338	3.2	3674	640	1.5	3119	552	1.3	2340	122	.3	960	828	2.0	4545	550	1.3	4841
W 18-49		896	2.3	2612	471	1.2	2414	390	1.0	1894	70	.2	592	577	1.5	3330	375	1.0	3627
M 25-49		1084	3.3	2864	494	1.5	2416	432	1.3	1736	88	.3	642	657	2.0	3481	429	1.3	3675
W 25-49		741	2.4	2096	379	1.2	1875	316	1.0	1485	59	.2	457	471	1.5	2558	306	1.0	2718
M 25-54		1140	3.0	3007	518	1.4	2512	454	1.2	1792	91	.2	671	690	1.8	3637	453	1.2	3866
W 25-54		781	2.1	2264	398	1.1	1989	333	.9	1623	64	.2	512	496	1.4	2778	325	.9	2952
M 35-64		743	2.5	1765	321	1.1	1507	312	1.0	1282	50	.2	425	448	1.5	2203	287	1.0	2315
W 35-64		491	1.6	1399	264	.9	1224	222	.7	1062	44	.1	259	321	1.1	1806	213	.7	1890
<b>KSSS-FM</b>																			
P 12+		515	.4	2903	498	.4	3207	434	.3	3324	202	.2	2051	483	.4	5176	367	.3	6096
Teens 12-17		36	.3	286	31	.2	392	67	.5	485	42	.3	370	43	.3	710	42	.3	874
M 18-34		200	.9	980	208	.9	979	139	.6	1064	51	.2	612	184	.8	1595	132	.6	1766
W 18-34		153	.8	1001	163	.8	1172	145	.7	1182	79	.4	742	154	.8	1712	120	.6	2010
M 18-49		238	.6	1257	229	.6	1190	175	.4	1315	64	.2	776	215	.5	2048	156	.4	2318
W 18-49		221	.6	1223	219	.6	1427	180	.5	1414	86	.2	833	208	.5	2099	156	.4	2498
M 25-49		133	.4	845	124	.4	707	118	.4	849	45	.1	555	125	.4	1336	92	.3	1528
W 25-49		165	.5	773	138	.4	848	115	.4	809	48	.2	445	139	.4	1286	99	.3	1538
M 25-54		138	.4	876	128	.3	771	121	.3	856	51	.1	583	129	.3	1414	95	.3	1648
W 25-54		167	.5	786	140	.4	876	118	.3	839	48	.1	450	142	.4	1344	100	.3	1596
M 35-64		44	.1	336	28	.1	293	41	.1	284	19	.1	193	37	.1	583	29	.1	725
W 35-64		79	.3	278	67	.2	339	42	.1	285	11		134	63	.2	526	43	.1	653
<b>KTNO-AM</b>																			
P 12+		398	.3	1863	506	.4	2387	435	.3	1926	242	.2	1331	451	.3	3607	338	.3	4348
Teens 12-17				12	4		35	4		12	3		12	3		47	4		63
M 18-34		64	.3	391	65	.3	409	101	.4	407	70	.3	361	76	.3	750	63	.3	954
W 18-34		63	.3	341	107	.5	479	42	.2	235	28	.1	149	73	.4	600	49	.2	736
M 18-49		164	.4	809	183	.4	914	257	.6	1057	125	.3	729	200	.5	1698	151	.4	2036
W 18-49		136	.3	699	214	.5	962	76	.2	505	50	.1	305	148	.4	1182	98	.3	1381
M 25-49		156	.5	760	178	.5	838	245	.7	995	114	.3	652	192	.6	1561	142	.4	1815
W 25-49		130	.4	653	203	.6	896	67	.2	479	43	.1	269	139	.4	1084	90	.3	1242
M 25-54		171	.5	816	191	.5	915	253	.7	1030	120	.3	698	204	.5	1659	152	.4	1945
W 25-54		157	.4	722	234	.6	1027	82	.2	555	44	.1	296	164	.5	1215	105	.3	1401
M 35-64		128	.4	529	138	.5	654	193	.6	790	83	.3	482	152	.5	1203	117	.4	1443
W 35-64		117	.4	491	157	.5	693	63	.2	378	29	.1	215	116	.4	808	76	.2	929

\* Listener estimates adjusted for reported broadcast schedule.

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

# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
<b>KTWV-FM</b>																			
P 12+		702	.5	4176	1002	.8	4837	705	.5	5139	306	.2	2959	818	.6	7545	593	.4	9290
Teens 12-17		2		44	6		64	8	.1	133	2		47	5		168	5		254
M 18-34		30	.1	224	61	.3	301	52	.2	319	20	.1	254	49	.2	507	36	.2	677
W 18-34		65	.3	485	112	.6	561	75	.4	579	40	.2	338	86	.4	848	65	.3	1019
M 18-49		192	.5	996	274	.7	1120	202	.5	1387	114	.3	945	227	.5	1936	169	.4	2511
W 18-49		221	.6	1603	337	.9	1635	256	.7	1815	97	.2	1016	277	.7	2654	198	.5	3154
M 25-49		183	.6	935	258	.8	1024	195	.6	1337	111	.3	876	215	.7	1806	161	.5	2345
W 25-49		202	.6	1456	306	1.0	1490	237	.8	1661	81	.3	915	253	.8	2403	179	.6	2866
M 25-54		270	.7	1350	347	.9	1436	247	.7	1729	145	.4	1111	293	.8	2422	222	.6	3086
W 25-54		251	.7	1690	378	1.0	1788	289	.8	1968	93	.3	1044	312	.9	2814	216	.6	3306
M 35-64		306	1.0	1494	403	1.3	1604	249	.8	1775	141	.5	1099	326	1.1	2561	239	.8	3152
W 35-64		250	.8	1586	359	1.2	1768	278	.9	1892	86	.3	990	301	1.0	2735	211	.7	3202
<b>KWIZ-FM</b>																			
P 12+		98	.1	566	117	.1	755	81	.1	547	66		282	100	.1	1031	82	.1	1266
Teens 12-17		2		42	1		11			11			11	1		42	1		62
M 18-34		23	.1	107	33	.1	238	20	.1	138	9		77	26	.1	295	18	.1	376
W 18-34		33	.2	179	47	.2	255	38	.2	205	31	.2	97	40	.2	320	35	.2	364
M 18-49		32	.1	188	47	.1	352	27	.1	228	11		98	36	.1	441	25	.1	532
W 18-49		49	.1	265	62	.2	366	53	.1	306	55	.1	172	55	.1	476	51	.1	568
M 25-49		18	.1	144	36	.1	242	21	.1	163	4		46	26	.1	299	17	.1	346
W 25-49		44	.1	215	52	.2	283	33	.1	242	30	.1	119	44	.1	372	36	.1	430
M 25-54		18		144	36	.1	242	21	.1	163	4		46	26	.1	299	17		361
W 25-54		58	.2	268	59	.2	309	33	.1	255	30	.1	119	51	.1	425	41	.1	483
M 35-64		9		81	15	.1	114	7		90	2		21	11		146	7		172
W 35-64		30	.1	139	23	.1	137	16	.1	115	24	.1	75	23	.1	209	20	.1	257
<b>+KWKU-AM</b>																			
<b>KWPA-AM</b>																			
P 12+								1		16						16			16
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								1		16						16			16
<b>KWKW-AM</b>																			
P 12+		92	.1	588	135	.1	670	114	.1	570	71	.1	314	115	.1	1127	89	.1	1457
Teens 12-17				12			12	1		24						36	2		60
M 18-34		11		108	9		84	8		83	8		68	9		167	7		244
W 18-34		24	.1	122	40	.2	129	32	.2	93	3		20	33	.2	200	23	.1	246
M 18-49		38	.1	248	24	.1	193	23	.1	179	16		124	28	.1	373	20		481
W 18-49		38	.1	227	65	.2	221	43	.1	158	21	.1	59	50	.1	358	37	.1	475
M 25-49		36	.1	235	24	.1	180	21	.1	155	12		88	27	.1	336	19	.1	410
W 25-49		34	.1	218	58	.2	201	34	.1	128	18	.1	39	43	.1	328	31	.1	445
M 25-54		36	.1	235	30	.1	223	22	.1	176	13		110	30	.1	401	21	.1	476
W 25-54		34	.1	218	69	.2	256	44	.1	170	25	.1	80	51	.1	383	38	.1	528
M 35-64		31	.1	184	28	.1	217	34	.1	179	11		78	31	.1	371	22	.1	440
W 35-64		24	.1	135	45	.1	178	26	.1	138	33	.1	96	33	.1	274	27	.1	372
<b>KWVE-FM</b>																			
P 12+		170	.1	1321	138	.1	1048	137	.1	1188	38		668	147	.1	2021	101	.1	2400
Teens 12-17		4		20				1		21	3		48	2		42	2		90
M 18-34		17	.1	173	18	.1	180	21	.1	220	5		94	18	.1	333	12	.1	354
W 18-34		16	.1	146	20	.1	146	11	.1	135	1		34	16	.1	219	11	.1	276
M 18-49		57	.1	417	56	.1	387	66	.2	446	12		250	59	.1	705	39	.1	815
W 18-49		63	.2	501	48	.1	412	46	.1	458	12		171	52	.1	741	35	.1	863
M 25-49		52	.2	362	50	.2	309	58	.2	347	12		219	53	.2	592	36	.1	701
W 25-49		56	.2	470	39	.1	395	42	.1	419	12		171	45	.1	701	31	.1	823
M 25-54		52	.1	362	53	.1	325	60	.2	363	12		219	55	.1	624	37	.1	733
W 25-54		62	.2	513	42	.1	426	48	.1	489	15		200	50	.1	787	35	.1	909
M 35-64		51	.2	331	43	.1	257	50	.2	284	12		194	48	.2	506	32	.1	622
W 35-64		59	.2	490	38	.1	375	47	.2	452	15		199	47	.2	729	34	.1	807

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



# DMA Target Listeners

AOH 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)	
<b>KXMX-FM</b>																		
P 12+	101	.1	688	166	.1	858	93	.1	877	14	356	124	.1	1435	78	.1	1648	
Teens 12-17	2		46	2		70	3		66	2	47	3		90	3		119	
M 18-34	35	.2	168	55	.2	219	23	.1	250	3	102	39	.2	428	24	.1	513	
W 18-34	25	.1	164	46	.2	205	35	.2	253	4	145	36	.2	364	21	.1	425	
M 18-49	48	.1	308	72	.2	373	38	.1	401	4	126	54	.1	657	33	.1	768	
W 18-49	45	.1	311	78	.2	343	42	.1	333	7	183	57	.1	565	37	.1	639	
M 25-49	32	.1	269	61	.2	310	38	.1	370	4	115	45	.1	563	27	.1	655	
W 25-49	36	.1	276	60	.2	235	31	.1	246	5	121	44	.1	419	29	.1	457	
M 25-54	32	.1	269	63	.2	340	39	.1	400	4	115	46	.1	608	28	.1	701	
W 25-54	42	.1	298	71	.2	259	38	.1	279	5	121	52	.1	465	34	.1	503	
M 35-64	13		140	19	.1	192	18	.1	196	2	24	17	.1	298	10		323	
W 35-64	26	.1	169	44	.1	163	14		112	3	38	29	.1	246	20	.1	260	
<b>KYSR-FM</b>																		
P 12+	833	.6	6088	783	.6	5487	823	.6	7150	226	.2	3683	811	.6	10725	561	.4	12602
Teens 12-17	31	.2	447	18	.1	368	62	.5	824	28	.2	462	35	.3	1164	32	.2	1449
M 18-34	153	.7	1253	178	.8	1412	170	.8	1492	65	.3	892	168	.7	2375	124	.5	2919
W 18-34	316	1.6	2095	303	1.5	1954	284	1.4	2407	75	.4	1175	301	1.5	3480	201	1.0	3927
M 18-49	264	.6	2017	235	.6	1927	265	.6	2158	97	.2	1332	253	.6	3522	188	.5	4350
W 18-49	485	1.2	3260	493	1.3	2965	457	1.2	3768	93	.2	1671	479	1.2	5398	312	.8	5987
M 25-49	211	.6	1525	171	.5	1341	210	.6	1658	80	.2	1033	195	.6	2686	147	.4	3300
W 25-49	391	1.2	2480	403	1.3	2147	349	1.1	2787	54	.2	1091	383	1.2	3928	240	.8	4287
M 25-54	231	.6	1653	191	.5	1403	223	.6	1773	81	.2	1063	213	.6	2876	158	.4	3556
W 25-54	402	1.1	2564	405	1.1	2229	352	1.0	2871	56	.2	1130	388	1.1	4055	244	.7	4439
M 35-64	148	.5	962	83	.3	624	115	.4	827	36	.1	551	113	.4	1454	82	.3	1818
W 35-64	185	.6	1289	191	.6	1106	182	.6	1514	22	.1	575	187	.6	2139	117	.4	2357
<b>KZLA-FM</b>																		
P 12+	522	.4	3786	621	.5	3554	573	.4	4355	135	.1	1833	576	.4	6236	413	.3	7025
Teens 12-17	13	.1	155	11	.1	138	24	.2	180	13	.1	97	16	.1	289	14	.1	331
M 18-34	60	.3	333	92	.4	321	36	.2	286	11		156	65	.3	493	47	.2	639
W 18-34	59	.3	657	60	.3	525	76	.4	745	23	.1	445	64	.3	1116	47	.2	1228
M 18-49	123	.3	774	192	.5	789	114	.3	783	16		299	147	.4	1218	98	.2	1506
W 18-49	178	.5	1587	173	.4	1173	202	.5	1761	60	.2	819	183	.5	2364	132	.3	2621
M 25-49	95	.3	648	164	.5	706	107	.3	702	10		228	126	.4	1035	84	.3	1289
W 25-49	156	.5	1301	158	.5	981	182	.6	1482	55	.2	642	165	.5	1951	116	.4	2181
M 25-54	143	.4	886	208	.6	890	146	.4	908	21	.1	363	169	.4	1354	117	.3	1638
W 25-54	198	.5	1583	199	.5	1236	227	.6	1802	59	.2	740	208	.6	2381	150	.4	2638
M 35-64	144	.5	840	198	.7	919	164	.5	975	27	.1	423	171	.6	1425	116	.4	1621
W 35-64	200	.7	1446	192	.6	1091	222	.7	1698	48	.2	549	204	.7	2130	147	.5	2330
<b>KCAL-FM</b>																		
P 12+	162	.1	1080	215	.2	1276	178	.1	1278	55		677	188	.1	1967	142	.1	2255
Teens 12-17	13	.1	163	11	.1	148	16	.1	164	10	.1	143	13	.1	237	12	.1	330
M 18-34	52	.2	304	83	.4	364	52	.2	334	17	.1	160	64	.3	553	46	.2	591
W 18-34	25	.1	225	35	.2	277	21	.1	261	17	.1	176	27	.1	409	24	.1	455
M 18-49	98	.2	538	145	.3	682	118	.3	705	23	.1	290	123	.3	1049	85	.2	1135
W 18-49	44	.1	359	50	.1	406	38	.1	361	21	.1	230	44	.1	617	39	.1	715
M 25-49	81	.2	393	118	.4	500	98	.3	559	15		208	101	.3	769	69	.2	841
W 25-49	34	.1	291	38	.1	328	32	.1	287	18	.1	187	34	.1	476	33	.1	560
M 25-54	81	.2	398	119	.3	505	98	.3	565	15		208	101	.3	781	69	.2	853
W 25-54	34	.1	291	38	.1	328	32	.1	287	18		187	34	.1	476	33	.1	565
M 35-64	53	.2	254	70	.2	338	70	.2	392	7		137	65	.2	523	43	.1	571
W 35-64	19	.1	134	15		129	17	.1	107	4		60	17	.1	216	15		279
<b>KCXX-FM</b>																		
P 12+	96	.1	846	102	.1	987	109	.1	1069	48		607	102	.1	1602	80	.1	1870
Teens 12-17	25	.2	240	12	.1	218	29	.2	294	24	.2	245	22	.2	429	22	.2	494
M 18-34	33	.1	233	28	.1	294	26	.1	286	11		166	28	.1	425	23	.1	528
W 18-34	18	.1	209	36	.2	259	21	.1	202	8		116	26	.1	352	18	.1	380
M 18-49	46	.1	298	45	.1	377	43	.1	398	14		206	45	.1	573	33	.1	703
W 18-49	22	.1	271	43	.1	342	30	.1	321	9		136	33	.1	507	23	.1	554
M 25-49	34	.1	175	28	.1	228	27	.1	256	9		131	30	.1	343	21	.1	432
W 25-49	18	.1	183	29	.1	211	21	.1	241	3		72	23	.1	329	14		363
M 25-54	34	.1	175	30	.1	240	28	.1	268	9		131	31	.1	355	22	.1	444
W 25-54	18		183	29	.1	216	21	.1	246	3		72	23	.1	340	14		373
M 35-64	14		64	19	.1	102	18	.1	124	3		40	17	.1	168	11		194
W 35-64	5		71	7		95	13		134	2		39	8		181	6		210

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

# DMA Target Listeners

<b>AQH and Cume Persons</b>																		
	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)
<b>KFRG-FM</b>																		
P 12+	487	.4	2887	507	.4	2718	368	.3	2761	69	.1	1032	458	.3	4273	324	.2	4912
Teens 12-17	15	.1	175	7	.1	115	8	.1	122	4		76	10	.1	237	9	.1	331
M 18-34	41	.2	234	24	.1	206	25	.1	212	5		96	29	.1	397	21	.1	521
W 18-34	38	.2	398	40	.2	395	49	.2	461	11	.1	180	42	.2	638	32	.2	680
M 18-49	108	.3	585	110	.3	586	85	.2	611	13		230	102	.2	1002	70	.2	1187
W 18-49	121	.3	991	113	.3	921	115	.3	988	22	.1	392	116	.3	1441	83	.2	1570
M 25-49	103	.3	529	106	.3	536	79	.2	556	12		209	97	.3	889	66	.2	1062
W 25-49	107	.3	857	98	.3	792	102	.3	885	15		306	102	.3	1276	71	.2	1383
M 25-54	118	.3	650	125	.3	660	93	.2	686	16		270	113	.3	1073	83	.2	1278
W 25-54	150	.4	1001	135	.4	945	129	.4	1042	26	.1	358	138	.4	1478	99	.3	1617
M 35-64	127	.4	663	157	.5	713	96	.3	686	15	.1	232	129	.4	1074	92	.3	1176
W 35-64	175	.6	926	155	.5	816	112	.4	841	26	.1	348	148	.5	1255	104	.3	1424
<b>KGCI-FM</b>																		
P 12+	232	.2	2418	260	.2	2624	311	.2	3099	160	.1	1952	267	.2	4961	228	.2	6108
Teens 12-17	58	.4	687	32	.2	620	104	.8	940	66	.5	743	62	.5	1398	64	.5	1815
M 18-34	48	.2	477	77	.3	543	76	.3	566	37	.2	372	68	.3	984	53	.2	1211
W 18-34	72	.4	736	81	.4	830	59	.3	759	33	.2	469	71	.4	1373	61	.3	1642
M 18-49	66	.2	582	100	.2	681	99	.2	802	43	.1	491	89	.2	1286	68	.2	1633
W 18-49	98	.3	1057	119	.3	1217	90	.2	1128	45	.1	652	104	.3	1943	86	.2	2272
M 25-49	36	.1	331	43	.1	353	45	.1	420	21	.1	250	41	.1	696	32	.1	892
W 25-49	61	.2	632	86	.3	811	57	.2	728	25	.1	347	69	.2	1204	56	.2	1335
M 25-54	41	.1	356	46	.1	381	49	.1	466	21	.1	250	45	.1	775	36	.1	977
W 25-54	65	.2	676	88	.2	849	65	.2	814	26	.1	379	74	.2	1320	59	.2	1458
M 35-64	23	.1	145	27	.1	172	28	.1	298	8		126	26	.1	419	19	.1	560
W 35-64	31	.1	372	43	.1	450	42	.1	507	14		228	39	.1	754	29	.1	835
<b>KHAY-FM</b>																		
P 12+	85	.1	543	94	.1	637	84	.1	628	39		304	88	.1	975	69	.1	1139
Teens 12-17	1		23			6	3		25	1		11	1		37	1		49
M 18-34	8		49	9		80	4		43	3		44	7		88	5		117
W 18-34	14	.1	106	13	.1	109	13	.1	106	7		52	13	.1	173	11	.1	180
M 18-49	37	.1	159	45	.1	212	37	.1	224	25	.1	96	40	.1	288	32	.1	361
W 18-49	36	.1	254	31	.1	234	31	.1	246	10		133	33	.1	392	27	.1	409
M 25-49	33	.1	130	39	.1	169	34	.1	191	22	.1	66	36	.1	241	28	.1	308
W 25-49	31	.1	213	28	.1	183	29	.1	211	10		117	29	.1	322	25	.1	340
M 25-54	33	.1	134	40	.1	176	34	.1	195	22	.1	69	36	.1	252	28	.1	319
W 25-54	33	.1	231	31	.1	197	32	.1	259	11		130	32	.1	374	26	.1	417
M 35-64	32	.1	133	38	.1	168	34	.1	198	22	.1	69	35	.1	242	27	.1	300
W 35-64	29	.1	217	27	.1	201	27	.1	223	6		121	28	.1	356	21	.1	410
<b>KOLA-FM</b>																		
P 12+	281	.2	1758	292	.2	1967	246	.2	2096	65		870	274	.2	3235	201	.2	3953
Teens 12-17	4		82	6		75	10	.1	100	3		75	7	.1	170	6		257
M 18-34	13	.1	111	7		69	9		127	10		69	10		225	10		343
W 18-34	13	.1	190	28	.1	196	15	.1	139	11	.1	124	20	.1	328	15	.1	450
M 18-49	50	.1	368	29	.1	287	42	.1	440	15		162	39	.1	712	32	.1	913
W 18-49	89	.2	602	91	.2	643	54	.1	559	21	.1	285	79	.2	1007	55	.1	1189
M 25-49	46	.1	330	28	.1	272	38	.1	385	12		125	37	.1	647	29	.1	781
W 25-49	86	.3	542	87	.3	564	51	.2	511	13		221	76	.2	889	51	.2	1012
M 25-54	62	.2	460	48	.1	422	57	.2	575	19	.1	204	55	.1	912	44	.1	1115
W 25-54	121	.3	715	127	.3	695	71	.2	659	15		264	108	.3	1100	70	.2	1269
M 35-64	81	.3	533	86	.3	653	102	.3	771	20	.1	309	89	.3	1074	67	.2	1317
W 35-64	126	.4	691	134	.4	775	86	.3	772	14		241	117	.4	1178	79	.3	1301
<b>KXRS-FM</b>																		
P 12+	34		237	33		232	33		260	7		132	33		385	24		438
Teens 12-17	6		24	2		16	9	.1	67	3		63	5		67	6		75
M 18-34	6		58	8		54	6		46			21	7		89	4		89
W 18-34	5		30	6		22	1		15			3	4		34	3		59
M 18-49	10		90	12		78	11		91	1		28	11		151	7		158
W 18-49	13		56	12		75	4		38	1		20	10		87	6		125
M 25-49	10		65	9		61	11		79	1		28	10		121	6		128
W 25-49	9		39	9		70	4		36	1		16	8		70	5		83
M 25-54	11		71	10		68	13		86	3		34	12		128	8		135
W 25-54	11		44	11		88	6		54	1		16	9		88	6		102
M 35-64	6		45	5		38	9		59	2		14	7		76	5		83
W 35-64	10		62	10		86	8		56	1		31	9		102	6		116

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

# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
<b>KXSB-FM</b>																			
P 12+		88	.1	420	75	.1	375	76	.1	357	16		193	79	.1	628	59		712
Teens 12-17		10	.1	34	3		21	9	.1	54	5		25	7	.1	67	7	.1	71
M 18-34		17	.1	122	15	.1	97	10		85	3		56	14	.1	187	11		217
W 18-34		15	.1	69	21	.1	126	18	.1	77	4		55	18	.1	130	14	.1	146
M 18-49		41	.1	208	41	.1	172	36	.1	169	5		97	39	.1	293	27	.1	330
W 18-49		21	.1	106	28	.1	157	25	.1	114	5		65	25	.1	189	19		225
M 25-49		37	.1	167	39	.1	137	31	.1	123	4		74	36	.1	212	25	.1	241
W 25-49		18	.1	81	20	.1	88	20	.1	76	4		49	20	.1	120	15		152
M 25-54		37	.1	174	41	.1	150	32	.1	130	4		81	37	.1	226	26	.1	261
W 25-54		18		86	21	.1	93	20	.1	76	4		49	20	.1	125	15		157
M 35-64		25	.1	106	28	.1	96	32	.1	104	3		48	28	.1	133	20	.1	147
W 35-64		7		50	8		37	7		37	2		10	7		72	6		92
<b>XTRA-AM</b>																			
P 12+		184	.1	1261	238	.2	1389	229	.2	1662	37		571	219	.2	2413	134	.1	2787
Teens 12-17				14						9	1		42			23	1		74
M 18-34		43	.2	372	57	.3	479	58	.3	438	11		212	53	.2	736	36	.2	810
W 18-34				1			19	2		42			1			61	1		72
M 18-49		148	.4	887	196	.5	1055	180	.4	1114	30	.1	418	176	.4	1675	107	.3	1824
W 18-49		3		38	4		58	7		120	1		25	4		139	3		175
M 25-49		146	.4	858	189	.6	967	177	.5	1082	28	.1	398	172	.5	1574	104	.3	1720
W 25-49		3		38	4		58	7		120	1		25	4		139	3		175
M 25-54		159	.4	987	203	.5	1045	197	.5	1292	31	.1	436	188	.5	1831	113	.3	1991
W 25-54		3		38	4		72	7		133	1		25	5		152	3		188
M 35-64		133	.4	783	169	.6	791	159	.5	1006	24	.1	277	155	.5	1380	90	.3	1499
W 35-64		3		38	3		52	6		107	1		25	4		107	3		151
<b>TOTALS</b>																			
P 12+		31928	24.0	108056	30084	22.6	96945	26912	20.2	104746	10529	7.9	68147	29675	22.3	124177	21821	16.4	126610
Teens 12-17		1762	13.0	10635	877	6.5	6626	2399	17.7	10927	1536	11.3	9227	1618	11.9	12721	1574	11.6	13024
M 18-34		5746	25.5	18208	5625	24.9	16476	5077	22.5	17980	2107	9.3	12889	5493	24.3	21118	4009	17.8	21537
W 18-34		4752	23.7	16668	5079	25.3	16249	4302	21.4	16722	1633	8.1	11111	4739	23.6	19226	3447	17.2	19590
M 18-49		11085	26.6	33963	10500	25.2	30613	9544	22.9	33626	3530	8.5	22107	10385	25.0	39138	7431	17.9	39892
W 18-49		9713	24.8	33075	9614	24.6	30668	8053	20.6	32155	2804	7.2	19939	9164	23.4	37398	6572	16.8	38016
M 25-49		9204	28.1	27283	8433	25.7	24251	7642	23.3	26808	2619	8.0	16619	8426	25.7	31007	5937	18.1	31526
W 25-49		8114	25.8	26733	7882	25.1	24220	6434	20.5	25623	1986	6.3	15015	7508	23.9	29934	5267	16.8	30434
M 25-54		10478	27.9	31306	9532	25.3	27650	8658	23.0	30646	2995	8.0	19043	9554	25.4	35525	6767	18.0	36216
W 25-54		9336	25.6	30847	9142	25.1	27845	7453	20.5	29583	2341	6.4	17252	8682	23.9	34587	6115	16.8	35146
M 35-64		8123	27.1	24621	7409	24.7	21903	6694	22.3	24076	2276	7.6	14499	7408	24.7	28056	5267	17.6	28727
W 35-64		7723	25.3	25590	7283	23.9	22953	5923	19.4	24153	1879	6.2	13799	7000	23.0	28818	4983	16.3	29225

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

# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
<b>KABC-AM</b>																			
P 12+		341	.3	879	414	.3	1322	259	.2	894	100	.1	479	367	.3	1072	238	.2	759
Teens 12-17		2		4															
M 18-34		2		9	14	.1	42	23	.1	91	9		53	22	.1	31	17	.1	44
W 18-34		5		19	7		34	17	.1	34			11	.1	25	8			25
M 18-49		30	.1	136	74	.2	261	66	.2	230	20		108	112	.3	219	61	.1	184
W 18-49		49	.1	115	50	.1	163	28	.1	81	4		19	67	.2	152	16		60
M 25-49		30	.1	136	74	.2	261	60	.2	202	13		81	112	.3	219	51	.2	172
W 25-49		49	.2	115	50	.2	163	28	.1	81	4		19	67	.2	152	16	.1	60
M 25-54		34	.1	164	106	.3	344	79	.2	273	21	.1	118	136	.4	281	66	.2	235
W 25-54		56	.2	129	60	.2	198	41	.1	117	4		19	73	.2	167	24	.1	85
M 35-64		83	.3	302	153	.5	486	87	.3	300	22	.1	106	132	.4	363	67	.2	249
W 35-64		120	.4	292	75	.2	268	38	.1	138	14		63	75	.2	212	30	.1	113
<b>KACD-FM</b>																			
P 12+		53		229	96	.1	285	65		223	21		142	57		266	66		216
Teens 12-17					4		11												
M 18-34		5		40	6		22	7		59	8		37	8		61	6		37
W 18-34		20	.1	61	8		29	8		45	4		29	12	.1	81	7		49
M 18-49		21	.1	89	24	.1	107	15		87	8		37	21	.1	94	22	.1	81
W 18-49		31	.1	123	49	.1	122	32	.1	107	9		76	20	.1	142	28	.1	107
M 25-49		21	.1	89	24	.1	107	15		87	8		37	21	.1	94	22	.1	81
W 25-49		16	.1	96	42	.1	108	32	.1	107	7		66	20	.1	142	25	.1	93
M 25-54		21	.1	89	25	.1	123	15		87	9		53	23	.1	109	22	.1	81
W 25-54		16		96	56	.2	122	46	.1	121	10		80	34	.1	156	39	.1	107
M 35-64		16	.1	49	22	.1	116	12		43	2		16	14		49	19	.1	59
W 35-64		13		79	55	.2	107	38	.1	76	8		60	22	.1	76	35	.1	71
<b>KBCD-FM</b>																			
P 12+		11		68	20		142	34		141	12		57	49		142	36		106
Teens 12-17																			
M 18-34					2		15	6		15	1		15	3		15	5		15
W 18-34					7		42	9		41	7		14	29	.1	69	20	.1	43
M 18-49		9		55	5		56	13		56	1		15	19		56	13		42
W 18-49		2		13	14		71	13		54	12		41	29	.1	69	20	.1	43
M 25-49		9		55	5		56	13		56	1		15	19	.1	56	13		42
W 25-49		2		13	11		58	11		41	12		41	14		43	13		30
M 25-54		9		55	5		56	13		56	1		15	19	.1	56	16		63
W 25-54		2		13	11		58	11		41	12		41	14		43	13		30
M 35-64		9		55	3		40	11		56	5		16	.1	40	11			47
W 35-64		2		13	9		45	9		29			28						
<b>KAVS-FM</b>																			
P 12+		17		90	29		93	11		54	7		59	19		106	28		79
Teens 12-17		12	.1	54	17	.1	41	5		31	4		20	11	.1	44	11	.1	57
M 18-34		1		12	2		16	1		16			16						
W 18-34		4		23	6		13	2		23	3		3		36	17	.1		21
M 18-49		1		12	2		16	1		16			16						
W 18-49		4		23	11		36	5		23	2		23	9		62	17		21
M 25-49		1		12	2		16	1		16			16						
W 25-49		4		23	11		36	5		23	1		13	6		39	7		11
M 25-54		1		12	2		16	1		16			16						
W 25-54		4		23	11		36	5		23	1		13	6		39	7		11
M 35-64																			
W 35-64					5		23	5		23			5		26				
<b>KIIS-FM</b>																			
P 12+		826	.6	3106	1365	1.0	5408	892	.7	3411	528	.4	2271	879	.7	3811	800	.6	3066
Teens 12-17		272	2.0	1079	398	2.9	1669	293	2.2	1091	228	1.7	862	298	2.2	1276	311	2.3	1108
M 18-34		123	.5	413	220	1.0	788	101	.4	496	94	.4	369	90	.4	327	83	.4	366
W 18-34		192	1.0	680	394	2.0	1619	247	1.2	886	141	.7	671	253	1.3	1146	222	1.1	852
M 18-49		194	.5	693	307	.7	1100	142	.3	694	107	.3	430	173	.4	601	140	.3	563
W 18-49		302	.8	1116	586	1.5	2303	378	1.0	1410	117	.5	858	356	.9	1707	313	.8	1267
M 25-49		140	.4	539	210	.6	725	93	.3	431	58	.2	237	146	.4	449	97	.3	364
W 25-49		195	.6	714	393	1.2	1480	253	.8	1035	76	.2	455	230	.7	1209	216	.7	847
M 25-54		169	.4	621	222	.6	802	102	.3	451	63	.2	282	158	.4	489	101	.3	380
W 25-54		200	.5	736	416	1.1	1581	280	.8	1108	80	.2	482	236	.6	1270	216	.6	847
M 35-64		100	.3	370	103	.3	431	50	.2	218	18	.1	107	97	.3	329	60	.2	213
W 35-64		130	.4	515	233	.8	850	179	.6	671	39	.1	214	121	.4	646	106	.3	453

\* 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)				
<b>KBET-AM</b>																							
P 12+														10		33			8				33
Teens 12-17																							
M 18-34														4		19			2				19
W 18-34														6		15			5				15
M 18-49														4		19			2				19
W 18-49														6		15			5				15
M 25-49														4		19			2				19
W 25-49														6		15			5				15
M 25-54														4		19			2				19
W 25-54														6		15			5				15
M 35-64														4		19			2				19
W 35-64														6		15			5				15
<b>KXTA-AM</b>																							
P 12+	45			164	156	.1	451	123	.1	355	54		178	109	.1	411	88	.1				234	
Teens 12-17																							
M 18-34	11			32	43	.2	103	46	.2	94	19	.1	32	19	.1	90	21	.1				81	
W 18-34	2			16	11	.1	30	13	.1	30	1		14			13			13			16	
M 18-49	30	.1		95	74	.2	215	89	.2	197	35	.1	106	38	.1	155	46	.1				154	
W 18-49	3			29	11		30	13		30	3		27	2		12	13					16	
M 25-49	30	.1		95	73	.2	199	82	.3	177	27	.1	93	26	.1	125	42	.1				125	
W 25-49	3			29	11		30	13		30	3		27	2		12	13					16	
M 25-54	30	.1		95	84	.2	255	94	.2	260	37	.1	126	57	.2	224	42	.1				125	
W 25-54	3			29	11		30	13		30	3		27	2		12	13					16	
M 35-64	23	.1		79	62	.2	231	55	.2	187	26	.1	107	56	.2	209	37	.1				103	
W 35-64	1			13	2		12				1		13	2		12							
<b>KBIG-FM</b>																							
P 12+	305	.2		1093	528	.4	1776	391	.3	1325	319	.2	1232	434	.3	1382	352	.3				1102	
Teens 12-17	16	.1		62	12	.1	58	13	.1	62	34	.3	110	33	.2	111	36	.3				80	
M 18-34	54	.2		177	94	.4	304	57	.3	174	55	.2	218	77	.3	210	49	.2				144	
W 18-34	40	.2		172	150	.7	509	111	.6	352	72	.4	315	105	.5	392	65	.3				220	
M 18-49	95	.2		285	169	.4	555	123	.3	381	116	.3	373	141	.3	390	86	.2				269	
W 18-49	109	.3		441	249	.6	807	177	.5	634	111	.3	497	146	.4	579	97	.2				426	
M 25-49	62	.2		187	147	.4	455	112	.3	341	102	.3	309	97	.3	307	72	.2				195	
W 25-49	87	.3		363	195	.6	639	128	.4	540	84	.3	379	122	.4	542	68	.2				333	
M 25-54	73	.2		222	166	.4	513	127	.3	381	124	.3	387	111	.3	366	94	.2				247	
W 25-54	108	.3		450	227	.6	754	148	.4	591	98	.3	416	148	.4	604	112	.3				448	
M 35-64	56	.2		157	98	.3	335	88	.3	261	88	.3	274	83	.3	269	63	.2				192	
W 35-64	104	.3		408	135	.4	438	105	.3	396	63	.2	265	76	.2	302	92	.3				361	
<b>KBLA-AM</b>																							
P 12+	45			113	53		146	92	.1	212	11		44	97	.1	204	83	.1				200	
Teens 12-17																							
M 18-34	22	.1		47	36	.2	92	62	.3	134	4		11	33	.1	70	55	.2				123	
W 18-34	8			27	11	.1	29	9		17	4		20	17	.1	21	8					21	
M 18-49	27	.1		59	42	.1	117	83	.2	195	4		11	38	.1	90	69	.2				158	
W 18-49	14			40	11		29	9		17	7		33	29	.1	57	8					21	
M 25-49	21	.1		48	22	.1	79	55	.2	132	4		11	24	.1	68	48	.1				109	
W 25-49	7			19	1		7	9		17	5		23	23	.1	47	3					11	
M 25-54	21	.1		48	22	.1	79	55	.1	132	4		11	33	.1	89	54	.1				131	
W 25-54	12			33	1		7	9		17	5		23	23	.1	47	3					11	
M 35-64	5			12	6		25	20	.1	61				30	.1	60	19	.1				56	
W 35-64	11			27							3		13	17	.1	52							
<b>KBUA-FM</b>																							
P 12+	68	.1		210	89	.1	253	95	.1	220	30		107	97	.1	237	54					187	
Teens 12-17	7	.1		53	15	.1	53	29	.2	56	8	.1	23	14	.1	42	18	.1				42	
M 18-34	27	.1		84	22	.1	72	16	.1	57	17	.1	57	36	.2	99	8					63	
W 18-34	13	.1		23	19	.1	31	33	.2	61				19	.1	23	12	.1				23	
M 18-49	31	.1		97	22	.1	72	16		57	17		57	40	.1	112	11					76	
W 18-49	22	.1		49	34	.1	84	45	.1	101	6		26	32	.1	63	23	.1				63	
M 25-49	24	.1		71	14		46	12		44	11		44	18	.1	71	8					48	
W 25-49	9			30	24	.1	74	31	.1	71	6		26	24	.1	53	15					53	
M 25-54	26	.1		76	23	.1	72	12		44	11		44	18		71	8					48	
W 25-54	9			30	29	.1	87	31	.1	71	6		26	32	.1	66	15					53	
M 35-64	5			17	9		25							3		13	3					13	
W 35-64	15			33	24	.1	73	17	.1	46	6		26	24	.1	59	12					46	

\* 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)
<b>KBUE-FM</b>																			
P 12+		460	.3	1197	698	.5	1502	451	.3	1213	309	.2	731	494	.4	1077	397	.3	864
Teens 12-17		48	.4	159	103	.8	280	70	.5	188	53	.4	135	57	.4	157	62	.5	155
M 18-34		144	.6	435	223	1.0	407	157	.7	391	109	.5	218	198	.9	417	142	.6	314
W 18-34		59	.3	146	152	.8	327	80	.4	219	63	.3	162	110	.5	233	65	.3	157
M 18-49		196	.5	621	300	.7	579	208	.5	545	133	.3	311	243	.6	498	205	.5	427
W 18-49		111	.3	249	216	.6	481	141	.4	356	96	.2	237	145	.4	305	112	.3	266
M 25-49		153	.5	471	241	.7	456	182	.6	459	91	.3	224	157	.5	340	175	.5	351
W 25-49		89	.3	188	174	.6	349	118	.4	264	58	.2	142	98	.3	170	90	.3	204
M 25-54		201	.5	536	261	.7	498	184	.5	481	91	.2	224	181	.5	383	175	.5	351
W 25-54		112	.3	229	193	.5	389	139	.4	332	66	.2	156	107	.3	184	90	.2	204
M 35-64		126	.4	279	106	.4	243	63	.2	211	43	.1	127	77	.3	168	80	.3	130
W 35-64		76	.2	144	84	.3	210	81	.3	204	41	.1	89	53	.2	102	48	.2	109
<b>KCBS-FM</b>																			
P 12+		374	.3	1602	697	.5	2461	443	.3	1495	115	.1	551	565	.4	1858	386	.3	1284
Teens 12-17		7	.1	65	42	.3	125	36	.3	83	10	.1	67	20	.1	106	38	.3	95
M 18-34		55	.2	208	138	.6	409	89	.4	294	15	.1	93	107	.5	307	57	.3	229
W 18-34		15	.1	105	76	.4	292	47	.2	172	33	.2	99	48	.2	174	28	.1	183
M 18-49		214	.5	844	330	.8	1125	184	.4	645	41	.1	187	283	.7	867	178	.4	615
W 18-49		111	.3	495	251	.6	848	148	.4	534	49	.1	224	182	.5	565	141	.4	491
M 25-49		200	.6	808	271	.8	976	145	.4	543	36	.1	163	229	.7	737	138	.4	489
W 25-49		105	.3	462	240	.8	784	133	.4	487	34	.1	176	167	.5	519	133	.4	439
M 25-54		219	.6	864	295	.8	1101	182	.5	645	49	.1	207	253	.7	833	142	.4	502
W 25-54		116	.3	523	254	.7	839	142	.4	512	36	.1	191	178	.5	571	139	.4	452
M 35-64		180	.6	714	239	.8	955	140	.5	510	38	.1	139	228	.8	759	139	.5	429
W 35-64		107	.4	452	190	.6	622	128	.4	416	19	.1	144	154	.5	473	123	.4	347
<b>KCMG-FM</b>																			
P 12+		335	.3	1124	678	.5	1982	599	.5	1569	306	.2	978	383	.3	1218	369	.3	1218
Teens 12-17		34	.3	103	46	.3	166	35	.3	99	33	.2	96	26	.2	103	41	.3	103
M 18-34		36	.2	193	97	.4	352	103	.5	281	86	.4	235	40	.2	152	44	.2	195
W 18-34		82	.4	255	179	.9	501	120	.6	317	60	.3	237	89	.4	256	75	.4	247
M 18-49		62	.1	301	172	.4	549	174	.4	532	102	.2	317	70	.2	278	89	.2	356
W 18-49		197	.5	561	309	.8	917	234	.6	666	123	.3	422	186	.5	551	152	.4	487
M 25-49		59	.2	289	150	.5	467	138	.4	424	59	.2	233	66	.2	250	83	.3	322
W 25-49		189	.6	515	244	.8	747	197	.6	575	95	.3	353	155	.5	451	106	.3	377
M 25-54		68	.2	339	201	.5	573	179	.5	478	87	.2	296	117	.3	360	124	.3	456
W 25-54		205	.6	565	291	.8	837	226	.6	642	101	.3	391	179	.5	523	115	.3	423
M 35-64		39	.1	171	128	.4	318	142	.5	352	44	.1	165	92	.3	250	92	.3	328
W 35-64		131	.4	359	200	.7	567	182	.6	474	71	.2	229	133	.4	440	116	.4	346
<b>KDIS-AM</b>																			
P 12+		50		253	113	.1	468	116	.1	358	17		78	79	.1	367	59		210
Teens 12-17		18	.1	67	28	.2	80	25	.2	76	13	.1	35	11	.1	57	21	.2	46
M 18-34		1		10	2		23	14	.1	17			16	.1	48	1		15	
W 18-34		6		39	19	.1	79	13	.1	28	2		10		36	13	.1	68	
M 18-49		12		44	27	.1	78	39	.1	101	1		13	.3	103	3		22	
W 18-49		13		95	45	.1	246	49	.1	144	3		30	.2	150	35	.1	139	
M 25-49		12		44	27	.1	65	39	.1	101	1		13	.3	99	3		22	
W 25-49		13		95	44	.1	236	46	.1	133	3		30	.2	147	35	.1	139	
M 25-54		15		62	27	.1	65	40	.1	105	1		13	.3	120	3		22	
W 25-54		13		95	49	.1	250	46	.1	133	3		30	.2	147	35	.1	139	
M 35-64		15	.1	52	30	.1	70	27	.1	104	1		13	.1	77	2		8	
W 35-64		7		68	32	.1	181	35	.1	116	1		20	.1	129	22	.1	71	
<b>KFI -AM</b>																			
P 12+		807	.6	2144	706	.5	2047	222	.2	852	124	.1	409	443	.3	1496	209	.2	620
Teens 12-17							4						2		20	1		8	
M 18-34		29	.1	85	18	.1	112				13	.1	36	13	.1	59	1		10
W 18-34		14	.1	62	16	.1	57	11	.1	32			12	.1	38	4		15	
M 18-49		126	.3	392	133	.3	421	28	.1	129	66	.2	146	76	.2	299	41	.1	118
W 18-49		83	.2	268	99	.3	320	40	.1	170	8		59	75	.2	231	33	.1	107
M 25-49		113	.3	365	130	.4	394	28	.1	129	54	.2	116	71	.2	266	41	.1	118
W 25-49		80	.3	241	99	.3	320	39	.1	157	8		59	75	.2	218	33	.1	107
M 25-54		174	.5	464	179	.5	520	41	.1	174	60	.2	149	114	.3	394	44	.1	131
W 25-54		131	.4	410	176	.5	502	71	.2	238	17		100	102	.3	319	49	.1	165
M 35-64		217	.7	546	210	.7	547	45	.2	193	60	.2	144	137	.5	486	47	.2	135
W 35-64		201	.7	646	209	.7	643	80	.3	303	23	.1	133	122	.4	420	80	.3	274

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

# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
KFSG-FM	P 12+	57		182	65		233	46		171	9		66	97	.1	312	43		90
Teens	12-17							1		11									
	M 18-34	11		34	5		31	4		32	5		27	9		33			
	W 18-34	1		11	5		23	7		15			17	.1	65	3		28	
	M 18-49	27	.1	79	23	.1	97	13		80	6		38	15		89			
	W 18-49	19		63	41	.1	122	32	.1	79	3		28	30	.1	120	7		41
	M 25-49	27	.1	79	23	.1	97	13		80	5		25	6		56			
	W 25-49	18	.1	53	36	.1	99	32	.1	79	3		28	25	.1	94	5		27
	M 25-54	27	.1	79	23	.1	97	13		80	5		25	6		56			
	W 25-54	21	.1	81	37	.1	113	32	.1	79	3		28	40	.1	149	7		42
	M 35-64	25	.1	56	18	.1	66	9		48	1		11	6		56			
	W 35-64	21	.1	81	37	.1	113	24	.1	65	3		28	31	.1	125	5		28
KFWB-AM	P 12+	424	.3	1748	191	.1	975	194	.1	808	78	.1	350	127	.1	771	114	.1	518
Teens	12-17	2		13	3		13	27	.2	27	3		13	1		11	21	.2	41
	M 18-34	24	.1	146	2		31	6		37	2		4	1		13	3		28
	W 18-34	15	.1	76	6		51	16	.1	61	2		12	7		26			4
	M 18-49	47	.1	262	23	.1	116	19		79	3		19	8		80	5		64
	W 18-49	51	.1	214	28	.1	169	39	.1	171	5		41	14		76	13		35
	M 25-49	38	.1	195	23	.1	100	19	.1	79	3		19	7		68	3		51
	W 25-49	45	.1	190	28	.1	169	32	.1	144	3		29	14		76	13		35
	M 25-54	61	.2	332	45	.1	223	36	.1	187	4		40	31	.1	195	25	.1	159
	W 25-54	56	.2	262	38	.1	223	38	.1	181	9		71	18		118	21	.1	98
	M 35-64	76	.3	386	57	.2	300	50	.2	244	8		63	45	.2	268	33	.1	188
	W 35-64	97	.3	393	54	.2	261	42	.1	226	13		114	31	.1	190	28	.1	121
KHJ -AM	P 12+	192	.1	484	373	.3	770	223	.2	536	124	.1	304	260	.2	481	188	.1	408
Teens	12-17													1		7			
	M 18-34	17	.1	67	40	.2	70	6		29	7		12	48	.2	103	24	.1	91
	W 18-34	23	.1	55	27	.1	51	28	.1	82	18	.1	20	19	.1	24	16	.1	35
	M 18-49	54	.1	187	102	.2	196	40	.1	126	41	.1	123	85	.2	165	40	.1	138
	W 18-49	46	.1	111	55	.1	141	57	.1	149	25	.1	40	45	.1	65	31	.1	74
	M 25-49	54	.2	187	89	.3	170	40	.1	126	41	.1	123	74	.2	125	30	.1	112
	W 25-49	43	.1	101	46	.1	120	55	.2	129	25	.1	40	45	.1	65	31	.1	74
	M 25-54	60	.2	208	144	.4	275	57	.2	147	48	.1	151	89	.2	174	46	.1	140
	W 25-54	70	.2	128	73	.2	162	85	.2	170	36	.1	54	73	.2	106	58	.2	115
	M 35-64	68	.2	199	164	.5	363	83	.3	226	56	.2	181	68	.2	159	49	.2	124
	W 35-64	56	.2	96	88	.3	191	68	.2	138	24	.1	50	74	.2	114	52	.2	97
KIEV-AM	P 12+	61		195	44		221	21		62	39		124	56		200	27		55
Teens	12-17																		
	M 18-34													7		19			
	W 18-34													5		12			
	M 18-49	1		16	5		32							7		19			
	W 18-49													5		12			
	M 25-49	1		16	5		32							7		19			
	W 25-49													5		12			
	M 25-54	12		39	6		49							7		19			
	W 25-54	3		12							9		25	10		26			
	M 35-64	14		42	17	.1	94	13		30	2		15	10		35			
	W 35-64	5		25	6		30				9		25	18	.1	71			
KJLH-FM	P 12+	266	.2	719	305	.2	715	188	.1	500	196	.1	568	464	.3	1110	326	.2	668
Teens	12-17	11	.1	57	13	.1	46	3		20	1		10	18	.1	70	5		23
	M 18-34	26	.1	58	37	.2	104	6		46	32	.1	90	13	.1	50	10		38
	W 18-34	42	.2	80	42	.2	99	33	.2	118	39	.2	114	121	.6	233	92	.5	180
	M 18-49	69	.2	188	85	.2	196	50	.1	116	67	.2	210	96	.2	209	79	.2	160
	W 18-49	119	.3	302	125	.3	347	68	.2	210	91	.2	257	226	.6	540	166	.4	352
	M 25-49	69	.2	188	77	.2	138	49	.1	98	47	.1	173	83	.3	159	76	.2	141
	W 25-49	90	.3	248	112	.4	315	53	.2	172	80	.3	224	174	.6	450	123	.4	286
	M 25-54	78	.2	230	98	.3	160	57	.2	119	54	.1	194	94	.2	180	76	.2	141
	W 25-54	102	.3	294	141	.4	358	85	.2	226	91	.3	256	213	.6	526	150	.4	324
	M 35-64	52	.2	178	83	.3	127	64	.2	116	41	.1	142	99	.3	204	69	.2	122
	W 35-64	102	.3	298	119	.4	323	67	.2	146	63	.2	176	157	.5	442	116	.4	252

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

# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
<b>KKBT-FM</b>																			
P 12+		262	.2	1146	625	.5	2373	495	.4	1809	330	.2	1429	389	.3	1474	366	.3	1377
Teens 12-17		48	.4	242	154	1.1	690	109	.8	486	94	.7	465	62	.5	350	85	.6	383
M 18-34		66	.3	313	220	1.0	728	159	.7	525	89	.4	379	137	.6	452	109	.5	348
W 18-34		82	.4	347	159	.8	665	152	.8	542	112	.6	422	82	.4	405	66	.3	339
M 18-49		91	.2	400	247	.6	788	198	.5	620	106	.3	444	164	.4	534	131	.3	411
W 18-49		114	.3	455	204	.5	818	174	.4	636	121	.3	475	136	.3	523	107	.3	451
M 25-49		55	.2	264	155	.5	469	112	.3	327	58	.2	243	74	.2	277	58	.2	207
W 25-49		67	.2	249	115	.4	379	76	.2	339	42	.1	143	88	.3	270	71	.2	286
M 25-54		56	.1	268	155	.4	469	115	.3	356	65	.2	271	74	.2	277	61	.2	229
W 25-54		70	.2	266	119	.3	391	81	.2	351	42	.1	143	88	.2	273	84	.2	324
M 35-64		26	.1	91	27	.1	61	41	.1	125	23	.1	94	27	.1	82	25	.1	84
W 35-64		36	.1	137	56	.2	199	26	.1	106	9		54	60	.2	151	64	.2	189
<b>KKLA-FM</b>																			
P 12+		74	.1	281	76	.1	217	81	.1	182	40		147	41		162	47		139
Teens 12-17								2		5									
M 18-34		7		19	5		12	7		19			6		22	7		19	
W 18-34		22	.1	55	17	.1	29	21	.1	34	9		35	21	.1	47	11	.1	15
M 18-49		20		80	16		74	15		68			9		56	7		19	
W 18-49		36	.1	91	32	.1	63	33	.1	58	14		69	29	.1	79	17		44
M 25-49		20	.1	80	11		62	15		68			9		56	7		19	
W 25-49		32	.1	81	32	.1	63	33	.1	58	14		69	27	.1	73	17	.1	44
M 25-54		22	.1	95	11		62	15		68			9		56	7		19	
W 25-54		32	.1	81	32	.1	63	33	.1	58	14		69	27	.1	73	17		44
M 35-64		15	.1	77	13		71	20	.1	67			4		41				
W 35-64		16	.1	50	16	.1	48	14		40	8		48	10		52	24	.1	85
<b>KLAC-AM</b>																			
P 12+		360	.3	1060	407	.3	1280	231	.2	765	93	.1	460	257	.2	1083	477	.4	1373
Teens 12-17								4		15	3		15	1		9	19	.1	58
M 18-34					10		16	11		56	2		17				59	.3	138
W 18-34					7		12	8		18			10		56	54	.3	112	
M 18-49		18		96	68	.2	171	49	.1	158	6		37	31	.1	144	157	.4	422
W 18-49		16		53	34	.1	67	16		34	3		13	17		88	80	.2	206
M 25-49		18	.1	96	68	.2	171	49	.1	158	6		37	31	.1	144	152	.5	409
W 25-49		16	.1	53	27	.1	55	10		22	3		13	10		63	75	.2	194
M 25-54		21	.1	113	69	.2	178	55	.1	193	17		72	48	.1	202	175	.5	500
W 25-54		21	.1	65	31	.1	80	20	.1	48	17		63	20	.1	85	85	.2	237
M 35-64		49	.2	222	86	.3	256	49	.2	165	19	.1	91	76	.3	312	158	.5	479
W 35-64		51	.2	132	72	.2	241	58	.2	171	32	.1	108	47	.2	204	77	.3	280
<b>KLAX-FM</b>																			
P 12+		433	.3	1032	603	.5	1394	469	.4	1040	210	.2	610	549	.4	1221	384	.3	995
Teens 12-17		26	.2	67	28	.2	125	52	.4	132	24	.2	71	20	.1	74	31	.2	128
M 18-34		134	.6	291	196	.9	395	154	.7	299	66	.3	192	169	.7	336	124	.5	315
W 18-34		46	.2	155	93	.5	230	84	.4	193	34	.2	108	87	.4	166	66	.3	148
M 18-49		229	.6	559	289	.7	588	222	.5	460	88	.2	312	263	.6	547	202	.5	482
W 18-49		136	.3	343	195	.5	477	135	.3	330	57	.1	164	171	.4	426	111	.3	272
M 25-49		191	.6	481	202	.6	437	145	.4	356	53	.2	231	186	.6	390	142	.4	327
W 25-49		122	.4	284	173	.6	425	99	.3	249	51	.2	134	135	.4	362	77	.2	199
M 25-54		191	.5	481	208	.6	459	148	.4	378	53	.1	231	190	.5	411	158	.4	348
W 25-54		122	.3	284	188	.5	467	112	.3	276	56	.2	147	164	.5	403	80	.2	212
M 35-64		95	.3	267	98	.3	215	70	.2	183	26	.1	138	101	.3	239	93	.3	188
W 35-64		101	.3	221	126	.4	337	75	.2	197	28	.1	70	128	.4	350	53	.2	154
<b>KLOS-FM</b>																			
P 12+		314	.2	1186	558	.4	1650	477	.4	1561	276	.2	846	273	.2	1098	247	.2	861
Teens 12-17		3		28	7	.1	54	12	.1	48	10	.1	34	3		35	1		23
M 18-34		51	.2	292	155	.7	413	150	.7	388	53	.2	239	64	.3	171	56	.2	208
W 18-34		40	.2	121	49	.2	174	40	.2	216	13	.1	58	21	.1	120	10		77
M 18-49		181	.4	688	378	.9	1007	307	.7	890	146	.4	509	183	.4	671	158	.4	479
W 18-49		85	.2	347	155	.4	472	137	.3	538	83	.2	213	68	.2	318	65	.2	292
M 25-49		173	.5	621	340	1.0	912	286	.9	808	138	.4	475	178	.5	638	139	.4	410
W 25-49		55	.2	285	141	.4	435	124	.4	478	77	.2	182	68	.2	318	62	.2	269
M 25-54		195	.5	681	347	.9	980	302	.8	883	160	.4	543	178	.5	654	151	.4	453
W 25-54		63	.2	308	149	.4	450	124	.3	478	90	.2	196	76	.2	337	69	.2	287
M 35-64		160	.5	471	230	.8	662	173	.6	577	114	.4	338	126	.4	532	115	.4	314
W 35-64		56	.2	265	115	.4	329	98	.3	322	84	.3	168	59	.2	240	65	.2	240

\* 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)
<b>KLSX-FM</b>																			
P 12+		204	.2	480	133	.1	555	140	.1	323	33		176	143	.1	553	78	.1	259
Teens 12-17				5	8	.1	30	4		4			10	.1	24	6		12	
M 18-34		55	.2	157	26	.1	148	37	.2	83	5		45	32	.1	121	29	.1	88
W 18-34		2		28	3		45	38	.2	58	3		14	17	.1	68	12	.1	35
M 18-49		156	.4	348	82	.2	332	76	.2	160	20		99	76	.2	310	35	.1	127
W 18-49		25	.1	65	14		82	44	.1	90	3		14	41	.1	153	19		61
M 25-49		131	.4	280	80	.2	319	52	.2	116	16		69	70	.2	284	18	.1	89
W 25-49		24	.1	55	14		82	7		40			34	.1	130	15		48	
M 25-54		132	.4	284	95	.3	371	57	.2	134	16		69	80	.2	320	18		89
W 25-54		24	.1	55	14		82	9		51			34	.1	130	21	.1	59	
M 35-64		115	.4	229	81	.3	272	50	.2	118	15	.1	54	54	.2	224	15	.1	56
W 35-64		31	.1	58	15		58	10		58	2		16	25	.1	86	15		51
<b>KLVE-FM</b>																			
P 12+		919	.7	2222	1355	1.0	3031	753	.6	1721	598	.4	1573	840	.6	2163	579	.4	1302
Teens 12-17		12	.1	57	39	.3	117	58	.4	116	54	.4	115	13	.1	70	31	.2	72
M 18-34		143	.6	352	195	.9	421	115	.5	257	122	.5	345	84	.4	206	95	.4	208
W 18-34		170	.8	488	339	1.7	808	195	1.0	364	158	.8	372	218	1.1	555	119	.6	249
M 18-49		282	.7	691	404	1.0	855	196	.5	453	217	.5	611	202	.5	534	164	.4	373
W 18-49		368	.9	921	634	1.6	1465	368	.9	802	259	.7	633	402	1.0	1029	257	.7	617
M 25-49		255	.8	625	358	1.1	793	148	.5	362	152	.5	451	177	.5	491	118	.4	285
W 25-49		334	1.1	824	568	1.8	1287	319	1.0	688	196	.6	498	360	1.1	897	244	.8	558
M 25-54		275	.7	679	367	1.0	856	162	.4	432	186	.5	511	198	.5	555	144	.4	327
W 25-54		376	1.0	909	602	1.7	1348	339	.9	720	203	.6	511	418	1.1	1016	285	.8	612
M 35-64		230	.8	543	262	.9	547	103	.3	295	134	.4	346	170	.6	473	108	.4	237
W 35-64		291	1.0	628	420	1.4	909	210	.7	514	112	.4	302	295	1.0	736	194	.6	466
<b>KLYY-FM</b>																			
P 12+		109	.1	395	222	.2	686	197	.1	464	49		201	144	.1	382	114	.1	320
Teens 12-17		25	.2	60	21	.2	60	25	.2	60	3		12	10	.1	35	5		24
M 18-34		23	.1	99	72	.3	221	74	.3	152	11		37	50	.2	142	34	.2	81
W 18-34		21	.1	92	74	.4	214	56	.3	116	22	.1	105	51	.3	124	30	.1	128
M 18-49		35	.1	151	95	.2	293	93	.2	217	15		58	56	.1	159	34	.1	81
W 18-49		40	.1	170	81	.2	253	60	.2	143	30	.1	117	78	.2	183	48	.1	184
M 25-49		29	.1	98	68	.2	202	72	.2	180	11		33	34	.1	96	20	.1	42
W 25-49		29	.1	119	44	.1	152	42	.1	102	18	.1	37	61	.2	152	34	.1	130
M 25-54		38	.1	113	82	.2	248	72	.2	180	11		33	34	.1	96	20	.1	42
W 25-54		29	.1	119	54	.1	185	45	.1	116	19	.1	51	61	.2	157	34	.1	130
M 35-64		21	.1	66	37	.1	119	19	.1	65	4		21	6		17			
W 35-64		20	.1	78	18	.1	72	8		40	9		27	27	.1	64	18	.1	57
<b>+KMZT-FM KKG0-FM</b>																			
P 12+		211	.2	727	344	.3	1080	293	.2	853	124	.1	525	333	.3	1157	302	.2	719
Teens 12-17		2		14	7		23	4		26	4		26	1		6	3		9
M 18-34		6		31	25	.1	70	23	.1	25	2		16	15	.1	84	32	.1	93
W 18-34		1		10	26	.1	65	24	.1	81	9		68	28	.1	117	19	.1	58
M 18-49		29	.1	81	32	.1	101	32	.1	67	14		61	43	.1	144	35	.1	120
W 18-49		18		112	50	.1	127	39	.1	149	24	.1	119	58	.1	231	28	.1	100
M 25-49		29	.1	81	32	.1	101	32	.1	67	14		61	43	.1	144	33	.1	105
W 25-49		18	.1	112	50	.2	127	28	.1	122	23	.1	106	53	.2	190	26	.1	87
M 25-54		33	.1	107	35	.1	126	54	.1	124	14		61	53	.1	166	35	.1	113
W 25-54		25	.1	133	69	.2	170	49	.1	177	39	.1	128	56	.2	208	52	.1	122
M 35-64		51	.2	152	41	.1	189	70	.2	218	22	.1	90	58	.2	165	47	.2	107
W 35-64		54	.2	233	85	.3	244	70	.2	229	50	.2	168	72	.2	312	82	.3	184
<b>KNX -AM</b>																			
P 12+		435	.3	1690	300	.2	1286	200	.2	856	211	.2	851	191	.1	989	143	.1	664
Teens 12-17		4		12	2		8	3		3	3		12	1		8	3		12
M 18-34					17	.1	35	3		22	3		19	1		20	6		16
W 18-34		2		31	6		45	7		57	4		30	7		44	5		28
M 18-49		59	.1	235	78	.2	265	42	.1	137	29	.1	139	51	.1	253	40	.1	154
W 18-49		55	.1	182	21	.1	106	13		116	19		84	23	.1	101	17		87
M 25-49		59	.2	235	78	.2	260	42	.1	137	29	.1	139	51	.2	253	40	.1	154
W 25-49		54	.2	165	17	.1	77	8		78	19	.1	84	20	.1	84	14		70
M 25-54		72	.2	347	95	.3	342	63	.2	252	34	.1	165	71	.2	347	47	.1	180
W 25-54		63	.2	215	27	.1	155	19	.1	135	21	.1	101	26	.1	115	31	.1	140
M 35-64		149	.5	676	134	.4	523	90	.3	360	48	.2	229	78	.3	412	49	.2	233
W 35-64		109	.4	370	44	.1	239	26	.1	164	70	.2	209	46	.2	223	36	.1	151

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

# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
<b>KOST-FM</b>																			
P 12+		356	.3	1427	701	.5	2469	470	.4	1643	317	.2	1340	399	.3	1569	400	.3	1470
Teens 12-17		12	.1	43	9	.1	98	22	.2	102	39	.3	131	7	.1	46	11	.1	82
M 18-34		30	.1	131	64	.3	294	59	.3	210	41	.2	219	40	.2	177	29	.1	114
W 18-34		55	.3	196	123	.6	428	98	.5	354	75	.4	387	90	.4	304	85	.4	309
M 18-49		109	.3	422	186	.4	654	115	.3	445	96	.2	400	99	.2	405	85	.2	366
W 18-49		161	.4	631	287	.7	963	184	.5	655	118	.3	550	154	.4	596	160	.4	594
M 25-49		100	.3	385	160	.5	556	99	.3	388	67	.2	296	85	.3	364	72	.2	316
W 25-49		131	.4	521	221	.7	768	130	.4	509	80	.3	344	110	.3	478	107	.3	421
M 25-54		102	.3	407	191	.5	659	125	.3	480	68	.2	312	90	.2	399	76	.2	333
W 25-54		144	.4	563	243	.7	828	159	.4	577	101	.3	429	122	.3	533	135	.4	506
M 35-64		86	.3	370	189	.6	586	94	.3	384	56	.2	197	99	.3	392	77	.3	331
W 35-64		144	.5	560	221	.7	708	118	.4	400	72	.2	302	97	.3	412	114	.4	406
<b>KPWR-FM</b>																			
P 12+		538	.4	2144	1034	.8	3987	826	.6	2933	638	.5	2491	640	.5	2606	619	.5	2308
Teens 12-17		213	1.6	902	402	3.0	1537	333	2.5	1229	266	2.0	1095	278	2.0	1094	255	1.9	996
M 18-34		155	.7	584	298	1.3	1162	203	.9	764	170	.8	620	165	.7	754	168	.7	592
W 18-34		94	.5	442	240	1.2	907	177	.9	613	130	.6	512	130	.6	530	121	.6	493
M 18-49		184	.4	699	330	.8	1285	235	.6	872	192	.5	753	191	.5	828	193	.5	681
W 18-49		120	.3	503	275	.7	1064	228	.6	766	156	.4	603	144	.4	589	135	.3	534
M 25-49		86	.3	350	122	.4	558	120	.4	416	94	.3	368	82	.3	330	80	.2	323
W 25-49		60	.2	211	118	.4	455	125	.4	393	54	.2	194	67	.2	301	48	.2	213
M 25-54		86	.2	350	123	.3	562	120	.3	416	94	.2	368	82	.2	330	80	.2	323
W 25-54		63	.2	225	128	.4	482	139	.4	410	62	.2	208	73	.2	315	55	.2	227
M 35-64		31	.1	126	34	.1	138	33	.1	108	22	.1	133	30	.1	93	35	.1	107
W 35-64		45	.1	90	55	.2	213	67	.2	169	34	.1	105	24	.1	85	36	.1	98
<b>KRCV-FM</b>																			
P 12+		186	.1	428	361	.3	853	241	.2	539	148	.1	438	208	.2	569	247	.2	574
Teens 12-17					2		31	2		12	6		35	2		24	28		46
M 18-34		23	.1	70	63	.3	122	47	.2	96	6		37	35	.2	90	25	.1	49
W 18-34		25	.1	41	25	.1	61	14	.1	30	24	.1	62	31	.2	90	29	.1	94
M 18-49		53	.1	110	142	.3	288	87	.2	189	13		64	78	.2	186	83	.2	142
W 18-49		72	.2	152	91	.2	219	55	.1	115	44	.1	110	64	.2	191	56	.1	180
M 25-49		53	.2	110	124	.4	261	71	.2	163	10		51	70	.2	154	69	.2	129
W 25-49		67	.2	142	87	.3	200	43	.1	95	24	.1	58	50	.2	162	42	.1	131
M 25-54		53	.1	110	126	.3	283	77	.2	185	12		72	83	.2	197	80	.2	151
W 25-54		71	.2	155	121	.3	255	67	.2	136	32	.1	86	77	.2	203	76	.2	171
M 35-64		39	.1	59	92	.3	223	46	.2	115	30	.1	102	56	.2	139	69	.2	115
W 35-64		65	.2	173	126	.4	293	94	.3	173	41	.1	90	72	.2	174	74	.2	159
<b>KRCV-FM</b>																			
P 12+		223	.2	553	363	.3	770	247	.2	565	130	.1	359	244	.2	581	170	.1	392
Teens 12-17		10	.1	27	25	.2	54	20	.1	43	13	.1	35	1		8	2		12
M 18-34		57	.3	105	67	.3	184	36	.2	76	23	.1	69	11		47	8		21
W 18-34		9		28	18	.1	41	17	.1	45	4		19	25	.1	52	14	.1	36
M 18-49		120	.3	229	141	.3	323	97	.2	172	43	.1	148	64	.2	147	39	.1	88
W 18-49		51	.1	173	80	.2	180	63	.2	180	36	.1	110	97	.2	255	54	.1	162
M 25-49		106	.3	191	134	.4	273	83	.3	155	42	.1	143	59	.2	130	33	.1	75
W 25-49		51	.2	173	80	.3	177	56	.2	160	36	.1	110	97	.3	255	54	.2	162
M 25-54		109	.3	196	143	.4	317	83	.2	155	58	.2	163	67	.2	155	36	.1	80
W 25-54		59	.2	200	94	.3	196	63	.2	169	40	.1	121	102	.3	265	59	.2	167
M 35-64		84	.3	181	120	.4	220	81	.3	130	48	.2	117	99	.3	196	68	.2	108
W 35-64		64	.2	213	82	.3	168	66	.2	170	38	.1	111	95	.3	248	70	.2	184
<b>KRLA-AM</b>																			
P 12+		43		169	94	.1	312	103	.1	232	32		155	14		54	24		85
Teens 12-17																			
M 18-34					6		16				5		11						
W 18-34					6		28	9		25									
M 18-49					18		65	29	.1	55	10		29						
W 18-49		7		14	11		42	13		37	4		29						
M 25-49					18	.1	65	29	.1	55	10		29						
W 25-49		7		14	6		32	8		28	4		29						
M 25-54		3		25	29	.1	103	34	.1	64	12		39						
W 25-54		7		14	19	.1	51	35	.1	86	10		56	5		13	2		13
M 35-64		22	.1	87	28	.1	115	39	.1	79	11		43				1		12
W 35-64		11		29	34	.1	60	44	.1	85	10		56	9		27	7		42

\* 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)
<b>KROQ-FM</b>																			
P 12+		502	.4	1818	1102	.8	3595	710	.5	2537	432	.3	1833	764	.6	2788	536	.4	1868
Teens 12-17		114	.8	491	258	1.9	827	211	1.6	675	125	.9	549	172	1.3	639	162	1.2	575
M 18-34		207	.9	709	490	2.2	1467	299	1.3	1007	170	.8	641	347	1.5	1063	211	.9	618
W 18-34		88	.4	299	226	1.1	848	129	.6	512	101	.5	481	137	.7	646	102	.5	451
M 18-49		273	.7	881	580	1.4	1772	334	.8	1171	190	.5	719	390	.9	1253	223	.5	658
W 18-49		113	.3	440	261	.7	975	163	.4	681	111	.3	533	183	.5	841	135	.3	605
M 25-49		192	.6	599	376	1.1	1097	164	.5	677	78	.2	346	210	.6	760	112	.3	354
W 25-49		57	.2	267	124	.4	462	79	.3	363	31	.1	181	104	.3	464	73	.2	331
M 25-54		194	.5	606	376	1.0	1097	164	.4	677	84	.2	378	214	.6	775	112	.3	354
W 25-54		57	.2	267	127	.3	485	80	.2	373	31	.1	181	105	.3	475	74	.2	342
M 35-64		68	.2	179	90	.3	305	34	.1	163	26	.1	109	58	.2	225	26	.1	60
W 35-64		25	.1	141	38	.1	149	35	.1	180	10		52	47	.2	205	35	.1	164
<b>KRTH-FM</b>																			
P 12+		388	.3	1499	909	.7	2715	715	.5	1963	235	.2	903	751	.6	2430	635	.5	1828
Teens 12-17		19	.1	89	45	.3	142	19	.1	69	27	.2	119	35	.3	159	57	.4	202
M 18-34		32	.1	109	76	.3	247	60	.3	162	23	.1	80	68	.3	200	59	.3	183
W 18-34		34	.2	141	91	.5	215	89	.4	293	27	.1	122	60	.3	233	44	.2	130
M 18-49		91	.2	356	240	.6	722	178	.4	448	51	.1	190	198	.5	614	116	.3	387
W 18-49		103	.3	480	247	.6	720	172	.4	619	69	.2	235	172	.4	628	150	.4	486
M 25-49		86	.3	347	208	.6	607	153	.5	383	47	.1	165	175	.5	562	107	.3	346
W 25-49		92	.3	445	202	.6	617	123	.4	506	55	.2	175	145	.5	543	123	.4	412
M 25-54		128	.3	519	278	.7	814	199	.5	537	52	.1	200	223	.6	677	142	.4	422
W 25-54		141	.4	579	255	.7	796	168	.5	616	82	.2	249	195	.5	707	170	.5	560
M 35-64		138	.5	526	316	1.1	953	260	.9	568	68	.2	279	280	.9	862	203	.7	526
W 35-64		146	.5	545	320	1.0	941	223	.7	692	75	.2	237	279	.9	836	253	.8	697
<b>KSCA-FM</b>																			
P 12+		1852	1.4	3321	1122	.8	2579	707	.5	1530	258	.2	714	606	.5	1537	436	.3	914
Teens 12-17		26	.2	103	44	.3	143	36	.3	115	27	.2	94	52	.4	154	56	.4	143
M 18-34		568	2.5	1104	348	1.5	747	213	.9	408	73	.3	210	194	.9	409	123	.5	261
W 18-34		343	1.7	596	196	1.0	486	111	.6	294	24	.1	86	80	.4	254	63	.3	156
M 18-49		1006	2.4	1814	509	1.2	1161	324	.8	688	116	.3	335	280	.7	684	191	.5	354
W 18-49		641	1.6	1089	399	1.0	965	219	.6	537	70	.2	187	183	.5	541	110	.3	307
M 25-49		809	2.5	1397	373	1.1	898	237	.7	531	74	.2	209	197	.6	510	125	.4	196
W 25-49		527	1.7	898	317	1.0	753	178	.6	405	62	.2	150	140	.4	387	84	.3	237
M 25-54		824	2.2	1423	401	1.1	947	273	.7	580	82	.2	237	220	.6	539	147	.4	218
W 25-54		571	1.6	971	338	.9	812	195	.5	437	62	.2	150	151	.4	415	91	.3	255
M 35-64		494	1.6	790	216	.7	505	166	.6	349	51	.2	154	113	.4	314	89	.3	115
W 35-64		356	1.2	597	243	.8	570	134	.4	306	48	.2	117	115	.4	315	58	.2	186
<b>KSSE-FM</b>																			
P 12+		328	.2	964	500	.4	1449	297	.2	894	204	.2	736	343	.3	1055	182	.1	588
Teens 12-17		59	.4	202	50	.4	249	36	.3	141	37	.3	146	54	.4	217	29	.2	109
M 18-34		103	.5	270	191	.8	457	86	.4	241	38	.2	179	137	.6	317	82	.4	218
W 18-34		107	.5	301	157	.8	456	112	.6	316	83	.4	275	93	.5	314	36	.2	139
M 18-49		125	.3	350	236	.6	550	100	.2	300	60	.1	235	157	.4	406	95	.2	268
W 18-49		131	.3	378	201	.5	605	157	.4	436	106	.3	355	127	.3	398	55	.1	196
M 25-49		59	.2	204	117	.4	334	65	.2	224	49	.1	171	71	.2	233	70	.2	205
W 25-49		56	.2	203	106	.3	350	87	.3	240	50	.2	165	80	.3	281	30	.1	116
M 25-54		59	.2	204	124	.3	340	65	.2	224	49	.1	171	74	.2	254	70	.2	205
W 25-54		56	.2	203	107	.3	355	88	.2	245	50	.1	165	80	.2	281	31	.1	121
M 35-64		32	.1	99	52	.2	100	15	.1	59	22	.1	57	22	.1	109	13		50
W 35-64		26	.1	93	48	.2	167	50	.2	138	23	.1	80	36	.1	97	20	.1	62
<b>KTNQ-AM</b>																			
P 12+		265	.2	623	347	.3	739	244	.2	613	155	.1	411	202	.2	533	144	.1	354
Teens 12-17		6		12	12	.1	16	12	.1	24	12	.1	12	9	.1	12			
M 18-34		44	.2	118	56	.2	128	42	.2	111	34	.2	80	36	.2	90	26	.1	80
W 18-34		17	.1	49	47	.2	93	19	.1	33	25	.1	74	22	.1	70	3		10
M 18-49		86	.2	232	114	.3	296	120	.3	321	63	.2	174	83	.2	219	99	.2	220
W 18-49		48	.1	128	93	.2	210	30	.1	70	40	.1	114	40	.1	132	4		23
M 25-49		71	.2	197	85	.3	251	108	.3	293	48	.1	140	74	.2	199	97	.3	209
W 25-49		47	.1	125	93	.3	207	28	.1	67	26	.1	80	30	.1	105	4		23
M 25-54		84	.2	210	99	.3	265	125	.3	328	59	.2	175	85	.2	212	105	.3	241
W 25-54		71	.2	159	101	.3	228	28	.1	67	26	.1	80	40	.1	148	4		23
M 35-64		91	.3	186	110	.4	273	111	.4	278	56	.2	162	64	.2	162	95	.3	202
W 35-64		74	.2	162	76	.2	170	19	.1	54	18	.1	56	44	.1	151	1		13

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

DMA Target Listeners

# DMA Target Listeners

	<b>AQH and Cume Persons</b>																	
	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)
<b>KTWV-FM</b>																		
P 12+	381	.3	1142	613	.5	1829	469	.4	1489	266	.2	864	527	.4	1721	372	.3	1143
Teens 12-17							2		9	3		17	19	.1	64	10	.1	43
M 18-34	15	.1	56	37	.2	114	17	.1	102	24	.1	54	28	.1	105	31	.1	79
W 18-34	18	.1	51	60	.3	107	69	.3	178	40	.2	93	41	.2	99	40	.2	93
M 18-49	119	.3	289	149	.4	440	132	.3	342	93	.2	249	121	.3	443	92	.2	255
W 18-49	103	.3	359	194	.5	548	170	.4	503	80	.2	309	179	.5	504	119	.3	330
M 25-49	113	.3	277	130	.4	389	126	.4	303	93	.3	249	115	.4	412	83	.3	235
W 25-49	103	.3	357	176	.6	512	140	.4	434	62	.2	282	166	.5	474	105	.3	285
M 25-54	161	.4	471	219	.6	600	165	.4	441	114	.3	284	202	.5	614	137	.4	385
W 25-54	135	.4	443	203	.6	610	157	.4	522	76	.2	320	179	.5	516	122	.3	345
M 35-64	170	.6	468	243	.8	703	180	.6	474	99	.3	267	203	.7	654	135	.5	409
W 35-64	160	.5	511	224	.7	720	162	.5	581	79	.3	335	193	.6	622	131	.4	414
<b>KWIZ-FM</b>																		
P 12+	95	.1	202	112	.1	329	84	.1	254	59		141	69	.1	160	22		84
Teens 12-17				3		20	10	.1	20									
M 18-34	18	.1	42	23	.1	46	20	.1	56	2		19	12	.1	32	1		8
W 18-34	48	.2	108	55	.3	137	29	.1	97	27	.1	43	45	.2	87	6		22
M 18-49	20		55	27	.1	66	24	.1	79	6		38	18		56	3		21
W 18-49	75	.2	148	65	.2	188	40	.1	124	53	.1	103	45	.1	87	9		33
M 25-49	5		24	15		43	20	.1	60	4		19	17	.1	48	2		13
W 25-49	64	.2	115	39	.1	125	27	.1	81	42	.1	92	18	.1	43	9		33
M 25-54	5		24	19	.1	59	20	.1	60	4		19	17		48	2		13
W 25-54	64	.2	115	51	.1	164	28	.1	94	42	.1	92	18		43	10		46
M 35-64	2		13	9		35	4		24	4		19	6		24	2		13
W 35-64	26	.1	40	22	.1	90	12		40	25	.1	61			4			24
<b>+KKU-AM</b>																		
<b>KWPA-AM</b>																		
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																		
<b>KWKV-AM</b>																		
P 12+	83	.1	232	84	.1	206	53		120	19		128	47		98	26		59
Teens 12-17	2		12	10	.1	12							9	.1	24	9	.1	12
M 18-34	5		35	9		32	2		12									
W 18-34	46	.2	107	40	.2	74	12	.1	20	4		21	16	.1	40	12	.1	20
M 18-49	10		62	9		32	4		29	2		31	18		27			
W 18-49	56	.1	120	44	.1	88	12		20	4		21	16		40	13		40
M 25-49	10		62	8		24	4		29	2		31	18	.1	27			
W 25-49	52	.2	111	34	.1	79	5		10	4		21	7		31	1		20
M 25-54	10		62	9		46	4		29	4		53	18		27			
W 25-54	52	.1	111	44	.1	92	5		10	13		49	7		31	1		20
M 35-64	8		34	5		29	31	.1	62	4		53	21	.1	34	4		7
W 35-64	17	.1	28	18	.1	43				10		28			1			20
<b>KWVE-FM</b>																		
P 12+	63		288	57		243	98	.1	252	8		59	86	.1	368	65		241
Teens 12-17	3		11							2		13						
M 18-34	7		33	7		18	4		5				6		30	6		14
W 18-34	16	.1	28	13	.1	54	7		18				24	.1	88	4		29
M 18-49	18		84	15		53	29	.1	53	2		12	32	.1	117	30	.1	92
W 18-49	27	.1	81	20	.1	99	29	.1	75	2		22	40	.1	185	14		96
M 25-49	18	.1	84	13		40	29	.1	53	2		12	31	.1	102	30	.1	92
W 25-49	22	.1	75	13		82	28	.1	69	2		22	34	.1	179	11		79
M 25-54	18		84	13		40	31	.1	67	2		12	32	.1	104	30	.1	92
W 25-54	26	.1	92	16		111	38	.1	91	2		22	34	.1	179	13		90
M 35-64	13		61	14		54	30	.1	70	2		12	28	.1	105	24	.1	78
W 35-64	18	.1	98	24	.1	117	46	.2	127	3		34	27	.1	146	11		79

\* 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)
<b>KXMX-FM</b>																		
P 12+	17		84	86	.1	229	82	.1	301	17		103	46		158	55		143
Teens 12-17	2		13	8	.1	25	7	.1	30	8	.1	34	1		5			
M 18-34	4		16	25	.1	66	27	.1	95	2		15	16	.1	70	15	.1	49
W 18-34	3		14	13	.1	42	10		40	2		27	7		28	19	.1	40
M 18-49	8		29	26	.1	91	33	.1	122	2		15	16		70	19		63
W 18-49	7		42	52	.1	112	42	.1	149	7		55	30	.1	83	36	.1	80
M 25-49	8		29	22	.1	72	19	.1	104	2		15	16		70	12		43
W 25-49	7		42	40	.1	86	40	.1	136	7		43	30	.1	83	30	.1	68
M 25-54	8		29	22	.1	72	19	.1	104	2		15	16		70	12		43
W 25-54	7		42	40	.1	86	40	.1	136	7		43	30	.1	83	30	.1	68
M 35-64	4		14	2		25	6		27							4		14
W 35-64	4		28	39	.1	71	32	.1	109	5		28	23	.1	55	17	.1	41
<b>KYSR-FM</b>																		
P 12+	289	.2	1110	606	.5	2323	472	.4	1750	179	.1	935	499	.4	1996	357	.3	1313
Teens 12-17	11	.1	61	35	.3	220	18	.1	107	19	.1	150	50	.4	205	55	.4	207
M 18-34	73	.3	250	162	.7	631	118	.5	504	68	.3	322	138	.6	449	71	.3	288
W 18-34	102	.5	373	204	1.0	748	155	.8	596	43	.2	227	152	.8	675	106	.5	343
M 18-49	127	.3	439	223	.5	869	176	.4	673	92	.2	407	213	.5	686	133	.3	445
W 18-49	143	.4	580	310	.8	1126	244	.6	923	54	.1	348	218	.6	1000	161	.4	617
M 25-49	109	.3	360	186	.6	770	143	.4	510	71	.2	273	154	.5	475	106	.3	314
W 25-49	97	.3	385	227	.7	813	171	.5	688	27	.1	206	154	.5	726	114	.4	475
M 25-54	110	.3	375	203	.5	817	158	.4	527	71	.2	273	161	.4	519	109	.3	334
W 25-54	97	.3	385	230	.6	842	171	.5	688	34	.1	220	157	.4	752	114	.3	475
M 35-64	62	.2	219	95	.3	302	89	.3	203	31	.1	101	82	.3	281	66	.2	193
W 35-64	41	.1	206	110	.4	422	93	.3	340	18	.1	135	74	.2	366	58	.2	281
<b>KZLA-FM</b>																		
P 12+	364	.3	1152	595	.4	1731	370	.3	1257	99	.1	468	395	.3	1310	284	.2	700
Teens 12-17	10	.1	50	15	.1	41	16	.1	77	2		19	17	.1	75	6		17
M 18-34	45	.2	120	73	.3	212	64	.3	99	9		50	60	.3	142	35	.2	87
W 18-34	20	.1	113	77	.4	264	37	.2	175	11	.1	51	47	.2	147	25	.1	95
M 18-49	101	.2	303	148	.4	385	92	.2	218	13		70	93	.2	257	35	.1	94
W 18-49	78	.2	350	197	.5	637	119	.3	459	28	.1	158	105	.3	414	60	.2	246
M 25-49	95	.3	274	129	.4	329	90	.3	205	13		64	84	.3	213	35	.1	94
W 25-49	72	.2	303	172	.5	567	93	.3	357	26	.1	144	72	.2	340	42	.1	185
M 25-54	125	.3	362	172	.5	465	116	.3	329	17		107	121	.3	317	78	.2	166
W 25-54	108	.3	376	227	.6	729	138	.4	474	48	.1	213	123	.3	470	67	.2	245
M 35-64	106	.4	301	143	.5	389	80	.3	322	19	.1	109	106	.4	320	84	.3	131
W 35-64	132	.4	388	236	.8	667	144	.5	449	44	.1	184	124	.4	441	67	.2	247
<b>KCAL-FM</b>																		
P 12+	114	.1	300	225	.2	526	148	.1	452	84	.1	264	144	.1	384	125	.1	296
Teens 12-17	5		26	25	.2	76	18	.1	67	9	.1	44	16	.1	61	7	.1	23
M 18-34	35	.2	95	66	.3	148	36	.2	115	15	.1	53	47	.2	127	34	.2	85
W 18-34	19	.1	51	46	.2	126	22	.1	92	37	.2	84	12	.1	52	32	.2	80
M 18-49	66	.2	148	119	.3	256	71	.2	217	18		79	82	.2	212	65	.2	160
W 18-49	37	.1	109	75	.2	178	55	.1	161	53	.1	124	45	.1	106	53	.1	113
M 25-49	55	.2	116	94	.3	189	56	.2	151	8		50	67	.2	166	54	.2	133
W 25-49	33	.1	103	69	.2	163	49	.2	138	50	.2	108	42	.1	92	50	.2	101
M 25-54	55	.1	116	94	.2	189	56	.1	151	8		50	67	.2	166	54	.1	133
W 25-54	33	.1	103	69	.2	163	49	.1	138	50	.1	108	42	.1	98	50	.1	101
M 35-64	35	.1	60	55	.2	115	39	.1	109	6		33	35	.1	85	32	.1	75
W 35-64	18	.1	58	29	.1	53	33	.1	69	16	.1	39	34	.1	59	20	.1	33
<b>KCXX-FM</b>																		
P 12+	60		290	89	.1	403	57		234	49		180	75	.1	292	79	.1	294
Teens 12-17	13	.1	56	29	.2	135	8	.1	41	23	.2	59	32	.2	109	19	.1	93
M 18-34	31	.1	150	35	.2	158	13	.1	76	13	.1	65	12	.1	62	21	.1	106
W 18-34	4		13	11	.1	38	11	.1	38	9		40	21	.1	53	23	.1	44
M 18-49	38	.1	192	39	.1	181	25	.1	126	17		80	16		110	24	.1	122
W 18-49	6		33	18		71	16		50	9		40	26	.1	64	31	.1	70
M 25-49	16		85	27	.1	104	22	.1	115	12		58	10		63	6		35
W 25-49	3		29	11		55	8		34			4	16	.1	27	14		40
M 25-54	16		85	27	.1	104	22	.1	115	12		58	10		63	6		35
W 25-54	3		29	11		55	8		34			4	16		27	14		40
M 35-64	6		42	4		24	12		51	4		15	5		48	3		16
W 35-64	2		19	8		41	5		12				6		20	13		36

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

# DMA Target Listeners

		<b>AQH and Cume Persons</b>																	
		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)
<b>KFRG-FM</b>																			
P 12+		310	.2	898	502	.4	1323	339	.3	996	86	.1	363	315	.2	947	218	.2	612
Teens 12-17		16	.1	42	13	.1	55	7	.1	41	3		21	10	.1	61	6		38
M 18-34		23	.1	64	26	.1	81	22	.1	131	3		45	18	.1	76	13	.1	83
W 18-34		17	.1	86	74	.4	244	67	.3	193	13	.1	79	25	.1	121	14	.1	43
M 18-49		64	.2	188	76	.2	272	81	.2	262	14		78	80	.2	207	42	.1	163
W 18-49		59	.2	248	154	.4	469	126	.3	369	23	.1	127	65	.2	280	35	.1	117
M 25-49		63	.2	183	68	.2	262	78	.2	243	14		72	79	.2	203	41	.1	153
W 25-49		50	.2	210	141	.4	400	117	.4	335	16	.1	96	48	.2	220	28	.1	105
M 25-54		89	.2	242	132	.4	365	107	.3	293	16		93	123	.3	258	55	.1	167
W 25-54		80	.2	283	177	.5	462	154	.4	409	28	.1	126	69	.2	261	57	.2	159
M 35-64		94	.3	263	147	.5	388	108	.4	244	19	.1	61	130	.4	258	62	.2	142
W 35-64		94	.3	297	158	.5	408	102	.3	288	22	.1	86	78	.3	253	83	.3	191
<b>KGFI-FM</b>																			
P 12+		168	.1	745	319	.2	1166	196	.1	638	160	.1	552	209	.2	853	207	.2	647
Teens 12-17		61	.4	269	100	.7	337	78	.6	224	80	.6	288	61	.4	276	55	.4	186
M 18-34		33	.1	158	68	.3	230	43	.2	139	22	.1	62	33	.1	172	27	.1	66
W 18-34		34	.2	134	92	.5	389	34	.2	137	42	.2	135	67	.3	218	84	.4	249
M 18-49		48	.1	206	80	.2	291	47	.1	156	22	.1	62	52	.1	253	47	.1	130
W 18-49		54	.1	247	128	.3	511	60	.2	213	48	.1	185	84	.2	290	97	.2	296
M 25-49		25	.1	131	32	.1	174	13		62	5		19	40	.1	168	30	.1	90
W 25-49		28	.1	151	92	.3	309	45	.1	134	33	.1	102	50	.2	164	61	.2	203
M 25-54		25	.1	131	37	.1	188	19	.1	75	7		26	48	.1	192	32	.1	97
W 25-54		32	.1	162	97	.3	323	50	.1	156	33	.1	102	54	.1	173	61	.2	203
M 35-64		15	.1	55	18	.1	74	10		31	3		7	28	.1	105	24	.1	80
W 35-64		24	.1	124	42	.1	136	30	.1	99	6		50	21	.1	81	15		57
<b>KHAY-FM</b>																			
P 12+		54		197	100	.1	265	51		184	17		84	94	.1	274	52		140
Teens 12-17				4			4	2		3	2		7						4
M 18-34		2		8	3		14	5		25	3		3	4		28	3		17
W 18-34		3		26	14	.1	42	8		25	5		24	16	.1	32	21	.1	31
M 18-49		19		52	46	.1	93	18		72	2		14	37	.1	99	13		60
W 18-49		24	.1	101	46	.1	132	24	.1	80	11		42	49	.1	136	38	.1	74
M 25-49		19	.1	48	44	.1	83	15		65	2		11	35	.1	89	10		43
W 25-49		24	.1	101	45	.1	119	24	.1	74	11		36	48	.2	133	37	.1	67
M 25-54		19	.1	48	44	.1	83	15		65	2		11	35	.1	89	10		43
W 25-54		29	.1	113	46	.1	129	24	.1	74	11		36	48	.1	133	37	.1	67
M 35-64		18	.1	44	45	.2	92	13		47	2		11	33	.1	74	10		43
W 35-64		29	.1	108	34	.1	103	22	.1	76	8		39	36	.1	117	17	.1	43
<b>KOLA-FM</b>																			
P 12+		165	.1	543	305	.2	850	234	.2	729	78	.1	249	201	.2	611	164	.1	530
Teens 12-17		6		8	7	.1	20	10	.1	35	10	.1	41	6		21			
M 18-34		2		20	5		41	6		17	18	.1	38	17	.1	51	13	.1	62
W 18-34		10		40	16	.1	51	11	.1	33	8		22	10		46	22	.1	44
M 18-49		15		94	51	.1	137	43	.1	102	24	.1	61	38	.1	117	34	.1	107
W 18-49		22	.1	89	72	.2	212	41	.1	147	26	.1	66	45	.1	135	51	.1	135
M 25-49		13		74	47	.1	107	43	.1	96	24	.1	61	29	.1	106	33	.1	95
W 25-49		18	.1	65	70	.2	186	41	.1	141	19	.1	53	35	.1	89	46	.1	123
M 25-54		45	.1	163	65	.2	191	65	.2	188	28	.1	94	48	.1	193	51	.1	170
W 25-54		27	.1	112	104	.3	271	52	.1	197	19	.1	53	45	.1	127	50	.1	150
M 35-64		68	.2	252	107	.4	321	90	.3	281	10		56	74	.2	265	82	.3	241
W 35-64		39	.1	149	143	.5	333	70	.2	256	24	.1	64	80	.3	190	45	.1	173
<b>KXRS-FM</b>																			
P 12+		20		43	18		61	40		71	17		43	12		48	15		23
Teens 12-17		12	.1	20	13	.1	28	16	.1	32	6		16	2		8	9	.1	16
M 18-34							6				1		6			2			
W 18-34					1		7	7		7	8		14	4		14			
M 18-49				18	1		11	8		18	1		6	3		20			
W 18-49		6			1		7	7		7	8		14	4		14			
M 25-49				18	1		5	8		18			3	3		18			
W 25-49		6			1		7	7		14			21	4		14			
M 25-54				23	1		5	8		18			5	5		23			7
W 25-54		8			1		7	16	.1	21	9		21	4		14			7
M 35-64					3		20	8		18			5	5		23			
W 35-64		8			3		20	8		18			5	5		23			

\* 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)
<b>KXSB-FM</b>																		
P 12+	39		123	124	.1	248	68	.1	176	13		44	61		159	55		148
Teens 12-17	7	.1	16	11	.1	29	12	.1	17	3		12	9	.1	21	9	.1	21
M 18-34	8		24	18	.1	58	14	.1	48	2		9	10		28	8		28
W 18-34	6		22	27	.1	50	17	.1	56	3		3	19	.1	53	8		24
M 18-49	22	.1	64	59	.1	106	21	.1	61	5		16	25	.1	69	27	.1	76
W 18-49	6		22	42	.1	93	27	.1	71	4		8	23	.1	63	16		44
M 25-49	20	.1	55	54	.2	97	17	.1	43	3		7	20	.1	55	22	.1	62
W 25-49	3		13	36	.1	77	21	.1	45	1		5	20	.1	53	10		29
M 25-54	22	.1	69	63	.2	110	19	.1	57	4		14	24	.1	62	25	.1	69
W 25-54	3		13	36	.1	77	21	.1	45	1		5	20	.1	53	10		29
M 35-64	18	.1	61	54	.2	68	14		41	4		14	19	.1	47	22	.1	54
W 35-64				14		43	10		15	1		5	4		10	8		20
<b>XTRA-AM</b>																		
P 12+	74	.1	248	89	.1	331	66		213	13		61	34		125	46		143
Teens 12-17				6		11	8	.1	22				1		14			
M 18-34	24	.1	70	47	.2	103	32	.1	81	3		15	17	.1	26	33	.1	84
W 18-34	3		10															
M 18-49	55	.1	151	72	.2	213	47	.1	137	10		48	19		56	39	.1	116
W 18-49	3		10	2		13				3		13				6		12
M 25-49	55	.2	151	65	.2	195	47	.1	137	10		48	19	.1	56	38	.1	112
W 25-49	3		10	2		13				3		13				6		12
M 25-54	59	.2	185	69	.2	223	53	.1	159	10		48	20	.1	70	39	.1	126
W 25-54	3		10	2		13				3		13				6		12
M 35-64	40	.1	137	31	.1	158	21	.1	78	7		32	7		68	7		46
W 35-64	2		15	2		17			3	3		13			3	6		12
<b>TOTALS</b>																		
P 12+	17935	13.5	47182	25750	19.4	61203	18374	13.8	45774	9636	7.2	29725	18261	13.7	48064	14480	10.9	36179
Teens 12-17	1245	9.2	4282	2205	16.3	6130	1830	13.5	4916	1425	10.5	4402	1589	11.7	5129	1661	12.2	4410
M 18-34	2846	12.6	7199	4667	20.7	10298	3281	14.5	7850	1807	8.0	5452	3073	13.6	7174	2329	10.3	5822
W 18-34	2264	11.3	6317	4150	20.7	10026	3015	15.0	7353	1721	8.6	5281	2936	14.6	7788	2238	11.1	5534
M 18-49	5713	13.7	14397	8269	19.9	18508	5850	14.1	13995	2972	7.1	8938	5654	13.6	13964	4336	10.4	10705
W 18-49	4870	12.4	13267	7920	20.2	19187	5515	14.1	13933	2845	7.3	8867	5587	14.3	15076	4200	10.7	10797
M 25-49	4729	14.4	11896	6514	19.9	14648	4635	14.2	11115	2141	6.5	6558	4359	13.3	11053	3390	10.3	8308
W 25-49	3974	12.6	10732	6306	20.1	15169	4202	13.4	10782	1960	6.2	6159	4421	14.1	12008	3245	10.3	8461
M 25-54	5378	14.3	13662	7536	20.0	17019	5312	14.1	12889	2493	6.6	7611	5173	13.8	12846	3939	10.5	9604
W 25-54	4641	12.8	12494	7247	19.9	17317	4956	13.6	12404	2300	6.3	7092	5130	14.1	13686	3848	10.6	9824
M 35-64	4478	14.9	11279	5776	19.3	13277	4090	13.6	9970	1852	6.2	5476	4208	14.0	10818	3235	10.8	7788
W 35-64	4333	14.2	11331	5896	19.3	14171	4077	13.4	10488	1808	5.9	5730	4306	14.1	11586	3304	10.8	8529

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

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*Notations*



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*Notations*

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*Notations*

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*Notations*

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*Notations*

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*Notations*

# Arbitron Radio Reliability Tables

**Table A**

RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
0.1	3.16	5.1	22.00	10.1	30.13	15.1	35.80	20.1	40.07	25.1	43.36	30.1	45.87	35.1	47.73	40.1	49.01	45.1	49.76
0.2	4.47	5.2	22.20	10.2	30.26	15.2	35.90	20.2	40.15	25.2	43.42	30.2	45.91	35.2	47.76	40.2	49.03	45.2	49.77
0.3	5.47	5.3	22.40	10.3	30.40	15.3	36.00	20.3	40.22	25.3	43.47	30.3	45.96	35.3	47.79	40.3	49.05	45.3	49.78
0.4	6.31	5.4	22.60	10.4	30.53	15.4	36.09	20.4	40.30	25.4	43.53	30.4	46.00	35.4	47.82	40.4	49.07	45.4	49.79
0.5	7.05	5.5	22.80	10.5	30.66	15.5	36.19	20.5	40.37	25.5	43.59	30.5	46.04	35.5	47.85	40.5	49.09	45.5	49.80
0.6	7.72	5.6	22.99	10.6	30.78	15.6	36.29	20.6	40.44	25.6	43.64	30.6	46.08	35.6	47.88	40.6	49.11	45.6	49.81
0.7	8.34	5.7	23.18	10.7	30.91	15.7	36.38	20.7	40.52	25.7	43.70	30.7	46.12	35.7	47.91	40.7	49.13	45.7	49.81
0.8	8.91	5.8	23.37	10.8	31.04	15.8	36.47	20.8	40.59	25.8	43.75	30.8	46.17	35.8	47.94	40.8	49.15	45.8	49.82
0.9	9.44	5.9	23.56	10.9	31.16	15.9	36.57	20.9	40.66	25.9	43.81	30.9	46.21	35.9	47.97	40.9	49.16	45.9	49.83
1.0	9.95	6.0	23.75	11.0	31.29	16.0	36.66	21.0	40.73	26.0	43.86	31.0	46.25	36.0	48.00	41.0	49.18	46.0	49.84
1.1	10.43	6.1	23.93	11.1	31.41	16.1	36.75	21.1	40.80	26.1	43.92	31.1	46.29	36.1	48.03	41.1	49.20	46.1	49.85
1.2	10.89	6.2	24.12	11.2	31.54	16.2	36.85	21.2	40.87	26.2	43.97	31.2	46.33	36.2	48.06	41.2	49.22	46.2	49.86
1.3	11.33	6.3	24.30	11.3	31.66	16.3	36.94	21.3	40.94	26.3	44.03	31.3	46.37	36.3	48.09	41.3	49.24	46.3	49.86
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.87
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.90
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.91
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.92
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.93
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.96
3.2	17.60	8.2	27.44	13.2	33.85	18.2	38.58	23.2	42.21	28.2	45.00	33.2	47.09	38.2	48.59	43.2	49.54	48.2	49.97
3.3	17.86	8.3	27.59	13.3	33.96	18.3	38.67	23.3	42.27	28.3	45.05	33.3	47.13	38.3	48.61	43.3	49.55	48.3	49.97
3.4	18.12	8.4	27.74	13.4	34.07	18.4	38.75	23.4	42.34	28.4	45.09	33.4	47.16	38.4	48.64	43.4	49.56	48.4	49.97
3.5	18.38	8.5	27.89	13.5	34.17	18.5	38.83	23.5	42.40	28.5	45.14	33.5	47.20	38.5	48.66	43.5	49.58	48.5	49.98
3.6	18.63	8.6	28.04	13.6	34.28	18.6	38.91	23.6	42.46	28.6	45.19	33.6	47.23	38.6	48.68	43.6	49.59	48.6	49.98
3.7	18.88	8.7	28.18	13.7	34.38	18.7	38.99	23.7	42.52	28.7	45.24	33.7	47.27	38.7	48.71	43.7	49.60	48.7	49.98
3.8	19.12	8.8	28.33	13.8	34.49	18.8	39.07	23.8	42.59	28.8	45.28	33.8	47.30	38.8	48.73	43.8	49.61	48.8	49.99
3.9	19.36	8.9	28.47	13.9	34.59	18.9	39.15	23.9	42.65	28.9	45.33	33.9	47.34	38.9	48.75	43.9	49.63	48.9	49.99
4.0	19.60	9.0	28.62	14.0	34.70	19.0	39.23	24.0	42.71	29.0	45.38	34.0	47.37	39.0	48.77	44.0	49.64	49.0	49.99
4.1	19.83	9.1	28.76	14.1	34.80	19.1	39.31	24.1	42.77	29.1	45.42	34.1	47.40	39.1	48.80	44.1	49.65	49.1	49.99
4.2	20.06	9.2	28.90	14.2	34.91	19.2	39.39	24.2	42.83	29.2	45.47	34.2	47.44	39.2	48.82	44.2	49.66	49.2	49.99
4.3	20.29	9.3	29.04	14.3	35.01	19.3	39.47	24.3	42.89	29.3	45.51	34.3	47.47	39.3	48.84	44.3	49.67	49.3	50.00
4.4	20.51	9.4	29.18	14.4	35.11	19.4	39.54	24.4	42.95	29.4	45.56	34.4	47.50	39.4	48.86	44.4	49.69	49.4	50.00
4.5	20.73	9.5	29.32	14.5	35.21	19.5	39.62	24.5	43.01	29.5	45.60	34.5	47.54	39.5	48.89	44.5	49.70	49.5	50.00
4.6	20.95	9.6	29.46	14.6	35.31	19.6	39.70	24.6	43.07	29.6	45.65	34.6	47.57	39.6	48.91	44.6	49.71	49.6	50.00
4.7	21.16	9.7	29.60	14.7	35.41	19.7	39.77	24.7	43.13	29.7	45.69	34.7	47.60	39.7	48.93	44.7	49.72	49.7	50.00
4.8	21.38	9.8	29.73	14.8	35.51	19.8	39.85	24.8	43.19	29.8	45.74	34.8	47.63	39.8	48.95	44.8	49.73	49.8	50.00
4.9	21.59	9.9	29.87	14.9	35.61	19.9	39.92	24.9	43.24	29.9	45.78	34.9	47.67	39.9	48.97	44.9	49.74	49.9	50.00
5.0	21.79	10.0	30.00	15.0	35.71	20.0	40.00	25.0	43.30	30.0	45.83	35.0	47.70	40.0	48.99	45.0	49.75	50.0	50.00

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

## Instructions

**Estimating the Reliability of Audience Ratings Estimates/**The reliability of a survey estimate is generally defined in terms of the estimated margin of sampling error around the estimate, or *confidence interval*. The confidence interval describes the extent to which a survey estimate, based on a random sample of a population, may vary from the result that would be obtained through a complete census of that population. (See Page 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,  $2.9 \pm 0.18$  yields a confidence interval of 2.72 to 3.08. Interpretation: The user can be 68% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.7 and 3.1.

**b.** The rating +/- (1.64 x the standard error) yields a 90% confidence interval. In the above example,  $2.9 \pm (1.64 \times 0.18)$  yields a confidence interval of 2.60 to 3.20. Interpretation: The user can be 90% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.6 and 3.2.

**c.** The rating +/- (1.96 x the standard error) yields a 95% confidence interval (compute as in (b) above), and the rating +/- (2.58 x the standard error) yields a 99% confidence interval (compute as in (b) above).

**Estimating Reliability for Projected Numbers of Persons/**To estimate standard error (and construct confidence intervals) for Persons estimates rather

than ratings: (1) Convert the Persons estimate into a rating. ([Persons ÷ the population] x 100). (2) Determine standard error using the instructions above. (3) Convert standard error for the rating into standard error for the Persons estimate. ([Standard error x the population] ÷ 100). (4) Use the Persons estimate +/- one standard error for a 68% confidence interval; use the Persons estimate +/- the standard error multiplied by 1.64, 1.96 or 2.58 to get 90%, 95% or 99% confidence intervals, respectively.

**Estimating Effective Sample Base (ESB) Sizes/** Approximate ESB for sex/age groups and dayparts can be obtained by squaring Table B values. For example, the estimated ESB for M25-54, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 93.14, would be 93.14 squared, or 8675. (See Page 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 10A-7P	Sat 10A-3P		Mon-Fri 6A-10A		Mon-Fri 10A-3P		Weekend 6A-MID	Mon-Fri 6A-10A + 3P-7P		Mon-Sun MID-6A	Mon-Sun 6A-MID
		Sun 6A-10A	Sun 3P-7P		Sun 10A-3P	Sun 7P-MID	Mon-Fri 3P-7P	Mon-Fri 7P-MID	Mon-Fri 6A-7P	Mon-Fri 7P-MID					
<b>Persons 12+</b>	69.99	105.23	128.27	104.15	130.59	131.83	154.23	154.60	143.61	159.08	165.84				
<b>Persons 18+</b>	*****	*****	121.94	*****	*****	120.77	*****	147.29	*****	*****	157.99				
<b>Men</b>															
18+	52.01	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	125.85
18-24	20.61	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	60.10
25-34	26.92	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	71.39
35-44	25.35	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	63.66
45-54	21.47	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	53.18
55-64	17.05	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	46.02
65+	17.27	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	37.65
12-24	28.71	50.56	*****	49.21	63.74	60.03	74.70	*****	67.30	*****	80.48				80.48
18-34	34.36	53.90	66.03	52.02	70.33	65.96	79.85	79.76	77.40	*****	90.45				90.45
18-49	44.99	69.81	81.48	67.64	88.51	81.17	98.53	98.42	95.50	*****	111.61				111.61
25-49	40.58	61.45	*****	60.56	77.42	71.56	91.11	*****	79.40	*****	97.91				97.91
25-54	42.79	63.91	78.34	63.52	80.90	74.42	94.74	88.05	82.57	*****	101.82				101.82
35-64	37.59	54.93	69.38	56.10	71.25	66.10	83.90	77.98	73.12	*****	90.17				90.17
<b>Women</b>															
18+	54.61	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	125.53
18-24	22.30	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	60.43
25-34	26.53	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	67.96
35-44	27.13	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	69.97
45-54	23.90	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	56.73
55-64	18.86	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	45.03
65+	19.51	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	44.15
12-24	30.21	49.50	*****	48.93	60.54	61.55	74.23	*****	65.99	*****	77.30				77.30
18-34	34.97	53.89	66.54	52.05	68.07	65.93	80.80	75.54	72.27	*****	87.67				87.67
18-49	45.92	70.42	84.86	68.78	87.79	84.21	103.05	96.34	92.17	*****	111.82				111.82
25-49	41.88	62.16	*****	62.02	78.82	74.98	93.17	*****	85.39	*****	100.65				100.65
25-54	45.15	66.28	81.53	66.20	84.23	79.27	99.01	94.92	90.75	*****	106.96				106.96
35-64	41.26	59.75	72.26	59.83	75.23	71.79	87.76	84.13	80.43	*****	94.80				94.80
<b>Persons</b>															
12-24	39.29	64.18	*****	63.31	79.58	77.24	93.97	*****	86.88	*****	101.05				101.05
18-34	45.94	70.91	88.15	68.60	90.40	87.37	106.22	106.47	98.20	*****	114.21				114.21
18-49	59.60	90.91	110.57	88.48	113.34	107.37	133.24	133.56	123.17	*****	143.26				143.26
25-49	53.05	79.53	*****	78.83	99.84	94.33	117.31	*****	108.45	*****	126.14				126.14
25-54	56.28	83.37	103.11	83.15	105.14	99.17	124.25	124.55	114.87	*****	133.60				133.60
35-64	50.75	73.28	91.52	74.08	93.91	89.43	110.28	110.54	101.95	*****	118.58				118.58
<b>Teens 12-17</b>	26.68	43.70	*****	44.54	59.75	66.05	67.91	*****	72.23	*****	78.77				78.77
<b>Black P12+</b>	19.74	*****	*****	*****	*****	*****	*****	*****	*****	*****	46.76				46.76
<b>Hispanic P12+</b>	44.75	*****	*****	*****	*****	*****	*****	*****	*****	*****	106.04				106.04

\*\*\*\*\* Report does not include data for this demographic group

## TSA Table B

Total Survey Area	All Cume Estimates	Mon-Sun 6A-MID*
<b>Persons 12+</b>	87.22	202.82
<b>Men</b>		
18-34	42.05	110.39
25-54	53.48	124.26
35-64	47.61	112.47
<b>Women</b>		
18-34	42.35	105.76
25-54	56.28	132.94
35-64	51.16	118.03
<b>Persons 18-34</b>	55.88	139.42
25-54	70.47	163.80
35-64	63.70	147.69

\* 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 6A-10A		Mon-Fri 10A-3P	
		Sun 3P-7P	Sun 7P-MID	Sun 10A-3P	Sun 7P-MID	Mon-Fri 3P-7P	Mon-Fri 7P-MID	Mon-Fri 6A-7P	Mon-Sun 6A-MID
<b>Persons 12+</b>	75.65	123.59	121.37	154.38	148.80	184.79	202.15		
<b>Men</b>									
18-34	40.43	61.87	60.21	79.94	74.71	87.81	106.11		
18-49	53.96	80.62	79.07	101.31	94.40	110.18	130.37		
25-49	48.28	72.23	71.75	90.48	86.15	94.17	117.92		
25-54	51.29	75.68	75.55	95.59	90.30	98.86	122.22		
35-64	45.57	65.96	67.36	85.91	80.54	88.62	104.90		
<b>Women</b>									
18-34	41.09	63.48	60.90	79.89	78.02	85.16	104.19		
18-49	55.71	83.47	81.15	104.31	101.07	110.07	134.40		
25-49	49.83	73.41	73.47	94.20	90.90	102.78	125.32		
25-54	53.85	78.31	78.32	100.25	95.81	108.84	132.87		
35-64	49.43	72.10	71.60	89.90	88.53	97.63	118.31		
<b>Teens 12-17</b>	33.28	53.39	54.07	72.48	79.37	87.22	97.35		

# 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<sup>®</sup>). 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<sup>®</sup>)

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 Survey Sampling, Inc. (SSI). These qualifying hundred blocks comprise the sample frame for each sampling unit. Known residential names and addresses are appended to sample telephone numbers not listed in current telephone directories. 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. The diary contains a varying number of questions (depending on the market/market segment) regarding socioeconomic characteristics of the survey participant(s). Bilingual (Spanish-English) diaries, which include a three-part language preference question, are provided to all survey participants in 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; gain consent for participation in the survey; determine the number of Persons 12+ living in the household at the time of the placement call; and, where applicable, determine the 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; assist members of the household in understanding the diaries' purpose; answer any questions; remind the diarykeepers to return their diaries after the survey week; and thank them for their participation in the survey.

Explicit instructions are provided to each interviewer, and validation checks are regularly conducted to help ensure that instructions are being properly followed.

## Processing Techniques

**5. Processing of Diaries/**Arbitron makes reasonable efforts to utilize all returned diaries. However, some returned diaries are determined by Arbitron to be unusable. Among those that are unusable are diaries that Arbitron determines: are incomplete; are postmarked and/or arrive before or after established dates; or that otherwise lack essential information. The total number of in-tab diaries may differ from the sample target.

Usable diaries are prepared for computer processing in accordance with procedures listed in the *Arbitron Diary Processing Radio Edit Training Manual* and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascription procedures, the allocation of credit for 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., counties, county equivalents or county clusters) will vary. The number of sex/age marginal classes is generally 16. In addition, markets that are race and/or ethnically controlled are sample balanced so that in-tab diaries from the race/ethnic group are weighted to represent the population of that race/ethnic group. As a result of this cumulative weighting, a Persons-Per-Diary Value (PPDV) is computed for each in-tab diary. The PPDV is the number of persons that diary is estimated to represent.

#### b. Computing Cume Persons Estimates

Station Cume Persons estimates are computed by summing the PPDVs for each diary in which a station received listening credit for the time the station is on the air within a daypart. PPDVs are summed for all diaries within the particular demographic group (e.g., Men 18-34, Persons 25-54), then rounded to hundreds.

#### c. Computing Average Quarter-Hour (AQH) Persons Estimates

Station AQH Persons estimates are computed by multiplying, for each diary, the number of quarter-hours of listening to a station for the time the station is on the air within a daypart by that diary's PPDV. The result of this multiplication is summed for all diaries within the particular demographic group, then divided by the number of quarter-hours the station is on the air within the same daypart, then rounded to hundreds.

#### d. Computing 4-Book and 2-Book Averages

4-Book and 2-Book Averages are applicable to Continuous Measurement and Fall/Spring markets, respectively. 4-Book and 2-Book Averages are averages of rounded audience estimates computed for the total demographic group and daypart for each applicable survey. A 4-Book or 2-Book Average is computed for a station if the station is reported in the applicable Radio Market Report for each survey included in the average. A zero value is used for survey (s) for which an estimate did not appear for a station reported in the Radio Market Report. A 4-Book or 2-Book Average is not shown if a station is not reported for one or more of the surveys to be averaged.

#### e. Rounding of Calculations

Rounding occurs at various stages in the calculation of audience estimates at demographic and daypart summation levels.

#### f. Broadcast Hours

(i) Local time differences within a market that overlaps time zones are accounted for by adjusting to the time observed by the majority of counties in the Metro of the market being measured. (ii) Only one set of sign-on/sign-off times for a station is used in calculating audience estimates for a market report. Arbitron uses the sign-on/sign-off times reported for the month closest to December and the shortest broadcast day within that month as provided by the affected radio station. (iii) Audience estimates are adjusted for the station's broadcast schedule as reported to Arbitron. However, when a station changes sign-on/sign-off

time(s) during an Arbitron survey period, the times used in calculating audience estimates are based on the sign-on/sign-off times in effect on the last day of the survey period as reported to Arbitron. (iv) Stations broadcasting for less than an entire reported daypart are indicated in the Radio Report by a footnote symbol next to the station's call letters or audience estimates for the applicable daypart (s). (v) Stations broadcasting for less than an entire daypart must be on the air for a minimum of four quarter-hours on each day of the applicable daypart in order to be reported in that daypart. (vi) Stations should notify Arbitron in writing of any changes in the station's sign-on/sign-off time (s) as soon as they occur but no later than the day after the last day of the survey.

#### g. Technical Difficulties

Generally, no adjustments are made to either diary entries or published audience estimates for periods of technical difficulty. The notation of technical difficulties on Page 13 is to assist users of this report in making their own evaluation of the audience estimates. Arbitron will accept information on technical difficulties up to the day after the last day of the survey.

#### h. Stations on the Air Less Than 12 Weeks

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

## Criteria for Reporting Stations

**7. Criteria for Reporting Stations/**To be listed in an Arbitron report, a radio station must engage in systematic regular commercial broadcasting pursuant to the authority of the Federal Communications Commission (FCC) or other appropriate governmental authority. Call letter designations exceeding four characters are shortened to four characters. Generally, reported call letters are the FCC-authorized call letters in effect on the last day of the survey as reported to Arbitron. In the event a station has changed call letters during the survey period, the first call letters listed in the report are those in effect on the last day of the survey, with the station's previous call letters noted immediately below them.

Arbitron maintains a call letter history based on information provided by radio stations, the FCC and other sources. In the event of exchanges of frequencies between stations in a market, the call letters under which audience estimates are published in this report are based on Arbitron's verification and interpretation of information from various relevant sources, which include the FCC and the affected stations. Specifics regarding the above are listed on Page 13 of this report.

All radio stations, commercial and noncommercial alike, are measured using the same methodology and are included in Metro, TSA and/or DMA Totals. All commercial stations are evaluated using the Minimum Reporting Standards (MRS) as described in Paragraphs 8 and 9. Noncommercial stations are not eligible to be listed in this report and are not considered in MRS evaluations. For report qualification purposes, stations are considered commercial or noncommercial based on their status as of the last day of the survey as reported to Arbitron. Audience estimates for a station that does not meet MRS cannot be obtained in any way from the audience estimates published in this report, including the Target Listener Trends estimates from prior survey periods. However, individual audience estimates for commercial stations that do

not meet MRS for this report and noncommercial stations may be obtained through other Arbitron services for which the stations qualify.

**8. Minimum Reporting Standards (MRS) 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 stations is sufficient to meet all criteria of Paragraph 8, then these stations will be listed in the report even though the 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 that is licensed to a city located within the Metro of a market, or that 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 that 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 Cume

estimates will be less than the number of in-tab diaries, and ESBs for all Average Quarter-Hour estimates will be larger than the ESBs for Cume estimates and may be greater than the number of in-tab diaries for the applicable demo. This is due to the intraclass correlation of the listening between quarter-hours for the various dayparts.

### Limitations

**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 10 or more individuals 12 years of age and older. Additionally, all possible telephone listings may not be included in the directories available to Survey Sampling, Inc. 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, ascertainment of the data, or postsurvey week telephone validation calls may affect diary listening entries before the data are projected. Diaries, or portions thereof, may thereby be modified or excluded from the survey. These procedures may affect the audience estimates or a station's ability to meet MRS.

**n.** Arbitron conducts research involving new methods of improving cooperation of diarykeepers and/or securing additional information from such persons. Occasionally, a portion of this research may be integrated with actual surveys and, if and when so done, may cause the degree of variance in the data to be greater than that expected from sampling variance alone.

**o.** Certain data, such as when a station was on and off the air, facilities, call letters in effect, station name claimed, format, programming, Sales Representative, 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 calculated or reported.

**p.** Situations in which stations use or have used the same call letters or frequency, or have changed call letters or frequency, may result in diarykeeper confusion in correctly identifying the station to which the listening occurred.

**q.** Rounding occurs at various stages in the calculation of audience estimates, at demographic and daypart summation levels. Due to rounding, mathematical manipulation by the user of estimates for narrow dayparts and/or demographic groups in the Radio Market Report may produce a result which may be incongruent with estimates for broader dayparts and/or demographic groups also contained in the Radio Market Report.

**r.** Reported trends estimates may not be comparable over time due to: methodological or operational changes; changes in survey area definitions or populations; conditions not under Arbitron's control, such as changes in station operations/facilities/special activities; or other factors.

### Retention of Survey Materials

**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, 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.

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

### Disclaimer of Warranties

**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 and 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 literature. Any commercial use of Arbitron audience estimates or data for the purpose of selling advertising time or space by or on behalf of broadcast, cable, print, Internet or any other medium must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all qualifications and limitations stated in the Arbitron report. Arbitron recommends that the appropriate market, survey period and kind of audience estimate be stated (e.g., Boston, Spring 2000, Metro Survey Area, Monday-Friday 3PM-7PM, Average Quarter-Hour Estimates, Men 18-34).

A subscriber to any particular report may not use the demographic data or audience estimates printed in the "Target Listener Trends" section which reference a market report to which they did not subscribe.

Neither this report, the map contained herein nor any audience estimate may be used in any manner by nonclients of Arbitron without written permission from Arbitron.

Users of audience estimates are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

## Selected Arbitron Terms

**Average Quarter-Hour Persons**/The estimated average number of persons who listened to a station for a minimum of five minutes within a reported daypart. The estimate is the average of the reported listening for the total quarter-hours the station was on the air during a reported daypart. This estimate, expressed in hundreds (00), is reported for the Metro, 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 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 that 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, Paragraphs 8-9.)

**Outside Station**/A station that 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.

**Response Rate**/The ratio of in-tab diaries to the Estimated Persons in Usable Households, generally expressed as a percentage.

**Sample Frame**/The universe from which potential respondent households are randomly selected. The sample frame for Arbitron radio surveys is designed to include households with telephones.

**Sample Target**/The number of diaries that is the in-tab sample size objective for a particular survey area.

**Sampling Unit**/A geographic area consisting of a county or county equivalent (e.g., geographic or ethnic split county, or independent city) for which sample is separately selected and monitored.

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

**Simulcast**/The simultaneous broadcast of one station's broadcast flow by another station. *Note*: The simultaneous broadcast of programming from a third-party source (such as a network or syndicator) by stations that have no business relationship with one another will generally not be considered a simulcast.

**Split County**/A portion of a county, consisting of one or more zip codes, that is recognized as a separate sampling unit for purposes of survey area definition or more discrete sample control.

**Technical Difficulty (TD)**/Time period(s) of five or more consecutive minutes during the survey period for which a station listed in this report notified Arbitron in writing of: reduced power; intermittent power; signal interference; or times the station was off the air within the station's authorized broadcast day.

**Time Spent Listening (TSL)**/An estimate of the amount of time the average listener spent with a station (or total radio) during a particular daypart. This estimate, expressed in hours and minutes, is reported for the Metro only.

**Total Survey Area (TSA)**/A geographic area that includes the Metro Survey Area and may include additional counties (or county equivalents).

**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).

# 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 that of 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 2000 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 1/1/00.

2. Households by Income is grouped into eight discrete income categories. The income reported represents Money Income as defined by the U.S. Census Bureau. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/00).

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 1/1/00.

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 data are distributed into four Car Ownership categories. Percentages are based on total 1/1/00 household estimates.

## Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of June 2000, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, IL 60173, (847) 605-0909, and are copyright 2000, Audit Bureau of Circulations (ABC). Unauthorized copying or reprinting of this information is prohibited.

Newspaper circulation figures represent average estimated paid circulation reported to and covered by the latest available Audit Report. Reported publications are listed in Metro circulation order up to a maximum of 35 newspapers. 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.

Methodology: Arbitron 2000 Radio Market Survey Schedule

METRO RANK	MARKET	WINTER 00	SPRING 00	SUMMER 00	FALL 00	METRO RANK	MARKET	WINTER 00	SPRING 00	SUMMER 00	FALL 00	METRO RANK	MARKET	WINTER 00	SPRING 00	SUMMER 00	FALL 00
221	Abilene, TX	■	■	■	■	90	Gainesville-Ocala	■	■	■	■	224	Parkersburg-Marietta, WV-OH	■	■	■	■
68	Akron	■	■	■	■	264	Grand Forks, ND-MN	■	■	■	■	121	Pensacola	■	■	■	■
253	Albany, GA	■	■	■	■	252	Grand Junction, CO	■	■	■	■	135	Peoria	■	■	■	■
59	Albany-Schenectady-Troy	■	■	■	■	66	Grand Rapids	■	■	■	■	5	Philadelphia	■	■	■	■
72	Albuquerque	■	■	■	■	275	Great Falls, MT	■	■	■	■	16	Phoenix	■	■	■	■
203	Alexandria, LA	■	■	■	■	182	Green Bay	■	■	■	■	22	Pittsburgh	■	■	■	■
67	Allentown-Bethlehem	■	■	■	■	42	Greensboro-Winston Salem-High Point	■	■	■	■	160	Portland, ME	■	■	■	■
245	Altoona	■	■	■	■	81	Greenville-New Bern-Jacksonville	■	■	■	■	25	Portland, OR	■	■	■	■
187	Amarillo, TX	■	■	■	■	58	Greenville-Spartanburg	■	■	■	■	117	Portsmouth-Dover-Rochester	■	■	■	■
168	Anchorage	■	■	■	■	161	Hagerstown-Chambersburg-Waynesboro, MD-PA	■	■	■	■	157	Poughkeepsie, NY	■	■	■	■
145	Ann Arbor	■	■	■	■	77	Harrisburg-Lebanon-Carlisle	■	■	■	■	33	Providence-Warwick-Pawtucket	■	■	■	■
134	Appleton-Oshkosh	■	■	■	■	261	Harrisonburg, VA	■	■	■	■	242	Pueblo	■	■	■	■
179	Asheville	■	■	■	■	44	Hartford-New Britain-Middletown	■	■	■	■	13	Puerto Rico	■	■	■	■
11	Atlanta	■	■	■	■	60	Honolulu	■	■	■	■	133	Quad Cities (Davenport-Rock Island-Moline)	■	■	■	■
137	Atlantic City-Cape May	■	■	■	■	10	Houston-Galveston	■	■	■	■	48	Raleigh-Durham	■	■	■	■
114	Augusta, GA	■	■	■	■	144	Huntington-Ashland	■	■	■	■	259	Rapid City, SD	■	■	■	■
251	Augusta-Waterville, ME	■	■	■	■	109	Huntsville	■	■	■	■	131	Reading, PA	■	■	■	■
49	Austin	■	■	■	■	38	Indianapolis	■	■	■	■	215	Redding, CA	■	■	■	■
86	Bakersfield	■	■	■	■	263	Ithaca, NY	■	■	■	■	128	Reno	■	■	■	■
20	Baltimore	■	■	■	■	118	Jackson, MS	■	■	■	■	57	Richmond	■	■	■	■
270	Bangor, ME	■	■	■	■	268	Jackson, TN	■	■	■	■	28	Riverside-San Bernardino	■	■	■	■
82	Baton Rouge	■	■	■	■	51	Jacksonville	■	■	■	■	105	Roanoke-Lynchburg	■	■	■	■
238	Battle Creek, MI	■	■	■	■	96	Johnson City-Kingsport-Bristol	■	■	■	■	229	Rochester, MN	■	■	■	■
127	Beaumont-Port Arthur, TX	■	■	■	■	170	Johnstown	■	■	■	■	52	Rochester, NY	■	■	■	■
271	Beckley, WV	■	■	■	■	273	Jonesboro, AR	■	■	■	■	148	Rockford	■	■	■	■
246	Billings, MT	■	■	■	■	227	Joplin, MO	■	■	■	■	29	Sacramento	■	■	■	■
136	Biloxi-Gulfport-Pascagoula, MS	■	■	■	■	176	Kalamazoo	■	■	■	■	125	Saginaw-Bay City-Midland	■	■	■	■
166	Binghamton	■	■	■	■	30	Kansas City	■	■	■	■	212	St. Cloud, MN	■	■	■	■
55	Birmingham	■	■	■	■	149	Killeen-Temple, TX	■	■	■	■	19	St. Louis	■	■	■	■
266	Bismarck, ND	■	■	■	■	69	Knoxville	■	■	■	■	150	Salisbury-Ocean City	■	■	■	■
214	Blacksburg-Christiansburg-Radford-Pulaski, VA	■	■	■	■	236	Lafayette, IN	■	■	■	■	35	Salt Lake City-Ogden-Provo	■	■	■	■
230	Bloomington	■	■	■	■	100	Lafayette, LA	■	■	■	■	260	San Angelo, TX	■	■	■	■
254	Bluefield, WV	■	■	■	■	205	Lake Charles, LA	■	■	■	■	32	San Antonio	■	■	■	■
124	Boise	■	■	■	■	98	Lakeland-Winter Haven	■	■	■	■	15	San Diego	■	■	■	■
8	Boston	■	■	■	■	111	Lancaster	■	■	■	■	4	San Francisco	■	■	■	■
201	Bowling Green, KY	■	■	■	■	115	Lansing-East Lansing	■	■	■	■	27	San Jose	■	■	■	■
112	Bridgeport	■	■	■	■	202	Laredo, TX	■	■	■	■	165	San Luis Obispo, CA	■	■	■	■
277	Brunswick, GA	■	■	■	■	40	Las Vegas	■	■	■	■	184	Santa Barbara, CA	■	■	■	■
232	Bryan-College Station, TX	■	■	■	■	208	Laurel-Hattiesburg, MS	■	■	■	■	235	Santa Fe, NM	■	■	■	■
45	Buffalo-Niagara Falls	■	■	■	■	258	Lawton, OK	■	■	■	■	194	Santa Maria-Lompoc, CA	■	■	■	■
225	Burlington, VT	■	■	■	■	262	Lewiston-Auburn, ME	■	■	■	■	113	Santa Rosa	■	■	■	■
123	Canton	■	■	■	■	106	Lexington-Fayette	■	■	■	■	78	Sarasota-Bradenton	■	■	■	■
181	Cape Cod, MA	■	■	■	■	228	Lima, OH	■	■	■	■	154	Savannah	■	■	■	■
278	Casper, WY	■	■	■	■	172	Lincoln	■	■	■	■	14	Seattle-Tacoma	■	■	■	■
200	Cedar Rapids	■	■	■	■	83	Little Rock	■	■	■	■	269	Sebring, FL	■	■	■	■
209	Champaign, IL	■	■	■	■	2	Los Angeles	■	■	■	■	130	Shreveport	■	■	■	■
87	Charleston, SC	■	■	■	■	53	Louisville	■	■	■	■	250	Sioux City, IA	■	■	■	■
162	Charleston, WV	■	■	■	■	177	Lubbock	■	■	■	■	210	Sioux Falls	■	■	■	■
37	Charlotte-Gastonia-Rock Hill	■	■	■	■	147	Macon	■	■	■	■	163	South Bend	■	■	■	■
222	Charlottesville, VA	■	■	■	■	120	Madison	■	■	■	■	91	Spokane	■	■	■	■
104	Chattanooga	■	■	■	■	185	Manchester	■	■	■	■	196	Springfield, IL	■	■	■	■
274	Cheyenne, WY	■	■	■	■	256	Mankato-New Ulm-St. Peter, MN	■	■	■	■	80	Springfield, MA	■	■	■	■
3	Chicago	■	■	■	■	213	Marion-Carbondale (Southern Illinois)	■	■	■	■	146	Springfield, MO	■	■	■	■
190	Chico, CA	■	■	■	■	271	Mason City, IA	■	■	■	■	139	Stamford-Norwalk, CT	■	■	■	■
26	Cincinnati	■	■	■	■	63	McAllen-Brownsville-Harlingen	■	■	■	■	237	State College, PA	■	■	■	■
24	Cleveland	■	■	■	■	207	Medford-Ashland, OR	■	■	■	■	85	Stockton	■	■	■	■
94	Colorado Springs	■	■	■	■	95	Melbourne-Titusville-Cocoa	■	■	■	■	239	Sussex, NJ	■	■	■	■
244	Columbia, MO	■	■	■	■	46	Memphis	■	■	■	■	75	Syracuse	■	■	■	■
89	Columbia, SC	■	■	■	■	189	Merced, CA	■	■	■	■	159	Tallahassee	■	■	■	■
169	Columbus, GA	■	■	■	■	12	Miami-Ft. Lauderdale-Hollywood	■	■	■	■	21	Tampa-St. Petersburg-Clearwater	■	■	■	■
34	Columbus, OH	■	■	■	■	31	Milwaukee-Racine	■	■	■	■	191	Terre Haute	■	■	■	■
248	Columbus-Starkville-West Point, MS	■	■	■	■	17	Minneapolis-St. Paul	■	■	■	■	247	Texasarkana, TX-AR	■	■	■	■
265	Cookeville, TN	■	■	■	■	88	Mobile	■	■	■	■	79	Toledo	■	■	■	■
129	Corpus Christi	■	■	■	■	122	Modesto	■	■	■	■	180	Topeka	■	■	■	■
6	Dallas-Ft. Worth	■	■	■	■	47	Monmouth-Ocean	■	■	■	■	195	Traverse City-Petoskey, MI	■	■	■	■
188	Danbury, CT	■	■	■	■	234	Monroe, LA	■	■	■	■	138	Trenton, NJ	■	■	■	■
56	Dayton	■	■	■	■	74	Monterey-Salinas-Santa Cruz	■	■	■	■	206	Tri-Cities, WA (Richland-Kennewick-Pasco)	■	■	■	■
93	Daytona Beach	■	■	■	■	142	Montgomery	■	■	■	■	61	Tucson	■	■	■	■
255	Decatur, IL	■	■	■	■	186	Morgantown-Clarksburg-Fairmont, WV	■	■	■	■	62	Tulsa	■	■	■	■
23	Denver-Boulder	■	■	■	■	99	Morristown, NJ	■	■	■	■	178	Tupelo, MS	■	■	■	■
92	Des Moines	■	■	■	■	217	Muskegon, MI	■	■	■	■	216	Tuscaloosa, AL	■	■	■	■
7	Detroit	■	■	■	■	173	Myrtle Beach, SC	■	■	■	■	140	Tyler-Longview, TX	■	■	■	■
183	Dothan, AL	■	■	■	■	43	Nashville	■	■	■	■	151	Utica-Rome	■	■	■	■
220	Dubuque, IA	■	■	■	■	18	Nassau-Suffolk (Long Island)	■	■	■	■	106	Visalia-Tulare-Hanford	■	■	■	■
219	Duluth-Superior	■	■	■	■	164	New Bedford-Fall River, MA	■	■	■	■	192	Waco, TX	■	■	■	■
231	Eau Claire, WI	■	■	■	■	102	New Haven	■	■	■	■	9	Washington, DC	■	■	■	■
241	Elizabeth City-Nags Head, NC	■	■	■	■	167	New London, CT	■	■	■	■	233	Waterloo-Cedar Falls	■	■	■	■
198	Elmira-Corning, NY	■	■	■	■	41	New Orleans	■	■	■	■	257	Watertown, NY	■	■	■	■
70	El Paso	■	■	■	■	141	New York	■	■	■	■	158	Wausau-Stevens Point, WI (Central WI)	■	■	■	■
156	Erie	■	■	■	■	36	Newburgh-Middletown, NY (Mid-Hudson Valley)	■	■	■	■	50	West Palm Beach-Boca Raton	■	■	■	■
143	Eugene-Springfield	■	■	■	■	174	Norfolk-Virginia Beach-Newport News	■	■	■	■	223	Wheeling	■	■	■	■
152	Evansville	■	■	■	■	54	Odessa-Midland, TX	■	■	■	■	84	Wichita	■	■	■	■

# Media Targeting 2000<sup>SM</sup>

## 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+ for the 48 contiguous states of the United States. The specific sections and dayparts contained herein are: **Average Weekday Share of Time Spent with Each Medium, Monday-Friday, 6AM-6PM;** and **Media Exposure Prior to Purchasing,** within one hour prior

to largest purchase based on respondents reporting any purchase within 24 hours prior to interviewer contact.

**METHODOLOGY/**Users of this limited report should become familiar with the "Description of Methodology" and "Limitations" sections in the *Media Targeting 2000* report. The *Media Targeting 2000* report is made available by Arbitron to Arbitron clients and the Radio Advertising Bureau.

**DISCLAIMER OF WARRANTIES/**Arbitron makes no warranties, express or implied, concerning: data gathered or obtained by Arbitron from any source; the present or future methodology employed by Arbitron in producing the data and estimates in this report; or the data and estimates contained herein. All Arbitron data and estimates represent only the opinion of Arbitron and reliance thereon and use thereof shall be at user's own risk.

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# Arbitron 2000 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings**		MaximiSer®/ Media ProfessionalSM		Market Report	TAPSCAN®	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Akron	Aug 21	2:30PM LMT	Sep 18	2:30PM	Oct 17	10:00AM	Oct 17	1:00PM	Oct 19	10:00AM	Oct 20	Oct 23	Oct 24
Albany-Schenectady-Troy	Aug 29	10:00AM LMT	Sep 26	10:00AM	Oct 24	1:00PM	Oct 24	4:00PM	Oct 26	1:00PM	Oct 27	Oct 30	Oct 31
Albuquerque	Sep 01	2:00PM LMT	Sep 29	2:00PM	Oct 31	9:30AM	Oct 31	12:30PM	Nov 02	9:30AM	Nov 03	Nov 06	Nov 07
Allentown-Bethlehem	Aug 22	4:00PM LMT	Sep 19	4:00PM	Oct 18	11:30AM	Oct 18	2:30PM	Oct 20	11:30AM	Oct 23	Oct 24	Oct 25
Atlanta	Aug 25	10:00AM LMT	Sep 22	10:00AM	Oct 20	11:30AM	Oct 20	2:30PM	Oct 24	11:30AM	Oct 25	Oct 26	Oct 27
Austin	Sep 01	12:00PM LMT	Sep 29	12:00PM	Oct 30	12:00PM	Oct 30	3:00PM	Nov 01	12:00PM	Nov 02	Nov 03	Nov 06
Bakersfield	Sep 05	10:00AM LMT	Oct 02	10:00AM	Oct 31	10:00AM	Oct 31	1:00PM	Nov 02	10:00AM	Nov 03	Nov 06	Nov 07
Baltimore	Aug 22	11:30AM LMT	Sep 19	11:30AM	Oct 18	10:00AM	Oct 18	1:00PM	Oct 20	10:00AM	Oct 23	Oct 24	Oct 25
Baton Rouge	Sep 01	1:30PM LMT	Sep 29	1:30PM	Oct 30	1:30PM	Oct 30	4:30PM	Nov 01	1:30PM	Nov 02	Nov 03	Nov 06
Birmingham	Aug 28	1:30PM LMT	Sep 25	1:30PM	Oct 24	12:00PM	Oct 24	3:00PM	Oct 26	12:00PM	Oct 27	Oct 30	Oct 31
Boston	Aug 21	1:00PM LMT	Sep 18	1:00PM	Oct 16	1:00PM	Oct 16	4:00PM	Oct 18	1:00PM	Oct 19	Oct 20	Oct 23
Buffalo-Niagara Falls	Aug 23	2:30PM LMT	Sep 20	2:30PM	Oct 19	1:00PM	Oct 19	4:00PM	Oct 23	1:00PM	Oct 24	Oct 25	Oct 26
Charleston, SC	Aug 31	4:00PM LMT	Sep 28	4:00PM	Oct 30	11:30AM	Oct 30	2:30PM	Nov 01	11:30AM	Nov 02	Nov 03	Nov 06
Charlotte-Gastonia-Rock Hill	Aug 30	10:00AM LMT	Sep 27	10:00AM	Oct 25	11:30AM	Oct 25	2:30PM	Oct 27	11:30AM	Oct 30	Oct 31	Nov 01
Chattanooga	Aug 30	11:30AM LMT	Sep 27	11:30AM	Oct 27	1:00PM	Oct 27	4:00PM	Oct 31	1:00PM	Nov 01	Nov 02	Nov 03
Chicago	Aug 18	12:00PM LMT	Sep 15	12:00PM	Oct 13	12:00PM	Oct 13	3:00PM	Oct 17	12:00PM	Oct 18	Oct 19	Oct 20
Cincinnati	Aug 23	4:00PM LMT	Sep 20	4:00PM	Oct 19	11:30AM	Oct 19	2:30PM	Oct 23	11:30AM	Oct 24	Oct 25	Oct 26
Cleveland	Aug 22	2:30PM LMT	Sep 19	2:30PM	Oct 18	11:30AM	Oct 18	2:30PM	Oct 20	11:30AM	Oct 23	Oct 24	Oct 25
Colorado Springs	Sep 01	2:00PM LMT	Sep 29	2:00PM	Oct 31	9:30AM	Oct 31	12:30PM	Nov 02	9:30AM	Nov 03	Nov 06	Nov 07
Columbia, SC	Aug 30	2:30PM LMT	Sep 27	2:30PM	Oct 30	10:00AM	Oct 30	1:00PM	Nov 01	10:00AM	Nov 02	Nov 03	Nov 06
Columbus, OH	Aug 24	4:00PM LMT	Sep 21	4:00PM	Oct 20	1:00PM	Oct 20	4:00PM	Oct 24	1:00PM	Oct 25	Oct 26	Oct 27
Dallas-Ft. Worth	Aug 24	10:30AM LMT	Sep 21	10:30AM	Oct 19	1:30PM	Oct 19	4:30PM	Oct 23	1:30PM	Oct 24	Oct 25	Oct 26
Dayton	Aug 28	11:30AM LMT	Sep 25	11:30AM	Oct 24	11:30AM	Oct 24	2:30PM	Oct 26	11:30AM	Oct 27	Oct 30	Oct 31
Denver-Boulder	Aug 24	12:30PM LMT	Sep 21	12:30PM	Oct 19	2:00PM	Oct 19	5:00PM	Oct 23	2:00PM	Oct 24	Oct 25	Oct 26
Des Moines	Sep 01	9:00AM LMT	Sep 29	9:00AM	Oct 26	1:30PM	Oct 26	4:30PM	Oct 30	1:30PM	Oct 31	Nov 01	Nov 02
Detroit	Aug 21	11:30AM LMT	Sep 18	11:30AM	Oct 16	11:30AM	Oct 16	2:30PM	Oct 18	11:30AM	Oct 19	Oct 20	Oct 23
El Paso	Sep 01	12:30PM LMT	Sep 29	12:30PM	Oct 31	9:30AM	Oct 31	12:30PM	Nov 02	9:30AM	Nov 03	Nov 06	Nov 07
Fresno	Aug 30	1:00PM LMT	Sep 27	1:00PM	Oct 25	1:00PM	Oct 25	4:00PM	Oct 27	1:00PM	Oct 30	Oct 31	Nov 01
Grand Rapids	Aug 31	11:30AM LMT	Sep 28	11:30AM	Oct 27	10:00AM	Oct 27	1:00PM	Oct 31	10:00AM	Nov 01	Nov 02	Nov 03
Greensboro-Winston Salem-High Point	Aug 31	2:30PM LMT	Sep 28	2:30PM	Oct 27	1:00PM	Oct 27	4:00PM	Oct 31	1:00PM	Nov 01	Nov 02	Nov 03
Greenville-New Bern-Jacksonville	Sep 05	10:00AM LMT	Oct 02	10:00AM	Oct 31	10:00AM	Oct 31	1:00PM	Nov 02	10:00AM	Nov 03	Nov 06	Nov 07
Greenville-Spartanburg	Aug 31	2:30PM LMT	Sep 28	2:30PM	Oct 30	10:00AM	Oct 30	1:00PM	Nov 01	10:00AM	Nov 02	Nov 03	Nov 06
Harrisburg-Lebanon-Carlisle	Aug 31	11:30AM LMT	Sep 28	11:30AM	Oct 27	10:00AM	Oct 27	1:00PM	Oct 31	10:00AM	Nov 01	Nov 02	Nov 03
Hartford-New Britain-Middletown	Aug 21	2:30PM LMT	Sep 18	2:30PM	Oct 17	10:00AM	Oct 17	1:00PM	Oct 19	10:00AM	Oct 20	Oct 23	Oct 24
Honolulu	Aug 29	10:00AM LMT	Sep 26	10:00AM	Oct 25	10:00AM	Oct 25	1:00PM	Oct 27	10:00AM	Oct 30	Oct 31	Nov 01
Houston-Galveston	Aug 24	12:00PM LMT	Sep 21	12:00PM	Oct 19	1:30PM	Oct 19	4:30PM	Oct 23	1:30PM	Oct 24	Oct 25	Oct 26
Huntsville	Sep 05	9:00AM LMT	Oct 02	9:00AM	Oct 31	1:30PM	Oct 31	4:30PM	Nov 02	1:30PM	Nov 03	Nov 06	Nov 07
Indianapolis	Aug 25	10:30AM LMT	Sep 22	10:30AM	Oct 20	12:00PM	Oct 20	3:00PM	Oct 24	12:00PM	Oct 25	Oct 26	Oct 27
Jackson, MS	Sep 01	12:00PM LMT	Sep 29	12:00PM	Oct 30	1:30PM	Oct 30	4:30PM	Nov 01	1:30PM	Nov 02	Nov 03	Nov 06
Jacksonville	Aug 30	4:00PM LMT	Sep 27	4:00PM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 30	10:00AM	Oct 31	Nov 01	Nov 02
Johnson City-Kingsport-Bristol	Sep 01	10:00AM LMT	Sep 29	10:00AM	Oct 30	11:30AM	Oct 30	2:30PM	Nov 01	11:30AM	Nov 02	Nov 03	Nov 06
Kansas City	Aug 25	3:00PM LMT	Sep 22	3:00PM	Oct 23	12:00PM	Oct 23	3:00PM	Oct 25	12:00PM	Oct 26	Oct 27	Oct 30
Knoxville	Aug 30	1:00PM LMT	Sep 27	1:00PM	Oct 26	1:00PM	Oct 26	4:00PM	Oct 30	1:00PM	Oct 31	Nov 01	Nov 02
Lansing-East Lansing	Aug 31	4:00PM LMT	Sep 28	4:00PM	Oct 26	11:30AM	Oct 26	2:30PM	Oct 30	11:30AM	Oct 31	Nov 01	Nov 02
Las Vegas	Aug 29	11:30AM LMT	Sep 26	11:30AM	Oct 24	1:00PM	Oct 24	4:00PM	Oct 26	1:00PM	Oct 27	Oct 30	Oct 31
Little Rock	Sep 01	10:30AM LMT	Sep 29	10:30AM	Oct 26	1:30PM	Oct 26	4:30PM	Oct 30	1:30PM	Oct 31	Nov 01	Nov 02
Los Angeles	Aug 18	11:30AM LMT	Sep 15	11:30AM	Oct 13	11:30AM	Oct 13	2:30PM	Oct 17	11:30AM	Oct 18	Oct 19	Oct 20
Louisville	Aug 28	10:00AM LMT	Sep 25	10:00AM	Oct 24	10:00AM	Oct 24	1:00PM	Oct 26	10:00AM	Oct 27	Oct 30	Oct 31
Madison	Sep 01	1:30PM LMT	Sep 29	1:30PM	Oct 30	12:00PM	Oct 30	3:00PM	Nov 01	12:00PM	Nov 02	Nov 03	Nov 06
Memphis	Aug 29	12:00PM LMT	Sep 26	12:00PM	Oct 24	1:30PM	Oct 24	4:30PM	Oct 26	1:30PM	Oct 27	Oct 30	Oct 31
Miami-Ft. Lauderdale-Hollywood	Aug 25	2:30PM LMT	Sep 22	2:30PM	Oct 23	11:30AM	Oct 23	2:30PM	Oct 25	11:30AM	Oct 26	Oct 27	Oct 30
Milwaukee-Racine	Aug 24	3:00PM LMT	Sep 21	3:00PM	Oct 20	12:00PM	Oct 20	3:00PM	Oct 24	12:00PM	Oct 25	Oct 26	Oct 27
Minneapolis-St. Paul	Aug 24	9:00AM LMT	Sep 21	9:00AM	Oct 20	9:00AM	Oct 20	12:00PM	Oct 24	9:00AM	Oct 25	Oct 26	Oct 27
Mobile	Sep 01	10:30AM LMT	Sep 29	10:30AM	Oct 30	12:00PM	Oct 30	3:00PM	Nov 01	12:00PM	Nov 02	Nov 03	Nov 06
Monterey-Salinas-Santa Cruz	Aug 23	11:30AM LMT	Sep 20	11:30AM	Oct 18	10:00AM	Oct 18	1:00PM	Oct 20	10:00AM	Oct 23	Oct 24	Oct 25

\* All times are local market times.

\*\* All times indicate START of Market calling.

MaximiSer®, Media Professional™ and TAPSCAN® are marks of The Arbitron Company.





# Arbitron 2000 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings**		Maximiser <sup>®</sup> /Media Professional <sup>SM</sup>		Market Report	TAPSCAN <sup>®</sup>	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Nashville	Aug 30	12:00PM LMT	Sep 27	12:00PM	Oct 25	12:00PM	Oct 25	3:00PM	Oct 27	12:00PM	Oct 30	Oct 31	Nov 01
Nassau-Suffolk (Long Island)	Aug 18	11:30AM LMT	Sep 15	11:30AM	Oct 13	11:30AM	Oct 13	2:30PM	Oct 17	11:30AM	Oct 18	Oct 19	Oct 20
New Orleans	Aug 28	10:30AM LMT	Sep 25	10:30AM	Oct 23	1:30PM	Oct 23	4:30PM	Oct 25	1:30PM	Oct 26	Oct 27	Oct 30
New York	Aug 18	10:00AM LMT	Sep 15	10:00AM	Oct 13	10:00AM	Oct 13	1:00PM	Oct 17	10:00AM	Oct 18	Oct 19	Oct 20
Norfolk-Virginia Beach-Newport News	Aug 31	10:00AM LMT	Sep 28	10:00AM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 30	10:00AM	Oct 31	Nov 01	Nov 02
Oklahoma City	Aug 29	12:00PM LMT	Sep 26	12:00PM	Oct 24	10:30AM	Oct 24	1:30PM	Oct 26	10:30AM	Oct 27	Oct 30	Oct 31
Omaha-Council Bluffs	Aug 28	9:00AM LMT	Sep 25	9:00AM	Oct 23	1:30PM	Oct 23	4:30PM	Oct 25	1:30PM	Oct 26	Oct 27	Oct 30
Orlando	Aug 31	1:00PM LMT	Sep 28	1:00PM	Oct 27	11:30AM	Oct 27	2:30PM	Oct 31	11:30AM	Nov 01	Nov 02	Nov 03
Philadelphia	Aug 21	10:00AM LMT	Sep 18	10:00AM	Oct 16	10:00AM	Oct 16	1:00PM	Oct 18	10:00AM	Oct 19	Oct 20	Oct 23
Phoenix	Aug 28	1:00PM LMT	Sep 25	1:00PM	Oct 23	1:00PM	Oct 23	4:00PM	Oct 25	1:00PM	Oct 26	Oct 27	Oct 30
Pittsburgh	Aug 23	11:30AM LMT	Sep 20	11:30AM	Oct 19	10:00AM	Oct 19	1:00PM	Oct 23	10:00AM	Oct 24	Oct 25	Oct 26
Portland, OR	Aug 29	10:00AM LMT	Sep 26	10:00AM	Oct 24	11:30AM	Oct 24	2:30PM	Oct 26	11:30AM	Oct 27	Oct 30	Oct 31
Providence-Warwick-Pawtucket	Aug 21	4:00PM LMT	Sep 18	4:00PM	Oct 17	11:30AM	Oct 17	2:30PM	Oct 19	11:30AM	Oct 20	Oct 23	Oct 24
Puerto Rico	Sep 05	2:30PM LMT	Oct 02	2:30PM	Oct 31	2:00PM	Oct 31	5:00PM	Nov 02	2:00PM	Nov 03	Nov 06	Nov 07
Raleigh-Ourham	Aug 31	10:00AM LMT	Sep 28	10:00AM	Oct 26	11:30AM	Oct 26	2:30PM	Oct 30	11:30AM	Oct 31	Nov 01	Nov 02
Richmond	Aug 29	4:00PM LMT	Sep 26	4:00PM	Oct 25	1:00PM	Oct 25	4:00PM	Oct 27	1:00PM	Oct 30	Oct 31	Nov 01
Riverside-San Bernardino	Aug 21	1:00PM LMT	Sep 18	1:00PM	Oct 16	1:00PM	Oct 16	4:00PM	Oct 18	1:00PM	Oct 19	Oct 20	Oct 23
Rochester, NY	Aug 29	10:00AM LMT	Sep 26	10:00AM	Oct 25	10:00AM	Oct 25	1:00PM	Oct 27	10:00AM	Oct 30	Oct 31	Nov 01
Sacramento	Aug 30	11:30AM LMT	Sep 27	11:30AM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 30	10:00AM	Oct 31	Nov 01	Nov 02
Saginaw-Bay City-Midland	Sep 01	10:00AM LMT	Sep 29	10:00AM	Oct 30	10:00AM	Oct 30	1:00PM	Nov 01	10:00AM	Nov 02	Nov 03	Nov 06
Salt Lake City-Ogden-Provo	Aug 29	9:30AM LMT	Sep 26	9:30AM	Oct 23	2:00PM	Oct 23	5:00PM	Oct 25	2:00PM	Oct 26	Oct 27	Oct 30
San Antonio	Aug 30	10:30AM LMT	Sep 27	10:30AM	Oct 25	1:30PM	Oct 25	4:30PM	Oct 27	1:30PM	Oct 30	Oct 31	Nov 01
San Diego	Aug 22	10:00AM LMT	Sep 19	10:00AM	Oct 16	11:30AM	Oct 16	2:30PM	Oct 18	11:30AM	Oct 19	Oct 20	Oct 23
San Francisco	Aug 23	10:00AM LMT	Sep 20	10:00AM	Oct 18	11:30AM	Oct 18	2:30PM	Oct 20	11:30AM	Oct 23	Oct 24	Oct 25
San Jose	Aug 23	1:00PM LMT	Sep 20	1:00PM	Oct 18	10:00AM	Oct 18	1:00PM	Oct 20	10:00AM	Oct 23	Oct 24	Oct 25
Seattle-Tacoma	Aug 28	10:00AM LMT	Sep 25	10:00AM	Oct 20	11:30AM	Oct 20	2:30PM	Oct 24	11:30AM	Oct 25	Oct 26	Oct 27
Shreveport	Sep 01	10:30AM LMT	Sep 29	10:30AM	Oct 30	12:00PM	Oct 30	3:00PM	Nov 01	12:00PM	Nov 02	Nov 03	Nov 06
Spokane	Sep 05	10:00AM LMT	Oct 02	10:00AM	Oct 30	1:00PM	Oct 30	4:00PM	Nov 01	1:00PM	Nov 02	Nov 03	Nov 06
Springfield, MA	Aug 22	2:30PM LMT	Sep 19	2:30PM	Oct 17	11:30AM	Oct 17	2:30PM	Oct 19	11:30AM	Oct 20	Oct 23	Oct 24
St. Louis	Aug 23	9:00AM LMT	Sep 20	9:00AM	Oct 17	1:30PM	Oct 17	4:30PM	Oct 19	1:30PM	Oct 20	Oct 23	Oct 24
Syracuse	Aug 29	11:30AM LMT	Sep 26	11:30AM	Oct 25	10:00AM	Oct 25	1:00PM	Oct 27	10:00AM	Oct 30	Oct 31	Nov 01
Tampa-St. Petersburg-Clearwater	Aug 25	1:00PM LMT	Sep 22	1:00PM	Oct 23	10:00AM	Oct 23	1:00PM	Oct 25	10:00AM	Oct 26	Oct 27	Oct 30
Toledo	Aug 28	11:30AM LMT	Sep 25	11:30AM	Oct 24	10:00AM	Oct 24	1:00PM	Oct 26	10:00AM	Oct 27	Oct 30	Oct 31
Tucson	Aug 28	11:30AM LMT	Sep 25	11:30AM	Oct 23	1:00PM	Oct 23	4:00PM	Oct 25	1:00PM	Oct 26	Oct 27	Oct 30
Tulsa	Aug 30	12:00PM LMT	Sep 27	12:00PM	Oct 26	10:30AM	Oct 26	1:30PM	Oct 30	10:30AM	Oct 31	Nov 01	Nov 02
Washington, DC	Aug 22	10:00AM LMT	Sep 19	10:00AM	Oct 18	10:00AM	Oct 18	1:00PM	Oct 20	10:00AM	Oct 23	Oct 24	Oct 25
West Palm Beach-Boca Raton	Sep 01	1:00PM LMT	Sep 29	1:00PM	Oct 30	11:30AM	Oct 30	2:30PM	Nov 01	11:30AM	Nov 02	Nov 03	Nov 06
Wichita	Sep 01	9:00AM LMT	Sep 29	9:00AM	Oct 26	1:30PM	Oct 26	4:30PM	Oct 30	1:30PM	Oct 31	Nov 01	Nov 02
Wilkes Barre-Scranton	Aug 30	10:00AM LMT	Sep 27	10:00AM	Oct 27	1:00PM	Oct 27	4:00PM	Oct 31	1:00PM	Nov 01	Nov 02	Nov 03
York	Aug 31	10:00AM LMT	Sep 28	1:00PM	Oct 27	10:00AM	Oct 27	1:00PM	Oct 31	10:00AM	Nov 01	Nov 02	Nov 03

\* All times are local market times.

\*\* All times indicate START of Market calling.

Maximiser<sup>®</sup>, Media Professional<sup>SM</sup> and TAPSCAN<sup>®</sup> are marks of The Arbitron Company.

**ARBITRON**

Sched - 2

# 2000-2001 Radio Survey Schedule

# Who to Call at Arbitron

## SPRING SURVEY

March 30 - June 21, 2000

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

APRIL						
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						
7	8	2	3	4	5	6
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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

## FALL SURVEY

September 21 - December 13, 2000

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

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

## SUMMER SURVEY

June 29 - September 20, 2000

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

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

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

## WINTER SURVEY

January 4 - March 28, 2001

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

MARCH						
4	5	6	7	1	2	3
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.

## New York

142 West 57th Street/10019  
Phone: (212) 887-1300  
Fax: (212) 887-1535

### Radio Station Services:

Tom O'Sullivan, Mgr. (212) 387-1368  
Kathy Koch (212) 887-1304  
John Nolan (212) 887-1306  
Malou Watterson (212) 887-1371

### Scarborough Training Specialists:

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

### Training Specialist:

Brendan Kane (212) 887-1310

### Group Services:

Les Tolchin, Sr. VP, National Sales  
(212) 887-1302  
Laura Ivey, Mgr., National Radio Sales  
(212) 887-1326

### Rep/Network Services:

Alan Tobkes, VP (212) 887-1354  
Michael Powderly (212) 887-1376

### Broadcast Market Analyst:

Donna Pollifrone (212) 887-1582

### Product Development:

Gary Marince, VP (412) 859-3740

### Advertiser/Agency Services:

Linda Dupree, VP, Sales (212) 887-1387  
Margaret Bustell, Mgr. (212) 887-1502  
Susan Carmichael (212) 887-1398  
Michael Hopkins (212) 887-1343  
Richard Salazar (212) 887-1356

### Network & Syndication Radio:

Jacqueline Noel, National Mgr. (212) 887-1365

### Project Development Executive:

Charmaine Eleazar (212) 887-1308

### Training Specialist:

Lung Huang (212) 887-1337

### TAPSCAN Worldwide (Northeast):

Bill Garcia (508) 767-0221

## Chicago

311 South Wacker Dr., Suite 1600/60606  
Phone: (312) 913-6220  
Fax: (312) 913-6221

### Radio Station Services:

John Basila, Mgr. (312) 913-6235  
Bethanie Buckingham (312) 913-6232  
Melissa Fischer (312) 913-6231  
Sarah Liddle (312) 913-6236  
Patrick Pendergast (312) 913-6239

### Scarborough Training Specialist:

Maynard Scales (312) 913-6238

### Training Specialists:

Joe Walker (312) 913-6233  
Karen Young (312) 913-6240

### Advertiser/Agency Services:

James Tobolski, Mgr. (312) 913-6226  
Cory Flahaven (312) 913-6229  
Tony Hereau (312) 913-6227  
Tim Roberts (312) 913-6241  
Loraine Woodhead (312) 913-6228  
Advertiser Training Specialist:  
Oveda Brown (312) 913-6222

## Atlanta

9000 Central Parkway, Suite 300/30328  
Phone: (770) 551-1400  
Fax: (770) 551-1401

### Radio Station Services:

Lisa Segali, Mgr. (770) 551-1403  
Jacqui Berry (770) 551-1420  
Christian Meinhardt (770) 551-1418  
Jerry Wiese (770) 551-1422

### Urban Radio Marketing Services:

Julian Davis, Dir. & Sr. AE. (770) 551-1419  
Training Specialist:  
Tamara Hutson (770) 551-1405

### Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 551-1408  
Kevin Bennett (770) 551-1410  
Eric Coats (770) 551-1428  
Spencer Wilson (770) 551-1404

### Training Specialists:

Kevin Hathcock (205) 987-7456, ext. 402  
Steve Williamson (770) 551-1421

## Los Angeles

10877 Wilshire Blvd., Suite 1600/90024  
Phone: (310) 824-6600  
Fax: (310) 824-6666

### Radio Station Services:

Brad Bedford, Mgr. (310) 824-6601  
Jim Remy (310) 824-6608  
Steven Shrinky (310) 824-6602  
Rob Winston (310) 824-6604

### Scarborough Training Specialist:

David Oglevee (310) 824-6607

### Training Specialists:

Brian McHugh (310) 824-6600  
Gabriela Selva (310) 824-6605

### Advertiser/Agency Services:

John Hegelmeyer, Mgr. (310) 824-6626  
Debbie Lahm (310) 824-6622  
Tara P. Cevallos (310) 824-6619  
Vanessa Ware (310) 824-6621

### Training Specialist:

Maria Guzman (310) 824-6628

### Advertiser Services:

Alisa Joseph, Director (310) 824-6620

### TAPSCAN Worldwide (West):

Randi Lee (310) 824-6603

## Dallas

One Galleria Tower  
13355 Noel Road, Suite 1120/75240  
Phone: (972) 385-5388  
Fax: (972) 385-5377

### Radio Station Services:

Tony Belzer, Mgr. (972) 385-5386  
Harry Clark (972) 385-5392  
Chris Kiske (972) 385-5398  
Maryanne Maguire (972) 385-5383  
Scarborough Training Specialist:  
Jenny Tsao (972) 385-5390

### Training Specialists:

Joanna Cammack (972) 385-5394  
Tara Holley (972) 385-5393

### Latin American Marketing:

Clara Carneiro, VP (972) 385-5384

### Radio Programming Services:

Bob Michaels, VP (972) 385-5357

### Advertiser/Agency Services:

Becky Burkett, Mgr. (972) 385-5387  
Anne Baron (972) 385-5392  
Karen Miller (972) 385-5344  
Training Specialist:  
Kelly McLean (972) 385-5364

## Washington/Baltimore

9705 Patuxent Woods Drive  
Columbia, Maryland 21046  
Phone: (410) 312-8000  
Fax: (410) 312-8622

### Radio Station Services:

Frank Stanitski, VP, Group Marketing  
(410) 312-8528  
Tom O'Sullivan, Mgr. (212) 887-1368  
Laura Hill (410) 312-8530

### Training Specialist:

Rich Sheffer (410) 312-8588

### Group Services:

Brad Kelly, Mgr., National Radio Sales  
(757) 336-1192  
John Snyder, Mgr. National Radio Sales  
(410) 312-8532

### Rep/Network Services:

Bruce Supowitz, VP, National Radio Services  
(410) 312-8391

### Advertiser/Agency Services:

Karla Eyerly (410) 312-8539

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