

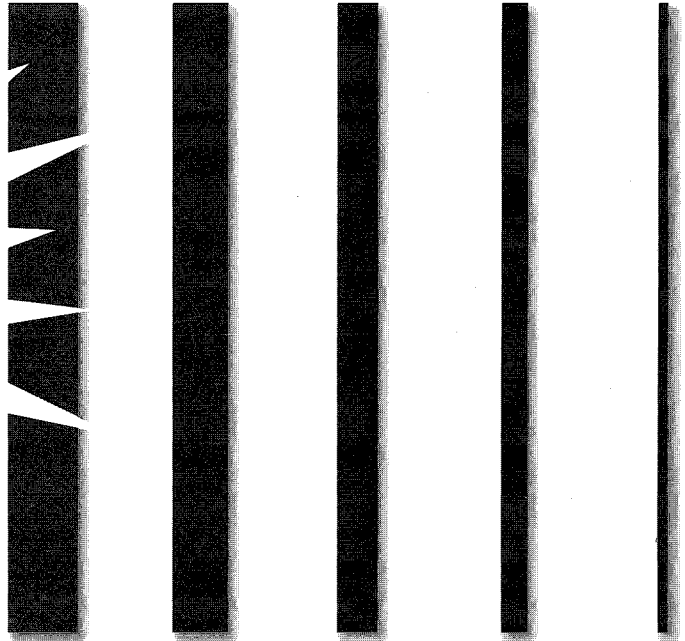
Summer 1999
Delivery Schedule
Inside!

REVISED
9/02/99

See page 13 for details.

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arbitron.com!
See inside front cover
for details.



137 Los Angeles
Spring 1999

Radio Market Report

Los Angeles

Includes Instant Qualitative Profile with
Scarborough qualitative information



Accredited by
Media
Rating Council®

Spring 1999
April 1 - June 23

ARBITRON

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*Get Listener First Preference Reports, Format Trends
and the Rating Point Planner Online*

We've expanded the Arbitron Web site once again to help you work faster and more effectively! In addition to the latest Arbitron news you've come to expect from www.arbitron.com, we've added three great new reports to our "Ratings, Reports & Studies" section. These reports will be updated with each survey.

First Preference (P1) Report

Arbitron's new online First Preference Report offers an easy, efficient and useful way of tracking P1s, the core listeners who tune in to one particular station more than any other radio station. While this service replaces the traditional First Preference book, the online First Preference Report provides much more detailed information on the very important P1 audience. Some of the never-before-available features in this report include P1 Time Spent Listening (TSL) information and P1 national averages by format and demo. Plus, users can now compare P1 performance with same-format stations in their market or nationwide. The First Preference Report is available to all radio station and advertising agency clients. Maximi\$er® and Media ProfessionalSM clients who are registered Arbitron Data ExpressSM users are automatically registered for online access to the First Preference Report.

American Radio Listening Trends

This section provides a fascinating look at listening trends in the American radio audience. The reports examine what formats Americans listen to, where they listen from and what their demographic breakdown is. The information is based on compilations of top-line data from Arbitron's regular syndicated surveys of radio listeners and consumers and is updated on a continuing basis. Best of all, American Radio Listening Trends reports are available free to anyone visiting the Arbitron Web site.

Rating Point Planner

The Radio Rating Point Planner (RRPP) provides media buyers with Metro AQH Rating averages. Buyers can view averages by rank groups (Top 1, Top 3, Top 5 and Top 10) or by a particular Metro. Information is also available on a variety of demos and dayparts for each of the Top 100 markets as well as some groupings of the Top 100 markets. This service is available to all full-service or regional advertiser and advertising agency clients. Detailed access information is available on the Arbitron Web site.

Radio Market Report

**Summer '99
Delivery Schedule**
Including Phase 1 &
Phase 2 Arbitrends:
One page in from the
back of the report

1999-2000 Survey Schedule

Spring 1999
April 1 - June 23

Summer 1999
July 1 - September 22

Fall 1999
September 23 - December 15

Winter 2000
January 6 - March 29

Spring 2000
March 30 - June 21



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.

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 1999 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

Warning

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

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

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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	KACE-FM	KBCD-FM	KBIG-FM	KBLA-AM
KBUE-FM	KCBS-FM	KCMG-FM	KFI-AM	KFWB-AM	KGIL-AM
KIIS-FM	KKBT-FM	KKGO-FM	KKHJ-AM	KLAC-AM	KLAX-FM
KLOS-FM	KLSX-FM	KLVE-FM	KLYY-FM	KNX-AM	KOST-FM
KPWR-FM	KRLA-AM	KROQ-FM	KRTH-FM	KRTO-FM	KSCA-FM
KSSE-FM	KTNQ-AM	KTWW-FM	KVCA-AM	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.
1,182,100	854	MTD	LOS ANGELES CN NORTH	CA		H	100,700	76	TD	RIVERSIDE WEST OUTER	CA		
2,456,200	1,785	MTD	LOS ANGELES CN SOUTH	CA	B	H	584,000	999	TD	SAN BERN W INNER	CA		H
381,100	272	MTD	LOS ANGELES NORTH	CA		H	5,400	22	TD	SAN BERNARDINO EAST	CA		
2,539,900	1,871	MTD	LOS ANGELES SOUTHWEST	CA		H	387,000	234	TD	SAN BRNDNO W OUTER	CA		
1,320,600	1,028	MTD	LOS ANGELES SOUTHWEST	CA		H	292,900	152	TD	SAN BRNDNO W REM	CA		
2,282,300	1,767	MTD	ORANGE	CA		H	795,000	1,165	T	SAN DIEGO NORTH	CA		H
15,400	18	TD	INYO	CA			175,400	585	T	SANTA BARBARA SOUTH	CA		H
68,100	59	TD	KERN EAST	CA			225,700	187	TD	VENTURA EAST	CA		
822,100	1,439	TD	RIVERSIDE W INNER	CA		H	379,600	1,157	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	353	476,200	170	290,900
HDHA	4,549	6,066,600	2,592	3,208,300

These population estimates are based on 1990 Census data, updated and projected to January 1, 1999, by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 1998 survey, population estimates for this report are based on Market Statistics 1/1/99 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/99 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/98 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
Men															
12-24	1,216,200	12.0	916	12.1	12.0	1,667,200	11.9	1,665	12.2	11.9					
18-24	696,500	6.9	520	6.9	6.9	941,600	6.7	906	6.6	6.7	866,700	6.6	788	6.6	6.6
25-34	1,090,700	10.7	815	10.8	10.7	1,483,000	10.6	1,315	9.6	10.6	1,381,100	10.6	1,156	9.7	10.6
35-44	1,018,300	10.0	693	9.1	10.0	1,414,900	10.1	1,259	9.2	10.1	1,317,000	10.1	1,115	9.4	10.1
45-49	429,400	4.2	281	3.7	4.2	589,500	4.2	546	4.0	4.2	551,000	4.2	465	3.9	4.2
50-54	358,700	3.5	239	3.2	3.5	488,600	3.5	448	3.3	3.5	457,300	3.5	379	3.2	3.5
55-64	452,400	4.5	358	4.7	4.5	624,300	4.5	632	4.6	4.5	581,500	4.5	549	4.6	4.5
65+	489,900	4.8	301	4.0	4.8	717,200	5.1	622	4.6	5.1	657,900	5.0	525	4.4	5.0
18+	4,535,900	44.6	3,207	42.3	44.6	6,259,100	44.7	5,728	41.9	44.7	5,812,500	44.6	4,977	41.8	44.6
Women															
12-24	1,096,000	10.8	1,007	13.3	10.8	1,497,300	10.7	1,818	13.3	10.7					
18-24	605,600	6.0	523	6.9	6.0	812,300	5.8	932	6.8	5.8	754,500	5.8	809	6.8	5.8
25-34	976,800	9.6	840	11.1	9.6	1,337,700	9.5	1,405	10.3	9.5	1,249,100	9.6	1,256	10.5	9.6
35-44	1,018,400	10.0	778	10.3	10.0	1,403,200	10.0	1,411	10.3	10.0	1,308,400	10.0	1,213	10.2	10.0
45-49	443,900	4.4	348	4.6	4.4	601,500	4.3	639	4.7	4.3	562,700	4.3	550	4.6	4.3
50-54	367,900	3.6	258	3.4	3.6	498,900	3.6	491	3.6	3.6	465,900	3.6	429	3.6	3.6
55-64	484,100	4.8	379	5.0	4.8	667,600	4.8	654	4.8	4.8	621,100	4.8	573	4.8	4.8
65+	719,500	7.1	364	4.8	7.1	1,022,600	7.3	765	5.6	7.3	941,700	7.2	639	5.4	7.2
18+	4,616,200	45.4	3,490	46.1	45.4	6,343,800	45.3	6,297	46.1	45.3	5,903,400	45.3	5,469	45.9	45.3
P18+	9,152,100	90.1	6,697	88.4	90.1	12,602,900	89.9	12,025	88.0	89.9	11,715,900	89.8	10,446	87.6	89.8
Teens 12-17	1,010,100	9.9	880	11.6	9.9	1,410,600	10.1	1,645	12.0	10.1	1,327,200	10.2	1,474	12.4	10.2
Black P12+	See Page 13 for information.														
Hispanic P12+	3,873,300	38.1	3,048	40.2	38.1										
Total P12+	10,162,200		7,577			14,013,500		13,670			13,043,100		11,920		

Diary Placement/Return

	Metro	TSA	DMA
LST - Est. Usable Households in Sample	2,602	5,033	4,269
UNL - Est. Usable Households in Sample	6,476	11,931	10,259
TOT - Est. Usable Households in Sample	9,078	16,964	14,528
LST - Est. Persons in Usable Households	6,783	12,843	10,996
UNL - Est. Persons in Usable Households	16,735	30,380	26,310
TOT - Est. Persons in Usable Households	23,518	43,223	37,306
LST - Contacted Households	2,486	4,807	4,082
UNL - Contacted Households	6,059	11,176	9,626
TOT - Contacted Households	8,545	15,983	13,708
LST - Households Accepting Diaries	1,725	3,225	2,787
UNL - Households Accepting Diaries	4,319	7,770	6,770
TOT - Households Accepting Diaries	6,044	10,995	9,557
LST - Persons Sent Diaries	4,525	8,282	7,223
UNL - Persons Sent Diaries	11,248	19,936	17,492
TOT - Persons Sent Diaries	15,773	28,218	24,715
LST - Diaries In-Tab	2,176	3,922	3,411
UNL - Diaries In-Tab	5,401	9,748	8,509
TOT - Diaries In-Tab	7,577	13,670	11,920
Metro Sample Target	7,440		
Metro In-Tab/Target Index	102		
Metro Response Rate %	32		

These population estimates are based on 1990 Census data, updated and projected to January 1, 1999, by Market Statistics, a division of Claritas, Inc.

Effective with the Fall 1998 survey, population estimates for this report are based on Market Statistics 1/1/99 whole-county population estimates (1990 Census-based).

For split-county population estimates, the 1/1/99 whole-county populations are allocated to the respective split counties, based on Market Statistics 1/1/98 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/Nwprt B, CA
County/Split Co. Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 3,000/81
- (s) **KACE-FM 103.9** (simulcast w/KRTO-FM)‡
610 S Ardmore Ave
Los Angeles, CA 90005
(213) 427-7954 Fax: (213) 386-9027
Format: Urban Oldies
Sales Rep: CHRISTAL RADIO
Network: ABC
City of Lic./Alt City ID Inglewd/Los Angeles, CA
County/Split Co. Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 4,100/118
- (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 Newprt Bch/Snt Monc, CA
County/Split Co. Orange, CA
ERP (watts) / HAAT (meters): 2,000/91
- (s) **KBIG-FM 104.3**
330 North Brand Blvd Ste 800
Glendale, CA 91203
(818) 546-1043 Fax: (818) 637-2267
Format: Adult Contemporary
Sales Rep: SENTRY
Network: 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** (simulcast w/KVCA-AM)‡
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
- KBUA-FM 94.3** (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 Sn Frnando/Los Angl, CA
County/Split Co. Los Angeles Central North, CA
ERP (watts) / HAAT (meters): 3,000/29
- (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): 1,050/143
- (s) **KCBS-FM 93.1**
6121 Sunset Blvd
Los Angeles, CA 90028
(213) 460-3657 Fax: (213) 463-9270
Format: Classic Rock
Sales Rep: CBS RADIO SALES
Network: CBS
City of Lic./Alt City ID Los Angeles, CA
County/Split Co. Los Angeles 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: 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) **KFI-AM 640**
610 S Ardmore
Los Angeles, CA 90005
(213) 251-3126 Fax: (213) 385-7076
Format: News Talk Information
Sales Rep: CHRISTAL RADIO
Network: IND
City of Lic./Alt City ID Los Angeles, CA
County/Split Co. Los Angeles Southwest, CA
Power Day/Night (watts): 50,000/50,000
- 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) **KGIL-AM 1260** (simulcast w/KGXL-AM)‡
P O Box 250028
Los Angeles, CA 90025
(310) 478-5540 Fax: (310) 444-8988
Format: Nostalgia
Sales Rep: MCGAVREN GUILD
Network: WESTWD
City of Lic./Alt City ID Beverly Hls/Ls Angls, CA
County/Split Co. Los Angeles Southwest, CA
Power Day/Night (watts): 5,000/5,000
- KGXL-AM 1650** (simulcast w/KGIL-AM)‡
1500 Cotner Ave
Los Angeles, CA 90025
(310) 478-5540 Fax: (310) 444-8988
Format: Nostalgia
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID Torrance/Los Angles, CA
County/Split Co. Los Angeles Southeast, CA
Power Day/Night (watts): 10,000/930

continued..

- (s) Station subscribers as of release to print
* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
< > Indicates 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
AMFM: AMFM Radio Network
APNET: Associated Press Radio Network
AURN: American Urban Radio Network
BNN: Business News Network
CAR: Cadena Caracol Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
ESPN: ESPN Radio Network
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

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

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

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

- KIEV-AM 870**
701 N Brand Blvd Ste 550
Glendale, CA 91203
(818) 956-5552 Fax: (818) 551-1110
Format: Talk/Personality
Sales Rep: SALEM RADIO REPRESENTATIVES
Network: SRN
City of Lic./Alt City ID Glendale, CA
County/Split Co. Los Angeles Central North, CA
Power Day/Night (watts): 20,000/3,000
- (s) KIIS-FM 102.7**
3400 Riverside Dr Ste 800
Burbank, CA 91505
(818) 845-1027 Fax: (818) 295-6466
Format: Contemporary Hit Radio
Sales Rep: KATZ RADIO
Network: IND
City of Lic./Alt City ID Los Angeles, CA
County/Split Co. Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 8,000/902
- KJLH-FM 102.3**
161 N Labrea Ave
Inglewood, CA 90301
(310) 330-2200 Fax: (310) 330-5555
Format: Urban Adult Contemporary
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID Compton, CA
County/Split Co. Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 5,600/103
- (s) KGBT-FM 92.3**
5900 Wilshire Ste 1900
Los Angeles, CA 90036
(213) 634-1800 Fax: (213) 931-0262
Format: Urban 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): 43,000/877
- (s) KKG0-FM 105.1**
1500 Cotner Av Box 250028
Los Angeles, CA 90025
(310) 478-5540 Fax: (310) 444-8988
Format: Classical
Sales Rep: MCGAVREN GUILD
Network: APNET
City of Lic./Alt City ID Los Angeles, CA
County/Split Co. Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 18,000/880
- (s) KKHJ-AM 930**
5724 Hollywood Blvd
Los Angeles, CA 90028
(323) 461-9300 Fax: (213) 461-9946
Format: Spanish Regional
Sales Rep: IN HOUSE
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
- KKLA-FM 99.5**
701 N Brand Blvd # 550
Glendale, CA 91203
(818) 956-5552 Fax: (818) 551-1110
Format: Religious
Sales Rep: SALEM RADIO REPRESENTATIVES
Network: SRN
City of Lic./Alt City ID L Angl/S Bernardino, CA
County/Split Co. Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 10,500/878
- (s) KLAC-AM 570**
330 N Brand Blvd
Glendale, CA 91203
(818) 546-1043 Fax: (818) 637-2267
Format: Adult Standards
Sales Rep: SENTRY
Network: WESTWD, AMFM
City of Lic./Alt City ID Los Angeles/Anaheim, CA
County/Split Co. Los Angeles Southwest, CA
Power Day/Night (watts): 5,000/5,000
- (s) KLAX-FM 97.9**
10281 W Pico Blvd
Los Angeles, CA 90064
(310) 203-0900 Fax: (310) 203-8989
Format: Spanish Regional
Sales Rep: CABALLERO SPANISH MEDIA, INC
Network: IND
City of Lic./Alt City ID East Los Angeles, CA
County/Split Co. Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 33,000/184
- (s) KLOS-FM 95.5**
3321 S La Cienega Blvd
Los Angeles, CA 90016
(310) 840-4836 Fax: (310) 558-7685
Format: Album Oriented Rock
Sales Rep: ABC RADIO SALES
Network: ABC
City of Lic./Alt City ID Los Angeles, CA
County/Split Co. Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 63,000/954
- (s) KLSX-FM 97.1**
3580 Wilshire Blvd
Los Angeles, CA 90010
(213) 383-4222 Fax: (213) 380-4325
Format: Talk/Personality
Sales Rep: ALLIED RADIO PARTNERS
Network: IND
City of Lic./Alt City ID Los Angeles, CA
County/Split Co. Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 21,000/915
- (s) KLVE-FM 107.5**
1645 N Vine St Ste 200
Los Angeles, CA 90028
(323) 468-5272 Fax: (323) 465-0230
Format: Spanish Contemporary
Sales Rep: KATZ HISPANIC REPS INC
Network: IND
City of Lic./Alt City ID Los Angeles, CA
County/Split Co. Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 29,500/914
- KLYF-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): 25,000/1,000
- (s) KLYY-FM 107.1**
3350 Electronic Dr Ste 130
Pasadena, CA 91107
(626) 351-9107 Fax: (626) 351-6218
Format: Alternative
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID Arcadia/Los Angeles, CA
County/Split Co. Los Angeles Southeast, CA
ERP (watts) / HAAT (meters): 3,000/13
- (s) KNX-AM 1070**
6121 Sunset Blvd
Los Angeles, CA 90028
(323) 460-3354 Fax: (323) 460-3352
Format: All News
Sales Rep: CBS RADIO SALES
Network: CBS
City of Lic./Alt City ID Los Angeles, CA
County/Split Co. Los Angeles Southwest, CA
Power Day/Night (watts): 50,000/50,000

continued...

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

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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
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

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

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

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

- (s) **KOST-FM 103.5**
610 S Ardmore Ave
Los Angeles, CA 90005
(213) 427-1035 Fax: (213) 385-0281
Format: Adult Contemporary
Sales Rep: CHRISTAL RADIO
Network: IND
City of Lic./Alt City ID Los Angeles, CA
County/Split Co. Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 12,500/949
- (s) **KPWR-FM 105.9**
2600 W Olive Ste 850
Burbank, CA 91505
(818) 567-6227 Fax: (818) 848-0620
Format: Contemporary Hit Radio
Sales Rep: D & R
Network: IND
City of Lic./Alt City ID Los Angeles, CA
County/Split Co. Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 25,000/925
- (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) **KRTO-FM 98.3** (simulcast w/KACE-FM)‡
610 S Ardmore Ave
Los Angeles, CA 90005
(213) 427-7954 Fax: (213) 386-9027
Format: Urban Oldies
Sales Rep: CHRISTAL RADIO
Network: IND
City of Lic./Alt City ID W Covina/Ls Angeles, CA
County/Split Co. Los Angeles Southeast, CA
ERP (watts) / HAAT (meters): 650/296
- (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 <Rivrsd/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) **KVCA-AM 670** (simulcast w/KBLA-AM)‡
123 South Figueroa St #101a
Los Angeles, CA 90012
(213) 628-8700 Fax: (213) 628-0850
Format: Spanish News/Talk
Sales Rep: IN HOUSE
Network: UNICA
City of Lic./Alt City ID <Simi Vly/Ls Angl>, CA
County/Split Co. Ventura East, CA
Power Day/Night (watts): 5,000/3,000
- (s) **KVCA-AM 670** (simulcast w/KBLA-AM)‡
123 South Figueroa St #101a
Los Angeles, CA 90012
(213) 628-8700 Fax: (213) 628-0850
Format: Spanish News/Talk
Sales Rep: IN HOUSE
Network: UNICA
City of Lic./Alt City ID <Simi Vly/Ls Angl>, CA
County/Split Co. Ventura East, CA
Power Day/Night (watts): 5,000/3,000
- (s) **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
- (s) **KXTA-AM 1150** (simulcast w/KLYF-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

continued...

- (s) Station subscribers as of release to print
* Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
† Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
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Network Affiliation Abbreviations

ABC: ABC Radio Networks	TALKNT: Talknet
AMFM: AMFM Radio Network	TARN: Talk America Radio Network
APNET: Associated Press Radio Network	UBN: United Broadcasting 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	
JRN: Jones Radio Network	
SBUSA: Sports Byline USA	
SOURCE: Westwood One Source Radio Network	
SRN: Salem Radio Network	
	IND: Denotes stations that have not reported to Arbitron an affiliation with any of the above radio networks.

Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

(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

KGGI-FM 99.1

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

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

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

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

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 Bernardno/Riversd, CA
County/Split Co. San Bernardino West Inner, CA
ERP (watts) / HAAT (meters): 50,000/149

KWRP-FM 96.1

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

- (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
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CNN: Westwood One CNN Plus Radio Network
ESPN: ESPN Radio Network
JRN: Jones Radio Network
SBUSA: Sports Byline USA
SOURCE: Westwood One Source Radio Network
SRN: Salem Radio Network

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

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

Notations

Metro Market Profile



Metro Household Data and Group Quarters population estimates are 1990 Census data and are updated by Market Statistics where appropriate update sources are available. (For more information, see "Metro Census Data," Page M8.)

Household Data					
	Metro Total	Metro %		Metro Total	Metro %
Total Households	4,079,100	100.0	Seasonal Housing Units	12,008	.3
Households by Income			Education: Persons 25+		
Under \$10,000	372,917	9.1	Elementary 0-8 grade	985,438	14.1
\$10,000-19,999	479,374	11.8	High school 1-3 yrs	932,605	13.4
\$20,000-29,999	481,176	11.8	High school grad	1,433,780	20.6
\$30,000-39,999	420,108	10.3	College 1-3 yrs	1,977,969	28.4
\$40,000-49,999	402,164	9.8	College 4+ yrs	1,639,090	23.5
\$50,000-74,999	775,209	19.1	Colleges & Universities		
\$75,000-99,999	462,226	11.3	Total enrollment	676,600	100.0
\$100,000+	685,926	16.8	Full-time enrollment	313,048	46.3
Median income: \$47,098			Occupation		
Value of Owner-Occupied Housing Units			Managerial	1,564,437	28.5
Less than \$50,000	20,215	.5	Technical	1,798,738	32.7
\$50,000-74,999	20,457	.6	Service worker	657,940	12.0
\$75,000-99,999	58,668	1.5	Farm worker	72,261	1.3
\$100,000-149,999	199,872	5.2	Precision production	596,127	10.8
\$150,000-249,999	591,984	15.6	Operator	806,761	14.7
\$250,000+	721,304	18.8	Farm Population		
Median value: \$234,600				1,200	
Monthly Gross Rent			Transportation to Work		
Less than \$200	45,728	1.2	Public	299,413	5.6
\$200-349	108,616	2.9	Driving to work	3,866,051	71.6
\$350-499	284,482	7.4	Carpool	814,194	15.1
\$500-649	462,746	12.2	Other	414,251	7.7
\$650-749	298,676	7.8	Average Travel Time to Work (Min.)		
\$750+	643,216	16.9		26	
Median rent: \$657			Car Ownership by Household		
Household Size			0 Cars	472,500	11.6
1 Person	1,006,800	24.7	1 Car	1,528,000	37.4
2 Persons	1,181,100	28.9	2 Cars	1,357,000	33.3
3-4 Persons	1,231,200	30.2	3+ Cars	721,600	17.7
5+ Persons	660,000	16.2			

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	
Persons 12+	4,000	.0	37,100	.4	163,700	1.6	
Teens 12-17	100	.0	900	.1	9,000	.9	
Men	18-24	2,700	.4	16,800	2.4	14,500	2.1
	25-34	800	.1	1,000	.1	20,900	1.9
	35-44	200	.0	200	.0	15,700	1.5
	45-49	0	.0	0	.0	4,800	1.1
	50-54	0	.0	0	.0	3,900	1.1
	55-64	0	.0	0	.0	5,100	1.1
	65+	0	.0	0	.0	17,100	3.5
Women	18-24	200	.0	17,300	2.9	3,900	.6
	25-34	0	.0	500	.1	6,500	.7
	35-44	0	.0	200	.0	5,600	.5
	45-49	0	.0	0	.0	2,100	.5
	50-54	0	.0	0	.0	1,900	.5
	55-64	0	.0	0	.0	3,400	.7
	65+	0	.0	200	.0	49,300	6.9

Ethnic Population Estimates

Metro Ethnic Populations are reported for all Standard and Condensed Markets whether or not ethnic sampling procedures are in place (see Page 4). The Percent Total Black and Hispanic Populations are based on Black and Hispanic Populations Persons 12+. The Percent Total Demographic is based on total Metro Demographics on Page 4. Ethnic Population information is based on 1990 Census data, updated and projected to 1/1/99 by Market Statistics.

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

Population Estimates	Total Black	% Total Black Pop.	% Total Demographic	Total Hispanic	% Total Hispanic Pop.	% Total Demographic
Persons 12+	778,300	100.0	7.7	3,873,300	100.0	38.1
Teens 12-17	76,600	9.8	7.6	528,400	13.6	52.3
Men						
18-24	50,200	6.4	7.2	362,400	9.4	52.0
25-34	80,900	10.4	7.4	523,200	13.5	48.0
35-44	73,000	9.4	7.2	402,700	10.4	39.5
45-49	32,200	4.1	7.5	135,400	3.5	31.5
50-54	26,000	3.3	7.2	97,200	2.5	27.1
55-64	32,600	4.2	7.2	115,600	3.0	25.6
65+	31,100	4.0	6.3	92,200	2.4	18.8
Women						
18-24	49,800	6.4	8.2	300,300	7.8	49.6
25-34	84,100	10.8	8.6	430,600	11.1	44.1
35-44	86,600	11.1	8.5	374,700	9.7	36.8
45-49	38,000	4.9	8.6	136,000	3.5	30.6
50-54	28,600	3.7	7.8	102,400	2.6	27.8
55-64	38,800	5.0	8.0	132,300	3.4	27.3
65+	49,800	6.4	6.9	139,900	3.6	19.4

Area Lifestyle Profile

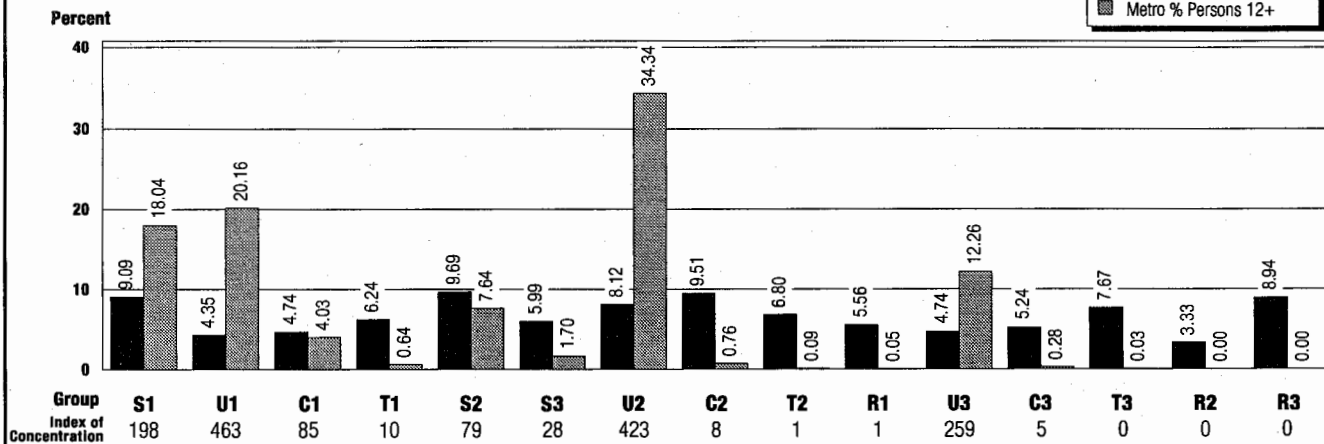
by PRIZM® Groups

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

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

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

with the national composition for each PRIZM group. An index of 100 indicates that the Metro has the same percent concentration as the nation. (For more information about PRIZM and Claritas, Inc., see Page 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. sngls. & families; inner-city solo-parent families

C3 2nd City Blues - low-inc. older sngls., 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 1998 publication of *Survey of Buying Power* (1/1/98 estimates) for the Metro.

Metro Income*

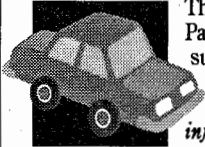
Total Income (\$000)	\$264,506,163
Median Household Income	\$47,098
Income per Household	\$64,844

* 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	\$93,552,712
Retail Expenditures per Household (\$)	\$22,935
Food Stores	\$16,234,487
Supermarkets	\$14,952,805
Eating & Drinking Places	\$9,266,486
General Merchandise Stores	\$10,843,473
Department Stores	\$7,374,205
Apparel and Accessories Stores	\$5,423,569
Automotive Dealers	\$22,689,804
Building Materials & Hardware Stores	\$4,413,088
Drugstores	\$2,528,882
Furniture and Appliance Stores	\$1,530,575
Radio, TV & Music Stores	\$3,924,097

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	%
Chrysler Corporation	2.9
Ford Motor Company	11.7
General Motors Corporation	13.2
Honda	20.8
Mazda	1.7
Nissan	5.7
Toyota	22.3
Volkswagen/Audi	5.6
Other	16.1

* Note: Figures are shown for October through December of the 1999 model year.

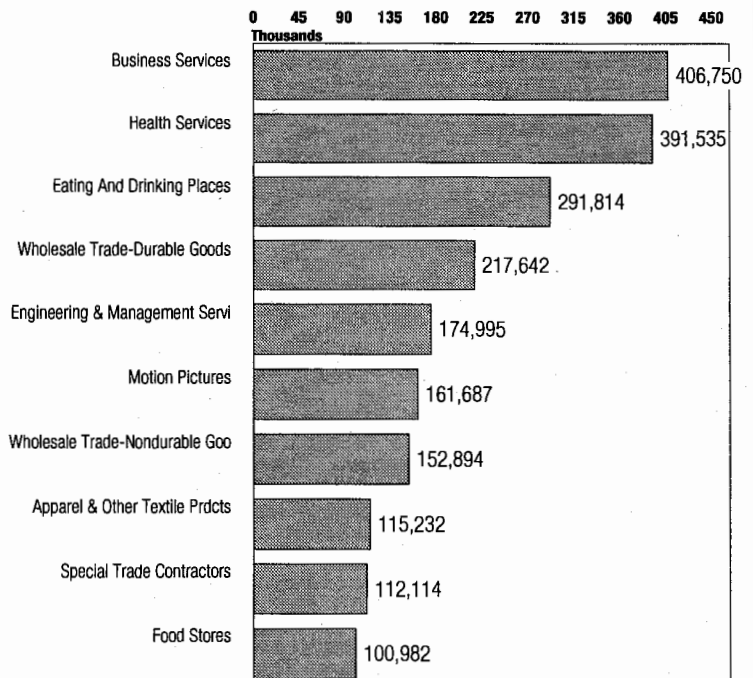
Top Ten Employer Industries

These classifications are from the Department of Commerce Standard Industrial Classification (SIC) system. The data below are from the 1995 County Business Pattern Reports (U.S. Census Bureau) and are aggregated by primary SIC.

Metro Employer Industries

Total Employees
4,482,577

Top 10 Total Employees
2,125,645
47.4% of Total



Magazines

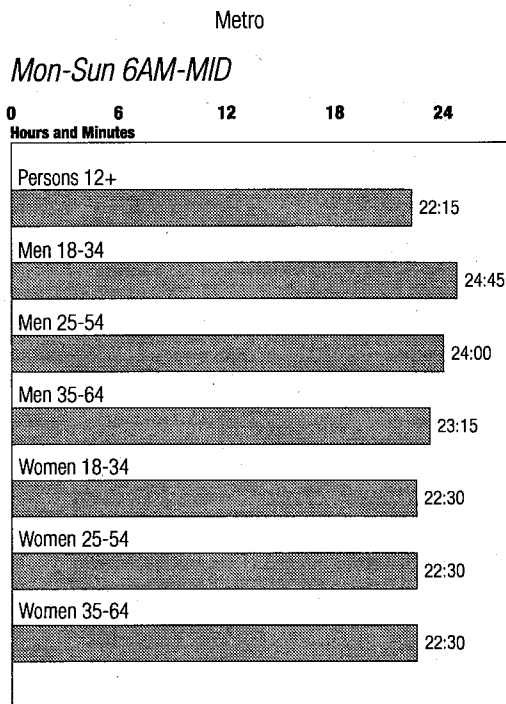
Magazine	Circulation	%	Magazine	Circulation	%
TV GUIDE	563,081	13.9	LIFE	76,424	1.9
MODR MATOR	554,223	13.7	SMTHSONIAN	76,423	1.9
RDRS DIGST	404,243	10.0	REDBOOK	74,609	1.8
NAT GEO	272,046	6.7	SEVENTEEN	73,065	1.8
BTR HOME	209,904	5.2	YM	69,019	1.7
TIME	190,424	4.7	POP SCIENC	67,471	1.7
SUNSET	187,447	4.6	ENTERTNMNT	67,211	1.7
PEOPLE	183,842	4.5	EBONY	67,041	1.7
NEWSWEEK	132,863	3.3	ROLLING STN	65,850	1.6
PLAYBOY	117,113	2.9	MENS HLTH	58,475	1.4
COSMOPLTN	114,243	2.8	MADEMOSELL	57,393	1.4
LS HOME JN	109,355	2.7	TEEN	56,510	1.4
FAMLY CRCL	107,866	2.7	PARENTS	54,062	1.3
WOMANS DAY	102,541	2.5	SELF	53,054	1.3
GD HSEKPNG	102,530	2.5	COOKING LT	50,651	1.3
MCCALLS	102,347	2.5	GOLF DIGST	49,529	1.2
SPORTS ILS	97,152	2.4	POP MECHAN	44,882	1.1
MARTHA STW	95,563	2.4	CTRY LIVING	43,930	1.1
VOGUE	92,048	2.3	KIPLINGERS	42,688	1.1
PREVENTION	91,348	2.3	GOLF MGZNE	41,827	1.0
GLAMOUR	89,341	2.2	BOYS LIFE	36,705	0.9
MONEY	79,537	2.0	SP OP DGST	32,068	0.8
NATL ENGR	78,206	1.9	FIELD STRM	21,795	0.5
US NWS&WR	78,095	1.9	OUTDR LIFE	16,607	0.4
STAR	76,743	1.9	SOU LIVING	-	-

Newspapers

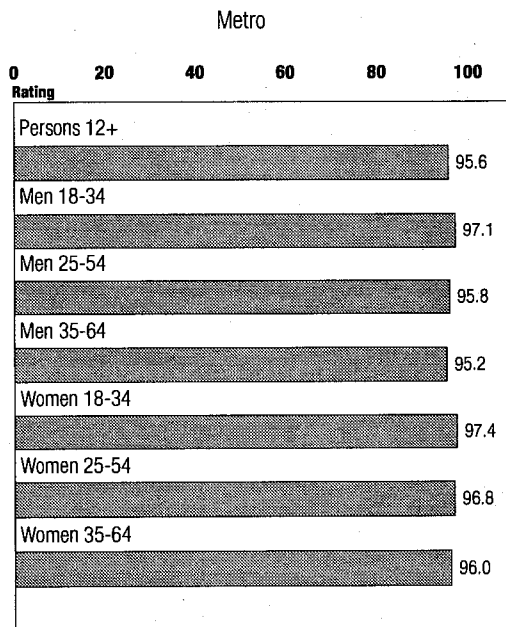
Paper	Circulation	%
LOS ANGELES TIMES	893,929	22
ORANGE COUNTY REGISTER	349,301	9
LOS ANGELES DAILY NEWS	182,693	5
LONG BEACH PRESS-TELEGRAM	103,907	3
LA OPINION, LOS ANGELES	89,429	2
TORRANCE DAILY BREEZE	73,492	2
SAN GABRIEL VALLEY TRIBUNE	57,726	1
PASADENA STAR-NEWS	41,990	1
USA TODAY	41,238	1
DAILY VARIETY	20,518	1
WHITTIER DAILY NEWS	18,878	-
INLAND VALLEY DAILY BULLETIN	15,821	-
VENTURA COUNTY STAR	2,322	-

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

Radio Time Spent Listening*



Radio 24-Hour Cume*



* Based on Arbitron's Spring 1999 radio survey.

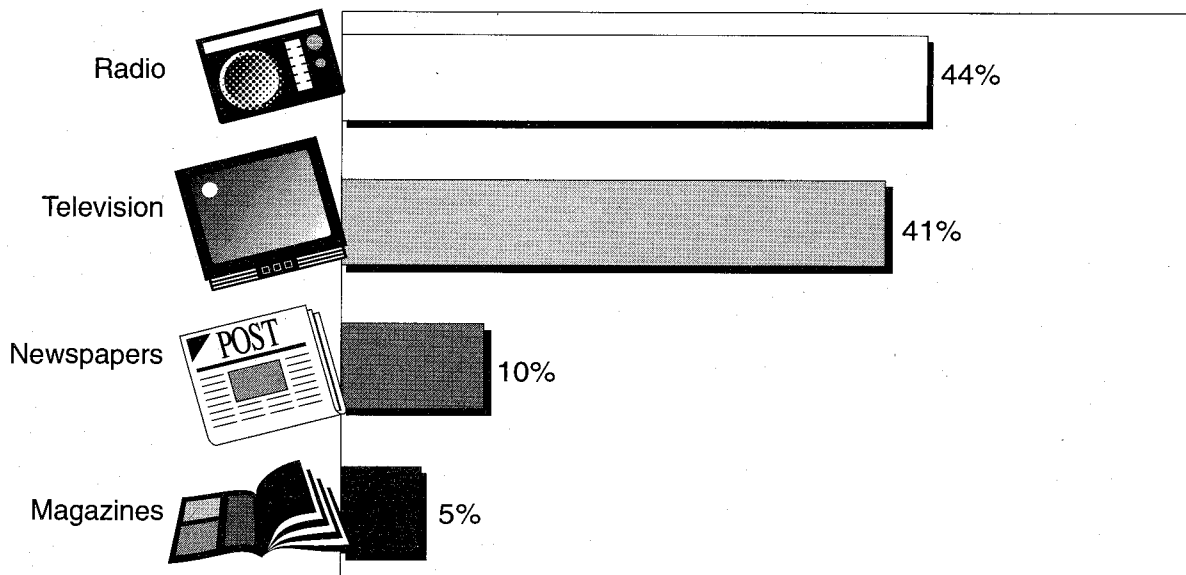
Media Targeting 2000SM

A National Study of Consumers and Media



People Spend More Time with Radio!

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



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

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

* 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.

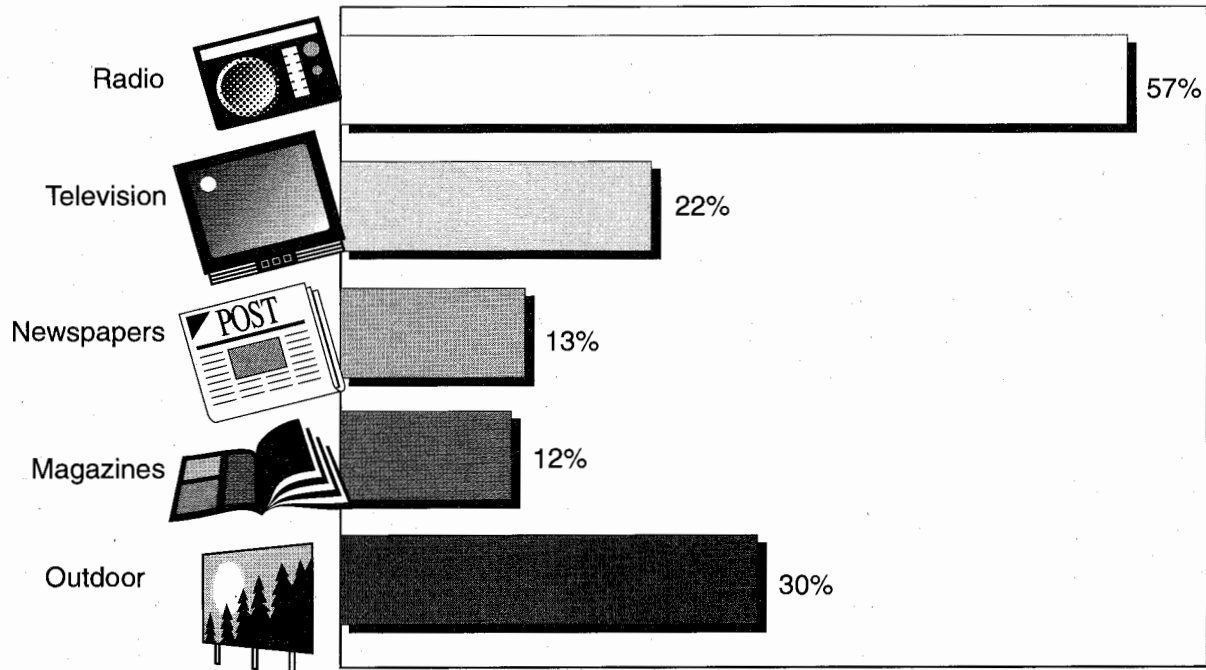
Media Targeting 2000SM

A National Study of Consumers and Media



Consumers Spend More Time with Radio Prior to Largest Purchase!

Media Exposure Prior to Purchasing



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

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

* 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 TAPES, AND OTHER SERVICES THE CALL LETTERS AND AUDIENCE ESTIMATES OF ANY STATION DETERMINED BY ARBITRON TO HAVE ENGAGED IN ACTIVITIES WITH RATING DISTORTION POTENTIAL.**

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

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

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

Rating Distortion is sometimes confused with "hyponing." Rating Distortion involves station activities that may prompt diarykeepers to report listening that differs from their actual listening. Hyponing 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; hyponing 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 on computer disks; 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

The Report

This is a revised Spring 1999 Los Angeles Radio Market Report. For the originally published report, diary entries reflecting listening to simulcast stations KBLA-AM and KVCA-AM ("Radio Unica") were inappropriately credited as unidentified listening in some instances, when special procedures should have been used to ensure more appropriate crediting. (Entries credited as unidentified listening are included in total listening estimates for the market, but are not credited to any specific station.)

As a result of the original crediting, audience estimates for KBLA-AM and KVCA-AM were not reported in the originally-published Radio Market Report. This Spring 1999 report has been reprocessed to include appropriate audience estimates for KBLA-AM and KVCA-AM (which meet Minimum Reporting Standards for this revised report). *Audience estimates for other stations in the report are not affected in any way.*

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.

Young Male Differential Survey Treatment (DST)/ In this market, Metro consenting Black households with a Male 18-34 year old receive higher diary premiums, additional follow-up calls, per-person follow-up premiums, and diaries are mailed in a special box mailer.

Metro consenting non-Black households with a Male 18-24 year old receive higher diary premiums, additional follow-up calls, household follow-up premiums, and diaries are mailed in a special box mailer.

Additionally, Metro consenting non-Black households with Male 25-34 year old receive additional follow-up calls, and diaries are mailed in a special box mailer.

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
KACE-FM/ KRTO-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KBLA-AM/ KVCA-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
KGIL-AM/ KGXL-AM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KLYF-AM/ KXTA-AM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

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.

Metro Target Increase/ Effective with the Fall 1998 survey, the Los Angeles market received an additional 15% in-tab target increase. Sample target increases are based on Fall 1993 targets.

Radio Diary Expanded to Include Four New Questions/ Effective with the Fall 1998 survey, Arbitron has expanded the radio diary used in this market (in both the Metro and non-Metro areas) to include four new questions that will provide new socioeconomic and work-related information about diarykeepers and their households. In addition to the existing questions on age, sex, place of residence and employment status, the four new questions cover: respondent education level; household income; number of children under age 12 in the household; and workplace zip code for employed persons.

The added questions are printed at the back of the diary on the existing "Quick Questions" page; no new pages were added to the diary. In addition, there are no changes to the section of the diary that captures daily listening activity. The other existing components of Arbitron's standard survey methods for this market (e.g., sample selection, telephone placement and follow-up calls, respondent incentives, etc.) are also unaffected by this change.

In 1990, Arbitron conducted a large-scale research test of similar diary questions in 15 diverse Metros. Results from that test indicated that the addition of the five questions at the back of the standard radio diary caused no statistically significant changes in diary return rates or overall Average Quarter Hour Persons Using Radio ratings (AQH PUR). Overall Cume ratings for Persons 12+, Monday

-Sunday, 6AM-Midnight showed a statistically significant increase of 0.1 rating point. In addition, the test results did suggest that ratings for two specific radio formats could possibly be affected. Statistically significant differences were noted for the Oldies format (+0.2 P12+ AQH rating point overall) and the Classical format (-0.1 P12+ AQH rating point overall). No other significant ratings effects were detected in the 1990 research test for any of the remaining 16 station format groupings examined.

The 1990 test of a five-question diary did not include the question about workplace zip code. This question was tested separately in 1997 in five diverse Metros. Results from that test indicate that the added question did not affect diary return rates. But the results did indicate that the test group with the Workplace Zip Code question printed in the diary had an overall Average Quarter Hour Persons Using Radio (AQH PUR) rating 1.0 point (6.5 percent) higher than the standard diary group. The higher AQH PUR rating appeared to be driven by an increase in reported "at work" radio listening.

The Sample

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

Black Persons 12+	
Population:	
Total	7,879,900
Ethnic	745,400
Percent	9.5
In-Tab:	
Total	5,810
Ethnic	558
Percent	9.6
Excluded Counties:	Orange, CA
Total Metro (Controlled and Noncontrolled):	
Ethnic Population:	778,300
Ethnic In-Tab:	593

High Density Area/ Effective with the Fall 1998 survey, a High Density Black Area (HDBA) was established/eliminated as a separate sampling unit.

Please refer to Page 3 for estimates of total Metro Black population and total in-tab.

Survey Period	Counties Added	Counties Deleted
Fall 1998	Los Angeles Central S, CA	Los Angeles, CA

Special Notices and Station Activities *(continued)*

The Sample *(continued)*

High Density Area/ Effective with the Fall 1998 survey, a High Density Hispanic Area (HDHA) was established/eliminated as a separate sampling unit.

Please refer to Page 3 for estimates of total Metro Hispanic population and total in-tab.

Survey Period	Counties Added	Counties Deleted
Fall 1998	Los Angeles, N, CA Los Angeles Central N, CA Los Angeles Central S, CA Los Angeles Southwest, CA Los Angeles Southeast, CA	Los Angeles, CA

The Stations

New Stations, Call Letter Changes And Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/ Date of Change
KGXL-AM	KKTR-AM		03/15/99
KLYF-AM	KAHS-AM	SP98	08/31/98

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

No adjustments 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.

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	
KABC-AM																				
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
WI '99	409	6474	.4	2.4	596	3506	.6	2.3	495	3149	.5	2.1	676	3663	.7	3.3	205	1767	.2	2.5
FA '98	411	6535	.4	2.4	654	3443	.6	2.6	449	3351	.4	1.9	506	3269	.5	2.4	268	1991	.3	3.1
SU '98	485	6579	.5	2.8	726	3540	.7	3.0	700	3571	.7	2.9	665	3388	.7	3.3	246	1837	.2	2.8
4-Book	424	6505	.4	2.5	627	3371	.6	2.5	543	3284	.5	2.3	617	3438	.6	3.0	239	1837	.2	2.8
SP '98	499	6672	.5	2.9	811	3223	.8	3.3	657	3651	.7	2.8	716	3437	.7	3.6	184	1657	.2	2.1
KACD-FM																				
SP '99	69	1504	.1	.4	79	735	.1	.3	109	639	.1	.5	98	887	.1	.5	28	343		.3
WI '99	68	1742	.1	.4	72	662	.1	.3	95	717	.1	.4	100	980	.1	.5	31	591		.4
FA '98	90	1685	.1	.5	74	688	.1	.3	143	643	.1	.6	140	893	.1	.7	48	552		.6
SU '98	110	2294	.1	.6	132	843	.1	.5	129	1088	.1	.5	164	1426	.2	.8	68	874	.1	.8
4-Book	84	1806	.1	.5	89	732	.1	.4	119	772	.1	.5	126	1047	.1	.6	44	590		.5
SP '98	98	2165	.1	.6	89	845	.1	.4	89	943	.1	.4	135	1033	.1	.7	96	821	.1	1.1
KBCD-FM																				
SP '99	39	838		.2	44	406		.2	70	448	.1	.3	45	444		.2	10	229		.1
WI '99	32	1016		.2	33	380		.1	58	482	.1	.2	55	572	.1	.3	10	247		.1
FA '98	27	745		.2	28	274		.1	39	266		.2	33	379		.2	19	288		.2
SU '98	43	782		.3	53	297		.1	66	311	.1	.3	57	364	.1	.3	20	295		.2
4-Book	35	845		.2	40	339		.2	58	377	.1	.3	48	440	.1	.3	15	265		.2
SP '98	25	734		.1	43	370		.2	21	283		.1	39	439		.2	13	250		.1
KACE-FM																				
SP '99	109	2378	.1	.6	120	940	.1	.5	133	1219	.1	.6	133	1243	.1	.6	86	807	.1	1.0
WI '99	163	2573	.2	1.0	163	997	.2	.6	181	1187	.2	.8	213	1333	.2	1.0	120	1115	.1	1.4
FA '98	148	2601	.1	.8	161	1157	.2	.6	200	1146	.2	.8	196	1352	.2	.9	89	809	.1	1.0
SU '98	152	2321	.2	.9	186	1106	.2	.8	188	1096	.2	.8	169	1141	.2	.8	109	722	.1	1.2
4-Book	143	2468	.2	.8	158	1050	.2	.6	176	1162	.2	.8	178	1267	.2	.8	101	863	.1	1.2
SP '98	113	2147	.1	.7	120	904	.1	.5	137	862	.1	.6	140	1049	.1	.7	81	725	.1	.9
KRTO-FM																				
SP '99	23	668		.1	24	258		.1	30	348		.1	40	428		.2	15	202		.2
WI '99	21	798		.1	24	221		.1	31	330		.1	26	325		.1	10	287		.1
FA '98	17	489		.1	20	233		.1	21	248		.1	18	209		.1	7	106		.1
SU '98	33	676		.2	53	258		.1	45	337		.2	35	300		.2	16	205		.2
4-Book	24	658		.1	30	243		.1	33	316		.1	30	316		.2	12	200		.2
SP '98	12	494		.1	4	120		.1	12	211		.1	23	264		.1	9	90		.1
KBIG-FM																				
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
WI '99	434	8481	.4	2.5	562	3553	.6	2.2	834	3857	.8	3.5	559	4191	.6	2.7	147	2034	.1	1.8
FA '98	411	8588	.4	2.4	492	3707	.5	2.0	738	3828	.7	3.1	557	4421	.5	2.6	159	2312	.2	1.8
SU '98	453	9679	.5	2.6	569	4470	.6	2.3	793	4573	.8	3.3	579	4822	.6	2.9	166	2368	.2	1.9
4-Book	416	8786	.4	2.4	523	3742	.6	2.1	758	3980	.8	3.2	540	4354	.6	2.6	154	2211	.2	1.8
SP '98	446	9021	.4	2.6	484	3604	.5	2.0	836	4445	.8	3.6	573	4557	.6	2.8	191	2315	.2	2.2
KBLA-AM																				
SP '99	55	809	.1	.3	107	383	.1	.4	86	445	.1	.4	81	381	.1	.4	17	155		.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	4	125		**	7	52		**	5	62		**	4	73		**	3	51		**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 12+																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '99	70	742	.1	.4	100	421	.1	.4	98	427	.1	.4	78	347	.1	.4	41	230		.5
WI '99	82	1018	.1	.5	112	543	.1	.4	102	486	.1	.4	105	518	.1	.5	46	379		.6
FA '98	15	459		.1	15	135		.1	22	253		.1	22	228		.1	5	103		.1
SU '98	26	662		.2	36	270		.1	34	272		.1	34	244		.2	18	165		.2
4-Book	48	720	.1	.3	66	342	.1	.3	64	360	.1	.3	60	334	.1	.3	28	219		.4
SP '98	18	383		.1	22	198		.1	31	259		.1	27	234		.1	6	129		.1
KBUE-FM																				
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
WI '99	356	5724	.4	2.1	451	2606	.4	1.8	495	2776	.5	2.1	449	2957	.4	2.2	164	1665	.2	2.0
FA '98	311	5208	.3	1.8	440	2691	.4	1.7	442	2667	.4	1.8	308	2561	.3	1.4	124	1360	.1	1.4
SU '98	231	4166	.2	1.3	279	1884	.3	1.1	321	2176	.3	1.3	263	1934	.3	1.3	131	1258	.1	1.5
4-Book	341	5318	.4	2.0	426	2467	.4	1.7	478	2706	.5	2.0	412	2757	.4	2.0	163	1489	.2	1.9
SP '98	274	4830	.3	1.6	326	2133	.3	1.3	375	2561	.4	1.6	326	2259	.3	1.6	151	1402	.2	1.7
KCBS-FM																				
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
WI '99	440	9654	.4	2.6	606	4459	.6	2.4	709	4833	.7	3.0	584	5060	.6	2.8	146	2359	.1	1.8
FA '98	402	8860	.4	2.3	558	4219	.5	2.2	658	4217	.6	2.7	530	5027	.5	2.5	130	2181	.1	1.5
SU '98	416	8937	.4	2.4	451	3812	.5	1.8	712	4395	.7	2.9	527	4511	.5	2.6	135	2250	.1	1.5
4-Book	420	9170	.4	2.5	548	4117	.5	2.2	690	4434	.7	2.9	545	4884	.5	2.6	137	2256	.1	1.6
SP '98	406	9110	.4	2.4	534	4237	.5	2.2	638	4621	.6	2.7	511	4838	.5	2.5	144	2482	.1	1.6
KCMG-FM																				
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
WI '99	473	9129	.5	2.8	510	3594	.5	2.0	658	4242	.6	2.8	639	5023	.6	3.1	245	3019	.2	3.0
FA '98	482	8924	.5	2.8	514	4157	.5	2.0	740	4583	.7	3.1	630	4841	.6	2.9	264	2413	.3	3.0
SU '98	546	9854	.6	3.2	616	4181	.6	2.5	907	5041	.9	3.7	724	5210	.7	3.6	236	2872	.2	2.6
4-Book	485	9027	.5	2.8	549	3867	.5	2.2	727	4418	.7	3.0	628	4815	.6	3.0	246	2715	.2	2.8
SP '98	534	9957	.5	3.1	571	4420	.6	2.3	804	5120	.8	3.5	653	5254	.7	3.2	304	3238	.3	3.4
KFI -AM																				
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
WI '99	621	9494	.6	3.6	973	5316	1.0	3.8	1328	6110	1.3	5.6	528	4295	.5	2.5	185	1654	.2	2.2
FA '98	673	9660	.7	3.9	1086	5677	1.1	4.3	1498	6675	1.5	6.2	586	4378	.6	2.7	192	1842	.2	2.2
SU '98	587	9036	.6	3.4	937	5149	.9	3.8	1340	6220	1.4	5.5	462	3571	.5	2.3	123	1436	.1	1.4
4-Book	614	9497	.6	3.6	977	5434	1.0	3.9	1365	6293	1.4	5.7	486	3836	.5	2.3	185	1598	.2	2.1
SP '98	667	9733	.7	3.9	1068	5789	1.1	4.3	1352	6728	1.4	5.8	608	4185	.6	3.0	240	1934	.2	2.7
KFSG-FM																				
SP '99	63	1795	.1	.4	112	891	.1	.5	71	674	.1	.3	71	779	.1	.3	32	532		.4
WI '99	86	1801	.1	.5	139	1116	.1	.5	128	756	.1	.5	123	939	.1	.6	25	497		.3
FA '98	62	1540	.1	.4	107	863	.1	.4	73	525	.1	.3	86	809	.1	.4	29	397		.3
SU '98	52	1319	.1	.3	94	722	.1	.4	71	611	.1	.3	83	594	.1	.4	8	210		.1
4-Book	66	1614	.1	.4	113	898	.1	.5	86	642	.1	.4	91	780	.1	.4	24	409		.3
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
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
WI '99	328	8420	.3	1.9	753	5411	.7	3.0	347	3821	.3	1.5	359	4129	.4	1.7	110	1655	.1	1.3
FA '98	346	8784	.3	2.0	781	5277	.8	3.1	389	3608	.4	1.6	390	4258	.4	1.8	118	1829	.1	1.4
SU '98	353	8497	.4	2.1	709	5230	.7	2.9	407	3711	.4	1.7	416	4341	.4	2.0	140	1735	.1	1.6
4-Book	340	8695	.3	2.0	751	5437	.7	3.0	373	3795	.4	1.6	390	4310	.4	1.9	125	1832	.1	1.5
SP '98	316	8600	.3	1.9	659	5536	.7	2.7	309	3811	.3	1.3	335	3924	.3	1.7	159	1818	.2	1.8
KGIL-AM																				
SP '99	100	1774	.1	.6	109	785	.1	.4	185	1072	.2	.8	111	1030	.1	.5	26	420		.3
WI '99	53	1245	.1	.3	51	510	.1	.2	78	681	.1	.3	75	571	.1	.4	14	186		.2
FA '98	69	1296	.1	.4	50	495		.2	107	725	.1	.4	99	735	.1	.5	17	282		.2
SU '98	61	837	.1	.4	71	420	.1	.3	103	504	.1	.4	70	500	.1	.3	13	202		.1
4-Book	71	1288	.1	.4	70	553	.1	.3	118	746	.1	.5	89	709	.1	.4	18	273		.2
SP '98	73	1327	.1	.4	95	651	.1	.4	93	614	.1	.4	96	739	.1	.5	42	355		.5

Target Listener Trends - 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 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	
+KGLX-AM																				
SP '99	7	278			5	91			15	209	.1		8	149			2	98		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIEV-AM																				
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
WI '99	101	1464	.1	.6	99	609	.1	.4	226	835	.2	1.0	201	767	.2	1.0	21	253		.3
FA '98	139	1632	.1	.8	82	456	.1	.3	295	1192	.3	1.2	265	767	.3	1.2	73	474	.1	.8
SU '98	77	1013	.1	.4	42	282		.2	139	484	.1	.6	159	514	.2	.8	60	314	.1	.7
4-Book	112	1476	.1	.6	74	482	.1	.3	229	873	.2	1.0	213	734	.2	1.0	60	393	.1	.7
SP '98	74	1320	.1	.4	25	245		.1	220	874	.2	.9	122	567	.1	.6	10	90		.1
KIIS-FM																				
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
WI '99	742	16500	.7	4.3	1081	8514	1.1	4.3	714	6867	.7	3.0	1014	8693	1.0	4.9	469	5575	.5	5.7
FA '98	626	15667	.6	3.6	957	8559	.9	3.8	697	6707	.7	2.9	762	8027	.7	3.6	366	5077	.4	4.2
SU '98	602	15298	.6	3.5	860	7395	.9	3.5	703	7657	.7	2.9	735	7770	.7	3.6	375	5022	.4	4.2
4-Book	693	16168	.7	4.0	1009	8358	1.0	4.1	736	7188	.7	3.1	902	8595	.9	4.4	431	5496	.5	5.0
SP '98	563	14658	.6	3.3	927	7979	.9	3.8	561	6474	.6	2.4	714	7769	.7	3.5	331	4669	.3	3.7
KJLH-FM																				
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
WI '99	179	3248	.2	1.0	246	1388	.2	1.0	189	1198	.2	.8	183	1366	.2	.9	88	990	.1	1.1
FA '98	215	3528	.2	1.2	284	1751	.3	1.1	265	1602	.3	1.1	228	1699	.2	1.1	95	926	.1	1.1
SU '98	219	3494	.2	1.3	322	1569	.3	1.3	232	1637	.2	1.0	250	1761	.3	1.2	119	1092	.1	1.3
4-Book	204	3424	.2	1.2	271	1593	.3	1.1	236	1507	.3	1.0	222	1663	.2	1.1	108	1068	.1	1.3
SP '98	253	3739	.3	1.5	287	1563	.3	1.2	285	1661	.3	1.2	236	1763	.2	1.2	190	1295	.2	2.2
KKBT-FM																				
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
WI '99	649	10901	.6	3.8	927	5168	.9	3.7	695	5062	.7	2.9	804	6483	.8	3.9	442	4211	.4	5.3
FA '98	656	11464	.6	3.8	943	5906	.9	3.8	780	5597	.8	3.2	873	6705	.9	4.1	424	4732	.4	4.9
SU '98	693	11386	.7	4.0	860	5451	.9	3.5	810	6010	.8	3.3	919	6749	.9	4.5	523	4812	.5	5.9
4-Book	631	11094	.6	3.7	844	5371	.8	3.4	723	5409	.7	3.0	816	6430	.8	3.9	451	4472	.4	5.2
SP '98	652	11065	.7	3.8	956	5662	1.0	3.9	646	5550	.7	2.8	888	6571	.9	4.4	451	4072	.5	5.1
KKGO-FM																				
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
WI '99	359	6362	.4	2.1	382	2695	.4	1.5	544	3295	.5	2.3	478	3297	.5	2.3	173	1768	.2	2.1
FA '98	315	5221	.3	1.8	323	2235	.3	1.3	449	2558	.4	1.9	386	2791	.4	1.8	209	1796	.2	2.4
SU '98	272	5868	.3	1.6	252	2338	.3	1.0	388	2750	.4	1.6	301	2796	.3	1.5	188	1908	.2	2.1
4-Book	323	5928	.3	1.9	327	2537	.3	1.3	471	2906	.5	2.0	408	3053	.4	2.0	194	1906	.2	2.2
SP '98	315	5696	.3	1.9	317	2682	.3	1.3	459	2952	.5	2.0	396	2916	.4	2.0	186	1995	.2	2.1
KKHJ-AM																				
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
WI '99	185	2447	.2	1.1	268	1258	.3	1.1	272	1319	.3	1.1	182	1182	.2	.9	97	860	.1	1.2
FA '98	98	1808	.1	.6	164	990	.2	.7	106	664	.1	.4	88	599	.1	.4	71	456	.1	.8
SU '98	85	1548	.1	.5	137	848	.1	.6	110	773	.1	.5	78	639	.1	.4	54	414	.1	.6
4-Book	151	2185	.2	.9	212	1101	.2	.9	219	1112	.2	.9	148	1000	.2	.7	78	588	.1	.9
SP '98	108	1753	.1	.6	168	882	.2	.7	156	961	.2	.7	104	667	.1	.5	76	514	.1	.9
KKLA-FM																				
SP '99	97	1947	.1	.6	162	1035	.2	.7	130	818	.1	.5	158	915	.2	.8	36	395		.4
WI '99	94	2120	.1	.5	222	1337	.2	.9	103	857	.1	.4	147	1025	.1	.7	33	549		.4
FA '98	59	1744	.1	.3	143	1047	.1	.6	44	495		.2	109	840	.1	.5	24	365		.3
SU '98	68	1468	.1	.4	142	797	.1	.6	66	523	.1	.3	98	889	.1	.5	39	410		.4
4-Book	80	1820	.1	.5	167	1054	.2	.7	86	673	.1	.4	128	917	.1	.6	33	430		.4
SP '98	95	1649	.1	.6	222	1046	.2	.9	112	643	.1	.5	161	966	.2	.8	26	344		.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+

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
KLAC-AM																				
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
WI '99	390	5947	.4	2.3	468	2534	.5	1.8	611	3268	.6	2.6	419	2927	.4	2.0	200	1840	.2	2.4
FA '98	396	5980	.4	2.3	519	2802	.5	2.1	615	3385	.6	2.6	442	3069	.4	2.1	169	1545	.2	1.9
SU '98	362	4912	.4	2.1	400	2236	.4	1.6	605	2799	.6	2.5	427	2515	.4	2.1	161	1317	.2	1.8
4-Book	360	5643	.4	2.1	435	2389	.4	1.7	568	3000	.6	2.4	402	2788	.4	1.9	173	1643	.2	2.0
SP '98	365	6849	.4	2.2	455	2846	.5	1.8	598	3139	.6	2.6	403	3480	.4	2.0	160	2134	.2	1.8
KLAX-FM																				
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
WI '99	571	8981	.6	3.3	773	3840	.8	3.0	830	4530	.8	3.5	615	4311	.6	3.0	297	2643	.3	3.6
FA '98	719	9323	.7	4.1	734	4381	.7	2.9	1103	5223	1.1	4.6	968	5281	1.0	4.5	350	2834	.3	4.0
SU '98	545	7777	.5	3.2	606	3329	.6	2.5	795	4151	.8	3.3	687	4331	.7	3.4	297	2715	.3	3.3
4-Book	589	8505	.6	3.4	718	3715	.7	2.9	876	4508	.9	3.7	713	4458	.7	3.4	299	2593	.3	3.4
SP '98	601	7804	.6	3.5	752	4007	.8	3.1	813	4344	.8	3.5	761	4002	.8	3.8	355	2806	.4	4.0
KLQS-FM																				
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
WI '99	366	7312	.4	2.1	734	3528	.7	2.9	496	3083	.5	2.1	409	3527	.4	2.0	124	1378	.1	1.5
FA '98	403	7210	.4	2.3	695	3500	.7	2.8	534	3199	.5	2.2	535	4097	.5	2.5	171	2160	.2	2.0
SU '98	418	7928	.4	2.4	785	4089	.8	3.2	558	3363	.6	2.3	515	3790	.5	2.5	155	1866	.2	1.7
4-Book	401	7478	.4	2.3	747	3749	.8	3.0	552	3235	.6	2.3	495	3762	.5	2.4	150	1709	.2	1.7
SP '98	434	7798	.4	2.6	895	3972	.9	3.6	513	3334	.5	2.2	512	4120	.5	2.5	186	1918	.2	2.1
KLSX-FM																				
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
WI '99	321	5714	.3	1.9	918	3732	.9	3.6	376	2376	.4	1.6	410	2466	.4	2.0	59	913	.1	.7
FA '98	412	6388	.4	2.4	1184	4282	1.2	4.7	483	2642	.5	2.0	479	2508	.5	2.2	82	876	.1	.9
SU '98	428	6442	.4	2.5	1253	4377	1.3	5.1	485	2975	.5	2.0	434	2503	.4	2.1	178	1329	.2	2.0
4-Book	387	6131	.4	2.3	1129	4057	1.1	4.5	443	2640	.5	1.9	458	2531	.5	2.2	99	1003	.1	1.1
SP '98	369	6448	.4	2.2	1266	4519	1.3	5.1	427	3180	.4	1.8	321	2382	.3	1.6	56	874	.1	.6
KLVE-FM																				
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
WI '99	930	11325	.9	5.4	1524	6350	1.5	6.0	1330	6084	1.3	5.6	919	5674	.9	4.4	385	3380	.4	4.6
FA '98	1132	13513	1.1	6.5	1765	7912	1.7	7.0	1423	7263	1.4	5.9	1221	7175	1.2	5.7	608	4935	.6	7.0
SU '98	1038	12079	1.0	6.0	1615	6722	1.6	6.6	1432	6633	1.4	5.9	1035	6650	1.0	5.1	531	4326	.5	5.9
4-Book	1027	12254	1.0	6.0	1595	6952	1.6	6.4	1415	6744	1.4	5.9	1048	6439	1.0	5.0	499	4135	.5	5.7
SP '98	1069	11702	1.1	6.3	1680	7115	1.7	6.8	1505	6949	1.5	6.5	1032	6047	1.0	5.1	557	4090	.6	6.3
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	1	47							1	30										
KXTA-AM																				
SP '99	126	2573	.1	.7	108	873	.1	.4	173	949	.2	.7	136	1142	.1	.7	142	1149	.1	1.6
WI '99	65	1651	.1	.4	114	778	.1	.4	130	699	.1	.5	67	590	.1	.3	14	329	.2	.2
FA '98	76	1960	.1	.4	86	658	.1	.3	128	677	.1	.5	81	896	.1	.4	43	546	.5	.5
SU '98	137	2815	.1	.8	125	831	.1	.5	177	961	.2	.7	168	1289	.2	.8	152	1201	.2	1.7
4-Book	101	2250	.1	.6	108	785	.1	.4	152	822	.2	.6	113	979	.1	.6	88	806	.1	1.0
SP '98	119	2746	.1	.7	68	560	.1	.3	131	854	.1	.6	182	1574	.2	.9	142	1501	.1	1.6
KLYY-FM																				
SP '99	113	4537	.1	.7	84	1431	.1	.3	162	1829	.2	.7	158	2291	.2	.8	58	1176	.1	.7
WI '99	160	6006	.2	.9	175	2166	.2	.7	202	2608	.2	.9	245	3306	.2	1.2	105	2009	.1	1.3
FA '98	143	5349	.1	.8	112	1680	.1	.4	199	2181	.2	.8	215	2929	.2	1.0	92	1863	.1	1.1
SU '98	137	4983	.1	.8	117	1693	.1	.5	215	2634	.2	.9	200	2737	.2	1.0	81	1492	.1	.9
4-Book	138	5219	.1	.8	122	1743	.1	.5	195	2313	.2	.8	205	2816	.2	1.0	84	1635	.1	1.0
SP '98	169	5893	.2	1.0	180	2109	.2	.7	236	2765	.2	1.0	240	3317	.2	1.2	82	1838	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KNX -AM																				
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
WI '99	423	10720	.4	2.5	887	6624	.9	3.5	448	4606	.4	1.9	463	5002	.5	2.2	224	2400	.2	2.7
FA '98	370	10012	.4	2.1	702	5973	.7	2.8	379	4329	.4	1.6	437	4931	.4	2.0	223	2550	.2	2.6
SU '98	369	9283	.4	2.1	689	5598	.7	2.8	407	3676	.4	1.7	412	4349	.4	2.0	246	2635	.2	2.8
4-Book	376	9703	.4	2.2	752	5878	.8	3.0	400	4107	.4	1.7	424	4685	.4	2.0	214	2454	.2	2.5
SP '98	399	9748	.4	2.4	786	5894	.8	3.2	412	4124	.4	1.8	455	4805	.5	2.3	228	2653	.2	2.6
KOST-FM																				
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
WI '99	519	10413	.5	3.0	597	4594	.6	2.4	730	4758	.7	3.1	608	5250	.6	2.9	419	3641	.4	5.1
FA '98	631	12535	.6	3.6	723	5489	.7	2.9	976	5582	1.0	4.1	768	6020	.8	3.6	380	4526	.4	4.4
SU '98	664	12799	.7	3.9	809	5859	.8	3.3	1066	5556	1.1	4.4	800	6462	.8	3.9	392	4561	.4	4.4
4-Book	606	11968	.6	3.5	732	5324	.7	3.0	933	5317	.9	3.9	734	5956	.7	3.5	387	4190	.4	4.5
SP '98	559	11577	.6	3.3	606	4990	.6	2.5	928	5768	.9	4.0	665	5413	.7	3.3	315	3562	.3	3.6
KPWR-FM																				
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
WI '99	729	14705	.7	4.3	913	7500	.9	3.6	766	6766	.8	3.2	979	8385	1.0	4.7	576	5934	.6	6.9
FA '98	711	14345	.7	4.1	839	7210	.8	3.3	707	6672	.7	2.9	995	8149	1.0	4.7	563	5947	.6	6.5
SU '98	639	13914	.6	3.7	700	6199	.7	2.9	781	7638	.8	3.2	836	7676	.8	4.1	475	5614	.5	5.3
4-Book	694	14275	.7	4.0	836	6941	.8	3.4	726	6867	.7	3.0	958	8103	1.0	4.6	532	5798	.6	6.1
SP '98	669	14044	.7	3.9	749	6564	.8	3.0	667	6592	.7	2.9	890	8312	.9	4.4	560	6067	.6	6.3
KRLA-AM																				
SP '99	140	2576	.1	.8	227	1400	.2	.9	249	1392	.2	1.0	163	962	.2	.8	64	365	.1	.7
WI '99	178	2943	.2	1.0	362	2052	.4	1.4	375	1646	.4	1.6	173	924	.2	.8	38	489	.1	.5
FA '98	110	1916	.1	.6	142	678	.1	.6	152	717	.1	.6	129	824	.1	.6	53	550	.1	.6
SU '98	115	2561	.1	.7	92	729	.1	.4	122	850	.1	.5	148	1068	.1	.7	127	983	.1	1.4
4-Book	136	2499	.1	.8	206	1215	.2	.8	225	1151	.2	.9	153	945	.2	.7	71	597	.1	.8
SP '98	116	2798	.1	.7	111	794	.1	.5	159	1116	.2	.7	150	1201	.2	.7	92	832	.1	1.0
KROQ-FM																				
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
WI '99	631	13540	.6	3.7	1009	6914	1.0	4.0	680	6321	.7	2.9	793	7596	.8	3.8	432	5426	.4	5.2
FA '98	603	12443	.6	3.5	891	6500	.9	3.5	619	5715	.6	2.6	794	7442	.8	3.7	436	4936	.4	5.0
SU '98	584	11019	.6	3.4	752	5067	.8	3.1	762	5947	.8	3.1	704	6086	.7	3.5	421	4442	.4	4.7
4-Book	613	12312	.6	3.6	905	6116	.9	3.6	684	5936	.7	2.9	768	7048	.8	3.7	441	4953	.4	5.1
SP '98	556	11353	.6	3.3	861	6017	.9	3.5	655	5385	.7	2.8	682	6344	.7	3.4	386	4456	.4	4.4
KRTH-FM																				
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
WI '99	552	11923	.5	3.2	662	4666	.7	2.6	902	5360	.9	3.8	705	5688	.7	3.4	230	3028	.2	2.8
FA '98	524	11831	.5	3.0	607	4950	.6	2.4	809	5588	.8	3.4	682	5808	.7	3.2	205	2462	.2	2.4
SU '98	591	12108	.6	3.4	799	5312	.8	3.3	904	5755	.9	3.7	709	6032	.7	3.5	183	2893	.2	2.0
4-Book	542	11709	.5	3.1	676	4956	.7	2.7	863	5503	.9	3.6	669	5712	.7	3.2	197	2665	.2	2.3
SP '98	554	12126	.6	3.3	774	5526	.8	3.1	937	5732	.9	4.0	664	5703	.7	3.3	182	2782	.2	2.1
KSCA-FM																				
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
WI '99	1037	10787	1.0	6.0	2386	7303	2.3	9.4	1438	6879	1.4	6.1	736	4294	.7	3.5	305	2626	.3	3.7
FA '98	1210	11242	1.2	6.9	2635	7836	2.6	10.5	1672	7133	1.6	7.0	935	5144	.9	4.4	334	2854	.3	3.8
SU '98	1030	9609	1.0	6.0	2225	6541	2.2	9.1	1486	6415	1.5	6.1	846	4711	.9	4.2	322	2750	.3	3.6
4-Book	1084	10503	1.1	6.3	2417	7139	2.4	9.7	1510	6778	1.5	6.3	820	4587	.8	4.0	319	2688	.3	3.7
SP '98	986	10075	1.0	5.8	1988	6610	2.0	8.1	1413	6665	1.4	6.1	799	4848	.8	4.0	365	2833	.4	4.1
KSSE-FM																				
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
WI '99	306	5078	.3	1.8	438	2322	.4	1.7	417	2447	.4	1.8	323	2525	.3	1.6	157	1602	.2	1.9
FA '98	340	5482	.3	1.9	372	2669	.4	1.5	420	2883	.4	1.7	415	3001	.4	1.9	203	1852	.2	2.3
SU '98	309	4662	.3	1.8	316	2189	.3	1.3	400	2492	.4	1.6	366	2740	.4	1.8	211	1576	.2	2.4
4-Book	316	5129	.3	1.8	364	2420	.4	1.5	407	2576	.4	1.7	364	2780	.4	1.8	197	1735	.2	2.3
SP '98	225	3915	.2	1.3	207	1602	.2	.8	286	2024	.3	1.2	293	2250	.3	1.5	149	1322	.2	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KTNQ-AM																				
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
WI '99	281	3335	.3	1.6	241	1190	.2	.9	409	1687	.4	1.7	480	1840	.5	2.3	200	1078	.2	2.4
FA '98	305	3688	.3	1.7	385	1492	.4	1.5	426	1893	.4	1.8	470	2002	.5	2.2	189	1170	.2	2.2
SU '98	330	3277	.3	1.9	505	1604	.5	2.1	437	1811	.4	1.8	439	1637	.4	2.2	200	1057	.2	2.2
4-Book	310	3539	.3	1.8	351	1408	.4	1.4	433	1822	.4	1.8	466	1897	.5	2.3	215	1190	.2	2.5
SP '98	380	4169	.4	2.2	606	1778	.6	2.5	422	1847	.4	1.8	471	2039	.5	2.3	292	1598	.3	3.3
KTWV-FM																				
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
WI '99	594	8435	.6	3.5	726	4363	.7	2.9	1021	4515	1.0	4.3	762	4746	.7	3.7	229	2494	.2	2.8
FA '98	604	9285	.6	3.5	663	4314	.7	2.6	1037	5058	1.0	4.3	818	5442	.8	3.8	276	2964	.3	3.2
SU '98	565	8095	.6	3.3	708	4046	.7	2.9	905	4255	.9	3.7	661	4551	.7	3.3	232	2766	.2	2.6
4-Book	567	8510	.6	3.3	682	4170	.7	2.7	962	4486	1.0	4.0	715	4782	.7	3.5	235	2639	.2	2.7
SP '98	564	8358	.6	3.3	689	3718	.7	2.8	988	4350	1.0	4.2	705	4478	.7	3.5	237	2708	.2	2.7
KWKW-AM																				
SP '99	119	1492	.1	.7	134	521	.1	.5	151	844	.1	.6	168	788	.2	.8	81	384	.1	.9
WI '99	75	1063	.1	.4	96	480	.1	.4	110	499	.1	.5	85	401	.1	.4	28	193		.3
FA '98	119	1677	.1	.7	72	632	.1	.3	175	974	.2	.7	187	748	.2	.9	94	506	.1	1.1
SU '98	115	1760	.1	.7	125	683	.1	.5	185	826	.2	.8	131	700	.1	.6	100	480	.1	1.1
4-Book	107	1498	.1	.6	107	579	.1	.4	155	786	.2	.7	143	659	.2	.7	76	391	.1	.9
SP '98	163	2186	.2	1.0	296	1076	.3	1.2	256	1198	.3	1.1	125	782	.1	.6	73	501	.1	.8
KWVE-FM																				
SP '99	96	1938	.1	.6	142	1054	.1	.6	162	985	.2	.7	121	989	.1	.6	30	432		.3
WI '99	54	1591	.1	.3	92	855	.1	.4	51	589	.1	.2	91	829	.1	.4	25	393		.3
FA '98	104	2282	.1	.6	150	1148	.1	.6	123	1095	.1	.5	130	1126	.1	.6	58	638	.1	.7
SU '98	75	1854	.1	.4	131	945	.1	.5	69	836	.1	.3	116	963	.1	.6	22	498		.2
4-Book	82	1916	.1	.5	129	1001	.1	.5	101	876	.1	.4	115	977	.1	.6	34	490		.4
SP '98	66	1637	.1	.4	102	754	.1	.4	78	652	.1	.3	118	898	.1	.6	15	256		.2
KYSR-FM																				
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
WI '99	510	12147	.5	3.0	698	5524	.7	2.7	698	5565	.7	2.9	715	6779	.7	3.4	224	3671	.2	2.7
FA '98	433	10481	.4	2.5	632	4710	.6	2.5	604	4812	.6	2.5	611	5851	.6	2.9	185	3067	.2	2.1
SU '98	526	11867	.5	3.1	701	4956	.7	2.9	801	5956	.8	3.3	722	6541	.7	3.6	235	3822	.2	2.6
4-Book	503	11549	.5	3.0	684	5134	.7	2.7	718	5513	.7	3.0	698	6389	.7	3.4	230	3579	.2	2.6
SP '98	484	11626	.5	2.9	511	5094	.5	2.1	725	5654	.7	3.1	733	6992	.7	3.6	217	3538	.2	2.5
KZLA-FM																				
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
WI '99	359	5820	.4	2.1	506	3235	.5	2.0	547	2935	.5	2.3	472	3358	.5	2.3	119	1447	.1	1.4
FA '98	386	6393	.4	2.2	531	3535	.5	2.1	560	3469	.6	2.3	477	4016	.5	2.2	160	2127	.2	1.8
SU '98	365	5497	.4	2.1	535	3103	.5	2.2	516	2993	.5	2.1	448	3216	.5	2.2	125	1644	.1	1.4
4-Book	370	5859	.4	2.2	506	3260	.5	2.0	542	3073	.5	2.3	481	3539	.5	2.3	135	1737	.1	1.5
SP '98	398	5813	.4	2.3	465	2983	.5	1.9	560	3064	.6	2.4	523	3657	.5	2.6	152	1718	.2	1.7
KGGI-FM																				
SP '99	59	2487	.1	.3	63	924	.1	.3	63	958	.1	.3	79	1165	.1	.4	38	727		.4
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	62	1543	.1	.4	71	592	.1	.3	119	766	.1	.5	66	699	.1	.3	15	332		.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
XTRA-AM																			
SP '99	105	2177	.1	.6	125	857	.1	.5	203	996	.2	.8	148	1158	.1	.7	25	404	.3
WI '99	94	2245	.1	.5	97	955	.1	.4	189	1113	.2	.8	148	1233	.1	.7	25	485	.3
FA '98	140	2990	.1	.8	145	1065	.1	.6	271	1426	.3	1.1	208	1579	.2	1.0	35	492	.4
SU '98	103	2261	.1	.6	129	950	.1	.5	205	1208	.2	.8	143	1304	.1	.7	32	444	.4
4-Book	111	2418	.1	.6	124	957	.1	.5	217	1186	.2	.9	162	1319	.1	.8	29	456	.4
SP '98	97	2158	.1	.6	104	756	.1	.4	171	982	.2	.7	187	1374	.2	.9	32	582	.4
TOTALS																			
SP '99	17211	97033	16.9		24819	83129	24.4		23913	75346	23.5		20604	81110	20.3		8887	54611	8.7
WI '99	17150	96954	16.9		25393	83549	25.0		23727	76046	23.3		20755	81409	20.4		8293	53407	8.2
FA '98	17476	96626	17.2		25145	84129	24.7		24015	75316	23.6		21375	81822	21.0		8714	55261	8.6
SU '98	17184	94422	17.3		24413	80816	24.6		24295	75777	24.5		20307	79273	20.5		8929	55388	9.0
4-Book	17255	96259	17.1		24943	82906	24.7		23988	75621	23.7		20760	80904	20.6		8706	54667	8.6
SP '98	16966	94654	17.1		24650	82320	24.8		23279	74705	23.5		20140	79306	20.3		8827	54957	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

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 '99	556	5319	.5	2.4	201	2492	.2	1.6	268	724	.3	1.8	247	784	.2	1.2	167	606	.2	1.2
4-Book	592	5566	.6	2.6	251	2822	.3	2.1	355	996	.4	2.4	395	1180	.4	2.0	212	721	.2	1.5
KACD-FM																				
SP '99	96	1322	.1	.4	50	698	.1	.4	61	190	.1	.4	72	291	.1	.4	40	187	.1	.3
4-Book	112	1477	.1	.5	63	912	.1	.5	49	170	.1	.3	118	386	.1	.6	85	291	.1	.6
KBCD-FM																				
SP '99	54	711	.1	.2	32	381	.1	.3	29	117	.1	.2	42	186	.1	.2	45	122	.1	.3
4-Book	49	674	.1	.2	25	339	.1	.2	22	74	.1	.2	36	135	.1	.2	26	82	.1	.2
KACE-FM																				
SP '99	129	1920	.1	.6	88	1247	.1	.7	87	282	.1	.6	172	523	.2	.8	87	224	.1	.6
4-Book	171	1939	.2	.8	122	1317	.1	1.0	117	326	.1	.8	188	527	.2	1.0	157	416	.2	1.1
KRTO-FM																				
SP '99	31	593	.1	.1	15	314	.1	.1	14	58	.1	.1	19	105	.1	.1	11	60	.1	.1
4-Book	31	503	.1	.1	17	304	.1	.1	16	53	.1	.1	27	106	.1	.1	22	97	.1	.2
KBIG-FM																				
SP '99	543	6294	.5	2.3	198	3663	.2	1.6	199	716	.2	1.3	310	1146	.3	1.5	119	579	.1	.9
4-Book	619	6835	.6	2.7	232	3928	.2	1.9	243	886	.2	1.7	381	1280	.4	1.9	244	845	.2	1.7
KBLA-AM																				
SP '99	91	773	.1	.4	18	241	.1	.1	55	158	.1	.4	38	123	.1	.2	40	79	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	5	125	.1	.1	1	28	.1	.1	2	13	.1	.1	1	15	.1	.1	2	15	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	93	615	.1	.4	50	400	.1	.4	62	142	.1	.4	77	185	.1	.4	42	114	.1	.3
4-Book	63	578	.1	.3	37	403	.1	.3	47	128	.1	.3	67	179	.1	.4	50	153	.1	.4
KBUE-FM																				
SP '99	609	5229	.6	2.6	373	3286	.4	3.1	429	1000	.4	2.9	643	1499	.6	3.2	477	1112	.5	3.5
4-Book	442	4423	.5	1.9	283	2869	.3	2.3	347	889	.3	2.4	522	1255	.5	2.6	361	930	.4	2.6
KCBS-FM																				
SP '99	603	7605	.6	2.6	299	4581	.3	2.4	254	918	.2	1.7	573	2060	.6	2.8	400	1402	.4	2.9
4-Book	601	7603	.6	2.6	291	4584	.3	2.4	267	1093	.3	1.8	594	2080	.6	2.9	390	1419	.4	2.8
KCMG-FM																				
SP '99	562	6623	.6	2.4	349	4307	.3	2.9	337	955	.3	2.2	566	1675	.6	2.8	410	1250	.4	3.0
4-Book	642	7339	.7	2.8	367	4544	.4	3.0	346	1045	.3	2.3	635	1872	.6	3.2	455	1393	.5	3.2
KFI -AM																				
SP '99	892	8684	.9	3.8	230	3299	.2	1.9	522	1513	.5	3.5	355	1003	.3	1.8	107	499	.1	.8
4-Book	975	8657	1.0	4.2	258	3380	.3	2.1	570	1599	.6	3.9	451	1369	.5	2.3	148	559	.2	1.0
KFSG-FM																				
SP '99	84	1416	.1	.4	47	909	.1	.4	69	254	.1	.5	51	236	.1	.3	33	186	.1	.2
4-Book	96	1342	.1	.5	41	798	.1	.3	48	201	.1	.4	60	255	.1	.3	55	227	.1	.4
KFWB-AM																				
SP '99	489	8247	.5	2.1	184	4160	.2	1.5	410	1833	.4	2.7	210	1322	.2	1.0	154	757	.2	1.1
4-Book	494	7791	.5	2.1	209	3999	.2	1.7	426	1688	.4	2.9	237	1235	.2	1.2	176	813	.2	1.3
KGIL-AM																				
SP '99	139	1527	.1	.6	80	1037	.1	.7	75	217	.1	.5	184	528	.2	.9	111	347	.1	.8
4-Book	94	1097	.1	.4	65	754	.1	.6	64	201	.1	.4	116	326	.1	.6	94	266	.1	.7
+KGXL-AM																				
SP '99	10	252	.1	.1	5	118	.1	.1	3	13	.1	.1	3	31	.1	.1	3	29	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	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
KIEV-AM																				
SP '99	191	1432	.2	.8	49	609		.4	28	92		.2	63	206	.1	.3	83	218	.1	.6
4-Book	176	1237	.2	.8	31	444		.3	34	99		.2	36	125	.1	.2	48	125		.4
KIIS-FM																				
SP '99	1007	14750	1.0	4.3	628	9286	.6	5.1	712	2362	.7	4.7	1074	3810	1.1	5.3	739	2641	.7	5.4
4-Book	871	13877	.9	3.7	552	8581	.6	4.5	578	2108	.6	3.9	905	3420	.9	4.5	660	2391	.7	4.7
KJLH-FM																				
SP '99	240	2740	.2	1.0	182	1892	.2	1.5	117	328	.1	.8	251	696	.2	1.2	149	535	.1	1.1
4-Book	243	2583	.3	1.0	200	2043	.2	1.6	148	383	.2	1.0	250	676	.3	1.2	187	549	.2	1.3
KKBT-FM																				
SP '99	638	8884	.6	2.8	394	5689	.4	3.2	280	1034	.3	1.9	662	2376	.7	3.3	523	1874	.5	3.8
4-Book	789	9467	.8	3.4	469	6041	.5	3.8	403	1293	.4	2.8	780	2559	.8	3.9	641	1996	.6	4.5
KKGO-FM																				
SP '99	446	5080	.4	1.9	257	3316	.3	2.1	233	841	.2	1.6	440	1166	.4	2.2	339	1028	.3	2.5
4-Book	408	4693	.4	1.8	258	3212	.3	2.1	228	803	.2	1.6	414	1250	.4	2.1	298	994	.3	2.1
KKHJ-AM																				
SP '99	311	2486	.3	1.3	198	1565	.2	1.6	238	656	.2	1.6	377	741	.4	1.9	203	513	.2	1.5
4-Book	195	1826	.2	.8	122	1152	.1	1.0	165	436	.2	1.1	197	460	.2	1.0	140	323	.2	1.0
KKLA-FM																				
SP '99	148	1664	.1	.6	46	720		.4	53	204	.1	.4	35	155		.2	47	143		.3
4-Book	124	1616	.1	.5	32	604		.3	39	166		.3	29	118		.2	33	117		.2
KLAC-AM																				
SP '99	376	4091	.4	1.6	230	3189	.2	1.9	235	615	.2	1.6	438	1214	.4	2.2	269	841	.3	2.0
4-Book	476	4476	.5	2.1	281	3139	.3	2.3	331	839	.3	2.3	439	1217	.4	2.2	339	976	.4	2.4
KLAX-FM																				
SP '99	711	6644	.7	3.1	357	3986	.4	2.9	551	1160	.5	3.7	679	1915	.7	3.4	396	1124	.4	2.9
4-Book	777	7109	.8	3.3	449	4549	.5	3.7	538	1310	.5	3.7	794	2098	.8	3.9	543	1440	.5	3.8
KLOS-FM																				
SP '99	635	6332	.6	2.7	208	3321	.2	1.7	186	726	.2	1.2	396	1299	.4	2.0	298	984	.3	2.2
4-Book	594	6377	.6	2.6	227	3218	.2	1.9	216	754	.2	1.5	402	1272	.4	2.0	306	956	.3	2.2
KLSX-FM																				
SP '99	677	5168	.7	2.9	79	1556	.1	.6	109	367	.1	.7	82	337	.1	.4	65	198	.1	.5
4-Book	658	5356	.7	2.9	97	1653	.1	.8	147	425	.2	1.0	105	380	.1	.5	88	292	.1	.6
KLVE-FM																				
SP '99	1333	10452	1.3	5.8	798	7464	.8	6.5	999	2600	1.0	6.6	1432	3445	1.4	7.1	766	1970	.8	5.6
4-Book	1357	10507	1.3	5.8	799	7467	.8	6.5	1031	2610	1.0	7.0	1321	3298	1.3	6.6	786	1984	.8	5.5
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	142	1713	.1	.6	88	1177	.1	.7	48	151		.3	116	419	.1	.6	132	379	.1	1.0
4-Book	127	1598	.1	.6	65	1030	.1	.5	32	116		.2	103	378	.1	.5	104	367	.1	.7
KLYY-FM																				
SP '99	136	3565	.1	.6	108	2049	.1	.9	45	272		.3	193	727	.2	1.0	167	603	.2	1.2
4-Book	175	4289	.2	.8	110	2416	.1	.9	71	348	.1	.5	191	918	.2	1.0	174	739	.2	1.2
KNX -AM																				
SP '99	483	7909	.5	2.1	213	4020	.2	1.7	427	1596	.4	2.8	307	1272	.3	1.5	164	673	.2	1.2
4-Book	516	8427	.5	2.2	237	4387	.2	1.9	427	1713	.4	2.9	305	1255	.3	1.5	189	824	.2	1.4
KOST-FM																				
SP '99	850	9411	.8	3.7	353	5248	.3	2.9	389	1312	.4	2.6	567	1995	.6	2.8	447	1463	.4	3.2
4-Book	810	9296	.8	3.5	389	5588	.4	3.2	387	1353	.4	2.6	674	2083	.7	3.4	438	1445	.4	3.1

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

Target Listener Estimates

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
KPWR-FM																				
SP '99	839	12348	.8	3.6	563	7856	.6	4.6	471	1737	.5	3.1	921	3141	.9	4.5	697	2273	.7	5.1
4-Book	831	12337	.8	3.6	558	7949	.6	4.6	464	1702	.5	3.1	915	3112	.9	4.5	731	2471	.7	5.2
KRLA-AM																				
SP '99	216	2199	.2	.9	55	999	.1	.5	90	355	.1	.6	131	446	.1	.6	41	162		.3
4-Book	197	1991	.2	.8	71	934	.1	.6	61	202	.1	.4	117	318	.1	.6	64	193	.1	.5
KROQ-FM																				
SP '99	797	10377	.8	3.4	449	6278	.4	3.7	342	1323	.3	2.3	751	2493	.7	3.7	555	1943	.5	4.0
4-Book	778	10456	.8	3.3	435	6550	.4	3.6	356	1383	.4	2.4	706	2683	.7	3.5	563	2116	.6	4.0
KRTH-FM																				
SP '99	696	8922	.7	3.0	380	5593	.4	3.1	415	1436	.4	2.8	814	2468	.8	4.0	433	1550	.4	3.1
4-Book	746	9323	.8	3.2	414	5790	.4	3.4	418	1396	.4	2.9	783	2378	.8	3.9	492	1633	.5	3.4
KSCA-FM																				
SP '99	1535	9156	1.5	6.6	720	6094	.7	5.9	1979	3399	1.9	13.2	1169	2964	1.2	5.8	576	1387	.6	4.2
4-Book	1577	9453	1.6	6.8	726	6299	.7	5.9	1908	3520	1.9	12.9	1144	2967	1.2	5.7	624	1525	.6	4.4
KSSE-FM																				
SP '99	360	4468	.4	1.6	278	2943	.3	2.3	345	857	.3	2.3	501	1353	.5	2.5	324	882	.3	2.4
4-Book	381	4289	.4	1.7	282	2991	.3	2.3	310	832	.3	2.1	492	1389	.5	2.4	316	861	.3	2.2
KTNQ-AM																				
SP '99	407	3195	.4	1.8	210	1927	.2	1.7	286	687	.3	1.9	336	941	.3	1.7	234	500	.2	1.7
4-Book	418	3047	.4	1.8	180	1705	.2	1.5	273	646	.3	1.9	288	780	.3	1.5	232	545	.2	1.6
KTWV-FM																				
SP '99	725	6770	.7	3.1	323	4311	.3	2.6	369	1229	.4	2.5	594	1676	.6	2.9	401	1298	.4	2.9
4-Book	800	7015	.8	3.4	379	4360	.4	3.1	392	1243	.4	2.7	673	1766	.7	3.3	470	1372	.5	3.3
KWKV-AM																				
SP '99	151	1221	.1	.7	85	737	.1	.7	120	226	.1	.8	88	227	.1	.4	116	268	.1	.8
4-Book	137	1228	.1	.6	75	657	.1	.6	92	216	.1	.6	101	248	.1	.5	91	194	.1	.6
KWVE-FM																				
SP '99	143	1644	.1	.6	58	961	.1	.5	48	150		.3	83	289	.1	.4	82	238	.1	.6
4-Book	114	1604	.1	.5	59	974	.1	.5	82	275	.1	.6	75	254	.1	.4	64	231	.1	.5
KYSR-FM																				
SP '99	742	9977	.7	3.2	370	5599	.4	3.0	312	1266	.3	2.1	663	2416	.7	3.3	459	1651	.5	3.3
4-Book	702	9788	.7	3.0	334	5558	.4	2.7	274	1125	.3	1.8	631	2382	.6	3.2	452	1750	.5	3.2
KZLA-FM																				
SP '99	510	5008	.5	2.2	285	3302	.3	2.3	317	1049	.3	2.1	495	1459	.5	2.4	433	1402	.4	3.1
4-Book	512	5017	.5	2.2	278	3385	.3	2.3	334	1094	.3	2.3	504	1563	.5	2.5	337	1132	.3	2.4
KKGI-FM																				
SP '99	68	1999	.1	.3	56	1099	.1	.5	47	141		.3	90	357	.1	.4	68	311	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	88	1163	.1	.4	49	772		.4	49	187		.3	104	336	.1	.5	53	220	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	162	1779	.2	.7	57	838	.1	.5	107	363	.1	.7	83	224	.1	.4	45	184		.3
4-Book	172	1972	.2	.7	57	992	.1	.5	83	297	.1	.6	95	335	.1	.5	70	280	.1	.5
TOTALS																				
SP '99	23174	95088	22.8		12210	78149	12.0		15026	38004	14.8		20259	48822	19.9		13778	35387	13.6	
4-Book	23289	94593	23.1		12279	78103	12.2		14753	37786	14.6		20142	48154	19.9		14204	36326	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

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 '99	134	500	.1	1.6	273	636	.3	3.0	224	723	.2	1.6	136	525	.1	1.2	167	435	.2	2.7
4-Book	131	470	.1	1.6	331	859	.4	3.5	290	864	.3	2.0	149	523	.1	1.4	155	455	.2	2.5
KACD-FM																				
SP '99	29	111	.3	.7	32	106	.4	.4	91	274	.1	.6	51	176	.1	.5	18	87	.3	.3
4-Book	52	184	.7	.7	34	95	.4	.4	81	295	.1	.6	48	184	.1	.5	29	140	.5	.5
KBCD-FM																				
SP '99	1	14	.1	.1	41	123	.5	.3	47	147	.3	.3	41	101	.4	.3	16	74	.3	.3
4-Book	10	52	.1	.1	21	62	.3	.3	41	131	.3	.3	29	78	.3	.3	13	69	.2	.2
KACE-FM																				
SP '99	83	210	.1	1.0	81	239	.1	.9	99	352	.1	.7	57	167	.1	.5	30	170	.5	.5
4-Book	95	305	.1	1.2	90	271	.1	1.0	132	383	.1	.9	113	297	.1	1.0	81	218	.1	1.3
KRTO-FM																				
SP '99	16	109	.2	.2	13	53	.1	.1	16	113	.1	.1	7	62	.1	.1	20	33	.3	.3
4-Book	13	80	.2	.2	13	52	.1	.1	18	83	.1	.1	16	74	.2	.2	13	36	.2	.2
KBIG-FM																				
SP '99	296	975	.3	3.5	85	349	.1	.9	234	1022	.2	1.7	207	671	.2	1.9	95	412	.1	1.6
4-Book	289	989	.3	3.6	107	435	.1	1.1	267	1038	.3	1.9	193	734	.2	1.7	100	498	.1	1.7
KBLA-AM																				
SP '99	1	14	**	**	16	27	**	.2	3	26	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	2	13	**	**	1	13	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	43	121	.5	.3	37	106	.4	.2	78	210	.1	.6	46	158	.4	.3	14	35	.2	.2
4-Book	26	76	.3	.3	21	86	.2	.2	37	123	.3	.3	35	98	.3	.3	13	56	.2	.2
KBUE-FM																				
SP '99	251	717	.2	3.0	229	616	.2	2.6	441	1041	.4	3.1	319	745	.3	2.9	190	562	.2	3.1
4-Book	167	524	.2	2.1	188	542	.2	2.0	307	844	.3	2.1	254	660	.2	2.3	124	438	.1	2.0
KCBS-FM																				
SP '99	160	655	.2	1.9	169	607	.2	1.9	461	1575	.5	3.3	276	943	.3	2.5	77	418	.1	1.3
4-Book	150	676	.2	1.9	138	550	.1	1.5	386	1425	.4	2.7	285	1042	.3	2.6	101	476	.1	1.7
KCMG-FM																				
SP '99	202	645	.2	2.4	200	477	.2	2.2	388	1283	.4	2.7	368	1126	.4	3.4	305	734	.3	5.0
4-Book	254	863	.3	3.2	209	646	.2	2.2	409	1368	.4	2.8	335	1066	.4	3.0	270	760	.3	4.4
KFI -AM																				
SP '99	70	333	.1	.8	325	985	.3	3.6	340	1113	.3	2.4	77	316	.1	.7	66	268	.1	1.1
4-Book	80	322	.1	1.0	298	879	.3	3.2	353	1091	.4	2.4	124	444	.1	1.1	64	259	.1	1.1
KFSG-FM																				
SP '99	33	156	.4	.4	76	309	.1	.8	51	283	.1	.4	33	176	.3	.3	31	104	.5	.5
4-Book	31	124	.4	.4	61	287	.1	.6	42	239	.1	.3	23	120	.2	.2	13	57	.2	.2
KFVB-AM																				
SP '99	93	601	.1	1.1	294	1324	.3	3.3	152	863	.1	1.1	105	493	.1	1.0	99	618	.1	1.6
4-Book	92	562	.1	1.2	333	1321	.3	3.5	209	1016	.2	1.5	145	606	.1	1.3	104	513	.1	1.7
KGIL-AM																				
SP '99	15	107	.2	.3	16	115	.2	.3	103	290	.1	.7	107	351	.1	1.0	25	141	.4	.4
4-Book	20	113	.3	.3	27	99	.3	.3	107	277	.1	.8	74	216	.1	.7	16	66	.3	.3
+KGXL-AM																				
SP '99	6	42	.1	.1	2	27	**	**	9	62	.1	.1	10	48	.1	.1	2	25	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

	Persons 12+																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM																				
SP '99	30	94	.4		38	96	.4		33	122	.2		101	245	.1	.9	23	84	.4	
4-Book	20	64	.3		25	79	.3		27	83	.2		55	126	.1	.5	13	36	.2	
KIIS-FM																				
SP '99	468	2057	.5	5.6	417	1658	.4	4.7	738	2921	.7	5.2	535	1972	.5	4.9	317	1465	.3	5.2
4-Book	382	1663	.4	4.7	396	1526	.4	4.2	682	2767	.7	4.7	502	1889	.5	4.6	299	1392	.3	4.9
KJLH-FM																				
SP '99	133	457	.1	1.6	175	532	.2	2.0	269	878	.3	1.9	254	637	.2	2.3	105	299	.1	1.7
4-Book	125	391	.1	1.5	186	517	.2	2.0	336	930	.4	2.3	260	669	.2	2.4	108	316	.1	1.8
KKBT-FM																				
SP '99	504	1512	.5	6.0	178	610	.2	2.0	325	1309	.3	2.3	382	1402	.4	3.5	254	917	.2	4.1
4-Book	430	1449	.4	5.3	266	858	.3	2.8	457	1655	.4	3.2	436	1400	.4	4.0	313	1047	.3	5.1
KKGO-FM																				
SP '99	156	675	.2	1.9	181	711	.2	2.0	271	1143	.3	1.9	279	889	.3	2.6	161	517	.2	2.6
4-Book	173	643	.2	2.2	168	666	.2	1.8	340	1149	.4	2.4	281	831	.3	2.6	156	525	.2	2.6
KKHJ-AM																				
SP '99	121	283	.1	1.4	125	420	.1	1.4	276	573	.3	2.0	137	342	.1	1.3	89	246	.1	1.5
4-Book	82	207	.1	1.0	98	298	.1	1.0	139	354	.2	1.0	89	213	.1	.8	63	152	.1	1.1
KKLA-FM																				
SP '99	41	143	.5		77	304	.1	.9	50	150	.4		38	138	.3		33	157	.5	
4-Book	19	83	.3		55	235	.1	.6	34	164	.3		24	88	.2		25	93	.4	
KLAC-AM																				
SP '99	123	408	.1	1.5	131	466	.1	1.5	295	1043	.3	2.1	288	973	.3	2.6	59	336	.1	1.0
4-Book	169	566	.2	2.1	215	647	.2	2.3	355	1069	.4	2.5	300	867	.3	2.7	110	437	.1	1.8
KLAX-FM																				
SP '99	191	548	.2	2.3	244	693	.2	2.7	419	1338	.4	3.0	232	794	.2	2.1	146	526	.1	2.4
4-Book	267	815	.3	3.3	338	919	.4	3.6	557	1506	.6	3.8	358	965	.4	3.3	192	622	.2	3.2
KLDS-FM																				
SP '99	87	544	.1	1.0	140	595	.1	1.6	240	1053	.2	1.7	234	792	.2	2.1	86	382	.1	1.4
4-Book	123	532	.1	1.5	135	513	.2	1.5	271	1020	.3	1.9	256	780	.3	2.3	107	452	.1	1.8
KLSX-FM																				
SP '99	36	169	.4		111	428	.1	1.2	160	602	.2	1.1	56	196	.1	.5	19	95	.3	
4-Book	34	136	.4		145	495	.1	1.5	178	652	.2	1.2	71	236	.1	.6	21	114	.3	
KLVE-FM																				
SP '99	689	1916	.7	8.2	608	1764	.6	6.8	959	2553	.9	6.8	536	1218	.5	4.9	335	1031	.3	5.5
4-Book	705	1970	.7	8.7	684	1851	.7	7.3	902	2457	.9	6.2	560	1444	.6	5.1	373	1217	.4	6.1
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	86	238	.1	1.0	18	40	.2		185	611	.2	1.3	99	359	.1	.9	11	54	.2	
4-Book	51	189	.1	.6	16	63	.2		94	331	.1	.7	82	266	.1	.8	34	138	.6	
KLYY-FM																				
SP '99	70	315	.1	.8	66	259	.1	.7	128	453	.1	.9	114	510	.1	1.0	72	233	.1	1.2
4-Book	86	409	.1	1.1	53	253	.1	.6	123	616	.1	.9	107	547	.1	1.0	66	364	.1	1.1
KNX -AM																				
SP '99	103	656	.1	1.2	277	1090	.3	3.1	204	896	.2	1.4	73	406	.1	.7	168	794	.2	2.7
4-Book	135	677	.1	1.7	321	1264	.3	3.4	237	1019	.3	1.6	146	649	.2	1.4	167	793	.2	2.7
KOST-FM																				
SP '99	301	1083	.3	3.6	223	791	.2	2.5	365	1376	.4	2.6	293	1066	.3	2.7	226	981	.2	3.7
4-Book	337	1359	.3	4.2	232	802	.2	2.5	378	1405	.4	2.6	327	1133	.3	3.0	302	1167	.3	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 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	
KPWR-FM																						
SP '99		622	2145	.6	7.4	293	1078	.3	3.3	534	2089	.5	3.8	514	1703	.5	4.7	397	1446	.4	6.5	
4-Book		559	2011	.6	6.9	266	1052	.3	2.8	565	2253	.6	3.9	516	1755	.5	4.7	397	1485	.4	6.5	
KRLA-AM																						
SP '99		11	46		.1	56	196	.1	.6	73	251	.1	.5	13	72		.1	24	71		.4	
4-Book		37	118	.1	.5	55	173	.1	.6	105	260	.1	.7	68	185	.1	.6	53	161	.1	.9	
KROQ-FM																						
SP '99		399	1557	.4	4.7	171	758	.2	1.9	475	1997	.5	3.4	545	1718	.5	5.0	314	1311	.3	5.1	
4-Book		357	1483	.4	4.4	177	760	.2	1.9	489	2044	.5	3.4	475	1648	.5	4.3	320	1350	.3	5.2	
KRTH-FM																						
SP '99		173	707	.2	2.1	242	875	.2	2.7	483	1672	.5	3.4	352	1156	.3	3.2	113	467	.1	1.8	
4-Book		229	883	.3	2.9	278	1020	.3	3.0	573	1892	.6	3.9	375	1317	.4	3.4	143	634	.2	2.3	
KSCA-FM																						
SP '99		274	895	.3	3.3	666	1469	.7	7.4	647	1742	.6	4.6	397	1038	.4	3.6	199	631	.2	3.2	
4-Book		278	906	.3	3.5	697	1512	.7	7.4	680	1877	.7	4.7	436	1045	.5	4.0	191	661	.2	3.1	
KSSE-FM																						
SP '99		232	708	.2	2.8	134	426	.1	1.5	300	909	.3	2.1	226	721	.2	2.1	143	449	.1	2.3	
4-Book		198	633	.2	2.5	177	561	.2	1.9	337	993	.4	2.3	266	697	.3	2.4	146	486	.2	2.4	
KTNQ-AM																						
SP '99		208	544	.2	2.5	116	354	.1	1.3	221	540	.2	1.6	170	379	.2	1.6	101	304	.1	1.6	
4-Book		128	374	.1	1.6	101	277	.1	1.1	181	479	.2	1.3	184	387	.2	1.7	70	246	.1	1.1	
KTWV-FM																						
SP '99		202	583	.2	2.4	187	734	.2	2.1	399	1336	.4	2.8	275	988	.3	2.5	145	660	.1	2.4	
4-Book		231	791	.2	2.9	236	793	.3	2.5	482	1414	.5	3.3	371	1080	.4	3.4	169	639	.2	2.8	
KWKV-AM																						
SP '99		81	201	.1	1.0	58	104	.1	.6	91	182	.1	.6	73	172	.1	.7	62	165	.1	1.0	
4-Book		55	133	.1	.7	57	117	.1	.6	89	185	.1	.6	51	122	.1	.5	61	137	.1	1.0	
KWVE-FM																						
SP '99		22	90		.3	54	236	.1	.6	97	361	.1	.7	61	230	.1	.6	19	114		.3	
4-Book		26	120		.3	71	288	.1	.8	86	375	.1	.6	52	199	.1	.5	25	145		.4	
KYSR-FM																						
SP '99		271	1178	.3	3.2	181	810	.2	2.0	511	1995	.5	3.6	382	1418	.4	3.5	153	824	.2	2.5	
4-Book		205	975	.2	2.5	174	724	.2	1.9	410	1782	.4	2.9	357	1388	.4	3.3	155	791	.2	2.6	
KZLA-FM																						
SP '99		116	538	.1	1.4	176	685	.2	2.0	335	1068	.3	2.4	305	928	.3	2.8	122	411	.1	2.0	
4-Book		119	532	.1	1.5	222	784	.2	2.4	348	1203	.4	2.4	262	872	.3	2.4	106	459	.1	1.7	
KGGI-FM																						
SP '99		37	203		.4	16	64		.2	69	348	.1	.5	70	209	.1	.6	44	149		.7	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KOLA-FM																						
SP '99		16	98		.2	24	79		.3	73	201	.1	.5	53	171	.1	.5	17	118		.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
SP '99		26	68		.3	73	235	.1	.8	77	252	.1	.5	32	168		.3	20	80		.3	
4-Book		20	98		.3	62	210	.1	.7	76	283	.1	.5	46	199		.4	11	72		.2	
TOTALS																						
SP '99		8419	25340	8.3		8962	26387	8.8		14145	37718	13.9		10900	28535	10.7		6128	19555	6.0		
4-Book		8107	24970	8.0		9407	26821	9.3		14514	38785	14.4		10983	28619	10.9		6129	19771	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
KABC-AM																				
SP '99	4	137		.1	3	45		.1	4	74		.1	14	86	.1	.3	1	22		
WI '99	4	207		.1	4	87		.1	2	34		.1	11	116		.3	4	29		.1
FA '98	3	158		.1	3	42		.1	6	74		.2	5	69		.1	2	41		.1
SU '98	3	129		.1	1	27			9	60		.2	1	24			1	28		
4-Book	4	158		.1	3	50		.1	5	61		.2	8	74		.2	2	30		.1
SP '98	6	183		.2	6	79		.1	6	78		.2	21	122	.1	.5	1	14		
KACD-FM																				
SP '99	3	234		.1		15			3	62		.1	5	120		.1	2	49		.1
WI '99	6	284		.2	2	35			10	82		.3	9	159		.2	5	90		.2
FA '98	11	406		.3	10	78		.2	5	60		.1	13	132	.1	.3	10	165		.4
SU '98	26	839	.1	.8	27	236	.1	.7	28	401	.1	.6	41	384	.2	1.0	23	327	.1	.8
4-Book	12	441		.4	10	91		.2	12	151		.3	17	199		.4	10	158		.4
SP '98	40	825	.2	1.2	28	295	.1	.7	25	370	.1	.7	54	418	.2	1.2	54	399	.2	1.9
KBCD-FM																				
SP '99	1	141			3	36		.1	1	54			2	67			1	34		
WI '99	4	211		.1	8	100		.2	6	100		.2	6	93		.1	1	52		
FA '98	4	219		.1	7	84		.2	1	9			5	86		.1	3	120		.1
SU '98	25	482	.1	.7	24	147	.1	.6	36	190	.2	.8	32	237	.1	.8	19	237	.1	.7
4-Book	9	263		.2	11	92		.3	11	88		.1	11	121		.3	6	111		.2
SP '98	14	333	.1	.4	22	171	.1	.5	13	137	.1	.4	19	221	.1	.4	9	140		.3
KACE-FM																				
SP '99	10	307		.3	6	69		.1	5	92		.1	20	132	.1	.4	5	77		.2
WI '99	13	360	.1	.4	7	77		.2	10	106		.3	18	132	.1	.4	14	154	.1	.5
FA '98	13	421	.1	.4	11	112		.3	14	81	.1	.4	15	187	.1	.3	8	141		.3
SU '98	16	390	.1	.5	15	112	.1	.4	15	204	.1	.3	20	201	.1	.5	20	105	.1	.7
4-Book	13	370		.4	10	93		.3	11	121		.1	18	163		.4	12	119		.4
SP '98	10	381		.3	6	113		.1	8	71		.2	12	200	.1	.3	9	108		.3
KRTO-FM																				
SP '99	1	68			1	26			1	9			4	21		.1				
WI '99	1	87			1	17			2	37		.1	2	36			1	32		
FA '98		71								9				18				23		
SU '98	1	137							1	51			1	54			1	11		
4-Book	1	91			1	11			1	27			2	32			1	17		
SP '98	1	57			2	36			2	25		.1	1	26						
KBIG-FM																				
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
WI '99	68	1883	.3	2.0	65	589	.3	1.5	112	746	.5	3.2	93	826	.4	2.1	41	586	.2	1.5
FA '98	62	1918	.3	1.8	50	633	.2	1.2	94	655	.4	2.7	90	886	.4	2.1	52	763	.2	1.8
SU '98	65	2118	.3	1.9	56	675	.2	1.4	109	806	.5	2.5	92	863	.4	2.2	41	706	.2	1.5
4-Book	61	1919		1.8	54	620		1.3	98	696		2.6	83	806		1.9	43	626		1.5
SP '98	70	1949	.3	2.1	65	618	.3	1.6	125	758	.6	3.5	105	945	.5	2.4	39	533	.2	1.4
KBLA-AM																				
SP '99	4	116		.1	2	32			15	75	.1	.4	4	29		.1				
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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		
KBUA-FM																					
SP '99	25	259	.1	.7	27	128	.1	.6	20	120	.1	.5	29	118	.1	.7	31	120	.1	1.1	
WI '99	21	313	.1	.6	22	157	.1	.5	27	150	.1	.8	25	153	.1	.6	20	149	.1	.7	
FA '98	5	139		.1	3	44		.1	5	96		.1	6	80		.1	1	45			
SU '98	10	247		.3	18	138		.1	13	67		.1	11	108		.3	5	72		.2	
4-Book	15	240	.1	.4	18	117	.1	.4	16	108	.1	.4	18	115	.1	.4	14	97	.1	.5	
SP '98	6	142		.2	2	42			6	78		.2	12	88		.1	3	67		.1	
KBUE-FM																					
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	
WI '99	126	2069	.5	3.7	127	834	.5	3.0	124	1001	.5	3.6	169	1187	.7	3.9	104	794	.4	3.9	
FA '98	78	1690	.3	2.3	83	764	.4	2.0	94	694	.4	2.7	74	722	.3	1.7	41	475	.2	1.4	
SU '98	56	1401	.2	1.6	58	584	.3	1.5	79	672	.3	1.8	71	589	.3	1.7	39	455	.2	1.4	
4-Book	99	1797	.4	2.9	100	735	.5	2.4	120	852	.5	3.3	128	905	.6	3.0	66	563	.3	2.4	
SP '98	98	1937	.4	2.9	98	773	.4	2.4	107	901	.5	3.0	125	910	.6	2.9	67	542	.3	2.4	
KCBS-FM																					
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	
WI '99	50	1626	.2	1.5	43	565	.2	1.0	82	703	.4	2.4	72	755	.3	1.6	25	482	.1	.9	
FA '98	46	1477	.2	1.3	46	524	.2	1.1	79	723	.3	2.3	48	689	.2	1.1	23	473	.1	.8	
SU '98	60	1445	.3	1.7	51	398	.2	1.3	124	771	.5	2.9	64	637	.3	1.5	26	431	.1	.9	
4-Book	54	1517	.3	1.6	53	512	.2	1.3	96	736	.4	2.6	65	718	.3	1.5	25	459	.1	.9	
SP '98	43	1401	.2	1.3	45	578	.2	1.1	61	700	.3	1.7	61	772	.3	1.4	27	457	.1	1.0	
KCMG-FM																					
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	
WI '99	115	2650	.5	3.4	105	870	.5	2.5	98	958	.4	2.8	161	1235	.7	3.7	108	1096	.5	4.0	
FA '98	130	2755	.6	3.8	126	1277	.5	3.0	118	1212	.5	3.4	165	1270	.7	3.8	134	1039	.6	4.7	
SU '98	113	2867	.5	3.3	111	922	.5	2.8	146	1435	.6	3.4	147	1228	.7	3.5	85	1002	.4	3.1	
4-Book	112	2613	.5	3.3	107	956	.5	2.6	112	1116	.5	3.0	143	1178	.6	3.3	102	1006	.5	3.7	
SP '98	127	2787	.6	3.7	108	1124	.5	2.6	158	1197	.7	4.4	151	1267	.7	3.5	110	1202	.5	3.9	
KFI -AM																					
SP '99	11	393		.3	10	141		.2	14	152		.4	8	126		.2	23	140		.8	
WI '99	17	438	.1	.5	27	146	.1	.6	34	202	.1	1.0	11	146		.3	14	142		.5	
FA '98	14	472	.1	.4	25	200	.1	.6	18	179	.1	.5	19	229	.1	.4	9	140		.3	
SU '98	20	416	.1	.6	20	149	.1	.5	41	256	.2	.9	13	96	.1	.3	21	64	.1	.8	
4-Book	16	430	.1	.5	21	159	.1	.5	27	197	.1	.7	13	149	.1	.3	17	122	.1	.6	
SP '98	17	393	.1	.5	29	225	.1	.7	26	195	.1	.7	20	151	.1	.5	10	95		.4	
KFSG-FM																					
SP '99	11	317		.3	13	119		.3	11	147		.3	15	167		.3	9	155		.3	
WI '99	9	257		.3	8	106		.2	9	104		.3	19	173		.4	3	101		.1	
FA '98	7	234		.2	13	144		.3	4	66		.1	5	80		.1	9	78		.3	
SU '98	4	157		.1	7	104		.2	5	93		.1	6	80		.1		14			
4-Book	8	241	.2	.2	10	118	.1	.3	7	103	.2	.2	11	125	.1	.2	5	87	.2	.2	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																					
SP '99	6	329		.2	17	169		.4	5	93		.1	2	66			2	26		.1	
WI '99	8	313		.2	17	224		.4	15	125		.1	7	124		.2		35			
FA '98	5	255		.1	10	135		.2	5	52		.1	5	76		.1	4	35		.1	
SU '98	3	308		.1	8	152		.2	3	73		.1	1	52			1	26			
4-Book	6	301	.2	.2	13	170	.1	.3	7	86	.2	.2	4	80	.1	.1	2	31	.1	.1	
SP '98	3	271		.1	9	192		.2	2	70		.1	7	86		.2	1	16			
KGIL-AM																					
SP '99		10			1	10															
WI '99		20								11				1	20						
FA '98	2	70		.1	1	13			1	13				2	17			2	24	.1	
SU '98																					
4-Book	1	25			1	6				6			1	9			1	6			
SP '98		27			1	12											2	27		.1	

** 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

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	
+KGL-AM																				
SP '99																				
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99		9																		
WI '99		26																		
FA '98	1	15		4	15		.1										2	26		.1
SU '98																				
4-Book		13		1	4												1	7		
SP '98		15										1	15							
KIIS-FM																				
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
WI '99	370	7840	1.6	10.9	387	3975	1.7	9.1	283	3212	1.2	8.2	565	4430	2.4	12.9	331	3473	1.4	12.3
FA '98	317	7741	1.4	9.2	382	4000	1.7	9.2	292	3193	1.3	8.4	456	4478	2.0	10.5	256	3294	1.1	9.0
SU '98	296	7304	1.3	8.6	296	3383	1.3	7.6	327	4003	1.4	7.6	392	4110	1.7	9.4	243	3150	1.1	8.8
4-Book	348	7840	1.5	10.1	379	3890	1.7	9.2	306	3513	1.3	8.3	500	4563	2.2	11.5	301	3446	1.3	10.9
SP '98	292	7137	1.3	8.6	354	3623	1.6	8.6	251	3140	1.1	7.0	417	4175	1.8	9.6	225	2999	1.0	8.0
KJLH-FM																				
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
WI '99	33	833	.1	1.0	26	243	.1	.6	29	212	.1	.8	21	218	.1	.5	19	203	.1	.7
FA '98	24	729	.1	.7	21	263	.1	.5	14	193	.1	.4	21	273	.1	.5	29	257	.1	1.0
SU '98	26	752	.1	.8	17	170	.1	.4	28	296	.1	.6	32	334	.1	.8	29	260	.1	1.1
4-Book	29	768	.1	.9	22	244	.1	.5	22	225	.1	.6	30	299	.1	.7	32	276	.1	1.2
SP '98	28	842	.1	.8	21	206	.1	.5	26	337	.1	.7	25	260	.1	.6	26	269	.1	.9
KKBT-FM																				
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
WI '99	287	5672	1.2	8.4	312	2439	1.3	7.4	231	2407	1.0	6.7	400	3568	1.7	9.1	261	2643	1.1	9.7
FA '98	337	6746	1.5	9.8	424	3380	1.8	10.2	339	3056	1.5	9.7	454	4013	2.0	10.4	285	3156	1.2	10.0
SU '98	348	6562	1.5	10.1	325	2717	1.4	8.3	381	3513	1.7	8.8	515	3894	2.3	12.3	331	3034	1.5	12.0
4-Book	309	6296	1.3	9.0	334	2828	1.4	8.1	303	2963	1.3	8.1	431	3756	1.9	10.0	284	2899	1.2	10.3
SP '98	338	5965	1.5	9.9	414	3091	1.8	10.1	276	2774	1.2	7.7	491	3718	2.2	11.3	297	2603	1.3	10.6
KKGO-FM																				
SP '99	8	475		.2	3	65		.1	14	114	.1	.4	7	122		.2	14	251	.1	.5
WI '99	19	594	.1	.6	20	228	.1	.5	28	180	.1	.8	23	220	.1	.5	14	186	.1	.5
FA '98	14	391	.1	.4	8	82		.2	18	131	.1	.5	15	190	.1	.3	19	184	.1	.7
SU '98	17	638	.1	.5	16	156	.1	.4	21	183	.1	.5	12	180	.1	.3	20	255	.1	.7
4-Book	15	525	.1	.4	12	133	.1	.3	20	152	.1	.6	14	178	.1	.3	17	219	.1	.6
SP '98	23	439	.1	.7	33	181	.1	.8	30	175	.1	.8	26	204	.1	.6	19	166	.1	.7
KKHJ-AM																				
SP '99	17	427	.1	.5	13	158	.1	.3	28	178	.1	.8	27	260	.1	.6	7	49		.3
WI '99	15	370	.1	.4	26	194	.1	.6	16	143	.1	.5	16	150	.1	.4	13	146	.1	.5
FA '98	10	200		.3	17	69	.1	.4	11	57		.3	2	18			2	52		.1
SU '98	8	178		.2	13	104	.1	.3	12	89	.1	.3	9	81		.2	12	79	.1	.4
4-Book	13	294	.1	.4	17	131	.1	.4	17	117	.1	.5	14	127	.1	.3	9	82	.1	.3
SP '98	8	202		.2	15	96	.1	.4	18	118	.1	.5	2	20			6	70		.2
KKLA-FM																				
SP '99	5	89		.1	1	36			2	26		.1	11	28		.2	6	42		.2
WI '99	3	158		.1	9	104		.2	1	28			1	26			4	70		.1
FA '98	2	164		.1	5	109		.1		15			10	68		.2				
SU '98	1	71			3	53		.1		12			2	45				14		
4-Book	3	121		.1	5	76		.1	1	20			6	42		.1	3	32		.1
SP '98	6	149		.2	12	97	.1	.3	4	48		.1	13	72	.1	.3	6	43		.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	
KLAC-AM																				
SP '99	9	339	.3	3	14	.1		4	40	.1		5	76	.1		20	184	.1	.7	
WI '99	5	337	.1	2	63			2	49	.1		8	126	.2		12	161	.1	.4	
FA '98	2	125	.1					3	65	.1		3	57	.1		2	44		.1	
SU '98		49		1	40				10											
4-Book	4	213	.1	2	29			2	41	.1		4	65	.1		9	97	.1	.3	
SP '98	5	256	.1	3	40	.1			11			9	116	.2		8	78		.3	
KLAX-FM																				
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
WI '99	147	2724	.6	4.3	164	920	.7	3.9	193	1114	.8	5.6	176	1330	.8	4.0	115	1080	.5	4.3
FA '98	160	2814	.7	4.7	149	1278	.6	3.6	189	1396	.8	5.4	210	1493	.9	4.8	110	972	.5	3.9
SU '98	163	2739	.7	4.7	173	1145	.8	4.4	220	1443	1.0	5.1	215	1455	1.0	5.1	114	1196	.5	4.1
4-Book	146	2624	.6	4.3	153	1049	.7	3.7	187	1254	.8	5.0	185	1345	.8	4.3	107	978	.5	3.9
SP '98	210	2979	.9	6.2	250	1494	1.1	6.1	276	1556	1.2	7.7	238	1376	1.1	5.5	154	1217	.7	5.5
KLCS-FM																				
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
WI '99	25	1045	.1	.7	64	381	.3	1.5	21	348	.1	.6	26	423	.1	.6	9	188		.3
FA '98	36	1021	.2	1.0	42	346	.2	1.0	39	334	.2	1.1	47	467	.2	1.1	34	401	.1	1.2
SU '98	23	1015	.1	.7	43	439	.2	1.1	29	331	.1	.7	30	386	.1	.7	11	201		.4
4-Book	32	1058	.2	.9	54	439	.3	1.3	40	382	.2	1.1	36	434	.2	.8	19	246	.1	.7
SP '98	28	1090	.1	.8	52	449	.2	1.3	22	381	.1	.6	28	466	.1	.6	10	250		.4
KLTX-FM																				
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
WI '99	52	1043	.2	1.5	150	708	.6	3.5	53	293	.2	1.5	77	394	.3	1.8	10	171		.4
FA '98	63	988	.3	1.8	210	599	.9	5.1	41	400	.2	1.2	73	294	.3	1.7	14	121	.1	.5
SU '98	84	1062	.4	2.4	258	794	1.1	6.6	102	501	.5	2.4	51	309	.2	1.2	55	233	.2	2.0
4-Book	70	1064	.3	2.0	229	724	1.0	5.6	68	417	.3	1.8	66	316	.3	1.5	22	165	.1	.8
SP '98	41	1001	.2	1.2	146	726	.6	3.5	46	493	.2	1.3	11	143		.3	14	235	.1	.5
KLVE-FM																				
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
WI '99	149	2654	.6	4.4	195	1159	.8	4.6	199	1141	.9	5.8	156	1175	.7	3.6	93	937	.4	3.4
FA '98	186	2959	.8	5.4	226	1556	1.0	5.5	201	1330	.9	5.8	211	1520	.9	4.8	153	1257	.7	5.4
SU '98	194	2968	.9	5.6	249	1429	1.1	6.4	266	1447	1.2	6.2	185	1573	.8	4.4	117	1121	.5	4.3
4-Book	168	2808	.7	4.9	207	1331	.9	5.1	219	1317	1.0	5.9	177	1383	.8	4.1	110	1047	.5	4.0
SP '98	173	2789	.8	5.1	244	1411	1.1	5.9	211	1380	.9	5.9	172	1358	.8	4.0	127	1115	.6	4.5
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98		15							15											
KXTA-AM																				
SP '99	7	198	.2		6	88	.1		8	90	.2		4	61	.1		13	70	.1	.5
WI '99	6	176	.2		14	106	.1	.3	12	108	.1	.3	4	53	.1		1	35		
FA '98	11	201	.3		10	104	.2		30	84	.1	.9	5	84	.1		6	62		.2
SU '98	10	226	.3		15	114	.1	.4	26	84	.1	.6	3	39	.1		9	103		.3
4-Book	9	200	.3		11	103	.1	.3	19	92	.1	.5	4	59	.1		7	68		.3
SP '98	7	312	.2		2	43			3	63	.1		11	133	.3		12	195	.1	.4
KLYY-FM																				
SP '99	34	1857	.1	1.0	27	521	.1	.6	34	654	.1	.9	52	921	.2	1.2	26	611	.1	.9
WI '99	71	2753	.3	2.1	86	1038	.4	2.0	83	1155	.4	2.4	96	1421	.4	2.2	52	959	.2	1.9
FA '98	56	2426	.2	1.6	46	708	.2	1.1	50	862	.2	1.4	91	1343	.4	2.1	53	934	.2	1.9
SU '98	52	2297	.2	1.5	37	612	.2	.9	75	1260	.3	1.7	63	1130	.3	1.5	36	747	.2	1.3
4-Book	53	2333	.2	1.6	49	720	.2	1.2	61	983	.3	1.6	76	1204	.3	1.8	42	813	.2	1.5
SP '98	58	2605	.3	1.7	55	901	.2	1.3	61	1115	.3	1.7	84	1445	.4	1.9	43	921	.2	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KNX -AM																				
SP '99	5	339		.1	6	146		.1	7	140		.2	6	144		.1	4	26		.1
WI '99	6	404		.2	13	160		.1	6	103		.2	5	144		.1	3	57		.1
FA '98	8	331		.2	17	162		.1	4	82		.1	10	89		.2	10	120		.4
SU '98	3	311		.1	10	199		.3	2	75			3	74		.1	2	36		.1
4-Book	6	346		.2	12	167		.1	5	100		.1	6	113		.1	5	60		.2
SP '98	5	338		.1	15	203		.1	4	70		.1	4	81		.1	3	41		.1
KOST-FM																				
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
WI '99	80	2168	.3	2.4	58	643	.3	1.4	84	826	.4	2.4	89	927	.4	2.0	103	1073	.4	3.8
FA '98	94	2744	.4	2.7	65	890	.3	1.6	100	827	.4	2.9	109	1074	.5	2.5	119	1411	.5	4.2
SU '98	106	2598	.5	3.1	102	809	.5	2.6	155	859	.7	3.6	123	1095	.5	2.9	91	1178	.4	3.3
4-Book	96	2566	.4	2.8	80	823	.4	2.0	115	845	.5	3.1	112	1043	.5	2.6	110	1229	.5	4.0
SP '98	74	2270	.3	2.2	52	748	.2	1.3	92	751	.4	2.6	75	774	.3	1.7	91	1090	.4	3.2
KPWR-FM																				
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
WI '99	511	9514	2.2	15.0	619	5152	2.7	14.6	470	4396	2.0	13.6	697	5740	3.0	15.9	446	4397	1.9	16.5
FA '98	520	9808	2.2	15.2	603	5198	2.6	14.6	454	4672	2.0	13.0	745	5978	3.2	17.1	473	4745	2.0	16.7
SU '98	459	9274	2.0	13.3	482	4267	2.1	12.3	571	5501	2.5	13.2	603	5398	2.7	14.4	367	4267	1.6	13.3
4-Book	494	9496	2.1	14.4	575	4847	2.5	14.0	467	4651	2.0	12.5	704	5709	3.1	16.2	419	4421	1.8	15.2
SP '98	479	8940	2.1	14.1	512	4403	2.3	12.4	439	4429	1.9	12.2	647	5742	2.9	14.9	450	4639	2.0	16.1
KRLA-AM																				
SP '99	5	161		.1	2	23			3	71		.1	3	50		.1	4	44		.1
WI '99	4	172		.1	7	82		.2	2	21		.1	4	36		.1	5	81		.2
FA '98	22	394	.1	.6	18	115	.1	.4	27	120	.1	.8	26	152	.1	.6	20	163	.1	.7
SU '98	15	466	.1	.4	7	149		.2	8	107		.2	14	118	.1	.3	27	211	.1	1.0
4-Book	12	298	.1	.3	9	92		.2	10	80		.3	12	89	.1	.3	14	125	.1	.5
SP '98	20	580	.1	.6	15	141	.1	.4	21	240	.1	.6	27	223	.1	.6	21	185	.1	.7
KROQ-FM																				
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
WI '99	288	6303	1.2	8.5	390	3145	1.7	9.2	261	2689	1.1	7.6	369	3518	1.6	8.4	270	3084	1.2	10.0
FA '98	291	5862	1.3	8.5	328	2956	1.4	7.9	233	2679	1.0	6.7	396	3631	1.7	9.1	293	2965	1.3	10.3
SU '98	277	5432	1.2	8.0	292	2301	1.3	7.5	317	3074	1.4	7.3	315	2864	1.4	7.5	289	2622	1.3	10.5
4-Book	296	5887	1.3	8.6	355	2803	1.6	8.6	283	2843	1.2	7.6	366	3345	1.6	8.4	293	2911	1.3	10.6
SP '98	252	5033	1.1	7.4	345	2717	1.5	8.4	214	2307	.9	6.0	296	2883	1.3	6.8	273	2614	1.2	9.7
KRTH-FM																				
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
WI '99	66	2661	.3	1.9	54	785	.2	1.3	61	833	.3	1.8	80	1068	.3	1.8	62	863	.3	2.3
FA '98	66	2553	.3	1.9	59	801	.3	1.4	79	772	.3	2.3	80	962	.3	1.8	58	734	.3	2.0
SU '98	74	2528	.3	2.1	55	719	.2	1.4	100	1101	.4	2.3	103	995	.5	2.5	52	899	.2	1.9
4-Book	68	2453	.3	2.0	61	775	.3	1.5	80	838	.3	2.2	85	949	.4	2.0	53	762	.3	1.9
SP '98	76	2772	.3	2.2	98	954	.4	2.4	100	948	.4	2.8	102	1249	.5	2.4	54	747	.2	1.9
KSCA-FM																				
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
WI '99	241	3212	1.0	7.1	541	1979	2.3	12.8	285	1692	1.2	8.3	187	1270	.8	4.3	104	982	.4	3.9
FA '98	202	2921	.9	5.9	436	1878	1.9	10.5	237	1492	1.0	6.8	135	1163	.6	3.1	88	857	.4	3.1
SU '98	211	2710	.9	6.1	441	1726	2.0	11.3	267	1630	1.2	6.2	172	1215	.8	4.1	103	932	.5	3.7
4-Book	217	2898	.9	6.3	460	1739	2.0	11.2	262	1576	1.1	7.1	167	1208	.8	3.9	96	876	.4	3.5
SP '98	242	3055	1.1	7.1	398	1900	1.8	9.7	312	1863	1.4	8.7	261	1681	1.2	6.0	137	1086	.6	4.9
KSSE-FM																				
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
WI '99	125	2319	.5	3.7	158	922	.7	3.7	136	888	.6	3.9	152	1116	.7	3.5	83	794	.4	3.1
FA '98	165	2507	.7	4.8	166	1297	.7	4.0	190	1351	.8	5.4	201	1449	.9	4.6	118	973	.5	4.2
SU '98	148	2233	.7	4.3	159	1103	.7	4.1	148	1163	.7	3.4	164	1286	.7	3.9	125	922	.6	4.5
4-Book	146	2388	.6	4.3	158	1127	.7	3.8	159	1137	.7	4.3	175	1309	.8	4.0	112	952	.5	4.1
SP '98	101	1713	.4	3.0	98	755	.4	2.4	104	799	.5	2.9	123	1010	.5	2.8	88	730	.4	3.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KTNQ-AM																				
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
WI '99	19	368	.1	.6	8	89	.2	.2	23	108	.1	.7	34	179	.1	.8	14	135	.1	.5
FA '98	23	317	.1	.7	26	141	.1	.6	24	180	.1	.7	47	197	.2	1.1	19	137	.1	.7
SU '98	32	392	.1	.9	34	176	.2	.9	41	222	.2	.9	59	237	.3	1.4	6	90		.2
4-Book	29	367	.1	.9	29	140	.1	.7	37	174	.2	1.0	52	209	.2	1.2	17	134	.1	.6
SP '98	30	548	.1	.9	40	185	.2	1.0	20	162	.1	.6	41	199	.2	.9	38	228	.2	1.4
KTWV-FM																				
SP '99	18	492	.1	.5	14	152	.1	.3	21	122	.1	.6	27	252	.1	.6	15	133	.1	.5
WI '99	20	550	.1	.6	27	165	.1	.6	33	228	.1	1.0	29	213	.1	.7	7	122		.3
FA '98	27	569	.1	.8	24	179	.1	.6	47	227	.2	1.3	42	254	.2	1.0	14	226	.1	.5
SU '98	15	518	.1	.4	13	222	.1	.3	24	181	.1	.6	22	193	.1	.5	14	174	.1	.5
4-Book	20	532	.1	.6	20	180	.1	.5	31	190	.1	.9	30	228	.1	.7	13	164	.1	.5
SP '98	19	571	.1	.6	21	190	.1	.5	28	226	.1	.8	30	188	.1	.7	9	142		.3
KWKV-AM																				
SP '99	7	125		.2	16	75	.1	.4	9	55		.2	6	47		.1	3	12		.1
WI '99	8	100		.2	12	46	.1	.3	8	55		.2	6	43		.1	6	45		.2
FA '98	10	180		.3	10	70		.2	11	143		.3	17	89	.1	.4	8	76		.3
SU '98	10	228		.3	23	98	.1	.6	10	102		.2	10	53		.2	9	53		.3
4-Book	9	158		.3	15	72	.1	.4	10	89		.2	10	58		.2	7	47		.2
SP '98	8	201		.2	10	52		.2	9	83		.3	13	61	.1	.3	8	77		.3
KWVE-FM																				
SP '99	5	274		.1	8	161		.2	7	102		.2	4	69		.1	3	78		.1
WI '99	6	230		.2	6	89		.1	7	99		.2	11	132		.3	2	62		.1
FA '98	14	447	.1	.4	17	161	.1	.4	13	178	.1	.4	12	187	.1	.3	13	169	.1	.5
SU '98	9	320		.3	10	168		.3	11	141		.3	15	127	.1	.4	5	114		.2
4-Book	9	318		.3	10	145		.3	10	130		.3	11	129	.1	.3	6	106		.2
SP '98	10	221		.3	13	88	.1	.3	12	72	.1	.3	24	136	.1	.6	3	53		.1
KYSR-FM																				
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
WI '99	126	3960	.5	3.7	145	1701	.6	3.4	123	1636	.5	3.6	184	2147	.8	4.2	94	1495	.4	3.5
FA '98	123	3428	.5	3.6	163	1348	.7	3.9	143	1589	.6	4.1	168	1820	.7	3.9	73	1285	.3	2.6
SU '98	158	4131	.7	4.6	154	1510	.7	3.9	207	2171	.9	4.8	202	2084	.9	4.8	124	1624	.5	4.5
4-Book	145	3941	.6	4.2	165	1585	.7	4.0	171	1831	.7	4.6	197	2057	.9	4.5	105	1517	.5	3.8
SP '98	141	3944	.6	4.1	141	1614	.6	3.4	180	1774	.8	5.0	211	2301	.9	4.9	100	1447	.4	3.6
KZLA-FM																				
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
WI '99	34	729	.1	1.0	48	423	.2	1.1	43	293	.2	1.2	47	408	.2	1.1	18	308	.1	.7
FA '98	26	658	.1	.8	28	318	.1	.7	33	318	.1	.9	35	377	.2	.8	19	326	.1	.7
SU '98	37	674	.2	1.1	39	371	.2	1.0	34	352	.2	.8	39	324	.2	.9	35	316	.2	1.3
4-Book	37	709	.2	1.1	37	357	.2	.9	47	340	.2	1.3	51	381	.3	1.2	23	305	.1	.9
SP '98	24	592	.1	.7	34	259	.2	.8	18	240	.1	.5	30	352	.1	.7	21	265	.1	.7
KGGI-FM																				
SP '99	35	1542	.2	1.0	32	521	.1	.8	35	571	.2	1.0	41	702	.2	.9	27	475	.1	1.0
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	3	184		.1	2	34			4	59		.1	1	44			2	69		.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
XTRA-AM																			
SP '99	9	148	.3	15	76	.1	.4	24	78	.1	.7	7	49	.2			22		
WI '99	6	157	.2	9	67		.2	8	42		.2	7	92	.2		6	89		.2
FA '98	9	237	.3	5	52		.1	16	120	.1	.5	7	98	.2		7	58		.2
SU '98	14	241	.1	.4	17	100	.1	.4	34	174	.2	.8	22	135	.1	.5	2	23	.1
4-Book	10	196	.3	12	74	.1	.3	21	104	.1	.6	11	94	.3		4	48		.1
SP '98	11	246	.3	15	133	.1	.4	10	91		.3	24	132	.1	.6	5	59		.2
TOTALS																			
SP '99	3461	22300	15.0	4177	18052	18.1		3654	15635	15.8		4451	18794	19.3		2756	15999	11.9	
WI '99	3399	22357	14.7	4231	18292	18.3		3451	15378	14.9		4380	18945	18.9		2701	16059	11.7	
FA '98	3432	22215	14.8	4144	18732	17.9		3495	15482	15.1		4361	18879	18.9		2836	16413	12.3	
SU '98	3446	21855	15.3	3912	17509	17.3		4319	17720	19.1		4185	18376	18.5		2751	16065	12.2	
4-Book	3435	22182	15.0	4116	18146	17.9		3730	16054	16.2		4344	18749	18.9		2761	16134	12.0	
SP '98	3400	21895	15.1	4117	18640	18.2		3592	15523	15.9		4328	18768	19.2		2801	15960	12.4	

** 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 12-24																									
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 '99	7	128		.2	1	35										2	13		.1						
4-Book	6	123		.2	2	31		6	14		.2	2	7			2	11		.1						
KACD-FM																									
SP '99	3	163		.1	4	138		.1	11	30		.4	5	42		.1	4	30		.1					
4-Book	13	309		.3	10	196		.1	10	35		.1	17	70		.1	18	58		.5					
KBCD-FM																									
SP '99	2	118				13										2	13		.1						
4-Book	11	193		.3	6	94		.2	5	7		.2	7	25		.2	7	24		.2					
KACE-FM																									
SP '99	10	219		.2	12	137		.1	4	5		.2	18	34		.1	4	12	19	.1	.3				
4-Book	13	252		.1	13	173		.1	5	12		.5	23	71		.1	5	19	53	.1	.5				
KRTO-FM																									
SP '99	2	48				27							1	7				7							
4-Book	1	59				20								2				2							
KBIG-FM																									
SP '99	60	1213		.3	1.5	30	695		.1	1.0	41	151		.2	1.5	65	204		.3	1.4	25	142		.1	.7
4-Book	80	1347		.4	2.0	38	788		.2	1.3	29	129		.2	1.1	63	224		.3	1.5	42	162		.2	1.3
KBLA-AM																									
SP '99	7	96		.2	2	43		.1					9	43		.2	6	9		.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**					
KVCA-AM																									
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**						
KBUA-FM																									
SP '99	25	187		.1	.6	22	167		.1	.8	13	34		.1	.5	33	76		.1	.7	16	35		.1	.5
4-Book	17	186		.1	.4	13	144		.1	.5	13	42		.1	.5	22	63		.1	.5	17	39		.1	.5
KBUE-FM																									
SP '99	172	1649		.7	4.2	113	1166		.5	3.9	97	265		.4	3.5	175	438		.8	3.9	147	369		.6	4.1
4-Book	116	1438		.5	2.9	92	1037		.4	3.3	94	277		.4	3.6	159	414		.7	3.7	113	306		.5	3.2
KCBS-FM																									
SP '99	82	1178		.4	2.0	44	721		.2	1.5	41	111		.2	1.5	83	329		.4	1.8	77	298		.3	2.2
4-Book	73	1173		.4	1.8	41	730		.2	1.4	27	121		.1	1.1	86	324		.4	2.0	52	207		.2	1.6
KCMG-FM																									
SP '99	89	1641		.4	2.2	90	1131		.4	3.1	69	228		.3	2.5	148	343		.6	3.3	96	290		.4	2.7
4-Book	120	2039		.5	3.0	103	1302		.5	3.7	81	249		.4	3.1	135	422		.6	3.2	106	323		.5	3.1
KFI -AM																									
SP '99	11	297		.3	5	84		.2	3	14		.1	3	19		.1									
4-Book	21	343		.1	.5	6	105		.2	10		.4	8	28		.1	.2	3	15		.1				
KFSG-FM																									
SP '99	13	239		.1	.3	9	226		.3	13	55		.1	.5	12	59		.1	.3	8	52		.2		
4-Book	10	199		.1	.2	7	150		.2	9	39		.1	.4	12	56		.1	.3	10	48		.1	.3	
KFWB-AM																									
SP '99	8	277		.2	5	117		.2	9	58		.3						1	7						
4-Book	8	240		.2	3	110		.1	6	36		.2	2	15				3	16		.1				
KGIL-AM																									
SP '99		10																							
4-Book	1	12			1	20			2	3		.1						1	3						
+KGXL-AM																									
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KIEV-AM SP '99 4-Book		4				9 2															
KIIS-FM SP '99 4-Book	442 388	7367 6803	1.9 1.7	10.9 9.6	369 307	5037 4571	1.6 1.3	12.9 10.9	388 257	1240 989	1.7 1.2	14.0 9.8	543 461	2025 1835	2.3 2.0	12.0 10.7	428 369	1525 1344	1.9 1.6	12.1 10.8	
KJLH-FM SP '99 4-Book	28 25	549 494	.1 .1	.7 .6	30 35	405 433	.1 .1	1.0 1.2	16 21	53 51	.1 .1	.6 .8	40 46	155 124	.2 .2	.9 1.1	32 27	98 67	.1 .1	.9 .8	
KKBT-FM SP '99 4-Book	294 352	5295 5390	1.3 1.5	7.2 8.7	214 249	3305 3426	.9 1.1	7.5 8.9	140 177	475 577	.6 .8	5.0 6.8	361 399	1326 1376	1.6 1.7	8.0 9.3	285 349	1098 1112	1.2 1.5	8.0 10.3	
KKGO-FM SP '99 4-Book	8 16	280 333	.1 .1	.2 .4	4 11	130 239	.1 .1	.4 .4	5 18	13 56	.1 .1	.2 .7	8 13	50 61	.1 .1	.2 .3	1 7	11 32	.1 .1	.2 .2	
KKHJ-AM SP '99 4-Book	23 16	359 236	.1 .1	.6 .4	14 10	176 138	.1 .1	.5 .4	8 9	34 36	.1 .1	.3 .3	29 14	59 36	.1 .1	.6 .3	15 13	61 38	.1 .1	.4 .4	
KKLA-FM SP '99 4-Book	4 4	56 105	.1 .1	.1 .1	5 2	32 28	.2 .1	.2 .1	7 2	9 6	.3 .1	.3 .1					12 4	23 9	.1 .1	.3 .1	
KLAC-AM SP '99 4-Book	4 3	102 107	.1 .1	.1 .1	10 4	161 93	.3 .1	.3 .1					3 1	43 16	.1 .1	.1 .1	14 5	30 13	.1 .1	.4 .2	
KLAX-FM SP '99 4-Book	137 176	1743 2133	.6 .8	3.4 4.4	92 120	1182 1421	.4 .5	3.2 4.3	87 104	203 290	.4 .5	3.1 4.0	151 204	576 646	.7 .9	3.3 4.8	125 146	332 412	.5 .6	3.5 4.2	
KLOS-FM SP '99 4-Book	61 43	931 838	.3 .2	1.5 1.1	29 22	552 424	.1 .1	1.0 .8	35 15	94 58	.2 .1	1.3 .6	50 33	187 163	.2 .1	1.1 .8	32 25	134 104	.1 .1	.9 .7	
KLSX-FM SP '99 4-Book	140 117	937 922	.6 .5	3.4 2.9	18 18	337 264	.1 .1	.6 .6	24 39	87 86	.1 .2	.9 1.5	24 24	97 83	.1 .1	.5 .6		8 22		.3 .3	
KLVE-FM SP '99 4-Book	176 202	2192 2277	.8 .9	4.3 5.0	131 148	1440 1558	.6 .7	4.6 5.3	115 137	381 383	.5 .6	4.1 5.3	216 220	558 573	.9 1.0	4.8 5.2	115 150	323 366	.5 .7	3.2 4.5	
+KLYF-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM SP '99 4-Book	6 12	126 153	.1 .1	.1 .3	6 4	115 59	.2 .1	.2 .1					9 6	53 21	.2 .1	.2 .1	12 6	40 24	.1 .1	.3 .2	
KLYY-FM SP '99 4-Book	37 61	1429 1861	.2 .3	.9 1.5	35 46	823 1141	.2 .2	1.2 1.7	19 31	95 144	.1 .2	.7 1.2	72 70	294 399	.3 .3	1.6 1.6	62 81	293 368	.3 .4	1.7 2.4	
KNX -AM SP '99 4-Book	6 7	307 282	.1 .2	.1 .2	2 3	103 91	.1 .1	.1 .1	2 5	20 26	.1 .2	.1 .2	1 4	24 26			5 2	48 14		.1 .1	
KOST-FM SP '99 4-Book	114 103	1810 1709	.5 .5	2.8 2.5	71 74	1138 1150	.3 .3	2.5 2.6	43 63	190 181	.2 .3	1.5 2.4	80 102	289 287	.3 .4	1.8 2.4	70 65	249 208	.3 .3	2.0 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 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		
KPWR-FM																							
SP '99		564	8363	2.4	13.9	407	5559	1.8	14.2	320	1293	1.4	11.5	655	2183	2.8	14.5	561	1762	2.4	15.8		
4-Book		573	8394	2.5	14.2	403	5591	1.8	14.3	322	1223	1.4	12.3	638	2198	2.8	14.8	542	1801	2.4	15.9		
KRLA-AM																							
SP '99		3	84	.1	.1	8	129	.1	.3					12	44	.1	.3						
4-Book		10	184	.3	.3	11	145	.1	.4	3	14	.1	.1	9	28	.1	.2	12	31	.1	.4		
KROQ-FM																							
SP '99		367	5001	1.6	9.0	261	3394	1.1	9.1	206	730	.9	7.4	376	1221	1.6	8.3	292	1032	1.3	8.2		
4-Book		331	4939	1.4	8.2	235	3425	1.0	8.4	183	698	.8	7.0	336	1319	1.4	7.8	291	1079	1.3	8.5		
KRTH-FM																							
SP '99		77	1518	.3	1.9	62	1029	.3	2.2	58	201	.3	2.1	106	401	.5	2.4	68	274	.3	1.9		
4-Book		76	1763	.3	1.9	65	1117	.3	2.3	44	159	.2	1.7	100	368	.4	2.3	81	295	.4	2.4		
KSCA-FM																							
SP '99		283	2264	1.2	7.0	169	1587	.7	5.9	440	728	1.9	15.9	258	679	1.1	5.7	168	385	.7	4.7		
4-Book		294	2491	1.3	7.3	161	1666	.7	5.7	392	773	1.7	15.0	239	706	1.0	5.6	142	390	.6	4.1		
KSSE-FM																							
SP '99		164	2165	.7	4.0	129	1484	.6	4.5	174	439	.8	6.3	226	589	1.0	5.0	134	411	.6	3.8		
4-Book		164	2009	.7	4.1	137	1460	.6	4.9	140	377	.6	5.4	229	634	1.0	5.4	145	407	.7	4.3		
KTNQ-AM																							
SP '99		59	294	.3	1.5	19	153	.1	.7	19	56	.1	.7	48	93	.2	1.1	39	71	.2	1.1		
4-Book		39	297	.2	1.0	19	180	.1	.7	26	57	.1	1.0	29	73	.1	.7	32	77	.2	.9		
KTWV-FM																							
SP '99		21	353	.1	.5	16	241	.1	.6	3	13	.1	.1	26	74	.1	.6	16	42	.1	.5		
4-Book		27	377	.1	.7	12	211	.1	.4	11	21	.1	.4	16	74	.1	.4	13	50	.1	.4		
KWKV-AM																							
SP '99		10	98	.2	.2	3	51	.1	.1	6	15	.2	.2	8	36	.2	.2	5	25	.1	.1		
4-Book		12	130	.1	.3	6	54	.2	.2	8	21	.3	.3	8	20	.2	.2	6	20	.2	.2		
KWVE-FM																							
SP '99		6	213	.1	.1	4	125	.1	.1					2	30	.1	.1						
4-Book		10	247	.1	.3	8	178	.3	.3	13	42	.1	.5	6	32	.1	.1	8	23	.2	.2		
KYSR-FM																							
SP '99		213	3504	.9	5.2	126	1946	.5	4.4	99	385	.4	3.6	207	749	.9	4.6	176	624	.8	5.0		
4-Book		177	3285	.8	4.4	114	1979	.5	4.1	81	345	.4	3.1	189	773	.8	4.4	150	577	.7	4.4		
KZLA-FM																							
SP '99		66	634	.3	1.6	37	389	.2	1.3	24	90	.1	.9	89	182	.4	2.0	78	255	.3	2.2		
4-Book		45	582	.2	1.1	29	393	.2	1.1	15	66	.1	.6	53	130	.3	1.2	39	150	.2	1.1		
KGGI-FM																							
SP '99		36	1192	.2	.9	37	764	.2	1.3	16	72	.1	.6	54	242	.2	1.2	41	212	.2	1.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KOLA-FM																							
SP '99		3	103	.1	.1	4	79	.1	.1					4	30	.1	.1	15	43	.1	.4		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
XTRA-AM																							
SP '99		16	126	.1	.4	4	26	.1	.1	6	13	.2	.2	13	13	.1	.3	3	13	.1	.1		
4-Book		15	160	.1	.4	5	48	.2	.2	4	16	.2	.2	12	21	.1	.3	5	18	.1	.1		
TOTALS																							
SP '99		4060	21730	17.6		2868	18262	12.4		2775	7333	12.0		4509	10988	19.5		3548	9013	15.3			
4-Book		4038	21696	17.6		2813	18331	12.2		2608	7102	11.3		4296	10866	18.7		3411	8782	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

Target Listener Estimates - Persons 12-24

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 '99 4-Book								3 1	22 6	.1		4 3	13 8	.2 .1						
KACD-FM SP '99 4-Book	3 10	19 54	.1 .4		3	14	.2	4 9	24 40	.1 .3		2 6	12 28	.1 .3		3 8	13 40	.1 .1	.1 .4	
KBCD-FM SP '99 4-Book	3	17	.1		7	13	.4	10	31	.3		5	22	.2		3	18	.2		
KACE-FM SP '99 4-Book	16 11	38 44	.1 .1	.6 .4	14 10	39 30	.1 .1	.8 .6	15 15	41 44	.1 .1	.5 .5	9 11	9 27	.3 .4	7 5	32 23	.3 .2		
KRTO-FM SP '99 4-Book					1	8	.1	1	3				2			1	13 3			
KBIG-FM SP '99 4-Book	28 42	164 174	.1 .2	1.0 1.7	5 11	37 60	.1	.3 .6	22 44	63 159	.1 .2	.8 1.5	29 42	128 168	.1 .2	1.1 1.6	24 27	112 132	.1 .1	1.2 1.3
KBLA-AM SP '99 4-Book	**	**	**	**	**	**	**	**	1 **	12 **	**	**	**	**	**	**	**	**	**	
KVCA-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KBUA-FM SP '99 4-Book	33 13	88 39	.1 .1	1.2 .5	12 7	24 26	.1 .4	.7 .4	29 10	82 31	.1 .4	1.0 .4	25 12	97 41	.1 .1	1.0 .5	14 8	35 24	.1 .1	.7 .4
KBUE-FM SP '99 4-Book	84 61	235 213	.4 .3	3.1 2.4	62 64	190 189	.3 .3	3.7 3.7	142 103	335 302	.6 .5	4.9 3.4	99 85	247 219	.4 .4	3.8 3.2	91 58	228 177	.4 .3	4.5 2.8
KCBS-FM SP '99 4-Book	50 31	163 142	.2 .2	1.8 1.2	19 20	84 83	.1 .1	1.1 1.2	40 42	171 169	.2 .2	1.4 1.4	17 32	90 164	.1 .2	.7 1.2	20 27	109 119	.1 .2	1.0 1.3
KCMG-FM SP '99 4-Book	47 81	172 281	.2 .4	1.7 3.2	27 47	72 149	.1 .2	1.6 2.7	77 108	226 348	.3 .5	2.6 3.5	91 110	268 293	.4 .5	3.5 4.2	150 142	291 354	.6 .6	7.4 6.9
KFI -AM SP '99 4-Book	10 6	32 21	.4 .3		2 3	13 13	.1 .2		7 9	33 28	.2 .3		3 1	13 6	.1 .1		7 6	18 16	.3 .3	
KFSG-FM SP '99 4-Book	14 12	79 39	.1 .1	.5 .5	6 5	44 34	.4 .3		1 4	28 23	.1		5 2	42 14	.2 .1		8 3	15 6	.4 .1	
KFWB-AM SP '99 4-Book	6 3	50 24	.2 .1		17 7	48 33	.1 .4	1.0 .4	1	11			2 2	23 15	.1 .1		8 3	49 16	.4 .2	
KGIL-AM SP '99 4-Book	2	9	.1		4	7	.2		1	3			1	4						
+KGXL-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KIEV-AM SP '99 4-Book								3 1 9 2 .1											
KIIS-FM SP '99 4-Book				251 935 1.1 14.8				416 1560 1.8 14.3				318 1143 1.4 12.2				260 1127 1.1 12.9			
KJLH-FM SP '99 4-Book				14 35 .1 .8				25 103 .1 .9				28 84 .1 1.1				32 99 .1 1.6			
KKBT-FM SP '99 4-Book				88 283 .4 5.2				152 706 .7 5.2				243 833 1.1 9.3				145 555 .6 7.2			
KKG0-FM SP '99 4-Book				9 37 .1 .5				10 57 .3				8 25 .3				10 50 .1 .5			
KKHJ-AM SP '99 4-Book				22 70 .1 1.3				8 35 .3				16 46 .1 .6				6 24 .3			
KKLA-FM SP '99 4-Book				4 11 .1				1 3				11 11 .4				4 11 .2			
KLAC-AM SP '99 4-Book				4 14 .2				33 94 .1 1.1				19 72 .1 .7				3 13 .1			
KLAX-FM SP '99 4-Book				67 202 .3 4.0				103 404 .4 3.5				78 233 .3 3.0				51 165 .2 2.5			
KLOS-FM SP '99 4-Book				18 72 .1 1.1				39 151 .2 1.3				34 124 .1 1.3				9 53 .4			
KLSX-FM SP '99 4-Book				25 66 .1 1.5				33 105 .1 1.1				11 43 .4				7 38 .3			
KLVE-FM SP '99 4-Book				93 337 .4 5.5				176 484 .8 6.1				79 177 .3 3.0				71 237 .3 3.5			
+KLYF-AM SP '99 4-Book				** ** ** **				** ** ** **				** ** ** **				** ** ** **			
KXTA-AM SP '99 4-Book				1 5 .1				6 22 .2				15 45 .1 .6				3 14 .1			
KLYY-FM SP '99 4-Book				22 102 .1 1.3				29 140 .1 1.0				21 125 .1 .8				22 97 .1 1.1			
KNX -AM SP '99 4-Book				2 19 .1				6 18 .2				3				4 25 .2			
KOST-FM SP '99 4-Book				31 91 .1 1.8				65 208 .3 2.2				61 247 .3 2.3				102 371 .4 5.1			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12-24

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	
KPWR-FM																				
SP '99	454	1520	2.0	16.7	219	793	.9	12.9	335	1389	1.4	11.5	411	1313	1.8	15.7	277	1037	1.2	13.7
4-Book	420	1480	1.8	16.5	194	734	.8	11.2	393	1603	1.7	12.7	372	1219	1.6	14.1	306	1114	1.3	14.9
KRLA-AM																				
SP '99	5	23	.2	1.2	21	38	.1	1.2	10	41	.3		6	15	.2		7	20	.3	
4-Book	8	32	.3		7	18	.4		13	41	.4		11	22	.4		22	48	.1	1.1
KROQ-FM																				
SP '99	256	939	1.1	9.4	123	480	.5	7.3	272	1089	1.2	9.4	324	947	1.4	12.4	219	861	.9	10.9
4-Book	227	925	1.0	9.0	104	427	.4	6.0	248	1053	1.1	8.1	265	855	1.2	10.1	210	857	.9	10.3
KRTH-FM																				
SP '99	35	151	.2	1.3	57	199	.2	3.4	84	230	.4	2.9	58	181	.3	2.2	28	111	.1	1.4
4-Book	55	196	.3	2.2	47	161	.2	2.7	85	280	.4	2.8	56	189	.3	2.1	42	187	.2	2.1
KSCA-FM																				
SP '99	90	254	.4	3.3	152	328	.7	9.0	149	403	.6	5.1	84	229	.4	3.2	47	123	.2	2.3
4-Book	78	271	.4	3.1	152	349	.7	8.8	161	461	.7	5.2	95	243	.4	3.6	53	172	.2	2.6
KSSE-FM																				
SP '99	101	372	.4	3.7	88	273	.4	5.2	147	475	.6	5.1	99	331	.4	3.8	61	252	.3	3.0
4-Book	104	332	.5	4.1	93	292	.4	5.4	161	469	.7	5.2	130	319	.6	5.0	85	275	.4	4.1
KTNQ-AM																				
SP '99	12	27	.1	.4	2	9	.1		6	9	.2		23	37	.1	.9	3	17	.1	
4-Book	8	21	.3		9	23	.5		20	58	.7		27	57	.1	1.0	6	27	.3	
KTVV-FM																				
SP '99	28	71	.1	1.0					18	64	.1	.6	12	40	.1	.5	17	63	.1	.8
4-Book	13	53	.5		8	18	.1	.4	18	64	.1	.6	12	38	.1	.5	7	30	.1	.3
KWKV-AM																				
SP '99					5	11			5	12	.2		4	12	.2		2	7		.1
4-Book					10	22	.1	.4	10	22	.1	.4	6	10	.3		2	7		.1
KWVE-FM																				
SP '99	5	13	.2		5	27	.3		3	30	.1		12	42	.1	.5	6	42	.3	
4-Book	6	17	.3		7	43	.4		7	50	.2		11	43	.1	.4	5	33	.3	
KYSR-FM																				
SP '99	146	535	.6	5.4	59	242	.3	3.5	134	592	.6	4.6	120	483	.5	4.6	60	323	.3	3.0
4-Book	96	437	.4	3.7	63	249	.3	3.7	129	591	.6	4.2	124	475	.6	4.7	70	338	.3	3.4
KZLA-FM																				
SP '99	10	43	.4		8	37	.5		45	81	.2	1.5	38	131	.2	1.5	6	30	.3	
4-Book	18	69	.1	.8	14	63	.1	.9	40	142	.2	1.3	38	120	.2	1.5	18	79	.1	.9
KGCI-FM																				
SP '99	30	174	.1	1.1	12	31	.1	.7	61	295	.3	2.1	39	139	.2	1.5	36	103	.2	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	2	11	.1		**	**	**	**	2	11	.1		3	21	.1		3	35	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99					1	8	.1		6	18	.2		6	11	.2		6	13	.3	
4-Book	1	7	.1		1	8	.1		6	18	.2		6	11	.2		3	13	.1	
TOTALS																				
SP '99	2712	7987	11.7		1696	5073	7.3		2909	8188	12.6		2614	7042	11.3		2016	6099	8.7	
4-Book	2529	7610	11.0		1728	5106	7.5		3078	8685	13.4		2638	6821	11.5		2047	6281	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	
KABC-AM																				
SP '99	25	615	.1	.4	24	208	.1	.3	34	236	.1	.4	54	271	.2	.7	14	150	.4	.4
WI '99	17	604	.1	.3	14	186	.1	.2	21	252	.1	.3	40	287	.1	.6	12	167	.4	.4
FA '98	19	603	.1	.3	24	211	.1	.3	24	259	.1	.3	33	247	.1	.4	15	183	.4	.4
SU '98	21	603	.1	.3	13	250	.1	.1	36	220	.1	.4	20	171	.1	.3	23	204	.1	.7
4-Book	21	606	.1	.3	19	214	.1	.2	29	242	.1	.4	37	244	.1	.5	16	176	.1	.5
SP '98	28	620	.1	.5	12	109	.1	.1	36	235	.1	.4	91	267	.3	1.2	9	149	.3	.3
KACD-FM																				
SP '99	17	651	.1	.3	15	279	.2	.2	25	217	.1	.3	30	330	.1	.4	10	172	.3	.3
WI '99	21	557	.1	.3	15	178	.2	.2	37	205	.1	.4	39	285	.1	.5	7	136	.2	.2
FA '98	42	758	.1	.7	29	303	.1	.3	59	261	.2	.7	71	377	.2	.9	22	263	.1	.6
SU '98	69	1484	.2	1.1	77	560	.2	.9	89	796	.3	1.0	124	981	.4	1.6	33	575	.1	1.0
4-Book	37	863	.1	.6	34	330	.1	.4	53	370	.2	.6	66	493	.2	.9	18	287	.1	.5
SP '98	57	1250	.2	.9	48	455	.1	.6	60	551	.2	.7	87	571	.3	1.2	51	486	.2	1.5
KBCD-FM																				
SP '99	19	253	.1	.3	23	133	.1	.3	41	182	.1	.5	18	146	.1	.2	4	61	.1	.1
WI '99	17	525	.1	.3	23	174	.1	.3	31	255	.1	.4	27	320	.1	.4	6	93	.2	.2
FA '98	11	346	.2	.2	11	123	.1	.1	10	53	.1	.1	15	182	.2	.2	10	167	.3	.3
SU '98	30	503	.1	.5	40	185	.1	.5	38	213	.1	.4	37	224	.1	.5	15	205	.4	.4
4-Book	19	407	.1	.3	24	154	.1	.3	30	176	.1	.4	24	218	.1	.3	9	132	.3	.3
SP '98	20	565	.1	.3	33	269	.1	.4	18	199	.1	.2	30	332	.1	.4	11	238	.3	.3
KACE-FM																				
SP '99	27	764	.1	.4	20	235	.1	.2	29	342	.1	.3	32	332	.1	.4	40	270	.1	1.2
WI '99	39	719	.1	.6	35	288	.1	.4	53	331	.2	.6	50	428	.1	.7	27	314	.1	.8
FA '98	30	879	.1	.5	30	269	.1	.3	49	361	.1	.6	44	403	.1	.6	17	205	.1	.5
SU '98	31	692	.1	.5	46	361	.1	.5	38	310	.1	.4	39	295	.1	.5	27	211	.1	.8
4-Book	32	764	.1	.5	33	288	.1	.4	42	336	.1	.5	41	365	.1	.6	28	250	.1	.8
SP '98	20	629	.1	.3	17	192	.1	.2	22	195	.1	.3	18	266	.1	.2	17	170	.1	.5
KRTO-FM																				
SP '99	3	121			2	41			5	38			10	96			1	27		
WI '99	4	183		.1	3	41			6	82		.1	5	89		.1	3	74		.1
FA '98	2	185			3	46			2	43			2	47			1	35		
SU '98	14	213		.2	17	101	.1	.2	23	114	.1	.3	14	83		.2	7	63		.2
4-Book	6	176		.1	6	57		.1	9	69		.1	8	79		.1	3	50		.1
SP '98	4	129		.1	2	41			6	83		.1	4	65		.1	1	31		
KBIG-FM																				
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
WI '99	199	3636	.6	3.3	234	1504	.7	2.6	389	1760	1.2	4.7	274	1821	.8	3.8	70	996	.2	2.1
FA '98	188	3802	.6	3.0	209	1519	.6	2.4	362	1690	1.1	4.2	250	1910	.7	3.3	74	1166	.2	2.2
SU '98	157	3897	.5	2.5	172	1584	.5	2.0	273	1724	.8	3.1	195	1726	.6	2.6	83	1168	.2	2.4
4-Book	173	3684	.5	2.8	194	1477	.6	2.2	328	1683	1.0	3.8	231	1774	.7	3.1	72	1051	.2	2.1
SP '98	193	3688	.6	3.2	189	1498	.6	2.2	375	1819	1.1	4.4	276	2102	.8	3.8	104	1132	.3	3.0
KBLA-AM																				
SP '99	18	280	.1	.3	6	69		.1	26	145	.1	.3	48	184	.1	.7	12	107		.4
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	1	44			1	11			4	37			1	34				15		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '99	48	427	.1	.8	75	239	.2	.9	69	225	.2	.8	44	187	.1	.6	32	173	.1	.9
WI '99	35	442	.1	.6	57	270	.2	.6	56	249	.2	.7	36	263	.1	.5	16	123	.1	.5
FA '98	10	281		.2	11	82		.1	14	135		.2	14	134		.2	3	84		.1
SU '98	13	282		.2	17	114	.1	.2	12	91		.1	22	163	.1	.3	13	84		.4
4-Book	27	358	.1	.5	40	176	.1	.5	38	175	.1	.5	29	187	.1	.4	16	116		.5
SP '98	8	126		.1	7	74		.1	13	97		.2	9	81		.1	2	40		.1
KBUE-FM																				
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
WI '99	170	2767	.5	2.8	206	1195	.6	2.3	211	1377	.6	2.5	221	1473	.7	3.1	104	890	.3	3.1
FA '98	137	2285	.4	2.2	157	1054	.5	1.8	208	1265	.6	2.4	130	943	.4	1.7	70	613	.2	2.0
SU '98	82	1706	.2	1.3	98	722	.3	1.1	122	906	.4	1.4	84	663	.3	1.1	50	473	.1	1.5
4-Book	168	2481	.5	2.7	195	1095	.6	2.2	238	1323	.7	2.8	205	1246	.6	2.8	91	708	.3	2.7
SP '98	134	2434	.4	2.2	146	966	.4	1.7	180	1280	.5	2.1	154	1137	.5	2.1	84	755	.3	2.4
KCBS-FM																				
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
WI '99	158	3509	.5	2.6	190	1446	.6	2.1	254	1838	.8	3.1	234	1915	.7	3.3	59	1005	.2	1.8
FA '98	128	3389	.4	2.1	144	1506	.4	1.7	192	1638	.6	2.2	168	1821	.5	2.2	62	1123	.2	1.8
SU '98	185	3683	.6	3.0	183	1362	.5	2.1	367	1925	1.1	4.1	237	1948	.7	3.1	35	836	.1	1.0
4-Book	152	3459	.5	2.5	172	1404	.5	2.0	259	1726	.8	3.0	204	1840	.6	2.8	53	986	.2	1.6
SP '98	156	3463	.5	2.6	198	1419	.6	2.3	254	1914	.8	3.0	202	1908	.6	2.8	56	1093	.2	1.6
KCMG-FM																				
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
WI '99	183	3571	.5	3.0	181	1452	.5	2.0	253	1640	.8	3.0	236	1832	.7	3.3	105	1144	.3	3.1
FA '98	168	3735	.5	2.7	159	1481	.5	1.8	218	1946	.6	2.5	219	2012	.6	2.9	133	1118	.4	3.9
SU '98	223	3907	.7	3.6	265	1644	.8	3.0	362	2004	1.1	4.1	299	2236	.9	3.9	92	1211	.3	2.7
4-Book	187	3519	.6	3.0	202	1463	.6	2.3	274	1788	.8	3.2	243	1943	.7	3.3	106	1115	.3	3.1
SP '98	231	4327	.7	3.8	214	1782	.6	2.5	395	2304	1.2	4.6	285	2266	.9	3.9	130	1358	.4	3.8
KFI -AM																				
SP '99	49	1047	.1	.8	55	404	.2	.6	89	626	.3	1.0	52	288	.2	.7	59	308	.2	1.7
WI '99	66	1276	.2	1.1	74	563	.2	.8	133	694	.4	1.6	65	579	.2	.9	46	284	.1	1.4
FA '98	90	1492	.3	1.5	102	574	.3	1.2	209	950	.6	2.4	124	790	.4	1.7	37	299	.1	1.1
SU '98	78	1570	.2	1.3	71	583	.2	.8	170	965	.5	1.9	111	689	.3	1.5	29	279	.1	.8
4-Book	71	1346	.2	1.2	76	531	.2	.9	150	809	.5	1.7	88	587	.3	1.2	43	293	.1	1.3
SP '98	101	1491	.3	1.7	137	771	.4	1.6	196	900	.6	2.3	121	703	.4	1.6	47	431	.1	1.4
KFSG-FM																				
SP '99	21	636	.1	.3	26	302	.1	.3	21	240	.1	.2	32	297	.1	.4	16	163		.5
WI '99	22	490	.1	.4	26	275	.1	.3	33	280	.1	.4	37	267	.1	.5	6	171		.2
FA '98	13	361		.2	24	194	.1	.3	17	150	.1	.2	6	132		.1	10	127		.3
SU '98	10	391		.2	17	223	.1	.2	10	153		.1	14	206		.2	2	85		.1
4-Book	17	470	.1	.3	23	249	.1	.3	20	206	.1	.2	22	226	.1	.3	9	137		.3
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFVB-AM																				
SP '99	30	1291	.1	.5	91	842	.3	1.0	21	403	.1	.2	39	563	.1	.5	9	179		.3
WI '99	31	1110	.1	.5	72	675	.2	.8	44	453	.1	.5	38	663	.1	.5	8	248		.2
FA '98	36	1185	.1	.6	79	706	.2	.9	37	478	.1	.4	66	655	.2	.9	14	281		.4
SU '98	29	1188	.1	.5	59	717	.2	.7	38	369	.1	.4	55	559	.2	.7	9	156		.3
4-Book	32	1194	.1	.5	75	735	.2	.9	35	426	.1	.4	50	610	.2	.7	10	216		.3
SP '98	21	1063	.1	.3	43	644	.1	.5	15	329		.2	32	387	.1	.4	18	270	.1	.5
KGIL-AM																				
SP '99	2	71			2	28			3	59			1	27			1	43		
WI '99	10	28		.2	8	28		.1	14	14		.2	14	14		.2	4	14		.1
FA '98	2	91			3	27			1	25			2	25						
SU '98	5	36		.1					16	20		.2	12	36		.2	1	20		
4-Book	5	57		.1	3	21			9	30		.1	7	26		.1	2	19		
SP '98		69								16				19				15		

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* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
+KGXL-AM																				
SP '99	16			1	16			1	16							1	16			
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIEV-AM																				
SP '99	2	89		4	28			1	31			2	32			1	15			
WI '99	4	117	.1	9	65	.1		4	10			5	39	.1		4	52		.1	
FA '98	1	62		4	27			4	36											
SU '98	3	30		2	16			8	13	.1		9	13	.1						
4-Book	3	75		5	34			4	23			4	21	.1		1	17			
SP '98	2	49						9	34	.1		1	15							
KIIS-FM																				
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
WI '99	330	7318	1.0	5.4	481	3462	1.4	5.4	391	3441	1.2	4.7	414	3714	1.2	5.8	218	2527	.6	6.5
FA '98	277	6975	.8	4.5	445	3929	1.3	5.1	353	3387	1.0	4.1	332	3543	1.0	4.4	143	2219	.4	4.2
SU '98	256	6597	.8	4.1	334	2961	1.0	3.8	341	3490	1.0	3.8	312	3325	.9	4.1	161	2167	.5	4.7
4-Book	300	7009	.9	4.9	431	3499	1.3	4.9	380	3498	1.1	4.4	374	3664	1.1	5.1	177	2400	.5	5.2
SP '98	253	6525	.8	4.2	428	3659	1.3	5.0	283	3353	.8	3.3	311	3440	.9	4.2	131	2137	.4	3.8
KJLH-FM																				
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
WI '99	71	1311	.2	1.2	88	564	.3	1.0	87	539	.3	1.0	64	483	.2	.9	37	479	.1	1.1
FA '98	78	1251	.2	1.3	122	683	.4	1.4	89	464	.3	1.0	83	579	.2	1.1	45	397	.1	1.3
SU '98	70	1357	.2	1.1	89	517	.3	1.0	70	630	.2	.8	80	621	.2	1.1	58	551	.2	1.7
4-Book	75	1325	.2	1.2	92	597	.3	1.1	85	576	.3	1.0	80	619	.2	1.1	52	499	.2	1.5
SP '98	90	1560	.3	1.5	100	582	.3	1.2	115	742	.3	1.3	87	645	.3	1.2	62	545	.2	1.8
KKBT-FM																				
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
WI '99	377	5747	1.1	6.2	523	2604	1.6	5.9	449	3052	1.3	5.4	457	3469	1.4	6.4	254	2380	.8	7.6
FA '98	398	6050	1.2	6.4	569	3068	1.7	6.5	538	3464	1.6	6.3	513	3638	1.5	6.9	256	2849	.8	7.4
SU '98	406	5743	1.2	6.5	504	3036	1.5	5.8	520	3362	1.6	5.8	542	3665	1.6	7.2	301	2543	.9	8.8
4-Book	370	5762	1.1	6.0	492	2813	1.5	5.6	476	3184	1.4	5.5	476	3474	1.4	6.5	257	2517	.8	7.6
SP '98	354	5563	1.1	5.8	506	2812	1.5	5.9	368	3144	1.1	4.3	438	3389	1.3	6.0	282	2345	.8	8.2
KKGO-FM																				
SP '99	28	1092	.1	.5	32	399	.1	.4	36	423	.1	.4	35	517	.1	.5	31	490	.1	.9
WI '99	35	1089	.1	.6	33	339	.1	.4	56	421	.2	.7	64	557	.2	.9	21	288	.1	.6
FA '98	35	880	.1	.6	43	286	.1	.5	52	369	.2	.6	28	281	.1	.4	25	278	.1	.7
SU '98	32	1141	.1	.5	28	273	.1	.3	35	368	.1	.4	30	422	.1	.4	36	423	.1	1.0
4-Book	33	1051	.1	.6	34	324	.1	.4	45	395	.2	.5	39	444	.1	.6	28	370	.1	.8
SP '98	34	908	.1	.6	40	307	.1	.5	46	373	.1	.5	46	409	.1	.6	26	373	.1	.8
KKHJ-AM																				
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
WI '99	51	891	.2	.8	72	410	.2	.8	73	443	.2	.9	66	451	.2	.9	29	308	.1	.9
FA '98	21	427	.1	.3	18	143	.1	.2	31	140	.1	.4	19	103	.1	.3	16	101		.5
SU '98	18	393	.1	.3	27	201	.1	.3	20	176	.1	.2	20	232	.1	.3	20	120	.1	.6
4-Book	39	718	.2	.6	45	299	.2	.5	55	341	.2	.7	49	373	.2	.7	25	197	.1	.8
SP '98	36	549	.1	.6	58	287	.2	.7	61	302	.2	.7	29	188	.1	.4	32	211	.1	.9
KKLA-FM																				
SP '99	7	267	.1		11	101	.1		10	128	.1		8	114	.1		2	61		.1
WI '99	14	516	.2		35	292	.1	.4	15	177	.2		17	161	.1	.2	7	69		.2
FA '98	6	277	.1		15	140	.2		7	91	.1		8	123	.1		4	56		.1
SU '98	9	316	.1		19	200	.1	.2	5	122	.1		17	213	.1	.2	5	114		.1
4-Book	9	344	.1		20	183	.1	.2	9	130	.1		13	153	.1	.2	5	75		.1
SP '98	19	358	.1	.3	36	179	.1	.4	20	188	.1	.2	41	223	.1	.6	7	73		.2

** 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

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
KLAC-AM																				
SP '99	14	676	.2	.7	60	.1	.11	106	.1	12	193	.2	25	333	.1	.7				
WI '99	14	504	.2	.7	64	.1	.13	137	.2	10	155	.1	22	229	.1	.7				
FA '98	10	202	.2	.29	89	.1	.14	108	.2	9	79	.1	3	33	.1	.7				
SU '98	6	198	.1	.10	80	.1	.07	26	.1	10	58	.1	1	34	.1	.7				
4-Book	11	395	.2	.13	73	.2	.11	94	.2	10	121	.1	13	157	.1	.4				
SP '98	11	702	.2	.3	29		.3	69		21	325	.1	18	318	.1	.5				
KLAX-FM																				
SP '99	280	4053	.8	4.6	387	1.1	4.4	433	2276	1.3	5.0	302	2159	.9	4.1	141	1171	.4	4.2	
WI '99	306	4675	.9	5.0	421	1.2	4.8	477	2536	1.4	5.7	309	2298	.9	4.3	150	1390	.4	4.5	
FA '98	389	4697	1.2	6.3	352	1.0	4.0	602	2825	1.8	7.0	525	2763	1.6	7.0	203	1494	.6	5.9	
SU '98	318	4252	1.0	5.1	298	1.0	3.4	502	2448	1.5	5.6	409	2398	1.2	5.4	177	1544	.5	5.1	
4-Book	323	4419	1.0	5.3	365	1.1	4.2	504	2521	1.5	5.8	386	2405	1.2	5.2	168	1400	.5	4.9	
SP '98	341	4288	1.0	5.6	390	1.2	4.5	500	2501	1.5	5.9	441	2153	1.3	6.0	194	1435	.6	5.6	
KLCS-FM																				
SP '99	144	3019	.4	2.3	285	.8	3.2	227	1363	.7	2.6	155	1457	.5	2.1	51	614	.2	1.5	
WI '99	110	2826	.3	1.8	234	.7	2.6	135	1182	.4	1.6	130	1324	.4	1.8	42	526	.1	1.3	
FA '98	156	3164	.5	2.5	287	.9	3.3	201	1283	.6	2.3	203	1798	.6	2.7	63	1013	.2	1.8	
SU '98	156	3040	.5	2.5	354	1.1	4.1	187	1303	.6	2.1	167	1465	.5	2.2	60	622	.2	1.7	
4-Book	142	3012	.4	2.3	290	.9	3.3	188	1283	.6	2.2	164	1511	.5	2.2	54	694	.2	1.6	
SP '98	154	3435	.5	2.5	306	.9	3.6	178	1422	.5	2.1	184	1748	.6	2.5	81	1020	.2	2.4	
KLTX-FM																				
SP '99	187	2866	.6	3.0	624	1.9	7.1	173	1128	.5	2.0	241	1213	.7	3.3	35	523	.1	1.0	
WI '99	156	2546	.5	2.6	449	1.3	5.1	191	1090	.6	2.3	206	1172	.6	2.9	37	547	.1	1.1	
FA '98	188	2673	.6	3.0	571	1.7	6.6	236	1369	.7	2.8	176	958	.5	2.4	34	324	.1	1.0	
SU '98	219	2898	.7	3.5	661	2.0	7.6	254	1394	.8	2.8	193	1035	.6	2.5	113	639	.3	3.3	
4-Book	188	2746	.6	3.0	576	1.7	6.6	214	1245	.7	2.5	204	1095	.6	2.8	55	508	.2	1.6	
SP '98	193	3298	.6	3.2	693	2.1	8.0	219	1737	.7	2.6	146	1111	.4	2.0	30	455	.1	.9	
KLVE-FM																				
SP '99	396	5466	1.2	6.5	534	1.6	6.1	558	3156	1.7	6.4	406	2694	1.2	5.6	212	1814	.6	6.2	
WI '99	396	5074	1.2	6.5	617	1.8	7.0	583	2813	1.7	7.0	426	2607	1.3	5.9	177	1620	.5	5.3	
FA '98	509	6194	1.5	8.2	714	2.1	8.2	659	3349	2.0	7.7	565	3474	1.7	7.5	319	2629	.9	9.3	
SU '98	444	5607	1.3	7.1	652	2.0	7.5	644	3068	1.9	7.2	450	3177	1.3	5.9	225	1960	.7	6.5	
4-Book	436	5585	1.3	7.1	629	1.9	7.2	611	3097	1.8	7.1	462	2988	1.4	6.2	233	2006	.7	6.8	
SP '98	496	5526	1.5	8.2	706	2.1	8.2	708	3343	2.1	8.3	505	3017	1.5	6.9	293	2223	.9	8.5	
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98		15							15											
KXTA-AM																				
SP '99	38	666	.1	.6	39	.1	.4	53	278	.2	.6	42	312	.1	.6	43	313	.1	1.3	
WI '99	23	469	.1	.4	47	.1	.5	48	281	.1	.6	25	244	.1	.3	1	64			
FA '98	32	556	.1	.5	40	.1	.5	80	305	.2	.9	24	283	.1	.3	11	141		.3	
SU '98	52	863	.2	.8	54	.2	.6	106	393	.3	1.2	69	425	.2	.9	31	346	.1	.9	
4-Book	36	639	.1	.6	45	.1	.5	72	314	.2	.8	40	316	.1	.5	22	216	.1	.6	
SP '98	29	694	.1	.5	28	.1	.3	50	243	.1	.6	34	362	.1	.5	23	355	.1	.7	
KLYY-FM																				
SP '99	61	2724	.2	1.0	49	.1	.6	90	1191	.3	1.0	91	1440	.3	1.2	30	720	.1	.9	
WI '99	108	3788	.3	1.8	116	.3	1.3	150	1808	.4	1.8	159	2132	.5	2.2	68	1323	.2	2.0	
FA '98	96	3490	.3	1.6	69	.2	.8	150	1642	.4	1.7	138	1896	.4	1.8	58	1297	.2	1.7	
SU '98	94	3315	.3	1.5	82	.2	.9	159	1805	.5	1.8	146	1945	.4	1.9	43	982	.1	1.3	
4-Book	90	3329	.3	1.5	79	.2	.9	137	1612	.4	1.6	134	1853	.4	1.8	50	1081	.2	1.5	
SP '98	118	3814	.4	1.9	132	.4	1.5	167	1850	.5	2.0	166	2179	.5	2.3	49	1211	.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

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
KNX -AM																			
SP '99	24	1038	.1	.4	50	523	.1	.6	34	406	.1	.4	30	597	.1	.4	11	173	.3
WI '99	28	1259	.1	.5	52	546	.2	.6	42	456	.1	.5	26	472	.1	.4	18	239	.1
FA '98	28	1018	.1	.5	53	536	.2	.6	28	286	.1	.3	37	401	.1	.5	15	200	.4
SU '98	31	1243	.1	.5	76	857	.2	.9	20	334	.1	.2	44	557	.1	.6	14	221	.4
4-Book	28	1140	.1	.5	58	616	.2	.7	31	371	.1	.4	34	507	.1	.5	15	208	.4
SP '98	32	1459	.1	.5	71	738	.2	.8	41	320	.1	.5	38	588	.1	.5	13	280	.4
KOST-FM																			
SP '99	209	4467	.6	3.4	214	1611	.6	2.4	311	1847	.9	3.6	241	2094	.7	3.3	194	1808	.6
WI '99	224	4529	.7	3.7	221	1804	.7	2.5	297	2094	.9	3.6	264	2167	.8	3.7	223	1973	.7
FA '98	223	5023	.7	3.6	223	2017	.7	2.6	290	2012	.9	3.4	264	2168	.8	3.5	210	2309	.6
SU '98	273	5285	.8	4.4	296	1993	.9	3.4	437	2114	1.3	4.9	346	2815	1.0	4.6	212	2206	.6
4-Book	232	4826	.7	3.8	239	1856	.7	2.7	334	2017	1.0	3.9	279	2311	.8	3.8	210	2074	.6
SP '98	207	4454	.6	3.4	157	1642	.5	1.8	343	1942	1.0	4.0	284	1995	.9	3.9	161	1808	.5
KPWR-FM																			
SP '99	342	6931	1.0	5.6	497	3480	1.5	5.7	394	3531	1.2	4.6	446	3775	1.3	6.1	229	2663	.7
WI '99	432	7996	1.3	7.1	564	4003	1.7	6.4	556	4192	1.7	6.7	534	4406	1.6	7.4	298	3201	.9
FA '98	376	7568	1.1	6.1	471	3801	1.4	5.4	455	3879	1.4	5.3	474	4164	1.4	6.3	250	2856	.7
SU '98	333	7104	1.0	5.3	378	3155	1.1	4.3	438	3950	1.3	4.9	416	3834	1.2	5.5	217	2615	.6
4-Book	371	7400	1.1	6.0	478	3610	1.4	5.5	461	3888	1.4	5.4	468	4045	1.4	6.3	249	2834	.7
SP '98	361	7416	1.1	5.9	447	3391	1.3	5.2	425	3880	1.3	5.0	454	4416	1.4	6.2	250	2894	.7
KRLA-AM																			
SP '99	8	251	.1	.1	6	88	.1	.1	8	112	.1	.1	10	100	.1	.1	5	44	.1
WI '99	3	149	.1	.1	6	52	.1	.1	2	29	.1	.1	1	33	.1	.1	6	83	.2
FA '98	30	396	.1	.5	25	146	.1	.3	52	212	.2	.6	40	129	.1	.5	20	143	.1
SU '98	17	498	.1	.3	4	53	.1	.1	10	130	.1	.1	22	214	.1	.3	25	208	.1
4-Book	15	324	.1	.2	10	85	.1	.1	18	121	.1	.2	18	119	.1	.2	14	120	.1
SP '98	19	644	.1	.3	16	126	.2	.2	25	277	.1	.3	30	247	.1	.4	19	259	.1
KROQ-FM																			
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
WI '99	395	7904	1.2	6.5	660	4175	2.0	7.5	474	4226	1.4	5.7	445	4345	1.3	6.2	231	3259	.7
FA '98	369	7243	1.1	6.0	560	3900	1.7	6.4	417	3580	1.2	4.9	459	4304	1.4	6.1	248	2817	.7
SU '98	384	6674	1.1	6.2	514	3166	1.5	5.9	537	3782	1.6	6.0	462	3818	1.4	6.1	225	2586	.7
4-Book	386	7256	1.2	6.3	590	3750	1.8	6.7	483	3869	1.4	5.6	452	4161	1.4	6.1	238	2871	.7
SP '98	352	6907	1.1	5.8	567	3783	1.7	6.6	467	3599	1.4	5.5	419	3808	1.3	5.7	217	2789	.6
KRTH-FM																			
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
WI '99	100	3080	.3	1.7	100	917	.3	1.1	142	1183	.4	1.7	114	1226	.3	1.6	71	775	.2
FA '98	122	3132	.4	2.0	111	1053	.3	1.3	197	1387	.6	2.3	151	1225	.4	2.0	50	674	.1
SU '98	113	2725	.3	1.8	146	1018	.4	1.7	175	1226	.5	2.0	156	1338	.5	2.1	42	710	.1
4-Book	113	2901	.3	1.9	123	1011	.4	1.4	183	1236	.5	2.1	138	1236	.4	1.9	50	679	.1
SP '98	130	2957	.4	2.1	157	1008	.5	1.8	251	1309	.8	2.9	153	1348	.5	2.1	61	842	.2
KSCA-FM																			
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
WI '99	529	5657	1.6	8.7	1247	3924	3.7	14.1	677	3662	2.0	8.1	383	2260	1.1	5.3	177	1398	.5
FA '98	587	5500	1.7	9.5	1336	4141	4.0	15.3	768	3590	2.3	9.0	450	2338	1.3	6.0	152	1329	.5
SU '98	615	5194	1.8	9.9	1328	3810	4.0	15.2	879	3612	2.6	9.8	517	2695	1.5	6.8	214	1602	.6
4-Book	582	5439	1.7	9.5	1312	3827	3.9	15.0	787	3634	2.3	9.1	451	2382	1.3	6.1	179	1405	.5
SP '98	507	5342	1.5	8.3	1049	3669	3.1	12.2	745	3640	2.2	8.7	416	2615	1.2	5.7	178	1423	.5
KSSE-FM																			
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
WI '99	197	3316	.6	3.3	290	1496	.9	3.3	275	1750	.8	3.3	191	1623	.6	2.7	97	1018	.3
FA '98	235	3406	.7	3.8	276	1666	.8	3.2	311	1928	.9	3.6	263	1860	.8	3.5	144	1185	.4
SU '98	216	2813	.6	3.5	229	1433	.7	2.6	283	1588	.8	3.2	239	1687	.7	3.2	149	1015	.4
4-Book	215	3214	.6	3.5	258	1523	.8	3.0	294	1757	.9	3.4	234	1768	.7	3.2	131	1117	.4
SP '98	146	2337	.4	2.4	132	984	.4	1.5	186	1266	.6	2.2	183	1365	.5	2.5	111	939	.3

** 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

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
KTNQ-AM																				
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
WI '99	102	1402	.3	1.7	68	372	.2	.8	146	616	.4	1.8	184	770	.5	2.6	83	513	.2	2.5
FA '98	112	1354	.3	1.8	140	426	.4	1.6	141	621	.4	1.6	185	766	.5	2.5	87	504	.3	2.5
SU '98	106	1289	.3	1.7	134	526	.4	1.5	129	678	.4	1.4	173	660	.5	2.3	73	492	.2	2.1
4-Book	115	1388	.3	1.9	115	456	.3	1.3	153	659	.5	1.8	198	780	.6	2.7	88	516	.3	2.6
SP '98	141	1684	.4	2.3	248	656	.7	2.9	136	603	.4	1.6	176	775	.5	2.4	131	719	.4	3.8
KTWV-FM																				
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
WI '99	97	1728	.3	1.6	114	818	.3	1.3	146	862	.4	1.8	126	906	.4	1.8	64	579	.2	1.9
FA '98	138	2179	.4	2.2	142	960	.4	1.6	244	1061	.7	2.8	198	1166	.6	2.6	69	742	.2	2.0
SU '98	77	1857	.2	1.2	97	820	.3	1.1	115	836	.3	1.3	97	957	.3	1.3	45	705	.1	1.3
4-Book	99	1812	.3	1.6	112	819	.3	1.3	165	858	.5	1.9	132	958	.4	1.8	53	602	.2	1.5
SP '98	100	1954	.3	1.6	88	758	.3	1.0	186	987	.6	2.2	130	820	.4	1.8	53	670	.2	1.5
KWKV-AM																				
SP '99	24	426	.1	.4	23	116	.1	.3	36	237	.1	.4	44	183	.1	.6	11	84	.3	.3
WI '99	28	268	.1	.5	33	127	.1	.4	45	193	.1	.5	41	147	.1	.6	8	60	.2	.2
FA '98	21	402	.1	.3	22	144	.1	.3	33	266	.1	.4	34	188	.1	.5	12	87	.3	.3
SU '98	44	625	.1	.7	39	199	.1	.4	74	273	.2	.8	70	292	.2	.9	33	151	.1	1.0
4-Book	29	430	.1	.5	29	147	.1	.4	47	242	.1	.5	47	203	.1	.7	16	96	.5	.5
SP '98	52	627	.2	.9	82	275	.2	1.0	103	382	.3	1.2	42	235	.1	.6	22	171	.1	.6
KWVE-FM																				
SP '99	20	558	.1	.3	36	290	.1	.4	31	229	.1	.4	23	198	.1	.3	11	149	.3	.3
WI '99	16	457	.1	.3	26	240	.1	.3	22	200	.1	.3	22	217	.1	.3	9	98	.3	.3
FA '98	31	786	.1	.5	44	374	.1	.5	43	457	.1	.5	36	366	.1	.5	18	235	.1	.5
SU '98	27	726	.1	.4	54	426	.2	.6	22	333	.1	.2	48	346	.1	.6	10	232	.3	.3
4-Book	24	632	.1	.4	40	333	.1	.5	30	305	.1	.4	32	282	.1	.4	12	179	.4	.4
SP '98	19	488	.1	.3	28	234	.1	.3	26	184	.1	.3	38	283	.1	.5	2	40	.1	.1
KYSR-FM																				
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
WI '99	316	6637	.9	5.2	444	3157	1.3	5.0	450	3416	1.3	5.4	401	3742	1.2	5.6	151	2232	.4	4.5
FA '98	242	5558	.7	3.9	339	2250	1.0	3.9	365	2833	1.1	4.3	359	3321	1.1	4.8	100	1818	.3	2.9
SU '98	316	6595	.9	5.1	441	2917	1.3	5.1	492	3383	1.5	5.5	446	3694	1.3	5.9	127	2193	.4	3.7
4-Book	299	6238	.9	4.9	419	2859	1.2	4.8	448	3209	1.3	5.2	410	3576	1.2	5.6	128	2047	.4	3.8
SP '98	279	6185	.8	4.6	316	2841	.9	3.7	430	3209	1.3	5.0	421	3660	1.3	5.7	130	2005	.4	3.8
KZLA-FM																				
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
WI '99	95	1446	.3	1.6	128	828	.4	1.4	140	669	.4	1.7	125	843	.4	1.7	46	518	.1	1.4
FA '98	92	1676	.3	1.5	105	803	.3	1.2	133	875	.4	1.6	130	1089	.4	1.7	46	678	.1	1.3
SU '98	68	1499	.2	1.1	91	866	.3	1.0	93	902	.3	1.0	101	799	.3	1.3	25	438	.1	.7
4-Book	90	1550	.3	1.5	110	849	.3	1.2	134	830	.4	1.6	122	900	.4	1.6	40	555	.1	1.2
SP '98	70	1210	.2	1.2	71	582	.2	.8	96	580	.3	1.1	91	758	.3	1.2	35	510	.1	1.0
KGGI-FM																				
SP '99	32	1338	.1	.5	22	412	.1	.3	39	543	.1	.5	39	614	.1	.5	25	415	.1	.7
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	3	195	**	**	6	60	**	.1	2	29	**	**	1	56	**	**	2	64	**	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - 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 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
XTRA-AM																				
SP '99	39	689	.1	.6	57	335	.2	.6	87	337	.3	1.0	39	330	.1	.5	6	129		.2
WI '99	24	672	.1	.4	33	320	.1	.4	53	274	.2	.6	22	373	.1	.3	12	161		.4
FA '98	53	888	.2	.9	54	401	.2	.6	128	485	.4	1.5	68	435	.2	.9	11	175		.3
SU '98	46	867	.1	.7	52	430	.2	.6	109	517	.3	1.2	64	458	.2	.8	18	161	.1	.5
4-Book	41	779	.1	.7	49	372	.2	.6	94	403	.3	1.1	48	399	.2	.6	12	157		.4
SP '98	30	600	.1	.5	33	236	.1	.4	47	229	.1	.6	67	374	.2	.9	16	205		.5
TOTALS																				
SP '99	6137	32710	18.2		8770	27949	26.0		8653	26320	25.7		7288	27618	21.6		3396	20297	10.1	
WI '99	6060	32590	18.0		8858	28356	26.3		8321	26615	24.7		7191	27740	21.3		3347	20327	9.9	
FA '98	6186	32482	18.4		8704	28629	25.8		8575	26204	25.4		7489	27739	22.2		3439	20966	10.2	
SU '98	6230	32360	18.6		8720	28108	26.1		8934	26504	26.7		7570	27872	22.7		3440	20652	10.3	
4-Book	6153	32536	18.3		8763	28261	26.1		8621	26411	25.6		7385	27742	22.0		3406	20561	10.1	
SP '98	6080	32408	18.2		8611	28314	25.8		8521	26464	25.5		7340	27614	22.0		3434	21253	10.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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 '99	37	447	.1	.4	9	184		.2	9	30	.2		5	39	.1		5	12		.1
4-Book	28	438	.1	.3	9	169		.2	9	36	.2		14	56	.2		19	44	.1	.4
KACD-FM																				
SP '99	24	539	.1	.3	11	276		.3	12	42	.2		16	77	.2		8	28		.2
4-Book	51	703	.2	.6	26	443	.1	.6	15	48	.1	.3	59	172	.2	.8	35	122	.1	.7
KBCD-FM																				
SP '99	28	239	.1	.3	11	131		.3					13	56	.2		12	31		.2
4-Book	26	314	.1	.3	13	179		.3	9	21	.2		18	68	.3		11	40		.2
KACE-FM																				
SP '99	27	558	.1	.3	19	322	.1	.5					32	82	.1	.5	25	63	.1	.5
4-Book	39	586	.1	.5	23	347	.1	.5	13	60	.3		37	124	.1	.5	35	102	.1	.7
KRTD-FM																				
SP '99	6	108		.1	1	31														
4-Book	8	115		.1	4	82		.1	3	9			4	26		.1	5	17		.1
KBIG-FM																				
SP '99	224	2541	.7	2.7	75	1410	.2	1.8	80	320	.2	1.6	108	415	.3	1.6	29	181	.1	.6
4-Book	257	2796	.8	3.1	93	1631	.3	2.2	81	333	.2	1.7	140	456	.4	2.0	83	294	.3	1.7
KBLA-AM																				
SP '99	27	260	.1	.3	6	111		.1	6	28		.1	17	83	.1	.2	28	49	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	44				15								15				15		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	63	317	.2	.8	31	247	.1	.7	41	70	.1	.8	45	98	.1	.6	29	70	.1	.6
4-Book	36	289	.1	.5	18	197	.1	.4	28	59	.1	.6	37	90	.1	.5	24	67	.1	.5
KBUE-FM																				
SP '99	374	2643	1.1	4.5	220	1815	.7	5.3	235	545	.7	4.8	358	783	1.1	5.1	323	715	1.0	6.5
4-Book	214	2020	.6	2.6	138	1415	.4	3.3	157	410	.5	3.3	255	597	.8	3.7	183	425	.6	3.7
KCBS-FM																				
SP '99	193	2631	.6	2.3	93	1491	.3	2.2	92	291	.3	1.9	164	596	.5	2.4	119	415	.4	2.4
4-Book	216	2846	.7	2.6	106	1704	.3	2.5	92	368	.3	2.0	203	731	.6	2.9	148	545	.5	3.0
KCMG-FM																				
SP '99	229	2378	.7	2.8	132	1502	.4	3.2	135	398	.4	2.7	224	608	.7	3.2	173	486	.5	3.5
4-Book	242	2893	.7	2.9	144	1760	.4	3.4	134	408	.4	2.8	233	728	.7	3.4	172	529	.5	3.5
KFI -AM																				
SP '99	67	871	.2	.8	10	273		.2	16	62		.3	25	95	.1	.4	1	14		
4-Book	108	1167	.3	1.3	23	388	.1	.6	38	130	.1	.8	45	152	.1	.7	13	55		.3
KFSG-FM																				
SP '99	26	516	.1	.3	17	344	.1	.4	43	124	.1	.9	24	96	.1	.3	18	122	.1	.4
4-Book	22	393	.1	.3	13	234		.3	18	63		.4	19	80	.1	.3	17	78	.1	.4
KFVB-AM																				
SP '99	48	1222	.1	.6	13	372		.3	32	179	.1	.6	13	111		.2	14	73		.3
4-Book	52	1083	.2	.6	11	369		.3	22	119	.1	.4	13	109		.2	15	88		.3
KGIL-AM																				
SP '99	2	71			2	59							2	16						
4-Book	7	46		.1	5	39		.1	3	7		.1	4	8		.1	5	10		.1
+KGXL-AM																				
SP '99		16				16								16						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Estimates - Persons 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '99	2	58		2	31							4	10		.1					
4-Book	4	55	.1	1	22							3	8		.1					
KIIS-FM																				
SP '99	444	6156	1.3	5.4	245	3633	.7	5.8	236	792	.7	4.8	425	1509	1.3	6.1	294	1044	.9	5.9
4-Book	394	6051	1.2	4.8	217	3576	.7	5.1	224	818	.7	4.7	362	1406	1.1	5.2	256	944	.8	5.1
KJLH-FM																				
SP '99	85	1164	.3	1.0	81	784	.2	1.9	38	102	.1	.8	110	323	.3	1.6	54	214	.2	1.1
4-Book	85	988	.3	1.0	72	748	.2	1.7	45	100	.1	1.0	91	255	.3	1.3	68	196	.2	1.4
KKBT-FM																				
SP '99	386	4698	1.1	4.7	203	3035	.6	4.8	166	589	.5	3.4	304	1197	.9	4.4	277	1008	.8	5.6
4-Book	481	5004	1.4	5.8	250	3124	.7	5.9	227	679	.7	4.8	411	1356	1.3	5.9	331	1019	1.0	6.6
KKGO-FM																				
SP '99	34	837	.1	.4	15	375		.4	21	89	.1	.4	31	137	.1	.4	14	83		.3
4-Book	40	762	.1	.5	23	487	.1	.6	31	107	.1	.7	30	135	.1	.4	24	108	.1	.5
KKHJ-AM																				
SP '99	84	983	.2	1.0	51	510	.2	1.2	44	115	.1	.9	88	218	.3	1.3	52	156	.2	1.1
4-Book	50	593	.2	.6	28	334	.1	.7	26	84	.1	.6	41	109	.1	.6	33	92	.1	.7
KKLA-FM																				
SP '99	10	205		.1	5	99		.1	9	22		.2	1	15			12	50		.2
4-Book	14	296		.2	4	121		.1	5	20		.1	4	19		.1	9	28		.2
KLAC-AM																				
SP '99	10	266		.1	13	315		.3					18	98	.1	.3	53	169	.2	1.1
4-Book	12	213		.1	9	187		.2	3	15		.1	10	46		.2	15	51	.1	.3
KLAX-FM																				
SP '99	378	3551	1.1	4.6	198	2062	.6	4.7	337	647	1.0	6.8	383	1078	1.1	5.5	220	612	.7	4.4
4-Book	425	3795	1.3	5.2	248	2369	.7	5.9	282	633	.8	5.9	464	1172	1.4	6.7	289	766	.9	5.8
KLOS-FM																				
SP '99	223	2540	.7	2.7	66	1186	.2	1.6	61	235	.2	1.2	102	392	.3	1.5	75	297	.2	1.5
4-Book	212	2606	.7	2.6	75	1166	.3	1.8	53	205	.2	1.1	105	437	.3	1.5	110	333	.3	2.2
KLSX-FM																				
SP '99	333	2572	1.0	4.0	31	582	.1	.7	51	174	.2	1.0	52	174	.2	.7	29	92	.1	.6
4-Book	323	2482	1.0	3.9	37	609	.1	.9	69	179	.2	1.4	43	162	.1	.6	33	107	.1	.7
KLVE-FM																				
SP '99	504	4656	1.5	6.1	328	3286	1.0	7.8	366	983	1.1	7.4	559	1470	1.7	8.0	334	878	1.0	6.7
4-Book	571	4754	1.7	6.9	335	3283	1.0	7.9	397	1012	1.2	8.4	536	1406	1.6	7.7	368	899	1.1	7.3
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	45	480	.1	.5	21	291	.1	.5	15	55		.3	28	113	.1	.4	28	64	.1	.6
4-Book	54	512	.1	.6	14	216	.1	.3	8	30		.2	24	77	.1	.4	22	66	.1	.5
KLYY-FM																				
SP '99	78	2228	.2	.9	54	1140	.2	1.3	25	147	.1	.5	95	456	.3	1.4	64	279	.2	1.3
4-Book	118	2782	.4	1.4	67	1543	.2	1.6	46	209	.2	1.0	119	607	.4	1.7	108	462	.3	2.2
KNX -AM																				
SP '99	38	933	.1	.5	9	345		.2	21	97	.1	.4	10	72		.1	11	96		.2
4-Book	41	965	.1	.5	15	364	.1	.3	21	90	.1	.4	15	85	.1	.2	9	69		.2
KOST-FM																				
SP '99	260	3194	.8	3.1	128	1834	.4	3.1	107	375	.3	2.2	193	657	.6	2.8	141	458	.4	2.8
4-Book	288	3572	.9	3.5	148	2141	.5	3.5	140	457	.4	3.0	248	712	.8	3.6	148	480	.5	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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
	KPWR-FM SP '99 4-Book	442 468	6022 6356	1.3 1.4	5.3 5.7	241 280	3704 4068	.7 .8	5.8 6.7	222 226	819 840	.7 .7	4.5 4.8	383 476	1434 1651	1.1 1.4	5.5 6.8	301 370	1060 1285	.9 1.1
KRLA-AM SP '99 4-Book	8 16	163 209	.1 .2	.1 .2	11 13	152 155	.1 .1	.3 .3	5 6	13 17	.1 .1	.1 .1	21 15	69 45	.1 .1	.3 .2	6 15	12 35	.1 .1	.1 .3
KROQ-FM SP '99 4-Book	522 507	6243 6264	1.5 1.5	6.3 6.1	263 269	3765 3995	.8 .8	6.3 6.4	163 228	657 849	.5 .7	3.3 4.8	406 453	1414 1717	1.2 1.4	5.8 6.5	336 349	1155 1326	1.0 1.1	6.8 7.0
KRTH-FM SP '99 4-Book	164 150	1978 2156	.5 .5	2.0 1.8	85 89	1274 1314	.3 .3	2.0 2.1	68 83	247 272	.2 .3	1.4 1.8	145 156	474 502	.4 .5	2.1 2.2	94 110	348 345	.3 .3	1.9 2.2
KSCA-FM SP '99 4-Book	868 845	4689 4953	2.6 2.5	10.5 10.2	407 388	3324 3266	1.2 1.2	9.7 9.2	1085 1016	1792 1848	3.2 3.0	22.0 21.3	674 613	1588 1552	2.0 1.8	9.7 8.9	353 323	807 786	1.0 .9	7.1 6.5
KSSE-FM SP '99 4-Book	267 265	2852 2719	.8 .8	3.2 3.2	169 184	1810 1922	.5 .6	4.0 4.4	216 203	529 532	.6 .6	4.4 4.3	338 333	858 894	1.0 1.0	4.9 4.8	163 186	468 518	.5 .6	3.3 3.7
KTNQ-AM SP '99 4-Book	188 155	1305 1176	.6 .5	2.3 1.9	67 60	634 614	.2 .2	1.6 1.4	85 69	223 167	.3 .2	1.7 1.5	114 89	338 252	.3 .3	1.6 1.3	122 101	218 220	.4 .3	2.5 2.0
KTVV-FM SP '99 4-Book	120 138	1207 1435	.4 .4	1.5 1.7	51 60	653 810	.2 .2	1.2 1.4	40 60	136 173	.1 .2	.8 1.3	124 103	315 301	.4 .3	1.8 1.5	72 65	167 214	.2 .2	1.5 1.3
KWKV-AM SP '99 4-Book	34 42	324 355	.1 .1	.4 .5	14 17	170 175	.3 .1	.3 .4	29 28	60 71	.1 .1	.6 .6	25 33	84 88	.1 .1	.4 .5	13 19	35 41	.3 .1	.3 .4
KWVE-FM SP '99 4-Book	30 34	413 520	.1 .1	.4 .4	9 14	238 291	.2 .3	.2 .3	16 21	23 69	.3 .1	.3 .5	8 13	58 53	.1 .2	.1 .2	8 13	21 46	.2 .1	.2 .3
KYSR-FM SP '99 4-Book	458 427	5455 5381	1.4 1.3	5.5 5.2	203 185	2839 2996	.6 .5	4.8 4.4	190 149	666 566	.6 .5	3.9 3.1	414 364	1374 1317	1.2 1.1	6.0 5.2	258 248	818 928	.8 .7	5.2 5.0
KZLA-FM SP '99 4-Book	142 123	1372 1325	.4 .4	1.7 1.5	76 64	853 865	.2 .2	1.8 1.5	63 59	272 242	.2 .2	1.3 1.2	151 111	436 352	.4 .3	2.2 1.6	151 86	398 288	.4 .3	3.1 1.8
KGGI-FM SP '99 4-Book	34 **	1005 **	.1 **	.4 **	33 **	632 **	.1 **	.8 **	15 **	81 **	.3 **	.3 **	36 **	157 **	.1 **	.5 **	35 **	181 **	.1 **	.7 **
KOLA-FM SP '99 4-Book	3 **	113 **	.1 **	.1 **	2 **	53 **	.1 **	.1 **	.1 **	.1 **	.1 **	.1 **	2 **	10 **	.1 **	.1 **	.1 **	.1 **	.1 **	.1 **
XTRA-AM SP '99 4-Book	63 66	559 654	.2 .2	.8 .8	17 14	276 257	.1 .1	.4 .3	40 19	98 66	.1 .1	.8 .4	23 27	43 79	.1 .1	.3 .4	17 16	82 76	.1 .1	.3 .3
TOTALS SP '99 4-Book	8269 8284	32168 32068	24.5 24.7		4190 4212	25809 26409	12.4 12.5		4934 4763	11716 11694	14.6 14.2		6955 6954	16629 16552	20.6 20.7		4950 5005	12117 12408	14.7 14.9	

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
KABC-AM																			
SP '99	8	34	.2	13	42	.5	7	54	.1	20	57	.1	.5	4	16	.2			
4-Book	4	16	.1	7	29	.3	8	30	.1	9	32	.1	.3	4	14	.2			
KACD-FM																			
SP '99	7	43	.2	9	28	.4	12	91	.3	20	104	.1	.5	5	40	.2			
4-Book	19	90	.1	12	38	.5	32	113	.1	17	88	.1	.5	11	69	.5			
KBCD-FM																			
SP '99				12	46	.5	18	31	.1	18	46	.1	.5	15	59	.7			
4-Book	5	32	.2	11	34	.4	22	59	.1	18	49	.1	.5	10	47	.4			
KACE-FM																			
SP '99	28	97	.1	24	63	.1	9	30	131	.1	.6	6	34	.2	2	18	.1		
4-Book	21	82	.1	22	77	.1	.8	27	103	.1	.6	15	62	.4	11	43	.5		
KRTO-FM																			
SP '99	4	18	.1												1	13			
4-Book	5	31	.2	3	15	.1		5	18		.1	4	10		6	18			
KBIG-FM																			
SP '99	142	433	.4	27	111	.1	1.1	86	320	.3	1.8	81	249	.2	2.2	34	164	.1	1.6
4-Book	154	514	.5	44	167	.1	1.7	101	397	.3	2.1	79	293	.2	2.1	47	221	.1	2.0
KBLA-AM																			
SP '99	1	14	**	**	**	**	**	1	12	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																			
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																			
SP '99	33	88	.1	22	51	.1	.9	42	96	.1	.9	27	106	.1	.7	9	24	.4	
4-Book	13	37	.1	8	29	.3		15	52	.3		10	41	.3		5	18	.2	
KBUE-FM																			
SP '99	150	433	.4	116	342	.3	4.6	243	522	.7	5.2	236	475	.7	6.3	108	335	.3	4.9
4-Book	80	250	.2	85	253	.2	3.3	151	397	.5	3.1	137	324	.4	3.6	59	216	.2	2.5
KCBS-FM																			
SP '99	85	323	.3	65	217	.2	2.6	134	461	.4	2.9	51	234	.2	1.4	28	183	.1	1.3
4-Book	67	295	.2	53	188	.2	2.0	134	498	.4	2.8	101	412	.3	2.7	46	224	.2	2.0
KCMG-FM																			
SP '99	84	281	.2	57	162	.2	2.2	121	399	.4	2.6	140	391	.4	3.8	117	210	.3	5.4
4-Book	104	385	.3	69	216	.2	2.6	164	518	.5	3.4	137	403	.4	3.6	124	314	.4	5.3
KFI -AM																			
SP '99	6	28	.2	5	38	.2		16	74	.3		4	15	.1		5	43	.2	
4-Book	11	47	.4	20	67	.8		40	126	.1	.8	12	35	.3		6	32	.3	
KFSG-FM																			
SP '99	16	81	.5	10	67	.4		8	80	.2		10	69	.3		9	21	.4	
4-Book	15	47	.1	9	42	.3		14	74	.3		5	31	.1		3	12	.1	
KFWB-AM																			
SP '99	15	119	.4	16	93	.6		5	28	.1		4	24	.1		9	62	.4	
4-Book	8	65	.3	14	88	.5		9	67	.2		5	36	.1		6	31	.3	
KGIL-AM																			
SP '99				2	3			2	13			8	15	.2		7	29	.3	
4-Book	2	4	.1	2	3	.1		11	24	.1	.2	6	11	.2		3	11	.1	
+KGXL-AM																			
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-34

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	
KIEV-AM																				
SP '99								3	9	.1		6	12	.2						
4-Book					3			3	14	.1		2	3	.1			3			
KIIS-FM																				
SP '99	174	832	.5	5.1	152	541	.5	6.0	321	1241	1.0	6.8	207	847	.6	5.6	133	644	.4	6.1
4-Book	152	685	.5	4.8	148	553	.5	5.6	257	1078	.8	5.3	196	802	.6	5.2	129	600	.4	5.5
KJLH-FM																				
SP '99	70	249	.2	2.1	64	198	.2	2.5	125	406	.4	2.7	127	301	.4	3.4	50	127	.1	2.3
4-Book	53	168	.2	1.7	61	157	.2	2.3	116	332	.4	2.4	93	214	.3	2.5	43	126	.1	1.9
KKBT-FM																				
SP '99	283	843	.8	8.3	104	315	.3	4.1	153	697	.5	3.3	198	802	.6	5.3	126	477	.4	5.8
4-Book	251	838	.8	7.8	121	414	.4	4.6	227	875	.7	4.7	227	754	.7	6.0	188	585	.6	8.0
KKGO-FM																				
SP '99	14	66		.4	6	45		.2	18	87		.4	10	39		.3	7	41		.3
4-Book	22	84	.1	.7	15	75	.1	.6	25	140	.1	.5	18	68	.1	.5	15	77		.6
KKHJ-AM																				
SP '99	47	131	.1	1.4	43	120	.1	1.7	54	153	.2	1.2	47	121	.1	1.3	27	75	.1	1.2
4-Book	20	57	.1	.6	23	71	.1	.9	30	98	.1	.6	32	78	.1	.9	19	53	.1	.8
KKLA-FM																				
SP '99	10	50		.3	4	25		.2	1	12		.1	2	24		.1				
4-Book	6	40		.2	3	20		.1	6	32		.1	1	6			3	14		.1
KLAC-AM																				
SP '99	2	27		.1	4	14		.2	19	50		.4	7	37		.2	3	13		.1
4-Book	7	27		.2	4	14		.2	21	56		.4	9	40		.2	3	10		.1
KLAX-FM																				
SP '99	122	306	.4	3.6	97	302	.3	3.8	198	572	.6	4.2	138	415	.4	3.7	87	277	.3	4.0
4-Book	160	469	.5	5.0	156	413	.5	5.8	316	806	1.0	6.4	203	512	.6	5.4	101	321	.3	4.3
KLOS-FM																				
SP '99	40	218	.1	1.2	55	155	.2	2.2	104	380	.3	2.2	71	298	.2	1.9	18	94	.1	.8
4-Book	62	232	.2	1.9	38	138	.1	1.4	91	344	.3	1.9	99	308	.3	2.7	45	175	.1	1.9
KLSX-FM																				
SP '99	22	87	.1	.6	20	57	.1	.8	48	152	.1	1.0	17	58	.1	.5	6	25		.3
4-Book	13	57		.4	49	150	.2	1.8	67	226	.2	1.4	19	76	.1	.5	6	41		.3
KLVE-FM																				
SP '99	339	901	1.0	9.9	229	751	.7	9.0	396	1168	1.2	8.4	215	524	.6	5.8	155	546	.5	7.1
4-Book	332	901	1.0	10.3	247	690	.7	9.2	383	1057	1.1	7.9	235	615	.7	6.2	161	532	.5	6.9
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	6	37		.2				54	158	.2	1.2	26	80	.1	.7	5	25		.2	
4-Book	8	36		.3	3	16		25	77	.1	.5	15	53	.1	.4	5	17		.2	
KLYY-FM																				
SP '99	55	201	.2	1.6	45	131	.1	1.8	61	295	.2	1.3	40	279	.1	1.1	41	119	.1	1.9
4-Book	55	260	.2	1.7	34	151	.1	1.3	74	403	.2	1.5	61	351	.2	1.6	36	198	.1	1.6
KNX -AM																				
SP '99	1	12			5	39		.2	11	67		.2					11	86		.5
4-Book	8	22		.2	16	59		.6	25	99		.5	11	48		.3	11	58		.5
KOST-FM																				
SP '99	153	530	.5	4.5	66	196	.2	2.6	85	316	.3	1.8	107	447	.3	2.9	151	583	.4	6.9
4-Book	167	682	.5	5.3	83	265	.2	3.1	108	413	.3	2.2	104	383	.3	2.8	163	624	.5	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 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		
KPWR-FM																							
SP '99		272	1022	.8	8.0	128	469	.4	5.0	214	1055	.6	4.6	211	691	.6	5.7	176	628	.5	8.1		
4-Book		283	1046	.8	8.9	130	500	.4	4.9	278	1143	.8	5.7	258	861	.8	6.8	190	720	.6	8.1		
KRLA-AM																							
SP '99		7	36	.2	.2	20	27	.1	.8	18	63	.1	.4					10	33	.5	.5		
4-Book		8	33	.3	.3	5	7	.2	.2	23	50	.1	.5	12	19	.3	.3	18	47	.1	.8		
KROQ-FM																							
SP '99		218	924	.6	6.4	88	440	.3	3.5	314	1156	.9	6.7	390	1106	1.2	10.5	173	721	.5	7.9		
4-Book		199	884	.6	6.2	111	451	.3	4.2	317	1264	.9	6.6	290	974	.9	7.7	188	791	.6	8.0		
KRTH-FM																							
SP '99		50	166	.1	1.5	62	188	.2	2.4	136	370	.4	2.9	85	261	.3	2.3	33	125	.1	1.5		
4-Book		55	172	.2	1.7	59	191	.2	2.2	133	413	.4	2.7	79	263	.3	2.1	33	159	.1	1.4		
KSCA-FM																							
SP '99		134	421	.4	3.9	349	727	1.0	13.7	378	937	1.1	8.1	255	628	.8	6.9	111	316	.3	5.1		
4-Book		146	456	.4	4.6	356	763	1.1	13.4	370	966	1.1	7.6	246	570	.8	6.5	112	352	.3	4.8		
KSSE-FM																							
SP '99		142	418	.4	4.2	67	263	.2	2.6	217	661	.6	4.6	125	417	.4	3.4	67	242	.2	3.1		
4-Book		133	428	.4	4.2	108	351	.3	4.0	229	661	.7	4.7	179	458	.5	4.8	93	305	.3	4.0		
KTNQ-AM																							
SP '99		55	154	.2	1.6	30	91	.1	1.2	40	90	.1	.9	72	143	.2	1.9	27	88	.1	1.2		
4-Book		38	129	.1	1.2	22	55	.1	.8	63	166	.2	1.3	79	178	.3	2.1	23	87	.1	1.0		
KTWV-FM																							
SP '99		16	37	.5	.5	32	108	.1	1.3	54	190	.2	1.2	37	129	.1	1.0	29	106	.1	1.3		
4-Book		33	126	.1	1.1	49	155	.2	1.9	69	227	.2	1.4	59	186	.2	1.6	38	137	.1	1.6		
KWKV-AM																							
SP '99		13	26	.4	.4	11	34	.4	.4	9	35	.2	.2	11	22	.3	.3	1	12	.3	.3		
4-Book		7	18	.2	.2	9	21	.4	.4	20	46	.1	.4	10	21	.3	.3	7	21	.3	.3		
KWVE-FM																							
SP '99		6	6	.2	.2	12	55	.5	.5	9	70	.2	.2	12	42	.3	.3	7	51	.3	.3		
4-Book		6	26	.2	.2	18	75	.7	.7	20	118	.1	.4	13	59	.3	.3	9	60	.4	.4		
KYSR-FM																							
SP '99		156	617	.5	4.6	103	453	.3	4.0	257	990	.8	5.5	168	706	.5	4.5	63	344	.2	2.9		
4-Book		125	574	.4	3.9	95	397	.3	3.6	220	925	.7	4.6	180	733	.6	4.8	86	438	.3	3.6		
KZLA-FM																							
SP '99		37	179	.1	1.1	29	85	.1	1.1	92	220	.3	2.0	64	210	.2	1.7	22	124	.1	1.0		
4-Book		31	157	.1	1.0	32	130	.1	1.2	86	289	.3	1.8	65	230	.2	1.7	41	182	.2	1.7		
KGGI-FM																							
SP '99		29	137	.1	.9	6	43	.2	.2	50	230	.1	1.1	53	142	.2	1.4	33	101	.1	1.5		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KOLA-FM																							
SP '99		6	30	.2	.2	**	**	**	**	**	**	**	**	8	12	.2	.2	**	**	**	**		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
XTRA-AM																							
SP '99		14	26	.4	.4	21	43	.1	.8	18	67	.1	.4	9	75	.2	.2	1	12	.1	1.2		
4-Book		5	17	.1	.1	10	43	.4	.4	21	70	.1	.4	14	70	.4	.4	1	10	.1	1.0		
TOTALS																							
SP '99		3409	9809	10.1	10.1	2549	7375	7.6	7.6	4692	12302	13.9	13.9	3722	9644	11.0	11.0	2185	6972	6.5	6.5		
4-Book		3204	9571	9.6	9.6	2659	7493	7.9	7.9	4851	12824	14.4	14.4	3776	9711	11.2	11.2	2351	7393	7.0	7.0		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
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
WI '99	122	2727	.2	1.1	134	1156	.2	.8	149	1224	.2	.9	261	1551	.4	1.9	69	810	.1	1.3
FA '98	124	2480	.2	1.1	180	1176	.3	1.1	161	1241	.3	1.0	190	1177	.3	1.3	92	802	.1	1.7
SU '98	140	2489	.2	1.3	133	1034	.2	.8	232	1148	.4	1.4	245	1256	.4	1.8	80	741	.1	1.5
4-Book	131	2507	.2	1.2	154	1089	.3	.9	186	1160	.3	1.2	241	1309	.4	1.8	82	745	.1	1.5
SP '98	145	2335	.2	1.3	191	906	.3	1.2	207	1183	.3	1.3	226	1115	.4	1.7	53	497	.1	1.0
KACD-FM																				
SP '99	58	1259	.1	.5	73	659	.1	.4	85	543	.1	.5	78	704	.1	.6	26	322	.1	.5
WI '99	50	1209	.1	.4	40	434	.1	.2	80	542	.1	.5	80	667	.1	.6	20	340	.1	.4
FA '98	69	1237	.1	.6	60	582	.1	.4	114	533	.2	.7	103	687	.2	.7	36	444	.1	.7
SU '98	103	1964	.2	.9	127	783	.2	.8	123	958	.2	.8	157	1291	.3	1.2	61	758	.1	1.1
4-Book	70	1417	.1	.6	75	615	.1	.5	101	644	.2	.6	105	837	.2	.8	36	466	.1	.7
SP '98	75	1690	.1	.7	68	646	.1	.4	75	749	.1	.5	116	780	.2	.9	64	602	.1	1.2
KBCD-FM																				
SP '99	37	683	.1	.3	39	337	.1	.2	70	437	.1	.4	39	389	.1	.3	9	153	.1	.2
WI '99	30	885	.1	.3	29	304	.1	.2	56	435	.1	.4	50	492	.1	.4	8	183	.1	.1
FA '98	21	580	.1	.2	24	230	.1	.1	27	204	.1	.2	25	332	.1	.2	16	235	.1	.3
SU '98	38	617	.1	.3	49	245	.1	.3	62	262	.1	.4	51	270	.1	.4	15	205	.1	.3
4-Book	32	691	.1	.3	35	279	.1	.2	54	335	.1	.4	41	371	.1	.3	12	194	.1	.2
SP '98	22	621	.1	.2	38	311	.1	.2	19	228	.1	.1	33	361	.1	.2	11	238	.1	.2
KACE-FM																				
SP '99	68	1681	.1	.6	72	567	.1	.4	86	814	.1	.5	80	854	.1	.6	66	539	.1	1.2
WI '99	113	1887	.2	1.0	119	707	.2	.7	126	949	.2	.8	138	1077	.2	1.0	90	831	.1	1.7
FA '98	102	1961	.2	.9	113	770	.2	.7	123	838	.2	.8	139	998	.2	1.0	67	601	.1	1.2
SU '98	117	1722	.2	1.0	145	917	.2	.9	142	757	.2	.9	137	814	.2	1.0	92	578	.1	1.7
4-Book	100	1813	.2	.9	112	740	.2	.7	119	840	.2	.8	124	936	.2	.9	79	637	.1	1.5
SP '98	59	1373	.1	.5	71	559	.1	.4	70	503	.1	.4	62	632	.1	.5	44	447	.1	.8
KRTO-FM																				
SP '99	15	356	.1	.1	11	99	.1	.1	20	159	.1	.1	28	245	.1	.2	9	91	.1	.2
WI '99	12	532	.1	.1	13	150	.1	.1	15	235	.1	.1	17	226	.1	.1	7	238	.1	.1
FA '98	7	334	.1	.1	6	113	.1	.1	9	159	.1	.1	8	145	.1	.1	4	62	.1	.1
SU '98	29	505	.3	.3	47	210	.1	.3	40	258	.1	.2	29	214	.1	.2	13	177	.1	.2
4-Book	16	432	.2	.2	19	143	.1	.1	21	203	.1	.1	21	208	.2	.2	8	142	.1	.2
SP '98	11	417	.1	.1	3	97	.1	.1	11	167	.1	.1	22	253	.1	.2	8	77	.1	.1
KBIG-FM																				
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
WI '99	348	6261	.6	3.1	453	2699	.7	2.7	704	2952	1.1	4.5	452	3156	.7	3.4	102	1478	.2	1.9
FA '98	339	6573	.5	2.9	398	2755	.6	2.3	634	3033	1.0	3.9	456	3459	.7	3.2	128	1800	.2	2.3
SU '98	360	7435	.6	3.2	441	3533	.7	2.7	658	3596	1.1	4.1	472	3713	.8	3.5	138	1871	.2	2.5
4-Book	331	6635	.5	2.9	414	2882	.7	2.5	625	3076	1.0	3.9	433	3342	.7	3.2	118	1696	.2	2.2
SP '98	338	6583	.5	3.0	347	2647	.6	2.1	642	3308	1.0	4.1	447	3533	.7	3.4	164	1804	.3	3.0
KBLA-AM																				
SP '99	38	569	.1	.3	45	218	.1	.3	66	313	.1	.4	70	315	.1	.5	13	123	.1	.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	4	125	.1	.1	7	52	.1	.1	5	62	.1	.1	4	73	.1	.1	3	51	.1	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KBUA-FM																				
SP '99	58	562	.1	.5	94	323	.1	.6	77	319	.1	.5	58	243	.1	.4	38	203	.1	.7
WI '99	53	681	.1	.5	84	352	.1	.5	68	342	.1	.4	61	361	.1	.5	27	197	.1	.5
FA '98	13	357		.1	11	96		.1	20	192		.1	16	166		.1	5	103		.1
SU '98	19	453		.2	26	168		.2	21	179		.1	32	228		.1	16	140		.3
4-Book	36	513	.1	.3	54	235	.1	.4	47	258	.1	.3	42	250	.1	.3	22	161		.4
SP '98	14	253		.1	16	145		.1	26	194		.2	19	152		.1	5	86		.1
KBUE-FM																				
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
WI '99	267	4125	.4	2.4	326	1857	.5	1.9	369	2081	.6	2.3	338	2187	.5	2.5	135	1273	.2	2.5
FA '98	232	3752	.4	2.0	321	1924	.5	1.9	331	2038	.5	2.0	232	1777	.4	1.6	98	973	.2	1.8
SU '98	140	2818	.2	1.3	182	1228	.3	1.1	190	1447	.3	1.2	160	1248	.3	1.2	72	767	.1	1.3
4-Book	252	3840	.4	2.3	311	1769	.5	1.9	358	1999	.6	2.2	312	1994	.5	2.3	121	1073	.2	2.2
SP '98	213	3561	.3	1.9	257	1503	.4	1.6	294	1938	.5	1.9	255	1665	.4	1.9	118	1058	.2	2.1
KCBS-FM																				
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
WI '99	377	7796	.6	3.4	524	3720	.8	3.1	613	3986	1.0	3.9	520	4326	.8	3.9	119	1971	.2	2.2
FA '98	333	7286	.5	2.9	451	3576	.7	2.7	531	3593	.8	3.3	460	4295	.7	3.3	119	1931	.2	2.2
SU '98	350	7488	.6	3.1	400	3272	.6	2.4	606	3594	1.0	3.7	460	3931	.7	3.4	98	1882	.2	1.8
4-Book	357	7512	.6	3.2	471	3486	.7	2.8	589	3678	1.0	3.7	475	4144	.7	3.5	112	1913	.2	2.1
SP '98	345	7617	.6	3.1	433	3592	.7	2.6	557	4039	.9	3.5	435	4226	.7	3.3	122	2113	.2	2.2
KCMG-FM																				
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
WI '99	384	6834	.6	3.4	421	2874	.7	2.5	569	3409	.9	3.6	503	3825	.8	3.7	179	2169	.3	3.3
FA '98	385	6712	.6	3.3	408	3182	.6	2.4	620	3739	1.0	3.8	509	3839	.8	3.6	193	1751	.3	3.5
SU '98	436	7221	.7	3.9	512	3232	.8	3.1	751	3812	1.2	4.6	590	4096	1.0	4.3	165	2106	.3	3.0
4-Book	387	6651	.6	3.4	436	2986	.7	2.6	614	3483	1.0	3.8	509	3783	.8	3.7	178	1973	.3	3.3
SP '98	428	7614	.7	3.8	462	3414	.7	2.8	685	4177	1.1	4.3	540	4223	.9	4.1	218	2396	.4	3.9
KFI -AM																				
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
WI '99	235	4321	.4	2.1	315	2113	.5	1.9	509	2648	.8	3.2	265	2050	.4	2.0	103	783	.2	1.9
FA '98	290	4708	.5	2.5	403	2331	.6	2.4	631	2921	1.0	3.9	329	2464	.5	2.3	114	974	.2	2.1
SU '98	228	4257	.4	2.0	277	1879	.4	1.7	539	2708	.9	3.3	249	1755	.4	1.8	71	796	.1	1.3
4-Book	244	4405	.4	2.2	326	2093	.5	2.0	545	2728	.9	3.4	256	1946	.4	1.9	102	843	.2	1.9
SP '98	281	4535	.5	2.5	430	2443	.7	2.6	567	2947	.9	3.6	337	2233	.5	2.5	82	867	.1	1.5
KFSG-FM																				
SP '99	41	1211	.1	.4	72	634	.1	.4	44	500	.1	.3	48	539	.1	.4	21	275		.4
WI '99	50	1210	.1	.4	81	783	.1	.5	75	574	.1	.5	64	539	.1	.5	12	300		.2
FA '98	43	1073	.1	.4	76	592	.1	.4	59	370	.1	.4	57	514	.1	.4	20	283		.4
SU '98	27	838	.2	.9	51	507	.1	.3	31	342	.1	.2	39	344	.1	.3	5	145		.1
4-Book	40	1083	.1	.4	70	629	.1	.4	52	447	.1	.4	52	484	.1	.4	15	251		.3
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '99	111	3788	.2	1.0	287	2432	.5	1.7	96	1482	.2	.6	153	1868	.2	1.1	35	769	.1	.6
WI '99	121	4152	.2	1.1	316	2704	.5	1.9	118	1744	.2	.7	161	2206	.3	1.2	30	768	.1	.6
FA '98	117	4053	.2	1.0	278	2455	.4	1.6	115	1519	.2	.7	194	2165	.3	1.4	38	745	.1	.7
SU '98	99	3665	.2	.9	224	2302	.4	1.4	114	1251	.2	.7	175	1964	.3	1.3	24	478		.4
4-Book	112	3915	.2	1.0	276	2473	.5	1.7	111	1499	.2	.7	171	2051	.3	1.3	32	690	.1	.6
SP '98	107	3944	.2	1.0	242	2466	.4	1.5	109	1469	.2	.7	134	1717	.2	1.0	53	819	.1	1.0
KGIL-AM																				
SP '99	5	202			4	84			7	101			5	97			3	72		.1
WI '99	13	209			12	124		.1	20	96		.1	21	121		.2	5	29		.1
FA '98	7	214		.1	5	54			10	115		.1	12	107		.1	3	46		.1
SU '98	6	94		.1	3	28			17	32		.1	13	50		.1	1	20		
4-Book	8	180		.1	6	73			14	86		.1	13	94		.1	3	42		.1
SP '98	4	279			3	66			5	68			5	113			3	47		.1

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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
+KGXL-AM																				
SP '99	1	43			1	16			1	16							1	16		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99	19	340		.2	7	99			44	207	.1	.3	34	198	.1	.3	9	75		.2
WI '99	37	508	.1	.3	67	324	.1	.4	71	238	.1	.5	56	279	.1	.4	12	95		.2
FA '98	13	302		.1	15	65		.1	33	204	.1	.2	18	111		.1	5	69		.1
SU '98	11	125		.1	2	22			24	87		.1	25	75		.2	5	16		.1
4-Book	20	319		.2	23	128		.1	43	184	.1	.3	33	166	.1	.3	8	64		.2
SP '98	9	222		.1	1	16			34	134	.1	.2	10	88		.1				
KIIS-FM																				
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
WI '99	493	11185	.8	4.4	789	5615	1.3	4.6	585	5041	.9	3.7	629	5598	1.0	4.7	250	3431	.4	4.7
FA '98	406	10333	.6	3.5	669	5828	1.1	3.9	535	4807	.9	3.3	453	5048	.7	3.2	174	2837	.3	3.2
SU '98	380	10105	.6	3.4	583	4835	.9	3.6	478	4950	.8	3.0	436	4824	.7	3.2	206	2895	.3	3.7
4-Book	451	10711	.7	4.0	715	5544	1.2	4.3	566	5027	.9	3.5	546	5410	.9	4.0	220	3241	.4	4.1
SP '98	348	9642	.6	3.1	648	5435	1.0	3.9	388	4439	.6	2.5	418	4908	.7	3.1	168	2701	.3	3.0
KJLH-FM																				
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	1.8
WI '99	139	2434	.2	1.2	187	1028	.3	1.1	151	916	.2	1.0	151	1050	.2	1.1	75	829	.1	1.4
FA '98	177	2561	.3	1.5	243	1355	.4	1.4	233	1193	.4	1.4	196	1237	.3	1.4	82	755	.1	1.5
SU '98	148	2427	.2	1.3	212	1133	.3	1.3	161	1232	.3	1.0	162	1230	.3	1.2	95	834	.2	1.7
4-Book	154	2478	.2	1.3	207	1196	.3	1.2	184	1137	.3	1.2	169	1217	.3	1.2	88	847	.2	1.6
SP '98	215	2740	.3	1.9	239	1193	.4	1.5	255	1291	.4	1.6	199	1352	.3	1.5	160	1011	.3	2.9
KKBT-FM																				
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	4.9
WI '99	480	7584	.8	4.3	740	3641	1.2	4.4	566	3956	.9	3.6	563	4371	.9	4.2	305	2856	.5	5.7
FA '98	495	7763	.8	4.3	742	4001	1.2	4.4	652	4233	1.0	4.0	626	4563	1.0	4.4	296	3290	.5	5.4
SU '98	509	7587	.8	4.5	666	3982	1.1	4.1	630	4175	1.0	3.9	662	4664	1.1	4.9	360	3144	.6	6.5
4-Book	471	7550	.8	4.2	665	3754	1.1	4.0	593	4016	.9	3.7	590	4398	1.0	4.3	307	3008	.5	5.6
SP '98	465	7462	.8	4.2	719	3761	1.2	4.4	490	4013	.8	3.1	593	4460	1.0	4.4	306	2763	.5	5.5
KKGO-FM																				
SP '99	100	2532	.2	.9	111	1101	.2	.7	129	1071	.2	.8	148	1207	.2	1.1	75	873	.1	1.4
WI '99	107	2891	.2	1.0	101	1076	.2	.6	155	1217	.2	1.0	183	1511	.3	1.4	61	838	.1	1.1
FA '98	75	2133	.1	.7	76	708	.1	.4	102	879	.2	.6	82	976	.1	.6	46	681	.1	.8
SU '98	80	2660	.1	.7	73	863	.1	.4	118	1093	.2	.7	96	1097	.2	.7	54	863	.1	1.0
4-Book	91	2554	.2	.8	90	937	.2	.5	126	1065	.2	.8	127	1198	.2	1.0	59	814	.1	1.1
SP '98	112	2309	.2	1.0	110	975	.2	.7	168	1080	.3	1.1	155	1157	.3	1.2	79	851	.1	1.4
KKHJ-AM																				
SP '99	130	1934	.2	1.2	136	789	.2	.8	199	989	.3	1.2	165	1118	.3	1.2	67	457	.1	1.2
WI '99	117	1700	.2	1.0	158	836	.3	.9	189	846	.3	1.2	116	770	.2	.9	66	638	.1	1.2
FA '98	53	1142	.1	.5	86	566	.1	.5	65	335	.1	.4	49	374	.1	.3	35	302	.1	.6
SU '98	58	933	.1	.5	94	533	.2	.6	76	478	.1	.5	62	480	.1	.5	33	239	.1	.6
4-Book	90	1427	.2	.8	119	681	.2	.7	132	662	.2	.8	98	686	.2	.7	50	409	.1	.9
SP '98	80	1250	.1	.7	110	559	.2	.7	126	697	.2	.8	88	501	.1	.7	56	372	.1	1.0
KKLA-FM																				
SP '99	58	1142	.1	.5	105	633	.2	.6	83	489	.1	.5	71	509	.1	.5	19	232		.3
WI '99	64	1359	.1	.6	153	807	.2	.9	74	603	.1	.5	102	677	.2	.8	20	290		.4
FA '98	39	1085	.1	.3	107	740	.2	.6	32	336	.1	.2	64	497	.1	.5	11	209		.2
SU '98	36	862	.1	.3	73	436	.1	.4	44	315	.1	.3	60	572	.1	.4	12	231		.2
4-Book	49	1112	.1	.4	110	654	.2	.6	58	436	.1	.4	74	564	.1	.6	16	241		.3
SP '98	62	1070	.1	.6	136	655	.2	.8	80	436	.1	.5	113	623	.2	.8	15	199		.3

Target Listener Trends - Persons 18-49

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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	
KLAC-AM																				
SP '99	48	1623	.1	.4	37	239	.1	.2	48	366	.1	.3	53	569	.1	.4	57	810	.1	1.0
WI '99	49	1316	.1	.4	58	433	.1	.3	73	429	.1	.5	47	538	.1	.3	40	492	.1	.7
FA '98	68	918	.1	.6	127	518	.2	.7	112	465	.2	.7	63	433	.1	.4	16	184		.3
SU '98	25	686		.2	44	259	.1	.3	17	150		.1	27	229		.2	24	179		.4
4-Book	48	1136	.1	.4	67	362	.1	.4	63	353	.1	.4	48	442	.1	.3	34	416	.1	.6
SP '98	54	1681	.1	.5	75	346	.1	.5	63	347	.1	.4	49	634	.1	.4	41	620	.1	.7
KLAX-FM																				
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	3.7
WI '99	463	6904	.7	4.2	639	2971	1.0	3.8	693	3609	1.1	4.4	484	3392	.8	3.6	226	2000	.4	4.2
FA '98	623	7340	1.0	5.4	626	3446	1.0	3.7	999	4462	1.6	6.1	846	4270	1.3	6.0	293	2174	.5	5.3
SU '98	450	6097	.7	4.0	454	2606	.7	2.8	711	3403	1.2	4.4	579	3549	.9	4.2	239	2007	.4	4.3
4-Book	493	6659	.8	4.4	591	2952	.9	3.6	767	3703	1.3	4.8	600	3608	1.0	4.4	240	1990	.4	4.4
SP '98	485	6147	.8	4.4	571	3025	.9	3.5	677	3523	1.1	4.3	632	3261	1.0	4.7	285	2088	.5	5.1
KLOS-FM																				
SP '99	373	6292	.6	3.3	697	3280	1.1	4.2	552	2825	.9	3.4	465	3238	.7	3.5	137	1292	.2	2.5
WI '99	327	6248	.5	2.9	664	3012	1.1	3.9	448	2690	.7	2.8	363	3072	.6	2.7	114	1166	.2	2.1
FA '98	367	6231	.6	3.2	643	3063	1.0	3.8	494	2795	.8	3.0	485	3658	.8	3.4	150	1927	.2	2.7
SU '98	380	6910	.6	3.4	715	3711	1.2	4.4	505	3102	.8	3.1	464	3453	.8	3.4	139	1590	.2	2.5
4-Book	362	6420	.6	3.2	680	3267	1.1	4.1	500	2853	.8	3.1	444	3355	.7	3.3	135	1494	.2	2.5
SP '98	404	6898	.7	3.6	861	3661	1.4	5.2	482	3051	.8	3.0	474	3757	.8	3.6	164	1717	.3	3.0
KLSX-FM																				
SP '99	346	5099	.6	3.1	1051	3440	1.7	6.3	385	2235	.6	2.4	456	2389	.7	3.4	70	824	.1	1.3
WI '99	289	4763	.5	2.6	817	3198	1.3	4.8	348	2032	.6	2.2	386	2230	.6	2.9	57	860	.1	1.1
FA '98	366	5442	.6	3.2	1074	3783	1.7	6.3	438	2346	.7	2.7	429	2180	.7	3.0	64	765	.1	1.2
SU '98	384	5479	.6	3.4	1123	3771	1.8	6.9	455	2611	.7	2.8	391	2267	.6	2.9	153	1136	.2	2.8
4-Book	346	5196	.6	3.1	1016	3548	1.6	6.1	407	2306	.7	2.5	416	2267	.7	3.1	86	896	.1	1.6
SP '98	338	5720	.5	3.0	1152	4154	1.9	7.0	397	2925	.6	2.5	300	2117	.5	2.3	52	757	.1	.9
KLVE-FM																				
SP '99	758	9480	1.2	6.8	1111	5339	1.8	6.7	1117	5566	1.8	6.9	772	4929	1.2	5.8	356	3036	.6	6.5
WI '99	708	8379	1.1	6.3	1203	4915	1.9	7.1	1018	4621	1.6	6.5	717	4370	1.1	5.3	288	2657	.5	5.4
FA '98	858	10414	1.4	7.5	1302	6146	2.1	7.7	1076	5601	1.7	6.6	947	5679	1.5	6.7	487	3997	.8	8.9
SU '98	777	9120	1.3	6.9	1217	5125	2.0	7.4	1119	5048	1.8	6.9	773	5155	1.3	5.7	366	3186	.6	6.6
4-Book	775	9348	1.3	6.9	1208	5381	2.0	7.2	1083	5209	1.7	6.7	802	5033	1.3	5.9	374	3219	.6	6.9
SP '98	874	9062	1.4	7.9	1338	5492	2.2	8.1	1255	5557	2.0	7.9	854	4792	1.4	6.4	469	3269	.8	8.5
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98		15							15											
KXTA-AM																				
SP '99	85	1546	.1	.8	86	633	.1	.5	152	712	.2	.9	93	737	.1	.7	66	579	.1	1.2
WI '99	44	1073	.1	.4	83	576	.1	.5	89	527	.1	.6	51	409	.1	.4	8	229		.1
FA '98	51	1220	.1	.4	73	488	.1	.4	101	520	.2	.6	42	528	.1	.3	24	280		.4
SU '98	92	1812	.1	.8	92	575	.1	.6	145	674	.2	.9	114	865	.2	.8	76	707	.1	1.4
4-Book	68	1413	.1	.6	84	568	.1	.5	122	608	.2	.8	75	635	.1	.6	44	449	.1	.8
SP '98	61	1496	.1	.5	49	406	.1	.3	89	511	.1	.6	71	740	.1	.5	58	684	.1	1.0
KLYY-FM																				
SP '99	92	3522	.1	.8	71	1187	.1	.4	153	1561	.2	.9	126	1772	.2	.9	34	815	.1	.6
WI '99	136	4826	.2	1.2	149	1730	.2	.9	185	2346	.3	1.2	204	2685	.3	1.5	82	1613	.1	1.5
FA '98	118	4381	.2	1.0	88	1382	.1	.5	189	1976	.3	1.2	174	2379	.3	1.2	64	1464	.1	1.2
SU '98	110	3972	.2	1.0	100	1359	.2	.6	185	2099	.3	1.1	167	2278	.3	1.2	55	1128	.1	1.0
4-Book	114	4175	.2	1.0	102	1415	.2	.6	178	1996	.3	1.1	168	2279	.3	1.2	59	1255	.1	1.1
SP '98	144	4805	.2	1.3	163	1764	.3	1.0	218	2378	.4	1.4	205	2754	.3	1.5	56	1349	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KNX -AM																				
SP '99	105	3702	.2	.9	248	2247	.4	1.5	112	1420	.2	.7	147	1993	.2	1.1	41	774	.1	.8
WI '99	122	4840	.2	1.1	284	2774	.5	1.7	115	1749	.2	.7	151	2214	.2	1.1	69	952	.1	1.3
FA '98	121	4229	.2	1.1	266	2451	.4	1.6	124	1545	.2	.8	167	2076	.3	1.2	59	767	.1	1.1
SU '98	130	4328	.2	1.2	289	2807	.5	1.8	117	1377	.2	.7	187	2256	.3	1.4	73	1072	.1	1.3
4-Book	120	4275	.2	1.1	272	2570	.5	1.7	117	1523	.2	.7	163	2135	.3	1.2	61	891	.1	1.1
SP '98	130	4388	.2	1.2	281	2567	.5	1.7	136	1395	.2	.9	186	2274	.3	1.4	72	1123	.1	1.3
KOST-FM																				
SP '99	418	8551	.7	3.7	536	3728	.9	3.2	650	3801	1.0	4.0	506	4214	.8	3.8	282	2996	.4	5.2
WI '99	362	7576	.6	3.2	373	3119	.6	2.2	501	3374	.8	3.2	417	3681	.7	3.1	339	2777	.5	6.3
FA '98	454	8937	.7	3.9	509	3979	.8	3.0	718	3941	1.1	4.4	561	4284	.9	4.0	293	3363	.5	5.3
SU '98	523	9720	.8	4.7	624	4407	1.0	3.8	852	4127	1.4	5.3	635	5037	1.0	4.7	321	3544	.5	5.8
4-Book	439	8696	.7	3.9	511	3808	.8	3.1	680	3811	1.1	4.2	530	4304	.9	3.9	309	3170	.5	5.7
SP '98	392	8168	.6	3.5	436	3615	.7	2.6	639	3980	1.0	4.0	484	3982	.8	3.6	238	2753	.4	4.3
KPWR-FM																				
SP '99	407	8548	.6	3.6	577	4066	.9	3.5	483	4303	.8	3.0	530	4616	.8	4.0	262	3109	.4	4.8
WI '99	485	9564	.8	4.3	640	4716	1.0	3.8	620	4815	1.0	3.9	607	5135	1.0	4.5	331	3595	.5	6.2
FA '98	418	8976	.7	3.6	533	4364	.8	3.1	512	4413	.8	3.1	517	4678	.8	3.7	266	3126	.4	4.9
SU '98	387	8662	.6	3.5	448	3758	.7	2.7	501	4644	.8	3.1	494	4584	.8	3.6	256	3070	.4	4.6
4-Book	424	8938	.7	3.8	550	4226	.9	3.3	529	4544	.9	3.3	537	4753	.9	4.0	279	3225	.4	5.1
SP '98	405	9056	.7	3.6	498	4043	.8	3.0	484	4544	.8	3.1	514	5138	.8	3.9	271	3261	.4	4.9
KRLA-AM																				
SP '99	38	855	.1	.3	51	367	.1	.3	71	440	.1	.4	39	260	.1	.3	19	62	.1	.3
WI '99	32	799	.1	.3	67	478	.1	.4	67	372	.1	.4	22	266	.1	.2	11	201	.1	.2
FA '98	70	1029	.1	.6	78	350	.1	.5	101	401	.2	.6	85	452	.1	.6	39	356	.1	.7
SU '98	49	1132	.1	.4	26	213	.1	.2	56	403	.1	.3	67	526	.1	.5	57	486	.1	1.0
4-Book	47	954	.1	.4	56	352	.1	.4	74	404	.1	.4	53	376	.1	.4	32	276	.1	.6
SP '98	63	1381	.1	.6	59	340	.1	.4	89	577	.1	.6	94	670	.2	.7	42	463	.1	.8
KROQ-FM																				
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
WI '99	512	10384	.8	4.6	875	5510	1.4	5.1	635	5429	1.0	4.0	607	5771	1.0	4.5	274	3810	.4	5.1
FA '98	462	9546	.7	4.0	732	5023	1.2	4.3	540	4656	.9	3.3	586	5705	.9	4.1	285	3405	.5	5.2
SU '98	460	8388	.7	4.1	635	3941	1.0	3.9	644	4606	1.0	4.0	558	4747	.9	4.1	262	3112	.4	4.8
4-Book	476	9378	.7	4.2	755	4753	1.2	4.5	602	4826	1.0	3.8	572	5344	.9	4.2	275	3420	.4	5.1
SP '98	447	9077	.7	4.0	740	4823	1.2	4.5	594	4496	1.0	3.8	542	4973	.9	4.1	240	3290	.4	4.3
KRTH-FM																				
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
WI '99	307	7334	.5	2.8	337	2615	.5	2.0	507	3049	.8	3.2	405	3406	.6	3.0	131	1842	.2	2.5
FA '98	285	7235	.5	2.5	301	2855	.5	1.8	465	3526	.7	2.8	382	3497	.6	2.7	96	1405	.2	1.8
SU '98	333	7356	.5	3.0	470	3160	.8	2.9	504	3341	.8	3.1	419	3803	.7	3.1	109	1815	.2	2.0
4-Book	305	7179	.5	2.7	366	2879	.6	2.2	503	3289	.8	3.1	388	3473	.6	2.9	106	1603	.2	2.0
SP '98	352	7407	.6	3.2	433	3119	.7	2.6	643	3667	1.0	4.1	461	3606	.7	3.5	114	1685	.2	2.1
KSCA-FM																				
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
WI '99	879	8690	1.4	7.9	2089	6124	3.3	12.3	1195	5761	1.9	7.6	597	3361	1.0	4.4	247	2029	.4	4.6
FA '98	1002	8864	1.6	8.7	2233	6389	3.6	13.1	1418	5902	2.3	8.7	755	3988	1.2	5.3	255	2174	.4	4.7
SU '98	915	7916	1.5	8.2	2017	5661	3.3	12.3	1317	5397	2.1	8.1	745	4005	1.2	5.0	265	2155	.4	4.8
4-Book	929	8478	1.5	8.3	2116	5972	3.4	12.6	1299	5680	2.1	8.1	685	3693	1.1	5.0	258	2107	.4	4.8
SP '98	817	8128	1.3	7.3	1714	5529	2.8	10.4	1201	5546	1.9	7.6	636	3829	1.0	4.8	264	2134	.4	4.8
KSSE-FM																				
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
WI '99	258	4124	.4	2.3	388	1867	.6	2.3	376	2170	.6	2.4	244	2031	.4	1.8	126	1267	.2	2.4
FA '98	280	4286	.4	2.4	315	2100	.5	1.9	371	2352	.6	2.3	330	2310	.5	2.3	165	1370	.3	3.0
SU '98	258	3660	.4	2.3	266	1768	.4	1.6	355	1992	.6	2.2	304	2179	.5	2.2	167	1210	.3	3.0
4-Book	263	4041	.4	2.3	314	1917	.5	1.9	365	2139	.6	2.3	290	2183	.5	2.1	155	1327	.3	2.9
SP '98	179	3033	.3	1.6	164	1304	.3	1.0	238	1613	.4	1.5	227	1711	.4	1.7	118	1034	.2	2.1

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	
KTNQ-AM																				
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
WI '99	216	2598	.3	1.9	144	774	.2	.8	318	1258	.5	2.0	409	1466	.7	3.0	168	895	.3	3.1
FA '98	231	2672	.4	2.0	290	1027	.5	1.7	306	1359	.5	1.9	378	1503	.6	2.7	155	970	.2	2.8
SU '98	235	2453	.4	2.1	368	1191	.6	2.3	308	1291	.5	1.9	323	1276	.5	2.4	146	874	.2	2.7
4-Book	229	2622	.4	2.0	247	989	.4	1.5	318	1309	.5	2.0	375	1475	.6	2.8	164	937	.3	3.0
SP '98	303	3273	.5	2.7	461	1395	.7	2.8	320	1368	.5	2.0	393	1670	.6	2.9	252	1307	.4	4.5
KTWV-FM																				
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
WI '99	344	5373	.5	3.1	453	2849	.7	2.7	595	2741	.9	3.8	435	2915	.7	3.2	155	1584	.2	2.9
FA '98	384	6107	.6	3.3	446	2986	.7	2.6	642	3214	1.0	3.9	520	3448	.8	3.7	184	2147	.3	3.4
SU '98	299	5464	.5	2.7	383	2685	.6	2.3	485	2618	.8	3.0	377	3064	.6	2.8	131	1862	.2	2.4
4-Book	337	5536	.5	3.0	414	2748	.7	2.5	573	2760	.9	3.6	435	3057	.7	3.2	151	1784	.2	2.8
SP '98	348	5578	.6	3.1	410	2374	.7	2.5	621	2761	1.0	3.9	411	2841	.7	3.1	170	1907	.3	3.1
KWKW-AM																				
SP '99	44	794	.1	.4	46	216	.1	.3	63	423	.1	.4	80	410	.1	.6	23	167		.4
WI '99	50	533	.1	.4	54	205	.1	.3	78	299	.1	.5	69	242	.1	.5	12	103		.2
FA '98	58	969	.1	.5	35	335	.1	.2	95	558	.2	.6	109	486	.2	.8	41	268	.1	.7
SU '98	74	1106	.1	.7	83	364	.1	.5	116	486	.2	.7	99	467	.2	.7	58	286	.1	1.1
4-Book	57	851	.1	.5	55	280	.1	.3	88	442	.2	.6	89	401	.2	.7	34	206	.1	.6
SP '98	91	1298	.1	.8	165	680	.3	1.0	175	806	.3	1.1	58	409	.1	.4	39	252	.1	.7
KWVE-FM																				
SP '99	72	1422	.1	.6	113	842	.2	.7	120	746	.2	.7	81	686	.1	.6	27	357		.5
WI '99	41	1113	.1	.4	68	603	.1	.4	44	443	.1	.3	67	563	.1	.5	22	306		.4
FA '98	75	1510	.1	.7	109	833	.2	.6	102	796	.2	.6	95	755	.2	.7	34	394	.1	.6
SU '98	55	1283	.1	.5	106	751	.2	.6	56	639	.1	.3	89	720	.1	.7	15	349		.3
4-Book	61	1332	.1	.6	99	757	.2	.6	81	656	.2	.5	83	681	.1	.6	25	352		.5
SP '98	41	1088	.1	.4	69	538	.1	.4	62	474	.1	.4	73	588	.1	.5	5	130		.1
KYSR-FM																				
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
WI '99	449	9922	.7	4.0	622	4641	1.0	3.7	649	4964	1.0	4.1	591	5431	.9	4.4	190	3042	.3	3.6
FA '98	379	8506	.6	3.3	575	3926	.9	3.4	564	4169	.9	3.5	532	4925	.8	3.8	143	2432	.2	2.6
SU '98	444	9728	.7	4.0	613	4063	1.0	3.8	713	4880	1.2	4.4	628	5505	1.0	4.6	168	3021	.3	3.1
4-Book	435	9407	.7	3.9	609	4294	1.0	3.7	654	4731	1.1	4.1	597	5285	.9	4.4	178	2849	.3	3.3
SP '98	418	9446	.7	3.8	449	4263	.7	2.7	665	4775	1.1	4.2	620	5639	1.0	4.7	166	2769	.3	3.0
KZLA-FM																				
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
WI '99	213	3350	.3	1.9	282	1928	.4	1.7	330	1697	.5	2.1	317	1933	.5	2.4	75	946	.1	1.4
FA '98	229	3860	.4	2.0	327	2149	.5	1.9	322	2062	.5	2.0	286	2436	.5	2.0	99	1329	.2	1.8
SU '98	209	3549	.3	1.9	307	2064	.5	1.9	300	1935	.5	1.9	273	2115	.4	2.0	68	1026	.1	1.2
4-Book	216	3511	.3	1.9	295	2033	.5	1.8	319	1845	.5	2.0	296	2131	.5	2.2	80	1091	.1	1.5
SP '98	203	3136	.3	1.8	213	1632	.3	1.3	302	1555	.5	1.9	260	2037	.4	2.0	91	1025	.1	1.6
KGGI-FM																				
SP '99	45	1749	.1	.4	41	604	.1	.2	56	760	.1	.3	59	794	.1	.4	28	500		.5
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	32	773	.1	.3	40	337	.1	.2	63	396	.1	.4	31	319		.2	10	160		.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

Target Listener Trends - Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
XTRA-AM																				
SP '99	79	1593	.1	.7	94	640	.1	.6	161	750	.3	1.0	92	837	.1	.7	21	336		.4
WI '99	67	1593	.1	.6	77	750	.1	.5	142	795	.2	.9	94	872	.1	.7	20	362		.4
FA '98	111	2002	.2	1.0	116	813	.2	.7	233	1132	.4	1.4	158	1081	.3	1.1	25	348		.5
SU '98	87	1738	.1	.8	110	788	.2	.7	177	937	.3	1.1	124	1093	.2	.9	28	352		.5
4-Book	86	1732	.1	.8	99	748	.2	.6	178	904	.3	1.1	117	971	.2	.9	24	350		.5
SP '98	75	1581	.1	.7	79	602	.1	.5	142	738	.2	.9	147	1029	.2	1.1	25	436		.5
TOTALS																				
SP '99	11191	60432	17.8		16576	52441	26.4		16114	48170	25.7		13402	51476	21.3		5449	34664	8.7	
WI '99	11152	60651	17.8		17005	53276	27.1		15767	48656	25.1		13467	51522	21.4		5345	34379	8.5	
FA '98	11507	60616	18.3		16983	53846	27.0		16337	48410	26.0		14135	52112	22.5		5482	35387	8.7	
SU '98	11191	59681	18.1		16339	52096	26.5		16171	47720	26.2		13627	51232	22.1		5507	35078	8.9	
4-Book	11260	60345	18.0		16726	52915	26.8		16097	48239	25.8		13658	51586	21.8		5446	34877	8.7	
SP '98	11117	59549	18.0		16471	52371	26.7		15807	48255	25.6		13329	50602	21.6		5540	35276	9.0	

** 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																				
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 '99	213	1908	.3	1.4	40	641	.1	.5	55	150	.1	.6	46	215	.1	.4	42	189	.1	.5
4-Book	193	2064	.3	1.3	54	795	.1	.7	69	210	.1	.8	90	317	.2	.7	66	221	.1	.7
KACD-FM																				
SP '99	79	1111	.1	.5	42	581	.1	.6	60	178	.1	.7	46	215	.1	.4	37	157	.1	.4
4-Book	94	1188	.1	.6	51	733	.1	.7	40	128	.1	.5	97	308	.2	.8	72	239	.1	.8
KBGD-FM																				
SP '99	51	604	.1	.3	30	329		.4	28	103		.3	40	156	.1	.3	40	95	.1	.5
4-Book	44	556	.1	.3	22	293		.3	21	67		.2	32	117	.1	.3	23	71		.3
KACE-FM																				
SP '99	80	1350	.1	.5	47	831	.1	.6	56	188	.1	.6	104	385	.2	.8	41	136	.1	.5
4-Book	119	1424	.2	.8	81	922	.1	1.1	69	198	.1	.8	124	373	.2	1.0	97	281	.2	1.1
KRTO-FM																				
SP '99	20	322		.1	10	137		.1	14	58		.2	13	70		.1	3	24		.2
4-Book	21	319		.2	12	191		.2	13	36		.2	18	74		.2	14	64		.2
KBIG-FM																				
SP '99	413	4715	.7	2.7	146	2728	.2	1.9	144	524	.2	1.6	220	817	.4	1.7	81	423	.1	.9
4-Book	501	5198	.8	3.3	171	2929	.3	2.3	163	616	.2	1.8	277	918	.5	2.2	176	615	.3	2.0
KBLA-AM																				
SP '99	61	533	.1	.4	14	181		.2	37	98	.1	.4	35	109	.1	.3	40	79	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	5	125			1	28			2	13			1	15			2	15		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	77	451	.1	.5	37	289	.1	.5	43	85	.1	.5	51	115	.1	.4	35	87	.1	.4
4-Book	48	420	.1	.3	24	269	.1	.3	35	80	.1	.4	48	119	.1	.4	34	108	.1	.4
KBUE-FM																				
SP '99	495	3919	.8	3.2	277	2486	.4	3.7	281	706	.4	3.1	476	1078	.8	3.7	368	839	.6	4.2
4-Book	329	3187	.6	2.1	205	2105	.3	2.7	243	632	.4	2.7	390	908	.6	3.1	276	683	.5	3.1
KCBS-FM																				
SP '99	530	6200	.8	3.4	256	3799	.4	3.4	235	837	.4	2.6	482	1703	.8	3.8	332	1160	.5	3.8
4-Book	517	6327	.8	3.3	239	3751	.4	3.2	223	905	.4	2.5	466	1680	.8	3.7	321	1197	.5	3.6
KCMG-FM																				
SP '99	455	4899	.7	3.0	256	3055	.4	3.4	253	706	.4	2.8	424	1293	.7	3.3	316	944	.5	3.6
4-Book	527	5530	.8	3.4	280	3395	.5	3.7	279	821	.5	3.1	494	1436	.8	3.9	353	1069	.6	4.0
KFI -AM																				
SP '99	343	3761	.5	2.2	80	1237	.1	1.1	113	450	.2	1.3	171	442	.3	1.3	47	251	.1	.5
4-Book	389	3986	.6	2.5	82	1255	.1	1.1	149	508	.3	1.7	155	499	.3	1.2	51	214	.1	.6
KFSG-FM																				
SP '99	54	949	.1	.4	30	624		.4	53	192	.1	.6	36	177	.1	.3	27	157		.3
4-Book	58	884	.1	.4	27	545		.4	36	150	.1	.4	35	167	.1	.3	37	156		.4
KFWB-AM																				
SP '99	172	3503	.3	1.1	53	1444	.1	.7	111	593	.2	1.2	80	502	.1	.6	63	347	.1	.7
4-Book	180	3588	.3	1.2	45	1365	.1	.6	89	494	.2	1.0	61	408	.1	.5	55	318	.1	.6
KGIL-AM																				
SP '99	5	154			5	146		.1					11	46		.1	3	30		
4-Book	11	149		.1	6	87		.1	4	14			7	19		.1	8	25		.1
+KGXL-AM																				
SP '99		16			1	43			3	13			2	16						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KIEV-AM																				
SP '99	29	294		.2	5	77		.1				4	10			16	31		.2	
4-Book	34	277		.2	4	68		.1	5	12		.1	5	16		8	18		.1	
KIIS-FM																				
SP '99	713	9585	1.1	4.6	381	5750	.6	5.1	412	1349	.7	4.6	717	2464	1.1	5.6	474	1633	.8	5.4
4-Book	606	9122	1.0	3.9	334	5443	.6	4.4	374	1335	.6	4.2	578	2194	.9	4.6	401	1450	.7	4.5
KJLH-FM																				
SP '99	181	2101	.3	1.2	129	1351	.2	1.7	71	231	.1	.8	188	573	.3	1.5	111	396	.2	1.3
4-Book	186	1924	.3	1.2	140	1445	.2	1.9	101	264	.2	1.1	183	493	.3	1.4	151	438	.3	1.7
KKBT-FM																				
SP '99	515	6102	.8	3.3	285	3973	.5	3.8	205	784	.3	2.3	434	1585	.7	3.4	377	1317	.6	4.3
4-Book	614	6480	1.0	3.9	326	4062	.6	4.3	295	919	.5	3.3	538	1743	.9	4.3	428	1318	.7	4.8
KKGO-FM																				
SP '99	129	2057	.2	.8	64	1206	.1	.8	55	302	.1	.6	106	406	.2	.8	76	257	.1	.9
4-Book	115	1942	.2	.8	68	1229	.1	.9	62	265	.1	.7	97	390	.2	.8	80	305	.1	.9
KKHJ-AM																				
SP '99	169	1621	.3	1.1	105	899	.2	1.4	106	305	.2	1.2	183	415	.3	1.4	124	307	.2	1.4
4-Book	118	1181	.2	.8	67	685	.1	.9	86	238	.2	1.0	108	261	.2	.9	79	194	.1	.9
KKLA-FM																				
SP '99	86	982	.1	.6	34	480	.1	.5	48	176	.1	.5	22	62		.2	27	95		.3
4-Book	79	1001	.1	.5	19	364		.3	28	103	.1	.3	15	50		.1	21	78		.2
KLAC-AM																				
SP '99	46	805	.1	.3	46	825	.1	.6	11	28		.1	46	183	.1	.4	83	269	.1	.9
4-Book	59	721	.1	.4	36	521	.1	.5	29	72		.3	44	143	.1	.4	38	120	.1	.4
KLAX-FM																				
SP '99	604	5378	1.0	3.9	295	3134	.5	3.9	487	989	.8	5.4	607	1652	1.0	4.7	331	930	.5	3.8
4-Book	661	5678	1.1	4.3	365	3515	.6	4.8	438	1017	.7	4.9	684	1704	1.1	5.4	432	1133	.7	4.8
KLOS-FM																				
SP '99	570	5407	.9	3.7	180	2735	.3	2.4	167	658	.3	1.9	346	1064	.6	2.7	256	845	.4	2.9
4-Book	538	5543	.9	3.5	201	2746	.3	2.7	193	688	.3	2.2	356	1115	.6	2.8	275	860	.4	3.1
KLSX-FM																				
SP '99	612	4521	1.0	4.0	59	1204	.1	.8	93	335	.1	1.0	67	271	.1	.5	34	117	.1	.4
4-Book	597	4625	1.0	3.9	75	1310	.1	1.0	112	331	.2	1.2	83	311	.2	.7	62	214	.1	.7
KLVE-FM																				
SP '99	1009	8208	1.6	6.5	584	5746	.9	7.7	708	1940	1.1	7.9	1028	2523	1.6	8.0	543	1488	.9	6.2
4-Book	1035	8094	1.7	6.7	585	5606	.9	7.7	732	1898	1.2	8.2	961	2448	1.5	7.6	593	1508	1.0	6.6
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																				
SP '99	113	1131	.2	.7	48	701	.1	.6	33	88	.1	.4	79	289	.1	.6	61	183	.1	.7
4-Book	96	1063	.2	.6	36	603	.1	.5	24	82	.1	.3	63	232	.1	.5	55	196	.1	.6
KLYY-FM																				
SP '99	119	2819	.2	.8	84	1563	.1	1.1	30	188		.3	147	580	.2	1.1	103	393	.2	1.2
4-Book	151	3488	.2	1.0	86	1901	.1	1.2	56	267	.1	.6	155	749	.3	1.2	133	567	.2	1.5
KNX -AM																				
SP '99	165	3323	.3	1.1	44	1342	.1	.6	80	428	.1	.9	57	330	.1	.4	40	256	.1	.5
4-Book	179	3703	.3	1.2	55	1416	.1	.7	91	442	.1	1.0	63	345	.1	.5	50	268	.1	.6
KOST-FM																				
SP '99	571	6636	.9	3.7	238	3585	.4	3.2	226	798	.4	2.5	389	1394	.6	3.0	285	984	.5	3.2
4-Book	582	6713	1.0	3.7	273	3938	.5	3.6	251	892	.4	2.8	480	1469	.8	3.8	307	1011	.5	3.4

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																				
		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	
KPWR-FM																						
SP '99		527	7372	.8	3.4	290	4511	.5	3.8	284	1004	.5	3.2	484	1803	.8	3.8	351	1216	.6	4.0	
4-Book		538	7576	.9	3.5	320	4778	.5	4.2	269	977	.5	3.0	553	1918	.9	4.4	418	1444	.7	4.7	
KRLA-AM																						
SP '99		55	665	.1	.4	21	339		.3	35	121	.1	.4	55	159	.1	.4	14	60		.2	
4-Book		62	701	.1	.4	32	348	.1	.4	24	69	.1	.3	52	119	.1	.4	30	81		.4	
KROQ-FM																						
SP '99		632	7838	1.0	4.1	312	4500	.5	4.1	195	798	.3	2.2	531	1798	.8	4.2	397	1362	.6	4.5	
4-Book		640	8059	1.0	4.1	319	4869	.5	4.2	267	1033	.4	3.0	552	2081	.9	4.4	416	1579	.7	4.7	
KRTH-FM																						
SP '99		420	5337	.7	2.7	210	3270	.3	2.8	197	661	.3	2.2	398	1360	.6	3.1	292	1025	.5	3.3	
4-Book		425	5629	.7	2.7	226	3349	.4	3.0	216	735	.4	2.4	425	1344	.7	3.3	282	967	.5	3.2	
KSCA-FM																						
SP '99		1337	7463	2.1	8.7	619	5095	1.0	8.2	1670	2852	2.7	18.5	1004	2517	1.6	7.9	498	1188	.8	5.7	
4-Book		1361	7724	2.2	8.8	614	5167	1.0	8.1	1670	3020	2.7	18.6	976	2509	1.6	7.7	509	1247	.8	5.7	
KSSE-FM																						
SP '99		312	3470	.5	2.0	219	2256	.3	2.9	282	694	.4	3.1	416	1071	.7	3.3	244	636	.4	2.8	
4-Book		326	3406	.5	2.1	225	2366	.4	3.0	250	671	.4	2.8	405	1118	.7	3.2	231	635	.4	2.6	
KTNO-AM																						
SP '99		309	2361	.5	2.0	131	1288	.2	1.7	180	445	.3	2.0	217	646	.3	1.7	169	329	.3	1.9	
4-Book		314	2267	.5	2.0	121	1226	.2	1.6	171	421	.3	1.9	187	517	.3	1.5	169	398	.3	1.9	
KTWV-FM																						
SP '99		460	4250	.7	3.0	202	2595	.3	2.7	228	769	.4	2.5	356	942	.6	2.8	246	713	.4	2.8	
4-Book		482	4526	.8	3.1	206	2675	.3	2.7	213	730	.4	2.4	349	963	.6	2.8	231	737	.4	2.6	
KVKW-AM																						
SP '99		63	621	.1	.4	23	307		.3	32	73	.1	.4	29	108		.2	40	74	.1	.5	
4-Book		78	690	.1	.5	33	324	.1	.5	45	116	.1	.6	54	135	.1	.4	44	91	.1	.5	
KVVE-FM																						
SP '99		106	1188	.2	.7	43	710	.1	.6	44	136	.1	.5	62	194	.1	.5	60	146	.1	.7	
4-Book		87	1141	.2	.6	39	638	.1	.5	51	170	.1	.6	47	166	.1	.4	45	159	.1	.5	
KYSR-FM																						
SP '99		653	8282	1.0	4.2	310	4512	.5	4.1	280	1091	.4	3.1	586	2059	.9	4.6	373	1311	.6	4.2	
4-Book		623	8054	1.0	4.0	274	4466	.4	3.6	231	941	.4	2.6	530	1977	.9	4.2	374	1429	.6	4.2	
KZLA-FM																						
SP '99		301	2911	.5	2.0	152	1813	.2	2.0	152	579	.2	1.7	287	862	.5	2.2	242	763	.4	2.8	
4-Book		305	3027	.5	2.0	151	1984	.2	2.0	169	612	.3	1.9	279	917	.5	2.2	187	656	.3	2.1	
KGGI-FM																						
SP '99		52	1393	.1	.3	44	771	.1	.6	44	125	.1	.5	66	229	.1	.5	48	238	.1	.5	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KOLA-FM																						
SP '99		46	591	.1	.3	23	348		.3	13	50		.1	62	188	.1	.5	16	95		.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
SP '99		119	1351	.2	.8	46	606	.1	.6	75	243	.1	.8	70	173	.1	.5	37	155	.1	.4	
4-Book		135	1470	.2	.9	41	680	.1	.6	57	202	.1	.6	68	226	.1	.5	48	194	.1	.5	
TOTALS																						
SP '99		15421	59435	24.6		7543	48121	12.0		9011	22566	14.3		12788	30863	20.4		8784	22214	14.0		
4-Book		15540	59485	24.9		7564	48446	12.1		8968	22632	14.3		12662	30317	20.3		8956	22763	14.3		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KABC-AM																				
SP '99	21	77		.4	31	84		.6	45	189		.5	47	144		.7	39	99		.1
4-Book	22	88		.4	54	166		.1	57	210		.6	45	152		.7	33	107		.1
KACD-FM																				
SP '99	26	91		.5	32	106		.7	78	251		.9	44	163		.6	18	87		.5
4-Book	47	158		.1	23	70		.5	65	221		.7	38	148		.6	23	113		.6
KBCD-FM																				
SP '99	1	14			40	114		.8	46	123		.5	37	86		.5	15	59		.4
4-Book	8	46		.2	19	57		.4	38	115		.4	27	67		.4	13	60		.3
KACE-FM																				
SP '99	51	139		.1	27	90		.6	56	234		.6	25	94		.4	8	78		.2
4-Book	68	225		.1	56	180		.1	93	279		1.0	77	222		.1	57	140		.1
KRTO-FM																				
SP '99	10	40		.2	8	21		.2	7	23		.1	2	9			20	33		.6
4-Book	11	55		.2	8	30		.2	11	47		.2	9	34		.1	12	31		.4
KBIG-FM																				
SP '99	254	807		.4	48	200		1.0	156	681		1.8	146	499		2.1	84	313		.1
4-Book	242	811		.4	77	313		1.5	195	764		2.2	136	531		2.0	77	374		.1
KBLA-AM																				
SP '99	1	14			**	**		**	3	26		**	**	**		**	**	**	**	**
4-Book	**	**		**	**	**		**	**	**		**	**	**		**	**	**	**	**
KVCA-AM																				
SP '99	**	**		**	**	**		**	**	**		**	2	13		**	1	13		**
4-Book	**	**		**	**	**		**	**	**		**	**	**		**	**	**	**	**
KBUA-FM																				
SP '99	39	104		.1	31	77		.6	56	139		.6	27	106		.4	9	24		.2
4-Book	17	53		.3	13	52		.3	23	75		.3	20	65		.3	7	35		.2
KBUE-FM																				
SP '99	205	612		.3	163	428		3.4	318	751		3.6	270	612		4.0	127	406		.2
4-Book	117	383		.2	132	383		2.6	210	578		2.3	187	482		2.8	85	318		.2
KCBS-FM																				
SP '99	143	602		.2	155	527		3.2	392	1367		4.5	222	781		3.3	70	370		.1
4-Book	127	572		.2	117	457		2.3	330	1229		3.7	232	876		3.4	83	384		.1
KCMG-FM																				
SP '99	178	549		.3	130	341		2.7	272	935		3.1	282	884		4.1	188	450		.3
4-Book	202	695		.3	152	466		3.0	310	1041		3.5	252	823		3.7	183	528		.3
KFI -AM																				
SP '99	24	113		.4	99	263		2.0	125	434		1.4	44	159		.6	14	86		.4
4-Book	30	129		.1	85	264		1.6	123	403		1.4	42	157		.6	18	94		.5
KFSG-FM																				
SP '99	25	116		.5	36	153		.7	27	150		.3	23	117		.3	17	58		.5
4-Book	21	85		.4	35	163		.7	29	150		.3	17	89		.2	7	32		.2
KFWB-AM																				
SP '99	22	191		.4	73	360		1.5	45	320		.5	25	126		.4	21	177		.6
4-Book	22	166		.4	60	332		1.2	41	293		.5	32	175		.5	16	123		.4
KGIL-AM																				
SP '99	2	14							5	29		.1	9	28		.1	9	47		.2
4-Book	3	7		.1	2	3			14	35		.2	8	26		.1	4	15		.1
+KGXL-AM																				
SP '99	2	14			**	**		**	**	**		**	**	**		**	**	**	**	**
4-Book	**	**		**	**	**		**	**	**		**	**	**		**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KIEV-AM																				
SP '99								5	23		.1	22	43		.3					
4-Book	3	8		.1	1	7		3	17		.1	6	11		.1	2	7		.1	
KIIS-FM																				
SP '99	249	1141	.4	4.5	221	867	.4	4.6	466	1894	.7	5.3	340	1318	.5	5.0	157	798	.3	4.3
4-Book	206	932	.3	4.0	233	878	.4	4.5	417	1724	.7	4.7	303	1222	.5	4.5	158	749	.3	4.3
KJLH-FM																				
SP '99	95	349	.2	1.7	101	332	.2	2.1	182	603	.3	2.1	197	453	.3	2.9	78	213	.1	2.2
4-Book	93	288	.2	1.8	111	319	.2	2.1	226	635	.4	2.5	179	436	.3	2.7	75	223	.1	2.1
KKBT-FM																				
SP '99	375	1062	.6	6.8	145	444	.2	3.0	235	949	.4	2.7	291	1096	.5	4.3	191	660	.3	5.3
4-Book	302	1006	.5	5.8	177	581	.3	3.4	305	1131	.5	3.4	306	991	.5	4.5	234	754	.4	6.3
KKGO-FM																				
SP '99	58	253	.1	1.1	37	177	.1	.8	64	343	.1	.7	77	240	.1	1.1	40	171	.1	1.1
4-Book	51	204	.1	1.0	50	224	.1	1.0	88	407	.2	1.0	70	230	.1	1.0	43	176	.1	1.1
KKHJ-AM																				
SP '99	79	199	.1	1.4	60	196	.1	1.2	127	293	.2	1.4	100	226	.2	1.5	54	164	.1	1.5
4-Book	45	118	.1	.8	50	152	.1	1.0	76	201	.1	.8	55	134	.1	.8	36	102	.1	1.0
KKLA-FM																				
SP '99	24	99		.4	72	270	.1	1.5	41	103	.1	.5	23	88		.3	19	85		.5
4-Book	11	59		.2	34	141		.7	24	101	.1	.3	10	46		.2	14	60		.4
KLAC-AM																				
SP '99	53	192	.1	1.0	10	43		.2	70	246	.1	.8	83	263	.1	1.2	15	91		.4
4-Book	33	109	.1	.7	16	38		.3	57	178	.1	.6	53	168	.1	.8	19	71		.5
KLAX-FM																				
SP '99	144	394	.2	2.6	171	503	.3	3.5	324	970	.5	3.7	179	594	.3	2.6	113	384	.2	3.1
4-Book	220	637	.3	4.3	255	685	.4	4.9	456	1197	.8	5.1	282	738	.5	4.2	145	463	.3	3.9
KLOS-FM																				
SP '99	76	436	.1	1.4	119	471	.2	2.5	201	839	.3	2.3	216	664	.3	3.2	70	280	.1	1.9
4-Book	107	431	.2	2.1	116	435	.2	2.3	237	873	.4	2.7	232	677	.4	3.5	93	381	.2	2.5
KLSX-FM																				
SP '99	32	145	.1	.6	77	316	.1	1.6	126	474	.2	1.4	34	146	.1	.5	12	53		.3
4-Book	25	103	.1	.5	121	413	.2	2.3	146	536	.3	1.6	44	179	.1	.7	17	97		.4
KLVE-FM																				
SP '99	551	1466	.9	10.0	441	1390	.7	9.1	697	1971	1.1	7.9	389	918	.6	5.7	265	836	.4	7.3
4-Book	539	1487	.9	10.4	488	1363	.8	9.3	677	1858	1.1	7.5	395	1032	.7	5.9	265	855	.4	7.2
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																				
SP '99	26	97		.5	15	27		.3	95	382	.2	1.1	61	200	.1	.9	8	40		.2
4-Book	24	115		.5	13	45		.3	47	184	.1	.5	39	144	.1	.6	16	71		.4
KLYY-FM																				
SP '99	60	245	.1	1.1	60	200	.1	1.2	123	419	.2	1.4	92	411	.1	1.3	49	158	.1	1.4
4-Book	65	319	.1	1.3	44	194	.1	.9	105	526	.2	1.2	85	434	.1	1.3	41	237	.1	1.1
KNX -AM																				
SP '99	19	135		.3	70	270	.1	1.4	32	203	.1	.4	15	88		.2	42	204	.1	1.2
4-Book	30	144	.1	.6	65	273	.1	1.3	59	301	.1	.7	45	236	.1	.7	41	204	.1	1.1
KOST-FM																				
SP '99	241	825	.4	4.4	138	501	.2	2.8	213	808	.3	2.4	199	763	.3	2.9	191	810	.3	5.3
4-Book	263	1037	.4	5.1	154	551	.2	3.0	248	945	.4	2.7	224	799	.3	3.3	227	876	.4	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 - 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	
KPWR-FM																						
SP '99		318	1220	.5	5.8	161	588	.3	3.3	268	1204	.4	3.0	224	780	.4	3.3	206	773	.3	5.7	
4-Book		318	1198	.5	6.2	148	592	.3	2.8	326	1324	.5	3.6	291	1008	.5	4.3	211	832	.3	5.7	
KRLA-AM																						
SP '99		7	36	.1		27	56	.6		21	81	.2						10	33	.3		
4-Book		20	71	.4		22	48	.4		47	98	.1	.5	28	69	.1	.4	30	70	.1	.8	
KRQQ-FM																						
SP '99		251	1042	.4	4.5	99	506	.2	2.0	362	1407	.6	4.1	440	1321	.7	6.4	197	829	.3	5.4	
4-Book		225	983	.4	4.3	125	539	.2	2.4	385	1559	.6	4.3	347	1221	.6	5.1	212	916	.4	5.7	
KRTH-FM																						
SP '99		112	414	.2	2.0	127	473	.2	2.6	299	960	.5	3.4	198	722	.3	2.9	52	249	.1	1.4	
4-Book		122	449	.2	2.4	144	552	.2	2.8	321	1073	.5	3.6	204	775	.3	3.0	81	362	.1	2.2	
KSCA-FM																						
SP '99		233	757	.4	4.2	566	1210	.9	11.7	567	1502	.9	6.5	354	910	.6	5.2	180	559	.3	5.0	
4-Book		216	694	.4	4.1	590	1250	.9	11.4	564	1553	.9	6.3	358	853	.6	5.3	163	542	.3	4.4	
KSSE-FM																						
SP '99		195	554	.3	3.5	84	317	.1	1.7	241	727	.4	2.7	158	529	.3	2.3	107	298	.2	3.0	
4-Book		161	503	.3	3.1	137	436	.2	2.6	273	782	.5	3.0	213	555	.4	3.2	118	378	.2	3.2	
KTNQ-AM																						
SP '99		112	326	.2	2.0	44	146	.1	.9	125	317	.2	1.4	122	247	.2	1.8	78	225	.1	2.2	
4-Book		81	262	.1	1.6	53	157	.1	1.0	122	338	.2	1.4	144	298	.3	2.1	53	190	.1	1.4	
KTWV-FM																						
SP '99		147	356	.2	2.7	96	432	.2	2.0	249	895	.4	2.8	168	542	.3	2.5	115	466	.2	3.2	
4-Book		138	463	.2	2.7	124	452	.2	2.4	256	821	.4	2.9	204	622	.3	3.0	120	446	.2	3.3	
KWKV-AM																						
SP '99		19	42	.3		11	34	.2		31	106	.4		22	50	.3		5	24	.1		
4-Book		17	39	.3		23	52	.5		44	108	.1	.5	18	46	.3		16	43	.4		
KWVE-FM																						
SP '99		16	65	.3		36	167	.1	.7	64	287	.1	.7	45	164	.1	.7	17	92	.5		
4-Book		16	74	.3		42	174	.1	.8	61	274	.1	.7	37	136	.1	.6	15	91	.4		
KYSR-FM																						
SP '99		207	893	.3	3.8	167	738	.3	3.4	439	1647	.7	5.0	284	1095	.5	4.2	116	610	.2	3.2	
4-Book		162	771	.3	3.1	144	601	.3	2.8	343	1456	.6	3.9	276	1084	.5	4.1	117	613	.2	3.2	
KZLA-FM																						
SP '99		69	326	.1	1.3	69	269	.1	1.4	180	516	.3	2.0	166	529	.3	2.4	53	241	.1	1.5	
4-Book		70	341	.1	1.4	91	368	.1	1.7	188	689	.3	2.1	164	564	.3	2.4	65	303	.1	1.8	
KGGI-FM																						
SP '99		30	151	.5		6	43	.1		52	241	.1	.6	61	154	.1	.9	38	128	.1	1.0	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KOLA-FM																						
SP '99		14	72	.3		4	15	.1		24	122	.3		41	126	.1	.6	8	26	.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
SP '99		22	40	.4		51	127	.1	1.1	72	226	.1	.8	28	144	.4		12	56	.3		
4-Book		16	63	.3		39	119	.1	.8	62	217	.1	.7	37	165	.6		6	45	.2		
TOTALS																						
SP '99		5520	16098	8.8		4846	14479	7.7		8788	23444	14.0		6828	17624	10.9		3626	11643	5.8		
4-Book		5182	15690	8.3		5207	15031	8.3		8975	24096	14.4		6787	17745	10.9		3700	11963	5.9		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '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
WI '99	119	2605	.2	1.3	133	1127	.3	.9	147	1197	.3	1.1	252	1487	.5	2.3	64	782	.1	1.7
FA '98	121	2368	.2	1.3	177	1135	.4	1.2	155	1189	.3	1.1	184	1109	.4	1.6	90	770	.2	2.3
SU '98	138	2408	.3	1.5	132	1007	.3	1.0	224	1121	.5	1.7	245	1256	.5	2.2	80	727	.2	2.0
4-Book	128	2408	.3	1.4	153	1056	.3	1.1	182	1118	.4	1.4	234	1263	.5	2.1	80	726	.2	2.1
SP '98	139	2218	.3	1.6	186	849	.4	1.4	202	1127	.4	1.6	206	1027	.4	1.9	52	482	.1	1.3
KACD-FM																				
SP '99	56	1085	.1	.6	73	643	.1	.5	82	490	.2	.6	74	624	.1	.7	26	294	.1	.7
WI '99	46	1037	.1	.5	38	411	.1	.3	71	479	.1	.5	73	588	.1	.7	19	315	.1	.5
FA '98	65	995	.1	.7	57	547	.1	.4	111	506	.2	.8	98	631	.2	.9	31	341	.1	.8
SU '98	82	1353	.2	.9	104	590	.2	.8	99	637	.2	.8	121	992	.2	1.1	44	515	.1	1.1
4-Book	62	1118	.1	.7	68	548	.1	.5	91	528	.2	.7	92	709	.2	.9	30	366	.1	.8
SP '98	50	1176	.1	.6	53	494	.1	.4	57	500	.1	.4	74	540	.2	.7	37	391	.1	.9
KBCD-FM																				
SP '99	36	614	.1	.4	37	312	.1	.3	68	394	.1	.5	37	350	.1	.3	9	153	.1	.2
WI '99	28	755	.1	.3	23	255	.1	.2	51	370	.1	.4	46	429	.1	.4	8	183	.1	.2
FA '98	19	437	.1	.2	20	178	.1	.1	27	195	.1	.2	20	257	.1	.2	15	142	.1	.4
SU '98	17	273	.1	.2	29	151	.1	.2	27	94	.1	.2	21	100	.1	.2	2	58	.1	.1
4-Book	25	520	.1	.3	27	224	.1	.2	43	263	.1	.3	31	284	.1	.3	9	134	.1	.2
SP '98	11	370	.1	.1	21	199	.1	.2	8	126	.1	.1	18	187	.1	.2	3	111	.1	.1
KACE-FM																				
SP '99	64	1522	.1	.7	72	567	.1	.5	81	732	.2	.6	67	786	.1	.6	66	524	.1	1.7
WI '99	102	1679	.2	1.1	112	642	.2	.8	117	870	.2	.9	124	974	.2	1.1	79	731	.2	2.1
FA '98	91	1636	.2	1.0	104	696	.2	.7	109	757	.2	.8	126	854	.3	1.1	61	534	.1	1.6
SU '98	107	1499	.2	1.2	137	836	.3	1.0	133	651	.3	1.0	122	701	.2	1.1	74	498	.2	1.9
4-Book	91	1584	.2	1.0	106	685	.2	.8	110	753	.2	.8	110	829	.2	1.0	70	572	.2	1.8
SP '98	53	1139	.1	.6	67	487	.1	.5	63	444	.1	.5	53	486	.1	.5	40	412	.1	1.0
KRTO-FM																				
SP '99	14	310	.1	.2	11	87	.1	.1	19	149	.1	.1	25	223	.1	.2	9	91	.1	.2
WI '99	12	476	.1	.1	13	140	.1	.1	14	216	.1	.1	16	210	.1	.1	7	207	.1	.2
FA '98	6	273	.1	.1	6	113	.1	.1	9	150	.1	.1	7	126	.1	.1	4	40	.1	.1
SU '98	28	460	.1	.3	47	210	.1	.3	39	236	.1	.3	29	203	.1	.3	12	166	.1	.3
4-Book	15	380	.1	.2	19	138	.1	.1	20	188	.1	.2	19	191	.1	.2	8	126	.1	.2
SP '98	10	392	.1	.1	2	71	.1	.1	9	142	.1	.1	21	238	.1	.2	8	77	.1	.2
KBIG-FM																				
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
WI '99	291	4956	.6	3.3	400	2289	.8	2.8	601	2353	1.2	4.6	371	2528	.7	3.4	71	1082	.1	1.9
FA '98	288	5210	.6	3.1	357	2311	.7	2.5	543	2493	1.1	4.0	384	2828	.8	3.3	91	1267	.2	2.4
SU '98	321	6132	.7	3.6	411	3120	.8	3.0	587	3072	1.2	4.5	407	3163	.8	3.7	115	1414	.2	2.9
4-Book	284	5356	.6	3.2	375	2466	.8	2.7	541	2547	1.1	4.1	365	2780	.7	3.3	88	1264	.2	2.3
SP '98	278	5219	.6	3.1	289	2181	.6	2.1	525	2700	1.1	4.0	351	2752	.7	3.3	131	1385	.3	3.3
KBLA-AM																				
SP '99	35	485	.1	.4	45	197	.1	.3	56	271	.1	.4	66	285	.1	.6	13	123	.1	.3
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	4	125	.1	.1	7	52	.1	.1	5	62	.1	.1	4	73	.1	.1	3	51	.1	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KBUA-FM																				
SP '99	37	381	.1	.4	69	238	.1	.5	60	234	.1	.5	38	171	.1	.4	10	94		.3
WI '99	39	495	.1	.4	71	248	.1	.5	47	238	.1	.4	46	254	.1	.4	16	123		.4
FA '98	8	241		.1	8	64		.1	16	120		.1	11	97		.1	3	58		.1
SU '98	14	291		.2	16	87		.1	17	144		.1	22	136		.2	13	93		.3
4-Book	25	352	.1	.3	41	159	.1	.3	35	184	.1	.3	29	165	.1	.3	11	92		.3
SP '98	11	209		.1	15	125		.1	22	150		.2	14	129		.1	3	62		.1
KBUE-FM																				
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
WI '99	165	2675	.3	1.8	219	1255	.4	1.6	260	1308	.5	2.0	207	1348	.4	1.9	54	744	.1	1.4
FA '98	179	2823	.4	1.9	260	1504	.5	1.8	255	1567	.5	1.9	192	1417	.4	1.7	75	754	.2	1.9
SU '98	109	2081	.2	1.2	155	932	.3	1.1	146	1088	.3	1.1	123	943	.3	1.1	50	558	.1	1.3
4-Book	181	2731	.4	2.0	237	1309	.5	1.7	262	1414	.5	2.0	225	1433	.5	2.1	78	764	.2	2.0
SP '98	147	2316	.3	1.6	190	1034	.4	1.4	215	1302	.4	1.7	175	1096	.4	1.6	75	735	.2	1.9
KCBS-FM																				
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
WI '99	336	6639	.7	3.8	491	3362	1.0	3.5	535	3402	1.1	4.1	464	3737	.9	4.3	101	1603	.2	2.6
FA '98	295	6208	.6	3.2	412	3174	.8	2.9	464	2997	.9	3.4	423	3803	.8	3.7	101	1571	.2	2.6
SU '98	310	6452	.6	3.4	363	2979	.7	2.7	521	3037	1.1	4.0	407	3450	.8	3.7	84	1560	.2	2.1
4-Book	316	6452	.6	3.5	429	3117	.9	3.1	510	3107	1.0	3.9	425	3627	.8	3.9	96	1577	.2	2.4
SP '98	312	6659	.6	3.5	404	3205	.8	2.9	501	3476	1.0	3.9	388	3657	.8	3.6	106	1819	.2	2.6
KCMG-FM																				
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
WI '99	304	5311	.6	3.4	346	2334	.7	2.5	487	2740	1.0	3.8	396	3094	.8	3.6	116	1580	.2	3.0
FA '98	300	5103	.6	3.2	332	2488	.7	2.3	523	2875	1.1	3.9	397	3009	.8	3.5	116	1149	.2	3.0
SU '98	363	5693	.7	4.0	433	2676	.9	3.2	647	3001	1.3	4.9	484	3357	1.0	4.4	126	1611	.3	3.2
4-Book	312	5212	.6	3.4	363	2434	.8	2.6	525	2755	1.1	4.0	411	3051	.8	3.7	121	1442	.3	3.1
SP '98	352	5934	.7	3.9	413	2816	.8	3.0	563	3284	1.1	4.3	440	3397	.9	4.1	168	1738	.3	4.2
KFI -AM																				
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
WI '99	223	4071	.4	2.5	297	2018	.6	2.1	482	2481	1.0	3.7	257	1952	.5	2.4	95	744	.2	2.5
FA '98	278	4362	.6	3.0	380	2188	.8	2.7	614	2766	1.2	4.5	313	2291	.6	2.7	109	863	.2	2.8
SU '98	214	3959	.4	2.4	264	1788	.5	1.9	513	2538	1.0	3.9	239	1669	.5	2.2	53	753	.1	1.3
4-Book	233	4136	.5	2.6	311	1990	.6	2.2	524	2573	1.1	4.0	248	1848	.5	2.3	92	779	.2	2.4
SP '98	266	4251	.5	3.0	406	2304	.8	3.0	542	2785	1.1	4.2	324	2126	.7	3.0	72	772	.1	1.8
KFSG-FM																				
SP '99	33	1023	.1	.4	61	555	.1	.4	36	393	.1	.3	39	452	.1	.4	16	207		.4
WI '99	45	1034	.1	.5	75	700	.2	.5	71	487	.1	.5	55	445	.1	.5	11	239		.3
FA '98	38	925	.1	.4	67	496	.1	.5	56	313	.1	.4	55	474	.1	.5	14	240		.4
SU '98	23	701		.3	44	403	.1	.3	26	258	.1	.2	33	263	.1	.3	4	131		.1
4-Book	35	921	.1	.4	62	539	.1	.4	47	363	.1	.4	46	409	.1	.4	11	204		.3
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '99	107	3571	.2	1.2	277	2321	.6	2.0	91	1388	.2	.7	152	1820	.3	1.4	33	754	.1	.8
WI '99	114	3906	.2	1.3	301	2535	.6	2.1	103	1640	.2	.8	155	2103	.3	1.4	30	743	.1	.8
FA '98	114	3942	.2	1.2	272	2383	.5	1.9	111	1467	.2	.8	190	2113	.4	1.7	35	729	.1	.9
SU '98	98	3497	.2	1.1	219	2198	.4	1.6	114	1226	.2	.9	175	1927	.4	1.6	23	465		.6
4-Book	108	3729	.2	1.2	267	2359	.5	1.9	105	1430	.2	.8	168	1991	.4	1.5	30	673	.1	.8
SP '98	104	3750	.2	1.2	234	2326	.5	1.7	107	1411	.2	.8	128	1642	.3	1.2	52	803	.1	1.3
KGIL-AM																				
SP '99	5	202		.1	4	84			7	101		.1	5	97			3	72		.1
WI '99	13	209		.1	12	124		.1	20	96		.2	21	121		.2	5	29		.1
FA '98	6	184		.1	4	41			8	102		.1	10	93		.1	3	46		.1
SU '98	6	94		.1	3	28			17	32		.1	13	50		.1	1	20		
4-Book	8	172		.1	6	69			13	83		.1	12	90		.1	3	42		.1
SP '98	4	263			3	66			5	68			5	113			2	31		

** 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

	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
+KGXL-AM																				
SP '99	1	43			1	16			1	16							1	16		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99	18	332		.2	7	99		.1	44	207	.1	.3	34	198	.1	.3	9	75		.2
WI '99	37	482	.1	.4	67	324	.1	.5	71	238	.1	.5	56	279	.1	.5	10	69		.3
FA '98	13	286		.1	11	50		.1	33	204	.1	.2	18	111		.2	5	69		.1
SU '98	11	125		.1	2	22			24	87		.2	25	75	.1	.2	5	16		.1
4-Book	20	306		.2	22	124		.2	43	184	.1	.3	33	166	.1	.3	7	57		.2
SP '98	9	207		.1	1	16			34	134	.1	.3	9	73		.1				
KIIS-FM																				
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
WI '99	333	7626	.7	3.7	617	4026	1.2	4.4	386	3292	.8	3.0	418	3755	.8	3.8	129	1972	.3	3.4
FA '98	257	6601	.5	2.8	480	3851	1.0	3.4	328	2893	.7	2.4	259	3048	.5	2.3	84	1498	.2	2.2
SU '98	267	6948	.5	3.0	467	3475	1.0	3.4	344	3229	.7	2.6	290	3188	.6	2.6	118	1640	.2	3.0
4-Book	302	7132	.6	3.4	542	3862	1.1	3.9	376	3172	.8	2.9	355	3502	.7	3.2	116	1838	.3	3.0
SP '98	232	6463	.5	2.6	493	3733	1.0	3.6	259	2742	.5	2.0	263	3194	.5	2.5	99	1554	.2	2.5
KJLH-FM																				
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	1.6
WI '99	113	1922	.2	1.3	169	880	.3	1.2	122	735	.2	.9	134	914	.3	1.2	58	648	.1	1.5
FA '98	161	2179	.3	1.7	228	1159	.5	1.6	223	1101	.4	1.7	181	1081	.4	1.6	63	589	.1	1.6
SU '98	130	1944	.3	1.4	198	1006	.4	1.4	139	1013	.3	1.1	142	1022	.3	1.3	75	665	.2	1.9
4-Book	133	2016	.3	1.5	191	1033	.4	1.4	165	979	.3	1.3	148	1026	.3	1.4	64	651	.1	1.7
SP '98	199	2243	.4	2.2	233	1101	.5	1.7	233	1023	.5	1.8	181	1198	.4	1.7	147	832	.3	3.7
KKBT-FM																				
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	3.2
WI '99	323	4642	.6	3.6	554	2406	1.1	3.9	398	2414	.8	3.1	359	2624	.7	3.3	178	1508	.4	4.6
FA '98	280	4012	.6	3.0	465	2179	.9	3.3	383	2185	.8	2.8	361	2309	.7	3.1	127	1441	.3	3.3
SU '98	301	4275	.6	3.3	467	2480	1.0	3.4	382	2233	.8	2.9	356	2542	.7	3.2	162	1560	.3	4.1
4-Book	286	4229	.6	3.2	460	2269	.9	3.3	373	2196	.8	2.8	343	2386	.7	3.1	149	1442	.3	3.8
SP '98	274	4400	.6	3.1	475	2179	1.0	3.5	297	2310	.6	2.3	340	2561	.7	3.2	145	1390	.3	3.6
KKGO-FM																				
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
WI '99	94	2487	.2	1.1	87	916	.2	.6	131	1068	.3	1.0	166	1372	.3	1.5	53	709	.1	1.4
FA '98	64	1923	.1	.7	71	663	.1	.5	86	768	.2	.6	75	876	.2	.7	32	576	.1	.8
SU '98	66	2223	.1	.7	61	768	.1	.4	97	920	.2	.7	86	954	.2	.8	39	683	.1	1.0
4-Book	80	2220	.2	.9	82	853	.2	.6	108	938	.2	.8	118	1080	.3	1.1	48	674	.1	1.2
SP '98	93	2059	.2	1.0	81	854	.2	.6	139	943	.3	1.1	133	1015	.3	1.2	68	755	.1	1.7
KKHJ-AM																				
SP '99	114	1574	.2	1.3	124	663	.2	.9	173	838	.3	1.3	138	858	.3	1.3	60	408	.1	1.5
WI '99	105	1412	.2	1.2	134	667	.3	1.0	174	728	.3	1.3	104	655	.2	1.0	59	541	.1	1.5
FA '98	48	1025	.1	.5	81	532	.2	.6	58	289	.1	.4	47	356	.1	.4	32	262	.1	.8
SU '98	52	824	.1	.6	86	489	.2	.6	68	423	.1	.5	56	425	.1	.5	23	186		.6
4-Book	80	1209	.2	.9	106	588	.2	.8	118	570	.2	.9	86	574	.2	.8	44	349	.1	1.1
SP '98	73	1100	.1	.8	99	495	.2	.7	108	589	.2	.8	86	491	.2	.8	50	312	.1	1.2
KKLA-FM																				
SP '99	57	1110	.1	.6	105	623	.2	.8	81	478	.2	.6	71	509	.1	.7	18	212		.5
WI '99	63	1294	.1	.7	151	780	.3	1.1	73	575	.1	.6	101	663	.2	.9	17	265		.4
FA '98	39	1039	.1	.4	105	694	.2	.7	32	321	.1	.2	64	497	.1	.6	11	209		.3
SU '98	36	818	.1	.4	71	409	.1	.5	44	315	.1	.3	59	542	.1	.5	12	217		.3
4-Book	49	1065	.1	.5	108	627	.2	.8	58	422	.1	.4	74	553	.1	.7	15	226		.4
SP '98	59	983	.1	.7	131	595	.3	1.0	78	400	.2	.6	102	587	.2	1.0	10	170		.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 25-49

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
KLAC-AM																				
SP '99	43	1445	.1	.5	33	224	.1	.2	45	351	.1	.3	50	504	.1	.5	48	684	.1	1.2
WI '99	46	1106	.1	.5	56	391	.1	.4	71	380	.1	.5	42	460	.1	.4	32	392	.1	.8
FA '98	67	854	.1	.7	127	518	.3	.9	110	433	.2	.8	62	408	.1	.5	16	168	.4	.4
SU '98	25	655	.1	.3	43	229	.1	.3	17	150	.1	.1	27	229	.1	.2	24	179	.6	.6
4-Book	45	1015	.1	.5	65	341	.2	.5	61	329	.1	.4	45	400	.1	.4	30	356	.1	.8
SP '98	50	1491	.1	.6	72	317	.1	.5	63	347	.1	.5	40	529	.1	.4	34	564	.1	.8
KLAX-FM																				
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	3.4
WI '99	349	4966	.7	3.9	517	2328	1.0	3.7	523	2719	1.1	4.0	356	2424	.7	3.3	144	1305	.3	3.8
FA '98	501	5561	1.0	5.4	520	2657	1.0	3.7	826	3381	1.7	6.1	692	3302	1.4	6.0	214	1611	.4	5.5
SU '98	330	4246	.7	3.7	343	1833	.7	2.5	532	2347	1.1	4.0	412	2531	.8	3.7	164	1262	.3	4.1
4-Book	380	4867	.8	4.2	478	2224	1.0	3.5	604	2730	1.3	4.6	458	2662	.9	4.1	164	1368	.3	4.2
SP '98	325	4138	.7	3.6	392	2061	.8	2.9	436	2303	.9	3.4	440	2279	.9	4.1	180	1322	.4	4.5
KLOS-FM																				
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
WI '99	305	5463	.6	3.4	605	2705	1.2	4.3	428	2397	.9	3.3	342	2743	.7	3.1	107	1025	.2	2.8
FA '98	334	5413	.7	3.6	611	2821	1.2	4.3	456	2494	.9	3.4	444	3274	.9	3.9	118	1564	.2	3.1
SU '98	361	6205	.7	4.0	677	3394	1.4	5.0	477	2803	1.0	3.6	440	3160	.9	4.0	133	1481	.3	3.3
4-Book	335	5639	.7	3.7	636	2958	1.3	4.6	465	2528	1.0	3.5	415	3002	.9	3.8	119	1298	.2	3.1
SP '98	380	6075	.8	4.2	816	3314	1.7	5.9	460	2693	.9	3.5	452	3393	.9	4.2	157	1524	.3	3.9
KLSX-FM																				
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
WI '99	243	3938	.5	2.7	691	2646	1.4	4.9	299	1776	.6	2.3	311	1874	.6	2.9	49	708	.1	1.3
FA '98	310	4617	.6	3.3	882	3276	1.8	6.2	401	1993	.8	3.0	360	1908	.7	3.1	58	692	.1	1.5
SU '98	308	4690	.6	3.4	894	3160	1.8	6.5	360	2203	.7	2.7	342	2007	.7	3.1	103	952	.2	2.6
4-Book	284	4345	.6	3.1	813	2951	1.7	5.9	344	1944	.7	2.6	352	1980	.7	3.2	68	763	.1	1.7
SP '98	301	4893	.6	3.4	1019	3519	2.1	7.4	351	2454	.7	2.7	291	1996	.6	2.7	41	593	.1	1.0
KLVE-FM																				
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
WI '99	590	6616	1.2	6.6	1038	4087	2.1	7.4	853	3771	1.7	6.6	595	3495	1.2	5.5	218	1975	.4	5.7
FA '98	709	8393	1.4	7.6	1126	5096	2.3	7.9	896	4595	1.8	6.6	775	4551	1.6	6.7	359	3024	.7	9.3
SU '98	625	7146	1.3	6.9	1019	4089	2.1	7.5	883	3932	1.8	6.7	635	4099	1.3	5.8	291	2437	.6	7.3
4-Book	643	7439	1.3	7.1	1042	4439	2.1	7.5	893	4193	1.8	6.8	665	4043	1.4	6.0	294	2476	.6	7.6
SP '98	732	7183	1.5	8.2	1136	4510	2.3	8.3	1068	4504	2.2	8.2	722	3841	1.5	6.8	366	2445	.7	9.1
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	81	1452	.2	.9	84	587	.2	.6	150	679	.3	1.1	90	689	.2	.8	54	532	.1	1.4
WI '99	39	942	.1	.4	71	492	.1	.5	77	419	.2	.6	48	368	.1	.4	7	207	.2	.2
FA '98	41	1050	.1	.4	64	406	.1	.5	71	436	.1	.5	37	443	.1	.3	22	238	.6	.6
SU '98	83	1633	.2	.9	81	493	.2	.6	120	606	.2	.9	111	826	.2	1.0	69	619	.1	1.7
4-Book	61	1269	.2	.7	75	495	.2	.6	105	535	.2	.8	72	582	.2	.6	38	399	.1	1.0
SP '98	56	1285	.1	.6	47	375	.1	.3	86	460	.2	.7	61	628	.1	.6	50	544	.1	1.2
KLYY-FM																				
SP '99	73	2519	.1	.8	55	854	.1	.4	125	1161	.3	1.0	100	1306	.2	.9	23	526	.6	.6
WI '99	87	3127	.2	1.0	87	1081	.2	.6	115	1420	.2	.9	143	1821	.3	1.3	52	1033	.1	1.4
FA '98	86	2852	.2	.9	65	961	.1	.5	149	1319	.3	1.1	123	1557	.2	1.1	37	900	.1	1.0
SU '98	78	2571	.2	.9	76	1051	.2	.6	137	1320	.3	1.0	127	1567	.3	1.2	37	726	.1	.9
4-Book	81	2767	.2	.9	71	987	.2	.5	132	1305	.3	1.0	123	1563	.3	1.1	37	796	.1	1.0
SP '98	109	3174	.2	1.2	125	1202	.3	.9	173	1599	.4	1.3	154	1809	.3	1.4	38	890	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KNX -AM																				
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
WI '99	117	4504	.2	1.3	273	2653	.5	1.9	108	1646	.2	.8	146	2079	.3	1.3	67	908	.1	1.7
FA '98	115	4066	.2	1.2	252	2350	.5	1.8	120	1495	.2	.9	159	2015	.3	1.4	55	716	.1	1.4
SU '98	128	4107	.3	1.4	280	2622	.6	2.0	115	1328	.2	.9	184	2182	.4	1.7	72	1059	.1	1.8
4-Book	116	4036	.2	1.3	262	2451	.5	1.9	112	1440	.2	.9	158	2036	.3	1.4	58	858	.1	1.5
SP '98	127	4156	.3	1.4	272	2446	.6	2.0	132	1326	.3	1.0	184	2203	.4	1.7	71	1094	.1	1.8
KOST-FM																				
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
WI '99	294	5905	.6	3.3	323	2601	.6	2.3	429	2710	.9	3.3	342	2942	.7	3.1	254	1937	.5	6.6
FA '98	374	6978	.8	4.0	457	3357	.9	3.2	626	3267	1.3	4.6	467	3505	.9	4.1	197	2328	.4	5.1
SU '98	433	7948	.9	4.8	535	3813	1.1	3.9	708	3478	1.4	5.4	523	4167	1.1	4.8	254	2759	.5	6.4
4-Book	359	6887	.8	4.0	445	3216	.9	3.2	574	3129	1.2	4.4	435	3523	.9	4.0	223	2280	.5	5.7
SP '98	333	6459	.7	3.7	398	3069	.8	2.9	553	3333	1.1	4.3	418	3360	.9	3.9	173	1957	.4	4.3
KPVR-FM																				
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
WI '99	203	4712	.4	2.3	279	2170	.6	2.0	271	2107	.5	2.1	259	2425	.5	2.4	121	1404	.2	3.2
FA '98	170	3972	.3	1.8	213	1759	.4	1.5	222	1691	.4	1.6	217	1896	.4	1.9	72	1044	.1	1.9
SU '98	169	4204	.3	1.9	196	1765	.4	1.4	195	1916	.4	1.5	223	2123	.5	2.0	104	1302	.2	2.6
4-Book	180	4267	.4	2.0	240	1900	.5	1.7	231	1949	.5	1.8	227	2154	.5	2.1	99	1252	.2	2.6
SP '98	175	4646	.4	2.0	225	1994	.5	1.6	210	1979	.4	1.6	224	2351	.5	2.1	100	1290	.2	2.5
KRLA-AM																				
SP '99	34	731	.1	.4	49	344	.1	.4	68	380	.1	.5	36	211	.1	.3	15	29		.4
WI '99	31	746	.1	.3	63	456	.1	.4	65	350	.1	.5	22	266		.2	9	167		.2
FA '98	54	857	.1	.6	68	293	.1	.5	78	332	.2	.6	64	381	.1	.6	25	287	.1	.6
SU '98	41	910	.1	.5	24	170		.2	51	344	.1	.4	57	463	.1	.5	47	386	.1	1.2
4-Book	40	811	.1	.5	51	316	.1	.4	66	352	.1	.5	45	330	.1	.4	24	217	.1	.6
SP '98	52	1088	.1	.6	49	264	.1	.4	78	445	.2	.6	78	534	.2	.7	30	355	.1	.7
KROQ-FM																				
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
WI '99	337	6854	.7	3.8	612	3637	1.2	4.4	412	3489	.8	3.2	415	3924	.8	3.8	159	2260	.3	4.2
FA '98	296	6148	.6	3.2	531	3343	1.1	3.7	370	2880	.7	2.7	380	3618	.8	3.3	134	1836	.3	3.5
SU '98	295	5245	.6	3.3	447	2637	.9	3.3	432	2738	.9	3.3	371	3074	.8	3.4	124	1742	.3	3.1
4-Book	305	6046	.6	3.4	531	3157	1.1	3.8	391	2962	.8	3.0	385	3528	.8	3.5	140	1945	.3	3.6
SP '98	297	6047	.6	3.3	507	3213	1.0	3.7	434	2981	.9	3.3	378	3348	.8	3.5	105	1766	.2	2.6
KRTH-FM																				
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
WI '99	265	5791	.5	3.0	305	2242	.6	2.2	456	2489	.9	3.5	352	2777	.7	3.2	94	1323	.2	2.5
FA '98	244	5826	.5	2.6	270	2445	.5	1.9	397	2944	.8	2.9	328	2973	.7	2.9	72	1031	.1	1.9
SU '98	288	6197	.6	3.2	436	2836	.9	3.2	442	2816	.9	3.4	350	3294	.7	3.2	83	1438	.2	2.1
4-Book	262	5874	.5	2.9	329	2500	.7	2.4	440	2754	.9	3.3	331	2958	.7	3.0	80	1221	.2	2.1
SP '98	298	5968	.6	3.3	366	2606	.7	2.7	558	3070	1.1	4.3	393	2898	.8	3.7	79	1291	.2	2.0
KSCA-FM																				
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
WI '99	690	6508	1.4	7.7	1618	4597	3.3	11.5	961	4412	1.9	7.4	467	2539	.9	4.3	180	1448	.4	4.7
FA '98	836	6897	1.7	9.0	1852	4969	3.7	13.1	1203	4717	2.4	8.9	658	3236	1.3	5.7	198	1655	.4	5.1
SU '98	734	6034	1.5	8.2	1627	4303	3.3	11.9	1080	4138	2.2	8.2	601	3115	1.2	5.5	187	1523	.4	4.7
4-Book	747	6455	1.5	8.3	1709	4620	3.5	12.3	1066	4419	2.1	8.1	555	2845	1.1	5.0	190	1535	.4	4.9
SP '98	622	5957	1.3	6.9	1362	4029	2.8	9.9	920	4063	1.9	7.1	434	2622	.9	4.1	169	1397	.3	4.2
KSSE-FM																				
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
WI '99	169	2584	.3	1.9	266	1258	.5	1.9	263	1450	.5	2.0	151	1283	.3	1.4	73	794	.1	1.9
FA '98	157	2632	.3	1.7	182	1210	.4	1.3	201	1331	.4	1.5	194	1364	.4	1.7	76	726	.2	2.0
SU '98	154	2279	.3	1.7	153	1046	.3	1.1	238	1224	.5	1.8	196	1377	.4	1.8	81	617	.2	2.0
4-Book	158	2478	.3	1.8	192	1168	.4	1.4	230	1295	.5	1.8	174	1322	.4	1.6	79	716	.2	2.0
SP '98	106	1891	.2	1.2	94	746	.2	.7	155	1071	.3	1.2	141	1041	.3	1.3	54	512	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KTNO-AM																				
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
WI '99	199	2301	.4	2.2	138	721	.3	1.0	296	1174	.6	2.3	378	1310	.8	3.5	156	772	.3	4.1
FA '98	211	2419	.4	2.3	266	911	.5	1.9	286	1219	.6	2.1	337	1345	.7	2.9	138	859	.3	3.6
SU '98	208	2149	.4	2.3	340	1073	.7	2.5	270	1099	.6	2.1	271	1065	.6	2.5	141	784	.3	3.5
4-Book	203	2317	.4	2.3	221	879	.5	1.6	284	1162	.6	2.2	328	1291	.7	3.0	149	816	.3	3.8
SP '98	276	2822	.6	3.1	431	1244	.9	3.1	301	1239	.6	2.3	358	1502	.7	3.3	214	1089	.4	5.3
KTWV-FM																				
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
WI '99	326	5042	.7	3.7	429	2741	.9	3.1	564	2578	1.1	4.4	408	2760	.8	3.8	149	1482	.3	3.9
FA '98	359	5675	.7	3.9	422	2832	.8	3.0	596	3025	1.2	4.4	479	3219	1.0	4.2	173	1973	.3	4.5
SU '98	288	5149	.6	3.2	373	2526	.8	2.7	464	2483	.9	3.5	359	2912	.7	3.3	122	1741	.2	3.1
4-Book	320	5195	.7	3.6	396	2617	.8	2.9	544	2615	1.1	4.1	409	2884	.8	3.7	142	1663	.3	3.7
SP '98	332	5188	.7	3.7	392	2242	.8	2.9	595	2580	1.2	4.6	385	2688	.8	3.6	164	1824	.3	4.1
KWKV-AM																				
SP '99	38	709	.1	.4	31	152	.1	.2	57	379	.1	.4	75	376	.2	.7	20	155		.5
WI '99	42	457	.1	.5	42	171	.1	.3	70	245	.1	.5	63	211	.1	.6	7	81		.2
FA '98	50	836	.1	.5	25	276	.1	.2	86	438	.2	.6	92	397	.2	.8	35	203	.1	.9
SU '98	65	942	.1	.7	64	291	.1	.5	107	408	.2	.8	90	422	.2	.8	49	241	.1	1.2
4-Book	49	736	.1	.5	41	223	.1	.3	80	368	.2	.6	80	352	.2	.7	28	170	.1	.7
SP '98	88	1184	.2	1.0	159	639	.3	1.2	168	745	.3	1.3	54	369	.1	.5	37	219	.1	.9
KWVE-FM																				
SP '99	68	1209	.1	.8	108	716	.2	.8	114	669	.2	.9	77	631	.2	.7	24	278		.6
WI '99	36	912	.1	.4	63	521	.1	.4	37	351	.1	.3	57	450	.1	.5	20	252		.5
FA '98	66	1267	.1	.7	95	728	.2	.7	91	638	.2	.7	88	629	.2	.8	24	280		.6
SU '98	47	1023	.1	.5	98	634	.2	.7	48	529	.1	.4	75	615	.2	.7	10	256		.3
4-Book	54	1103	.1	.6	91	650	.2	.7	73	547	.2	.6	74	581	.2	.7	20	267		.5
SP '98	33	926	.1	.4	59	476	.1	.4	49	413	.1	.4	57	489	.1	.5	3	90		.1
KYSR-FM																				
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
WI '99	364	7545	.7	4.1	516	3528	1.0	3.7	546	3749	1.1	4.2	488	4240	1.0	4.5	128	2087	.3	3.3
FA '98	291	6364	.6	3.1	445	3090	.9	3.1	441	2916	.9	3.3	423	3810	.8	3.7	104	1694	.2	2.7
SU '98	342	7162	.7	3.8	501	3121	1.0	3.7	552	3499	1.1	4.2	495	4210	1.0	4.5	105	2108	.2	2.6
4-Book	335	6980	.7	3.7	481	3254	1.0	3.5	512	3426	1.0	3.9	470	4040	1.0	4.3	117	1940	.3	3.0
SP '98	323	7050	.7	3.6	348	3242	.7	2.5	515	3603	1.0	4.0	486	4229	1.0	4.5	114	2018	.2	2.8
KZLA-FM																				
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
WI '99	187	2906	.4	2.1	249	1665	.5	1.8	293	1486	.6	2.3	281	1697	.6	2.6	62	723	.1	1.6
FA '98	208	3341	.4	2.2	305	1901	.6	2.2	289	1758	.6	2.1	255	2129	.5	2.2	87	1056	.2	2.3
SU '98	188	3121	.4	2.1	284	1818	.6	2.1	279	1675	.6	2.1	245	1902	.5	2.2	54	848	.1	1.4
4-Book	189	3037	.4	2.1	268	1787	.6	2.0	278	1572	.6	2.1	257	1875	.5	2.3	66	877	.1	1.7
SP '98	186	2740	.4	2.1	194	1478	.4	1.4	288	1383	.6	2.2	238	1764	.5	2.2	75	815	.2	1.9
KGGI-FM																				
SP '99	22	823		.2	26	347	.1	.2	27	362	.1	.2	36	396	.1	.3	10	215		.3
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	32	702	.1	.4	39	324	.1	.3	63	383	.1	.5	31	307	.1	.3	8	114		.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Trends - Persons 25-49

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

Target Listener Trends

	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
XTRA-AM																				
SP '99	70	1468	.1	.8	79	564	.2	.6	137	672	.3	1.0	86	798	.2	.8	21	315		.5
WI '99	62	1476	.1	.7	68	682	.1	.5	134	754	.3	1.0	87	794	.2	.8	14	286		.4
FA '98	102	1811	.2	1.1	113	785	.2	.8	217	1011	.4	1.6	151	1009	.3	1.3	19	300		.5
SU '98	75	1536	.2	.8	93	688	.2	.7	145	792	.3	1.1	103	967	.2	.9	27	339	.1	.7
4-Book	77	1573	.2	.9	88	680	.2	.7	158	807	.3	1.2	107	892	.2	1.0	20	310		.5
SP '98	67	1400	.1	.7	67	504	.1	.5	134	669	.3	1.0	125	943	.3	1.2	22	397		.5
TOTALS																				
SP '99	8927	47852	17.9		13659	42130	27.4		13120	37906	26.4		10779	40929	21.7		3923	25865	7.9	
WI '99	8919	48069	17.9		14040	42655	28.2		12933	38325	26.0		10861	40924	21.8		3831	25502	7.7	
FA '98	9271	48102	18.6		14171	42962	28.5		13500	38099	27.1		11490	41471	23.1		3861	26163	7.8	
SU '98	8999	47438	18.3		13666	41921	27.8		13152	37283	26.8		10987	40806	22.4		3983	26387	8.1	
4-Book	9029	47865	18.2		13884	42417	28.0		13176	37903	26.6		11029	41033	22.3		3900	25979	7.9	
SP '98	8956	47285	18.2		13750	41757	28.0		12994	38209	26.5		10691	40053	21.8		4017	26479	8.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KABC-AM																						
	SP '99	207	1826	.4	1.6	39	620	.1	.7	55	150	.1	.8	46	215	.1	.5	42	189	.1	.6	
	4-Book	189	1987	.4	1.5	53	775	.1	.9	66	203	.1	.9	90	313	.2	.9	65	218	.1	.9	
KACD-FM																						
	SP '99	77	988	.2	.6	40	504	.1	.7	48	148	.1	.7	43	193	.1	.4	37	157	.1	.6	
	4-Book	84	979	.2	.7	45	603	.1	.8	35	111	.1	.5	85	267	.2	.9	62	212	.1	.9	
KBCD-FM																						
	SP '99	49	535	.1	.4	30	329	.1	.5	28	103	.1	.4	40	156	.1	.4	40	95	.1	.6	
	4-Book	35	429	.1	.3	18	229	.3	.3	17	63	.2	.2	26	100	.1	.3	18	54	.3	.3	
KACE-FM																						
	SP '99	74	1237	.1	.6	44	762	.1	.8	56	188	.1	.8	95	360	.2	.9	38	126	.1	.6	
	4-Book	109	1270	.2	.9	73	818	.2	1.3	64	177	.1	.9	107	321	.2	1.1	86	250	.2	1.2	
KRTD-FM																						
	SP '99	18	289	.1		10	124	.2		14	58	.2		13	70	.1		3	24			
	4-Book	20	290	.2		12	183	.2		13	36	.2		18	74	.2		14	64		.2	
KBIG-FM																						
	SP '99	360	3926	.7	2.9	123	2265	.2	2.1	105	386	.2	1.5	177	693	.4	1.7	69	339	.1	1.0	
	4-Book	436	4282	.9	3.4	146	2446	.3	2.5	143	534	.3	2.0	231	770	.5	2.3	149	519	.3	2.1	
KBLA-AM																						
	SP '99	56	469	.1	.4	12	138	.2		37	98	.1	.5	27	66	.1	.3	34	70	.1	.5	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																						
	SP '99	5	125	.1		1	28	.2		2	13	.1		1	15	.1		2	15	.1		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																						
	SP '99	56	343	.1	.4	20	158	.3		33	62	.1	.5	35	63	.1	.3	21	62		.3	
	4-Book	35	298	.1	.3	16	174	.3		24	53	.1	.4	35	81	.1	.4	21	79		.3	
KBUE-FM																						
	SP '99	362	2879	.7	2.9	199	1656	.4	3.4	211	500	.4	2.9	359	778	.7	3.5	243	544	.5	3.6	
	4-Book	243	2296	.5	1.9	140	1407	.3	2.4	177	448	.4	2.4	278	628	.6	2.7	190	473	.4	2.7	
KCBS-FM																						
	SP '99	463	5412	.9	3.7	225	3361	.5	3.9	200	765	.4	2.8	432	1522	.9	4.3	287	987	.6	4.3	
	4-Book	459	5476	.9	3.6	211	3252	.5	3.6	206	827	.4	2.8	412	1471	.8	4.1	283	1048	.6	4.1	
KCMG-FM																						
	SP '99	388	4005	.8	3.1	196	2445	.4	3.4	195	521	.4	2.7	324	1086	.7	3.2	241	756	.5	3.6	
	4-Book	440	4357	.9	3.5	214	2650	.5	3.7	219	650	.5	3.0	402	1182	.8	4.0	282	872	.6	4.0	
KFI -AM																						
	SP '99	335	3592	.7	2.7	79	1204	.2	1.4	113	450	.2	1.6	168	429	.3	1.7	47	251	.1	.7	
	4-Book	373	3760	.8	2.9	78	1189	.2	1.3	141	487	.3	1.9	149	477	.3	1.5	49	203	.1	.7	
KFSG-FM																						
	SP '99	45	817	.1	.4	23	448	.4		39	137	.1	.5	29	129	.1	.3	18	105		.3	
	4-Book	51	754	.1	.4	22	435	.4		28	114	.1	.4	28	127	.1	.3	30	124		.4	
KFWB-AM																						
	SP '99	167	3300	.3	1.3	50	1385	.1	.9	103	550	.2	1.4	80	502	.2	.8	63	347	.1	.9	
	4-Book	174	3426	.4	1.4	44	1306	.1	.8	85	473	.2	1.2	59	400	.2	.6	54	312	.1	.8	
KGIL-AM																						
	SP '99	5	154	.1		5	146	.1		3	11	.1		11	46	.1		3	30			
	4-Book	11	146	.1		6	80	.1		3	11	.1		7	19	.1		7	22		.1	
+KGXL-AM																						
	SP '99	**	16	**	**	**	43	**	**	**	13	**	**	**	16	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KIEV-AM																				
SP '99	29	294	.1	.2	5	68	.1									16	31	.2		
4-Book	34	273	.1	.3	4	66	.1	5	12	.1		4	10			8	18	.2		
KIIS-FM																				
SP '99	496	6276	1.0	3.9	234	3700	.5	4.0	289	972	.6	4.0	488	1624	1.0	4.8	281	986	.6	4.2
4-Book	421	6066	.8	3.3	216	3510	.5	3.7	283	969	.6	3.9	391	1412	.8	3.9	252	917	.5	3.6
KJLH-FM																				
SP '99	162	1741	.3	1.3	109	1095	.2	1.9	59	195	.1	.8	159	469	.3	1.6	95	331	.2	1.4
4-Book	168	1611	.3	1.3	116	1187	.2	2.0	85	227	.2	1.2	149	413	.3	1.5	136	396	.3	1.9
KKBT-FM																				
SP '99	327	3270	.7	2.6	160	2196	.3	2.7	126	529	.3	1.7	264	959	.5	2.6	215	742	.4	3.2
4-Book	391	3631	.8	3.1	192	2344	.4	3.3	195	637	.4	2.7	333	1046	.7	3.3	256	784	.5	3.7
KKGO-FM																				
SP '99	123	1866	.2	1.0	62	1117	.1	1.1	50	289	.1	.7	102	383	.2	1.0	75	246	.2	1.1
4-Book	103	1721	.2	.8	60	1063	.1	1.0	45	210	.1	.6	89	350	.2	.9	74	285	.2	1.1
KKHJ-AM																				
SP '99	147	1320	.3	1.2	93	756	.2	1.6	103	282	.2	1.4	158	367	.3	1.6	110	257	.2	1.6
4-Book	105	1002	.2	.9	60	592	.1	1.0	83	214	.2	1.1	99	239	.2	1.0	72	168	.2	1.0
KKLA-FM																				
SP '99	85	972	.2	.7	33	458	.1	.6	41	166	.1	.6	22	62	.2		25	82	.1	.4
4-Book	78	962	.2	.6	19	349	.1	.3	27	101	.1	.4	15	50	.1		19	71	.1	.3
KLAC-AM																				
SP '99	43	739	.1	.3	41	755	.1	.7	11	28	.2		44	155	.1	.4	70	238	.1	1.0
4-Book	57	654	.1	.5	34	477	.1	.6	29	67	.1	.4	44	136	.1	.4	35	112	.1	.5
KLAX-FM																				
SP '99	483	4039	1.0	3.8	220	2295	.4	3.8	404	821	.8	5.6	474	1183	1.0	4.7	225	662	.5	3.4
4-Book	520	4174	1.1	4.1	276	2565	.5	4.7	357	827	.7	4.9	523	1250	1.1	5.2	330	852	.7	4.7
KLOS-FM																				
SP '99	524	4734	1.1	4.2	158	2343	.3	2.7	142	577	.3	2.0	311	956	.6	3.1	235	755	.5	3.5
4-Book	502	4918	1.0	4.0	183	2422	.4	3.1	180	634	.4	2.5	332	998	.7	3.3	255	781	.5	3.6
KLSX-FM																				
SP '99	483	3670	1.0	3.8	47	970	.1	.8	77	259	.2	1.1	49	189	.1	.5	34	117	.1	.5
4-Book	491	3864	1.0	3.8	62	1122	.1	1.0	78	258	.2	1.1	65	243	.2	.7	56	195	.1	.8
KLVE-FM																				
SP '99	865	6594	1.7	6.9	485	4671	1.0	8.3	616	1635	1.2	8.5	881	2110	1.8	8.7	464	1269	.9	6.9
4-Book	869	6479	1.8	6.8	476	4547	1.0	8.1	624	1603	1.3	8.5	800	2039	1.6	7.9	482	1243	1.0	6.9
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	111	1062	.2	.9	45	661	.1	.8	33	88	.1	.5	73	262	.1	.7	55	172	.1	.8
4-Book	85	949	.2	.7	33	569	.1	.6	24	82	.1	.4	58	218	.1	.6	51	183	.1	.7
KLYY-FM																				
SP '99	96	2040	.2	.8	65	1122	.1	1.1	19	140	.3		107	407	.2	1.1	79	250	.2	1.2
4-Book	110	2351	.2	.9	58	1204	.1	1.0	38	189	.1	.6	112	497	.2	1.2	83	341	.2	1.2
KNX -AM																				
SP '99	159	3112	.3	1.3	42	1276	.1	.7	79	414	.2	1.1	57	317	.1	.6	37	227	.1	.6
4-Book	172	3493	.3	1.4	53	1360	.1	.9	88	427	.2	1.3	60	330	.1	.6	49	259	.1	.7
KOST-FM																				
SP '99	474	5442	1.0	3.8	191	2842	.4	3.3	197	678	.4	2.7	348	1244	.7	3.4	245	843	.5	3.7
4-Book	492	5488	1.0	3.9	215	3140	.5	3.7	199	752	.4	2.7	398	1267	.8	4.0	253	849	.5	3.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates



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
KPWR-FM																				
SP '99	238	3524	.5	1.9	121	2090	.2	2.1	147	428	.3	2.0	210	849	.4	2.1	106	460	.2	1.6
4-Book	233	3510	.5	1.8	141	2174	.3	2.4	132	439	.3	1.8	255	858	.5	2.6	177	631	.4	2.5
KRLA-AM																				
SP '99	52	592	.1	.4	15	236		.3	35	121	.1	.5	43	115	.1	.4	14	60		.2
4-Book	54	621	.1	.4	25	265	.1	.4	23	66	.1	.3	46	102	.1	.4	22	64		.3
KROQ-FM																				
SP '99	414	5088	.8	3.3	179	2740	.4	3.1	121	546	.2	1.7	355	1237	.7	3.5	236	829	.5	3.5
4-Book	433	5229	.9	3.4	190	2946	.4	3.3	169	666	.3	2.3	354	1318	.7	3.5	257	974	.5	3.7
KRTH-FM																				
SP '99	362	4540	.7	2.9	167	2752	.3	2.9	164	585	.3	2.3	329	1144	.7	3.3	237	816	.5	3.5
4-Book	372	4709	.8	3.0	187	2773	.4	3.2	188	653	.4	2.6	364	1149	.8	3.6	232	789	.5	3.3
KSCA-FM																				
SP '99	1079	5714	2.2	8.6	468	3835	.9	8.0	1265	2211	2.5	17.5	771	1961	1.5	7.6	348	860	.7	5.2
4-Book	1107	5907	2.2	8.7	486	3980	1.0	8.2	1334	2404	2.7	18.2	785	1990	1.6	7.8	403	968	.8	5.7
KSSE-FM																				
SP '99	183	1994	.4	1.5	138	1314	.3	2.4	148	372	.3	2.0	248	690	.5	2.5	175	406	.4	2.6
4-Book	201	2064	.4	1.6	135	1421	.3	2.3	158	424	.3	2.1	246	712	.5	2.5	149	395	.3	2.1
KTNQ-AM																				
SP '99	251	2092	.5	2.0	113	1134	.2	1.9	161	389	.3	2.2	169	553	.3	1.7	131	258	.3	2.0
4-Book	278	2027	.6	2.2	105	1073	.2	1.8	151	378	.3	2.1	160	451	.3	1.6	143	334	.3	2.1
KTWV-FM																				
SP '99	443	4044	.9	3.5	192	2447	.4	3.3	226	759	.5	3.1	339	899	.7	3.4	240	696	.5	3.6
4-Book	457	4272	.9	3.6	196	2538	.4	3.3	203	709	.4	2.8	338	920	.7	3.4	222	704	.4	3.2
KWKV-AM																				
SP '99	54	548	.1	.4	21	271		.4	32	73	.1	.4	22	72		.2	35	49	.1	.5
4-Book	68	588	.1	.5	28	285	.1	.5	39	99	.1	.5	46	116	.1	.5	39	74	.1	.5
KWVE-FM																				
SP '99	101	1024	.2	.8	40	609	.1	.7	44	136	.1	.6	60	164	.1	.6	60	146	.1	.9
4-Book	79	955	.2	.6	35	517	.1	.6	47	150	.1	.6	44	149	.1	.4	41	145	.1	.6
KYSR-FM																				
SP '99	484	6022	1.0	3.9	227	3387	.5	3.9	207	857	.4	2.9	431	1551	.9	4.3	265	979	.5	4.0
4-Book	490	5996	1.0	3.9	205	3300	.4	3.5	182	743	.4	2.5	409	1500	.8	4.1	286	1102	.6	4.1
KZLA-FM																				
SP '99	244	2475	.5	1.9	122	1551	.2	2.1	140	527	.3	1.9	225	730	.5	2.2	183	577	.4	2.7
4-Book	268	2631	.6	2.1	131	1716	.3	2.2	158	565	.3	2.1	246	829	.5	2.4	163	564	.3	2.3
KGGI-FM																				
SP '99	29	703	.1	.2	18	295		.3	32	69	.1	.4	34	94	.1	.3	28	99	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	46	554	.1	.4	23	348		.4	13	50		.2	62	188	.1	.6	16	95		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	103	1235	.2	.8	43	593	.1	.7	69	231	.1	1.0	57	160	.1	.6	34	142	.1	.5
4-Book	121	1335	.2	1.0	38	651	.1	.7	53	186	.1	.7	59	214	.1	.6	46	186	.1	.7
TOTALS																				
SP '99	12566	47122	25.2		5833	38036	11.7		7222	18352	14.5		10117	24649	20.3		6692	17108	13.4	
4-Book	12734	47216	25.7		5895	38235	11.9		7306	18524	14.7		10064	24029	20.3		7016	17927	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

	Persons 25-49																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '99	21	77		.5	31	84	.1	.8	43	168	.1	.6	43	131	.1	.8	39	99	.1	1.6
4-Book	22	88		.6	54	166	.1	1.3	57	205	.1	.8	42	145	.1	.8	33	107	.1	1.3
KACD-FM																				
SP '99	26	91	.1	.7	32	106	.1	.8	76	238	.2	1.1	42	151	.1	.8	16	75		.6
4-Book	40	121	.1	1.1	22	61	.1	.5	59	199	.2	.8	35	134	.1	.7	19	92		.8
KBCD-FM																				
SP '99	1	14			40	114	.1	1.0	46	123	.1	.7	37	86	.1	.7	15	59		.6
4-Book	7	35		.2	14	47		.4	31	91	.1	.4	23	52	.1	.5	10	47		.4
KACE-FM																				
SP '99	51	126	.1	1.3	20	71		.5	50	203	.1	.7	25	94	.1	.5	8	78		.3
4-Book	64	199	.2	1.7	51	165	.1	1.2	85	251	.2	1.2	71	204	.2	1.4	55	130	.1	2.2
KRTO-FM																				
SP '99	10	40		.3	8	21		.2	7	23		.1	2	9			19	21		.8
4-Book	11	55		.3	8	25		.2	11	47		.2	9	34		.2	11	28		.5
KBIG-FM																				
SP '99	235	713	.5	5.9	44	173	.1	1.1	138	636	.3	2.0	120	407	.2	2.3	63	233	.1	2.5
4-Book	217	708	.5	5.8	70	274	.2	1.7	167	661	.4	2.4	107	419	.2	2.1	58	288	.1	2.3
KBLA-AM																				
SP '99	1	14							3	14										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99													2	13			1	13		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	7	16		.2	19	53		.5	38	82	.1	.5	6	20		.1				
4-Book	5	18		.2	8	35		.2	17	56		.2	13	35		.3	2	19		.1
KBUE-FM																				
SP '99	155	457	.3	3.9	130	329	.3	3.4	221	539	.4	3.2	190	415	.4	3.6	77	260	.2	3.1
4-Book	76	251	.2	2.0	88	265	.2	2.2	140	387	.3	2.0	122	324	.3	2.3	51	213	.1	2.1
KCBS-FM																				
SP '99	100	472	.2	2.5	141	478	.3	3.7	362	1242	.7	5.2	211	702	.4	4.0	56	293	.1	2.3
4-Book	103	461	.2	2.7	102	401	.2	2.5	303	1113	.6	4.3	205	734	.4	3.9	63	297	.1	2.5
KCMG-FM																				
SP '99	144	436	.3	3.6	116	310	.2	3.0	222	804	.4	3.2	214	707	.4	4.1	110	316	.2	4.4
4-Book	155	522	.3	4.2	124	384	.3	3.0	238	821	.5	3.4	177	632	.4	3.4	103	317	.2	4.1
KFI -AM																				
SP '99	22	99		.6	99	263	.2	2.6	120	414	.2	1.7	44	159	.1	.8	14	86		.6
4-Book	29	123	.1	.8	84	257	.2	2.0	117	384	.2	1.7	42	157	.1	.8	17	91		.7
KFSG-FM																				
SP '99	18	62		.5	34	124	.1	.9	25	123	.1	.4	18	75		.3	10	43		.4
4-Book	13	57		.4	33	147	.1	.8	25	127	.1	.4	15	76		.3	5	28		.2
KFWB-AM																				
SP '99	16	142		.4	62	325	.1	1.6	45	320	.1	.6	25	126	.1	.5	18	143		.7
4-Book	19	146		.5	55	311	.1	1.3	40	282	.1	.5	32	175	.1	.6	14	111		.6
KGIL-AM																				
SP '99	2	14		.1					5	29		.1	9	28		.2	9	47		.4
4-Book	3	7		.1					13	31		.2	8	22		.2	4	15		.2
+KGXL-AM																				
SP '99	2	14		.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-49

	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
KIEV-AM																				
SP '99																				
4-Book	3	8	.1		1	7			1	14			2	15			22	43	.4	
																	6	11	.1	2
																			7	.1
KIIS-FM																				
SP '99	135	641	.3	3.4	126	563	.3	3.3	287	1230	.6	4.1	210	792	.4	4.0	50	283	.1	2.0
4-Book	109	502	.2	2.9	156	607	.3	3.7	278	1143	.6	3.9	193	762	.4	3.7	67	341	.1	2.6
KJLH-FM																				
SP '99	62	220	.1	1.6	97	322	.2	2.5	171	531	.3	2.4	175	376	.4	3.3	50	144	.1	2.0
4-Book	75	229	.2	2.0	93	276	.2	2.2	192	538	.4	2.7	148	361	.3	2.8	52	161	.1	2.1
KKBT-FM																				
SP '99	191	585	.4	4.8	83	286	.2	2.2	156	560	.3	2.2	139	569	.3	2.7	92	319	.2	3.7
4-Book	152	525	.3	4.1	106	351	.2	2.6	185	632	.4	2.6	183	592	.4	3.5	119	404	.2	4.7
KKGO-FM																				
SP '99	56	240	.1	1.4	37	177	.1	1.0	62	328	.1	.9	73	212	.1	1.4	38	159	.1	1.5
4-Book	45	169	.1	1.2	43	196	.1	1.1	81	376	.2	1.1	63	209	.1	1.2	37	139	.1	1.5
KKHJ-AM																				
SP '99	74	187	.1	1.9	37	126	.1	1.0	119	258	.2	1.7	86	191	.2	1.6	49	151	.1	2.0
4-Book	39	107	.1	1.0	42	119	.1	1.0	69	172	.1	1.0	42	111	.1	.8	33	91	.1	1.3
KKLA-FM																				
SP '99	24	99	.6		72	270	.1	1.9	41	103	.1	.6	23	88	.4		19	85	.8	
4-Book	11	59	.3		34	141	.1	.9	23	98	.1	.3	10	46	.2		13	57	.6	
KLAC-AM																				
SP '99	52	177	.1	1.3	6	29	.2		55	232	.1	.8	77	236	.2	1.5	12	78	.5	
4-Book	32	101	.1	.9	15	35	.4		50	165	.1	.7	50	151	.1	1.0	18	65	.7	
KLAX-FM																				
SP '99	90	253	.2	2.3	128	365	.3	3.3	253	724	.5	3.6	112	418	.2	2.1	70	271	.1	2.8
4-Book	161	452	.3	4.4	197	531	.4	4.6	336	879	.7	4.7	195	539	.4	3.7	101	338	.2	4.0
KLOS-FM																				
SP '99	62	328	.1	1.6	104	422	.2	2.7	170	710	.3	2.4	186	554	.4	3.6	62	238	.1	2.5
4-Book	86	340	.2	2.3	106	399	.2	2.6	213	773	.4	3.0	213	609	.4	4.1	80	329	.2	3.2
KLSX-FM																				
SP '99	21	109	.5		68	291	.1	1.8	102	408	.2	1.5	27	117	.1	.5	6	28	.2	
4-Book	20	87	.6		104	368	.2	2.5	125	462	.3	1.7	40	159	.1	.8	13	70	.5	
KLVE-FM																				
SP '99	451	1194	.9	11.3	355	1097	.7	9.2	546	1575	1.1	7.8	317	763	.6	6.1	211	662	.4	8.5
4-Book	411	1160	.8	10.9	412	1144	.8	9.8	550	1531	1.1	7.7	307	821	.6	5.9	207	678	.4	8.2
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	24	84	.6		15	27	.4		91	370	.2	1.3	55	189	.1	1.1	8	40	.3	
4-Book	22	105	.6		12	42	.3		42	170	.1	.6	34	131	.1	.7	15	68	.6	
KLYY-FM																				
SP '99	40	149	.1	1.0	40	130	.1	1.0	99	302	.2	1.4	87	362	.2	1.7	42	119	.1	1.7
4-Book	40	193	.1	1.1	28	112	.1	.7	73	344	.2	1.0	62	298	.1	1.2	29	150	.1	1.2
KNX -AM																				
SP '99	19	135	.5		70	270	.1	1.8	32	203	.1	.5	15	88	.3		37	179	.1	1.5
4-Book	30	144	.1	.8	64	267	.1	1.6	54	289	.1	.8	45	234	.1	.9	39	193	.1	1.5
KOST-FM																				
SP '99	165	568	.3	4.1	110	423	.2	2.9	178	712	.4	2.5	164	604	.3	3.1	110	521	.2	4.4
4-Book	177	725	.3	4.7	127	473	.3	3.0	213	812	.5	3.0	189	667	.4	3.6	147	577	.3	5.8

Target Listener Estimates - Persons 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

	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
KPWR-FM																				
SP '99	133	561	.3	3.3	65	262	.1	1.7	143	605	.3	2.0	61	291	.1	1.2	82	338	.2	3.3
4-Book	127	500	.3	3.4	67	299	.1	1.6	151	596	.3	2.1	129	488	.3	2.5	81	351	.2	3.2
KRLA-AM																				
SP '99	3	13	.1	.1	7	29	.1	.2	13	55	.1	.2					3	13	.1	.1
4-Book	14	45	.4	.4	17	42	.1	.4	37	73	.1	.5	23	59	.1	.5	15	41	.1	.6
KROQ-FM																				
SP '99	143	618	.3	3.6	48	267	.1	1.3	196	840	.4	2.8	221	771	.4	4.2	92	431	.2	3.7
4-Book	124	534	.3	3.3	72	314	.2	1.7	234	943	.5	3.3	196	754	.4	3.8	104	478	.2	4.1
KRTH-FM																				
SP '99	93	354	.2	2.3	79	338	.2	2.1	230	824	.5	3.3	154	603	.3	2.9	39	196	.1	1.6
4-Book	90	352	.2	2.4	117	465	.3	2.8	266	913	.6	3.8	167	664	.3	3.2	63	281	.1	2.5
KSCA-FM																				
SP '99	155	550	.3	3.9	444	957	.9	11.6	437	1169	.9	6.2	280	715	.6	5.3	139	467	.3	5.6
4-Book	162	515	.3	4.4	465	981	1.0	11.1	439	1224	.9	6.2	287	683	.6	5.5	123	429	.3	4.9
KSSE-FM																				
SP '99	130	320	.3	3.3	46	153	.1	1.2	153	434	.3	2.2	102	333	.2	1.9	82	197	.2	3.3
4-Book	90	279	.2	2.4	80	250	.2	1.9	168	493	.4	2.4	125	350	.3	2.4	58	198	.1	2.3
KTNO-AM																				
SP '99	101	299	.2	2.5	42	137	.1	1.1	120	307	.2	1.7	99	210	.2	1.9	74	208	.1	3.0
4-Book	74	241	.1	2.0	48	146	.1	1.2	106	288	.2	1.5	120	245	.3	2.3	47	168	.1	1.9
KTWV-FM																				
SP '99	139	342	.3	3.5	96	432	.2	2.5	232	838	.5	3.3	156	509	.3	3.0	99	413	.2	4.0
4-Book	132	438	.3	3.6	117	437	.2	2.8	243	776	.5	3.4	192	592	.4	3.7	114	424	.2	4.5
KWKV-AM																				
SP '99	19	42	.5	.5	11	34	.3	.3	26	94	.1	.4	19	38	.4	.4	5	24	.2	.2
4-Book	17	39	.5	.5	21	45	.5	.5	35	90	.1	.5	14	40	.3	.3	14	40	.6	.6
KWVE-FM																				
SP '99	16	65	.4	.4	33	151	.1	.9	61	257	.1	.9	33	122	.1	.6	11	50	.4	.4
4-Book	14	68	.4	.4	36	139	.1	.8	56	231	.1	.8	28	105	.1	.5	12	66	.4	.4
KYSR-FM																				
SP '99	120	611	.2	3.0	121	554	.2	3.2	345	1260	.7	4.9	217	832	.4	4.1	90	462	.2	3.6
4-Book	106	520	.2	2.8	107	454	.2	2.6	254	1094	.5	3.6	207	821	.4	4.0	82	422	.2	3.3
KZLA-FM																				
SP '99	59	283	.1	1.5	62	256	.1	1.6	136	435	.3	1.9	133	412	.3	2.5	47	211	.1	1.9
4-Book	59	290	.1	1.6	83	324	.2	1.9	159	582	.3	2.2	134	463	.3	2.6	53	248	.1	2.1

KGGI-FM																				
SP '99	7	29	.2	.2	5	32	.1	.1	8	54	.1	.1	30	52	.1	.6	8	46	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	14	72	.4	.4	4	15	.1	.1	24	122	.3	.3	41	126	.1	.8	8	26	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	22	40	.6	.6	51	127	.1	1.3	72	226	.1	1.0	28	144	.1	.5	12	56	.5	.5
4-Book	15	60	.4	.4	38	110	.1	.9	57	206	.1	.8	32	157	.1	.6	6	38	.2	.2
TOTALS																				
SP '99	3991	11727	8.0		3840	11712	7.7		6999	18681	14.1		5236	13526	10.5		2487	8383	5.0	
4-Book	3753	11459	7.6		4194	12257	8.5		7108	19093	14.3		5211	13898	10.5		2529	8559	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

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '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
WI '99	172	3222	.3	1.7	194	1557	.3	1.2	235	1553	.4	1.6	354	1901	.6	2.8	84	1020	.1	2.0
FA '98	164	3133	.3	1.6	270	1542	.5	1.7	190	1576	.3	1.2	240	1546	.4	1.8	112	1008	.2	2.6
SU '98	201	3126	.4	2.0	239	1525	.4	1.5	303	1526	.5	2.1	353	1693	.6	2.8	101	913	.2	2.2
4-Book	182	3124	.3	1.8	231	1477	.4	1.5	253	1503	.4	1.7	326	1701	.6	2.6	105	960	.2	2.4
SP '98	191	2973	.3	1.9	273	1287	.5	1.8	259	1518	.5	1.8	305	1555	.5	2.5	76	692	.1	1.7
KACD-FM																				
SP '99	57	1179	.1	.6	73	674	.1	.5	83	511	.1	.6	77	689	.1	.6	26	294		.6
WI '99	54	1224	.1	.5	47	563	.1	.3	78	558	.1	.5	85	693	.1	.7	24	413		.6
FA '98	73	1108	.1	.7	64	595	.1	.4	122	538	.2	.8	115	693	.2	.9	37	387		.9
SU '98	82	1353	.1	.8	104	590	.2	.7	99	637	.2	.7	121	992	.2	1.0	44	515		1.0
4-Book	67	1216	.1	.7	72	606	.1	.5	96	561	.2	.7	100	767	.2	.8	33	402		.8
SP '98	51	1205	.1	.5	53	494	.1	.3	57	500	.1	.4	75	554	.1	.6	37	391		.8
KBCD-FM																				
SP '99	38	687	.1	.4	41	370	.1	.3	68	394	.1	.5	43	377	.1	.3	10	195		.2
WI '99	28	780		.3	25	280		.2	51	370		.3	48	454		.4	8	183		.2
FA '98	22	465		.2	20	178		.1	33	208		.2	26	270		.2	15	157		.3
SU '98	18	300		.2	29	151		.1	29	121		.2	24	127		.2	2	58		
4-Book	27	558		.3	29	245		.2	45	273		.3	35	307		.3	9	148		.2
SP '98	11	390		.1	21	199		.1	8	146		.1	19	207		.2	3	111		.1
KACE-FM																				
SP '99	80	1698	.1	.8	83	648	.1	.5	102	855	.2	.7	91	900	.2	.7	72	623		1.6
WI '99	124	1897	.2	1.2	128	784	.2	.8	139	972	.2	.9	157	1070	.3	1.3	94	853		2.2
FA '98	111	1880	.2	1.1	131	859	.2	.8	143	914	.3	.9	151	1000	.3	1.2	71	610		1.6
SU '98	127	1677	.2	1.2	159	899	.3	1.0	161	784	.3	1.1	137	805	.2	1.1	86	538		1.9
4-Book	111	1788	.2	1.1	125	798	.2	.8	136	881	.3	.9	134	944	.3	1.1	81	656		1.8
SP '98	74	1359	.1	.7	85	623	.2	.5	89	557	.2	.6	84	618	.2	.7	56	518		1.2
KRTO-FM																				
SP '99	17	378		.2	19	115		.1	22	193		.1	29	288		.2	10	141		.2
WI '99	13	584		.1	16	158		.1	16	234		.1	18	237		.1	7	219		.2
FA '98	15	332		.1	14	158		.1	22	209		.1	18	172		.1	7	83		.2
SU '98	29	491		.3	47	210		.3	42	251		.3	29	219		.2	13	181		.3
4-Book	19	446		.2	24	160		.2	26	222		.2	24	229		.2	9	156		.2
SP '98	10	392		.1	2	71		.1	9	142		.1	21	238		.2	8	77		.2
KBIG-FM																				
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
WI '99	319	5572	.6	3.1	440	2594	.8	2.8	653	2597	1.1	4.4	399	2848	.7	3.2	75	1168	.1	1.8
FA '98	302	5681	.5	2.9	376	2566	.7	2.3	561	2656	1.0	3.7	410	3139	.7	3.1	94	1387	.2	2.2
SU '98	345	6666	.6	3.4	451	3445	.8	2.9	626	3320	1.1	4.3	435	3415	.8	3.5	118	1499	.2	2.6
4-Book	309	5881	.6	3.0	406	2712	.7	2.6	584	2781	1.0	3.9	400	3074	.7	3.2	95	1374	.2	2.2
SP '98	321	5830	.6	3.2	356	2526	.6	2.3	617	3049	1.1	4.2	404	3015	.7	3.3	138	1548	.2	3.0
KBLA-AM																				
SP '99	37	519	.1	.4	45	197	.1	.3	65	305	.1	.4	68	319	.1	.6	13	123		.3
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	4	125			7	52			5	62			4	73			3	51		.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	
KBUA-FM																				
SP '99	41	415	.1	.4	69	238	.1	.4	69	251	.1	.5	44	188	.1	.4	10	111	.2	.2
WI '99	51	624	.1	.5	80	317	.1	.5	59	301	.1	.4	60	313	.1	.5	24	177	.1	.6
FA '98	10	268	.1	.1	12	91	.1	.1	16	120	.1	.1	12	110	.1	.1	3	58	.1	.1
SU '98	16	385	.2	.2	18	132	.1	.1	21	205	.1	.1	22	136	.2	.2	13	93	.3	.3
4-Book	30	423	.1	.3	45	195	.1	.3	41	219	.1	.3	35	187	.1	.3	13	110	.3	.3
SP '98	12	224	.1	.1	18	140	.1	.1	24	165	.2	.2	14	129	.1	.1	3	62	.1	.1
KBUE-FM																				
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
WI '99	184	2880	.3	1.8	249	1385	.4	1.6	297	1410	.5	2.0	237	1467	.4	1.9	54	744	.1	1.3
FA '98	189	3029	.3	1.8	273	1642	.5	1.7	270	1693	.5	1.8	202	1567	.4	1.5	77	787	.1	1.8
SU '98	125	2316	.2	1.2	165	1026	.3	1.1	160	1223	.3	1.1	147	1046	.3	1.2	63	623	.1	1.4
4-Book	196	2954	.3	1.9	257	1435	.5	1.7	285	1541	.5	1.9	245	1554	.5	2.0	82	797	.1	1.9
SP '98	158	2539	.3	1.6	210	1139	.4	1.3	233	1436	.4	1.6	187	1199	.3	1.5	78	764	.1	1.7
KCBS-FM																				
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
WI '99	361	7390	.6	3.6	520	3648	.9	3.3	573	3768	1.0	3.9	488	4086	.9	3.9	115	1781	.2	2.7
FA '98	336	6763	.6	3.2	480	3486	.8	3.0	548	3247	1.0	3.6	465	4120	.8	3.6	105	1649	.2	2.4
SU '98	332	6966	.6	3.3	385	3279	.7	2.5	550	3319	1.0	3.7	438	3712	.8	3.5	98	1715	.2	2.2
4-Book	342	7043	.6	3.4	463	3401	.8	3.0	554	3400	1.0	3.7	456	3941	.8	3.6	105	1704	.2	2.4
SP '98	339	7235	.6	3.3	448	3453	.8	2.9	537	3751	1.0	3.7	422	3973	.8	3.5	115	2003	.2	2.5
KCMG-FM																				
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
WI '99	327	5739	.6	3.2	364	2544	.6	2.3	517	2968	.9	3.5	440	3382	.8	3.5	124	1726	.2	2.9
FA '98	326	5519	.6	3.1	357	2695	.6	2.2	573	3085	1.0	3.8	428	3248	.8	3.3	125	1272	.2	2.9
SU '98	388	6160	.7	3.8	461	2919	.8	3.0	687	3190	1.2	4.7	509	3591	.9	4.1	131	1686	.2	2.9
4-Book	336	5675	.6	3.3	391	2653	.7	2.5	561	2954	1.0	3.8	441	3301	.8	3.5	129	1564	.2	3.0
SP '98	373	6438	.7	3.7	439	3088	.8	2.8	587	3503	1.1	4.0	460	3675	.8	3.8	174	1856	.3	3.8
KFI -AM																				
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
WI '99	286	5031	.5	2.8	419	2641	.7	2.6	614	3104	1.1	4.1	309	2417	.5	2.5	109	894	.2	2.6
FA '98	323	5138	.6	3.1	462	2663	.8	2.9	682	3246	1.2	4.5	360	2691	.6	2.7	128	1070	.2	2.9
SU '98	271	4915	.5	2.7	371	2423	.7	2.4	626	3127	1.1	4.3	289	2141	.5	2.3	59	844	.1	1.3
4-Book	287	5000	.5	2.8	410	2539	.7	2.6	628	3094	1.1	4.2	294	2247	.5	2.3	108	921	.2	2.5
SP '98	351	5329	.6	3.5	534	2962	1.0	3.4	696	3448	1.2	4.7	420	2670	.8	3.4	123	1008	.2	2.7
KFSG-FM																				
SP '99	47	1259	.1	.5	91	705	.2	.6	56	453	.1	.4	50	528	.1	.4	19	282	.4	.4
WI '99	55	1203	.1	.5	96	815	.2	.6	84	577	.1	.6	71	554	.1	.6	12	290	.3	.3
FA '98	43	1074	.1	.4	80	576	.1	.5	59	367	.1	.4	60	557	.1	.5	15	290	.3	.3
SU '98	25	812	.2	.2	49	458	.1	.3	33	343	.1	.2	35	317	.1	.3	4	131	.1	.1
4-Book	43	1087	.1	.4	79	639	.2	.5	58	435	.1	.4	54	489	.1	.5	13	248	.3	.3
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
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
WI '99	145	4861	.3	1.4	374	3114	.7	2.4	143	1939	.3	1.0	206	2721	.4	1.7	35	852	.1	.8
FA '98	144	4702	.3	1.4	355	2844	.6	2.2	136	1725	.2	.9	224	2532	.4	1.7	45	903	.1	1.0
SU '98	150	4572	.3	1.5	330	2888	.6	2.1	150	1707	.3	1.0	237	2592	.4	1.9	50	859	.1	1.1
4-Book	148	4727	.3	1.5	361	2991	.7	2.3	141	1803	.3	1.0	222	2599	.4	1.8	43	915	.1	1.0
SP '98	143	4915	.3	1.4	321	3182	.6	2.1	142	1941	.3	1.0	184	2209	.3	1.5	65	1025	.1	1.4
KGIL-AM																				
SP '99	8	278	.1	.1	14	154	.1	.1	12	164	.1	.1	9	160	.1	.1	3	72	.1	.1
WI '99	22	315	.2	.2	21	178	.1	.1	31	166	.1	.2	29	163	.1	.2	7	56	.2	.2
FA '98	11	311	.1	.1	10	71	.1	.1	14	161	.1	.1	16	174	.1	.1	4	91	.1	.1
SU '98	7	130	.1	.1	3	28	.1	.1	17	48	.1	.1	15	70	.1	.1	2	40	.1	.1
4-Book	12	259	.1	.1	12	108	.1	.1	19	135	.1	.1	17	142	.1	.1	4	65	.1	.1
SP '98	11	405	.1	.1	9	106	.1	.1	9	123	.1	.1	14	159	.1	.1	7	92	.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
+KGXL-AM																				
SP '99	2	68			3	29			2	41			2	25			1	16		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99	30	571	.1	.3	14	179		.1	64	296	.1	.4	45	307	.1	.4	19	166		.4
WI '99	47	619	.1	.5	75	379	.1	.5	103	357	.2	.7	69	339	.1	.6	10	91		.2
FA '98	20	400		.2	25	82		.2	44	278	.1	.3	31	140	.1	.2	7	85		.2
SU '98	18	281		.2	17	63		.1	38	129	.1	.3	32	106	.1	.3	12	70		.3
4-Book	29	468	.1	.3	33	176		.2	62	265	.1	.4	44	223	.1	.4	12	103		.3
SP '98	14	296		.1	3	48			44	177	.1	.3	13	87		.1	2	15		
KIIS-FM																				
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
WI '99	354	8045	.6	3.5	658	4306	1.2	4.1	408	3440	.7	2.8	433	3943	.8	3.5	134	2035	.2	3.2
FA '98	282	7156	.5	2.7	536	4191	.9	3.3	358	3135	.6	2.3	280	3224	.5	2.1	98	1627	.2	2.3
SU '98	289	7493	.5	2.8	520	3789	.9	3.4	360	3458	.6	2.4	318	3433	.6	2.6	129	1842	.2	2.9
4-Book	325	7671	.6	3.2	591	4168	1.0	3.8	403	3403	.7	2.7	377	3732	.7	3.0	125	1969	.2	2.9
SP '98	244	6863	.4	2.4	523	3987	.9	3.4	279	2913	.5	1.9	276	3363	.5	2.3	100	1579	.2	2.2
KJLH-FM																				
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
WI '99	122	2052	.2	1.2	180	942	.3	1.1	135	793	.2	.9	140	949	.2	1.1	67	733	.1	1.6
FA '98	169	2382	.3	1.6	238	1281	.4	1.5	230	1186	.4	1.5	195	1209	.3	1.5	64	620	.1	1.5
SU '98	152	2162	.3	1.5	235	1107	.4	1.5	157	1121	.3	1.1	174	1157	.3	1.4	83	731	.1	1.8
4-Book	148	2217	.3	1.4	211	1135	.4	1.3	179	1077	.3	1.2	166	1144	.3	1.3	72	723	.1	1.7
SP '98	211	2506	.4	2.1	252	1230	.5	1.6	243	1179	.4	1.7	194	1344	.3	1.6	156	903	.3	3.4
KKBT-FM																				
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
WI '99	332	4839	.6	3.3	569	2530	1.0	3.6	410	2499	.7	2.8	370	2724	.6	3.0	178	1515	.3	4.2
FA '98	305	4366	.5	2.9	506	2390	.9	3.1	415	2371	.7	2.7	395	2490	.7	3.0	136	1524	.2	3.1
SU '98	310	4473	.6	3.0	484	2559	.9	3.1	397	2323	.7	2.7	366	2671	.7	3.0	164	1617	.3	3.6
4-Book	298	4447	.5	2.9	480	2390	.9	3.0	389	2296	.7	2.6	357	2501	.6	2.9	153	1485	.3	3.5
SP '98	293	4623	.5	2.9	511	2356	.9	3.3	323	2469	.6	2.2	371	2678	.7	3.0	152	1433	.3	3.4
KKGO-FM																				
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
WI '99	146	3128	.3	1.4	150	1267	.3	.9	218	1388	.4	1.5	229	1670	.4	1.8	63	846	.1	1.5
FA '98	97	2546	.2	.9	113	1004	.2	.7	133	994	.2	.9	121	1224	.2	.9	48	805	.1	1.1
SU '98	98	2949	.2	1.0	107	1139	.2	.7	134	1189	.2	.9	117	1328	.2	.9	67	854	.1	1.5
4-Book	123	2905	.3	1.2	136	1221	.3	.9	174	1231	.3	1.2	173	1457	.3	1.4	66	872	.1	1.5
SP '98	125	2748	.2	1.2	124	1259	.2	.8	185	1272	.3	1.3	169	1312	.3	1.4	83	970	.1	1.8
KKHJ-AM																				
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
WI '99	124	1582	.2	1.2	163	782	.3	1.0	198	824	.3	1.3	120	728	.2	1.0	64	585	.1	1.5
FA '98	56	1180	.1	.5	96	617	.2	.6	73	387	.1	.5	49	381	.1	.4	34	275	.1	.8
SU '98	57	926	.1	.6	86	512	.2	.6	72	465	.1	.5	60	468	.1	.5	30	246	.1	.7
4-Book	95	1379	.2	.9	127	683	.3	.8	142	665	.2	1.0	95	636	.2	.8	50	390	.1	1.2
SP '98	79	1265	.1	.8	116	617	.2	.7	114	692	.2	.8	91	520	.2	.7	52	341	.1	1.1
KKLA-FM																				
SP '99	70	1330	.1	.7	140	783	.2	.9	100	593	.2	.7	95	594	.2	.8	19	238		.4
WI '99	70	1414	.1	.7	163	884	.3	1.0	87	643	.2	.6	112	727	.2	.9	20	313		.5
FA '98	43	1180	.1	.4	118	766	.2	.7	39	381	.1	.3	65	541	.1	.5	11	216		.3
SU '98	40	965	.1	.4	78	483	.1	.5	47	331	.1	.3	67	607	.1	.5	16	248		.4
4-Book	56	1222	.1	.6	125	729	.2	.8	68	487	.2	.5	85	617	.2	.7	17	254		.4
SP '98	66	1146	.1	.7	148	708	.3	.9	82	429	.1	.6	118	703	.2	1.0	14	223		.3

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	
KLAC-AM																				
SP '99	74	2055	.1	.7	77	424	.1	.5	94	640	.2	.6	82	815	.1	.7	61	836	.1	1.4
WI '99	88	1653	.2	.9	121	646	.2	.8	146	676	.3	1.0	86	751	.2	.7	46	549	.1	1.1
FA '98	94	1413	.2	.9	171	827	.3	1.1	152	687	.3	1.0	95	736	.2	.7	32	360	.1	.7
SU '98	50	1123	.1	.5	95	472	.2	.6	41	362	.1	.3	52	446	.1	.4	31	259	.1	.7
4-Book	77	1561	.2	.8	116	592	.2	.8	108	591	.2	.7	79	687	.2	.6	43	501	.1	1.0
SP '98	71	2037	.1	.7	102	603	.2	.7	93	539	.2	.6	66	735	.1	.5	42	687	.1	.9
KLAX-FM																				
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
WI '99	367	5346	.6	3.6	540	2472	.9	3.4	549	2880	1.0	3.7	375	2568	.7	3.0	154	1362	.3	3.6
FA '98	522	5837	.9	5.0	552	2826	1.0	3.4	860	3518	1.5	5.6	711	3412	1.2	5.4	220	1655	.4	5.1
SU '98	338	4490	.6	3.3	357	1955	.6	2.3	542	2425	1.0	3.7	421	2624	.8	3.4	167	1333	.3	3.7
4-Book	400	5193	.7	3.9	515	2377	.9	3.3	636	2894	1.1	4.3	477	2779	.9	3.8	171	1436	.3	3.9
SP '98	343	4420	.6	3.4	420	2270	.8	2.7	463	2497	.8	3.2	469	2442	.8	3.8	191	1456	.3	4.2
KLOS-FM																				
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
WI '99	318	5821	.6	3.1	620	2899	1.1	3.9	437	2520	.8	2.9	366	2935	.6	2.9	114	1133	.2	2.7
FA '98	352	5762	.6	3.3	637	3009	1.1	4.0	476	2665	.8	3.1	464	3445	.8	3.5	132	1649	.2	3.0
SU '98	382	6538	.7	3.8	719	3521	1.3	4.6	506	2923	.9	3.4	471	3327	.8	3.8	142	1604	.3	3.1
4-Book	352	5997	.6	3.4	666	3143	1.2	4.3	484	2676	.9	3.2	438	3172	.8	3.5	127	1384	.2	2.9
SP '98	397	6431	.7	3.9	836	3438	1.5	5.4	481	2867	.9	3.3	476	3567	.9	3.9	173	1624	.3	3.8
KLSX-FM																				
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
WI '99	254	4189	.4	2.5	718	2826	1.3	4.5	316	1903	.6	2.1	323	1964	.6	2.6	49	730	.1	1.2
FA '98	331	4973	.6	3.1	925	3452	1.6	5.7	422	2099	.7	2.8	395	2091	.7	3.0	68	738	.1	1.6
SU '98	323	4980	.6	3.2	936	3321	1.7	6.0	368	2303	.7	2.5	352	2090	.6	2.8	115	1021	.2	2.5
4-Book	300	4645	.5	2.9	852	3130	1.5	5.4	360	2061	.7	2.4	371	2103	.7	3.0	75	809	.1	1.7
SP '98	320	5160	.6	3.2	1104	3709	2.0	7.1	366	2600	.7	2.5	301	2106	.5	2.5	42	608	.1	.9
KLVE-FM																				
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
WI '99	642	7290	1.1	6.3	1108	4446	1.9	7.0	927	4207	1.6	6.3	655	3825	1.1	5.3	236	2119	.4	5.6
FA '98	786	9082	1.4	7.5	1248	5487	2.2	7.7	1003	5032	1.8	6.6	882	4946	1.5	6.7	387	3238	.7	8.9
SU '98	702	7844	1.3	6.9	1155	4554	2.1	7.5	973	4357	1.7	6.6	733	4461	1.3	5.9	329	2700	.6	7.3
4-Book	710	8114	1.3	6.9	1140	4840	2.0	7.3	986	4594	1.7	6.6	749	4390	1.3	6.0	319	2669	.6	7.3
SP '98	787	7822	1.4	7.8	1222	4897	2.2	7.8	1154	4905	2.1	7.9	771	4153	1.4	6.3	382	2596	.7	8.4
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	91	1708	.2	.9	91	694	.2	.6	158	779	.3	1.1	99	819	.2	.8	74	649	.1	1.7
WI '99	44	1083	.1	.4	81	543	.1	.5	83	462	.1	.6	55	427	.1	.4	8	220	.1	.2
FA '98	49	1230	.1	.5	71	454	.1	.4	90	486	.2	.6	49	546	.1	.4	24	295	.1	.6
SU '98	89	1819	.2	.9	88	543	.2	.6	125	670	.2	.9	117	909	.2	.9	79	703	.1	1.8
4-Book	68	1460	.2	.7	83	559	.2	.5	114	599	.2	.8	80	675	.2	.6	46	467	.1	1.1
SP '98	68	1528	.1	.7	53	401	.1	.3	97	530	.2	.7	87	802	.2	.7	64	701	.1	1.4
KLYY-FM																				
SP '99	74	2576	.1	.7	55	866	.1	.4	125	1161	.2	.8	101	1331	.2	.8	31	542	.1	.7
WI '99	89	3206	.2	.9	88	1123	.2	.6	118	1448	.2	.8	148	1863	.3	1.2	52	1033	.1	1.2
FA '98	87	2894	.2	.8	66	973	.1	.4	149	1319	.3	1.0	125	1586	.2	1.0	39	929	.1	.9
SU '98	80	2622	.1	.8	76	1051	.1	.5	138	1341	.2	.9	130	1588	.2	1.0	37	726	.1	.8
4-Book	83	2825	.2	.8	71	1003	.1	.5	133	1317	.2	.9	126	1592	.2	1.0	40	808	.1	.9
SP '98	109	3241	.2	1.1	125	1208	.2	.8	173	1633	.3	1.2	155	1855	.3	1.3	39	901	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KNX -AM																				
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
WI '99	157	5653	.3	1.5	360	3448	.6	2.3	136	2025	.2	.9	209	2727	.4	1.7	84	1123	.1	2.0
FA '98	181	5450	.3	1.7	368	3290	.6	2.3	175	2124	.3	1.1	271	2887	.5	2.1	88	1041	.2	2.0
SU '98	166	5153	.3	1.6	347	3157	.6	2.2	144	1635	.3	1.0	229	2708	.4	1.8	119	1421	.2	2.6
4-Book	163	5197	.3	1.6	356	3206	.6	2.3	148	1880	.3	1.0	227	2694	.4	1.8	89	1152	.2	2.0
SP '98	162	5159	.3	1.6	334	3043	.6	2.1	158	1701	.3	1.1	231	2789	.4	1.9	96	1468	.2	2.1
KOST-FM																				
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
WI '99	332	6689	.6	3.3	382	3042	.7	2.4	487	3108	.9	3.3	394	3384	.7	3.2	269	2177	.5	6.3
FA '98	422	7887	.7	4.0	511	3827	.9	3.2	699	3777	1.2	4.6	531	4068	.9	4.1	220	2649	.4	5.1
SU '98	473	8716	.8	4.7	607	4277	1.1	3.9	777	3860	1.4	5.3	575	4546	1.0	4.6	264	2967	.5	5.9
4-Book	405	7693	.7	4.0	512	3678	.9	3.3	654	3577	1.2	4.4	496	3997	.9	4.0	237	2513	.4	5.4
SP '98	389	7467	.7	3.8	463	3569	.8	3.0	657	3887	1.2	4.5	494	3946	.9	4.1	198	2221	.4	4.4
KPWR-FM																				
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
WI '99	212	4925	.4	2.1	289	2251	.5	1.8	288	2215	.5	1.9	272	2511	.5	2.2	124	1463	.2	2.9
FA '98	177	4196	.3	1.7	219	1835	.4	1.4	230	1794	.4	1.5	228	2010	.4	1.7	79	1119	.1	1.8
SU '98	175	4438	.3	1.7	205	1879	.4	1.3	207	2077	.4	1.4	228	2208	.4	1.8	107	1315	.2	2.4
4-Book	187	4478	.3	1.8	248	1985	.5	1.6	243	2061	.4	1.6	237	2250	.4	1.9	103	1300	.2	2.3
SP '98	179	4799	.3	1.8	232	2081	.4	1.5	217	2028	.4	1.5	229	2424	.4	1.9	101	1320	.2	2.2
KRLA-AM																				
SP '99	58	1120	.1	.6	86	574	.2	.6	107	625	.2	.7	83	362	.1	.7	19	60	.0	.4
WI '99	49	1124	.1	.5	112	718	.2	.7	95	522	.2	.6	39	429	.1	.3	10	181	.0	.2
FA '98	72	1101	.1	.7	114	470	.2	.7	105	427	.2	.7	81	488	.1	.6	27	314	.0	.6
SU '98	62	1226	.1	.6	57	355	.1	.4	86	476	.2	.6	84	624	.2	.7	57	462	.1	1.3
4-Book	60	1143	.1	.6	92	529	.2	.6	98	513	.2	.7	72	476	.1	.6	28	254	.0	.6
SP '98	58	1367	.1	.6	63	408	.1	.4	85	544	.2	.6	84	603	.2	.7	31	399	.1	.7
KROQ-FM																				
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
WI '99	340	7038	.6	3.3	614	3688	1.1	3.9	415	3542	.7	2.8	421	4013	.7	3.4	161	2290	.3	3.8
FA '98	303	6385	.5	2.9	549	3473	1.0	3.4	375	2961	.7	2.5	387	3715	.7	3.0	139	1898	.2	3.2
SU '98	299	5409	.5	2.9	453	2723	.8	2.9	436	2771	.8	3.0	376	3128	.7	3.0	128	1780	.2	2.8
4-Book	311	6258	.5	3.0	542	3251	1.0	3.5	395	3015	.7	2.7	394	3621	.7	3.2	145	1993	.3	3.3
SP '98	300	6162	.5	3.0	513	3270	.9	3.3	436	3026	.8	3.0	382	3404	.7	3.1	108	1781	.2	2.4
KRTH-FM																				
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
WI '99	352	7163	.6	3.5	423	2899	.7	2.7	604	3258	1.1	4.1	467	3622	.8	3.8	132	1676	.2	3.1
FA '98	326	7282	.6	3.1	372	3162	.7	2.3	532	3708	.9	3.5	444	3853	.8	3.4	95	1320	.2	2.2
SU '98	371	7577	.7	3.6	544	3489	1.0	3.5	586	3495	1.0	4.0	455	4038	.8	3.7	96	1616	.2	2.1
4-Book	341	7285	.6	3.3	429	3189	.8	2.7	572	3518	1.0	3.9	437	3784	.8	3.5	107	1523	.2	2.4
SP '98	389	7593	.7	3.8	529	3661	.9	3.4	715	3957	1.3	4.9	478	3647	.9	3.9	105	1714	.2	2.3
KSCA-FM																				
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
WI '99	743	6911	1.3	7.3	1731	4929	3.0	10.9	1065	4713	1.9	7.2	515	2736	.9	4.1	189	1521	.3	4.4
FA '98	902	7400	1.6	8.6	1999	5305	3.5	12.4	1288	5073	2.3	8.4	726	3518	1.3	5.5	206	1747	.4	4.7
SU '98	758	6321	1.4	7.5	1664	4441	3.0	10.8	1121	4360	2.0	7.6	624	3197	1.1	5.0	194	1612	.3	4.3
4-Book	792	6861	1.4	7.7	1804	4899	3.2	11.5	1131	4695	2.0	7.6	599	3044	1.1	4.7	199	1627	.4	4.5
SP '98	674	6445	1.2	6.6	1458	4340	2.6	9.3	1002	4387	1.8	6.8	484	2903	.9	4.0	194	1545	.3	4.3
KSSE-FM																				
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
WI '99	176	2612	.3	1.7	273	1286	.5	1.7	271	1464	.5	1.8	161	1311	.3	1.3	74	808	.1	1.7
FA '98	170	2808	.3	1.6	201	1277	.4	1.2	221	1416	.4	1.4	205	1459	.4	1.6	80	804	.1	1.8
SU '98	158	2334	.3	1.6	156	1068	.3	1.0	248	1279	.4	1.7	200	1416	.4	1.6	83	634	.1	1.8
4-Book	166	2591	.3	1.6	202	1218	.4	1.3	242	1358	.4	1.6	182	1386	.4	1.5	82	751	.1	1.8
SP '98	109	1997	.2	1.1	95	761	.2	.6	156	1086	.3	1.1	144	1087	.3	1.2	56	527	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KTNQ-AM																				
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
WI '99	208	2463	.4	2.0	147	807	.3	.9	315	1260	.6	2.1	392	1398	.7	3.1	157	786	.3	3.7
FA '98	233	2640	.4	2.2	298	1030	.5	1.8	314	1345	.6	2.1	373	1473	.7	2.8	146	930	.3	3.4
SU '98	231	2428	.4	2.3	365	1198	.7	2.4	305	1268	.5	2.1	308	1197	.6	2.5	167	880	.3	3.7
4-Book	225	2558	.4	2.2	243	994	.5	1.5	319	1295	.6	2.2	358	1416	.7	2.8	163	884	.3	3.7
SP '98	294	3015	.5	2.9	464	1334	.8	3.0	314	1345	.6	2.1	380	1622	.7	3.1	225	1162	.4	5.0
KTWV-FM																				
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
WI '99	443	6167	.8	4.4	568	3395	1.0	3.6	747	3194	1.3	5.0	565	3510	1.0	4.5	189	1881	.3	4.4
FA '98	431	6629	.8	4.1	494	3313	.9	3.1	731	3560	1.3	4.8	581	3787	1.0	4.4	209	2270	.4	4.8
SU '98	366	5945	.7	3.6	462	3003	.8	3.0	571	2958	1.0	3.9	469	3468	.8	3.8	148	2021	.3	3.3
4-Book	405	6162	.8	4.0	493	3143	.9	3.2	681	3144	1.2	4.6	523	3476	.9	4.2	175	1983	.3	4.0
SP '98	425	6152	.8	4.2	516	2803	.9	3.3	772	3094	1.4	5.3	523	3290	.9	4.3	183	2074	.3	4.0
KWKW-AM																				
SP '99	46	861	.1	.5	43	253	.1	.3	72	480	.1	.5	79	443	.1	.6	24	190	.1	.5
WI '99	52	598	.1	.5	56	269	.1	.4	89	301	.2	.6	68	240	.1	.5	7	81	.1	.2
FA '98	60	940	.1	.6	36	330	.1	.2	107	513	.2	.7	110	463	.2	.8	36	216	.1	.8
SU '98	73	1139	.1	.7	72	446	.1	.5	126	510	.2	.9	100	477	.2	.8	53	263	.1	1.2
4-Book	58	885	.1	.6	52	325	.1	.4	99	451	.2	.7	89	406	.2	.7	30	188	.1	.7
SP '98	92	1345	.2	.9	162	683	.3	1.0	171	759	.3	1.2	62	444	.1	.5	38	248	.1	.8
KWVE-FM																				
SP '99	82	1390	.1	.8	127	825	.2	.8	140	737	.2	.9	100	748	.2	.8	24	278	.1	.5
WI '99	43	1108	.1	.4	76	653	.1	.5	42	426	.1	.3	72	585	.1	.6	21	278	.1	.5
FA '98	71	1425	.1	.7	102	807	.2	.6	100	703	.2	.7	97	723	.2	.7	28	343	.1	.6
SU '98	50	1164	.1	.5	101	656	.2	.7	52	584	.1	.4	78	669	.1	.6	11	285	.1	.2
4-Book	62	1272	.1	.6	102	735	.2	.7	84	613	.2	.6	87	681	.2	.7	21	296	.1	.5
SP '98	47	1134	.1	.5	67	563	.1	.4	54	516	.1	.4	82	659	.1	.7	12	203	.1	.3
KYSR-FM																				
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
WI '99	378	7930	.7	3.7	538	3725	.9	3.4	573	3844	1.0	3.9	516	4451	.9	4.1	129	2149	.2	3.0
FA '98	299	6630	.5	2.8	454	3197	.8	2.8	449	3018	.8	2.9	433	3894	.8	3.3	109	1738	.2	2.5
SU '98	356	7433	.6	3.5	517	3256	.9	3.3	577	3628	1.0	3.9	509	4347	.9	4.1	108	2153	.2	2.4
4-Book	346	7289	.6	3.4	497	3398	.9	3.2	529	3536	.9	3.6	486	4187	.9	3.9	121	1999	.2	2.8
SP '98	335	7362	.6	3.3	363	3425	.6	2.3	539	3798	1.0	3.7	507	4467	.9	4.2	117	2079	.2	2.6
KZLA-FM																				
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
WI '99	249	3580	.4	2.5	355	2057	.6	2.2	398	1778	.7	2.7	349	2146	.6	2.8	72	890	.1	1.7
FA '98	260	4042	.5	2.5	372	2359	.7	2.3	369	2202	.6	2.4	317	2620	.6	2.4	112	1314	.2	2.6
SU '98	224	3591	.4	2.2	342	2041	.6	2.2	339	1922	.6	2.3	294	2180	.5	2.4	59	951	.1	1.3
4-Book	235	3683	.4	2.3	334	2127	.6	2.1	351	1888	.6	2.4	314	2290	.6	2.5	78	1050	.1	1.8
SP '98	246	3405	.4	2.4	272	1829	.5	1.7	365	1757	.7	2.5	323	2195	.6	2.7	92	1026	.2	2.0
KGGI-FM																				
SP '99	23	867	.1	.2	27	379	.1	.2	27	374	.1	.2	37	428	.1	.3	11	231	.1	.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	41	1008	.1	.4	52	453	.1	.3	80	532	.1	.5	41	469	.1	.3	11	195	.1	.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
XTRA-AM																				
SP '99	82	1698	.1	.8	94	670	.2	.6	158	750	.3	1.1	113	910	.2	.9	23	370		.5
WI '99	70	1728	.1	.7	80	787	.1	.5	145	858	.3	1.0	100	900	.2	.8	15	317		.4
FA '98	110	2065	.2	1.0	121	862	.2	.8	231	1131	.4	1.5	167	1174	.3	1.3	20	340		.5
SU '98	78	1662	.1	.8	98	740	.2	.6	154	865	.3	1.0	109	1023	.2	.9	27	339		.6
4-Book	85	1788	.1	.8	98	765	.2	.6	172	901	.3	1.2	122	1002	.2	1.0	21	342		.5
SP '98	75	1590	.1	.7	76	530	.1	.5	143	759	.3	1.0	144	1060	.3	1.2	24	455		.5
TOTALS																				
SP '99	10169	54864	17.8		15460	48188	27.1		14943	43413	26.2		12306	46868	21.6		4451	29357	7.8	
WI '99	10160	54998	17.8		15872	48618	27.8		14830	43735	26.0		12452	46887	21.8		4252	28620	7.5	
FA '98	10516	55019	18.4		16110	49122	28.2		15263	43446	26.8		13094	47322	23.0		4347	29610	7.6	
SU '98	10167	53934	18.2		15473	47623	27.7		14694	42230	26.3		12404	46133	22.2		4511	29685	8.1	
4-Book	10253	54704	18.1		15729	48388	27.7		14933	43206	26.3		12564	46803	22.2		4390	29318	7.8	
SP '98	10143	53848	18.1		15595	47725	27.9		14655	43293	26.2		12183	45702	21.8		4525	30012	8.1	

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 Estimates

Persons 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '99	286	2449	.5	2.0	66	926	.1	1.0	88	236	.2	1.0	92	316	.2	.8	69	242	.1	.9
4-Book	269	2617	.5	1.9	79	1076	.1	1.2	90	298	.2	1.1	140	464	.3	1.2	91	296	.2	1.1
KACD-FM																				
SP '99	78	1069	.1	.5	40	517	.1	.6	48	148	.1	.6	45	206	.1	.4	37	157	.1	.5
4-Book	90	1062	.2	.6	48	643	.1	.7	36	123	.1	.5	91	287	.2	.8	66	223	.1	.8
KBCD-FM																				
SP '99	52	593	.1	.4	32	358	.1	.5	29	117	.1	.3	42	186	.1	.4	44	109	.1	.6
4-Book	37	460	.1	.3	19	240	.1	.3	17	67	.1	.2	29	110	.1	.3	19	58	.1	.2
KACE-FM																				
SP '99	93	1369	.2	.7	62	859	.1	.9	56	188	.1	.7	126	391	.2	1.1	61	157	.1	.8
4-Book	132	1433	.2	1.0	92	940	.2	1.4	83	225	.2	1.0	138	380	.3	1.2	112	297	.2	1.4
KRTO-FM																				
SP '99	23	353	.2	.2	11	164	.2	.2	14	58	.2	.2	13	70	.1	.1	8	38	.1	.1
4-Book	24	339	.2	.2	14	224	.2	.2	15	46	.2	.2	20	80	.2	.2	18	83	.2	.2
KBIG-FM																				
SP '99	409	4302	.7	2.9	143	2522	.3	2.1	131	490	.2	1.6	214	754	.4	1.8	87	384	.2	1.2
4-Book	472	4714	.8	3.3	162	2679	.3	2.4	165	606	.3	2.0	257	848	.5	2.2	166	588	.3	2.1
KBLA-AM																				
SP '99	60	503	.1	.4	12	156	.2	.2	40	116	.1	.5	27	66	.2	.2	34	70	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	5	125	.1	.1	1	28	.1	.1	2	13	.1	.1	1	15	.1	.1	2	15	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	61	360	.1	.4	24	191	.4	.4	45	78	.1	.5	40	80	.1	.3	25	79	.1	.3
4-Book	40	348	.1	.3	21	221	.3	.3	31	71	.1	.4	42	101	.1	.4	25	94	.1	.3
KBUJ-FM																				
SP '99	385	3096	.7	2.7	211	1789	.4	3.2	226	562	.4	2.7	397	872	.7	3.4	258	607	.5	3.4
4-Book	264	2491	.5	1.8	152	1524	.3	2.3	189	487	.4	2.3	312	718	.6	2.7	208	525	.4	2.6
KCBS-FM																				
SP '99	486	5894	.9	3.4	243	3616	.4	3.6	206	780	.4	2.4	452	1623	.8	3.9	310	1070	.5	4.1
4-Book	496	5976	.9	3.5	230	3548	.4	3.4	223	903	.4	2.7	462	1630	.8	4.0	309	1129	.6	3.9
KCMG-FM																				
SP '99	416	4414	.7	2.9	220	2760	.4	3.3	233	633	.4	2.8	360	1173	.6	3.1	265	868	.5	3.5
4-Book	472	4724	.8	3.3	235	2895	.4	3.5	241	715	.4	2.9	451	1307	.8	3.9	307	966	.6	3.9
KFI -AM																				
SP '99	412	4209	.7	2.9	106	1565	.2	1.6	180	629	.3	2.1	192	512	.3	1.7	54	283	.1	.7
4-Book	458	4539	.8	3.2	104	1530	.2	1.6	195	661	.3	2.3	191	613	.3	1.7	62	246	.1	.8
KFSG-FM																				
SP '99	65	994	.1	.5	33	599	.1	.5	53	185	.1	.6	35	144	.1	.3	22	120	.1	.3
4-Book	63	901	.1	.5	26	507	.1	.4	33	137	.1	.4	34	141	.1	.3	33	143	.1	.4
KFVB-AM																				
SP '99	238	4321	.4	1.7	70	1916	.1	1.0	170	832	.3	2.0	102	678	.2	.9	85	465	.1	1.1
4-Book	234	4295	.4	1.6	65	1747	.1	1.0	140	675	.3	1.7	77	534	.2	.7	73	413	.1	.9
KGIL-AM																				
SP '99	12	230	.1	.1	7	203	.1	.1	4	19	.1	.1	12	59	.1	.1	9	59	.1	.1
4-Book	16	222	.1	.1	10	126	.1	.2	4	19	.1	.1	9	34	.1	.1	17	47	.1	.2
+KGXL-AM																				
SP '99	2	41	.1	.1	1	55	.1	.1	3	13	.1	.1	2	16	.1	.1	2	16	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54

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
KIEV-AM																				
SP '99	43	435	.1	.3	13	198		.2	4	16			17	57		.1	32	98	.1	.4
4-Book	48	384	.1	.3	7	126		.1	7	20		.1	9	30		.1	13	40		.2
KIIS-FM																				
SP '99	534	6768	.9	3.7	249	4022	.4	3.7	303	1047	.5	3.6	525	1744	.9	4.5	304	1073	.5	4.0
4-Book	453	6524	.8	3.1	233	3770	.4	3.5	301	1044	.5	3.6	427	1521	.8	3.7	276	995	.5	3.5
KJLH-FM																				
SP '99	182	1959	.3	1.3	134	1246	.2	2.0	76	240	.1	.9	205	531	.4	1.8	114	397	.2	1.5
4-Book	185	1772	.3	1.3	132	1315	.2	2.0	97	258	.2	1.2	174	463	.3	1.5	148	433	.3	1.8
KKBT-FM																				
SP '99	331	3370	.6	2.3	167	2259	.3	2.5	134	543	.2	1.6	272	992	.5	2.3	234	761	.4	3.1
4-Book	407	3815	.7	2.8	201	2442	.4	3.0	211	677	.4	2.6	345	1085	.6	3.0	275	835	.5	3.5
KKGO-FM																				
SP '99	204	2527	.4	1.4	95	1531	.2	1.4	83	439	.1	1.0	132	461	.2	1.1	104	348	.2	1.4
4-Book	162	2266	.3	1.1	91	1434	.2	1.4	78	348	.1	.9	137	488	.2	1.2	104	394	.2	1.3
KKHJ-AM																				
SP '99	182	1528	.3	1.3	124	959	.2	1.9	136	378	.2	1.6	213	502	.4	1.8	134	336	.2	1.8
4-Book	123	1132	.2	.9	77	710	.2	1.2	106	268	.2	1.3	128	299	.2	1.1	87	205	.2	1.1
KKLA-FM																				
SP '99	111	1192	.2	.8	33	473	.1	.5	41	166	.1	.5	23	76		.2	27	97		.4
4-Book	91	1108	.2	.6	20	369		.3	27	104	.1	.3	16	57		.1	20	75		.3
KLAC-AM																				
SP '99	85	1208	.1	.6	63	1099	.1	.9	30	78	.1	.4	111	327	.2	1.0	96	353	.2	1.3
4-Book	102	1098	.2	.7	55	733	.1	.8	50	123	.1	.6	80	231	.1	.7	60	209	.1	.8
KLAX-FM																				
SP '99	539	4378	.9	3.8	235	2470	.4	3.5	446	900	.8	5.3	491	1234	.9	4.2	229	690	.4	3.0
4-Book	550	4431	1.0	3.8	289	2754	.5	4.3	382	900	.7	4.5	546	1319	1.0	4.8	340	890	.6	4.3
KLQS-FM																				
SP '99	550	5051	1.0	3.8	169	2579	.3	2.5	149	620	.3	1.8	333	1044	.6	2.9	247	813	.4	3.3
4-Book	526	5215	.9	3.6	194	2613	.3	2.9	185	658	.3	2.2	351	1060	.6	3.1	268	818	.5	3.4
KLSX-FM																				
SP '99	510	3958	.9	3.6	54	1077	.1	.8	77	259	.1	.9	50	204	.1	.4	47	161	.1	.6
4-Book	515	4114	.9	3.6	69	1238	.1	1.1	98	298	.2	1.2	69	265	.1	.6	64	222	.1	.8
KLVE-FM																				
SP '99	945	7137	1.7	6.6	555	5147	1.0	8.3	711	1855	1.2	8.4	1006	2373	1.8	8.7	511	1336	.9	6.8
4-Book	960	7055	1.7	6.6	531	4981	1.0	7.9	708	1822	1.3	8.4	891	2244	1.6	7.8	522	1345	.9	6.6
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	119	1260	.2	.8	50	746	.1	.7	34	101	.1	.4	87	315	.2	.7	62	213	.1	.8
4-Book	94	1091	.2	.7	37	655	.1	.5	26	89	.1	.3	67	259	.1	.6	60	218	.1	.8
KLYY-FM																				
SP '99	96	2064	.2	.7	66	1154	.1	1.0	19	140		.2	107	407	.2	.9	79	250	.1	1.0
4-Book	112	2389	.2	.8	60	1235	.1	.9	38	189	.1	.5	117	505	.2	1.0	84	344	.1	1.1
KNX -AM																				
SP '99	221	4119	.4	1.5	68	1701	.1	1.0	117	541	.2	1.4	89	429	.2	.8	53	268	.1	.7
4-Book	236	4542	.4	1.6	81	1894	.1	1.2	125	597	.2	1.5	92	481	.2	.8	76	371	.1	1.0
KOST-FM																				
SP '99	568	6131	1.0	4.0	207	3199	.4	3.1	215	784	.4	2.5	380	1407	.7	3.3	267	931	.5	3.5
4-Book	562	6194	1.0	3.9	237	3524	.5	3.5	221	855	.4	2.6	441	1433	.8	3.8	283	970	.5	3.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 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	
KPWR-FM																						
SP '99		248	3667	.4	1.7	122	2117	.2	1.8	147	428	.3	1.7	214	863	.4	1.8	106	460	.2	1.4	
4-Book		243	3689	.4	1.7	144	2237	.3	2.1	138	459	.2	1.6	260	872	.5	2.3	179	643	.3	2.3	
KRLA-AM																						
SP '99		93	924	.2	.7	23	410		.3	54	189	.1	.6	67	217	.1	.6	21	103		.3	
4-Book		88	914	.2	.6	33	383	.1	.5	31	98	.1	.4	66	162	.1	.6	27	84		.4	
KROQ-FM																						
SP '99		426	5292	.7	3.0	185	2841	.3	2.8	125	562	.2	1.5	371	1253	.7	3.2	260	893	.5	3.5	
4-Book		440	5387	.8	3.1	195	3043	.3	2.9	170	670	.3	2.0	363	1342	.7	3.2	265	1005	.5	3.4	
KRTH-FM																						
SP '99		451	5833	.8	3.2	221	3483	.4	3.3	232	844	.4	2.8	487	1593	.9	4.2	266	946	.5	3.5	
4-Book		487	5916	.9	3.4	243	3501	.4	3.6	251	867	.5	3.0	479	1502	.9	4.2	291	1015	.5	3.6	
KSCA-FM																						
SP '99		1128	6129	2.0	7.9	496	4092	.9	7.4	1383	2393	2.4	16.4	802	2042	1.4	6.9	374	911	.7	5.0	
4-Book		1174	6281	2.1	8.1	513	4219	.9	7.6	1404	2527	2.5	16.7	822	2075	1.5	7.1	438	1032	.8	5.5	
KSSE-FM																						
SP '99		192	2139	.3	1.3	145	1416	.3	2.2	158	404	.3	1.9	269	749	.5	2.3	186	455	.3	2.5	
4-Book		211	2148	.4	1.4	142	1488	.3	2.1	164	442	.3	2.0	260	747	.5	2.3	165	432	.3	2.1	
KTNQ-AM																						
SP '99		292	2363	.5	2.0	143	1318	.3	2.1	198	460	.3	2.3	237	674	.4	2.0	171	348	.3	2.3	
4-Book		308	2240	.6	2.1	119	1190	.2	1.8	171	424	.3	2.0	190	528	.3	1.7	164	383	.3	2.1	
KTVV-FM																						
SP '99		544	4787	1.0	3.8	236	3061	.4	3.5	277	933	.5	3.3	414	1164	.7	3.6	296	899	.5	3.9	
4-Book		575	5068	1.0	4.0	258	3107	.5	3.8	259	884	.5	3.1	446	1196	.8	3.9	306	933	.6	3.9	
KWKV-AM																						
SP '99		65	684	.1	.5	26	338		.4	32	73	.1	.4	38	121	.1	.3	45	83	.1	.6	
4-Book		81	725	.2	.6	35	345	.1	.5	45	120	.1	.6	60	152	.1	.5	45	89	.1	.6	
KWVE-FM																						
SP '99		124	1189	.2	.9	48	684	.1	.7	48	150	.1	.6	65	192	.1	.6	75	174	.1	1.0	
4-Book		90	1096	.2	.6	39	594	.1	.6	50	169	.1	.6	48	165	.1	.4	46	159	.1	.6	
KYSR-FM																						
SP '99		496	6250	.9	3.5	234	3535	.4	3.5	207	857	.4	2.5	440	1608	.8	3.8	268	994	.5	3.6	
4-Book		506	6238	.9	3.5	213	3454	.4	3.2	187	760	.4	2.2	423	1561	.8	3.7	293	1142	.5	3.7	
KZLA-FM																						
SP '99		287	3096	.5	2.0	153	2021	.3	2.3	173	628	.3	2.1	262	902	.5	2.3	220	729	.4	2.9	
4-Book		334	3171	.6	2.3	164	2127	.3	2.4	208	720	.4	2.5	308	1020	.6	2.7	194	671	.4	2.5	
KGCI-FM																						
SP '99		30	747	.1	.2	18	295		.3	32	69	.1	.4	34	94	.1	.3	28	99		.4	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KOLA-FM																						
SP '99		59	782	.1	.4	27	527		.4	25	122		.3	67	223	.1	.6	24	137		.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
SP '99		124	1379	.2	.9	47	680	.1	.7	78	274	.1	.9	64	176	.1	.6	42	171	.1	.6	
4-Book		134	1496	.2	1.0	42	739	.1	.6	65	235	.1	.8	64	237	.1	.6	51	212	.1	.7	
TOTALS																						
SP '99		14291	54009	25.1		6695	43756	11.7		8433	21417	14.8		11603	28204	20.3		7536	19547	13.2		
4-Book		14449	53918	25.5		6739	43681	11.9		8390	21462	14.8		11505	27449	20.3		7944	20406	14.0		

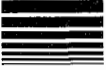
** Station(s) not reported this survey.

* 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



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 '99	37	164	.1	.8	66	170	.1	1.4	51	215	.1	.6	59	188	.1	1.0	66	217	.1	2.3
4-Book	30	139	.1	.7	78	234	.2	1.6	92	305	.2	1.1	62	215	.1	1.0	46	158	.1	1.6
KACD-FM																				
SP '99	26	91	.6		32	106	.1	.7	76	238	.1	.9	42	151	.1	.7	16	75	.6	
4-Book	42	130	.1	1.0	23	65	.5		64	215	.1	.8	37	145	.1	.6	20	96	.7	
KBCD-FM																				
SP '99	1	14			40	114	.1	.9	46	137	.1	.6	41	101	.1	.7	16	74	.6	
4-Book	7	35		.2	14	47	.3		31	95	.1	.4	24	56		.4	10	51	.4	
KACE-FM																				
SP '99	55	156	.1	1.3	56	111	.1	1.2	74	256	.1	.9	41	134	.1	.7	19	109	.7	
4-Book	74	235	.2	1.8	67	194	.1	1.4	100	292	.2	1.2	92	249	.2	1.6	66	166	.1	2.4
KRTD-FM																				
SP '99	11	56	.3		11	25		.2	9	33		.1	2	9			19	21	.7	
4-Book	11	62	.3		10	30		.2	15	53		.2	14	55		.3	13	33	.5	
KBIG-FM																				
SP '99	261	772	.5	6.0	55	230	.1	1.2	156	741	.3	1.9	141	481	.2	2.4	66	248	.1	2.3
4-Book	232	763	.4	5.5	79	309	.2	1.6	189	738	.4	2.3	124	489	.2	2.1	63	314	.1	2.2
KBLA-AM																				
SP '99	1	14			**	**	**	**	3	14			**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	2	13			1	13		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	10	33	.2		19	53	.4		45	99	.1	.6	6	20		.1				
4-Book	11	34	.3		13	52	.3		24	81	.1	.3	20	47		.4	3	28	.1	
KBUE-FM																				
SP '99	160	468	.3	3.7	135	347	.2	2.9	229	568	.4	2.8	200	443	.4	3.3	77	260	.1	2.7
4-Book	87	270	.2	2.1	92	279	.1	1.9	145	417	.3	1.8	130	346	.2	2.2	52	217	.1	1.8
KCBS-FM																				
SP '99	110	492	.2	2.5	146	509	.3	3.2	401	1314	.7	5.0	246	760	.4	4.1	57	309	.1	2.0
4-Book	112	501	.2	2.7	107	431	.2	2.2	321	1184	.6	4.0	226	788	.4	3.8	67	326	.1	2.3
KCMG-FM																				
SP '99	153	466	.3	3.5	122	325	.2	2.6	243	892	.4	3.0	243	776	.4	4.1	134	369	.2	4.7
4-Book	160	546	.3	3.9	133	424	.2	2.7	262	893	.5	3.2	196	684	.4	3.3	118	366	.2	4.1
KFI -AM																				
SP '99	24	112	.5		148	452	.3	3.2	175	591	.3	2.2	50	191	.1	.8	23	121	.8	
4-Book	35	156	.1	.8	116	377	.2	2.4	159	521	.3	2.0	54	194	.1	.9	22	114	.7	
KFSG-FM																				
SP '99	19	78	.4		59	199	.1	1.3	41	211	.1	.5	26	123	.4		14	57	.5	
4-Book	14	65	.3		44	188	.1	.9	31	161	.1	.4	18	91	.3		6	32	.2	
KFWB-AM																				
SP '99	20	186	.5		84	476	.1	1.8	57	426	.1	.7	36	202	.1	.6	25	218	.9	
4-Book	27	194	.7		90	445	.2	1.8	67	391	.1	.8	47	259	.1	.8	18	147	.6	
KGIL-AM																				
SP '99	2	14			2	13			6	43		.1	15	56		.3	9	47	.3	
4-Book	4	14	.1		4	14	.1		20	53	.1	.3	17	48	.3		5	26	.2	
+KGXL-AM																				
SP '99	2	14			**	**	**	**	2	12			2	12			**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KIEV-AM																			
	9	16	.2	6	30	.1		6	30	.1		36	96	.1	.6				
SP '99	6	15	.1	4	20	.1		5	26	.1		9	24	.2		2	10	.1	
4-Book																			
KIIS-FM																			
	135	641	.2	146	657	.3	3.2	313	1332	.5	3.9	211	807	.4	3.5	50	283	.1	1.8
SP '99	116	535	.2	169	660	.3	3.5	303	1235	.5	3.7	201	798	.4	3.4	71	367	.1	2.5
4-Book																			
KJLH-FM																			
	83	251	.1	118	380	.2	2.5	205	608	.4	2.5	207	468	.4	3.5	58	158	.1	2.0
SP '99	84	249	.1	115	326	.2	2.3	213	597	.4	2.6	166	420	.3	2.8	59	178	.1	2.0
4-Book																			
KKBT-FM																			
	201	604	.4	88	317	.2	1.9	161	578	.3	2.0	139	569	.2	2.3	92	319	.2	3.2
SP '99	158	535	.3	113	382	.2	2.3	193	655	.4	2.4	193	611	.3	3.2	121	409	.2	4.2
4-Book																			
KKGO-FM																			
	68	308	.1	70	347	.1	1.5	120	521	.2	1.5	121	379	.2	2.0	61	252	.1	2.1
SP '99	57	218	.1	63	288	.1	1.3	131	523	.2	1.6	100	339	.2	1.7	54	209	.1	1.9
4-Book																			
KKHJ-AM																			
	89	221	.2	57	216	.1	1.2	179	369	.3	2.2	109	254	.2	1.8	66	185	.1	2.3
SP '99	52	134	.1	54	159	.1	1.1	88	214	.2	1.1	54	144	.1	.9	44	115	.1	1.6
4-Book																			
KKLA-FM																			
	24	99	.5	72	270	.1	1.6	41	103	.1	.5	24	102	.4		21	99	.7	
SP '99	11	59	.3	36	150	.1	.8	24	102	.1	.3	11	51	.2		15	66	.5	
4-Book																			
KLAC-AM																			
	56	205	.1	6	29	.1		72	368	.1	.9	108	358	.2	1.8	19	94	.7	
SP '99	44	160	.1	24	74	.1	.5	86	285	.2	1.1	68	216	.2	1.2	26	103	.9	
4-Book																			
KLAX-FM																			
	93	269	.2	158	433	.3	3.4	272	756	.5	3.4	119	445	.2	2.0	76	288	.1	2.7
SP '99	163	466	.3	219	585	.4	4.4	359	929	.7	4.4	204	561	.4	3.4	103	342	.2	3.6
4-Book																			
KLOS-FM																			
	68	375	.1	121	513	.2	2.6	182	798	.3	2.3	198	630	.3	3.3	66	270	.1	2.3
SP '99	95	390	.2	116	449	.2	2.4	229	843	.4	2.8	226	665	.4	3.8	87	369	.2	3.0
4-Book																			
KLSX-FM																			
	21	109	.5	77	324	.1	1.7	118	483	.2	1.5	33	130	.1	.6	9	45	.3	
SP '99	22	95	.6	110	391	.2	2.2	139	518	.3	1.7	45	170	.1	.8	14	75	.5	
4-Book																			
KLVE-FM																			
	464	1247	.8	419	1249	.7	9.0	684	1809	1.2	8.5	383	882	.7	6.4	222	680	.4	7.8
SP '99	441	1252	.8	454	1263	.8	9.2	626	1710	1.1	7.7	357	925	.6	6.0	231	758	.4	8.1
4-Book																			
+KLYF-AM																			
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																			
KXTA-AM																			
	30	114	.1	15	27	.3		100	385	.2	1.2	60	216	.1	1.0	8	40	.3	
SP '99	24	121	.1	12	42	.2		45	181	.1	.6	37	147	.1	.6	17	76	.6	
4-Book																			
KLYY-FM																			
	40	149	.1	41	146	.1	.9	99	302	.2	1.2	87	362	.2	1.5	50	136	.1	1.8
SP '99	40	193	.1	28	116	.1	.6	73	344	.2	.9	62	302	.1	1.1	34	162	.1	1.2
4-Book																			
KNX -AM																			
	41	267	.1	108	407	.2	2.3	63	318	.1	.8	23	119	.4		58	270	.1	2.0
SP '99	48	243	.1	102	441	.2	2.1	85	425	.2	1.1	61	311	.1	1.0	66	314	.1	2.3
4-Book																			
KOST-FM																			
	171	614	.3	132	490	.2	2.9	200	830	.4	2.5	173	651	.3	2.9	110	521	.2	3.9
SP '99	188	802	.3	141	528	.3	2.8	233	900	.4	2.8	211	748	.4	3.5	159	635	.3	5.6
4-Book																			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KPWR-FM																				
SP '99	135	574	.2	3.1	65	262	.1	1.4	146	618	.3	1.8	61	291	.1	1.0	82	338	.1	2.9
4-Book	128	508	.2	3.1	67	299	.1	1.4	153	604	.3	1.9	132	503	.2	2.2	81	351	.1	2.9
KRLA-AM																				
SP '99	3	13		.1	11	43		.2	22	85		.3	1	15			6	31		.2
4-Book	15	49		.4	22	57		.4	51	104		.6	27	74		.5	19	57		.6
KROQ-FM																				
SP '99	143	618	.3	3.3	49	278	.1	1.1	201	895	.4	2.5	221	771	.4	3.7	92	431	.2	3.2
4-Book	129	553	.3	3.1	73	332	.1	1.5	237	969	.4	2.9	202	771	.4	3.4	104	478	.2	3.6
KRTH-FM																				
SP '99	100	413	.2	2.3	106	441	.2	2.3	279	1100	.5	3.5	203	750	.4	3.4	77	316	.1	2.7
4-Book	120	490	.2	2.9	154	597	.3	3.1	335	1168	.6	4.1	214	830	.4	3.6	86	363	.1	3.0
KSCA-FM																				
SP '99	174	616	.3	4.0	468	1002	.8	10.1	443	1198	.8	5.5	292	738	.5	4.9	139	467	.2	4.9
4-Book	170	551	.3	4.1	492	1039	.9	10.0	460	1283	.8	5.6	312	721	.6	5.2	129	451	.2	4.5
KSSE-FM																				
SP '99	130	320	.2	3.0	46	153	.1	1.0	153	434	.3	1.9	123	376	.2	2.1	82	197	.1	2.9
4-Book	94	288	.1	2.2	84	264	.2	1.7	172	510	.3	2.1	133	370	.3	2.2	59	202	.1	2.1
KTNQ-AM																				
SP '99	128	362	.2	2.9	57	180	.1	1.2	159	390	.3	2.0	105	238	.2	1.8	79	219	.1	2.8
4-Book	84	264	.1	2.0	55	170	.1	1.1	121	325	.2	1.5	130	267	.3	2.2	49	174	.1	1.7
KTWV-FM																				
SP '99	163	438	.3	3.7	127	536	.2	2.7	294	995	.5	3.6	195	701	.3	3.3	111	513	.2	3.9
4-Book	177	577	.3	4.3	157	549	.3	3.2	328	966	.6	4.0	246	772	.4	4.1	133	503	.2	4.7
KVKV-AM																				
SP '99	22	59		.5	11	34		.2	40	112	.1	.5	19	38		.3	5	24		.2
4-Book	18	43		.4	23	56		.5	51	118	.1	.6	16	44		.3	18	47		.6
KWVE-FM																				
SP '99	16	65		.4	48	197	.1	1.0	86	288	.2	1.1	37	139	.1	.6	11	50		.4
4-Book	15	75		.4	43	174	.1	.9	66	263	.1	.8	32	118	.1	.5	12	66		.4
KYSR-FM																				
SP '99	122	625	.2	2.8	122	568	.2	2.6	364	1345	.6	4.5	241	895	.4	4.0	90	462	.2	3.2
4-Book	107	530	.2	2.6	110	468	.2	2.3	266	1142	.5	3.3	221	876	.4	3.7	85	441	.2	3.0
KZLA-FM																				
SP '99	71	369	.1	1.6	100	402	.2	2.2	181	604	.3	2.2	161	496	.3	2.7	66	254	.1	2.3
4-Book	72	354	.1	1.7	119	436	.2	2.4	203	717	.4	2.5	155	551	.3	2.6	58	262	.1	2.0
KGGI-FM																				
SP '99	7	29		.2	5	32		.1	8	54		.1	30	52	.1	.5	8	46		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	14	87		.3	6	29		.1	25	137		.3	41	126	.1	.7	14	83		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	26	68		.6	55	141	.1	1.2	72	226	.1	.9	30	157	.1	.5	12	56		.4
4-Book	17	71		.4	46	139	.1	1.0	58	220	.1	.7	33	163	.1	.6	6	38		.2
TOTALS																				
SP '99	4365	13080	7.7		4631	14163	8.1		8080	21586	14.2		5999	15665	10.5		2853	9602	5.0	
4-Book	4179	12903	7.4		4917	14420	8.6		8175	21857	14.4		5977	15890	10.5		2866	9694	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 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '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
WI '99	221	3837	.5	2.8	288	2009	.6	2.3	292	1909	.6	2.5	423	2281	.9	4.4	102	1120	.2	3.4
FA '98	224	3893	.5	2.7	354	2041	.8	2.8	251	1896	.5	2.1	324	2087	.7	3.2	135	1217	.3	4.2
SU '98	288	3877	.7	3.7	412	2097	.9	3.5	435	2025	1.0	3.9	483	2253	1.1	5.2	109	984	.2	3.4
4-Book	247	3885	.6	3.1	344	2007	.8	2.8	338	1918	.7	2.9	419	2221	.9	4.4	126	1113	.3	3.9
SP '98	286	3951	.6	3.7	417	1956	.9	3.5	391	2132	.9	3.5	438	2153	1.0	4.8	104	886	.2	3.2
KACD-FM																				
SP '99	51	774	.1	.6	64	456	.1	.5	83	394	.2	.7	65	499	.1	.7	17	150		.5
WI '99	44	961	.1	.6	53	452	.1	.4	56	450	.1	.5	57	564	.1	.6	20	339		.7
FA '98	40	640	.1	.5	37	327	.1	.3	81	334	.2	.7	56	387	.1	.6	20	226		.6
SU '98	35	528	.1	.5	51	240	.1	.4	35	194	.1	.3	34	342	.1	.4	28	215	.1	.9
4-Book	43	726	.1	.6	51	369	.1	.4	64	343	.2	.6	53	448	.1	.6	21	233		.7
SP '98	23	545	.1	.3	24	219	.1	.2	17	226	.2	.2	32	252	.1	.3	19	147		.6
KBCD-FM																				
SP '99	20	513		.3	21	262		.2	28	255	.1	.2	26	270	.1	.3	5	134		.2
WI '99	15	410		.2	9	155		.1	25	192	.1	.2	26	221	.1	.3	3	102		.1
FA '98	13	273		.2	13	107		.1	25	176	.1	.2	15	164		.1	7	82		.2
SU '98	10	140		.1	9	60		.1	26	76	.1	.2	17	73		.2				
4-Book	15	334		.2	13	146		.1	26	175	.1	.2	21	182	.1	.2	4	80		.1
SP '98	2	87			5	42			2	49			5	60		.1				
KACE-FM																				
SP '99	64	1247	.1	.8	78	475	.2	.6	86	673	.2	.7	79	700	.2	.8	37	399	.1	1.1
WI '99	118	1575	.3	1.5	126	672	.3	1.0	124	783	.3	1.1	158	854	.3	1.6	89	726	.2	3.0
FA '98	111	1513	.2	1.4	128	817	.3	1.0	150	744	.3	1.3	147	860	.3	1.4	62	497	.1	1.9
SU '98	113	1375	.3	1.5	128	673	.3	1.1	142	647	.3	1.3	123	737	.3	1.3	80	460	.2	2.5
4-Book	102	1428	.2	1.3	115	659	.3	.9	126	712	.3	1.1	127	788	.3	1.3	67	521	.2	2.1
SP '98	80	1171	.2	1.0	93	627	.2	.8	94	522	.2	.8	99	606	.2	1.1	56	425	.1	1.7
KRTO-FM																				
SP '99	15	370		.2	18	113		.1	18	174		.2	23	223	.1	.2	9	114		.3
WI '99	12	521		.2	17	157		.1	13	186		.1	14	200		.1	8	213		.3
FA '98	15	277		.2	17	169		.1	24	205	.1	.2	16	162		.2	6	70		.2
SU '98	17	351		.2	32	136		.1	20	174		.2	20	174		.2	9	142		.3
4-Book	15	380		.2	21	144		.2	19	185		.2	18	190		.2	8	135		.3
SP '98	7	320		.1	1	56			6	116		.1	18	188		.2	7	46		.2
KBIG-FM																				
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
WI '99	206	3722	.5	2.6	295	1713	.6	2.4	415	1636	.9	3.6	250	1873	.5	2.6	52	699	.1	1.7
FA '98	193	3657	.4	2.4	250	1705	.5	2.0	341	1711	.7	2.9	267	2068	.6	2.6	63	824	.1	2.0
SU '98	261	4726	.6	3.4	369	2585	.8	3.1	470	2451	1.1	4.2	343	2644	.8	3.7	62	906	.1	1.9
4-Book	215	4006	.5	2.7	300	1908	.6	2.5	396	1896	.9	3.5	275	2150	.6	2.9	62	866	.1	1.9
SP '98	220	4239	.5	2.9	253	1765	.6	2.1	420	2250	1.0	3.8	270	2094	.6	2.9	74	966	.2	2.3
KBLA-AM																				
SP '99	30	412	.1	.4	60	219	.1	.5	55	245	.1	.5	33	197	.1	.3	4	48		.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	80			6	41			1	26			3	39			3	36		.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KBUA-FM																			
SP '99	16	207	.2	21	109	.2	24	137	.1	21	84	.2	7	46	.2	21	160	.7	
WI '99	35	416	.1	42	200	.1	39	172	.1	52	190	.1	21	160	.7	21	160	.7	
FA '98	5	155	.1	5	40		7	95	.1	8	84	.1	2	19	.1	2	19	.1	
SU '98	9	279	.1	10	98	.1	13	149	.1	9	65	.1	4	56	.1	4	56	.1	
4-Book	16	264	.2	20	112	.2	21	138	.1	23	106	.2	9	70	.3	9	70	.3	
SP '98	8	141	.1	13	86	.1	16	111	.1	9	71	.1	3	46	.1	3	46	.1	
KBUE-FM																			
SP '99	142	2188	.3	185	1011	.4	203	1087	.4	177	1216	.4	62	560	.1	62	560	.1	
WI '99	142	2016	.3	191	997	.4	249	1010	.5	175	1033	.4	35	476	.1	35	476	.1	
FA '98	133	2017	.3	219	1198	.5	204	1120	.4	132	1174	.3	36	491	.1	36	491	.1	
SU '98	107	1646	.2	137	770	.3	142	850	.3	129	915	.3	49	472	.1	49	472	.1	
4-Book	131	1967	.3	183	994	.4	200	1017	.4	153	1085	.4	46	500	.1	46	500	.1	
SP '98	98	1529	.2	142	822	.3	142	905	.3	118	700	.3	39	364	.1	39	364	.1	
KCBS-FM																			
SP '99	260	5082	.6	365	2416	.8	422	2424	.9	326	2846	.7	65	1008	.1	65	1008	.1	
WI '99	266	5458	.6	392	2772	.9	438	2778	1.0	330	2927	.7	78	1221	.2	78	1221	.2	
FA '98	262	4815	.6	403	2526	.9	449	2388	1.0	347	2929	.8	63	934	.1	63	934	.1	
SU '98	198	4698	.4	247	2316	.6	282	2163	.6	263	2391	.6	80	1274	.2	80	1274	.2	
4-Book	247	5013	.6	352	2508	.8	398	2438	.9	317	2773	.7	72	1109	.2	72	1109	.2	
SP '98	236	5066	.5	313	2548	.7	380	2569	.9	290	2711	.7	77	1215	.2	77	1215	.2	
KCMG-FM																			
SP '99	225	3915	.5	316	1839	.7	318	1769	.7	254	2043	.6	107	1100	.2	107	1100	.2	
WI '99	246	4096	.5	289	1759	.6	375	2169	.8	332	2513	.7	90	1261	.2	90	1261	.2	
FA '98	259	3819	.6	299	2023	.7	484	2176	1.1	340	2251	.7	71	844	.2	71	844	.2	
SU '98	270	4334	.6	298	2051	.7	487	2294	1.1	363	2365	.8	91	1101	.2	91	1101	.2	
4-Book	250	4041	.6	301	1918	.7	416	2102	.9	322	2293	.7	90	1077	.2	90	1077	.2	
SP '98	239	4211	.5	288	2031	.7	358	2308	.8	298	2390	.7	109	1260	.2	109	1260	.2	
KFI -AM																			
SP '99	360	5975	.8	557	3321	1.2	790	3736	1.7	251	2165	.5	139	871	.3	139	871	.3	
WI '99	358	5721	.8	548	3199	1.2	768	3683	1.7	346	2686	.8	99	894	.2	99	894	.2	
FA '98	382	5582	.8	647	3326	1.4	791	3656	1.7	374	2823	.8	123	1127	.3	123	1127	.3	
SU '98	320	5100	.7	533	2999	1.2	732	3424	1.7	253	2077	.6	67	880	.2	67	880	.2	
4-Book	355	5595	.8	571	3211	1.3	770	3625	1.7	306	2438	.7	107	943	.3	107	943	.3	
SP '98	388	5810	.9	637	3437	1.4	779	3917	1.8	400	2838	.9	121	930	.3	121	930	.3	
KFSG-FM																			
SP '99	36	926	.1	80	505	.2	45	362	.1	28	358	.1	11	238	.3	11	238	.3	
WI '99	54	1114	.1	107	779	.2	87	426	.2	63	495	.1	10	243	.3	10	243	.3	
FA '98	38	943	.1	68	521	.1	44	274	.1	64	518	.1	14	221	.4	14	221	.4	
SU '98	28	736	.1	51	429	.1	41	378	.1	38	298	.1	3	104	.1	3	104	.1	
4-Book	39	930	.1	77	559	.2	54	360	.1	48	417	.1	10	202	.3	10	202	.3	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																			
SP '99	176	5034	.4	400	3159	.9	183	2145	.4	253	2708	.6	54	1147	.1	54	1147	.1	
WI '99	166	5378	.4	428	3503	.9	160	2356	.3	220	2773	.5	41	949	.1	41	949	.1	
FA '98	184	5123	.4	421	3092	.9	203	1923	.4	249	2725	.5	57	980	.1	57	980	.1	
SU '98	194	4988	.4	428	3134	1.0	214	2101	.5	263	2916	.6	51	1008	.1	51	1008	.1	
4-Book	180	5131	.4	419	3222	.9	190	2131	.4	246	2781	.6	51	1021	.1	51	1021	.1	
SP '98	177	5483	.4	409	3629	.9	185	2344	.4	218	2649	.5	60	1086	.1	60	1086	.1	
KGIL-AM																			
SP '99	32	626	.1	39	290	.1	58	356	.1	33	367	.1	13	138	.4	13	138	.4	
WI '99	19	536	.2	21	261	.2	28	287	.1	29	278	.1	4	69	.1	4	69	.1	
FA '98	22	508	.3	24	221	.1	35	267	.1	30	331	.1	9	158	.3	9	158	.3	
SU '98	23	340	.1	20	136	.2	41	166	.1	34	202	.1	3	67	.1	3	67	.1	
4-Book	24	503	.1	26	227	.1	41	269	.1	32	295	.1	7	108	.2	7	108	.2	
SP '98	26	665	.1	31	282	.1	26	224	.1	34	331	.1	20	178	.6	20	178	.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 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	
+KGXL-AM																				
SP '99	2	90		2	27			2	50			5	52		.1	1	27			
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIEV-AM																				
SP '99	51	860	.1	.6	41	291	.1	.3	111	473	.2	.9	86	458	.2	.9	23	221	.1	.7
WI '99	49	673	.1	.6	75	368	.2	.6	113	453	.2	1.0	69	374	.2	.7	9	92		.3
FA '98	57	703	.1	.7	44	187	.1	.3	114	451	.2	1.0	101	340	.2	1.0	36	249	.1	1.1
SU '98	28	422	.1	.4	21	118	.2	.2	60	211	.1	.5	46	181	.1	.5	24	129	.1	.7
4-Book	46	665	.1	.6	45	241	.1	.4	100	397	.2	.9	76	338	.2	.8	23	173	.1	.7
SP '98	30	599	.1	.4	5	76			96	407	.2	.9	49	260	.1	.5	4	43		.1
KIIS-FM																				
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
WI '99	198	4637	.4	2.5	382	2609	.8	3.1	233	1881	.5	2.0	241	2270	.5	2.5	40	979	.1	1.3
FA '98	171	4339	.4	2.1	315	2498	.7	2.5	249	1859	.5	2.1	148	1790	.3	1.5	49	821	.1	1.5
SU '98	152	4269	.3	2.0	317	2272	.7	2.7	158	1794	.4	1.4	162	1830	.4	1.8	56	944	.1	1.7
4-Book	186	4583	.4	2.4	360	2542	.8	3.0	230	1902	.5	2.0	204	2114	.5	2.2	54	1010	.1	1.7
SP '98	120	3800	.3	1.6	275	2202	.6	2.3	141	1438	.3	1.3	129	1737	.3	1.4	40	631	.1	1.2
KJLH-FM																				
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
WI '99	94	1482	.2	1.2	141	678	.3	1.1	100	577	.2	.9	107	753	.2	1.1	49	473	.1	1.6
FA '98	120	1742	.3	1.5	145	931	.3	1.2	164	949	.4	1.4	134	934	.3	1.3	39	418	.1	1.2
SU '98	119	1589	.3	1.5	187	861	.4	1.6	130	794	.3	1.2	138	896	.3	1.5	48	412	.1	1.5
4-Book	109	1608	.3	1.4	155	841	.3	1.3	135	783	.3	1.2	123	864	.3	1.3	46	466	.1	1.4
SP '98	148	1703	.3	1.9	172	868	.4	1.4	164	810	.4	1.5	137	963	.3	1.5	112	605	.3	3.5
KKBT-FM																				
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
WI '99	121	2316	.3	1.5	254	1297	.6	2.1	138	1082	.3	1.2	136	1108	.3	1.4	51	498	.1	1.7
FA '98	125	2205	.3	1.5	217	1185	.5	1.7	147	1004	.3	1.2	159	1170	.3	1.6	52	561	.1	1.6
SU '98	137	2188	.3	1.8	218	1126	.5	1.8	149	968	.3	1.3	157	1204	.4	1.7	77	741	.2	2.4
4-Book	124	2201	.3	1.6	212	1151	.5	1.7	144	998	.3	1.2	145	1118	.3	1.5	62	583	.1	1.9
SP '98	138	2379	.3	1.8	265	1245	.6	2.2	160	1180	.4	1.4	191	1269	.4	2.1	31	471	.1	1.0
KKGO-FM																				
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
WI '99	207	3476	.5	2.6	250	1633	.5	2.0	315	1711	.7	2.7	273	1807	.6	2.8	80	947	.2	2.7
FA '98	156	2951	.3	1.9	174	1373	.4	1.4	225	1270	.5	1.9	207	1665	.5	2.0	76	929	.2	2.4
SU '98	140	3152	.3	1.8	147	1408	.3	1.2	194	1539	.4	1.7	158	1602	.4	1.7	91	947	.2	2.8
4-Book	179	3214	.4	2.3	202	1520	.4	1.6	261	1520	.6	2.2	237	1735	.6	2.4	92	957	.2	2.9
SP '98	174	3195	.4	2.3	188	1678	.4	1.6	246	1525	.6	2.2	217	1711	.5	2.4	108	1116	.2	3.3
KKHJ-AM																				
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
WI '99	112	1254	.2	1.4	153	675	.3	1.2	169	682	.4	1.4	99	582	.2	1.0	57	466	.1	1.9
FA '98	66	1149	.1	.8	121	676	.3	1.0	61	407	.1	.5	67	426	.1	.7	50	300	.1	1.5
SU '98	54	815	.1	.7	87	440	.2	.7	72	429	.2	.6	53	357	.1	.6	22	196		.7
4-Book	90	1157	.2	1.1	129	616	.3	1.1	128	576	.3	1.1	88	524	.2	.9	44	319	.1	1.4
SP '98	63	957	.1	.8	97	467	.2	.8	84	570	.2	.8	67	359	.2	.7	37	226	.1	1.1
KKLA-FM																				
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
WI '99	65	1222	.1	.8	148	817	.3	1.2	78	597	.2	.7	110	757	.2	1.1	18	333		.6
FA '98	45	1138	.1	.5	115	761	.3	.9	34	342	.1	.3	82	580	.2	.8	16	237		.5
SU '98	46	942	.1	.6	90	451	.2	.8	57	321	.1	.5	75	596	.2	.8	16	242		.5
4-Book	59	1164	.1	.7	123	711	.3	1.0	70	465	.2	.6	97	650	.2	1.0	19	268		.6
SP '98	64	1073	.1	.8	155	745	.4	1.3	75	355	.2	.7	108	638	.2	1.2	16	231		.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

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
KLAC-AM																				
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
WI '99	150	2532	.3	1.9	188	1138	.4	1.5	240	1222	.5	2.1	184	1308	.4	1.9	71	856	.2	2.4
FA '98	171	2668	.4	2.1	272	1463	.6	2.2	265	1258	.6	2.2	175	1311	.4	1.7	71	708	.2	2.2
SU '98	129	2120	.3	1.7	203	995	.5	1.7	169	1014	.4	1.5	146	969	.3	1.6	67	598	.2	2.1
4-Book	141	2435	.3	1.8	202	1106	.5	1.7	209	1100	.5	1.8	162	1192	.4	1.7	69	767	.2	2.2
SP '98	168	3333	.4	2.2	242	1533	.5	2.0	257	1353	.6	2.3	181	1595	.4	2.0	80	1183	.2	2.5
KLAX-FM																				
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
WI '99	211	3173	.5	2.7	291	1341	.6	2.4	297	1568	.6	2.5	226	1470	.5	2.3	108	799	.2	3.6
FA '98	272	3301	.6	3.3	326	1768	.7	2.6	447	1947	1.0	3.7	365	1840	.8	3.6	110	850	.2	3.4
SU '98	158	2414	.4	2.0	186	1154	.4	1.6	232	1195	.5	2.1	207	1380	.5	2.2	71	626	.2	2.2
4-Book	214	2995	.5	2.7	292	1392	.6	2.4	322	1556	.7	2.8	260	1516	.6	2.7	95	767	.2	3.0
SP '98	188	2352	.4	2.4	261	1282	.6	2.2	239	1363	.5	2.1	258	1345	.6	2.8	109	858	.2	3.4
KLQS-FM																				
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
WI '99	240	4085	.5	3.0	471	2163	1.0	3.8	334	1743	.7	2.9	261	2039	.6	2.7	81	786	.2	2.7
FA '98	236	3655	.5	2.9	395	1922	.9	3.1	319	1769	.7	2.7	312	2131	.7	3.1	103	1062	.2	3.2
SU '98	256	4440	.6	3.3	426	2293	1.0	3.6	364	1966	.8	3.3	342	2202	.8	3.7	89	1120	.2	2.8
4-Book	247	4021	.6	3.1	438	2137	1.0	3.6	346	1811	.8	3.0	314	2092	.7	3.3	91	931	.2	2.9
SP '98	273	4017	.6	3.5	578	2110	1.3	4.9	330	1843	.7	3.0	321	2252	.7	3.5	100	809	.2	3.1
KLSX-FM																				
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
WI '99	151	2707	.3	1.9	422	1715	.9	3.4	175	1152	.4	1.5	201	1220	.4	2.1	21	347	.7	
FA '98	212	3350	.5	2.6	586	2170	1.3	4.7	239	1156	.5	2.0	297	1481	.6	2.9	39	487	.1	1.2
SU '98	197	3180	.4	2.6	550	2069	1.2	4.6	219	1424	.5	2.0	237	1390	.5	2.6	57	625	.1	1.8
4-Book	188	3003	.4	2.4	513	1926	1.1	4.2	221	1268	.5	1.9	250	1373	.5	2.6	40	455	.1	1.3
SP '98	172	2885	.4	2.2	560	1945	1.3	4.7	208	1422	.5	1.9	173	1218	.4	1.9	23	316	.1	.7
KLVE-FM																				
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
WI '99	422	4679	.9	5.4	763	2914	1.7	6.2	611	2682	1.3	5.2	397	2430	.9	4.1	135	1300	.3	4.5
FA '98	514	5708	1.1	6.3	891	3507	1.9	7.1	635	3142	1.4	5.3	558	3001	1.2	5.5	237	1802	.5	7.3
SU '98	482	4938	1.1	6.2	792	3080	1.8	6.7	658	2808	1.5	5.9	491	2669	1.1	5.3	224	1798	.5	7.0
4-Book	479	5168	1.1	6.1	804	3195	1.8	6.6	670	2962	1.5	5.8	482	2731	1.1	5.0	193	1605	.4	6.0
SP '98	479	4715	1.1	6.2	804	3062	1.8	6.8	690	2895	1.6	6.2	444	2363	1.0	4.8	212	1378	.5	6.6
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	64	1321	.1	.8	61	499	.1	.5	112	582	.2	1.0	66	661	.1	.7	48	469	.1	1.5
WI '99	36	975	.1	.5	61	449	.1	.5	65	347	.1	.6	39	296	.1	.4	11	234	.4	
FA '98	31	1064	.1	.4	43	349	.1	.3	42	308	.1	.4	34	470	.1	.3	18	261	.6	
SU '98	52	1449	.1	.7	54	419	.1	.5	47	411	.1	.4	55	626	.1	.6	61	548	.1	1.9
4-Book	46	1202	.1	.6	55	429	.1	.5	67	412	.1	.6	49	513	.1	.5	35	378	.1	1.1
SP '98	58	1318	.1	.8	36	260	.1	.3	59	409	.1	.5	89	782	.2	1.0	67	693	.2	2.1
KLYY-FM																				
SP '99	36	905	.1	.5	23	283	.1	.2	66	384	.1	.6	40	395	.1	.4	13	134	.4	
WI '99	30	1142	.1	.4	34	462	.1	.3	38	567	.1	.3	50	595	.1	.5	14	291	.5	
FA '98	24	963	.1	.3	19	354	.2		39	335	.1	.3	37	512	.1	.4	8	198	.2	
SU '98	18	751	.2		22	297	.2		27	328	.1	.2	24	353	.1	.3	11	146	.3	
4-Book	27	940	.1	.4	25	349	.1	.2	43	404	.1	.4	38	464	.1	.4	12	192	.4	
SP '98	27	1058	.1	.4	31	320	.1	.3	51	562	.1	.5	40	620	.1	.4	8	149	.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	
KNX -AM																				
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
WI '99	217	6615	.5	2.8	484	4173	1.1	3.9	194	2578	.4	1.7	293	3474	.6	3.0	117	1475	.3	3.9
FA '98	226	6404	.5	2.8	449	3993	1.0	3.6	207	2567	.5	1.7	311	3371	.7	3.1	140	1535	.3	4.3
SU '98	210	5754	.5	2.7	417	3476	.9	3.5	222	2145	.5	2.0	257	2933	.6	2.8	143	1709	.3	4.4
4-Book	211	6036	.5	2.7	448	3749	1.0	3.7	198	2351	.5	1.7	277	3137	.6	2.9	120	1483	.3	3.8
SP '98	204	5536	.5	2.6	423	3512	1.0	3.6	181	2133	.4	1.6	278	3136	.6	3.0	124	1618	.3	3.8
KOST-FM																				
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
WI '99	241	4783	.5	3.1	306	2250	.7	2.5	357	2158	.8	3.1	282	2551	.6	2.9	156	1242	.3	5.2
FA '98	362	5946	.8	4.4	445	2957	1.0	3.5	636	3067	1.4	5.3	452	3236	1.0	4.4	127	1655	.3	3.9
SU '98	327	5950	.7	4.2	450	3270	1.0	3.8	531	2817	1.2	4.8	391	3051	.9	4.2	142	1812	.3	4.4
4-Book	318	5656	.7	4.0	433	2919	1.0	3.6	526	2761	1.2	4.6	391	3036	.9	4.0	135	1588	.3	4.3
SP '98	292	5810	.7	3.8	392	2912	.9	3.3	499	3247	1.1	4.5	320	2990	.7	3.5	117	1368	.3	3.6
KPWR-FM																				
SP '99	74	1987	.2	.9	94	714	.2	.8	100	921	.2	.9	98	1021	.2	1.0	44	505	.1	1.3
WI '99	66	1952	.1	.8	89	871	.2	.7	88	844	.2	.8	95	929	.2	1.0	39	494	.1	1.3
FA '98	59	1840	.1	.7	83	765	.2	.7	83	770	.2	.7	69	753	.2	.7	32	408	.1	1.0
SU '98	63	1914	.1	.8	90	738	.2	.8	76	886	.2	.7	84	872	.2	.9	43	500	.1	1.3
4-Book	66	1923	.1	.8	89	772	.2	.8	87	855	.2	.8	87	894	.2	.9	40	477	.1	1.2
SP '98	51	1881	.1	.7	59	772	.1	.5	71	769	.2	.6	70	840	.2	.8	24	408	.1	.7
KRLA-AM																				
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
WI '99	75	1535	.2	1.0	174	1075	.4	1.4	137	787	.3	1.2	72	541	.2	.7	21	254	.1	.7
FA '98	68	1089	.1	.8	109	460	.2	.9	87	382	.2	.7	71	494	.2	.7	27	301	.1	.8
SU '98	73	1296	.2	.9	76	477	.2	.6	97	534	.2	.9	93	565	.2	1.0	71	497	.2	2.2
4-Book	74	1356	.2	.9	124	700	.3	1.0	117	617	.3	1.0	85	529	.2	.9	36	294	.1	1.1
SP '98	63	1328	.1	.8	77	452	.2	.6	103	515	.2	.9	80	596	.2	.9	30	344	.1	.9
KROQ-FM																				
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
WI '99	122	2808	.3	1.5	219	1446	.5	1.8	168	1328	.4	1.4	171	1561	.4	1.8	47	614	.1	1.6
FA '98	104	2638	.2	1.3	198	1294	.4	1.6	131	1186	.3	1.1	137	1533	.3	1.3	42	675	.1	1.3
SU '98	82	2009	.2	1.1	134	905	.3	1.1	114	940	.3	1.0	104	1029	.2	1.1	42	585	.1	1.3
4-Book	99	2447	.2	1.3	182	1143	.4	1.5	126	1062	.3	1.1	132	1321	.3	1.4	43	622	.1	1.4
SP '98	99	2369	.2	1.3	180	1115	.4	1.5	131	968	.3	1.2	129	1247	.3	1.4	28	531	.1	.9
KRTH-FM																				
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
WI '99	385	6910	.8	4.9	485	2923	1.1	4.0	672	3405	1.5	5.8	512	3710	1.1	5.3	130	1887	.3	4.3
FA '98	336	6786	.7	4.1	427	3218	.9	3.4	535	3600	1.2	4.5	446	3743	1.0	4.4	115	1331	.3	3.6
SU '98	399	7356	.9	5.2	577	3604	1.3	4.9	620	3588	1.4	5.5	456	3842	1.0	5.0	104	1577	.2	3.2
4-Book	362	6950	.8	4.6	479	3238	1.1	4.0	595	3548	1.3	5.1	448	3696	1.0	4.7	112	1545	.3	3.5
SP '98	373	7300	.8	4.8	548	3817	1.2	4.6	636	3843	1.4	5.7	450	3627	1.0	4.9	97	1497	.2	3.0
KSCA-FM																				
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
WI '99	441	3881	1.0	5.6	1034	2778	2.3	8.4	695	2734	1.5	6.0	285	1517	.6	2.9	83	747	.2	2.8
FA '98	519	4266	1.1	6.3	1110	2889	2.4	8.8	789	2915	1.7	6.6	401	2145	.9	3.9	130	1041	.3	4.0
SU '98	370	3399	.8	4.8	820	2296	1.9	6.9	552	2288	1.3	4.9	288	1627	.7	3.1	79	796	.2	2.5
4-Book	436	3874	1.0	5.5	989	2730	2.2	8.1	650	2624	1.4	5.6	310	1724	.7	3.2	104	894	.3	3.3
SP '98	405	3577	.9	5.3	842	2388	1.9	7.1	598	2424	1.4	5.4	304	1655	.7	3.3	137	1006	.3	4.2
KSSE-FM																				
SP '99	54	1103	.1	.7	62	581	.1	.5	60	418	.1	.5	48	462	.1	.5	35	275	.1	1.1
WI '99	70	934	.2	.9	108	464	.2	.9	113	499	.2	1.0	66	484	.1	.7	30	263	.1	1.0
FA '98	61	1131	.1	.7	61	557	.1	.5	84	566	.2	.7	85	607	.2	.8	27	305	.1	.8
SU '98	48	978	.1	.6	40	358	.1	.3	84	490	.2	.8	70	551	.2	.8	23	231	.1	.7
4-Book	58	1037	.1	.7	68	490	.1	.6	85	493	.2	.8	67	526	.2	.7	29	269	.1	.9
SP '98	45	909	.1	.6	40	373	.1	.3	71	437	.2	.6	62	463	.1	.7	10	124	.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

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
KTNQ-AM																				
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
WI '99	156	1618	.3	2.0	129	633	.3	1.1	245	887	.5	2.1	270	951	.6	2.8	107	514	.2	3.6
FA '98	172	2059	.4	2.1	201	898	.4	1.6	251	1097	.5	2.1	257	1066	.6	2.5	97	619	.2	3.0
SU '98	172	1637	.4	2.2	293	900	.7	2.5	251	928	.6	2.2	198	806	.4	2.1	100	493	.2	3.1
4-Book	166	1814	.4	2.1	186	780	.4	1.6	248	970	.5	2.1	234	972	.5	2.4	111	592	.2	3.5
SP '98	209	2082	.5	2.7	319	989	.7	2.7	236	1031	.5	2.1	274	1139	.6	3.0	148	785	.3	4.6
KTVV-FM																				
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
WI '99	452	5778	1.0	5.7	576	3172	1.3	4.7	778	3128	1.7	6.7	580	3388	1.3	6.0	152	1720	.3	5.1
FA '98	412	6140	.9	5.0	470	2977	1.0	3.7	703	3484	1.5	5.9	547	3692	1.2	5.4	183	2004	.4	5.7
SU '98	426	5466	1.0	5.5	530	2908	1.2	4.5	718	3024	1.6	6.4	519	3311	1.2	5.6	146	1803	.3	4.5
4-Book	421	5809	1.0	5.3	520	2994	1.2	4.3	722	3132	1.6	6.2	533	3384	1.2	5.5	159	1822	.3	5.0
SP '98	408	5478	.9	5.3	527	2587	1.2	4.4	713	2799	1.6	6.4	517	3195	1.2	5.6	158	1730	.4	4.9
KWKV-AM																				
SP '99	38	694	.1	.5	41	241	.1	.3	49	361	.1	.4	53	368	.1	.6	27	150	.1	.8
WI '99	42	620	.1	.5	53	259	.1	.4	57	247	.1	.5	38	222	.1	.4	19	109	.1	.6
FA '98	73	1013	.2	.9	42	430	.1	.3	111	568	.2	.9	133	516	.3	1.3	56	311	.1	1.7
SU '98	46	850	.1	.6	58	372	.1	.5	78	399	.2	.7	44	313	.1	.5	39	207	.1	1.2
4-Book	50	794	.1	.6	49	326	.1	.4	74	394	.2	.6	67	355	.2	.7	35	194	.1	1.1
SP '98	68	1081	.2	.9	137	591	.3	1.2	120	565	.3	1.1	51	372	.1	.6	19	147	.1	.6
KWVE-FM																				
SP '99	72	1229	.2	.9	103	699	.2	.9	122	674	.3	1.0	93	719	.2	1.0	18	246	.1	.5
WI '99	35	986	.1	.4	62	568	.1	.5	28	341	.1	.2	65	528	.1	.7	14	247	.1	.5
FA '98	53	996	.1	.6	76	581	.2	.6	73	472	.2	.6	76	542	.2	.7	22	244	.1	.7
SU '98	41	953	.1	.5	71	430	.2	.6	44	431	.1	.4	62	558	.1	.7	11	219	.1	.3
4-Book	50	1041	.1	.6	78	570	.2	.7	67	480	.2	.6	74	587	.2	.8	16	239	.1	.5
SP '98	41	939	.1	.5	64	457	.1	.5	46	425	.1	.4	63	503	.1	.7	12	203	.1	.4
KYSR-FM																				
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
WI '99	153	3877	.3	1.9	216	1780	.5	1.8	228	1713	.5	2.0	231	2048	.5	2.4	42	900	.1	1.4
FA '98	151	3474	.3	1.8	257	1896	.6	2.0	214	1559	.5	1.8	191	1783	.4	1.9	51	702	.1	1.6
SU '98	151	3615	.3	2.0	200	1409	.5	1.7	260	1739	.6	2.3	207	2058	.5	2.2	47	919	.1	1.5
4-Book	156	3688	.3	2.0	221	1689	.5	1.8	238	1725	.5	2.1	216	1965	.5	2.2	57	902	.1	1.8
SP '98	154	3731	.3	2.0	151	1633	.3	1.3	263	1811	.6	2.4	230	2324	.5	2.5	40	825	.1	1.2
KZLA-FM																				
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
WI '99	221	3369	.5	2.8	306	1893	.7	2.5	350	1779	.8	3.0	307	2034	.7	3.2	64	773	.1	2.1
FA '98	252	3776	.6	3.1	381	2262	.8	3.0	375	2144	.8	3.1	292	2420	.6	2.9	92	1201	.2	2.8
SU '98	232	3282	.5	3.0	359	1831	.8	3.0	343	1673	.8	3.1	276	2057	.6	3.0	64	981	.1	2.0
4-Book	232	3448	.5	2.9	335	1982	.7	2.7	348	1820	.8	3.0	303	2177	.7	3.2	72	966	.1	2.2
SP '98	254	3462	.6	3.3	290	1856	.7	2.4	365	1795	.8	3.3	337	2255	.8	3.7	91	934	.2	2.8
KGGI-FM																				
SP '99	15	495	.2	.2	24	249	.1	.2	19	243	.2	.2	21	227	.2	.2	5	101	.2	.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	55	1081	.1	.7	63	511	.1	.5	110	626	.2	.9	59	504	.1	.6	10	189	.1	.3
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
XTRA-AM																			
SP '99	62	1308	.1	.8	63	473	.1	.5	108	583	.2	.9	100	757	.2	1.1	18	274	.5
WI '99	60	1382	.1	.8	61	596	.1	.5	118	728	.3	1.0	98	755	.2	1.0	10	289	.3
FA '98	76	1666	.2	.9	84	546	.2	.7	131	845	.3	1.1	121	951	.3	1.2	20	280	.6
SU '98	51	1205	.1	.7	69	466	.2	.6	90	587	.2	.8	70	769	.2	.8	13	235	.4
4-Book	62	1390	.1	.8	69	520	.2	.6	112	686	.3	1.0	97	808	.2	1.0	15	270	.5
SP '98	62	1353	.1	.8	67	471	.2	.6	119	675	.3	1.1	112	892	.3	1.2	13	330	.4
TOTALS																			
SP '99	7941	43668	17.4		12091	38352	26.4		11702	34383	25.6		9512	37091	20.8		3298	21933	7.2
WI '99	7885	43699	17.2		12278	38228	26.8		11664	34625	25.5		9708	36921	21.2		3003	21421	6.6
FA '98	8202	43868	17.9		12584	38821	27.5		11940	34659	26.1		10170	37590	22.2		3229	22170	7.1
SU '98	7718	42216	17.5		11838	36995	26.9		11176	33170	25.4		9212	35546	20.9		3222	22075	7.3
4-Book	7937	43363	17.5		12198	38099	26.9		11621	34209	25.7		9651	36787	21.3		3188	21900	7.1
SP '98	7705	42065	17.5		11893	37179	27.0		11130	33700	25.3		9191	35530	20.9		3229	21479	7.3

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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 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
KABC-AM																				
SP '99	379	3324	.8	3.4	103	1396	.2	1.9	136	379	.3	1.9	152	492	.3	1.7	112	399	.2	1.9
4-Book	365	3371	.8	3.3	120	1528	.3	2.2	154	477	.4	2.3	213	635	.5	2.4	124	400	.3	2.0
KACD-FM																				
SP '99	72	726	.2	.6	37	343	.1	.7	49	148	.1	.7	51	176	.1	.6	29	129	.1	.5
4-Book	57	625	.1	.5	32	367	.1	.6	28	99	.1	.4	50	171	.1	.6	42	132	.1	.7
KBCD-FM																				
SP '99	25	423	.1	.2	21	236		.4	29	117	.1	.4	30	130	.1	.3	32	78	.1	.5
4-Book	21	282		.2	10	127		.2	13	50		.2	18	60	.1	.2	13	34		.2
KACE-FM																				
SP '99	81	1044	.2	.7	53	700	.1	1.0	75	234	.2	1.1	109	349	.2	1.2	42	120	.1	.7
4-Book	123	1153	.3	1.1	88	800	.2	1.7	89	224	.2	1.3	135	347	.3	1.5	103	266	.2	1.7
KRTO-FM																				
SP '99	20	315		.2	12	176		.2	14	58		.2	13	70		.1	11	53		.2
4-Book	19	300		.2	12	172		.2	14	44		.2	17	64		.2	17	73		.3
KBIG-FM																				
SP '99	299	3034	.7	2.7	107	1808	.2	2.0	110	347	.2	1.6	169	575	.4	1.8	76	340	.2	1.3
4-Book	329	3270	.7	3.0	113	1786	.2	2.1	128	437	.3	1.9	202	659	.5	2.2	136	455	.3	2.2
KBLA-AM																				
SP '99	50	396	.1	.4	12	130		.2	49	130	.1	.7	22	40		.2	12	30		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	3	80			1	13			2	13										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	22	190		.2	10	88		.2	14	32		.2	12	33		.1	10	33		.2
4-Book	21	213		.2	13	138		.3	14	43		.2	18	50		.2	15	64		.3
KBUE-FM																				
SP '99	190	1863	.4	1.7	110	1067	.2	2.0	156	373	.3	2.2	216	543	.5	2.4	111	290	.2	1.9
4-Book	180	1686	.4	1.6	101	1013	.2	1.9	141	341	.3	2.1	203	491	.5	2.3	136	384	.3	2.2
KCBS-FM																				
SP '99	375	4314	.8	3.4	187	2682	.4	3.5	151	570	.3	2.1	365	1268	.8	4.0	250	862	.5	4.3
4-Book	359	4276	.8	3.2	165	2527	.4	3.1	156	654	.4	2.3	344	1184	.8	3.9	218	795	.5	3.6
KCMG-FM																				
SP '99	298	3251	.7	2.7	175	2119	.4	3.3	191	515	.4	2.7	275	879	.6	3.0	195	616	.4	3.3
4-Book	352	3349	.8	3.2	177	2105	.4	3.3	184	540	.4	2.7	346	931	.8	3.9	240	719	.5	3.9
KFI -AM																				
SP '99	553	5258	1.2	5.0	165	2126	.4	3.1	341	1021	.7	4.8	282	719	.6	3.1	77	358	.2	1.3
4-Book	566	5123	1.3	5.1	145	1944	.3	2.7	317	932	.7	4.6	251	764	.6	2.8	90	338	.2	1.5
KFSG-FM																				
SP '99	50	689	.1	.4	26	470	.1	.5	27	130	.1	.4	21	110		.2	15	64		.3
4-Book	59	762	.1	.5	22	448	.1	.4	27	128	.1	.4	27	129	.1	.3	28	112	.1	.5
KFWB-AM																				
SP '99	271	4501	.6	2.4	89	2205	.2	1.7	194	936	.4	2.7	113	699	.2	1.2	107	518	.2	1.8
4-Book	278	4634	.6	2.5	92	2173	.2	1.8	200	906	.5	2.9	105	629	.2	1.2	88	468	.2	1.4
KGIL-AM																				
SP '99	45	500	.1	.4	23	405	.1	.4	16	54		.2	47	185	.1	.5	25	112	.1	.4
4-Book	33	428	.1	.3	18	256		.4	21	68	.1	.3	25	84	.1	.3	29	84	.1	.5
+KGXL-AM																				
SP '99	3	63			2	63			3	13							2	13		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KIEV-AM																				
SP '99	82	678	.2	.7	15	258	.3	.2	7	29	.1	15	67	.2	.1	37	118	.1	.6	
4-Book	76	558	.2	.7	10	161	.2	.2	15	36	.2	10	38	.1	.1	14	45	.1	.2	
KIIS-FM																				
SP '99	320	4255	.7	2.9	158	2542	.3	2.9	211	707	.5	3.0	334	1099	.7	3.6	204	690	.4	3.5
4-Book	262	3825	.6	2.4	142	2241	.3	2.6	182	641	.4	2.7	265	930	.6	3.0	175	602	.4	2.9
KJLH-FM																				
SP '99	137	1336	.3	1.2	86	870	.2	1.6	71	204	.2	1.0	130	322	.3	1.4	80	288	.2	1.4
4-Book	138	1302	.3	1.2	103	984	.3	1.9	85	244	.2	1.2	139	343	.3	1.5	104	311	.3	1.7
KKBT-FM																				
SP '99	141	1679	.3	1.3	95	1071	.2	1.8	48	208	.1	.7	154	450	.3	1.7	123	343	.3	2.1
4-Book	165	1806	.4	1.5	93	1121	.2	1.8	89	298	.2	1.3	150	461	.4	1.7	123	374	.3	2.0
KKGO-FM																				
SP '99	287	2786	.6	2.6	143	1841	.3	2.7	127	544	.3	1.8	185	558	.4	2.0	162	471	.4	2.8
4-Book	235	2592	.5	2.1	139	1709	.3	2.6	125	472	.3	1.9	211	666	.5	2.4	156	518	.4	2.6
KKHJ-AM																				
SP '99	168	1167	.4	1.5	112	863	.2	2.1	138	391	.3	2.0	198	417	.4	2.2	142	315	.3	2.4
4-Book	116	971	.3	1.1	75	636	.2	1.4	110	276	.3	1.6	115	261	.2	1.3	94	201	.2	1.5
KKLA-FM																				
SP '99	123	1244	.3	1.1	33	471	.1	.6	40	153	.1	.6	28	86	.1	.3	19	70	.3	.3
4-Book	95	1073	.2	.9	20	353	.1	.4	29	112	.1	.4	21	66	.1	.2	19	68	.3	.3
KLAC-AM																				
SP '99	151	1695	.3	1.4	82	1273	.2	1.5	57	174	.1	.8	156	482	.3	1.7	93	295	.2	1.6
4-Book	193	1876	.4	1.7	99	1212	.2	1.8	92	251	.2	1.3	144	426	.3	1.6	117	352	.3	1.9
KLAX-FM																				
SP '99	307	2518	.7	2.8	139	1504	.3	2.6	210	479	.5	3.0	278	729	.6	3.0	157	448	.3	2.7
4-Book	294	2474	.7	2.6	154	1548	.4	2.9	204	519	.5	3.0	277	707	.6	3.1	189	481	.4	3.1
KLDS-FM																				
SP '99	388	3370	.8	3.5	129	1871	.3	2.4	114	477	.2	1.6	269	786	.6	2.9	193	619	.4	3.3
4-Book	365	3425	.8	3.3	142	1869	.3	2.7	153	530	.3	2.3	272	752	.6	3.0	183	578	.4	3.0
KLXS-FM																				
SP '99	329	2421	.7	3.0	41	817	.1	.8	42	161	.1	.6	22	127	.2	.2	36	106	.1	.6
4-Book	319	2609	.7	2.9	52	888	.1	1.0	69	218	.2	1.0	53	193	.1	.6	43	149	.1	.7
KLVE-FM																				
SP '99	684	4724	1.5	6.1	390	3422	.9	7.3	549	1379	1.2	7.8	735	1654	1.6	8.0	332	846	.7	5.7
4-Book	654	4564	1.5	5.9	364	3239	.8	6.8	520	1297	1.2	7.6	628	1485	1.4	7.0	324	844	.7	5.3
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	82	983	.2	.7	41	608	.1	.8	33	96	.1	.5	66	240	.1	.7	40	161	.1	.7
4-Book	58	837	.1	.5	32	602	.1	.6	22	80	.1	.3	57	237	.1	.6	49	198	.1	.8
KLYY-FM																				
SP '99	45	655	.1	.4	37	505	.1	.7	11	78	.2	.2	67	149	.1	.7	59	153	.1	1.0
4-Book	36	764	.1	.3	23	419	.1	.4	13	74	.2	.2	45	164	.1	.5	32	125	.1	.5
KNX -AM																				
SP '99	277	4806	.6	2.5	105	2226	.2	2.0	169	715	.4	2.4	156	639	.3	1.7	72	318	.2	1.2
4-Book	299	5271	.7	2.7	113	2460	.2	2.1	193	895	.5	2.8	133	626	.3	1.5	95	455	.2	1.5
KOST-FM																				
SP '99	522	5026	1.1	4.7	167	2694	.4	3.1	219	749	.5	3.1	280	1098	.6	3.0	207	778	.5	3.6
4-Book	456	4668	1.0	4.1	194	2731	.5	3.6	199	735	.5	2.9	349	1151	.8	3.9	240	822	.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 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	
KPWR-FM																						
SP '99		97	1662	.2	.9	52	890	.1	1.0	66	201	.1	.9	107	396	.2	1.2	50	156	.1	.9	
4-Book		88	1554	.2	.8	45	825	.1	.9	53	172	.1	.8	84	295	.2	.9	52	181	.1	.9	
KRLA-AM																						
SP '99		130	1304	.3	1.2	28	492	.1	.5	70	244	.2	1.0	77	241	.2	.8	17	108		.3	
4-Book		109	1110	.3	1.0	37	435	.1	.7	36	115	.1	.5	68	177	.2	.7	30	94	.1	.5	
KROQ-FM																						
SP '99		124	1864	.3	1.1	56	860	.1	1.0	42	169	.1	.6	141	400	.3	1.5	85	271	.2	1.5	
4-Book		145	2039	.3	1.3	55	1008	.1	1.1	42	194	.1	.6	111	395	.3	1.3	79	303	.2	1.3	
KRTH-FM																						
SP '99		460	5710	1.0	4.1	244	3406	.5	4.5	280	937	.6	4.0	571	1672	1.2	6.2	279	996	.6	4.8	
4-Book		514	5753	1.1	4.6	260	3465	.6	4.9	280	911	.6	4.1	523	1523	1.2	5.8	310	1066	.7	5.0	
KSCA-FM																						
SP '99		603	3655	1.3	5.4	276	2316	.6	5.1	802	1449	1.8	11.4	418	1160	.9	4.5	183	483	.4	3.1	
4-Book		649	3556	1.5	5.8	282	2397	.6	5.3	782	1431	1.8	11.4	436	1134	1.0	4.8	242	577	.6	3.9	
KSSE-FM																						
SP '99		57	875	.1	.5	60	590	.1	1.1	89	210	.2	1.3	106	288	.2	1.2	96	233	.2	1.6	
4-Book		74	852	.2	.7	49	541	.1	.9	58	162	.1	.9	90	267	.2	1.0	62	163	.1	1.0	
KTNQ-AM																						
SP '99		195	1634	.4	1.7	119	1052	.3	2.2	172	380	.4	2.4	189	500	.4	2.1	106	260	.2	1.8	
4-Book		224	1588	.5	2.0	98	911	.2	1.8	159	389	.4	2.3	170	447	.4	1.9	107	276	.2	1.7	
KTWV-FM																						
SP '99		568	4769	1.2	5.1	241	3158	.5	4.5	308	1009	.7	4.4	415	1168	.9	4.5	279	960	.6	4.8	
4-Book		601	4864	1.3	5.4	277	3047	.6	5.2	290	951	.7	4.3	491	1236	1.1	5.5	340	994	.8	5.6	
KVKV-AM																						
SP '99		48	561	.1	.4	28	339	.1	.5	15	44		.2	36	116	.1	.4	64	148	.1	1.1	
4-Book		64	665	.1	.6	34	319	.1	.6	31	86	.1	.5	49	129	.1	.6	48	98	.1	.8	
KVVE-FM																						
SP '99		107	1094	.2	1.0	46	640	.1	.9	32	127	.1	.5	63	186	.1	.7	69	181	.2	1.2	
4-Book		73	897	.2	.6	34	523	.1	.6	39	148	.1	.6	42	151	.1	.5	44	155	.1	.7	
KYSR-FM																						
SP '99		232	3199	.5	2.1	117	1853	.3	2.2	91	432	.2	1.3	183	749	.4	2.0	120	515	.3	2.1	
4-Book		226	3098	.5	2.0	101	1697	.2	1.9	93	408	.2	1.4	188	742	.4	2.1	138	561	.3	2.2	
KZLA-FM																						
SP '99		319	2990	.7	2.9	162	2044	.4	3.0	208	662	.5	2.9	282	876	.6	3.1	206	810	.5	3.5	
4-Book		330	2984	.7	3.0	167	2025	.4	3.1	218	692	.5	3.1	314	1006	.7	3.5	185	642	.4	3.0	
KGGI-FM																						
SP '99		21	472		.2	11	139		.2	28	44	.1	.4	30	72	.1	.3	14	57		.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KOLA-FM																						
SP '99		80	879	.2	.7	40	564	.1	.7	49	187	.1	.7	93	265	.2	1.0	36	161	.1	.6	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
SP '99		92	1085	.2	.8	38	505	.1	.7	64	253	.1	.9	59	182	.1	.6	27	102	.1	.5	
4-Book		95	1139	.2	.8	37	611	.1	.7	60	216	.1	.9	58	214	.1	.6	42	163	.1	.7	
TOTALS																						
SP '99		11148	42886	24.4		5372	35102	11.7		7059	18143	15.4		9188	22113	20.1		5825	15591	12.7		
4-Book		11192	42678	24.7		5346	34542	11.8		6854	17900	15.1		8999	21345	19.9		6165	16049	13.6		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
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 '99	45	208	.1	1.5	114	298	.2	2.7	108	384	.2	1.6	75	264	.2	1.5	84	278	.2	3.7
4-Book	45	199	.1	1.5	137	397	.3	3.1	146	461	.3	2.2	90	307	.2	1.9	57	203	.1	2.7
KACD-FM																				
SP '99	19	48		.6	24	78	.1	.6	77	172	.2	1.2	31	72	.1	.6	13	47		.6
4-Book	30	77	.1	1.0	20	47	.1	.5	43	142	.1	.7	25	79	.1	.5	13	48		.6
KBCD-FM																				
SP '99	1	14			28	78	.1	.7	29	116	.1	.4	23	55	.1	.5	1	15		
4-Book	3	14		.1	8	26		.2	16	63		.2	10	22		.2	3	17		.1
KACE-FM																				
SP '99	40	88	.1	1.3	42	86	.1	1.0	52	160	.1	.8	36	100	.1	.7	21	120		.9
4-Book	65	197	.2	2.2	61	158	.1	1.4	95	247	.2	1.4	91	220	.2	1.9	62	151	.1	3.0
KRTO-FM																				
SP '99	10	53		.3	11	25		.3	12	48		.2	4	24		.1	19	21		.8
4-Book	8	35		.2	8	24		.2	12	46		.2	11	52		.3	8	18		.3
KBIG-FM																				
SP '99	142	447	.3	4.7	46	182	.1	1.1	132	584	.3	2.0	106	349	.2	2.2	53	176	.1	2.3
4-Book	109	376	.3	3.6	50	213	.1	1.2	139	532	.3	2.1	90	346	.2	1.9	43	210	.1	2.0
KBLA-AM																				
SP '99	**	**	**	**	16	27		.4	3	14			**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	10	33		.3	9	26		.2	21	60		.3	2	12			5	30		.3
4-Book	10	31		.3	9	39		.2	15	51		.2	17	39		.4	5	30		.3
KBUE-FM																				
SP '99	66	204	.1	2.2	83	183	.2	2.0	142	362	.3	2.2	63	208	.1	1.3	38	122	.1	1.7
4-Book	57	174	.1	1.9	70	197	.2	1.6	100	279	.2	1.5	72	231	.2	1.5	33	121	.1	1.6
KCBS-FM																				
SP '99	68	299	.1	2.2	99	355	.2	2.3	301	991	.7	4.6	213	638	.5	4.4	44	203	.1	1.9
4-Book	73	332	.2	2.5	75	323	.1	1.7	229	843	.5	3.5	167	572	.4	3.5	45	206	.1	2.1
KCMG-FM																				
SP '99	105	304	.2	3.5	113	251	.2	2.7	215	717	.5	3.3	196	626	.4	4.0	111	343	.2	4.9
4-Book	112	366	.3	3.8	103	322	.2	2.4	196	664	.4	3.0	153	530	.4	3.2	80	286	.2	3.7
KFI -AM																				
SP '99	44	208	.1	1.4	233	696	.5	5.5	254	796	.6	3.9	57	240	.1	1.2	39	156	.1	1.7
4-Book	46	199	.1	1.6	166	518	.4	3.8	203	643	.5	3.1	64	232	.1	1.4	32	139	.1	1.5
KFSG-FM																				
SP '99	10	50		.3	57	200	.1	1.4	39	184	.1	.6	23	107	.1	.5	17	65		.7
4-Book	9	53		.3	44	203	.1	1.0	25	146	.1	.4	15	77		.4	7	35		.3
KFWB-AM																				
SP '99	25	207	.1	.8	130	674	.3	3.1	68	500	.1	1.0	63	279	.1	1.3	41	304	.1	1.8
4-Book	34	254	.1	1.1	132	608	.3	3.1	95	520	.2	1.4	77	330	.2	1.6	33	235	.1	1.5
KGIL-AM																				
SP '99	4	27		.1	8	40		.2	37	145	.1	.6	30	147	.1	.6	11	43		.5
4-Book	6	30		.2	8	33		.2	30	89	.1	.5	25	87	.1	.6	5	26		.2
+KGXL-AM																				
SP '99	4	27		.1	**	**	**	**	3	23			6	36		.1	1	13		**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 35-64

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
KIEV-AM																			
SP '99	11	28	.4	6	30	.1	.1	6	30	.1	.1	43	128	.1	.9	2	12	.1	.1
4-Book	7	22	.3	10	37	.2	.2	8	20	.1	.1	18	44	.1	.4	3	11	.1	.1
KIIS-FM																			
SP '99	77	323	.2	107	469	.2	2.5	175	768	.4	2.7	134	486	.3	2.8	26	168	.1	1.1
4-Book	62	288	.2	105	406	.2	2.4	192	767	.4	2.9	119	478	.3	2.5	38	189	.1	1.7
KJLH-FM																			
SP '99	50	146	.1	93	275	.2	2.2	121	385	.3	1.8	108	274	.2	2.2	36	114	.1	1.6
4-Book	60	180	.1	96	273	.2	2.2	165	461	.4	2.5	126	346	.3	2.6	45	136	.1	2.1
KKBT-FM																			
SP '99	113	268	.2	47	170	.1	1.1	100	295	.2	1.5	92	294	.2	1.9	71	198	.2	3.1
4-Book	61	193	.1	74	219	.2	1.7	99	312	.2	1.5	96	275	.2	2.0	57	194	.2	2.6
KKGO-FM																			
SP '99	88	366	.2	116	409	.3	2.8	169	665	.4	2.6	214	656	.5	4.4	96	315	.2	4.2
4-Book	78	295	.2	94	341	.2	2.2	191	615	.5	2.9	169	494	.4	3.5	83	263	.2	3.9
KKHJ-AM																			
SP '99	57	130	.1	61	247	.1	1.4	159	336	.3	2.4	89	210	.2	1.8	49	138	.1	2.1
4-Book	52	116	.1	59	176	.1	1.4	85	203	.2	1.3	54	122	.1	1.1	37	85	.1	1.8
KKLA-FM																			
SP '99	16	62	.5	71	259	.2	1.7	47	130	.1	.7	25	104	.1	.5	24	109	.1	1.1
4-Book	7	30	.2	41	163	.1	1.0	25	110	.4	.4	12	55	.3	.3	13	58	.1	.6
KLAC-AM																			
SP '99	70	252	.2	29	113	.1	.7	96	492	.2	1.5	125	432	.3	2.6	24	130	.1	1.1
4-Book	67	260	.2	54	185	.1	1.2	139	447	.3	2.1	124	357	.3	2.6	50	200	.1	2.4
KLAX-FM																			
SP '99	51	190	.1	123	328	.3	2.9	170	531	.4	2.6	80	294	.2	1.6	50	198	.1	2.2
4-Book	73	230	.2	136	371	.3	3.1	188	504	.4	2.9	114	314	.3	2.4	56	190	.1	2.6
KLOS-FM																			
SP '99	44	275	.1	83	417	.2	2.0	125	611	.3	1.9	158	442	.3	3.2	55	218	.1	2.4
4-Book	57	260	.2	95	364	.2	2.2	167	622	.4	2.6	150	443	.3	3.1	59	257	.1	2.7
KLSX-FM																			
SP '99	11	58	.4	75	329	.2	1.8	103	411	.2	1.6	35	125	.1	.7	9	45	.4	.4
4-Book	16	58	.6	83	301	.2	1.9	103	393	.2	1.6	41	140	.1	.9	13	64	.6	.6
KLVE-FM																			
SP '99	245	687	.5	342	910	.7	8.1	496	1175	1.1	7.6	287	621	.6	5.9	125	335	.3	5.5
4-Book	270	783	.6	354	946	.8	8.1	426	1126	1.0	6.5	242	614	.5	5.0	147	477	.3	6.9
+KLYF-AM																			
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																			
SP '99	47	139	.1	18	40	.4	.4	73	290	.2	1.1	41	175	.1	.8	3	15	.1	.1
4-Book	24	114	.1	10	33	.3	.3	45	177	.1	.7	31	125	.1	.7	15	72	.1	.7
KLYY-FM																			
SP '99	5	56	.2	18	95	.4	.4	63	136	.1	1.0	59	155	.1	1.2	15	55	.7	.7
4-Book	11	66	.4	11	49	.3	.3	32	131	.1	.5	27	100	.1	.6	10	55	.5	.5
KNX -AM																			
SP '99	72	478	.2	157	647	.3	3.7	88	409	.2	1.3	44	271	.1	.9	83	402	.2	3.6
4-Book	73	410	.2	154	679	.3	3.6	108	549	.2	1.6	77	387	.2	1.6	86	420	.2	4.1
KOST-FM																			
SP '99	109	421	.2	137	501	.3	3.3	202	824	.4	3.1	135	461	.3	2.8	53	283	.1	2.3
4-Book	137	532	.3	121	441	.3	2.8	211	801	.5	3.2	189	635	.4	4.0	98	379	.2	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 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	
KPWR-FM																						
SP '99		48	211	.1	1.6	33	119	.1	.8	57	163	.1	.9	19	116		.4	30	145	.1	1.3	
4-Book		39	171	.1	1.3	21	101		.5	50	196	.1	.8	38	168	.1	.8	21	112		1.0	
KRLA-AM																						
SP '99		4	10		.1	18	73		.4	28	96	.1	.4	3	22		.1	3	17		.1	
4-Book		19	57	.1	.6	30	90	.1	.7	54	120	.1	.8	32	99	.1	.7	21	60	.1	1.0	
KROQ-FM																						
SP '99		32	118	.1	1.1	11	77		.3	55	318	.1	.8	50	216	.1	1.0	24	108	.1	1.1	
4-Book		31	118	.1	1.1	15	106		.4	73	334	.2	1.1	64	268	.1	1.3	24	125	.1	1.1	
KRTH-FM																						
SP '99		98	402	.2	3.2	154	557	.3	3.7	287	1097	.6	4.4	206	724	.5	4.2	65	284	.1	2.8	
4-Book		134	558	.3	4.5	171	648	.4	3.9	339	1142	.8	5.2	228	842	.5	4.7	83	348	.2	3.9	
KSCA-FM																						
SP '99		127	416	.3	4.2	279	646	.6	6.6	245	712	.5	3.7	126	354	.3	2.6	82	283	.2	3.6	
4-Book		97	324	.2	3.2	289	621	.6	6.6	250	723	.6	3.8	163	390	.4	3.4	65	249	.2	3.1	
KSSE-FM																						
SP '99		54	151	.1	1.8	17	54		.4	24	66	.1	.4	58	170	.1	1.2	40	56	.1	1.8	
4-Book		31	89	.1	1.1	33	99	.1	.8	51	146	.2	.8	44	121	.1	.9	27	82	.1	1.2	
KTNQ-AM																						
SP '99		117	306	.3	3.8	47	129	.1	1.1	148	366	.3	2.3	90	189	.2	1.8	70	191	.2	3.1	
4-Book		73	206	.2	2.4	51	151	.1	1.2	93	251	.2	1.4	91	177	.2	1.9	40	137	.1	1.9	
KTWV-FM																						
SP '99		164	455	.4	5.4	129	540	.3	3.1	310	1018	.7	4.7	210	762	.5	4.3	108	525	.2	4.7	
4-Book		173	557	.4	5.9	159	561	.4	3.7	362	1025	.8	5.5	274	802	.6	5.7	115	449	.3	5.5	
KVKV-AM																						
SP '99		26	64	.1	.9					54	119	.1	.8	18	43		.4	5	12		.2	
4-Book		22	45	.1	.8	23	63	.1	.5	52	111	.1	.8	19	41		.4	24	55	.1	1.1	
KWVE-FM																						
SP '99		17	71		.6	40	171	.1	.9	88	291	.2	1.3	49	188	.1	1.0	10	40		.4	
4-Book		12	65		.4	38	162	.1	.9	57	212	.1	.9	34	116	.1	.7	10	54		.4	
KYSR-FM																						
SP '99		55	298	.1	1.8	65	299	.1	1.5	205	767	.4	3.1	154	467	.3	3.2	55	280	.1	2.4	
4-Book		40	213	.1	1.3	54	225	.1	1.2	140	599	.3	2.1	119	433	.3	2.5	35	200	.1	1.6	
KZLA-FM																						
SP '99		59	316	.1	1.9	110	487	.2	2.6	186	699	.4	2.8	190	602	.4	3.9	71	229	.2	3.1	
4-Book		68	306	.2	2.3	146	509	.3	3.4	204	722	.5	3.1	160	552	.4	3.3	48	212	.1	2.2	
KGGI-FM																						
SP '99		1	15							2	12			9	12		.2	5	26		.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KOLA-FM																						
SP '99		8	56		.3	24	79	.1	.6	53	172	.1	.8	40	126	.1	.8	14	83		.6	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
SP '99		13	43		.4	47	148	.1	1.1	59	185	.1	.9	23	94	.1	.5	13	55		.6	
4-Book		14	70		.5	45	138	.1	1.1	50	187	.1	.8	28	115	.1	.6	7	49		.3	
TOTALS																						
SP '99		3039	9429	6.6		4215	12637	9.2		6566	17578	14.4		4872	12790	10.7		2284	7414	5.0		
4-Book		2978	9464	6.6		4348	12706	9.6		6595	17569	14.6		4824	12630	10.7		2137	7236	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 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	
KABC-AM																					
SP '99	2	52		.1				1	26		.1		11	39	.1	.5	1	13		.1	
WI '99	3	111		.2	3	51		.1				8	41	.1	.4	4	29		.3		
FA '98	2	93		.1	2	26		.1	4	44		.2	3	37		.1	1	24		.1	
SU '98	3	77		.2				9	36		.1	.4	1	24			1	28		.1	
4-Book	3	83		.2	1	19		.1	4	27		.2	6	35		.1	.3	2	24		.2
SP '98	6	131	.1	.4	6	67	.1	.3	6	66	.1	.3	18	83	.2	.9					
KACD-FM																					
SP '99	1	120		.1				1	26		.1		2	56		.1		28			
WI '99	2	137		.1	2	35		.1	1	26		.1	3	83		.1	2	25		.2	
FA '98	5	142		.3	4	33		.2	2	21		.1	6	57		.3	8	90		.1	
SU '98	19	437	.2	1.1	23	158	.2	1.2	22	233	.2	1.0	36	263	.3	1.7	11	169	.1	.8	
4-Book	7	209	.1	.4	7	57	.1	.4	7	77	.1	.3	12	115	.1	.6	5	78	.1	.4	
SP '98	19	456	.2	1.2	16	144	.1	.8	18	242	.2	1.0	22	206	.2	1.1	29	182	.2	2.2	
KBCD-FM																					
SP '99	1	81		.1	2	23		.1	1	37		.1	1	37			1	21		.1	
WI '99	2	123		.1	2	44		.1	3	45		.2	2	30		.1		27			
FA '98	1	80		.1	3	33		.1						15			1	33		.1	
SU '98	18	234	.2	1.0	20	102	.2	1.0	25	101	.2	1.1	25	123	.2	1.2	11	117	.1	.8	
4-Book	6	130	.1	.3	7	51	.1	.3	7	46	.1	.4	7	51	.1	.3	3	50		.3	
SP '98	6	183	.1	.4	8	62	.1	.4	1	52		.1	10	109	.1	.5	4	82		.3	
KACE-FM																					
SP '99	7	161	.1	.4	2	25		.1	4	72		.2	15	71	.1	.7	3	25		.2	
WI '99	7	174	.1	.4	6	64		.3	8	78	.1	.5	8	54	.1	.4	10	82	.1	.8	
FA '98	7	201	.1	.4	4	62		.2	12	63	.1	.7	10	104	.1	.5	2	64		.1	
SU '98	8	258	.1	.5	11	70	.1	.6	12	163	.1	.6	7	128	.1	.3	6	66	.1	.5	
4-Book	7	199	.1	.4	6	55	.3	.3	9	94	.1	.5	10	89	.1	.5	5	59	.1	.4	
SP '98	4	177		.2	2	63		.1		12			4	69		.2	6	57	.1	.5	
KRTO-FM																					
SP '99		24				12							2	12		.1					
WI '99		40											1	28				12			
FA '98		24																12			
SU '98		44							1	28				16							
4-Book	6	33				3				7			1	14				6			
SP '98		32				11								11							
KBIG-FM																					
SP '99	17	593	.1	.9	15	198	.1	.6	26	185	.2	1.3	19	180	.2	.8	21	140	.2	1.4	
WI '99	15	713	.1	.9	12	138	.1	.5	16	228	.1	.9	21	264	.2	1.0	5	153		.4	
FA '98	9	632	.1	.5	7	123	.1	.3	6	167		.4	16	229	.1	.8	10	256	.1	.7	
SU '98	31	937	.3	1.8	30	267	.3	1.5	59	371	.5	2.7	44	389	.4	2.1	17	254	.1	1.3	
4-Book	18	719	.2	1.0	16	182	.2	.7	27	238	.2	1.3	25	266	.2	1.2	13	201	.1	1.0	
SP '98	24	711	.2	1.5	23	212	.2	1.1	32	279	.3	1.8	37	373	.3	1.8	19	229	.2	1.4	
KBLA-AM																					
SP '99	2	46		.1					8	26	.1	.4	3	13		.1					
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KVCA-AM																					
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KBUA-FM																				
SP '99	14	132	.1	.8	16	53	.1	.7	11	67	.1	.6	12	54	.1	.5	20	67	.2	1.4
WI '99	10	124	.1	.6	6	55		.3	15	52	.1	.9	18	76	.1	.9	5	48		.4
FA '98	2	39		.1	3	13		.1	1	26		.1	1	13			1	26		.1
SU '98	6	111	.1	.3	11	98	.1	.6	10	57	.1	.5	4	29		.2	2	29		.2
4-Book	8	102	.1	.5	9	55	.1	.4	9	51	.1	.5	9	43	.1	.4	7	43	.1	.5
SP '98	2	59		.1	11	11			2	37		.1	5	36		.2	2	25		.2
KBUE-FM																				
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
WI '99	83	1212	.7	4.9	85	479	.7	3.8	78	554	.6	4.5	109	716	.9	5.2	79	450	.6	6.0
FA '98	32	820	.3	1.9	36	398	.3	1.7	38	339	.3	2.2	27	315	.2	1.3	16	201	.1	1.1
SU '98	31	824	.3	1.8	38	379	.3	1.9	46	404	.4	2.1	40	326	.3	1.9	21	241	.2	1.6
4-Book	58	1003	.5	3.4	61	422	.5	2.8	70	467	.6	3.7	78	501	.6	3.6	43	305	.4	3.1
SP '98	50	1061	.4	3.0	43	411	.4	2.0	58	504	.5	3.2	64	483	.5	3.1	25	263	.2	1.9
KCBS-FM																				
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
WI '99	37	1005	.3	2.2	28	376	.2	1.2	58	484	.5	3.3	55	484	.5	2.6	20	323	.2	1.5
FA '98	32	888	.3	1.9	33	330	.3	1.6	58	501	.5	3.4	32	423	.3	1.5	17	281	.1	1.2
SU '98	39	933	.3	2.3	32	265	.3	1.6	80	526	.7	3.7	39	401	.3	1.9	18	272	.2	1.4
4-Book	38	947	.3	2.2	38	347	.3	1.7	68	507	.6	3.6	44	446	.4	2.1	17	277	.2	1.3
SP '98	26	812	.2	1.6	30	342	.3	1.4	31	396	.3	1.7	38	452	.3	1.9	20	336	.2	1.5
KCMG-FM																				
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
WI '99	48	1165	.4	2.8	43	389	.4	1.9	43	421	.4	2.5	82	532	.7	3.9	38	419	.3	2.9
FA '98	58	1172	.5	3.5	54	553	.4	2.5	55	506	.5	3.2	73	518	.6	3.5	63	446	.5	4.4
SU '98	53	1236	.4	3.1	58	381	.5	2.9	58	701	.5	2.7	74	560	.6	3.5	38	443	.3	2.9
4-Book	51	1137	.4	3.0	50	418	.4	2.3	50	500	.4	2.6	68	501	.6	3.2	45	429	.4	3.2
SP '98	47	1164	.4	2.9	35	375	.3	1.7	67	465	.6	3.7	55	533	.5	2.7	39	488	.3	3.0
KFI -AM																				
SP '99	6	182		.3	3	45		.1	5	45		.3	5	61		.2	12	68		.8
WI '99	9	231	.1	.5	16	50	.1	.7	16	60	.1	.9	2	79		.1	7	102		.5
FA '98	5	250		.3	9	86	.1	.4	4	79		.2	7	88	.1	.3	7	77		.5
SU '98	9	209	.1	.5	6	54	.1	.3	19	131	.2	.9	1	10			18	43	.2	1.4
4-Book	7	218	.1	.4	9	59	.1	.4	11	79	.1	.6	4	60		.2	11	73	.1	.8
SP '98	7	200	.1	.4	14	137	.1	.7	12	96	.1	.7	8	69	.1	.4	4	51		.3
KFSG-FM																				
SP '99	4	141		.2	2	45		.1	4	72		.2	8	86	.1	.4	3	58		.2
WI '99	4	127		.2	3	38		.1	2	25			8	63	.1	.4	2	80		.2
FA '98	5	127		.3	9	98	.1	.4	2	30		.1	2	27		.1	7	57	.1	.5
SU '98	1	52		.1	1	18		.1	2	21			2	30		.1				
4-Book	4	112		.2	4	50		.2	2	37		.1	5	52	.1	.3	3	49		.2
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '99	4	214		.2	11	99	.1	.5	4	52		.2	1	25			2	26		.1
WI '99	4	165		.2	9	107	.1	.4	11	54	.1	.6	1	37				25		
FA '98	1	129		.1	5	75		.2	1	15			1	15				10		
SU '98	1	185		.1	2	79		.1	1	38			1	40			1	26		.1
4-Book	3	173		.2	7	90	.1	.3	4	40		.2	1	29		.2	1	22		.1
SP '98	2	164		.1	4	111		.2	1	44		.1	3	41		.1	1	16		.1
KGIL-AM																				
SP '99																				
WI '99																				
FA '98		29																		
SU '98																				
4-Book		7																		
SP '98		27			1	12											2	27		.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
+KGXL-AM																				
SP '99																				
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99																				
WI '99		14															1	14		.1
FA '98	1	15		.1	4	15		.2												
SU '98																				
4-Book		7			1	4		.1									4			
SP '98		15											1	15						
KIIS-FM																				
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
WI '99	119	3033	1.0	7.0	141	1374	1.2	6.3	116	1061	1.0	6.6	166	1480	1.4	7.9	105	1099	.9	7.9
FA '98	111	3173	.9	6.6	136	1572	1.1	6.4	98	1130	.8	5.7	149	1633	1.2	7.2	90	1295	.7	6.3
SU '98	107	3064	.9	6.2	106	1299	.9	5.3	120	1529	1.0	5.5	130	1561	1.1	6.2	96	1197	.8	7.2
4-Book	120	3153	1.0	6.9	138	1488	1.2	6.3	117	1290	1.0	6.2	161	1625	1.3	7.5	102	1236	.9	7.4
SP '98	103	2876	.9	6.3	145	1433	1.2	6.9	80	1119	.7	4.4	130	1432	1.1	6.3	75	1041	.6	5.7
KJLH-FM																				
SP '99	10	209	.1	.6	11	112	.1	.5	5	32		.3	14	99	.1	.6	15	118	.1	1.0
WI '99	8	334	.1	.5	4	30		.2	2	68		.1	3	49		.1	8	109	.1	.6
FA '98	9	348	.1	.5	9	123	.1	.4	4	54		.2	3	66		.1	14	148	.1	1.0
SU '98	8	316	.1	.5	5	40		.3	13	104	.1	.6	11	127	.1	.5	5	56		.4
4-Book	9	302	.1	.5	7	76	.1	.4	6	65		.3	8	85	.1	.3	11	108	.1	.8
SP '98	9	289	.1	.5	9	63	.1	.4	11	142	.1	.6	7	76	.1	.3	4	69		.3
KKBT-FM																				
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
WI '99	137	2922	1.1	8.1	120	1069	1.0	5.4	115	1167	.9	6.6	201	1702	1.7	9.5	129	1294	1.1	9.7
FA '98	164	3522	1.3	9.8	226	1734	1.9	10.6	151	1523	1.2	8.8	221	1960	1.8	10.7	152	1676	1.2	10.7
SU '98	200	3484	1.7	11.7	184	1323	1.5	9.2	229	1809	1.9	10.5	310	2024	2.6	14.8	175	1658	1.5	13.2
4-Book	161	3269	1.3	9.4	169	1375	1.4	7.9	161	1495	1.3	8.4	227	1832	1.9	10.7	153	1512	1.3	11.1
SP '98	186	3003	1.6	11.3	238	1507	2.0	11.3	159	1370	1.3	8.8	268	1803	2.3	13.1	160	1296	1.3	12.1
KKGO-FM																				
SP '99	5	254		.3	2	35		.1	10	45	.1	.5	5	86		.2	5	128		.3
WI '99	11	340	.1	.7	15	151	.1	.7	14	120	.1	.8	13	158	.1	.6	8	111	.1	.6
FA '98	10	204	.1	.6	6	60		.3	14	75	.1	.8	9	108	.1	.4	12	97	.1	.8
SU '98	13	342	.1	.8	14	120	.1	.7	17	109	.1	.8	10	134	.1	.5	16	165	.1	1.2
4-Book	10	285	.1	.6	9	92	.1	.5	14	87	.1	.7	9	122	.1	.4	10	125	.1	.7
SP '98	15	216	.1	.9	22	98	.2	1.0	27	144	.2	1.5	12	99	.1	.6	11	79	.1	.8
KKHJ-AM																				
SP '99	13	281	.1	.7	6	75		.3	22	115	.2	1.1	24	217	.2	1.1	5	39		.3
WI '99	8	200	.1	.5	15	116	.1	.7	9	95	.1	.5	6	81		.3	10	97	.1	.8
FA '98	7	122	.1	.4	16	48	.1	.8	7	48	.1	.4					1	13		.1
SU '98	4	85		.2	4	41		.2	5	51		.2	4	34		.2	7	34		.5
4-Book	8	172	.1	.5	10	70	.1	.5	11	77	.1	.6	9	83	.1	.4	6	46	.1	.4
SP '98	3	121		.2	4	25		.2	11	57	.1	.6		10			2	40		.2
KKLA-FM																				
SP '99		10				10														
WI '99	1	66		.1	3	54		.1						13			3	29		.2
FA '98	2	88		.1	3	73		.1		15			7	29	.1	.3				
SU '98	1	44		.1	2	26		.1		12			1	32						
4-Book	1	52		.1	2	41		.1		7			2	19		.1	1	7		.1
SP '98	4	124		.2	8	86	.1	.4	1	37		.1	11	47	.1	.5	5	30		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																				
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	
KLAC-AM																				
SP '99	8	240	.1	.4	3	14	.1	4	40	.2	.2	3	40	.1	.1	20	165	.2	1.4	
WI '99	3	200		.2	2	38	.1	1	12	.1	.1	4	63	.2	.2	8	86	.1	.6	
FA '98	1	78		.1				2	38	.1	.1	2	28	.1	.1	1	35		.1	
SU '98		18			1	18	.1													
4-Book	3	134	.2	.2	2	18	.1	2	23	.1	.1	2	33	.1	.1	7	72	.1	.5	
SP '98	4	203		.2	3	40	.1		11		.1	7	89	.1	.3	4	47		.3	
KLAX-FM																				
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
WI '99	84	1538	.7	5.0	85	456	.7	3.8	104	590	.9	5.9	107	799	.9	5.1	77	673	.6	5.8
FA '98	74	1533	.6	4.4	66	590	.5	3.1	99	782	.8	5.8	85	716	.7	4.1	56	487	.5	3.9
SU '98	92	1563	.8	5.4	100	654	.8	5.0	122	777	1.0	5.6	125	831	1.1	6.0	65	693	.5	4.9
4-Book	80	1473	.7	4.7	85	546	.7	4.0	102	687	.9	5.4	103	755	.9	4.9	64	566	.5	4.6
SP '98	112	1648	.9	6.8	134	794	1.1	6.4	163	835	1.4	9.1	123	625	1.0	6.0	91	690	.8	6.9
KLGS-FM																				
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
WI '99	19	647	.2	1.1	51	261	.4	2.3	11	213	.1	.6	16	271	.1	.8	8	154	.1	.6
FA '98	29	679	.2	1.7	31	248	.3	1.5	27	237	.2	1.6	42	309	.3	2.0	30	310	.2	2.1
SU '98	9	657	.1	.5	18	299	.2	.9	7	211	.1	.3	10	192	.1	.5	6	132	.1	.5
4-Book	21	678	.2	1.2	34	297	.3	1.6	20	249	.2	1.1	22	261	.2	1.1	15	185	.1	1.1
SP '98	21	667	.2	1.3	36	345	.3	1.7	18	284	.2	1.0	18	234	.2	.9	6	153	.1	.5
KLSX-FM																				
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
WI '99	40	685	.3	2.4	122	465	1.0	5.4	47	212	.4	2.7	49	241	.4	2.3	4	115	.1	.3
FA '98	49	629	.4	2.9	161	424	1.3	7.6	34	297	.3	2.0	65	180	.5	3.1	7	42	.1	.5
SU '98	55	685	.5	3.2	145	518	1.2	7.3	74	312	.6	3.4	40	243	.3	1.9	45	186	.4	3.4
4-Book	51	693	.4	3.0	166	489	1.4	7.6	53	296	.5	2.8	49	210	.4	2.3	17	113	.2	1.2
SP '98	24	532	.2	1.5	101	432	.8	4.8	28	259	.2	1.6	7	91	.1	.3	4	130		.3
KLVE-FM																				
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
WI '99	65	1162	.5	3.8	100	493	.8	4.5	90	497	.7	5.1	55	406	.5	2.6	36	369	.3	2.7
FA '98	74	1373	.6	4.4	81	626	.7	3.8	66	588	.5	3.9	99	656	.8	4.8	68	623	.6	4.8
SU '98	71	1192	.6	4.1	88	585	.7	4.4	100	560	.8	4.6	71	530	.6	3.4	36	389	.3	2.7
4-Book	66	1220	.5	3.8	83	541	.7	3.9	84	553	.7	4.4	70	518	.6	3.3	41	443	.4	3.0
SP '98	76	1240	.6	4.6	119	598	1.0	5.7	109	664	.9	6.1	54	462	.5	2.6	54	492	.5	4.1
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	7	170	.1	.4	5	79	.2	.2	8	90	.1	.4	3	51	.1	.1	12	61	.1	.8
WI '99	5	134		.3	13	85	.1	.6	10	83	.1	.6	4	53	.2	.2	1	26		.1
FA '98	11	189	.1	.7	9	92	.1	.4	30	84	.2	1.8	5	84	.2	.2	6	62		.4
SU '98	10	188	.1	.6	15	99	.1	.8	26	72	.2	1.2	3	24	.1	.1	8	78	.1	.6
4-Book	8	170	.1	.5	11	89	.1	.5	19	82	.2	1.0	4	53	.2	.2	7	57	.1	.5
SP '98	6	256	.1	.4	2	43	.1	.1	3	53	.2	.2	10	109	.1	.5	10	154	.1	.8
KLYY-FM																				
SP '99	16	859	.1	.9	8	213	.1	.3	22	301	.2	1.1	22	396	.2	1.0	11	254	.1	.8
WI '99	40	1349	.3	2.4	51	578	.4	2.3	48	593	.4	2.7	52	614	.4	2.5	28	466	.2	2.1
FA '98	29	1219	.2	1.7	16	210	.1	.8	28	421	.2	1.6	50	675	.4	2.4	30	471	.2	2.1
SU '98	26	1097	.2	1.5	19	289	.2	1.0	39	610	.3	1.8	30	512	.3	1.4	19	376	.2	1.4
4-Book	28	1131	.2	1.6	24	323	.2	1.1	34	481	.3	1.8	39	549	.3	1.8	22	392	.2	1.6
SP '98	23	1028	.2	1.4	20	275	.2	1.0	27	419	.2	1.5	35	489	.3	1.7	18	358	.2	1.4

** 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

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
KNX -AM																				
SP '99	3	185		.2	5	81		.2	6	81		.3	4	110		.2		13		
WI '99	3	262		.2	5	103		.2	5	74		.3	4	98		.2	1	42		.1
FA '98	6	208		.4	6	84		.3	3	50		.2	9	71	.1	.4	9	97	.1	.6
SU '98	2	194		.1	7	115	.1	.4	1	42			1	42			1	26		.1
4-Book	4	212		.2	6	96		.3	4	62		.2	5	80		.2	3	45		.2
SP '98	3	197		.2	9	118	.1	.4	2	26		.1	1	27			3	41		.2
KOST-FM																				
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
WI '99	23	655	.2	1.4	21	223	.2	.9	19	276	.2	1.1	27	288	.2	1.3	25	293	.2	1.9
FA '98	28	917	.2	1.7	17	253	.1	.8	30	221	.2	1.8	35	321	.3	1.7	39	486	.3	2.7
SU '98	53	1087	.4	3.1	49	396	.4	2.5	78	389	.7	3.6	71	485	.6	3.4	39	483	.3	2.9
4-Book	33	908	.3	2.0	30	294	.3	1.4	39	279	.3	2.0	40	351	.3	1.9	34	418	.3	2.5
SP '98	17	650	.1	1.0	10	167	.1	.5	15	134	.1	.8	14	145	.1	.7	24	346	.2	1.8
KPWR-FM																				
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
WI '99	291	5131	2.4	17.2	367	2829	3.0	16.4	266	2385	2.2	15.2	409	3036	3.4	19.4	250	2438	2.1	18.9
FA '98	298	5296	2.5	17.8	366	2876	3.0	17.2	275	2611	2.3	16.1	420	3259	3.5	20.3	268	2646	2.2	18.8
SU '98	248	4933	2.1	14.5	273	2322	2.3	13.7	299	2908	2.5	13.7	313	2818	2.6	15.0	199	2312	1.7	15.0
4-Book	286	5114	2.4	16.6	346	2693	2.9	15.9	271	2482	2.3	14.3	403	3030	3.3	18.9	244	2444	2.0	17.7
SP '98	269	4681	2.3	16.4	282	2276	2.4	13.4	261	2418	2.2	14.5	362	3105	3.0	17.7	253	2377	2.1	19.1
KRLA-AM																				
SP '99	2	98		.1		13			1	30		.1	2	30		.1		13		
WI '99	1	61		.1	1	25			1	12		.1	1	12			2	24		.2
FA '98	8	149	.1	.5	4	37		.2	7	37	.1	.4	10	63	.1	.5	11	73	.1	.8
SU '98	5	182		.3	2	54		.1	1	21			6	34	.1	.3	8	60	.1	.6
4-Book	4	123		.3	2	32		.1	3	25		.2	5	35	.1	.2	5	43	.1	.4
SP '98	12	281	.1	.7	10	75	.1	.5	11	100	.1	.6	19	125	.2	.9	13	119	.1	1.0
KROQ-FM																				
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
WI '99	158	3295	1.3	9.3	199	1618	1.6	8.9	163	1440	1.3	9.3	206	1817	1.7	9.8	147	1492	1.2	11.1
FA '98	154	3071	1.3	9.2	185	1527	1.5	8.7	126	1309	1.0	7.4	178	1774	1.5	8.6	171	1536	1.4	12.0
SU '98	153	2874	1.3	8.9	152	1202	1.3	7.6	181	1549	1.5	8.3	182	1572	1.5	8.7	148	1420	1.2	11.1
4-Book	164	3095	1.4	9.5	194	1463	1.6	8.9	168	1477	1.4	8.8	197	1733	1.6	9.2	162	1514	1.3	11.7
SP '98	122	2472	1.0	7.4	146	1246	1.2	6.9	111	1046	.9	6.2	158	1318	1.3	7.7	126	1304	1.1	9.5
KRTH-FM																				
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
WI '99	36	1252	.3	2.1	26	312	.2	1.2	36	397	.3	2.1	42	508	.3	2.0	32	411	.3	2.4
FA '98	36	1256	.3	2.2	29	384	.2	1.4	57	472	.5	3.3	47	463	.4	2.3	29	368	.2	2.0
SU '98	31	1170	.3	1.8	25	355	.2	1.3	33	430	.3	1.5	42	392	.4	2.0	24	402	.2	1.8
4-Book	36	1139	.3	2.1	32	342	.3	1.5	46	388	.4	2.5	45	435	.4	2.1	25	340	.2	1.8
SP '98	45	1131	.4	2.7	58	357	.5	2.8	69	397	.6	3.8	62	572	.5	3.0	27	342	.2	2.0
KSCA-FM																				
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
WI '99	157	1854	1.3	9.3	376	1296	3.1	16.8	190	1025	1.6	10.9	112	709	.9	5.3	61	564	.5	4.6
FA '98	105	1493	.9	6.3	263	1017	2.2	12.4	122	829	1.0	7.1	63	554	.5	3.0	48	427	.4	3.4
SU '98	116	1544	1.0	6.8	274	1083	2.3	13.7	142	912	1.2	6.5	85	673	.7	4.1	44	469	.4	3.3
4-Book	129	1621	1.1	7.5	296	1054	2.5	13.7	158	907	1.3	8.4	93	651	.8	4.3	53	473	.5	3.9
SP '98	133	1745	1.1	8.1	245	1176	2.1	11.7	189	1094	1.6	10.5	140	976	1.2	6.8	62	566	.5	4.7
KSSE-FM																				
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
WI '99	51	950	.4	3.0	68	330	.6	3.0	51	348	.4	2.9	51	406	.4	2.4	40	381	.3	3.0
FA '98	81	1102	.7	4.8	74	542	.6	3.5	101	623	.8	5.9	101	713	.8	4.9	55	410	.5	3.9
SU '98	50	839	.4	2.9	43	393	.4	2.2	56	441	.5	2.6	49	490	.4	2.3	45	375	.4	3.4
4-Book	60	982	.5	3.5	62	431	.5	2.9	68	459	.6	3.7	66	534	.5	3.1	50	400	.4	3.6
SP '98	44	747	.4	2.7	48	345	.4	2.3	49	401	.4	2.7	44	359	.4	2.1	43	322	.4	3.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KTND-AM																				
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
WI '99	13	267	.1	.8	7	66	.1	.3	8	70	.1	.5	22	130	.2	1.0	13	125	.1	1.0
FA '98	19	228	.2	1.1	21	104	.2	1.0	21	155	.2	1.2	45	179	.4	2.2	15	113	.1	1.1
SU '98	25	263	.2	1.5	25	123	.2	1.3	29	128	.2	1.3	47	153	.4	2.2	4	63		.3
4-Book	22	245	.2	1.3	23	97	.2	1.1	23	109	.2	1.2	40	148	.4	1.9	15	108	.1	1.1
SP '98	18	413	.2	1.1	29	144	.2	1.4	6	90	.1	.3	33	158	.3	1.6	17	153	.1	1.3
KTUV-FM																				
SP '99	10	233	.1	.6	7	61	.1	.3	13	60	.1	.7	16	142	.1	.7	14	84	.1	1.0
WI '99	5	287		.3	6	61		.3	8	117	.1	.5	7	83	.1	.3	3	49		.2
FA '98	11	272	.1	.7	14	98	.1	.7	17	78	.1	1.0	13	86	.1	.6	6	98		.4
SU '98	7	230	.1	.4	4	86		.2	6	74	.1	.3	11	118	.1	.5	11	98	.1	.8
4-Book	8	256	.1	.5	8	77	.1	.4	11	82	.1	.6	12	107	.1	.5	9	82	.1	.6
SP '98	4	209		.2	4	54		.2	7	133	.1	.4	5	68		.2	3	42		.2
KWKV-AM																				
SP '99	5	64		.3	11	25	.1	.5	6	25		.3	5	38		.2	3	12		.2
WI '99	6	61		.4	10	37	.1	.4	6	37		.3	4	25		.2	5	25		.4
FA '98	7	112	.1	.4	10	50	.1	.5	5	75		.3	15	62	.1	.7	4	50		.3
SU '98	5	122		.3	8	41	.1	.4	2	54		.1	6	25	.1	.3	7	25	.1	.5
4-Book	6	90		.4	10	38	.1	.5	5	48		.3	8	38	.1	.4	5	28		.4
SP '98	8	160	.1	.5	10	52	.1	.5	8	63	.1	.4	12	51	.1	.6	7	57	.1	.5
KWVE-FM																				
SP '99	1	95		.1	1	54		.1	1	29		.1	2	29		.1	2	38		.1
WI '99	3	97		.2	2	25		.1	3	37		.2	6	37		.3	1	42		.1
FA '98	5	158		.3	6	74		.3	5	56		.3	4	69		.2	3	73		.2
SU '98	4	113		.2	2	53		.1	8	84	.1	.4	10	69	.1	.5	1	51		.1
4-Book	3	116		.2	3	52		.1	4	52		.3	6	51		.3	2	51		.1
SP '98	5	100		.3	3	28		.1	7	27	.1	.4	17	60	.1	.8	1	29		.1
KYSR-FM																				
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	4.0
WI '99	51	1636	.4	3.0	60	705	.5	2.7	47	621	.4	2.7	65	783	.5	3.1	40	594	.3	3.0
FA '98	51	1318	.4	3.0	60	504	.5	2.8	69	587	.6	4.0	67	647	.6	3.2	30	453	.2	2.1
SU '98	53	1583	.4	3.1	46	474	.4	2.3	74	755	.6	3.4	72	731	.6	3.4	42	610	.4	3.2
4-Book	54	1547	.4	3.1	55	585	.5	2.5	64	672	.5	3.4	74	722	.6	3.4	43	586	.4	3.1
SP '98	49	1442	.4	3.0	57	578	.5	2.7	58	599	.5	3.2	64	793	.5	3.1	39	540	.3	3.0
KZLA-FM																				
SP '99	27	315	.2	1.5	16	86	.1	.7	40	104	.3	2.0	48	170	.4	2.1	14	126	.1	1.0
WI '99	16	320	.1	.9	23	192	.2	1.0	22	110	.2	1.3	22	203	.2	1.0	5	92		.4
FA '98	9	262	.1	.5	12	144	.1	.6	11	154	.1	.6	11	134	.1	.5	4	112		.3
SU '98	9	214	.1	.5	13	105	.1	.7	6	78	.1	.3	12	101	.1	.6	4	69		.3
4-Book	15	278	.1	.9	16	132	.1	.8	20	112	.2	1.1	23	152	.2	1.1	7	100		.5
SP '98	3	166		.2	3	62		.1	5	87		.3	4	86		.2	2	69		.2
KGGI-FM																				
SP '99	14	691	.1	.8	14	254	.1	.6	14	228	.1	.7	14	245	.1	.6	12	188	.1	.8
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	**	77	**	**	**	**	**	**	**	13	**	**	**	1	22	**	**	1	40	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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
XTRA-AM																				
SP '99	9	116	.1	.5	15	76	.1	.6	24	78	.2	1.2	6	39	.3					
WI '99	6	133	.4		9	54	.1	.4	8	42	.1	.5	6	79	.3		6	79		.5
FA '98	9	226	.1	.5	5	52	.2	.2	16	120	.1	.9	7	88	.1	.3	7	58	.1	.5
SU '98	13	214	.1	.8	17	100	.1	.9	34	174	.3	1.6	19	108	.2	.9	1	13		.1
4-Book	9	172	.1	.6	12	71	.1	.5	21	104	.2	1.1	10	79	.1	.5	4	41		.3
SP '98	10	211	.1	.6	15	120	.1	.7	10	91	.1	.6	24	117	.2	1.2	5	51		.4
TOTALS																				
SP '99	1818	11653	14.9		2316	9271	19.0		1969	7829	16.2		2253	9419	18.5		1452	8069	11.9	
WI '99	1691	11644	13.9		2241	9257	18.4		1750	7549	14.4		2108	9415	17.3		1324	8060	10.9	
FA '98	1673	11648	13.8		2126	9534	17.5		1710	7672	14.1		2066	9387	17.0		1426	8322	11.7	
SU '98	1716	11414	14.4		1996	8913	16.8		2176	8950	18.3		2091	9267	17.6		1330	8167	11.2	
4-Book	1725	11590	14.3		2170	9244	17.9		1901	8000	15.8		2130	9372	17.6		1383	8155	11.4	
SP '98	1643	11401	13.8		2103	9463	17.7		1801	7784	15.2		2049	9365	17.2		1322	7889	11.1	

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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 - Men 12-24

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 '99	4	52		.2		13											2	13		.1
4-Book	4	56		.2	1	18		.1	5	11		.4	2	7		.1	2	7		.1
KACD-FM																				
SP '99	1	69			2	53		.1	11	30	.1	.7	1	13			1	10		.1
4-Book	9	161	.1	.4	5	90		.4	8	28	.1	.5	7	32	.1	.4	5	21	.1	.3
KBCD-FM																				
SP '99	2	70		.1	4	43		.3	4	4		.3	7	18	.1	.3	4	8		.2
4-Book	7	95	.1	.4	4	43		.3	4	4		.3	7	18	.1	.3	4	8		.2
KACE-FM																				
SP '99	7	130	.1	.3	10	68	.1	.7	5	9		.3	15	24	.1	.7	9	9	.1	.5
4-Book	8	150	.1	.4	8	78	.1	.5	5	18		.4	17	38	.1	.9	13	33	.1	.8
KRTO-FM																				
SP '99	1	24																		
4-Book	1	24				3														
KBIG-FM																				
SP '99	20	401	.2	.9	8	209	.1	.6	17	65	.1	1.1	24	63	.2	1.1	4	30		.2
4-Book	23	466	.2	1.1	13	286	.1	1.0	13	56	.1	1.0	23	69	.2	1.1	18	74	.1	1.1
KBLA-AM																				
SP '99	4	26		.2	1	33		.1					5	33		.2	6	9		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	13	80	.1	.6	12	93	.1	.8	2	12		.1	23	55	.2	1.0	8	14	.1	.5
4-Book	9	79	.1	.4	7	65	.1	.5	8	23	.1	.6	13	33	.1	.6	8	16	.1	.5
KBUE-FM																				
SP '99	112	927	.9	5.2	63	637	.5	4.3	48	121	.4	3.2	72	188	.6	3.2	86	194	.7	4.9
4-Book	70	825	.6	3.4	49	551	.4	3.5	45	131	.4	3.4	75	184	.6	3.6	62	152	.5	3.7
KCBS-FM																				
SP '99	63	793	.5	2.9	24	438	.2	1.7	34	87	.3	2.2	55	189	.5	2.4	46	178	.4	2.6
4-Book	52	765	.4	2.5	26	428	.2	2.0	22	89	.2	1.6	61	197	.5	3.0	27	109	.2	1.6
KCMG-FM																				
SP '99	43	709	.4	2.0	45	536	.4	3.1	20	75	.2	1.3	70	169	.6	3.1	57	173	.5	3.3
4-Book	55	882	.5	2.7	46	555	.4	3.3	30	87	.3	2.2	63	185	.5	3.0	44	139	.4	2.7
KFI -AM																				
SP '99	4	86		.2	4	65		.3	3	14		.2	3	13		.1				
4-Book	8	149	.1	.4	3	55		.2	6	11	.1	.4	2	11		.1		4		
KFSG-FM																				
SP '99	5	130		.2	3	98		.2									5	29		.3
4-Book	3	99		.1	3	66		.3	1	11		.1	6	18	.1	.3	7	29	.1	.4
KFWB-AM																				
SP '99	5	162		.2	4	82		.3	8	30	.1	.5								
4-Book	4	130		.2	2	62		.2	3	14		.2	1	9		.1	1	6		.1
KGIL-AM																				
SP '99																				
4-Book						7														
+KGXL-AM																				
SP '99																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

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
KIEV-AM SP '99 4-Book		4																		
KIIS-FM SP '99 4-Book	163 137	2925 2695	1.3 1.1	7.5 6.7	129 103	1788 1654	1.1 .9	8.9 7.5	155 89	519 355	1.3 .7	10.2 6.4	189 147	673 581	1.6 1.2	8.4 7.0	107 113	388 403	.9 .9	6.1 6.9
KJLH-FM SP '99 4-Book	9 7	157 174	.1 .1	.4 .3	9 11	97 156	.1 .1	.6 .8	10 5	17 12	.1 .1	.7 .4	20 18	47 42	.2 .2	.9 .9	13 9	44 23	.1 .1	.7 .6
KKBT-FM SP '99 4-Book	156 184	2568 2740	1.3 1.5	7.2 9.0	114 126	1692 1756	.9 1.0	7.9 9.2	67 85	230 290	.6 .7	4.4 6.3	165 189	609 665	1.4 1.6	7.3 9.1	144 180	545 569	1.2 1.5	8.2 11.2
KKGO-FM SP '99 4-Book	6 11	143 203	.1 .1	.3 .6	3 7	93 132	.2 .1	.6 .6	5 13	13 44	.1 .1	.3 1.0	7 8	29 37	.1 .1	.3 .4	6 6	16 16		.4 .4
KKHJ-AM SP '99 4-Book	18 10	243 144	.1 .1	.8 .5	9 6	102 67	.1 .1	.6 .4	2 5	13 18	.1 .1	.4 .4	19 11	39 22	.2 .1	.8 .5	11 6	39 16	.1 .1	.6 .4
KKLA-FM SP '99 4-Book	1 1	10 49		.1		8			1	4			1	4		.1				
KLAC-AM SP '99 4-Book	3 2	66 60	.1 .1		6 2	106 53	.4 .2					.1	3 1	43 11	.1		2 1	15 4		.1
KLAX-FM SP '99 4-Book	88 97	1033 1186	.7 .8	4.1 4.7	50 61	588 744	.4 .5	3.5 4.5	64 57	141 153	.5 .5	4.2 4.1	79 112	298 360	.6 .9	3.5 5.5	88 79	220 227	.7 .7	5.0 4.8
KLOS-FM SP '99 4-Book	31 25	616 541	.3 .2	1.4 1.2	23 17	368 293	.2 .1	1.6 1.2	22 11	68 40	.2 .1	1.4 .8	45 28	136 131	.4 .3	2.0 1.4	26 20	99 79	.2 .2	1.5 1.2
KLTX-FM SP '99 4-Book	107 87	654 628	.9 .7	4.9 4.2	11 11	222 140	.1 .1	.8 .8	15 28	66 57	.1 .2	1.0 2.1	19 19	56 57	.2 .2	.8 .9	2 2	7 7		.2 .2
KLVE-FM SP '99 4-Book	67 79	946 985	.6 .7	3.1 3.9	52 59	613 630	.4 .5	3.6 4.4	59 55	175 143	.5 .5	3.9 4.0	90 90	216 241	.7 .8	4.0 4.3	41 61	140 152	.3 .5	2.3 3.8
+KLYF-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM SP '99 4-Book	6 12	117 133	.1 .1	.3 .6	6 4	95 52	.4 .3						9 6	53 21	.1 .1	.4 .3	12 6	40 24	.1 .1	.7 .4
KLYY-FM SP '99 4-Book	18 32	657 878	.1 .3	.8 1.6	16 24	298 529	.1 .2	1.1 1.8	12 18	59 80	.1 .2	.8 1.4	32 38	94 171	.3 .3	1.4 1.8	24 43	98 183	.2 .4	1.4 2.7
KNX -AM SP '99 4-Book	5 5	185 179	.2 .2		2	37 53			1 4	13 20	.1 .3		1 2	24 18			1 1	24 8		.1 .1
KOST-FM SP '99 4-Book	28 36	575 594	.2 .3	1.3 1.8	28 27	385 382	.2 .2	1.9 2.0	10 20	59 56	.1 .2	.7 1.5	29 34	88 80	.2 .3	1.3 1.7	30 30	102 86	.2 .2	1.7 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 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	
KPWR-FM																						
SP '99		354	4543	2.9	16.4	258	3106	2.1	17.8	222	773	1.8	14.6	412	1256	3.4	18.3	368	1120	3.0	21.0	
4-Book		335	4543	2.8	16.4	228	2983	1.9	16.7	207	727	1.7	15.1	370	1205	3.1	17.6	304	994	2.5	18.6	
KRLA-AM																						
SP '99		1	43			6	98		.4					12	44	.1	.5					
4-Book		3	67		.1	6	77	.1	.4	2	6		.2	5	17	.1	.3	7	17	.1	.4	
KROQ-FM																						
SP '99		219	2623	1.8	10.1	151	1907	1.2	10.4	118	417	1.0	7.8	202	616	1.7	9.0	142	495	1.2	8.1	
4-Book		185	2558	1.5	9.0	129	1778	1.1	9.4	115	395	1.0	8.4	171	636	1.4	8.2	153	530	1.3	9.5	
KRTH-FM																						
SP '99		52	660	.4	2.4	34	450	.3	2.3	36	110	.3	2.4	57	183	.5	2.5	35	131	.3	2.0	
4-Book		41	809	.4	2.0	33	487	.3	2.4	21	74	.2	1.5	58	174	.5	2.8	43	135	.4	2.7	
KSCA-FM																						
SP '99		186	1287	1.5	8.6	105	867	.9	7.2	305	465	2.5	20.1	166	405	1.4	7.4	103	231	.8	5.9	
4-Book		180	1415	1.5	8.8	89	855	.8	6.5	251	462	2.1	18.3	134	366	1.1	6.4	75	199	.6	4.6	
KSSE-FM																						
SP '99		63	878	.5	2.9	39	552	.3	2.7	56	160	.5	3.7	78	189	.6	3.5	25	92	.2	1.4	
4-Book		66	797	.6	3.2	55	580	.5	4.1	60	165	.5	4.4	95	262	.8	4.6	42	123	.4	2.6	
KTNQ-AM																						
SP '99		41	171	.3	1.9	12	78	.1	.8	15	37	.1	1.0	31	48	.3	1.4	25	42	.2	1.4	
4-Book		29	200	.2	1.4	15	131	.1	1.1	23	43	.2	1.7	20	49	.2	1.0	25	61	.2	1.5	
KTVV-FM																						
SP '99		12	185	.1	.6	4	93		.3					2	17		.1					
4-Book		10	179	.1	.5	4	94		.3	1	3		.1	3	20		.2	3	10		.2	
KWKW-AM																						
SP '99		7	38	.1	.3	3	51		.2	6	15		.4	8	36	.1	.4	5	25		.3	
4-Book		7	67	.1	.3	4	43		.3	6	16	.1	.5	6	15	.1	.3	5	16		.3	
KWVE-FM																						
SP '99		1	69			2	29		.1					1	13							
4-Book		4	90		.2	3	58		.2	5	19		.4	5	17		.3	2	8		.1	
KYSR-FM																						
SP '99		69	1322	.6	3.2	44	747	.4	3.0	20	114	.2	1.3	68	313	.6	3.0	57	251	.5	3.3	
4-Book		64	1244	.5	3.1	43	707	.4	3.1	22	93	.2	1.6	76	292	.7	3.7	51	217	.5	3.1	
KZLA-FM																						
SP '99		35	225	.3	1.6	22	151	.2	1.5	17	28	.1	1.1	57	72	.5	2.5	45	131	.4	2.6	
4-Book		20	218	.2	1.0	13	138	.1	.9	9	24	.1	.6	26	46	.2	1.2	16	59	.1	.9	
KGGI-FM																						
SP '99		14	510	.1	.6	15	300	.1	1.0	7	45	.1	.5	31	109	.3	1.4	23	97	.2	1.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KOLA-FM																						
SP '99			35			1	25		.1					1	10			2	10		.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
SP '99		16	116	.1	.7	3	13		.2	6	13		.4	13	13	.1	.6	3	13		.2	
4-Book		15	145	.1	.7	4	39		.3	4	16		.3	10	19	.1	.5	3	15		.2	
TOTALS																						
SP '99		2163	11342	17.8		1449	9316	11.9		1518	3870	12.5		2256	5365	18.5		1749	4501	14.4		
4-Book		2054	11268	17.0		1367	9246	11.3		1368	3596	11.3		2090	5244	17.3		1623	4233	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 - 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
KABC-AM SP '99 4-Book													2	4	.2					
KACD-FM SP '99 4-Book	5	20	.1	.4	2	10	.2		4	16	.3		3	15	.3		4	27	.4	
KBCD-FM SP '99 4-Book	1	11	.1		4	8	.5		6	11	.1	.4	3	11	.3		1	4	.1	
KACE-FM SP '99 4-Book	15 7	25 21	.1 .5	1.1 .5	5 3	9 9	.6 .3		11 6	22 19	.1 .1	.8 .4	9 7	9 12	.1 .1	.6 .5	6 3	25 13	.6 .3	
KRTO-FM SP '99 4-Book						3														
KBIG-FM SP '99 4-Book	7 16	28 57	.1 .2	.5 1.3	1 3	10 17	.1 .3						5 7	39 45	.4 .6		4 8	22 35	.1 .8	
KBLA-AM SP '99 4-Book	**	**	**	**	**	**	**	**	1 **	12 **	.1 **	**	**	**	**	**	**	**	**	**
KVCA-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM SP '99 4-Book	26 8	67 20	.2 .1	1.9 .6	3 3	14 14	.3 .3		14 6	40 16	.1 .1	1.0 .4	13 7	54 23	.1 .1	.9 .5	3 2	14 10	.3 .2	
KBUE-FM SP '99 4-Book	44 33	124 110	.4 .3	3.2 2.7	36 40	93 95	.3 .3	4.1 4.7	87 53	172 149	.7 .4	6.3 3.7	68 50	156 120	.6 .4	4.9 3.8	60 34	156 103	.5 .3	6.1 3.5
KCBS-FM SP '99 4-Book	28 20	114 95	.2 .2	2.1 1.6	5 10	13 44	.6 .1	1.2	18 30	93 102	.1 .2	1.3 2.1	3 18	29 93	.2 .2	1.4	6 18	49 74	.6 .2	1.9
KCMG-FM SP '99 4-Book	21 33	63 117	.2 .3	1.5 2.7	11 22	42 73	.1 .2	1.2 2.5	33 50	104 153	.3 .4	2.4 3.4	57 57	153 134	.5 .5	4.1 4.4	82 62	136 162	.7 .5	8.4 6.4
KFI -AM SP '99 4-Book	7 4	18 13	.1 .3	.5 .3	2 2	13 7	.2 .2		7 4	33 19	.1 .1	.5 .3	3 1	13 6	.2 .1		7 4	18 10	.1 .4	.7 .4
KFSG-FM SP '99 4-Book	8 8	27 17	.1 .1	.6 .7	5 2	27 14	.6 .3							3			8 2	15 4	.1 .2	.8 .2
KFWB-AM SP '99 4-Book	5 2	31 15	.4 .2		16 5	29 16	.1 .6	1.8		4			2 1	23 12	.1 .1		7 3	30 12	.1 .3	.7 .3
KGIL-AM SP '99 4-Book					3	3	.3						1	4	.1					
+KGXL-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM SP '99 4-Book																				
KIIS-FM SP '99 4-Book	109 90	416 370	.9 .8	8.0 7.4	106 79	349 270	.9 .7	11.9 9.0	123 107	470 456	1.0 .9	8.9 7.4	127 99	431 330	1.0 .8	9.1 7.6	107 92	408 413	.9 .8	10.9 9.5
KJLH-FM SP '99 4-Book	12 7	54 32	.1 .1	.9 .6	4 10	15 36	.5 .1	.5 1.2	1 11	14 38	.1 .1	.1 .8	5 12	14 27	.4 .1	.4 .9	3 13	15 38	.1 .1	.3 1.3
KKBT-FM SP '99 4-Book	175 150	500 491	1.4 1.3	12.8 12.3	36 68	125 213	.3 .6	4.1 7.9	78 121	347 461	.6 1.0	5.6 8.4	152 127	464 410	1.2 1.1	10.8 9.8	81 78	280 277	.7 .6	8.3 8.1
KKGO-FM SP '99 4-Book	3 8	13 28	.1 .1	.2 .7	5 5	21 21	.6 .6	.6 .6	1 5	17 27	.1 .4	.1 .4	2 7	13 17	.1 .1	.1 .6	5 7	26 27	.1 .1	.5 .7
KKHJ-AM SP '99 4-Book	5 4	13 10	.4 .3	.4 .3	17 9	50 30	.1 .1	1.9 1.0	6 5	25 18	.4 .3	.4 .3	11 8	25 13	.1 .1	.8 .6	5 1	13 3	.5 .1	.5 .1
KKLA-FM SP '99 4-Book																				
KLAC-AM SP '99 4-Book	1 1	10 6	.1 .1	.1 .1	4 1	14 4	.5 .1	.5 .1	23 9	54 26	.2 .1	1.7 .6	15 5	53 24	.1 .4	1.1 .4	3 1	13 3	.3 .1	.3 .1
KLAX-FM SP '99 4-Book	36 39	106 132	.3 .3	2.6 3.2	33 37	110 119	.3 .3	3.7 4.3	41 82	170 223	.3 .7	3.0 5.6	37 55	99 135	.3 .5	2.6 4.3	27 28	63 78	.2 .2	2.8 2.9
KLOS-FM SP '99 4-Book	13 22	92 104	.1 .2	1.0 1.8	16 12	49 34	.1 .1	1.8 1.3	34 20	100 68	.3 .2	2.5 1.4	23 12	78 44	.2 .1	1.6 .9	3 8	26 36	.1 .1	.3 .8
KLSX-FM SP '99 4-Book	11 8	51 26	.1 .1	.8 .6	12 14	40 35	.1 .1	1.4 1.6	17 13	51 43	.1 .1	1.2 .9	7 3	26 14	.1 .2	.5 .2	7 4	38 24	.1 .1	.7 .4
KLVE-FM SP '99 4-Book	73 78	177 190	.6 .7	5.4 6.4	44 41	165 124	.4 .4	5.0 4.7	67 70	179 178	.6 .6	4.8 4.8	20 46	43 106	.2 .4	1.4 3.6	15 28	55 103	.1 .2	1.5 2.9
+KLYF-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM SP '99 4-Book	2 3	13 10	.1 .2	.1 .2	1 1	3 3	.1 .1	.1 .1	8 6	26 17	.1 .1	.6 .4	13 7	26 17	.1 .1	.9 .5	3 2	14 7	.3 .2	.3 .2
KLYY-FM SP '99 4-Book	14 19	64 87	.1 .2	1.0 1.6	12 15	48 81	.1 .1	1.4 1.7	17 23	63 118	.1 .2	1.2 1.6	7 25	59 136	.1 .2	.5 2.0	8 15	36 104	.1 .1	.8 1.6
KNX -AM SP '99 4-Book					2	10	.3	.3	3	7	.2	.2					1	8	.1	.1
KOST-FM SP '99 4-Book	29 40	96 142	.2 .3	2.1 3.3	18 12	42 34	.1 .1	2.0 1.4	40 21	92 63	.3 .2	2.9 1.5	16 18	64 68	.1 .2	1.1 1.4	46 41	129 133	.4 .4	4.7 4.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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		
KPWR-FM																					
SP '99	292	946	2.4	21.4	128	460	1.1	14.4	200	759	1.6	14.4	253	729	2.1	18.0	175	602	1.4	17.8	
4-Book	224	804	1.9	18.1	116	430	1.0	13.4	211	805	1.7	14.6	205	657	1.7	15.7	172	629	1.4	17.8	
KRLA-AM																					
SP '99	3	13		.2	20	27	.2	2.3	10	41	.1	.7	6	15		.4					
4-Book	3	14		.3	6	10	.1	.7	8	26	.1	.6	4	7		.3	10	17	.1	1.1	
KROQ-FM																					
SP '99	146	589	1.2	10.7	76	268	.6	8.6	169	595	1.4	12.2	233	635	1.9	16.6	118	502	1.0	12.0	
4-Book	122	508	1.0	10.0	61	233	.5	7.0	130	528	1.1	9.0	166	495	1.4	12.7	110	460	.9	11.4	
KRTH-FM																					
SP '99	6	25		.4	32	81	.3	3.6	61	158	.5	4.4	38	104	.3	2.7	12	41	.1	1.2	
4-Book	21	67	.2	1.8	25	77	.2	2.9	47	149	.4	3.3	28	82	.2	2.1	18	65	.2	1.9	
KSCA-FM																					
SP '99	62	148	.5	4.5	83	161	.7	9.3	86	216	.7	6.2	30	84	.2	2.1	26	41	.2	2.7	
4-Book	48	143	.4	3.9	87	198	.7	10.0	79	224	.7	5.5	33	96	.3	2.6	28	78	.2	3.0	
KSSE-FM																					
SP '99	34	125	.3	2.5	23	108	.2	2.6	43	182	.4	3.1	32	117	.3	2.3	18	60	.1	1.8	
4-Book	44	129	.4	3.7	41	123	.3	4.8	68	197	.6	4.7	52	113	.4	4.0	34	101	.3	3.5	
KTNQ-AM																					
SP '99	10	17	.1	.7									13	17	.1	.9	3	17		.3	
4-Book	6	17	.1	.5	6	18	.1	.8	14	42	.1	1.0	22	42	.2	1.7	5	25		.6	
KTWV-FM																					
SP '99	10	35	.1	.7					7	14	.1	.5	6	18		.4	6	15		.6	
4-Book	7	35	.1	.6	3	13		.3	9	30	.1	.6	5	16		.4	2	7		.2	
KWKV-AM																					
SP '99					2	4		.3	5	12		.4	4	12		.3	2	7		.2	
4-Book									7	16	.1	.5	6	10	.1	.5	2	7		.2	
KWVE-FM																					
SP '99					2	11		.2	3	15		.2	4	11	.1	.6	3	16		.3	
4-Book									3	15		.2	4	11	.3	.3	2	15		.2	
KYSR-FM																					
SP '99	45	193	.4	3.3	40	147	.3	4.5	42	193	.3	3.0	57	210	.5	4.1	21	107	.2	2.1	
4-Book	34	161	.3	2.7	23	93	.2	2.7	48	183	.4	3.4	55	171	.5	4.2	29	118	.2	3.0	
KZLA-FM																					
SP '99	3	15		.2	7	26	.1	.8	22	28	.2	1.6	24	62	.2	1.7					
4-Book	6	19	.1	.5	7	32	.1	.9	17	49	.1	1.2	17	39	.2	1.3	4	21		.4	
KGGI-FM																					
SP '99	11	51	.1	.8	**	**	**	**	25	92	.2	1.8	11	37	.1	.8	6	23		.6	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KOLA-FM																					
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	15		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																					
SP '99					1	8		.1	6	14	.1	.4	6	11	.1	.5	1	10		.1	
4-Book																					
TOTALS																					
SP '99	1364	3990	11.2		888	2567	7.3		1385	3846	11.4		1402	3515	11.5		981	2887	8.1		
4-Book	1221	3727	10.1		864	2473	7.2		1444	4002	11.9		1295	3265	10.7		964	3020	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
KABC-AM																				
SP '99	17	327	.1	.5	16	108	.1	.3	24	122	.1	.5	38	158	.2	.9	11	97	.1	.5
WI '99	9	330	.1	.3	3	63		.1	9	136	.1	.2	28	156	.2	.7	7	78		.4
FA '98	10	322	.1	.3	13	131	.1	.3	10	119	.1	.2	19	178	.1	.5	8	99		.4
SU '98	18	421	.1	.5	10	196	.1	.2	33	171	.2	.7	14	127	.1	.3	21	161	.1	1.1
4-Book	14	350	.1	.4	11	125	.1	.2	19	137	.1	.4	25	155	.2	.6	12	109	.1	.6
SP '98	15	379	.1	.5	5	63		.1	14	128	.1	.3	52	147	.3	1.4	6	102		.3
KACD-FM																				
SP '99	10	344	.1	.3	6	93		.1	16	104	.1	.3	20	187	.1	.5	7	77		.3
WI '99	6	248		.2	5	62		.1	7	79		.2	7	99		.2	4	42		.2
FA '98	26	377	.1	.8	15	189	.1	.3	39	159	.2	.9	48	223	.3	1.2	16	139	.1	.9
SU '98	50	944	.3	1.5	57	308	.3	1.2	64	478	.4	1.3	100	675	.6	2.4	19	365	.1	1.0
4-Book	23	478	.1	.7	21	163	.1	.4	32	205	.2	.7	44	296	.3	1.1	12	156	.1	.6
SP '98	33	760	.2	1.0	28	265	.2	.6	41	424	.2	.9	43	360	.2	1.1	32	313	.2	1.7
KBCD-FM																				
SP '99	10	174	.1	.3	13	85	.1	.3	24	130	.1	.5	7	98		.2	1	32		
WI '99	2	189		.1	2	50			3	34		.1	1	59			3	31		.2
FA '98	7	188		.2	6	46		.1	9	31	.1	.2	10	108	.1	.2	9	95	.1	.5
SU '98	19	218	.1	.6	23	107	.1	.5	25	101	.1	.5	28	122	.2	.7	10	94	.1	.5
4-Book	10	192	.1	.3	11	72	.1	.2	15	74	.1	.3	12	97	.1	.3	6	63	.1	.3
SP '98	9	290	.1	.3	17	117	.1	.4	5	86		.1	16	156	.1	.4	4	82		.2
KACE-FM																				
SP '99	17	317	.1	.5	11	93	.1	.2	15	149	.1	.3	19	166	.1	.5	33	108	.2	1.6
WI '99	16	267	.1	.5	13	110	.1	.3	23	158	.1	.5	22	165	.1	.6	15	130	.1	.8
FA '98	15	373	.1	.5	13	119	.1	.3	29	179	.2	.7	18	149	.1	.4	7	96		.4
SU '98	12	359	.1	.3	18	170	.1	.4	18	160	.1	.4	9	119	.1	.2	12	119	.1	.6
4-Book	15	329	.1	.5	14	123	.1	.3	21	162	.1	.5	17	150	.1	.4	17	113	.1	.9
SP '98	6	273		.2	7	95		.1	4	49		.1	3	70		.1	9	97	.1	.5
KRTO-FM																				
SP '99	1	46				12							3	34		.1		10		
WI '99	1	103				11			1	35			3	50		.1	1	35		.1
FA '98	1	81			2	17			1	17			2	29				12		
SU '98	7	93		.2	10	46	.1	.2	11	46	.1	.2	7	46		.2	5	46		.3
4-Book	3	81		.1	3	22		.1	3	25		.1	4	40		.1	2	26		.1
SP '98		33								14				33		.1		14		
KBIG-FM																				
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
WI '99	53	1462	.3	1.6	71	518	.4	1.4	91	575	.5	2.1	80	650	.4	2.1	16	352	.1	.9
FA '98	50	1576	.3	1.5	48	389	.3	1.0	75	603	.4	1.7	61	637	.3	1.5	27	531	.2	1.4
SU '98	50	1648	.3	1.5	46	527	.3	1.0	85	651	.5	1.7	61	653	.3	1.4	27	443	.2	1.4
4-Book	52	1508	.3	1.6	55	477	.3	1.1	88	610	.5	1.9	69	644	.4	1.7	26	406	.2	1.3
SP '98	68	1574	.4	2.1	55	522	.3	1.2	116	733	.7	2.6	94	811	.5	2.5	56	497	.3	2.9
KBLA-AM																				
SP '99	15	195	.1	.4	1	28			20	91	.1	.4	46	147	.3	1.1	12	97	.1	.6
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99		15							1	15			1	15				15		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

Target Listener Trends - Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '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
WI '99	24	263	.1	.7	45	173	.3	.9	41	140	.2	.9	23	147	.1	.6	5	54		.3
FA '98	5	134	.2		7	40		.1	4	53		.1	9	54	.1	.2	2	53		.1
SU '98	7	143	.2		8	63		.2	2	52			13	53	.1	.3	9	39	.1	.5
4-Book	17	208	.1	.5	28	108	.2	.6	25	99	.1	.5	18	89	.1	.5	9	62	.1	.5
SP '98	4	72	.1		5	42		.1	7	56		.2	5	59		.1	1	30		.1
KBUE-FM																				
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
WI '99	113	1652	.6	3.5	147	699	.8	3.0	127	775	.7	2.9	147	924	.8	3.8	82	596	.5	4.4
FA '98	62	1165	.3	1.9	66	596	.4	1.4	88	598	.5	2.0	49	379	.3	1.2	32	279	.2	1.7
SU '98	42	917	.2	1.2	56	411	.3	1.2	59	515	.3	1.2	50	345	.3	1.2	24	186	.1	1.3
4-Book	103	1436	.6	3.1	123	648	.7	2.5	134	726	.8	2.9	130	714	.7	3.2	61	398	.4	3.2
SP '98	67	1424	.4	2.1	70	531	.4	1.5	89	759	.5	2.0	75	598	.4	2.0	40	436	.2	2.1
KCBS-FM																				
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
WI '99	110	2094	.6	3.4	123	898	.7	2.5	189	1163	1.1	4.3	174	1159	1.0	4.5	42	640	.2	2.2
FA '98	89	2036	.5	2.7	100	879	.6	2.1	138	1066	.8	3.1	114	1092	.6	2.8	48	725	.3	2.6
SU '98	130	2163	.7	3.8	131	857	.7	2.7	277	1231	1.6	5.7	167	1120	.9	3.9	22	533	.1	1.2
4-Book	105	2059	.6	3.2	118	874	.7	2.4	194	1115	1.1	4.2	142	1089	.8	3.5	38	620	.2	2.0
SP '98	83	1864	.5	2.6	109	799	.6	2.3	123	922	.7	2.8	109	1023	.6	2.9	40	747	.2	2.1
KCMG-FM																				
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
WI '99	92	1663	.5	2.8	94	673	.5	1.9	138	754	.8	3.1	128	848	.7	3.3	41	456	.2	2.2
FA '98	86	1720	.5	2.6	70	613	.4	1.5	93	830	.5	2.1	114	936	.6	2.8	85	623	.5	4.6
SU '98	89	1645	.5	2.6	96	617	.5	2.0	132	871	.7	2.7	120	917	.7	2.8	41	585	.2	2.2
4-Book	87	1574	.5	2.6	88	595	.5	1.8	118	782	.7	2.6	115	839	.7	2.8	55	532	.3	2.9
SP '98	90	1986	.5	2.8	87	791	.5	1.8	148	1081	.8	3.4	113	1039	.6	3.0	57	636	.3	3.0
KFI -AM																				
SP '99	20	460	.1	.6	20	194	.1	.4	26	202	.1	.6	18	111	.1	.4	38	164	.2	1.9
WI '99	29	625	.2	.9	40	234	.2	.8	45	194	.3	1.0	24	276	.1	.6	26	180	.1	1.4
FA '98	44	610	.2	1.3	52	274	.3	1.1	91	344	.5	2.0	64	278	.4	1.6	24	132	.1	1.3
SU '98	44	898	.2	1.3	36	350	.2	.8	79	439	.4	1.6	68	405	.4	1.6	27	172	.2	1.4
4-Book	34	648	.2	1.0	37	263	.2	.8	60	295	.3	1.3	44	268	.3	1.1	29	162	.2	1.5
SP '98	57	827	.3	1.8	86	453	.5	1.8	112	455	.6	2.5	64	390	.4	1.7	21	310	.1	1.1
KFSG-FM																				
SP '99	5	235	.1		8	128		.2	2	59			10	124	.1	.2	3	58		.1
WI '99	6	200	.2		9	100	.1	.2	4	78		.1	13	73	.1	.3	3	88		.2
FA '98	6	197	.2		13	127	.1	.3	4	58		.1	3	53		.1	7	72		.4
SU '98	4	139	.1		6	69		.1	4	62		.1	5	86		.1	2	47		.1
4-Book	5	193	.2		9	106	.1	.2	4	64	.1	.1	8	84	.1	.2	4	66		.2
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '99	21	768	.1	.6	66	536	.4	1.3	17	265	.1	.4	22	322	.1	.5	8	126		.4
WI '99	16	585	.1	.5	39	296	.2	.8	26	249	.1	.6	16	260	.1	.4	4	117		.2
FA '98	20	700	.1	.6	51	432	.3	1.1	13	252	.1	.3	34	338	.2	.8	9	177	.1	.5
SU '98	17	616	.1	.5	28	362	.2	.6	25	241	.1	.5	35	329	.2	.8	6	93		.3
4-Book	19	667	.1	.6	46	407	.3	1.0	20	252	.1	.5	27	312	.2	.6	7	128		.4
SP '98	11	557	.1	.3	23	340	.1	.5	9	160	.1	.2	12	166	.1	.3	14	187	.1	.7
KGIL-AM																				
SP '99	1	46				16			2	46			1	14			1	30		
WI '99	10	28	.1	.3	8	28		.2	14	14	.1	.3	14	14	.1	.4	4	14		.2
FA '98	1	43			2	14														
SU '98	5	20		.1					16	20	.1	.3	11	20	.1	.3	1	20		.1
4-Book	4	34		.1	3	15		.1	8	20	.1	.2	7	12	.1	.2	2	16		.1
SP '98		69								16				19				15		.1

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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

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
+KGXL-AM																				
SP '99		16			1	16			1	16							1	16		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99	1	44			4	28		.1	1	16			2	32			1	15		
WI '99	1	72			1	31								16			2	30		.1
FA '98	1	27			4	27		.1	1	12										
SU '98	3	13		.1					8	13		.2	9	13		.1	.2			
4-Book	2	39			2	22		.1	3	10		.1	3	15		.1	1	11		
SP '98	1	32							4	16		.1	1	15						
KIIS-FM																				
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
WI '99	152	3314	.9	4.7	246	1535	1.4	5.0	183	1335	1.0	4.2	179	1507	1.0	4.6	109	1085	.6	5.8
FA '98	115	2983	.6	3.5	190	1687	1.1	4.0	141	1316	.8	3.2	153	1466	.9	3.8	59	955	.3	3.2
SU '98	108	2899	.6	3.1	131	1154	.7	2.7	156	1498	.9	3.2	125	1247	.7	2.9	67	871	.4	3.5
4-Book	126	3033	.7	3.8	180	1443	1.0	3.7	160	1397	.9	3.5	161	1471	.9	4.0	80	1009	.5	4.2
SP '98	110	2823	.6	3.4	217	1639	1.2	4.6	112	1417	.6	2.5	117	1239	.7	3.1	58	904	.3	3.0
KJLH-FM																				
SP '99	26	464	.1	.8	21	186	.1	.4	30	197	.2	.6	35	313	.2	.9	17	186	.1	.8
WI '99	13	418	.1	.4	17	129	.1	.3	6	142	.1	.1	9	130	.1	.2	17	226	.1	.9
FA '98	19	439	.1	.6	32	238	.2	.7	18	125	.1	.4	9	96	.1	.2	14	173	.1	.7
SU '98	28	610	.2	.8	39	203	.2	.8	35	287	.2	.7	32	258	.2	.8	16	183	.1	.8
4-Book	22	483	.1	.7	27	189	.2	.6	22	188	.1	.5	21	199	.2	.5	16	192	.1	.8
SP '98	31	635	.2	1.0	30	160	.2	.6	47	281	.3	1.1	24	268	.1	.6	24	181	.1	1.2
KKBT-FM																				
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
WI '99	175	3007	1.0	5.4	240	1145	1.3	4.9	219	1558	1.2	5.0	212	1728	1.2	5.4	117	1171	.7	6.3
FA '98	199	3184	1.1	6.1	294	1649	1.6	6.2	270	1728	1.5	6.1	274	1884	1.5	6.8	132	1554	.7	7.1
SU '98	234	3122	1.3	6.8	282	1538	1.6	5.9	321	1852	1.8	6.6	322	1963	1.8	7.6	157	1396	.9	8.3
4-Book	190	3040	1.1	5.7	250	1415	1.4	5.2	253	1679	1.4	5.5	247	1780	1.4	6.1	132	1324	.8	7.0
SP '98	198	2938	1.1	6.2	265	1356	1.5	5.6	199	1614	1.1	4.5	248	1764	1.4	6.5	188	1348	1.1	9.8
KKGO-FM																				
SP '99	18	589	.1	.5	19	251	.1	.4	26	257	.1	.6	21	319	.1	.5	16	240	.1	.8
WI '99	20	537	.1	.6	21	159	.1	.4	32	240	.2	.7	37	296	.2	1.0	9	129	.1	.5
FA '98	21	466	.1	.6	23	151	.1	.5	28	174	.2	.6	19	154	.1	.5	14	140	.1	.7
SU '98	22	539	.1	.6	23	159	.1	.5	29	228	.2	.6	22	256	.1	.5	20	224	.1	1.1
4-Book	20	533	.1	.6	22	180	.1	.5	29	225	.2	.6	25	256	.1	.6	15	183	.1	.8
SP '98	23	509	.1	.7	24	191	.1	.5	37	281	.2	.8	25	225	.1	.7	20	237	.1	1.0
KKHJ-AM																				
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
WI '99	28	501	.2	.9	41	243	.2	.8	47	245	.3	1.1	31	231	.2	.8	20	188	.1	1.1
FA '98	16	206	.1	.5	13	79	.1	.3	24	65	.1	.5	13	63	.1	.3	14	64	.1	.7
SU '98	12	247	.1	.3	20	153	.1	.4	12	96	.1	.2	13	134	.1	.3	16	72	.1	.8
4-Book	26	431	.2	.8	28	185	.2	.6	37	203	.2	.8	31	233	.2	.8	20	122	.1	1.0
SP '98	20	267	.1	.6	29	109	.2	.6	37	139	.2	.8	13	82	.1	.3	18	84	.1	.9
KKLA-FM																				
SP '99	4	132		.1	5	39		.1	5	78		.1	7	64		.2	1	41		
WI '99	7	240		.2	17	115		.3	10	68		.2	8	86		.2	2	12		.1
FA '98	4	161		.1	9	72		.2	3	55		.1	4	60		.1	2	30		.1
SU '98	5	191		.1	11	125		.2	4	90		.1	11	132		.1	1	31		.1
4-Book	5	181		.1	11	88		.2	6	73		.1	8	86		.2	2	29		.1
SP '98	12	245		.4	30	132		.6	15	122		.3	19	125		.5	6	46		.3

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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
KLAC-AM																				
SP '99	11	499	.1	.3	5	36	.1	.1	4	61	.1	.1	9	124	.1	.2	23	295	.1	1.1
WI '99	10	338	.1	.3	4	38	.1	.1	8	51	.2	.2	8	106	.2	.2	20	168	.1	1.1
FA '98	8	119	.2	.2	27	60	.2	.6	9	49	.1	.2	4	33	.1	.1	3	33	.2	.2
SU '98	2	89	.1	.1	8	31	.2	.2					3	31	.1	.1	1	34	.1	.1
4-Book	8	261	.1	.2	11	41	.1	.3	5	40	.1	.1	6	74	.2	.2	12	133	.1	.6
SP '98	9	504	.1	.3	3	29	.1	.1	2	51			18	280	.1	.5	13	234	.1	.7
KLAX-FM																				
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
WI '99	183	2673	1.0	5.6	233	1087	1.3	4.7	287	1371	1.6	6.5	205	1385	1.1	5.3	103	836	.6	5.5
FA '98	192	2508	1.1	5.9	170	1049	1.0	3.6	313	1483	1.8	7.0	262	1386	1.5	6.5	99	760	.6	5.3
SU '98	189	2459	1.1	5.5	179	1018	1.0	3.7	291	1426	1.6	5.9	254	1426	1.4	6.0	96	853	.5	5.0
4-Book	183	2505	1.0	5.5	210	1059	1.2	4.3	283	1381	1.6	6.2	231	1396	1.3	5.7	96	784	.6	5.0
SP '98	197	2496	1.1	6.2	215	1181	1.2	4.5	287	1422	1.6	6.5	267	1189	1.5	7.0	135	900	.8	7.0
KLOS-FM																				
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
WI '99	84	1759	.5	2.6	195	858	1.1	4.0	94	760	.5	2.1	95	866	.5	2.4	37	419	.2	2.0
FA '98	99	1921	.6	3.0	169	890	.9	3.6	120	862	.7	2.7	138	1150	.8	3.4	49	687	.3	2.6
SU '98	104	1792	.6	3.0	222	921	1.3	4.6	126	796	.7	2.6	113	830	.6	2.7	39	348	.2	2.1
4-Book	99	1851	.6	3.0	201	925	1.1	4.2	129	832	.7	2.8	116	961	.7	2.9	40	460	.2	2.1
SP '98	100	2121	.6	3.1	217	1143	1.2	4.6	115	934	.6	2.6	109	1055	.6	2.9	52	675	.3	2.7
KLSX-FM																				
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
WI '99	120	1673	.7	3.7	351	1176	2.0	7.1	163	784	.9	3.7	141	781	.8	3.6	23	384	.1	1.2
FA '98	150	1747	.8	4.6	447	1366	2.5	9.5	197	972	1.1	4.4	140	625	.8	3.5	29	212	.2	1.6
SU '98	154	1833	.9	4.5	454	1412	2.6	9.5	189	978	1.1	3.9	127	606	.7	3.0	82	355	.5	4.3
4-Book	141	1791	.8	4.2	428	1334	2.4	8.9	171	878	1.0	3.7	145	697	.8	3.6	41	332	.3	2.2
SP '98	140	2146	.8	4.4	503	1671	2.8	10.6	168	1119	.9	3.8	107	807	.6	2.8	21	360	.1	1.1
KLVE-FM																				
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
WI '99	183	2451	1.0	5.6	293	1257	1.6	5.9	265	1229	1.5	6.0	191	1145	1.1	4.9	91	773	.5	4.9
FA '98	220	3092	1.2	6.7	277	1620	1.5	5.9	245	1441	1.4	5.5	286	1649	1.6	7.1	150	1380	.8	8.0
SU '98	199	2693	1.1	5.8	263	1220	1.5	5.5	262	1389	1.5	5.4	217	1415	1.2	5.1	118	969	.7	6.2
4-Book	189	2651	1.1	5.7	258	1297	1.4	5.3	246	1334	1.4	5.4	213	1303	1.2	5.3	113	982	.6	5.9
SP '98	232	2575	1.3	7.3	329	1343	1.9	7.0	356	1485	2.0	8.1	213	1333	1.2	5.6	143	1028	.8	7.4
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
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
WI '99	22	420	.1	.7	45	230	.3	.9	47	256	.3	1.1	25	244	.1	.6	1	54	.1	.1
FA '98	31	531	.2	.9	38	230	.2	.8	78	293	.4	1.8	24	283	.1	.6	11	141	.1	.6
SU '98	49	637	.3	1.4	53	263	.3	1.1	105	365	.6	2.1	67	382	.4	1.6	25	250	.1	1.3
4-Book	34	549	.2	1.0	43	249	.3	.9	69	296	.4	1.5	38	300	.2	.9	19	181	.1	1.0
SP '98	27	560	.2	.8	28	230	.2	.6	49	204	.3	1.1	27	308	.2	.7	18	264	.1	.9
KLYY-FM																				
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
WI '99	62	2038	.3	1.9	74	765	.4	1.5	81	992	.5	1.8	92	1044	.5	2.4	39	735	.2	2.1
FA '98	57	1881	.3	1.7	31	410	.2	.7	94	869	.5	2.1	84	989	.5	2.1	33	770	.2	1.8
SU '98	53	1718	.3	1.5	38	478	.2	.8	92	952	.5	1.9	86	990	.5	2.0	26	511	.1	1.4
4-Book	53	1768	.3	1.6	43	544	.3	.9	81	856	.5	1.8	80	957	.5	2.0	29	578	.2	1.6
SP '98	65	1851	.4	2.0	68	618	.4	1.4	99	921	.6	2.3	97	1021	.5	2.6	33	637	.2	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KNX -AM																						
SP '99		17	679	.1	.5	40	348	.2	.8	28	260	.2	.6	17	399	.1	.4	3	108		.1	
WI '99		20	902	.1	.6	33	397	.2	.7	36	354	.2	.8	15	306	.1	.4	11	168	.1	.6	
FA '98		18	593	.1	.5	28	264	.2	.6	20	199	.1	.5	26	289	.1	.6	8	139		.4	
SU '98		24	784	.1	.7	57	573	.3	1.2	16	227	.1	.3	34	397	.2	.8	11	146	.1	.6	
4-Book		20	740	.1	.6	40	396	.2	.8	25	260	.2	.6	23	348	.1	.6	8	140	.1	.4	
SP '98		19	834	.1	.6	36	398	.2	.8	29	173	.2	.7	16	335	.1	.4	12	232	.1	.6	
KOST-FM																						
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	
WI '99		79	1709	.4	2.4	74	663	.4	1.5	100	863	.6	2.3	105	779	.6	2.7	73	690	.4	3.9	
FA '98		88	2055	.5	2.7	93	801	.5	2.0	127	816	.7	2.9	115	893	.6	2.9	81	953	.5	4.3	
SU '98		122	2340	.7	3.6	133	843	.8	2.8	181	943	1.0	3.7	164	1311	.9	3.9	87	1010	.5	4.6	
4-Book		93	1978	.5	2.8	102	742	.6	2.1	131	824	.7	2.9	114	930	.6	2.8	82	852	.5	4.3	
SP '98		73	1546	.4	2.3	41	547	.2	.9	106	567	.6	2.4	102	649	.6	2.7	67	690	.4	3.5	
KPWR-FM																						
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	
WI '99		257	4484	1.4	7.9	342	2287	1.9	6.9	324	2342	1.8	7.4	317	2408	1.8	8.1	174	1877	1.0	9.3	
FA '98		231	4262	1.3	7.0	295	2151	1.7	6.3	292	2236	1.6	6.6	301	2389	1.7	7.5	153	1697	.9	8.2	
SU '98		184	3894	1.0	5.4	218	1765	1.2	4.6	220	2140	1.2	4.5	218	2090	1.2	5.1	114	1403	.6	6.0	
4-Book		224	4158	1.2	6.7	294	2086	1.7	6.1	269	2176	1.5	5.9	281	2258	1.6	7.0	152	1633	.9	7.9	
SP '98		218	4102	1.2	6.8	261	1920	1.5	5.5	247	2233	1.4	5.6	263	2492	1.5	6.9	161	1518	.9	8.4	
KRLA-AM																						
SP '99		4	150		.1	2	52		.1	2	56		.1	4	42		.1		13			
WI '99		2	87		.1	2	30		.1	2	19		.1	1	12		.1	5	50		.3	
FA '98		14	225	.1	.4	10	52	.1	.2	20	129	.1	.5	17	64	.1	.4	10	73	.1	.5	
SU '98		11	286	.1	.3	1	13		.1	4	63		.1	17	151	.1	.4	18	148	.1	.9	
4-Book		8	187	.1	.2	4	37		.1	7	67		.2	10	67	.1	.2	8	71	.1	.4	
SP '98		10	269	.1	.3	8	41		.2	12	109	.1	.3	17	148	.1	.4	9	147	.1	.5	
KROQ-FM																						
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	
WI '99		240	4326	1.3	7.4	397	2342	2.2	8.1	305	2342	1.7	7.0	281	2330	1.6	7.2	132	1746	.7	7.1	
FA '98		232	4130	1.3	7.1	355	2187	2.0	7.5	262	2058	1.5	5.9	271	2363	1.5	6.7	156	1640	.9	8.4	
SU '98		233	3685	1.3	6.8	283	1683	1.6	5.9	336	2084	1.9	6.9	284	2161	1.6	6.7	139	1515	.8	7.3	
4-Book		240	4059	1.3	7.2	358	2118	2.0	7.4	314	2206	1.8	6.9	283	2322	1.6	7.0	143	1605	.8	7.5	
SP '98		216	3714	1.2	6.8	342	1996	1.9	7.2	320	1948	1.8	7.3	273	2021	1.5	7.2	117	1665	.7	6.1	
KRTH-FM																						
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	
WI '99		59	1491	.3	1.8	54	461	.3	1.1	82	553	.5	1.9	70	636	.4	1.8	52	410	.3	2.8	
FA '98		74	1617	.4	2.3	65	556	.4	1.4	125	815	.7	2.8	98	612	.5	2.4	32	345	.2	1.7	
SU '98		48	1212	.3	1.4	67	433	.4	1.4	69	528	.4	1.4	63	534	.4	1.5	15	279	.1	.8	
4-Book		64	1394	.4	1.9	70	494	.4	1.5	102	606	.6	2.2	79	595	.5	1.9	31	331	.2	1.7	
SP '98		70	1205	.4	2.2	89	398	.5	1.9	143	567	.8	3.3	88	552	.5	2.3	40	426	.2	2.1	
KSCA-FM																						
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	
WI '99		302	3313	1.7	9.3	761	2484	4.3	15.4	384	2120	2.1	8.8	207	1244	1.2	5.3	89	761	.5	4.8	
FA '98		343	3166	1.9	10.5	845	2595	4.7	17.9	459	2074	2.6	10.3	256	1297	1.4	6.4	67	693	.4	3.6	
SU '98		391	3130	2.2	11.4	876	2455	4.9	18.3	583	2179	3.3	11.9	334	1644	1.9	7.8	123	881	.7	6.5	
4-Book		349	3200	2.0	10.5	823	2399	4.6	17.0	480	2113	2.7	10.4	273	1388	1.6	6.7	96	791	.6	5.0	
SP '98		309	3360	1.7	9.7	674	2391	3.8	14.2	471	2162	2.7	10.7	244	1656	1.4	6.4	106	879	.6	5.5	
KSSE-FM																						
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	
WI '99		96	1628	.5	3.0	149	696	.8	3.0	119	794	.7	2.7	90	725	.5	2.3	59	578	.3	3.2	
FA '98		127	1826	.7	3.9	144	838	.8	3.1	160	979	.9	3.6	147	1052	.8	3.7	81	626	.5	4.3	
SU '98		94	1380	.5	2.7	94	679	.5	2.0	129	762	.7	2.6	99	841	.6	2.3	72	552	.4	3.8	
4-Book		106	1626	.6	3.2	128	739	.7	2.7	140	833	.8	3.1	115	890	.7	2.9	71	589	.4	3.7	
SP '98		73	1129	.4	2.3	56	391	.3	1.2	92	645	.5	2.1	96	583	.5	2.5	61	448	.3	3.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KTNO-AM																				
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
WI '99	73	935	.4	2.2	44	243	.2	.9	82	364	.5	1.9	140	572	.8	3.6	75	442	.4	4.0
FA '98	77	845	.4	2.3	81	245	.5	1.7	84	375	.5	1.9	147	561	.8	3.7	71	412	.4	3.8
SU '98	80	910	.5	2.3	90	329	.5	1.9	89	443	.5	1.8	140	460	.8	3.3	61	395	.3	3.2
4-Book	83	920	.5	2.5	74	278	.4	1.6	94	395	.6	2.1	156	573	.9	3.9	75	417	.4	3.9
SP '98	103	1120	.6	3.2	172	442	1.0	3.6	86	307	.5	2.0	157	590	.9	4.1	91	524	.5	4.7
KTWV-FM																				
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
WI '99	50	864	.3	1.5	54	384	.3	1.1	72	439	.4	1.6	72	522	.4	1.8	42	336	.2	2.2
FA '98	59	999	.3	1.8	55	407	.3	1.2	94	483	.5	2.1	73	466	.4	1.8	46	377	.3	2.5
SU '98	27	832	.2	.8	37	355	.2	.8	31	298	.2	.6	35	433	.2	.8	23	329	.1	1.2
4-Book	45	871	.3	1.4	46	379	.3	1.0	71	400	.4	1.6	58	475	.3	1.4	33	302	.2	1.7
SP '98	25	755	.1	.8	19	257	.1	.4	41	392	.2	.9	29	236	.2	.8	18	320	.1	.9
KWKV-AM																				
SP '99	16	251	.1	.5	13	36	.1	.3	25	136	.1	.5	24	110	.1	.6	10	77	.1	.5
WI '99	22	159	.1	.7	28	87	.2	.6	35	124	.2	.8	35	87	.2	.9	7	51	.1	.4
FA '98	14	245	.1	.4	17	91	.1	.4	20	155	.1	.5	28	140	.2	.7	2	50	.1	.1
SU '98	25	397	.1	.7	19	103	.1	.4	34	143	.2	.7	42	183	.2	1.0	22	102	.1	1.2
4-Book	19	263	.1	.6	19	79	.1	.4	29	140	.2	.6	32	130	.2	.8	10	70	.1	.6
SP '98	36	361	.2	1.1	64	195	.4	1.4	69	236	.4	1.6	28	167	.2	.7	15	82	.1	.8
KWVE-FM																				
SP '99	8	304	.1	.2	16	145	.1	.3	6	92	.1	.1	6	102	.1	.1	8	86	.1	.4
WI '99	11	197	.1	.3	16	98	.1	.3	16	110	.1	.4	14	79	.1	.4	8	73	.1	.4
FA '98	18	417	.1	.5	27	231	.2	.6	23	197	.1	.5	27	200	.2	.7	6	130	.3	.3
SU '98	13	292	.1	.4	23	186	.1	.5	10	165	.1	.2	27	154	.2	.6	3	105	.2	.2
4-Book	13	303	.1	.4	21	165	.1	.4	14	141	.1	.3	19	134	.1	.5	6	99	.3	.3
SP '98	10	238	.1	.3	6	75	.1	.1	14	82	.1	.3	27	127	.2	.7	1	29	.1	.1
KYSR-FM																				
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
WI '99	145	3013	.8	4.5	194	1363	1.1	3.9	220	1477	1.2	5.0	188	1657	1.1	4.8	75	972	.4	4.0
FA '98	81	2069	.5	2.5	94	687	.5	2.0	124	969	.7	2.8	115	1164	.6	2.9	40	643	.2	2.1
SU '98	132	2870	.7	3.8	184	1010	1.0	3.8	187	1297	1.1	3.8	185	1481	1.0	4.3	65	1069	.4	3.4
4-Book	117	2625	.7	3.5	157	1074	.9	3.2	170	1212	1.0	3.7	160	1400	.9	3.9	59	877	.3	3.1
SP '98	109	2489	.6	3.4	127	1066	.7	2.7	153	1277	.9	3.5	155	1308	.9	4.1	60	758	.3	3.1
KZLA-FM																				
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
WI '99	49	622	.3	1.5	59	410	.3	1.2	72	246	.4	1.6	64	382	.4	1.6	24	217	.1	1.3
FA '98	40	728	.2	1.2	47	317	.3	1.0	52	366	.3	1.2	52	458	.3	1.3	19	312	.1	1.0
SU '98	29	629	.2	.8	44	345	.2	.9	40	355	.2	.8	46	337	.3	1.1	4	132	.2	.2
4-Book	41	642	.3	1.2	51	329	.3	1.1	58	310	.3	1.3	56	376	.3	1.4	17	222	.1	.9
SP '98	15	366	.1	.5	15	174	.1	.3	16	157	.1	.4	21	186	.1	.6	5	206	.1	.3
KGGI-FM																				
SP '99	11	617	.1	.3	6	190	.1	.1	15	237	.1	.3	13	222	.1	.3	11	182	.1	.5
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	2	107	.1	.1	5	41	.1	.1	2	29	.1	.1	1	42	.1	.1	1	40	.1	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
XTRA-AM																			
SP '99	38	621	.2	1.1	57	335	.3	1.2	87	337	.5	1.9	37	299	.2	.9	5	99	.2
WI '99	21	613	.1	.6	30	292	.2	.6	46	260	.3	1.0	20	336	.1	.5	12	151	.1
FA '98	52	813	.3	1.6	53	388	.3	1.1	128	485	.7	2.9	64	399	.4	1.6	9	148	.1
SU '98	45	784	.3	1.3	51	407	.3	1.1	108	509	.6	2.2	60	417	.3	1.4	18	161	.1
4-Book	39	708	.2	1.2	48	356	.3	1.0	92	398	.5	2.0	45	363	.3	1.1	11	140	.1
SP '98	29	571	.2	.9	33	236	.2	.7	47	215	.3	1.1	67	360	.4	1.8	16	205	.1
TOTALS																			
SP '99	3387	17310	19.0		4956	14653	27.7		4663	13593	26.1		4054	14397	22.7		2001	10691	11.2
WI '99	3252	17184	18.2		4930	14897	27.6		4385	13474	24.5		3893	14242	21.8		1872	10784	10.5
FA '98	3280	17157	18.4		4708	15128	26.3		4444	13319	24.9		4023	14342	22.5		1868	11174	10.5
SU '98	3433	17109	19.4		4785	14781	27.0		4891	13627	27.6		4255	14675	24.0		1901	10871	10.7
4-Book	3338	17190	18.8		4845	14865	27.2		4596	13503	25.8		4056	14414	22.8		1911	10880	10.7
SP '98	3193	17127	18.0		4730	14769	26.7		4393	13497	24.8		3789	14300	21.4		1926	11427	10.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

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 '99	26	252	.1	.6	4	85	.2		2	16	.1		2	26	.1					
4-Book	18	262	.1	.4	6	98	.3		5	20	.2		12	46	.1	.3	12	24	.1	.4
KACD-FM																				
SP '99	14	253	.1	.3	6	124	.3		11	30	.1	.4	9	40	.1	.2				
4-Book	32	402	.2	.7	15	250	.1	.7	9	27	.1	.4	38	103	.2	1.0	17	64	.1	.6
KBCD-FM																				
SP '99	16	174	.1	.4	7	88	.3						10	41	.1	.3	12	31	.1	.5
4-Book	13	145	.1	.3	7	87	.3		5	11	.2		11	37	.1	.3	8	23	.1	.3
KACE-FM																				
SP '99	15	264	.1	.3	11	138	.1	.5					26	47	.1	.7	22	42	.1	.8
4-Book	18	262	.1	.4	10	138	.1	.4	5	29	.2		21	52	.1	.6	16	46	.1	.6
KRTO-FM																				
SP '99	1	46																		
4-Book	3	46		.1	2	45		.1					2	15		.1	2	6		.1
KBIG-FM																				
SP '99	78	983	.4	1.7	31	589	.2	1.4	41	150	.2	1.5	57	211	.3	1.6	10	56	.1	.4
4-Book	72	1052	.4	1.6	35	698	.2	1.6	30	116	.2	1.1	45	148	.3	1.2	31	99	.2	1.2
KBLA-AM																				
SP '99	22	175	.1	.5	6	101	.3		6	28	.2		13	74	.1	.4	28	49	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	1	15				15							1	15			2	15		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	44	201	.2	1.0	20	152	.1	.9	21	38	.1	.8	30	66	.2	.8	19	38	.1	.7
4-Book	24	163	.1	.5	11	112	.1	.5	19	37	.1	.8	24	53	.1	.7	16	40	.1	.6
KBUE-FM																				
SP '99	252	1686	1.4	5.5	145	1148	.8	6.5	172	337	1.0	6.4	226	461	1.3	6.3	223	473	1.2	8.5
4-Book	129	1185	.7	2.9	82	816	.5	3.7	98	223	.5	3.8	148	331	.8	4.1	112	251	.6	4.3
KCBS-FM																				
SP '99	136	1618	.8	3.0	50	831	.3	2.3	57	210	.3	2.1	100	315	.6	2.8	68	263	.4	2.6
4-Book	154	1742	.9	3.4	64	952	.4	2.9	65	239	.4	2.5	134	418	.8	3.7	87	307	.5	3.3
KCMG-FM																				
SP '99	101	997	.6	2.2	59	626	.3	2.7	43	145	.2	1.6	101	230	.6	2.8	78	207	.4	3.0
4-Book	108	1258	.6	2.4	70	755	.4	3.2	58	160	.3	2.3	104	285	.6	2.9	72	206	.4	2.7
KFI -AM																				
SP '99	22	339	.1	.5	4	126	.2		13	36	.1	.5	6	29	.2					
4-Book	48	518	.3	1.1	13	221	.1	.6	22	73	.1	.9	21	74	.1	.6	6	26		.2
KFSG-FM																				
SP '99	7	223	.2		3	97	.1										7	44		.3
4-Book	7	170	.2		4	79	.2		1	8			4	15	.1		8	29		.3
KFWB-AM																				
SP '99	34	741	.2	.7	9	183	.1	.4	21	87	.1	.8	8	59	.2		12	47	.1	.5
4-Book	30	606	.2	.7	7	192	.1	.3	11	59	.1	.5	6	47	.2		11	58	.1	.4
KGIL-AM																				
SP '99	1	46			2	46	.1						2	16	.1					
4-Book	6	27	.1	.1	4	29	.2		1	4	.1		4	8	.1		4	4		.2
+KGXL-AM																				
SP '99		16				16							2	16	.1					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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	
KIEV-AM																				
SP '99	2	44																		
4-Book	2	33			3															
KIIS-FM																				
SP '99	166	2490	.9	3.6	98	1414	.5	4.4	69	302	.4	2.6	193	591	1.1	5.4	114	340	.6	4.4
4-Book	167	2548	.9	3.7	87	1493	.5	3.9	96	354	.6	3.7	150	532	.9	4.2	98	349	.6	3.8
KJLH-FM																				
SP '99	29	393	.2	.6	27	269	.2	1.2	19	29	.1	.7	32	77	.2	.9	14	59	.1	.5
4-Book	23	351	.2	.5	21	257	.1	1.0	17	26	.1	.7	32	79	.2	.9	19	55	.1	.7
KKBT-FM																				
SP '99	190	2415	1.1	4.2	97	1557	.5	4.4	90	359	.5	3.3	108	450	.6	3.0	116	441	.6	4.4
4-Book	250	2638	1.4	5.6	120	1618	.7	5.4	96	332	.5	3.7	186	642	1.1	5.1	152	479	.9	5.7
KKGO-FM																				
SP '99	22	481	.1	.5	11	254	.1	.5	21	89	.1	.8	25	101	.1	.7	6	31	.2	.2
4-Book	25	407	.1	.6	15	275	.1	.7	24	83	.2	.9	20	85	.1	.5	17	66	.1	.6
KKHJ-AM																				
SP '99	56	666	.3	1.2	37	339	.2	1.7	39	88	.2	1.4	64	150	.4	1.8	35	103	.2	1.3
4-Book	32	368	.2	.7	16	179	.1	.7	17	49	.1	.7	27	62	.2	.8	15	42	.1	.6
KKLA-FM																				
SP '99	6	117		.1	2	40		.1	2	13		.1	1	15			2	13		.1
4-Book	8	153		.2	1	50			2	12		.1	1	7			1	3		
KLAC-AM																				
SP '99	6	171		.1	10	242		.5					17	84		.5	35	125		1.3
4-Book	7	122		.2	6	122		.3	1	8		.1	7	30		.2	9	34		.3
KLAX-FM																				
SP '99	234	2136	1.3	5.1	102	1123	.6	4.6	208	367	1.2	7.7	180	548	1.0	5.0	150	390	.8	5.7
4-Book	244	2147	1.4	5.5	132	1287	.8	5.9	161	350	.9	6.1	254	632	1.4	7.0	160	418	.9	6.1
KLOS-FM																				
SP '99	171	1701	1.0	3.7	48	769	.3	2.2	45	169	.3	1.7	74	277	.4	2.1	55	220	.3	2.1
4-Book	147	1622	.9	3.3	53	752	.3	2.4	40	139	.2	1.5	80	315	.5	2.2	78	235	.4	2.9
KLSX-FM																				
SP '99	246	1746	1.4	5.4	20	366	.1	.9	32	117	.2	1.2	45	120	.3	1.2	19	53	.1	.7
4-Book	242	1639	1.4	5.4	27	390	.2	1.2	52	124	.3	2.0	37	114	.3	1.0	22	70	.2	.8
KLVE-FM																				
SP '99	191	1959	1.1	4.2	123	1336	.7	5.5	145	385	.8	5.4	187	466	1.0	5.2	113	318	.6	4.3
4-Book	239	2182	1.4	5.3	150	1541	.8	6.7	166	427	.9	6.3	229	601	1.3	6.3	170	419	.9	6.4
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																				
SP '99	40	460	.2	.9	18	254	.1	.8	15	55	.1	.6	24	101	.1	.7	21	53	.1	.8
4-Book	52	473	.3	1.2	13	175	.1	.6	8	28	.1	.3	23	66	.1	.7	19	59	.1	.7
KLYY-FM																				
SP '99	48	1211	.3	1.1	33	555	.2	1.5	20	94	.1	.7	58	268	.3	1.6	41	121	.2	1.6
4-Book	69	1452	.4	1.6	40	829	.2	1.8	29	115	.2	1.1	71	325	.4	2.0	68	265	.4	2.6
KNX -AM																				
SP '99	28	636	.2	.6	7	255		.3	18	85	.1	.7	9	58	.1	.2	9	69	.1	.3
4-Book	29	652	.2	.6	11	246	.1	.5	18	70	.1	.7	9	58	.1	.2	6	45		.2
KOST-FM																				
SP '99	99	1262	.6	2.2	56	711	.3	2.5	51	132	.3	1.9	64	249	.4	1.8	54	168	.3	2.1
4-Book	117	1495	.7	2.6	60	837	.3	2.7	55	161	.3	2.2	91	265	.5	2.5	61	186	.4	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

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
KPWR-FM																				
SP '99	280	3499	1.6	6.1	158	2160	.9	7.1	132	480	.7	4.9	252	804	1.4	7.0	206	672	1.2	7.9
4-Book	281	3614	1.6	6.3	171	2273	1.0	7.7	133	477	.7	5.1	306	959	1.7	8.5	236	784	1.4	9.0
KRLA-AM																				
SP '99	3	95	.1	.1	8	97	.4	.4	5	13	.2	.2	18	57	.1	.5				
4-Book	7	115	.2	.2	9	94	.1	.4	6	17	.2	.2	12	33	.1	.3	9	20	.1	.3
KROQ-FM																				
SP '99	349	3585	2.0	7.6	163	2252	.9	7.3	86	335	.5	3.2	237	816	1.3	6.6	189	578	1.1	7.2
4-Book	318	3492	1.8	7.1	166	2265	1.0	7.5	156	508	.9	6.0	269	980	1.5	7.4	218	737	1.2	8.3
KRTH-FM																				
SP '99	105	973	.6	2.3	52	617	.3	2.3	45	136	.3	1.7	92	208	.5	2.6	52	192	.3	2.0
4-Book	85	1045	.5	1.9	48	623	.3	2.2	41	125	.3	1.6	85	234	.5	2.4	58	167	.3	2.2
KSCA-FM																				
SP '99	530	2727	3.0	11.6	236	1870	1.3	10.6	639	1056	3.6	23.6	356	898	2.0	9.9	200	501	1.1	7.6
4-Book	522	2958	3.0	11.6	214	1826	1.2	9.7	618	1110	3.5	23.6	320	804	1.8	8.8	171	431	.9	6.5
KSSE-FM																				
SP '99	136	1389	.8	3.0	72	866	.4	3.2	84	227	.5	3.1	141	373	.8	3.9	63	168	.4	2.4
4-Book	129	1349	.7	2.9	87	947	.5	3.9	93	248	.5	3.6	146	399	.8	4.0	85	243	.5	3.3
KTNO-AM																				
SP '99	133	855	.7	2.9	48	410	.3	2.2	57	139	.3	2.1	79	226	.4	2.2	93	167	.5	3.6
4-Book	107	777	.6	2.4	44	423	.3	2.0	48	108	.3	1.8	56	160	.3	1.6	80	175	.4	3.1
KTWV-FM																				
SP '99	62	717	.3	1.4	27	285	.2	1.2	23	65	.1	.9	72	161	.4	2.0	39	70	.2	1.5
4-Book	60	693	.3	1.3	27	377	.2	1.2	24	74	.2	1.0	50	140	.3	1.4	30	84	.2	1.2
KVKV-AM																				
SP '99	21	161	.1	.5	10	126	.1	.5	21	38	.1	.8	20	63	.1	.6	5	25	.1	.2
4-Book	27	206	.2	.6	11	113	.1	.5	18	48	.1	.7	21	52	.1	.6	13	28	.1	.5
KVVE-FM																				
SP '99	9	212	.1	.2	5	115	.2	.2	16	23	.1	.6	5	26	.1	.1				
4-Book	18	248	.1	.4	7	129	.3	.3	16	42	.1	.6	9	28	.2	.2	5	15	.1	.2
KYSR-FM																				
SP '99	151	2185	.8	3.3	74	1101	.4	3.3	47	175	.3	1.7	172	548	1.0	4.8	98	295	.5	3.7
4-Book	163	2183	.9	3.6	75	1184	.4	3.4	52	181	.3	2.0	161	526	.9	4.4	89	342	.5	3.4
KZLA-FM																				
SP '99	62	460	.3	1.4	33	333	.2	1.5	36	137	.2	1.3	77	153	.4	2.1	56	163	.3	2.1
4-Book	55	534	.3	1.2	31	364	.2	1.4	36	118	.2	1.4	53	125	.3	1.5	36	127	.2	1.4
KGGI-FM																				
SP '99	12	431	.1	.3	11	225	.1	.5	4	29	.1	.1	19	53	.1	.5	19	92	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	3	80	.1	.1	1	16	.1	.1												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	63	529	.4	1.4	16	235	.1	.7	40	98	.2	1.5	23	43	.1	.6	11	59	.1	.4
4-Book	64	614	.4	1.4	13	221	.1	.6	18	63	.1	.7	25	72	.1	.7	13	64	.1	.5
TOTALS																				
SP '99	4566	17016	25.5		2221	13451	12.4		2704	6192	15.1		3603	8274	20.2		2616	6306	14.6	
4-Book	4507	16929	25.3		2219	13754	12.4		2614	6179	14.7		3629	8418	20.4		2643	6421	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																				
	2	12	.1	10	31	.1	.7	1	16			14	29	.1	.7	4	16		.3	
SP '99	3	11	.2	4	14	.1	.3	5	17		.2	7	25	.1	.4	2	7		.2	
4-Book																				
KACD-FM																				
	1	15	.1	9	28	.1	.6	8	40	.3		8	26		.4					
SP '99	12	47	.1	.7	10	31	.1	.7	17	54	.1	.6	9	43		.4	6	34	.1	.5
4-Book																				
KBCD-FM																				
				11	31	.1	.8	18	31	.1	.7	5	31		.2	2	16		.2	
SP '99	4	18		.2	8	20	.1	.6	12	28	.1	.5	5	20		.2	4	16		.4
4-Book																				
KACE-FM																				
	24	54	.1	1.3				9	38	.1	.4	2	15		.1					
SP '99	11	35	.1	.6	2	16		.2	9	30	.1	.4	5	27		.3	6	25		.5
4-Book																				
KRTO-FM																				
	3	19		.2	1	6		.1	3	12		.1	2	7		.1	5	13		.4
SP '99																				
4-Book																				
KBIG-FM																				
	66	165	.4	3.7	11	41	.1	.8	29	153	.2	1.2	23	66	.1	1.1	4	25		.3
SP '99	86	258	.5	5.0	11	49	.1	.8	35	136	.2	1.4	20	98	.1	1.0	14	80	.1	1.1
4-Book																				
KBLA-AM																				
	1	14		.1				1	12											
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book																				
KVCA-AM																				
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99																				
4-Book																				
KBUA-FM																				
	26	67	.1	1.4	13	40	.1	.9	31	65	.2	1.3	13	63	.1	.6	3	14		.3
SP '99	8	20		.4	5	20		.4	11	35	.1	.5	5	23		.3	2	10		.2
4-Book																				
KBUE-FM																				
	96	237	.5	5.4	87	236	.5	6.3	136	321	.8	5.7	154	302	.9	7.6	80	236	.4	6.7
SP '99	51	143	.3	3.0	55	137	.3	4.0	75	208	.4	3.0	83	188	.5	4.2	40	149	.2	3.3
4-Book																				
KCBS-FM																				
	48	208	.3	2.7	28	105	.2	2.0	58	219	.3	2.4	19	105	.1	.9	13	112	.1	1.1
SP '99	40	184	.2	2.4	32	108	.2	2.2	69	259	.4	2.8	50	215	.3	2.5	30	145	.2	2.4
4-Book																				
KCMG-FM																				
	29	84	.2	1.6	23	53	.1	1.7	56	165	.3	2.3	69	225	.4	3.4	68	98	.4	5.7
SP '99	45	169	.3	2.7	39	87	.2	2.8	93	252	.5	3.7	74	196	.4	3.7	69	165	.4	5.5
4-Book																				
KFI -AM																				
				1	12		.1	7	36		.3	4	15		.2	5	43		.4	
SP '99	5	21		.3	15	39	.1	1.0	28	86	.2	1.1	4	15		.2	5	23		.4
4-Book																				
KFSG-FM																				
	5	12		.3	2	13		.1	3	13		.1				.1	8	15		.7
SP '99	10	20	.1	.6	4	10		.3	3	18		.1	1	7		.1	2	4		.2
4-Book																				
KFWB-AM																				
	9	62	.1	.5	13	48	.1	.9									8	43		.7
SP '99	5	33		.3	9	46	.1	.7	5	37		.2	3	22		.2	5	21		.5
4-Book																				
KGIL-AM																				
													8	15		.4	7	29		.6
SP '99	2	4		.1				9	14	.1	.3	6	11		.3	3	11		.3	
4-Book																				
+KGXL-AM																				
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '99																				
4-Book																				

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

Target Listener Estimates

Target Listener Estimates - Men 18-34

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	
KIEV-AM																				
SP '99									3											
4-Book																				
KIIS-FM																				
SP '99	69	341	.4	3.8	61	240	.3	4.4	108	388	.6	4.5	93	342	.5	4.6	64	262	.4	5.4
4-Book	68	301	.4	4.0	59	221	.3	4.2	87	368	.5	3.5	71	294	.4	3.6	62	283	.4	5.1
KJLH-FM																				
SP '99	23	85	.1	1.3	24	104	.1	1.7	37	119	.2	1.5	48	97	.3	2.4	19	29	.1	1.6
4-Book	17	57	.1	1.0	16	55	.1	1.2	26	83	.1	1.0	26	56	.2	1.3	13	35	.1	1.1
KKBT-FM																				
SP '99	156	442	.9	8.7	50	167	.3	3.6	67	301	.4	2.8	105	405	.6	5.2	78	268	.4	6.5
4-Book	140	449	.8	8.2	55	175	.3	3.9	112	432	.6	4.5	113	397	.7	5.7	96	292	.5	7.8
KKGO-FM																				
SP '99	7	40		.4	6	45		.4	14	60	.1	.6	2	13		.1	5	27		.4
4-Book	16	50	.1	1.0	8	41		.6	16	81	.1	.7	11	39	.1	.5	6	36		.5
KKHJ-AM																				
SP '99	27	78	.2	1.5	27	63	.2	1.9	37	101	.2	1.5	44	111	.2	2.2	23	65	.1	1.9
4-Book	10	32	.1	.6	11	34	.1	.8	16	55	.1	.6	17	45	.1	.9	14	32	.1	1.1
KKLA-FM																				
SP '99	6	24		.3	3	13		.2	1	12		.1	1	12		.3	1	7		.1
4-Book	2	14		.1	2	8		.1	2	21		.1		3		.3		7		.1
KLAC-AM																				
SP '99	1	12		.1	4	14		.3	18	36		.1	7	37		.3	3	13		.3
4-Book	1	10		.1	2	7		.1	17	42		.1	7	33		.4	2	7		.2
KLAX-FM																				
SP '99	56	158	.3	3.1	37	133	.2	2.7	77	281	.4	3.2	63	214	.4	3.1	55	164	.3	4.6
4-Book	84	251	.5	4.9	66	192	.4	4.7	164	422	.9	6.5	102	271	.6	5.2	57	168	.3	4.6
KLOS-FM																				
SP '99	23	139	.1	1.3	52	130	.3	3.7	87	259	.5	3.6	42	184	.2	2.1	6	64		.5
4-Book	44	169	.2	2.6	35	106	.2	2.4	63	191	.4	2.5	55	182	.3	2.8	29	118	.2	2.3
KLSX-FM																				
SP '99	11	55	.1	.6	14	44	.1	1.0	25	82	.1	1.0	7	29		.3	6	25		.5
4-Book	10	49	.1	.6	32	95	.2	2.3	45	149	.3	1.8	13	48	.1	.6	4	24		.3
KLVE-FM																				
SP '99	143	394	.8	8.0	98	312	.5	7.1	153	451	.9	6.4	85	215	.5	4.2	50	200	.3	4.2
4-Book	169	435	1.0	9.9	114	324	.6	8.1	166	463	.9	6.7	103	278	.6	5.2	71	243	.4	5.7
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																				
SP '99	6	37		.3					46	132	.3	1.9	26	80	.1	1.3	5	25		.4
4-Book	7	28		.4	3	16		.2	21	60	.2	.9	14	46	.1	.7	5	17		.4
KLYY-FM																				
SP '99	43	107	.2	2.4	15	61	.1	1.1	27	135	.2	1.1	29	172	.2	1.4	28	67	.2	2.3
4-Book	31	123	.2	1.8	18	75	.1	1.3	39	209	.3	1.6	39	201	.2	2.0	22	121	.1	1.7
KNX -AM																				
SP '99	1	12		.1	5	39		.4	10	55	.1	.4					7	61		.6
4-Book	7	17		.4	13	44	.1	1.0	21	77	.1	.8	10	39	.1	.5	7	38		.6
KOST-FM																				
SP '99	59	201	.3	3.3	43	85	.2	3.1	59	155	.3	2.5	41	152	.2	2.0	70	214	.4	5.9
4-Book	70	274	.4	4.1	35	105	.2	2.5	47	164	.3	1.9	45	154	.3	2.3	65	231	.4	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 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	
KPWR-FM	SP '99	190	663	1.1	10.6	74	237	.4	5.3	124	575	.7	5.2	141	418	.8	7.0	131	476	.7	11.0	
	4-Book	166	612	1.0	9.7	79	287	.4	5.7	160	619	.9	6.4	155	478	.9	7.9	114	435	.6	9.3	
KRLA-AM	SP '99	5	26		.3	20	27	.1	1.4	11	40	.1	.5					3	13		.3	
	4-Book	4	18		.2	5	7		.4	19	38	.1	.8	8	9		.4	8	19	.1	.7	
KROQ-FM	SP '99	128	582	.7	7.1	43	212	.2	3.1	213	676	1.2	8.9	284	703	1.6	14.0	115	489	.6	9.6	
	4-Book	107	479	.6	6.3	65	259	.4	4.6	194	676	1.1	7.8	193	578	1.1	9.7	122	490	.7	9.9	
KRTH-FM	SP '99	26	82	.1	1.4	31	81	.2	2.2	87	224	.5	3.6	54	157	.3	2.7	20	66	.1	1.7	
	4-Book	25	85	.1	1.5	36	106	.2	2.6	77	230	.4	3.1	41	124	.2	2.1	18	77	.1	1.5	
KSCA-FM	SP '99	78	216	.4	4.3	234	457	1.3	16.9	227	516	1.3	9.4	152	366	.9	7.5	61	172	.3	5.1	
	4-Book	76	231	.4	4.4	214	459	1.2	15.5	187	489	1.1	7.5	129	284	.8	6.6	53	167	.3	4.3	
KSSE-FM	SP '99	84	230	.5	4.7	27	132	.2	1.9	78	270	.4	3.2	46	183	.3	2.3	41	123	.2	3.4	
	4-Book	75	227	.4	4.4	57	174	.3	4.1	105	315	.6	4.2	81	202	.5	4.1	47	151	.3	3.8	
KTNQ-AM	SP '99	49	113	.3	2.7	23	71	.1	1.7	20	47	.1	.8	47	101	.3	2.3	19	61	.1	1.6	
	4-Book	33	108	.2	1.9	17	42	.1	1.2	44	111	.3	1.7	62	138	.4	3.1	17	68	.1	1.4	
KTWV-FM	SP '99	2	19		.1	9	52	.1	.6	26	95	.1	1.1	24	85	.1	1.2	17	54	.1	1.4	
	4-Book	13	62	.1	.8	18	68	.1	1.3	34	110	.2	1.3	28	90	.1	1.4	17	61	.1	1.4	
KWKV-AM	SP '99	13	26	.1	.7	8	24		.6	7	25		.3	4	12		.2					
	4-Book	4	13		.3	4	9		.3	15	32	.1	.6	8	16	.1	.4	3	10		.2	
KWVE-FM	SP '99					7	23		.5	5	31		.2	8	16		.4	4	26		.3	
	4-Book	3	11		.2	11	37	.1	.8	10	47		.4	5	19		.3	4	30		.4	
KYSR-FM	SP '99	32	212	.2	1.8	40	185	.2	2.9	107	441	.6	4.5	68	274	.4	3.4	18	107	.1	1.5	
	4-Book	44	227	.2	2.6	42	176	.2	3.1	95	370	.6	3.8	73	272	.4	3.8	34	172	.2	2.7	
KZLA-FM	SP '99	18	77	.1	1.0	18	37	.1	1.3	30	82	.2	1.2	22	64	.1	1.1	6	28		.5	
	4-Book	16	69	.1	.9	14	54	.1	1.0	39	126	.2	1.6	33	98	.2	1.7	22	76	.1	1.8	
KGGI-FM	SP '99	6	26		.3	2	12		.1	20	74	.1	.8	12	36	.1	.6	7	25		.6	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM	SP '99	4	16		.2																	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '99	12	14	.1	.7	21	43	.1	1.5	18	61	.1	.7	9	75	.1	.4					
	4-Book	4	10		.3	10	40	.1	.7	20	62	.1	.8	12	63	.1	.6	1	7		.1	
TOTALS	SP '99	1794	5135	10.0		1388	3871	7.8		2404	6071	13.5		2028	5101	11.3		1194	3707	6.7		
	4-Book	1707	5039	9.6		1400	3792	7.9		2498	6372	14.0		1969	4917	11.1		1235	3843	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

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '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
WI '99	70	1569	.2	1.2	76	606	.2	.8	81	682	.3	1.0	145	898	.4	2.0	40	480	.1	1.3
FA '98	69	1406	.2	1.2	86	667	.3	1.0	93	690	.3	1.1	114	758	.4	1.5	48	460	.1	1.6
SU '98	87	1513	.3	1.4	72	641	.2	.8	155	677	.5	1.8	138	780	.4	1.8	58	518	.2	1.9
4-Book	76	1435	.2	1.3	79	615	.3	.9	112	651	.4	1.3	140	771	.4	1.9	48	436	.1	1.6
SP '98	76	1193	.2	1.3	95	440	.3	1.1	105	543	.3	1.3	119	538	.4	1.7	37	297	.1	1.2
KACD-FM																				
SP '99	27	695	.1	.5	19	268	.1	.2	51	299	.2	.6	46	397	.1	.6	11	155		.4
WI '99	24	583	.1	.4	19	206	.1	.2	37	273	.1	.5	34	285	.1	.5	13	159		.4
FA '98	47	662	.1	.8	36	378	.1	.4	79	329	.2	1.0	71	427	.2	.9	30	307	.1	1.0
SU '98	79	1226	.2	1.3	100	474	.3	1.1	94	594	.3	1.1	125	868	.4	1.7	43	494	.1	1.4
4-Book	44	792	.1	.8	44	332	.2	.5	65	374	.2	.8	69	494	.2	.9	24	279	.1	.8
SP '98	47	1075	.1	.8	40	418	.1	.5	54	569	.2	.7	69	527	.2	1.0	38	401	.1	1.2
KBCD-FM																				
SP '99	24	416	.1	.4	25	198	.1	.3	48	270	.1	.6	20	246	.1	.3	6	113		.2
WI '99	13	339		.2	4	88			21	122	.1	.3	20	165	.1	.3	5	69		.2
FA '98	12	289		.2	13	87		.1	19	90	.1	.2	16	179		.2	9	122		.3
SU '98	23	293	.1	.4	25	140	.1	.3	36	134	.1	.4	36	152	.1	.5	10	94		.3
4-Book	18	334	.1	.3	17	128	.1	.2	31	154	.1	.4	23	186	.1	.3	8	100		.3
SP '98	10	304		.2	18	132	.1	.2	5	101		.1	19	171	.1	.3	4	82		.1
KACE-FM																				
SP '99	35	768	.1	.6	34	248	.1	.4	39	377	.1	.5	42	427	.1	.6	41	222	.1	1.3
WI '99	41	782	.1	.7	32	220	.1	.4	50	446	.2	.6	57	443	.2	.8	38	353	.1	1.3
FA '98	60	971	.2	1.0	65	356	.2	.7	80	450	.2	1.0	75	470	.2	1.0	32	335	.1	1.1
SU '98	59	818	.2	1.0	64	371	.2	.7	68	398	.2	.8	59	347	.2	.8	59	321	.2	1.9
4-Book	49	835	.2	.8	49	299	.2	.6	59	418	.2	.7	58	422	.2	.8	43	308	.1	1.4
SP '98	25	659	.1	.4	44	345	.1	.5	28	147	.1	.4	22	246	.1	.3	19	217	.1	.6
KRTO-FM																				
SP '99	2	150				12			4	53			10	110		.1		27		
WI '99	4	241		.1	3	40			4	101			8	120		.1	3	77		.1
FA '98	2	165			3	56			2	76			3	88				12		
SU '98	14	217		.2	21	94	.1	.2	24	133	.1	.3	10	106		.1	7	78		.2
4-Book	6	193		.1	7	51		.1	9	91		.1	8	106		.1	3	49		.1
SP '98	3	156		.1	1	30			2	29			8	123		.1	3	31		.1
KBIG-FM																				
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
WI '99	102	2513	.3	1.7	136	865	.4	1.5	180	1000	.6	2.2	152	1179	.5	2.1	29	528	.1	1.0
FA '98	104	2656	.3	1.7	115	851	.4	1.3	157	1052	.5	1.9	126	1188	.4	1.7	53	786	.2	1.8
SU '98	137	2974	.4	2.2	160	1223	.5	1.8	246	1336	.8	2.8	190	1381	.6	2.5	57	748	.2	1.8
4-Book	112	2693	.3	1.9	136	972	.4	1.5	187	1112	.6	2.2	148	1225	.5	2.0	50	681	.2	1.6
SP '98	101	2682	.3	1.8	91	835	.3	1.0	169	1203	.5	2.1	123	1232	.4	1.8	67	761	.2	2.2
KBLA-AM																				
SP '99	26	371	.1	.4	20	126	.1	.2	38	174	.1	.5	62	239	.2	.9	13	113		.4
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	59			5	29		.1	1	28			1	30				15		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KBUA-FM																				
SP '99	40	353	.1	.7	66	202	.2	.7	56	196	.2	.7	40	134	.1	.6	27	117	.1	.9
WI '99	36	420	.1	.6	58	207	.2	.6	49	206	.2	.6	48	232	.1	.7	12	88		.4
FA '98	7	170		.1	7	40		.1	5	71		.1	11	73		.1	3	73		.1
SU '98	9	220		.1	10	93		.1	3	81		.1	17	82	.1	.2	12	83		.4
4-Book	23	291	.1	.4	35	136	.1	.4	28	139	.1	.4	29	130	.1	.4	14	90		.5
SP '98	7	135		.1	8	74		.1	11	101		.1	10	103		.1	4	76		.1
KBUE-FM																				
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
WI '99	169	2381	.5	2.9	208	971	.6	2.3	217	1134	.7	2.7	221	1363	.7	3.1	106	844	.3	3.6
FA '98	105	1836	.3	1.8	144	980	.4	1.6	147	989	.5	1.8	85	747	.3	1.1	44	451	.1	1.5
SU '98	73	1481	.2	1.2	102	714	.3	1.1	99	771	.3	1.1	97	686	.3	1.3	33	338	.1	1.1
4-Book	146	2108	.4	2.5	181	971	.5	2.0	196	1056	.6	2.4	185	1106	.6	2.5	79	597	.2	2.6
SP '98	102	1932	.3	1.8	127	760	.4	1.4	134	1023	.4	1.7	130	871	.4	1.9	50	585	.2	1.6
KCBS-FM																				
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
WI '99	241	4544	.7	4.1	306	2055	.9	3.4	398	2389	1.2	5.0	348	2530	1.1	4.9	78	1233	.2	2.6
FA '98	236	4419	.7	3.9	303	2052	.9	3.4	389	2208	1.2	4.7	328	2665	1.0	4.4	96	1296	.3	3.3
SU '98	242	4569	.8	4.0	272	2077	.9	3.1	443	2320	1.4	5.1	305	2302	1.0	4.0	67	1239	.2	2.2
4-Book	239	4483	.7	4.0	301	2039	.9	3.4	406	2288	1.3	4.9	317	2483	1.0	4.3	80	1232	.2	2.7
SP '98	199	4346	.6	3.5	262	2137	.8	3.0	298	2277	.9	3.8	247	2456	.8	3.6	89	1375	.3	2.9
KCMG-FM																				
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
WI '99	182	3200	.6	3.1	197	1226	.6	2.2	292	1598	.9	3.6	245	1688	.8	3.4	74	919	.2	2.5
FA '98	178	2836	.6	3.0	180	1271	.6	2.0	264	1544	.8	3.2	224	1550	.7	3.0	120	924	.4	4.1
SU '98	179	3019	.6	2.9	201	1223	.6	2.3	294	1610	.9	3.4	249	1621	.8	3.3	67	966	.2	2.2
4-Book	171	2939	.6	2.9	184	1203	.6	2.1	260	1519	.8	3.1	227	1584	.7	3.1	90	945	.3	3.0
SP '98	183	3514	.6	3.2	202	1540	.6	2.3	265	1822	.8	3.3	249	2005	.8	3.6	105	1205	.3	3.4
KFI -AM																				
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
WI '99	116	2106	.4	2.0	186	1133	.6	2.0	206	973	.6	2.6	132	1008	.4	1.8	63	491	.2	2.1
FA '98	145	2415	.4	2.4	213	1408	.7	2.4	283	1252	.9	3.4	171	1181	.5	2.3	73	539	.2	2.5
SU '98	131	2224	.4	2.2	178	1160	.6	2.0	269	1255	.8	3.1	141	894	.4	1.9	62	507	.2	2.0
4-Book	124	2194	.4	2.1	188	1210	.6	2.1	238	1141	.7	2.9	130	918	.4	1.8	72	507	.2	2.4
SP '98	148	2281	.5	2.6	260	1368	.8	2.9	267	1305	.8	3.4	187	1173	.6	2.7	47	608	.1	1.5
KFSG-FM																				
SP '99	9	476		.2	19	217	.1	.2	6	137		.1	15	202		.2	4	103		.1
WI '99	16	469		.3	31	310	.1	.3	17	184	.1	.2	19	174	.1	.3	7	136		.2
FA '98	20	525	.1	.3	32	254	.1	.4	28	103	.1	.3	28	230	.1	.4	12	162		.4
SU '98	10	312		.2	20	201	.1	.2	9	134		.1	18	154	.1	.2	3	74		.1
4-Book	14	446	.3		26	246	.1	.3	15	140	.1	.2	20	190	.1	.3	7	119		.2
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
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
WI '99	70	2452	.2	1.2	185	1553	.6	2.0	74	1007	.2	.9	87	1143	.3	1.2	14	361		.5
FA '98	69	2478	.2	1.2	164	1493	.5	1.8	69	924	.2	.8	111	1282	.3	1.5	20	434	.1	.7
SU '98	54	1961	.2	.9	117	1232	.4	1.3	66	737	.2	.8	97	1032	.3	1.3	15	260		.5
4-Book	66	2280	.2	1.1	163	1425	.5	1.8	67	892	.2	.8	97	1137	.3	1.3	19	390	.1	.6
SP '98	70	2235	.2	1.2	150	1374	.5	1.7	78	859	.2	1.0	80	923	.3	1.2	43	562	.1	1.4
KGIL-AM																				
SP '99	3	122		.1	1	45			5	75		.1	1	29			2	46		.1
WI '99	11	104		.2	9	59		.1	15	58		.2	15	45		.2	5	29		.2
FA '98	4	124		.1	2	14			5	62		.1	7	54		.1	1	33		
SU '98	5	51		.1	2	16			16	20	.1	.2	11	20		.1	1	20		
4-Book	6	100	.1		4	34			10	54		.2	9	37		.1	2	32		.1
SP '98	2	237			3	66			2	53			3	87			2	34		.1

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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

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
+KGXL-AM																				
SP '99	1	43			1	16			1	16							1	16		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99	11	183		.2	7	86		.1	27	126	.1	.3	20	140	.1	.3	2	45		.1
WI '99	24	321	.1	.4	39	196	.1	.4	48	156	.1	.6	40	171	.1	.6	5	48		.2
FA '98	7	188		.1	5	52		.1	18	127	.1	.2	11	86		.1	2	56		.1
SU '98	10	73		.2					23	73	.1	.3	23	45	.1	.3	5	16		.2
4-Book	13	191		.2	13	84		.2	29	121	.1	.4	24	111	.1	.3	4	41		.2
SP '98	3	135		.1	1	16			14	88		.2	2	31						
KIIS-FM																				
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
WI '99	212	4845	.7	3.6	352	2357	1.1	3.9	251	1904	.8	3.1	254	2238	.8	3.5	118	1394	.4	4.0
FA '98	165	4196	.5	2.8	261	2267	.8	2.9	212	1847	.7	2.6	197	2028	.6	2.6	69	1161	.2	2.3
SU '98	167	4353	.5	2.7	250	1841	.8	2.8	220	2033	.7	2.5	185	1854	.6	2.4	88	1216	.3	2.8
4-Book	187	4467	.6	3.1	285	2175	.9	3.2	230	1935	.7	2.8	229	2114	.7	3.1	98	1341	.3	3.2
SP '98	137	3859	.4	2.4	263	2070	.8	3.0	139	1759	.4	1.8	151	1731	.5	2.2	77	1205	.2	2.5
KJLH-FM																				
SP '99	43	904	.1	.7	43	364	.1	.5	53	385	.2	.6	52	482	.2	.7	21	281	.1	.7
WI '99	40	857	.1	.7	43	282	.1	.5	42	341	.1	.5	43	364	.1	.6	31	377	.1	1.0
FA '98	63	989	.2	1.1	83	478	.3	.9	76	459	.2	.9	57	340	.2	.8	34	343	.1	1.2
SU '98	55	973	.2	.9	70	388	.2	.8	69	455	.2	.8	62	502	.2	.8	26	255	.1	.8
4-Book	50	931	.2	.9	60	378	.2	.7	60	410	.2	.7	54	422	.2	.7	28	314	.1	.9
SP '98	79	1178	.2	1.4	81	370	.3	.9	96	458	.3	1.2	72	568	.2	1.0	65	373	.2	2.1
KKBT-FM																				
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
WI '99	228	3843	.7	3.9	358	1650	1.1	3.9	287	1964	.9	3.6	261	2104	.8	3.6	145	1401	.4	4.9
FA '98	244	3938	.8	4.1	371	2069	1.1	4.2	321	2044	1.0	3.9	326	2332	1.0	4.3	148	1763	.5	5.0
SU '98	277	3897	.9	4.5	347	1978	1.1	3.9	371	2218	1.2	4.3	370	2406	1.2	4.9	175	1687	.6	5.7
4-Book	236	3806	.8	4.0	327	1811	1.0	3.7	311	2037	1.0	3.8	298	2184	.9	4.0	153	1543	.5	5.1
SP '98	261	3929	.8	4.5	393	1917	1.2	4.5	263	2098	.8	3.3	339	2390	1.1	4.9	205	1620	.6	6.6
KKGO-FM																				
SP '99	43	1102	.1	.7	42	457	.1	.5	64	463	.2	.8	68	549	.2	.9	30	344	.1	1.0
WI '99	55	1363	.2	.9	50	458	.2	.5	89	593	.3	1.1	107	722	.3	1.5	24	382	.1	.8
FA '98	43	998	.1	.7	46	335	.1	.5	59	411	.2	.7	53	438	.2	.7	26	302	.1	.9
SU '98	47	1166	.1	.8	43	358	.1	.5	68	524	.2	.8	63	560	.2	.8	29	412	.1	.9
4-Book	47	1157	.1	.8	45	402	.1	.5	70	498	.2	.9	73	567	.2	1.0	27	360	.1	.9
SP '98	57	1111	.2	1.0	49	447	.2	.6	98	638	.3	1.2	72	537	.2	1.0	42	490	.1	1.4
KKHJ-AM																				
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
WI '99	59	937	.2	1.0	81	480	.3	.9	101	448	.3	1.3	49	381	.2	.7	43	388	.1	1.5
FA '98	33	636	.1	.6	52	343	.2	.6	46	142	.1	.6	32	230	.1	.4	24	175	.1	.8
SU '98	30	508	.1	.5	58	326	.2	.7	25	211	.1	.3	39	283	.1	.5	22	133	.1	.7
4-Book	52	821	.2	.9	65	393	.2	.8	74	354	.2	.9	59	421	.2	.8	35	239	.1	1.2
SP '98	52	609	.2	.9	66	252	.2	.7	89	354	.3	1.1	56	239	.2	.8	36	154	.1	1.2
KKLA-FM																				
SP '99	33	584	.1	.6	50	316	.2	.6	45	262	.1	.5	44	289	.1	.6	16	151		.5
WI '99	29	653	.1	.5	65	333	.2	.7	29	274	.1	.4	52	372	.2	.7	11	116		.4
FA '98	19	517	.1	.3	53	323	.2	.6	12	142		.1	34	233	.1	.5	4	101		.1
SU '98	15	458		.2	25	181	.1	.3	13	150		.2	37	340	.1	.5	7	88		.2
4-Book	24	553	.1	.4	48	288	.2	.6	25	207	.1	.3	42	309	.1	.6	10	114		.3
SP '98	34	578	.1	.6	89	343	.3	1.0	40	191	.1	.5	54	294	.2	.8	8	113		.3

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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	
KLAC-AM																				
SP '99	39	1162	.1	.7	29	173	.1	.3	33	272	.1	.4	40	375	.1	.6	51	643	.2	1.6
WI '99	28	772	.1	.5	23	190	.1	.3	45	171	.1	.6	25	271	.1	.3	33	381	.1	1.1
FA '98	34	520	.1	.6	80	277	.2	.9	59	209	.2	.7	25	209	.1	.3	4	90		.1
SU '98	16	335	.1	.3	39	166	.1	.4	7	53	.1	.1	6	110	.1	.1	19	89	.1	.6
4-Book	29	697	.1	.5	43	202	.1	.5	36	176	.1	.5	24	241	.1	.3	27	301	.1	.9
SP '98	32	1112	.1	.6	48	230	.2	.5	32	229	.1	.4	38	492	.1	.5	26	452	.1	.8
KLAX-FM																				
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
WI '99	267	3932	.8	4.6	364	1504	1.1	4.0	394	1870	1.2	4.9	298	1981	.9	4.2	148	1191	.5	5.0
FA '98	299	3844	.9	5.0	306	1767	.9	3.4	502	2260	1.6	6.1	417	2100	1.3	5.6	124	1009	.4	4.2
SU '98	271	3585	.9	4.4	279	1592	.9	3.1	419	2002	1.3	4.8	364	2115	1.1	4.8	143	1154	.4	4.6
4-Book	274	3734	.9	4.6	346	1628	1.1	3.8	420	1981	1.3	5.1	347	2035	1.1	4.7	134	1091	.4	4.4
SP '98	277	3483	.9	4.8	321	1695	1.0	3.6	386	1915	1.2	4.9	373	1775	1.2	5.4	179	1250	.6	5.8
KLOS-FM																				
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
WI '99	231	3806	.7	3.9	485	1910	1.5	5.3	309	1657	1.0	3.8	246	1948	.8	3.4	90	779	.3	3.0
FA '98	246	3950	.8	4.1	390	1965	1.2	4.4	340	1870	1.1	4.1	342	2401	1.1	4.6	103	1245	.3	3.5
SU '98	258	4417	.8	4.2	493	2272	1.6	5.6	352	2119	1.1	4.1	290	2217	.9	3.8	91	1040	.3	2.9
4-Book	248	4012	.8	4.1	460	2060	1.5	5.2	348	1860	1.1	4.2	298	2151	1.0	4.0	95	972	.3	3.1
SP '98	261	4327	.8	4.5	586	2414	1.8	6.6	309	1964	1.0	3.9	281	2247	.9	4.0	100	1063	.3	3.2
KLSX-FM																				
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
WI '99	229	3248	.7	3.9	661	2261	2.0	7.3	298	1540	.9	3.7	280	1559	.9	3.9	42	657	.1	1.4
FA '98	286	3631	.9	4.8	833	2627	2.6	9.4	353	1661	1.1	4.3	334	1546	1.0	4.4	53	545	.2	1.8
SU '98	274	3588	.9	4.5	767	2568	2.4	8.6	338	1812	1.1	3.9	285	1450	.9	3.8	110	716	.3	3.6
4-Book	259	3478	.8	4.3	755	2463	2.3	8.5	321	1636	1.0	3.9	302	1546	1.0	4.1	63	631	.2	2.1
SP '98	250	3856	.8	4.3	846	2887	2.7	9.6	316	2023	1.0	4.0	219	1532	.7	3.2	36	577	.1	1.2
KLVE-FM																				
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
WI '99	301	3926	.9	5.1	530	2069	1.6	5.8	418	1917	1.3	5.2	289	1852	.9	4.0	149	1262	.5	5.0
FA '98	358	4918	1.1	6.0	493	2642	1.5	5.6	373	2186	1.2	4.5	452	2485	1.4	6.0	235	1990	.7	8.0
SU '98	331	4206	1.0	5.4	485	2124	1.5	5.5	447	2089	1.4	5.2	349	2260	1.1	4.6	177	1448	.6	5.7
4-Book	325	4307	1.0	5.4	491	2238	1.5	5.5	426	2123	1.3	5.1	353	2138	1.1	4.8	179	1510	.6	5.9
SP '98	369	4063	1.2	6.4	551	2188	1.7	6.2	530	2289	1.7	6.7	329	1892	1.0	4.7	234	1407	.7	7.6
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
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
WI '99	42	969	.1	.7	79	522	.2	.9	87	502	.3	1.1	50	396	.2	.7	7	191		.2
FA '98	48	1103	.1	.8	68	463	.2	.8	99	495	.3	1.2	42	528	.1	.6	24	254	.1	.8
SU '98	83	1394	.3	1.4	85	500	.3	1.0	138	600	.4	1.6	109	775	.3	1.4	59	536	.2	1.9
4-Book	62	1205	.2	1.0	77	510	.2	.9	115	563	.4	1.4	68	584	.2	.9	37	370	.1	1.2
SP '98	54	1204	.2	.9	45	365	.1	.5	80	447	.3	1.0	59	598	.2	.8	50	548	.2	1.6
KLYY-FM																				
SP '99	54	1845	.2	.9	46	643	.1	.5	90	761	.3	1.1	77	963	.2	1.1	20	351	.1	.6
WI '99	80	2632	.2	1.4	92	997	.3	1.0	101	1277	.3	1.3	123	1358	.4	1.7	49	923	.2	1.7
FA '98	71	2420	.2	1.2	41	612	.1	.5	115	1084	.4	1.4	105	1258	.3	1.4	38	918	.1	1.3
SU '98	65	2102	.2	1.1	47	610	.1	.5	114	1145	.4	1.3	102	1195	.3	1.3	36	602	.1	1.2
4-Book	68	2250	.2	1.2	57	716	.2	.6	105	1067	.4	1.3	102	1194	.3	1.4	36	699	.1	1.2
SP '98	85	2402	.3	1.5	96	834	.3	1.1	140	1250	.4	1.8	121	1326	.4	1.7	38	706	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KNX -AM																				
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
WI '99	83	3099	.3	1.4	195	1890	.6	2.1	82	1116	.3	1.0	97	1407	.3	1.4	47	621	.1	1.6
FA '98	78	2674	.2	1.3	167	1509	.5	1.9	83	1010	.3	1.0	113	1382	.3	1.5	31	551	.1	1.1
SU '98	89	2636	.3	1.5	193	1746	.6	2.2	77	835	.2	.9	135	1535	.4	1.8	50	637	.2	1.6
4-Book	79	2652	.3	1.3	179	1623	.6	2.0	79	948	.3	1.0	111	1384	.3	1.5	37	577	.1	1.2
SP '98	94	2753	.3	1.6	200	1631	.6	2.3	101	955	.3	1.3	123	1459	.4	1.8	57	827	.2	1.8
KOST-FM																				
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
WI '99	120	2782	.4	2.0	110	1118	.3	1.2	150	1234	.5	1.9	154	1321	.5	2.1	116	969	.4	3.9
FA '98	158	3459	.5	2.6	178	1422	.6	2.0	246	1418	.8	3.0	209	1576	.6	2.8	104	1324	.3	3.5
SU '98	211	3901	.7	3.5	251	1585	.8	2.8	333	1519	1.0	3.8	264	1993	.8	3.5	115	1482	.4	3.7
4-Book	159	3392	.5	2.7	190	1390	.6	2.1	234	1348	.7	2.8	194	1576	.6	2.6	112	1251	.4	3.7
SP '98	141	3036	.4	2.4	140	1201	.4	1.6	219	1347	.7	2.8	172	1343	.5	2.5	94	1137	.3	3.0
KPVR-FM																				
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
WI '99	288	5236	.9	4.9	392	2639	1.2	4.3	354	2619	1.1	4.4	359	2750	1.1	5.0	194	2062	.6	6.5
FA '98	253	4831	.8	4.2	332	2385	1.0	3.7	327	2429	1.0	4.0	320	2581	1.0	4.3	159	1820	.5	5.4
SU '98	205	4554	.6	3.4	244	1970	.8	2.7	241	2374	.8	2.8	253	2389	.8	3.3	137	1673	.4	4.4
4-Book	251	4841	.8	4.2	336	2350	1.1	3.7	304	2432	1.0	3.7	316	2562	1.0	4.3	167	1831	.5	5.5
SP '98	236	4778	.7	4.1	288	2243	.9	3.3	273	2462	.9	3.4	288	2812	.9	4.1	166	1614	.5	5.4
KRLA-AM																				
SP '99	19	344	.1	.3	24	110	.1	.3	20	127	.1	.2	28	106	.1	.4	14	30		.4
WI '99	16	435		.3	33	234	.1	.4	29	204	.1	.4	7	73		.1	9	129		.3
FA '98	46	652	.1	.8	57	210	.2	.6	55	257	.2	.7	53	301	.2	.7	23	194	.1	.8
SU '98	26	641	.1	.4	5	87		.1	23	183	.1	.3	38	287	.1	.5	35	273	.1	1.1
4-Book	27	518	.1	.5	30	160	.1	.4	32	193	.1	.4	32	192	.1	.4	20	157	.1	.7
SP '98	26	638	.1	.5	19	135	.1	.2	27	220	.1	.3	45	365	.1	.6	26	281	.1	.8
KROQ-FM																				
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
WI '99	304	5700	.9	5.2	513	3063	1.6	5.6	397	3005	1.2	4.9	361	3079	1.1	5.0	151	2051	.5	5.1
FA '98	279	5479	.9	4.7	443	2795	1.4	5.0	321	2648	1.0	3.9	334	3150	1.0	4.4	176	1939	.5	6.0
SU '98	285	4788	.9	4.7	358	2115	1.1	4.0	415	2599	1.3	4.8	353	2766	1.1	4.7	170	1891	.5	5.5
4-Book	293	5277	.9	4.9	453	2651	1.4	5.1	383	2741	1.2	4.6	350	2979	1.1	4.8	166	1925	.5	5.5
SP '98	268	4857	.8	4.6	438	2550	1.4	5.0	391	2436	1.2	4.9	341	2620	1.1	4.9	125	1879	.4	4.1
KRTH-FM																				
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
WI '99	136	3224	.4	2.3	140	1167	.4	1.5	196	1226	.6	2.4	170	1483	.5	2.4	81	962	.3	2.7
FA '98	136	3311	.4	2.3	137	1217	.4	1.5	222	1663	.7	2.7	185	1451	.6	2.5	52	687	.2	1.8
SU '98	159	3288	.5	2.6	221	1320	.7	2.5	239	1589	.8	2.8	200	1612	.6	2.6	48	681	.2	1.6
4-Book	150	3231	.5	2.5	176	1230	.5	2.0	240	1498	.8	2.9	186	1503	.6	2.5	61	772	.2	2.0
SP '98	173	3225	.5	3.0	193	1221	.6	2.2	314	1481	1.0	4.0	244	1545	.8	3.5	71	898	.2	2.3
KSCA-FM																				
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
WI '99	497	4971	1.5	8.5	1220	3734	3.8	13.4	669	3247	2.1	8.3	363	1949	1.1	5.1	116	1084	.4	3.9
FA '98	558	4938	1.7	9.3	1303	3812	4.0	14.7	799	3257	2.5	9.7	422	2248	1.3	5.6	116	1128	.4	3.9
SU '98	562	4575	1.8	9.2	1287	3507	4.0	14.5	822	3134	2.6	9.5	456	2387	1.4	6.0	153	1147	.5	4.9
4-Book	533	4816	1.7	8.9	1257	3607	3.9	14.1	744	3177	2.3	9.0	407	2143	1.3	5.5	134	1153	.5	4.4
SP '98	448	4873	1.4	7.8	1003	3412	3.2	11.4	665	3072	2.1	8.4	346	2255	1.1	5.0	134	1147	.4	4.3
KSSE-FM																				
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
WI '99	126	2041	.4	2.2	192	843	.6	2.1	178	979	.6	2.2	119	922	.4	1.7	70	694	.2	2.4
FA '98	152	2301	.5	2.5	170	1114	.5	1.9	188	1216	.6	2.3	183	1294	.6	2.4	97	731	.3	3.3
SU '98	110	1822	.3	1.8	111	824	.3	1.2	145	895	.5	1.7	132	1086	.4	1.7	77	646	.2	2.5
4-Book	131	2066	.4	2.2	158	940	.5	1.8	175	1008	.6	2.1	147	1095	.5	2.0	85	699	.3	2.8
SP '98	93	1457	.3	1.6	73	561	.2	.8	128	855	.4	1.6	116	752	.4	1.7	64	504	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KTNQ-AM																				
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
WI '99	145	1729	.4	2.5	91	528	.3	1.0	168	748	.5	2.1	288	1048	.9	4.0	151	760	.5	5.1
FA '98	156	1659	.5	2.6	180	644	.6	2.0	180	767	.6	2.2	292	1051	.9	3.9	118	710	.4	4.0
SU '98	160	1569	.5	2.6	221	755	.7	2.5	184	725	.6	2.1	255	915	.8	3.4	120	725	.4	3.9
4-Book	156	1677	.5	2.6	152	632	.5	1.7	181	743	.6	2.2	285	1056	.9	3.9	137	737	.5	4.5
SP '98	206	2085	.6	3.6	307	923	1.0	3.5	171	700	.5	2.2	324	1237	1.0	4.7	183	934	.6	5.9
KTVV-FM																				
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
WI '99	169	2741	.5	2.9	223	1370	.7	2.4	286	1316	.9	3.6	218	1508	.7	3.0	89	853	.3	3.0
FA '98	170	2737	.5	2.8	194	1353	.6	2.2	280	1484	.9	3.4	210	1378	.6	2.8	90	967	.3	3.1
SU '98	165	2731	.5	2.7	220	1381	.7	2.5	267	1316	.8	3.1	208	1479	.7	2.8	74	1020	.2	2.4
4-Book	168	2744	.5	2.8	204	1336	.7	2.3	285	1370	.9	3.5	212	1489	.7	2.9	84	912	.3	2.8
SP '98	136	2581	.4	2.4	149	1023	.5	1.7	211	1270	.7	2.7	152	1167	.5	2.2	89	1014	.3	2.9
KWKV-AM																				
SP '99	25	498	.1	.4	24	112	.1	.3	42	260	.1	.5	33	264	.1	.5	14	125	.4	.4
WI '99	40	343	.1	.7	48	153	.1	.5	64	189	.2	.8	53	156	.2	.7	8	67	.3	.3
FA '98	29	539	.1	.5	18	126	.1	.2	35	288	.1	.4	70	306	.2	.9	21	180	.1	.7
SU '98	40	670	.1	.7	46	206	.1	.5	50	257	.2	.6	48	275	.2	.6	38	214	.1	1.2
4-Book	34	513	.1	.6	34	149	.1	.4	48	249	.2	.6	51	250	.2	.7	20	147	.1	.7
SP '98	65	812	.2	1.1	123	417	.4	1.4	119	503	.4	1.5	43	315	.1	.6	31	164	.1	1.0
KWVE-FM																				
SP '99	38	718	.1	.6	60	432	.2	.7	63	331	.2	.8	43	358	.1	.6	17	163	.1	.5
WI '99	20	435	.1	.3	30	223	.1	.3	25	164	.1	.3	32	217	.1	.4	12	173	.4	.4
FA '98	35	678	.1	.6	47	348	.1	.5	40	272	.1	.5	58	349	.2	.8	18	212	.1	.6
SU '98	19	523	.1	.3	37	300	.1	.4	15	257	.2	.2	38	309	.1	.5	4	136	.1	.1
4-Book	28	589	.1	.5	44	326	.1	.5	36	256	.1	.5	43	308	.1	.6	13	171	.1	.4
SP '98	20	476	.1	.3	28	183	.1	.3	30	175	.1	.4	40	269	.1	.6	3	61	.1	.1
KYSR-FM																				
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
WI '99	206	4606	.6	3.5	266	2035	.8	2.9	305	2137	.9	3.8	275	2423	.9	3.8	95	1413	.3	3.2
FA '98	142	3466	.4	2.4	189	1417	.6	2.1	207	1542	.6	2.5	200	1908	.6	2.7	64	972	.2	2.2
SU '98	196	4323	.6	3.2	266	1541	.8	3.0	296	1945	.9	3.4	282	2345	.9	3.7	86	1511	.3	2.8
4-Book	179	4115	.5	3.0	241	1717	.8	2.7	261	1861	.8	3.1	247	2181	.8	3.4	82	1282	.3	2.7
SP '98	179	4029	.6	3.1	194	1608	.6	2.2	278	1878	.9	3.5	249	2194	.8	3.6	79	1111	.2	2.6
KZLA-FM																				
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
WI '99	84	1352	.3	1.4	106	747	.3	1.2	117	573	.4	1.5	133	755	.4	1.9	31	390	.1	1.0
FA '98	107	1691	.3	1.8	144	833	.4	1.6	142	831	.4	1.7	125	1003	.4	1.7	54	603	.2	1.8
SU '98	104	1678	.3	1.7	174	924	.5	2.0	148	843	.5	1.7	137	1059	.4	1.8	19	380	.1	.6
4-Book	93	1489	.3	1.6	128	780	.4	1.5	129	700	.4	1.6	126	886	.4	1.7	35	447	.1	1.1
SP '98	85	1306	.3	1.5	85	619	.3	1.0	137	698	.4	1.7	107	764	.3	1.5	36	484	.1	1.2
KGGI-FM																				
SP '99	19	778	.1	.3	18	275	.1	.2	27	328	.1	.3	19	282	.1	.3	12	214	.4	.4
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	15	335	.3	.3	22	150	.1	.2	31	189	.1	.4	15	142	.2	.2	2	58	.1	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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
XTRA-AM																				
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
WI '99	64	1469	.2	1.1	74	695	.2	.8	133	730	.4	1.7	90	812	.3	1.3	19	339	.1	.6
FA '98	107	1818	.3	1.8	112	773	.3	1.3	231	1091	.7	2.8	151	1006	.5	2.0	23	310	.1	.8
SU '98	83	1575	.3	1.4	108	751	.3	1.2	174	888	.5	2.0	113	995	.4	1.5	25	324	.1	.8
4-Book	83	1569	.3	1.4	97	711	.3	1.1	174	855	.5	2.1	111	894	.4	1.5	22	320	.1	.7
SP '98	73	1408	.2	1.3	77	545	.2	.9	142	723	.4	1.8	144	943	.5	2.1	24	380	.1	.8
TOTALS																				
SP '99	5957	31047	18.4		8947	26720	27.7		8282	23904	25.6		7226	26151	22.3		3135	18106	9.7	
WI '99	5854	31061	18.1		9113	27209	28.2		8031	24294	24.8		7163	26060	22.1		2964	18086	9.2	
FA '98	5979	31200	18.5		8876	27783	27.4		8254	24016	25.5		7513	26689	23.2		2942	18495	9.1	
SU '98	6093	30748	19.2		8881	26848	27.9		8663	23866	27.2		7556	26559	23.8		3096	18416	9.7	
4-Book	5971	31014	18.6		8954	27140	27.8		8308	24020	25.8		7365	26365	22.9		3034	18276	9.4	
SP '98	5764	30565	18.1		8826	26726	27.8		7932	24036	24.9		6945	25697	21.8		3083	18672	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	
KABC-AM																				
SP '99	120	1025	.4	1.5	25	398	.1	.6	21	61	.1	.4	25	116	.1	.4	27	134	.1	.6
4-Book	110	1178	.4	1.4	33	451	.1	.8	31	104	.1	.7	58	189	.2	.9	41	134	.1	.9
KACD-FM																				
SP '99	40	577	.1	.5	16	268	.4		20	74	.1	.4	23	110	.1	.4	9	47		.2
4-Book	60	683	.2	.8	30	403	.1	.8	21	66	.1	.4	59	183	.2	.9	39	124	.1	.8
KBCD-FM																				
SP '99	32	378	.1	.4	21	193	.1	.5	22	67	.1	.5	30	104	.1	.5	29	70	.1	.6
4-Book	24	268	.1	.3	14	144	.3		13	35	.1	.3	22	66	.1	.3	17	48	.1	.4
KACE-FM																				
SP '99	38	665	.1	.5	26	391	.1	.7	41	97	.1	.8	68	212	.2	1.0	29	75	.1	.6
4-Book	56	663	.2	.7	40	413	.2	1.0	40	97	.1	.8	65	175	.2	1.0	48	138	.2	1.0
KRTO-FM																				
SP '99	4	140				25			1	11							2	14		
4-Book	8	142		.1	4	78		.1	4	7		.1	6	30		.1	6	27		.1
KBIG-FM																				
SP '99	143	1879	.4	1.8	70	1237	.2	1.8	71	242	.2	1.5	94	351	.3	1.4	45	192	.1	1.0
4-Book	160	1968	.5	2.0	70	1249	.2	1.8	70	221	.2	1.5	97	324	.3	1.5	81	232	.2	1.7
KBLA-AM																				
SP '99	40	335	.1	.5	11	147		.3	21	73	.1	.4	27	88	.1	.4	40	79	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	59			1	28			2	13			1	15			2	15		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	54	263	.2	.7	25	183	.1	.6	23	52	.1	.5	36	82	.1	.5	25	55	.1	.5
4-Book	30	228	.1	.4	16	155	.1	.4	24	53	.1	.5	30	68	.1	.4	25	75	.1	.5
KBUE-FM																				
SP '99	311	2293	1.0	3.8	177	1510	.5	4.5	188	425	.6	3.9	289	610	.9	4.4	247	538	.8	5.3
4-Book	188	1761	.6	2.3	116	1166	.4	3.0	140	362	.4	2.9	212	478	.7	3.3	162	405	.5	3.5
KCBS-FM																				
SP '99	339	3714	1.0	4.2	154	2184	.5	3.9	154	582	.5	3.2	302	975	.9	4.6	196	693	.6	4.2
4-Book	346	3817	1.1	4.2	154	2205	.5	3.9	155	589	.5	3.2	312	992	1.0	4.8	200	710	.6	4.2
KCMG-FM																				
SP '99	179	2227	.6	2.2	114	1347	.4	2.9	84	273	.3	1.7	183	570	.6	2.8	153	460	.5	3.3
4-Book	226	2382	.7	2.8	127	1455	.4	3.2	112	299	.4	2.3	207	578	.7	3.2	142	431	.5	3.0
KFI -AM																				
SP '99	150	1680	.5	1.8	36	619	.1	.9	63	244	.2	1.3	75	188	.2	1.1	20	119	.1	.4
4-Book	189	1917	.6	2.3	44	665	.1	1.1	86	295	.3	1.8	73	226	.2	1.1	24	108	.1	.5
KFSG-FM																				
SP '99	13	376		.2	6	201		.2	3	29		.1	1	14			7	44		.2
4-Book	20	369	.1	.3	8	190		.2	6	45		.1	5	30		.1	13	52		.3
KFWB-AM																				
SP '99	108	2062	.3	1.3	35	808	.1	.9	72	346	.2	1.5	46	319	.1	.7	43	209	.1	.9
4-Book	106	2101	.3	1.3	27	773	.1	.7	51	289	.2	1.1	30	214	.1	.5	37	195	.1	.8
KGIL-AM																				
SP '99	3	75			5	107		.1					11	46		.2	2	16		
4-Book	8	73		.1	5	64		.1	3	11		.1	7	19		.1	6	15		.1
+KGXL-AM																				
SP '99		16			1	43			3	13		.1	2	16						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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
KIEV-AM																				
SP '99	19	183	.1	.2	2	16	.1										8	16	.2	
4-Book	23	173	.1	.3	2	35	.1		5	12	.1		2	4			4	8	.1	
KIIS-FM																				
SP '99	261	3721	.8	3.2	155	2265	.5	3.9	166	619	.5	3.4	328	1038	1.0	5.0	182	562	.6	3.9
4-Book	246	3688	.8	3.0	140	2255	.5	3.6	167	586	.5	3.5	245	868	.8	3.8	156	548	.5	3.3
KJLH-FM																				
SP '99	50	750	.2	.6	45	458	.1	1.1	26	55	.1	.5	66	179	.2	1.0	43	132	.1	.9
4-Book	58	710	.2	.7	51	535	.2	1.3	37	85	.1	.8	78	185	.3	1.2	61	162	.2	1.3
KKBT-FM																				
SP '99	246	2917	.8	3.0	141	1936	.4	3.6	108	441	.3	2.2	191	596	.6	2.9	179	595	.6	3.8
4-Book	312	3267	1.0	3.8	157	2031	.5	4.0	125	439	.4	2.6	253	811	.8	3.9	197	601	.6	4.2
KKGO-FM																				
SP '99	58	904	.2	.7	25	555	.1	.6	28	148	.1	.6	54	185	.2	.8	28	101	.1	.6
4-Book	63	872	.2	.8	32	582	.1	.8	36	140	.1	.7	44	177	.2	.7	39	140	.1	.8
KKHJ-AM																				
SP '99	105	1024	.3	1.3	75	557	.2	1.9	69	188	.2	1.4	140	276	.4	2.1	91	223	.3	2.0
4-Book	67	696	.2	.8	37	365	.1	.9	45	123	.2	.9	59	132	.2	.9	43	99	.2	.9
KKLA-FM																				
SP '99	46	516	.1	.6	21	230	.1	.5	16	85	.3	.3	19	46	.1	.3	15	43	.3	.3
4-Book	37	491	.1	.5	10	173	.3	.3	15	58	.3	.3	9	23	.1	.1	8	35	.2	.2
KLAC-AM																				
SP '99	34	557	.1	.4	38	623	.1	1.0	11	28	.2	.2	43	158	.1	.7	59	197	.2	1.3
4-Book	34	411	.1	.4	21	324	.1	.5	15	39	.3	.3	25	85	.1	.4	20	74	.1	.4
KLAX-FM																				
SP '99	369	3109	1.1	4.5	155	1677	.5	3.9	304	564	.9	6.2	296	822	.9	4.5	204	589	.6	4.4
4-Book	375	3158	1.2	4.6	189	1895	.6	4.8	248	558	.8	5.1	361	890	1.1	5.6	228	608	.7	4.9
KLOS-FM																				
SP '99	391	3388	1.2	4.8	119	1683	.4	3.0	117	452	.4	2.4	243	703	.8	3.7	176	586	.5	3.8
4-Book	367	3479	1.2	4.5	138	1758	.5	3.5	142	460	.5	2.9	252	759	.8	3.9	181	571	.6	3.9
KLSX-FM																				
SP '99	441	3071	1.4	5.4	39	792	.1	1.0	69	253	.2	1.4	58	205	.2	.9	19	53	.1	.4
4-Book	449	3135	1.4	5.5	54	858	.2	1.4	83	235	.2	1.7	67	222	.2	1.0	44	148	.2	.9
KLVE-FM																				
SP '99	417	3526	1.3	5.1	222	2461	.7	5.6	288	828	.9	5.9	365	900	1.1	5.6	198	561	.6	4.3
4-Book	423	3603	1.3	5.2	249	2524	.8	6.3	300	792	1.0	6.2	385	975	1.2	6.0	264	680	.8	5.6
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	98	1002	.3	1.2	41	604	.1	1.0	33	88	.1	.7	56	244	.2	.9	48	144	.1	1.0
4-Book	89	966	.3	1.1	30	493	.1	.8	24	75	.1	.5	48	181	.2	.8	44	152	.2	.9
KLYY-FM																				
SP '99	73	1495	.2	.9	45	801	.1	1.1	21	104	.1	.4	84	353	.3	1.3	63	193	.2	1.4
4-Book	89	1840	.3	1.1	51	1052	.2	1.3	35	148	.1	.7	94	418	.3	1.5	85	338	.3	1.8
KNX -AM																				
SP '99	107	1974	.3	1.3	27	827	.1	.7	48	278	.1	1.0	30	159	.1	.5	24	137	.1	.5
4-Book	119	2307	.4	1.5	37	929	.1	.9	57	305	.2	1.2	36	206	.1	.6	29	168	.1	.6
KOST-FM																				
SP '99	193	2501	.6	2.4	95	1375	.3	2.4	105	325	.3	2.2	148	548	.5	2.3	112	368	.3	2.4
4-Book	208	2530	.7	2.5	105	1535	.3	2.7	102	342	.3	2.1	177	542	.6	2.8	118	384	.4	2.5

Target Listener Estimates - Men 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-49																				
		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	
KPWR-FM	SP '99	330	4149	1.0	4.0	185	2519	.6	4.7	162	560	.5	3.3	308	974	1.0	4.7	227	748	.7	4.9	
	4-Book	318	4123	1.0	3.9	190	2600	.6	4.8	151	523	.5	3.1	341	1062	1.1	5.3	252	841	.8	5.4	
KRLA-AM	SP '99	24	230	.1	.3	15	186	.1	.4	23	70	.1	.5	45	104	.1	.7	6	32	.1	.1	
	4-Book	31	355	.1	.4	24	210	.1	.6	21	53	.1	.4	39	77	.1	.6	23	54	.1	.5	
KROQ-FM	SP '99	415	4401	1.3	5.1	193	2671	.6	4.9	93	379	.3	1.9	316	1028	1.0	4.8	224	692	.7	4.8	
	4-Book	395	4490	1.2	4.8	197	2772	.6	5.0	181	610	.6	3.7	335	1180	1.1	5.2	259	885	.8	5.5	
KRTH-FM	SP '99	238	2427	.7	2.9	113	1537	.3	2.9	112	331	.3	2.3	198	577	.6	3.0	141	471	.4	3.0	
	4-Book	204	2515	.6	2.5	113	1535	.3	2.9	114	353	.4	2.4	209	582	.6	3.2	137	456	.4	2.9	
KSCA-FM	SP '99	758	4222	2.3	9.3	330	2759	1.0	8.4	938	1635	2.9	19.2	505	1368	1.6	7.7	243	676	.8	5.2	
	4-Book	798	4452	2.5	9.7	332	2835	1.0	8.4	989	1769	3.1	20.3	505	1299	1.6	7.8	263	672	.9	5.6	
KSSE-FM	SP '99	169	1700	.5	2.1	105	1167	.3	2.7	130	333	.4	2.7	192	516	.6	2.9	117	275	.4	2.5	
	4-Book	161	1697	.5	2.0	109	1193	.3	2.8	119	321	.4	2.4	186	522	.6	2.9	109	304	.3	2.3	
KTNQ-AM	SP '99	203	1525	.6	2.5	89	822	.3	2.3	123	290	.4	2.5	122	380	.4	1.9	130	242	.4	2.8	
	4-Book	204	1456	.7	2.5	83	801	.3	2.1	114	263	.4	2.4	99	297	.3	1.6	129	308	.4	2.7	
KTWV-FM	SP '99	237	2339	.7	2.9	104	1402	.3	2.6	138	441	.4	2.8	184	512	.6	2.8	144	390	.4	3.1	
	4-Book	237	2218	.7	2.9	102	1352	.3	2.6	106	390	.3	2.2	178	475	.6	2.8	127	371	.4	2.7	
KWKV-AM	SP '99	34	361	.1	.4	15	203	.1	.4	21	38	.1	.4	20	63	.1	.3	21	40	.1	.5	
	4-Book	45	395	.2	.6	22	199	.1	.5	30	77	.1	.6	34	77	.1	.5	28	49	.1	.6	
KWVE-FM	SP '99	56	606	.2	.7	21	329	.1	.5	26	83	.1	.5	25	87	.1	.4	31	92	.1	.7	
	4-Book	41	494	.1	.5	16	263	.1	.4	23	79	.1	.5	19	68	.1	.3	19	63	.1	.4	
KYSR-FM	SP '99	236	3453	.7	2.9	116	1868	.4	2.9	88	333	.3	1.8	222	826	.7	3.4	147	551	.5	3.2	
	4-Book	251	3408	.8	3.1	116	1830	.4	3.0	92	322	.3	1.9	234	794	.8	3.6	142	570	.5	3.0	
KZLA-FM	SP '99	103	1037	.3	1.3	54	688	.2	1.4	70	273	.2	1.4	112	245	.3	1.7	76	260	.2	1.6	
	4-Book	128	1235	.4	1.6	68	830	.2	1.8	90	280	.3	1.8	118	339	.4	1.8	83	274	.3	1.8	
KGGI-FM	SP '99	22	592	.1	.3	19	301	.1	.5	30	59	.1	.6	40	98	.1	.6	31	137	.1	.7	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM	SP '99	23	273	.1	.3	8	105	.1	.2	7	14	.1	.1	28	55	.1	.4	6	43	.1	.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '99	116	1253	.4	1.4	42	523	.1	1.1	72	230	.2	1.5	70	173	.2	1.1	29	118	.1	.6	
	4-Book	131	1370	.4	1.6	38	603	.1	1.0	55	194	.2	1.2	61	199	.2	1.0	40	172	.1	.8	
TOTALS	SP '99	8162	30509	25.2		3933	24437	12.2		4882	11925	15.1		6570	15190	20.3		4655	11456	14.4		
	4-Book	8217	30586	25.5		3950	24627	12.3		4863	11888	15.1		6486	14985	20.1		4714	11696	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

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
KABC-AM																				
SP '99	11	42	.4		25	60	.1	1.0	28	113	.1	.6	33	90	.1	.9	29	62	.1	1.5
4-Book	16	61	.1	.6	37	98	.1	1.3	38	122	.1	.8	25	89	.1	.7	19	61	.1	1.0
KACD-FM																				
SP '99	6	47	.2		11	48	.4		36	114	.1	.8	19	72	.1	.5	6	34		.3
4-Book	32	98	.1	1.2	15	45	.6		33	113	.1	.7	22	83	.1	.6	14	65	.1	.7
KBCD-FM																				
SP '99	1	14			28	59	.1	1.1	38	70	.1	.9	21	59	.1	.6	2	16		.1
4-Book	4	29		.2	13	33	.1	.5	23	55	.1	.5	12	32		.4	6	26		.3
KACE-FM																				
SP '99	24	54	.1	.8	2	16		.1	25	113	.1	.6	9	37		.2	4	36		.2
4-Book	33	106	.1	1.2	20	61	.1	.7	46	134	.1	1.0	35	103	.1	1.0	31	70	.1	1.6
KRTO-FM																				
SP '99					1	6			4	17		.1	4	13		.1	5	13		.2
4-Book	6	30		.2																
KBIG-FM																				
SP '99	148	426	.5	5.0	18	87	.1	.7	68	327	.2	1.6	69	205	.2	1.9	33	99	.1	1.7
4-Book	135	415	.4	4.9	25	109	.1	.9	67	269	.2	1.5	46	196	.2	1.3	30	142	.1	1.6
KBLA-AM																				
SP '99	1	14							1	12										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99													2	13		.1	1	13		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	33	83	.1	1.1	16	55		.6	43	96	.1	1.0	13	63		.4	3	14		.2
4-Book	11	32		.4	7	36		.3	17	52	.1	.4	13	40		.4	3	17		.2
KBUE-FM																				
SP '99	132	323	.4	4.5	116	297	.4	4.7	180	438	.6	4.2	179	416	.6	4.9	87	271	.3	4.5
4-Book	71	206	.2	2.6	79	220	.3	3.0	108	302	.3	2.4	109	285	.4	3.0	52	193	.2	2.7
KCBS-FM																				
SP '99	79	380	.2	2.7	106	336	.3	4.3	214	720	.7	4.9	137	471	.4	3.8	41	230	.1	2.1
4-Book	82	369	.3	3.0	82	292	.3	3.1	188	669	.6	4.1	146	524	.5	4.2	62	266	.2	3.2
KCMG-FM																				
SP '99	68	219	.2	2.3	69	134	.2	2.8	110	360	.3	2.5	139	481	.4	3.8	105	239	.3	5.4
4-Book	88	301	.3	3.3	84	202	.3	3.1	160	483	.5	3.5	124	385	.4	3.5	93	265	.3	4.8
KFI -AM																				
SP '99	5	30		.2	38	108	.1	1.5	57	204	.2	1.3	19	74	.1	.5	8	69		.4
4-Book	16	67	.1	.6	51	153	.2	1.8	73	226	.3	1.6	22	88	.1	.6	9	51		.4
KFSG-FM																				
SP '99	11	26		.4	8	29		.3	4	29		.1	2	14		.1	13	29		.7
4-Book	14	39		.5	14	48		.5	5	33		.1	4	26		.1	5	15		.3
KFWB-AM																				
SP '99	16	134		.5	43	170	.1	1.7	30	204	.1	.7	18	73	.1	.5	15	108		.8
4-Book	15	110		.5	33	163	.1	1.2	24	164	.1	.6	18	98	.1	.5	13	89		.7
KGIL-AM																				
SP '99	2	14		.1					3	16		.1	8	15		.2	9	47		.5
4-Book	3	7		.1					11	21	.1	.3	7	19		.2	4	15		.2
+KGXL-AM																				
SP '99	2	14		.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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	
KIEV-AM																				
SP '99																				
4-Book	3	8	.1	1	4				3			8	16	.2		2	4	.1		
KIIS-FM																				
SP '99	106	482	.3	3.6	76	317	.2	3.1	163	636	.5	3.8	148	524	.5	4.1	65	273	.2	3.3
4-Book	95	424	.3	3.5	101	365	.3	3.7	165	656	.5	3.6	114	459	.4	3.2	72	335	.2	3.7
KJLH-FM																				
SP '99	41	132	.1	1.4	32	147	.1	1.3	48	163	.1	1.1	73	155	.2	2.0	29	72	.1	1.5
4-Book	34	102	.1	1.3	35	110	.1	1.3	66	184	.2	1.4	61	142	.2	1.7	34	93	.1	1.8
KKBT-FM																				
SP '99	201	537	.6	6.8	59	180	.2	2.4	103	383	.3	2.4	150	520	.5	4.1	120	385	.4	6.1
4-Book	161	508	.5	5.9	80	236	.3	2.9	151	545	.5	3.3	153	499	.5	4.3	124	395	.4	6.3
KKGO-FM																				
SP '99	18	115	.1	.6	8	74	.3		30	176	.1	.7	24	72	.1	.7	10	71	.5	
4-Book	26	107	.1	1.0	24	108	.1	.9	43	204	.1	.9	29	101	.1	.8	17	81	.1	.9
KKHJ-AM																				
SP '99	54	134	.2	1.8	34	92	.1	1.4	93	195	.3	2.1	76	171	.2	2.1	40	107	.1	2.0
4-Book	26	62	.1	.9	22	68	.1	.9	42	110	.1	.9	30	77	.1	.8	26	61	.1	1.3
KKLA-FM																				
SP '99	20	73	.1	.7	28	125	.1	1.1	27	48	.1	.6	20	61	.1	.6	19	79	.1	1.0
4-Book	7	29		.3	16	69		.6	12	53		.3	7	27		.2	9	38		.5
KLAC-AM																				
SP '99	45	125	.1	1.5	7	29	.3		64	196	.2	1.5	60	199	.2	1.7	13	77	.7	
4-Book	16	50		.5	7	15		.3	41	126	.1	.9	33	112	.1	.9	10	35		.5
KLAX-FM																				
SP '99	64	198	.2	2.2	87	252	.3	3.5	133	449	.4	3.1	93	347	.3	2.6	68	235	.2	3.5
4-Book	112	332	.4	4.2	114	320	.4	4.2	226	609	.7	4.9	147	414	.5	4.2	71	232	.2	3.6
KLOS-FM																				
SP '99	45	257	.1	1.5	75	285	.2	3.0	127	482	.4	2.9	128	399	.4	3.5	47	169	.1	2.4
4-Book	72	295	.2	2.7	87	303	.3	3.2	151	524	.5	3.3	149	413	.5	4.2	70	267	.2	3.6
KLSX-FM																				
SP '99	22	114	.1	.7	49	213	.2	2.0	71	271	.2	1.6	17	91	.1	.5	9	39	.5	
4-Book	22	89	.1	.8	80	264	.3	2.9	97	346	.3	2.1	33	125	.1	.9	13	63	.1	.7
KLVE-FM																				
SP '99	260	730	.8	8.8	155	519	.5	6.3	265	747	.8	6.1	138	322	.4	3.8	88	280	.3	4.5
4-Book	262	715	.8	9.6	216	599	.7	7.8	272	765	.9	5.9	170	437	.5	4.8	113	378	.4	5.8
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																				
SP '99	26	97	.1	.9	15	27	.6		83	329	.3	1.9	58	187	.2	1.6	8	40	.4	
4-Book	21	91	.1	.8	13	45	.5		40	153	.2	.9	35	118	.1	1.0	16	71	.1	.8
KLYY-FM																				
SP '99	46	124	.1	1.6	21	104	.1	.9	50	193	.2	1.2	40	198	.1	1.1	30	80	.1	1.5
4-Book	38	162	.1	1.4	23	103	.1	.9	56	279	.2	1.2	48	238	.2	1.4	25	151	.1	1.3
KNX -AM																				
SP '99	12	91	.4		49	177	.2	2.0	22	131	.1	.5	7	44	.2		26	118	.1	1.3
4-Book	22	94	.1	.8	51	199	.2	1.9	48	213	.2	1.0	31	145	.1	.9	27	138	.1	1.4
KOST-FM																				
SP '99	109	303	.3	3.7	66	205	.2	2.7	74	272	.2	1.7	50	198	.2	1.4	84	287	.3	4.3
4-Book	107	393	.3	3.9	62	213	.2	2.3	95	358	.3	2.1	87	294	.3	2.5	83	314	.3	4.3

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

Target Listener 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	
KPWR-FM	SP '99	214	760	.7	7.3	100	317	.3	4.1	152	639	.5	3.5	144	449	.4	4.0	150	554	.5	7.7	
	4-Book	184	689	.6	6.7	92	344	.3	3.4	184	701	.6	4.0	167	539	.5	4.7	126	498	.4	6.5	
KRLA-AM	SP '99	5	26		.2	27	56	.1	1.1	11	40		.3					3	13		.2	
	4-Book	14	49		.6	19	43	.1	.7	38	71	.1	.8	18	36	.1	.5	15	27	.1	.8	
KROQ-FM	SP '99	151	645	.5	5.1	48	247	.1	1.9	251	831	.8	5.8	323	864	1.0	8.9	122	517	.4	6.3	
	4-Book	122	533	.4	4.4	70	300	.2	2.5	236	843	.7	5.2	226	722	.7	6.3	136	561	.4	7.0	
KRTH-FM	SP '99	64	226	.2	2.2	70	236	.2	2.8	166	508	.5	3.8	123	406	.4	3.4	29	164	.1	1.5	
	4-Book	58	227	.2	2.1	68	237	.2	2.5	165	526	.5	3.6	103	357	.3	2.9	45	193	.2	2.3	
KSCA-FM	SP '99	116	356	.4	3.9	329	721	1.0	13.3	293	759	.9	6.8	197	488	.6	5.4	94	285	.3	4.8	
	4-Book	107	344	.4	3.9	340	726	1.1	12.5	275	767	.9	6.0	190	432	.6	5.3	80	268	.2	4.1	
KSSE-FM	SP '99	118	304	.4	4.0	39	164	.1	1.6	97	325	.3	2.2	62	246	.2	1.7	69	155	.2	3.5	
	4-Book	92	270	.3	3.3	75	221	.2	2.7	126	375	.4	2.7	94	245	.3	2.7	62	190	.2	3.2	
KTNQ-AM	SP '99	93	236	.3	3.2	27	87	.1	1.1	69	188	.2	1.6	85	181	.3	2.3	66	186	.2	3.4	
	4-Book	64	202	.2	2.3	38	108	.1	1.4	78	219	.3	1.7	108	224	.4	3.1	41	149	.1	2.1	
KTWV-FM	SP '99	60	168	.2	2.0	28	173	.1	1.1	104	416	.3	2.4	99	319	.3	2.7	75	302	.2	3.8	
	4-Book	56	215	.2	2.1	52	202	.2	1.9	143	444	.4	3.1	101	313	.3	2.9	49	202	.1	2.5	
KWKW-AM	SP '99	19	42	.1	.6	8	24		.3	21	70	.1	.5	11	27		.3				.5	
	4-Book	12	30		.4	14	30		.5	34	77	.1	.8	13	28		.4				.5	
KWVE-FM	SP '99	8	17		.3	15	84		.6	26	120	.1	.6	28	80	.1	.8	12	43		.6	
	4-Book	7	30		.3	19	79		.7	21	100	.1	.5	16	53	.1	.5	8	41		.4	
KYSR-FM	SP '99	49	329	.2	1.7	72	324	.2	2.9	198	747	.6	4.6	105	403	.3	2.9	39	236	.1	2.0	
	4-Book	57	310	.2	2.1	67	276	.2	2.5	162	613	.5	3.6	118	420	.4	3.3	48	248	.2	2.5	
KZLA-FM	SP '99	24	108	.1	.8	37	141	.1	1.5	48	186	.1	1.1	56	191	.2	1.5	13	80		.7	
	4-Book	30	132	.1	1.1	47	164	.2	1.7	81	294	.3	1.8	72	225	.3	2.0	31	130	.1	1.6	
KGGI-FM	SP '99	8	40		.3	2	12		.1	20	74	.1	.5	12	36		.3	7	25		.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM	SP '99	5	31		.2					3	34		.1	12	25		.3					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '99	20	29	.1	.7	41	100	.1	1.7	61	192	.2	1.4	28	144	.1	.8	11	44		.6	
	4-Book	13	47	.1	.5	36	109	.1	1.3	57	194	.2	1.3	36	158	.1	1.0	6	42		.3	
TOTALS	SP '99	2948	8491	9.1		2466	7266	7.6		4330	11326	13.4		3634	9157	11.2		1952	6142	6.0		
	4-Book	2734	8199	8.5		2728	7583	8.5		4587	12006	14.3		3548	8983	11.0		1943	6230	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	
KABC-AM																				
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
WI '99	68	1496	.3	1.5	76	594	.3	1.0	81	682	.3	1.2	139	883	.5	2.4	36	451	.1	1.7
FA '98	67	1358	.3	1.4	84	641	.3	1.1	91	669	.4	1.3	111	722	.4	1.8	48	444	.2	2.3
SU '98	85	1475	.3	1.7	72	641	.3	1.0	147	665	.6	2.1	138	780	.6	2.3	57	505	.2	2.5
4-Book	74	1388	.3	1.6	78	605	.3	1.1	109	639	.5	1.6	135	755	.5	2.3	47	421	.2	2.1
SP '98	71	1117	.3	1.5	91	395	.4	1.2	100	499	.4	1.5	101	476	.4	1.8	37	297	.1	1.6
KACD-FM																				
SP '99	26	586	.1	.6	19	268	.1	.3	51	273	.2	.8	43	341	.2	.7	11	127		.5
WI '99	23	484	.1	.5	17	184	.1	.2	36	247	.1	.6	33	239	.1	.6	13	159	.1	.6
FA '98	45	590	.2	.9	35	365	.1	.5	79	329	.3	1.2	70	414	.3	1.1	26	254	.1	1.2
SU '98	64	876	.3	1.3	81	348	.3	1.1	75	406	.3	1.1	92	648	.4	1.5	35	370	.1	1.5
4-Book	40	634	.2	.8	38	291	.2	.5	60	314	.2	.9	60	411	.3	1.0	21	228	.1	1.0
SP '98	34	789	.1	.7	31	330	.1	.4	40	385	.2	.6	51	400	.2	.9	25	288	.1	1.1
KBCD-FM																				
SP '99	23	377	.1	.5	23	185	.1	.3	47	243	.2	.7	19	219	.1	.3	6	113		.3
WI '99	12	255		.3	3	69			19	103	.1	.3	20	148	.1	.3	5	69		.2
FA '98	12	241		.2	13	87	.1	.2	19	90	.1	.3	16	164	.1	.3	9	90		.4
SU '98	5	123		.1	5	57		.1	11	33		.2	12	54		.2		12		
4-Book	13	249		.3	11	100		.1	24	117		.1	17	146		.1	5	71		.2
SP '98	5	143		.1	10	81		.1	4	59		.1	9	73		.2				
KACE-FM																				
SP '99	32	678	.1	.7	34	248	.1	.5	35	305	.1	.5	30	381	.1	.5	41	222	.2	1.8
WI '99	34	650	.1	.7	27	167	.1	.4	43	379	.2	.7	49	389	.2	.8	27	271	.1	1.3
FA '98	53	812	.2	1.1	62	308	.2	.8	68	386	.3	1.0	66	395	.3	1.1	31	304	.1	1.5
SU '98	54	674	.2	1.1	59	314	.2	.8	58	315	.2	.8	54	272	.2	.9	54	280	.2	2.4
4-Book	43	704	.2	.9	46	259	.2	.6	51	346	.2	.8	50	359	.2	.8	38	269	.2	1.8
SP '98	23	568	.1	.5	43	303	.2	.6	28	147	.1	.4	21	211	.1	.4	15	183	.1	.7
KRTO-FM																				
SP '99	2	127			3	40			4	53		.1	8	98		.1		27		
WI '99	4	213		.1	3	56			4	101		.1	8	104		.1	3	65		.1
FA '98	2	142			3	56			2	76			3	88						
SU '98	14	217	.1	.3	21	94	.1	.3	24	133	.1	.3	10	106		.2	7	78		.3
4-Book	6	175		.1	7	48		.1	9	91		.1	7	99		.1	3	43		.1
SP '98	3	156		.1	1	30			2	29			8	123		.1	3	31		.1
KBIG-FM																				
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
WI '99	91	2016	.4	2.0	130	789	.5	1.7	166	823	.7	2.5	136	1006	.5	2.3	26	413	.1	1.2
FA '98	96	2205	.4	2.0	110	775	.4	1.5	152	941	.6	2.2	113	1038	.4	1.8	46	593	.2	2.2
SU '98	122	2439	.5	2.5	145	1067	.6	1.9	213	1090	.9	3.0	166	1191	.7	2.7	51	588	.2	2.2
4-Book	100	2228	.4	2.1	127	866	.5	1.7	169	942	.7	2.5	131	1070	.5	2.2	42	538	.2	1.9
SP '98	82	2183	.3	1.8	72	679	.3	1.0	141	982	.6	2.2	91	916	.4	1.6	51	578	.2	2.2
KBLA-AM																				
SP '99	24	325	.1	.5	20	126	.1	.3	30	148	.1	.5	59	226	.2	1.0	13	113	.1	.6
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	59			5	29		.1	1	28			1	30				15		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KBUA-FM																				
SP '99	27	236	.1	.6	50	149	.2	.7	46	143	.2	.7	28	94	.1	.5	7	50	.3	
WI '99	29	320	.1	.6	52	164	.2	.7	34	154	.1	.5	37	168	.1	.6	8	52	.4	
FA '98	5	131		.1	4	26		.1	4	45		.1	10	60		.2	3	46	.1	
SU '98	7	158		.1	6	43		.1	2	56		.1	15	70		.2	12	71	.5	
4-Book	17	211	.1	.4	28	96	.1	.4	22	100	.1	.3	23	98	.1	.4	8	55	.3	
SP '98	7	121		.2	8	74		.1	11	87		.2	10	90		.2	3	62	.1	
KBUE-FM																				
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	
WI '99	98	1476	.4	2.1	135	638	.5	1.8	147	678	.6	2.2	131	818	.5	2.3	37	504	.1	
FA '98	82	1378	.3	1.7	116	719	.5	1.6	113	726	.4	1.7	71	585	.3	1.2	35	337	.1	
SU '98	55	1050	.2	1.1	83	514	.3	1.1	76	570	.3	1.1	73	509	.3	1.2	20	244	.1	
4-Book	101	1450	.4	2.1	133	689	.5	1.8	140	720	.6	2.1	127	767	.5	2.2	47	411	.2	
SP '98	64	1187	.3	1.4	92	460	.4	1.2	88	621	.4	1.4	83	524	.3	1.5	31	400	.1	
KCBS-FM																				
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	
WI '99	211	3804	.8	4.5	284	1813	1.1	3.8	342	1967	1.3	5.2	303	2141	1.2	5.2	64	996	.3	
FA '98	208	3687	.8	4.3	275	1788	1.1	3.7	336	1763	1.3	4.9	302	2340	1.2	4.9	82	1058	.3	
SU '98	222	3934	.9	4.5	254	1889	1.0	3.4	401	1956	1.6	5.7	275	2014	1.1	4.5	61	1049	.2	
4-Book	210	3802	.8	4.4	272	1789	1.1	3.7	350	1879	1.4	5.2	282	2160	1.1	4.7	69	1028	.3	
SP '98	180	3801	.7	3.9	239	1905	1.0	3.2	269	1970	1.1	4.1	219	2136	.9	3.9	76	1140	.3	
KCMG-FM																				
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	
WI '99	149	2576	.6	3.2	166	992	.7	2.2	259	1335	1.0	4.0	191	1391	.8	3.3	52	740	.2	
FA '98	129	2063	.5	2.7	135	927	.5	1.8	214	1157	.8	3.1	160	1170	.6	2.6	71	598	.3	
SU '98	141	2304	.6	2.9	157	974	.6	2.1	251	1183	1.0	3.5	198	1256	.8	3.2	46	744	.2	
4-Book	133	2278	.5	2.8	145	956	.6	2.0	219	1191	.9	3.2	176	1250	.7	3.0	59	703	.3	
SP '98	151	2752	.6	3.2	182	1313	.7	2.5	211	1435	.8	3.3	208	1625	.8	3.7	84	895	.3	
KFI -AM																				
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	
WI '99	110	1987	.4	2.4	175	1108	.7	2.4	192	921	.8	2.9	130	969	.5	2.2	61	467	.2	
FA '98	141	2243	.6	2.9	205	1352	.8	2.8	279	1187	1.1	4.1	165	1118	.7	2.7	71	492	.3	
SU '98	124	2069	.5	2.5	175	1135	.7	2.3	260	1178	1.0	3.7	140	884	.6	2.3	44	464	.2	
4-Book	120	2071	.5	2.5	181	1176	.7	2.5	230	1085	.9	3.4	128	889	.5	2.1	67	478	.3	
SP '98	142	2168	.6	3.1	250	1306	1.0	3.4	256	1243	1.0	3.9	179	1126	.7	3.2	43	557	.2	
KFSG-FM																				
SP '99	8	408		.2	19	201		.3	4	93		.1	12	174		.2	3	88	.1	
WI '99	14	384	.1	.3	30	285	.1	.4	17	158	.1	.3	16	153	.1	.3	6	85	.3	
FA '98	16	426	.1	.3	26	184	.1	.4	26	73	.1	.4	26	203	.1	.4	6	119	.3	
SU '98	9	270		.2	19	183		.3	9	122		.1	16	125	.1	.3	3	74	.1	
4-Book	12	372	.1	.3	24	213	.1	.4	14	112	.1	.2	18	164	.1	.3	5	92	.2	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '99	68	2092	.3	1.4	177	1351	.7	2.4	56	847	.2	.8	91	1075	.4	1.6	24	489	.1	
WI '99	66	2326	.3	1.4	178	1484	.7	2.4	63	966	.2	1.0	87	1119	.3	1.5	13	335	.1	
FA '98	68	2416	.3	1.4	161	1461	.6	2.2	68	909	.3	1.0	111	1266	.4	1.8	20	434	.1	
SU '98	54	1883	.2	1.1	115	1179	.5	1.5	66	724	.3	.9	96	1008	.4	1.6	14	247	.1	
4-Book	64	2179	.3	1.3	158	1369	.6	2.1	63	862	.3	.9	96	1117	.4	1.6	18	376	.1	
SP '98	69	2127	.3	1.5	147	1296	.6	2.0	76	827	.3	1.2	78	893	.3	1.4	43	545	.2	
KGIL-AM																				
SP '99	3	122		.1	1	45		.1	5	75		.1	1	29		.1	2	46	.1	
WI '99	11	104		.2	9	59		.1	15	58		.1	15	45		.1	5	29	.2	
FA '98	4	108		.1	2	14		.1	5	62		.1	7	54		.1	1	33	.1	
SU '98	5	51		.1	2	16		.1	16	20		.1	11	20		.2	1	20	.1	
4-Book	6	96		.1	4	34		.1	10	54		.1	9	37		.2	2	32	.1	
SP '98	2	221		.1	3	66		.1	2	53		.1	3	87		.1	1	19	.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
+KGXL-AM																				
SP '99	1	43			1	16			1	16							1	16		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99	11	183		.2	7	86		.1	27	126	.1	.4	20	140	.1	.3	2	45		.1
WI '99	24	307	.1	.5	39	196	.2	.5	48	156	.2	.7	40	171	.2	.7	4	34		.2
FA '98	6	173		.1	1	37			18	127	.1	.3	11	86		.2	2	56		.1
SU '98	10	73		.2					23	73	.1	.3	23	45	.1	.4	5	16		.2
4-Book	13	184		.3	12	80		.1	29	121	.1	.4	24	111	.1	.4	3	38		.2
SP '98	3	119		.1	1	16			14	88	.1	.2	1	16						
KIIS-FM																				
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
WI '99	143	3340	.6	3.1	273	1746	1.1	3.7	155	1283	.6	2.4	176	1542	.7	3.0	62	818	.2	2.9
FA '98	106	2696	.4	2.2	182	1428	.7	2.5	142	1157	.6	2.1	118	1269	.5	1.9	30	607	.1	1.4
SU '98	117	2891	.5	2.4	203	1261	.8	2.7	166	1263	.7	2.3	127	1207	.5	2.1	45	685	.2	2.0
4-Book	124	2947	.5	2.6	213	1483	.9	2.9	152	1196	.6	2.3	150	1354	.6	2.5	50	773	.2	2.3
SP '98	91	2503	.4	2.0	192	1368	.8	2.6	98	1080	.4	1.5	99	1112	.4	1.8	49	735	.2	2.1
KJLH-FM																				
SP '99	37	793	.1	.8	35	292	.1	.5	50	368	.2	.8	46	404	.2	.8	13	219	.1	.6
WI '99	35	665	.1	.8	41	267	.2	.6	40	285	.2	.6	42	338	.2	.7	23	268	.1	1.1
FA '98	58	831	.2	1.2	77	395	.3	1.0	74	451	.3	1.1	55	318	.2	.9	26	254	.1	1.2
SU '98	49	754	.2	1.0	65	360	.3	.9	58	361	.2	.8	54	413	.2	.9	23	210	.1	1.0
4-Book	45	761	.2	1.0	55	329	.2	.8	56	366	.2	.8	49	368	.2	.8	21	238	.1	1.0
SP '98	73	986	.3	1.6	79	352	.3	1.1	87	345	.3	1.3	67	513	.3	1.2	62	335	.2	2.7
KKBT-FM																				
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
WI '99	158	2298	.6	3.4	295	1161	1.2	4.0	199	1155	.8	3.0	165	1247	.7	2.8	83	754	.3	3.9
FA '98	143	1935	.6	3.0	228	1103	.9	3.1	196	1029	.8	2.9	195	1237	.8	3.2	64	804	.3	3.1
SU '98	148	2048	.6	3.0	225	1255	.9	3.0	200	1109	.8	2.8	170	1211	.7	2.8	79	804	.3	3.5
4-Book	138	2017	.6	2.9	222	1077	.9	3.0	185	1054	.8	2.7	163	1148	.7	2.7	71	713	.3	3.3
SP '98	141	2320	.6	3.0	242	1145	1.0	3.3	142	1195	.6	2.2	169	1434	.7	3.0	99	840	.4	4.3
KKGO-FM																				
SP '99	40	971	.2	.9	40	432	.2	.6	58	436	.2	.9	64	497	.3	1.1	27	294	.1	1.2
WI '99	49	1148	.2	1.1	41	356	.2	.6	79	495	.3	1.2	99	637	.4	1.7	21	317	.1	1.0
FA '98	34	867	.1	.7	41	289	.2	.6	44	336	.2	.6	47	366	.2	.8	15	228	.1	.7
SU '98	36	930	.1	.7	31	278	.1	.4	51	415	.2	.7	54	440	.2	.9	15	290	.1	.7
4-Book	40	979	.2	.9	38	339	.2	.6	58	421	.2	.9	66	485	.3	1.1	20	282	.1	.9
SP '98	43	963	.2	.9	28	372	.1	.4	71	517	.3	1.1	61	462	.2	1.1	35	445	.1	1.5
KKHJ-AM																				
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
WI '99	53	774	.2	1.1	68	376	.3	.9	94	377	.4	1.4	45	324	.2	.8	38	328	.1	1.8
FA '98	30	573	.1	.6	47	319	.2	.6	43	104	.2	.6	32	230	.1	.5	23	162	.1	1.1
SU '98	26	439	.1	.5	54	301	.2	.7	21	176	.1	.3	35	249	.1	.6	15	100	.1	.7
4-Book	46	681	.2	1.0	58	336	.2	.8	66	292	.3	1.0	51	344	.2	.9	31	203	.1	1.4
SP '98	49	519	.2	1.1	63	238	.3	.9	78	296	.3	1.2	56	239	.2	1.0	35	125	.1	1.5
KKLA-FM																				
SP '99	33	584	.1	.7	50	316	.2	.7	45	262	.2	.7	44	289	.2	.8	16	151	.1	.7
WI '99	28	641	.1	.6	65	333	.3	.9	29	274	.1	.4	52	372	.2	.9	9	104		.4
FA '98	19	487	.1	.4	52	293	.2	.7	12	127		.2	34	233	.1	.6	4	101		.2
SU '98	15	441	.1	.3	25	181	.1	.3	13	150	.1	.2	36	323	.1	.6	7	88		.3
4-Book	24	538	.1	.5	48	281	.2	.7	25	203	.1	.4	42	304	.2	.7	9	111		.4
SP '98	30	492	.1	.6	84	283	.3	1.1	39	154	.2	.6	43	258	.2	.8	2	84		.1

** 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

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
KLAC-AM																				
SP '99	34	1024	.1	.7	26	159	.1	.4	30	257	.1	.5	37	335	.1	.6	42	518	.2	1.9
WI '99	25	636	.1	.5	21	164	.1	.3	44	159	.2	.7	21	221	.1	.4	26	320	.1	1.2
FA '98	33	473	.1	.7	80	277	.3	1.1	59	193	.2	.9	24	193	.1	.4	4	74		.2
SU '98	16	317	.1	.3	39	148	.2	.5	7	53		.1	6	110		.1	19	89	.1	.8
4-Book	27	613	.1	.6	42	187	.2	.6	35	166	.1	.6	22	215	.1	.4	23	250	.1	1.0
SP '98	29	963	.1	.6	45	201	.2	.6	32	229	.1	.5	31	415	.1	.6	23	426	.1	1.0
KLAX-FM																				
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
WI '99	198	2812	.8	4.2	300	1195	1.2	4.0	299	1390	1.2	4.6	215	1366	.8	3.7	85	716	.3	4.0
FA '98	242	2890	1.0	5.0	260	1366	1.0	3.5	409	1638	1.6	6.0	353	1638	1.4	5.7	85	732	.3	4.1
SU '98	194	2413	.8	3.9	199	1052	.8	2.7	308	1366	1.2	4.4	257	1444	1.0	4.2	95	701	.4	4.2
4-Book	208	2685	.9	4.3	277	1206	1.1	3.8	327	1421	1.3	4.9	263	1465	1.0	4.4	85	715	.3	3.9
SP '98	182	2297	.7	3.9	218	1132	.9	3.0	234	1223	.9	3.6	258	1271	1.0	4.6	104	773	.4	4.5
KLOS-FM																				
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
WI '99	214	3309	.8	4.6	436	1682	1.7	5.9	300	1490	1.2	4.6	234	1734	.9	4.0	84	658	.3	3.9
FA '98	220	3400	.9	4.6	367	1799	1.4	5.0	314	1665	1.2	4.6	306	2134	1.2	5.0	75	963	.3	3.6
SU '98	253	3991	1.0	5.1	478	2064	1.9	6.4	346	1939	1.4	4.9	285	2077	1.1	4.7	89	982	.4	3.9
4-Book	230	3516	.9	4.8	431	1852	1.7	5.9	330	1659	1.3	4.9	280	1934	1.1	4.7	83	826	.3	3.8
SP '98	242	3835	1.0	5.2	553	2135	2.2	7.5	292	1703	1.2	4.5	266	2069	1.1	4.7	94	932	.4	4.1
KLSX-FM																				
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
WI '99	196	2729	.8	4.2	562	1920	2.2	7.6	256	1365	1.0	3.9	232	1356	.9	4.0	39	561	.2	1.8
FA '98	240	3088	.9	5.0	676	2240	2.7	9.2	321	1399	1.3	4.7	273	1389	1.1	4.4	50	516	.2	2.4
SU '98	224	3058	.9	4.6	645	2173	2.6	8.6	268	1556	1.1	3.8	247	1246	1.0	4.0	70	569	.3	3.1
4-Book	214	2926	.9	4.5	610	2064	2.4	8.3	271	1383	1.1	4.0	255	1364	1.0	4.3	49	536	.2	2.2
SP '98	228	3424	.9	4.9	757	2521	3.0	10.3	289	1775	1.2	4.5	213	1453	.9	3.8	33	459	.1	1.4
KLVE-FM																				
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
WI '99	244	3042	1.0	5.2	441	1684	1.7	5.9	346	1516	1.4	5.3	239	1482	.9	4.1	116	942	.5	5.4
FA '98	299	3943	1.2	6.2	427	2202	1.7	5.8	316	1737	1.2	4.6	377	2016	1.5	6.1	177	1491	.7	8.5
SU '98	273	3403	1.1	5.5	413	1698	1.7	5.5	361	1668	1.4	5.1	296	1900	1.2	4.8	146	1139	.6	6.4
4-Book	272	3437	1.1	5.7	420	1836	1.7	5.7	356	1688	1.4	5.3	300	1760	1.2	5.0	145	1165	.6	6.6
SP '98	303	3186	1.2	6.5	451	1756	1.8	6.1	434	1788	1.7	6.7	281	1517	1.1	5.0	186	1013	.7	8.1
+KLYF-AM																				
SP '99																				
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98																				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98																				
KXTA-AM																				
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
WI '99	38	873	.1	.8	67	450	.3	.9	77	419	.3	1.2	47	355	.2	.8	6	178		.3
FA '98	38	934	.1	.8	59	381	.2	.8	69	411	.3	1.0	37	443	.1	.6	21	212	.1	1.0
SU '98	74	1252	.3	1.5	75	433	.3	1.0	113	544	.5	1.6	106	751	.4	1.7	52	474	.2	2.3
4-Book	55	1082	.2	1.2	69	446	.3	.9	99	499	.4	1.5	65	537	.3	1.1	32	329	.1	1.4
SP '98	50	1048	.2	1.1	44	334	.2	.6	77	405	.3	1.2	50	511	.2	.9	45	450	.2	2.0
KLYY-FM																				
SP '99	43	1391	.2	.9	40	501	.2	.6	71	580	.3	1.1	64	748	.3	1.1	15	235	.1	.7
WI '99	51	1722	.2	1.1	53	607	.2	.7	62	769	.2	.9	89	966	.4	1.5	30	617	.1	1.4
FA '98	54	1616	.2	1.1	36	506	.1	.5	91	727	.4	1.3	73	829	.3	1.2	22	610	.1	1.1
SU '98	48	1435	.2	1.0	35	470	.1	.5	91	790	.4	1.3	79	844	.3	1.3	25	398	.1	1.1
4-Book	49	1541	.2	1.0	41	521	.2	.6	79	717	.3	1.2	76	847	.3	1.3	23	465	.1	1.1
SP '98	72	1771	.3	1.5	82	692	.3	1.1	119	973	.5	1.8	102	1046	.4	1.8	30	515	.1	1.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
	KNX -AM																			
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
WI '99	80	2867	.3	1.7	191	1797	.8	2.6	77	1042	.3	1.2	93	1310	.4	1.6	47	592	.2	2.2
FA '98	75	2615	.3	1.6	164	1479	.6	2.2	80	982	.3	1.2	105	1339	.4	1.7	29	523	.1	1.4
SU '98	88	2511	.4	1.8	187	1645	.7	2.5	76	808	.3	1.1	133	1493	.5	2.2	50	625	.2	2.2
4-Book	77	2510	.3	1.6	174	1552	.7	2.4	75	898	.3	1.1	106	1311	.4	1.8	36	556	.2	1.7
SP '98	93	2627	.4	2.0	195	1573	.8	2.6	99	930	.4	1.5	123	1432	.5	2.2	56	798	.2	2.4
KOST-FM																				
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
WI '99	99	2242	.4	2.1	92	946	.4	1.2	132	996	.5	2.0	132	1090	.5	2.3	93	716	.4	4.3
FA '98	134	2788	.5	2.8	164	1225	.6	2.2	218	1243	.9	3.2	179	1314	.7	2.9	72	973	.3	3.5
SU '98	165	3157	.7	3.4	208	1324	.8	2.8	261	1254	1.0	3.7	200	1607	.8	3.3	84	1148	.3	3.7
4-Book	131	2749	.5	2.8	165	1187	.7	2.2	198	1123	.8	2.9	161	1307	.6	2.7	84	941	.3	3.8
SP '98	127	2604	.5	2.7	133	1073	.5	1.8	205	1247	.8	3.2	160	1253	.6	2.8	77	891	.3	3.4
KPWR-FM																				
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
WI '99	118	2554	.5	2.5	163	1159	.6	2.2	146	1057	.6	2.2	153	1295	.6	2.6	61	779	.2	2.8
FA '98	98	2075	.4	2.0	122	878	.5	1.7	138	921	.5	2.0	125	1028	.5	2.0	43	602	.2	2.1
SU '98	83	2069	.3	1.7	102	835	.4	1.4	84	890	.3	1.2	118	1057	.5	1.9	49	684	.2	2.1
4-Book	100	2252	.4	2.1	138	989	.6	1.9	122	993	.5	1.8	129	1134	.5	2.1	54	701	.2	2.4
SP '98	94	2447	.4	2.0	135	1210	.5	1.8	99	952	.4	1.5	117	1267	.5	2.1	55	591	.2	2.4
KRLA-AM																				
SP '99	17	261	.1	.4	23	97	.1	.3	19	98	.1	.3	26	76	.1	.4	14	17	.1	.6
WI '99	16	423	.1	.3	33	234	.1	.4	27	192	.1	.4	7	73	.1	.1	8	117	.1	.4
FA '98	39	560	.2	.8	53	185	.2	.7	48	220	.2	.7	44	263	.2	.7	15	159	.1	.7
SU '98	22	523	.1	.4	4	75	.1	.1	23	162	.1	.3	32	253	.1	.5	31	223	.1	1.4
4-Book	24	442	.1	.5	28	148	.1	.4	29	168	.1	.4	27	166	.1	.4	17	129	.1	.8
SP '98	19	511	.1	.4	11	95	.1	.1	18	164	.1	.3	35	295	.1	.6	21	228	.1	.9
KRQQ-FM																				
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
WI '99	198	3736	.8	4.2	367	2050	1.4	4.9	252	1903	1.0	3.9	234	2075	.9	4.0	91	1329	.4	4.2
FA '98	174	3546	.7	3.6	314	1837	1.2	4.3	217	1613	.9	3.2	220	2023	.9	3.6	77	1052	.3	3.7
SU '98	189	3099	.8	3.8	262	1427	1.0	3.5	288	1636	1.2	4.1	229	1783	.9	3.7	88	1146	.4	3.8
4-Book	188	3444	.8	3.9	324	1779	1.3	4.4	250	1686	1.0	3.7	232	1972	.9	3.9	85	1141	.4	3.9
SP '98	197	3364	.8	4.2	336	1822	1.3	4.6	307	1746	1.2	4.7	261	1958	1.0	4.6	67	1028	.3	2.9
KRTH-FM																				
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
WI '99	112	2469	.4	2.4	124	995	.5	1.7	165	955	.7	2.5	140	1160	.6	2.4	60	721	.2	2.8
FA '98	107	2494	.4	2.2	114	955	.4	1.6	168	1261	.7	2.5	146	1165	.6	2.4	34	443	.1	1.6
SU '98	138	2640	.6	2.8	205	1114	.8	2.7	216	1347	.9	3.1	167	1362	.7	2.7	37	488	.1	1.6
4-Book	123	2561	.5	2.6	153	1030	.6	2.1	200	1221	.8	3.0	152	1241	.6	2.6	46	581	.2	2.1
SP '98	138	2606	.6	3.0	148	993	.6	2.0	251	1207	1.0	3.9	201	1240	.8	3.6	48	679	.2	2.1
KSCA-FM																				
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
WI '99	373	3632	1.5	8.0	887	2707	3.5	11.9	510	2416	2.0	7.8	281	1459	1.1	4.8	83	761	.3	3.9
FA '98	472	3887	1.9	9.8	1079	3001	4.3	14.7	693	2602	2.7	10.1	376	1875	1.5	6.1	83	829	.3	4.0
SU '98	459	3426	1.8	9.3	1042	2616	4.2	14.0	693	2389	2.8	9.8	380	1851	1.5	6.2	120	819	.5	5.2
4-Book	423	3622	1.7	8.8	994	2761	4.0	13.5	603	2440	2.4	8.9	331	1653	1.3	5.5	95	827	.4	4.3
SP '98	337	3599	1.3	7.2	787	2487	3.1	10.7	493	2197	2.0	7.6	233	1499	.9	4.1	86	734	.3	3.7
KSSE-FM																				
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
WI '99	83	1361	.3	1.8	131	599	.5	1.8	131	668	.5	2.0	79	639	.3	1.4	38	422	.1	1.8
FA '98	88	1517	.3	1.8	105	719	.4	1.4	93	711	.4	1.4	112	806	.4	1.8	56	453	.2	2.7
SU '98	68	1176	.3	1.4	72	511	.3	1.0	95	519	.4	1.3	95	724	.4	1.6	38	364	.2	1.7
4-Book	82	1349	.3	1.7	102	617	.4	1.4	112	621	.5	1.7	96	710	.4	1.6	47	413	.2	2.2
SP '98	61	962	.2	1.3	39	334	.2	.5	88	584	.4	1.4	85	514	.3	1.5	33	280	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KTNQ-AM																				
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
WI '99	134	1510	.5	2.9	85	474	.3	1.1	161	702	.6	2.5	268	942	1.1	4.6	138	646	.5	6.4
FA '98	139	1483	.5	2.9	160	553	.6	2.2	163	651	.6	2.4	254	912	1.0	4.1	103	624	.4	4.9
SU '98	139	1366	.6	2.8	201	674	.8	2.7	157	616	.6	2.2	214	778	.9	3.5	116	662	.5	5.1
4-Book	136	1476	.5	2.9	131	552	.5	1.8	159	655	.6	2.4	249	931	1.0	4.2	122	642	.5	5.6
SP '98	191	1759	.8	4.1	289	813	1.2	3.9	166	643	.7	2.6	296	1110	1.2	5.3	166	791	.7	7.2
KTWV-FM																				
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
WI '99	164	2589	.6	3.5	218	1348	.9	2.9	279	1233	1.1	4.3	212	1464	.8	3.6	87	804	.3	4.1
FA '98	160	2531	.6	3.3	180	1269	.7	2.4	263	1406	1.0	3.8	197	1305	.8	3.2	86	889	.3	4.1
SU '98	161	2594	.6	3.3	216	1319	.9	2.9	263	1256	1.1	3.7	200	1391	.8	3.3	68	952	.3	3.0
4-Book	162	2586	.6	3.4	197	1279	.8	2.7	275	1304	1.1	4.1	203	1416	.8	3.4	79	851	.3	3.6
SP '98	133	2453	.5	2.9	146	981	.6	2.0	206	1182	.8	3.2	148	1105	.6	2.6	88	990	.4	3.8
KWKV-AM																				
SP '99	19	461	.1	.4	13	88	.1	.2	36	236	.1	.5	29	239	.1	.5	10	113	.1	.4
WI '99	34	294	.1	.7	38	128	.1	.5	58	152	.2	.9	50	143	.2	.9	3	55	.1	.1
FA '98	23	451	.1	.5	8	76	.1	.1	30	213	.1	.4	55	243	.2	.9	19	141	.1	.9
SU '98	35	595	.1	.7	39	181	.2	.5	48	219	.2	.7	42	250	.2	.7	32	189	.1	1.4
4-Book	28	450	.1	.6	25	118	.1	.3	43	205	.2	.6	44	219	.2	.8	16	125	.1	.7
SP '98	62	727	.2	1.3	117	376	.5	1.6	112	462	.4	1.7	39	285	.2	.7	30	150	.1	1.3
KWVE-FM																				
SP '99	37	623	.1	.8	59	378	.2	.8	62	302	.2	.9	42	330	.2	.7	15	124	.1	.7
WI '99	17	352	.1	.4	28	198	.1	.4	23	127	.1	.4	28	193	.1	.5	11	131	.1	.5
FA '98	31	564	.1	.6	41	289	.2	.6	35	216	.1	.5	54	280	.2	.9	16	153	.1	.8
SU '98	16	431	.1	.3	36	268	.1	.5	8	185	.1	.1	29	252	.1	.5	4	97	.2	.2
4-Book	25	493	.1	.5	41	283	.2	.6	32	208	.1	.5	38	264	.2	.7	12	126	.1	.6
SP '98	15	399	.1	.3	26	167	.1	.4	24	159	.1	.4	27	221	.1	.5	1	31	.1	.1
KYSR-FM																				
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
WI '99	169	3551	.7	3.6	225	1587	.9	3.0	264	1611	1.0	4.0	235	1952	.9	4.0	66	1018	.3	3.1
FA '98	105	2680	.4	2.2	143	1150	.6	1.9	148	1094	.6	2.2	164	1523	.6	2.7	43	704	.2	2.1
SU '98	158	3280	.6	3.2	231	1245	.9	3.1	240	1468	1.0	3.4	229	1855	.9	3.7	60	1113	.2	2.6
4-Book	141	3142	.6	3.0	200	1355	.8	2.7	209	1379	.8	3.1	200	1732	.8	3.4	55	905	.2	2.5
SP '98	145	3167	.6	3.1	152	1257	.6	2.1	230	1449	.9	3.5	212	1760	.8	3.8	56	892	.2	2.4
KZLA-FM																				
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
WI '99	71	1184	.3	1.5	88	630	.3	1.2	97	503	.4	1.5	115	639	.5	2.0	27	311	.1	1.3
FA '98	98	1468	.4	2.0	133	718	.5	1.8	131	691	.5	1.9	114	878	.4	1.8	50	491	.2	2.4
SU '98	98	1547	.4	2.0	163	848	.7	2.2	143	765	.6	2.0	126	987	.5	2.1	18	350	.1	.8
4-Book	80	1321	.3	1.7	114	691	.5	1.6	110	609	.5	1.6	108	782	.4	1.8	30	374	.1	1.4
SP '98	83	1218	.3	1.8	83	592	.3	1.1	135	656	.5	2.1	105	723	.4	1.9	35	426	.1	1.5
KGGI-FM																				
SP '99	10	344	.2	.2	13	178	.1	.2	15	150	.1	.2	13	150	.1	.2	3	87	.1	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	14	283	.1	.3	22	150	.1	.3	31	176	.1	.5	14	130	.1	.2	1	18	.1	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
XTRA-AM																				
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
WI '99	58	1375	.2	1.2	65	642	.3	.9	125	689	.5	1.9	83	746	.3	1.4	14	273	.1	.7
FA '98	99	1638	.4	2.0	109	745	.4	1.5	214	971	.8	3.1	145	945	.6	2.4	18	261	.1	.9
SU '98	71	1390	.3	1.4	91	651	.4	1.2	142	743	.6	2.0	95	887	.4	1.6	24	310	.1	1.0
4-Book	74	1426	.3	1.5	86	647	.4	1.2	153	759	.6	2.3	101	826	.4	1.7	19	285	.1	.9
SP '98	65	1242	.3	1.4	65	447	.3	.9	133	655	.5	2.1	122	870	.5	2.2	21	341	.1	.9
TOTALS																				
SP '99	4696	24321	18.5		7246	21290	28.5		6618	18544	26.1		5785	20679	22.8		2267	13502	8.9	
WI '99	4661	24375	18.4		7434	21641	29.3		6542	18947	25.8		5818	20701	22.9		2146	13433	8.5	
FA '98	4831	24524	19.0		7350	22061	29.0		6834	18762	26.9		6170	21266	24.3		2086	13645	8.2	
SU '98	4922	24232	19.7		7458	21473	29.8		7077	18442	28.3		6117	21070	24.4		2288	13822	9.1	
4-Book	4778	24363	18.9		7372	21616	29.2		6768	18674	26.8		5973	20929	23.6		2197	13601	8.7	
SP '98	4655	24070	18.6		7363	21164	29.4		6485	18845	25.9		5621	20262	22.5		2298	14209	9.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 '99 4-Book	116 107	999 1150	.5 .5	1.8 1.6	25 33	398 443	.1 .1	.8 1.1	21 29	61 101	.1 .1	.5 .7	25 57	116 186	.1 .2	.5 1.1	27 41	134 134	.1 .2
KACD-FM SP '99 4-Book	39 53	508 564	.2 .2	.6 .8	15 28	225 341	.1 .1	.5 .9	9 15	44 51	.1 .1	.2 .4	21 54	97 161	.1 .2	.4 1.0	9 39	47 121	.1 .1	.3 1.0
KBCD-FM SP '99 4-Book	31 18	339 207	.1 .1	.5 .3	21 10	193 112	.1 .1	.7 .3	22 9	67 31	.1 .2	.6 .2	30 16	104 55	.1 .1	.6 .3	29 14	70 40	.1 .1	.8 .4
KACE-FM SP '99 4-Book	33 49	575 563	.1 .2	.5 .7	25 36	363 362	.1 .2	.8 1.1	41 38	97 85	.2 .2	1.1 1.0	62 52	197 145	.2 .2	1.2 1.0	29 40	75 119	.1 .1	.8 1.1
KRTO-FM SP '99 4-Book	4 8	116 132	.1 .1	.1 .1	4 4	25 75	.1 .1	.1 .1	1 4	11 7	.1 .1	.1 .1	6 6	30 30	.1 .1	.1 .1	2 6	14 27	.1 .1	.1 .2
KBIG-FM SP '99 4-Book	125 144	1650 1681	.5 .6	1.9 2.2	64 62	1092 1073	.3 .3	2.1 2.0	55 63	190 192	.2 .3	1.4 1.6	72 80	298 281	.3 .3	1.4 1.6	44 67	177 183	.2 .3	1.3 1.8
KBLA-AM SP '99 4-Book	36 **	309 **	.1 **	.5 **	9 **	113 **	.3 **	.3 **	21 **	73 **	.1 **	.5 **	22 **	54 **	.1 **	.4 **	34 **	70 **	.1 **	1.0 **
KVCA-AM SP '99 4-Book	2 **	59 **	.1 **	.5 **	1 **	28 **	.1 **	.1 **	2 **	13 **	.1 **	.1 **	1 **	15 **	.1 **	.1 **	2 **	15 **	.1 **	.1 **
KBUA-FM SP '99 4-Book	42 24	198 171	.2 .1	.6 .4	15 11	104 105	.1 .1	.5 .4	21 17	40 35	.1 .1	.5 .5	24 22	42 46	.1 .1	.5 .5	17 18	41 63	.1 .1	.5 .5
KBUE-FM SP '99 4-Book	217 133	1644 1218	.9 .5	3.3 2.0	127 78	995 762	.5 .3	4.2 2.6	147 105	319 271	.6 .4	3.8 2.6	229 150	473 339	.9 .6	4.4 2.9	161 110	344 283	.6 .4	4.6 3.0
KCBS-FM SP '99 4-Book	285 305	3178 3242	1.1 1.2	4.3 4.5	137 136	1912 1912	.5 .5	4.5 4.4	126 141	523 534	.5 .6	3.3 3.6	268 275	878 869	1.1 1.1	5.2 5.4	164 180	581 631	.6 .7	4.7 4.9
KCMG-FM SP '99 4-Book	145 184	1823 1857	.6 .7	2.2 2.7	83 93	1057 1115	.3 .4	2.7 3.0	64 85	198 226	.3 .4	1.7 2.2	137 161	469 466	.5 .6	2.6 3.1	114 110	363 352	.4 .4	3.2 3.0
KFI -AM SP '99 4-Book	147 183	1648 1829	.6 .8	2.2 2.7	35 43	599 630	.1 .2	1.2 1.4	63 81	244 288	.2 .3	1.6 2.1	72 71	175 215	.3 .3	1.4 1.4	20 24	119 105	.1 .1	.6 .6
KFSG-FM SP '99 4-Book	11 18	319 307	.1 .1	.2 .3	4 5	133 138	.1 .2	.1 .2	3 6	29 38	.1 .1	.1 .1	1 3	14 19	.1 .1	.1 .1	2 7	15 31	.1 .1	.1 .2
KFVB-AM SP '99 4-Book	104 103	1940 2018	.4 .4	1.6 1.5	32 26	777 744	.1 .1	1.1 .9	67 49	331 282	.3 .2	1.7 1.3	46 30	319 211	.2 .1	.9 .6	43 37	209 195	.2 .2	1.2 1.0
KGIL-AM SP '99 4-Book	3 8	75 73	.1 .1	.1 .1	5 5	107 60	.2 .2	.2 .2	3 3	11 11	.1 .1	.1 .1	11 7	46 19	.2 .1	.2 .1	2 6	16 15	.1 .1	.1 .2
+KGXL-AM SP '99 4-Book	** **	16 **	** **	** **	1 **	43 **	** **	** **	3 **	13 **	** **	** **	2 **	16 **	** **	** **	** **	** **	** **	** **

Target Listener Estimates - Men 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KIEV-AM																				
SP '99	19	183	.1	.3	2	16	.1											8	16	.2
4-Book	22	169	.1	.4	2	35	.1	5	12	.1		2	4			4	8		.1	
KIIS-FM																				
SP '99	171	2306	.7	2.6	96	1491	.4	3.2	133	477	.5	3.4	224	709	.9	4.3	114	380	.4	3.2
4-Book	170	2396	.7	2.6	91	1481	.4	3.0	134	445	.5	3.4	172	568	.7	3.4	97	359	.4	2.6
KJLH-FM																				
SP '99	44	645	.2	.7	39	391	.2	1.3	16	39	.1	.4	54	148	.2	1.0	34	103	.1	1.0
4-Book	53	598	.2	.8	45	447	.2	1.4	31	73	.1	.8	66	157	.3	1.3	57	149	.2	1.5
KKBT-FM																				
SP '99	135	1418	.5	2.1	74	1013	.3	2.4	64	304	.3	1.7	109	327	.4	2.1	96	301	.4	2.7
4-Book	189	1749	.8	2.8	92	1126	.4	3.0	83	304	.3	2.2	158	479	.6	3.1	108	325	.4	2.9
KKGO-FM																				
SP '99	54	812	.2	.8	23	491	.1	.8	23	136	.1	.6	52	173	.2	1.0	28	101	.1	.8
4-Book	54	736	.2	.8	27	493	.1	.9	22	97	.1	.6	40	154	.2	.8	35	127	.1	.9
KKHJ-AM																				
SP '99	87	795	.3	1.3	66	455	.3	2.2	68	175	.3	1.8	122	237	.5	2.4	79	185	.3	2.2
4-Book	59	574	.2	.9	33	316	.2	1.1	43	111	.2	1.1	53	119	.2	1.1	40	90	.2	1.1
KKLA-FM																				
SP '99	46	516	.2	.7	21	230	.1	.7	16	85	.1	.4	19	46	.1	.4	15	43	.1	.4
4-Book	37	479	.2	.6	10	173	.1	.4	15	58	.1	.4	9	23	.1	.2	8	35	.1	.2
KLAC-AM																				
SP '99	31	517	.1	.5	34	568	.1	1.1	11	28	.3		41	129	.2	.8	57	182	.2	1.6
4-Book	33	369	.1	.5	19	291	.1	.6	14	35	.3		25	78	.1	.5	19	70	.1	.5
KLAX-FM																				
SP '99	289	2275	1.1	4.4	113	1238	.4	3.7	243	446	1.0	6.3	227	579	.9	4.4	120	383	.5	3.4
4-Book	292	2275	1.2	4.4	141	1384	.6	4.6	205	457	.8	5.2	271	637	1.1	5.3	170	450	.7	4.6
KLOS-FM																				
SP '99	364	2945	1.4	5.6	102	1419	.4	3.4	94	384	.4	2.4	213	635	.8	4.1	161	522	.6	4.6
4-Book	346	3077	1.4	5.2	124	1539	.5	4.0	131	420	.5	3.3	233	671	.9	4.5	166	511	.7	4.5
KLSX-FM																				
SP '99	345	2504	1.4	5.3	31	636	.1	1.0	54	187	.2	1.4	44	163	.2	.8	19	53	.1	.5
4-Book	370	2626	1.5	5.5	45	752	.2	1.4	57	181	.2	1.5	54	178	.2	1.0	43	144	.2	1.2
KLVE-FM																				
SP '99	365	2818	1.4	5.6	188	2038	.7	6.2	244	696	1.0	6.3	317	767	1.2	6.1	182	493	.7	5.2
4-Book	358	2872	1.4	5.4	203	2064	.8	6.6	254	670	1.0	6.4	315	796	1.2	6.1	221	576	.9	5.9
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	96	942	.4	1.5	38	565	.1	1.3	33	88	.1	.9	50	218	.2	1.0	42	132	.2	1.2
4-Book	79	868	.3	1.2	27	459	.1	.9	24	75	.1	.6	44	167	.2	.9	40	139	.2	1.1
KLYY-FM																				
SP '99	59	1124	.2	.9	35	672	.1	1.2	13	66	.1	.3	65	299	.3	1.3	52	155	.2	1.5
4-Book	67	1280	.3	1.0	36	720	.1	1.2	23	106	.1	.6	71	303	.3	1.4	60	230	.2	1.6
KNX -AM																				
SP '99	102	1823	.4	1.6	26	800	.1	.9	48	265	.2	1.2	29	145	.1	.6	23	123	.1	.7
4-Book	115	2170	.5	1.8	36	903	.2	1.2	55	295	.2	1.4	34	197	.1	.7	29	163	.1	.8
KOST-FM																				
SP '99	170	2144	.7	2.6	78	1164	.3	2.6	105	325	.4	2.7	146	522	.6	2.8	94	323	.4	2.7
4-Book	177	2103	.7	2.6	83	1258	.3	2.7	86	308	.4	2.2	153	488	.6	3.0	93	320	.4	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-49

	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
KPWR-FM																				
SP '99	133	1972	.5	2.0	68	1094	.3	2.2	66	228	.3	1.7	116	389	.5	2.2	37	180	.1	1.1
4-Book	129	1834	.5	1.9	80	1174	.3	2.6	68	230	.3	1.8	150	436	.6	2.9	99	348	.4	2.7
KRLA-AM																				
SP '99	23	187	.1	.4	10	102	.1	.3	23	70	.1	.6	33	60	.1	.6	6	32	.1	.2
4-Book	29	318	.1	.4	20	159	.1	.6	20	50	.1	.5	35	63	.2	.7	17	42	.1	.5
KROQ-FM																				
SP '99	277	2930	1.1	4.2	108	1592	.4	3.6	62	266	.2	1.6	208	694	.8	4.0	142	431	.6	4.0
4-Book	267	2938	1.1	4.0	117	1710	.5	3.8	116	399	.5	2.9	217	769	.9	4.2	161	558	.7	4.4
KRTH-FM																				
SP '99	196	2081	.8	3.0	86	1317	.3	2.8	88	287	.3	2.3	164	508	.6	3.2	109	364	.4	3.1
4-Book	171	2035	.7	2.6	91	1265	.4	2.9	98	310	.4	2.5	175	497	.7	3.4	111	371	.5	3.0
KSCA-FM																				
SP '99	584	3221	2.3	8.9	229	2010	.9	7.6	648	1207	2.6	16.7	346	1013	1.4	6.7	143	459	.6	4.1
4-Book	640	3370	2.5	9.5	258	2171	1.0	8.4	767	1381	3.0	19.4	396	1015	1.6	7.7	204	514	.8	5.5
KSSE-FM																				
SP '99	111	1053	.4	1.7	72	734	.3	2.4	79	188	.3	2.0	127	355	.5	2.5	93	197	.4	2.6
4-Book	104	1103	.4	1.6	66	755	.3	2.2	76	201	.3	1.9	114	333	.5	2.2	75	205	.3	2.0
KTNQ-AM																				
SP '99	163	1369	.6	2.5	77	744	.3	2.5	108	253	.4	2.8	90	331	.4	1.7	105	201	.4	3.0
4-Book	178	1294	.7	2.7	70	694	.3	2.3	97	230	.4	2.5	81	254	.3	1.6	109	260	.4	3.0
KTVV-FM																				
SP '99	228	2221	.9	3.5	102	1354	.4	3.4	138	441	.5	3.6	184	512	.7	3.6	144	390	.6	4.1
4-Book	229	2100	.9	3.4	99	1297	.4	3.2	106	388	.4	2.7	177	470	.7	3.5	124	361	.5	3.4
KWKW-AM																				
SP '99	27	336	.1	.4	12	167	.1	.4	21	38	.1	.5	13	26	.1	.3	16	16	.1	.5
4-Book	38	342	.2	.6	19	172	.1	.6	25	65	.1	.6	29	62	.1	.6	24	38	.1	.7
KWVE-FM																				
SP '99	55	537	.2	.8	19	300	.1	.6	26	83	.1	.7	23	74	.1	.4	31	92	.1	.9
4-Book	37	417	.2	.5	15	218	.1	.5	23	70	.1	.6	16	55	.1	.3	17	56	.1	.5
KYSR-FM																				
SP '99	185	2614	.7	2.8	93	1503	.4	3.1	81	305	.3	2.1	175	636	.7	3.4	113	435	.4	3.2
4-Book	203	2619	.8	3.0	89	1398	.4	2.9	80	276	.3	2.1	182	602	.7	3.6	110	442	.4	3.0
KZLA-FM																				
SP '99	73	917	.3	1.1	40	612	.2	1.3	63	261	.2	1.6	81	203	.3	1.6	50	190	.2	1.4
4-Book	111	1095	.5	1.7	60	735	.3	1.9	84	260	.3	2.1	102	307	.4	2.0	75	239	.3	2.0
KGGI-FM																				
SP '99	14	302	.1	.2	9	126	**	.3	27	31	.1	.7	21	45	.1	.4	16	55	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	23	248	.1	.4	8	105	**	.3	7	14	**	.2	28	55	.1	.5	6	43	**	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	100	1137	.4	1.5	39	511	.2	1.3	66	218	.3	1.7	57	160	.2	1.1	26	105	.1	.7
4-Book	117	1245	.5	1.7	34	578	.2	1.1	51	178	.2	1.3	52	187	.2	1.0	38	164	.2	1.0
TOTALS																				
SP '99	6555	23920	25.8		3025	19117	11.9		3870	9679	15.2		5178	12070	20.4		3520	8738	13.9	
4-Book	6709	24060	26.5		3078	19306	12.2		3952	9739	15.6		5139	11774	20.3		3705	9193	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

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 '99	11	42	.5	25	60	.1	1.3	28	113	.1	.8	33	90	.1	1.2	29	62	.1	2.1	
4-Book	16	61	.1	.8	37	98	.1	1.7	38	122	.2	1.0	23	85	.1	.9	19	61	.1	1.4
KACD-FM																				
SP '99	6	47	.3	11	48	.6	.6	36	114	.1	1.0	19	72	.1	.7	6	34	.4	.4	
4-Book	29	87	.1	1.5	14	38	.1	.6	31	107	.1	.8	21	76	.1	.8	12	54	.1	.9
KBBC-FM																				
SP '99	1	14	.2	28	59	.1	1.5	38	70	.1	1.1	21	59	.1	.8	2	16	.1	.1	
4-Book	4	21	.2	9	25	.5	.5	18	47	.1	.5	9	23	.1	.4	4	22	.3	.3	
KACE-FM																				
SP '99	24	54	.1	1.1	2	16	.1	.1	23	100	.1	.7	9	37	.3	.3	4	36	.3	.3
4-Book	31	96	.1	1.5	19	57	.1	.8	43	120	.2	1.2	33	97	.1	1.2	30	63	.1	2.2
KRTO-FM																				
SP '99	6	30	.3	1	3	.3	.3	4	17	.1	.1	4	13	.2	.2	5	13	.3	.3	
4-Book	6	30	.3	1	3	.3	.3	4	17	.1	.1	4	13	.2	.2	5	13	.3	.3	
KBIG-FM																				
SP '99	141	398	.6	6.5	18	87	.1	.9	68	327	.3	2.0	67	194	.3	2.5	32	87	.1	2.4
4-Book	126	386	.5	6.3	24	102	.1	1.0	59	240	.2	1.6	42	170	.2	1.5	25	116	.1	1.9
KBLA-AM																				
SP '99	1	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KVCA-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	2	13	.1	.1	1	13	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KBUA-FM																				
SP '99	7	16	.3	14	41	.1	.7	34	70	.1	1.0	1	9	.3	.3	1	8	.1	.1	
4-Book	4	13	.2	6	26	.3	.3	15	42	.1	.4	8	21	.3	.3	1	8	.1	.1	
KBUE-FM																				
SP '99	102	237	.4	4.7	90	219	.4	4.7	112	304	.4	3.3	127	289	.5	4.7	48	155	.2	3.5
4-Book	48	137	.2	2.3	50	152	.2	2.4	71	197	.3	2.0	69	188	.3	2.5	28	119	.1	2.2
KCBS-FM																				
SP '99	58	299	.2	2.7	101	323	.4	5.3	202	651	.8	5.9	134	442	.5	4.9	39	204	.2	2.9
4-Book	67	292	.3	3.4	74	260	.3	3.5	170	600	.7	4.8	132	445	.5	4.9	49	219	.2	3.6
KCMG-FM																				
SP '99	52	184	.2	2.4	66	122	.3	3.4	85	299	.3	2.5	93	352	.4	3.4	52	164	.2	3.8
4-Book	65	218	.3	3.4	69	162	.3	3.2	118	369	.5	3.3	78	277	.3	2.9	49	152	.2	3.7
KFI -AM																				
SP '99	5	30	.2	.8	38	108	.1	2.0	53	184	.2	1.5	19	74	.1	.7	8	69	.6	.6
4-Book	15	64	.1	.8	50	149	.2	2.2	70	210	.3	1.9	22	88	.1	.8	9	51	.6	.6
KFSG-FM																				
SP '99	6	14	.3	.3	6	16	.3	.3	4	29	.1	.1	2	14	.1	.1	6	14	.4	.4
4-Book	7	25	.3	.3	13	41	.1	.6	4	26	.1	.1	4	23	.1	.1	3	11	.2	.2
KFWB-AM																				
SP '99	11	103	.5	.7	34	155	.1	1.8	30	204	.1	.9	18	73	.1	.7	12	93	.9	.9
4-Book	13	99	.1	.7	30	156	.1	1.4	24	160	.1	.7	18	98	.1	.7	11	81	.8	.8
KGIL-AM																				
SP '99	2	14	.1	.1				3	16	.1	.1	8	15	.3	.3	9	47	.7	.7	
4-Book	3	7	.1	.1				11	21	.1	.3	7	15	.3	.3	4	15	.3	.3	
+KGXL-AM																				
SP '99	2	14	.1	.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

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
KIEV-AM SP '99 4-Book	3	8		.2	1	4			3				8	16	.3		2	4		.1
KIIS-FM SP '99 4-Book	63	316	.2	2.9	39	184	.2	2.0	102	447	.4	3.0	82	273	.3	3.0	7	46		.5
KJLH-FM SP '99 4-Book	30	93	.1	1.4	32	147	.1	1.7	47	148	.2	1.4	67	140	.3	2.5	29	72	.1	2.1
KKBT-FM SP '99 4-Book	95	276	.4	4.3	33	108	.1	1.7	63	205	.2	1.8	61	250	.2	2.2	61	201	.2	4.5
KKGO-FM SP '99 4-Book	15	102	.1	.7	8	74		.4	30	176	.1	.9	21	59	.1	.8	8	58		.6
KKHJ-AM SP '99 4-Book	49	121	.2	2.2	16	42	.1	.8	87	170	.3	2.5	65	146	.3	2.4	35	94	.1	2.6
KKLA-FM SP '99 4-Book	20	73	.1	.9	28	125	.1	1.5	27	48	.1	.8	20	61	.1	.7	19	79	.1	1.4
KLAC-AM SP '99 4-Book	45	125	.2	2.1	4	14		.2	50	182	.2	1.5	54	172	.2	2.0	11	64		.8
KLAX-FM SP '99 4-Book	41	121	.2	1.9	70	195	.3	3.7	109	347	.4	3.2	58	262	.2	2.1	41	172	.2	3.0
KLOS-FM SP '99 4-Book	34	178	.1	1.6	62	246	.2	3.2	100	405	.4	2.9	109	335	.4	4.0	44	143	.2	3.2
KLTX-FM SP '99 4-Book	14	87	.1	.6	46	201	.2	2.4	56	233	.2	1.6	14	78	.1	.5	3	14		.2
KLVE-FM SP '99 4-Book	225	641	.9	10.3	116	387	.5	6.1	206	593	.8	6.0	118	279	.5	4.3	81	255	.3	6.0
+KLYF-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM SP '99 4-Book	24	84	.1	1.1	15	27	.1	.8	78	317	.3	2.3	52	175	.2	1.9	8	40		.6
KLYY-FM SP '99 4-Book	35	86	.1	1.6	10	67		.5	34	143	.1	1.0	36	173	.1	1.3	30	80	.1	2.2
KNX -AM SP '99 4-Book	12	91		.5	49	177	.2	2.6	22	131	.1	.6	7	44		.3	26	118	.1	1.9
KOST-FM SP '99 4-Book	86	244	.3	3.9	50	174	.2	2.6	50	241	.2	1.5	43	159	.2	1.6	48	199	.2	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 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
KPWR-FM																				
SP '99	88	329	.3	4.0	43	146	.2	2.2	82	332	.3	2.4	28	138	.1	1.0	63	219	.2	4.6
4-Book	74	281	.3	3.7	44	184	.2	2.0	81	323	.3	2.3	69	243	.3	2.6	45	191	.2	3.4
KRLA-AM																				
SP '99	3	13	.1	.1	7	29	.4	.4	3	13	.1	.1					3	13	.2	.2
4-Book	11	35	.1	.6	14	36	.1	.6	31	53	.1	.9	16	33	.1	.6	9	18	.1	.6
KROQ-FM																				
SP '99	93	360	.4	4.3	21	141	.1	1.1	131	469	.5	3.8	144	428	.6	5.3	53	243	.2	3.9
4-Book	67	282	.3	3.4	40	184	.2	1.8	139	487	.6	3.9	114	410	.5	4.2	72	308	.3	5.4
KRTH-FM																				
SP '99	59	201	.2	2.7	42	183	.2	2.2	115	406	.5	3.3	91	326	.4	3.3	18	139	.1	1.3
4-Book	44	179	.2	2.2	51	190	.2	2.3	129	425	.5	3.6	82	301	.3	3.0	36	165	.2	2.7
KSCA-FM																				
SP '99	57	233	.2	2.6	246	560	1.0	12.9	211	557	.8	6.1	166	405	.7	6.1	68	244	.3	5.0
4-Book	75	248	.3	3.8	261	556	1.1	12.0	210	587	.8	5.8	162	361	.7	6.0	59	220	.3	4.4
KSSE-FM																				
SP '99	86	189	.3	3.9	16	56	.1	.8	70	208	.3	2.0	40	156	.2	1.5	53	105	.2	3.9
4-Book	53	158	.2	2.6	42	120	.2	1.9	77	241	.3	2.1	53	163	.2	2.0	34	110	.2	2.5
KTNQ-AM																				
SP '99	83	220	.3	3.8	27	87	.1	1.4	69	188	.3	2.0	73	164	.3	2.7	63	169	.2	4.6
4-Book	58	186	.2	2.9	35	101	.1	1.6	67	185	.3	1.9	89	186	.4	3.3	35	127	.1	2.6
KTVV-FM																				
SP '99	59	161	.2	2.7	28	173	.1	1.5	97	401	.4	2.8	93	301	.4	3.4	69	287	.3	5.1
4-Book	53	197	.2	2.7	50	193	.2	2.2	136	423	.6	3.7	97	300	.4	3.6	47	198	.2	3.5
KWKV-AM																				
SP '99	19	42	.1	.9	8	24	.4	.4	16	59	.1	.5	8	16	.3	.3				
4-Book	12	30	.1	.6	14	30	.1	.7	28	66	.1	.8	9	22	.3	.3	7	23	.1	.6
KWVE-FM																				
SP '99	8	17	.4	.4	15	84	.1	.8	26	120	.1	.8	20	65	.1	.7	9	27	.7	.7
4-Book	7	30	.4	.4	18	68	.1	.8	20	90	.1	.6	13	46	.1	.5	7	29	.5	.5
KYSR-FM																				
SP '99	41	269	.2	1.9	43	225	.2	2.2	169	629	.7	4.9	74	294	.3	2.7	35	197	.1	2.6
4-Book	38	205	.2	1.9	54	219	.3	2.5	128	505	.5	3.6	85	323	.4	3.1	32	172	.1	2.4
KZLA-FM																				
SP '99	21	93	.1	1.0	30	128	.1	1.6	26	158	.1	.8	38	144	.1	1.4	13	80	.1	1.0
4-Book	24	112	.1	1.2	42	140	.2	1.9	69	258	.3	1.9	59	192	.2	2.2	26	110	.1	2.0
KGGI-FM																				
SP '99	1	15			2	12	.1	.1	4	27		.1	5	14	.2	.2	2	12	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	5	31	.2	.2					3	34	.1	.1	12	25	.4	.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	20	29	.1	.9	41	100	.2	2.1	61	192	.2	1.8	28	144	.1	1.0	11	44	.8	.8
4-Book	13	44	.1	.6	35	100	.2	1.6	52	186	.2	1.5	31	150	.1	1.1	5	35	.4	.4
TOTALS																				
SP '99	2184	6230	8.6		1914	5810	7.5		3435	9043	13.5		2722	6976	10.7		1357	4455	5.3	
4-Book	1992	5975	7.9		2190	6178	8.6		3637	9588	14.4		2711	7018	10.7		1342	4491	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 Trends

Target Listener Trends - Men 25-54

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '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
WI '99	105	1906	.4	2.0	124	865	.4	1.5	135	900	.5	1.8	206	1172	.7	3.1	54	619	.2	2.3
FA '98	87	1772	.3	1.6	120	825	.4	1.4	106	887	.4	1.4	149	1011	.5	2.1	61	604	.2	2.6
SU '98	119	1823	.4	2.1	127	912	.4	1.5	194	860	.7	2.5	199	980	.7	2.9	65	578	.2	2.5
4-Book	107	1798	.4	2.0	121	839	.4	1.5	154	866	.6	2.0	195	1015	.7	2.9	63	576	.2	2.5
SP '98	102	1536	.4	1.9	129	599	.5	1.6	142	704	.5	1.9	166	821	.6	2.6	49	439	.2	1.9
KACD-FM																				
SP '99	27	612	.1	.5	19	282	.1	.2	51	273	.2	.7	44	355	.2	.7	11	127		.4
WI '99	26	547	.1	.5	21	247	.1	.3	37	263	.1	.5	36	286	.1	.5	15	207	.1	.6
FA '98	48	636	.2	.9	39	381	.1	.5	79	329	.3	1.0	75	443	.3	1.1	32	285	.1	1.3
SU '98	64	876	.2	1.2	81	348	.3	1.0	75	406	.3	1.0	92	648	.3	1.3	35	370	.1	1.4
4-Book	41	668	.2	.8	40	315	.2	.5	61	318	.2	.8	62	433	.2	.9	23	247	.1	.9
SP '98	34	789	.1	.6	31	330	.1	.4	40	385	.1	.5	51	400	.2	.8	25	288	.1	1.0
KBCD-FM																				
SP '99	25	420	.1	.5	27	229	.1	.3	47	243	.2	.6	24	247	.1	.4	6	140		.2
WI '99	12	280		.2	5	95		.1	19	103	.1	.3	21	174	.1	.3	5	69		.2
FA '98	12	256		.2	13	87		.2	19	90	.1	.2	16	164	.1	.2	9	105		.4
SU '98	6	139		.1	5	57		.1	12	49		.2	13	70		.2		12		
4-Book	14	274		.3	13	117		.2	24	121		.3	19	164		.3	5	82		.2
SP '98	5	163		.1	10	81		.1	5	79		.1	10	93		.2				
KACE-FM																				
SP '99	41	755	.1	.8	36	294	.1	.4	53	359	.2	.7	43	440	.1	.7	43	249	.1	1.7
WI '99	53	741	.2	1.0	39	233	.1	.5	62	431	.2	.8	77	455	.3	1.2	39	337	.1	1.7
FA '98	71	988	.2	1.3	87	449	.3	1.0	99	513	.3	1.3	89	510	.3	1.3	40	368	.1	1.7
SU '98	65	768	.2	1.2	76	344	.3	.9	76	377	.3	1.0	60	318	.2	.9	60	295	.2	2.3
4-Book	58	813	.2	1.1	60	330	.2	.7	73	420	.3	1.0	67	431	.2	1.0	46	312	.1	1.9
SP '98	32	662	.1	.6	48	357	.2	.6	32	183	.1	.4	29	251	.1	.5	22	258	.1	.9
KRTO-FM																				
SP '99	3	147		.1		13			4	66		.1	9	118		.1	1	47		
WI '99	5	238		.1	3	40			4	101		.1	9	116		.1	3	65		.1
FA '98	9	188		.2	10	89		.1	14	122		.2	13	121		.2	3	31		.1
SU '98	15	248	.1	.3	21	94	.1	.3	26	148	.1	.3	10	122		.1	9	93		.3
4-Book	8	205		.2	9	59		.1	12	109		.2	10	119		.1	4	59		.1
SP '98	3	156		.1	1	30			2	29			8	123		.1	3	31		.1
KBIG-FM																				
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
WI '99	99	2305	.3	1.9	139	902	.5	1.7	173	878	.6	2.3	142	1129	.5	2.1	29	461	.1	1.2
FA '98	100	2420	.3	1.8	115	836	.4	1.4	153	991	.5	2.0	122	1162	.4	1.7	47	637	.2	2.0
SU '98	127	2617	.4	2.3	150	1180	.5	1.8	220	1166	.8	2.8	170	1263	.6	2.5	51	604	.2	2.0
4-Book	108	2439	.4	2.0	132	941	.5	1.6	177	1006	.6	2.3	142	1172	.5	2.1	47	587	.2	1.9
SP '98	105	2358	.4	2.0	104	800	.4	1.3	192	1088	.7	2.6	115	1016	.4	1.8	55	634	.2	2.2
KBLA-AM																				
SP '99	26	359	.1	.5	20	126	.1	.2	40	182	.1	.5	61	260	.2	.9	13	113		.5
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	59			5	29		.1	1	28			1	30				15		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KBUA-FM																				
SP '99	28	253	.1	.5	50	149	.2	.6	46	143	.2	.6	28	94	.1	.4	7	50	.3	
WI '99	38	429	.1	.7	62	233	.2	.7	46	217	.2	.6	50	227	.2	.8	16	107	.1	
FA '98	5	131		.1	4	26			4	45		.1	10	60		.1	3	46	.1	
SU '98	8	202		.1	8	88		.1	5	101		.1	15	70		.2	12	71	.5	
4-Book	20	254	.1	.4	31	124	.1	.4	25	127	.1	.4	26	113	.1	.4	10	69	.4	
SP '98	7	121		.1	8	74		.1	11	87		.2	10	90		.2	3	62	.1	
KBUE-FM																				
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	
WI '99	107	1611	.4	2.0	145	698	.5	1.7	159	738	.5	2.1	150	909	.5	2.3	37	504	.1	
FA '98	84	1451	.3	1.5	121	761	.4	1.4	117	771	.4	1.5	74	628	.3	1.1	36	353	.1	
SU '98	62	1161	.2	1.1	89	559	.3	1.1	82	614	.3	1.0	83	553	.3	1.2	25	266	.1	
4-Book	106	1555	.4	2.0	139	739	.5	1.7	147	770	.5	1.9	136	824	.5	2.1	48	425	.2	
SP '98	70	1305	.2	1.3	101	505	.4	1.2	99	696	.3	1.4	94	613	.3	1.5	33	414	.1	
KCBS-FM																				
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	
WI '99	227	4234	.8	4.3	302	1988	1.0	3.6	367	2204	1.3	4.9	316	2318	1.1	4.8	73	1102	.3	
FA '98	241	4014	.8	4.4	326	1979	1.1	3.9	409	1921	1.4	5.3	336	2530	1.2	4.8	85	1104	.3	
SU '98	234	4277	.8	4.2	268	2062	.9	3.2	411	2129	1.4	5.2	288	2181	1.0	4.2	71	1162	.3	
4-Book	229	4172	.8	4.2	296	1967	1.0	3.6	383	2075	1.3	5.0	302	2352	1.1	4.5	76	1115	.3	
SP '98	194	4047	.7	3.7	267	2037	.9	3.2	292	2086	1.0	4.0	238	2252	.8	3.7	79	1211	.3	
KCMG-FM																				
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	
WI '99	166	2850	.6	3.1	180	1128	.6	2.1	281	1448	1.0	3.7	224	1574	.8	3.4	57	833	.2	
FA '98	135	2242	.5	2.5	142	1001	.5	1.7	221	1215	.8	2.9	171	1270	.6	2.4	75	668	.3	
SU '98	152	2533	.5	2.7	167	1064	.6	2.0	269	1267	.9	3.4	208	1354	.7	3.0	49	794	.2	
4-Book	142	2498	.5	2.6	154	1043	.5	1.9	232	1267	.8	3.0	191	1356	.7	2.8	63	772	.2	
SP '98	162	2969	.6	3.1	198	1398	.7	2.4	223	1522	.8	3.1	217	1749	.8	3.4	89	977	.3	
KFI -AM																				
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	
WI '99	140	2399	.5	2.6	232	1374	.8	2.8	254	1178	.9	3.4	151	1160	.5	2.3	72	527	.2	
FA '98	169	2724	.6	3.1	259	1660	.9	3.1	314	1444	1.1	4.1	196	1357	.7	2.8	86	623	.3	
SU '98	157	2576	.6	2.8	236	1480	.8	2.8	325	1493	1.1	4.1	166	1107	.6	2.4	47	506	.2	
4-Book	151	2528	.6	2.8	238	1476	.8	2.9	283	1336	1.0	3.7	154	1089	.5	2.3	79	556	.3	
SP '98	186	2702	.7	3.5	330	1667	1.2	4.0	315	1501	1.1	4.3	238	1400	.8	3.7	67	685	.2	
KFSG-FM																				
SP '99	15	482	.1	.3	37	247	.1	.5	18	121	.1	.2	18	203	.1	.3	3	88	.1	
WI '99	17	443	.1	.3	39	344	.1	.5	21	186	.1	.3	20	196	.1	.3	6	98	.3	
FA '98	18	511	.1	.3	29	219	.1	.3	28	92	.1	.4	29	251	.1	.4	6	152	.3	
SU '98	10	340		.2	21	198		.3	12	178		.2	17	162		.2	3	74	.1	
4-Book	15	444	.1	.3	32	252	.1	.4	20	144	.1	.3	21	203	.1	.3	5	103	.2	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
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	
WI '99	82	2755	.3	1.5	209	1699	.7	2.5	95	1114	.3	1.3	114	1417	.4	1.7	15	381	.1	
FA '98	83	2839	.3	1.5	209	1694	.7	2.5	74	1000	.3	1.0	134	1534	.5	1.9	28	555	.1	
SU '98	86	2524	.3	1.6	188	1627	.7	2.2	95	1098	.3	1.2	130	1372	.5	1.9	23	480	.1	
4-Book	85	2721	.3	1.6	208	1707	.7	2.5	85	1079	.3	1.1	125	1446	.5	1.9	25	530	.1	
SP '98	94	2803	.3	1.8	197	1797	.7	2.4	103	1171	.4	1.4	117	1221	.4	1.8	52	718	.2	
KGIL-AM																				
SP '99	5	164		.1	10	87		.1	8	103		.1	3	58		.1	2	46	.1	
WI '99	16	150	.1	.3	15	89	.1	.2	25	103	.1	.3	23	75	.1	.3	5	44	.2	
FA '98	6	187		.1	3	28			9	106		.1	10	103		.1	2	47	.1	
SU '98	6	71		.1	2	16			16	20		.1	13	40		.2	2	40	.1	
4-Book	8	143	.2	.2	8	55	.1	.1	15	83	.1	.2	12	69	.2	.2	3	44	.1	
SP '98	3	254		.1	3	66			2	53			4	105		.1	2	52	.1	

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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
+KGXL-AM																				
SP '99	1	56			3	29			1	29			1	13			1	16		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99	17	307	.1	.3	9	122	.1	.1	36	156	.1	.5	26	191	.1	.4	11	94	.4	.4
WI '99	28	384	.1	.5	44	230	.2	.5	59	215	.2	.8	45	184	.2	.7	4	34	.2	.2
FA '98	11	221		.2	15	69	.1	.2	22	174	.1	.3	18	101	.1	.3	4	72	.2	.2
SU '98	17	173	.1	.3	15	40	.1	.2	37	115	.1	.5	29	65	.1	.4	10	54	.4	.4
4-Book	18	271	.1	.3	21	115	.1	.3	39	165	.1	.5	30	135	.1	.5	7	64	.3	.3
SP '98	8	209		.2	3	48			24	131	.1	.3	5	30		.1	2	15		.1
KIIS-FM																				
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
WI '99	158	3567	.5	3.0	303	1931	1.0	3.6	173	1342	.6	2.3	184	1619	.6	2.8	65	859	.2	2.8
FA '98	124	3024	.4	2.3	218	1595	.8	2.6	160	1301	.6	2.1	135	1365	.5	1.9	40	682	.1	1.7
SU '98	130	3132	.5	2.3	231	1444	.8	2.8	176	1355	.6	2.2	145	1320	.5	2.1	52	813	.2	2.0
4-Book	137	3212	.5	2.5	240	1641	.8	2.9	165	1297	.6	2.2	163	1446	.6	2.4	56	855	.2	2.3
SP '98	96	2682	.3	1.8	196	1448	.7	2.4	109	1153	.4	1.5	107	1182	.4	1.7	49	750	.2	1.9
KJLH-FM																				
SP '99	44	888	.2	.8	47	339	.2	.6	56	414	.2	.7	51	472	.2	.8	19	246	.1	.7
WI '99	38	703	.1	.7	45	306	.2	.5	47	304	.2	.6	46	356	.2	.7	24	307	.1	1.0
FA '98	61	932	.2	1.1	81	452	.3	1.0	74	464	.3	1.0	64	387	.2	.9	26	267	.1	1.1
SU '98	55	830	.2	1.0	68	375	.2	.8	64	407	.2	.8	66	474	.2	1.0	25	240	.1	1.0
4-Book	50	838	.2	.9	60	368	.2	.7	60	397	.2	.8	57	422	.2	.9	24	265	.1	1.0
SP '98	76	1083	.3	1.4	89	431	.3	1.1	89	424	.3	1.2	70	570	.2	1.1	66	371	.2	2.6
KKBT-FM																				
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
WI '99	160	2413	.6	3.0	301	1233	1.0	3.6	200	1188	.7	2.7	167	1278	.6	2.5	83	761	.3	3.5
FA '98	151	2094	.5	2.8	235	1181	.8	2.8	203	1108	.7	2.6	203	1298	.7	2.9	69	852	.2	2.9
SU '98	149	2124	.5	2.7	228	1270	.8	2.7	200	1130	.7	2.5	170	1231	.6	2.5	80	845	.3	3.1
4-Book	142	2114	.5	2.6	226	1120	.8	2.7	188	1092	.7	2.5	165	1180	.6	2.4	74	744	.3	3.0
SP '98	155	2453	.5	2.9	268	1245	.9	3.2	158	1295	.6	2.2	196	1509	.7	3.1	102	862	.4	4.0
KKGO-FM																				
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
WI '99	74	1454	.3	1.4	76	508	.3	.9	122	630	.4	1.6	127	765	.4	1.9	23	371	.1	1.0
FA '98	46	1123	.2	.8	61	420	.2	.7	58	421	.2	.8	62	496	.2	.9	20	356	.1	.8
SU '98	50	1280	.2	.9	41	404	.1	.5	63	546	.2	.8	67	608	.2	1.0	32	345	.1	1.2
4-Book	59	1307	.2	1.1	63	502	.2	.8	88	561	.3	1.2	88	643	.3	1.3	27	376	.1	1.1
SP '98	60	1298	.2	1.1	45	575	.2	.5	96	697	.3	1.3	82	603	.3	1.3	46	554	.2	1.8
KKHJ-AM																				
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
WI '99	59	865	.2	1.1	71	421	.2	.8	97	422	.3	1.3	53	370	.2	.8	43	358	.1	1.8
FA '98	34	654	.1	.6	49	355	.2	.6	55	155	.2	.7	32	230	.1	.5	23	162	.1	1.0
SU '98	29	504	.1	.5	54	323	.2	.6	25	218	.1	.3	40	291	.1	.6	16	122	.1	.6
4-Book	53	766	.2	1.0	62	375	.2	.7	75	344	.3	1.0	55	374	.2	.9	35	225	.1	1.4
SP '98	55	669	.2	1.0	76	344	.3	.9	84	399	.3	1.1	61	268	.2	1.0	37	154	.1	1.5
KKLA-FM																				
SP '99	34	644	.1	.6	54	363	.2	.7	45	262	.2	.6	47	301	.2	.7	16	151	.1	.6
WI '99	32	698	.1	.6	74	374	.3	.9	36	302	.1	.5	55	400	.2	.8	9	117		.4
FA '98	20	556	.1	.4	52	311	.2	.6	13	157		.2	35	266	.1	.5	4	108		.2
SU '98	17	534	.1	.3	29	216	.1	.3	13	150		.2	41	360	.1	.6	10	103		.4
4-Book	26	608	.1	.5	52	316	.2	.6	27	218	.1	.4	45	332	.2	.7	10	120		.4
SP '98	34	579	.1	.6	95	356	.3	1.1	40	168	.1	.5	54	345	.2	.8	3	113		.1

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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
KLAC-AM																				
SP '99	50	1386	.2	.9	44	258	.2	.5	53	433	.2	.7	57	547	.2	.9	52	629	.2	2.0
WI '99	29	813	.1	.5	26	226	.1	.3	48	222	.2	.6	27	327	.1	.4	30	392	.1	1.3
FA '98	44	675	.2	.8	105	386	.4	1.3	73	274	.3	.9	36	304	.1	.5	7	121		.3
SU '98	31	546	.1	.6	73	285	.3	.9	24	148	.1	.3	17	167	.1	.2	22	126	.1	.9
4-Book	39	855	.2	.7	62	289	.3	.8	50	269	.2	.6	34	336	.1	.5	28	317	.1	1.1
SP '98	37	1206	.1	.7	67	386	.2	.8	34	258	.1	.5	39	500	.1	.6	25	484	.1	1.0
KLAX-FM																				
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
WI '99	205	2948	.7	3.9	318	1270	1.1	3.8	309	1435	1.1	4.1	219	1412	.8	3.3	87	730	.3	3.7
FA '98	251	2997	.9	4.6	279	1427	1.0	3.3	422	1699	1.5	5.5	358	1683	1.2	5.1	86	747	.3	3.6
SU '98	198	2569	.7	3.6	208	1142	.7	2.5	315	1410	1.1	4.0	262	1489	.9	3.8	98	745	.3	3.8
4-Book	218	2838	.8	4.1	306	1293	1.1	3.7	342	1494	1.2	4.5	270	1508	.9	4.0	88	751	.3	3.6
SP '98	189	2444	.7	3.6	230	1220	.8	2.8	244	1297	.9	3.3	271	1343	1.0	4.2	108	817	.4	4.2
KLOS-FM																				
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
WI '99	223	3515	.8	4.2	445	1800	1.5	5.3	307	1562	1.1	4.1	249	1851	.9	3.8	89	726	.3	3.8
FA '98	233	3645	.8	4.2	383	1936	1.3	4.6	329	1773	1.1	4.3	321	2240	1.1	4.6	87	1009	.3	3.7
SU '98	268	4199	.9	4.8	502	2121	1.8	6.0	369	2017	1.3	4.7	304	2187	1.1	4.4	96	1036	.3	3.7
4-Book	242	3734	.8	4.5	451	1956	1.6	5.4	344	1755	1.2	4.5	294	2041	1.0	4.4	89	868	.3	3.6
SP '98	252	4015	.9	4.8	565	2195	2.0	6.8	300	1763	1.1	4.1	278	2186	1.0	4.3	106	995	.4	4.2
KLSX-FM																				
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
WI '99	202	2844	.7	3.8	574	1976	2.0	6.8	269	1436	.9	3.6	241	1396	.8	3.6	39	574	.1	1.7
FA '98	253	3327	.9	4.6	704	2374	2.4	8.4	338	1488	1.2	4.4	295	1540	1.0	4.2	54	545	.2	2.3
SU '98	236	3244	.8	4.3	684	2285	2.4	8.2	276	1634	1.0	3.5	255	1304	.9	3.7	76	607	.3	2.9
4-Book	224	3112	.8	4.2	636	2165	2.2	7.7	285	1470	1.0	3.7	269	1448	.9	4.0	52	560	.2	2.1
SP '98	240	3571	.8	4.6	812	2627	2.9	9.8	298	1852	1.0	4.1	221	1525	.8	3.5	34	473	.1	1.3
KLVE-FM																				
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
WI '99	267	3364	.9	5.0	476	1875	1.6	5.7	381	1701	1.3	5.1	261	1604	.9	3.9	121	980	.4	5.2
FA '98	344	4297	1.2	6.3	501	2383	1.7	6.0	383	1960	1.3	5.0	432	2224	1.5	6.2	191	1606	.7	8.1
SU '98	299	3658	1.1	5.4	451	1870	1.6	5.4	380	1795	1.3	4.8	342	2027	1.2	5.0	163	1220	.6	6.3
4-Book	303	3741	1.1	5.6	464	2010	1.6	5.6	397	1848	1.4	5.2	341	1912	1.2	5.0	155	1245	.6	6.3
SP '98	317	3450	1.1	6.0	470	1886	1.7	5.7	457	1949	1.6	6.3	297	1620	1.0	4.6	188	1044	.7	7.4
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
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
WI '99	42	976	.1	.8	78	502	.3	.9	83	462	.3	1.1	54	402	.2	.8	6	178		.3
FA '98	46	1077	.2	.8	65	428	.2	.8	87	460	.3	1.1	47	523	.2	.7	23	246	.1	1.0
SU '98	77	1368	.3	1.4	81	453	.3	1.0	115	564	.4	1.5	107	791	.4	1.6	54	513	.2	2.1
4-Book	60	1221	.2	1.1	76	498	.3	.9	107	548	.4	1.4	71	603	.3	1.1	35	370	.1	1.4
SP '98	59	1225	.2	1.1	44	348	.2	.5	82	464	.3	1.1	72	644	.3	1.1	56	551	.2	2.2
KLYY-FM																				
SP '99	45	1436	.2	.8	40	501	.1	.5	71	580	.2	1.0	64	761	.2	1.0	22	251	.1	.9
WI '99	51	1734	.2	1.0	53	607	.2	.6	62	769	.2	.8	89	979	.3	1.3	30	617	.1	1.3
FA '98	54	1616	.2	1.0	36	506	.1	.4	91	727	.3	1.2	73	829	.3	1.0	22	610	.1	.9
SU '98	49	1455	.2	.9	35	470	.1	.4	91	810	.3	1.2	82	864	.3	1.2	25	398	.1	1.0
4-Book	50	1560	.2	.9	41	521	.1	.5	79	722	.3	1.1	77	858	.3	1.1	25	469	.1	1.0
SP '98	72	1807	.3	1.4	82	698	.3	1.0	120	994	.4	1.6	102	1061	.4	1.6	30	515	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KNX -AM																				
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
WI '99	106	3620	.4	2.0	236	2297	.8	2.8	96	1295	.3	1.3	137	1745	.5	2.1	62	744	.2	2.6
FA '98	116	3410	.4	2.1	233	2047	.8	2.8	118	1356	.4	1.5	176	1887	.6	2.5	49	724	.2	2.1
SU '98	113	3154	.4	2.0	228	2005	.8	2.7	96	1014	.3	1.2	156	1778	.5	2.3	82	851	.3	3.2
4-Book	105	3219	.4	1.9	224	2013	.8	2.7	98	1172	.3	1.3	149	1723	.5	2.2	57	736	.2	2.3
SP '98	116	3238	.4	2.2	231	1921	.8	2.8	120	1176	.4	1.6	159	1841	.6	2.5	74	1015	.3	2.9
KOST-FM																				
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
WI '99	110	2547	.4	2.1	112	1075	.4	1.3	150	1127	.5	2.0	143	1232	.5	2.2	97	779	.3	4.1
FA '98	148	3184	.5	2.7	186	1365	.6	2.2	238	1436	.8	3.1	188	1499	.6	2.7	84	1130	.3	3.5
SU '98	184	3423	.6	3.3	240	1472	.8	2.9	297	1418	1.0	3.8	223	1751	.8	3.2	86	1186	.3	3.3
4-Book	145	3051	.5	2.7	187	1326	.6	2.3	222	1276	.8	2.9	176	1466	.6	2.6	89	1024	.3	3.6
SP '98	147	2941	.5	2.8	151	1226	.5	1.8	248	1446	.9	3.4	188	1479	.7	2.9	80	966	.3	3.1
KPWR-FM																				
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
WI '99	125	2686	.4	2.4	172	1223	.6	2.0	161	1128	.6	2.1	162	1354	.6	2.4	63	824	.2	2.7
FA '98	101	2168	.3	1.8	124	911	.4	1.5	143	969	.5	1.9	131	1093	.5	1.9	46	636	.2	1.9
SU '98	85	2156	.3	1.5	104	858	.4	1.2	88	977	.3	1.1	119	1099	.4	1.7	49	684	.2	1.9
4-Book	104	2353	.4	1.9	144	1027	.5	1.7	130	1051	.5	1.7	134	1192	.5	2.0	55	728	.2	2.2
SP '98	98	2534	.3	1.9	139	1247	.5	1.7	105	973	.4	1.4	122	1340	.4	1.9	55	605	.2	2.2
KRLA-AM																				
SP '99	31	449	.1	.6	50	213	.2	.6	39	214	.1	.5	58	139	.2	.9	14	17	.1	.5
WI '99	26	603	.1	.5	68	371	.2	.8	43	261	.1	.6	18	172	.1	.3	8	117	.1	.3
FA '98	43	671	.1	.8	72	260	.2	.9	49	254	.2	.6	46	293	.2	.7	15	159	.1	.6
SU '98	40	759	.1	.7	33	233	.1	.4	53	273	.2	.7	55	370	.2	.8	37	278	.1	1.4
4-Book	35	621	.1	.7	56	269	.2	.7	46	251	.2	.6	44	244	.2	.7	19	143	.1	.7
SP '98	22	694	.1	.4	16	171	.1	.2	23	238	.1	.3	38	338	.1	.6	21	258	.1	.8
KROQ-FM																				
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
WI '99	199	3806	.7	3.8	368	2067	1.3	4.4	254	1931	.9	3.4	235	2103	.8	3.5	91	1346	.3	3.9
FA '98	175	3609	.6	3.2	315	1854	1.1	3.8	218	1629	.8	2.8	223	2056	.8	3.2	78	1067	.3	3.3
SU '98	192	3207	.7	3.5	264	1469	.9	3.1	292	1656	1.0	3.7	234	1823	.8	3.4	90	1168	.3	3.5
4-Book	190	3527	.7	3.5	327	1806	1.1	3.9	252	1705	.9	3.3	235	2001	.8	3.5	86	1158	.3	3.5
SP '98	198	3408	.7	3.8	338	1851	1.2	4.1	309	1776	1.1	4.2	261	1973	.9	4.1	70	1042	.2	2.7
KRTH-FM																				
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
WI '99	146	3060	.5	2.8	175	1235	.6	2.1	231	1326	.8	3.1	186	1488	.6	2.8	68	897	.2	2.9
FA '98	142	3069	.5	2.6	158	1222	.5	1.9	217	1474	.7	2.8	194	1539	.7	2.8	50	610	.2	2.1
SU '98	187	3414	.7	3.4	269	1464	.9	3.2	301	1656	1.1	3.8	234	1782	.8	3.4	44	566	.2	1.7
4-Book	163	3234	.6	3.0	204	1338	.7	2.5	262	1537	.9	3.4	208	1623	.7	3.1	60	742	.2	2.4
SP '98	177	3256	.6	3.4	222	1434	.8	2.7	322	1524	1.1	4.4	236	1546	.8	3.7	58	807	.2	2.3
KSCA-FM																				
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
WI '99	410	3859	1.4	7.7	962	2904	3.3	11.5	586	2584	2.0	7.8	315	1550	1.1	4.7	90	806	.3	3.8
FA '98	502	4146	1.7	9.2	1142	3173	3.9	13.7	732	2739	2.5	9.5	418	2016	1.4	6.0	85	843	.3	3.6
SU '98	475	3555	1.7	8.6	1058	2701	3.7	12.6	721	2496	2.5	9.1	401	1891	1.4	5.8	122	841	.4	4.7
4-Book	446	3826	1.6	8.3	1042	2909	3.6	12.6	642	2569	2.2	8.4	357	1746	1.2	5.2	99	857	.3	4.0
SP '98	366	3876	1.3	7.0	848	2663	3.0	10.2	535	2372	1.9	7.3	258	1659	.9	4.0	98	807	.3	3.8
KSSE-FM																				
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
WI '99	83	1361	.3	1.6	131	599	.5	1.6	131	668	.5	1.7	79	639	.3	1.2	38	422	.1	1.6
FA '98	95	1562	.3	1.7	119	748	.4	1.4	107	741	.4	1.4	115	820	.4	1.6	56	453	.2	2.4
SU '98	70	1198	.2	1.3	75	534	.3	.9	102	541	.4	1.3	98	746	.3	1.4	38	364	.1	1.5
4-Book	85	1379	.3	1.6	107	634	.4	1.3	119	642	.5	1.6	98	732	.3	1.4	47	413	.2	1.9
SP '98	61	992	.2	1.2	40	349	.1	.5	88	584	.3	1.2	88	530	.3	1.4	33	280	.1	1.3

Target Listener Trends - Men 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

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	
KTNQ-AM																				
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
WI '99	140	1571	.5	2.6	89	519	.3	1.1	173	732	.6	2.3	278	988	1.0	4.2	140	661	.5	6.0
FA '98	156	1616	.5	2.8	181	597	.6	2.2	176	726	.6	2.3	286	1014	1.0	4.1	111	681	.4	4.7
SU '98	152	1513	.5	2.7	215	741	.8	2.6	169	702	.6	2.1	236	836	.8	3.4	141	742	.5	5.5
4-Book	148	1599	.5	2.7	144	609	.5	1.8	172	715	.6	2.3	269	998	.9	4.0	134	685	.5	5.5
SP '98	202	1891	.7	3.8	302	873	1.1	3.6	177	717	.6	2.4	310	1184	1.1	4.8	174	835	.6	6.8
KTWV-FM																				
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
WI '99	231	3093	.8	4.4	303	1658	1.0	3.6	393	1595	1.4	5.2	298	1855	1.0	4.5	102	997	.4	4.3
FA '98	190	2997	.7	3.5	211	1487	.7	2.5	308	1683	1.1	4.0	231	1560	.8	3.3	107	1081	.4	4.5
SU '98	198	3032	.7	3.6	260	1578	.9	3.1	299	1550	1.1	3.8	255	1736	.9	3.7	83	1122	.3	3.2
4-Book	202	3054	.7	3.8	245	1528	.8	2.9	333	1592	1.2	4.4	255	1716	.9	3.8	96	1033	.4	3.9
SP '98	175	2949	.6	3.3	215	1268	.8	2.6	294	1410	1.0	4.0	192	1363	.7	3.0	96	1117	.3	3.8
KWKW-AM																				
SP '99	23	530	.1	.4	22	139	.1	.3	46	287	.2	.6	31	273	.1	.5	11	131		.4
WI '99	38	353	.1	.7	41	158	.1	.5	60	167	.2	.8	55	158	.2	.8	3	55		.1
FA '98	24	482	.1	.4	11	107	.1	.1	31	228	.1	.4	56	259	.2	.8	19	141	.1	.8
SU '98	39	684	.1	.7	44	271	.2	.5	53	264	.2	.7	47	272	.2	.7	36	211	.1	1.4
4-Book	31	512	.1	.6	30	169	.1	.4	48	237	.2	.6	47	241	.2	.7	17	135	.1	.7
SP '98	66	830	.2	1.3	119	405	.4	1.4	115	477	.4	1.6	46	344	.2	.7	31	165	.1	1.2
KWVE-FM																				
SP '99	40	722	.1	.8	64	430	.2	.8	62	302	.2	.8	48	392	.2	.7	15	124	.1	.6
WI '99	20	421	.1	.4	32	254	.1	.4	25	140	.1	.3	32	237	.1	.5	11	144		.5
FA '98	33	624	.1	.6	44	333	.2	.5	36	231	.1	.5	57	309	.2	.8	17	168	.1	.7
SU '98	16	483	.1	.3	36	268	.1	.4	9	202	.1	.1	29	252	.1	.4	5	115		.2
4-Book	27	563	.1	.5	44	321	.2	.5	33	219	.1	.4	42	298	.2	.6	12	138	.1	.5
SP '98	20	478	.1	.4	30	211	.1	.4	25	194	.1	.3	39	300	.1	.6	4	61		.2
KYSR-FM																				
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
WI '99	172	3734	.6	3.2	232	1693	.8	2.8	265	1642	.9	3.5	238	2027	.8	3.6	67	1046	.2	2.9
FA '98	111	2801	.4	2.0	149	1211	.5	1.8	155	1138	.5	2.0	172	1554	.6	2.5	49	749	.2	2.1
SU '98	164	3390	.6	3.0	237	1298	.8	2.8	252	1542	.9	3.2	232	1891	.8	3.4	62	1133	.2	2.4
4-Book	146	3285	.5	2.7	208	1431	.7	2.5	215	1434	.7	2.8	205	1785	.7	3.1	59	946	.2	2.4
SP '98	153	3307	.5	2.9	161	1333	.6	1.9	245	1541	.9	3.4	225	1879	.8	3.5	59	940	.2	2.3
KZLA-FM																				
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
WI '99	108	1509	.4	2.0	147	792	.5	1.8	164	652	.6	2.2	152	826	.5	2.3	31	386	.1	1.3
FA '98	133	1832	.5	2.4	176	915	.6	2.1	185	904	.6	2.4	147	1090	.5	2.1	70	641	.2	3.0
SU '98	115	1750	.4	2.1	192	925	.7	2.3	174	860	.6	2.2	153	1120	.5	2.2	20	388	.1	.8
4-Book	106	1617	.4	1.9	151	822	.5	1.8	153	757	.5	2.0	138	964	.5	2.0	37	455	.1	1.6
SP '98	110	1479	.4	2.1	106	722	.4	1.3	169	784	.6	2.3	145	880	.5	2.3	45	525	.2	1.8
KGGI-FM																				
SP '99	11	360		.2	14	193		.2	15	150	.1	.2	14	166		.2	4	102		.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	19	419	.1	.4	25	206	.1	.3	45	235	.2	.6	19	202	.1	.3	2	31		.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
XTRA-AM																				
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
WI '99	65	1564	.2	1.2	76	720	.3	.9	133	767	.5	1.8	95	827	.3	1.4	15	304	.1	.6
FA '98	107	1863	.4	2.0	117	822	.4	1.4	228	1090	.8	3.0	161	1110	.6	2.3	18	288	.1	.8
SU '98	74	1517	.3	1.3	96	703	.3	1.1	150	815	.5	1.9	101	943	.4	1.5	24	310	.1	.9
4-Book	81	1604	.3	1.5	95	721	.3	1.1	166	846	.6	2.2	117	930	.4	1.7	20	306	.1	.8
SP '98	74	1432	.3	1.4	74	473	.3	.9	143	744	.5	2.0	141	988	.5	2.2	23	399	.1	.9
TOTALS																				
SP '99	5306	27733	18.3		8128	24280	28.1		7468	21186	25.8		6575	23635	22.7		2564	15311	8.9	
WI '99	5295	27776	18.3		8392	24625	29.0		7510	21566	25.9		6635	23663	22.9		2346	14952	8.1	
FA '98	5483	27904	18.9		8362	25021	28.9		7726	21310	26.7		7016	24155	24.2		2371	15358	8.2	
SU '98	5547	27408	19.5		8389	24249	29.5		7888	20861	27.8		6886	23666	24.3		2587	15427	9.1	
4-Book	5408	27705	18.8		8318	24544	28.9		7648	21231	26.6		6778	23780	23.5		2467	15262	8.6	
SP '98	5256	27328	18.5		8298	24159	29.2		7311	21364	25.7		6403	23142	22.6		2546	15915	9.0	

Target Listener Trends - Men 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 Estimates

Men 25-54

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '99	172	1376	.6	2.3	49	638	.2	1.4	52	134	.2	1.2	68	191	.2	1.2	55	187	.2	1.4
4-Book	156	1511	.5	2.1	49	618	.2	1.4	44	160	.2	1.0	87	266	.3	1.5	55	175	.2	1.3
KACD-FM																				
SP '99	39	522	.1	.5	15	238	.1	.4	9	44	.1	.2	23	110	.1	.4	9	47	.1	.2
4-Book	55	591	.2	.7	28	360	.1	.8	16	55	.1	.4	55	169	.2	.9	41	129	.1	1.0
KBCD-FM																				
SP '99	34	382	.1	.5	21	193	.1	.6	22	67	.1	.5	30	104	.1	.5	29	70	.1	.7
4-Book	19	228	.1	.3	10	112	.1	.3	9	31	.1	.2	16	55	.1	.3	14	40	.1	.4
KACE-FM																				
SP '99	45	634	.2	.6	32	399	.1	.9	41	97	.1	.9	76	211	.3	1.3	43	89	.1	1.1
4-Book	67	656	.3	.9	48	433	.2	1.4	53	124	.2	1.2	75	188	.3	1.3	60	148	.2	1.4
KRTO-FM																				
SP '99	4	136	.1	.1		31			1	11							2	14		.1
4-Book	10	159	.2	.2	6	92		.2	6	14		.1	7	33		.1	7	35		.2
KBIG-FM																				
SP '99	140	1771	.5	1.9	71	1214	.2	2.1	62	233	.2	1.4	86	312	.3	1.5	59	204	.2	1.5
4-Book	152	1839	.5	2.0	70	1186	.3	2.0	69	218	.2	1.6	93	319	.3	1.6	78	226	.3	1.9
KBLA-AM																				
SP '99	40	343	.1	.5	10	131	.3	.3	23	91	.1	.5	22	54	.1	.4	34	70	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	59			1	28			2	13			1	15			2	15		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	42	198	.1	.6	16	121	.1	.5	21	40	.1	.5	24	42	.1	.4	17	41	.1	.4
4-Book	27	205	.1	.4	14	131	.1	.4	18	42	.1	.4	25	57	.1	.4	19	72	.1	.4
KBUE-FM																				
SP '99	223	1728	.8	3.0	129	1030	.4	3.8	147	319	.5	3.3	239	491	.8	4.1	171	379	.6	4.4
4-Book	141	1303	.5	1.9	82	811	.3	2.4	109	276	.4	2.4	166	374	.6	2.8	117	309	.4	2.9
KCBS-FM																				
SP '99	304	3511	1.0	4.1	151	2117	.5	4.4	126	523	.4	2.8	282	950	1.0	4.8	177	643	.6	4.5
4-Book	331	3544	1.1	4.4	151	2129	.5	4.3	152	587	.5	3.4	313	981	1.1	5.3	195	690	.7	4.7
KCMG-FM																				
SP '99	148	1951	.5	2.0	90	1190	.3	2.6	68	243	.2	1.5	152	506	.5	2.6	122	394	.4	3.1
4-Book	195	2017	.7	2.6	102	1244	.4	2.9	91	252	.3	2.0	184	531	.6	3.1	121	388	.4	2.9
KFI -AM																				
SP '99	192	1985	.7	2.6	55	817	.2	1.6	110	352	.4	2.5	90	213	.3	1.5	25	138	.1	.6
4-Book	230	2228	.8	3.0	58	823	.2	1.7	116	391	.4	2.6	96	290	.3	1.6	32	129	.1	.8
KFSG-FM																				
SP '99	24	379	.1	.3	6	193		.2	7	44		.2	1	14			2	15		.1
4-Book	24	376	.1	.3	6	161		.2	8	49		.2	3	19			8	35		.2
KFWB-AM																				
SP '99	136	2518	.5	1.8	42	1048	.1	1.2	97	483	.3	2.2	56	409	.2	1.0	54	272	.2	1.4
4-Book	135	2508	.5	1.8	36	968	.1	1.1	68	366	.2	1.6	40	294	.1	.7	45	244	.2	1.1
KGIL-AM																				
SP '99	7	116	.1	.1	5	135	.1	.1					12	59	.2	.2	6	32		.2
4-Book	12	120	.2	.2	7	82		.2	3	15		.1	9	30		.2	11	27		.3
+KGXL-AM																				
SP '99	2	29			1	43			3	13		.1	2	16						
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

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	
KIEV-AM																				
SP '99	25	265	.1	.3	7	89	.2					7	17	.1		20	42	.1	.5	
4-Book	31	242	.1	.4	4	62	.1	6	16	.1		3	8	.1		8	19	.1	.2	
KIIS-FM																				
SP '99	179	2485	.6	2.4	101	1674	.3	2.9	138	508	.5	3.1	230	754	.8	3.9	123	437	.4	3.1
4-Book	187	2616	.6	2.5	101	1630	.3	2.9	144	490	.5	3.2	192	630	.7	3.3	111	404	.4	2.7
KJLH-FM																				
SP '99	52	740	.2	.7	46	432	.2	1.3	26	66	.1	.6	54	148	.2	.9	38	130	.1	1.0
4-Book	59	672	.2	.8	50	487	.2	1.4	35	84	.1	.8	70	166	.3	1.2	59	163	.2	1.4
KKBT-FM																				
SP '99	138	1437	.5	1.9	77	1045	.3	2.2	73	317	.3	1.6	115	346	.4	2.0	102	306	.4	2.6
4-Book	193	1817	.7	2.6	97	1177	.4	2.7	90	322	.3	2.0	165	500	.6	2.8	117	355	.4	2.8
KKGO-FM																				
SP '99	95	1156	.3	1.3	33	716	.1	1.0	37	193	.1	.8	56	201	.2	1.0	37	149	.1	.9
4-Book	81	983	.3	1.1	42	688	.2	1.2	34	162	.1	.7	66	225	.2	1.1	48	187	.2	1.2
KKHJ-AM																				
SP '99	100	881	.3	1.4	85	559	.3	2.5	82	243	.3	1.8	151	289	.5	2.6	94	236	.3	2.4
4-Book	65	640	.2	.9	42	383	.2	1.2	51	138	.2	1.1	67	149	.2	1.2	47	110	.2	1.2
KKLA-FM																				
SP '99	48	576	.2	.6	21	230	.1	.6	16	85	.1	.4	19	46	.1	.3	15	43	.1	.4
4-Book	40	542	.2	.5	11	180	.1	.3	15	58	.1	.4	9	23	.1	.2	8	35	.1	.2
KLAC-AM																				
SP '99	52	815	.2	.7	47	739	.2	1.4	28	67	.1	.6	90	260	.3	1.5	67	226	.2	1.7
4-Book	49	568	.2	.7	29	395	.1	.8	25	61	.1	.6	44	128	.2	.7	26	103	.1	.7
KLAX-FM																				
SP '99	326	2450	1.1	4.4	119	1308	.4	3.5	269	482	.9	6.0	238	615	.8	4.0	120	383	.4	3.1
4-Book	309	2393	1.1	4.1	146	1449	.5	4.2	219	489	.8	4.9	277	654	1.0	4.7	172	460	.6	4.1
KLOS-FM																				
SP '99	380	3128	1.3	5.1	108	1556	.4	3.1	101	427	.3	2.3	216	666	.7	3.7	168	552	.6	4.3
4-Book	361	3262	1.3	4.8	132	1665	.5	3.7	135	445	.5	3.0	242	706	.8	4.1	178	540	.6	4.2
KLSX-FM																				
SP '99	365	2692	1.3	4.9	34	697	.1	1.0	54	187	.2	1.2	46	179	.2	.8	32	98	.1	.8
4-Book	388	2788	1.4	5.1	49	821	.2	1.4	68	203	.2	1.5	56	196	.2	1.0	49	163	.2	1.2
KLVE-FM																				
SP '99	403	3053	1.4	5.4	225	2262	.8	6.6	305	817	1.1	6.8	378	870	1.3	6.4	186	510	.6	4.8
4-Book	400	3129	1.4	5.3	230	2252	.8	6.5	296	773	1.1	6.6	356	881	1.3	6.0	236	614	.8	5.6
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																				
SP '99	103	1094	.4	1.4	40	623	.1	1.2	34	101	.1	.8	57	244	.2	1.0	44	146	.2	1.1
4-Book	87	976	.3	1.2	30	516	.1	.9	25	82	.1	.6	50	194	.2	.9	47	164	.2	1.1
KLYY-FM																				
SP '99	59	1137	.2	.8	36	704	.1	1.0	13	66	.1	.3	65	299	.2	1.1	52	155	.2	1.3
4-Book	67	1291	.2	.9	37	733	.1	1.0	23	106	.1	.5	76	308	.3	1.3	60	230	.2	1.4
KNX -AM																				
SP '99	132	2438	.5	1.8	38	1034	.1	1.1	61	335	.2	1.4	47	202	.2	.8	33	137	.1	.8
4-Book	153	2807	.5	2.0	53	1219	.2	1.5	72	387	.3	1.6	54	289	.2	.9	45	225	.2	1.1
KOST-FM																				
SP '99	188	2341	.6	2.5	83	1275	.3	2.4	112	388	.4	2.5	157	585	.5	2.7	98	339	.3	2.5
4-Book	197	2342	.7	2.6	91	1399	.3	2.6	92	345	.4	2.1	168	541	.6	2.9	103	360	.4	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		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	
KPWR-FM																						
SP '99		141	2051	.5	1.9	69	1120	.2	2.0	66	228	.2	1.5	120	402	.4	2.0	37	180	.1	.9	
4-Book		136	1925	.5	1.8	81	1200	.3	2.3	71	237	.2	1.6	153	447	.5	2.6	100	353	.4	2.4	
KRLA-AM																						
SP '99		48	347	.2	.6	11	145	.1	.3	26	83	.1	.6	36	74	.1	.6	6	32		.2	
4-Book		48	472	.2	.6	23	212	.1	.7	22	60	.1	.5	42	85	.2	.7	17	42	.1	.4	
KROQ-FM																						
SP '99		280	2988	1.0	3.8	113	1639	.4	3.3	66	282	.2	1.5	224	710	.8	3.8	159	465	.5	4.1	
4-Book		269	2991	1.0	3.6	119	1749	.4	3.4	117	403	.4	2.6	224	785	.8	3.8	166	572	.6	4.0	
KRTH-FM																						
SP '99		247	2749	.9	3.3	112	1712	.4	3.3	119	443	.4	2.7	252	771	.9	4.3	124	450	.4	3.2	
4-Book		227	2592	.8	3.0	118	1637	.4	3.4	125	418	.4	2.8	227	674	.8	3.8	139	494	.5	3.3	
KSCA-FM																						
SP '99		602	3424	2.1	8.1	237	2116	.8	6.9	700	1278	2.4	15.6	350	1049	1.2	6.0	143	459	.5	3.7	
4-Book		677	3564	2.4	8.9	270	2290	.9	7.7	799	1440	2.8	17.8	417	1066	1.5	7.1	216	539	.8	5.2	
KSSE-FM																						
SP '99		115	1104	.4	1.6	72	734	.2	2.1	79	188	.3	1.8	127	355	.4	2.2	93	197	.3	2.4	
4-Book		109	1129	.4	1.5	67	763	.2	2.0	76	201	.3	1.7	119	340	.4	2.0	80	212	.3	1.9	
KTNQ-AM																						
SP '99		178	1519	.6	2.4	82	809	.3	2.4	108	253	.4	2.4	98	349	.3	1.7	118	236	.4	3.0	
4-Book		194	1407	.7	2.6	76	746	.3	2.2	101	242	.4	2.3	90	280	.3	1.5	122	290	.4	2.9	
KTWV-FM																						
SP '99		263	2564	.9	3.6	125	1647	.4	3.6	165	543	.6	3.7	236	648	.8	4.0	180	477	.6	4.6	
4-Book		282	2499	1.0	3.7	132	1591	.5	3.8	134	487	.5	3.0	242	628	.8	4.1	168	478	.6	4.1	
KWKV-AM																						
SP '99		34	406	.1	.5	13	184	.1	.4	21	38	.1	.5	14	44		.2	16	16	.1	.4	
4-Book		42	401	.2	.6	21	187	.1	.6	26	72	.1	.6	33	74	.1	.6	26	41	.1	.6	
KWVE-FM																						
SP '99		59	619	.2	.8	23	332	.1	.7	26	83	.1	.6	23	74	.1	.4	31	92	.1	.8	
4-Book		39	471	.2	.5	16	248	.1	.5	23	74	.1	.5	16	58	.1	.3	17	56	.1	.4	
KYSR-FM																						
SP '99		193	2745	.7	2.6	95	1561	.3	2.8	81	305	.3	1.8	177	665	.6	3.0	113	435	.4	2.9	
4-Book		210	2732	.7	2.8	92	1473	.3	2.7	82	284	.3	1.8	187	638	.7	3.2	112	462	.4	2.7	
KZLA-FM																						
SP '99		91	1165	.3	1.2	46	732	.2	1.3	74	305	.3	1.7	90	232	.3	1.5	55	219	.2	1.4	
4-Book		147	1318	.5	1.9	76	926	.3	2.2	112	349	.4	2.5	140	413	.5	2.4	89	290	.3	2.1	
KGCI-FM																						
SP '99		14	317		.2	9	126		.3	27	31	.1	.6	21	45	.1	.4	16	55	.1	.4	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KOLA-FM																						
SP '99		31	336	.1	.4	9	165		.3	11	46		.2	30	68	.1	.5	7	58		.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
SP '99		121	1264	.4	1.6	42	584	.1	1.2	71	246	.2	1.6	64	176	.2	1.1	33	134	.1	.8	
4-Book		129	1389	.5	1.7	38	653	.1	1.1	62	220	.2	1.4	56	210	.2	1.0	42	186	.2	1.0	
TOTALS																						
SP '99		7396	27291	25.5		3435	21894	11.9		4473	11244	15.4		5881	13695	20.3		3907	9878	13.5		
4-Book		7587	27332	26.3		3512	21976	12.2		4482	11225	15.6		5879	13497	20.4		4174	10419	14.5		

** 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 Estimates

Target Listener Estimates - Men 25-54

Men 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '99	27	129	.1	1.1	52	119	.2	2.3	36	161	.1	.9	49	147	.2	1.6	55	164	.2	3.5
4-Book	23	100	.1	1.0	54	144	.2	2.2	62	185	.2	1.5	38	132	.2	1.3	30	101	.1	2.0
KACD-FM																				
SP '99	6	47		.3	11	48		.5	36	114	.1	.9	19	72	.1	.6	6	34		.4
4-Book	29	92	.1	1.3	15	42		.6	33	114	.1	.8	22	84	.1	.7	13	58		.9
KBCD-FM																				
SP '99	1	14			28	59	.1	1.2	38	70	.1	1.0	21	59	.1	.7	2	16		.1
4-Book	4	21		.1	9	25		.4	18	47	.1	.4	9	23		.3	4	22		.3
KACE-FM																				
SP '99	26	68	.1	1.1	3	21		.1	36	119	.1	.9	25	68	.1	.8	6	49		.4
4-Book	38	119	.1	1.7	24	71	.1	.9	52	141	.2	1.2	48	125	.2	1.6	37	87	.1	2.4
KRTO-FM																				
SP '99									2	6		.1								
4-Book	6	30		.3	2	7		.1	9	22		.2	7	22		.2	7	18		.4
KBIG-FM																				
SP '99	151	426	.5	6.4	22	116	.1	1.0	73	376	.3	1.8	69	222	.2	2.3	32	87	.1	2.0
4-Book	135	408	.5	6.0	26	113	.1	1.0	67	278	.2	1.6	50	205	.2	1.6	29	132	.1	1.9
KBLA-AM																				
SP '99	1	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99													2	13		.1	1	13		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	7	16		.3	14	41		.6	41	87	.1	1.0	1	9						
4-Book	7	22		.3	8	30		.4	19	65	.1	.5	11	28		.3	1	11		.1
KBUE-FM																				
SP '99	102	237	.4	4.3	90	219	.3	3.9	112	304	.4	2.8	127	289	.4	4.2	48	155	.2	3.1
4-Book	50	146	.2	2.2	52	159	.2	2.1	72	208	.3	1.7	69	191	.2	2.3	28	119	.1	1.9
KCBS-FM																				
SP '99	58	299	.2	2.5	106	354	.4	4.6	240	723	.8	6.1	170	500	.6	5.6	41	220	.1	2.6
4-Book	71	317	.3	3.2	80	289	.3	3.2	186	655	.6	4.5	147	481	.5	4.8	54	245	.2	3.5
KCMG-FM																				
SP '99	54	197	.2	2.3	66	122	.2	2.9	96	336	.3	2.4	103	390	.4	3.4	58	186	.2	3.7
4-Book	70	238	.3	3.3	71	181	.3	2.8	129	403	.4	3.1	89	303	.3	2.9	57	178	.2	3.8
KFI -AM																				
SP '99	8	43		.3	76	234	.3	3.3	90	303	.3	2.3	25	106	.1	.8	16	104	.1	1.0
4-Book	20	88	.1	.9	67	209	.2	2.6	94	292	.3	2.3	31	116	.1	1.0	11	63	.1	.7
KFSG-FM																				
SP '99	6	14		.3	13	47		.6	6	45		.2	2	14		.1	10	28		.6
4-Book	7	25		.3	16	57	.1	.6	5	30		.1	5	26		.2	4	15		.2
KFWB-AM																				
SP '99	12	118		.5	50	261	.2	2.2	36	264	.1	.9	26	134	.1	.9	19	168	.1	1.2
4-Book	17	129	.1	.8	48	216	.2	1.9	39	228	.1	.9	27	147	.1	.9	15	114	.1	.9
KGIL-AM																				
SP '99	2	14		.1	2	13		.1	4	29		.1	8	15		.3	9	47		.6
4-Book	3	7		.1	3	11		.1	12	28	.1	.3	9	23		.3	4	23		.3
+KGXL-AM																				
SP '99	2	14		.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54																				
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	
KIEV-AM																				
SP '99	9	16	.4	4	14	.2	.2					16	42	.1	.5					
4-Book	5	12	.3	2	8	.1	.1	3				4	11	.1	.1	2	4		.1	
KIIS-FM																				
SP '99	63	316	.2	2.7	50	228	.2	2.2	115	497	.4	2.9	82	273	.3	2.7	7	46	.4	
4-Book	56	275	.2	2.6	77	292	.3	3.1	132	527	.5	3.2	73	304	.3	2.4	25	161	.1	1.6
KJLH-FM																				
SP '99	43	107	.1	1.8	44	174	.2	1.9	52	162	.2	1.3	75	168	.3	2.5	37	85	.1	2.4
4-Book	33	87	.1	1.5	42	118	.2	1.6	68	182	.2	1.6	59	140	.2	1.9	32	84	.1	2.1
KKBT-FM																				
SP '99	96	281	.3	4.1	34	121	.1	1.5	68	224	.2	1.7	61	250	.2	2.0	61	201	.2	3.9
4-Book	78	249	.3	3.5	51	150	.2	2.0	98	312	.4	2.3	97	296	.3	3.1	71	235	.3	4.5
KKGO-FM																				
SP '99	21	130	.1	.9	23	149	.1	1.0	38	249	.1	1.0	30	120	.1	1.0	22	113	.1	1.4
4-Book	23	106	.1	1.0	26	133	.1	1.0	66	280	.2	1.6	39	150	.2	1.3	25	105	.1	1.6
KKHJ-AM																				
SP '99	64	155	.2	2.7	28	93	.1	1.2	117	220	.4	3.0	80	198	.3	2.6	51	128	.2	3.3
4-Book	31	71	.1	1.4	23	67	.1	.9	49	115	.2	1.2	31	91	.1	1.0	33	74	.2	2.2
KKLA-FM																				
SP '99	20	73	.1	.8	28	125	.1	1.2	27	48	.1	.7	20	61	.1	.7	19	79	.1	1.2
4-Book	7	29	.3	.3	16	70	.1	.7	12	54	.3	.3	7	27	.3	.3	10	43	.1	.6
KLAC-AM																				
SP '99	47	138	.2	2.0	4	14	.2	.2	53	212	.2	1.3	62	216	.2	2.0	17	80	.1	1.1
4-Book	23	79	.1	1.0	12	31	.5	.5	49	150	.2	1.2	33	118	.1	1.1	13	48	.1	.8
KLAX-FM																				
SP '99	41	121	.1	1.7	74	212	.3	3.2	109	347	.4	2.8	58	262	.2	1.9	47	189	.2	3.0
4-Book	82	237	.3	3.8	94	264	.3	3.7	171	464	.6	4.1	104	318	.4	3.4	47	174	.2	3.1
KLOS-FM																				
SP '99	38	209	.1	1.6	79	337	.3	3.5	104	437	.4	2.6	120	396	.4	3.9	47	174	.2	3.0
4-Book	58	245	.2	2.6	87	321	.3	3.4	147	521	.5	3.5	148	411	.5	4.8	68	270	.3	4.4
KLSX-FM																				
SP '99	14	87	.6	.6	47	217	.2	2.1	61	262	.2	1.5	21	91	.1	.7	3	14	.2	.2
4-Book	18	79	.8	.8	71	251	.3	2.8	91	337	.3	2.1	34	122	.1	1.1	9	43	.6	.6
KLVE-FM																				
SP '99	227	659	.8	9.6	165	489	.6	7.2	294	730	1.0	7.4	143	331	.5	4.7	81	255	.3	5.2
4-Book	219	620	.8	9.9	206	556	.7	8.0	257	710	.9	6.1	157	395	.6	5.1	108	354	.4	7.0
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	30	114	.1	1.3	15	27	.1	.7	78	317	.3	2.0	53	189	.2	1.7	8	40	.5	.5
4-Book	21	94	.1	.9	12	42	.1	.5	36	144	.1	.9	30	108	.1	1.0	16	73	.1	1.0
KLYY-FM																				
SP '99	35	86	.1	1.5	11	82	.5	.5	34	143	.1	.9	36	173	.1	1.2	38	96	.1	2.4
4-Book	28	113	.1	1.3	13	61	.5	.5	40	192	.2	1.0	34	158	.1	1.1	19	100	.1	1.3
KNX -AM																				
SP '99	29	196	.1	1.2	51	192	.2	2.2	31	175	.1	.8	16	75	.1	.5	40	167	.1	2.6
4-Book	33	162	.1	1.5	71	287	.2	2.8	65	294	.2	1.6	40	189	.1	1.3	45	221	.2	3.0
KOST-FM																				
SP '99	89	261	.3	3.8	56	206	.2	2.4	51	256	.2	1.3	48	192	.2	1.6	48	199	.2	3.1
4-Book	79	311	.3	3.6	56	199	.2	2.2	84	335	.3	2.0	84	289	.3	2.7	53	227	.2	3.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 25-54

Men 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KPWR-FM																				
SP '99	91	342	.3	3.9	43	146	.1	1.9	85	345	.3	2.2	28	138	.1	.9	63	219	.2	4.0
4-Book	75	285	.3	3.4	44	184	.1	1.7	81	326	.3	2.0	71	252	.3	2.3	45	191	.2	2.9
KRLA-AM																				
SP '99	3	13		.1	7	29		.3	9	29		.2					3	13		.2
4-Book	11	35		.5	17	45		.6	42	75		1.0	19	41		.6	11	26		.7
KROQ-FM																				
SP '99	93	360	.3	4.0	21	141	.1	.9	132	482	.5	3.3	144	428	.5	4.7	53	243	.2	3.4
4-Book	69	291	.3	3.1	41	194	.2	1.6	140	491	.5	3.3	114	410	.4	3.7	72	308	.3	4.7
KRTH-FM																				
SP '99	62	230	.2	2.6	62	244	.2	2.7	128	515	.4	3.2	113	386	.4	3.7	32	185	.1	2.0
4-Book	60	255	.2	2.7	69	254	.3	2.7	160	552	.5	3.8	106	376	.4	3.5	50	221	.2	3.2
KSCA-FM																				
SP '99	57	233	.2	2.4	260	578	.9	11.4	215	575	.7	5.4	166	405	.6	5.5	68	244	.2	4.3
4-Book	76	253	.3	3.4	270	576	1.0	10.7	223	615	.8	5.3	173	376	.6	5.7	62	228	.2	4.0
KSSE-FM																				
SP '99	86	189	.3	3.7	16	56	.1	.7	70	208	.2	1.8	40	156	.1	1.3	53	105	.2	3.4
4-Book	53	158	.2	2.4	42	120	.2	1.6	77	241	.3	1.8	54	167	.2	1.8	35	114	.1	2.3
KTNQ-AM																				
SP '99	95	254	.3	4.0	27	87	.1	1.2	71	200	.2	1.8	74	176	.3	2.4	63	169	.2	4.0
4-Book	64	202	.2	2.8	39	115	.2	1.5	72	201	.2	1.7	98	201	.4	3.2	35	127	.1	2.3
KTWV-FM																				
SP '99	73	210	.3	3.1	37	191	.1	1.6	117	471	.4	3.0	116	392	.4	3.8	78	330	.3	5.0
4-Book	81	277	.3	3.7	72	247	.3	2.8	175	508	.6	4.1	120	391	.4	3.9	59	237	.2	3.9
KWKV-AM																				
SP '99	19	42	.1	.8	8	24		.3	16	59	.1	.4	8	16		.3				
4-Book	12	30	.1	.5	15	38	.1	.6	32	73	.1	.8	11	26		.4	7	23		.5
KWVE-FM																				
SP '99	8	17		.3	25	116	.1	1.1	43	137	.1	1.1	24	81	.1	.8	9	27		.6
4-Book	7	30		.3	21	84	.1	.8	27	112	.1	.7	14	53	.1	.5	7	29		.4
KYSR-FM																				
SP '99	41	269	.1	1.7	44	239	.2	1.9	183	674	.6	4.6	77	307	.3	2.5	35	197	.1	2.2
4-Book	38	205	.1	1.7	56	230	.2	2.2	132	524	.4	3.2	90	343	.3	3.0	33	184	.1	2.2
KZLA-FM																				
SP '99	22	108	.1	.9	32	159	.1	1.4	44	218	.2	1.1	40	158	.1	1.3	13	80		.8
4-Book	32	144	.1	1.4	56	176	.2	2.1	93	318	.4	2.2	69	240	.2	2.2	26	110	.1	1.7
KGGI-FM																				
SP '99	1	15		**	2	12		.1	4	27		.1	5	14		.2	2	12		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	5	31		.2	**	**	**	**	3	34		.1	12	25		.4	2	16		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	24	57	.1	1.0	41	100	.1	1.8	61	192	.2	1.5	30	157	.1	1.0	11	44		.7
4-Book	14	51	.1	.6	41	119	.1	1.6	53	201	.2	1.3	31	153	.1	1.0	5	35		.3
TOTALS																				
SP '99	2353	6866	8.1		2286	7028	7.9		3951	10448	13.6		3042	7988	10.5		1566	5119	5.4	
4-Book	2218	6704	7.7		2549	7250	8.9		4204	10963	14.6		3085	7955	10.7		1541	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	
KABC-AM																						
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	
WI '99		127	2123	.6	3.1	169	1034	.7	2.7	161	983	.7	2.8	238	1299	1.1	4.6	67	695	.3	4.2	
FA '98		115	2038	.5	2.8	156	1043	.7	2.5	136	1038	.6	2.3	181	1208	.8	3.4	73	675	.3	4.2	
SU '98		158	2086	.7	3.8	217	1117	1.0	3.5	260	986	1.2	4.5	279	1226	1.3	5.6	53	518	.2	2.9	
4-Book		137	2076	.6	3.4	170	1044	.8	2.7	198	1018	.9	3.5	242	1217	1.1	4.8	69	618	.3	4.0	
SP '98		157	1970	.7	4.0	208	930	1.0	3.4	230	1040	1.1	4.2	258	1114	1.2	5.3	58	490	.3	3.4	
KACD-FM																						
SP '99		20	410	.1	.5	13	196	.1	.2	41	215	.2	.7	31	256	.1	.6	4	78		.2	
WI '99		21	415	.1	.5	18	225	.1	.3	31	209	.1	.5	31	232	.1	.6	13	182	.1	.8	
FA '98		23	364	.1	.6	24	204	.1	.4	40	185	.2	.7	28	233	.1	.5	20	200	.1	1.2	
SU '98		29	282	.1	.7	43	166	.2	.7	31	116	.1	.5	26	193	.1	.5	24	129	.1	1.3	
4-Book		23	368	.1	.6	25	198	.1	.4	36	181	.2	.6	29	229	.1	.6	15	147	.1	.9	
SP '98		17	376	.1	.4	16	182	.1	.3	15	173	.1	.3	28	196	.1	.6	11	120	.1	.6	
KBCD-FM																						
SP '99		15	286	.1	.4	16	156	.1	.3	23	140	.1	.4	18	175	.1	.4	5	108		.3	
WI '99		11	187	.3	.3	3	63			18	87	.1	.3	21	144	.1	.4	2	50		.1	
FA '98		5	127	.1	.1	7	41		.1	11	71		.2	6	71		.1	1	42		.1	
SU '98		4	91	.1	.1	2	33			12	49	.1	.2	10	45		.2					
4-Book		9	173	.2	.2	7	73	.1	.1	16	87	.1	.3	14	109	.1	.3	2	50		.1	
SP '98		1	35			1	15			1	35			4	35		.1					
KACE-FM																						
SP '99		30	598	.1	.8	34	232	.2	.6	44	300	.2	.8	39	344	.2	.8	12	157	.1	.7	
WI '99		58	679	.3	1.4	42	227	.2	.7	68	360	.3	1.2	88	394	.4	1.7	43	331	.2	2.7	
FA '98		68	859	.3	1.6	85	453	.4	1.3	96	447	.4	1.6	82	475	.4	1.5	34	304	.2	2.0	
SU '98		63	642	.3	1.5	69	272	.3	1.1	74	354	.3	1.3	62	349	.3	1.2	54	231	.2	2.9	
4-Book		55	695	.3	1.3	58	296	.3	.9	71	365	.3	1.2	68	391	.3	1.3	36	256	.2	2.1	
SP '98		38	544	.2	1.0	53	354	.2	.9	43	181	.2	.8	42	265	.2	.9	24	228	.1	1.4	
KRTO-FM																						
SP '99		3	161	.1	.1		25			5	76		.1	8	106		.2	1	37		.1	
WI '99		4	184	.1	.1	3	29			3	66		.1	8	103		.2	3	64		.2	
FA '98		10	200	.2	.2	14	130	.1	.2	18	135	.1	.3	12	111	.1	.2	3	31		.2	
SU '98		9	169	.2	.2	13	62	.1	.2	17	116	.1	.3	7	90		.1	4	46		.2	
4-Book		7	179	.2	.2	8	62	.1	.1	17	98	.1	.2	9	103	.1	.2	3	45		.2	
SP '98		2	123	.1	.1	1	30			1	15			6	90		.1	3	17		.2	
KBIG-FM																						
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	
WI '99		74	1519	.3	1.8	89	544	.4	1.4	125	552	.6	2.1	107	725	.5	2.1	26	281	.1	1.6	
FA '98		67	1466	.3	1.6	82	592	.4	1.3	98	561	.4	1.7	94	775	.4	1.8	32	360	.1	1.9	
SU '98		105	1786	.5	2.6	140	934	.6	2.2	183	889	.8	3.2	146	940	.7	2.9	31	348	.1	1.7	
4-Book		80	1606	.4	2.0	101	667	.5	1.6	126	663	.6	2.2	109	804	.5	2.2	35	377	.1	2.0	
SP '98		66	1510	.3	1.7	77	530	.4	1.2	121	701	.6	2.2	67	669	.3	1.4	17	370	.1	1.0	
KBLA-AM																						
SP '99		17	258	.1	.4	26	127	.1	.4	29	131	.1	.5	26	145	.1	.5	3	35		.2	
WI '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																						
SP '99		1	44			5	29		.1		13			1	15							
WI '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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 35-64

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KBUA-FM																				
SP '99	8	80	.2	15	48	.1	.2	5	46	.1	.1	12	31	.1	.2	6	16	.1	.3	
WI '99	29	314	.1	.7	28	152	.1	.4	35	145	.2	.6	52	176	.2	1.0	17	120	.1	1.1
FA '98	2	88						2	55			6	57	.1	.1	2	19		.1	
SU '98	4	135	.1		4	74	.1	.1	4	74	.1	.1	3	29	.1	.1	3	44	.2	.2
4-Book	11	154	.3	12	69	.1	.2	12	80	.1	.2	18	73	.1	.4	7	50	.4	.4	
SP '98	3	62	.1	.1	4	32	.1	.1	4	45	.1	.1	5	45	.1	.1	3	46	.2	.2
KBUE-FM																				
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
WI '99	70	1084	.3	1.7	86	432	.4	1.4	106	469	.5	1.8	100	640	.4	1.9	26	282	.1	1.6
FA '98	56	927	.2	1.4	101	515	.4	1.6	87	511	.4	1.5	48	485	.2	.9	16	243	.1	.9
SU '98	41	740	.2	1.0	53	378	.2	.8	48	317	.2	.8	62	419	.3	1.2	15	191	.1	.8
4-Book	60	956	.3	1.5	84	453	.4	1.3	84	452	.4	1.5	75	543	.3	1.5	25	259	.1	1.4
SP '98	46	717	.2	1.2	70	365	.3	1.1	61	377	.3	1.1	69	398	.3	1.4	14	181	.1	.8
KCBS-FM																				
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
WI '99	157	3109	.7	3.9	214	1438	.9	3.4	252	1619	1.1	4.3	199	1659	.9	3.9	48	761	.2	3.0
FA '98	193	2953	.9	4.7	280	1477	1.2	4.4	347	1436	1.5	5.9	255	1871	1.1	4.8	53	647	.2	3.1
SU '98	132	3011	.6	3.2	163	1483	.7	2.6	188	1408	.9	3.3	160	1462	.7	3.2	59	874	.3	3.2
4-Book	161	3025	.7	4.0	220	1434	1.0	3.5	259	1495	1.2	4.5	204	1693	.9	4.0	52	740	.2	3.0
SP '98	148	2973	.7	3.8	209	1544	1.0	3.4	235	1593	1.1	4.3	178	1603	.8	3.7	53	711	.2	3.1
KCMG-FM																				
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
WI '99	113	2015	.5	2.8	120	745	.5	1.9	181	1045	.8	3.1	159	1140	.7	3.1	41	589	.2	2.6
FA '98	101	1517	.4	2.4	120	758	.5	1.9	181	843	.8	3.1	124	824	.5	2.3	41	433	.2	2.4
SU '98	114	1860	.5	2.8	131	800	.6	2.1	205	934	.9	3.6	159	891	.7	3.2	33	494	.2	1.8
4-Book	105	1803	.5	2.6	124	782	.6	2.0	170	911	.8	3.0	135	944	.6	2.7	44	529	.2	2.6
SP '98	119	1992	.5	3.0	143	920	.7	2.3	166	930	.8	3.1	157	1177	.7	3.2	56	698	.3	3.3
KFI -AM																				
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
WI '99	178	2741	.8	4.4	286	1702	1.3	4.5	337	1527	1.5	5.8	188	1301	.8	3.7	67	510	.3	4.2
FA '98	196	2991	.9	4.7	352	1961	1.6	5.6	356	1645	1.6	6.1	210	1493	.9	4.0	83	661	.4	4.8
SU '98	182	2614	.8	4.4	344	1776	1.6	5.5	377	1683	1.7	6.5	137	979	.6	2.7	51	545	.2	2.8
4-Book	185	2799	.8	4.5	329	1820	1.5	5.3	353	1615	1.6	6.1	161	1167	.7	3.2	77	564	.4	4.5
SP '98	201	2829	.9	5.1	384	1844	1.8	6.2	343	1728	1.6	6.3	229	1413	1.1	4.7	69	527	.3	4.0
KFSG-FM																				
SP '99	12	353	.1	.3	29	134	.1	.5	18	106	.1	.3	11	120	.1	.2	2	71	.1	.1
WI '99	22	461	.1	.5	50	332	.2	.8	33	148	.1	.6	22	216	.1	.4	6	110	.1	.4
FA '98	16	426	.1	.4	23	162	.1	.4	27	64	.1	.5	28	225	.1	.5	5	123	.1	.3
SU '98	11	333	.1	.3	23	179	.1	.4	18	171	.1	.3	17	150	.1	.3	1	42	.1	.1
4-Book	15	393	.1	.4	31	202	.1	.5	24	122	.1	.4	20	178	.1	.4	4	87	.1	.2
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
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
WI '99	96	3067	.4	2.4	241	2017	1.1	3.8	113	1381	.5	1.9	126	1532	.6	2.5	19	470	.1	1.2
FA '98	109	3005	.5	2.6	243	1797	1.1	3.8	135	1137	.6	2.3	155	1682	.7	2.9	34	562	.2	2.0
SU '98	103	2676	.5	2.5	231	1712	1.1	3.7	119	1207	.5	2.1	143	1517	.7	2.8	23	555	.1	1.2
4-Book	102	2901	.5	2.5	236	1818	1.1	3.8	118	1242	.5	2.0	141	1558	.7	2.8	27	573	.1	1.6
SP '98	113	3108	.5	2.9	248	2060	1.1	4.0	127	1412	.6	2.3	143	1490	.7	3.0	46	666	.2	2.7
KGIL-AM																				
SP '99	12	214	.1	.3	15	120	.1	.2	20	106	.1	.4	8	79	.1	.2	8	40	.1	.4
WI '99	10	279	.1	.2	11	126	.1	.2	18	163	.1	.3	18	146	.1	.4	2	42	.1	.1
FA '98	11	245	.1	.3	8	84	.1	.1	21	159	.1	.4	15	140	.1	.3	3	74	.1	.2
SU '98	4	155	.1	.1	7	58	.1	.1	3	43	.1	.1	7	78	.1	.1	2	34	.1	.1
4-Book	9	223	.1	.2	10	97	.1	.2	16	118	.1	.3	12	111	.1	.3	4	48	.1	.2
SP '98	6	337	.1	.2	12	133	.1	.2	4	61	.1	.1	12	192	.1	.2	3	80	.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

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
+KGXL-AM																				
SP '99	1	50			2	13			1	24			1	13						
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99	31	471	.1	.8	28	197	.1	.5	65	256	.3	1.2	52	268	.2	1.1	14	120	.1	.8
WI '99	32	442	.1	.8	51	252	.2	.8	70	306	.3	1.2	49	227	.2	1.0	2	31		.1
FA '98	25	345	.1	.6	18	73	.1	.3	52	271	.2	.9	46	211	.2	.9	19	150	.1	1.1
SU '98	17	238	.1	.4	15	54	.1	.2	42	153	.2	.7	23	79	.1	.5	10	54		.5
4-Book	26	374	.1	.7	28	144	.1	.5	57	247	.3	1.0	43	196	.2	.9	11	89	.1	.6
SP '98	17	396	.1	.4	5	76		.1	56	261	.3	1.0	19	123	.1	.4	3	29		.2
KIIS-FM																				
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
WI '99	85	1940	.4	2.1	159	1106	.7	2.5	102	729	.5	1.8	88	911	.4	1.7	12	349	.1	.8
FA '98	73	1747	.3	1.8	120	870	.5	1.9	95	721	.4	1.6	64	705	.3	1.2	21	312	.1	1.2
SU '98	74	1808	.3	1.8	151	912	.7	2.4	77	683	.4	1.3	83	774	.4	1.7	29	486	.1	1.6
4-Book	79	1872	.4	2.0	147	996	.7	2.3	90	700	.4	1.6	84	797	.4	1.7	25	432	.1	1.4
SP '98	40	1364	.2	1.0	59	577	.3	1.0	48	488	.2	.9	48	651	.2	1.0	21	347	.1	1.2
KJLH-FM																				
SP '99	28	634	.1	.7	36	258	.2	.6	38	285	.2	.7	29	287	.1	.6	12	155	.1	.7
WI '99	36	533	.2	.9	40	248	.2	.6	56	272	.2	1.0	41	308	.2	.8	16	197	.1	1.0
FA '98	53	741	.2	1.3	59	371	.3	.9	66	420	.3	1.1	58	351	.3	1.1	20	183	.1	1.2
SU '98	39	558	.2	1.0	39	265	.2	.6	51	254	.2	.9	53	374	.2	1.1	13	138	.1	.7
4-Book	39	617	.2	1.0	44	286	.2	.7	53	308	.2	.9	45	330	.2	.9	15	168	.1	.9
SP '98	57	761	.3	1.4	70	358	.3	1.1	63	326	.3	1.2	60	445	.3	1.2	48	263	.2	2.8
KKBT-FM																				
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
WI '99	63	1086	.3	1.6	142	674	.6	2.3	76	491	.3	1.3	67	483	.3	1.3	28	236	.1	1.8
FA '98	54	969	.2	1.3	87	539	.4	1.4	57	400	.3	1.0	62	529	.3	1.2	22	276	.1	1.3
SU '98	65	955	.3	1.6	96	529	.4	1.5	73	439	.3	1.3	74	525	.3	1.5	33	400	.2	1.8
4-Book	58	953	.3	1.5	94	496	.4	1.5	70	427	.3	1.2	66	486	.3	1.3	29	275	.1	1.7
SP '98	80	1237	.4	2.0	159	716	.7	2.6	85	646	.4	1.6	121	745	.6	2.5	20	294	.1	1.2
KKGO-FM																				
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
WI '99	102	1593	.5	2.5	117	728	.5	1.9	180	769	.8	3.1	141	802	.6	2.7	31	418	.1	2.0
FA '98	85	1325	.4	2.1	114	661	.5	1.8	118	594	.5	2.0	117	737	.5	2.2	38	428	.2	2.2
SU '98	74	1451	.3	1.8	62	547	.3	1.0	85	704	.4	1.5	85	716	.4	1.7	55	452	.3	3.0
4-Book	88	1454	.4	2.2	102	667	.5	1.7	136	677	.6	2.4	115	751	.5	2.3	41	427	.2	2.4
SP '98	81	1464	.4	2.1	79	740	.4	1.3	116	731	.5	2.1	98	734	.5	2.0	54	570	.2	3.1
KKHJ-AM																				
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
WI '99	46	639	.2	1.1	51	352	.2	.8	61	299	.3	1.0	34	255	.2	.7	38	273	.2	2.4
FA '98	28	661	.1	.7	51	389	.2	.8	38	191	.2	.7	29	237	.1	.5	19	146	.1	1.1
SU '98	26	422	.1	.6	56	261	.3	.9	25	204	.1	.4	35	241	.2	.7	7	83		.4
4-Book	42	610	.2	1.0	55	322	.3	.9	59	276	.3	1.0	42	288	.2	.8	25	169	.1	1.5
SP '98	41	527	.2	1.0	56	266	.3	.9	60	353	.3	1.1	50	204	.2	1.0	21	117	.1	1.2
KKLA-FM																				
SP '99	37	608	.2	.9	57	384	.3	.9	54	243	.2	1.0	56	300	.2	1.2	15	123	.1	.8
WI '99	31	592	.1	.8	66	333	.3	1.0	31	284	.1	.5	56	412	.2	1.1	11	158		.7
FA '98	20	516	.1	.5	50	310	.2	.8	10	116		.2	38	269	.2	.7	8	119		.5
SU '98	17	459	.1	.4	22	132	.1	.4	14	101	.1	.2	42	301	.2	.8	12	146	.1	.6
4-Book	26	544	.1	.7	49	290	.2	.8	27	186	.1	.5	48	321	.2	1.0	12	137	.1	.7
SP '98	31	492	.1	.8	95	341	.4	1.5	28	94	.1	.5	54	284	.2	1.1	3	107		.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 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
KLAC-AM																				
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
WI '99	67	1244	.3	1.7	72	505	.3	1.1	111	498	.5	1.9	87	600	.4	1.7	36	526	.2	2.3
FA '98	73	1128	.3	1.8	135	681	.6	2.1	121	469	.5	2.1	64	511	.3	1.2	19	208	.1	1.1
SU '98	64	1010	.3	1.6	108	479	.5	1.7	70	475	.3	1.2	62	419	.3	1.2	43	256	.2	2.3
4-Book	69	1215	.3	1.7	100	533	.5	1.6	100	496	.4	1.7	77	565	.4	1.5	37	392	.2	2.1
SP '98	77	1739	.4	2.0	143	819	.7	2.3	97	635	.4	1.8	83	794	.4	1.7	42	658	.2	2.4
KLAX-FM																				
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
WI '99	107	1681	.5	2.6	163	627	.7	2.6	134	697	.6	2.3	118	760	.5	2.3	54	404	.2	3.4
FA '98	125	1627	.6	3.0	165	872	.7	2.6	208	932	.9	3.6	178	890	.8	3.4	35	324	.2	2.0
SU '98	96	1471	.4	2.3	125	769	.6	2.0	144	727	.7	2.5	132	812	.6	2.6	51	379	.2	2.8
4-Book	114	1604	.5	2.8	179	765	.8	2.9	163	779	.7	2.9	141	793	.6	2.8	48	385	.2	2.8
SP '98	95	1252	.4	2.4	135	672	.6	2.2	120	639	.6	2.2	127	694	.6	2.6	51	447	.2	3.0
KLOS-FM																				
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
WI '99	161	2426	.7	4.0	311	1266	1.4	4.9	231	1053	1.0	4.0	169	1250	.7	3.3	59	445	.3	3.7
FA '98	164	2420	.7	4.0	247	1272	1.1	3.9	237	1152	1.0	4.1	224	1417	1.0	4.2	68	654	.3	3.9
SU '98	171	2945	.8	4.2	300	1459	1.4	4.8	251	1417	1.2	4.4	197	1497	.9	3.9	61	775	.3	3.3
4-Book	164	2511	.7	4.1	286	1302	1.3	4.6	238	1173	1.1	4.2	199	1327	.9	3.9	63	587	.3	3.6
SP '98	174	2496	.8	4.4	382	1345	1.8	6.2	203	1089	.9	3.7	186	1340	.9	3.8	61	464	.3	3.5
KLSX-FM																				
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
WI '99	123	1853	.5	3.0	347	1228	1.5	5.5	150	898	.7	2.6	151	842	.7	2.9	19	297	.1	1.2
FA '98	158	2262	.7	3.8	446	1491	2.0	7.1	186	833	.8	3.2	222	1124	1.0	4.2	27	362	.1	1.6
SU '98	147	2169	.7	3.6	392	1449	1.8	6.2	167	1003	.8	2.9	195	976	.9	3.9	40	459	.2	2.2
4-Book	140	2040	.6	3.4	384	1334	1.7	6.1	172	916	.8	3.0	184	987	.8	3.6	26	345	.1	1.5
SP '98	128	1970	.6	3.3	409	1379	1.9	6.6	171	1043	.8	3.1	126	856	.6	2.6	16	232	.1	.9
KLVE-FM																				
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
WI '99	165	2170	.7	4.1	305	1217	1.4	4.8	226	1078	1.0	3.9	150	1008	.7	2.9	69	613	.3	4.3
FA '98	206	2503	.9	5.0	356	1395	1.6	5.6	210	1153	.9	3.6	242	1272	1.1	4.6	110	828	.5	6.4
SU '98	179	2031	.8	4.4	281	1206	1.3	4.5	220	926	1.0	3.8	189	1052	.9	3.8	105	683	.5	5.7
4-Book	191	2279	.8	4.7	318	1296	1.5	5.1	250	1117	1.1	4.4	200	1139	.9	4.0	90	705	.4	5.1
SP '98	163	1914	.7	4.1	262	1083	1.2	4.2	203	1020	.9	3.7	151	772	.7	3.1	100	479	.5	5.8
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
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
WI '99	33	834	.1	.8	58	404	.3	.9	65	329	.3	1.1	37	253	.2	.7	7	177	.1	.4
FA '98	29	891	.1	.7	40	336	.2	.6	41	295	.2	.7	33	447	.1	.6	17	195	.1	1.0
SU '98	40	1083	.2	1.0	43	305	.2	.7	37	301	.2	.6	46	502	.2	.9	40	382	.2	2.2
4-Book	39	971	.2	1.0	48	364	.2	.8	61	362	.3	1.1	41	432	.2	.8	25	284	.1	1.4
SP '98	45	989	.2	1.1	24	179	.1	.4	41	358	.2	.8	70	548	.3	1.4	54	511	.2	3.1
KLYY-FM																				
SP '99	20	492	.1	.5	19	133	.1	.3	32	151	.1	.6	23	195	.1	.5	11	93	.1	.6
WI '99	18	631	.1	.4	18	232	.1	.3	20	285	.1	.3	32	327	.1	.6	9	188	.1	.6
FA '98	14	540	.1	.3	11	201	.1	.2	21	215	.1	.4	21	269	.1	.4	5	148	.1	.3
SU '98	14	433	.1	.3	11	147	.1	.2	22	227	.1	.4	19	225	.1	.4	10	91	.1	.5
4-Book	17	524	.1	.4	15	178	.1	.3	24	220	.1	.4	24	254	.1	.5	9	130	.1	.5
SP '98	20	587	.1	.5	27	222	.1	.4	40	350	.2	.7	25	320	.1	.5	5	70	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Men 35-64																			
		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
KNX -AM																					
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
WI '99		148	3974	.7	3.7	324	2744	1.4	5.1	132	1485	.6	2.3	207	2194	.9	4.0	83	935	.4	5.2
FA '98		139	3887	.6	3.4	264	2461	1.2	4.2	138	1586	.6	2.4	200	2144	.9	3.8	89	993	.4	5.1
SU '98		136	3436	.6	3.3	256	2098	1.2	4.1	150	1291	.7	2.6	179	1959	.8	3.6	100	1023	.5	5.4
4-Book		132	3599	.6	3.3	270	2298	1.2	4.3	127	1394	.6	2.2	186	1993	.8	3.7	81	917	.4	4.6
SP '98		143	3426	.7	3.6	282	2208	1.3	4.6	130	1434	.6	2.4	196	2018	.9	4.0	94	1066	.4	5.5
KOST-FM																					
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
WI '99		75	1715	.3	1.9	94	746	.4	1.5	106	645	.5	1.8	89	845	.4	1.7	51	382	.2	3.2
FA '98		117	2215	.5	2.8	137	914	.6	2.2	200	1016	.9	3.4	140	1099	.6	2.6	50	669	.2	2.9
SU '98		122	2129	.6	3.0	169	1047	.8	2.7	206	899	.9	3.6	146	1029	.7	2.9	38	596	.2	2.1
4-Book		106	2110	.5	2.6	147	981	.7	2.4	166	868	.8	2.9	127	1042	.6	2.5	45	588	.2	2.6
SP '98		113	2280	.5	2.9	141	997	.6	2.3	200	1216	.9	3.7	124	1111	.6	2.6	36	623	.2	2.1
KPWR-FM																					
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
WI '99		39	921	.2	1.0	59	437	.3	.9	46	374	.2	.8	55	426	.2	1.1	23	239	.1	1.4
FA '98		35	798	.2	.8	52	366	.2	.8	57	360	.3	1.0	37	338	.2	.7	19	219	.1	1.1
SU '98		25	803	.1	.6	40	249	.2	.6	26	337	.1	.5	37	342	.2	.7	24	289	.1	1.3
4-Book		35	860	.2	.9	54	347	.3	.8	47	359	.2	.8	46	395	.2	.9	20	248	.1	1.2
SP '98		25	824	.1	.6	33	392	.2	.5	37	279	.2	.7	35	438	.2	.7	8	121	.1	.5
KRLA-AM																					
SP '99		37	578	.2	.9	72	264	.3	1.2	40	226	.2	.7	68	188	.3	1.4	17	41	.1	.9
WI '99		33	772	.1	.8	90	495	.4	1.4	48	340	.2	.8	28	219	.1	.5	9	128	.1	.6
FA '98		46	719	.2	1.1	76	311	.3	1.2	46	240	.2	.8	46	330	.2	.9	18	171	.1	1.0
SU '98		50	822	.2	1.2	48	313	.2	.8	65	326	.3	1.1	65	329	.3	1.3	52	311	.2	2.8
4-Book		42	723	.2	1.0	72	346	.3	1.2	50	283	.2	.9	52	267	.2	1.0	24	163	.1	1.3
SP '98		30	757	.1	.8	31	239	.1	.5	44	282	.2	.8	37	316	.2	.8	22	234	.1	1.3
KROQ-FM																					
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
WI '99		65	1512	.3	1.6	117	750	.5	1.9	94	718	.4	1.6	81	793	.4	1.6	19	339	.1	1.2
FA '98		50	1455	.2	1.2	91	636	.4	1.4	62	635	.3	1.1	68	832	.3	1.3	20	325	.1	1.2
SU '98		58	1258	.3	1.4	84	506	.4	1.3	84	566	.4	1.5	76	676	.3	1.5	34	399	.2	1.8
4-Book		56	1347	.3	1.4	100	573	.5	1.6	72	580	.3	1.3	71	704	.3	1.4	23	345	.1	1.3
SP '98		54	1202	.2	1.4	98	583	.5	1.6	73	518	.3	1.3	67	614	.3	1.4	14	244	.1	.8
KRTH-FM																					
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
WI '99		166	3020	.7	4.1	218	1268	1.0	3.5	283	1487	1.3	4.9	209	1542	.9	4.1	57	1006	.3	3.6
FA '98		146	2812	.6	3.5	181	1267	.8	2.9	216	1335	1.0	3.7	186	1453	.8	3.5	73	692	.3	4.2
SU '98		209	3620	1.0	5.1	293	1651	1.3	4.7	320	1766	1.5	5.6	256	1834	1.2	5.1	52	637	.2	2.8
4-Book		175	3190	.8	4.3	232	1409	1.0	3.7	279	1585	1.3	4.9	216	1622	1.0	4.3	62	787	.3	3.6
SP '98		180	3349	.8	4.6	240	1597	1.1	3.9	290	1539	1.3	5.3	226	1607	1.0	4.7	54	755	.2	3.1
KSCA-FM																					
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
WI '99		259	2130	1.1	6.4	599	1594	2.7	9.5	414	1495	1.8	7.1	203	915	.9	4.0	36	395	.2	2.3
FA '98		256	2194	1.1	6.2	541	1516	2.4	8.6	395	1391	1.7	6.8	215	1163	1.0	4.1	57	485	.3	3.3
SU '98		209	1784	1.0	5.1	469	1314	2.2	7.5	291	1177	1.3	5.1	172	942	.8	3.4	45	366	.2	2.4
4-Book		229	2043	1.0	5.6	528	1516	2.4	8.4	334	1331	1.5	5.8	178	962	.8	3.5	49	445	.2	2.8
SP '98		188	1896	.9	4.8	434	1285	2.0	7.0	264	1155	1.2	4.9	140	812	.6	2.9	48	393	.2	2.8
KSSE-FM																					
SP '99		34	534	.2	.9	37	282	.2	.6	45	187	.2	.8	31	223	.1	.6	23	127	.1	1.3
WI '99		31	446	.1	.8	44	163	.2	.7	60	201	.3	1.0	29	214	.1	.6	11	116	.1	.7
FA '98		35	581	.2	.8	41	348	.2	.6	43	309	.2	.7	45	317	.2	.8	18	148	.1	1.0
SU '98		19	490	.1	.5	20	168	.1	.3	24	169	.1	.4	36	267	.2	.7	5	94	.1	.3
4-Book		30	513	.2	.8	36	240	.2	.6	43	217	.2	.7	35	255	.2	.7	14	121	.1	.8
SP '98		22	394	.1	.6	18	202	.1	.3	38	245	.2	.7	24	202	.1	.5	3	56	.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

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
KTNQ-AM																				
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
WI '99	92	998	.4	2.3	73	407	.3	1.2	119	491	.5	2.0	175	607	.8	3.4	87	399	.4	5.5
FA '98	109	1247	.5	2.6	131	572	.6	2.1	136	574	.6	2.3	194	730	.9	3.7	58	375	.3	3.4
SU '98	110	946	.5	2.7	178	587	.8	2.8	134	475	.6	2.3	145	571	.7	2.9	85	424	.4	4.6
4-Book	102	1086	.5	2.5	114	499	.5	1.8	123	505	.6	2.1	167	656	.8	3.3	85	423	.4	4.9
SP '98	132	1291	.6	3.4	174	611	.8	2.8	125	590	.6	2.3	215	827	1.0	4.4	115	577	.5	6.7
KTWV-FM																				
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
WI '99	230	2771	1.0	5.7	303	1476	1.3	4.8	406	1486	1.8	7.0	296	1616	1.3	5.8	69	851	.3	4.3
FA '98	190	2825	.8	4.6	202	1372	.9	3.2	311	1679	1.4	5.3	236	1596	1.0	4.4	89	962	.4	5.1
SU '98	251	2860	1.2	6.1	329	1600	1.5	5.2	415	1709	1.9	7.2	299	1777	1.4	6.0	91	1108	.4	4.9
4-Book	216	2860	1.0	5.3	270	1465	1.2	4.3	365	1583	1.6	6.3	268	1666	1.2	5.3	85	978	.4	4.9
SP '98	182	2782	.8	4.6	241	1266	1.1	3.9	293	1289	1.3	5.4	214	1485	1.0	4.4	84	878	.4	4.9
KWKV-AM																				
SP '99	20	391	.1	.5	24	143	.1	.4	31	220	.1	.6	16	233	.1	.3	15	96	.1	.8
WI '99	25	310	.1	.6	30	129	.1	.5	31	97	.1	.5	24	100	.1	.5	8	50	.1	.5
FA '98	30	522	.1	.7	9	137	.1	.1	28	237	.1	.5	67	289	.3	1.3	29	185	.1	1.7
SU '98	25	462	.1	.6	36	226	.2	.6	29	224	.1	.5	16	181	.1	.3	31	183	.1	1.7
4-Book	25	421	.1	.6	25	159	.1	.4	30	195	.1	.5	31	201	.2	.6	21	129	.1	1.2
SP '98	38	690	.2	1.0	80	337	.4	1.3	58	334	.3	1.1	25	275	.1	.5	18	115	.1	1.0
KWE-FM																				
SP '99	37	609	.2	.9	56	350	.2	.9	62	286	.3	1.1	50	392	.2	1.0	11	115	.1	.6
WI '99	12	356	.1	.3	21	218	.1	.3	11	68	.1	.2	24	194	.1	.5	4	113	.1	.3
FA '98	20	367	.1	.5	26	185	.1	.4	21	113	.1	.4	36	201	.2	.7	13	108	.1	.8
SU '98	11	378	.1	.3	18	138	.1	.3	7	125	.1	.1	19	193	.1	.4	4	62	.1	.2
4-Book	20	428	.1	.5	30	223	.1	.5	25	148	.1	.5	32	245	.2	.7	8	100	.1	.5
SP '98	17	409	.1	.4	31	193	.1	.5	18	146	.1	.3	28	250	.1	.6	4	61	.1	.2
KYSR-FM																				
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
WI '99	67	1879	.3	1.7	92	827	.4	1.5	87	734	.4	1.5	99	915	.4	1.9	23	496	.1	1.4
FA '98	70	1603	.3	1.7	106	836	.5	1.7	92	659	.4	1.6	94	819	.4	1.8	31	386	.1	1.8
SU '98	76	1683	.3	1.9	99	681	.5	1.6	131	790	.6	2.3	108	956	.5	2.2	23	475	.1	1.2
4-Book	71	1728	.3	1.8	101	779	.5	1.6	103	753	.5	1.8	98	887	.4	2.0	28	462	.1	1.6
SP '98	79	1765	.4	2.0	78	646	.4	1.3	142	705	.7	2.6	111	1054	.5	2.3	22	402	.1	1.3
KZLA-FM																				
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
WI '99	94	1509	.4	2.3	140	731	.6	2.2	148	756	.7	2.5	137	847	.6	2.7	18	324	.1	1.1
FA '98	127	1706	.6	3.1	171	911	.8	2.7	197	896	.9	3.4	134	1026	.6	2.5	58	537	.3	3.4
SU '98	120	1623	.6	2.9	202	877	.9	3.2	178	788	.8	3.1	149	1060	.7	3.0	26	435	.1	1.4
4-Book	105	1568	.5	2.6	154	811	.7	2.5	162	794	.7	2.8	133	945	.6	2.6	33	421	.2	1.9
SP '98	135	1618	.6	3.4	143	819	.7	2.3	203	916	.9	3.7	175	983	.8	3.6	52	499	.2	3.0
KGGI-FM																				
SP '99	9	216	.2	.2	16	125	.1	.3	14	104	.1	.2	7	90	.1	.1	2	48	.1	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	27	496	.1	.7	32	227	.1	.5	61	290	.3	1.1	30	229	.1	.6	2	43	.1	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
XTRA-AM																				
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	1.0
WI '99	57	1240	.3	1.4	59	543	.3	.9	111	640	.5	1.9	94	693	.4	1.8	10	276		.6
FA '98	74	1497	.3	1.8	81	519	.4	1.3	129	804	.6	2.2	118	900	.5	2.2	17	243	.1	1.0
SU '98	48	1124	.2	1.2	68	452	.3	1.1	87	545	.4	1.5	64	712	.3	1.3	10	207		.5
4-Book	60	1250	.3	1.5	67	489	.3	1.1	108	633	.5	1.9	94	755	.4	1.8	14	244	.1	.8
SP '98	59	1160	.3	1.5	62	401	.3	1.0	116	650	.5	2.1	107	782	.5	2.2	12	274	.1	.7
TOTALS																				
SP '99	3988	21497	17.7		6178	18896	27.4		5614	16259	24.9		4864	18319	21.5		1795	11317	7.9	
WI '99	4044	21567	17.9		6299	18920	27.9		5821	16900	25.8		5138	18407	22.7		1588	10982	7.0	
FA '98	4145	21665	18.4		6312	19208	27.9		5845	16494	25.9		5307	18827	23.5		1729	11056	7.7	
SU '98	4105	20903	18.9		6281	18441	28.9		5757	15998	26.5		5021	17907	23.1		1853	11466	8.5	
4-Book	4071	21408	18.2		6268	18866	28.0		5759	16413	25.8		5083	18365	22.7		1741	11205	7.8	
SP '98	3934	20689	18.1		6180	18432	28.4		5441	16271	25.0		4846	17586	22.3		1721	10924	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 '99	215	1705	1.0	3.9	67	820	.3	2.5	65	165	.3	1.8	107	300	.5	2.4	86	276	.4	2.9
4-Book	203	1784	.9	3.6	65	814	.3	2.4	59	217	.3	1.7	113	325	.5	2.5	69	224	.3	2.2
KACD-FM																				
SP '99	30	371	.1	.5	13	169	.1	.5	9	44	.2	.2	23	96	.1	.5	9	47	.3	.3
4-Book	30	325	.1	.5	17	180	.1	.6	13	47	.1	.4	25	95	.1	.6	24	69	.1	.8
KBCD-FM																				
SP '99	19	247	.1	.3	14	105	.1	.5	22	67	.1	.6	20	63	.1	.4	17	39	.1	.6
4-Book	12	150	.1	.2	7	58	.1	.3	9	25	.1	.3	11	30	.1	.3	9	25	.1	.3
KACE-FM																				
SP '99	39	511	.2	.7	26	325	.1	1.0	45	113	.2	1.2	56	179	.2	1.2	25	63	.1	.8
4-Book	66	567	.3	1.1	48	386	.2	1.8	59	133	.3	1.7	76	184	.4	1.7	58	141	.3	1.8
KRTO-FM																				
SP '99	4	136	.1	.1	1	46			1	11							2	14	.1	.1
4-Book	9	155	.1	.2	5	58		.2	6	14		.2	5	18		.1	7	32	.3	.3
KBIG-FM																				
SP '99	93	1210	.4	1.7	57	857	.3	2.1	46	146	.2	1.3	64	217	.3	1.4	51	188	.2	1.7
4-Book	113	1243	.5	2.0	52	781	.3	1.9	57	162	.3	1.6	84	266	.4	1.9	73	207	.3	2.3
KBLA-AM																				
SP '99	27	242	.1	.5	8	92		.3	26	92	.1	.7	17	28	.1	.4	12	30	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	44			1	13			2	13		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	10	63		.2	6	48		.2	2	15		.1	7	16		.2	6	16		.2
4-Book	14	121	.1	.3	8	85		.3	7	27		.3	9	26		.2	11	52		.4
KBUE-FM																				
SP '99	92	907	.4	1.7	63	567	.3	2.4	82	184	.4	2.2	104	253	.5	2.3	70	162	.3	2.4
4-Book	81	806	.3	1.4	49	497	.2	1.8	64	177	.3	1.8	92	216	.4	2.1	71	216	.3	2.3
KCBS-FM																				
SP '99	226	2581	1.0	4.1	121	1632	.5	4.5	97	372	.4	2.7	227	756	1.0	5.0	145	517	.6	4.9
4-Book	230	2565	1.0	4.0	112	1581	.5	4.1	106	429	.5	3.0	231	727	1.0	5.2	137	500	.6	4.3
KCMG-FM																				
SP '99	113	1533	.5	2.0	77	963	.3	2.9	65	232	.3	1.8	124	439	.5	2.7	92	296	.4	3.1
4-Book	145	1448	.7	2.6	75	940	.3	2.8	69	193	.3	2.0	140	399	.6	3.1	91	286	.4	2.9
KFI -AM																				
SP '99	268	2448	1.2	4.8	82	1091	.4	3.1	171	505	.8	4.7	122	302	.5	2.7	31	178	.1	1.1
4-Book	287	2510	1.3	5.0	76	984	.4	2.8	169	509	.8	4.8	116	331	.5	2.6	44	169	.2	1.4
KFSG-FM																				
SP '99	19	225	.1	.3	5	175		.2	7	44		.2	1	14						
4-Book	25	315	.1	.4	6	162		.2	10	57		.3	3	26		.1	6	31		.2
KFWB-AM																				
SP '99	152	2549	.7	2.7	50	1192	.2	1.9	105	548	.5	2.9	59	412	.3	1.3	59	289	.3	2.0
4-Book	161	2666	.7	2.8	47	1184	.2	1.7	98	498	.4	2.8	53	339	.3	1.2	49	253	.2	1.6
KGIL-AM																				
SP '99	15	142	.1	.3	11	163		.4	4	12		.1	22	77	.1	.5	16	46	.1	.5
4-Book	13	176	.1	.3	7	122		.3	7	28		.2	9	38		.2	12	38	.1	.4
+KGXL-AM																				
SP '99	1	24			1	38			3	13		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 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	
KIEV-AM	SP '99	50	403	.2	.9	8	116	.3	.3	3	13	.1	.1	7	17	.2	.2	24	55	.1	.8	
	4-Book	44	338	.2	.8	4	76	.2	.2	6	19	.2	.2	5	14	.1	.1	9	23	.1	.3	
KIIS-FM	SP '99	111	1580	.5	2.0	67	1087	.3	2.5	115	387	.5	3.1	146	516	.6	3.2	79	292	.3	2.7	
	4-Book	105	1510	.5	1.9	68	977	.3	2.5	93	306	.4	2.6	124	424	.6	2.8	76	256	.3	2.4	
KJLH-FM	SP '99	35	519	.2	.6	28	272	.1	1.0	17	53	.1	.5	40	113	.2	.9	34	110	.2	1.2	
	4-Book	48	512	.2	.8	40	357	.2	1.4	27	82	.1	.8	59	132	.3	1.3	51	133	.3	1.6	
KKBT-FM	SP '99	62	582	.3	1.1	47	411	.2	1.8	26	96	.1	.7	88	165	.4	1.9	67	159	.3	2.3	
	4-Book	76	775	.4	1.3	47	496	.2	1.7	38	133	.2	1.1	79	208	.3	1.8	59	166	.3	1.9	
KKGO-FM	SP '99	133	1182	.6	2.4	49	844	.2	1.8	51	224	.2	1.4	61	172	.3	1.3	58	180	.3	2.0	
	4-Book	119	1116	.6	2.1	64	819	.3	2.3	57	208	.3	1.6	102	295	.5	2.2	71	233	.3	2.3	
KKHJ-AM	SP '99	82	586	.4	1.5	63	444	.3	2.4	59	192	.3	1.6	109	193	.5	2.4	80	214	.4	2.7	
	4-Book	53	516	.3	1.0	35	328	.2	1.3	43	122	.2	1.2	51	122	.2	1.1	44	104	.2	1.5	
KKLA-FM	SP '99	55	556	.2	1.0	19	203	.1	.7	15	73	.1	.4	18	31	.1	.4	14	30	.1	.5	
	4-Book	40	490	.2	.7	11	166	.1	.4	15	57	.1	.4	11	22	.1	.2	10	39	.1	.3	
KLAC-AM	SP '99	93	1041	.4	1.7	52	750	.2	1.9	42	129	.2	1.1	102	304	.5	2.2	51	152	.2	1.7	
	4-Book	93	927	.4	1.7	49	597	.2	1.8	42	120	.2	1.2	67	199	.3	1.5	52	164	.2	1.7	
KLAX-FM	SP '99	186	1353	.8	3.3	68	725	.3	2.5	130	261	.6	3.6	138	352	.6	3.0	61	213	.3	2.1	
	4-Book	161	1311	.7	2.8	72	772	.3	2.7	115	280	.5	3.3	129	334	.6	2.9	81	223	.4	2.6	
KLOS-FM	SP '99	240	1942	1.1	4.3	79	1087	.3	3.0	80	338	.4	2.2	174	467	.8	3.8	129	397	.6	4.4	
	4-Book	241	2134	1.1	4.2	96	1197	.4	3.5	112	365	.5	3.2	181	481	.8	4.0	117	372	.5	3.7	
KLXS-FM	SP '99	230	1612	1.0	4.1	26	538	.1	1.0	36	136	.2	1.0	19	115	.1	.4	19	56	.1	.6	
	4-Book	241	1794	1.1	4.2	35	583	.2	1.3	45	147	.2	1.3	40	143	.2	.9	29	103	.1	.9	
KLVE-FM	SP '99	301	2073	1.3	5.4	156	1523	.7	5.8	249	657	1.1	6.8	291	660	1.3	6.4	108	304	.5	3.7	
	4-Book	256	1932	1.2	4.5	146	1382	.6	5.3	211	531	.9	5.9	226	534	1.0	5.0	123	342	.6	3.9	
+KLYF-AM	SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM	SP '99	70	791	.3	1.3	30	470	.1	1.1	30	83	.1	.8	41	180	.2	.9	29	106	.1	1.0	
	4-Book	51	714	.2	.9	25	469	.1	.9	20	68	.1	.6	37	172	.2	.8	38	148	.2	1.2	
KLYY-FM	SP '99	25	321	.1	.4	16	314	.1	.6	6	34	.2	.2	26	96	.1	.6	32	97	.1	1.1	
	4-Book	21	413	.1	.4	13	256	.1	.5	8	46	.2	.2	28	104	.1	.7	21	86	.1	.7	
KNX -AM	SP '99	154	2778	.7	2.8	56	1234	.2	2.1	78	374	.3	2.1	86	319	.4	1.9	42	144	.2	1.4	
	4-Book	189	3164	.9	3.3	65	1464	.3	2.4	103	539	.5	2.9	78	365	.4	1.7	54	259	.2	1.7	
KOST-FM	SP '99	156	1879	.7	2.8	72	1075	.3	2.7	123	402	.5	3.4	141	501	.6	3.1	91	312	.4	3.1	
	4-Book	148	1602	.7	2.6	72	1075	.3	2.6	85	316	.4	2.4	131	424	.6	2.9	85	308	.4	2.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 35-64

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	
KPWR-FM																				
SP '99	59	802	.3	1.1	28	416	.1	1.0	34	96	.2	.9	59	183	.3	1.3	20	77	.1	.7
4-Book	49	670	.2	.9	22	395	.1	.8	25	68	.1	.7	39	123	.2	.9	18	72	.1	.6
KRLA-AM																				
SP '99	59	460	.3	1.1	12	175	.1	.4	35	112	.2	1.0	30	61	.1	.7	6	32	.1	.2
4-Book	57	555	.3	1.0	25	242	.1	.9	23	61	.1	.7	37	80	.2	.8	21	55	.1	.7
KROQ-FM																				
SP '99	69	890	.3	1.2	35	479	.2	1.3	11	60	.1	.3	96	228	.4	2.1	52	148	.2	1.8
4-Book	80	1080	.4	1.4	34	573	.2	1.2	27	109	.1	.8	75	219	.3	1.7	49	172	.2	1.6
KRTH-FM																				
SP '99	252	2755	1.1	4.5	119	1710	.5	4.4	136	503	.6	3.7	272	797	1.2	6.0	135	486	.6	4.6
4-Book	245	2598	1.1	4.3	126	1652	.6	4.6	148	462	.7	4.2	250	686	1.1	5.6	150	526	.7	4.7
KSCA-FM																				
SP '99	281	1957	1.2	5.1	117	1150	.5	4.4	406	762	1.8	11.1	176	575	.8	3.9	49	200	.2	1.7
4-Book	345	1900	1.5	6.0	143	1265	.6	5.2	435	800	2.0	12.3	216	577	1.0	4.8	114	292	.5	3.5
KSSE-FM																				
SP '99	38	415	.2	.7	34	332	.2	1.3	47	106	.2	1.3	57	158	.3	1.3	58	123	.3	2.0
4-Book	38	410	.2	.7	25	274	.1	.9	27	74	.1	.8	46	134	.2	1.0	30	77	.2	1.0
KTNQ-AM																				
SP '99	110	1018	.5	2.0	67	608	.3	2.5	102	223	.5	2.8	62	201	.3	1.4	67	154	.3	2.3
4-Book	134	974	.6	2.4	57	524	.3	2.1	96	222	.4	2.7	67	212	.3	1.5	74	199	.3	2.3
KTWV-FM																				
SP '99	275	2474	1.2	4.9	117	1657	.5	4.4	172	572	.8	4.7	206	586	.9	4.5	152	448	.7	5.2
4-Book	306	2384	1.4	5.4	146	1553	.6	5.4	151	525	.7	4.3	267	642	1.2	6.0	182	502	.8	5.8
KWKV-AM																				
SP '99	24	329	.1	.4	14	169	.1	.5	4	14	.1	.1	5	32	.1	.1	36	77	.2	1.2
4-Book	29	341	.1	.5	20	164	.1	.8	19	54	.1	.5	24	58	.1	.5	31	54	.2	1.0
KWVE-FM																				
SP '99	56	561	.2	1.0	21	293	.1	.8	10	60	.1	.3	22	72	.1	.5	32	105	.1	1.1
4-Book	29	353	.1	.5	12	203	.1	.5	11	49	.1	.3	13	52	.1	.3	15	52	.1	.5
KYSR-FM																				
SP '99	100	1472	.4	1.8	45	836	.2	1.7	40	158	.2	1.1	53	307	.2	1.2	48	256	.2	1.6
4-Book	101	1424	.4	1.8	47	761	.2	1.7	45	156	.2	1.3	85	317	.4	1.9	58	258	.3	1.8
KZLA-FM																				
SP '99	114	1244	.5	2.1	49	789	.2	1.8	83	299	.4	2.3	85	241	.4	1.9	62	245	.3	2.1
4-Book	151	1300	.7	2.7	73	872	.3	2.7	105	324	.5	3.0	138	428	.6	3.1	82	263	.4	2.6
KGGI-FM																				
SP '99	12	216	.1	.2	7	76	.3	.3	27	31	.1	.7	21	45	.1	.5	12	45	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	42	388	.2	.8	16	211	.1	.6	27	83	.1	.7	40	93	.2	.9	13	69	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	89	1000	.4	1.6	34	449	.2	1.3	57	226	.3	1.6	59	182	.3	1.3	26	88	.1	.9
4-Book	91	1055	.4	1.6	34	553	.2	1.3	57	203	.3	1.6	52	194	.2	1.2	37	149	.2	1.2
TOTALS																				
SP '99	5557	21157	24.6		2676	17190	11.8		3656	9446	16.2		4535	10574	20.1		2944	7661	13.0	
4-Book	5708	21107	25.5		2726	16996	12.2		3539	9208	15.8		4485	10273	20.1		3162	8028	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 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 '99	31	154	.1	2.0	65	146	.3	3.2	67	242	.3	2.2	58	181	.3	2.4	59	172	.3	5.0
4-Book	26	118	.1	1.7	81	222	.4	3.7	83	246	.4	2.5	53	176	.3	2.1	35	116	.2	3.1
KACD-FM																				
SP '99	5	33	.1	.3	2	19	.1	.1	29	74	.1	.9	18	58	.1	.7	6	34	.5	.5
4-Book	20	55	.1	1.3	7	17	.3	.3	18	66	.1	.5	16	51	.1	.6	8	35	.7	.7
KBCD-FM																				
SP '99	1	14	.1	.1	17	28	.1	.8	20	39	.1	.6	16	28	.1	.7				
4-Book	1	11	.1	.1	5	13	.3	.3	11	27	.1	.3	8	12	.1	.3	1	10	.1	.1
KACE-FM																				
SP '99	16	30	.1	1.0	6	40	.1	.3	31	97	.1	1.0	23	53	.1	.9	6	49	.5	.5
4-Book	34	103	.2	2.2	22	64	.1	1.0	51	130	.2	1.5	52	113	.2	2.1	35	77	.2	3.1
KRTO-FM																				
SP '99									4	21	.1	.1	2	14	.1	.1				
4-Book	3	12	.2	.2	2	4	.1	.1	6	14	.2	.2	6	18	.2	.2	2	5	.2	.2
KBIG-FM																				
SP '99	92	289	.4	5.8	25	110	.1	1.2	76	285	.3	2.5	59	180	.3	2.4	30	87	.1	2.5
4-Book	60	195	.3	3.9	23	95	.1	1.0	53	213	.2	1.6	39	147	.2	1.6	25	103	.1	2.2
KBLA-AM																				
SP '99					11	14	.5	.5												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99													2	13	.1	.1	1	13	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	7	16	.4	.4	4	15	.2	.2	18	48	.1	.6								
4-Book	7	22	.4	.4	5	20	.3	.3	12	43	.1	.4	11	25	.4	.4	3	15	.3	.3
KBUE-FM																				
SP '99	43	100	.2	2.7	57	128	.3	2.8	82	182	.4	2.6	44	156	.2	1.8	20	73	.1	1.7
4-Book	29	87	.1	1.9	36	115	.2	1.7	50	134	.2	1.5	36	127	.2	1.4	15	53	.1	1.4
KCBS-FM																				
SP '99	32	173	.1	2.0	86	276	.4	4.3	198	586	.9	6.4	156	446	.7	6.4	30	134	.1	2.5
4-Book	49	221	.2	3.2	59	231	.3	2.8	147	501	.7	4.5	122	382	.5	4.9	39	164	.2	3.4
KCMG-FM																				
SP '99	41	149	.2	2.6	67	111	.3	3.3	87	262	.4	2.8	87	323	.4	3.6	52	179	.2	4.4
4-Book	54	172	.2	3.5	55	160	.3	2.6	88	293	.4	2.7	70	244	.3	2.8	35	131	.1	3.1
KFI -AM																				
SP '99	18	84	.1	1.1	137	407	.6	6.8	131	429	.6	4.2	28	129	.1	1.1	26	116	.1	2.2
4-Book	28	107	.2	1.8	87	285	.4	4.1	112	351	.5	3.4	41	140	.2	1.6	15	67	.1	1.4
KFSG-FM																				
SP '99	6	14	.4	.4	14	59	.1	.7	3	43	.1	.1	3	26	.1	.1	10	28	.8	.8
4-Book	4	23	.3	.3	18	71	.1	.8	4	29	.1	.1	5	26	.2	.2	4	15	.3	.3
KFWB-AM																				
SP '99	8	99	.5	.5	77	388	.3	3.8	45	328	.2	1.5	41	174	.2	1.7	21	178	.1	1.8
4-Book	19	162	.1	1.2	57	287	.3	2.7	52	296	.3	1.5	36	164	.2	1.5	19	150	.1	1.7
KGIL-AM																				
SP '99	2	14	.1	.1	2	13	.1	.1	16	66	.1	.5	15	39	.1	.6	11	30	.9	.9
4-Book	2	11	.1	.1	3	15	.1	.1	9	32	.1	.3	9	34	.4	.4	4	19	.3	.3
+KGXL-AM																				
SP '99	2	14	.1	.1					2	11	.1	.1	2	11	.1	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 35-64

Target Listener Estimates - Men 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KIEV-AM																				
SP '99	9	16		.6	4	14		.2					20	55	.1	.8				
4-Book	5	12		.4	3	15		.2				5	14		.2		2	4		.1
KIIS-FM																				
SP '99	36	141	.2	2.3	38	149	.2	1.9	72	311	.3	2.3	55	182	.2	2.2	1	11		.1
4-Book	32	147	.2	2.1	56	195	.3	2.6	101	361	.5	3.0	51	199	.2	2.0	13	69	.1	1.2
KJLH-FM																				
SP '99	32	61	.1	2.0	35	102	.2	1.7	19	73	.1	.6	32	85	.1	1.3	17	56	.1	1.4
4-Book	23	63	.1	1.5	38	92	.2	1.7	53	137	.3	1.6	41	111	.2	1.6	25	70	.1	2.3
KKBT-FM																				
SP '99	47	100	.2	3.0	10	26		.5	42	101	.2	1.4	45	115	.2	1.8	42	117	.2	3.5
4-Book	26	70	.1	1.7	36	90	.1	1.6	52	145	.3	1.6	52	122	.2	2.1	34	113	.2	2.9
KKGO-FM																				
SP '99	30	165	.1	1.9	34	147	.2	1.7	45	283	.2	1.5	79	281	.3	3.2	39	142	.2	3.3
4-Book	34	149	.2	2.2	40	158	.2	1.8	88	309	.4	2.7	77	236	.4	3.1	44	131	.2	3.8
KKHJ-AM																				
SP '99	42	90	.2	2.7	24	119	.1	1.2	95	202	.4	3.1	49	139	.2	2.0	38	92	.2	3.2
4-Book	28	50	.1	1.8	21	73	.1	1.0	40	96	.2	1.3	26	71	.1	1.0	26	53	.1	2.4
KKLA-FM																				
SP '99	14	49	.1	.9	28	125	.1	1.4	29	49	.1	.9	19	50	.1	.8	19	79	.1	1.6
4-Book	5	15		.3	19	78	.1	.9	14	52		.4	7	27		.3	9	36		.8
KLAC-AM																				
SP '99	53	162	.2	3.3	8	38		.4	60	239	.3	1.9	71	243	.3	2.9	23	117	.1	1.9
4-Book	38	133	.2	2.4	27	94	.1	1.2	77	227	.4	2.3	61	190	.3	2.4	25	99	.1	2.1
KLAX-FM																				
SP '99	22	68	.1	1.4	60	150	.3	3.0	65	211	.3	2.1	43	161	.2	1.8	31	116	.1	2.6
4-Book	34	101	.2	2.3	58	160	.3	2.7	85	238	.4	2.6	60	179	.3	2.4	22	88	.1	1.9
KLOS-FM																				
SP '99	28	160	.1	1.8	41	245	.2	2.0	47	280	.2	1.5	98	276	.4	4.0	44	137	.2	3.7
4-Book	36	165	.2	2.3	64	244	.3	2.9	103	392	.5	3.1	107	288	.5	4.3	51	196	.2	4.4
KLSX-FM																				
SP '99	11	58		.7	42	210	.2	2.1	59	232	.3	1.9	22	87	.1	.9	3	14		.3
4-Book	12	44	.1	.8	54	191	.3	2.5	66	249	.3	2.0	32	103	.2	1.3	10	43	.1	.9
KLVE-FM																				
SP '99	121	380	.5	7.6	107	318	.5	5.3	221	476	1.0	7.1	101	212	.4	4.1	38	80	.2	3.2
4-Book	124	374	.6	8.0	153	395	.7	6.9	167	446	.8	5.0	103	236	.4	4.1	63	199	.3	5.5
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	36	115	.2	2.3	15	27	.1	.7	52	235	.2	1.7	34	134	.2	1.4	3	15		.3
4-Book	20	89	.1	1.3	10	30	.1	.4	34	140	.2	1.1	24	89	.1	1.0	14	69	.1	1.2
KLYY-FM																				
SP '99	4	29		.3	9	70		.4	24	70	.1	.8	18	50	.1	.7	9	29		.8
4-Book	8	46		.6	6	35		.2	17	74	.1	.5	12	46	.1	.5	5	38		.5
KNX -AM																				
SP '99	49	325	.2	3.1	67	308	.3	3.3	38	207	.2	1.2	31	167	.1	1.3	55	218	.2	4.6
4-Book	46	254	.2	3.0	84	384	.4	3.9	62	312	.3	1.9	46	210	.2	1.9	55	280	.2	4.9
KOST-FM																				
SP '99	60	156	.3	3.8	60	216	.3	3.0	49	224	.2	1.6	31	126	.1	1.3	25	115	.1	2.1
4-Book	54	188	.3	3.5	45	157	.2	2.1	73	286	.3	2.2	69	236	.3	2.8	34	140	.2	3.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
	KPWR-FM SP '99 4-Book	26 21	110 92	.1 .1	1.6 1.4	26 16	80 67	.1 .1	1.3 .8	30 25	77 90	.1 .1	1.0 .8	6 15	46 74	.2 .1	.2 .6	18 12	78 63	.1 .1
KRLA-AM SP '99 4-Book	15	45	.1	1.0	15 25	59 75	.1 .1	.7 1.1	12 42	29 80	.1 .2	.4 1.2	24	62	.1	1.0	15	37	.1	1.4
KROQ-FM SP '99 4-Book	24 17	63 62	.1 .1	1.5 1.1	5 6	35 51	.2 .3	.2 .3	41 44	180 180	.2 .2	1.3 1.3	39 34	162 147	.2 .2	1.6 1.4	7 14	28 71	.1 .1	.6 1.2
KRTH-FM SP '99 4-Book	56 68	228 291	.2 .3	3.5 4.4	81 69	297 257	.4 .3	4.0 3.1	122 154	530 525	.5 .7	3.9 4.6	120 114	394 402	.5 .5	4.9 4.6	30 51	185 212	.1 .2	2.5 4.4
KSCA-FM SP '99 4-Book	38 42	140 147	.2 .2	2.4 2.7	132 149	348 326	.6 .7	6.6 6.8	82 109	312 333	.4 .5	2.6 3.3	53 85	145 196	.2 .4	2.2 3.4	36 33	128 128	.2 .2	3.0 3.0
KSSE-FM SP '99 4-Book	36 17	90 47	.2 .1	2.3 1.1	12 18	31 47	.1 .1	.6 .9	19 25	55 68	.1 .1	.6 .8	19 15	77 51	.1 .1	.8 .6	28 17	31 47	.1 .1	2.4 1.5
KTNO-AM SP '99 4-Book	86 50	215 143	.4 .2	5.4 3.2	23 34	46 95	.1 .2	1.1 1.5	70 50	183 147	.3 .2	2.3 1.5	68 68	135 123	.3 .3	2.8 2.7	59 26	153 89	.3 .1	5.0 2.3
KTWV-FM SP '99 4-Book	78 84	231 281	.3 .4	4.9 5.4	35 81	180 275	.2 .4	1.7 3.6	110 202	436 553	.5 .9	3.5 6.0	110 141	401 422	.5 .7	4.5 5.7	71 52	329 215	.3 .2	6.0 4.6
KVKV-AM SP '99 4-Book	23 18	47 33	.1 .1	1.5 1.2	13	37	.1	.6	32 34	77 70	.1 .2	1.0 1.0	15 12	31 24	.1 .1	.6 .5	12	25	.1	1.0
KWVE-FM SP '99 4-Book	9 4	29 22	.6 .3	.6 .3	18 15	93 70	.1 .1	.9 .7	44 21	140 87	.2 .1	1.4 .6	26 14	94 51	.1 .1	1.1 .6	8 6	17 18	.7 .5	.7 .5
KYSR-FM SP '99 4-Book	16 14	117 87	.1 .1	1.0 .9	33 29	153 118	.1 .1	1.6 1.3	107 77	362 276	.5 .4	3.4 2.3	40 53	142 181	.2 .2	1.6 2.1	21 16	129 88	.1 .1	1.8 1.5
KZLA-FM SP '99 4-Book	20 26	106 116	.1 .1	1.3 1.7	28 68	186 217	.1 .3	1.4 3.1	54 91	268 299	.2 .4	1.7 2.7	54 67	221 227	.2 .3	2.2 2.7	14 15	78 85	.1 .1	1.2 1.3
KGGI-FM SP '99 4-Book	1 **	15 **	.1 **	.1 **	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM SP '99 4-Book	1 **	14 **	.1 **	.1 **	15 **	37 **	.1 **	.7 **	19 **	56 **	.1 **	.6 **	12 **	25 **	.1 **	.5 **	2 **	16 **	.2 **	.2 **
XTRA-AM SP '99 4-Book	13 12	43 51	.1 .1	.8 .8	33 40	107 121	.1 .2	1.6 1.8	49 46	157 173	.2 .2	1.6 1.4	23 27	94 111	.1 .1	.9 1.1	13 7	55 49	.1 .1	1.1 .6
TOTALS SP '99 4-Book	1584 1545	4856 4855	7.0 6.9		2007 2183	6182 6331	8.9 9.8		3102 3335	8327 8696	13.7 14.9		2448 2493	6461 6299	10.8 11.1		1189 1137	3827 3750	5.3 5.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KABC-AM																				
SP '99	2	85		.1	3	45		.2	3	48		.2	3	47		.1				9
WI '99	1	95		.1	1	36		.1	2	34		.1	3	76		.1				
FA '98	1	64		.1	1	15			2	31		.1	3	32		.1	1	17		.1
SU '98		51			1	27		.1		24										
4-Book	1	74		.1	2	31		.1	2	34		.1	2	39		.1		7		
SP '98	1	53		.1		12				12			2	38		.1	1	14		.1
KACD-FM																				
SP '99	2	114		.1		15			2	36		.1	3	64		.1	1	21		.1
WI '99	4	147		.2					8	56		.1	7	76		.1	3	65		.2
FA '98	6	264		.1	6	45		.1	4	40		.2	7	75		.1	3	75		.2
SU '98	8	402		.1	4	78		.2	6	168		.1	5	121		.2	11	158		.1
4-Book	5	232		.1	3	35		.1	5	75		.1	6	84		.1	5	80		.3
SP '98	21	369		1.2	12	151		.1	7	129		.1	32	212		.3	25	218		.2
KBCD-FM																				
SP '99		60				13				17			1	31				13		
WI '99	2	88		.1	6	56		.1	3	55		.2	4	63		.2	1	25		.1
FA '98	3	138		.2	4	52		.2	1	9		.1	4	71		.2	2	87		.1
SU '98	7	248		.1	5	44		.3	11	89		.1	7	114		.1	8	120		.1
4-Book	3	134		.2	4	41		.2	4	43		.2	4	70		.2	3	61		.2
SP '98	8	150		.1	14	109		.1	12	85		.1	9	112		.1	5	58		.3
KACE-FM																				
SP '99	3	146		.2	3	45		.2	1	20		.1	4	61		.2	2	52		.2
WI '99	6	187		.1	1	13		.1	3	28		.2	10	78		.1	4	72		.3
FA '98	6	220		.1	7	50		.1	2	18		.1	5	83		.2	7	77		.1
SU '98	7	132		.1	4	42		.2	3	40		.1	13	74		.1	13	39		.1
4-Book	6	171		.1	4	38		.2	2	27		.1	8	74		.1	7	60		.1
SP '98	6	204		.1	4	50		.2	8	59		.1	8	131		.1	3	51		.2
KRTO-FM																				
SP '99	1	44		.1	1	15		.1	1	9		.1	2	9		.1				
WI '99	1	47		.1	1	17		.1	2	37		.1	1	7				20		
FA '98		48								9				18				11		
SU '98	1	93		.1						23			1	38			1	11		.1
4-Book	1	58		.1	1	8		.1	1	20		.1	1	18		.1		11		
SP '98	1	25		.1	2	25		.1	2	25		.1	1	15						
KBIG-FM																				
SP '99	30	1161		.3	28	385		.3	49	390		.4	40	469		.4	15	307		.1
WI '99	53	1170		.5	53	451		.5	96	518		.9	72	562		.7	36	433		.3
FA '98	53	1285		.5	43	510		.4	88	488		.8	74	657		.7	42	508		.4
SU '98	34	1181		.3	26	408		.2	50	435		.5	48	473		.4	25	452		.2
4-Book	43	1199		.4	38	439		.4	71	458		.7	59	540		.6	30	425		.3
SP '98	46	1238		.4	42	406		.4	92	480		.9	68	572		.6	20	303		.2
KBLA-AM																				
SP '99	2	70		.1	2	32		.1	7	49		.1	1	16						
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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		
KBUA-FM																					
SP '99	11	127	.1	.7	10	75	.1	.5	8	53	.1	.5	17	64	.2	.8	11	53	.1	.8	
WI '99	12	189	.1	.7	16	102	.1	.8	12	97	.1	.7	7	76	.1	.3	15	102	.1	1.1	
FA '98	3	100		.2	1	31			4	70		.2	5	67		.2	1	19		.1	
SU '98	4	136		.2	6	40	.1	.3	3	10	.1	.1	7	79	.1	.3	3	44		.2	
4-Book	8	138	.1	.5	8	62	.1	.4	7	58	.1	.4	9	72	.1	.4	8	55	.1	.6	
SP '98	3	83		.2	2	31		.1	4	41		.2	7	52	.1	.3	1	42		.1	
KBUE-FM																					
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	1.8	
WI '99	43	857	.4	2.5	42	355	.4	2.1	47	447	.4	2.8	60	471	.5	2.6	25	343	.2	1.8	
FA '98	46	869	.4	2.6	48	366	.4	2.4	55	355	.5	3.1	47	407	.4	2.0	24	274	.2	1.7	
SU '98	25	577	.2	1.4	20	206	.2	1.0	34	268	.3	1.6	30	263	.3	1.4	18	214	.2	1.3	
4-Book	41	794	.4	2.4	39	313	.4	2.0	51	385	.5	2.9	51	405	.5	2.3	23	258	.2	1.7	
SP '98	48	877	.4	2.7	55	362	.5	2.7	49	397	.5	2.7	61	427	.6	2.7	42	279	.4	2.8	
KCBS-FM																					
SP '99	18	559	.2	1.1	15	143	.1	.8	19	229	.2	1.1	23	314	.2	1.0	12	221	.1	.9	
WI '99	14	621	.1	.8	15	188	.1	.8	24	220	.2	1.4	17	271	.2	.7	5	160		.4	
FA '98	13	588	.1	.7	13	193	.1	.6	22	222	.2	1.2	16	266	.1	.7	6	191	.1	.4	
SU '98	22	512	.2	1.3	19	133	.2	1.0	44	245	.4	2.1	25	237	.2	1.2	9	159	.1	.6	
4-Book	17	570	.2	1.0	16	164	.1	.8	27	229	.3	1.5	20	272	.2	.9	8	183	.1	.6	
SP '98	18	589	.2	1.0	14	236	.1	.7	30	303	.3	1.7	23	320	.2	1.0	7	121	.1	.5	
KCMG-FM																					
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	3.3	
WI '99	67	1485	.6	3.9	63	481	.6	3.2	55	537	.5	3.2	79	703	.7	3.5	70	677	.6	5.1	
FA '98	73	1582	.7	4.2	72	724	.7	3.6	63	706	.6	3.5	92	752	.8	4.0	71	593	.6	5.0	
SU '98	60	1630	.6	3.5	53	541	.5	2.8	89	733	.8	4.2	73	668	.7	3.5	46	559	.4	3.2	
4-Book	61	1476	.6	3.6	57	537	.6	3.0	63	616	.8	3.4	75	676	.7	3.4	58	577	.5	4.2	
SP '98	80	1623	.7	4.6	72	749	.7	3.6	91	732	.9	5.1	96	734	.9	4.2	71	714	.7	4.8	
KFI -AM																					
SP '99	5	211		.3	7	96	.1	.4	9	107	.1	.5	3	65		.1	10	72	.1	.8	
WI '99	9	207	.1	.5	12	95	.1	.6	18	142	.2	1.1	8	67	.1	.4	7	40	.1	.5	
FA '98	9	222	.1	.5	17	113	.2	.8	14	99	.1	.8	12	141	.1	.5	3	64		.2	
SU '98	11	206	.1	.6	14	95	.1	.7	22	125	.2	1.0	12	86	.1	.6	3	21		.2	
4-Book	9	212	.1	.5	13	100	.1	.6	16	118	.2	.9	9	90	.1	.4	6	49	.1	.4	
SP '98	10	193	.1	.6	15	88	.1	.7	14	99	.1	.8	12	82	.1	.5	6	43	.1	.4	
KFSG-FM																					
SP '99	7	175	.1	.4	11	74	.1	.6	8	75	.1	.5	7	81	.1	.3	6	96	.1	.5	
WI '99	6	129	.1	.4	5	68		.3	9	78	.1	.5	11	110	.1	.5	1	21		.1	
FA '98	3	107		.2	4	46		.2	2	36		.1	3	52		.1	2	20		.1	
SU '98	3	105		.2	6	86	.1	.3	5	72		.2	4	51		.2		14			
4-Book	5	129	.1	.3	7	69	.1	.4	6	65	.1	.3	6	74	.1	.3	2	38		.2	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																					
SP '99	1	115		.1	6	70	.1	.3	1	42		.1	1	41		.1					
WI '99	4	148		.2	8	118	.1	.4	4	71		.2	5	87		.2		9			
FA '98	3	125		.2	5	60		.2	4	37		.2	5	61		.2	3	25		.2	
SU '98	2	123		.1	6	73	.1	.3	3	35		.1		12		.1					
4-Book	3	128		.2	6	80		.3	3	46		.2	3	50		.1	1	9		.1	
SP '98	2	107		.1	5	81		.2	1	26		.1	4	45		.2					
KGIL-AM																					
SP '99		10			1	10		.1													
WI '99		20								11			1	20							
FA '98	2	41		.1	1	13			1	13		.1	2	17			2	24		.1	
SU '98																					
4-Book	1	18			1	6				6			1	9			1	6			
SP '98																					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
+KGXL-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99		9																		
WI '99		12															1	12		.1
FA '98																				
SU '98																				
4-Book		5																3		
SP '98																				
KIIS-FM																				
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
WI '99	251	4807	2.3	14.7	246	2601	2.2	12.4	166	2151	1.5	9.8	398	2950	3.6	17.5	226	2374	2.1	16.4
FA '98	206	4568	1.9	11.7	246	2428	2.2	12.2	194	2063	1.8	10.9	307	2845	2.8	13.4	166	1999	1.5	11.8
SU '98	189	4240	1.8	10.9	190	2084	1.8	9.9	206	2474	1.9	9.6	262	2549	2.4	12.5	147	1953	1.4	10.3
4-Book	227	4687	2.1	13.3	241	2402	2.2	12.4	188	2223	1.7	10.4	339	2939	3.1	15.3	199	2210	1.8	14.5
SP '98	190	4261	1.8	10.8	209	2190	2.0	10.4	171	2022	1.6	9.5	287	2744	2.7	12.6	150	1958	1.4	10.1
KJLH-FM																				
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
WI '99	25	498	.2	1.5	21	213	.2	1.1	27	144	.2	1.6	19	169	.2	.8	11	94	.1	.8
FA '98	15	381	.1	.9	12	141	.1	.6	9	139	.1	.5	18	207	.2	.8	15	109	.1	1.1
SU '98	18	435	.2	1.0	12	129	.1	.6	15	192	.1	.7	22	207	.2	1.1	24	205	.2	1.7
4-Book	20	466	.2	1.2	15	168	.1	.8	16	160	.1	.9	23	213	.2	1.0	21	168	.2	1.6
SP '98	19	554	.2	1.1	12	143	.1	.6	15	194	.1	.8	19	184	.2	.8	21	200	.2	1.4
KKBT-FM																				
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
WI '99	150	2750	1.4	8.8	193	1370	1.8	9.7	116	1240	1.1	6.8	199	1865	1.8	8.8	132	1349	1.2	9.6
FA '98	173	3224	1.6	9.8	198	1646	1.8	9.8	188	1533	1.7	10.5	233	2053	2.1	10.2	133	1480	1.2	9.4
SU '98	149	3079	1.4	8.6	141	1394	1.3	7.4	152	1704	1.4	7.1	205	1870	1.9	9.8	155	1376	1.4	10.9
4-Book	148	3027	1.4	8.7	165	1454	1.5	8.5	142	1468	1.3	7.8	204	1923	1.9	9.3	131	1387	1.2	9.5
SP '98	152	2962	1.4	8.7	177	1584	1.7	8.8	117	1404	1.1	6.5	223	1915	2.1	9.8	137	1307	1.3	9.3
KKGO-FM																				
SP '99	3	221	.2	.2	1	30	.1	.1	4	70	.2	.2	1	36	.1	.1	8	122	.1	.6
WI '99	7	254	.1	.4	5	76	.3	.3	14	60	.1	.8	9	62	.1	.4	6	76	.1	.4
FA '98	5	187	.3	.3	2	22	.1	.1	4	56	.2	.2	6	82	.1	.3	7	88	.1	.5
SU '98	4	296	.2	.2	3	36	.2	.2	4	73	.2	.2	2	46	.1	.1	4	90	.1	.3
4-Book	5	240	.3	.3	3	41	.2	.2	7	65	.4	.4	5	57	.1	.2	6	94	.1	.5
SP '98	8	223	.1	.5	11	84	.1	.5	2	30	.1	.1	14	105	.1	.6	8	88	.1	.5
KKHJ-AM																				
SP '99	4	146	.2	.2	7	83	.1	.4	6	62	.1	.4	3	43	.1	.1	2	10		.2
WI '99	7	169	.1	.4	11	77	.1	.6	7	48	.1	.4	9	69	.1	.4	3	49		.2
FA '98	3	78	.2	.2	1	21	.1	.1	4	9	.2	.2	2	18	.1	.1	2	39		.1
SU '98	5	93	.3	.3	9	63	.1	.5	7	37	.1	.3	5	47	.2	.2	5	45		.4
4-Book	5	122	.3	.3	7	61	.1	.4	6	39	.1	.3	5	44	.2	.2	3	36		.2
SP '98	4	81	.2	.2	11	71	.1	.5	8	61	.1	.4	2	10	.1	.1	4	30		.3
KKLA-FM																				
SP '99	5	78	.3	.3		26			2	26	.1	.1	11	28	.1	.5	6	42	.1	.5
WI '99	2	93	.1	.1	6	50	.1	.3	1	28	.1	.1	1	13			1	41		.1
FA '98	1	76	.1	.1	2	36		.1					3	39		.1				
SU '98		26			1	26		.1						12						14
4-Book	2	68	.1	.1	2	35	.1	.1	1	14	.1	.1	4	23	.2	.2	2	24		.2
SP '98	2	25	.1	.1	4	11		.2	2	11	.1	.1	2	25	.1	.1	1	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 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
KLAC-AM																				
SP '99	1	99		.1									2	35		.1		19		
WI '99	2	137		.1	1	24		.1	1	37		.1	4	63		.2	4	75		.3
FA '98	1	47		.1					2	27		.1	1	29			1	9		.1
SU '98		31				22				10										
4-Book	1	79		.1		12			1	19		.1	2	32		.1	1	26		.1
SP '98	1	52		.1									2	27		.1	4	30		.3
KLAX-FM																				
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
WI '99	63	1186	.6	3.7	79	463	.7	4.0	89	524	.8	5.2	69	530	.6	3.0	38	407	.3	2.8
FA '98	86	1282	.8	4.9	84	689	.8	4.2	90	614	.8	5.0	126	777	1.1	5.5	53	485	.5	3.8
SU '98	72	1176	.7	4.2	73	491	.7	3.8	98	666	.9	4.6	90	624	.8	4.3	50	503	.5	3.5
4-Book	66	1151	.6	3.9	68	503	.6	3.5	85	567	.8	4.6	83	590	.7	3.7	44	413	.4	3.2
SP '98	98	1331	.9	5.6	115	700	1.1	5.7	112	720	1.0	6.3	115	751	1.1	5.0	63	528	.6	4.3
KLOS-FM																				
SP '99	18	424	.2	1.1	31	213	.3	1.7	37	179	.3	2.2	19	185	.2	.9	5	51		.4
WI '99	6	399	.1	.4	13	120	.1	.7	10	135	.1	.6	10	152	.1	.4		34		
FA '98	7	342	.1	.4	11	98	.1	.5	12	96	.1	.7	6	159	.1	.3	4	91		.3
SU '98	15	359	.1	.9	25	140	.2	1.3	22	119	.2	1.0	20	194	.2	1.0	4	68		.3
4-Book	12	381	.1	.7	20	143	.2	1.1	20	132	.2	1.1	14	173	.2	.7	3	61		.3
SP '98	7	423	.1	.4	15	104	.1	.7	4	98		.2	10	232	.1	.4	3	96		.2
KLSX-FM																				
SP '99	19	393	.2	1.2	62	245	.6	3.3	17	110	.2	1.0	23	93	.2	1.0		26		
WI '99	13	358	.1	.8	29	244	.3	1.5	6	81	.1	.4	28	153	.3	1.2	5	56		.4
FA '98	14	359	.1	.8	49	175	.4	2.4	7	102	.1	.4	8	114	.1	.3	7	79		.5
SU '98	29	377	.3	1.7	114	276	1.1	5.9	28	189	.3	1.3	12	66	.1	.6	10	47		.7
4-Book	19	372	.2	1.1	64	235	.6	3.3	15	121	.2	.8	18	107	.2	.8	6	52		.4
SP '98	16	469	.1	.9	45	293	.4	2.2	19	234	.2	1.1	3	52		.1	10	106		.7
KLVE-FM																				
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
WI '99	84	1492	.8	4.9	95	667	.9	4.8	109	643	1.0	6.4	101	770	.9	4.4	58	568	.5	4.2
FA '98	112	1586	1.0	6.4	145	930	1.3	7.2	135	741	1.2	7.6	112	864	1.0	4.9	85	635	.8	6.0
SU '98	123	1776	1.1	7.1	161	844	1.5	8.4	166	887	1.6	7.7	114	1043	1.1	5.4	81	733	.8	5.7
4-Book	102	1588	.9	6.0	123	791	1.1	6.3	135	763	1.3	7.4	107	866	1.0	4.8	69	605	.7	5.0
SP '98	97	1549	.9	5.5	126	813	1.2	6.3	102	715	1.0	5.7	118	895	1.1	5.2	73	623	.7	4.9
+KLYF-AM																				
SP '99																				
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98																				
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98		15								15										
KXTA-AM																				
SP '99		29				9								9				10		
WI '99	1	43		.1	1	20		.1	2	25		.1						9		
FA '98		12			1	12														
SU '98		38				15			1	12				15			1	25		.1
4-Book		31			1	14			1	9				6				11		
SP '98	1	55		.1						10			1	24			3	41		.2
KLYY-FM																				
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
WI '99	31	1404	.3	1.8	36	460	.3	1.8	35	562	.3	2.1	44	807	.4	1.9	25	493	.2	1.8
FA '98	26	1207	.2	1.5	30	498	.3	1.5	22	440	.2	1.2	41	668	.4	1.8	22	463	.2	1.6
SU '98	26	1201	.2	1.5	18	323	.2	.9	36	650	.3	1.7	33	618	.3	1.6	17	371	.2	1.2
4-Book	25	1203	.2	1.5	26	397	.3	1.3	26	502	.2	1.4	37	655	.4	1.7	20	421	.2	1.4
SP '98	36	1576	.3	2.0	35	626	.3	1.7	35	695	.3	2.0	49	957	.5	2.2	25	564	.2	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KNX -AM																				
SP '99	2	154	.1		1	66	.1		1	59	.1		2	34	.1		4	13	.3	
WI '99	3	142	.2		8	57	.1	.4	1	29	.1		1	46			2	15	.1	
FA '98	2	123	.1		11	79	.1	.5	1	33	.1		1	18				22		
SU '98	1	117	.1		3	84	.2	.2	1	33			2	33	.1			10		
4-Book	2	134	.1		6	72	.1	.3	1	39	.1		2	33	.1		2	15	.1	
SP '98	2	141	.1		5	86	.2		3	44	.2		3	54	.1					
KOST-FM																				
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
WI '99	56	1513	.5	3.3	37	420	.3	1.9	65	549	.6	3.8	61	639	.6	2.7	78	780	.7	5.7
FA '98	66	1827	.6	3.8	48	636	.4	2.4	70	606	.6	3.9	74	753	.7	3.2	80	926	.7	5.7
SU '98	53	1511	.5	3.1	53	412	.5	2.8	77	470	.7	3.6	52	610	.5	2.5	52	694	.5	3.7
4-Book	63	1659	.6	3.7	51	529	.5	2.6	76	565	.7	4.2	72	692	.7	3.2	76	811	.7	5.6
SP '98	57	1620	.5	3.2	43	581	.4	2.1	77	617	.7	4.3	60	629	.6	2.6	67	744	.6	4.5
KPWR-FM																				
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
WI '99	220	4383	2.0	12.9	251	2323	2.3	12.6	204	2011	1.9	12.0	288	2704	2.6	12.7	196	1958	1.8	14.2
FA '98	222	4512	2.0	12.6	237	2321	2.2	11.7	178	2061	1.6	10.0	325	2720	3.0	14.2	205	2099	1.9	14.5
SU '98	211	4341	2.0	12.2	210	1945	2.0	11.0	272	2593	2.5	12.7	290	2581	2.7	13.8	168	1955	1.6	11.8
4-Book	208	4382	1.9	12.1	229	2154	2.1	11.8	196	2169	1.8	10.6	301	2680	2.8	13.6	175	1976	1.6	12.6
SP '98	210	4259	2.0	12.0	230	2127	2.1	11.4	178	2011	1.7	9.9	284	2636	2.7	12.5	198	2262	1.9	13.4
KRLA-AM																				
SP '99	2	63	.1		2	10	.1		3	41	.2		1	20			4	31	.3	
WI '99	2	111	.1		6	58	.1	.3		9			3	24	.1		3	57	.2	
FA '98	13	245	.1	.7	13	79	.1	.6	20	83	.2	1.1	16	90	.1	.7	10	91	.1	.7
SU '98	10	284	.1	.6	5	95	.3	.3	8	86	.1	.4	8	84	.1	.4	20	152	.2	1.4
4-Book	7	176	.1	.4	7	61	.1	.3	8	55	.1	.4	7	55	.1	.3	9	83	.1	.7
SP '98	7	299	.1	.4	5	66	.2		9	140	.1	.5	8	98	.1	.4	8	66	.1	.5
KROQ-FM																				
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
WI '99	130	3008	1.2	7.6	191	1527	1.7	9.6	98	1250	.9	5.8	163	1701	1.5	7.2	123	1592	1.1	8.9
FA '98	137	2791	1.3	7.8	142	1429	1.3	7.0	107	1370	1.0	6.0	218	1858	2.0	9.5	121	1429	1.1	8.6
SU '98	124	2559	1.2	7.2	139	1099	1.3	7.3	137	1525	1.3	6.4	133	1293	1.2	6.4	141	1202	1.3	9.9
4-Book	132	2792	1.2	7.7	160	1340	1.5	8.3	115	1366	1.1	6.3	169	1613	1.6	7.6	131	1397	1.2	9.5
SP '98	130	2561	1.2	7.4	199	1471	1.9	9.9	103	1261	1.0	5.8	138	1565	1.3	6.1	146	1310	1.4	9.9
KRTH-FM																				
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
WI '99	30	1409	.3	1.8	28	473	.3	1.4	25	436	.2	1.5	39	560	.4	1.7	30	452	.3	2.2
FA '98	30	1297	.3	1.7	30	417	.3	1.5	22	300	.2	1.2	33	498	.3	1.4	29	366	.3	2.1
SU '98	43	1359	.4	2.5	30	363	.3	1.6	67	671	.6	3.1	62	604	.6	3.0	28	497	.3	2.0
4-Book	32	1314	.3	1.9	29	433	.3	1.5	34	450	.3	1.8	40	514	.4	1.8	28	423	.3	2.0
SP '98	31	1640	.3	1.8	41	597	.4	2.0	31	551	.3	1.7	40	677	.4	1.8	27	405	.3	1.8
KSCA-FM																				
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
WI '99	84	1358	.8	4.9	165	683	1.5	8.3	95	667	.9	5.6	76	561	.7	3.3	43	418	.4	3.1
FA '98	97	1429	.9	5.5	173	861	1.6	8.6	115	663	1.0	6.4	72	609	.7	3.1	40	430	.4	2.8
SU '98	94	1167	.9	5.4	166	643	1.6	8.7	125	718	1.2	5.8	87	541	.8	4.2	59	463	.6	4.2
4-Book	87	1278	.8	5.1	164	685	1.5	8.4	104	669	1.0	5.7	74	557	.7	3.4	43	403	.4	3.1
SP '98	110	1310	1.0	6.3	153	724	1.4	7.6	122	769	1.1	6.8	121	705	1.1	5.3	76	520	.7	5.1
KSSE-FM																				
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
WI '99	74	1369	.7	4.3	90	592	.8	4.5	84	540	.8	4.9	101	710	.9	4.4	43	414	.4	3.1
FA '98	83	1405	.8	4.7	92	754	.8	4.6	88	729	.8	4.9	100	736	.9	4.4	63	562	.6	4.5
SU '98	98	1394	.9	5.7	116	710	1.1	6.1	92	722	.9	4.3	116	795	1.1	5.5	80	547	.7	5.6
4-Book	86	1406	.8	5.1	96	695	.9	5.0	90	678	.9	5.0	109	775	1.0	4.9	62	551	.6	4.5
SP '98	56	966	.5	3.2	50	410	.5	2.5	55	398	.5	3.1	79	651	.7	3.5	45	408	.4	3.0

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	
KTNQ-AM																				
SP '99	12	172	.1	.7	8	59	.1	.4	25	104	.2	1.5	20	93	.2	.9	2	43	.2	
WI '99	7	101	.1	.4	1	23	.1	.1	16	38	.1	.9	12	50	.1	.5	1	9	.1	
FA '98	3	89	.2	.2	5	37	.2	.2	3	25	.2	.2	2	19	.1	.1	4	25	.3	
SU '98	7	128	.1	.4	9	53	.1	.5	12	94	.1	.6	12	84	.1	.6	1	28	.1	
4-Book	7	123	.1	.4	6	43	.1	.3	14	65	.1	.8	12	62	.1	.5	2	26	.2	
SP '98	11	135	.1	.6	11	41	.1	.5	14	71	.1	.8	7	41	.1	.3	22	75	.2	
KTWV-FM																				
SP '99	8	258	.1	.5	8	92	.1	.4	8	63	.1	.5	11	110	.1	.5	2	49	.2	
WI '99	15	262	.1	.9	21	105	.2	1.1	25	111	.2	1.5	22	130	.2	1.0	4	74	.3	
FA '98	16	297	.1	.9	11	81	.1	.5	30	149	.3	1.7	29	168	.3	1.3	8	129	.1	
SU '98	8	288	.1	.5	8	136	.1	.4	18	107	.2	.8	12	76	.1	.6	3	76	.2	
4-Book	12	276	.1	.7	12	104	.1	.6	20	108	.2	1.1	19	121	.2	.9	4	82	.3	
SP '98	15	362	.1	.9	17	137	.2	.8	20	93	.2	1.1	25	120	.2	1.1	6	100	.1	
KVKW-AM																				
SP '99	1	60	.1	.1	5	51	.3	.3	3	31	.2	.2	1	9	.1	.1	1	20	.1	
WI '99	2	39	.1	.1	2	9	.1	.1	2	18	.1	.1	2	19	.1	.1	1	26	.1	
FA '98	3	68	.2	.2	1	20	.2	.2	6	68	.1	.3	2	26	.1	.1	4	26	.3	
SU '98	5	106	.3	.3	15	57	.1	.8	8	49	.1	.4	4	28	.1	.2	2	28	.1	
4-Book	3	68	.2	.2	6	34	.3	.3	5	42	.1	.3	2	21	.1	.1	2	19	.1	
SP '98	1	41	.1	.1	1	20	.1	.1	1	20	.1	.1	1	10	.1	.1	1	20	.1	
KWVE-FM																				
SP '99	4	180	.2	.2	6	108	.1	.3	6	74	.1	.4	2	40	.1	.1	2	40	.2	
WI '99	3	133	.2	.2	4	63	.2	.2	5	61	.2	.3	5	95	.2	.2	5	20	.2	
FA '98	9	289	.1	.5	11	88	.1	.5	8	122	.1	.4	8	118	.1	.3	11	96	.1	
SU '98	6	206	.1	.3	9	114	.1	.5	3	57	.1	.1	5	58	.2	.2	4	63	.3	
4-Book	6	202	.1	.3	8	93	.1	.4	6	79	.1	.3	5	78	.2	.2	4	55	.3	
SP '98	5	121	.3	.3	10	60	.1	.5	6	45	.1	.3	7	76	.1	.3	2	24	.1	
KYSR-FM																				
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	
WI '99	75	2323	.7	4.4	84	996	.8	4.2	76	1014	.7	4.5	119	1365	1.1	5.2	54	901	.5	
FA '98	72	2109	.7	4.1	103	844	.9	5.1	74	1002	.7	4.1	101	1173	.9	4.4	43	832	.4	
SU '98	104	2548	1.0	6.0	108	1036	1.0	5.6	133	1416	1.2	6.2	130	1353	1.2	6.2	82	1014	.8	
4-Book	91	2394	.9	5.3	110	1000	1.0	5.7	107	1158	1.0	5.9	123	1336	1.1	5.6	63	931	.6	
SP '98	92	2501	.9	5.2	85	1037	.8	4.2	121	1174	1.1	6.8	146	1508	1.4	6.4	62	908	.6	
KZLA-FM																				
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	
WI '99	19	409	.2	1.1	25	231	.2	1.3	20	183	.2	1.2	26	205	.2	1.1	13	216	.1	
FA '98	17	396	.2	1.0	15	174	.1	.7	22	165	.2	1.2	24	243	.2	1.0	15	214	.1	
SU '98	28	459	.3	1.6	27	266	.3	1.4	28	274	.3	1.3	27	223	.3	1.3	32	247	.3	
4-Book	22	431	.2	1.3	21	225	.2	1.1	27	229	.3	1.5	28	229	.3	1.2	16	205	.1	
SP '98	20	426	.2	1.1	32	197	.3	1.6	13	153	.1	.7	26	267	.2	1.1	19	196	.2	
KGGI-FM																				
SP '99	21	851	.2	1.3	19	267	.2	1.0	21	343	.2	1.2	28	456	.3	1.3	15	286	.1	
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	2	107	.1	.1	2	34	.1	.1	4	46	.2	.2	1	22	.1	.1	1	30	.1	
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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 '99	3	76		.2	1	22		.1																
4-Book	2	68		.1		13			1	4		.1				1	4		.1					
KACD-FM																								
SP '99	2	94		.1	2	85		.1					4	29		.2	2	20		.1				
4-Book	4	148		.2	6	106		.1	.4	3	7		.2	10	38		.1	.5	13	38		.1	.7	
KBCD-FM																								
SP '99	1	48		.1		13											2	13		.1				
4-Book	4	99		.2	2	51		.2		2	3		.1	1	7		4	16		.2				
KACE-FM																								
SP '99	3	88		.2	2	69		.1		1	10		.1	3	9		.1	2	9		.1			
4-Book	5	102		.2	6	95		.1	.4	7	20		.1	.6	6	33		.1	.3	6	20		.1	.3
KRTO-FM																								
SP '99	1	24		.1		27							1	7				7						
4-Book	1	35		.1		17								2				2						
KBIG-FM																								
SP '99	40	812	.4	2.1	23	486	.2	1.6	24	86	.2	1.9	41	141	.4	1.8	22	113	.2	1.2				
4-Book	57	881	.5	2.9	26	502	.2	1.7	16	72	.1	1.3	40	155	.4	1.8	24	89	.2	1.3				
KBLA-AM																								
SP '99	3	70		.2	1	9		.1					4	9		.2								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
KVCA-AM																								
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
KBUA-FM																								
SP '99	12	107	.1	.6	10	74	.1	.7	11	21	.1	.9	9	21	.1	.4	9	21	.1	.5				
4-Book	8	107	.1	.4	6	79	.1	.4	5	19	.1	.5	9	30	.1	.4	9	23	.1	.5				
KBUJ-FM																								
SP '99	60	722	.5	3.2	50	528	.5	3.5	48	144	.4	3.8	103	250	.9	4.6	61	175	.6	3.4				
4-Book	47	613	.4	2.4	44	486	.4	3.0	49	147	.5	3.9	84	229	.8	3.8	51	154	.5	2.8				
KCBS-FM																								
SP '99	19	386	.2	1.0	19	284	.2	1.3	8	23	.1	.6	28	139	.3	1.2	31	120	.3	1.7				
4-Book	21	408	.2	1.1	14	303	.1	1.0	6	32		.4	25	127	.2	1.1	26	98	.2	1.4				
KCMG-FM																								
SP '99	46	932	.4	2.4	45	595	.4	3.2	49	153	.4	3.9	78	174	.7	3.5	39	117	.4	2.2				
4-Book	65	1157	.6	3.2	57	748	.5	3.9	51	161	.5	4.0	72	238	.7	3.3	62	184	.6	3.4				
KFI -AM																								
SP '99	6	211	.1	.3		20							1	6										
4-Book	13	193	.1	.6	3	50		.2	5	19	.1	.4	6	17	.1	.3	3	12		.2				
KFSG-FM																								
SP '99	9	109	.1	.5	5	128		.4	13	55	.1	1.0	12	59	.1	.5	3	23		.2				
4-Book	6	100	.1	.3	4	83		.3	8	28	.1	.6	7	38	.1	.3	4	19		.2				
KFWB-AM																								
SP '99	3	115		.2	1	35		.1	2	28		.2					1	7		.1				
4-Book	4	111		.2	2	47		.1	3	22		.3	1	6		.1	2	10		.1				
KGIL-AM																								
SP '99		10																						
4-Book	1	12			1	12			2	3		.1					1	3						
+KGXL-AM																								
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				

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

Target Listener Estimates

Target Listener Estimates - Women 12-24

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	
KIEV-AM																				
SP '99					9															
4-Book					2															
KIIS-FM																				
SP '99	279	4442	2.5	14.7	240	3250	2.2	16.9	232	721	2.1	18.5	354	1352	3.2	15.7	321	1137	2.9	17.9
4-Book	251	4108	2.3	12.7	204	2918	1.9	14.1	168	634	1.6	13.6	314	1254	2.9	14.2	256	941	2.4	14.4
KJLH-FM																				
SP '99	19	392	.2	1.0	21	308	.2	1.5	5	36	.1	.4	20	108	.2	.9	19	53	.2	1.1
4-Book	18	320	.2	.9	24	277	.2	1.7	15	39	.1	1.2	29	81	.3	1.3	18	43	.2	1.1
KKBT-FM																				
SP '99	138	2727	1.3	7.3	101	1613	.9	7.1	73	244	.7	5.8	195	718	1.8	8.7	141	552	1.3	7.8
4-Book	168	2650	1.6	8.5	124	1671	1.1	8.5	93	287	.9	7.5	210	711	2.0	9.5	169	543	1.6	9.5
KKGO-FM																				
SP '99	2	136	.1	.1	1	36	.1	.1					2	22	.1	.1	1	11	.1	.1
4-Book	5	130	.2	.2	4	107	.3	.3	4	11	.1	.3	5	25	.1	.2	2	15	.1	.1
KKHJ-AM																				
SP '99	5	115	.1	.3	4	74	.3	.3	7	21	.1	.6	10	20	.1	.4	4	22	.1	.2
4-Book	6	91	.1	.3	4	71	.3	.3	5	18	.1	.4	4	14	.1	.2	7	22	.1	.4
KKLA-FM																				
SP '99	4	45	.2	.2	5	32	.4	.4	7	9	.1	.6					12	23	.1	.7
4-Book	2	56	.1	.1	2	20	.1	.1	2	2	.1	.2	1	3			4	9	.1	.3
KLAC-AM																				
SP '99		35			3	55	.2	.2									12	15	.1	.7
4-Book	1	47			1	39	.1	.1	2	5	.1	.1	1	6			5	9	.1	.3
KLAX-FM																				
SP '99	49	710	.4	2.6	42	594	.4	3.0	22	61	.2	1.8	73	278	.7	3.2	37	112	.3	2.1
4-Book	79	947	.7	4.0	59	677	.5	4.1	47	136	.4	3.7	92	286	.9	4.2	66	185	.6	3.7
KLOS-FM																				
SP '99	30	316	.3	1.6	6	184	.1	.4	13	26	.1	1.0	5	50	.2	.2	6	35	.1	.3
4-Book	18	296	.2	1.0	5	131	.1	.4	5	18	.1	.4	5	31	.2	.2	5	25	.1	.3
KLSX-FM																				
SP '99	33	283	.3	1.7	6	115	.1	.4	9	21	.1	.7	4	41	.2	.2				
4-Book	31	294	.3	1.5	7	123	.1	.4	11	30	.1	.9	5	26	.2	.2	6	15	.1	.3
KLVE-FM																				
SP '99	109	1246	1.0	5.7	79	827	.7	5.6	56	206	.5	4.5	125	342	1.1	5.6	73	183	.7	4.1
4-Book	123	1293	1.1	6.2	88	929	.8	6.1	82	241	.8	6.7	129	332	1.2	5.9	89	214	.9	5.1
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99		9				19														
4-Book		20				7														
KLYY-FM																				
SP '99	20	772	.2	1.1	19	526	.2	1.3	7	36	.1	.6	40	200	.4	1.8	38	195	.3	2.1
4-Book	30	983	.3	1.5	22	612	.2	1.5	12	63	.1	1.0	33	228	.3	1.5	38	184	.3	2.1
KNX -AM																				
SP '99	1	122	.1	.1	1	66	.1	.1	1	7	.1	.1					3	25	.1	.2
4-Book	3	103	.2	.2	1	39	.1	.1	1	6	.1	.1	2	8	.1	.1	1	6	.1	.1
KOST-FM																				
SP '99	86	1235	.8	4.5	43	753	.4	3.0	33	131	.3	2.6	50	202	.5	2.2	40	147	.4	2.2
4-Book	67	1115	.6	3.4	47	768	.5	3.2	43	125	.4	3.5	69	207	.7	3.1	36	121	.3	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		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	
KPWR-FM																						
SP '99		210	3820	1.9	11.1	149	2453	1.4	10.5	98	519	.9	7.8	244	928	2.2	10.8	193	642	1.8	10.7	
4-Book		238	3851	2.2	12.0	175	2608	1.6	12.1	115	496	1.1	9.2	269	993	2.5	12.2	238	808	2.2	13.4	
KRLA-AM																						
SP '99		2	41		.1	1	31		.1													
4-Book		7	117	.1	.4	5	69	.1	.3	1	8		.1	4	11		.2	5	13			.3
KROQ-FM																						
SP '99		148	2378	1.4	7.8	109	1487	1.0	7.7	88	313	.8	7.0	173	606	1.6	7.7	149	536	1.4	8.3	
4-Book		146	2381	1.4	7.4	106	1647	1.0	7.4	87	303	.6	5.4	165	684	1.5	7.5	138	550	1.3	7.7	
KRTH-FM																						
SP '99		25	858	.2	1.3	28	579	.3	2.0	22	90	.2	1.8	50	218	.5	2.2	33	142	.3	1.8	
4-Book		34	954	.3	1.7	32	630	.3	2.2	23	85	.2	1.9	42	194	.4	1.9	38	160	.4	2.2	
KSCA-FM																						
SP '99		97	977	.9	5.1	64	720	.6	4.5	135	263	1.2	10.7	92	274	.8	4.1	65	154	.6	3.6	
4-Book		114	1076	1.1	5.7	71	812	.7	4.9	141	312	1.3	11.4	105	340	1.0	4.8	67	191	.6	3.7	
KSSE-FM																						
SP '99		100	1287	.9	5.3	90	932	.8	6.3	118	279	1.1	9.4	148	400	1.4	6.6	109	319	1.0	6.1	
4-Book		98	1211	.9	4.9	82	880	.8	5.7	80	211	.7	6.5	134	373	1.2	6.1	104	284	1.0	5.9	
KTNQ-AM																						
SP '99		18	123	.2	.9	7	75	.1	.5	4	20		.3	16	45	.1	.7	14	30	.1	.8	
4-Book		11	97	.1	.5	4	49		.3	3	14		.3	9	23	.1	.4	7	17	.1	.4	
KTWV-FM																						
SP '99		9	168	.1	.5	12	148	.1	.8	3	13		.2	24	57	.2	1.1	16	42	.1	.9	
4-Book		17	198	.2	.9	8	117	.1	.5	10	19	.1	.8	13	54	.1	.6	10	40	.1	.5	
KWKW-AM																						
SP '99		3	60		.2																	
4-Book		4	63		.2	2	12		.1	2	5		.1	3	5		.1	1	5			.1
KVVE-FM																						
SP '99		5	144		.3	3	96		.2					1	17							
4-Book		6	157		.3	5	120	.1	.3	8	23	.1	.7	1	16			6	15	.1		.4
KYSR-FM																						
SP '99		144	2182	1.3	7.6	83	1199	.8	5.8	80	271	.7	6.4	139	436	1.3	6.2	119	373	1.1	6.6	
4-Book		113	2042	1.0	5.7	71	1272	.7	4.9	59	252	.5	4.8	113	481	1.1	5.2	99	359	.9	5.6	
KZLA-FM																						
SP '99		31	410	.3	1.6	16	238	.1	1.1	7	62	.1	.6	32	110	.3	1.4	34	125	.3	1.9	
4-Book		26	364	.3	1.3	17	255	.2	1.2	7	42	.1	.5	27	85	.3	1.3	23	92	.2	1.4	
KGGI-FM																						
SP '99		23	681	.2	1.2	23	465	.2	1.6	9	27	.1	.7	23	133	.2	1.0	17	115	.2	.9	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																						
SP '99		2	68		.1	3	54		.2					3	20		.1	13	33	.1	.7	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																						
SP '99			10			1	13		.1													
4-Book			15			1	9		.1					3	3		.1	2	3			.1
TOTALS																						
SP '99		1897	10388	17.3		1419	8947	12.9		1257	3463	11.5		2252	5622	20.5		1798	4512	16.4		
4-Book		1984	10428	18.2		1447	9086	13.3		1240	3505	11.4		2205	5622	20.2		1788	4548	16.4		

** 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 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 '99 4-Book									3 1	22 6	.2 .1		4 1	13 3	.3 .1					
KACD-FM SP '99 4-Book	3 5	19 34	.2 .4		2	5	.2		4 6	24 24	.3 .4		2 3	12 13	.2 .2		3 5	13 13	.1	.3 .4
KBCD-FM SP '99 4-Book	2	6	.1		3	5	.3		4	20	.2		2	11	.1		2	14	.2	
KACE-FM SP '99 4-Book	1 4	13 23	.1 .3		9 7	29 21	.1 .1	1.1 .8	4 8	19 25	.3 .1	.5	4	15	.3		2	7 10	.2	
KRTO-FM SP '99 4-Book					1	5	.1		1	3				2			1	13 3	.1	
KBIG-FM SP '99 4-Book	21 26	136 118	.2 .3	1.6 2.0	4 8	27 43	.5 .1	1.0	22 31	63 118	.2 .3	1.4 1.9	25 35	89 124	.2 .3	2.1 2.6	20 19	90 97	.2 .2	1.9 1.8
KBLA-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM SP '99 4-Book	6 5	21 20	.1 .1	.4 .4	9 4	11 13	.1 .5	1.1	15 5	42 15	.1 .3	1.0	13 6	43 18	.1 .1	1.1 .5	10 5	21 15	.1 .1	1.0 .5
KBUE-FM SP '99 4-Book	41 29	111 104	.4 .3	3.0 2.2	25 23	96 93	.2 .2	3.1 2.7	55 50	163 153	.5 .5	3.6 3.1	31 35	91 98	.3 .3	2.6 2.6	31 24	72 74	.3 .2	3.0 2.2
KCBS-FM SP '99 4-Book	22 11	49 47	.2 .1	1.6 .9	15 10	71 39	.1 .1	1.9 1.1	22 12	78 68	.2 .1	1.4 .8	14 14	62 71	.1 .1	1.2 1.1	15 9	60 45	.1 .1	1.4 .9
KCMG-FM SP '99 4-Book	25 48	109 164	.2 .5	1.9 3.7	16 26	30 76	.1 .2	2.0 3.0	44 58	123 195	.4 .5	2.9 3.6	34 53	116 159	.3 .5	2.8 3.9	68 80	155 192	.6 .8	6.6 7.3
KFI -AM SP '99 4-Book	3 2	14 8	.2 .2		2	6	.2		5	9	.1	.3					2	6	.2	
KFSG-FM SP '99 4-Book	7 4	52 21	.1 .1	.5 .3	1 3	17 20	.1 .3		1 3	28 17	.1 .2		5 1	42 11	.4 .1		1	3	.1	
KFWB-AM SP '99 4-Book	1 1	19 9	.1 .1		1 2	19 17	.1 .2		1	7	.1			3			1	19 5	.1	
KGIL-AM SP '99 4-Book	2	9	.1		2	3	.2		1	3										
+KGXL-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - 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
KIEV-AM SP '99 4-Book								3 1	9 2	.2 .1										
KIIS-FM SP '99 4-Book	217 170	957 730	2.0 1.6	16.1 12.9	145 137	585 552	1.3 1.3	17.9 16.1	293 258	1090 1018	2.7 2.4	19.2 15.9	191 191	712 722	1.7 1.8	15.7 14.1	153 130	719 579	1.4 1.2	14.8 12.0
KJLH-FM SP '99 4-Book	34 17	137 59	.3 .2	2.5 1.3	10 17	20 46	.1 .2	1.2 2.0	23 39	89 112	.2 .4	1.5 2.4	22 35	69 85	.2 .3	1.8 2.5	29 20	83 60	.3 .2	2.8 1.9
KKBT-FM SP '99 4-Book	106 114	352 394	1.0 1.1	7.9 8.7	53 65	158 222	.5 .6	6.6 7.5	74 121	359 493	.7 1.1	4.9 7.4	91 105	370 347	.8 1.0	7.5 7.8	64 101	275 330	.6 .9	6.2 9.3
KKGO-FM SP '99 4-Book	3 3	20 20	.3 .3		4 4	16 16	.4 .4		2 5	26 31	.1 .3		2 1	15 8	.2 .1		3 3	23 23	.3 .3	
KKHJ-AM SP '99 4-Book	4 4	8 8	.1 .1	.3 .3	5 3	20 18	.6 .3		2 4	11 17	.1 .1	.3 .3	5 6	21 13	.4 .4		1 2	11 10	.1 .2	
KKLA-FM SP '99 4-Book	4 1	11 3	.3 .1						1 1	3 3			11 3	11 3	.1 .1	.9 .2	4 1	11 6	.4 .1	
KLAC-AM SP '99 4-Book	1 1	15 8	.1 .1		1 1	2 2	.2 .2		9 3	40 14	.1 .1	.6 .2	5 2	19 9	.4 .2			3 3		
KLAX-FM SP '99 4-Book	36 49	85 146	.3 .4	2.7 3.8	34 48	92 130	.3 .4	4.2 5.5	62 76	234 235	.6 .7	4.1 4.6	41 56	134 159	.4 .5	3.4 4.1	24 32	102 120	.2 .3	2.3 2.9
KLOS-FM SP '99 4-Book	3 1	28 11	.2 .1		2 1	23 14	.2 .1		5 9	51 61	.3 .1	.6 .6	11 9	46 32	.1 .1	.9 .7	6 6	27 21	.1 .1	.6 .6
KLSX-FM SP '99 4-Book	4 3	9 8	.3 .2		13 13	26 37	.1 .1	1.6 1.5	16 14	54 55	.1 .1	1.0 .8	4 3	17 13	.3 .2		1 1	6 6	.1 .1	
KLVE-FM SP '99 4-Book	86 105	269 300	.8 1.0	6.4 8.0	49 57	172 178	.4 .5	6.1 6.6	109 99	305 285	1.0 .9	7.2 6.1	59 81	134 218	.5 .8	4.9 6.1	56 54	181 190	.5 .5	5.4 5.0
+KLYF-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM SP '99 4-Book									1 2	19 5	.1 .1		2 1	19 5	.2 .1					
KLYY-FM SP '99 4-Book	15 23	90 118	.1 .2	1.1 1.8	11 10	54 53	.1 .1	1.4 1.1	12 26	77 147	.1 .3	.8 1.6	14 19	66 96	.1 .2	1.2 1.4	14 13	61 89	.1 .1	1.4 1.2
KNX -AM SP '99 4-Book					2 1	19 10	.2 .1		4 4	11 11	.2 .2			3 3			4 2	25 11	.4 .2	
KOST-FM SP '99 4-Book	72 66	258 270	.7 .6	5.3 5.0	13 25	50 68	.1 .2	1.6 2.9	24 29	116 143	.2 .3	1.6 1.7	45 31	183 123	.4 .3	3.7 2.3	56 63	243 267	.5 .6	5.4 5.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 12-24

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	
KPWR-FM																				
SP '99	162	573	1.5	12.0	91	332	.8	11.3	135	630	1.2	8.9	158	584	1.4	13.0	102	435	.9	9.9
4-Book	196	675	1.8	15.0	78	304	.7	9.0	182	797	1.7	11.1	167	562	1.5	12.4	134	485	1.2	12.3
KRLA-AM																				
SP '99	2	10	.1	.1	1	11	.1	.1	5	15	.1	.3	7	15	.1	.5	7	20	.1	.7
4-Book	5	18	.1	.4	2	7	.2	.2	5	15	.1	.3	7	15	.1	.5	12	31	.1	1.1
KROQ-FM																				
SP '99	111	350	1.0	8.2	46	212	.4	5.7	103	494	.9	6.8	92	313	.8	7.6	100	359	.9	9.7
4-Book	105	418	1.0	8.0	42	194	.4	4.9	118	525	1.1	7.2	100	359	.9	7.5	101	397	.9	9.3
KRTH-FM																				
SP '99	30	126	.3	2.2	25	117	.2	3.1	23	72	.2	1.5	20	77	.2	1.6	17	70	.2	1.6
4-Book	35	130	.3	2.7	22	85	.2	2.5	38	132	.4	2.3	28	107	.3	2.1	24	122	.3	2.2
KSCA-FM																				
SP '99	28	105	.3	2.1	69	166	.6	8.5	63	187	.6	4.1	54	145	.5	4.5	21	82	.2	2.0
4-Book	31	128	.3	2.4	65	150	.6	7.5	82	237	.8	4.9	62	148	.6	4.6	25	94	.2	2.3
KSSE-FM																				
SP '99	67	247	.6	5.0	66	165	.6	8.2	104	293	.9	6.8	67	214	.6	5.5	43	192	.4	4.2
4-Book	59	203	.6	4.6	52	169	.5	6.1	93	273	.9	5.7	79	206	.7	5.9	51	174	.5	4.7
KTNQ-AM																				
SP '99	1	10	.1	.1	2	9	.2	.2	6	9	.1	.4	10	20	.1	.8				
4-Book	1	5	.1	.1	2	5	.2	.2	6	16	.1	.4	5	15	.1	.4	1	3		.1
KTWV-FM																				
SP '99	18	36	.2	1.3					11	50	.1	.7	6	22	.1	.5	11	48	.1	1.1
4-Book	6	18	.1	.4	5	6	.6	.6	9	35	.1	.5	7	22	.1	.5	5	23	.1	.5
KWKW-AM																				
SP '99					3	7	.3	.3	3	7	.2	.2								
4-Book																				
KWVE-FM																				
SP '99	5	13	.4	.5	5	27	.6	.6	3	30	.2	.2	4	26	.3	.3	3	26	.3	.3
4-Book	6	17	.5	.5	6	33	.1	.6	4	35	.1	.3	7	32	.1	.5	3	18	.3	.3
KYSR-FM																				
SP '99	101	342	.9	7.5	19	94	.2	2.4	92	399	.8	6.0	63	273	.6	5.2	39	216	.4	3.8
4-Book	62	276	.6	4.8	39	156	.4	4.6	81	408	.7	5.0	69	304	.6	5.2	40	219	.4	3.8
KZLA-FM																				
SP '99	7	28	.1	.5	1	12	.1	.1	22	53	.2	1.4	14	69	.1	1.2	6	30	.1	.6
4-Book	13	50	.1	1.0	7	32	.1	.9	23	93	.2	1.4	21	82	.2	1.6	13	59	.2	1.3
KGGI-FM																				
SP '99	19	123	.2	1.4	12	31	.1	1.5	37	203	.3	2.4	29	101	.3	2.4	31	80	.3	3.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	2	11	.1	.1	**	**	**	**	2	11	.1	.1	3	21	.2	.2	2	20	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99										3							6	13	.1	.6
4-Book																	2	3		.2
TOTALS																				
SP '99	1347	3997	12.3		808	2506	7.4		1524	4342	13.9		1213	3527	11.1		1035	3212	9.4	
4-Book	1308	3883	12.0		864	2633	7.9		1634	4683	15.0		1343	3556	12.4		1083	3261	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 Trends

Women 18-34																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
SP '99	8	288	.1	.3	9	99	.1	.2	10	114	.1	.3	16	113	.1	.5	3	52	.2
WI '99	8	274	.1	.3	11	123	.1	.3	11	116	.1	.3	12	131	.1	.4	5	89	.3
FA '98	9	281	.1	.3	11	79	.1	.3	14	140	.1	.3	14	69	.1	.4	7	84	.4
SU '98	3	182	.1	.1	3	54	.1	.1	3	49	.1	.1	6	45	.2	.2	1	43	.1
4-Book	7	256	.1	.3	9	89	.1	.2	10	105	.1	.3	12	90	.1	.4	4	67	.3
SP '98	14	242	.1	.5	7	47	.2	.2	22	107	.1	.5	39	120	.2	1.1	3	48	.2
KACD-FM																			
SP '99	7	306	.1	.3	9	186	.1	.2	10	113	.1	.3	10	143	.1	.3	2	96	.1
WI '99	15	309	.1	.5	10	117	.1	.3	30	126	.2	.8	32	186	.2	1.0	4	94	.3
FA '98	16	381	.1	.6	14	114	.1	.4	20	102	.1	.5	22	154	.1	.6	6	124	.4
SU '98	19	541	.1	.7	19	252	.1	.5	25	318	.2	.6	24	306	.2	.7	14	210	.9
4-Book	14	384	.1	.5	13	167	.1	.4	21	165	.2	.6	22	197	.2	.7	7	131	.4
SP '98	23	489	.1	.8	20	190	.1	.5	19	127	.1	.5	44	211	.3	1.2	19	173	1.3
KBCD-FM																			
SP '99	8	79	.1	.3	10	48	.1	.3	17	52	.1	.4	11	48	.1	.3	3	29	.2
WI '99	14	336	.1	.5	21	124	.1	.5	28	221	.2	.7	25	261	.2	.8	2	62	.1
FA '98	4	159	.1	.1	5	77	.1	.1	1	22	.1	.1	5	74	.1	.1	1	72	.1
SU '98	11	286	.1	.4	17	79	.1	.4	13	112	.1	.3	9	102	.1	.3	6	112	.4
4-Book	9	215	.1	.3	13	82	.1	.3	15	102	.1	.4	13	121	.1	.4	3	69	.2
SP '98	11	276	.1	.4	16	152	.1	.4	13	113	.1	.3	14	176	.1	.4	7	156	.5
KACE-FM																			
SP '99	10	447	.1	.4	9	142	.1	.2	14	193	.1	.4	13	166	.1	.4	7	162	.5
WI '99	23	451	.1	.8	22	178	.1	.6	30	173	.2	.8	28	264	.2	.8	12	184	.8
FA '98	15	506	.1	.5	17	150	.1	.4	19	182	.1	.5	25	254	.2	.7	10	110	.6
SU '98	19	333	.1	.7	28	192	.2	.7	19	150	.1	.5	30	176	.2	.9	15	92	1.0
4-Book	17	434	.1	.6	19	166	.1	.5	21	175	.1	.6	24	215	.2	.7	11	137	.7
SP '98	14	356	.1	.5	10	97	.1	.3	18	146	.1	.4	15	196	.1	.4	8	73	.5
KRTO-FM																			
SP '99	3	75	.1	.1	2	29	.1	.1	5	38	.1	.1	6	62	.2	.1	1	18	.1
WI '99	2	80	.1	.1	3	30	.1	.1	5	47	.1	.1	3	40	.1	.1	1	39	.1
FA '98	1	104	.1	.1	1	30	.1	.1	1	26	.1	.1	1	18	.1	.1	1	24	.1
SU '98	7	120	.3	.3	8	55	.1	.2	13	68	.1	.3	7	37	.2	.2	2	17	.1
4-Book	3	95	.1	.1	4	36	.1	.1	6	45	.1	.1	4	39	.1	.1	1	25	.1
SP '98	3	97	.1	.1	2	41	.1	.1	6	69	.1	.1	2	33	.1	.1	1	18	.1
KBIG-FM																			
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	2.0
WI '99	146	2173	.9	5.2	163	985	1.0	4.1	298	1184	1.9	7.6	194	1171	1.2	5.9	53	644	3.6
FA '98	138	2226	.9	4.7	161	1130	1.0	4.0	287	1087	1.8	6.9	189	1273	1.2	5.5	47	635	3.0
SU '98	107	2250	.7	3.8	126	1057	.8	3.2	187	1073	1.2	4.6	134	1073	.9	4.0	56	724	3.6
4-Book	121	2176	.8	4.3	140	999	.9	3.6	240	1073	1.5	6.0	162	1130	1.0	4.9	46	645	3.1
SP '98	125	2114	.8	4.3	134	976	.9	3.5	258	1085	1.6	6.3	182	1291	1.2	5.1	48	635	3.2
KBLA-AM																			
SP '99	3	85	.1	.1	6	42	.2	.2	6	54	.2	.2	2	37	.1	.1	1	10	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																			
SP '99	1	29	.1	.1	1	11	.1	.1	4	22	.1	.1	1	19	.1	.1	1	10	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '99	15	137	.1	.5	23	85	.1	.6	18	75	.1	.5	16	84	.1	.5	11	73	.1	.8
WI '99	12	179	.1	.4	12	98	.1	.3	15	109	.1	.4	13	116	.1	.4	11	70	.1	.7
FA '98	5	147	.2	.2	4	43	.1	.1	10	82	.1	.2	5	79	.1	.1	2	30	.1	.1
SU '98	6	139	.2	.2	9	51	.1	.2	10	39	.1	.2	9	110	.1	.3	3	45	.1	.2
4-Book	10	151	.1	.3	12	69	.1	.3	13	76	.1	.3	11	97	.1	.3	7	55	.1	.5
SP '98	3	54	.1	.1	2	31	.1	.1	6	41	.1	.1	5	23	.1	.1	1	10	.1	.1
KBUE-FM																				
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
WI '99	57	1116	.4	2.0	59	496	.4	1.5	83	602	.5	2.1	74	549	.5	2.2	21	294	.1	1.4
FA '98	75	1120	.5	2.6	90	458	.6	2.3	120	667	.8	2.9	81	564	.5	2.3	38	334	.2	2.4
SU '98	40	789	.3	1.4	42	311	.3	1.1	63	392	.4	1.6	34	318	.2	1.0	26	286	.2	1.7
4-Book	66	1045	.5	2.3	72	447	.5	1.9	104	598	.7	2.6	76	533	.5	2.3	29	310	.2	1.9
SP '98	67	1010	.4	2.3	75	435	.5	1.9	91	521	.6	2.2	79	539	.5	2.2	44	319	.3	2.9
KCBS-FM																				
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
WI '99	47	1414	.3	1.7	68	548	.4	1.7	65	675	.4	1.7	61	755	.4	1.8	17	365	.1	1.2
FA '98	39	1353	.2	1.3	44	627	.3	1.1	54	572	.3	1.3	54	729	.3	1.6	14	398	.1	.9
SU '98	55	1520	.4	2.0	52	504	.3	1.3	90	694	.6	2.2	71	828	.5	2.1	14	303	.1	.9
4-Book	47	1400	.3	1.7	55	530	.3	1.4	66	610	.4	1.7	62	751	.4	1.9	16	367	.1	1.1
SP '98	73	1599	.5	2.5	88	619	.6	2.3	131	992	.8	3.2	93	885	.6	2.6	16	346	.1	1.1
KCMG-FM																				
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
WI '99	90	1909	.6	3.2	86	779	.5	2.2	115	887	.7	2.9	108	984	.7	3.3	64	687	.4	4.3
FA '98	82	2015	.5	2.8	89	868	.6	2.2	126	1116	.8	3.1	105	1076	.7	3.0	48	495	.3	3.1
SU '98	133	2262	.8	4.8	168	1027	1.1	4.3	230	1133	1.5	5.7	180	1319	1.1	5.4	51	626	.3	3.3
4-Book	100	1946	.6	3.6	114	868	.7	2.9	156	1006	1.0	3.9	128	1104	.8	3.8	51	583	.3	3.4
SP '98	141	2341	.9	4.9	127	991	.8	3.3	247	1222	1.6	6.0	172	1227	1.1	4.8	73	721	.5	4.8
KFI -AM																				
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
WI '99	37	650	.2	1.3	34	329	.2	.9	88	500	.6	2.2	41	303	.3	1.2	20	104	.1	1.4
FA '98	47	882	.3	1.6	51	300	.3	1.3	117	606	.7	2.8	60	512	.4	1.7	13	166	.1	.8
SU '98	34	672	.2	1.2	35	233	.2	.9	91	526	.6	2.3	42	283	.3	1.3	2	107	.1	.1
4-Book	37	698	.2	1.3	39	268	.2	1.0	90	514	.6	2.2	44	319	.3	1.3	14	130	.1	1.0
SP '98	44	665	.3	1.5	51	318	.3	1.3	84	444	.5	2.0	57	313	.4	1.6	26	121	.2	1.7
KFSG-FM																				
SP '99	17	401	.1	.6	18	174	.1	.5	19	180	.1	.5	22	173	.1	.7	14	105	.1	1.0
WI '99	16	290	.1	.6	17	174	.1	.4	29	202	.2	.7	24	194	.2	.7	3	83	.1	.2
FA '98	7	164	.2	.2	11	67	.1	.3	14	92	.1	.3	4	79	.1	.1	3	55	.1	.2
SU '98	6	252	.2	.2	11	154	.1	.3	6	92	.1	.1	9	119	.1	.3	1	38	.1	.1
4-Book	12	277	.1	.4	14	142	.1	.4	17	142	.1	.4	15	141	.1	.5	5	70	.1	.4
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '99	9	523	.1	.3	24	306	.2	.6	4	138	.1	.1	17	241	.1	.5	2	53	.1	.1
WI '99	15	525	.1	.5	34	379	.2	.9	18	203	.1	.5	22	403	.1	.7	5	131	.1	.3
FA '98	16	485	.1	.6	28	274	.2	.7	24	226	.2	.6	31	317	.2	.9	5	104	.1	.3
SU '98	12	573	.1	.4	31	354	.2	.8	13	128	.1	.3	20	230	.1	.6	3	62	.1	.2
4-Book	13	527	.1	.5	29	328	.2	.8	15	174	.1	.4	23	298	.1	.7	4	88	.1	.2
SP '98	10	506	.1	.3	20	304	.1	.5	6	169	.1	.1	19	221	.1	.5	4	82	.1	.3
KGIL-AM																				
SP '99	1	25			1	12			1	13			13				13			
WI '99																				
FA '98	2	48	.1	.1	1	13			1	25			2	25	.1	.1				
SU '98		16											1	16						
4-Book	1	22			1	6			1	10			1	14			3			
SP '98																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
+KGXL-AM																				
SP '99																				
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99	1	45						1	14											
WI '99	4	46	.1		9	33	.1	.2	4	10			5	23			.2	2	23	.1
FA '98	1	35						3	24											
SU '98		16			2	16		.1												
4-Book	2	36			3	12		.1	2	12			1	6			.1	1	6	
SP '98	1	18						5	18											
KIIS-FM																				
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
WI '99	178	4004	1.1	6.3	235	1927	1.5	6.0	208	2106	1.3	5.3	235	2206	1.5	7.1	109	1441	.7	7.4
FA '98	162	3992	1.0	5.6	254	2242	1.6	6.4	212	2071	1.3	5.1	179	2078	1.1	5.2	84	1264	.5	5.3
SU '98	148	3697	.9	5.3	202	1807	1.3	5.1	186	1992	1.2	4.6	187	2079	1.2	5.6	94	1296	.6	6.1
4-Book	174	3976	1.1	6.2	250	2057	1.6	6.4	221	2100	1.4	5.5	213	2193	1.4	6.4	97	1391	.6	6.5
SP '98	143	3702	.9	5.0	211	2020	1.3	5.4	171	1935	1.1	4.1	194	2201	1.2	5.5	73	1233	.5	4.8
KJLH-FM																				
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
WI '99	58	893	.4	2.1	72	436	.5	1.8	81	397	.5	2.1	55	353	.3	1.7	20	253	.1	1.4
FA '98	59	812	.4	2.0	91	445	.6	2.3	71	339	.4	1.7	73	482	.5	2.1	31	224	.2	2.0
SU '98	42	747	.3	1.5	50	315	.3	1.3	35	343	.2	.9	48	363	.3	1.4	42	368	.3	2.7
4-Book	54	843	.4	1.9	66	408	.4	1.7	63	388	.4	1.6	58	420	.4	1.7	36	307	.2	2.5
SP '98	59	925	.4	2.0	70	421	.4	1.8	68	461	.4	1.6	62	377	.4	1.7	38	365	.2	2.5
KKBT-FM																				
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
WI '99	202	2740	1.3	7.2	283	1459	1.8	7.2	230	1494	1.5	5.8	245	1742	1.5	7.4	137	1209	.9	9.3
FA '98	199	2866	1.3	6.8	275	1419	1.7	6.9	268	1736	1.7	6.5	239	1754	1.5	6.9	124	1295	.8	7.9
SU '98	172	2621	1.1	6.1	223	1498	1.4	5.7	198	1510	1.3	4.9	220	1702	1.4	6.6	144	1147	.9	9.4
4-Book	181	2722	1.2	6.4	242	1399	1.5	6.2	222	1504	1.4	5.5	229	1695	1.4	6.9	125	1193	.8	8.4
SP '98	156	2625	1.0	5.4	240	1456	1.5	6.2	169	1530	1.1	4.1	190	1625	1.2	5.4	94	997	.6	6.2
KKGO-FM																				
SP '99	11	503	.1	.4	13	147	.1	.3	10	166	.1	.3	15	199	.1	.5	16	249	.1	1.1
WI '99	15	552	.1	.5	12	180	.1	.3	24	181	.2	.6	27	261	.2	.8	12	159	.1	.8
FA '98	14	413	.1	.5	20	136	.1	.5	24	196	.2	.6	9	127	.1	.3	10	138	.1	.6
SU '98	10	603	.1	.4	6	114	.1	.2	6	140	.1	.1	8	166	.1	.2	16	199	.1	1.0
4-Book	13	518	.1	.5	13	144	.1	.3	16	171	.1	.4	15	188	.1	.5	14	186	.1	.9
SP '98	12	399	.1	.4	17	116	.1	.4	9	91	.1	.2	21	184	.1	.6	6	136		.4
KKHJ-AM																				
SP '99	19	390	.1	.7	25	178	.2	.7	32	200	.2	.8	25	202	.2	.8	6	94		.4
WI '99	23	390	.1	.8	30	167	.2	.8	26	198	.2	.7	35	219	.2	1.1	9	120	.1	.6
FA '98	6	221	.2	.2	5	65	.1	.1	7	75	.2	.2	6	40	.2	.2	2	37		.1
SU '98	6	146	.2	.2	6	48	.2	.2	8	80	.1	.2	7	99	.2	.2	4	48		.3
4-Book	14	287	.1	.5	17	115	.1	.5	18	138	.1	.5	18	140	.1	.6	5	75		.4
SP '98	16	282	.1	.6	29	178	.2	.7	24	163	.2	.6	15	107	.1	.4	13	127	.1	.9
KKLA-FM																				
SP '99	3	135		.1	6	61		.2	5	50		.1	2	50		.1	1	20		.1
WI '99	8	276	.1	.3	18	177	.1	.5	6	109	.2	.2	9	76	.1	.3	5	57		.3
FA '98	3	117		.1	6	68		.2	4	35		.1	3	62		.1	1	26		.1
SU '98	4	125		.1	8	75	.1	.2	1	32		.1	6	81		.2	4	83		.3
4-Book	5	163		.2	10	95	.1	.3	4	57		.1	5	67		.2	3	47		.2
SP '98	6	113		.2	6	46		.2	5	67		.1	22	98		.1	2	27		.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 18-34

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
KLAC-AM																			
SP '99	3	177	.1	2	24	.1	.1	7	44	.2	.2	3	69	.1	.1	2	37	.1	.1
WI '99	4	166	.1	3	26	.1	.1	5	86	.1	.1	2	49	.1	.1	3	61	.2	.2
FA '98	2	83	.1	2	29	.1	.1	5	59	.1	.1	5	47	.1	.1				
SU '98	4	108	.1	2	48	.1	.1	7	26	.2	.2	8	27	.1	.2				
4-Book	3	134	.1	2	32	.1	.1	6	54	.2	.2	5	48	.1	.1	1	25	.1	.1
SP '98	2	198	.1						19			3	45	.1	.1	5	84	.3	.3
KLAX-FM																			
SP '99	113	1673	.7	129	747	.8	3.4	192	1030	1.2	4.8	100	774	.6	3.1	57	484	.4	4.1
WI '99	123	2002	.8	188	954	1.2	4.8	190	1165	1.2	4.8	105	913	.7	3.2	47	554	.3	3.2
FA '98	197	2190	1.2	182	1001	1.2	4.6	289	1342	1.8	7.0	264	1377	1.7	7.6	104	735	.7	6.6
SU '98	130	1793	.8	119	682	.8	3.0	211	1023	1.3	5.2	156	972	1.0	4.7	81	692	.5	5.3
4-Book	141	1915	.9	155	846	1.0	4.0	221	1140	1.4	5.5	156	1009	1.0	4.7	72	616	.5	4.8
SP '98	144	1792	.9	175	914	1.1	4.5	213	1079	1.4	5.2	175	964	1.1	4.9	59	534	.4	3.9
KLOS-FM																			
SP '99	35	1086	.2	66	399	.4	1.7	51	453	.3	1.3	36	459	.2	1.1	18	227	.1	1.3
WI '99	26	1067	.2	39	344	.2	1.0	40	422	.3	1.0	36	457	.2	1.1	5	108	.3	.3
FA '98	57	1242	.4	119	536	.8	3.0	82	420	.5	2.0	65	648	.4	1.9	14	326	.1	.9
SU '98	52	1248	.3	132	738	.8	3.4	61	508	.4	1.5	54	635	.3	1.6	21	274	.1	1.4
4-Book	43	1161	.3	89	504	.6	2.3	59	451	.4	1.5	48	550	.3	1.4	15	234	.1	1.0
SP '98	54	1314	.3	89	602	.6	2.3	64	488	.4	1.6	75	693	.5	2.1	29	346	.2	1.9
KLSX-FM																			
SP '99	49	955	.3	164	595	1.0	4.3	39	350	.2	1.0	71	436	.4	2.2	5	148	.4	.4
WI '99	36	873	.2	97	605	.6	2.5	28	306	.2	.7	65	390	.4	2.0	13	163	.1	.9
FA '98	38	927	.2	123	581	.8	3.1	38	398	.2	.9	36	333	.2	1.0	5	112	.3	.3
SU '98	65	1066	.4	207	682	1.3	5.3	65	416	.4	1.6	66	430	.4	2.0	31	284	.2	2.0
4-Book	47	955	.3	148	616	.9	3.8	43	368	.3	1.1	60	397	.4	1.8	14	177	.1	.9
SP '98	53	1152	.3	190	812	1.2	4.9	51	619	.3	1.2	39	304	.2	1.1	9	96	.1	.6
KLVE-FM																			
SP '99	244	3099	1.5	334	1778	2.1	8.8	347	1878	2.2	8.7	250	1693	1.6	7.7	120	1009	.8	8.6
WI '99	214	2623	1.4	324	1511	2.0	8.2	318	1584	2.0	8.1	236	1462	1.5	7.2	87	847	.5	5.9
FA '98	289	3102	1.8	438	1937	2.8	11.0	414	1908	2.6	10.0	279	1825	1.8	8.0	169	1250	1.1	10.8
SU '98	245	2914	1.6	390	1687	2.5	9.9	382	1679	2.4	9.4	234	1761	1.5	7.1	107	992	.7	7.0
4-Book	248	2935	1.6	372	1728	2.4	9.5	365	1762	2.3	9.1	250	1685	1.6	7.5	121	1025	.8	8.1
SP '98	264	2951	1.7	377	1846	2.4	9.7	351	1857	2.2	8.5	292	1684	1.9	8.2	150	1195	1.0	10.0
+KLYF-AM																			
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	15								15										
KXTA-AM																			
SP '99	4	57	.1	3	20	.1	.6	6	11	.2	.8	6	20	.2	.2	5	34	.4	.4
WI '99	1	49		2	27	.1	.1	2	25	.1	.1						9		
FA '98	1	25		3	13	.1	.1	2	13										
SU '98	3	226	.1	1	28	.1	.1	1	28			2	43	.1	.1	6	96	.4	.4
4-Book	2	89	.1	2	22	.1	.1	3	19	.1	.1	2	16	.1	.1	3	35	.2	.2
SP '98	2	134	.1					2	39			7	53	.2	.2	5	91	.3	.3
KLYY-FM																			
SP '99	23	1290	.1	22	406	.1	.6	32	581	.2	.8	34	635	.2	1.1	12	423	.1	.9
WI '99	46	1750	.3	42	546	.3	1.1	69	816	.4	1.8	67	1089	.4	2.0	29	588	.2	2.0
FA '98	39	1609	.2	39	630	.2	1.0	55	773	.3	1.3	54	907	.3	1.6	25	526	.2	1.6
SU '98	41	1597	.3	45	614	.3	1.1	67	853	.4	1.7	60	956	.4	1.8	17	470	.1	1.1
4-Book	37	1562	.2	37	549	.2	1.0	56	756	.3	1.4	54	897	.3	1.6	21	502	.2	1.4
SP '98	52	1963	.3	63	832	.4	1.6	68	929	.4	1.6	69	1159	.4	1.9	16	574	.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	
KNX -AM																				
SP '99	7	359	.3	11	175	.1	.3	6	147	.2		13	198	.1	.4	8	65	.1	.6	
WI '99	9	357	.1	.3	19	150	.1	.5	6	102	.2		11	166	.1	.3	7	71	.5	
FA '98	10	425	.1	.3	25	272	.2	.6	8	86	.1	.2	11	113	.1	.3	7	61	.4	
SU '98	7	460	.3		19	284	.1	.5	4	107	.1		10	160	.1	.3	3	74	.2	
4-Book	8	400	.1	.3	19	220	.1	.5	6	111	.2		11	159	.1	.3	6	68	.4	
SP '98	13	625	.1	.5	35	340	.2	.9	12	148	.1	.3	22	253	.1	.6	1	48	.1	
KOST-FM																				
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
WI '99	145	2820	.9	5.2	147	1141	.9	3.7	197	1231	1.2	5.0	158	1388	1.0	4.8	150	1284	.9	10.2
FA '98	135	2968	.9	4.6	130	1216	.8	3.3	163	1195	1.0	3.9	148	1275	.9	4.3	129	1356	.8	8.2
SU '98	151	2945	1.0	5.4	163	1150	1.0	4.1	257	1171	1.6	6.4	182	1504	1.2	5.5	124	1196	.8	8.1
4-Book	139	2848	.9	4.9	137	1115	.9	3.5	203	1192	1.3	5.1	165	1382	1.1	5.0	128	1223	.8	8.6
SP '98	134	2908	.9	4.6	116	1095	.7	3.0	237	1375	1.5	5.7	183	1345	1.2	5.2	93	1118	.6	6.2
KPWR-FM																				
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
WI '99	174	3512	1.1	6.2	221	1715	1.4	5.6	231	1850	1.5	5.9	217	1997	1.4	6.6	124	1324	.8	8.4
FA '98	145	3306	.9	5.0	176	1649	1.1	4.4	163	1643	1.0	3.9	173	1776	1.1	5.0	98	1158	.6	6.2
SU '98	149	3209	.9	5.3	160	1391	1.0	4.1	217	1810	1.4	5.4	198	1744	1.3	6.0	103	1212	.7	6.7
4-Book	147	3242	.9	5.2	183	1523	1.2	4.7	191	1712	1.2	4.8	187	1787	1.2	5.6	98	1201	.6	6.5
SP '98	143	3315	.9	5.0	186	1471	1.2	4.8	178	1647	1.1	4.3	191	1924	1.2	5.4	89	1375	.6	5.9
KRLA-AM																				
SP '99	5	102	.2		3	36	.1		6	56			6	57			5	31	.4	
WI '99	1	62			4	22	.1			9				21			1	33	.1	
FA '98	16	171	.1	.6	15	94	.1	.4	32	83	.2	.8	23	64	.1	.7	10	70	.1	.6
SU '98	6	212	.2		3	41	.1		6	67	.1		5	64			6	59	.4	
4-Book	7	137	.3		6	48	.2		11	54	.1	.3	9	52			6	48	.4	
SP '98	9	375	.1	.3	8	85	.1	.2	13	168	.1	.3	13	99	.1	.4	10	112	.1	.7
KROQ-FM																				
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
WI '99	155	3579	1.0	5.5	264	1832	1.7	6.7	169	1884	1.1	4.3	164	2015	1.0	5.0	99	1512	.6	6.7
FA '98	137	3113	.9	4.7	205	1713	1.3	5.1	155	1521	1.0	3.8	189	1941	1.2	5.5	92	1176	.6	5.9
SU '98	152	2989	1.0	5.4	231	1483	1.5	5.9	201	1698	1.3	5.0	178	1656	1.1	5.4	86	1071	.5	5.6
4-Book	146	3197	1.0	5.2	232	1631	1.5	5.9	169	1663	1.1	4.2	170	1839	1.1	5.1	95	1266	.6	6.4
SP '98	136	3193	.9	4.7	225	1788	1.4	5.8	147	1651	.9	3.6	146	1787	.9	4.1	101	1124	.6	6.7
KRTH-FM																				
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
WI '99	41	1589	.3	1.5	46	455	.3	1.2	60	630	.4	1.5	44	591	.3	1.3	19	365	.1	1.3
FA '98	47	1515	.3	1.6	45	497	.3	1.1	72	572	.5	1.7	53	613	.3	1.5	18	329	.1	1.1
SU '98	65	1513	.4	2.3	78	584	.5	2.0	106	698	.7	2.6	93	804	.6	2.8	27	431	.2	1.8
4-Book	49	1508	.3	1.7	53	517	.4	1.4	81	630	.5	2.0	60	641	.4	1.8	19	348	.1	1.2
SP '98	60	1752	.4	2.1	68	610	.4	1.8	108	743	.7	2.6	65	796	.4	1.8	22	416	.1	1.5
KSCA-FM																				
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
WI '99	228	2344	1.4	8.1	486	1440	3.1	12.4	293	1542	1.9	7.4	176	1016	1.1	5.3	88	637	.6	6.0
FA '98	244	2334	1.5	8.4	491	1546	3.1	12.3	309	1516	2.0	7.5	194	1041	1.2	5.6	84	636	.5	5.3
SU '98	223	2064	1.4	8.0	452	1355	2.9	11.5	295	1432	1.9	7.3	183	1052	1.2	5.5	90	721	.6	5.8
4-Book	233	2239	1.5	8.3	489	1428	3.1	12.5	308	1521	2.0	7.6	177	995	1.1	5.3	83	614	.5	5.5
SP '98	199	1982	1.3	6.9	375	1278	2.4	9.7	274	1479	1.7	6.6	172	958	1.1	4.8	72	544	.5	4.8
KSSE-FM																				
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
WI '99	102	1688	.6	3.6	141	800	.9	3.6	156	956	1.0	4.0	101	899	.6	3.1	38	440	.2	2.6
FA '98	108	1580	.7	3.7	132	828	.8	3.3	150	949	.9	3.6	115	808	.7	3.3	63	560	.4	4.0
SU '98	122	1433	.8	4.4	136	754	.9	3.5	153	825	1.0	3.8	140	846	.9	4.2	77	463	.5	5.0
4-Book	110	1589	.7	3.9	131	785	.8	3.4	154	924	1.0	3.8	119	878	.7	3.6	60	528	.4	4.0
SP '98	73	1209	.5	2.5	76	593	.5	2.0	93	621	.6	2.3	87	781	.6	2.5	50	491	.3	3.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KTNQ-AM																				
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
WI '99	29	467	.2	1.0	24	129	.2	.6	64	253	.4	1.6	44	198	.3	1.3	8	71	.1	.5
FA '98	35	509	.2	1.2	60	180	.4	1.5	57	246	.4	1.4	38	205	.2	1.1	17	92	.1	1.1
SU '98	26	379	.2	.9	44	197	.3	1.1	40	235	.3	1.0	32	200	.2	1.0	12	97	.1	.8
4-Book	32	469	.2	1.1	41	178	.3	1.0	58	264	.4	1.5	42	207	.3	1.3	13	98	.1	.9
SP '98	38	564	.2	1.3	76	214	.5	2.0	50	296	.3	1.2	19	185	.1	.5	40	195	.3	2.7
KTWV-FM																				
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
WI '99	46	864	.3	1.6	59	434	.4	1.5	75	423	.5	1.9	55	384	.3	1.7	22	243	.1	1.5
FA '98	80	1180	.5	2.8	87	553	.5	2.2	150	578	.9	3.6	125	700	.8	3.6	24	364	.2	1.5
SU '98	51	1025	.3	1.8	61	465	.4	1.6	84	538	.5	2.1	62	524	.4	1.9	22	376	.1	1.4
4-Book	54	941	.3	1.9	66	439	.4	1.7	94	458	.6	2.3	74	484	.5	2.2	20	300	.1	1.3
SP '98	75	1200	.5	2.6	69	501	.4	1.8	144	596	.9	3.5	101	584	.6	2.8	35	350	.2	2.3
KVKV-AM																				
SP '99	8	175	.1	.3	10	79	.1	.3	11	101	.1	.3	20	73	.1	.6	1	6		.1
WI '99	6	109		.2	5	40		.1	10	69	.1	.3	6	60		.2		9		
FA '98	8	157	.1	.3	5	54		.1	13	111	.1	.3	6	48		.2	10	37	.1	.6
SU '98	20	229	.1	.7	19	96	.1	.5	40	130	.3	1.0	28	109	.2	.8	12	49	.1	.8
4-Book	11	168	.1	.4	10	67	.1	.3	19	103	.2	.5	15	73	.1	.5	6	25	.1	.4
SP '98	16	266	.1	.6	18	80	.1	.5	34	146	.2	.8	14	68	.1	.4	7	89		.5
KWVE-FM																				
SP '99	12	254	.1	.4	20	145	.1	.5	25	137	.2	.6	17	96	.1	.5	3	63		.2
WI '99	5	260		.2	10	142	.1	.3	6	91		.2	8	138	.1	.2	1	25		.1
FA '98	13	369	.1	.4	17	144	.1	.4	19	260	.1	.5	9	165	.1	.3	12	105	.1	.8
SU '98	14	434	.1	.5	30	240	.2	.8	11	168	.1	.3	21	192	.1	.6	6	126		.4
4-Book	11	329	.1	.4	19	168	.1	.5	15	164	.1	.4	14	148	.1	.4	6	80		.4
SP '98	9	250	.1	.3	22	160	.1	.6	12	102	.1	.3	11	156	.1	.3	1	10		.1
KYSR-FM																				
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
WI '99	170	3624	1.1	6.1	250	1794	1.6	6.4	230	1940	1.5	5.8	213	2085	1.3	6.5	76	1260	.5	5.2
FA '98	162	3489	1.0	5.6	245	1563	1.5	6.1	241	1863	1.5	5.8	244	2157	1.5	7.0	60	1175	.4	3.8
SU '98	184	3726	1.2	6.6	257	1907	1.6	6.5	305	2086	1.9	7.5	261	2213	1.7	7.9	62	1124	.4	4.0
4-Book	182	3613	1.2	6.5	262	1785	1.7	6.7	278	1998	1.8	6.9	250	2177	1.6	7.6	69	1170	.5	4.7
SP '98	171	3696	1.1	5.9	189	1776	1.2	4.9	278	1932	1.8	6.7	267	2352	1.7	7.5	70	1247	.4	4.6
KZLA-FM																				
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
WI '99	46	824	.3	1.6	70	418	.4	1.8	67	423	.4	1.7	62	460	.4	1.9	23	300	.1	1.6
FA '98	52	948	.3	1.8	57	486	.4	1.4	81	510	.5	2.0	78	630	.5	2.3	26	366	.2	1.7
SU '98	39	870	.2	1.4	47	521	.3	1.2	53	547	.3	1.3	55	461	.4	1.7	20	305	.1	1.3
4-Book	49	909	.3	1.7	59	520	.4	1.5	76	520	.5	1.9	66	524	.4	2.0	22	332	.1	1.5
SP '98	55	844	.4	1.9	56	408	.4	1.4	80	423	.5	1.9	71	572	.5	2.0	29	305	.2	1.9
KGGI-FM																				
SP '99	20	721	.1	.7	16	221	.1	.4	24	305	.2	.6	26	392	.2	.8	14	233	.1	1.0
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	1	88			1	18							14				1	25		.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
XTRA-AM																				
SP '99	1	69																		
WI '99	2	59	.1		3	28	.1		6	14	.2		2	36	.1		1	30		.1
FA '98	1	76			1	13							4	36	.1		1	10		
SU '98	1	83			1	23			1	7			4	41	.1		1	26		.1
4-Book	1	72			1	16			2	5	.1		3	36	.1		1	17		.1
SP '98		29								15				14						
TOTALS																				
SP '99	2750	15400	17.4		3814	13296	24.1		3990	12727	25.2		3234	13221	20.4		1395	9606	8.8	
WI '99	2808	15406	17.7		3928	13459	24.8		3936	13141	24.9		3298	13498	20.8		1475	9542	9.3	
FA '98	2906	15325	18.4		3996	13500	25.3		4131	12884	26.1		3466	13397	21.9		1571	9793	9.9	
SU '98	2797	15251	17.8		3935	13327	25.1		4043	12877	25.7		3315	13197	21.1		1539	9781	9.8	
4-Book	2815	15346	17.8		3918	13396	24.8		4025	12907	25.5		3328	13328	21.1		1495	9681	9.5	
SP '98	2887	15281	18.4		3881	13546	24.7		4127	12967	26.3		3551	13314	22.6		1507	9826	9.6	

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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 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 '99	11	194	.1	.3	4	99	.2		7	14	.3		3	14	.1		5	12	.2	
4-Book	10	176	.1	.3	3	72	.2		4	16	.2		2	11	.1		7	20	.3	
KACD-FM																				
SP '99	9	285	.1	.2	5	152	.3		1	12	.3		7	37	.2		8	28	.1	.3
4-Book	19	302	.1	.5	10	193	.1	.5	6	22	.1	.3	21	69	.1	.7	19	58	.1	.8
KBCD-FM																				
SP '99	13	64	.1	.4	4	43	.2						3	15	.1					
4-Book	14	169	.1	.4	6	93	.3		4	10	.2		7	32	.2		4	17	.2	
KACE-FM																				
SP '99	12	294	.1	.3	8	184	.1	.4					6	35	.2		3	21	.1	.1
4-Book	21	323	.2	.6	13	209	.1	.6	8	31	.1	.4	16	72	.1	.5	19	56	.1	.8
KRTO-FM																				
SP '99	5	62		.1	1	31		.1									3	11		.1
4-Book	5	69		.1	2	38		.1	3	9		.1	3	11		.1	3	11		.1
KBIG-FM																				
SP '99	146	1558	.9	3.9	44	821	.3	2.2	39	170	.2	1.7	51	205	.3	1.5	19	125	.1	.8
4-Book	185	1745	1.2	4.9	58	934	.4	2.9	51	217	.3	2.3	95	308	.6	2.8	52	195	.3	2.2
KBLA-AM																				
SP '99	5	85		.1	1	9		.1					4	9		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	29		.1																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	19	116	.1	.5	11	95	.1	.6	20	32	.1	.9	15	32	.1	.4	10	32	.1	.4
4-Book	13	126	.1	.4	7	85	.1	.3	9	22	.1	.4	13	37	.1	.4	8	26	.1	.3
KBUE-FM																				
SP '99	122	957	.8	3.3	75	667	.5	3.8	63	208	.4	2.8	132	322	.8	3.9	100	241	.6	4.3
4-Book	86	834	.6	2.3	56	600	.4	2.8	59	187	.4	2.7	108	266	.7	3.2	71	173	.5	3.0
KCBS-FM																				
SP '99	57	1013	.4	1.5	44	661	.3	2.2	35	82	.2	1.6	64	281	.4	1.9	50	152	.3	2.1
4-Book	62	1105	.4	1.6	42	752	.3	2.1	27	129	.2	1.3	69	313	.4	2.1	61	238	.4	2.6
KCMG-FM																				
SP '99	129	1381	.8	3.5	73	877	.5	3.7	91	252	.6	4.1	123	378	.8	3.7	95	279	.6	4.1
4-Book	134	1636	.9	3.6	74	1005	.5	3.7	76	249	.5	3.6	130	443	.8	4.0	100	323	.6	4.3
KFI -AM																				
SP '99	45	533	.3	1.2	5	147		.3	2	26		.1	19	66	.1	.6	1	14		
4-Book	60	649	.4	1.6	10	167	.1	.5	15	57	.1	.8	24	79	.2	.7	7	28	.1	.3
KFSG-FM																				
SP '99	19	292	.1	.5	14	247	.1	.7	43	124	.3	1.9	24	96	.2	.7	11	78	.1	.5
4-Book	16	223	.1	.4	9	155	.1	.4	18	55	.1	.8	16	65	.1	.5	9	49	.1	.4
KFWB-AM																				
SP '99	14	481	.1	.4	5	190		.3	11	92	.1	.5	5	51		.1	3	26		.1
4-Book	22	477	.2	.6	4	178		.2	10	59	.1	.5	7	62		.2	4	29		.2
KGIL-AM																				
SP '99	1	25				13											2	7		.1
4-Book	1	19			1	10			2	3		.1								
+KGXL-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Estimates - Women 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																			
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
KIEV-AM																			
KIIS-FM																			
KJLH-FM																			
KKBT-FM																			
KKGD-FM																			
KKHJ-AM																			
KKLA-FM																			
KLAC-AM																			
KLAX-FM																			
KLDS-FM																			
KLSX-FM																			
KLVE-FM																			
+KLYF-AM																			
KXTA-AM																			
KLYY-FM																			
KNX -AM																			
KOST-FM																			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KPWR-FM	SP '99	162	2523	1.0	4.4	83	1545	.5	4.2	90	339	.6	4.0	131	630	.8	3.9	95	389	.6	4.1	
	4-Book	188	2742	1.2	5.0	109	1795	.7	5.5	93	363	.6	4.3	170	692	1.1	5.1	134	502	.9	5.7	
KRLA-AM	SP '99	5	68	.1	.1	3	55	.2	.2					2	12	.1	.1	6	12	.1	.3	
	4-Book	9	94	.1	.2	4	61	.2	.2					3	12	.1	.1	6	16	.1	.3	
KROQ-FM	SP '99	173	2658	1.1	4.7	100	1513	.6	5.1	77	322	.5	3.5	169	598	1.1	5.0	147	577	.9	6.3	
	4-Book	189	2772	1.2	5.0	103	1731	.7	5.2	72	341	.5	3.4	184	736	1.2	5.6	131	589	.8	5.6	
KRTH-FM	SP '99	60	1005	.4	1.6	33	657	.2	1.7	23	110	.1	1.0	53	266	.3	1.6	42	157	.3	1.8	
	4-Book	66	1111	.4	1.8	41	691	.3	2.1	42	147	.3	2.0	71	268	.5	2.2	52	178	.4	2.2	
KSCA-FM	SP '99	338	1962	2.1	9.1	170	1454	1.1	8.6	446	736	2.8	20.0	318	691	2.0	9.5	153	305	1.0	6.6	
	4-Book	323	1995	2.1	8.6	174	1440	1.1	8.7	398	738	2.5	18.5	293	747	1.9	8.8	152	355	1.0	6.5	
KSSE-FM	SP '99	131	1463	.8	3.5	97	945	.6	4.9	133	302	.8	6.0	197	484	1.2	5.9	100	300	.6	4.3	
	4-Book	136	1370	.8	3.6	98	976	.6	4.9	111	284	.7	5.2	186	495	1.2	5.6	101	275	.6	4.3	
KTNQ-AM	SP '99	55	450	.3	1.5	20	224	.1	1.0	28	84	.2	1.3	35	112	.2	1.0	29	50	.2	1.2	
	4-Book	48	399	.3	1.3	16	191	.1	.8	21	59	.2	1.0	33	91	.2	1.0	21	45	.2	.9	
KTWV-FM	SP '99	58	490	.4	1.6	24	368	.2	1.2	18	72	.1	.8	52	153	.3	1.6	33	97	.2	1.4	
	4-Book	79	743	.5	2.1	33	434	.2	1.7	36	100	.2	1.7	53	160	.4	1.6	35	130	.2	1.5	
KWKV-AM	SP '99	13	163	.1	.4	4	44	.2	.2	8	22	.1	.4	4	22	.1	.1	8	10	.1	.3	
	4-Book	15	149	.1	.4	6	62	.3	.3	10	24	.1	.5	12	37	.1	.4	5	13	.1	.2	
KWVE-FM	SP '99	21	201	.1	.6	3	123	.2	.2					4	32	.1	.1	8	21	.1	.3	
	4-Book	16	272	.1	.4	6	162	.1	.3	6	28	.1	.3	4	25	.1	.1	8	31	.1	.4	
KYSR-FM	SP '99	307	3269	1.9	8.3	129	1738	.8	6.5	143	490	.9	6.4	242	826	1.5	7.2	159	523	1.0	6.8	
	4-Book	265	3198	1.7	7.0	110	1813	.7	5.5	96	385	.6	4.4	204	791	1.3	6.1	158	585	1.0	6.7	
KZLA-FM	SP '99	80	912	.5	2.2	43	520	.3	2.2	28	135	.2	1.3	74	283	.5	2.2	95	235	.6	4.1	
	4-Book	68	792	.4	1.8	33	501	.2	1.6	23	125	.2	1.1	58	226	.4	1.8	50	161	.3	2.1	
KGGI-FM	SP '99	22	574	.1	.6	21	407	.1	1.1	12	52	.1	.5	17	105	.1	.5	16	89	.1	.7	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM	SP '99		33			1	36		.1					2	10		.1					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '99	1	31			1	41		.1									6	23		.3	
	4-Book	2	40		.1	1	37		.1	1	3		.1	2	7		.1	3	12		.2	
TOTALS	SP '99	3703	15153	23.4		1970	12358	12.4		2229	5523	14.1		3352	8355	21.2		2334	5812	14.7		
	4-Book	3778	15139	23.9		1994	12655	12.6		2149	5515	13.6		3325	8135	21.1		2362	5988	15.0		

** 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 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 '99	6	22	.4		3	11	.3		7	38	.3		6	29	.4					
4-Book	2	6	.1		4	15	.3		3	13	.1		2	7	.1		2	7		.2
KACD-FM																				
SP '99	5	28	.3					4	51	.2		12	78	.1	.7	5	40		.5	
4-Book	7	42	.5		2	7	.2		15	60	.1	.6	8	45	.5		5	35		.5
KBCD-FM																				
SP '99					2	15	.2					13	15	.1	.8	12	43	.1	1.2	
4-Book	2	13	.1		3	14	.2		10	31	.1	.4	13	29	.1	.8	6	31		.5
KACE-FM																				
SP '99	5	42	.3		24	63	.2	2.1	21	93	.1	.9	4	20	.2		2	18		.2
4-Book	11	47	.1	.7	19	61	.1	1.6	18	73	.1	.8	10	36	.1	.5	6	18		.5
KRTO-FM																				
SP '99	4	18	.2														1	13		.1
4-Book	2	12	.1		2	9		.2	2	6		.1	2	3		.1	1	5		.1
KBIG-FM																				
SP '99	76	267	.5	4.7	16	70	.1	1.4	57	167	.4	2.5	58	184	.4	3.4	29	139	.2	2.9
4-Book	68	256	.4	4.5	33	117	.2	2.7	66	261	.4	2.8	59	196	.4	3.3	32	141	.2	2.9
KBLA-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	6	21	.4		9	11	.1	.8	11	31	.1	.5	14	43	.1	.8	6	11		.6
4-Book	6	18	.4		4	10		.3	5	17		.2	5	18		.3	3	9		.2
KBUE-FM																				
SP '99	55	196	.3	3.4	30	106	.2	2.6	107	202	.7	4.7	82	172	.5	4.8	27	99	.2	2.7
4-Book	29	108	.2	1.9	30	116	.2	2.4	76	189	.5	3.3	54	136	.3	3.0	18	67	.1	1.6
KCBS-FM																				
SP '99	38	115	.2	2.4	36	112	.2	3.1	76	242	.5	3.3	31	129	.2	1.8	15	71	.1	1.5
4-Book	27	111	.2	1.8	22	80	.1	1.8	65	239	.4	2.8	51	197	.3	2.8	15	79	.1	1.4
KCMG-FM																				
SP '99	55	198	.3	3.4	34	109	.2	2.9	65	235	.4	2.8	70	166	.4	4.1	49	112	.3	4.9
4-Book	59	216	.4	3.9	30	129	.2	2.4	72	267	.5	3.1	63	207	.4	3.5	56	149	.4	5.0
KFI -AM																				
SP '99	6	28	.4		4	26	.3		9	38	.1	.4								
4-Book	6	26	.4		5	28	.4		12	40	.1	.5	8	21	.1	.5	1	9		.1
KFSG-FM																				
SP '99	11	69	.1	.7	9	55	.1	.8	5	67	.2		10	69	.1	.6	1	6		.1
4-Book	5	27	.3		6	32		.5	11	56	.1	.5	4	24		.2	1	8		.1
KFWB-AM																				
SP '99	6	58	.4		3	45	.3		5	28	.2		4	24	.2		1	19		.1
4-Book	3	32	.2		5	42	.4		4	30	.2		2	15	.1		1	10		.1
KGIL-AM																				
SP '99									2	13	.1									
4-Book					2	3	.1		2	10	.1									
+KGXL-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34

Target Listener Estimates - Women 18-34

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID							
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr				
KIEV-AM SP '99 4-Book						3			3	9	.1		6	12	.4									
									2	11	.1		2	3	.1			3						
KIIS-FM SP '99 4-Book	104	491	.7	6.4	91	301	.6	7.8	213	852	1.3	9.3	114	505	.7	6.7	69	382	.4	7.0				
	83	384	.5	5.5	89	332	.6	7.1	171	710	1.1	7.3	125	508	.8	6.9	67	318	.4	6.0				
KJLH-FM SP '99 4-Book	47	164	.3	2.9	40	93	.3	3.4	88	286	.6	3.8	79	204	.5	4.7	31	98	.2	3.1				
	36	111	.2	2.4	45	101	.3	3.6	90	250	.6	3.8	68	158	.5	3.7	30	92	.2	2.7				
KKBT-FM SP '99 4-Book	127	401	.8	7.9	55	148	.3	4.7	86	397	.5	3.8	93	397	.6	5.5	47	209	.3	4.7				
	111	390	.7	7.4	66	239	.4	5.3	115	444	.7	4.9	114	358	.7	6.3	92	293	.6	8.0				
KKGD-FM SP '99 4-Book	7	27	.4						4	27	.2		8	27	.1	.5	2	14	.2					
	6	35	.4		7	34	.5		9	58	.4		8	29	.1	.4	9	41	.1	.8				
KKHJ-AM SP '99 4-Book	20	53	.1	1.2	16	57	.1	1.4	17	53	.1	.7	4	10	.2		4	10	.4					
	10	26	.1	.7	12	37	.1	1.1	14	43	.1	.6	15	33	.1	.8	5	20	.5					
KKLA-FM SP '99 4-Book	4	25	.2		1	12	.1						1	12	.1									
	4	27	.2		2	12	.2		4	11	.2			3			2	7	.2					
KLAC-AM SP '99 4-Book	1	15	.1						1	14														
	6	16	.4		3	7	.2		4	14	.2		2	7	.1									
KLAX-FM SP '99 4-Book	67	149	.4	4.1	60	168	.4	5.2	121	291	.8	5.3	75	200	.5	4.4	33	113	.2	3.3				
	77	218	.5	5.2	90	221	.6	7.0	152	384	1.0	6.4	102	241	.7	5.6	44	153	.3	4.0				
KLOS-FM SP '99 4-Book	16	79	.1	1.0	3	24	.3		17	122	.1	.7	29	114	.2	1.7	12	30	.1	1.2				
	18	63	.1	1.2	4	32	.3		29	153	.2	1.2	44	127	.3	2.4	16	57	.1	1.4				
KLSX-FM SP '99 4-Book	11	32	.1	.7	7	13	.6		23	70	.1	1.0	10	29	.1	.6								
	3	8	.2		17	55	.1	1.3	22	77	.1	1.0	6	28	.1	.3	3	17	.3					
KLVE-FM SP '99 4-Book	195	507	1.2	12.1	131	439	.8	11.3	243	718	1.5	10.6	130	308	.8	7.7	105	346	.7	10.6				
	163	466	1.0	10.9	133	366	.9	10.5	217	594	1.4	9.2	133	337	.9	7.4	90	289	.6	8.2				
+KLYF-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM SP '99 4-Book	1	8	.1						8	26	.1	.3					1	7	.1					
									4	16	.2													
KLYY-FM SP '99 4-Book	12	94	.1	.7	30	71	.2	2.6	34	160	.2	1.5	11	107	.1	.6	12	52	.1	1.2				
	24	137	.2	1.6	17	77	.1	1.3	34	194	.2	1.5	23	150	.2	1.2	14	77	.1	1.2				
KNX -AM SP '99 4-Book									1	12							4	25	.4					
					3	15	.2		4	22	.2		1	10	.1		4	20	.3					
KOST-FM SP '99 4-Book	94	330	.6	5.8	23	111	.1	2.0	26	161	.2	1.1	67	295	.4	4.0	81	369	.5	8.2				
	97	408	.6	6.5	47	160	.3	3.6	61	249	.4	2.5	59	229	.4	3.3	97	393	.6	8.6				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KPWR-FM																				
SP '99	82	359	.5	5.1	54	232	.3	4.7	89	480	.6	3.9	70	273	.4	4.1	45	152	.3	4.5
4-Book	118	435	.8	8.0	51	214	.3	4.0	118	523	.8	5.0	103	384	.7	5.7	76	285	.5	6.8
KRLA-AM																				
SP '99	2	10		.1				7	23		.3		7	20		.7				.7
4-Book	4	16		.3				5	12		.2		4	10		.2	10	29		.9
KROQ-FM																				
SP '99	91	342	.6	5.6	45	228	.3	3.9	102	481	.6	4.5	105	403	.7	6.2	58	232	.4	5.9
4-Book	93	405	.6	6.2	46	192	.3	3.8	123	589	.8	5.2	97	396	.6	5.4	66	301	.4	5.9
KRTH-FM																				
SP '99	24	84	.2	1.5	31	107	.2	2.7	49	145	.3	2.1	31	104	.2	1.8	13	58	.1	1.3
4-Book	30	87	.2	2.0	24	86	.2	1.9	56	182	.4	2.4	38	138	.3	2.1	15	81	.1	1.3
KSCA-FM																				
SP '99	56	205	.4	3.5	114	270	.7	9.8	151	421	1.0	6.6	103	262	.7	6.1	50	144	.3	5.0
4-Book	70	226	.5	4.7	141	304	.9	11.2	183	477	1.2	7.7	117	286	.8	6.5	59	186	.4	5.3
KSSE-FM																				
SP '99	58	188	.4	3.6	40	131	.3	3.4	139	391	.9	6.1	78	234	.5	4.6	26	119	.2	2.6
4-Book	58	200	.4	3.9	51	178	.4	4.1	124	346	.8	5.3	98	257	.7	5.5	46	155	.3	4.1
KTNQ-AM																				
SP '99	7	41		.4	8	20	.1	.7	20	43	.1	.9	25	41	.2	1.5	8	27	.1	.8
4-Book	5	23		.4	5	13	.1	.4	19	56	.1	.8	17	40	.1	1.0	6	19	.1	.5
KTWV-FM																				
SP '99	14	18	.1	.9	23	56	.1	2.0	28	96	.2	1.2	13	44	.1	.8	13	52	.1	1.3
4-Book	20	64	.2	1.4	31	87	.2	2.5	35	117	.2	1.5	32	97	.2	1.7	22	76	.1	1.9
KWKV-AM																				
SP '99					4	10		.3	2	10		.1	8	10		.5	1	12		.1
4-Book	3	5		.2	6	12		.5	5	14		.3	2	5		.2	4	11		.4
KWVE-FM																				
SP '99		6			5	32		.4	4	39		.2	4	26		.2	3	26		.3
4-Book	3	15		.2	7	39		.5	10	71		.4	8	40		.4	5	30		.4
KYSR-FM																				
SP '99	123	405	.8	7.6	63	268	.4	5.4	150	549	.9	6.6	100	432	.6	5.9	45	236	.3	4.5
4-Book	80	347	.5	5.3	53	221	.3	4.3	126	555	.8	5.4	107	461	.7	6.0	52	265	.4	4.6
KZLA-FM																				
SP '99	19	102	.1	1.2	11	48	.1	.9	62	138	.4	2.7	43	146	.3	2.5	16	95	.1	1.6
4-Book	15	88	.1	1.0	17	76	.1	1.4	47	164	.3	2.0	32	132	.2	1.8	19	106	.2	1.7
KGFI-FM																				
SP '99	22	111	.1	1.4	5	30		.4	30	155	.2	1.3	40	106	.3	2.4	26	76	.2	2.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	2	14		.1									8	12		.1	.5			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	2	11		.1					6				1	7		.1		1	12	.1
4-Book	1	6		.1		3			9		.1		1	7		.1		3		
TOTALS																				
SP '99	1615	4674	10.2		1161	3504	7.3		2288	6230	14.5		1694	4543	10.7		991	3265	6.3	
4-Book	1497	4532	9.5		1260	3701	8.0		2354	6452	14.9		1806	4794	11.4		1116	3549	7.1	

** 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

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
KABC-AM																				
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
WI '99	52	1158	.2	1.0	58	550	.2	.7	68	543	.2	.9	116	653	.4	1.8	28	331	.1	1.2
FA '98	56	1075	.2	1.0	94	509	.3	1.2	67	551	.2	.8	76	419	.2	1.1	43	343	.1	1.7
SU '98	54	975	.2	1.1	61	393	.2	.8	77	471	.3	1.0	106	477	.4	1.7	22	222	.1	.9
4-Book	56	1073	.2	1.1	76	474	.3	1.0	75	510	.3	1.0	101	538	.3	1.6	33	309	.1	1.4
SP '98	69	1142	.2	1.3	96	465	.3	1.3	103	640	.3	1.3	107	577	.4	1.7	16	200	.1	.7
KACD-FM																				
SP '99	31	563	.1	.6	54	391	.2	.7	34	244	.1	.4	32	308	.1	.5	15	167		.6
WI '99	26	626	.1	.5	21	228	.1	.3	43	270	.1	.6	45	382	.1	.7	8	180		.3
FA '98	23	575	.1	.4	24	204	.1	.3	35	204	.1	.4	31	261	.1	.5	6	137		.2
SU '98	24	738	.1	.5	26	309	.1	.3	28	364	.1	.4	32	423	.1	.5	17	265	.1	.7
4-Book	26	626	.1	.5	31	283	.1	.4	35	271	.1	.5	35	344	.1	.6	12	187		.5
SP '98	28	615	.1	.5	28	228	.1	.4	21	179	.1	.3	47	253	.2	.7	27	200	.1	1.1
KBCD-FM																				
SP '99	13	267		.2	14	139		.2	22	167	.1	.3	19	143	.1	.3	3	41		.1
WI '99	18	547	.1	.3	26	216	.1	.3	35	313	.1	.5	30	327	.1	.5	4	114		.2
FA '98	9	291		.2	11	143		.1	8	114		.1	9	153		.1	7	112		.3
SU '98	16	324	.1	.3	24	105	.1	.3	26	128	.1	.3	15	118	.1	.2	6	112		.2
4-Book	14	357	.1	.3	19	151	.1	.2	23	181	.1	.3	18	185	.1	.3	5	95		.2
SP '98	11	317		.2	20	179	.1	.3	14	127		.2	14	190		.2	7	156		.3
KACE-FM																				
SP '99	32	913	.1	.6	38	319	.1	.5	47	437	.2	.6	39	428	.1	.6	25	318	.1	1.1
WI '99	72	1105	.2	1.4	86	487	.3	1.1	76	504	.2	1.0	81	634	.3	1.3	52	478	.2	2.2
FA '98	42	990	.1	.8	48	413	.2	.6	43	389	.1	.5	65	529	.2	1.0	36	265	.1	1.4
SU '98	58	905	.2	1.1	81	547	.3	1.1	74	359	.2	1.0	79	467	.3	1.3	33	256	.1	1.4
4-Book	51	978	.2	1.0	63	442	.2	.8	60	422	.2	.8	66	515	.2	1.1	37	329	.1	1.5
SP '98	34	714	.1	.6	27	214	.1	.4	42	356	.1	.5	39	386	.1	.6	25	230	.1	1.0
KRTO-FM																				
SP '99	12	206		.2	11	87		.1	16	106	.1	.2	18	135	.1	.3	8	64		.3
WI '99	7	291		.1	10	110		.1	11	134		.1	8	106		.1	4	161		.2
FA '98	5	169		.1	3	56			7	84		.1	4	57		.1	4	50		.2
SU '98	14	289		.3	26	116	.1	.3	16	125	.1	.2	19	109	.1	.3	5	99		.2
4-Book	10	239	.2	.1	13	92	.1	.1	13	112	.1	.2	12	102	.1	.2	5	94		.2
SP '98	8	261		.1	2	67			9	138		.1	14	130		.2	5	46		.2
KBIG-FM																				
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
WI '99	246	3748	.8	4.6	317	1834	1.0	4.0	525	1952	1.7	6.8	300	1977	1.0	4.8	73	950	.2	3.1
FA '98	236	3917	.8	4.3	283	1904	.9	3.5	477	1981	1.6	5.9	331	2272	1.1	5.0	75	1014	.2	3.0
SU '98	223	4461	.7	4.4	282	2310	.9	3.8	412	2260	1.4	5.5	283	2332	.9	4.7	81	1123	.3	3.4
4-Book	219	3943	.7	4.1	278	1910	.9	3.6	438	1965	1.5	5.6	285	2117	.9	4.6	68	1015	.2	2.8
SP '98	237	3902	.8	4.4	256	1812	.9	3.3	473	2104	1.6	6.0	324	2301	1.1	5.1	97	1043	.3	3.9
KBLA-AM																				
SP '99	12	198		.2	26	92	.1	.3	28	139	.1	.4	8	76		.1	1	10		
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	66			1	23			4	34		.1	3	43			3	36		.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KBUA-FM																				
SP '99	17	209	.1	.3	28	122	.1	.4	21	123	.1	.3	19	109	.1	.3	11	86	.5	
WI '99	16	261	.1	.3	26	146	.1	.3	19	136	.1	.2	14	129	.1	.2	15	110	.6	
FA '98	6	187		.1	4	56			15	122		.2	6	93		.1	2	30	.1	
SU '98	11	233		.2	16	75	.1	.2	18	98	.1	.2	15	145	.1	.2	4	57	.2	
4-Book	13	223	.1	.2	19	100	.1	.2	18	120	.1	.2	14	119	.1	.2	8	71	.4	
SP '98	7	118		.1	8	71		.1	15	93	.1	.2	8	49		.1	1	10		
KBUE-FM																				
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	
WI '99	98	1744	.3	1.8	117	887	.4	1.5	152	947	.5	2.0	117	823	.4	1.9	29	429	.1	
FA '98	127	1916	.4	2.3	177	944	.6	2.2	183	1049	.6	2.3	147	1030	.5	2.2	54	522	.2	
SU '98	68	1337	.2	1.3	80	514	.3	1.1	91	676	.3	1.2	63	561	.2	1.0	39	429	.1	
4-Book	107	1733	.3	2.0	130	798	.5	1.7	161	943	.5	2.1	127	888	.4	2.0	42	477	.2	
SP '98	111	1629	.4	2.1	129	743	.4	1.7	160	915	.5	2.0	125	794	.4	2.0	68	473	.2	
KCBS-FM																				
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	
WI '99	136	3252	.4	2.6	218	1665	.7	2.8	215	1597	.7	2.8	172	1796	.6	2.7	41	738	.1	
FA '98	97	2866	.3	1.8	148	1523	.5	1.8	141	1385	.5	1.7	132	1629	.4	2.0	23	635	.1	
SU '98	108	2919	.4	2.1	128	1195	.4	1.7	163	1275	.5	2.2	156	1629	.5	2.6	31	644	.1	
4-Book	119	3030	.4	2.3	170	1447	.6	2.2	182	1390	.6	2.4	158	1661	.5	2.5	32	681	.1	
SP '98	146	3271	.5	2.7	171	1455	.6	2.2	260	1761	.9	3.3	188	1770	.6	2.9	33	738	.1	
KCMG-FM																				
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	
WI '99	202	3633	.7	3.8	224	1648	.7	2.8	277	1811	.9	3.6	257	2137	.8	4.1	106	1249	.3	
FA '98	207	3875	.7	3.7	229	1911	.8	2.8	356	2194	1.2	4.4	285	2289	.9	4.3	73	827	.2	
SU '98	258	4203	.9	5.1	311	2010	1.0	4.2	457	2202	1.5	6.1	341	2475	1.1	5.6	98	1140	.3	
4-Book	216	3712	.8	4.1	253	1783	.8	3.3	354	1964	1.2	4.6	282	2198	.9	4.5	88	1028	.3	
SP '98	245	4100	.8	4.6	260	1874	.9	3.4	420	2355	1.4	5.3	291	2218	1.0	4.6	112	1192	.4	
KFI -AM																				
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	
WI '99	119	2214	.4	2.2	129	979	.4	1.6	303	1675	1.0	3.9	133	1041	.4	2.1	40	292	.1	
FA '98	145	2293	.5	2.6	190	923	.6	2.3	348	1669	1.1	4.3	159	1283	.5	2.4	41	435	.1	
SU '98	97	2032	.3	1.9	99	718	.3	1.3	270	1454	.9	3.6	108	860	.4	1.8	9	289	.4	
4-Book	120	2211	.4	2.3	139	883	.4	1.8	307	1587	1.0	3.9	127	1027	.4	2.0	30	336	.1	
SP '98	133	2254	.4	2.5	170	1075	.6	2.2	300	1642	1.0	3.8	150	1060	.5	2.3	35	259	.1	
KFSG-FM																				
SP '99	31	735	.1	.6	52	417	.2	.7	38	363	.1	.5	33	337	.1	.5	17	172	.1	
WI '99	34	740	.1	.6	50	472	.2	.6	58	391	.2	.7	45	364	.1	.7	5	164	.2	
FA '98	23	548	.1	.4	44	337	.1	.5	30	267	.1	.4	29	284	.1	.4	8	121	.3	
SU '98	17	526	.1	.3	30	305	.1	.4	22	208	.1	.3	22	190	.1	.4	2	71	.1	
4-Book	26	637	.1	.5	44	383	.2	.6	37	307	.1	.5	32	294	.1	.5	8	132	.3	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
SP '99	40	1559	.1	.8	103	1012	.3	1.4	36	583	.1	.5	63	779	.2	1.0	8	265	.3	
WI '99	52	1700	.2	1.0	131	1151	.4	1.7	44	737	.1	.6	74	1063	.2	1.2	17	407	.1	
FA '98	48	1575	.2	.9	113	963	.4	1.4	47	595	.2	.6	83	884	.3	1.3	17	310	.1	
SU '98	45	1704	.2	.9	107	1070	.4	1.4	48	514	.2	.6	79	932	.3	1.3	9	218	.4	
4-Book	46	1635	.2	.9	114	1049	.4	1.5	44	607	.2	.6	75	915	.3	1.2	13	300	.1	
SP '98	37	1710	.1	.7	92	1091	.3	1.2	31	610	.1	.4	53	794	.2	.8	10	258	.4	
KGIL-AM																				
SP '99	2	79			3	39			2	27			4	67		.1	1	26		
WI '99	3	105		.1	3	64			5	38		.1	6	76		.1				
FA '98	3	90		.1	3	41			5	53		.1	5	53		.1	2	13	.1	
SU '98	1	43			1	12			1	12			2	31						
4-Book	2	79		.1	3	39			3	33		.1	4	57		.1	1	10		
SP '98	2	42							3	15			1	27			1	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 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	
+KGXL-AM																					
SP '99																					
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIEV-AM																					
SP '99	8	157		.2		13			17	81	.1	.2		14	58		.2	7	30		.3
WI '99	13	187		.2	28	128	.1	.4	23	82	.1	.3	16	108	.1	.3	7	47		.3	
FA '98	7	113		.1	10	13		.1	15	77		.2	7	25		.1	3	13		.1	
SU '98	1	53			2	22			1	14			2	30							
4-Book	7	128		.1	10	44		.1	14	64	.1	.2	10	55		.2	4	23		.2	
SP '98	6	87		.1					20	46	.1	.3	8	57		.1					
KIIS-FM																					
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	
WI '99	282	6340	.9	5.3	437	3258	1.4	5.5	334	3137	1.1	4.3	374	3360	1.2	5.9	133	2038	.4	5.6	
FA '98	241	6136	.8	4.4	408	3562	1.3	5.0	323	2960	1.1	4.0	256	3020	.8	3.9	104	1676	.3	4.1	
SU '98	214	5752	.7	4.2	333	2993	1.1	4.5	259	2917	.9	3.4	251	2969	.8	4.1	117	1679	.4	4.9	
4-Book	265	6244	.9	5.0	430	3369	1.4	5.5	337	3092	1.1	4.3	317	3295	1.0	5.1	122	1900	.4	5.1	
SP '98	210	5783	.7	3.9	385	3365	1.3	5.0	249	2680	.8	3.2	267	3177	.9	4.2	91	1496	.3	3.7	
KJLH-FM																					
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	
WI '99	99	1577	.3	1.9	145	746	.5	1.8	109	575	.4	1.4	108	686	.4	1.7	44	453	.1	1.8	
FA '98	115	1571	.4	2.1	160	877	.5	2.0	157	734	.5	1.9	139	897	.5	2.1	47	413	.2	1.9	
SU '98	94	1454	.3	1.8	143	745	.5	1.9	92	777	.3	1.2	101	728	.3	1.7	68	579	.2	2.8	
4-Book	104	1547	.4	2.0	148	818	.5	1.9	124	727	.4	1.6	115	795	.4	1.8	59	534	.2	2.5	
SP '98	136	1562	.5	2.5	158	823	.5	2.1	159	833	.5	2.0	127	784	.4	2.0	95	638	.3	3.9	
KKBT-FM																					
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	
WI '99	252	3741	.8	4.8	382	1991	1.3	4.8	280	1992	.9	3.6	302	2266	1.0	4.8	160	1455	.5	6.7	
FA '98	251	3825	.8	4.5	371	1933	1.2	4.6	331	2189	1.1	4.1	300	2231	1.0	4.5	148	1528	.5	5.8	
SU '98	232	3691	.8	4.6	319	2004	1.1	4.3	259	1956	.9	3.4	292	2258	1.0	4.8	185	1456	.6	7.7	
4-Book	235	3744	.8	4.5	338	1944	1.1	4.4	282	1979	.9	3.6	292	2214	1.0	4.6	154	1465	.5	6.4	
SP '98	205	3533	.7	3.8	327	1844	1.1	4.3	227	1914	.8	2.9	254	2069	.8	4.0	101	1142	.3	4.1	
KKGO-FM																					
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	
WI '99	52	1529	.2	1.0	51	618	.2	.6	66	624	.2	.9	76	789	.2	1.2	36	456	.1	1.5	
FA '98	32	1135	.1	.6	30	374	.1	.4	44	468	.1	.5	30	538	.1	.5	19	380	.1	.7	
SU '98	33	1494	.1	.6	30	504	.1	.4	50	569	.2	.7	33	538	.1	.5	25	451	.1	1.0	
4-Book	44	1397	.2	.8	45	535	.2	.6	56	567	.2	.7	55	631	.2	.9	31	454	.1	1.3	
SP '98	55	1197	.2	1.0	61	528	.2	.8	70	442	.2	.9	83	620	.3	1.3	37	362	.1	1.5	
KKHJ-AM																					
SP '99	45	731	.1	.9	67	365	.2	.9	73	377	.2	.9	50	329	.2	.8	15	197		.6	
WI '99	58	763	.2	1.1	77	356	.3	1.0	88	399	.3	1.1	68	389	.2	1.1	23	251	.1	1.0	
FA '98	20	506	.1	.4	35	222	.1	.4	18	194	.1	.2	17	143	.1	.3	11	127		.4	
SU '98	28	425	.1	.5	36	207	.1	.5	51	267	.2	.7	24	197	.1	.4	11	105		.5	
4-Book	38	606	.1	.7	54	288	.2	.7	58	309	.2	.7	40	265	.2	.7	15	170		.6	
SP '98	28	641	.1	.5	44	308	.1	.6	37	343	.1	.5	32	262	.1	.5	20	217	.1	.8	
KKLA-FM																					
SP '99	25	558	.1	.5	55	317	.2	.7	38	227	.1	.5	28	220	.1	.5	4	81		.2	
WI '99	35	706	.1	.7	87	474	.3	1.1	45	329	.1	.6	51	305	.2	.8	9	174		.4	
FA '98	20	569	.1	.4	54	418	.2	.7	20	194	.1	.2	30	265	.1	.5	7	108		.3	
SU '98	21	403	.1	.4	48	255	.2	.6	31	164	.1	.4	23	232	.1	.4	6	143		.2	
4-Book	25	559	.1	.5	61	366	.2	.8	34	229	.1	.4	33	256	.1	.6	7	127		.3	
SP '98	29	491	.1	.5	47	312	.2	.6	40	246	.1	.5	59	329	.2	.9	8	86		.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
KLAC-AM																				
SP '99	10	461	.2	.4	8	66	.1	.4	14	94	.2	.4	14	194	.2	.4	6	166	.3	.3
WI '99	22	544	.1	.4	35	243	.1	.4	28	258	.1	.4	22	267	.1	.4	7	111	.3	.3
FA '98	34	397	.1	.6	47	241	.2	.6	53	256	.2	.7	39	224	.1	.6	12	94	.5	.5
SU '98	9	351	.2	.2	5	93	.1	.1	11	96	.1	.1	21	119	.1	.3	5	89	.2	.2
4-Book	19	438	.1	.4	24	161	.1	.3	27	176	.1	.4	24	201	.1	.4	8	115	.3	.3
SP '98	22	570	.1	.4	27	116	.1	.4	31	118	.1	.4	11	141	.2	.2	15	168	.1	.6
KLAX-FM																				
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
WI '99	196	2972	.6	3.7	275	1467	.9	3.5	299	1739	1.0	3.9	186	1411	.6	3.0	79	809	.3	3.3
FA '98	324	3496	1.1	5.9	320	1678	1.1	3.9	497	2202	1.6	6.1	428	2170	1.4	6.5	169	1166	.6	6.7
SU '98	179	2511	.6	3.5	175	1014	.6	2.3	292	1402	1.0	3.9	215	1434	.7	3.5	96	853	.3	4.0
4-Book	219	2925	.7	4.1	246	1324	.8	3.1	347	1722	1.2	4.4	253	1573	.8	4.0	107	900	.4	4.4
SP '98	208	2663	.7	3.9	250	1329	.8	3.3	291	1607	1.0	3.7	260	1487	.9	4.1	106	837	.4	4.3
KLOS-FM																				
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
WI '99	96	2443	.3	1.8	179	1102	.6	2.3	138	1033	.5	1.8	116	1124	.4	1.8	24	386	.1	1.0
FA '98	121	2282	.4	2.2	253	1099	.8	3.1	154	925	.5	1.9	143	1258	.5	2.2	47	682	.2	1.9
SU '98	122	2494	.4	2.4	222	1439	.7	3.0	154	983	.5	2.1	174	1236	.6	2.9	47	550	.2	1.9
4-Book	114	2410	.4	2.2	220	1207	.7	2.9	152	994	.5	2.0	146	1204	.5	2.4	40	522	.2	1.7
SP '98	143	2571	.5	2.7	275	1247	.9	3.6	173	1088	.6	2.2	193	1509	.6	3.0	64	654	.2	2.6
KLSX-FM																				
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
WI '99	60	1514	.2	1.1	156	937	.5	2.0	50	492	.2	.6	106	671	.3	1.7	15	203	.6	.6
FA '98	80	1811	.3	1.4	240	1156	.8	3.0	85	685	.3	1.1	96	633	.3	1.4	11	220	.4	.4
SU '98	111	1891	.4	2.2	356	1204	1.2	4.8	117	799	.4	1.6	106	818	.4	1.7	42	420	.1	1.7
4-Book	88	1717	.3	1.7	261	1085	.9	3.4	86	670	.3	1.1	114	721	.4	1.8	23	265	.1	1.0
SP '98	89	1864	.3	1.7	306	1267	1.0	4.0	81	902	.3	1.0	81	585	.3	1.3	17	180	.1	.7
KLVE-FM																				
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
WI '99	407	4453	1.3	7.7	673	2846	2.2	8.5	600	2704	2.0	7.8	428	2518	1.4	6.8	138	1395	.5	5.8
FA '98	500	5496	1.6	9.0	809	3503	2.7	10.0	703	3415	2.3	8.7	495	3193	1.6	7.5	252	2007	.8	9.9
SU '98	445	4914	1.5	8.7	732	3001	2.4	9.8	672	2959	2.2	8.9	424	2895	1.4	7.0	189	1738	.6	7.8
4-Book	450	5041	1.5	8.5	718	3144	2.4	9.2	657	3086	2.2	8.4	450	2895	1.5	7.2	195	1709	.7	8.1
SP '98	505	4999	1.7	9.4	787	3304	2.6	10.3	725	3268	2.4	9.2	525	2899	1.8	8.2	235	1862	.8	9.6
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98		15								15										
KXTA-AM																				
SP '99	11	194	.2	.3	10	77	.1	.3	15	57	.2	.3	21	101	.1	.3	7	79	.3	.3
WI '99	1	104		.1	4	54	.1	.1	2	25		.1		13		.1	1	38		.1
FA '98	3	116	.1	.1	5	26	.1	.1	2	26		.1				.1	1	26		.1
SU '98	9	418	.2	.2	7	75	.1	.1	7	74	.1	.1	5	90	.1	.1	18	171	.1	.7
4-Book	6	208	.1	.1	7	58	.1	.1	7	46	.1	.1	7	51	.1	.1	7	79	.3	.3
SP '98	6	292	.1	.1	3	41			9	65	.1	.1	12	141	.2	.2	8	136	.3	.3
KLYY-FM																				
SP '99	38	1677	.1	.7	25	544	.1	.3	63	800	.2	.8	49	808	.2	.8	13	464	.6	.6
WI '99	56	2194	.2	1.1	58	733	.2	.7	84	1069	.3	1.1	80	1327	.3	1.3	33	691	.1	1.4
FA '98	47	1961	.2	.9	47	771	.2	.6	74	893	.2	.9	68	1121	.2	1.0	26	546	.1	1.0
SU '98	46	1870	.2	.9	53	749	.2	.7	71	954	.2	.9	65	1084	.2	1.1	19	526	.1	.8
4-Book	47	1926	.2	.9	46	699	.2	.6	73	929	.2	.9	66	1085	.2	1.1	23	557	.1	1.0
SP '98	59	2403	.2	1.1	67	930	.2	.9	78	1127	.3	1.0	84	1428	.3	1.3	18	643	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
KNX -AM																				
SP '99	39	1503	.1	.7	89	901	.3	1.2	39	591	.1	.5	50	783	.2	.8	22	276	.1	1.0
WI '99	39	1741	.1	.7	89	884	.3	1.1	33	634	.1	.4	54	807	.2	.9	22	331	.1	.9
FA '98	43	1555	.1	.8	99	941	.3	1.2	41	535	.1	.5	55	694	.2	.8	27	216	.1	1.1
SU '98	41	1692	.1	.8	96	1061	.3	1.3	39	542	.1	.5	52	721	.2	.9	22	435	.1	.9
4-Book	41	1623	.1	.8	93	947	.3	1.2	38	576	.1	.5	53	751	.2	.9	23	315	.1	1.0
SP '98	36	1635	.1	.7	81	937	.3	1.1	35	440	.1	.4	63	815	.2	1.0	15	297	.1	.6
KOST-FM																				
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
WI '99	242	4793	.8	4.6	263	2002	.9	3.3	351	2140	1.2	4.5	263	2360	.9	4.2	223	1808	.7	9.4
FA '98	296	5478	1.0	5.4	331	2556	1.1	4.1	472	2523	1.6	5.8	352	2708	1.2	5.3	189	2039	.6	7.4
SU '98	312	5819	1.0	6.1	373	2822	1.2	5.0	520	2608	1.7	6.9	371	3044	1.2	6.1	206	2062	.7	8.5
4-Book	280	5304	.9	5.3	321	2419	1.1	4.1	447	2463	1.5	5.7	336	2729	1.1	5.4	197	1919	.7	8.2
SP '98	251	5132	.8	4.7	295	2414	1.0	3.9	420	2633	1.4	5.3	312	2638	1.0	4.9	144	1616	.5	5.9
KPWR-FM																				
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
WI '99	197	4329	.6	3.7	248	2077	.8	3.1	265	2196	.9	3.4	248	2385	.8	3.9	136	1533	.4	5.7
FA '98	165	4146	.5	3.0	201	1979	.7	2.5	185	1984	.6	2.3	197	2097	.6	3.0	106	1306	.3	4.2
SU '98	182	4108	.6	3.6	203	1788	.7	2.7	260	2270	.9	3.5	241	2194	.8	4.0	119	1398	.4	4.9
4-Book	173	4097	.6	3.3	214	1876	.7	2.8	226	2112	.8	2.9	221	2191	.7	3.5	111	1395	.4	4.6
SP '98	169	4278	.6	3.2	211	1800	.7	2.8	211	2082	.7	2.7	226	2326	.8	3.5	104	1647	.3	4.2
KRLA-AM																				
SP '99	19	511	.1	.4	27	257	.1	.4	51	312	.2	.7	11	154	.2	.2	5	31	.2	.2
WI '99	16	364	.1	.3	34	244	.1	.4	38	168	.1	.5	15	193	.2	.2	2	73	.1	.1
FA '98	24	377	.1	.4	22	141	.1	.3	46	144	.2	.6	33	151	.1	.5	16	162	.1	.6
SU '98	23	491	.1	.5	21	126	.1	.3	33	220	.1	.4	29	239	.1	.5	22	213	.1	.9
4-Book	21	436	.1	.4	26	192	.1	.4	42	211	.2	.6	22	184	.1	.4	11	120	.1	.5
SP '98	37	743	.1	.7	41	204	.1	.5	63	357	.2	.8	49	304	.2	.8	17	182	.1	.7
KROQ-FM																				
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
WI '99	208	4685	.7	3.9	362	2447	1.2	4.6	238	2424	.8	3.1	247	2692	.8	3.9	124	1759	.4	5.2
FA '98	183	4066	.6	3.3	290	2228	1.0	3.6	219	2007	.7	2.7	252	2554	.8	3.8	109	1466	.4	4.3
SU '98	174	3600	.6	3.4	276	1826	.9	3.7	229	2008	.8	3.0	205	1981	.7	3.4	92	1220	.3	3.8
4-Book	183	4101	.6	3.5	303	2102	1.0	3.9	219	2086	.7	2.8	222	2365	.7	3.5	110	1495	.4	4.6
SP '98	179	4220	.6	3.3	302	2273	1.0	4.0	203	2059	.7	2.6	202	2353	.7	3.2	114	1411	.4	4.6
KRTH-FM																				
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
WI '99	172	4111	.6	3.2	197	1448	.6	2.5	311	1823	1.0	4.0	236	1923	.8	3.7	50	879	.2	2.1
FA '98	149	3923	.5	2.7	164	1637	.5	2.0	244	1863	.8	3.0	198	2047	.7	3.0	44	718	.1	1.7
SU '98	174	4067	.6	3.4	250	1840	.8	3.4	265	1752	.9	3.5	219	2191	.7	3.6	60	1133	.2	2.5
4-Book	156	3948	.5	2.9	190	1649	.6	2.5	263	1791	.9	3.4	202	1970	.7	3.2	45	830	.2	1.9
SP '98	178	4183	.6	3.3	239	1898	.8	3.1	330	2187	1.1	4.2	217	2060	.7	3.4	43	787	.1	1.8
KSCA-FM																				
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
WI '99	382	3720	1.3	7.2	869	2390	2.9	11.0	526	2514	1.7	6.8	234	1412	.8	3.7	132	945	.4	5.5
FA '98	443	3926	1.5	8.0	930	2577	3.1	11.5	619	2646	2.0	7.7	333	1740	1.1	5.0	138	1047	.5	5.4
SU '98	353	3341	1.2	6.9	730	2154	2.4	9.8	495	2263	1.7	6.6	290	1618	1.0	4.8	112	1008	.4	4.6
4-Book	396	3663	1.3	7.5	860	2365	2.9	11.1	554	2503	1.8	7.1	278	1550	.9	4.4	125	954	.4	5.1
SP '98	370	3255	1.2	6.9	711	2117	2.4	9.3	537	2474	1.8	6.8	290	1574	1.0	4.5	130	987	.4	5.3
KSSE-FM																				
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
WI '99	132	2083	.4	2.5	196	1024	.6	2.5	198	1191	.7	2.6	125	1108	.4	2.0	56	573	.2	2.4
FA '98	128	1985	.4	2.3	145	986	.5	1.8	183	1136	.6	2.3	147	1016	.5	2.2	69	639	.2	2.7
SU '98	149	1838	.5	2.9	155	944	.5	2.1	210	1096	.7	2.8	172	1093	.6	2.8	90	564	.3	3.7
4-Book	132	1975	.4	2.5	156	978	.5	2.0	189	1131	.6	2.5	144	1088	.5	2.3	70	627	.2	2.9
SP '98	87	1577	.3	1.6	91	743	.3	1.2	111	758	.4	1.4	111	959	.4	1.7	55	530	.2	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KTNQ-AM																				
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
WI '99	71	869	.2	1.3	53	247	.2	.7	150	510	.5	1.9	122	417	.4	1.9	18	135	.1	.8
FA '98	75	1013	.2	1.4	110	383	.4	1.4	126	593	.4	1.6	85	452	.3	1.3	38	260	.1	1.5
SU '98	75	884	.3	1.5	147	435	.5	2.0	124	566	.4	1.7	68	361	.2	1.1	26	149	.1	1.1
4-Book	73	946	.2	1.4	95	357	.3	1.3	138	567	.5	1.8	90	419	.3	1.4	28	200	.1	1.2
SP '98	96	1188	.3	1.8	154	472	.5	2.0	149	668	.5	1.9	69	432	.2	1.1	69	372	.2	2.8
KTWV-FM																				
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
WI '99	175	2632	.6	3.3	230	1479	.8	2.9	309	1425	1.0	4.0	217	1407	.7	3.4	66	731	.2	2.8
FA '98	214	3371	.7	3.9	252	1633	.8	3.1	362	1730	1.2	4.5	310	2071	1.0	4.7	94	1180	.3	3.7
SU '98	134	2733	.4	2.6	163	1304	.5	2.2	218	1302	.7	2.9	169	1585	.6	2.8	56	841	.2	2.3
4-Book	169	2793	.6	3.2	210	1413	.7	2.7	289	1390	1.0	3.7	223	1568	.7	3.5	67	872	.2	2.8
SP '98	212	2997	.7	4.0	261	1351	.9	3.4	410	1490	1.4	5.2	260	1674	.9	4.1	81	893	.3	3.3
KWKV-AM																				
SP '99	19	296	.1	.4	21	104	.1	.3	21	163	.1	.3	47	146	.2	.8	10	42		.4
WI '99	10	190		.2	5	52		.1	14	111		.2	15	86		.2	4	36		.2
FA '98	29	430	.1	.5	17	209	.1	.2	60	269	.2	.7	40	180	.1	.6	20	89	.1	.8
SU '98	34	436	.1	.7	37	158	.1	.5	66	229	.2	.9	51	192	.2	.8	20	73	.1	.8
4-Book	23	338	.1	.5	20	131	.1	.3	40	193	.1	.5	38	151	.1	.6	14	60	.1	.6
SP '98	26	487	.1	.5	42	263	.1	.5	57	303	.2	.7	16	95	.1	.3	7	89		.3
KWVE-FM																				
SP '99	34	704	.1	.6	52	410	.2	.7	56	415	.2	.7	38	328	.1	.6	10	194		.4
WI '99	21	678	.1	.4	39	380	.1	.5	18	279	.1	.2	35	346	.1	.6	10	133		.4
FA '98	40	831	.1	.7	62	485	.2	.8	62	524	.2	.8	38	406	.1	.6	16	183	.1	.6
SU '98	35	760	.1	.7	69	451	.2	.9	41	382	.1	.5	50	411	.2	.8	10	214		.4
4-Book	33	743	.1	.6	56	432	.2	.7	44	400	.2	.6	40	373	.1	.7	12	181		.5
SP '98	21	612	.1	.4	41	355	.1	.5	31	298	.1	.4	33	318	.1	.5	2	69		.1
KYSR-FM																				
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
WI '99	243	5316	.8	4.6	356	2606	1.2	4.5	344	2827	1.1	4.4	316	3008	1.0	5.0	95	1629	.3	4.0
FA '98	237	5040	.8	4.3	386	2508	1.3	4.8	357	2627	1.2	4.4	332	3017	1.1	5.0	79	1460	.3	3.1
SU '98	248	5405	.8	4.9	347	2522	1.2	4.7	416	2936	1.4	5.5	346	3161	1.2	5.7	83	1510	.3	3.4
4-Book	256	5292	.9	4.9	368	2577	1.3	4.8	393	2869	1.3	5.0	350	3104	1.2	5.6	96	1567	.3	4.0
SP '98	239	5418	.8	4.5	256	2655	.9	3.3	386	2896	1.3	4.9	371	3446	1.2	5.8	88	1657	.3	3.6
KZLA-FM																				
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
WI '99	129	1999	.4	2.4	175	1181	.6	2.2	213	1124	.7	2.8	184	1178	.6	2.9	44	557	.1	1.8
FA '98	123	2168	.4	2.2	183	1316	.6	2.3	180	1231	.6	2.2	161	1433	.5	2.4	45	726	.1	1.8
SU '98	104	1870	.3	2.0	133	1140	.4	1.8	152	1092	.5	2.0	136	1055	.5	2.2	48	647	.2	2.0
4-Book	124	2022	.4	2.3	167	1252	.6	2.2	190	1145	.6	2.5	170	1245	.6	2.7	45	644	.1	1.9
SP '98	118	1830	.4	2.2	128	1013	.4	1.7	165	857	.6	2.1	153	1272	.5	2.4	55	541	.2	2.2
KGGI-FM																				
SP '99	26	971	.1	.5	23	329	.1	.3	28	432	.1	.4	40	513	.1	.6	16	286	.1	.7
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	18	438	.1	.3	18	187	.1	.2	32	207	.1	.4	17	177	.1	.3	8	102		.3
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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
XTRA-AM																				
SP '99	3	178		.1	2	14			5	40		.1	4	73		.1	1	30		
WI '99	4	124		.1	4	54		.1	9	65		.1	4	61		.1		23		
FA '98	3	184		.1	4	40			3	41			6	75		.1	1	38		
SU '98	5	163		.1	2	37			4	49		.1	11	97		.2	3	29		.1
4-Book	4	162		.1	3	36			5	49		.1	6	77		.1	1	30		
SP '98	2	173			2	57				15			3	87			1	56		
TOTALS																				
SP '99	5235	29385	17.2		7629	25721	25.1		7832	24265	25.7		6176	25325	20.3		2314	16558	7.6	
WI '99	5298	29590	17.4		7892	26067	25.9		7736	24362	25.4		6304	25462	20.7		2381	16294	7.8	
FA '98	5528	29416	18.2		8107	26063	26.6		8083	24394	26.5		6621	25424	21.7		2540	16892	8.3	
SU '98	5098	28934	17.0		7458	25248	24.9		7509	23853	25.1		6071	24672	20.3		2411	16661	8.1	
4-Book	5290	29331	17.5		7772	25775	25.6		7790	24219	25.7		6293	25221	20.8		2412	16601	8.0	
SP '98	5354	28984	17.9		7645	25645	25.5		7874	24219	26.3		6384	24905	21.3		2457	16604	8.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	Women 18-49																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '99	93	883	.3	1.3	16	243	.1	.4	35	90	.1	.8	20	98	.1	.3	14	55		.3
4-Book	83	886	.3	1.1	21	345	.1	.6	38	106	.1	1.0	33	128	.1	.6	25	88	.1	.6
KACD-FM																				
SP '99	40	534	.1	.6	26	313	.1	.7	40	103	.1	1.0	24	105	.1	.4	27	110	.1	.7
4-Book	34	505	.1	.5	22	330	.1	.6	20	62	.1	.5	38	125	.2	.6	33	114	.1	.8
KBCD-FM																				
SP '99	18	226	.1	.2	9	135		.2	6	36		.1	10	52		.2	11	24		.3
4-Book	20	288	.1	.3	9	148		.2	8	32		.2	10	51		.2	6	23		.2
KACE-FM																				
SP '99	42	685	.1	.6	21	440	.1	.6	15	91		.4	35	173	.1	.6	12	61		.3
4-Book	63	761	.2	.9	41	509	.1	1.1	29	102	.1	.8	59	198	.2	1.0	49	143	.2	1.2
KRTO-FM																				
SP '99	15	182		.2	10	112		.3	13	47		.3	13	70		.2	1	9		
4-Book	13	178		.2	8	114		.2	9	29		.2	12	44	.1	.2	8	37		.2
KBIG-FM																				
SP '99	270	2836	.9	3.7	76	1491	.2	2.1	73	282	.2	1.8	126	466	.4	2.0	36	232	.1	.9
4-Book	342	3230	1.1	4.7	101	1680	.3	2.8	93	395	.3	2.3	180	594	.6	2.9	95	384	.3	2.2
KBLA-AM																				
SP '99	21	198	.1	.3	3	35		.1	17	25	.1	.4	8	21		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	3	66			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	22	188	.1	.3	12	106		.3	20	32	.1	.5	15	32		.2	10	32		.2
4-Book	17	193	.1	.2	8	114		.2	11	27	.1	.3	18	51	.1	.3	9	32		.2
KBUE-FM																				
SP '99	184	1626	.6	2.5	100	976	.3	2.8	93	281	.3	2.3	187	469	.6	3.0	121	301	.4	2.9
4-Book	141	1426	.5	1.9	89	939	.3	2.4	103	270	.4	2.5	178	430	.6	2.9	114	279	.4	2.7
KCBS-FM																				
SP '99	191	2486	.6	2.6	102	1615	.3	2.8	81	255	.3	2.0	180	728	.6	2.9	136	468	.4	3.3
4-Book	171	2510	.6	2.3	85	1546	.3	2.4	68	316	.2	1.7	155	688	.5	2.5	121	487	.4	2.9
KCMG-FM																				
SP '99	276	2672	.9	3.8	142	1707	.5	3.9	169	433	.6	4.1	241	723	.8	3.9	163	484	.5	3.9
4-Book	301	3148	1.0	4.1	153	1939	.5	4.3	167	523	.6	4.1	287	858	1.0	4.7	210	638	.7	5.0
KFI -AM																				
SP '99	193	2081	.6	2.7	45	619	.1	1.2	51	206	.2	1.2	96	254	.3	1.5	27	132	.1	.7
4-Book	200	2069	.7	2.8	38	591	.1	1.1	63	213	.2	1.5	83	273	.3	1.3	27	105	.1	.7
KFSG-FM																				
SP '99	41	573	.1	.6	24	423	.1	.7	50	163	.2	1.2	36	163	.1	.6	20	113	.1	.5
4-Book	38	515	.1	.5	18	355	.1	.5	30	105	.1	.7	30	137	.1	.5	25	104	.1	.6
KFWB-AM																				
SP '99	65	1440	.2	.9	19	635	.1	.5	38	246	.1	.9	34	183	.1	.5	20	137	.1	.5
4-Book	75	1487	.3	1.0	19	592	.1	.5	38	205	.1	.9	31	195	.1	.5	19	123	.1	.5
KGIL-AM																				
SP '99	3	79			1	39											1	14		
4-Book	3	76		.1	1	24			2	3							2	10		
+KGXL-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Estimates

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
KIEV-AM																				
SP '99	11	111		.2	4	60		.1					4	10		.1	7	15		.2
4-Book	12	104		.2	2	33		.1				4	12		.1	3	10		.1	
KIIS-FM																				
SP '99	452	5863	1.5	6.2	226	3486	.7	6.3	245	729	.8	5.9	390	1425	1.3	6.3	292	1071	1.0	7.1
4-Book	360	5433	1.2	4.9	195	3189	.6	5.4	207	749	.7	5.0	334	1326	1.1	5.4	245	902	.8	5.8
KJLH-FM																				
SP '99	132	1351	.4	1.8	84	893	.3	2.3	45	176	.1	1.1	122	394	.4	2.0	68	265	.2	1.6
4-Book	129	1214	.4	1.8	89	910	.3	2.5	65	180	.2	1.6	105	309	.4	1.7	90	276	.3	2.1
KKBT-FM																				
SP '99	269	3185	.9	3.7	144	2037	.5	4.0	97	343	.3	2.3	244	989	.8	3.9	199	723	.7	4.8
4-Book	302	3214	1.0	4.1	168	2030	.6	4.7	170	481	.6	4.1	286	932	1.0	4.6	231	717	.8	5.5
KKGO-FM																				
SP '99	71	1152	.2	1.0	39	651	.1	1.1	27	153	.1	.7	52	221	.2	.8	48	156	.2	1.2
4-Book	52	1070	.2	.7	36	646	.1	1.0	27	125	.1	.7	52	212	.2	.8	41	166	.2	1.0
KKHJ-AM																				
SP '99	64	597	.2	.9	29	342	.1	.8	36	117	.1	.9	42	139	.1	.7	33	84	.1	.8
4-Book	51	486	.2	.7	30	319	.1	.9	41	115	.1	1.0	49	128	.2	.8	37	94	.1	.9
KKLA-FM																				
SP '99	40	466	.1	.6	13	250		.4	32	90	.1	.8	3	15			12	52		.3
4-Book	42	510	.1	.6	9	191		.3	14	45		.3	6	27		.1	13	42		.3
KLAC-AM																				
SP '99	12	248		.2	8	202		.2					3	25			25	71		.6
4-Book	25	310	.1	.4	15	197	.1	.4	15	33	.1	.4	19	58	.1	.3	19	46	.1	.5
KLAX-FM																				
SP '99	236	2269	.8	3.3	140	1457	.5	3.9	183	425	.6	4.4	311	830	1.0	5.0	127	342	.4	3.1
4-Book	287	2520	1.0	3.9	177	1620	.6	4.9	191	459	.6	4.6	324	814	1.1	5.2	205	525	.7	4.8
KLDS-FM																				
SP '99	179	2019	.6	2.5	61	1051	.2	1.7	51	206	.2	1.2	103	362	.3	1.7	80	259	.3	1.9
4-Book	171	2064	.6	2.4	63	988	.2	1.8	52	228	.2	1.3	104	356	.4	1.7	94	289	.3	2.2
KLSX-FM																				
SP '99	171	1449	.6	2.4	20	412	.1	.6	24	82	.1	.6	9	66		.1	15	63		.4
4-Book	149	1490	.5	2.1	21	452	.1	.6	28	96	.1	.7	16	88	.1	.2	18	66	.1	.5
KLVE-FM																				
SP '99	592	4682	1.9	8.2	362	3285	1.2	10.0	420	1112	1.4	10.2	663	1624	2.2	10.7	345	928	1.1	8.4
4-Book	612	4491	2.0	8.4	336	3082	1.1	9.3	432	1106	1.4	10.6	577	1474	1.9	9.4	329	828	1.1	7.8
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	15	129		.2	7	97		.2					23	45	.1	.4	13	40		.3
4-Book	7	97		.1	5	110		.2	1	7			14	51	.1	.3	12	44	.1	.3
KLYY-FM																				
SP '99	47	1324	.2	.6	39	762	.1	1.1	9	84		.2	63	228	.2	1.0	40	200	.1	1.0
4-Book	63	1648	.2	.8	36	849	.1	1.0	22	118	.1	.5	61	332	.2	1.0	48	230	.2	1.2
KNX -AM																				
SP '99	58	1349	.2	.8	17	515	.1	.5	31	150	.1	.8	28	172	.1	.5	17	119	.1	.4
4-Book	60	1396	.2	.8	18	488	.1	.5	34	137	.1	.9	27	139	.1	.5	21	100	.1	.5
KOST-FM																				
SP '99	378	4135	1.2	5.2	143	2210	.5	4.0	121	474	.4	2.9	242	846	.8	3.9	173	616	.6	4.2
4-Book	374	4184	1.2	5.1	168	2404	.6	4.7	150	550	.5	3.6	303	927	1.0	4.9	190	627	.6	4.5

Target Listener Estimates - 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 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	
KPWR-FM	SP '99	197	3223	.6	2.7	106	1993	.3	2.9	122	444	.4	3.0	177	829	.6	2.8	124	468	.4	3.0	
	4-Book	221	3454	.7	3.0	131	2178	.4	3.6	118	454	.4	2.9	212	857	.7	3.4	166	603	.6	3.9	
KRLA-AM	SP '99	31	435	.1	.4	6	153		.2	12	51		.3	10	55		.2	8	28		.2	
	4-Book	31	346	.1	.4	8	137		.3	3	16		.1	13	42		.2	8	27		.2	
KROQ-FM	SP '99	217	3437	.7	3.0	119	1829	.4	3.3	101	419	.3	2.4	215	770	.7	3.5	173	670	.6	4.2	
	4-Book	246	3570	.8	3.4	122	2097	.4	3.4	86	423	.3	2.1	217	901	.7	3.5	157	695	.5	3.7	
KRTH-FM	SP '99	182	2910	.6	2.5	97	1733	.3	2.7	84	330	.3	2.0	200	783	.7	3.2	151	554	.5	3.7	
	4-Book	222	3115	.7	3.0	113	1814	.4	3.1	103	382	.4	2.5	217	762	.7	3.5	145	511	.5	3.4	
KSCA-FM	SP '99	579	3241	1.9	8.0	289	2336	.9	8.0	732	1217	2.4	17.7	499	1150	1.6	8.0	255	511	.8	6.2	
	4-Book	563	3272	1.9	7.7	282	2332	.9	7.8	681	1251	2.3	16.6	471	1211	1.6	7.6	246	575	.8	5.8	
KSSE-FM	SP '99	144	1769	.5	2.0	114	1088	.4	3.2	151	361	.5	3.7	224	555	.7	3.6	127	360	.4	3.1	
	4-Book	165	1709	.6	2.3	117	1173	.4	3.3	131	350	.5	3.3	219	596	.7	3.6	122	331	.4	2.9	
KTNQ-AM	SP '99	106	836	.3	1.5	42	465	.1	1.2	57	156	.2	1.4	95	267	.3	1.5	40	87	.1	1.0	
	4-Book	110	812	.4	1.5	39	425	.1	1.1	57	159	.2	1.4	88	221	.3	1.4	41	90	.1	1.0	
KTWV-FM	SP '99	222	1911	.7	3.1	98	1193	.3	2.7	90	327	.3	2.2	172	431	.6	2.8	102	322	.3	2.5	
	4-Book	244	2308	.8	3.3	104	1323	.3	2.9	107	340	.4	2.6	171	488	.6	2.8	104	365	.3	2.5	
KWKV-AM	SP '99	29	260	.1	.4	8	104		.2	11	34		.3	9	45		.1	19	34		.5	
	4-Book	34	295	.1	.5	11	125		.3	15	38		.4	20	58		.3	16	42		.4	
KWE-FM	SP '99	50	582	.2	.7	22	381	.1	.6	18	53	.1	.4	37	107	.1	.6	29	54	.1	.7	
	4-Book	47	648	.2	.7	22	375	.1	.6	27	92	.1	.7	28	98	.1	.5	26	96	.1	.6	
KYSR-FM	SP '99	417	4829	1.4	5.7	193	2644	.6	5.3	193	757	.6	4.7	364	1233	1.2	5.9	226	759	.7	5.5	
	4-Book	372	4646	1.2	5.1	157	2637	.5	4.4	140	619	.5	3.4	297	1184	1.0	4.8	231	858	.8	5.5	
KZLA-FM	SP '99	198	1873	.7	2.7	98	1124	.3	2.7	82	305	.3	2.0	174	618	.6	2.8	166	503	.5	4.0	
	4-Book	177	1792	.6	2.4	83	1154	.3	2.3	78	332	.3	1.9	161	578	.6	2.6	104	382	.3	2.5	
KGCI-FM	SP '99	30	801	.1	.4	25	470	.1	.7	14	66		.3	26	131	.1	.4	18	101	.1	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM	SP '99	23	319	.1	.3	15	243		.4	6	36		.1	34	133	.1	.5	10	52		.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '99	4	98		.1	4	82		.1	3	13		.1					8	37		.2	
	4-Book	5	101		.1	4	76		.1	2	8		.1	8	27		.1	8	22		.2	
TOTALS	SP '99	7260	28926	23.8		3610	23684	11.9		4130	10641	13.6		6218	15673	20.4		4130	10758	13.6		
	4-Book	7324	28898	24.1		3614	23819	11.9		4106	10744	13.5		6176	15332	20.4		4242	11068	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

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 '99	10	35	.4	6	24	.3	18	76	.1	.4	14	54	.4	10	38	.6			
4-Book	6	28	.2	17	68	.1	.7	19	88	.1	.5	20	63	.1	.6	14	46	.1	.8
KACD-FM																			
SP '99	19	44	.1	21	59	.1	.9	41	137	.1	.9	25	91	.1	.8	13	53	.8	
4-Book	15	60	.1	8	25	.3	.3	32	109	.1	.7	16	66	.1	.5	10	49	.6	
KBCD-FM																			
SP '99				12	55	.5	7	53	.2	16	27	.1	.5	12	43	.7			
4-Book	4	17	.1	5	24	.2	.2	15	61	.1	.4	15	35	.1	.5	7	34	.4	
KACE-FM																			
SP '99	28	85	.1	25	74	.1	1.1	31	121	.1	.7	15	57	.5	4	43	.2		
4-Book	36	119	.1	36	119	.1	1.5	47	146	.2	1.1	41	119	.1	1.3	27	70	.1	1.5
KRTO-FM																			
SP '99	10	40	.4	8	21	.3	7	23	.2	2	9	.1	20	33	.1	1.2			
4-Book	5	25	.2	8	24	.3	.3	6	30	.2	.2	5	21	.2	.2	7	18	.4	
KBIG-FM																			
SP '99	106	381	.3	30	113	.1	1.3	89	354	.3	2.0	77	294	.3	2.4	50	214	.2	3.0
4-Book	106	396	.4	52	205	.2	2.1	128	496	.4	2.9	90	336	.3	2.8	47	232	.2	2.7
KBLA-AM																			
SP '99	**	**	**	**	**	**	**	3	14	.1	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																			
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																			
SP '99	6	21	.2	15	22	.6	14	43	.3	14	43	.4	6	11	.4				
4-Book	6	21	.2	5	16	.2	.2	6	24	.1	.1	8	24	.2	.2	4	19	.3	
KBUE-FM																			
SP '99	73	289	.2	47	131	.2	2.0	138	314	.5	3.1	91	196	.3	2.8	39	135	.1	2.3
4-Book	46	177	.1	53	163	.2	2.2	102	277	.4	2.3	78	198	.3	2.4	33	125	.1	1.9
KCBS-FM																			
SP '99	64	221	.2	49	191	.2	2.1	178	647	.6	4.0	85	310	.3	2.7	29	140	.1	1.7
4-Book	46	203	.2	34	164	.1	1.4	142	560	.5	3.2	85	352	.3	2.6	22	118	.1	1.2
KCMG-FM																			
SP '99	110	330	.4	61	207	.2	2.6	162	575	.5	3.6	143	403	.5	4.5	83	210	.3	5.0
4-Book	114	393	.4	69	264	.2	2.8	150	558	.5	3.4	128	438	.4	4.0	90	263	.3	5.2
KFI -AM																			
SP '99	19	83	.1	61	155	.2	2.6	67	230	.2	1.5	25	85	.1	.8	7	17	.4	
4-Book	14	62	.1	35	112	.1	1.4	50	177	.2	1.1	19	69	.1	.6	10	43	.6	
KFSG-FM																			
SP '99	15	90	.6	29	124	.1	1.2	23	121	.1	.5	21	103	.1	.7	4	29	.2	
4-Book	8	46	.3	22	116	.1	.9	24	117	.1	.5	12	63	.4	.4	2	17	.1	
KFWB-AM																			
SP '99	6	58	.2	29	189	.1	1.2	15	116	.3	6	53	.2	7	69	.4			
4-Book	7	57	.3	27	169	.1	1.1	17	129	.1	.4	14	77	.1	.4	3	34	.2	
KGIL-AM																			
SP '99								2	13	.1		2	13	.1					
4-Book				2	3	.1		3	14	.1		2	7	.1					
+KGXL-AM																			
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KIEV-AM																				
SP '99								5	23	.1		13	27	.4						
4-Book					3			3	14	.1		3	7	.1			3			
KIIS-FM																				
SP '99	143	659	.5	5.6	145	550	.5	6.1	303	1258	1.0	6.8	192	794	.6	6.0	92	525	.3	5.5
4-Book	111	508	.4	4.5	132	514	.4	5.3	252	1068	.8	5.8	188	763	.6	5.8	87	414	.3	4.9
KJLH-FM																				
SP '99	54	217	.2	2.1	68	185	.2	2.9	133	440	.4	3.0	124	298	.4	3.9	49	141	.2	2.9
4-Book	59	186	.2	2.4	76	208	.2	3.1	159	452	.5	3.6	118	294	.4	3.7	42	130	.2	2.4
KKBT-FM																				
SP '99	173	525	.6	6.7	86	264	.3	3.6	132	565	.4	3.0	140	576	.5	4.4	71	276	.2	4.2
4-Book	140	497	.5	5.7	97	345	.4	4.0	155	586	.5	3.5	153	493	.5	4.7	110	360	.4	6.2
KKGO-FM																				
SP '99	40	138	.1	1.6	28	103	.1	1.2	34	166	.1	.8	53	168	.2	1.7	30	100	.1	1.8
4-Book	25	97	.1	1.0	26	115	.1	1.1	45	202	.2	1.1	41	129	.1	1.3	25	95	.1	1.4
KKHJ-AM																				
SP '99	25	65	.1	1.0	26	104	.1	1.1	34	99	.1	.8	24	55	.1	.8	14	56	.8	
4-Book	19	57	.1	.8	28	84	.1	1.1	35	92	.1	.8	25	57	.1	.8	10	41	.6	
KKLA-FM																				
SP '99	4	25	.2		44	146	.1	1.8	14	55	.3		3	26	.1		1	6	.1	
4-Book	4	30	.2		18	73	.7		11	49	.3		3	19	.1		5	22	.3	
KLAC-AM																				
SP '99	8	67	.3		3	15	.1		6	50	.1		23	64	.1	.7	1	14	.1	
4-Book	17	59	.1	.7	9	24	.3		16	52	.1	.4	20	56	.1	.6	9	36	.5	
KLAX-FM																				
SP '99	80	196	.3	3.1	84	251	.3	3.5	191	521	.6	4.3	87	248	.3	2.7	44	150	.1	2.6
4-Book	108	305	.4	4.4	142	364	.5	5.6	230	588	.8	5.2	135	324	.5	4.2	73	232	.2	4.2
KLOS-FM																				
SP '99	31	179	.1	1.2	43	186	.1	1.8	75	356	.2	1.7	88	265	.3	2.8	23	111	.1	1.4
4-Book	35	136	.1	1.4	29	132	.1	1.2	86	349	.3	2.0	84	264	.3	2.6	24	114	.1	1.4
KLSX-FM																				
SP '99	11	32	.4		28	103	.1	1.2	56	203	.2	1.3	17	55	.1	.5	3	14	.2	
4-Book	3	14	.1		42	149	.1	1.7	50	190	.2	1.1	11	54	.4		5	34	.3	
KLVE-FM																				
SP '99	291	736	1.0	11.3	285	871	.9	12.0	432	1224	1.4	9.7	251	596	.8	7.9	177	556	.6	10.6
4-Book	277	772	.9	11.3	272	764	.9	10.9	405	1093	1.4	9.2	226	595	.8	7.0	152	477	.5	8.7
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																				
SP '99								12	53	.3		3	13	.1						
4-Book	3	24	.1					7	30	.2		5	27	.2						
KLYY-FM																				
SP '99	14	121	.5		39	96	.1	1.6	73	226	.2	1.6	52	212	.2	1.6	18	78	.1	1.1
4-Book	27	157	.1	1.1	22	91	.1	.9	49	247	.1	1.1	37	196	.1	1.1	16	86	.1	.9
KNX -AM																				
SP '99	7	44	.3		22	94	.1	.9	10	72	.2		7	44	.2		16	86	.1	1.0
4-Book	9	50	.4		14	75	.1	.6	12	88	.3		14	91	.4		13	66	.1	.8
KOST-FM																				
SP '99	132	522	.4	5.1	72	296	.2	3.0	139	536	.5	3.1	149	565	.5	4.7	108	523	.4	6.5
4-Book	156	644	.5	6.4	92	339	.3	3.7	153	587	.5	3.5	138	505	.5	4.3	145	561	.5	8.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KPWR-FM																						
SP '99		104	460	.3	4.0	62	272	.2	2.6	116	565	.4	2.6	79	331	.3	2.5	56	219	.2	3.3	
4-Book		134	510	.4	5.5	56	248	.2	2.3	142	622	.5	3.3	123	469	.4	3.8	85	334	.3	4.8	
KRLA-AM																						
SP '99		2	10		.1					11	41		.2					7	20		.4	
4-Book		6	22		.3	3	5		.1	9	27		.2	10	33		.3	15	44		.8	
KROQ-FM																						
SP '99		100	397	.3	3.9	50	259	.2	2.1	112	576	.4	2.5	116	457	.4	3.6	75	312	.2	4.5	
4-Book		103	450	.3	4.2	54	239	.2	2.2	149	716	.5	3.4	121	500	.4	3.7	76	354	.2	4.3	
KRTH-FM																						
SP '99		47	188	.2	1.8	58	237	.2	2.4	133	452	.4	3.0	75	315	.2	2.3	23	84	.1	1.4	
4-Book		64	222	.2	2.6	76	314	.3	3.1	156	547	.5	3.6	101	418	.4	3.1	36	169	.1	2.0	
KSCA-FM																						
SP '99		118	401	.4	4.6	236	488	.8	9.9	274	744	.9	6.1	157	422	.5	4.9	85	274	.3	5.1	
4-Book		109	351	.4	4.5	250	524	.8	10.1	289	787	1.0	6.6	168	421	.6	5.2	83	274	.3	4.7	
KSSE-FM																						
SP '99		76	250	.2	3.0	45	154	.1	1.9	145	402	.5	3.3	97	284	.3	3.0	38	143	.1	2.3	
4-Book		68	233	.2	2.8	62	215	.2	2.5	147	407	.5	3.4	119	310	.4	3.7	56	187	.2	3.2	
KTNQ-AM																						
SP '99		20	89	.1	.8	17	59	.1	.7	56	129	.2	1.3	37	66	.1	1.2	12	39		.7	
4-Book		18	60	.1	.7	15	49	.1	.6	44	119	.2	1.0	36	74	.1	1.1	12	41		.7	
KTWV-FM																						
SP '99		87	188	.3	3.4	68	259	.2	2.9	145	479	.5	3.3	69	223	.2	2.2	39	164	.1	2.3	
4-Book		82	248	.3	3.4	72	249	.2	2.9	114	376	.4	2.6	103	310	.4	3.2	71	244	.2	4.0	
KWKV-AM																						
SP '99						4	10		.2	10	35		.2	11	23		.3	5	24		.3	
4-Book		5	9		.2	9	21		.4	10	31		.2	6	19		.2	7	17		.4	
KWVE-FM																						
SP '99		9	48		.3	21	83	.1	.9	38	166	.1	.9	17	84	.1	.5	5	49		.3	
4-Book		9	45		.4	22	95	.1	.9	40	174	.1	.9	21	83	.1	.6	6	49		.4	
KYSR-FM																						
SP '99		158	564	.5	6.1	95	414	.3	4.0	241	900	.8	5.4	178	692	.6	5.6	77	373	.3	4.6	
4-Book		104	461	.4	4.2	77	325	.3	3.1	180	842	.6	4.1	158	663	.5	4.9	69	365	.3	3.9	
KZLA-FM																						
SP '99		45	218	.1	1.7	32	127	.1	1.3	132	330	.4	3.0	110	338	.4	3.4	40	161	.1	2.4	
4-Book		41	210	.1	1.6	45	205	.2	1.8	107	396	.4	2.5	91	340	.3	2.8	34	173	.1	1.9	
KGGI-FM																						
SP '99		22	111	.1	.9	5	30		.2	32	167	.1	.7	49	118	.2	1.5	31	103	.1	1.9	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KOLA-FM																						
SP '99		8	41		.3	4	15		.2	20	88	.1	.4	29	101	.1	.9	8	26		.5	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
XTRA-AM																						
SP '99		2	11		.1	10	27		.4	11	34		.2					1	12		.1	
4-Book		2	16		.1	3	10		.1	5	23		.1	1	7				3			
TOTALS																						
SP '99		2572	7607	8.4		2380	7214	7.8		4458	12119	14.6		3194	8468	10.5		1674	5500	5.5		
4-Book		2447	7491	8.1		2478	7449	8.2		4389	12091	14.5		3240	8762	10.7		1757	5733	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

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '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
WI '99	51	1109	.2	1.2	57	533	.2	.9	66	516	.3	1.0	113	604	.5	2.2	28	331	.1	1.7
FA '98	54	1010	.2	1.2	93	494	.4	1.4	65	520	.3	1.0	73	387	.3	1.4	43	326	.2	2.4
SU '98	53	933	.2	1.3	60	366	.2	1.0	77	456	.3	1.3	106	477	.4	2.2	22	222	.1	1.3
4-Book	54	1020	.2	1.3	74	451	.3	1.2	73	480	.3	1.2	98	508	.4	2.0	33	305	.2	2.0
SP '98	68	1101	.3	1.6	95	454	.4	1.5	102	629	.4	1.6	104	552	.4	2.1	16	186	.1	.9
KACD-FM																				
SP '99	30	499	.1	.7	54	375	.2	.8	32	217	.1	.5	30	283	.1	.6	15	167	.1	.9
WI '99	23	553	.1	.5	21	228	.1	.3	35	232	.1	.5	41	349	.2	.8	6	155	.1	.4
FA '98	20	404	.1	.5	22	182	.1	.3	32	177	.1	.5	27	218	.1	.5	4	88	.2	.2
SU '98	18	477	.1	.4	22	242	.1	.4	24	231	.1	.4	29	344	.1	.6	9	145	.5	.5
4-Book	23	483	.1	.5	30	257	.1	.5	31	214	.1	.5	32	299	.1	.6	9	139	.5	.5
SP '98	16	388	.1	.4	22	164	.1	.3	17	116	.1	.3	23	140	.1	.5	12	103	.7	.7
KBCD-FM																				
SP '99	13	237	.1	.3	13	126	.1	.2	21	150	.1	.3	18	130	.1	.4	3	41	.2	.2
WI '99	16	500	.1	.4	21	185	.1	.3	33	267	.1	.5	27	281	.1	.5	4	114	.2	.2
FA '98	7	196	.2	.2	7	91	.1	.1	8	105	.1	.1	5	92	.1	.1	6	53	.3	.3
SU '98	11	150	.3	.3	23	93	.1	.4	16	61	.1	.3	10	46	.2	.2	1	47	.1	.1
4-Book	12	271	.1	.3	16	124	.1	.3	20	146	.1	.3	15	137	.1	.3	4	64	.2	.2
SP '98	6	227	.1	.1	10	118	.2	.2	4	66	.1	.1	9	114	.2	.2	3	111	.2	.2
KACE-FM																				
SP '99	31	844	.1	.7	38	319	.2	.6	46	427	.2	.7	37	405	.2	.7	24	302	.1	1.5
WI '99	69	1030	.3	1.6	85	475	.3	1.3	74	491	.3	1.2	75	585	.3	1.5	52	459	.2	3.1
FA '98	38	824	.2	.9	42	388	.2	.6	41	371	.2	.6	61	459	.3	1.1	30	230	.1	1.7
SU '98	53	825	.2	1.3	78	522	.3	1.3	74	336	.3	1.2	68	428	.3	1.4	19	218	.1	1.1
4-Book	48	881	.2	1.1	61	426	.3	1.0	59	406	.3	.9	60	469	.3	1.2	31	302	.1	1.9
SP '98	29	570	.1	.7	24	184	.1	.4	34	297	.1	.5	32	274	.1	.6	25	230	.1	1.5
KRTD-FM																				
SP '99	12	184	.3	.3	11	87	.2	.2	16	96	.1	.2	16	125	.1	.3	8	64	.5	.5
WI '99	7	263	.2	.2	10	100	.2	.2	10	115	.2	.2	8	106	.2	.2	3	141	.2	.2
FA '98	5	132	.1	.1	3	56	.1	.1	7	75	.1	.1	4	39	.1	.1	4	40	.2	.2
SU '98	14	243	.1	.3	26	116	.1	.4	16	103	.1	.3	19	97	.1	.4	4	88	.2	.2
4-Book	10	206	.2	.2	13	90	.2	.2	12	97	.1	.2	12	92	.1	.3	5	83	.3	.3
SP '98	7	236	.2	.2	1	41	.1	.1	7	113	.1	.1	13	115	.1	.3	5	46	.3	.3
KBIG-FM																				
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
WI '99	200	2940	.8	4.7	270	1500	1.1	4.1	435	1531	1.8	6.8	235	1522	1.0	4.7	45	669	.2	2.7
FA '98	192	3004	.8	4.3	247	1536	1.0	3.6	391	1552	1.6	5.9	272	1790	1.1	5.1	45	675	.2	2.5
SU '98	199	3693	.8	4.9	266	2052	1.1	4.3	375	1982	1.6	6.2	241	1973	1.0	4.9	65	826	.3	3.8
4-Book	184	3128	.8	4.3	248	1601	1.0	3.8	373	1605	1.6	5.9	235	1710	1.0	4.6	47	727	.2	2.7
SP '98	195	3036	.8	4.5	217	1502	.9	3.4	384	1718	1.6	5.9	260	1837	1.1	5.1	80	808	.3	4.7
KBLA-AM																				
SP '99	11	160	.3	.3	25	71	.1	.4	26	123	.1	.4	7	59	.1	.1	1	10	.1	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	66	.1	.1	1	23	.1	.1	4	34	.1	.1	3	43	.1	.1	3	36	.2	.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '99	9	146		.2	19	90	.1	.3	15	91	.1	.2	9	77		.2	2	44		.1
WI '99	11	175		.3	19	84	.1	.3	13	84	.1	.2	9	86		.2	8	71		.5
FA '98	4	110		.1	3	38			12	75		.2	1	37			1	12		.1
SU '98	7	134		.2	10	44		.2	15	88	.1	.2	8	66		.2	1	22		.1
4-Book	8	141		.2	13	64	.1	.2	14	85	.1	.2	7	67		.2	3	37		.2
SP '98	4	88		.1	7	50		.1	11	63		.2	4	39		.1				
KBUE-FM																				
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
WI '99	67	1199	.3	1.6	84	617	.3	1.3	113	629	.5	1.8	76	530	.3	1.5	17	240	.1	1.0
FA '98	98	1445	.4	2.2	144	785	.6	2.1	142	841	.6	2.1	120	832	.5	2.3	41	417	.2	2.3
SU '98	54	1032	.2	1.3	71	418	.3	1.1	70	518	.3	1.2	50	434	.2	1.0	30	314	.1	1.8
4-Book	81	1281	.3	1.9	104	620	.4	1.6	123	694	.5	1.9	98	666	.4	1.9	32	353	.2	1.9
SP '98	83	1129	.3	1.9	98	574	.4	1.5	127	681	.5	2.0	91	571	.4	1.8	44	335	.2	2.6
KCBS-FM																				
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
WI '99	125	2835	.5	2.9	208	1549	.9	3.1	193	1435	.8	3.0	161	1596	.7	3.2	37	607	.2	2.2
FA '98	88	2521	.4	2.0	137	1386	.6	2.0	127	1234	.5	1.9	122	1463	.5	2.3	19	513	.1	1.1
SU '98	88	2518	.4	2.2	109	1089	.5	1.8	120	1081	.5	2.0	132	1437	.5	2.7	23	511	.1	1.4
4-Book	106	2650	.5	2.5	157	1327	.7	2.4	160	1229	.7	2.5	143	1468	.6	2.8	27	548	.1	1.6
SP '98	132	2858	.5	3.1	165	1300	.7	2.6	233	1506	1.0	3.6	169	1521	.7	3.3	30	679	.1	1.7
KCMG-FM																				
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
WI '99	155	2735	.6	3.6	180	1342	.7	2.7	228	1405	.9	3.6	205	1702	.8	4.1	64	840	.3	3.8
FA '98	171	3039	.7	3.9	197	1561	.8	2.9	309	1718	1.3	4.6	237	1839	1.0	4.5	45	551	.2	2.5
SU '98	222	3389	.9	5.4	276	1702	1.1	4.4	395	1817	1.6	6.5	286	2101	1.2	5.9	79	867	.3	4.7
4-Book	180	2934	.7	4.2	218	1478	.9	3.4	306	1564	1.3	4.8	235	1801	1.0	4.7	62	739	.3	3.6
SP '98	201	3182	.8	4.7	231	1502	1.0	3.6	352	1849	1.5	5.4	232	1772	1.0	4.6	83	844	.3	4.8
KFI -AM																				
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
WI '99	113	2084	.5	2.7	121	910	.5	1.8	291	1559	1.2	4.6	128	984	.5	2.5	34	277	.1	2.0
FA '98	137	2120	.6	3.1	175	836	.7	2.6	334	1579	1.4	5.0	148	1173	.6	2.8	38	371	.2	2.1
SU '98	90	1890	.4	2.2	89	653	.4	1.4	253	1360	1.1	4.2	99	785	.4	2.0	9	289		.5
4-Book	114	2065	.5	2.7	130	815	.5	2.0	294	1488	1.2	4.6	120	960	.5	2.4	26	301	.1	1.5
SP '98	124	2084	.5	2.9	156	998	.6	2.4	286	1542	1.2	4.4	145	1000	.6	2.9	29	215	.1	1.7
KFSG-FM																				
SP '99	25	615	.1	.6	42	354	.2	.7	32	300	.1	.5	27	278	.1	.5	13	119	.1	.8
WI '99	31	650	.1	.7	45	415	.2	.7	54	329	.2	.8	40	293	.2	.8	5	154		.3
FA '98	22	499	.1	.5	41	311	.2	.6	30	241	.1	.5	29	271	.1	.5	8	121		.5
SU '98	14	432	.1	.3	25	219	.1	.4	17	136	.1	.3	17	139	.1	.3	2	57		.1
4-Book	23	549	.1	.5	38	325	.2	.6	33	252	.1	.5	28	245	.1	.5	7	113		.4
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFVB-AM																				
SP '99	39	1479	.2	.9	100	969	.4	1.6	35	541	.1	.5	61	745	.3	1.2	8	265		.5
WI '99	48	1581	.2	1.1	123	1051	.5	1.9	40	674	.2	.6	68	984	.3	1.3	17	407	.1	1.0
FA '98	46	1526	.2	1.0	111	922	.5	1.6	42	558	.2	.6	79	847	.3	1.5	15	295	.1	.8
SU '98	44	1614	.2	1.1	104	1019	.4	1.7	48	502	.2	.8	79	919	.3	1.6	9	218		.5
4-Book	44	1550	.2	1.0	110	990	.5	1.7	41	569	.2	.6	72	874	.3	1.4	12	296	.1	.7
SP '98	35	1623	.1	.8	87	1030	.4	1.4	31	584	.1	.5	50	749	.2	1.0	10	258		.6
KGIL-AM																				
SP '99	2	79			3	39			2	27			4	67		.1	1	26		.1
WI '99	3	105		.1	3	64			5	38		.1	6	76		.1				
FA '98	2	76			2	27			4	40		.1	3	40		.1	2	13		.1
SU '98	1	43			1	12			1	12			2	31						
4-Book	2	76			2	36			3	29		.1	4	54		.1	1	10		.1
SP '98	2	42							3	15			1	27			1	12		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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				
+KGL-AM																							
SP '99																							
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
KIEV-AM																							
SP '99	8	148		.2				13				17	81	.1	.3	14	58	.1	.3	7	30		.4
WI '99	13	174	.1	.3	28	128	.1	.4	23	82	.1	.4	16	108	.1	.3	6	35		6	35		.4
FA '98	7	113		.2	10	13		.1	15	77	.1	.2	7	25		.1	3	13		3	13		.2
SU '98	1	53			2	22			1	14			2	30									
4-Book	7	122		.2	10	44		.1	14	64	.1	.2	10	55	.1	.2	4	20		4	20		.3
SP '98	6	87		.1					20	46	.1	.3	8	57		.2							
KIIS-FM																							
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		4.1	
WI '99	190	4286	.8	4.5	345	2280	1.4	5.2	231	2009	.9	3.6	242	2214	1.0	4.8	67	1154	.3	4.0		4.0	
FA '98	150	3905	.6	3.4	297	2423	1.2	4.4	186	1737	.8	2.8	141	1779	.6	2.6	54	891	.2	3.0		3.0	
SU '98	150	4057	.6	3.7	264	2214	1.1	4.3	179	1966	.7	2.9	164	1981	.7	3.4	73	954	.3	4.3		4.3	
4-Book	178	4185	.7	4.2	329	2380	1.4	5.1	224	1976	.9	3.5	205	2148	.9	4.1	66	1065	.3	3.9		3.9	
SP '98	141	3961	.6	3.3	301	2365	1.3	4.7	161	1662	.7	2.5	165	2082	.7	3.3	50	819	.2	2.9		2.9	
KJLH-FM																							
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		2.9	
WI '99	78	1258	.3	1.8	128	613	.5	1.9	82	449	.3	1.3	92	576	.4	1.8	35	380	.1	2.1		2.1	
FA '98	103	1348	.4	2.3	150	764	.6	2.2	149	650	.6	2.2	126	762	.5	2.4	37	335	.2	2.1		2.1	
SU '98	81	1189	.3	2.0	133	647	.6	2.1	81	652	.3	1.3	88	609	.4	1.8	52	455	.2	3.1		3.1	
4-Book	88	1255	.4	2.1	136	705	.6	2.1	110	612	.4	1.7	99	658	.4	2.0	43	413	.2	2.6		2.6	
SP '98	126	1256	.5	2.9	154	749	.6	2.4	146	677	.6	2.2	114	685	.5	2.2	85	497	.4	4.9		4.9	
KKBT-FM																							
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		4.1	
WI '99	165	2344	.7	3.9	258	1245	1.1	3.9	199	1258	.8	3.1	194	1377	.8	3.8	95	754	.4	5.6		5.6	
FA '98	137	2077	.6	3.1	237	1076	1.0	3.5	187	1156	.8	2.8	166	1072	.7	3.1	63	637	.3	3.6		3.6	
SU '98	153	2227	.6	3.8	242	1226	1.0	3.9	182	1123	.8	3.0	187	1331	.8	3.8	83	756	.3	4.9		4.9	
4-Book	148	2212	.6	3.5	238	1192	1.0	3.7	189	1142	.8	3.0	181	1238	.8	3.6	77	729	.3	4.6		4.6	
SP '98	133	2080	.6	3.1	233	1034	1.0	3.6	155	1115	.6	2.4	171	1128	.7	3.4	46	550	.2	2.7		2.7	
KKGO-FM																							
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		2.4	
WI '99	45	1339	.2	1.1	46	560	.2	.7	52	573	.2	.8	66	735	.3	1.3	33	392	.1	2.0		2.0	
FA '98	30	1056	.1	.7	30	374	.1	.4	41	432	.2	.6	28	510	.1	.5	17	348	.1	1.0		1.0	
SU '98	31	1293	.1	.8	30	490	.1	.5	46	506	.2	.8	33	514	.1	.7	23	393	.1	1.4		1.4	
4-Book	40	1241	.2	1.0	44	514	.2	.7	50	517	.2	.8	52	595	.2	1.0	28	392	.1	1.7		1.7	
SP '98	50	1096	.2	1.2	53	483	.2	.8	69	426	.3	1.1	72	553	.3	1.4	33	310	.1	1.9		1.9	
KKHJ-AM																							
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		.8	
WI '99	52	638	.2	1.2	67	291	.3	1.0	81	351	.3	1.3	60	331	.2	1.2	21	213	.1	1.2		1.2	
FA '98	17	452	.1	.4	34	213	.1	.5	15	184	.1	.2	15	126	.1	.3	9	100		.5		.5	
SU '98	26	386	.1	.6	32	189	.1	.5	47	247	.2	.8	21	176	.1	.4	9	87		.5		.5	
4-Book	34	529	.2	.8	49	252	.2	.8	53	277	.2	.8	36	230	.2	.7	13	147	.1	.8		.8	
SP '98	24	581	.1	.6	36	257	.1	.6	30	293	.1	.5	30	252	.1	.6	16	187	.1	.9		.9	
KKLA-FM																							
SP '99	24	526	.1	.6	55	307	.2	.9	36	217	.1	.6	28	220	.1	.6	3	61		.2		.2	
WI '99	34	653	.1	.8	85	447	.3	1.3	44	301	.2	.7	50	291	.2	1.0	9	161		.5		.5	
FA '98	20	552	.1	.5	54	401	.2	.8	20	194	.1	.3	30	265	.1	.6	7	108		.4		.4	
SU '98	21	377	.1	.5	47	228	.2	.8	31	164	.1	.5	23	219	.1	.5	5	129		.3		.3	
4-Book	25	527	.1	.6	60	346	.2	1.0	33	219	.1	.5	33	249	.1	.7	6	115		.4		.4	
SP '98	29	491	.1	.7	47	312	.2	.7	40	246	.2	.6	59	329	.2	1.2	8	86		.5		.5	

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

Target Listener Trends

Women 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
KLAC-AM																				
SP '99	9	421	.2	.2	8	66	.1	.1	14	94	.1	.2	13	169	.1	.3	6	166	.4	.4
WI '99	21	470	.1	.5	35	228	.1	.5	27	221	.1	.4	21	239	.1	.4	6	72	.4	.4
FA '98	34	381	.1	.8	47	241	.2	.7	51	240	.2	.8	38	215	.2	.7	12	94	.7	.7
SU '98	9	338	.2	.2	5	80	.1	.1	11	96	.2	.2	21	119	.1	.4	5	89	.3	.3
4-Book	18	403	.1	.4	24	154	.1	.4	26	163	.1	.4	23	186	.1	.5	7	105	.5	.5
SP '98	21	528	.1	.5	27	116	.1	.4	31	118	.1	.5	9	115	.2	.2	11	138	.6	.6
KLAX-FM																				
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
WI '99	151	2154	.6	3.5	217	1134	.9	3.3	224	1329	.9	3.5	141	1058	.6	2.8	59	590	.2	3.5
FA '98	259	2671	1.1	5.8	260	1290	1.1	3.8	417	1743	1.7	6.3	339	1664	1.4	6.4	129	879	.5	7.3
SU '98	136	1833	.6	3.3	145	780	.6	2.3	224	982	.9	3.7	155	1086	.6	3.2	68	562	.3	4.0
4-Book	172	2182	.7	4.0	201	1017	.8	3.1	277	1309	1.1	4.3	195	1197	.8	3.8	79	654	.3	4.6
SP '98	143	1841	.6	3.3	174	929	.7	2.7	201	1080	.8	3.1	182	1008	.8	3.6	76	549	.3	4.4
KLOS-FM																				
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
WI '99	91	2154	.4	2.1	168	1023	.7	2.5	128	907	.5	2.0	108	1009	.4	2.1	23	368	.1	1.4
FA '98	115	2013	.5	2.6	244	1022	1.0	3.6	142	828	.6	2.1	138	1140	.6	2.6	43	601	.2	2.4
SU '98	108	2214	.4	2.6	199	1329	.8	3.2	132	864	.5	2.2	155	1083	.6	3.2	43	499	.2	2.5
4-Book	105	2123	.4	2.5	204	1106	.8	3.1	135	869	.6	2.1	135	1068	.6	2.7	36	472	.2	2.1
SP '98	138	2240	.6	3.2	263	1179	1.1	4.1	168	990	.7	2.6	186	1325	.8	3.7	63	592	.3	3.7
KLSX-FM																				
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
WI '99	48	1209	.2	1.1	129	726	.5	2.0	44	411	.2	.7	79	518	.3	1.6	10	147	.6	.6
FA '98	70	1530	.3	1.6	206	1036	.8	3.0	81	594	.3	1.2	87	519	.4	1.6	8	176	.5	.5
SU '98	84	1632	.3	2.1	249	986	1.0	4.0	92	646	.4	1.5	95	761	.4	2.0	33	384	.1	1.9
4-Book	71	1420	.3	1.7	204	886	.8	3.2	73	561	.3	1.2	96	617	.4	1.9	19	227	.1	1.1
SP '98	73	1469	.3	1.7	262	998	1.1	4.1	62	678	.3	1.0	78	543	.3	1.5	8	135	.5	.5
KLVE-FM																				
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
WI '99	346	3574	1.4	8.1	597	2403	2.4	9.0	508	2256	2.1	7.9	356	2012	1.5	7.1	102	1033	.4	6.1
FA '98	410	4450	1.7	9.2	699	2895	2.9	10.2	580	2857	2.4	8.7	398	2535	1.6	7.5	183	1533	.8	10.3
SU '98	352	3743	1.5	8.6	606	2391	2.5	9.8	522	2264	2.2	8.6	339	2199	1.4	7.0	145	1297	.6	8.6
4-Book	371	4003	1.5	8.7	622	2603	2.6	9.5	537	2505	2.2	8.4	365	2283	1.5	7.3	150	1311	.6	8.8
SP '98	428	3996	1.8	10.0	686	2754	2.9	10.7	633	2717	2.6	9.7	440	2324	1.8	8.7	180	1432	.7	10.5
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	11	185	.3	.3	9	67	.1	.1	15	57	.1	.2	21	91	.1	.4	7	79	.4	.4
WI '99	1	70	.1	.1	4	42	.1	.1	6	41	.1	.1	13	75	.1	.4	1	28	.1	.1
FA '98	3	116	.1	.1	5	26	.1	.1	2	26	.1	.1	4	75	.1	.4	1	26	.1	.1
SU '98	9	380	.2	.2	6	60	.1	.1	6	61	.1	.1	4	75	.1	.4	17	146	.1	1.0
4-Book	6	188	.2	.2	6	49	.1	.1	6	36	.1	.1	6	45	.1	.4	7	70	.4	.4
SP '98	6	236	.1	.1	3	41	.1	.1	9	55	.1	.1	11	117	.2	.2	5	95	.3	.3
KLYY-FM																				
SP '99	29	1128	.1	.7	15	353	.1	.2	54	581	.2	.8	37	558	.2	.7	9	291	.5	.5
WI '99	36	1405	.1	.8	34	474	.1	.5	53	650	.2	.8	54	855	.2	1.1	22	416	.1	1.3
FA '98	32	1236	.1	.7	30	455	.1	.4	58	592	.2	.9	49	728	.2	.9	14	290	.1	.8
SU '98	30	1137	.1	.7	40	582	.2	.6	46	530	.2	.8	48	724	.2	1.0	12	328	.7	.7
4-Book	32	1227	.1	.7	30	466	.1	.4	53	588	.2	.8	47	716	.2	.9	14	331	.1	.8
SP '98	37	1404	.2	.9	44	510	.2	.7	54	625	.2	.8	51	763	.2	1.0	8	375	.5	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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	
KNX -AM																				
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
WI '99	36	1637	.1	.8	82	856	.3	1.2	31	604	.1	.5	54	769	.2	1.1	20	316	.1	1.2
FA '98	40	1451	.2	.9	89	872	.4	1.3	40	513	.2	.6	54	676	.2	1.0	27	194	.1	1.5
SU '98	40	1596	.2	1.0	93	977	.4	1.5	38	519	.2	.6	50	689	.2	1.0	22	435	.1	1.3
4-Book	39	1526	.2	.9	88	899	.4	1.4	37	542	.2	.6	52	726	.2	1.0	22	302	.1	1.3
SP '98	34	1528	.1	.8	77	873	.3	1.2	33	396	.1	.5	61	771	.3	1.2	15	297	.1	.9
KOST-FM																				
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
WI '99	195	3663	.8	4.6	230	1655	.9	3.5	297	1713	1.2	4.6	210	1853	.9	4.2	161	1221	.7	9.6
FA '98	240	4190	1.0	5.4	293	2132	1.2	4.3	408	2024	1.7	6.1	289	2190	1.2	5.4	125	1355	.5	7.0
SU '98	268	4790	1.1	6.6	327	2488	1.4	5.3	447	2224	1.9	7.4	323	2560	1.3	6.6	170	1612	.7	10.0
4-Book	228	4139	1.0	5.4	279	2029	1.2	4.3	377	2006	1.6	5.9	275	2217	1.1	5.4	139	1340	.6	8.2
SP '98	206	3855	.9	4.8	265	1996	1.1	4.1	348	2086	1.4	5.3	258	2107	1.1	5.1	96	1067	.4	5.6
KPWR-FM																				
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
WI '99	85	2158	.3	2.0	116	1011	.5	1.8	125	1050	.5	2.0	106	1130	.4	2.1	61	625	.3	3.6
FA '98	72	1897	.3	1.6	91	881	.4	1.3	83	769	.3	1.2	92	868	.4	1.7	29	442	.1	1.6
SU '98	86	2135	.4	2.1	95	930	.4	1.5	112	1026	.5	1.8	105	1067	.4	2.2	55	619	.2	3.2
4-Book	80	2015	.3	1.9	102	911	.4	1.6	109	956	.5	1.7	99	1020	.4	2.0	45	551	.2	2.6
SP '98	80	2199	.3	1.9	90	784	.4	1.4	111	1028	.5	1.7	107	1085	.4	2.1	45	699	.2	2.6
KRLA-AM																				
SP '99	17	470	.1	.4	25	247	.1	.4	49	282	.2	.8	10	134	.2	.8	2	12	.1	.1
WI '99	15	323	.1	.4	29	222	.1	.4	38	158	.2	.6	15	193	.1	.3	1	50	.1	.1
FA '98	15	296	.1	.3	15	108	.1	.2	30	112	.1	.5	20	118	.1	.4	11	129	.1	.6
SU '98	19	387	.1	.5	20	95	.1	.3	28	183	.1	.5	26	210	.1	.5	16	163	.1	.9
4-Book	17	369	.1	.4	22	168	.1	.3	36	184	.2	.6	18	164	.1	.4	8	89	.1	.4
SP '98	33	576	.1	.8	38	170	.2	.6	59	282	.2	.9	44	239	.2	.9	9	127	.1	.5
KROQ-FM																				
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
WI '99	138	3118	.6	3.2	245	1588	1.0	3.7	159	1586	.7	2.5	181	1849	.7	3.6	68	932	.3	4.0
FA '98	121	2601	.5	2.7	217	1506	.9	3.2	153	1267	.6	2.3	161	1595	.7	3.0	57	785	.2	3.2
SU '98	106	2145	.4	2.6	185	1210	.8	3.0	144	1102	.6	2.4	142	1292	.6	2.9	37	596	.2	2.2
4-Book	117	2602	.5	2.7	207	1378	.9	3.2	141	1276	.6	2.2	153	1556	.6	3.0	55	804	.2	3.2
SP '98	100	2684	.4	2.3	171	1391	.7	2.7	127	1235	.5	2.0	117	1390	.5	2.3	39	738	.2	2.3
KRTH-FM																				
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
WI '99	153	3322	.6	3.6	182	1247	.7	2.8	291	1533	1.2	4.6	212	1617	.9	4.2	34	603	.1	2.0
FA '98	136	3332	.6	3.1	156	1490	.6	2.3	229	1684	.9	3.4	182	1808	.7	3.4	38	588	.2	2.1
SU '98	150	3556	.6	3.7	232	1722	1.0	3.7	226	1469	.9	3.7	183	1932	.8	3.8	46	950	.2	2.7
4-Book	138	3313	.6	3.3	176	1470	.7	2.7	240	1534	1.0	3.8	179	1718	.8	3.6	34	640	.2	2.0
SP '98	160	3362	.7	3.7	218	1614	.9	3.4	307	1863	1.3	4.7	191	1657	.8	3.8	30	611	.1	1.7
KSCA-FM																				
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
WI '99	317	2877	1.3	7.4	731	1890	3.0	11.1	451	1996	1.8	7.1	186	1081	.8	3.7	98	687	.4	5.8
FA '98	364	3010	1.5	8.2	773	1968	3.2	11.3	510	2115	2.1	7.7	283	1362	1.2	5.3	115	825	.5	6.5
SU '98	275	2608	1.1	6.7	585	1687	2.4	9.4	387	1749	1.6	6.4	221	1265	.9	4.5	67	704	.3	4.0
4-Book	325	2834	1.3	7.6	715	1859	3.0	11.0	463	1980	1.9	7.2	225	1192	1.0	4.4	95	707	.4	5.6
SP '98	285	2358	1.2	6.6	575	1541	2.4	9.0	428	1865	1.8	6.6	201	1124	.8	4.0	84	663	.3	4.9
KSSE-FM																				
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
WI '99	87	1223	.4	2.0	136	659	.6	2.1	131	783	.5	2.0	72	644	.3	1.4	35	371	.1	2.1
FA '98	70	1116	.3	1.6	77	491	.3	1.1	108	619	.4	1.6	82	558	.3	1.5	20	273	.1	1.1
SU '98	86	1104	.4	2.1	81	535	.3	1.3	143	706	.6	2.4	101	653	.4	2.1	43	253	.2	2.5
4-Book	76	1130	.4	1.8	90	551	.4	1.4	118	675	.5	1.9	78	612	.3	1.5	33	303	.1	1.9
SP '98	46	930	.2	1.1	55	412	.2	.9	67	487	.3	1.0	55	527	.2	1.1	21	232	.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

Target Listener Trends - Women 25-49

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	
KTNQ-AM																				
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
WI '99	65	791	.3	1.5	53	247	.2	.8	134	472	.5	2.1	110	368	.5	2.2	17	126	.1	1.0
FA '98	71	936	.3	1.6	106	358	.4	1.6	123	567	.5	1.8	83	433	.3	1.6	34	236	.1	1.9
SU '98	69	783	.3	1.7	139	399	.6	2.2	113	482	.5	1.9	56	287	.2	1.1	25	122	.1	1.5
4-Book	67	841	.3	1.6	90	327	.4	1.4	124	507	.5	2.0	79	360	.3	1.6	26	175	.1	1.5
SP '98	85	1063	.4	2.0	143	431	.6	2.2	135	597	.6	2.1	62	391	.3	1.2	48	298	.2	2.8
KTWV-FM																				
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
WI '99	161	2454	.7	3.8	211	1393	.9	3.2	286	1345	1.2	4.5	196	1296	.8	3.9	62	678	.3	3.7
FA '98	198	3144	.8	4.5	241	1563	1.0	3.5	334	1618	1.4	5.0	282	1914	1.2	5.3	87	1084	.4	4.9
SU '98	127	2555	.5	3.1	156	1208	.6	2.5	201	1227	.8	3.3	158	1522	.7	3.2	54	789	.2	3.2
4-Book	158	2609	.7	3.7	199	1339	.8	3.0	270	1311	1.1	4.2	206	1469	.9	4.1	63	812	.3	3.7
SP '98	199	2735	.8	4.6	247	1261	1.0	3.9	389	1397	1.6	6.0	237	1583	1.0	4.7	76	834	.3	4.4
KWKW-AM																				
SP '99	19	247	.1	.4	17	64	.1	.3	21	143	.1	.3	46	136	.2	.9	10	42	.1	.6
WI '99	8	163	.1	.2	4	43	.1	.1	12	93	.1	.2	13	68	.1	.3	4	27	.1	.2
FA '98	27	385	.1	.6	17	200	.1	.2	56	225	.2	.8	37	154	.2	.7	16	62	.1	.9
SU '98	30	348	.1	.7	25	110	.1	.4	59	189	.2	1.0	48	172	.2	1.0	18	52	.1	1.1
4-Book	21	286	.1	.5	16	104	.1	.3	37	163	.1	.6	36	133	.2	.7	12	46	.1	.7
SP '98	25	457	.1	.6	42	263	.2	.7	56	283	.2	.9	15	84	.1	.3	6	69	.1	.3
KWEV-FM																				
SP '99	31	586	.1	.7	49	338	.2	.8	52	367	.2	.8	36	301	.1	.7	8	154	.1	.5
WI '99	18	560	.1	.4	36	323	.1	.5	14	225	.1	.2	29	257	.1	.6	9	121	.1	.5
FA '98	34	703	.1	.8	54	439	.2	.8	56	422	.2	.8	34	350	.1	.6	7	128	.1	.4
SU '98	31	592	.1	.8	61	366	.3	1.0	39	344	.2	.6	46	362	.2	.9	7	160	.1	.4
4-Book	29	610	.1	.7	50	367	.2	.8	40	340	.2	.6	36	318	.1	.7	8	141	.1	.5
SP '98	17	527	.1	.4	32	309	.1	.5	26	254	.1	.4	30	268	.1	.6	1	59	.1	.1
KYSR-FM																				
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
WI '99	194	3995	.8	4.6	291	1941	1.2	4.4	282	2138	1.2	4.4	253	2288	1.0	5.0	62	1069	.3	3.7
FA '98	186	3684	.8	4.2	302	1941	1.2	4.4	293	1822	1.2	4.4	259	2287	1.1	4.9	61	989	.3	3.4
SU '98	184	3882	.8	4.5	270	1876	1.1	4.3	313	2031	1.3	5.2	266	2355	1.1	5.5	45	995	.2	2.7
4-Book	193	3838	.8	4.6	281	1899	1.2	4.3	304	2047	1.3	4.8	271	2308	1.1	5.4	62	1035	.3	3.7
SP '98	178	3883	.7	4.1	196	1985	.8	3.1	286	2154	1.2	4.4	274	2469	1.1	5.4	58	1126	.2	3.4
KZLA-FM																				
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
WI '99	116	1722	.5	2.7	161	1036	.7	2.4	195	983	.8	3.1	167	1058	.7	3.3	35	412	.1	2.1
FA '98	110	1873	.5	2.5	173	1183	.7	2.5	158	1067	.6	2.4	141	1250	.6	2.6	37	565	.2	2.1
SU '98	90	1574	.4	2.2	120	970	.5	1.9	137	910	.6	2.3	119	915	.5	2.4	36	498	.1	2.1
4-Book	109	1716	.5	2.6	154	1096	.7	2.3	168	963	.7	2.7	149	1093	.6	2.9	36	503	.2	2.1
SP '98	103	1521	.4	2.4	111	886	.5	1.7	153	727	.6	2.4	132	1041	.5	2.6	40	388	.2	2.3
KGGI-FM																				
SP '99	12	479	.3		12	169	.2		12	211	.2		23	246	.1	.5	6	129	.1	.4
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	17	419	.1	.4	18	175	.1	.3	32	207	.1	.5	17	177	.1	.3	7	96	.1	.4
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
XTRA-AM																				
SP '99	3	169	.1		2	14			5	40	.1		4	73	.1			21		
WI '99	3	101	.1		3	41			9	65	.1		3	47	.1			13		
FA '98	3	173	.1		4	40	.1		3	41			6	64	.1			38		.1
SU '98	4	146	.1		2	37			4	49	.1		8	80	.2		3	29		.2
4-Book	3	147	.1		3	33			5	49	.1		5	66	.1		1	25		.1
SP '98	2	158			2	57				15			3	72	.1		1	56		.1
TOTALS																				
SP '99	4231	23531	17.3		6413	20840	26.3		6503	19362	26.7		4994	20250	20.5		1655	12363	6.8	
WI '99	4258	23694	17.5		6606	21014	27.1		6392	19378	26.2		5043	20223	20.7		1685	12069	6.9	
FA '98	4440	23578	18.2		6821	20901	28.0		6666	19337	27.3		5321	20205	21.8		1774	12518	7.3	
SU '98	4077	23205	16.9		6208	20448	25.8		6075	18841	25.3		4870	19736	20.2		1695	12565	7.0	
4-Book	4252	23502	17.5		6512	20801	26.8		6409	19230	26.4		5057	20104	20.8		1702	12379	7.0	
SP '98	4300	23215	17.9		6387	20592	26.5		6509	19364	27.1		5070	19791	21.1		1719	12270	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 25-49

Target Listener Estimates - Women 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '99	90	827	.4	1.5	15	221	.1	.5	35	90	.1	1.0	20	98	.1	.4	14	55	.1	.4
4-Book	81	837	.3	1.4	21	331	.1	.7	37	102	.2	1.1	33	128	.1	.7	24	84	.1	.7
KACD-FM																				
SP '99	38	479	.2	.6	25	279	.1	.9	40	103	.2	1.2	22	96	.1	.4	27	110	.1	.9
4-Book	31	414	.1	.5	18	263	.1	.6	19	60	.1	.6	31	106	.1	.6	23	91	.1	.7
KBCD-FM																				
SP '99	18	196	.1	.3	9	135		.3	6	36		.2	10	52		.2	11	24		.3
4-Book	17	221	.1	.3	8	117		.3	8	32		.2	10	45		.2	5	14		.1
KACE-FM																				
SP '99	41	662	.2	.7	19	399	.1	.7	15	91	.1	.4	32	163	.1	.6	9	51		.3
4-Book	60	706	.3	1.0	37	456	.2	1.4	27	92	.1	.8	54	176	.2	1.1	45	132	.2	1.4
KRTO-FM																				
SP '99	14	172	.1	.2	9	99		.3	13	47	.1	.4	13	70	.1	.3	1	9		
4-Book	12	157	.1	.2	7	108		.3	9	29	.1	.3	12	44	.1	.3	8	37	.1	.2
KBIG-FM																				
SP '99	235	2276	1.0	3.9	59	1173	.2	2.1	50	196	.2	1.5	105	396	.4	2.1	26	162	.1	.8
4-Book	292	2601	1.2	4.8	84	1373	.4	3.0	81	342	.4	2.4	151	489	.6	3.1	82	336	.4	2.4
KBLA-AM																				
SP '99	20	160	.1	.3	3	25		.1	17	25	.1	.5	5	12		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	3	66																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	14	146	.1	.2	5	54		.2	12	21		.4	11	21		.2	4	21		.1
4-Book	11	128	.1	.2	5	69		.2	8	19		.3	14	35		.3	3	16		.1
KBUE-FM																				
SP '99	145	1236	.6	2.4	72	660	.3	2.6	64	181	.3	1.9	130	305	.5	2.6	82	200	.3	2.6
4-Book	110	1078	.5	1.8	62	646	.3	2.2	73	178	.3	2.2	128	289	.5	2.6	81	190	.3	2.4
KCBS-FM																				
SP '99	178	2234	.7	3.0	88	1449	.4	3.1	75	242	.3	2.2	164	644	.7	3.3	124	406	.5	3.9
4-Book	154	2234	.6	2.6	74	1341	.3	2.6	65	293	.3	1.9	137	603	.6	2.8	103	417	.4	3.1
KCMG-FM																				
SP '99	244	2182	1.0	4.1	114	1387	.5	4.1	131	323	.5	3.9	188	617	.8	3.8	126	393	.5	4.0
4-Book	257	2501	1.1	4.3	121	1535	.5	4.3	135	424	.6	4.0	242	717	1.0	4.9	172	520	.7	5.2
KFI -AM																				
SP '99	188	1944	.8	3.1	44	605	.2	1.6	51	206	.2	1.5	96	254	.4	1.9	27	132	.1	.9
4-Book	190	1931	.8	3.1	36	560	.2	1.3	60	199	.3	1.8	78	262	.3	1.6	26	99	.1	.8
KFSG-FM																				
SP '99	33	498	.1	.5	20	315	.1	.7	36	108	.1	1.1	28	115	.1	.6	16	90	.1	.5
4-Book	33	446	.1	.5	16	297	.1	.6	22	76	.1	.7	26	108	.1	.5	23	93	.1	.7
KFWB-AM																				
SP '99	63	1360	.3	1.0	18	608	.1	.6	37	219	.2	1.1	34	183	.1	.7	20	137	.1	.6
4-Book	72	1408	.3	1.2	18	563	.1	.6	37	191	.2	1.1	30	189	.1	.6	18	117	.1	.5
KGIL-AM																				
SP '99	3	79			1	39											1	14		
4-Book	3	73			1	20											1	7		
+KGXL-AM																				
SP '99																				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KIEV-AM																			
SP '99	11	111	.2	3	52	.1						4	10	.1		7	15	.2	
4-Book	12	104	.2	2	31	.1						4	12	.1		3	10	.1	
KIIS-FM																			
SP '99	326	3970	1.3	138	2209	.6	4.9	156	494	.6	4.7	264	915	1.1	5.3	167	606	.7	5.3
4-Book	251	3671	1.0	124	2029	.5	4.4	150	523	.6	4.5	219	844	.9	4.4	155	559	.7	4.7
KJLH-FM																			
SP '99	118	1096	.5	70	704	.3	2.5	43	157	.2	1.3	105	321	.4	2.1	61	228	.3	1.9
4-Book	115	1013	.5	72	740	.3	2.6	54	154	.2	1.6	83	256	.3	1.7	79	247	.4	2.4
KKBT-FM																			
SP '99	191	1852	.8	86	1183	.4	3.1	61	226	.3	1.8	154	632	.6	3.1	118	442	.5	3.7
4-Book	201	1883	.8	100	1218	.4	3.6	113	333	.5	3.4	175	567	.7	3.6	148	459	.6	4.5
KKGO-FM																			
SP '99	69	1054	.3	38	626	.2	1.4	27	153	.1	.8	51	210	.2	1.0	47	145	.2	1.5
4-Book	49	985	.2	33	571	.2	1.2	23	114	.1	.7	50	195	.2	1.0	40	158	.2	1.2
KKHJ-AM																			
SP '99	60	525	.2	27	301	.1	1.0	35	107	.1	1.0	36	129	.1	.7	31	73	.1	1.0
4-Book	46	427	.2	27	276	.1	1.0	40	103	.2	1.2	46	119	.2	.9	32	78	.1	1.0
KKLA-FM																			
SP '99	39	456	.2	12	228	.4		25	81	.1	.7	3	15	.1		10	40	.3	
4-Book	41	483	.2	8	176	.3		12	43	.3		6	27	.1		12	36	.1	.4
KLAC-AM																			
SP '99	12	223	.2	7	187	.2						3	25	.1		13	57	.1	.4
4-Book	25	285	.1	15	187	.1	.5	15	33	.1	.4	19	58	.1	.4	16	42	.1	.5
KLAX-FM																			
SP '99	194	1764	.8	107	1057	.4	3.8	161	375	.7	4.8	247	604	1.0	5.0	105	279	.4	3.3
4-Book	229	1899	.9	135	1181	.5	4.8	152	370	.6	4.4	253	613	1.0	5.1	159	402	.7	4.8
KLOS-FM																			
SP '99	160	1789	.7	57	923	.2	2.0	48	193	.2	1.4	99	321	.4	2.0	75	233	.3	2.4
4-Book	157	1841	.7	59	883	.2	2.1	50	214	.2	1.5	99	327	.4	2.0	90	271	.4	2.7
KLSX-FM																			
SP '99	138	1166	.6	16	334	.1	.6	23	72	.1	.7	4	25	.1		15	63	.1	.5
4-Book	120	1237	.5	17	370	.1	.6	21	77	.1	.7	12	64	.1	.2	13	51	.1	.4
KLVE-FM																			
SP '99	501	3775	2.1	297	2633	1.2	10.6	372	939	1.5	11.1	564	1343	2.3	11.4	282	777	1.2	8.9
4-Book	511	3606	2.1	273	2483	1.1	9.7	370	933	1.5	11.0	485	1242	2.0	9.8	261	668	1.1	7.9
+KLYF-AM																			
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																			
SP '99	15	120	.1	7	97	.2						23	45	.1	.5	13	40	.1	.4
4-Book	6	81	.1	5	110	.2		1	7			14	51	.1	.3	12	44	.1	.4
KLYY-FM																			
SP '99	36	916	.1	30	450	.1	1.1	7	74	.2		41	108	.2	.8	27	95	.1	.9
4-Book	44	1071	.2	23	484	.1	.8	14	83	.1	.4	40	194	.2	.8	23	111	.1	.7
KNX -AM																			
SP '99	57	1290	.2	16	475	.1	.6	31	150	.1	.9	28	172	.1	.6	15	104	.1	.5
4-Book	57	1323	.2	16	458	.1	.6	33	133	.2	1.0	26	133	.1	.6	20	96	.1	.6
KOST-FM																			
SP '99	303	3298	1.2	113	1678	.5	4.0	92	353	.4	2.7	203	722	.8	4.1	151	520	.6	4.8
4-Book	315	3384	1.3	132	1882	.6	4.7	112	444	.5	3.4	245	779	1.0	5.0	160	529	.7	4.8

** 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 Estimates

Target Listener Estimates - Women 25-49

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	
KPWR-FM																				
SP '99	105	1552	.4	1.7	53	997	.2	1.9	81	200	.3	2.4	95	460	.4	1.9	70	279	.3	2.2
4-Book	103	1676	.4	1.7	62	1000	.3	2.2	63	209	.3	1.9	106	422	.5	2.1	78	283	.3	2.4
KRLA-AM																				
SP '99	29	405	.1	.5	5	133	.2		12	51	.4		10	55	.2		8	28	.3	
4-Book	26	304	.1	.4	6	106	.2		3	16	.1		12	40	.1	.2	5	22	.2	
KROQ-FM																				
SP '99	137	2158	.6	2.3	70	1148	.3	2.5	59	281	.2	1.8	147	543	.6	3.0	94	399	.4	3.0
4-Book	165	2291	.7	2.8	73	1236	.3	2.6	53	267	.2	1.6	137	549	.6	2.8	96	416	.4	2.9
KRTH-FM																				
SP '99	166	2459	.7	2.8	81	1434	.3	2.9	77	297	.3	2.3	165	636	.7	3.3	129	452	.5	4.1
4-Book	201	2675	.9	3.4	96	1508	.4	3.4	90	343	.4	2.7	190	652	.8	3.9	121	418	.5	3.7
KSCA-FM																				
SP '99	495	2493	2.0	8.2	240	1825	1.0	8.6	617	1004	2.5	18.4	425	948	1.7	8.6	205	401	.8	6.5
4-Book	467	2537	1.9	7.7	228	1810	.9	8.1	567	1023	2.3	16.9	389	975	1.6	7.9	198	453	.8	6.0
KSSE-FM																				
SP '99	72	941	.3	1.2	65	580	.3	2.3	68	185	.3	2.0	120	334	.5	2.4	83	208	.3	2.6
4-Book	97	961	.4	1.6	69	666	.3	2.5	82	223	.4	2.4	131	379	.6	2.7	74	190	.3	2.3
KTNQ-AM																				
SP '99	88	724	.4	1.5	36	390	.1	1.3	53	136	.2	1.6	79	222	.3	1.6	26	57	.1	.8
4-Book	100	733	.4	1.7	35	379	.1	1.3	55	148	.2	1.7	78	198	.3	1.6	33	73	.1	1.0
KTWV-FM																				
SP '99	215	1823	.9	3.6	90	1092	.4	3.2	88	318	.4	2.6	155	388	.6	3.1	95	306	.4	3.0
4-Book	228	2172	1.0	3.8	97	1241	.4	3.4	97	322	.4	2.9	161	450	.7	3.3	98	343	.4	3.0
KWKW-AM																				
SP '99	28	211	.1	.5	8	104	.3		11	34	.3		9	45	.2		19	34	.1	.6
4-Book	30	245	.1	.5	10	113	.3		14	34	.4		17	54	.1	.3	15	37	.1	.5
KWVE-FM																				
SP '99	46	487	.2	.8	20	309	.1	.7	18	53	.1	.5	36	90	.1	.7	29	54	.1	.9
4-Book	42	538	.2	.7	20	298	.1	.7	24	79	.1	.7	28	93	.1	.6	24	90	.1	.8
KYSR-FM																				
SP '99	299	3408	1.2	5.0	134	1884	.5	4.8	126	551	.5	3.8	256	915	1.0	5.2	153	544	.6	4.8
4-Book	286	3377	1.2	4.8	116	1902	.5	4.1	103	467	.4	3.0	227	898	.9	4.6	176	659	.7	5.3
KZLA-FM																				
SP '99	170	1558	.7	2.8	83	939	.3	3.0	77	266	.3	2.3	144	527	.6	2.9	133	387	.5	4.2
4-Book	157	1536	.6	2.6	72	980	.3	2.6	74	305	.3	2.2	144	522	.6	2.9	88	325	.4	2.7
KGGI-FM																				
SP '99	16	401	.1	.3	9	169	.3		5	39	.1		13	49	.1	.3	11	44	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	23	306	.1	.4	15	243	.1	.5	6	36	.2		34	133	.1	.7	10	52	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	4	98	.1		4	82	.1		3	13	.1						8	37	.3	
4-Book	5	90	.1		4	73	.1		2	8	.1		8	27	.1	.2	8	22	.3	
TOTALS																				
SP '99	6011	23202	24.6		2807	18919	11.5		3351	8673	13.7		4939	12579	20.2		3171	8371	13.0	
4-Book	6025	23156	24.8		2817	18930	11.6		3354	8784	13.8		4925	12255	20.3		3310	8734	13.6	

** 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																				
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																				
	10	35	.6	6	24	.3	15	55	.1	.4	10	41	.4	10	38	.9				
SP '99	6	28	.4	17	68	.1	.9	19	83	.1	.5	19	60	.1	.8	14	46	.1	1.2	
4-Book																				
KACD-FM																				
	19	44	.1	1.1	21	59	.1	1.1	40	124	.2	1.1	23	79	.1	.9	10	41	.9	
SP '99	11	34	.6	8	23	.4	28	92	.1	.8	15	58	.1	.6	7	38	.6		.6	
4-Book																				
KBCD-FM																				
				12	55	.6	7	53	.2	.2	16	27	.1	.6	12	43	1.1			
SP '99	3	14	.2	5	22	.3	13	45	.1	.4	14	29	.1	.6	6	25	.5		.5	
4-Book																				
KACE-FM																				
	27	72	.1	1.5	18	55	.1	.9	27	102	.1	.8	15	57	.1	.6	4	43	.4	
SP '99	33	103	.2	1.9	32	108	.1	1.6	42	131	.2	1.2	38	108	.2	1.6	26	68	.1	2.1
4-Book																				
KRTO-FM																				
	10	40	.6	8	21	.4	7	23	.2	.2	2	9	.1	19	21	.1	1.7			
SP '99	5	25	.3	7	22	.4	6	30	.2	5	21	.2	7	15	.6		1.7			
4-Book																				
KBIG-FM																				
	95	315	.4	5.3	26	86	.1	1.3	70	309	.3	2.0	53	213	.2	2.1	32	146	.1	2.8
SP '99	91	322	.4	5.2	47	173	.2	2.3	109	421	.5	3.2	66	250	.3	2.6	33	172	.1	2.8
4-Book																				
KBLA-AM																				
	**	**	**	**	**	**	**	3	14	.1	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				
KVCA-AM																				
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				
KBUA-FM																				
				6	11	.3	3	11	.1	5	11	.2								
SP '99	2	6	.1	3	9	.1	3	14	.1	5	14	.2								
4-Book																				
KBUE-FM																				
	53	220	.2	2.9	40	111	.2	2.1	109	235	.4	3.1	63	126	.3	2.5	29	105	.1	2.6
SP '99	29	114	.1	1.6	39	113	.2	2.0	69	190	.3	2.0	54	136	.2	2.1	23	94	.1	2.0
4-Book																				
KCBS-FM																				
	41	172	.2	2.3	40	155	.2	2.1	161	591	.7	4.5	76	260	.3	3.0	17	89	.1	1.5
SP '99	36	169	.2	2.0	28	142	.1	1.4	133	513	.6	3.8	73	289	.3	2.9	14	79	.1	1.2
4-Book																				
KCMG-FM																				
	93	253	.4	5.1	50	188	.2	2.6	138	505	.6	3.9	121	355	.5	4.8	58	152	.2	5.1
SP '99	90	305	.4	5.1	55	222	.2	2.8	120	452	.5	3.5	99	354	.4	4.0	54	165	.2	4.6
4-Book																				
KFI -AM																				
	16	69	.1	.9	61	155	.3	3.2	67	230	.3	1.9	25	85	.1	1.0	7	17	.6	
SP '99	14	58	.1	.8	34	108	.2	1.7	48	173	.2	1.4	19	69	.1	.8	9	40	.8	
4-Book																				
KFSG-FM																				
	12	48	.7	28	107	.1	1.5	21	94	.1	.6	16	61	.1	.6	4	29	.4		
SP '99	6	32	.3	21	106	.1	1.1	21	101	.1	.6	11	53	.1	.5	2	17	.2		
4-Book																				
KFWB-AM																				
	5	39	.3	28	171	.1	1.5	15	116	.1	.4	6	53	.2	6	50	.5			
SP '99	6	48	.4	25	156	.1	1.3	16	122	.1	.5	14	77	.1	.6	3	30	.3		
4-Book																				
KGIL-AM																				
								2	13	.1		2	13	.1						
SP '99								2	10	.1		2	7	.1						
4-Book																				
+KGXL-AM																				
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-49

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	
KIEV-AM																				
SP '99								1	14			13	27	.1	.5					
4-Book					3			2	12			3	7	.1	.1		3			
KIIS-FM																				
SP '99	72	325	.3	4.0	87	379	.4	4.5	185	784	.8	5.2	128	520	.5	5.1	43	237	.2	3.8
4-Book	57	247	.2	3.2	88	348	.4	4.4	164	672	.7	4.7	124	478	.5	5.0	43	189	.2	3.6
KJLH-FM																				
SP '99	32	127	.1	1.8	65	175	.3	3.4	124	383	.5	3.5	107	236	.4	4.3	22	72	.1	1.9
4-Book	47	149	.2	2.7	63	178	.3	3.1	131	377	.5	3.8	92	233	.4	3.7	25	85	.1	2.1
KKBT-FM																				
SP '99	96	309	.4	5.3	50	178	.2	2.6	93	354	.4	2.6	78	319	.3	3.1	31	119	.1	2.7
4-Book	77	283	.3	4.4	60	224	.3	3.1	94	337	.4	2.7	91	304	.4	3.6	47	170	.2	4.0
KKGO-FM																				
SP '99	40	138	.2	2.2	28	103	.1	1.5	33	152	.1	.9	51	153	.2	2.0	30	100	.1	2.7
4-Book	24	83	.1	1.4	23	103	.1	1.2	42	182	.2	1.2	40	121	.2	1.6	22	72	.1	2.0
KKHJ-AM																				
SP '99	25	65	.1	1.4	21	84	.1	1.1	33	88	.1	.9	20	45	.1	.8	14	56	.1	1.2
4-Book	16	52	.1	.9	26	72	.1	1.3	31	77	.1	.9	20	47	.1	.8	8	34		.7
KKLA-FM																				
SP '99	4	25		.2	44	146	.2	2.3	14	55	.1	.4	3	26		.1	1	6		.1
4-Book	4	30		.2	18	73	.1	.9	11	46	.1	.3	3	19		.1	4	19		.4
KLAC-AM																				
SP '99	7	52		.4	3	15		.2	6	50		.2	23	64	.1	.9	1	14		.1
4-Book	16	52	.1	.9	9	24		.5	16	52	.1	.5	20	56	.1	.8	9	33	.1	.7
KLAX-FM																				
SP '99	48	132	.2	2.7	58	170	.2	3.0	143	378	.6	4.0	54	156	.2	2.1	29	99	.1	2.6
4-Book	78	215	.3	4.4	109	284	.5	5.3	173	430	.7	5.0	94	225	.4	3.7	55	168	.2	4.7
KLQS-FM																				
SP '99	28	151	.1	1.5	42	176	.2	2.2	70	305	.3	2.0	77	219	.3	3.1	19	95	.1	1.7
4-Book	34	127	.2	1.9	28	122	.1	1.5	79	298	.3	2.3	76	237	.3	3.1	19	95	.1	1.6
KLSX-FM																				
SP '99	7	22		.4	22	90	.1	1.1	46	175	.2	1.3	13	38	.1	.5	3	14		.3
4-Book	2	12		.1	35	130	.2	1.7	41	156	.2	1.2	9	44	.1	.4	4	28		.4
KLVE-FM																				
SP '99	227	553	.9	12.6	239	709	1.0	12.4	340	982	1.4	9.5	199	484	.8	7.9	131	407	.5	11.6
4-Book	208	579	.9	11.8	230	642	1.0	11.4	331	900	1.4	9.5	174	465	.7	6.9	113	360	.5	9.6
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KXTA-AM																				
SP '99								12	53		.3	3	13		.1					
4-Book	3	24		.2				7	30		.2	5	27		.2					
KLYY-FM																				
SP '99	6	63		.3	30	64	.1	1.6	65	159	.3	1.8	51	189	.2	2.0	12	39		1.1
4-Book	12	80	.1	.7	15	56	.1	.8	33	152	.2	1.0	28	140	.1	1.1	12	54		1.0
KNX -AM																				
SP '99	7	44		.4	22	94	.1	1.1	10	72		.3	7	44		.3	12	61		1.1
4-Book	9	50		.5	14	72	.1	.7	9	80		.3	14	88		.6	11	55		1.0
KOST-FM																				
SP '99	80	325	.3	4.4	60	249	.2	3.1	129	471	.5	3.6	121	445	.5	4.8	62	322	.3	5.5
4-Book	104	442	.4	5.9	75	288	.3	3.7	133	494	.6	3.8	114	417	.5	4.6	99	371	.4	8.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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		
KPWR-FM																					
SP '99	44	232	.2	2.4	22	116	.1	1.1	60	273	.2	1.7	32	153	.1	1.3	19	119	.1	1.7	
4-Book	53	219	.2	3.0	23	116	.1	1.2	70	274	.3	2.0	59	245	.3	2.4	36	160	.2	3.1	
KRLA-AM																					
SP '99									11	41	.3										
4-Book	3	11		.2	3	5		.2	6	20	.2		7	26		.3	7	24		.6	
KROQ-FM																					
SP '99	50	258	.2	2.8	27	126	.1	1.4	65	371	.3	1.8	77	343	.3	3.1	38	188	.2	3.4	
4-Book	56	252	.3	3.2	32	130	.1	1.6	95	455	.4	2.7	83	344	.4	3.3	32	170	.2	2.7	
KRTH-FM																					
SP '99	34	153	.1	1.9	36	155	.1	1.9	116	418	.5	3.3	64	277	.3	2.5	21	57	.1	1.9	
4-Book	46	172	.2	2.6	66	275	.3	3.3	138	488	.6	4.0	84	364	.4	3.3	27	116	.1	2.3	
KSCA-FM																					
SP '99	98	317	.4	5.4	197	397	.8	10.2	226	611	.9	6.3	114	311	.5	4.5	70	224	.3	6.2	
4-Book	87	268	.4	4.9	203	425	.9	10.2	229	637	.9	6.6	125	322	.5	5.0	63	209	.3	5.3	
KSSE-FM																					
SP '99	44	131	.2	2.4	29	98	.1	1.5	84	226	.3	2.4	62	177	.3	2.5	30	92	.1	2.7	
4-Book	37	120	.2	2.1	38	131	.2	1.9	91	252	.4	2.6	72	186	.3	2.9	25	88	.1	2.1	
KTNQ-AM																					
SP '99	18	79	.1	1.0	15	50	.1	.8	50	119	.2	1.4	27	46	.1	1.1	12	39		1.1	
4-Book	16	56	.1	.9	12	45	.1	.7	38	103	.2	1.1	31	59	.1	1.2	12	41		1.0	
KTWV-FM																					
SP '99	80	181	.3	4.4	68	259	.3	3.5	135	437	.6	3.8	64	208	.3	2.5	30	126	.1	2.7	
4-Book	79	241	.3	4.5	67	244	.3	3.3	107	353	.5	3.1	96	293	.4	3.8	66	226	.3	5.5	
KVKV-AM																					
SP '99					4	10		.2	10	35		.3	11	23		.4	5	24		.4	
4-Book	5	9		.3	7	15		.3	7	24		.2	6	19		.2	7	17		.6	
KWVE-FM																					
SP '99	9	48		.5	18	66	.1	.9	35	137	.1	1.0	13	58	.1	.5	2	23		.2	
4-Book	7	38		.4	18	71	.1	.9	36	142	.2	1.0	16	59	.1	.6	5	36		.4	
KYSR-FM																					
SP '99	79	342	.3	4.4	78	329	.3	4.0	176	631	.7	4.9	143	538	.6	5.7	56	265	.2	5.0	
4-Book	69	316	.3	3.9	54	236	.2	2.7	127	589	.5	3.7	121	499	.5	4.9	50	250	.2	4.2	
KZLA-FM																					
SP '99	38	190	.2	2.1	32	127	.1	1.7	110	277	.5	3.1	95	269	.4	3.8	34	131	.1	3.0	
4-Book	35	178	.2	2.0	41	183	.2	2.0	90	324	.4	2.6	76	271	.3	3.1	27	138	.1	2.3	
KGGI-FM																					
SP '99	6	15	**	.3	3	20	**	.2	4	27	**	.1	25	38	.1	1.0	6	34	**	.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																					
SP '99	8	41	**	.4	4	15	**	.2	20	88	.1	.6	29	101	.1	1.2	8	26	**	.7	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																					
SP '99	2	11		.1	10	27		.5	11	34		.3				.1	1	12		.1	
4-Book	2	16		.1	3	10		.1	5	19		.1	1	7		.1		3			
TOTALS																					
SP '99	1807	5496	7.4		1926	5902	7.9		3564	9638	14.6		2513	6550	10.3		1130	3928	4.6		
4-Book	1762	5484	7.2		2004	6079	8.2		3472	9505	14.3		2501	6880	10.3		1188	4068	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

Target Listener Trends - Women 25-54

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
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
WI '99	67	1316	.2	1.4	70	693	.2	.9	100	653	.4	1.4	148	729	.5	2.5	31	401	.1	1.6
FA '98	76	1361	.3	1.5	150	717	.5	1.9	84	688	.3	1.1	91	535	.3	1.5	52	403	.2	2.6
SU '98	82	1303	.3	1.8	113	613	.4	1.6	109	666	.4	1.6	154	713	.6	2.8	36	334	.1	1.9
4-Book	75	1326	.3	1.6	111	638	.4	1.5	99	637	.4	1.4	131	686	.5	2.3	43	384	.2	2.2
SP '98	90	1437	.3	1.8	144	688	.5	2.0	118	813	.4	1.6	139	733	.5	2.4	27	252	.1	1.4
KACD-FM																				
SP '99	30	568	.1	.6	54	392	.2	.7	32	238	.1	.4	33	334	.1	.6	15	167	.1	.8
WI '99	29	676	.1	.6	27	316	.1	.4	42	295	.1	.6	50	408	.2	.9	9	205	.5	.5
FA '98	25	472	.1	.5	25	215	.1	.3	44	208	.2	.6	40	250	.1	.7	5	102	.3	.3
SU '98	18	477	.1	.4	22	242	.1	.3	24	231	.1	.4	29	344	.1	.5	9	145	.5	.5
4-Book	26	548	.1	.5	32	291	.1	.4	36	243	.1	.5	38	334	.1	.7	10	155	.5	.5
SP '98	16	417	.1	.3	22	164	.1	.3	17	116	.1	.2	24	154	.1	.4	12	103	.6	.6
KBCD-FM																				
SP '99	13	267	.1	.3	14	141	.1	.2	21	150	.1	.3	18	130	.1	.3	4	55	.2	.2
WI '99	16	500	.1	.3	21	185	.1	.3	33	267	.1	.5	27	281	.1	.5	4	114	.2	.2
FA '98	10	209	.2	.2	7	91	.1	.1	15	118	.1	.2	11	105	.2	.2	6	53	.3	.3
SU '98	12	161	.3	.3	23	93	.1	.3	17	72	.1	.2	11	57	.2	.2	1	47	.1	.1
4-Book	13	284	.3	.3	16	128	.1	.2	22	152	.1	.3	17	143	.1	.3	4	67	.2	.2
SP '98	6	227	.1	.1	10	118	.1	.1	4	66	.1	.1	9	114	.2	.2	3	111	.2	.2
KACE-FM																				
SP '99	39	943	.1	.8	47	354	.2	.6	49	496	.2	.7	48	460	.2	.8	29	375	.1	1.5
WI '99	72	1156	.3	1.5	89	551	.3	1.2	77	541	.3	1.1	80	615	.3	1.4	55	516	.2	2.9
FA '98	40	892	.1	.8	44	410	.2	.6	45	401	.2	.6	62	489	.2	1.0	31	242	.1	1.6
SU '98	62	909	.2	1.3	84	555	.3	1.2	85	407	.3	1.2	77	488	.3	1.4	26	243	.1	1.4
4-Book	53	975	.2	1.1	66	468	.3	.9	64	461	.3	.9	67	513	.3	1.2	35	344	.1	1.9
SP '98	43	697	.2	.9	38	265	.1	.5	58	374	.2	.8	55	368	.2	1.0	34	260	.1	1.7
KRTD-FM																				
SP '99	15	232	.1	.3	19	101	.1	.3	18	127	.1	.2	20	170	.1	.3	9	94	.5	.5
WI '99	9	346	.2	.2	13	118	.2	.2	12	133	.2	.2	9	121	.2	.2	4	154	.2	.2
FA '98	5	144	.1	.1	4	69	.1	.1	8	87	.1	.1	4	51	.1	.1	4	52	.2	.2
SU '98	14	243	.1	.3	26	116	.1	.4	16	103	.1	.2	19	97	.1	.3	4	88	.2	.2
4-Book	11	241	.1	.2	16	101	.1	.3	14	113	.1	.2	13	110	.1	.2	5	97	.3	.3
SP '98	7	236	.1	.1	1	41	.1	.1	7	113	.1	.1	13	115	.2	.2	5	46	.3	.3
KBIG-FM																				
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
WI '99	220	3266	.8	4.5	302	1692	1.1	4.0	480	1718	1.7	6.6	257	1720	.9	4.4	46	707	.2	2.4
FA '98	202	3261	.7	4.0	261	1730	.9	3.4	408	1665	1.5	5.4	288	1977	1.0	4.7	47	749	.2	2.4
SU '98	217	4049	.8	4.7	301	2265	1.1	4.2	406	2153	1.5	6.0	264	2152	1.0	4.8	66	894	.2	3.4
4-Book	201	3442	.7	4.2	274	1771	1.0	3.7	408	1774	1.5	5.6	258	1902	.9	4.5	48	786	.2	2.5
SP '98	216	3473	.8	4.4	252	1726	.9	3.5	425	1961	1.5	5.8	289	1999	1.1	5.0	83	914	.3	4.2
KBLA-AM																				
SP '99	11	160	.2	.2	25	71	.1	.3	26	123	.1	.3	7	59	.1	.1	1	10	.1	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	2	66	.1	.1	1	23	.1	.1	4	34	.1	.1	3	43	.1	.1	3	36	.2	.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KBUA-FM																				
SP '99	13	162	.3	19	90	.1	.3	23	107	.1	.3	16	93	.1	.3	3	61		.2	
WI '99	13	195	.3	19	84	.1	.3	13	84		.2	9	86		.2	8	71		.4	
FA '98	5	137	.1	8	64		.1	12	75		.2	2	50			1	12		.1	
SU '98	8	183	.2	10	44		.1	16	104	.1	.2	8	66		.1	1	22		.1	
4-Book	10	169	.2	14	71	.1	.2	16	93	.1	.2	9	74	.2	.2	3	42		.2	
SP '98	6	103	.1	10	65		.1	13	78		.2	4	39		.1					
KBUE-FM																				
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
WI '99	77	1269	.3	1.6	104	687	.4	1.4	138	672	.5	1.9	87	558	.3	1.5	17	240	.1	.9
FA '98	105	1577	.4	2.1	152	880	.5	2.0	153	922	.5	2.0	128	939	.5	2.1	41	434	.1	2.1
SU '98	63	1155	.2	1.4	76	467	.3	1.1	78	609	.3	1.1	64	492	.2	1.2	37	356	.1	1.9
4-Book	90	1398	.3	1.9	118	696	.4	1.6	139	771	.5	1.9	110	730	.4	1.9	34	372	.1	1.8
SP '98	88	1234	.3	1.8	109	634	.4	1.5	135	741	.5	1.8	93	586	.3	1.6	45	350	.2	2.3
KCBS-FM																				
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
WI '99	134	3155	.5	2.8	218	1660	.8	2.9	206	1564	.7	2.8	172	1768	.6	3.0	43	679	.2	2.3
FA '98	95	2748	.3	1.9	154	1507	.5	2.0	139	1326	.5	1.8	129	1590	.5	2.1	20	545	.1	1.0
SU '98	98	2690	.4	2.1	117	1217	.4	1.7	139	1190	.5	2.0	150	1531	.5	2.7	27	553	.1	1.4
4-Book	113	2871	.4	2.4	167	1434	.6	2.3	171	1325	.6	2.3	154	1590	.6	2.7	30	589	.1	1.6
SP '98	144	3188	.5	2.9	181	1416	.7	2.5	245	1664	.9	3.3	184	1721	.7	3.2	36	791	.1	1.8
KCMG-FM																				
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
WI '99	161	2889	.6	3.3	184	1415	.7	2.5	237	1521	.8	3.2	216	1808	.8	3.7	66	893	.2	3.5
FA '98	190	3277	.7	3.8	215	1695	.8	2.8	352	1870	1.3	4.7	257	1978	.9	4.2	49	604	.2	2.5
SU '98	236	3627	.9	5.1	295	1856	1.1	4.2	418	1923	1.5	6.1	301	2237	1.1	5.5	82	891	.3	4.3
4-Book	194	3177	.7	4.0	237	1610	.9	3.3	329	1687	1.2	4.5	251	1945	.9	4.4	66	792	.2	3.4
SP '98	211	3470	.8	4.3	241	1690	.9	3.3	364	1981	1.3	5.0	243	1926	.9	4.2	85	879	.3	4.3
KFI -AM																				
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
WI '99	146	2633	.5	3.0	187	1267	.7	2.5	359	1926	1.3	4.9	158	1257	.6	2.7	37	367	.1	1.9
FA '98	153	2414	.5	3.0	203	1003	.7	2.6	369	1801	1.3	4.9	165	1334	.6	2.7	41	447	.1	2.1
SU '98	114	2339	.4	2.5	135	943	.5	1.9	301	1634	1.1	4.4	122	1033	.4	2.2	11	338		.6
4-Book	136	2472	.5	2.8	172	1063	.6	2.3	345	1758	1.2	4.7	140	1158	.5	2.4	28	366	.1	1.5
SP '98	165	2627	.6	3.4	204	1295	.7	2.8	381	1947	1.4	5.2	182	1270	.7	3.1	56	322	.2	2.8
KFSG-FM																				
SP '99	32	777	.1	.7	54	458	.2	.7	38	331	.1	.5	32	324	.1	.6	16	194	.1	.8
WI '99	38	761	.1	.8	57	471	.2	.8	63	391	.2	.9	51	358	.2	.9	7	192		.4
FA '98	25	563	.1	.5	51	357	.2	.7	31	275	.1	.4	31	306	.1	.5	9	138		.5
SU '98	15	472	.1	.3	28	260	.1	.4	21	165	.1	.3	18	155	.1	.3	2	57		.1
4-Book	28	643	.1	.6	48	387	.2	.7	38	291	.1	.5	33	286	.1	.6	9	145		.5
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFVB-AM																				
SP '99	63	2009	.2	1.3	160	1308	.6	2.2	58	738	.2	.8	100	1089	.4	1.7	10	342		.5
WI '99	63	2105	.2	1.3	165	1416	.6	2.2	49	825	.2	.7	92	1304	.3	1.6	20	471	.1	1.0
FA '98	62	1863	.2	1.2	146	1150	.5	1.9	62	725	.2	.8	90	998	.3	1.5	17	347	.1	.9
SU '98	64	2048	.2	1.4	142	1261	.5	2.0	56	609	.2	.8	106	1220	.4	1.9	28	379	.1	1.5
4-Book	63	2006	.2	1.3	153	1284	.6	2.1	56	724	.2	.8	97	1153	.4	1.7	19	385	.1	1.0
SP '98	49	2112	.2	1.0	124	1385	.5	1.7	39	770	.1	.5	67	988	.2	1.2	13	308		.7
KGIL-AM																				
SP '99	3	114	.1		4	67	.1		4	61	.1		6	102	.1		1	26		.1
WI '99	5	165	.1		6	89	.1		6	63	.1		6	88	.1		1	12		.1
FA '98	5	124	.1		7	43	.1		5	55	.1		6	71	.1		3	44		.2
SU '98	1	59			1	12			2	28			2	31						
4-Book	4	116	.1		5	53	.1		4	52	.1		5	73	.1		1	21		.1
SP '98	9	150	.2		6	40	.1		7	70	.1		10	54	.2		5	40		.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

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	
+KGL-AM																					
SP '99		12							1	12				1	12						
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KIEV-AM																					
SP '99	13	263		.3	5	57		.1	28	140		.4	19	117		.1	.3	8	72		.4
WI '99	20	234	.1	.4	32	149	.1	.4	44	142	.2	.6	24	155	.1	.4	7	57		.4	
FA '98	9	179		.2	10	13		.1	21	103	.1	.3	13	38		.2	3	13		.2	
SU '98	2	108			2	22			1	14			3	41		.1	2	16		.1	
4-Book	11	196		.2	12	60		.2	24	100	.1	.3	15	88	.1	.3	5	40		.3	
SP '98	6	87		.1					20	46	.1	.3	8	57		.1					
KIIS-FM																					
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	
WI '99	196	4478	.7	4.0	354	2375	1.3	4.7	235	2098	.8	3.2	249	2324	.9	4.3	69	1176	.2	3.6	
FA '98	158	4132	.6	3.1	318	2595	1.1	4.1	198	1834	.7	2.6	145	1859	.5	2.4	58	945	.2	2.9	
SU '98	159	4361	.6	3.4	289	2346	1.1	4.1	184	2103	.7	2.7	174	2114	.6	3.2	77	1028	.3	4.0	
4-Book	188	4459	.7	3.9	351	2526	1.3	4.7	238	2105	.9	3.3	215	2286	.8	3.8	69	1114	.2	3.6	
SP '98	149	4181	.5	3.0	327	2539	1.2	4.5	170	1760	.6	2.3	169	2181	.6	2.9	51	830	.2	2.6	
KJLH-FM																					
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	
WI '99	84	1349	.3	1.7	135	636	.5	1.8	87	489	.3	1.2	94	593	.3	1.6	42	426	.1	2.2	
FA '98	108	1450	.4	2.1	157	830	.6	2.0	156	722	.6	2.1	131	822	.5	2.2	38	353	.1	1.9	
SU '98	97	1332	.4	2.1	168	732	.6	2.4	93	714	.3	1.4	108	683	.4	2.0	58	491	.2	3.0	
4-Book	98	1378	.4	2.0	151	767	.6	2.1	119	679	.4	1.7	110	722	.4	1.9	48	458	.2	2.5	
SP '98	134	1422	.5	2.7	163	799	.6	2.2	154	755	.6	2.1	124	774	.5	2.1	90	532	.3	4.5	
KKBT-FM																					
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	
WI '99	171	2426	.6	3.5	269	1296	1.0	3.6	210	1311	.7	2.9	204	1446	.7	3.5	95	754	.3	5.0	
FA '98	154	2272	.5	3.1	271	1208	1.0	3.5	212	1263	.8	2.8	192	1192	.7	3.2	67	672	.2	3.4	
SU '98	161	2349	.6	3.5	257	1289	.9	3.6	196	1193	.7	2.9	196	1440	.7	3.6	84	772	.3	4.4	
4-Book	156	2332	.6	3.3	254	1270	.9	3.4	201	1204	.7	2.8	192	1321	.7	3.4	79	742	.3	4.1	
SP '98	138	2170	.5	2.8	243	1111	.9	3.3	165	1174	.6	2.2	174	1169	.6	3.0	49	571	.2	2.5	
KKGO-FM																					
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	
WI '99	72	1674	.3	1.5	75	760	.3	1.0	96	758	.3	1.3	102	906	.4	1.8	40	476	.1	2.1	
FA '98	50	1423	.2	1.0	52	584	.2	.7	75	574	.3	1.0	59	728	.2	1.0	27	449	.1	1.4	
SU '98	49	1669	.2	1.1	65	734	.2	.9	72	643	.3	1.1	50	719	.2	.9	34	509	.1	1.8	
4-Book	64	1598	.3	1.3	73	719	.3	1.0	86	670	.3	1.2	86	814	.3	1.5	38	497	.1	2.0	
SP '98	66	1451	.2	1.4	79	684	.3	1.1	89	575	.3	1.2	87	709	.3	1.5	37	416	.1	1.9	
KKHJ-AM																					
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	
WI '99	64	717	.2	1.3	92	361	.3	1.2	102	402	.4	1.4	67	359	.2	1.2	21	227	.1	1.1	
FA '98	22	526	.1	.4	47	262	.2	.6	18	232	.1	.2	17	150	.1	.3	11	113		.6	
SU '98	28	423	.1	.6	32	189	.1	.5	47	247	.2	.7	21	176	.1	.4	15	124	.1	.8	
4-Book	43	614	.2	.9	65	308	.2	.9	67	321	.3	.9	40	261	.2	.7	15	166	.1	.8	
SP '98	25	596	.1	.5	40	272	.1	.5	30	293	.1	.4	30	252	.1	.5	16	187	.1	.8	
KKLA-FM																					
SP '99	36	686	.1	.7	85	420	.3	1.2	55	331	.2	.7	48	292	.2	.8	3	87		.2	
WI '99	38	716	.1	.8	89	509	.3	1.2	50	341	.2	.7	57	327	.2	1.0	11	197		.6	
FA '98	23	624	.1	.5	66	455	.2	.9	26	224	.1	.3	30	276	.1	.5	7	108		.4	
SU '98	22	431	.1	.5	49	267	.2	.7	33	180	.1	.5	26	247	.1	.5	6	145		.3	
4-Book	30	614	.1	.6	72	413	.3	1.0	41	269	.2	.6	40	286	.2	.7	7	134		.4	
SP '98	32	567	.1	.7	52	352	.2	.7	42	261	.2	.6	64	358	.2	1.1	11	111		.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KLAC-AM																				
SP '99	24	669	.1	.5	34	166	.1	.5	41	206	.1	.5	25	268	.1	.4	9	207	.1	.5
WI '99	59	840	.2	1.2	95	419	.3	1.3	97	454	.3	1.3	59	424	.2	1.0	16	157	.1	.8
FA '98	50	738	.2	1.0	66	441	.2	.9	79	413	.3	1.0	59	432	.2	1.0	24	239	.1	1.2
SU '98	19	577	.1	.4	22	187	.1	.3	17	214	.1	.2	35	279	.1	.6	9	134	.1	.5
4-Book	38	706	.2	.8	54	303	.2	.8	59	322	.2	.8	45	351	.2	.8	15	184	.1	.8
SP '98	34	831	.1	.7	35	217	.1	.5	59	281	.2	.8	27	235	.1	.5	17	203	.1	.9
KLAX-FM																				
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
WI '99	162	2398	.6	3.3	222	1203	.8	3.0	240	1445	.9	3.3	156	1156	.6	2.7	67	631	.2	3.5
FA '98	271	2840	1.0	5.4	273	1399	1.0	3.5	437	1819	1.6	5.8	354	1729	1.3	5.8	134	909	.5	6.8
SU '98	140	1921	.5	3.0	149	813	.5	2.1	227	1014	.8	3.3	159	1135	.6	2.9	69	587	.3	3.6
4-Book	182	2356	.7	3.7	209	1085	.8	2.8	294	1400	1.1	4.0	208	1271	.8	3.6	84	685	.3	4.3
SP '98	154	1976	.6	3.2	190	1050	.7	2.6	219	1200	.8	3.0	198	1099	.7	3.4	83	639	.3	4.2
KLOS-FM																				
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
WI '99	95	2306	.3	2.0	175	1099	.6	2.3	130	957	.5	1.8	117	1084	.4	2.0	25	407	.1	1.3
FA '98	119	2117	.4	2.4	255	1073	.9	3.3	147	892	.5	2.0	143	1205	.5	2.4	45	639	.2	2.3
SU '98	114	2339	.4	2.5	217	1400	.8	3.1	136	906	.5	2.0	167	1140	.6	3.0	45	568	.2	2.3
4-Book	110	2263	.4	2.3	216	1187	.8	2.9	141	921	.5	2.0	144	1131	.5	2.5	38	515	.2	2.0
SP '98	145	2416	.5	3.0	271	1244	1.0	3.7	180	1104	.7	2.5	197	1381	.7	3.4	67	629	.2	3.4
KLSX-FM																				
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
WI '99	51	1345	.2	1.0	144	850	.5	1.9	47	467	.2	.6	82	567	.3	1.4	10	156	.1	.5
FA '98	79	1646	.3	1.6	220	1078	.8	2.8	84	611	.3	1.1	101	551	.4	1.7	14	193	.1	.7
SU '98	87	1736	.3	1.9	252	1036	.9	3.6	92	669	.3	1.4	97	786	.4	1.8	39	414	.1	2.0
4-Book	76	1533	.3	1.6	215	965	.8	2.9	76	591	.3	1.1	102	655	.4	1.8	23	249	.1	1.2
SP '98	80	1589	.3	1.6	292	1082	1.1	4.0	68	748	.2	.9	80	581	.3	1.4	8	135	.1	.4
KLVE-FM																				
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
WI '99	375	3927	1.3	7.7	632	2570	2.3	8.4	546	2506	1.9	7.5	395	2221	1.4	6.8	115	1139	.4	6.0
FA '98	441	4785	1.6	8.8	747	3104	2.7	9.6	620	3072	2.2	8.2	449	2722	1.6	7.4	196	1632	.7	9.9
SU '98	403	4187	1.5	8.7	704	2684	2.6	9.9	594	2561	2.2	8.7	391	2433	1.4	7.1	165	1480	.6	8.6
4-Book	407	4373	1.5	8.4	676	2829	2.5	9.1	589	2747	2.1	8.1	408	2477	1.5	7.1	164	1425	.6	8.5
SP '98	469	4372	1.7	9.6	752	3011	2.7	10.3	697	2955	2.5	9.5	474	2533	1.7	8.2	194	1552	.7	9.8
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	15	244	.1	.3	11	84	.2	.2	16	72	.1	.2	23	123	.1	.4	16	106	.1	.8
WI '99	1	107	.1	.1	4	42	.1	.1	1	25	.1	.1	1	25	.1	.1	2	42	.1	.1
FA '98	3	152	.1	.1	5	26	.1	.1	2	26	.1	.1	1	23	.1	.1	1	49	.1	.1
SU '98	12	451	.3	.3	8	90	.1	.1	10	106	.1	.1	10	117	.2	.2	25	190	.1	1.3
4-Book	8	239	.2	.2	7	61	.1	.1	7	51	.1	.1	9	72	.2	.2	11	97	.1	.6
SP '98	9	303	.2	.2	9	53	.1	.1	15	66	.1	.2	15	158	.1	.3	8	150	.1	.4
KLYY-FM																				
SP '99	29	1140	.1	.6	15	365	.1	.2	54	581	.2	.7	37	570	.1	.6	9	291	.1	.5
WI '99	38	1472	.1	.8	35	516	.1	.5	56	679	.2	.8	59	884	.2	1.0	22	416	.1	1.2
FA '98	33	1278	.1	.7	30	467	.1	.4	58	592	.2	.8	51	756	.2	.8	17	320	.1	.9
SU '98	30	1167	.1	.6	40	582	.1	.6	46	530	.2	.7	48	724	.2	.9	12	328	.1	.6
4-Book	33	1264	.1	.7	30	483	.1	.4	54	596	.2	.8	49	734	.2	.8	15	339	.1	.8
SP '98	37	1434	.1	.8	44	510	.2	.6	54	639	.2	.7	52	793	.2	.9	9	386	.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

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
KNX -AM																				
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
WI '99	51	2032	.2	1.0	124	1151	.4	1.7	40	730	.1	.5	72	982	.3	1.2	22	379	.1	1.2
FA '98	65	2040	.2	1.3	135	1243	.5	1.7	57	768	.2	.8	95	1000	.3	1.6	39	317	.1	2.0
SU '98	54	1999	.2	1.2	119	1152	.4	1.7	48	621	.2	.7	72	930	.3	1.3	37	570	.1	1.9
4-Book	58	1977	.2	1.2	133	1192	.5	1.8	50	708	.2	.7	77	971	.3	1.3	32	416	.1	1.7
SP '98	46	1921	.2	.9	102	1122	.4	1.4	38	526	.1	.5	72	949	.3	1.2	22	453	.1	1.1
KOST-FM																				
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
WI '99	222	4143	.8	4.6	270	1967	1.0	3.6	337	1982	1.2	4.6	251	2151	.9	4.3	172	1398	.6	9.0
FA '98	274	4702	1.0	5.4	324	2462	1.2	4.2	461	2341	1.6	6.1	343	2569	1.2	5.6	136	1518	.5	6.9
SU '98	289	5294	1.1	6.3	367	2805	1.3	5.2	480	2442	1.7	7.1	352	2796	1.3	6.4	178	1782	.6	9.3
4-Book	259	4642	1.0	5.4	324	2353	1.2	4.4	432	2301	1.5	6.0	320	2531	1.2	5.5	148	1489	.5	7.7
SP '98	242	4526	.9	5.0	313	2344	1.1	4.3	410	2440	1.5	5.6	305	2467	1.1	5.3	119	1255	.4	6.0
KPWR-FM																				
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
WI '99	87	2238	.3	1.8	117	1028	.4	1.6	127	1087	.5	1.7	109	1157	.4	1.9	61	640	.2	3.2
FA '98	75	2028	.3	1.5	96	923	.3	1.2	86	824	.3	1.1	96	917	.3	1.6	33	484	.1	1.7
SU '98	90	2282	.3	1.9	101	1021	.4	1.4	119	1099	.4	1.7	109	1109	.4	2.0	58	632	.2	3.0
4-Book	83	2125	.3	1.7	105	958	.4	1.4	113	1010	.4	1.5	102	1058	.4	1.8	48	572	.2	2.5
SP '98	81	2264	.3	1.7	93	835	.3	1.3	112	1054	.4	1.5	107	1085	.4	1.9	45	714	.2	2.3
KRLA-AM																				
SP '99	27	672	.1	.6	35	361	.1	.5	68	411	.2	.9	25	223	.1	.4	5	43	.3	
WI '99	22	521	.1	.5	44	348	.2	.6	52	261	.2	.7	22	257	.1	.4	2	65	.1	
FA '98	29	430	.1	.6	42	210	.1	.5	56	173	.2	.7	35	195	.1	.6	13	155	.7	
SU '98	22	467	.1	.5	24	122	.1	.3	32	203	.1	.5	29	253	.1	.5	20	184	.1	1.0
4-Book	25	523	.1	.6	36	260	.1	.5	52	262	.2	.7	28	232	.1	.5	10	112	.5	
SP '98	36	673	.1	.7	47	237	.2	.6	62	307	.2	.8	46	265	.2	.8	10	141	.5	
KROQ-FM																				
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
WI '99	141	3231	.5	2.9	247	1621	.9	3.3	161	1611	.6	2.2	187	1910	.7	3.2	70	944	.2	3.7
FA '98	128	2776	.5	2.5	234	1620	.8	3.0	158	1332	.6	2.1	164	1659	.6	2.7	61	831	.2	3.1
SU '98	107	2202	.4	2.3	189	1254	.7	2.7	144	1115	.5	2.1	142	1305	.5	2.6	37	612	.1	1.9
4-Book	121	2731	.5	2.5	216	1446	.8	2.9	143	1310	.5	2.0	159	1620	.6	2.8	59	835	.2	3.1
SP '98	101	2754	.4	2.1	175	1419	.6	2.4	127	1250	.5	1.7	121	1431	.4	2.1	39	738	.1	2.0
KRTH-FM																				
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
WI '99	205	4103	.7	4.2	249	1664	.9	3.3	373	1932	1.3	5.1	281	2134	1.0	4.8	64	779	.2	3.4
FA '98	184	4213	.7	3.7	214	1940	.8	2.8	315	2234	1.1	4.2	250	2314	.9	4.1	45	709	.2	2.3
SU '98	184	4163	.7	4.0	275	2024	1.0	3.9	285	1839	1.0	4.2	221	2256	.8	4.0	52	1050	.2	2.7
4-Book	179	4051	.7	3.7	225	1851	.8	3.1	310	1981	1.1	4.3	229	2161	.8	4.0	46	781	.2	2.4
SP '98	212	4337	.8	4.3	307	2227	1.1	4.2	393	2433	1.4	5.4	242	2101	.9	4.2	47	908	.2	2.4
KSCA-FM																				
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
WI '99	333	3052	1.2	6.8	769	2024	2.7	10.3	478	2130	1.7	6.5	200	1186	.7	3.4	100	714	.4	5.2
FA '98	400	3254	1.4	7.9	857	2132	3.1	11.1	556	2334	2.0	7.4	308	1502	1.1	5.1	121	903	.4	6.1
SU '98	283	2765	1.0	6.1	605	1740	2.2	8.5	400	1864	1.5	5.9	223	1306	.8	4.0	71	771	.3	3.7
4-Book	346	3035	1.2	7.1	761	1989	2.7	10.3	490	2127	1.8	6.7	243	1299	.9	4.2	101	770	.4	5.2
SP '98	308	2569	1.1	6.3	610	1677	2.2	8.4	468	2015	1.7	6.4	227	1244	.8	3.9	96	738	.3	4.9
KSSE-FM																				
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
WI '99	93	1251	.3	1.9	142	687	.5	1.9	140	797	.5	1.9	82	672	.3	1.4	36	386	.1	1.9
FA '98	75	1246	.3	1.5	82	529	.3	1.1	114	675	.4	1.5	90	639	.3	1.5	24	351	.1	1.2
SU '98	88	1136	.3	1.9	81	535	.3	1.1	146	738	.5	2.1	101	670	.4	1.8	45	269	.2	2.3
4-Book	81	1212	.3	1.7	95	584	.4	1.3	123	717	.4	1.7	84	654	.3	1.5	35	338	.1	1.8
SP '98	47	1005	.2	1.0	55	412	.2	.8	68	502	.2	.9	57	557	.2	1.0	24	247	.1	1.2

Target Listener Trends - Women 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

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	
KTNO-AM																				
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
WI '99	68	893	.2	1.4	58	288	.2	.8	141	528	.5	1.9	113	409	.4	1.9	17	126	.1	.9
FA '98	77	1024	.3	1.5	117	433	.4	1.5	138	619	.5	1.8	87	459	.3	1.4	36	249	.1	1.8
SU '98	79	915	.3	1.7	150	457	.5	2.1	135	566	.5	2.0	73	361	.3	1.3	26	138	.1	1.4
4-Book	77	960	.3	1.6	99	385	.4	1.4	147	580	.5	2.0	90	417	.3	1.5	29	200	.1	1.5
SP '98	92	1125	.3	1.9	162	461	.6	2.2	137	628	.5	1.9	70	438	.3	1.2	51	328	.2	2.6
KTWV-FM																				
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
WI '99	212	3073	.8	4.4	265	1737	.9	3.5	353	1599	1.3	4.8	267	1655	1.0	4.6	87	884	.3	4.6
FA '98	241	3632	.9	4.8	283	1826	1.0	3.7	423	1877	1.5	5.6	351	2227	1.3	5.8	102	1189	.4	5.2
SU '98	169	2913	.6	3.7	202	1425	.7	2.9	272	1408	1.0	4.0	213	1732	.8	3.9	65	899	.2	3.4
4-Book	203	3109	.8	4.2	248	1615	.9	3.4	348	1552	1.3	4.8	269	1760	1.0	4.6	79	950	.3	4.1
SP '98	250	3203	.9	5.1	301	1536	1.1	4.1	478	1683	1.7	6.5	331	1927	1.2	5.7	86	957	.3	4.3
KVKW-AM																				
SP '99	23	330	.1	.5	21	114	.1	.3	26	193	.1	.3	49	170	.2	.9	13	59	.7	.7
WI '99	14	245	.1	.3	15	112	.1	.2	29	134	.1	.4	13	82	.2	.2	4	27	.2	.8
FA '98	36	458	.1	.7	25	224	.1	.3	76	285	.3	1.0	53	204	.2	.9	16	74	.1	.8
SU '98	34	455	.1	.7	28	175	.1	.4	73	247	.3	1.1	52	205	.2	.9	18	52	.1	.9
4-Book	27	372	.1	.6	22	156	.1	.3	51	215	.2	.7	42	165	.2	.7	13	53	.1	.7
SP '98	27	515	.1	.6	43	278	.2	.6	56	283	.2	.8	16	99	.1	.3	7	82	.4	.4
KVVE-FM																				
SP '99	42	668	.1	.9	62	395	.2	.8	78	435	.3	1.0	52	356	.2	.9	8	154	.4	.4
WI '99	23	687	.1	.5	44	399	.2	.6	17	286	.1	.2	41	348	.1	.7	10	134	.5	.5
FA '98	38	801	.1	.8	58	474	.2	.7	63	472	.2	.8	41	413	.1	.7	10	175	.5	.5
SU '98	34	681	.1	.7	65	388	.2	.9	42	382	.2	.6	49	416	.2	.9	7	171	.4	.4
4-Book	34	709	.1	.7	57	414	.2	.8	50	394	.2	.7	46	383	.2	.8	9	159	.5	.5
SP '98	26	656	.1	.5	38	352	.1	.5	29	322	.1	.4	43	358	.2	.7	9	142	.5	.5
KYSR-FM																				
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
WI '99	207	4196	.7	4.3	306	2033	1.1	4.1	308	2202	1.1	4.2	278	2424	1.0	4.8	63	1103	.2	3.3
FA '98	188	3829	.7	3.7	305	1985	1.1	3.9	295	1879	1.1	3.9	261	2340	.9	4.3	61	989	.2	3.1
SU '98	192	4043	.7	4.2	280	1958	1.0	4.0	325	2086	1.2	4.8	277	2456	1.0	5.0	46	1020	.2	2.4
4-Book	200	4004	.7	4.2	289	1968	1.0	3.9	314	2101	1.2	4.3	281	2402	1.0	4.9	63	1053	.2	3.3
SP '98	182	4056	.7	3.7	202	2092	.7	2.8	294	2257	1.1	4.0	282	2588	1.0	4.9	58	1139	.2	2.9
KZLA-FM																				
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
WI '99	141	2071	.5	2.9	208	1264	.7	2.8	234	1126	.8	3.2	196	1320	.7	3.4	40	504	.1	2.1
FA '98	128	2210	.5	2.5	196	1444	.7	2.5	185	1298	.7	2.5	170	1530	.6	2.8	42	673	.1	2.1
SU '98	109	1841	.4	2.4	149	1116	.5	2.1	164	1062	.6	2.4	140	1060	.5	2.5	39	564	.1	2.0
4-Book	130	2066	.5	2.7	184	1305	.6	2.5	198	1131	.7	2.7	176	1326	.6	3.0	41	595	.1	2.1
SP '98	136	1927	.5	2.8	166	1106	.6	2.3	197	974	.7	2.7	178	1315	.6	3.1	47	501	.2	2.4
KGGI-FM																				
SP '99	12	507	.2	.2	13	185	.2	.2	12	224	.2	.2	24	262	.1	.4	6	129	.3	.3
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	22	589	.1	.5	28	247	.1	.4	35	296	.1	.5	22	267	.1	.4	9	164	.5	.5
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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
XTRA-AM																				
SP '99	4	227		.1	2	31			5	40		.1	4	73		.1	1	48		.1
WI '99	5	165		.1	4	67		.1	12	91		.2	5	73		.1		13		
FA '98	4	202		.1	4	40		.1	3	41			6	64		.1	2	52		.1
SU '98	4	146		.1	2	37			4	49		.1	8	80		.1	3	29		.2
4-Book	4	185		.1	3	44		.1	6	55		.1	6	73		.1	2	36		.1
SP '98	2	158			2	57				15			3	72		.1	1	56		.1
TOTALS																				
SP '99	4863	27131	17.3		7332	23908	26.1		7475	22227	26.6		5731	23232	20.4		1887	14046	6.7	
WI '99	4864	27222	17.3		7480	23993	26.6		7320	22169	26.1		5817	23224	20.7		1905	13668	6.8	
FA '98	5033	27114	17.9		7748	24101	27.6		7537	22136	26.9		6077	23166	21.6		1976	14252	7.0	
SU '98	4620	26526	16.8		7083	23375	25.7		6805	21369	24.7		5518	22467	20.1		1924	14258	7.0	
4-Book	4845	26998	17.3		7411	23844	26.5		7284	21975	26.1		5786	23022	20.7		1923	14056	6.9	
SP '98	4887	26520	17.8		7298	23566	26.5		7344	21929	26.7		5781	22559	21.0		1979	14097	7.2	

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

Target Listener Estimates

Women 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '99	114	1073	.4	1.7	17	288	.1	.5	37	102	.1	.9	24	125	.1	.4	14	55	.1	.4
4-Book	112	1107	.4	1.7	29	458	.1	.9	47	138	.2	1.2	53	199	.2	.9	36	121	.1	.9
KACD-FM																				
SP '99	39	548	.1	.6	25	279	.1	.8	40	103	.1	1.0	22	96	.1	.4	27	110	.1	.7
4-Book	35	471	.1	.5	19	284	.1	.6	21	68	.1	.5	36	119	.1	.6	25	94	.1	.7
KBCD-FM																				
SP '99	18	211	.1	.3	11	165		.3	7	50		.2	13	81		.2	15	39	.1	.4
4-Book	18	231	.1	.3	9	128		.3	8	36		.2	14	56	.1	.2	6	18		.2
KACE-FM																				
SP '99	48	735	.2	.7	29	459	.1	.9	15	91	.1	.4	50	181	.2	.9	18	69	.1	.5
4-Book	66	777	.3	1.0	43	506	.2	1.4	31	102	.1	.8	63	193	.3	1.2	52	150	.2	1.4
KRTO-FM																				
SP '99	19	217	.1	.3	11	133		.3	13	47		.3	13	70		.2	6	23		.2
4-Book	14	180	.1	.2	8	132		.3	9	32		.2	13	47	.1	.2	11	48		.3
KBIG-FM																				
SP '99	269	2531	1.0	3.9	72	1307	.3	2.2	70	257	.2	1.8	127	442	.5	2.2	28	180	.1	.8
4-Book	320	2875	1.2	4.7	93	1493	.3	2.9	96	388	.3	2.5	164	530	.6	2.9	88	362	.3	2.3
KBLA-AM																				
SP '99	20	160	.1	.3	3	25		.1	17	25	.1	.4	5	12		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	3	66																		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	20	162	.1	.3	8	70		.2	25	38	.1	.6	16	38	.1	.3	8	38		.2
4-Book	14	143		.2	8	90		.3	13	29	.1	.3	18	45	.1	.3	6	23		.2
KBUE-FM																				
SP '99	163	1368	.6	2.4	82	759	.3	2.5	79	243	.3	2.0	159	381	.6	2.8	88	228	.3	2.4
4-Book	123	1188	.5	1.8	69	713	.3	2.1	80	211	.3	2.1	147	344	.5	2.7	91	216	.3	2.4
KCBS-FM																				
SP '99	182	2383	.6	2.6	92	1499	.3	2.8	80	257	.3	2.0	170	673	.6	3.0	132	427	.5	3.6
4-Book	165	2432	.6	2.4	79	1420	.3	2.5	71	316	.3	1.8	149	649	.5	2.7	114	439	.4	3.0
KCMG-FM																				
SP '99	268	2463	1.0	3.9	130	1569	.5	4.0	165	390	.6	4.2	208	667	.7	3.6	142	474	.5	3.9
4-Book	277	2707	1.0	4.1	133	1651	.5	4.2	151	463	.5	3.9	267	777	1.0	4.8	187	578	.7	4.9
KFI -AM																				
SP '99	220	2224	.8	3.2	51	748	.2	1.6	71	277	.3	1.8	102	299	.4	1.8	29	146	.1	.8
4-Book	229	2311	.8	3.3	46	707	.2	1.4	79	271	.3	2.0	95	323	.4	1.7	30	117	.1	.8
KFSG-FM																				
SP '99	41	615	.1	.6	27	406	.1	.8	47	140	.2	1.2	34	130	.1	.6	20	105	.1	.6
4-Book	40	524	.1	.6	19	347	.1	.6	26	88	.1	.7	31	122	.1	.6	26	108	.1	.7
KFVB-AM																				
SP '99	102	1803	.4	1.5	28	868	.1	.9	74	349	.3	1.9	46	269	.2	.8	31	193	.1	.9
4-Book	99	1787	.4	1.4	29	779	.1	.9	72	309	.3	1.9	37	239	.2	.7	28	170	.1	.7
KGIL-AM																				
SP '99	5	114		.1	1	68											3	27		.1
4-Book	5	102		.1	3	45		.1	1	4			1	4			6	20		.2
+KGXL-AM																				
SP '99	1	12			1	12														
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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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 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
KIEV-AM																				
SP '99	18	170	.1	.3	7	108	.2		4	16		.1	10	40	.2		13	55		.4
4-Book	17	143	.1	.3	3	64	.1		1	4			6	22	.1		5	20		.2
KIIS-FM																				
SP '99	355	4283	1.3	5.1	148	2348	.5	4.5	165	539	.6	4.2	295	990	1.1	5.2	182	636	.6	5.0
4-Book	266	3909	1.0	3.9	131	2140	.5	4.1	157	555	.6	4.0	235	892	.8	4.2	165	591	.6	4.4
KJLH-FM																				
SP '99	130	1219	.5	1.9	88	814	.3	2.7	50	174	.2	1.3	151	383	.5	2.6	75	267	.3	2.1
4-Book	126	1101	.5	1.8	82	828	.3	2.5	62	173	.2	1.6	104	296	.4	1.8	89	270	.3	2.4
KKBT-FM																				
SP '99	193	1933	.7	2.8	90	1214	.3	2.8	61	226	.2	1.5	157	646	.6	2.7	132	455	.5	3.6
4-Book	215	1998	.8	3.1	105	1266	.4	3.3	121	355	.4	3.1	180	585	.6	3.2	158	480	.6	4.2
KKGO-FM																				
SP '99	110	1372	.4	1.6	62	815	.2	1.9	45	246	.2	1.1	76	260	.3	1.3	67	199	.2	1.8
4-Book	82	1283	.3	1.2	50	747	.2	1.5	43	187	.2	1.1	72	263	.3	1.3	56	207	.2	1.5
KKHJ-AM																				
SP '99	82	648	.3	1.2	40	400	.1	1.2	53	136	.2	1.3	62	213	.2	1.1	40	100	.1	1.1
4-Book	58	493	.2	.9	35	327	.1	1.1	55	130	.2	1.4	61	151	.2	1.1	40	95	.1	1.1
KKLA-FM																				
SP '99	62	616	.2	.9	13	242	.4		25	81	.1	.6	5	30	.1		12	54	.3	
4-Book	51	566	.2	.8	9	189	.3		13	46	.3		7	34	.2		12	39	.3	
KLAC-AM																				
SP '99	34	393	.1	.5	16	361	.1	.5	3	11	.1	.1	21	67	.1	.4	28	127	.1	.8
4-Book	53	530	.2	.8	27	338	.1	.8	24	62	.1	.6	36	104	.1	.7	34	106	.1	.9
KLAX-FM																				
SP '99	213	1928	.8	3.1	117	1161	.4	3.6	177	419	.6	4.5	253	620	.9	4.4	109	306	.4	3.0
4-Book	241	2039	.9	3.5	144	1305	.5	4.5	163	412	.6	4.1	269	665	1.0	4.8	168	430	.6	4.5
KLOS-FM																				
SP '99	170	1923	.6	2.5	61	1023	.2	1.9	48	193	.2	1.2	117	378	.4	2.0	79	260	.3	2.2
4-Book	165	1954	.6	2.4	62	948	.2	1.9	50	214	.2	1.3	109	354	.4	2.0	91	278	.3	2.4
KLSX-FM																				
SP '99	145	1266	.5	2.1	19	379	.1	.6	23	72	.1	.6	4	25	.1	.1	15	63	.1	.4
4-Book	127	1326	.5	1.9	20	417	.1	.7	30	95	.1	.8	13	69	.1	.3	16	59	.1	.4
KLVE-FM																				
SP '99	542	4083	1.9	7.9	330	2885	1.2	10.1	406	1037	1.4	10.3	627	1503	2.2	11.0	324	826	1.2	8.9
4-Book	560	3926	2.0	8.2	301	2730	1.1	9.3	412	1049	1.5	10.6	535	1364	1.9	9.5	286	731	1.0	7.6
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	16	166	.1	.2	10	124	.3						30	72	.1	.5	18	67	.1	.5
4-Book	7	116	.1	.1	7	139	.2		1	7			17	65	.1	.3	13	55	.1	.4
KLYY-FM																				
SP '99	37	928	.1	.5	30	450	.1	.9	7	74	.2		41	108	.1	.7	27	95	.1	.7
4-Book	45	1098	.2	.7	23	502	.1	.7	14	83	.1	.4	41	197	.1	.7	24	114	.1	.6
KNX -AM																				
SP '99	89	1681	.3	1.3	30	667	.1	.9	56	207	.2	1.4	42	227	.1	.7	20	131	.1	.6
4-Book	84	1735	.3	1.2	28	675	.1	.9	53	210	.2	1.4	38	192	.1	.7	31	146	.1	.8
KOST-FM																				
SP '99	380	3790	1.4	5.5	124	1924	.4	3.8	103	396	.4	2.6	222	822	.8	3.9	169	592	.6	4.7
4-Book	365	3851	1.3	5.4	146	2125	.5	4.5	129	510	.5	3.3	273	892	1.0	4.9	180	610	.7	4.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 25-54																				
		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	
KPWR-FM	SP '99	107	1616	.4	1.6	53	997	.2	1.6	81	200	.3	2.0	95	460	.3	1.7	70	279	.2	1.9	
	4-Book	107	1765	.4	1.6	63	1038	.3	2.0	67	222	.2	1.7	108	425	.4	1.9	80	291	.3	2.1	
KRLA-AM	SP '99	45	578	.2	.7	12	264		.4	28	106	.1	.7	31	143	.1	.5	15	71	.1	.4	
	4-Book	40	443	.2	.6	10	171		.3	9	38		.2	25	78	.1	.5	10	42		.3	
KROQ-FM	SP '99	146	2305	.5	2.1	72	1202	.3	2.2	59	281	.2	1.5	147	543	.5	2.6	101	428	.4	2.8	
	4-Book	170	2396	.6	2.5	76	1295	.3	2.4	53	267	.2	1.4	140	556	.5	2.5	99	433	.4	2.6	
KRTH-FM	SP '99	203	3084	.7	2.9	108	1771	.4	3.3	113	401	.4	2.9	235	823	.8	4.1	142	496	.5	3.9	
	4-Book	259	3325	.9	3.8	125	1864	.5	3.9	125	449	.4	3.2	252	827	.9	4.5	152	521	.5	4.1	
KSCA-FM	SP '99	525	2705	1.9	7.6	259	1975	.9	7.9	683	1115	2.4	17.2	452	994	1.6	7.9	231	452	.8	6.4	
	4-Book	497	2717	1.8	7.2	243	1930	.9	7.5	605	1087	2.2	15.4	406	1010	1.5	7.2	221	493	.8	5.9	
KSSE-FM	SP '99	77	1034	.3	1.1	73	682	.3	2.2	78	217	.3	2.0	142	393	.5	2.5	93	258	.3	2.6	
	4-Book	102	1019	.4	1.5	75	726	.3	2.3	88	241	.3	2.3	142	407	.5	2.5	84	220	.3	2.3	
KTNO-AM	SP '99	115	844	.4	1.7	61	509	.2	1.9	89	207	.3	2.2	140	325	.5	2.4	54	112	.2	1.5	
	4-Book	115	832	.4	1.7	43	444	.1	1.3	70	183	.3	1.8	101	248	.4	1.8	42	93	.2	1.1	
KTWV-FM	SP '99	281	2224	1.0	4.1	110	1414	.4	3.4	112	390	.4	2.8	178	516	.6	3.1	116	422	.4	3.2	
	4-Book	293	2569	1.1	4.3	126	1516	.5	3.9	125	397	.5	3.2	204	569	.7	3.6	139	455	.5	3.7	
KWKV-AM	SP '99	32	278	.1	.5	14	153		.4	11	34		.3	23	77	.1	.4	29	67	.1	.8	
	4-Book	40	324	.2	.6	14	158		.4	19	47	.1	.5	27	78	.1	.5	19	48	.1	.5	
KVVE-FM	SP '99	65	569	.2	.9	25	351	.1	.8	22	67	.1	.6	42	118	.1	.7	44	83	.2	1.2	
	4-Book	51	625	.2	.8	22	347	.1	.7	27	95	.1	.7	31	106	.1	.5	29	104	.1	.8	
KYSR-FM	SP '99	303	3505	1.1	4.4	139	1974	.5	4.3	126	551	.4	3.2	262	944	.9	4.6	155	559	.6	4.3	
	4-Book	296	3506	1.1	4.3	121	1981	.4	3.8	106	477	.4	2.7	236	924	.9	4.2	181	680	.7	4.8	
KZLA-FM	SP '99	196	1930	.7	2.8	107	1289	.4	3.3	99	323	.4	2.5	171	670	.6	3.0	165	511	.6	4.5	
	4-Book	187	1852	.7	2.7	88	1200	.3	2.7	97	371	.4	2.5	167	607	.6	3.0	106	382	.4	2.8	
KGGI-FM	SP '99	16	430	.1	.2	9	169		.3	5	39		.1	13	49		.2	11	44		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM	SP '99	28	446	.1	.4	18	362	.1	.6	14	77		.4	37	155	.1	.6	17	79	.1	.5	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM	SP '99	4	116		.1	5	96		.2	7	27		.2					8	37		.2	
	4-Book	5	108		.1	4	87		.2	4	15		.1	8	27		.1	9	26		.2	
TOTALS	SP '99	6894	26719	24.6		3260	21862	11.6		3960	10174	14.1		5721	14509	20.4		3629	9669	12.9		
	4-Book	6862	26587	24.6		3228	21706	11.6		3909	10237	14.0		5626	13952	20.2		3771	9987	13.5		

** 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
KABC-AM																			
SP '99	10	35	.5	14	52	.6	15	55	.1	.4	10	41	.3	11	53	.9			
4-Book	7	38	.4	24	90	1.0	31	120	.2	.8	25	83	.1	.9	16	56	.1	1.2	
KACD-FM																			
SP '99	19	44	.1	21	59	.9	40	124	.1	1.0	23	79	.1	.8	10	41	.8		
4-Book	12	38	.6	8	23	.3	31	100	.1	.8	15	61	.1	.5	7	38	.6		
KBCD-FM																			
SP '99				12	55	.5	8	67	.2		20	41	.1	.7	14	58	1.1		
4-Book	3	14	.2	5	22	.2	13	49	.1	.3	15	32	.1	.5	6	29	.5		
KACE-FM																			
SP '99	28	88	.1	53	90	2.3	38	138	.1	.9	17	66	.1	.6	13	60	1.0		
4-Book	36	117	.2	43	123	1.9	49	151	.2	1.2	44	124	.2	1.5	29	80	.1	2.2	
KRTO-FM																			
SP '99	11	56	.5	11	25	.5	7	27	.2		2	9	.1		19	21	.1	1.5	
4-Book	6	32	.3	8	23	.4	6	31	.2		7	34	.2		7	15	.5		
KBIG-FM																			
SP '99	110	346	.4	33	114	1.4	83	366	.3	2.0	71	259	.3	2.4	35	160	.1	2.7	
4-Book	97	355	.4	54	196	2.3	122	460	.5	3.1	74	284	.3	2.6	34	182	.1	2.6	
KBLA-AM																			
SP '99	**	**	**	**	**	**	**	3	14	.1		**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																			
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																			
SP '99	3	17	.1	6	11	.3	3	11	.1		5	11	.2		2	17	.2		
4-Book	5	12	.2	5	22	.2	5	16	.1		9	19	.1	.3	2	17	.2		
KBUE-FM																			
SP '99	57	231	.2	44	128	1.9	118	264	.4	2.9	73	154	.3	2.5	29	105	.1	2.3	
4-Book	37	125	.1	40	120	1.7	73	209	.3	1.8	60	155	.2	2.1	23	98	.1	1.8	
KCBS-FM																			
SP '99	52	193	.2	40	155	1.7	161	591	.6	3.9	76	260	.3	2.6	17	89	.1	1.3	
4-Book	41	184	.2	28	142	1.2	135	528	.5	3.4	79	307	.3	2.7	14	82	.1	1.1	
KCMG-FM																			
SP '99	99	269	.4	56	202	2.4	147	556	.5	3.6	141	386	.5	4.8	77	183	.3	6.0	
4-Book	91	309	.3	62	242	2.6	134	491	.5	3.4	108	380	.4	3.7	61	189	.2	4.7	
KFI -AM																			
SP '99	16	69	.1	73	217	3.1	85	287	.3	2.1	25	85	.1	.8	7	17	.5		
4-Book	14	68	.1	49	167	2.1	65	229	.2	1.6	23	78	.1	.8	10	51	.8		
KFSG-FM																			
SP '99	13	63	.6	46	151	2.0	35	167	.1	.8	24	108	.1	.8	4	29	.3		
4-Book	7	40	.3	28	132	1.2	26	131	.1	.7	13	65	.4		2	17	.2		
KFWB-AM																			
SP '99	9	67	.4	34	215	1.4	21	162	.1	.5	10	68	.3		6	50	.5		
4-Book	10	65	.5	42	229	1.8	28	163	.1	.7	20	113	.1	.7	4	33	.3		
KGIL-AM																			
SP '99								2	13	.2		7	41	.2					
4-Book	2	7	.1	1	3			9	25	.2		8	25	.3		1	3		
+KGXL-AM																			
SP '99	**	**	**	**	**	**	**	2	12	.1		2	12	.1		**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KIEV-AM																			
SP '99																			
4-Book																			
1	3			2	16	.1		6	30	.1		20	54	.1	.7	1	6		.1
KIIS-FM																			
SP '99																			
4-Book																			
72	325	.3	3.6	96	429	.3	4.1	198	835	.7	4.8	129	534	.5	4.4	43	237	.2	3.3
60	261	.2	3.0	92	368	.3	3.9	171	709	.6	4.3	128	494	.5	4.4	46	206	.2	3.5
KJLH-FM																			
SP '99																			
4-Book																			
40	144	.1	2.0	74	206	.3	3.2	153	446	.5	3.7	132	301	.5	4.5	22	72	.1	1.7
52	162	.2	2.7	73	208	.3	3.1	145	415	.5	3.6	107	281	.4	3.7	27	94	.1	2.0
KKBT-FM																			
SP '99																			
4-Book																			
104	323	.4	5.2	55	196	.2	2.3	93	354	.3	2.3	78	319	.3	2.6	31	119	.1	2.4
79	286	.3	4.0	62	232	.2	2.7	96	343	.4	2.4	96	316	.3	3.3	49	175	.2	3.7
KKGQ-FM																			
SP '99																			
4-Book																			
47	177	.2	2.3	47	199	.2	2.0	81	272	.3	2.0	91	259	.3	3.1	39	140	.1	3.0
34	112	.1	1.7	37	155	.2	1.6	64	243	.2	1.6	61	189	.2	2.2	29	104	.1	2.2
KKHJ-AM																			
SP '99																			
4-Book																			
25	65	.1	1.2	29	123	.1	1.2	63	149	.2	1.5	29	56	.1	1.0	14	56		1.1
22	62	.1	1.1	31	92	.1	1.4	39	99	.2	1.0	23	53	.1	.8	10	41		.8
KKLA-FM																			
SP '99																			
4-Book																			
4	25		.2	44	146	.2	1.9	14	55		.3	4	40		.1	2	20		.2
4	30		.2	19	80	.1	.8	12	48		.3	4	25		.1	5	23		.3
KLAC-AM																			
SP '99																			
4-Book																			
9	67		.4	3	15		.1	19	157	.1	.5	46	142	.2	1.6	1	14		.1
21	81	.1	1.1	12	43	.1	.5	37	135	.2	.9	35	98	.1	1.2	13	54	.1	1.0
KLAX-FM																			
SP '99																			
4-Book																			
51	148	.2	2.5	84	221	.3	3.6	162	409	.6	3.9	61	183	.2	2.1	29	99	.1	2.3
80	229	.3	4.1	125	322	.5	5.2	188	465	.7	4.7	100	243	.4	3.5	55	168	.2	4.2
KLOS-FM																			
SP '99																			
4-Book																			
30	166	.1	1.5	42	176	.1	1.8	78	361	.3	1.9	78	234	.3	2.6	19	95	.1	1.5
37	144	.1	1.9	29	128	.1	1.2	82	322	.3	2.1	79	254	.3	2.7	19	99	.1	1.5
KLSX-FM																			
SP '99																			
4-Book																			
7	22		.3	30	107	.1	1.3	57	221	.2	1.4	13	38		.4	6	31		.5
5	16		.2	39	141	.2	1.6	48	181	.2	1.2	12	48		.4	5	32		.4
KLVE-FM																			
SP '99																			
4-Book																			
237	588	.8	11.8	254	760	.9	10.8	391	1079	1.4	9.5	239	551	.9	8.1	141	425	.5	11.0
221	632	.8	11.3	248	707	.9	10.4	369	1000	1.3	9.3	200	530	.7	6.9	123	404	.5	9.4
+KLYF-AM																			
SP '99																			
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																			
SP '99																			
4-Book																			
3	27		.2					21	67	.1	.5	7	28		.2		4		.1
								9	37	.1	.2	7	40		.2	1			
KLYY-FM																			
SP '99																			
4-Book																			
6	63		.3	30	64	.1	1.3	65	159	.2	1.6	51	189	.2	1.7	12	39		.9
12	80	.1	.6	15	56	.1	.7	33	152	.1	.8	28	144	.1	1.0	16	61	.1	1.2
KNX -AM																			
SP '99																			
4-Book																			
13	71		.6	57	215	.2	2.4	32	143	.1	.8	7	44		.2	17	103	.1	1.3
15	81		.8	31	155	.1	1.3	20	131	.1	.5	20	122	.1	.7	21	93	.1	1.6
KOST-FM																			
SP '99																			
4-Book																			
83	354	.3	4.1	76	284	.3	3.2	149	574	.5	3.6	125	459	.4	4.2	62	322	.2	4.8
109	491	.4	5.6	84	329	.3	3.5	148	565	.6	3.7	127	458	.4	4.4	106	408	.4	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 Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Saturday 7PM-MID		Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KPWR-FM SP '99 4-Book	44 54	232 223	.2 .2	2.2 2.7	22 23	116 116	.1 .1	.9 1.0	60 71	273 278	.2 .2	1.5 1.8	32 61	153 251	.1 .2	1.1 2.1	19 36	119 160	.1 .1
KRLA-AM SP '99 4-Book	4 4	14 14	.2 .2	.2 .2	4 5	14 12	.2 .2	.2 .2	14 10	56 29	.3 .2	.3 .2	1 8	15 33	.3 .3	.3 .3	3 7	17 31	.2 .6	.2 .6
KROQ-FM SP '99 4-Book	50 60	258 263	.2 .2	2.5 3.1	27 32	137 139	.1 .1	1.2 1.4	69 98	413 478	.2 .3	1.7 2.5	77 88	343 361	.3 .3	2.6 3.1	38 32	188 170	.1 .1	3.0 2.4
KRTH-FM SP '99 4-Book	38 60	183 236	.1 .2	1.9 3.1	44 84	197 343	.2 .3	1.9 3.6	151 175	584 616	.5 .6	3.7 4.5	90 108	364 453	.3 .4	3.0 3.7	46 36	130 142	.2 .2	3.6 2.8
KSCA-FM SP '99 4-Book	117 94	384 298	.4 .4	5.8 4.8	208 222	424 462	.7 .8	8.9 9.4	228 238	622 667	.8 .9	5.5 6.0	125 138	333 345	.4 .5	4.2 4.8	70 66	224 223	.2 .2	5.4 5.0
KSSE-FM SP '99 4-Book	44 41	131 130	.2 .2	2.2 2.1	29 42	98 145	.1 .2	1.2 1.8	84 95	226 269	.3 .3	2.0 2.4	82 79	219 203	.3 .3	2.8 2.7	30 25	92 88	.1 .1	2.3 1.9
KTNQ-AM SP '99 4-Book	33 20	107 63	.1 .1	1.6 1.0	30 16	93 55	.1 .1	1.3 .7	88 49	190 124	.3 .2	2.1 1.2	31 32	62 67	.1 .1	1.0 1.1	16 14	51 48	.1 .1	1.2 1.1
KTWV-FM SP '99 4-Book	90 97	228 300	.3 .4	4.5 5.0	90 85	345 302	.3 .3	3.8 3.6	176 153	525 458	.6 .6	4.3 3.9	79 127	309 381	.3 .5	2.7 4.4	33 74	182 266	.1 .3	2.6 5.5
KWKW-AM SP '99 4-Book	3 5	17 13	.1 .3	.1 .3	4 8	10 18	.2 .3	.2 .3	24 18	53 46	.1 .1	.6 .5	11 6	23 19	.4 .2	.4 .2	5 11	24 24	.4 .8	.4 .8
KWVE-FM SP '99 4-Book	9 8	48 45	.4 .4	.4 .4	23 22	80 90	.1 .1	1.0 .9	43 39	151 152	.2 .1	1.0 1.0	13 18	58 64	.4 .1	.4 .6	2 5	23 36	.2 .4	.2 .4
KYSR-FM SP '99 4-Book	81 70	356 325	.3 .3	4.0 3.6	78 54	329 239	.3 .2	3.3 2.3	181 134	671 618	.6 .5	4.4 3.4	164 131	589 533	.6 .5	5.5 4.5	56 51	265 257	.2 .2	4.4 3.9
KZLA-FM SP '99 4-Book	49 41	261 210	.2 .2	2.4 2.1	67 63	242 260	.2 .2	2.9 2.7	136 110	386 399	.5 .4	3.3 2.8	121 86	338 311	.4 .3	4.1 3.0	53 32	174 152	.2 .1	4.1 2.4
KGGI-FM SP '99 4-Book	6 **	15 **	.3 **	.3 **	3 **	20 **	.1 **	.1 **	4 **	27 **	.1 **	.1 **	25 **	38 **	.1 **	.8 **	6 **	34 **	.5 **	.5 **
KOLA-FM SP '99 4-Book	9 **	56 **	.4 **	.4 **	6 **	29 **	.3 **	.3 **	22 **	103 **	.1 **	.5 **	29 **	101 **	.1 **	1.0 **	12 **	68 **	.9 **	.9 **
XTRA-AM SP '99 4-Book	2 2	11 20	.1 .1	.1 .1	14 6	41 20	.6 .3	.6 .3	11 5	34 19	.3 .1	.3 .1	2 2	11 11	.1 .1	.1 .1	1 1	12 3	.1 .1	.1 .1
TOTALS SP '99 4-Book	2012 1962	6215 6199	7.2 7.1	7.2 7.1	2345 2368	7135 7170	8.4 8.5	8.4 8.5	4130 3972	11138 10894	14.7 14.2	14.7 14.2	2956 2892	7677 7935	10.5 10.4	10.5 10.4	1287 1325	4483 4604	4.6 4.8	4.6 4.8

** 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 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '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
WI '99	94	1714	.4	2.4	119	975	.5	2.0	131	926	.6	2.2	186	982	.8	4.1	36	426	.2	2.5
FA '98	109	1856	.5	2.7	199	998	.9	3.2	114	859	.5	1.9	142	879	.6	2.9	62	541	.3	4.1
SU '98	129	1790	.6	3.6	195	980	.9	3.5	175	1039	.8	3.2	204	1027	.9	4.9	56	467	.3	4.1
4-Book	110	1810	.5	2.9	174	963	.8	3.0	140	900	.6	2.4	177	1005	.8	3.9	57	495	.3	3.9
SP '98	128	1981	.6	3.4	210	1025	.9	3.7	161	1091	.7	2.8	180	1039	.8	4.1	46	397	.2	3.1
KACD-FM																				
SP '99	31	364	.1	.8	51	260	.2	.9	41	179	.2	.7	34	243	.1	.7	13	72	.1	.9
WI '99	23	546	.1	.6	35	227	.2	.6	25	241	.1	.4	26	331	.1	.6	8	157	.1	.6
FA '98	16	276	.1	.4	13	122	.1	.2	41	149	.2	.7	28	154	.1	.6	1	27	.1	.1
SU '98	6	246	.2	.2	8	75	.1	.1	4	78	.1	.1	9	149	.2	.2	4	86	.3	.3
4-Book	19	358	.1	.5	27	171	.1	.5	28	162	.1	.5	24	219	.1	.5	7	86	.5	.5
SP '98	6	169	.2	.2	7	37	.1	.1	2	53	.1	.1	3	56	.1	.1	8	28	.2	.5
KBCD-FM																				
SP '99	5	227	.1	.1	5	106	.1	.1	5	115	.1	.1	8	96	.2	.2		26		
WI '99	4	223	.1	.1	5	92	.1	.1	8	104	.1	.1	6	78	.1	.1	1	53	.1	.1
FA '98	8	145	.2	.2	6	66	.1	.1	14	105	.1	.2	10	93	.2	.2	6	40	.4	.4
SU '98	5	49	.1	.1	7	27	.1	.1	14	27	.1	.3	8	27	.2	.2				
4-Book	6	161	.1	.1	6	73	.1	.1	10	88	.1	.2	8	74	.2	.2	2	30	.1	.1
SP '98	1	53			4	27	.1	.1		14			1	25						
KACE-FM																				
SP '99	34	649	.1	.9	44	242	.2	.7	42	373	.2	.7	40	356	.2	.9	25	242	.1	1.7
WI '99	60	896	.3	1.6	84	445	.4	1.4	56	423	.2	1.0	71	460	.3	1.6	45	395	.2	3.2
FA '98	43	653	.2	1.1	43	365	.2	.7	54	297	.2	.9	65	385	.3	1.3	28	193	.1	1.9
SU '98	50	734	.2	1.4	58	401	.3	1.0	68	293	.3	1.3	61	388	.3	1.5	26	229	.1	1.9
4-Book	47	733	.2	1.3	57	363	.3	1.0	55	347	.2	1.0	59	397	.3	1.3	31	265	.1	2.2
SP '98	41	627	.2	1.1	40	274	.2	.7	51	341	.2	.9	57	341	.3	1.3	32	197	.1	2.1
KRTO-FM																				
SP '99	13	209	.1	.3	18	87	.1	.3	13	98	.1	.2	16	117	.1	.3	9	76	.6	.6
WI '99	8	337	.2	.2	14	128	.1	.2	10	120	.2	.2	6	96	.1	.1	5	149	.4	.4
FA '98	4	77	.1	.1	3	39	.1	.1	7	70	.1	.1	4	51	.1	.1	4	39	.3	.3
SU '98	8	181	.2	.2	20	74	.1	.4	3	58	.1	.1	13	84	.1	.3	5	95	.4	.4
4-Book	8	201	.2	.2	14	82	.1	.2	8	87	.2	.2	10	87	.1	.2	6	90	.4	.4
SP '98	5	196	.1	.1	1	26	.1	.1	4	101	.1	.1	12	97	.1	.3	4	29	.3	.3
KBIG-FM																				
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
WI '99	132	2203	.6	3.4	206	1169	.9	3.4	290	1084	1.3	5.0	142	1149	.6	3.1	26	418	.1	1.8
FA '98	125	2191	.5	3.1	168	1113	.7	2.7	243	1150	1.0	4.0	173	1292	.7	3.6	31	464	.1	2.1
SU '98	155	2940	.7	4.3	229	1650	1.0	4.1	287	1562	1.3	5.3	197	1703	.9	4.7	31	558	.1	2.3
4-Book	134	2400	.6	3.5	199	1240	.9	3.4	270	1234	1.2	4.7	166	1346	.7	3.7	27	489	.1	1.9
SP '98	154	2729	.7	4.1	176	1235	.8	3.1	299	1549	1.3	5.3	203	1425	.9	4.7	58	596	.3	3.8
KBLA-AM																				
SP '99	13	154	.1	.3	34	92	.1	.6	26	114	.1	.4	7	52	.2	.2	2	13	.1	.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	1	36			1	12				12			3	24	.1	.1	3	36	.2	.2
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

Target Listener Trends - Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KBUA-FM																				
SP '99	8	127		.2	6	61		.1	19	91	.1	.3	9	53		.2	1	30		.1
WI '99	7	102		.2	15	48	.1	.3	4	27		.1		14			4	40		.3
FA '98	2	67			5	40		.1	5	40		.1	2	27						
SU '98	5	143		.1	6	24		.1	9	75		.2	6	36		.1		12		
4-Book	6	110		.1	8	43		.2	9	58		.2	4	33		.1	1	21		.1
SP '98	5	79		.1	9	54		.2	12	67	.1	.2	4	27		.1				
KBUE-FM																				
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
WI '99	72	932	.3	1.9	106	564	.5	1.8	143	540	.6	2.4	76	392	.3	1.7	10	194		.7
FA '98	77	1090	.3	1.9	118	682	.5	1.9	117	609	.5	1.9	84	688	.4	1.7	20	248	.1	1.3
SU '98	66	906	.3	1.8	84	392	.4	1.5	94	533	.4	1.7	67	496	.3	1.6	34	282	.2	2.5
4-Book	71	1011	.3	1.8	100	541	.5	1.7	116	565	.5	2.0	79	541	.4	1.7	21	241	.1	1.5
SP '98	52	812	.2	1.4	72	457	.3	1.3	81	528	.4	1.4	49	302	.2	1.1	25	183	.1	1.7
KCBS-FM																				
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
WI '99	109	2349	.5	2.8	178	1334	.8	3.0	186	1159	.8	3.2	131	1268	.6	2.9	30	460	.1	2.1
FA '98	68	1862	.3	1.7	123	1049	.5	2.0	102	951	.4	1.7	92	1058	.4	1.9	10	287		.7
SU '98	66	1687	.3	1.8	84	833	.4	1.5	94	755	.4	1.7	103	930	.5	2.5	22	399	.1	1.6
4-Book	86	1989	.4	2.2	132	1074	.6	2.2	139	943	.6	2.4	113	1081	.5	2.5	20	370	.1	1.4
SP '98	89	2092	.4	2.4	104	1004	.5	1.8	144	977	.6	2.5	112	1108	.5	2.6	23	504	.1	1.5
KCMG-FM																				
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
WI '99	132	2081	.6	3.4	169	1014	.7	2.8	194	1124	.8	3.3	173	1373	.7	3.8	49	673	.2	3.5
FA '98	158	2302	.7	3.9	180	1265	.8	2.9	302	1334	1.3	5.0	216	1427	.9	4.4	30	411	.1	2.0
SU '98	155	2473	.7	4.3	166	1251	.7	3.0	283	1361	1.3	5.2	204	1474	.9	4.9	58	607	.3	4.2
4-Book	144	2238	.7	3.7	177	1136	.8	3.0	246	1192	1.1	4.2	187	1349	.8	4.1	46	548	.2	3.2
SP '98	121	2218	.5	3.2	146	1112	.7	2.6	192	1378	.9	3.4	141	1213	.6	3.2	53	562	.2	3.5
KFI -AM																				
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
WI '99	179	2980	.8	4.7	262	1497	1.1	4.4	431	2157	1.9	7.4	158	1385	.7	3.5	32	384	.1	2.3
FA '98	186	2591	.8	4.6	294	1364	1.3	4.7	435	2011	1.9	7.1	164	1330	.7	3.4	41	466	.2	2.7
SU '98	137	2486	.6	3.8	190	1222	.9	3.4	355	1740	1.6	6.5	117	1098	.5	2.8	16	335	.1	1.2
4-Book	170	2795	.8	4.4	242	1391	1.1	4.1	417	2010	1.8	7.1	145	1271	.6	3.2	30	380	.1	2.1
SP '98	186	2981	.8	4.9	254	1592	1.1	4.4	436	2189	2.0	7.7	170	1425	.8	3.9	52	402	.2	3.4
KFSG-FM																				
SP '99	24	573	.1	.6	51	371	.2	.9	28	256	.1	.5	17	238	.1	.4	9	167		.6
WI '99	32	654	.1	.8	57	446	.2	1.0	54	278	.2	.9	42	278	.2	.9	4	134		.3
FA '98	22	516	.1	.5	45	359	.2	.7	18	210	.1	.3	36	293	.2	.7	9	98		.6
SU '98	16	402	.1	.4	29	250	.1	.5	23	207	.1	.4	21	147	.1	.5	2	62		.1
4-Book	24	536	.1	.6	46	357	.2	.8	31	238	.1	.5	29	239	.2	.6	6	115		.4
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																				
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
WI '99	70	2311	.3	1.8	187	1486	.8	3.1	46	975	.2	.8	94	1241	.4	2.1	23	479	.1	1.6
FA '98	75	2118	.3	1.8	179	1294	.8	2.9	68	786	.3	1.1	94	1042	.4	1.9	24	418	.1	1.6
SU '98	91	2312	.4	2.5	197	1423	.9	3.5	95	894	.4	1.8	120	1399	.5	2.9	28	454	.1	2.0
4-Book	78	2230	.3	2.0	184	1405	.8	3.1	72	889	.3	1.3	105	1223	.5	2.3	24	449	.1	1.7
SP '98	64	2375	.3	1.7	161	1569	.7	2.8	57	932	.3	1.0	75	1158	.3	1.7	14	421	.1	.9
KGIL-AM																				
SP '99	20	412	.1	.5	24	170	.1	.4	38	250	.2	.6	25	287	.1	.5	5	99		.3
WI '99	8	257		.2	10	134		.2	11	124		.2	11	133		.2	2	27		.1
FA '98	11	264		.3	15	137		.2	14	108		.2	14	191		.3	6	84		.4
SU '98	19	185		.5	13	77		.2	37	123		.7	26	124		.6	1	33		.1
4-Book	15	280		.4	16	130		.3	25	151		.4	19	184		.4	4	61		.2
SP '98	19	328		.5	19	149		.3	22	163		.4	21	139		.5	17	98		1.1

** 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

	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
+KGXL-AM																				
SP '99	1	39				14			1	26			4	39	.1	.7	1	27		.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99	20	389	.1	.5	13	95	.1	.2	46	216	.2	.8	34	190	.1	.7	9	101		.6
WI '99	17	231	.1	.4	23	116	.1	.4	43	147	.2	.7	20	147	.1	.4	7	61		.5
FA '98	33	358	.1	.8	26	114	.1	.4	62	180	.3	1.0	55	129	.2	1.1	18	99	.1	1.2
SU '98	11	184		.3	6	64		.1	18	58	.1	.3	23	102	.1	.5	14	75	.1	1.0
4-Book	20	291	.1	.5	17	97	.1	.3	42	150	.2	.7	33	142	.1	.7	12	84	.1	.8
SP '98	13	204	.1	.3					40	146	.2	.7	30	137	.1	.7	1	14		.1
KIIS-FM																				
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
WI '99	113	2697	.5	2.9	223	1503	1.0	3.7	131	1151	.6	2.2	152	1360	.7	3.3	27	631	.1	1.9
FA '98	99	2592	.4	2.4	195	1628	.8	3.1	154	1138	.7	2.5	84	1084	.4	1.7	28	509	.1	1.9
SU '98	78	2462	.3	2.2	166	1360	.7	3.0	81	1110	.4	1.5	79	1056	.4	1.9	27	457	.1	2.0
4-Book	108	2711	.5	2.8	214	1546	.9	3.6	140	1202	.6	2.4	120	1316	.6	2.6	30	578	.1	2.1
SP '98	80	2436	.4	2.1	217	1625	1.0	3.8	94	950	.4	1.7	81	1086	.4	1.9	20	285	.1	1.3
KJLH-FM																				
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
WI '99	58	949	.3	1.5	101	430	.4	1.7	44	304	.2	.8	66	445	.3	1.4	33	276	.1	2.3
FA '98	68	1001	.3	1.7	86	560	.4	1.4	97	529	.4	1.6	76	583	.3	1.6	18	235	.1	1.2
SU '98	79	1031	.4	2.2	147	596	.7	2.6	79	540	.4	1.5	85	522	.4	2.0	36	274	.2	2.6
4-Book	70	991	.3	1.8	112	556	.5	1.9	82	475	.4	1.4	78	534	.4	1.7	30	297	.1	2.1
SP '98	91	941	.4	2.4	102	510	.5	1.8	101	484	.5	1.8	77	518	.3	1.8	64	342	.3	4.2
KKBT-FM																				
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
WI '99	58	1230	.3	1.5	112	623	.5	1.9	62	591	.3	1.1	68	625	.3	1.5	23	261	.1	1.6
FA '98	70	1235	.3	1.7	130	646	.6	2.1	90	604	.4	1.5	98	641	.4	2.0	30	285	.1	2.0
SU '98	72	1233	.3	2.0	122	597	.5	2.2	76	529	.3	1.4	82	678	.4	2.0	44	340	.2	3.2
4-Book	66	1248	.3	1.7	118	655	.5	2.0	74	571	.3	1.3	78	632	.4	1.7	33	308	.2	2.3
SP '98	58	1142	.3	1.5	107	529	.5	1.9	75	534	.3	1.3	70	524	.3	1.6	11	177		.7
KKGO-FM																				
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
WI '99	105	1884	.5	2.7	132	906	.6	2.2	135	942	.6	2.3	131	1005	.6	2.9	49	530	.2	3.5
FA '98	71	1627	.3	1.8	60	711	.3	1.0	107	676	.5	1.8	91	928	.4	1.9	37	501	.2	2.5
SU '98	67	1701	.3	1.9	86	861	.4	1.5	108	835	.5	2.0	72	887	.3	1.7	35	495	.2	2.6
4-Book	92	1760	.4	2.4	100	852	.5	1.7	125	844	.6	2.2	121	984	.5	2.7	51	530	.3	3.5
SP '98	93	1731	.4	2.5	109	938	.5	1.9	130	794	.6	2.3	118	977	.5	2.7	54	545	.2	3.6
KKHJ-AM																				
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
WI '99	66	615	.3	1.7	102	324	.4	1.7	108	382	.5	1.8	66	328	.3	1.4	19	192	.1	1.3
FA '98	38	488	.2	.9	69	287	.3	1.1	23	216	.1	.4	37	190	.2	.8	31	154	.1	2.1
SU '98	28	394	.1	.8	32	180	.1	.6	48	225	.2	.9	18	115	.1	.4	15	112	.1	1.1
4-Book	48	547	.2	1.2	74	295	.3	1.3	69	300	.3	1.2	47	236	.2	1.0	19	150	.1	1.3
SP '98	22	430	.1	.6	41	201	.2	.7	25	217	.1	.4	17	155	.1	.4	16	109	.1	1.1
KKLA-FM																				
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
WI '99	34	630	.1	.9	82	485	.4	1.4	47	313	.2	.8	54	345	.2	1.2	7	176		.5
FA '98	25	622	.1	.6	65	452	.3	1.0	23	226	.1	.4	44	311	.2	.9	7	118		.5
SU '98	29	482	.1	.8	69	319	.3	1.2	43	220	.2	.8	33	295	.1	.8	4	96		.3
4-Book	32	620	.1	.8	75	422	.4	1.3	43	279	.2	.8	49	329	.2	1.1	7	131		.5
SP '98	33	581	.1	.9	60	404	.3	1.1	48	260	.2	.8	53	354	.2	1.2	12	123	.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 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
KLAC-AM																				
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
WI '99	83	1288	.4	2.2	116	633	.5	1.9	129	724	.6	2.2	98	708	.4	2.1	35	331	.2	2.5
FA '98	98	1540	.4	2.4	137	783	.6	2.2	145	790	.6	2.4	111	801	.5	2.3	52	501	.2	3.5
SU '98	65	1110	.3	1.8	95	516	.4	1.7	99	539	.4	1.8	83	550	.4	2.0	24	342	.1	1.8
4-Book	72	1220	.3	1.9	102	574	.5	1.7	109	604	.5	1.9	86	628	.4	1.9	32	375	.2	2.3
SP '98	91	1594	.4	2.4	99	714	.4	1.7	160	718	.7	2.8	99	801	.4	2.3	38	525	.2	2.5
KLAX-FM																				
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
WI '99	104	1492	.4	2.7	128	714	.6	2.1	164	871	.7	2.8	108	710	.5	2.4	54	395	.2	3.8
FA '98	148	1674	.6	3.6	161	896	.7	2.6	239	1015	1.0	3.9	187	950	.8	3.8	75	526	.3	5.0
SU '98	62	943	.3	1.7	61	385	.3	1.1	88	468	.4	1.6	74	568	.3	1.8	20	247	.1	1.5
4-Book	101	1392	.4	2.6	113	626	.5	1.9	159	778	.7	2.7	119	723	.5	2.6	47	381	.2	3.2
SP '98	94	1100	.4	2.5	126	611	.6	2.2	119	724	.5	2.1	131	650	.6	3.0	58	412	.3	3.8
KLOS-FM																				
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
WI '99	79	1659	.3	2.1	159	897	.7	2.7	104	690	.4	1.8	92	789	.4	2.0	22	342	.1	1.6
FA '98	72	1234	.3	1.8	148	651	.6	2.4	82	617	.4	1.3	88	714	.4	1.8	36	408	.2	2.4
SU '98	84	1495	.4	2.3	126	834	.6	2.3	113	549	.5	2.1	145	706	.7	3.5	28	345	.1	2.0
4-Book	83	1510	.4	2.2	152	835	.7	2.6	108	638	.5	1.9	116	765	.5	2.6	29	345	.1	2.0
SP '98	99	1521	.4	2.6	196	765	.9	3.4	127	754	.6	2.2	135	912	.6	3.1	39	345	.2	2.6
KLSX-FM																				
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
WI '99	28	853	.1	.7	75	487	.3	1.3	25	254	.1	.4	50	378	.2	1.1	2	50	.0	.1
FA '98	54	1089	.2	1.3	139	679	.6	2.2	53	323	.2	.9	75	358	.3	1.5	11	125	.0	.7
SU '98	50	1011	.2	1.4	157	621	.7	2.8	52	420	.2	1.0	42	413	.2	1.0	18	167	.1	1.3
4-Book	48	962	.2	1.2	129	592	.6	2.2	49	353	.2	.9	66	387	.3	1.4	14	111	.1	1.0
SP '98	44	915	.2	1.2	151	565	.7	2.6	37	379	.2	.7	47	362	.2	1.1	7	84	.0	.5
KLVE-FM																				
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
WI '99	257	2509	1.1	6.7	459	1697	2.0	7.7	385	1604	1.7	6.6	248	1421	1.1	5.4	65	687	.3	4.6
FA '98	308	3205	1.3	7.6	535	2112	2.3	8.5	425	1989	1.8	7.0	315	1729	1.4	6.5	127	975	.5	8.5
SU '98	303	2906	1.4	8.4	510	1874	2.3	9.2	438	1882	2.0	8.1	302	1617	1.4	7.2	118	1116	.5	8.6
4-Book	288	2890	1.3	7.5	486	1899	2.1	8.2	420	1845	1.9	7.2	282	1591	1.3	6.2	103	901	.4	7.1
SP '98	316	2801	1.4	8.4	541	1979	2.4	9.5	487	1874	2.2	8.6	293	1591	1.3	6.7	113	898	.5	7.5
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	12	247	.1	.3	9	87	.1	.3	10	61	.1	.3	18	136	.1	.4	12	86	.1	.8
WI '99	3	141	.1	.3	3	45	.1	.3	3	18	.1	.3	2	43	.1	.3	4	57	.1	.3
FA '98	3	173	.1	.3	3	13	.1	.3	3	13	.1	.3	1	23	.1	.3	2	66	.1	.3
SU '98	12	366	.1	.3	12	114	.1	.3	10	110	.1	.3	9	124	.1	.3	21	166	.1	1.5
4-Book	8	232	.1	.3	7	65	.1	.3	5	51	.1	.3	8	82	.1	.3	10	94	.1	.7
SP '98	13	329	.1	.3	12	81	.1	.3	18	51	.1	.3	19	234	.1	.4	13	182	.1	.9
KLYY-FM																				
SP '99	16	413	.1	.4	4	150	.1	.4	34	233	.1	.4	17	200	.1	.4	2	41	.1	.4
WI '99	12	510	.1	.3	16	230	.1	.3	18	281	.1	.3	18	268	.1	.4	5	103	.1	.4
FA '98	10	423	.1	.3	8	152	.1	.3	18	120	.1	.3	16	243	.1	.3	3	50	.1	.2
SU '98	5	318	.1	.3	11	149	.1	.3	4	101	.1	.3	5	128	.1	.3	1	56	.1	.3
4-Book	11	416	.1	.3	10	170	.1	.3	19	184	.1	.3	14	210	.1	.3	3	63	.1	.2
SP '98	7	471	.1	.3	4	99	.1	.3	10	211	.1	.3	16	300	.1	.4	4	79	.1	.3

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	
KNX -AM																				
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
WI '99	70	2641	.3	1.8	160	1429	.7	2.7	62	1093	.3	1.1	86	1279	.4	1.9	34	540	.1	2.4
FA '98	87	2517	.4	2.1	185	1532	.8	2.9	69	981	.3	1.1	110	1227	.5	2.3	51	542	.2	3.4
SU '98	74	2319	.3	2.0	161	1378	.7	2.9	72	854	.3	1.3	79	975	.4	1.9	44	686	.2	3.2
4-Book	79	2438	.4	2.0	178	1451	.8	3.0	72	957	.3	1.2	91	1145	.4	2.0	40	566	.2	2.8
SP '98	61	2110	.3	1.6	141	1305	.6	2.5	51	699	.2	.9	82	1118	.4	1.9	30	552	.1	2.0
KOST-FM																				
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
WI '99	166	3068	.7	4.3	213	1505	.9	3.6	251	1513	1.1	4.3	194	1707	.8	4.2	105	859	.5	7.4
FA '98	245	3731	1.1	6.0	309	2044	1.3	4.9	436	2050	1.9	7.2	313	2138	1.4	6.4	77	986	.3	5.1
SU '98	205	3821	.9	5.7	280	2223	1.3	5.0	325	1919	1.5	6.0	245	2022	1.1	5.8	104	1216	.5	7.6
4-Book	212	3547	.9	5.5	287	1939	1.3	4.8	360	1893	1.6	6.1	265	1995	1.2	5.8	91	1000	.4	6.3
SP '98	180	3530	.8	4.8	251	1915	1.1	4.4	299	2031	1.3	5.3	197	1879	.9	4.5	81	745	.4	5.4
KPWR-FM																				
SP '99	33	1069	.1	.8	29	377	.1	.5	42	556	.2	.7	44	549	.2	.9	29	262	.1	1.9
WI '99	27	1031	.1	.7	30	433	.1	.5	42	470	.2	.7	40	503	.2	.9	16	254	.1	1.1
FA '98	24	1042	.1	.6	32	400	.1	.5	26	410	.1	.4	32	415	.1	.7	13	189	.1	.9
SU '98	38	1112	.2	1.1	50	489	.2	.9	50	550	.2	.9	48	530	.2	1.1	19	210	.1	1.4
4-Book	31	1064	.1	.8	35	425	.1	.6	40	497	.2	.7	41	499	.2	.9	19	229	.1	1.3
SP '98	26	1057	.1	.7	26	380	.1	.5	35	490	.2	.6	35	402	.2	.8	16	286	.1	1.1
KRLA-AM																				
SP '99	43	925	.2	1.1	65	522	.3	1.1	105	540	.5	1.7	37	328	.2	.8	8	82	.1	.5
WI '99	42	763	.2	1.1	84	580	.4	1.4	88	448	.4	1.5	44	321	.2	1.0	12	126	.1	.8
FA '98	21	370	.1	.5	33	148	.1	.5	41	142	.2	.7	25	164	.1	.5	9	129	.1	.6
SU '98	23	474	.1	.6	29	164	.1	.5	32	208	.1	.6	28	236	.1	.7	19	186	.1	1.4
4-Book	32	633	.2	.8	53	354	.2	.9	67	335	.3	1.1	34	262	.2	.8	12	131	.1	.8
SP '98	34	571	.2	.9	45	212	.2	.8	59	233	.3	1.0	43	280	.2	1.0	8	109	.1	.5
KROQ-FM																				
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
WI '99	57	1296	.2	1.5	102	696	.4	1.7	73	610	.3	1.2	89	769	.4	1.9	28	275	.1	2.0
FA '98	54	1183	.2	1.3	107	658	.5	1.7	69	551	.3	1.1	70	701	.3	1.4	22	350	.1	1.5
SU '98	24	751	.1	.7	50	399	.2	.9	30	375	.1	.6	28	353	.1	.7	8	186	.1	.6
4-Book	44	1099	.2	1.1	82	570	.4	1.4	54	483	.2	.9	61	617	.3	1.3	20	277	.1	1.4
SP '98	45	1167	.2	1.2	82	531	.4	1.4	58	449	.3	1.0	61	633	.3	1.4	14	287	.1	.9
KRTH-FM																				
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
WI '99	219	3890	.9	5.7	267	1656	1.2	4.5	389	1918	1.7	6.7	303	2168	1.3	6.6	74	881	.3	5.2
FA '98	190	3974	.8	4.7	246	1951	1.1	3.9	319	2265	1.4	5.2	260	2291	1.1	5.3	41	639	.2	2.7
SU '98	189	3736	.8	5.2	284	1953	1.3	5.1	300	1822	1.3	5.5	200	2008	.9	4.8	52	940	.2	3.8
4-Book	187	3760	.8	4.9	247	1830	1.1	4.2	316	1963	1.4	5.4	232	2074	1.0	5.1	50	757	.2	3.5
SP '98	193	3951	.9	5.1	308	2220	1.4	5.4	346	2303	1.6	6.1	224	2020	1.0	5.2	42	742	.2	2.8
KSCA-FM																				
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
WI '99	182	1750	.8	4.7	434	1184	1.9	7.3	280	1238	1.2	4.8	82	602	.4	1.8	47	352	.2	3.3
FA '98	262	2072	1.1	6.5	569	1373	2.5	9.1	394	1524	1.7	6.5	186	982	.8	3.8	74	556	.3	4.9
SU '98	162	1616	.7	4.5	351	982	1.6	6.3	261	1111	1.2	4.8	117	685	.5	2.8	34	430	.2	2.5
4-Book	208	1831	.9	5.4	461	1214	2.0	7.8	316	1293	1.4	5.4	132	763	.6	2.9	55	450	.3	3.8
SP '98	217	1682	1.0	5.8	408	1103	1.8	7.1	334	1269	1.5	5.9	164	843	.7	3.8	89	613	.4	5.9
KSSE-FM																				
SP '99	20	569	.1	.5	25	299	.1	.4	15	230	.1	.2	18	238	.1	.4	12	149	.1	.8
WI '99	39	488	.2	1.0	64	301	.3	1.1	53	298	.2	.9	37	270	.2	.8	19	147	.1	1.3
FA '98	27	549	.1	.7	21	209	.1	.3	41	257	.2	.7	40	290	.2	.8	9	158	.1	.6
SU '98	29	487	.1	.8	19	190	.1	.3	60	321	.3	1.1	34	284	.2	.8	18	138	.1	1.3
4-Book	29	523	.1	.8	32	250	.2	.5	42	277	.2	.7	32	271	.2	.7	15	148	.1	1.0
SP '98	22	516	.1	.6	22	171	.1	.4	33	191	.1	.6	39	261	.2	.9	7	68	.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

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
KTNQ-AM																				
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
WI '99	64	620	.3	1.7	56	226	.2	.9	125	396	.5	2.1	95	344	.4	2.1	21	114	.1	1.5
FA '98	63	812	.3	1.6	70	326	.3	1.1	115	523	.5	1.9	63	336	.3	1.3	39	244	.2	2.6
SU '98	62	691	.3	1.7	115	314	.5	2.1	117	453	.5	2.2	52	235	.2	1.2	15	69	.1	1.1
4-Book	63	728	.3	1.7	72	281	.3	1.2	124	465	.5	2.1	66	316	.3	1.5	26	169	.1	1.8
SP '98	77	791	.3	2.0	145	378	.7	2.5	111	441	.5	2.0	59	312	.3	1.4	33	207	.1	2.2
KTWV-FM																				
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
WI '99	222	3008	1.0	5.8	273	1696	1.2	4.6	372	1642	1.6	6.4	284	1772	1.2	6.2	83	869	.4	5.9
FA '98	222	3316	1.0	5.5	269	1605	1.2	4.3	391	1804	1.7	6.4	312	2096	1.3	6.4	94	1043	.4	6.3
SU '98	175	2606	.8	4.8	201	1308	.9	3.6	303	1316	1.4	5.6	219	1533	1.0	5.2	55	696	.2	4.0
4-Book	205	2950	.9	5.3	250	1529	1.1	4.2	357	1549	1.6	6.1	265	1718	1.2	5.8	74	845	.3	5.1
SP '98	226	2696	1.0	6.0	286	1321	1.3	5.0	421	1511	1.9	7.4	303	1709	1.4	7.0	74	852	.3	4.9
KWKW-AM																				
SP '99	18	303	.1	.5	17	98	.1	.3	18	140	.1	.3	37	135	.2	.8	12	53	.1	.8
WI '99	17	310	.1	.4	23	130	.1	.4	26	150	.1	.4	14	122	.1	.3	12	59	.1	.8
FA '98	43	491	.2	1.1	33	293	.1	.5	83	331	.4	1.4	66	227	.3	1.4	27	126	.1	1.8
SU '98	21	388	.1	.6	22	147	.1	.4	49	175	.2	.9	28	132	.1	.7	8	24	.1	.6
4-Book	25	373	.1	.7	24	167	.1	.4	44	199	.2	.8	36	154	.2	.8	15	66	.1	1.0
SP '98	29	391	.1	.8	57	254	.3	1.0	63	231	.3	1.1	26	97	.1	.6	1	33		.1
KVVE-FM																				
SP '99	35	620	.2	.9	47	349	.2	.8	60	388	.3	1.0	43	327	.2	.9	7	131		.5
WI '99	23	630	.1	.6	40	349	.2	.7	17	274	.1	.3	41	334	.2	.9	10	134		.7
FA '98	33	629	.1	.8	50	396	.2	.8	51	359	.2	.8	40	341	.2	.8	9	136		.6
SU '98	31	575	.1	.9	53	292	.2	1.0	37	305	.2	.7	44	364	.2	1.1	6	157		.4
4-Book	31	614	.1	.8	48	347	.2	.8	41	332	.2	.7	42	342	.2	.9	8	140		.6
SP '98	24	529	.1	.6	33	264	.1	.6	28	279	.1	.5	35	253	.2	.8	9	142		.6
KYSR-FM																				
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
WI '99	87	1998	.4	2.3	124	953	.5	2.1	141	979	.6	2.4	132	1133	.6	2.9	19	403	.1	1.3
FA '98	81	1871	.3	2.0	151	1060	.7	2.4	122	900	.5	2.0	97	964	.4	2.0	20	316	.1	1.3
SU '98	75	1933	.3	2.1	101	728	.5	1.8	128	949	.6	2.4	99	1103	.4	2.4	24	443	.1	1.8
4-Book	86	1960	.4	2.2	120	910	.5	2.0	135	973	.6	2.3	117	1078	.5	2.6	29	440	.1	2.0
SP '98	74	1966	.3	2.0	73	987	.3	1.3	121	1106	.5	2.1	119	1270	.5	2.7	18	423	.1	1.2
KZLA-FM																				
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
WI '99	127	1860	.5	3.3	166	1162	.7	2.8	202	1024	.9	3.5	170	1187	.7	3.7	47	449	.2	3.3
FA '98	125	2070	.5	3.1	210	1351	.9	3.3	178	1248	.8	2.9	158	1393	.7	3.2	34	664	.1	2.3
SU '98	111	1659	.5	3.1	158	954	.7	2.8	165	885	.7	3.0	126	997	.6	3.0	38	546	.2	2.8
4-Book	127	1880	.5	3.3	181	1171	.8	3.0	187	1026	.8	3.2	170	1232	.8	3.7	39	545	.2	2.7
SP '98	120	1844	.5	3.2	147	1038	.7	2.6	162	879	.7	2.8	163	1272	.7	3.8	39	435	.2	2.6
KGGI-FM																				
SP '99	6	279		.2	8	124		.1	5	140		.1	14	137	.1	.3	2	53		.1
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	28	585	.1	.7	32	284	.1	.5	49	336	.2	.8	29	276	.1	.6	8	146		.5
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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
XTRA-AM																				
SP '99	3	168		.1	2	31			5	40		.1	2	42						27
WI '99	3	141		.1	2	53			7	89		.1	4	62		.1				13
FA '98	3	169		.1	3	27			3	41			3	51		.1	2			37
SU '98	3	80		.1	1	14			3	42		.1	6	56		.1	3			29
4-Book	3	140		.1	2	31			5	53		.1	4	53		.1	1			27
SP '98	3	193		.1	5	70		.1	3	25		.1	5	111		.1	1			56
TOTALS																				
SP '99	3953	22171	17.1		5913	19456	25.5		6088	18124	26.3		4647	18773	20.1		1503	10616	6.5	
WI '99	3842	22131	16.6		5978	19308	25.8		5844	17724	25.3		4569	18513	19.7		1415	10439	6.1	
FA '98	4057	22203	17.5		6272	19613	27.1		6095	18164	26.3		4863	18763	21.0		1499	11114	6.5	
SU '98	3614	21313	16.2		5557	18554	24.9		5420	17172	24.3		4190	17639	18.8		1369	10609	6.1	
4-Book	3867	21955	16.9		5930	19233	25.8		5862	17796	25.6		4567	18422	19.9		1447	10695	6.3	
SP '98	3771	21376	16.9		5714	18747	25.6		5690	17429	25.5		4345	17944	19.5		1508	10555	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 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 '99	164	1619	.7	2.9	36	575	.2	1.3	72	213	.3	2.1	45	192	.2	1.0	26	123	.1	.9	
4-Book	162	1588	.7	3.0	56	713	.3	2.1	95	260	.4	2.9	100	310	.4	2.3	55	177	.2	1.8	
KACD-FM																					
SP '99	42	355	.2	.8	24	173	.1	.9	40	104	.2	1.2	29	80	.1	.6	20	82	.1	.7	
4-Book	27	300	.1	.5	15	187	.1	.6	15	52	.1	.5	25	76	.1	.6	18	64	.1	.6	
KBCD-FM																					
SP '99	6	176	.1		7	131	.3		7	50	.2		10	67	.2		15	39	.1	.5	
4-Book	8	132	.2		4	69	.1		4	26	.1		7	30	.2		4	10	.1	.1	
KACE-FM																					
SP '99	42	533	.2	.8	26	375	.1	1.0	30	121	.1	.9	54	170	.2	1.2	17	57	.1	.6	
4-Book	57	586	.3	1.1	40	415	.2	1.5	30	92	.1	1.0	60	164	.2	1.4	45	125	.2	1.5	
KRTD-FM																					
SP '99	16	179	.1	.3	11	130	.4		13	47	.1	.4	13	70	.1	.3	9	38	.3	.3	
4-Book	11	145	.2		7	114	.3		8	30	.3		12	46	.1	.3	9	41	.3	.3	
KBIG-FM																					
SP '99	206	1824	.9	3.7	50	952	.2	1.9	64	200	.3	1.9	105	359	.5	2.3	25	152	.1	.9	
4-Book	216	2027	1.0	4.0	61	1005	.3	2.4	71	275	.3	2.1	118	394	.5	2.6	63	247	.3	2.1	
KBLA-AM																					
SP '99	23	154	.1	.4	4	38	.1		23	38	.1	.7	5	12	.1		**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																					
SP '99	1	36			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																					
SP '99	12	127	.1	.2	4	40	.1		13	17	.1	.4	5	17	.1		4	17	.1	.1	
4-Book	7	92	.1	.1	5	54	.2		8	16	.1	.2	9	24	.1	.2	4	12	.1	.1	
KBUE-FM																					
SP '99	98	956	.4	1.8	47	500	.2	1.7	74	189	.3	2.2	112	290	.5	2.4	41	128	.2	1.4	
4-Book	100	881	.5	1.8	52	516	.3	2.0	77	164	.3	2.3	111	275	.5	2.5	65	168	.3	2.2	
KCBS-FM																					
SP '99	149	1733	.6	2.7	66	1050	.3	2.4	54	198	.2	1.6	138	512	.6	3.0	104	345	.4	3.6	
4-Book	129	1711	.6	2.3	53	947	.3	2.0	51	226	.2	1.6	113	456	.5	2.5	81	295	.4	2.7	
KCMG-FM																					
SP '99	185	1718	.8	3.3	98	1156	.4	3.6	125	284	.5	3.7	151	441	.7	3.2	102	320	.4	3.5	
4-Book	206	1901	.9	3.8	102	1165	.5	3.9	115	347	.5	3.5	206	532	.9	4.6	149	434	.7	4.9	
KFI -AM																					
SP '99	285	2810	1.2	5.1	82	1035	.4	3.0	170	516	.7	5.0	160	417	.7	3.4	46	180	.2	1.6	
4-Book	280	2613	1.2	5.1	69	961	.3	2.6	148	424	.7	4.5	135	433	.6	3.0	46	169	.2	1.5	
KFSG-FM																					
SP '99	31	464	.1	.6	20	294	.1	.7	20	85	.1	.6	20	96	.1	.4	15	64	.1	.5	
4-Book	35	446	.1	.7	16	286	.1	.6	17	71	.1	.6	24	103	.1	.5	23	81	.1	.7	
KFWB-AM																					
SP '99	119	1952	.5	2.1	39	1013	.2	1.4	89	388	.4	2.6	54	288	.2	1.2	48	229	.2	1.7	
4-Book	117	1968	.5	2.1	46	990	.2	1.8	102	407	.5	3.1	52	290	.3	1.2	39	216	.2	1.3	
KGIL-AM																					
SP '99	30	358	.1	.5	12	242	.1	.4	12	42	.1	.4	25	107	.1	.5	9	66	.3	.3	
4-Book	21	252	.1	.4	12	134	.1	.4	14	40	.1	.5	16	46	.1	.4	17	46	.1	.6	
+KGXL-AM																					
SP '99	2	39			1	25			**	**	**	**	**	**	**	**	**	2	13	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Target Listener Estimates - 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 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
KIEV-AM	SP '99	32	275	.1	.6	7	142	.3		4	16	.1		9	50	.2		14	62	.1	.5
	4-Book	32	220	.1	.6	6	85	.2		8	17	.2		5	23	.1		5	22	.1	.2
KIIS-FM	SP '99	209	2675	.9	3.7	91	1455	.4	3.4	95	320	.4	2.8	188	582	.8	4.0	125	398	.5	4.3
	4-Book	157	2316	.7	2.8	74	1264	.3	2.8	89	335	.4	2.7	142	506	.6	3.1	99	346	.4	3.3
KJLH-FM	SP '99	102	816	.4	1.8	58	598	.3	2.2	55	151	.2	1.6	90	209	.4	1.9	46	178	.2	1.6
	4-Book	90	790	.4	1.6	63	627	.3	2.4	59	163	.3	1.8	80	210	.4	1.8	54	178	.3	1.8
KKBT-FM	SP '99	79	1097	.3	1.4	48	659	.2	1.8	22	112	.1	.6	66	285	.3	1.4	55	184	.2	1.9
	4-Book	89	1031	.4	1.6	46	625	.2	1.8	51	164	.2	1.6	70	253	.3	1.6	63	208	.3	2.1
KKGO-FM	SP '99	154	1604	.7	2.8	94	997	.4	3.5	76	320	.3	2.2	124	387	.5	2.7	104	291	.4	3.6
	4-Book	116	1476	.5	2.1	75	890	.3	2.8	69	263	.3	2.1	110	371	.5	2.5	85	285	.4	2.9
KKHJ-AM	SP '99	86	582	.4	1.5	49	419	.2	1.8	79	200	.3	2.3	89	224	.4	1.9	61	101	.3	2.1
	4-Book	64	455	.3	1.1	40	307	.2	1.5	68	155	.3	2.1	64	139	.3	1.5	49	98	.2	1.7
KKLA-FM	SP '99	68	689	.3	1.2	14	268	.1	.5	25	81	.1	.7	10	55	.2		5	40	.2	
	4-Book	55	584	.3	1.0	10	188	.1	.4	14	56	.1	.4	10	44	.2		9	29	.2	.3
KLAC-AM	SP '99	58	654	.3	1.0	30	523	.1	1.1	15	45	.1	.4	54	178	.2	1.2	41	143	.2	1.4
	4-Book	100	949	.5	1.8	50	615	.2	1.9	50	130	.2	1.5	77	227	.3	1.7	65	189	.3	2.2
KLAX-FM	SP '99	121	1165	.5	2.2	71	779	.3	2.6	80	218	.3	2.4	140	377	.6	3.0	96	236	.4	3.3
	4-Book	133	1163	.6	2.4	81	775	.4	3.1	90	239	.4	2.7	148	372	.6	3.3	108	259	.5	3.6
KLOS-FM	SP '99	148	1428	.6	2.6	50	785	.2	1.9	34	139	.1	1.0	95	319	.4	2.0	64	223	.3	2.2
	4-Book	124	1290	.5	2.3	46	672	.2	1.8	41	165	.2	1.3	91	270	.4	2.0	66	206	.3	2.2
KLSX-FM	SP '99	99	808	.4	1.8	15	279	.1	.6	5	25	.1	.1	2	12			17	50	.1	.6
	4-Book	79	814	.4	1.5	17	305	.1	.7	24	71	.1	.7	13	50	.1	.3	14	46	.1	.5
KLVE-FM	SP '99	383	2651	1.7	6.9	234	1900	1.0	8.7	301	722	1.3	8.8	443	994	1.9	9.5	224	542	1.0	7.8
	4-Book	398	2632	1.8	7.3	218	1857	1.0	8.4	310	766	1.3	9.4	402	951	1.7	8.9	201	502	.9	6.7
+KLYF-AM	SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM	SP '99	12	192	.1	.2	11	138	.4		3	14	.1		25	60	.1	.5	11	56	.1	.4
	4-Book	6	123		.1	8	134	.3		2	12	.1		19	65	.1	.4	11	51	.1	.4
KLYY-FM	SP '99	19	333	.1	.3	21	191	.1	.8	5	44	.1		40	53	.2	.9	27	56	.1	.9
	4-Book	15	352	.1	.2	10	163	.4		5	28	.2		17	60	.1	.4	11	39	.1	.4
KNX -AM	SP '99	123	2028	.5	2.2	49	992	.2	1.8	92	341	.4	2.7	70	320	.3	1.5	30	174	.1	1.0
	4-Book	110	2108	.5	2.0	48	997	.2	1.8	90	356	.4	2.7	56	261	.3	1.2	40	196	.2	1.3
KOST-FM	SP '99	366	3146	1.6	6.5	95	1619	.4	3.5	96	347	.4	2.8	139	598	.6	3.0	116	466	.5	4.0
	4-Book	309	3065	1.4	5.6	122	1656	.6	4.6	114	419	.5	3.4	218	727	1.0	4.8	155	514	.7	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

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
KPWR-FM																				
SP '99	39	861	.2	.7	24	474	.1	.9	32	105	.1	.9	48	212	.2	1.0	30	79	.1	1.0
4-Book	39	885	.2	.7	23	430	.1	.9	28	104	.1	.9	45	171	.2	1.0	34	109	.1	1.1
KRLA-AM																				
SP '99	71	844	.3	1.3	16	317	.1	.6	34	132	.1	1.0	48	180	.2	1.0	11	77	.4	.4
4-Book	52	555	.2	1.0	11	193	.1	.4	13	54	.4	.4	32	98	.1	.7	8	39	.3	.3
KROQ-FM																				
SP '99	55	975	.2	1.0	21	382	.1	.8	31	109	.1	.9	46	172	.2	1.0	33	123	.1	1.1
4-Book	65	960	.3	1.2	22	436	.1	.9	16	86	.1	.5	37	176	.2	.8	30	131	.1	1.0
KRTH-FM																				
SP '99	207	2955	.9	3.7	125	1696	.5	4.6	144	434	.6	4.2	299	876	1.3	6.4	144	510	.6	5.0
4-Book	269	3156	1.2	4.9	134	1813	.6	5.1	132	449	.6	4.0	273	836	1.2	6.0	161	540	.7	5.4
KSCA-FM																				
SP '99	321	1698	1.4	5.7	158	1166	.7	5.9	396	687	1.7	11.6	242	585	1.0	5.2	134	283	.6	4.7
4-Book	304	1656	1.4	5.5	139	1133	.6	5.3	347	631	1.5	10.4	220	556	.9	4.9	129	285	.6	4.3
KSSE-FM																				
SP '99	19	459	.1	.3	26	259	.1	1.0	42	104	.2	1.2	49	130	.2	1.1	38	110	.2	1.3
4-Book	36	442	.2	.7	25	267	.1	1.0	31	88	.2	.9	44	133	.2	1.0	32	86	.2	1.1
KTNQ-AM																				
SP '99	85	617	.4	1.5	52	444	.2	1.9	70	156	.3	2.1	128	299	.6	2.8	40	106	.2	1.4
4-Book	90	614	.4	1.7	41	387	.2	1.6	62	167	.3	1.9	104	236	.5	2.3	33	77	.2	1.1
KTWV-FM																				
SP '99	293	2295	1.3	5.2	125	1500	.5	4.6	136	438	.6	4.0	209	582	.9	4.5	127	512	.5	4.4
4-Book	296	2481	1.3	5.4	131	1494	.6	5.0	139	426	.6	4.3	224	594	1.0	5.0	159	492	.7	5.3
KWKV-AM																				
SP '99	24	231	.1	.4	13	170	.1	.5	12	30	.1	.4	31	84	.1	.7	28	71	.1	1.0
4-Book	36	324	.2	.7	14	156	.1	.5	12	33	.1	.4	25	71	.1	.6	17	44	.1	.6
KWVE-FM																				
SP '99	51	532	.2	.9	25	347	.1	.9	22	67	.1	.6	41	113	.2	.9	36	76	.2	1.3
4-Book	43	544	.2	.8	22	320	.1	.9	29	98	.2	.9	30	100	.2	.7	29	104	.1	1.0
KYSR-FM																				
SP '99	132	1727	.6	2.4	71	1017	.3	2.6	51	274	.2	1.5	129	443	.6	2.8	72	258	.3	2.5
4-Book	125	1674	.6	2.3	54	936	.2	2.0	48	253	.2	1.5	103	426	.5	2.3	80	303	.4	2.7
KZLA-FM																				
SP '99	205	1746	.9	3.7	113	1255	.5	4.2	125	363	.5	3.7	197	634	.9	4.2	143	565	.6	5.0
4-Book	180	1684	.8	3.3	94	1153	.4	3.6	112	368	.5	3.4	176	578	.8	3.9	103	378	.4	3.5
KGGI-FM																				
SP '99	8	256	.1	.1	4	63	.1	.1	2	14	.1	.1	9	27	.2	.2	2	11	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	37	491	.2	.7	24	353	.1	.9	22	104	.1	.6	53	172	.2	1.1	23	91	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																				
SP '99	3	85	.1	.1	4	56	.1	.1	7	27	.2	.2					2	14	.1	.1
4-Book	4	84	.1	.1	3	58	.1	.1	3	12	.1	.1	6	20	.1	.1	5	14	.1	.2
TOTALS																				
SP '99	5591	21729	24.2		2696	17912	11.6		3403	8697	14.7		4652	11539	20.1		2880	7929	12.4	
4-Book	5484	21571	23.9		2620	17546	11.4		3316	8692	14.5		4514	11073	19.7		3003	8021	13.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 35-64																			
		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 '99		14	54	.1	1.0	49	152	.2	2.2	41	142	.2	1.2	17	82	.1	.7	26	105	.1	2.4
4-Book		18	81	.1	1.3	56	174	.3	2.6	63	214	.3	2.0	37	131	.2	1.6	23	87	.1	2.3
KACD-FM																					
SP '99		14	16	.1	1.0	21	59	.1	1.0	48	98	.2	1.4	13	13	.1	.5	8	13		.7
4-Book		9	23		.7	14	30	.1	.7	26	76	.1	.8	9	28		.4	5	14		.5
KBCD-FM																					
SP '99						11	50		.5	9	77		.3	8	27		.3	1	15		.1
4-Book		1	3		.1	3	13		.1	5	36		.2	3	10		.1	2	7		.2
KACE-FM																					
SP '99		24	58	.1	1.6	36	46	.2	1.6	21	64	.1	.6	13	46	.1	.5	15	71	.1	1.4
4-Book		31	94	.2	2.2	38	94	.2	1.8	44	116	.2	1.4	39	107	.2	1.7	27	75	.2	2.8
KRTO-FM																					
SP '99		10	53		.7	11	25		.5	7	27		.2	2	9		.1	19	21	.1	1.7
4-Book		5	23		.4	6	20		.3	6	32		.2	6	34		.3	6	13		.6
KBIG-FM																					
SP '99		50	158	.2	3.4	21	72	.1	1.0	56	299	.2	1.6	48	169	.2	2.0	24	89	.1	2.2
4-Book		49	182	.2	3.4	27	118	.2	1.3	85	320	.4	2.6	51	199	.2	2.2	18	107	.1	1.8
KBLA-AM																					
SP '99						5	13		.2	3	14		.1								
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																					
SP '99		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																					
SP '99		3	17		.2	6	11		.3	3	11		.1	2	12		.1				
4-Book		3	9		.2	4	20		.2	3	8		.1	7	14		.3	2	15		.2
KBUE-FM																					
SP '99		23	103	.1	1.6	26	55	.1	1.2	60	180	.3	1.7	19	52	.1	.8	18	49	.1	1.6
4-Book		29	87	.2	2.0	34	82	.2	1.6	51	145	.3	1.6	36	104	.2	1.6	18	68	.1	1.7
KCBS-FM																					
SP '99		36	127	.2	2.5	13	79	.1	.6	103	405	.4	3.0	57	192	.2	2.4	14	69	.1	1.3
4-Book		25	112	.1	1.7	16	92	.1	.7	83	343	.4	2.6	45	190	.2	1.9	7	42		.6
KCMG-FM																					
SP '99		64	155	.3	4.4	45	140	.2	2.0	128	455	.6	3.7	109	303	.5	4.5	59	164	.3	5.4
4-Book		59	194	.3	4.1	48	162	.2	2.3	107	370	.5	3.3	83	286	.4	3.6	46	154	.2	4.6
KFI -AM																					
SP '99		26	125	.1	1.8	95	289	.4	4.3	123	367	.5	3.6	29	111	.1	1.2	13	41	.1	1.2
4-Book		18	92	.1	1.2	79	233	.3	3.6	91	292	.4	2.8	23	92	.1	1.0	17	73	.1	1.7
KFSG-FM																					
SP '99		5	36		.3	43	142	.2	1.9	35	142	.2	1.0	20	82	.1	.8	7	37		.6
4-Book		5	30		.3	27	132	.1	1.2	21	117	.1	.6	11	52	.1	.4	3	20		.3
KFWB-AM																					
SP '99		17	108	.1	1.2	53	287	.2	2.4	23	172	.1	.7	22	105	.1	.9	21	126	.1	1.9
4-Book		15	92	.1	1.0	75	321	.3	3.5	43	224	.2	1.4	41	167	.2	1.8	15	85	.1	1.5
KGIL-AM																					
SP '99		2	13		.1	7	27		.3	21	79	.1	.6	15	108	.1	.6	1	13		.1
4-Book		4	19		.3	6	18		.2	21	56	.1	.7	16	53	.1	.7	1	6		.1
+KGXL-AM																					
SP '99		2	13		.1					2	12		.1	4	25		.2	1	13		.1
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KIEV-AM																				
SP '99	1	12	.1		2	16	.1		6	30	.2		23	73	.1	.9	2	12	.2	
4-Book	1	10	.1		7	23	.3		8	20	.3		13	30	.1	.5	1	7	.1	
KIIS-FM																				
SP '99	41	182	.2	2.8	69	321	.3	3.1	103	457	.4	3.0	79	303	.3	3.3	25	157	.1	2.3
4-Book	31	141	.2	2.2	49	212	.2	2.3	91	406	.4	2.8	68	279	.3	2.9	24	121	.1	2.4
KJLH-FM																				
SP '99	18	85	.1	1.2	59	173	.3	2.7	103	312	.4	3.0	76	189	.3	3.1	19	58	.1	1.7
4-Book	37	117	.2	2.6	59	181	.3	2.7	112	324	.5	3.5	85	235	.4	3.7	20	66	.1	2.0
KKBT-FM																				
SP '99	66	167	.3	4.5	37	143	.2	1.7	58	194	.3	1.7	47	180	.2	1.9	29	81	.1	2.6
4-Book	35	122	.2	2.4	39	129	.2	1.9	47	167	.2	1.5	44	153	.2	1.9	23	81	.1	2.3
KKGO-FM																				
SP '99	57	202	.2	3.9	82	262	.4	3.7	124	381	.5	3.6	135	375	.6	5.6	56	173	.2	5.1
4-Book	44	146	.2	3.1	54	184	.3	2.5	103	306	.4	3.2	93	259	.4	4.0	39	132	.2	3.8
KKHJ-AM																				
SP '99	15	40	.1	1.0	38	128	.2	1.7	64	134	.3	1.8	39	70	.2	1.6	10	46	.1	.9
4-Book	24	65	.1	1.7	38	103	.2	1.7	45	107	.2	1.4	28	51	.1	1.2	11	32	.1	1.1
KKLA-FM																				
SP '99	3	13	.2		43	134	.2	1.9	18	81	.1	.5	7	54	.3		5	30	.5	
4-Book	3	15	.2		22	85	.1	1.0	11	58	.1	.3	5	28	.2		4	22	.4	
KLAC-AM																				
SP '99	17	90	.1	1.2	21	75	.1	1.0	36	252	.2	1.0	54	189	.2	2.2	1	14	.1	.1
4-Book	30	127	.2	2.1	27	91	.1	1.3	62	221	.3	1.9	63	167	.3	2.7	24	100	.1	2.5
KLAX-FM																				
SP '99	29	122	.1	2.0	63	178	.3	2.9	105	320	.5	3.0	37	134	.2	1.5	19	81	.1	1.7
4-Book	39	129	.2	2.7	78	211	.3	3.6	103	267	.5	3.1	54	135	.3	2.3	34	102	.2	3.4
KLOS-FM																				
SP '99	16	115	.1	1.1	42	172	.2	1.9	78	332	.3	2.3	60	166	.3	2.5	10	81	.1	.9
4-Book	22	95	.1	1.5	31	120	.2	1.4	65	230	.3	2.0	43	155	.2	1.8	8	60	.1	.8
KLSX-FM																				
SP '99					33	119	.1	1.5	44	179	.2	1.3	13	39	.1	.5	6	31	.1	.5
4-Book	4	14	.3		29	110	.1	1.4	37	144	.2	1.1	10	37	.1	.4	4	21	.1	.3
KLVE-FM																				
SP '99	124	307	.5	8.5	235	591	1.0	10.6	275	699	1.2	7.9	186	409	.8	7.7	87	255	.4	7.9
4-Book	146	410	.6	10.1	201	550	.9	9.3	259	680	1.1	7.9	139	379	.6	6.0	85	278	.4	8.4
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	12	24	.1	.8	3	14	.1		21	55	.1	.6	8	42	.3					
4-Book	5	26	.4		1	4			11	37	.1	.3	7	37	.3		1	4	.1	
KLYY-FM																				
SP '99	1	27	.1		9	25	.4		39	66	.2	1.1	41	105	.2	1.7	6	26	.1	.5
4-Book	3	20	.2		5	14	.3		16	57	.1	.5	15	53	.1	.6	5	17	.1	.5
KNX -AM																				
SP '99	24	153	.1	1.6	89	338	.4	4.0	50	202	.2	1.4	13	104	.1	.5	28	183	.1	2.6
4-Book	27	156	.1	1.8	69	295	.3	3.2	45	237	.2	1.4	31	176	.2	1.4	32	140	.1	3.2
KOST-FM																				
SP '99	49	265	.2	3.4	78	285	.3	3.5	153	600	.7	4.4	104	336	.4	4.3	28	168	.1	2.6
4-Book	83	344	.4	5.9	76	284	.3	3.5	138	515	.6	4.2	121	399	.5	5.2	65	240	.3	6.6

Target Listener Estimates - 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 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
KPWR-FM SP '99 4-Book	22 17	101 79	.1 .1	1.5 1.2	7 5	40 35	.3 .3		27 25	86 106	.1 .1	.8 .8	13 23	70 95	.1 .1	.5 1.0	11 9	66 49		1.0 .9
KRLA-AM SP '99 4-Book	4 4	10 13	.3 .3		4 5	14 15	.2 .3		16 12	66 39	.1 .1	.5 .4	3 8	22 37	.1 .3		3 6	17 22		.3 .6
KROQ-FM SP '99 4-Book	9 14	55 56	.6 .1	1.0	6 9	42 55	.3 .4		14 30	138 154	.1 .1	.4 1.0	11 30	54 121	.5 .1	1.3	17 10	80 53	.1	1.6 1.0
KRTH-FM SP '99 4-Book	42 66	174 267	.2 .3	2.9 4.7	73 103	259 390	.3 .5	3.3 4.8	165 186	567 617	.7 .8	4.8 5.8	86 114	331 440	.4 .5	3.5 4.9	35 33	99 136	.2 .2	3.2 3.3
KSCA-FM SP '99 4-Book	89 55	276 177	.4 .2	6.1 3.8	147 140	298 295	.6 .6	6.7 6.5	163 140	400 389	.7 .6	4.7 4.3	72 78	209 194	.3 .3	3.0 3.3	46 33	156 122	.2 .2	4.2 3.2
KSSE-FM SP '99 4-Book	18 14	61 42	.1 .1	1.2 .9	5 15	22 52	.2 .1	.7	6 27	11 78	.2 .1	.9	39 29	93 70	.2 .1	1.6 1.2	12 10	24 36	.1 .1	1.1 1.0
KTNQ-AM SP '99 4-Book	30 23	91 64	.1 .1	2.1 1.6	25 17	83 56	.1 .1	1.1 .8	78 43	184 105	.3 .2	2.3 1.3	21 23	54 54	.1 .1	.9 1.0	11 14	38 49		1.0 1.4
KTWV-FM SP '99 4-Book	85 89	224 276	.4 .4	5.8 6.2	94 78	361 286	.4 .4	4.3 3.6	199 160	582 472	.9 .7	5.7 4.9	100 133	361 380	.4 .6	4.1 5.7	37 63	195 234	.2 .3	3.4 6.5
KWKV-AM SP '99 4-Book	3 5	17 12	.2 .3		9	26	.1	.4	22 18	43 42	.1 .1	.6 .5	3 7	12 17	.1 .3		5 12	12 29		.5 1.3
KWVE-FM SP '99 4-Book	8 8	42 43	.5 .6		22 24	78 93	.1 .1	1.0 1.1	44 36	151 126	.2 .2	1.3 1.1	23 20	94 65	.1 .1	.9 .8	2 4	23 36		.2 .4
KYSR-FM SP '99 4-Book	39 26	181 126	.2 .1	2.7 1.8	32 25	146 107	.1 .1	1.4 1.1	98 64	405 323	.4 .3	2.8 1.9	114 67	325 252	.5 .3	4.7 2.9	33 18	151 112	.1 .1	3.0 1.8
KZLA-FM SP '99 4-Book	39 42	210 191	.2 .2	2.7 3.0	81 79	301 292	.3 .4	3.7 3.6	132 114	431 423	.6 .5	3.8 3.5	136 93	380 324	.6 .4	5.6 4.0	57 33	150 128	.2 .1	5.2 3.2
KGGI-FM SP '99 4-Book	**	**	**	**	**	**	**	**	2 **	12 **	**	.1 **	9 **	12 **	**	.4 **	5 **	26 **	**	.5 **
KOLA-FM SP '99 4-Book	7 **	42 **	.5 **		9 **	42 **	.4 **		34 **	115 **	.1 **	1.0 **	28 **	101 **	.1 **	1.2 **	12 **	68 **	.1 **	1.1 **
XTRA-AM SP '99 4-Book	2	19		.2	14 6	41 17	.1 .3	.6	11 4	28 14	.3 .1		1	3						
TOTALS SP '99 4-Book	1455 1433	4573 4609	6.3 6.3		2207 2165	6456 6375	9.5 9.4		3464 3259	9252 8874	15.0 14.2		2424 2332	6329 6332	10.5 10.2		1095 1001	3586 3486	4.7 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

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '99	1	55	.1		1	11	.1		1	13	.2		1	35	.1		1	22	.1	
WI '99	1	85	.1		3	58	.2		1	7	.2		2	52	.1					
FA '98		45							1	22	.2							9		
SU '98	1	48	.1						1	33	.1		1	24	.1			14		
4-Book	1	58	.1		1	17	.1		1	19	.2		1	28	.1			11		
SP '98	1	67	.1		2	22	.1		1	22	.1		1	33	.1					
KACD-FM																				
SP '99	1	61	.1							10			1	39	.1		1	21	.1	
WI '99	2	112	.2			13				18			3	81	.2		3	65	.3	
FA '98	6	163	.1	.5	8	43	.1	.6	2	33	.3		8	76	.1	.5	5	62	.4	
SU '98	5	228	.1	.4	4	42	.3		5	80	.1	.4	5	85	.1	.3	6	84	.1	.5
4-Book	4	141	.1	.3	3	25	.2		2	35	.2		4	70	.1	.3	4	58	.3	
SP '98	15	311	.2	1.2	13	143	.1	.9	7	122	.1	.9	13	178	.1	.8	26	188	.3	2.0
KBCD-FM																				
SP '99		72			1	10	.1			11			1	28	.1		1	34	.1	
WI '99	1	81	.1		2	51	.2		1	35	.2		2	30	.1		1	52	.1	
FA '98	1	76	.1		3	33	.2			10			1	10	.1		1	27	.1	
SU '98	3	139	.2		4	52	.3		2	22	.2		3	68	.2		5	89	.1	.4
4-Book	1	92	.1		3	37	.2		1	17	.1		2	34	.1		2	51	.2	
SP '98	3	82	.2		5	59	.1	.4	2	35	.3		4	47	.2		2	12	.2	
KACE-FM																				
SP '99	6	148	.1	.5	6	69	.1	.5	1	10	.2		6	64	.1	.3	5	61	.4	
WI '99	3	152	.3			12			1	27	.2		4	29	.2		4	53	.3	
FA '98	2	95	.2		2	39	.2			43			2	43	.1		2	74	.2	
SU '98	5	166	.1	.4	7	31	.1	.6	6	98	.1	.5	5	88	.1	.3	2	25	.2	
4-Book	4	140	.1	.4	4	38	.1	.3	2	34	.2		4	56	.1	.2	3	53	.3	
SP '98	3	147	.2		2	42	.1			12			4	53	.2		5	74	.1	.4
KRTO-FM																				
SP '99		22			1	15	.1													
WI '99	1	31	.1		1	7	.1		1	19	.2		2	20	.1					
FA '98		10																		
SU '98		92							1	28	.1		1	43	.1					
4-Book		39			1	6	.1		1	12	.1		1	16	.1					
SP '98		32				11								11						
KBIG-FM																				
SP '99	7	607	.1	.6	10	189	.1	.8	6	120	.1	.9	6	206	.1	.3	7	108	.1	.6
WI '99	11	578	.1	.9	12	180	.1	.9	8	147	.1	1.3	13	199	.1	.7	10	190	.1	.8
FA '98	11	554	.1	.9	9	189	.1	.7	4	115	.6		17	255	.2	1.0	15	230	.1	1.2
SU '98	25	815	.3	2.0	26	262	.3	2.1	38	282	.4	2.9	26	313	.3	1.7	19	249	.2	1.5
4-Book	14	639	.2	1.1	14	205	.2	1.1	14	166	.2	1.4	16	243	.2	.9	13	194	.1	1.0
SP '98	9	585	.1	.7	7	152	.1	.5	7	151	.1	.9	9	164	.1	.5	5	114	.1	.4
KBLA-AM																				
SP '99	1	33	.1		1	11	.1		4	33	.6									
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99																				
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed 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	
KBUA-FM																					
SP '99	4	78	.3		2	43	.2		3	35	.5		8	46	.1	.4	2	11		.2	
WI '99	8	128	.1	.7	8	53	.1	.6	6	45	.1	1.0	10	46	.1	.6	9	75	.1	.8	
FA '98	1	23	.1			12			1	23	.2			11							
SU '98	4	85	.3		8	57	.1	.6	9	32	.1	.7	2	16		.1	2	25		.2	
4-Book	4	79	.4		5	41	.1	.4	5	34	.1	.6	5	30	.1	.3	3	28		.3	
SP '98	3	98	.2		1	22		.1	2	34		.3	7	64	.1	.4	1	43		.1	
KBUE-FM																					
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	
WI '99	24	619	.2	2.1	20	231	.2	1.6	15	228	.1	2.4	38	349	.4	2.1	23	265	.2	1.9	
FA '98	25	761	.2	2.1	23	344	.2	1.7	18	224	.2	2.7	33	362	.3	1.9	18	256	.2	1.5	
SU '98	25	664	.3	2.0	30	288	.3	2.4	35	313	.4	2.7	34	285	.3	2.2	17	246	.2	1.4	
4-Book	28	688	.3	2.3	25	274	.3	2.0	25	268	.3	3.1	41	344	.4	2.4	22	253	.2	1.8	
SP '98	32	692	.3	2.6	31	303	.3	2.2	28	265	.3	3.6	45	341	.5	2.7	24	219	.2	1.9	
KCBS-FM																					
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	
WI '99	9	469	.1	.8	10	207	.1	.8	3	119	.5		16	167	.2	.9	7	114	.1	.6	
FA '98	8	399	.1	.7	7	122	.1	.5	13	127	.1	2.0	12	198	.1	.7	4	113		.3	
SU '98	20	409	.2	1.6	14	105	.1	1.1	40	213	.4	3.1	11	157	.1	.7	12	109	.1	1.0	
4-Book	13	457	.1	1.1	11	143	.1	.9	17	165	.2	1.9	15	202	.2	.9	8	123	.1	.7	
SP '98	11	443	.1	.9	16	191	.2	1.1	5	138	.1	.6	14	203	.1	.8	10	163	.1	.8	
KCMG-FM																					
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	
WI '99	35	1128	.3	3.0	31	330	.3	2.4	16	289	.2	2.6	55	504	.5	3.1	45	508	.4	3.8	
FA '98	45	1145	.4	3.8	50	583	.5	3.8	21	349	.2	3.2	53	440	.5	3.1	57	437	.6	4.7	
SU '98	39	1338	.4	3.1	32	366	.3	2.6	42	623	.4	3.2	41	489	.4	2.7	46	506	.5	3.7	
4-Book	37	1174	.4	3.1	34	404	.3	2.7	23	388	.2	2.8	45	446	.4	2.7	46	474	.5	3.8	
SP '98	51	1107	.5	4.1	58	525	.6	4.2	35	304	.4	4.5	51	441	.5	3.0	60	544	.6	4.7	
KFI -AM																					
SP '99	5	211	.4		3	58	.2		23				6	91	.1	.3	13	79	.1	1.1	
WI '99	6	188	.1	.5	10	51	.1	.8	7	35	.1	1.1	3	49		.2	6	103	.1	.5	
FA '98	2	126	.2		3	57	.2		1	23		.2	2	55	.1		5	30		.4	
SU '98	6	118	.1	.5	7	59	.1	.6	15	86	.2	1.2	4	10		.3	3	21		.2	
4-Book	5	161	.1	.4	6	56	.1	.5	6	42	.1	.6	4	51		.2	7	58	.1	.6	
SP '98	3	109	.2		4	86	.3		1	34		.1	7	44	.1	.4					
KFSG-FM																					
SP '99	3	128	.3		2	41	.2		3	41	.5		7	80	.1	.4	4	87		.3	
WI '99	4	80	.3		2	23	.2		5	17	.8		10	80	.1	.6	1	40		.1	
FA '98	2	86	.2		4	48	.3		1	10	.2		2	39		.1	3	35		.2	
SU '98		20								10											
4-Book	2	79	.2		2	28	.2		2	20	.4		5	50	.1	.3	2	41		.2	
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFWB-AM																					
SP '99	2	112	.2		6	57	.1	.5					1	18		.1		10			
WI '99	1	67	.1		2	56	.2		1	21	.2		1	21		.1		9			
FA '98	1	144	.1		4	63	.3						1	24		.1	1	19		.1	
SU '98	1	140	.1		3	48	.2		3	47	.2			15				14			
4-Book	1	116	.1		4	56	.3		1	17	.1		1	20		.1		13			
SP '98	1	76	.1		2	52	.1			12			1	12		.1					
KGIL-AM																					
SP '99		10			1	10	.1														
WI '99		20								11			1	20		.1					
FA '98	1	41	.1											4			2	24		.2	
SU '98																					
4-Book		18				3				3				6			1	6		.1	
SP '98		12			1	12	.1											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 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
+KQXL-AM																				
SP '99																				
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KIEV-AM																				
SP '99																				
WI '99																				
FA '98																				
SU '98																				
4-Book																				
SP '98																				
KIIS-FM																				
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
WI '99	210	4281	2.1	18.0	215	2385	2.1	17.0	84	1463	.8	13.6	354	2588	3.5	20.0	210	2013	2.1	17.7
FA '98	168	4009	1.7	14.0	192	2022	1.9	14.4	86	1279	.9	13.1	262	2478	2.6	15.3	166	1955	1.6	13.7
SU '98	183	4146	1.8	14.6	180	2023	1.8	14.5	193	2281	1.9	14.8	247	2474	2.5	16.0	156	1895	1.6	12.7
4-Book	198	4260	2.0	16.5	206	2207	2.0	16.2	115	1658	1.2	14.1	309	2655	3.1	18.0	197	2043	2.0	16.2
SP '98	177	3958	1.8	14.3	199	1921	2.0	14.3	122	1444	1.2	15.6	262	2461	2.6	15.5	156	1852	1.6	12.2
KJLH-FM																				
SP '99	10	287	.1	.8	9	118	.1	.7	3	56	.5	.5	15	109	.1	.8	13	111	.1	1.1
WI '99	7	321	.1	.6	8	95	.1	.6	1	31	.2	.2	5	82	.1	.3	2	22	.1	.2
FA '98	7	348	.1	.6	6	67	.1	.5	4	102	.6	.6	6	117	.1	.3	11	91	.1	.9
SU '98	7	268	.1	.6	3	43	.2	.2	6	77	.1	.5	12	126	.1	.8	10	91	.1	.8
4-Book	8	306	.1	.7	7	81	.1	.5	4	67	.5	.5	10	109	.1	.6	9	79	.1	.8
SP '98	12	345	.1	1.0	15	114	.2	1.1	4	69	.5	.5	7	106	.1	.4	12	90	.1	.9
KKBT-FM																				
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
WI '99	130	2730	1.3	11.1	126	1204	1.2	10.0	63	865	.6	10.2	196	1821	1.9	11.0	134	1295	1.3	11.3
FA '98	123	2995	1.2	10.3	146	1557	1.4	11.0	70	1008	.7	10.6	189	1759	1.9	11.0	116	1307	1.1	9.6
SU '98	140	3250	1.4	11.2	126	1215	1.3	10.2	134	1571	1.4	10.3	210	1772	2.1	13.6	133	1450	1.3	10.8
4-Book	124	2975	1.2	10.3	129	1343	1.3	10.1	84	1143	.9	10.3	185	1744	1.8	10.9	126	1333	1.2	10.4
SP '98	146	2902	1.5	11.8	170	1509	1.7	12.2	83	1071	.8	10.6	239	1820	2.4	14.1	137	1231	1.4	10.7
KKGO-FM																				
SP '99	2	190	.2	.2	1	28	.1	.1	4	38	.6	.6	1	34	.1	.1	5	105	.1	.4
WI '99	5	190	.4	.4	6	67	.1	.5	4	32	.6	.6	5	82	.3	.3	7	58	.1	.6
FA '98	4	180	.3	.3	3	36	.2	.2	1	20	.2	.2	8	89	.1	.5	6	79	.1	.5
SU '98	3	202	.2	.2	4	61	.3	.3	1	9	.1	.1	3	37	.2	.2	4	75	.1	.3
4-Book	4	191	.3	.3	4	48	.3	.3	3	25	.4	.4	4	61	.3	.3	6	79	.1	.5
SP '98	4	189	.3	.3	3	61	.2	.2	2	37	.3	.3	4	62	.2	.2	8	70	.1	.6
KKHJ-AM																				
SP '99	1	68	.1	.1	1	32	.1	.1	2	26	.3	.3								
WI '99	3	82	.3	.3	2	24	.2	.2	1	25	.2	.2	4	35	.2	.2	6	49	.1	.5
FA '98	4	83	.3	.3	11	36	.1	.8	4	11	.6	.6								
SU '98	2	70	.2	.2	5	61	.1	.4	3	33	.2	.2	2	26	.1	.1	2	26	.1	.2
4-Book	3	76	.2	.2	5	38	.1	.4	3	24	.3	.3	2	15	.1	.1	2	22	.1	.2
SP '98	1	52	.1	.1	4	32	.3	.3		11	.1	.1		10	.1	.1		10	.1	.1
KKLA-FM																				
SP '99	4	57	.3	.3		26	.3	.3		16	.3	.3	11	28	.1	.6	5	22	.1	.4
WI '99	2	93	.2	.2	7	76	.1	.6			.6	.6		13	.1	.6	2	45	.1	.2
FA '98	2	117	.2	.2	3	63	.2	.2			.2	.2	10	68	.1	.6				
SU '98		26	.2	.2	2	26	.2	.2		12	.2	.2		14	.2	.2				
4-Book	2	73	.2	.2	3	48	.3	.3		7	.3	.3	5	31	.1	.3	2	17	.1	.2
SP '98	2	62	.2	.2	7	37	.1	.5	2	11	.3	.3	2	37	.1	.1	1	14	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17																				
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	
KLAC-AM																				
SP '99	4	161	.3					1	26	.2		1	10	.1		12	58	.1	1.0	
WI '99	2	127	.2		21							3	48	.2		4	61	.3	.3	
FA '98	1	61	.1					2	33	.3		2	32	.1		1	28	.1	.1	
SU '98		19			10				10				10							
4-Book	2	92	.2		8			1	17	.1		2	23	.1		4	37	.4	.4	
SP '98	1	66	.1		11				11				11			1	22	.1	.1	
KLAX-FM																				
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
WI '99	32	787	.3	2.7	42	277	.4	3.3	23	224	.2	3.7	48	362	.5	2.7	32	385	.3	2.7
FA '98	38	1035	.4	3.2	44	489	.4	3.3	16	316	.2	2.4	56	525	.6	3.3	31	409	.3	2.6
SU '98	43	888	.4	3.4	62	372	.6	5.0	41	387	.4	3.2	49	436	.5	3.2	39	451	.4	3.2
4-Book	33	833	.3	2.7	39	321	.4	3.1	24	281	.2	2.9	44	398	.5	2.6	31	357	.3	2.5
SP '98	50	970	.5	4.0	71	530	.7	5.1	35	336	.4	4.5	45	394	.5	2.7	48	452	.5	3.8
KLOS-FM																				
SP '99	10	332	.1	.8	20	223	.2	1.6	17	109	.2	2.6	9	51	.1	.5	3	24	.2	.2
WI '99	3	260	.3	.3	5	75	.4	.4	2	54	.3	.3	5	93	.3	.3	2	47	.2	.2
FA '98	4	203	.3	.3	10	103	.1	.8	1	32	.2	.2	7	83	.1	.4	2	38	.2	.2
SU '98	4	310	.3	.3	5	122	.1	.4	1	31	.1	.1	6	93	.1	.4	5	92	.1	.4
4-Book	5	276	.4	.4	10	131	.1	.8	5	57	.1	.8	7	80	.1	.4	3	50	.3	.3
SP '98	3	267	.2	.2	6	101	.1	.4		23		.4	6	103	.1	.4	3	56	.2	.2
KLSX-FM																				
SP '99	8	199	.1	.7	32	76	.3	2.5	3	43	.5	.5	1	10	.1	.1		9		
WI '99	6	219	.1	.5	24	156	.2	1.9	5	37	.8	.8	2	38	.1	.1	1	19	.1	.1
FA '98	7	163	.1	.6	18	92	.2	1.4	4	47	.6	.6	4	23	.2	.2	9	48	.1	.7
SU '98	8	273	.1	.6	30	182	.3	2.4	6	92	.1	.5	2	48	.1	.1	5	50	.1	.4
4-Book	7	214	.1	.6	26	127	.3	2.1	5	55	.6	.6	2	30	.1	.1	4	32	.1	.3
SP '98	3	174	.2	.2	13	91	.1	.9		21		.1	1	22	.1	.1	3	72	.2	.2
KLVE-FM																				
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
WI '99	32	891	.3	2.7	30	331	.3	2.4	34	291	.3	5.5	35	299	.3	2.0	23	255	.2	1.9
FA '98	37	938	.4	3.1	50	507	.5	3.8	22	324	.2	3.3	39	392	.4	2.3	25	284	.2	2.1
SU '98	42	995	.4	3.3	50	394	.5	4.0	30	331	.3	2.3	46	517	.5	3.0	42	372	.4	3.4
4-Book	36	900	.4	3.0	40	389	.4	3.1	29	301	.3	3.9	40	393	.4	2.4	30	304	.3	2.5
SP '98	31	909	.3	2.5	43	428	.4	3.1	24	327	.2	3.1	40	407	.4	2.4	23	291	.2	1.8
+KLYF-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99	3	104	.3	.3	3	42	.2	.2	6	57	.1	.9	1	13	.1	.1	1	24	.1	.1
WI '99	1	46	.1	.1	2	21	.2	.2					1	12	.1	.1		13		
FA '98	1	31	.1	.1	1	22	.1	.1									3	20	.2	.2
SU '98	1	47	.1	.1	4	31	.3	.3		15							2	16	.2	.2
4-Book	2	57	.2	.2	3	29	.2	.2	2	18	.2	.2	1	6	.1	.1	2	18	.1	.1
SP '98	2	100	.2	.2	1	12	.1	.1		12			1	22	.1	.1	4	56	.3	.3
KLYY-FM																				
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
WI '99	22	1054	.2	1.9	24	389	.2	1.9	14	229	.1	2.3	36	556	.4	2.0	22	378	.2	1.9
FA '98	23	897	.2	1.9	23	286	.2	1.7	10	204	.1	1.5	40	521	.4	2.3	25	369	.2	2.1
SU '98	20	897	.2	1.6	13	304	.1	1.1	27	481	.3	2.1	22	419	.2	1.4	18	344	.2	1.5
4-Book	20	926	.2	1.7	18	292	.2	1.4	17	292	.2	1.7	31	488	.3	1.8	20	353	.2	1.7
SP '98	23	974	.2	1.9	17	339	.2	1.2	17	336	.2	2.2	33	500	.3	2.0	25	462	.3	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID							
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr				
KNX -AM																								
SP '99	1	103		.1	2	76		.2					11				1	19		.1				
WI '99	1	68		.1	2	39		.2									1	8		.1			13	
FA '98	3	168		.3	3	62		.2					32				1	28		.1	7	69	.1	.6
SU '98		90				14							26								1	24		.1
4-Book	1	107		.1	2	48		.2					17				1	14		.1	2	27		.2
SP '98	2	106		.2	6	82	.1	.4									1	11		.1	2	12		.2
KOST-FM																								
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
WI '99	12	498	.1	1.0	8	125	.1	.6	12	161	.1	1.9					14	188	.1	.8	18	232	.2	1.5
FA '98	14	786	.1	1.2	13	269	.1	1.0	8	153	.1	1.2					16	294	.2	.9	23	376	.2	1.9
SU '98	16	826	.2	1.3	13	214	.1	1.1	11	209	.1	.8					11	225	.1	.7	23	393	.2	1.9
4-Book	16	758	.2	1.3	14	230	.1	1.1	9	162	.1	1.1					17	262	.2	1.0	23	339	.2	1.9
SP '98	15	561	.2	1.2	15	202	.2	1.1	6	104	.1	.8					8	153	.1	.5	25	294	.3	2.0
KPVR-FM																								
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
WI '99	229	4662	2.3	19.6	258	2606	2.6	20.4	121	1687	1.2	19.6					348	3030	3.4	19.6	237	2206	2.3	20.0
FA '98	272	4803	2.7	22.7	282	2593	2.8	21.2	163	1950	1.6	24.7					445	3197	4.4	25.9	279	2663	2.8	23.0
SU '98	241	4816	2.4	19.2	231	2274	2.3	18.7	265	2774	2.7	20.4					332	2938	3.3	21.5	215	2499	2.2	17.5
4-Book	249	4825	2.5	20.7	265	2521	2.7	20.8	169	2056	1.7	21.0					393	3110	3.9	22.9	239	2447	2.4	19.7
SP '98	249	4529	2.5	20.1	239	2354	2.4	17.1	165	1864	1.7	21.2					357	2955	3.6	21.1	280	2669	2.8	21.9
KRLA-AM																								
SP '99		37											11								1	11		.1
WI '99	2	119		.2	3	60		.2									4	36		.2	3	47		.3
FA '98	6	222	.1	.5	7	58	.1	.5	4	51		.6					5	82		.3	6	95	.1	.5
SU '98	7	244	.1	.6	5	106	.1	.4	3	49		.2					5	56	.1	.3	18	112	.2	1.5
4-Book	4	156	.1	.3	4	56	.1	.3	2	28	.1	.2					4	44	.1	.2	7	66	.1	.6
SP '98	9	287	.1	.7	5	66	.1	.4	9	108	.1	1.2					12	87	.1	.7	8	76	.1	.6
KROQ-FM																								
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
WI '99	113	2772	1.1	9.7	128	1273	1.3	10.1	38	749	.4	6.2					177	1671	1.8	10.0	154	1535	1.5	13.0
FA '98	124	2463	1.2	10.4	126	1275	1.2	9.5	63	902	.6	9.6					190	1545	1.9	11.1	141	1397	1.4	11.6
SU '98	112	2289	1.1	8.9	104	996	1.0	8.4	105	1205	1.1	8.1					127	1192	1.3	8.2	152	1252	1.5	12.4
4-Book	125	2554	1.2	10.4	131	1206	1.3	10.3	72	978	.7	9.1					178	1530	1.8	10.3	158	1436	1.6	13.0
SP '98	102	2003	1.0	8.2	112	1108	1.1	8.0	54	792	.5	6.9					131	1257	1.3	7.8	138	1090	1.4	10.8
KRTH-FM																								
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
WI '99	23	1118	.2	2.0	22	412	.2	1.7	11	273	.1	1.8					28	439	.3	1.6	25	345	.2	2.1
FA '98	25	1144	.2	2.1	28	391	.3	2.1	10	191	.1	1.5					25	437	.2	1.5	35	360	.3	2.9
SU '98	29	1369	.3	2.3	21	394	.2	1.7	37	576	.4	2.8					34	487	.3	2.2	26	522	.3	2.1
4-Book	24	1149	.2	2.0	25	396	.3	1.9	17	303	.2	1.8					28	434	.3	1.7	27	381	.3	2.2
SP '98	22	1332	.2	1.8	31	441	.3	2.2	15	350	.2	1.9					34	541	.3	2.0	19	353	.2	1.5
KSCA-FM																								
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
WI '99	52	1030	.5	4.5	70	452	.7	5.5	51	344	.5	8.3					58	448	.6	3.3	38	401	.4	3.2
FA '98	37	955	.4	3.1	56	459	.6	4.2	23	307	.2	3.5					38	412	.4	2.2	31	338	.3	2.6
SU '98	30	829	.3	2.4	51	368	.5	4.1	30	371	.3	2.3					28	325	.3	1.8	24	300	.2	2.0
4-Book	35	875	.4	3.0	54	387	.6	4.2	30	315	.3	4.1					38	360	.4	2.2	27	303	.3	2.3
SP '98	46	884	.5	3.7	46	399	.5	3.3	31	379	.3	4.0					60	474	.6	3.6	43	349	.4	3.4
KSSE-FM																								
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
WI '99	35	779	.3	3.0	36	313	.4	2.8	23	168	.2	3.7					59	368	.6	3.3	30	321	.3	2.5
FA '98	42	854	.4	3.5	33	407	.3	2.5	19	331	.2	2.9					66	503	.7	3.8	29	329	.3	2.4
SU '98	44	853	.4	3.5	47	381	.5	3.8	32	395	.3	2.5					57	483	.6	3.7	39	329	.4	3.2
4-Book	41	826	.4	3.4	37	377	.4	2.9	24	293	.2	3.1					60	448	.6	3.5	36	341	.4	3.0
SP '98	28	571	.3	2.3	28	197	.3	2.0	21	257	.2	2.7					36	340	.4	2.1	24	208	.2	1.9

** 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	
KTNO-AM																				
SP '99	1	26	.1					1	11	.2		3	15	.2		1	15	.1		
WI '99	1	70	.1	1	35	.1		1	24	.2		2	23	.1		1	12	.1		
FA '98	3	64	.3	1	25	.1		3	39	.5		6	39	.1		1	26	.1		
SU '98	5	88	.4	6	59	.1	.5	3	29	.2		7	26	.1	.5					
4-Book	3	62	.2	2	30	.2		2	26	.3		5	26	.1	.3	1	13	.1		
SP '98	3	97	.2	11	34	.1	.8	2	33	.3		5	31	.1	.3		10			
KTWV-FM																				
SP '99	5	203	.4	1	47	.1		1	31	.2		10	98	.1	.5	5	47	.4		
WI '99	2	219	.2	3	57	.2		2	65	.3		2	57	.1		1	20	.1		
FA '98	2	137	.2		24			1	38	.2		1	25	.1		4	52	.3		
SU '98	3	203	.2	2	63	.2		3	46	.2		4	42	.3		5	54	.4		
4-Book	3	191	.3	2	48	.1		2	45	.2		4	56	.3		4	43	.3		
SP '98	3	181	.2	3	58	.2		1	45	.1		3	35	.2		3	58	.2		
KVKV-AM																				
SP '99	1	39	.1	1	11	.1		2	11	.3			13							
WI '99		24			12							1	12	.1		1	24	.1		
FA '98	1	47	.1		11			3	23	.5						2	11	.2		
SU '98	2	65	.2	3	25	.2		1	24	.1		1	8	.1			8			
4-Book	1	44	.1	1	15	.1		2	15	.2		1	8	.1		1	11	.1		
SP '98	5	86	.1	4	11	.3		1	22	.1		9	21	.1	.5	6	43	.1	.5	
KWVE-FM																				
SP '99	1	62	.1	2	36	.2		1	25	.2			13							
WI '99		28			7				7			2	20	.1			8			
FA '98	5	205	.4	4	56	.3		1	20	.2		4	62	.2		3	55	.2		
SU '98	2	60	.2	2	51	.2		2	31	.2		1	22	.1			21			
4-Book	2	89	.2	2	38	.2		1	21	.2		2	29	.1		1	21	.1		
SP '98	2	59	.2	3	25	.2			11			8	37	.1	.5	1	14	.1		
KYSR-FM																				
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
WI '99	41	1582	.4	3.5	38	587	.4	3.0	19	421	.2	3.1	80	957	.8	4.5	31	539	.3	2.6
FA '98	35	1286	.3	2.9	33	513	.3	2.5	20	336	.2	3.0	58	706	.6	3.4	34	547	.3	2.8
SU '98	56	1565	.6	4.5	42	568	.4	3.4	47	790	.5	3.6	69	789	.7	4.5	60	710	.6	4.9
4-Book	44	1514	.4	3.7	37	545	.4	2.9	29	526	.3	3.6	70	813	.7	4.1	44	607	.4	3.6
SP '98	46	1548	.5	3.7	40	593	.4	2.9	30	602	.3	3.8	76	890	.8	4.5	47	696	.5	3.7
KZLA-FM																				
SP '99	7	270	.1	.6	4	89	.3		4	79	.6		20	145	.2	1.1	3	89	.2	
WI '99	8	285	.1	.7	15	160	.1	1.2	5	82	.8		12	172	.1	.7	5	85	.4	
FA '98	4	139	.3		5	70	.4			14			4	70	.2		7	53	.1	.6
SU '98	16	246	.2	1.3	16	125	.2	1.3	13	92	.1	1.0	12	111	.1	.8	22	137	.2	1.8
4-Book	9	235	.1	.7	10	111	.1	.8	6	67	.6		12	125	.1	.7	9	91	.1	.8
SP '98	7	196	.1	.6	15	105	.2	1.1	4	68	.5		7	80	.1	.4	5	54	.1	.4
KGGI-FM																				
SP '99	12	615	.1	1.0	17	264	.2	1.3	6	172	.1	.9	19	303	.2	1.0	8	190	.1	.7
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																				
SP '99	2	113	.2		2	21	.2		4	46	.6		1	33	.1		1	23	.1	
WI '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed 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
XTRA-AM																			
SP '99		23											1	10	.1				
WI '99	1	40	.1											14			1	13	.1
FA '98	1	46	.1	2	24	.2							1	26	.1		1	10	.1
SU '98	1	39	.1					2	29	.2			1	10	.1		1	10	.1
4-Book	1	37	.1	1	6	.1		1	7	.1			1	15	.1		1	8	.1
SP '98	2	65	.2	2	34	.1		2	23	.3			3	45	.2		3	20	.2
TOTALS																			
SP '99	1196	9720	11.8	1260	7741	12.5		660	5371	6.5			1828	8247	18.1		1230	7200	12.2
WI '99	1166	9775	11.5	1266	7671	12.5		617	5047	6.1			1774	8347	17.6		1186	7181	11.7
FA '98	1196	9700	11.8	1331	7848	13.2		659	5171	6.5			1717	8237	17.0		1214	7190	12.0
SU '98	1254	9612	12.6	1238	7334	12.5		1300	7283	13.1			1544	7950	15.6		1227	7373	12.4
4-Book	1203	9702	11.9	1274	7649	12.7		809	5718	8.1			1716	8195	17.1		1214	7236	12.1
SP '98	1239	9631	12.5	1396	8025	14.1		780	5477	7.9			1690	8219	17.0		1279	7163	12.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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 '99	1	46		.1		13											2	13		.1
4-Book	1	47		.1	1	10		.1	3	7		.4	1	4		.1	2	7		.1
KACD-FM																				
SP '99	1	39		.1	2	61		.2					2	20		.1	4	30		.3
4-Book	3	99	.1	.3	5	66	.1	.4	5	18	.1	.6	5	29	.3	.3	8	32	.1	.6
KBCD-FM																				
SP '99		49				13											2	13		.1
4-Book	1	66		.1	2	31		.2	2	3		.2	1	8		.1	2	8		.1
KACE-FM																				
SP '99	4	106		.3	9	68	.1	.8	5	19		.5	9	9	.1	.5	9	9	.1	.6
4-Book	3	98		.3	6	69	.1	.5	7	16	.1	.9	6	19	.1	.4	7	22	.1	.5
KRTO-FM																				
SP '99		15				15							1	7		.1		7		
4-Book	1	29		.1		12								2				2		
KBIG-FM																				
SP '99	7	424	.1	.6	7	232	.1	.6	2	13		.2	22	81	.2	1.2	14	58	.1	1.0
4-Book	15	431	.2	1.2	12	305	.1	1.1	10	47	.1	1.1	17	76	.2	1.0	14	66	.1	1.0
KBLA-AM																				
SP '99	2	33		.2																
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM																				
SP '99	4	78		.3	5	35		.4	3	11		.3	16	25	.2	.9	3	11		.2
4-Book	5	64	.1	.4	4	48		.4	3	15		.3	10	25	.1	.6	4	10		.3
KBUE-FM																				
SP '99	39	610	.4	3.2	35	335	.3	3.0	27	58	.3	2.7	57	138	.6	3.1	22	74	.2	1.5
4-Book	30	547	.3	2.4	28	339	.3	2.4	28	93	.3	3.0	46	133	.5	2.7	27	96	.3	1.8
KCBS-FM																				
SP '99	15	390	.1	1.2	13	283	.1	1.1	7	39	.1	.7	32	148	.3	1.7	32	125	.3	2.2
4-Book	15	322	.1	1.2	12	232	.1	1.1	11	43	.1	1.2	32	115	.3	1.9	15	59	.1	1.0
KCMG-FM																				
SP '99	22	746	.2	1.8	30	521	.3	2.6	11	42	.1	1.1	48	135	.5	2.6	21	102	.2	1.4
4-Book	34	867	.3	2.7	36	558	.4	3.2	20	78	.2	2.1	44	169	.4	2.6	36	126	.4	2.4
KFI -AM																				
SP '99	3	128		.2	3	51		.3	3	14		.3	1	6		.1		5		.1
4-Book	5	117	.1	.4	2	39		.2	2	9		.2	1	6		.1	1	5		.1
KFSG-FM																				
SP '99	4	107		.3	2	51		.2					4	11		.2		15		.2
4-Book	3	69		.3	2	40		.2	1	3		.1	5	15	.1	.3	3	15		.2
KFVB-AM																				
SP '99	2	75		.2	2	59		.2	2	15		.2					1	7		.1
4-Book	2	79		.2	1	52		.1	2	14		.2	1	6		.1	2	10		.1
KGIL-AM																				
SP '99		10																		
4-Book		9			1	12		.1												
+KGXL-AM																				
SP '99	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

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
KIEV-AM SP '99 4-Book																			
KIIS-FM SP '99 4-Book																			
KJLH-FM SP '99 4-Book																			
KKBT-FM SP '99 4-Book																			
KKG0-FM SP '99 4-Book																			
KKHJ-AM SP '99 4-Book																			
KKLA-FM SP '99 4-Book																			
KLAC-AM SP '99 4-Book																			
KLAX-FM SP '99 4-Book																			
KLOS-FM SP '99 4-Book																			
KLSX-FM SP '99 4-Book																			
KLVE-FM SP '99 4-Book																			
+KLYF-AM SP '99 4-Book																			
KXTA-AM SP '99 4-Book																			
KLYY-FM SP '99 4-Book																			
KNX -AM SP '99 4-Book																			
KOST-FM SP '99 4-Book																			

** 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 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		
KPWR-FM																							
SP '99		275	4515	2.7	22.8	238	3138	2.4	20.6	184	717	1.8	18.7	381	1229	3.8	20.7	316	1005	3.1	21.7		
4-Book		267	4328	2.7	21.8	224	2987	2.2	19.5	185	686	1.8	19.4	341	1137	3.4	20.0	301	989	3.0	20.5		
KRLA-AM																							
SP '99			11			1	26		.1														
4-Book		3	104		.2	4	63		.3	2	11		.2	4	11		.2	4	14		.1	.3	
KROQ-FM																							
SP '99		149	2251	1.5	12.4	128	1633	1.3	11.1	132	478	1.3	13.4	199	661	2.0	10.8	130	499	1.3	8.9		
4-Book		123	2109	1.2	10.0	106	1502	1.1	9.3	84	330	.8	8.9	137	556	1.4	8.0	131	474	1.3	8.9		
KRTH-FM																							
SP '99		19	721	.2	1.6	19	511	.2	1.6	26	124	.3	2.6	38	184	.4	2.1	13	64	.1	.9		
4-Book		22	842	.2	1.8	26	541	.3	2.3	16	78	.2	1.6	39	173	.4	2.3	31	116	.3	2.1		
KSCA-FM																							
SP '99		25	515	.2	2.1	19	327	.2	1.6	35	87	.3	3.6	25	123	.2	1.4	18	58	.2	1.2		
4-Book		40	674	.4	3.3	33	480	.3	2.8	56	158	.6	5.9	48	187	.5	2.9	36	111	.4	2.4		
KSSE-FM																							
SP '99		35	690	.3	2.9	48	542	.5	4.1	40	118	.4	4.1	58	207	.6	3.2	66	181	.7	4.5		
4-Book		39	666	.4	3.1	46	515	.5	4.0	47	129	.5	5.0	70	229	.7	4.2	65	167	.7	4.4		
KTNQ-AM																							
SP '99		1	26		.1																		
4-Book		3	57		.3	3	27		.2	6	13		.8	2	6		.1	5	12		.1	.3	
KTWV-FM																							
SP '99		4	148		.3	5	92		.4		3			8	31	.1	.4	10	25		.1	.7	
4-Book		3	124		.2	3	74		.3		1			4	30	.1	.3	3	17		.2		
KWKV-AM																							
SP '99		1	24		.1	1	15		.1	6	15		.6										
4-Book		1	27		.1	1	15		.1	2	4		.2					1	3		.1		
KWVE-FM																							
SP '99		1	49		.1	1	23		.1														
4-Book		2	59		.2	4	57		.3	9	21		.9	3	15		.2	4	9		.1	.3	
KYSR-FM																							
SP '99		45	1245	.4	3.7	44	822	.4	3.8	26	152	.3	2.6	52	241	.5	2.8	68	293	.7	4.7		
4-Book		45	1228	.4	3.6	45	813	.4	4.0	31	147	.3	3.4	67	297	.7	4.0	62	249	.6	4.3		
KZLA-FM																							
SP '99		9	199	.1	.7	8	127	.1	.7	12	38	.1	1.2	28	50	.3	1.5	19	70	.2	1.3		
4-Book		9	186	.1	.7	10	125	.1	.9	5	19	.1	.5	19	43	.2	1.1	14	59	.1	1.0		
KGGI-FM																							
SP '99		13	501	.1	1.1	12	289	.1	1.0	4	16		.4	22	107	.2	1.2	20	73	.2	1.4		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KOLA-FM																							
SP '99		2	66		.2	4	79		.3					4	30		.2	15	43		.1	1.0	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
XTRA-AM																							
SP '99			10			1	13		.1						9		.2		9		.2		
4-Book		1	25		.1	1	19		.1					3				3					
TOTALS																							
SP '99		1204	9417	11.9	1158	8177	11.5	985	3119	9.8	1837	4775	18.2	1455	3908	14.4							
4-Book		1231	9427	12.3	1144	8121	11.4	945	2993	9.4	1697	4578	16.9	1471	3945	14.7							

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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 '99 4-Book																				
KACD-FM SP '99 4-Book	3 4	19 17	.1 .1	.3 .4	2	6	.2	.2	3 4	11 17	.3 .3	.3	4	13	.3	.3	4	19	.5	
KBCD-FM SP '99 4-Book	2	7		.2	2	3		.3	3	7		.2	1	8		.1		5		
KACE-FM SP '99 4-Book	15 6	25 17	.1 .1	1.3 .6	7 5	20 15	.1 .1	1.0 .7	9 7	9 15	.1 .1	.8 .6	9 5	9 9	.1 .1	.9 .5	7 3	32 14	.1 .1	.8 .3
KRTO-FM SP '99 4-Book					1	3		.1	1	3		.1		2						
KBIG-FM SP '99 4-Book	9 17	70 71	.1 .2	.8 1.6	1 4	10 20	.1 .6	.1	3 16	18 56	.3 .2	.3 1.3	3 13	36 56	.1 .1	.3 1.2	4 7	32 45	.1 .1	.5 .8
KBLA-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVCA-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KBUA-FM SP '99 4-Book	1	5		.1	3	10		.4	5	10 12	.1 .1	.9 .4	4 5	11 11		.4 .5	4 3	11 9	.5 .3	
KBUE-FM SP '99 4-Book	35 21	80 82	.3 .2	3.0 1.9	29 19	91 71	.3 .2	4.2 2.7	44 32	123 110	.4 .3	3.9 2.7	19 20	50 60	.2 .2	1.9 1.9	41 24	82 72	.4 .3	4.7 2.7
KCBS-FM SP '99 4-Book	7 7	33 32	.1 .1	.6 .6	5 6	35 27	.7 .1	.8	10 14	46 53	.1 .1	.9 1.2	5 5	11 21		.5 .5	6 6	32 32	.1 .1	.7 .7
KCMG-FM SP '99 4-Book	13 34	59 108	.1 .3	1.1 3.1	13 19	41 67	.1 .2	1.9 2.7	27 35	95 128	.3 .4	2.4 2.9	23 35	91 102	.2 .3	2.3 3.2	72 62	157 143	.7 .6	8.2 7.0
KFI -AM SP '99 4-Book	7 5	18 15	.1 .1	.6 .4	2 1	13 6	.3 .2	.3	3 3	13 8	.3 .3	.3	3 1	13 6		.3 .1	7 5	18 12	.1 .1	.8 .6
KFSG-FM SP '99 4-Book	7 3	25 11	.1 .1	.6 .3	4 3	15 18	.6 .5	.6										1	3	.1
KFWB-AM SP '99 4-Book		4			6 3	14 12	.1 .4	.9					2 2	23 15		.2 .2	4 1	15 4	.5 .1	
KGIL-AM SP '99 4-Book	2	9		.1	3	3		.3												
+KGXL-AM SP '99 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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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	
KIEV-AM																				
SP '99																				
4-Book																				
KIIS-FM																				
213	873	2.1	18.0	156	631	1.5	22.6	236	896	2.3	21.1	188	618	1.9	18.4	154	613	1.5	17.6	
163	669	1.7	14.9	139	550	1.4	19.6	226	892	2.3	18.7	180	592	1.8	17.0	131	584	1.3	14.9	
KJLH-FM																				
SP '99																				
4-Book																				
13	62	.1	1.1	10	25	.1	1.4	13	31	.1	1.2	5	7	.5	.5	5	30	.6	.6	
6	32	.1	.5	10	39	.1	1.4	16	53	.2	1.3	16	37	.2	1.5	9	37	.1	1.1	
KKBT-FM																				
SP '99																				
4-Book																				
97	375	1.0	8.2	26	125	.3	3.8	73	317	.7	6.5	91	306	.9	8.9	46	214	.5	5.2	
114	404	1.2	10.5	61	205	.6	8.5	122	454	1.2	10.0	109	357	1.1	10.2	64	256	.7	7.3	
KKGQ-FM																				
SP '99																				
4-Book																				
4	12	.1	.4	1	10	.2	.2	1	28	.1	.1	1	4	.1	.1	3	13	.3	.3	
								3	27	.3	.3					4	13	.4	.4	
KKHJ-AM																				
SP '99																				
4-Book																				
2	6	.2	.2	4	15	.5	.5	2	5	.1	.1	1	11	.1	.1	1	11	.1	.1	
													3				3			
KKLA-FM																				
SP '99																				
4-Book																				
4	11	.3	.3									11	11	.1	1.1	4	11	.5	.5	
1	3	.1	.1									3	3	.3	.3	1	3	.1	.1	
KLAC-AM																				
SP '99																				
4-Book																				
1	10	.1	.1	1	2	.2	.2	18	80	.2	1.6	14	45	.1	1.4					
1	6	.1	.1					5	27	.1	.5	5	15	.5	.5					
KLAX-FM																				
SP '99																				
4-Book																				
18	51	.2	1.5	24	63	.2	3.5	31	158	.3	2.8	11	57	.1	1.1	9	52	.1	1.0	
28	92	.3	2.5	26	95	.3	3.7	37	139	.4	3.0	24	95	.2	2.3	17	72	.2	1.9	
KLOS-FM																				
SP '99																				
4-Book																				
2	13	.2	.2	3	23	.4	.4	7	23	.1	.6	4	14	.4	.4	2	11	.2	.2	
3	23	.3	.3	2	11	.3	.3	5	28	.1	.5	2	8	.2	.2	1	5	.1	.1	
KLSX-FM																				
SP '99																				
4-Book																				
3	24	.3	.3	16	41	.2	2.3	8	39	.1	.7	3	13	.3	.3	1	13	.1	.1	
5	18	.5	.5	9	28	.1	1.3	5	24	.1	.5	2	6	.2	.2		3			
KLVE-FM																				
SP '99																				
4-Book																				
60	173	.6	5.1	7	44	.1	1.0	25	88	.2	2.2	7	22	.1	.7	18	63	.2	2.1	
55	162	.6	5.0	22	83	.2	3.1	42	136	.4	3.5	38	113	.4	3.6	25	116	.3	2.8	
+KLYF-AM																				
SP '99																				
4-Book																				
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KXTA-AM																				
SP '99																				
4-Book																				
					2			4	34	.4	.4	9	33	.1	.9	3	14	.3	.3	
								1	9	.1	.1	2	8	.2	.2	1	4	.1	.1	
KLYY-FM																				
SP '99																				
4-Book																				
10	58	.1	.8	3	33	.4	.4	5	22	.4	.4	15	76	.1	1.5	16	59	.2	1.8	
17	79	.2	1.5	8	53	.1	1.1	17	83	.2	1.4	20	96	.2	1.9	17	106	.2	1.9	
KNX -AM																				
SP '99																				
4-Book																				
				2	19	.3	.3										8		.1	
				3	13	.3	.3	1	5	.1	.1									
KOST-FM																				
SP '99																				
4-Book																				
26	98	.3	2.2	3	13	.4	.4	30	112	.3	2.7	27	89	.3	2.6	20	83	.2	2.3	
20	100	.2	1.8	10	23	.1	1.3	15	73	.2	1.3	14	60	.1	1.3	23	102	.3	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 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
KPWR-FM																					
SP '99		269	861	2.7	22.7	123	467	1.2	17.8	210	790	2.1	18.8	248	823	2.5	24.3	154	603	1.5	17.6
4-Book		228	782	2.3	20.7	113	441	1.1	15.7	218	876	2.2	18.1	209	700	2.1	19.8	176	633	1.8	20.1
KRLA-AM																					
SP '99						1	11		.1	1	15		.1	6	15		.6				
4-Book		1	6		.1	2	11		.3	3	16		.3	6	12		.5	7	19		.8
KROQ-FM																					
SP '99		148	514	1.5	12.5	72	241	.7	10.4	105	523	1.0	9.4	105	397	1.0	10.3	114	463	1.1	13.0
4-Book		126	476	1.3	11.4	51	203	.5	7.1	97	437	1.0	8.0	114	387	1.1	10.8	103	419	1.0	11.8
KRTH-FM																					
SP '99		17	91	.2	1.4	8	64	.1	1.2	15	94	.1	1.3	14	63	.1	1.4	16	58	.2	1.8
4-Book		24	98	.3	2.2	20	75	.2	2.7	30	120	.3	2.5	18	78	.2	1.7	24	105	.3	2.7
KSCA-FM																					
SP '99		12	46	.1	1.0	30	75	.3	4.3	19	70	.2	1.7	10	33	.1	1.0	6	31	.1	.7
4-Book		24	92	.3	2.2	27	80	.3	3.7	36	131	.4	2.9	24	73	.3	2.3	13	59	.2	1.5
KSSE-FM																					
SP '99		36	139	.4	3.0	50	109	.5	7.2	59	182	.6	5.3	43	135	.4	4.2	36	151	.4	4.1
4-Book		33	108	.4	3.0	36	106	.4	5.0	56	180	.6	4.6	42	113	.4	3.9	25	95	.3	2.8
KTNQ-AM																					
SP '99						4	12		.5	3	8		.2	2	4		.2	1	5		.1
4-Book						4	12		.5	3	8		.2	2	4		.2	1	5		.1
KTWV-FM																					
SP '99		20	58	.2	1.7					1	7		.1		7		.1	1	11		.1
4-Book		7	28	.1	.6	1	4		.1	3	19		.3	1	8		.1	1	8		.1
KWKV-AM																					
SP '99						2	4		.3	1	3		.1	2	4		.2	1	4		.1
4-Book						2	4		.3	1	3		.1	2	4		.2	1	4		.1
KWVE-FM																					
SP '99		5	13		.4	2	10		.3												
4-Book		5	11		.4	1	8		.2	3	6		.2	2	11		.2	3	8		.3
KYSR-FM																					
SP '99		59	252	.6	5.0	13	58	.1	1.9	40	206	.4	3.6	53	220	.5	5.2	35	176	.3	4.0
4-Book		40	186	.4	3.6	26	102	.3	3.6	41	229	.4	3.4	55	212	.6	5.2	34	147	.4	3.9
KZLA-FM																					
SP '99						2	25		.3					5	14		.5				
4-Book		7	18	.1	.7	6	19	.1	.8	10	34	.1	.8	9	19	.1	.8	6	24	.1	.7
KGGI-FM																					
SP '99		7	52	.1	.6	10	21	.1	1.4	17	107	.2	1.5	8	36	.1	.8	6	21	.1	.7
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KOLA-FM																					
SP '99		2	11		.2					2	11		.2	3	21		.3	3	35		.3
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
XTRA-AM																					
SP '99																					
4-Book		1	3		.1					1	6		.1	1	3		.1	6	13		.7
TOTALS																					
SP '99		1183	3616	11.7		690	2306	6.8		1120	3424	11.1		1022	2943	10.1		877	2839	8.7	
4-Book		1100	3379	11.0		716	2331	7.1		1210	3681	12.1		1061	2974	10.6		876	2876	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.

Listener AQH Composition

	Monday-Sunday 6AM-MID															
	AQH Persons (00)															
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KABC-AM	391	1	196	2	15	29	73	45	33	195	2	6	19	48	42	78
(%)	100		50		4	7	19	11	8	50		2	5	12	11	20
Rating	.4		.4		.1	.3	.9	1.0	.7	.4		.1	.2	.6	.9	1.1
Share	2.3	.1	2.4	.2	.7	1.6	5.4	5.6	4.4	2.5	.2	.3	1.1	3.5	5.0	6.6
KACD-FM	69	1	30	1	9	14	3	2		38	1	6	20	4	6	
(%)	100	1	43	1	14	21	4	4		55	2	8	29	6	9	1
Rating	.1		.1		.1	.1				.1		.1	.2	.1	.1	
Share	.4	.1	.4	.1	.4	.8	.2	.2		.5	.1	.3	1.1	.3	.7	
KBCD-FM	39		25	1	10	10	5			14		8	3	3		
(%)	100		64	2	25	26	12			34	1	20	7	7		
Rating			.1		.1	.1	.1					.1				
Share	.2		.3	.1	.5	.5	.4			.2		.5	.2	.2		
KACE-FM	109	6	49	3	15	15	11	4	2	54	1	9	13	17	4	10
(%)	100	5	45	3	13	14	10	3	1	50	1	8	12	16	4	9
Rating	.1	.1	.1		.1	.1	.1	.1		.1		.1	.1	.2	.1	.1
Share	.6	.5	.6	.2	.7	.8	.8	.5	.3	.7	.1	.5	.7	1.2	.5	.8
KRTO-FM	23		5			2	1		1	18	1	2	2	10		3
(%)	100	1	20	1	1	7	3	2	6	79	2	9	10	43	2	13
Rating						.1	.1		.1	.2	.1	.1	.1	.1		.3
Share	.1		.1			.1	.1		.1	.2	.1	.1	.1	.7		.3
KBIG-FM	365	7	134	14	41	27	36	10	5	224	25	68	58	40	27	5
(%)	100	2	37	4	11	7	10	3	1	61	7	19	16	11	7	1
Rating	.4	.1	.3	.2	.4	.3	.5	.2	.1	.5	.4	.7	.6	.5	.6	.1
Share	2.1	.6	1.6	1.1	1.9	1.5	2.7	1.2	.7	2.8	2.5	3.9	3.3	2.9	3.2	.4
KBLA-AM	55	1	33	2	13	9	4	4	1	22	1	2	8	2	4	6
(%)	100	2	59	4	23	17	7	7	1	39	2	3	14	3	7	10
Rating	.1		.1		.1	.1	.1	.1		.3		.1	.1	.1	.1	.1
Share	.3	.1	.4	.2	.6	.5	.3	.5	.1	.3	.1	.1	.5	.1	.5	.5
KVCA-AM	4		2			1				2		1	1			
(%)	100		44		12	22	10			56		25	25	6		
Rating						.1						.1	.1			
Share						.1						.1	.1			
KBUA-FM	70	4	41	13	20	8				26	8	7	1	4	2	3
(%)	100	6	58	19	28	11				36	11	10	2	6	2	4
Rating	.1		.1	.2	.2	.1				.1	.1	.1				
Share	.4	.3	.5	1.0	.9	.4				.3	.8	.4	.1	.3	.2	.3
KBUE-FM	467	37	270	70	122	33	15	26	4	160	30	61	24	31	13	2
(%)	100	8	58	15	26	7	3	6	1	34	6	13	5	7	3	
Rating	.5	.4	.6	1.0	1.1	.3	.2	.6	.1	.3	.5	.6	.2	.4	.3	
Share	2.7	3.1	3.3	5.6	5.7	1.8	1.1	3.2	.5	2.0	3.0	3.5	1.4	2.3	1.6	.2
KCBS-FM	423	13	258	35	57	100	58	3	6	152	12	34	82	10	7	7
(%)	100	3	61	8	13	24	14	1	1	36	3	8	19	2	2	2
Rating	.4	.1	.6	.5	.5	1.0	.7	.1	.1	.3	.2	.3	.8	.1	.1	.1
Share	2.5	1.1	3.2	2.8	2.7	5.5	4.3	.4	.8	1.9	1.2	1.9	4.7	.7	.8	.6
KCMG-FM	437	27	174	33	46	54	16	22	2	236	28	67	77	44	11	9
(%)	100	6	40	8	11	12	4	5		54	6	15	18	10	3	2
Rating	.4	.3	.4	.5	.4	.5	.2	.5		.5	.5	.7	.8	.5	.2	.1
Share	2.5	2.3	2.1	2.6	2.2	3.0	1.2	2.7	.3	3.0	2.8	3.8	4.4	3.2	1.3	.8
KFI-AM	573	5	276	2	18	53	65	65	72	293	5	24	57	51	69	87
(%)	100	1	48		3	9	11	11	13	51	1	4	10	9	12	15
Rating	.6		.6		.2	.5	.8	1.4	1.5	.6	.1	.2	.6	.6	1.4	1.2
Share	3.3	.4	3.4	.2	.8	2.9	4.8	8.0	9.6	3.7	.5	1.4	3.3	3.7	8.3	7.3
KFSG-FM	63	3	17	2	3	4	8		1	42	6	11	12	10	2	2
(%)	100	5	28	3	5	6	12		1	67	9	17	18	15	4	3
Rating	.1						.1			.1	.1	.1	.1	.1		
Share	.4	.3	.2	.2	.1	.2	.6		.1	.5	.6	.6	.7	.7	.2	.2

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KABC-AM (%) Rating	6433 100 6.3	55 1 .5	3224 50 7.1	26 .4	301 5 2.8	517 8 5.1	873 14 11.1	665 10 14.7	842 13 17.2	3154 49 6.8	56 1 .9	231 4 2.4	426 7 4.2	664 10 8.2	788 12 16.3	988 15 13.7
KACD-FM (%) Rating	1504 100 1.5	61 4 .6	755 50 1.7	110 7 1.6	235 16 2.2	239 16 2.3	138 9 1.8	33 2 .7		688 46 1.5	64 4 1.1	242 16 2.5	191 13 1.9	135 9 1.7	38 3 .8	18 1 .3
KBCD-FM (%) Rating	838 100 .8	72 9 .7	460 55 1.0	39 5 .6	135 16 1.2	156 19 1.5	130 15 1.6			306 37 .7	30 4 .5	49 6 .5	139 17 1.4	78 9 1.0	10 1 .2	
KACE-FM (%) Rating	2378 100 2.3	148 6 1.5	991 42 2.2	90 4 1.3	227 10 2.1	372 16 3.7	156 7 2.0	70 3 1.5	76 3 1.6	1240 52 2.7	69 3 1.1	378 16 3.9	361 15 3.5	204 9 2.5	84 4 1.7	144 6 2.0
KRTO-FM (%) Rating	668 100 .7	22 3 .2	282 42 .6	24 4 .3	22 3 .2	87 13 .9	38 6 .5	36 5 .8	76 11 1.6	364 54 .8	22 3 .4	53 8 .5	71 11 .7	108 16 1.3	30 5 .6	80 12 1.1
KBIG-FM (%) Rating	8395 100 8.3	607 7 6.0	3243 39 7.1	379 5 5.4	968 12 8.9	936 11 9.2	509 6 6.5	207 2 4.6	244 3 5.0	4544 54 9.8	769 9 12.7	1284 15 13.1	1121 13 11.0	786 9 9.7	359 4 7.4	226 3 3.1
KBLA-AM (%) Rating	809 100 .8	33 4 .3	475 59 1.0	46 6 .7	149 18 1.4	128 16 1.3	82 10 1.0	48 6 1.1	23 3 .5	301 37 .7	38 5 .6	48 6 .5	74 9 .7	39 5 .5	42 5 .9	62 8 .9
KVCA-AM (%) Rating	125 100 .1		59 47 .1		15 12 .1	31 24 .3	13 11 .2			66 53 .1		29 24 .3	24 19 .2	12 10 .1		
KBUA-FM (%) Rating	742 100 .7	78 11 .8	370 50 .8	118 16 1.7	173 23 1.6	63 8 .6	17 2 .2			294 40 .6	63 8 1.0	74 10 .8	59 8 .6	30 4 .4	39 5 .8	29 4 .4
KBUE-FM (%) Rating	6172 100 6.1	707 11 7.0	3173 51 7.0	836 14 12.0	1172 19 10.7	557 9 5.5	270 4 3.4	248 4 5.5	90 1 1.8	2293 37 5.0	485 8 8.0	671 11 6.9	541 9 5.3	380 6 4.7	193 3 4.0	23 .3
KCBS-FM (%) Rating	9229 100 9.1	550 6 5.4	5080 55 11.2	616 7 8.8	1325 14 12.1	1811 20 17.8	1025 11 13.0	190 2 4.2	113 1 2.3	3600 39 7.8	355 4 5.9	957 10 9.8	1391 15 13.7	542 6 6.7	123 1 2.5	232 3 3.2
KCMG-FM (%) Rating	8200 100 8.1	1085 13 10.7	3178 39 7.0	531 6 7.6	735 9 6.7	1163 14 11.4	468 6 5.9	188 2 4.2	94 1 1.9	3937 48 8.5	565 7 9.3	1032 13 10.6	1148 14 11.3	735 9 9.1	213 3 4.4	243 3 3.4
KFI -AM (%) Rating	9799 100 9.6	211 2 2.1	4433 45 9.8	46 .7	415 4 3.8	1024 10 10.1	973 10 12.3	855 9 18.9	1121 11 22.9	5156 53 11.2	137 1 2.3	450 5 4.6	1160 12 11.4	892 9 11.0	1071 11 22.1	1445 15 20.1
KFSG-FM (%) Rating	1795 100 1.8	128 7 1.3	606 34 1.3	68 4 1.0	167 9 1.5	195 11 1.9	121 7 1.5	37 2 .8	18 1 .4	1061 59 2.3	120 7 2.0	281 16 2.9	266 15 2.6	229 13 2.8	77 4 1.6	87 5 1.2

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+
KFWB-AM	331	2	168	3	18	27	43	29	47	161	1	8	19	36	22	75
(%)	100	1	51	1	6	8	13	9	14	49		2	6	11	7	23
Rating	.3		.4		.2	.3	.5	.6	1.0	.3		.1	.2	.4	.5	1.0
Share	1.9	.2	2.1	.2	.8	1.5	3.2	3.6	6.3	2.0	.1	.5	1.1	2.6	2.6	6.3
KGIL-AM	100		30		1	1	3	8	17	69		1		2	17	49
(%)	100		30		1	1	3	8	17	69		1		2	17	49
Rating	.1		.1					.2	.3	.1				.4	.4	.7
Share	.6		.4			.1	.2	1.0	2.3	.9		.1		.1	2.0	4.1
KGXL-AM	7		5			1			3	2					1	1
(%)	100		69		7	3	8	4	47	31				7	14	11
Rating							.1		.1							
Share			.1				.1		.4						.1	.1
KIEV-AM	129		70		1	5	10	15	38	60			1	12	8	39
(%)	100		54		1	4	8	12	29	46				9	6	30
Rating	.1		.2				.1	.3	.8	.1				.1	.2	.5
Share	.7		.9			.3	.7	1.9	5.1	.8			.1	.9	1.0	3.3
KIIS-FM	801	230	217	74	56	56	22	6	3	354	103	103	99	38	4	7
(%)	100	29	27	9	7	7	3	1		44	13	13	12	5	1	1
Rating	.8	2.3	.5	1.1	.5	.5	.3	.1	.1	.8	1.7	1.1	1.0	.5	.1	.1
Share	4.7	19.2	2.7	5.9	2.6	3.1	1.6	.7	.4	4.5	10.3	5.9	5.7	2.8	.5	.6
KJLH-FM	202	10	59	6	20	14	10	5	5	133	17	38	46	19	10	2
(%)	100	5	29	3	10	7	5	2	3	66	9	19	23	10	5	1
Rating	.2	.1	.1	.1	.2	.1	.1	.1	.1	.3	.3	.4	.5	.2	.2	.2
Share	1.2	.8	.7	.5	.9	.8	.7	.6	.7	1.7	1.7	2.2	2.6	1.4	1.2	.2
KKBT-FM	524	104	204	93	57	37	12	2	3	216	67	83	43	12	6	3
(%)	100	20	39	18	11	7	2		1	41	13	16	8	2	1	1
Rating	.5	1.0	.4	1.3	.5	.4	.2		.1	.5	1.1	.8	.4	.1	.1	.1
Share	3.0	8.7	2.5	7.4	2.7	2.0	.9	.2	.4	2.7	6.7	4.8	2.5	.9	.7	.3
KKGO-FM	344	2	165	3	14	9	42	40	57	176	2	9	31	45	47	43
(%)	100	1	48	1	4	3	12	12	17	51	1	2	9	13	14	13
Rating	.3		.4		.1	.1	.5	.9	1.2	.4		.1	.3	.6	1.0	.6
Share	2.0	.2	2.0	.2	.7	.5	3.1	4.9	7.6	2.2	.2	.5	1.8	3.3	5.6	3.6
KKHJ-AM	235	1	127	13	33	25	29	13	13	107	3	16	19	21	20	27
(%)	100		54	5	14	11	13	6	6	46	1	7	8	9	9	11
Rating	.2		.3	.2	.3	.2	.4	.3	.3	.2		.2	.2	.3	.4	.4
Share	1.4	.1	1.6	1.0	1.6	1.4	2.1	1.6	1.7	1.4	.3	.9	1.1	1.5	2.4	2.3
KKLA-FM	97	4	44		4	16	14	7	3	49	1	2	9	25	7	5
(%)	100	4	45		4	17	15	7	3	51	1	2	9	26	7	5
Rating	.1		.1		.2	.2	.2	.2	.1	.1			.1	.3	.1	.1
Share	.6	.3	.5		.2	.9	1.0	.9	.4	.6	.1	.1	.5	1.8	.8	.4
KLAC-AM	292	4	145	4	6	18	26	28	62	143		3	4	17	21	98
(%)	100	1	50	2	2	6	9	10	21	49		1	1	6	7	33
Rating	.3		.3	.1	.1	.2	.3	.6	1.3	.3				.2	.4	1.4
Share	1.7	.3	1.8	.3	.3	1.0	1.9	3.5	8.3	1.8		.2	.2	1.2	2.5	8.3
KLAX-FM	519	17	297	62	105	70	43	13	5	205	36	77	48	30	12	2
(%)	100	3	57	12	20	14	8	2	1	40	7	15	9	6	2	
Rating	.5	.2	.7	.9	1.0	.7	.5	.3	.1	.4	.6	.8	.5	.4	.2	
Share	3.0	1.4	3.7	4.9	4.9	3.8	3.2	1.6	.7	2.6	3.6	4.4	2.8	2.2	1.4	.2
KLOS-FM	416	10	269	21	87	109	47	3	1	137	12	23	72	18	6	6
(%)	100	2	65	5	21	26	11	1		33	3	5	17	4	2	1
Rating	.4	.1	.6	.3	.8	1.1	.6	.1		.3	.2	.2	.7	.2	.1	.1
Share	2.4	.8	3.3	1.7	4.1	6.0	3.5	.4	.1	1.7	1.2	1.3	4.1	1.3	.7	.5
KLSX-FM	387	8	270	54	85	77	44	9	2	110	18	31	32	23	5	1
(%)	100	2	70	14	22	20	11	2		28	5	8	8	6	1	
Rating	.4	.1	.6	.8	.8	.8	.6	.2		.2	.3	.3	.3	.3	.1	
Share	2.2	.7	3.3	4.3	4.0	4.2	3.3	1.1	.3	1.4	1.8	1.8	1.8	1.7	.6	.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+
KFWB-AM	9077	112	4749	138	631	987	1147	723	1125	4216	80	443	726	840	611	1515
(%)	100	1	52	2	7	11	13	8	12	46	1	5	8	9	7	17
Rating	8.9	1.1	10.5	2.0	5.8	9.7	14.6	16.0	23.0	9.1	1.3	4.5	7.1	10.3	12.6	21.1
KGIL-AM	1774	10	665		46	47	71	96	405	1099		25	14	74	323	662
(%)	100	1	37		3	3	4	5	23	62		1	1	4	18	37
Rating	1.7	.1	1.5		.4	.5	.9	2.1	8.3	2.4		.3	.1	.9	6.7	9.2
KGXL-AM	278		169		16	27	13	11	103	109				12	27	70
(%)	100		61		6	10	5	4	37	39				4	10	25
Rating	.3		.4		.1	.3	.2	.2	2.1	.2				.1	.6	1.0
KIEV-AM	1795		919		44	78	185	208	403	876	9	36	28	199	162	442
(%)	100		51		2	4	10	12	22	49	.1	.4	.3	2.5	3.3	6.1
Rating	1.8		2.0		.4	.8	2.3	4.6	8.2	1.9						
KIIS-FM	17205	4605	5054	1611	1326	1046	751	195	125	7546	2257	1952	1920	994	179	243
(%)	100	27	29	9	8	6	4	1	1	44	13	11	11	6	1	1
Rating	16.9	45.6	11.1	23.1	12.2	10.3	9.5	4.3	2.6	16.3	37.3	20.0	18.9	12.2	3.7	3.4
KJLH-FM	3426	287	1181	111	353	341	194	99	83	1958	360	558	514	310	159	58
(%)	100	8	34	3	10	10	6	3	2	57	10	16	15	9	5	2
Rating	3.4	2.8	2.6	1.6	3.2	3.3	2.5	2.2	1.7	4.2	5.9	5.7	5.0	3.8	3.3	.8
KKBT-FM	10625	2926	3686	1760	1087	504	235	60	40	4014	1518	1141	858	282	153	61
(%)	100	28	35	17	10	5	2	1		38	14	11	8	3	1	1
Rating	10.5	29.0	8.1	25.3	10.0	4.9	3.0	1.3	.8	8.7	25.1	11.7	8.4	3.5	3.2	.8
KKGO-FM	6259	190	2743	131	458	283	631	532	708	3326	154	350	546	729	555	993
(%)	100	3	44	2	7	5	10	8	11	53	2	6	9	12	9	16
Rating	6.2	1.9	6.0	1.9	4.2	2.8	8.0	11.8	14.5	7.2	2.5	3.6	5.4	9.0	11.5	13.8
KKHJ-AM	2936	68	1594	266	502	335	203	182	106	1275	93	297	264	227	201	193
(%)	100	2	54	9	17	11	7	6	4	43	3	10	9	8	7	7
Rating	2.9	.7	3.5	3.8	4.6	3.3	2.6	4.0	2.2	2.8	1.5	3.0	2.6	2.8	4.2	2.7
KKLA-FM	1947	57	833		132	322	189	97	92	1058	32	103	281	303	163	177
(%)	100	3	43		7	17	10	5	5	54	2	5	14	16	8	9
Rating	1.9	.6	1.8		1.2	3.2	2.4	2.1	1.9	2.3	.5	1.1	2.8	3.7	3.4	2.5
KLAC-AM	5731	161	3110	138	361	426	600	451	1135	2461	40	137	162	370	409	1342
(%)	100	3	54	2	6	7	10	8	20	43	1	2	3	6	7	23
Rating	5.6	1.6	6.9	2.0	3.3	4.2	7.6	10.0	23.2	5.3	.7	1.4	1.6	4.6	8.4	18.7
KLAX-FM	7939	621	4147	947	1433	932	471	232	132	3170	651	1022	721	521	216	40
(%)	100	8	52	12	18	12	6	3	2	40	8	13	9	7	3	1
Rating	7.8	6.1	9.1	13.6	13.1	9.2	6.0	5.1	2.7	6.9	10.7	10.5	7.1	6.4	4.5	.6
KLOS-FM	7462	332	4201	511	1422	1472	682	96	18	2929	308	778	1101	413	139	191
(%)	100	4	56	7	19	20	9	1		39	4	10	15	6	2	3
Rating	7.3	3.3	9.3	7.3	13.0	14.5	8.7	2.1	.4	6.3	5.1	8.0	10.8	5.1	2.9	2.7
KLSX-FM	5980	199	3869	618	1293	1056	683	138	81	1912	347	608	471	328	98	61
(%)	100	3	65	10	22	18	11	2	1	32	6	10	8	5	2	1
Rating	5.9	2.0	8.5	8.9	11.9	10.4	8.7	3.1	1.7	4.1	5.7	6.2	4.6	4.0	2.0	.8

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Composition

Listener AQH Composition

Monday-Sunday 6AM-MID																
AQH Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	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+
KLVE-FM	1009	32	381	40	112	129	60	26	14	597	72	172	139	99	47	68
(%)	100	3	38	4	11	13	6	3	1	59	7	17	14	10	5	7
Rating	1.0	.3	.8	.6	1.0	1.3	.8	.6	.3	1.3	1.2	1.8	1.4	1.2	1.0	.9
Share	5.9	2.7	4.7	3.2	5.3	7.1	4.4	3.2	1.9	7.6	7.2	9.9	8.0	7.2	5.6	5.7
KLVE-FM																
(%)	100	2	76	3	23	27	10	4	9	22	3	5	3	1	9	
Rating	.1	.2	.1	.3	.3	.2	.1	.2	.1	.1	.2	.1	.1	.1	.2	
Share	.7	.3	1.2	.3	1.4	1.9	1.0	.6	1.5	.4	.2	.4	.2	.2	.2	
KLYF-AM																
(%)	126	3	96	4	29	34	13	5	11	28	4	7	3	2	11	
Rating	.1	.2	.1	.1	.3	.3	.2	.1	.2	.1	.1	.1	.1	.1	.2	
Share	.7	.3	1.2	.3	1.4	1.9	1.0	.6	1.5	.4	.2	.4	.2	.2	.9	
KLYF-AM																
(%)	113	15	58	11	27	14	4	2	40	9	15	13	1	2		
Rating	.1	.1	.1	.2	.2	.1	.1	.1	.1	.1	.1	.2	.1	.1	2	
Share	.7	1.3	.7	.9	1.3	.8	.3	.2	.5	.9	.9	.7	.1	.2		
KNX-AM	342	1	200	3	15	33	39	34	77	142	1	6	17	37	29	51
(%)	100	.3	58	1	4	10	11	10	22	41	2	5	11	8	15	
Rating	.3	.4	.1	.1	.3	.5	.8	1.6	.3	.3	.1	.2	.5	.6	.7	
Share	2.0	.1	2.5	.2	.7	1.8	2.9	4.2	10.3	1.8	.1	.3	1.0	2.7	3.5	4.3
KOST-FM	610	21	208	21	63	41	35	33	15	381	61	64	94	94	42	25
(%)	100	4	34	4	10	7	6	5	2	62	10	10	15	15	7	4
Rating	.6	.2	.5	.3	.6	.4	.4	.7	.3	.8	1.0	.7	.9	1.2	.9	.3
Share	3.5	1.8	2.6	1.7	3.0	2.2	2.6	4.1	2.0	4.8	6.1	3.7	5.4	6.8	5.0	2.1
KPWR-FM	695	254	264	158	64	34	7	1	177	72	48	21	9	3	24	
(%)	100	37	38	23	9	5	1	1	25	10	7	3	1	1	4	
Rating	.7	2.5	.6	2.3	.6	.3	.1	.1	.4	1.2	.5	.2	.1	.1	.3	
Share	4.0	21.2	3.2	12.5	3.0	1.9	.5	.1	2.2	7.2	2.7	1.2	.7	.4	2.0	
KRLA-AM	140		65	2	2	7	23	8	24	75	2	3	7	18	18	27
(%)	100	.1	46	2	1	5	16	5	17	53	1	2	5	13	13	19
Rating	.1	.1	.1	.1	.1	.3	.2	.5	.2	.2	.2	.1	.1	.2	.4	.4
Share	.8	.8	.2	.1	.4	1.7	1.0	3.2	1.0	.2	.2	.4	1.3	2.2	2.3	
KROQ-FM	634	150	307	111	144	42	8	2	177	66	72	26	12	1		
(%)	100	24	48	18	23	7	1	2	28	10	11	4	2	1	1	
Rating	.6	1.5	.7	1.6	1.3	.4	.1	.4	1.1	.7	.3	.1	.1	.1	.1	
Share	3.7	12.5	3.8	8.8	6.8	2.3	.6	.3	2.2	6.6	4.1	1.5	.9	.1	.1	
KRTH-FM	501	20	261	31	43	45	87	45	10	221	14	28	49	64	36	29
(%)	100	4	52	6	9	9	17	9	2	44	3	6	10	13	7	6
Rating	.5	.2	.6	.4	.4	.4	1.1	1.0	.2	.5	.2	.3	.5	.8	.7	.4
Share	2.9	1.7	3.2	2.5	2.0	2.5	6.4	5.6	1.3	2.8	1.4	1.6	2.8	4.7	4.3	2.4
KSCA-FM	1060	22	561	129	232	124	41	24	9	478	61	175	102	90	33	17
(%)	100	2	53	12	22	12	4	2	1	45	6	17	10	8	3	2
Rating	1.0	.2	1.2	1.9	2.1	1.2	.5	.5	.2	1.0	1.0	1.8	1.0	1.1	.7	.2
Share	6.2	1.8	6.9	10.2	10.9	6.8	3.0	3.0	1.2	6.1	6.1	10.0	5.9	6.6	3.9	1.4
KSSE-FM	308	41	139	47	58	22	11	1	128	57	50	9	8	2	1	
(%)	100	13														

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+
KLVE-FM	12099	774	4900	820	1546	1393	707	310	124	6425	1058	2041	1610	943	385	388
(%)	100	6	41	7	13	12	6	3	1	53	9	17	13	8	3	3
Rating	11.9	7.7	10.8	11.8	14.2	13.7	9.0	6.9	2.5	13.9	17.5	20.9	15.8	11.6	8.0	5.4
KLYF-AM																
(%)																
Rating																
KXTA-AM	2573	104	1947	85	524	525	415	134	264	522	9	48	116	80	52	218
(%)	100	4	76	3	20	20	16	5	10	20		2	5	3	2	8
Rating	2.5	1.0	4.3	1.2	4.8	5.2	5.3	3.0	5.4	1.1	.1	.5	1.1	1.0	1.1	3.0
KLYY-FM	4537	854	1926	454	980	321	134	37		1757	549	741	326	73	14	54
(%)	100	19	42	10	22	7	3	1		39	12	16	7	2		1
Rating	4.5	8.5	4.2	6.5	9.0	3.2	1.7	.8		3.8	9.1	7.6	3.2	.9	.3	.8
KNX -AM	8798	103	4864	151	528	998	1167	932	1088	3831	84	275	663	900	712	1197
(%)	100	1	55	2	6	11	13	11	12	44	1	3	8	10	8	14
Rating	8.7	1.0	10.7	2.2	4.8	9.8	14.8	20.6	22.2	8.3	1.4	2.8	6.5	11.1	14.7	16.6
KOST-FM	12124	922	4439	619	1190	1113	746	520	251	6764	1214	1444	1784	1201	581	540
(%)	100	8	37	5	10	9	6	4	2	56	10	12	15	10	5	4
Rating	11.9	9.1	9.8	8.9	10.9	10.9	9.5	11.5	5.1	14.7	20.0	14.8	17.5	14.8	12.0	7.5
KPWR-FM	14135	5019	4928	2436	1556	626	219	72	19	4189	1934	1006	677	268	124	180
(%)	100	36	35	17	11	4	2	1		30	14	7	5	2	1	1
Rating	13.9	49.7	10.9	35.0	14.3	6.1	2.8	1.6	.4	9.1	31.9	10.3	6.6	3.3	2.6	2.5
KRLA-AM	2576	37	1068	84	66	120	263	195	340	1471	40	61	171	439	314	445
(%)	100	1	41	3	3	5	10	8	13	57	2	2	7	17	12	17
Rating	2.5	.4	2.4	1.2	.6	1.2	3.3	4.3	6.9	3.2	.7	.6	1.7	5.4	6.5	6.2
KROQ-FM	12244	2691	5278	1745	2350	906	230	28	19	4275	1512	1595	699	419	50	
(%)	100	22	43	14	19	7	2			35	12	13	6	3		
Rating	12.0	26.6	11.6	25.1	21.5	8.9	2.9	.6	.4	9.3	25.0	16.3	6.9	5.2	1.0	
KRTH-FM	10974	964	4741	459	795	1070	1526	711	180	5269	647	766	1369	1591	481	415
(%)	100	9	43	4	7	10	14	6	2	48	6	7	12	14	4	4
Rating	10.8	9.5	10.5	6.6	7.3	10.5	19.4	15.7	3.7	11.4	10.7	7.8	13.4	19.6	9.9	5.8
KSCA-FM	10372	685	5398	1239	1953	1272	520	272	143	4289	825	1388	980	699	207	190
(%)	100	7	52	12	19	12	5	3	1	41	8	13	9	7	2	2
Rating	10.2	6.8	11.9	17.8	17.9	12.5	6.6	6.0	2.9	9.3	13.6	14.2	9.6	8.6	4.3	2.6
KSSE-FM	5294	818	2202	755	914	353	127	53		2273	919	733	290	193	87	51
(%)	100	15	42	14	17	7	2	1		43	17	14	5	4	2	1
Rating	5.2	8.1	4.9	10.8	8.4	3.5	1.6	1.2		4.9	15.2	7.5	2.8	2.4	1.8	.7
KTNQ-AM	3854	26	2277	205	784	632	279	243	135	1551	161	358	368	282	137	244
(%)	100	1	59	5	20	16	7	6	3	40	4	9	10	7	4	6
Rating	3.8	.3	5.0	2.9	7.2	6.2	3.5	5.4	2.8	3.4	2.7	3.7	3.6	3.5	2.8	3.4
KTVV-FM	8223	203	4057	136	653	1300	1139	543	285	3963	153	540	1187	1089	591	403
(%)	100	2	49	2	8	16	14	7	3	48	2	7	14	13	7	5
Rating	8.1	2.0	8.9	2.0	6.0	12.8	14.5	12.0	5.8	8.6	2.5	5.5	11.7	13.4	12.2	5.6

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+
KWKW-AM	119	1	50	5	10	8	5	7	15	68	1	7	5	11	3	41
(%)	100	1	42	4	9	7	4	6	13	57	1	6	4	9	2	35
Rating	.1		.1	.1	.1	.1	.1	.2	.3	.1		.1		.1	.1	.6
Share	.7	.1	.6	.4	.5	.4	.4	.9	2.0	.9	.1	.4	.3	.8	.4	3.5
KWVE-FM	96	1	45	1	6	22	11	4		50	3	10	16	17	2	3
(%)	100	1	47	1	6	23	12	4		52	3	10	16	17	2	3
Rating	.1		.1		.1	.2	.1	.1		.1		.1	.2	.2		
Share	.6	.1	.6	.1	.3	1.2	.8	.5		.6	.3	.6	.9	1.2	.2	.3
KYSR-FM	543	45	184	39	71	53	15	4	3	314	87	124	71	17	11	3
(%)	100	8	34	7	13	10	3	1	1	58	16	23	13	3	2	1
Rating	.5	.4	.4	.6	.7	.5	.2	.1	.1	.7	1.4	1.3	.7	.2	.2	
Share	3.2	3.8	2.3	3.1	3.3	2.9	1.1	.5	.4	4.0	8.7	7.1	4.1	1.2	1.3	.3
KZLA-FM	371	7	140	22	24	22	20	37	16	224	19	39	49	52	44	21
(%)	100	2	38	6	6	6	5	10	4	60	5	10	13	14	12	6
Rating	.4	.1	.3	.3	.2	.2	.3	.8	.3	.5	.3	.4	.5	.6	.9	.3
Share	2.2	.6	1.7	1.7	1.1	1.2	1.5	4.6	2.1	2.8	1.9	2.2	2.8	3.8	5.3	1.8
KGGI-FM	59	12	20	9	3	7	1	1		26	14	6	2	4		
(%)	100	20	35	15	5	12	2	2		45	24	10	4	6		
Rating	.1	.1		.1		.1				.1	.2	.1				
Share	.3	1.0	.2	.7	.1	.4	.1	.1		.3	1.4	.3	.1	.3		
KOLA-FM	62	2	30		1	12	6	9	1	30		1	7	14	7	2
(%)	100	4	48		2	19	9	15	2	49		1	11	22	11	3
Rating	.1		.1			.1	.1	.2		.1			.1	.2	.1	
Share	.4	.2	.4			.7	.4	1.1	.1	.4			.1	.4	1.0	.2
XTRA-AM	105		100	9	29	25	24	9	3	5		1	2			1
(%)	100		95	9	28	24	23	9	3	4		1	2			1
Rating	.1		.2	.1	.3	.2	.3	.2	.1							
Share	.6		1.2	.7	1.4	1.4	1.8	1.1	.4	.1		.1	.1			.1
TOTALS	17211	1196	8124	1261	2127	1826	1353	809	749	7890	1004	1746	1743	1374	836	1187
(%)	100	7	47	7	12	11	8	5	4	46	6	10	10	8	5	7
Rating	16.9	11.8	17.9	18.1	19.5	17.9	17.2	17.9	15.3	17.1	16.6	17.9	17.1	16.9	17.3	16.5

* 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+
KWKV-AM	1492	39	804	36	215	183	132	75	162	648	49	125	71	134	98	171
(%)	100	3	54	2	14	12	9	5	11	43	3	8	5	9	7	11
Rating	1.5	.4	1.8	.5	2.0	1.8	1.7	1.7	3.3	1.4	.8	1.3	.7	1.7	2.0	2.4
KWVE-FM	1938	62	931	95	210	290	223	96	18	945	118	136	283	249	88	71
(%)	100	3	48	5	11	15	11	5	1	49	6	7	15	13	5	4
Rating	1.9	.6	2.1	1.4	1.9	2.8	2.8	2.1	.4	2.0	1.9	1.4	2.8	3.1	1.8	1.0
KYSR-FM	11700	1621	4367	1009	1540	1226	449	73	70	5712	1614	1996	1401	551	85	64
(%)	100	14	37	9	13	10	4	1	1	49	14	17	12	5	1	1
Rating	11.5	16.0	9.6	14.5	14.1	12.0	5.7	1.6	1.4	12.4	26.7	20.4	13.8	6.8	1.8	.9
KZLA-FM	5725	270	2262	148	439	483	456	496	241	3192	355	638	598	907	425	269
(%)	100	5	40	3	8	8	8	9	4	56	6	11	10	16	7	5
Rating	5.6	2.7	5.0	2.1	4.0	4.7	5.8	11.0	4.9	6.9	5.9	6.5	5.9	11.2	8.8	3.7
KGGI-FM	2487	615	851	434	183	105	72	39	18	1021	493	229	163	116		21
(%)	100	25	34	17	7	4	3	2	1	41	20	9	7	5		1
Rating	2.4	6.1	1.9	6.2	1.7	1.0	.9	.9	.4	2.2	8.1	2.3	1.6	1.4		.3
KOLA-FM	1543	113	663	51	55	150	213	132	61	767	19	69	154	367	65	94
(%)	100	7	43	3	4	10	14	9	4	50	1	4	10	24	4	6
Rating	1.5	1.1	1.5	.7	.5	1.5	2.7	2.9	1.2	1.7	.3	.7	1.5	4.5	1.3	1.3
XTRA-AM	2177	23	1846	116	505	518	448	174	85	309	9	60	97	71		72
(%)	100	1	85	5	23	24	21	8	4	14		3	4	3		3
Rating	2.1	.2	4.1	1.7	4.6	5.1	5.7	3.8	1.7	.7	.1	.6	1.0	.9		1.0
TOTALS	97033	9720	43219	6726	10584	9759	7391	4348	4412	44094	5854	9546	9694	7890	4586	6523
(%)	100	10	45	7	11	10	8	4	5	45	6	10	10	8	5	7
Rating	95.5	96.2	95.3	96.6	97.0	95.8	93.8	96.1	90.1	95.5	96.7	97.7	95.2	97.2	94.7	90.7

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listening Locations

Persons 18+																
AQH (00)																
	Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID			
	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other
KABC-AM (%)	273 48	212 37	79 14	9 1	202 38	158 30	162 31	4 1	125 63	50 25	12 6	11 5	206 53	116 30	62 16	6 2
KACD-FM (%)	26 30	40 45	18 21	3 4	16 15	26 24	62 57	5 4	43 67	18 28		3 5	24 36	23 33	18 26	3 5
KBCD-FM (%)	9 20	14 32	21 48		9 13	11 16	49 71		19 44	13 30	11 26		9 23	10 25	20 51	1 1
KACE-FM (%)	55 45	46 38	18 15	2 1	43 33	40 30	47 36	2 1	45 46	34 35	7 7	11 12	48 46	31 30	22 21	3 3
KRTO-FM (%)	13 41	11 34	8 24		8 27	7 24	14 46	1 4	6 42	7 51	1 8		10 42	8 33	5 24	1 1
KBIG-FM (%)	98 21	108 24	248 54	4 1	106 16	82 12	471 71	3	94 44	74 35	38 18	7 3	94 26	73 20	186 52	5 1
KBLA-AM (%)	51 55	20 21	23 24		23 28	11 13	47 57	1 1	7 34	5 25	9 42		25 46	10 19	19 35	1 1
KVCA-AM (%)	3 48		2 42	2	4 81	1 19				1 100			2 62	1 17	1 20	1 1
KBUA-FM (%)	42 50	10 12	31 37	1 2	47 49	15 16	33 35		39 74	4 8	9 17	1 2	39 59	8 12	18 27	1 2
KBUE-FM (%)	247 46	105 20	171 32	13 2	251 40	67 11	287 46	18 3	262 59	71 16	84 19	24 5	219 51	65 15	133 31	13 3
KCBS-FM (%)	98 18	225 42	210 39	6 1	74 11	146 22	437 65	11 2	183 44	167 40	45 11	23 6	93 23	143 35	165 40	10 2
KCMG-FM (%)	163 32	159 31	180 35	6 1	135 23	111 19	340 58	3 1	206 51	128 31	53 13	20 5	155 38	107 26	141 34	7 2
KFI -AM (%)	308 48	245 39	80 13	4 1	596 46	405 31	281 22	11 1	131 56	87 37	10 4	4 2	284 50	191 34	89 16	5 1
KFSG-FM (%)	29 33	48 55	10 12		12 18	37 55	14 20	4 7	14 32	23 55	3 7	3 6	21 35	30 50	7 12	2 4
KFWB-AM (%)	244 43	294 51	36 6	1	121 35	154 44	68 20	4 1	69 44	81 52	5 3	2 1	148 45	153 46	26 8	2 1
KGIL-AM (%)	70 64	25 23	13 12	2 1	121 65	42 23	23 12		94 74	32 25	1 1	1 1	66 66	23 23	10 10	1 1
KGXL-AM (%)	1 22	2 35	3 43		8 52	6 43	1 4		2 26	4 68		5	3 37	3 45	1 18	
KIEV-AM (%)	106 71	35 23	8 5		175 68	41 16	37 14	5 2	52 77	15 23			95 74	23 18	10 8	1 1
KIIS-FM (%)	214 26	359 44	220 27	19 2	115 16	189 26	398 54	30 4	212 39	223 41	89 17	15 3	168 29	212 37	174 31	17 3
KJLH-FM (%)	66 30	90 42	56 26	5 2	65 25	56 22	131 51	5 2	132 59	76 34	4 2	10 4	83 43	60 31	45 23	5 2
KKBT-FM (%)	218 41	183 35	111 21	16 3	159 29	127 24	228 42	27 5	185 52	125 35	18 5	27 8	191 45	123 29	87 21	19 4
KKGO-FM (%)	188 46	110 27	106 26	4 1	195 39	95 19	207 41	3 1	229 69	78 23	22 6	5 1	180 53	75 22	84 24	3 1
KKHJ-AM (%)	163 63	38 15	57 22	2 1	245 63	32 8	101 26	9 2	185 73	27 11	38 15	5 2	153 66	28 12	48 21	3 1
KKLA-FM (%)	70 45	57 37	26 17	2 1	26 20	31 24	73 56		10 27	17 45	10 27		39 42	29 31	24 26	1 1

* Listener estimates adjusted for reported broadcast schedule.

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

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

Listening Locations

Persons 18+																
AQH (00)																
Monday-Friday 6AM-10AM+3PM-7PM				Monday-Friday 10AM-3PM				Weekend 10AM-7PM				Monday-Sunday 6AM-MID				
At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	At Home	In Car	At Work	Other	
KLAC-AM (%)	179 54	94 28	58 17	4 1	209 47	113 26	113 26	5 1	209 65	85 27	13 4	13 4	162 56	76 26	44 15	6 2
KLAX-FM (%)	266 41	159 24	214 33	16 2	263 35	101 13	388 51	9 1	243 57	62 15	102 24	17 4	226 45	91 18	175 35	10 2
KLOS-FM (%)	136 22	254 40	234 37	7 1	96 16	100 17	398 66	8 1	106 37	104 36	47 16	28 10	100 25	129 32	168 41	8 2
KLSX-FM (%)	275 34	336 41	195 24	10 1	133 31	131 31	143 34	17 4	43 48	31 35	12 14	3 3	133 35	145 38	94 25	8 2
KLVE-FM (%)	665 55	212 17	324 27	11 1	646 45	158 11	623 43	17 1	570 62	140 15	188 20	20 2	547 56	141 14	276 28	13 1
KLYF-AM (%)																
KXTA-AM (%)	48 40	42 35	28 23	2 1	47 28	42 25	75 45	2 1	96 74	27 20	4 3	3 2	65 53	31 25	26 21	2 2
KLYY-FM (%)	17 16	59 58	25 24	2 2	15 10	52 33	86 55	3 2	61 47	41 32	21 16	6 5	22 22	43 44	31 32	2 2
KNX -AM (%)	241 43	287 52	26 5	1 1	140 38	175 48	47 13	4 1	84 43	102 53	8 4		166 49	154 45	20 6	1 1
KOST-FM (%)	195 26	245 32	301 40	15 2	120 13	139 15	680 71	17 2	169 43	143 37	58 15	22 6	180 31	148 25	245 42	15 3
KPWR-FM (%)	218 37	233 40	116 20	21 4	127 24	171 33	194 37	32 6	162 42	159 41	33 9	29 8	173 39	158 36	85 19	25 6
KRLA-AM (%)	86 44	81 42	28 14	1 1	99 40	101 41	49 20		36 54	22 33	7 10	2 3	65 47	51 36	23 17	
KROQ-FM (%)	180 26	300 44	188 28	13 2	110 19	168 28	303 51	13 2	194 43	175 39	52 12	26 6	154 32	180 37	133 28	17 3
KRTH-FM (%)	171 29	197 34	202 35	11 2	157 19	184 22	474 57	14 2	230 45	189 37	79 15	15 3	147 30	147 31	177 37	10 2
KSCA-FM (%)	730 47	306 20	502 32	24 2	603 42	177 12	623 44	25 2	400 57	122 17	158 23	22 3	511 49	172 17	335 32	20 2
KSSE-FM (%)	109 37	75 25	107 36	7 2	124 34	33 9	204 55	8 2	162 56	72 25	42 15	12 4	120 45	52 19	88 33	8 3
KTNO-AM (%)	153 41	83 22	132 35	4 1	186 40	49 11	218 47	7 1	139 57	43 17	50 21	12 5	154 48	55 17	106 33	7 2
KTWV-FM (%)	140 23	181 29	295 48	4 1	124 14	109 12	644 73	7 1	182 43	139 33	96 23	4 1	136 27	116 23	246 49	4 1
KWKW-AM (%)	108 72	9 6	34 22		97 65	8 5	44 30		66 72	9 10	6 7	11 12	88 75	7 6	21 18	2 1
KWVE-FM (%)	26 20	68 52	35 27		16 10	76 47	69 43		45 55	32 39	4 5	1 1	22 23	45 47	28 29	
KYSR-FM (%)	165 25	281 42	214 32	13 2	134 18	173 23	419 57	12 2	191 41	186 40	64 14	20 4	138 28	176 35	172 35	12 2
KZLA-FM (%)	108 23	212 45	146 31	10 2	109 20	157 29	267 49	8 1	183 48	127 33	48 13	23 6	107 29	134 37	113 31	9 3
KGGI-FM (%)	17 32	22 42	13 24	1 2	17 29	13 23	21 37	6 11	27 47	22 37	8 15	1 1	18 37	17 35	11 22	2 5
KOLA-FM (%)	26 39	19 29	19 28	3 4	44 38	22 19	46 40	3 3	34 50	14 20	16 24	4 5	25 42	14 24	18 31	2 4

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
XTRA-AM (%)	26 19	78 57	32 23		38 19	90 44	74 37		19 30	19 31	17 28	6 10	25 24	50 48	28 27	1 1
TOTALS (%)	8164 39	7117 34	5585 26	302 1	7355 32	5000 22	10499 45	399 2	7275 53	4055 30	1758 13	582 4	6877 43	4417 28	4381 27	340 2

* Listener estimates adjusted for reported broadcast schedule.

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

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KABC-AM										
SP '99	7:45	5:00	8:00	8:15	6:30	8:45	9:00	3:15	7:00	7:15
WI '99	8:00	3:30	6:45	7:15	3:30	7:00	7:30	3:30	6:30	7:00
FA '98	8:00	4:00	6:30	7:15	4:00	6:15	7:00	4:00	7:00	7:30
SU '98	9:15	4:15	8:00	9:15	5:30	8:15	9:30	2:00	8:00	9:00
4-Book	8:15	4:15	7:15	8:00	5:00	7:30	8:15	3:15	7:15	7:45
SP '98	9:30	5:45	8:00	9:00	4:45	8:15	10:00	7:15	8:00	8:15
KACD-FM										
SP '99	5:45	3:15	6:00	8:15	3:45	5:30	6:00	2:45	6:45	10:45
WI '99	5:00	4:45	5:30	5:45	3:00	6:00	6:15	6:00	5:15	5:30
FA '98	6:45	7:00	8:15	7:45	8:45	9:30	8:15	5:15	6:45	7:30
SU '98	6:00	5:45	7:30	8:15	6:45	9:15	13:00	4:30	4:45	3:15
4-Book	6:00	5:15	6:45	7:30	5:30	7:30	8:30	4:45	6:00	6:45
SP '98	5:45	5:45	5:15	5:15	5:30	5:30	5:45	6:00	5:00	4:15
KBCD-FM										
SP '99	6:00	9:15	7:00	5:00	7:30	7:30	6:30	13:15	6:15	3:00
WI '99	4:00	4:00	4:30	4:30	1:30	5:30	7:30	5:15	4:00	2:00
FA '98	4:30	4:00	5:45	6:00	5:00	5:45	4:45	3:00	6:00	7:00
SU '98	6:45	7:30	7:30	8:30	11:00	5:15	6:00	4:45	9:15	13:00
4-Book	5:15	6:15	6:15	6:00	6:15	6:00	6:15	6:30	6:30	6:15
SP '98	4:15	4:30	3:30	2:45	4:00	4:00	3:45	4:45	3:15	2:15
KACE-FM										
SP '99	5:45	4:30	6:00	6:30	7:00	6:45	6:15	2:45	5:15	6:45
WI '99	8:00	6:45	8:15	9:30	7:30	9:00	10:45	6:30	7:45	8:30
FA '98	7:15	4:15	7:30	9:15	5:15	9:00	10:00	3:45	5:45	8:15
SU '98	8:15	5:45	9:30	10:15	4:15	10:30	12:15	7:15	8:30	8:30
4-Book	7:15	5:15	7:45	9:00	6:00	8:45	9:45	5:00	6:45	8:00
SP '98	6:45	4:00	7:00	8:30	2:45	6:00	9:00	4:45	7:45	8:15
KRTO-FM										
SP '99	4:30	3:30	5:45	5:15	1:30	2:15	2:00	4:30	8:00	7:45
WI '99	3:15	2:30	2:45	3:00	1:30	2:30	2:45	3:45	3:00	3:00
FA '98	4:15	1:30	5:30	6:30	2:00	6:15	6:15	1:00	4:30	7:15
SU '98	6:00	8:30	7:30	6:15	10:00	7:45	6:45	7:00	7:15	5:45
4-Book	4:30	4:00	5:30	5:15	3:45	4:45	4:30	4:00	5:45	6:00
SP '98	3:00	3:45	3:15	2:45	1:45	2:15	2:30	4:30	4:00	3:15
KBIG-FM										
SP '99	5:30	5:30	6:00	6:30	5:15	5:30	5:30	5:45	6:30	7:00
WI '99	6:30	7:00	7:15	7:00	4:30	5:30	6:15	8:30	8:30	7:30
FA '98	6:00	6:15	6:45	6:45	4:00	5:15	5:45	7:45	7:45	7:15
SU '98	6:00	5:00	6:30	7:00	3:45	6:00	7:30	6:00	6:45	6:45
4-Book	6:00	6:00	6:45	6:45	4:30	5:30	6:15	7:00	7:30	7:15
SP '98	6:15	6:30	7:00	6:30	5:30	5:30	5:30	7:30	7:45	7:00
KBLA-AM										
SP '99	8:45	8:00	9:00	9:15	10:00	9:00	8:15	4:00	8:45	10:45
WI '99	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**
KVCA-AM										
SP '99	3:30	3:45	3:30	3:30	3:30	3:15	3:15	3:45	3:45	3:45
WI '99	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**
KBUA-FM										
SP '99	12:00	14:00	12:15	9:30	14:15	13:45	12:30	14:00	10:15	7:30
WI '99	10:15	10:00	10:15	10:45	11:30	11:15	11:30	8:15	8:15	8:30
FA '98	4:15	4:45	4:30	3:45	5:00	4:15	3:30	4:15	4:30	4:15
SU '98	5:00	5:45	5:15	4:00	5:45	5:15	3:30	5:30	5:15	4:15
4-Book	8:00	8:45	8:00	7:00	9:15	8:45	7:45	8:00	7:00	6:15
SP '98	6:00	7:30	7:00	7:00	7:15	7:00	6:00	8:00	7:00	7:30

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KBUE-FM										
SP '99	9:30	11:15	10:00	8:15	12:00	10:45	8:45	9:45	9:15	7:45
WI '99	7:45	7:45	8:00	9:00	8:30	8:15	8:15	6:30	7:45	9:45
FA '98	7:30	7:30	7:45	8:15	6:45	7:15	7:45	8:30	8:15	8:45
SU '98	7:00	6:00	6:45	8:15	5:45	6:45	7:00	6:30	6:45	9:15
4-Book	8:00	8:15	8:15	8:30	8:15	8:15	8:00	7:45	8:00	9:00
SP '98	7:15	7:00	7:45	8:00	6:00	6:45	8:00	8:15	9:00	8:00
KCBS-FM										
SP '99	5:45	5:15	6:00	6:30	6:00	6:30	6:45	4:15	5:30	6:00
WI '99	5:45	5:45	6:15	6:15	6:30	6:45	6:30	4:15	5:15	5:45
FA '98	5:45	4:45	6:15	6:45	5:30	7:30	8:15	3:45	4:15	4:30
SU '98	5:45	6:15	6:00	5:15	7:30	7:00	5:30	4:30	4:30	5:00
4-Book	5:45	5:30	6:15	6:15	6:30	7:00	6:45	4:15	5:00	5:15
SP '98	5:30	5:45	6:00	6:00	5:30	6:00	6:15	5:45	5:45	5:15
KCMG-FM										
SP '99	6:45	7:45	7:15	7:15	8:00	6:15	6:30	7:30	8:15	8:00
WI '99	6:30	6:30	7:15	7:30	7:00	7:15	7:00	6:00	7:00	8:00
FA '98	6:45	5:45	7:30	8:30	6:15	7:30	8:30	5:15	7:15	8:45
SU '98	7:00	7:15	8:00	7:45	6:45	7:30	7:45	7:30	8:15	8:00
4-Book	6:45	6:45	7:30	7:45	7:00	7:15	7:30	6:30	7:45	8:15
SP '98	6:45	6:45	7:15	7:15	5:45	7:00	7:30	7:30	7:45	6:45
KFI -AM										
SP '99	7:15	6:00	7:00	7:30	5:30	7:15	8:00	6:15	6:45	7:00
WI '99	8:15	6:30	7:15	8:00	5:45	7:15	8:15	7:00	7:00	7:30
FA '98	8:45	7:45	8:00	8:30	9:00	7:45	8:15	6:45	8:00	9:00
SU '98	8:15	6:15	7:00	8:00	6:15	7:45	8:45	6:30	6:15	7:00
4-Book	8:15	6:45	7:15	8:00	6:45	7:30	8:15	6:45	7:00	7:45
SP '98	8:45	8:30	8:15	8:30	8:45	8:45	9:00	8:15	8:00	8:00
KFSG-FM										
SP '99	4:30	4:15	4:45	4:45	2:30	3:45	4:15	5:15	5:15	5:15
WI '99	6:00	5:45	5:45	6:00	4:00	5:00	6:00	6:45	6:15	6:15
FA '98	5:00	4:45	5:00	5:00	4:00	4:30	4:45	5:30	5:30	5:15
SU '98	5:00	3:00	4:00	4:45	3:15	3:45	4:15	3:00	4:00	5:00
4-Book	5:15	4:30	5:00	5:15	3:30	4:15	4:45	5:15	5:15	5:30
SP '98	**	**	**	**	**	**	**	**	**	**
KFVB-AM										
SP '99	4:30	3:00	4:00	4:30	3:30	4:00	4:15	2:15	4:00	4:30
WI '99	5:00	3:30	3:45	4:00	3:30	3:45	4:00	3:30	3:45	3:45
FA '98	5:00	4:00	3:45	4:30	3:45	3:45	4:30	4:15	4:15	4:30
SU '98	5:15	3:00	4:00	5:00	3:30	4:15	4:45	2:45	4:00	5:00
4-Book	5:00	3:30	4:00	4:30	3:30	4:00	4:30	3:15	4:00	4:30
SP '98	4:30	2:30	3:45	4:00	2:30	4:15	4:30	2:30	3:00	3:30
KGIL-AM										
SP '99	7:00	3:30	3:45	6:30	4:00	4:15	7:15	2:45	3:30	6:00
WI '99	5:15	45:15	8:30	4:15	45:15	13:30	4:45	0:00	4:15	4:00
FA '98	6:45	3:30	4:30	5:15	2:30	4:00	5:30	4:15	5:00	5:15
SU '98	9:15	18:15	6:45	8:30	32:30	10:45	3:00	1:15	2:00	13:00
4-Book	7:00	17:45	6:00	6:15	21:00	8:15	5:15	2:00	3:45	7:00
SP '98	7:00	0:45	3:30	4:45	0:45	1:15	2:30	0:00	7:15	7:15
+KGXL-AM										
SP '99	3:00	3:30	3:00	3:15	3:30	2:45	2:30	0:00	4:45	4:30
WI '99	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**
KIEV-AM										
SP '99	9:00	2:30	6:30	7:30	3:30	6:45	8:15	1:45	6:15	6:30
WI '99	8:45	4:45	9:45	9:00	1:00	9:00	9:00	10:30	10:30	9:15
FA '98	10:45	2:45	6:15	10:15	3:30	6:15	9:00	2:15	6:30	11:30
SU '98	9:30	14:00	8:15	8:30	28:00	12:15	9:00	2:30	1:45	7:45
4-Book	9:30	6:00	7:45	8:45	9:00	8:30	8:45	4:15	6:15	8:45
SP '98	7:00	4:45	5:45	6:30	3:30	4:45	5:30	7:00	8:00	8:15

** 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
KIIS-FM										
SP '99	5:45	6:00	6:00	5:30	5:30	5:30	5:15	6:15	6:15	5:45
WI '99	5:45	5:45	5:30	5:30	5:45	5:30	5:30	5:30	5:30	5:15
FA '98	5:00	5:00	5:00	5:00	5:00	5:15	5:15	5:00	4:45	4:45
SU '98	5:00	5:00	4:45	4:30	4:45	5:15	5:15	5:00	4:30	4:00
4-Book	5:30	5:30	5:15	5:15	5:15	5:30	5:15	5:30	5:15	5:00
SP '98	4:45	5:00	4:30	4:00	5:00	4:30	3:45	5:00	4:30	4:15
KJLH-FM										
SP '99	7:30	7:15	8:15	8:15	7:00	6:15	5:45	7:30	9:30	9:45
WI '99	7:00	6:45	7:30	8:00	3:45	6:45	8:30	8:15	7:45	7:45
FA '98	7:45	7:45	9:00	8:45	5:15	8:15	9:00	9:15	9:30	8:30
SU '98	8:00	6:30	8:45	9:30	5:45	8:15	8:45	7:15	9:15	9:45
4-Book	7:30	7:00	8:30	8:45	5:30	7:30	8:00	8:00	9:00	9:00
SP '98	8:30	7:15	10:30	11:00	6:15	8:45	9:30	8:00	12:00	12:00
KKBT-FM										
SP '99	6:15	6:45	7:30	6:45	6:45	7:15	8:00	7:15	7:45	6:00
WI '99	7:30	8:15	8:45	6:30	7:15	8:15	7:15	9:15	9:00	6:00
FA '98	7:15	8:15	8:45	7:00	8:00	9:00	7:00	8:45	8:30	7:15
SU '98	7:45	9:00	8:45	7:45	9:30	8:45	8:30	8:15	8:30	7:15
4-Book	7:15	8:00	8:30	7:00	8:00	8:15	7:45	8:30	8:30	6:45
SP '98	7:30	8:00	8:00	7:15	8:30	8:00	8:15	7:30	8:00	6:15
KKGO-FM										
SP '99	7:00	3:15	6:15	8:15	3:45	6:00	7:45	2:45	6:30	8:30
WI '99	7:00	4:00	6:00	7:30	4:45	6:30	8:00	3:30	5:30	7:00
FA '98	7:30	5:00	4:45	6:45	5:30	5:15	8:00	4:15	4:30	5:30
SU '98	5:45	3:30	4:15	5:30	5:15	5:00	6:30	2:00	3:45	5:00
4-Book	6:45	4:00	5:15	7:00	4:45	5:45	7:30	3:15	5:00	6:30
SP '98	7:00	4:45	5:45	6:45	5:30	5:45	7:00	3:45	5:45	6:45
KKHJ-AM										
SP '99	10:00	7:00	10:00	11:30	7:30	10:45	11:45	6:15	9:00	11:00
WI '99	9:30	7:15	9:45	11:15	7:00	8:45	9:00	7:30	11:15	13:30
FA '98	6:45	6:15	6:00	7:15	9:30	6:30	5:15	3:15	5:15	9:45
SU '98	7:00	5:45	7:45	8:15	6:00	7:15	7:45	5:15	8:30	8:45
4-Book	8:15	6:30	8:30	9:30	7:30	8:15	8:30	5:30	8:30	10:45
SP '98	7:45	8:15	8:00	8:15	9:30	10:15	10:00	7:15	5:15	6:30
KKLA-FM										
SP '99	6:15	3:15	6:45	7:15	3:30	6:45	7:45	2:45	6:45	7:00
WI '99	5:30	3:30	6:15	6:45	3:30	5:45	6:30	3:30	6:45	6:45
FA '98	4:15	3:00	4:30	5:00	2:45	4:30	4:45	3:00	4:45	5:00
SU '98	5:45	3:30	5:15	6:15	3:00	4:00	4:45	4:15	6:30	7:30
4-Book	5:30	3:15	5:45	6:15	3:15	5:15	6:00	3:30	6:15	6:30
SP '98	7:15	6:30	7:15	7:30	6:15	7:30	8:00	7:15	7:15	7:15
KLAC-AM										
SP '99	6:30	2:30	4:30	6:00	2:45	4:30	6:15	2:15	4:30	5:30
WI '99	8:15	3:30	6:45	7:30	3:45	4:30	6:45	3:00	8:45	8:00
FA '98	8:15	6:15	8:30	8:00	8:15	8:15	8:15	3:30	8:30	8:00
SU '98	9:15	3:45	5:45	7:45	3:00	7:15	8:00	4:30	4:00	7:15
4-Book	8:00	4:00	6:30	7:15	4:30	6:15	7:15	3:15	6:30	7:15
SP '98	6:45	2:00	4:30	6:15	2:15	3:45	5:30	1:30	5:15	7:15
KLAX-FM										
SP '99	8:15	8:45	9:15	8:45	8:45	9:45	9:45	8:30	8:45	7:45
WI '99	8:00	8:15	8:45	8:30	8:45	8:45	8:00	7:45	8:30	8:45
FA '98	9:45	10:30	11:15	10:30	9:45	10:30	9:45	11:15	12:00	11:00
SU '98	8:45	9:30	9:30	8:15	9:45	9:45	8:15	9:00	9:15	8:15
4-Book	8:45	9:15	9:45	9:00	9:15	9:45	9:00	9:15	9:45	9:00
SP '98	9:45	10:00	9:45	10:00	10:00	9:45	9:30	10:00	9:45	10:45
KLOS-FM										
SP '99	7:00	6:00	7:45	8:15	7:00	8:30	9:00	4:00	6:15	7:15
WI '99	6:15	5:00	7:00	7:30	6:00	8:00	8:15	3:00	5:15	6:00
FA '98	7:00	6:15	7:45	8:15	6:30	8:00	8:30	5:45	7:00	7:15
SU '98	6:45	6:30	7:15	7:15	7:15	8:00	7:15	5:15	6:15	7:00
4-Book	6:45	6:00	7:30	7:45	6:45	8:15	8:15	4:30	6:15	7:00
SP '98	7:00	5:45	7:45	8:30	6:00	8:00	8:45	5:15	7:30	8:15

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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& 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
KLSX-FM										
SP '99	8:15	8:15	8:15	8:45	9:15	8:30	8:45	6:30	7:45	8:30
WI '99	7:00	7:45	7:45	7:00	9:00	9:00	8:15	5:15	4:45	4:15
FA '98	8:00	8:45	8:30	8:00	10:45	9:30	8:45	5:15	6:00	6:15
SU '98	8:15	9:30	8:15	7:45	10:30	9:15	8:30	7:45	6:15	6:15
4-Book	8:00	8:30	8:15	8:00	10:00	9:00	8:30	6:15	6:15	6:15
SP '98	7:15	7:15	7:45	7:30	8:15	8:30	8:15	5:45	6:15	6:00
KLVE-FM										
SP '99	10:30	9:15	10:45	11:45	8:00	10:30	11:15	10:00	11:15	12:15
WI '99	10:15	9:45	11:00	11:15	9:30	10:00	9:30	10:15	12:00	13:00
FA '98	10:30	10:15	11:00	11:15	9:00	10:00	10:30	11:45	11:30	12:00
SU '98	10:45	10:00	11:15	12:15	9:15	10:15	11:00	10:30	12:15	13:15
4-Book	10:30	9:45	11:00	11:45	9:00	10:15	10:30	10:45	11:45	12:45
SP '98	11:30	11:15	12:45	12:45	11:15	11:30	10:45	11:15	13:30	14:15
+KLYF-AM										
SP '99	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
WI '99	**	**	**	**	**	**	**	**	**	**
FA '98	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
SU '98	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '98	1:30	0:15	0:00	0:00	0:00	0:00	0:00	0:15	0:00	0:00
KXTA-AM										
SP '99	6:15	7:15	6:45	6:00	7:00	6:30	6:00	9:30	7:30	6:00
WI '99	5:00	6:00	5:00	4:30	6:30	5:30	5:00	1:45	1:30	2:30
FA '98	4:45	7:15	5:00	3:45	7:15	5:15	4:00	5:15	2:45	1:45
SU '98	6:15	7:30	6:15	4:30	9:45	7:00	4:45	1:30	3:30	4:00
4-Book	5:30	7:00	5:45	4:45	7:45	6:00	5:00	4:30	3:45	3:30
SP '98	5:30	5:15	5:45	5:30	6:00	6:00	5:45	2:15	3:45	5:00
KLYY-FM										
SP '99	3:15	2:45	3:45	5:00	3:15	4:00	5:00	2:15	3:15	5:00
WI '99	3:15	3:30	3:30	3:15	3:45	3:45	3:30	3:15	3:15	3:00
FA '98	3:30	3:30	3:45	3:00	3:45	4:15	3:15	3:00	3:15	3:00
SU '98	3:30	3:30	3:45	3:00	4:00	4:15	4:00	3:15	3:15	2:00
4-Book	3:30	3:15	3:45	3:30	3:45	4:00	4:00	3:00	3:15	3:15
SP '98	3:30	4:00	4:15	3:15	4:30	5:00	4:15	3:15	3:15	2:00
KNX -AM										
SP '99	5:00	3:00	4:00	4:30	3:15	4:00	4:15	2:30	4:00	4:45
WI '99	5:00	2:45	3:30	4:15	2:45	3:45	4:45	3:00	3:15	3:15
FA '98	4:45	3:30	4:15	4:30	3:45	4:15	4:30	2:45	4:00	4:15
SU '98	5:00	3:00	4:00	4:30	3:45	4:30	5:00	1:45	3:30	4:00
4-Book	5:00	3:00	4:00	4:30	3:30	4:15	4:45	2:30	3:45	4:00
SP '98	5:15	2:45	4:00	4:45	3:00	4:30	5:15	2:45	3:00	3:45
KOST-FM										
SP '99	6:15	6:00	6:30	7:15	5:45	5:45	5:45	6:00	7:15	8:15
WI '99	6:15	6:15	6:15	6:15	5:45	5:30	5:30	6:30	6:45	6:45
FA '98	6:15	5:30	6:45	7:45	5:30	5:45	6:45	5:45	7:15	8:15
SU '98	6:30	6:30	6:45	7:00	6:30	6:45	7:15	6:30	7:00	6:45
4-Book	6:15	6:00	6:30	7:00	6:00	6:00	6:15	6:15	7:00	7:30
SP '98	6:00	5:45	6:30	6:15	6:00	6:15	6:15	5:45	6:45	6:30
KPWR-FM										
SP '99	6:15	6:15	5:15	4:45	7:00	5:30	5:45	5:15	5:00	3:45
WI '99	6:15	6:45	5:30	4:15	7:15	5:45	5:15	6:15	5:00	3:15
FA '98	6:15	6:15	5:15	4:00	6:45	6:00	5:30	5:30	4:45	3:00
SU '98	5:45	6:00	5:00	4:15	6:00	5:00	4:00	5:45	5:00	4:15
4-Book	6:15	6:15	5:15	4:15	6:45	5:30	5:15	5:45	5:00	3:30
SP '98	6:00	6:15	4:45	3:30	6:45	4:45	3:45	5:30	4:30	3:15
KRLA-AM										
SP '99	6:45	4:15	6:30	6:45	3:15	8:45	8:00	5:30	5:15	5:45
WI '99	7:45	3:00	5:30	6:15	3:30	5:30	5:15	2:15	5:30	7:00
FA '98	7:15	9:30	8:15	7:45	7:45	8:15	8:15	12:00	8:30	7:15
SU '98	5:45	4:15	6:30	7:00	5:00	6:30	7:30	3:30	6:00	6:15
4-Book	7:00	5:15	6:45	7:00	5:00	7:15	7:15	5:45	6:15	6:30
SP '98	5:15	3:45	5:15	6:00	4:30	4:00	5:00	3:15	6:45	7:30

** 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
KROQ-FM										
SP '99	6:30	7:00	6:15	4:45	7:45	7:00	5:30	5:30	5:00	4:15
WI '99	5:45	6:15	6:00	5:30	7:00	6:30	5:30	5:30	5:30	5:30
FA '98	6:00	6:30	6:00	5:00	7:00	6:00	4:15	5:30	5:45	5:45
SU '98	6:45	7:15	7:00	5:15	8:00	7:30	5:45	6:30	6:15	4:00
4-Book	6:15	6:45	6:15	5:15	7:30	6:45	5:15	5:45	5:45	5:00
SP '98	6:15	6:30	6:15	5:15	7:15	7:15	5:30	5:15	4:45	5:00
KRTH-FM										
SP '99	5:45	5:30	5:30	6:00	7:30	6:30	6:45	3:45	4:45	5:30
WI '99	5:45	4:00	6:15	7:00	5:00	6:00	7:00	3:15	6:15	7:00
FA '98	5:30	5:00	5:45	6:15	5:45	5:45	6:30	4:00	5:30	6:00
SU '98	6:15	5:15	6:15	6:45	5:00	7:00	7:15	5:30	5:30	6:30
4-Book	5:45	5:00	6:00	6:30	5:45	6:15	7:00	4:15	5:30	6:15
SP '98	5:45	5:30	6:30	6:30	7:15	6:45	6:45	4:15	6:15	6:15
KSCA-FM										
SP '99	12:45	14:00	14:15	13:15	14:15	13:30	11:30	13:30	15:00	15:00
WI '99	12:00	11:45	13:30	14:15	11:30	13:15	15:15	12:15	13:45	13:15
FA '98	13:30	13:30	15:15	15:15	13:45	15:15	14:45	13:15	15:30	16:00
SU '98	13:30	15:00	15:00	13:45	15:45	16:45	14:45	13:45	13:00	12:30
4-Book	13:00	13:30	14:30	14:15	13:45	14:45	14:00	13:15	14:15	14:15
SP '98	12:15	12:00	13:15	14:15	11:30	12:00	12:30	12:30	15:00	16:15
KSSE-FM										
SP '99	7:15	8:00	7:45	6:15	8:00	8:15	8:00	8:15	7:00	4:15
WI '99	7:30	7:30	8:30	9:30	7:30	7:45	8:45	7:30	9:15	10:00
FA '98	7:45	8:45	7:45	6:45	8:45	7:45	7:30	8:30	7:30	6:00
SU '98	8:15	9:45	8:30	6:15	8:30	7:30	4:45	10:45	9:45	7:30
4-Book	7:45	8:30	8:15	7:15	8:15	7:45	7:15	8:45	8:30	7:00
SP '98	7:15	8:00	6:45	6:15	8:15	7:45	7:15	7:30	6:00	5:30
KTNQ-AM										
SP '99	10:30	11:30	10:30	10:30	12:45	10:45	10:45	9:00	10:30	10:15
WI '99	10:30	9:15	10:45	12:15	9:45	11:15	11:45	8:00	9:30	13:00
FA '98	10:30	10:15	11:15	10:30	11:30	12:15	11:00	8:30	9:30	9:45
SU '98	12:45	10:30	12:00	13:15	11:00	12:45	14:30	8:45	11:00	11:30
4-Book	11:00	10:30	11:15	11:45	11:15	11:45	12:00	8:30	10:15	11:15
SP '98	11:30	10:30	12:15	12:45	11:30	13:30	13:00	8:30	10:15	12:15
KTWV-FM										
SP '99	7:45	7:00	8:00	8:30	7:00	7:45	8:15	7:15	8:30	8:45
WI '99	8:45	7:00	9:00	9:45	7:15	9:30	10:30	6:45	8:45	9:15
FA '98	8:15	8:00	8:15	8:30	7:30	8:00	8:30	8:30	8:15	8:30
SU '98	8:45	5:15	7:45	9:45	4:00	8:15	11:00	6:15	7:15	8:30
4-Book	8:30	6:45	8:15	9:15	6:30	8:30	9:30	7:15	8:15	8:45
SP '98	8:30	6:30	8:45	9:30	4:00	7:30	8:15	8:00	9:45	10:30
KVKV-AM										
SP '99	10:00	7:00	6:45	6:45	7:45	5:30	6:15	6:00	8:45	7:30
WI '99	9:00	13:00	11:00	8:30	17:30	13:30	10:00	6:45	7:15	7:00
FA '98	9:00	6:45	8:00	9:00	7:00	6:15	7:15	6:15	10:00	11:00
SU '98	8:15	9:00	8:00	6:45	7:45	7:00	6:45	11:00	9:30	6:45
4-Book	9:00	9:00	8:30	7:45	10:00	8:00	7:30	7:30	9:00	8:00
SP '98	9:30	10:30	8:45	8:00	12:30	10:00	7:00	7:45	6:30	9:30
KWVE-FM										
SP '99	6:15	4:30	7:30	7:30	3:15	7:00	7:45	6:15	8:00	7:00
WI '99	4:15	4:30	4:45	4:30	7:00	5:45	4:15	2:30	4:15	4:30
FA '98	5:45	5:00	6:15	6:45	5:30	6:45	7:00	4:30	6:00	6:30
SU '98	5:00	4:30	5:30	5:30	5:30	4:15	3:30	4:00	6:15	6:45
4-Book	5:15	4:45	6:00	6:00	5:15	6:00	5:45	4:15	6:15	6:15
SP '98	5:00	4:45	5:15	5:30	5:15	5:30	5:15	4:30	5:00	5:45
KYSR-FM										
SP '99	5:45	6:30	6:15	5:45	5:30	5:30	5:15	7:15	6:45	6:15
WI '99	5:15	6:00	6:00	5:00	6:00	5:45	4:30	6:00	6:15	5:30
FA '98	5:15	5:30	5:45	5:30	5:00	5:00	5:30	5:45	6:15	5:30
SU '98	5:30	6:00	6:00	5:15	5:45	6:00	5:45	6:15	6:00	5:00
4-Book	5:30	6:00	6:00	5:30	5:30	5:30	5:15	6:15	6:15	5:30
SP '98	5:15	5:45	5:45	5:15	5:30	5:45	5:45	5:45	5:45	4:45

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
KZLA-FM										
SP '99	8:15	8:15	7:15	8:30	9:45	6:00	7:00	7:15	8:15	9:30
WI '99	7:45	8:15	8:45	8:15	10:00	9:00	7:45	7:00	8:30	8:30
FA '98	7:30	7:00	8:00	8:30	6:45	9:00	9:30	7:00	7:15	7:30
SU '98	8:15	5:45	7:45	9:00	5:45	8:15	9:15	5:45	7:30	8:30
4-Book	8:00	7:15	8:00	8:30	8:00	8:00	8:30	6:45	8:00	8:30
SP '98	8:45	7:15	9:00	9:15	5:15	9:15	10:30	8:15	9:00	8:15
KGGI-FM										
SP '99	3:00	3:00	3:15	3:45	2:15	3:45	5:15	3:30	3:00	2:45
WI '99	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**
KOLA-FM										
SP '99	5:00	1:45	5:00	6:15	2:00	5:45	6:45	1:15	4:45	6:00
WI '99	**	**	**	**	**	**	**	**	**	**
FA '98	**	**	**	**	**	**	**	**	**	**
SU '98	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '98	**	**	**	**	**	**	**	**	**	**
XTRA-AM										
SP '99	6:00	7:00	6:00	6:00	7:45	6:45	6:30	1:45	2:00	2:00
WI '99	5:15	4:30	5:00	5:30	4:30	5:15	5:45	4:45	3:30	2:45
FA '98	6:00	7:30	6:45	5:45	8:00	7:15	6:15	2:30	2:15	2:00
SU '98	5:45	6:45	6:00	5:30	7:15	6:15	5:30	1:45	3:30	5:15
4-Book	5:45	6:30	6:00	5:45	7:00	6:30	6:00	2:45	2:45	3:00
SP '98	5:45	6:15	6:00	5:45	6:30	6:30	6:30	1:45	1:15	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	KACE-FM	KRTO-FM	KBIG-FM	KBLA-AM	KVCA-AM	KBUA-FM	KBUE-FM	KCBS-FM	KCMG-FM	KFI-AM	KFSG-FM	KFWB-AM	KGIL-AM	KGXL-AM	KIEV-AM	KIIS-FM	KJLH-FM	KKBT-FM
Cume Pers. (00)	6433	1504	838	2378	668	8395	809	125	742	6172	9229	8200	9799	1795	9077	1774	278	1795	17205	3426	10625
KABC-AM	100	12	3	5	11	5		23	2		7	3	35	3	15	28	21	54	3	3	1
KACD-FM	3	100	1	5	3						4	3	1	1	1	1			2	2	1
KBCD-FM		1	100	1	4	2					2	1	1	1	1				1	1	1
KACE-FM	2	7	2	100	50	2					2	7	4	3	1	10			2	28	10
KRTO-FM	1		3	14	100	1					1	2	1	2	1				1	2	1
KBIG-FM	6	17	18	6	7	100					13	20	9	17	9	7	9	4	17	9	9
KBLA-AM							3	18	3	3											
KVCA-AM							100			2											
KBUA-FM									100					1							1
KBUE-FM		2		1	1	2	18		17	100					1				4	1	4
KCBS-FM	11	25	20	8	13	14	2		3	1	100	14	11	11	12	6	5	6	9	1	5
KCMG-FM	4	15	8	25	24	19	3	10	3	7	13	100	4	10	8	6	10	2	13	18	16
KFI-AM	53	8	5	1	4	10		21	2	1	12	5	100	11	22	26	19	62	5	2	3
KFSG-FM	1	1	2	3	2	4		2	2	2	2	2	2	100	3	2	5	3	1	2	1
KFWB-AM	21	8	10	10	27	10	1	11	2	1	12	9	20	15	100	26	15	24	5	8	3
KGIL-AM	8	1		1	3	1					1	1	5	1	5	100	69	9	1		
KGXL-AM	1			1									1	1		11	100	1			
KIEV-AM	15					1					1		11	3	5	10	5	100		1	
KIIS-FM	7	21	20	12	14	35	6	12	6	10	17	28	9	14	10	5	5	4	100	12	34
KJLH-FM	1	4		41	12	4	2					7	1	3	3			2	2	100	19
KKBT-FM	2	8	15	43	20	11	1	10	8	7	5	20	3	6	4				21	58	100
KKGO-FM	12	16	14	5	6	8			2	1	7	4	8	11	13	17	44	12	4	3	2
KKHJ-AM	1		1	1	1	1	11	22	16	15	1	2	1	2	1	2	4	1	1	1	1
KKLA-FM	2	2	1	2	4	1		10	3	1	1	2	2	23	4	4	2	2	1	2	1
KLAC-AM	16	8	7	6	11	5	2	11			6	4	15	4	16	33	32	30	2	4	2
KLAX-FM	1	2		1	3	3			24	45	1	7			1			1	4	2	3
KLOS-FM	9	27	37	8	14	11	29	13	4	2	34	6	8	9	10	4	5	4	5	2	4
KLSX-FM	13	17	10	7	8	6				2	15	6	11	6	9	5	10	4	5	2	4
KLVE-FM	2	4	1	1	7	13	46	55	42	34	4	12	2	3	3	1		2	10	4	6
KLYF-AM																					
KXTA-AM	8	5	5	1		2	2				6	2	5	1	7	7		10	1		1
KLYY-FM	2	18	17	4	5	7				1	13	5	3	5	3			1	7	1	6
KNX-AM	22	12	13	11	27	9				1	13	6	24	12	26	40	24	29	4	6	3
KOST-FM	8	18	17	12	8	47	5	12	5	4	14	20	9	18	14	13	20	6	26	12	14
KPWR-FM	2	9	9	22	18	17	4	10	12	20	9	25	3	4	4	1		1	34	36	64
KRLA-AM	17	5	1	3	6	3				1	3	3	9	1	5	12	14	14	1		1
KROQ-FM	5	37	27	14	10	15				5	26	12	6	9	8	1		1	20	4	19
KRTH-FM	9	23	15	14	16	21	2	28	5	7	20	27	10	15	12	9	14	4	14	6	10
KSCA-FM		1		1	3	5	24	6	39	46	2	10				2			6	2	4
KSSE-FM	1	3	1	6	5	18			11	21	2	7	1	2				8	2	2	5
KTNO-AM	1				2	3	37	24	7	10	2	4	1	1	1	5		1	1	1	1
KTWV-FM	11	10	15	23	29	14	1	12	3	2	13	12	10	19	17	4		9	7	28	10
KWKV-AM						1	28			5	1	1			1	1					
KWVE-FM			1	1	2	2		10		2	2	1	2	18	2	1		1	1	2	1
KYSR-FM	6	33	31	8	9	30	2	12	6	3	24	16	8	10	9	3		2	27	5	15
KZLA-FM	7	8	7	1	2	9					11	6	8	8	7	8	15	3	5	3	2
KGGI-FM			3	5	8	4				2	1	7	1	1	1				7	5	12
KOLA-FM	2	2	5	3	12	5					4	5	1	3	4	4	5	2	2	2	1
XTRA-AM	7	4	9	2	2	2	1	11			4	3	4	1	6	1		4	1	3	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

	KKGO-FM	KKHJ-AM	KKLA-FM	KLAC-AM	KLAX-FM	KLOS-FM	KLSX-FM	KLVE-FM	KLYF-AM	KXTA-AM	KLYY-FM	KNX-AM	KOST-FM	KPWR-FM	KRLA-AM	KROQ-FM	KRTH-FM	KSCA-FM	KSSE-FM	KTNQ-AM	KTVV-FM
Cume Pers. (00)	6259	2936	1947	5731	7939	7462	5980	12099		2573	4537	8798	12124	14135	2576	12244	10974	10372	5294	3854	8223
KABC-AM	12	1	6	18	1	7	13	1		20	2	16	4	1	42	3	5		1	1	9
KACD-FM	4		1	2		6	4			3	6	2	2	1	3	4	3		1		2
KBCD-FM	2		1	1		4	1			2	3	1	1	1	2	1					2
KACE-FM	2	1	2	2		2	3			1	2	3	2	4	3	3	3				7
KRTO-FM	1		1	1		1	1				1	2		1	2	1	1		1		2
KBIG-FM	11	3	6	8	3	12	9	9		8	13	8	32	10	8	10	16	4	9	6	14
KBLA-AM		3			3			3		1								2	3	8	8
KVCA-AM		1	1					1												1	1
KBUA-FM		4	1		2			3						1				3	1	1	1
KBUE-FM	1	31	3	1	35	1	2	17		1	2	1	2	9	2	2	4	27	24	15	1
KCBS-FM	11	2	7	10	1	43	22	3		23	26	13	11	6	10	20	17	2	4	4	14
KCMG-FM	5	5	9	6	7	7	9	8		7	9	6	14	15	8	8	20	8	11	8	12
KFI-AM	13	2	12	26		10	18	2		18	5	27	7	2	35	5	9		2	2	12
KFSG-FM	3	1	21	1		2	2			1	2	2	3		1	3		1	1	1	4
KFWB-AM	18	4	18	25	1	12	14	2		26	6	27	10	3	19	6	10		1	3	19
KGIL-AM	5	1	3	10		1	2			5		8	2		8		2			2	1
KGXL-AM	2			2								1			1						2
KIEV-AM	3	1	2	9		1	1			7		6	1		10		1			1	2
KIIS-FM	12	4	13	5	10	12	13	14		6	27	9	36	41	8	28	22	9	24	4	15
KJLH-FM	1		3	3	1	1	1	1			1	2	3	9	1	1	2	1	1	1	12
KKBT-FM	4	2	4	4	4	5	7	5		3	15	3	12	48	3	17	9	4	9	2	12
KKGO-FM	100	1	11	14		6	6	2		11	5	14	8	2	12	6	6	1	2	1	13
KKHJ-AM		100	2	1	13		1	9		2	1	1		1	2	1	1	12	5	14	1
KKLA-FM	4	1	100	1		1	2	1		1	2	3	2		1	1	3				5
KLAC-AM	13	3	4	100	1	7	7	1		27	5	18	6	2	19	4	7	1		3	8
KLAX-FM	1	34		1	100	1	2	27		1	2		3	8	4	2	5	38	32	30	1
KLOS-FM	7	1	4	9	1	100	22	2		15	23	11	7	3	4	16	10	1	3	2	12
KLSX-FM	6	2	5	7	1	18	100	1		12	16	8	4	4	10	14	7	1	4	2	7
KLVE-FM	4	36	5	2	41	3	3	100		4	4	3	9	9	1	6	11	42	46	43	5
KLYF-AM									100												
KXTA-AM	5	2	2	12		5	5	1		100	3	8	1	1	9	4	2	1		2	3
KLYY-FM	4	1	4	4	1	14	12	1		5	100	4	4	7	2	28	7	1	5	1	2
KNX-AM	20	4	14	28	1	12	12	2		29	8	100	8	3	29	6	9		1	4	15
KOST-FM	15	2	15	12	5	11	7	9		5	11	12	100	14	10	11	23	5	9	7	20
KPWR-FM	6	7	2	5	15	6	10	11		6	23	4	16	100	6	27	12	13	19	5	9
KRLA-AM	5	2	1	9	1	1	4			9	1	8	2	1	100	2	3	1	1	1	3
KROQ-FM	12	4	3	8	3	27	28	6		17	75	8	11	23	8	100	14	2	12	1	6
KRTH-FM	10	5	15	13	7	15	13	10		8	16	12	21	9	14	13	100	6	9	6	14
KSCA-FM	1	42	1	1	50	1	1	36		3	1	1	4	9	3	2	6	100	37	47	
KSSE-FM	1	8	1		22	2	3	20			6		4	7	2	5	4	19	100	15	2
KTNQ-AM	1	19	1	2	14	1	1	14		2	1	2	2	1	2		2	17	11	100	1
KTVV-FM	17	2	20	12	1	13	9	3		10	4	14	14	5	11	4	10		3	2	100
KVKV-AM		11		1	5			4			1						1	5	3	14	
KWVE-FM	3	1	17	2	1	2	1	2		3	1	3	2	1		2	2	2	2	2	4
KYSR-FM	11	3	3	4	4	25	20	5		11	42	9	17	14	8	35	14	3	12	3	15
KZLA-FM	6	3	8	5		10	8	1		6	6	8	7	2	4	6	11	1	1	2	6
KGGI-FM	1	1		1	2	1	1	2			4	1	4	10	2	4	3	2	4		2
KOLA-FM	2		4	4		3	2	1		1	1	3	3	1	1	1	7	1	1	1	3
XTRA-AM	2		4	9		6	5			25	3	5	2	1	10	3	2				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

	KWKW-AM	KWVE-FM	KYSR-FM	KZLA-FM	KGGI-FM	KOLA-FM	XTRA-AM													
Cume Pers. (00)	1492	1938	11700	5725	2487	1543	2177													
KABC-AM		1	3	8		8	20													
KACD-FM			4	2		2	3													
KBCD-FM		1	2	1	1	3	3													
KACE-FM		1	2			5	4	3												
KRTO-FM		1	1			2	5	1												
KBIG-FM	3	9	21	13	15	25	9													
KBLA-AM	15																			
KVCA-AM	1	1					1													
KBUA-FM																				
KBJE-FM	20	7	2		4	1	1													
KCBS-FM	4	11	19	17	5	27	18													
KCMG-FM	3	6	12	9	23	26	11													
KFI -AM		8	7	15	2	9	18													
KFSG-FM		17	2	2	1	3	1													
KFWB-AM	3	8	7	11	5	21	23													
KGIL-AM	1	1		3		5	1													
KGXL-AM				1		1														
KIEV-AM		1		1		3	3													
KIIS-FM	4	10	39	16	52	18	9													
KJLH-FM		4	1	2	6	3	4													
KKBT-FM	1	8	13	4	50	6	4													
KKGO-FM		10	6	6	4	10	6													
KKHJ-AM	22	2	1	1	1															
KKLA-FM		17	1	3		5	3													
KLAC-AM	2	5	2	5	2	13	23													
KLAX-FM	29	4	3	1	6	2	1													
KLOS-FM		8	16	13	4	16	21													
KLSX-FM	2	4	10	8	3	8	15													
KLVE-FM	33	13	5	1	7	6	1													
KLYF-AM																				
KXTA-AM	1	5	3	3		2	30													
KLYY-FM	2	3	16	5	8	4	6													
KNX -AM	1	14	7	13	3	14	21													
KOST-FM	4	10	18	16	20	27	9													
KPWR-FM	4	6	17	5	56	6	6													
KRLA-AM		1	2	2	2	2	12													
KROQ-FM	1	11	36	12	19	10	17													
KRTH-FM	6	13	14	21	12	51	11													
KSCA-FM	37	12	2	1	9	4	1													
KSSE-FM	10	4	5	1	9	3	1													
KTNQ-AM	36	3	1	1		1														
KTWV-FM	1	16	10	9	8	14	11													
KWKW-AM	100					1	1													
KWVE-FM		100	1	1	2	1	1													
KYSR-FM	3	7	100	19	19	14	12													
KZLA-FM	2	4	10	100	1	12	5													
KGGI-FM		3	4	1	100	2														
KOLA-FM	1	1	2	3	1	100	2													
XTRA-AM	1	1	2	2		3	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	182	3	140	1092		6479	KIEV-AM	34	2	28		186	1795	KOST-FM	818	7
KACD-FM	12	1	6	118	1504	KIIS-FM	1166	7	70	1929	17384	KPWR-FM	914	6	104	1835	14231
KBCD-FM	14	2	8	110	848	KJLH-FM	188	5	47	650	3444	KRLA-AM	18	1	38	377	2624
KACE-FM	79	3	24	386	2423	KKBT-FM	502	5	103	1776	10655	KROQ-FM	728	6	64	1650	12330
KRTO-FM	15	2	4	165	694	KKGO-FM	336	5	39	548	6286	KRTH-FM	617	6	67	1293	11136
KBIG-FM	221	3	45	938	8509	KKHJ-AM	400	14	36	559	3014	KSCA-FM	1382	13	166	2456	10427
KBLA-AM	42	5	13	172	809	KKLA-FM	138	7	11	192	1951	KSSE-FM	226	4	52	661	5321
KVCA-AM				8	125	KLAC-AM	381	7	42	540	5767	KTNQ-AM	226	6	135	922	3908
KBUA-FM	47	6	8	128	742	KLAX-FM	460	6	85	1438	8040	KTWV-FM	443	5	66	1148	8341
KBUE-FM	524	8	62	889	6200	KLOS-FM	294	4	59	1014	7523	KWKW-AM	73	5	8	154	1504
KCBS-FM	356	4	47	982	9246	KLSX-FM	274	5	69	879	6040	KWVE-FM	160	8	11	233	1951
KCMG-FM	297	4	80	1197	8250	KLVE-FM	1544	13	133	2287	12217	KYSR-FM	397	3	57	1510	11777
KFI -AM	561	6	73	1155	9875	KLYF-AM						KZLA-FM	574	10	51	783	5739
KFSG-FM	209	12	7	198	1795	KXTA-AM			5	177	2589	KGGI-FM	55	2	8	249	2539
KFWB-AM	598	7	141	1962	9321	KLYY-FM	12		12	297	4562	KOLA-FM	38	2	6	160	1580
KGIL-AM	122	7	8	133	1791	KNX -AM	510	6	113	1863	8936	XTRA-AM	46	2	7	138	2177
KGXL-AM			3	49	296												
TOTALS															2820	31010	97154

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
KABC-AM							KGIL-AM						
Total	391	100	.4	6433	100	6.3	Total	100	100	.1	1774	100	1.7
Black	38	10	.5	505	8	6.5	Black	4	4	.1	39	2	.5
Hispanic	70	18	.2	816	13	2.1	Hispanic	21	21	.1	268	15	.7
KACD-FM							KGXL-AM						
Total	69	100	.1	1504	100	1.5	Total	7	100		278	100	.3
Black	2	3		47	3	.6	Black		1		13	5	.2
Hispanic	9	13		223	15	.6	Hispanic	2	24		43	15	.1
KBCD-FM							KIEV-AM						
Total	39	100		838	100	.8	Total	129	100	.1	1795	100	1.8
Black							Black	3	2		87	5	1.1
Hispanic	4	10		150	18	.4	Hispanic	28	21	.1	323	18	.8
KACE-FM							KIIS-FM						
Total	109	100	.1	2378	100	2.3	Total	801	100	.8	17205	100	16.9
Black	88	81	1.1	1601	67	20.6	Black	17	2	.2	655	4	8.4
Hispanic	8	8		252	11	.7	Hispanic	299	37	.8	6389	37	16.5
KRTO-FM							KJLH-FM						
Total	23	100		668	100	.7	Total	202	100	.2	3426	100	3.4
Black	14	60	.2	305	46	3.9	Black	170	84	2.2	2740	80	35.2
Hispanic	8	35		244	37	.6	Hispanic	11	6		348	10	.9
KBIG-FM							KKBT-FM						
Total	365	100	.4	8395	100	8.3	Total	524	100	.5	10625	100	10.5
Black	15	4	.2	372	4	4.8	Black	315	60	4.0	3937	37	50.6
Hispanic	101	28	.3	2226	27	5.7	Hispanic	98	19	.3	3108	29	8.0
KBLA-AM							KKGO-FM						
Total	55	100	.1	809	100	.8	Total	344	100	.3	6259	100	6.2
Black	3	5		26	3	.3	Black	5	1	.1	163	3	2.1
Hispanic	50	90	.1	725	90	1.9	Hispanic	67	19	.2	848	14	2.2
KVCA-AM							KKHJ-AM						
Total	4	100		125	100	.1	Total	235	100	.2	2936	100	2.9
Black							Black						
Hispanic	3	72		84	67	.2	Hispanic	230	98	.6	2803	95	7.2
KBUA-FM							KKLA-FM						
Total	70	100	.1	742	100	.7	Total	97	100	.1	1947	100	1.9
Black							Black	6	6	.1	176	9	2.3
Hispanic	70	100	.2	730	98	1.9	Hispanic	10	10		303	16	.8
KBUE-FM							KLAC-AM						
Total	467	100	.5	6172	100	6.1	Total	292	100	.3	5731	100	5.6
Black	1			26		.3	Black	13	4	.2	328	6	4.2
Hispanic	449	96	1.2	5775	94	14.9	Hispanic	34	12	.1	785	14	2.0
KCBS-FM							KLAX-FM						
Total	423	100	.4	9229	100	9.1	Total	519	100	.5	7939	100	7.8
Black	3	1		110	1	1.4	Black	11	2	.1	69	1	.9
Hispanic	107	25	.3	2055	22	5.3	Hispanic	503	97	1.3	7714	97	19.9
KCMG-FM							KLOS-FM						
Total	437	100	.4	8200	100	8.1	Total	416	100	.4	7462	100	7.3
Black	68	16	.9	1110	14	14.3	Black	3	1		108	1	1.4
Hispanic	257	59	.7	4376	53	11.3	Hispanic	59	14	.2	1199	16	3.1
KFI -AM							KLSX-FM						
Total	573	100	.6	9799	100	9.6	Total	387	100	.4	5980	100	5.9
Black	22	4	.3	406	4	5.2	Black	15	4	.2	238	4	3.1
Hispanic	79	14	.2	1265	13	3.3	Hispanic	118	30	.3	1561	26	4.0
KFSG-FM							KLVE-FM						
Total	63	100	.1	1795	100	1.8	Total	1009	100	1.0	12099	100	11.9
Black	6	9	.1	166	9	2.1	Black	2			32		.4
Hispanic	18	29		513	29	1.3	Hispanic	998	99	2.6	11684	97	30.2
KFWB-AM							KLYF-AM						
Total	331	100	.3	9077	100	8.9	Total		100		100		
Black	23	7	.3	724	8	9.3	Black						
Hispanic	32	10	.1	1313	14	3.4	Hispanic						

* 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
KXTA-AM							KTNQ-AM						
Total	126	100	.1	2573	100	2.5	Total	324	100	.3	3854	100	3.8
Black	8	6	.1	111	4	1.4	Black	6	2	.1	26	1	.3
Hispanic	40	32	.1	598	23	1.5	Hispanic	308	95	.8	3650	95	9.4
KLYY-FM							KTWV-FM						
Total	113	100	.1	4537	100	4.5	Total	506	100	.5	8223	100	8.1
Black				36	1	.5	Black	134	27	1.7	1701	21	21.9
Hispanic	27	24	.1	1288	28	3.3	Hispanic	111	22	.3	1475	18	3.8
KNX -AM							KWKV-AM						
Total	342	100	.3	8798	100	8.7	Total	119	100	.1	1492	100	1.5
Black	30	9	.4	794	9	10.2	Black						
Hispanic	32	9	.1	1084	12	2.8	Hispanic	117	99	.3	1452	97	3.7
KOST-FM							KWVE-FM						
Total	610	100	.6	12124	100	11.9	Total	96	100	.1	1938	100	1.9
Black	24	4	.3	551	5	7.1	Black	3	3		114	6	1.5
Hispanic	170	28	.4	2858	24	7.4	Hispanic	20	21	.1	617	32	1.6
KPWR-FM							KYSR-FM						
Total	695	100	.7	14135	100	13.9	Total	543	100	.5	11700	100	11.5
Black	110	16	1.4	2232	16	28.7	Black	17	3	.2	307	3	3.9
Hispanic	395	57	1.0	6971	49	18.0	Hispanic	163	30	.4	3197	27	8.3
KRLA-AM							KZLA-FM						
Total	140	100	.1	2576	100	2.5	Total	371	100	.4	5725	100	5.6
Black	16	12	.2	210	8	2.7	Black	8	2	.1	157	3	2.0
Hispanic	27	19	.1	460	18	1.2	Hispanic	45	12	.1	612	11	1.6
KROQ-FM							KGGI-FM						
Total	634	100	.6	12244	100	12.0	Total	59	100	.1	2487	100	2.4
Black	13	2	.2	325	3	4.2	Black	10	17	.1	323	13	4.2
Hispanic	216	34	.6	3788	31	9.8	Hispanic	26	44	.1	884	36	2.3
KRTH-FM							KOLA-FM						
Total	501	100	.5	10974	100	10.8	Total	62	100	.1	1543	100	1.5
Black	20	4	.3	333	3	4.3	Black	3	5		86	6	1.1
Hispanic	178	36	.5	3973	36	10.3	Hispanic	23	37	.1	384	25	1.0
KSCA-FM							XTRA-AM						
Total	1060	100	1.0	10372	100	10.2	Total	105	100	.1	2177	100	2.1
Black							Black	7	6	.1	169	8	2.2
Hispanic	1027	97	2.7	10166	98	26.2	Hispanic	15	15		351	16	.9
KSSE-FM													
Total	308	100	.3	5294	100	5.2							
Black	1			15		.2							
Hispanic	294	95	.8	5018	95	13.0							
TOTALS							TOTALS						
Total	17211	100	16.9	97033	100	95.5	Total	17211	100	16.9	97033	100	95.5
Black	1442	8	18.5	7595	8	97.6	Black	1442	8	18.5	7595	8	97.6
Hispanic	7538	44	19.5	37409	39	96.6	Hispanic	7538	44	19.5	37409	39	96.6

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
KABC-AM										
TSA AQH	431	26	210	283	18	132	166	8	78	117
Metro AQH	391	25	190	256	17	117	146	8	73	109
TSA Cume	7311	704	3458	4504	381	1987	2424	323	1471	2080
Metro Cume	6433	615	3013	3934	327	1691	2056	288	1322	1879
KACD-FM										
TSA AQH	73	18	61	54	11	29	21	7	32	33
Metro AQH	69	17	57	51	10	27	20	7	30	31
TSA Cume	1545	666	1215	800	349	630	426	317	585	374
Metro Cume	1504	651	1179	774	344	612	410	306	568	364
KBCD-FM										
TSA AQH	39	19	38	20	10	25	15	8	13	5
Metro AQH	39	19	38	20	10	25	15	8	13	5
TSA Cume	838	253	687	513	174	420	286	79	267	227
Metro Cume	838	253	687	513	174	420	286	79	267	227
KACE-FM										
TSA AQH	116	31	84	67	21	43	32	10	41	36
Metro AQH	109	27	80	64	17	41	30	10	39	34
TSA Cume	2511	830	1773	1293	365	812	631	465	962	663
Metro Cume	2378	764	1698	1247	317	755	598	447	943	649
KRTO-FM										
TSA AQH	48	8	38	33	2	11	10	7	28	23
Metro AQH	23	3	17	15	1	3	3	3	15	13
TSA Cume	1161	265	704	608	84	278	269	180	426	339
Metro Cume	668	121	378	370	46	147	161	75	232	209
KBIG-FM										
TSA AQH	442	173	329	246	69	121	84	105	208	162
Metro AQH	365	149	271	198	56	105	74	93	166	125
TSA Cume	10267	4064	6876	4918	1572	2905	2074	2492	3972	2844
Metro Cume	8395	3400	5604	3918	1347	2414	1652	2053	3190	2266
KBLA-AM										
TSA AQH	58	18	38	31	15	26	17	3	12	15
Metro AQH	55	18	37	30	15	26	17	3	11	13
TSA Cume	839	285	539	431	200	364	263	85	174	168
Metro Cume	809	280	519	412	195	359	258	85	160	154
KVCA-AM										
TSA AQH	5	2	5	3	1	3	2	1	2	1
Metro AQH	4	1	4	2	1	2	1	1	2	1
TSA Cume	147	58	145	89	24	76	53	35	69	36
Metro Cume	125	44	125	80	15	59	44	29	66	36
KBUA-FM										
TSA AQH	71	48	41	16	33	28	9	15	13	8
Metro AQH	70	48	41	16	33	28	8	15	13	8
TSA Cume	759	427	427	224	291	264	94	137	162	130
Metro Cume	742	427	415	207	291	253	80	137	162	127
KBUE-FM										
TSA AQH	471	287	289	142	196	173	74	91	116	68
Metro AQH	467	283	286	142	193	170	74	91	115	68
TSA Cume	6242	3204	3642	2213	2037	2023	1080	1167	1618	1133
Metro Cume	6172	3164	3591	2188	2008	1998	1074	1156	1592	1114
KCBS-FM										
TSA AQH	532	174	435	330	115	277	209	58	158	121
Metro AQH	423	137	340	260	92	214	161	45	126	99
TSA Cume	11534	4092	8982	6408	2420	5344	3867	1671	3638	2541
Metro Cume	9229	3253	7051	5082	1941	4161	3026	1312	2890	2056
KCMG-FM										
TSA AQH	506	205	353	254	101	141	103	105	212	151
Metro AQH	437	174	304	225	79	116	92	95	188	132
TSA Cume	9921	3670	6449	4581	1681	2890	2087	1989	3559	2495
Metro Cume	8200	2863	5281	3915	1266	2366	1818	1597	2915	2096

* 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	
KFI -AM										
TSA AQH	899	86	421	544	43	223	297	43	197	247
Metro AQH	573	49	269	360	20	137	183	29	132	177
TSA Cume	14255	1700	7286	8589	790	3653	4319	910	3632	4270
Metro Cume	9799	1047	4914	5975	460	2411	2851	587	2503	3124
KFSG-FM										
TSA AQH	70	23	52	40	6	20	16	17	32	24
Metro AQH	63	21	47	36	5	15	12	17	32	24
TSA Cume	1969	713	1393	1001	273	572	405	440	821	596
Metro Cume	1795	636	1259	926	235	482	353	401	777	573
KFWB-AM										
TSA AQH	354	33	165	191	23	97	108	10	68	82
Metro AQH	331	30	151	176	21	89	99	9	63	77
TSA Cume	9915	1419	5329	5593	827	3076	3178	592	2252	2415
Metro Cume	9077	1291	4773	5034	768	2764	2856	523	2009	2177
KGIL-AM										
TSA AQH	101	2	9	33	2	6	12	1	4	20
Metro AQH	100	2	8	32	1	5	12	1	3	20
TSA Cume	1822	88	291	640	63	167	218	25	124	422
Metro Cume	1774	71	278	626	46	164	214	25	114	412
KGXL-AM										
TSA AQH	7		2	2		1	1			1
Metro AQH	7		2	2		1	1			1
TSA Cume	281	16	68	90	16	56	50		12	39
Metro Cume	278	16	68	90	16	56	50		12	39
KIEV-AM										
TSA AQH	146	2	33	62	1	20	42	1	13	21
Metro AQH	129	2	30	51	1	17	31	1	13	20
TSA Cume	2028	89	597	1008	44	330	592	45	266	416
Metro Cume	1795	89	571	860	44	307	471	45	263	389
KIIS-FM										
TSA AQH	957	408	445	269	155	159	103	253	286	167
Metro AQH	801	336	374	224	130	135	84	206	239	141
TSA Cume	20557	8683	9515	5959	3556	3745	2364	5127	5770	3595
Metro Cume	17205	7146	7990	5085	2937	3123	1992	4209	4866	3094
KJLH-FM										
TSA AQH	204	81	149	106	26	44	29	55	105	77
Metro AQH	202	81	147	104	26	44	28	55	103	76
TSA Cume	3487	1405	2321	1650	464	893	640	941	1429	1010
Metro Cume	3426	1382	2270	1617	464	888	634	918	1382	983
KKBT-FM										
TSA AQH	668	389	313	136	199	146	63	190	167	73
Metro AQH	524	300	245	113	150	106	51	150	139	62
TSA Cume	13323	6921	5234	2589	3554	2365	1021	3367	2869	1567
Metro Cume	10625	5506	4108	2093	2847	1826	800	2659	2281	1293
KKGO-FM										
TSA AQH	401	39	176	242	24	82	106	16	95	136
Metro AQH	344	28	149	213	18	65	90	11	85	123
TSA Cume	7258	1329	3513	3734	692	1670	1703	636	1843	2032
Metro Cume	6259	1092	2997	3275	589	1372	1446	503	1625	1829
KKHJ-AM										
TSA AQH	246	68	151	133	49	94	72	19	57	62
Metro AQH	235	65	144	128	46	88	68	19	56	61
TSA Cume	3061	1190	1892	1481	797	1099	765	393	793	716
Metro Cume	2936	1159	1828	1411	768	1039	719	390	788	692
KKLA-FM										
TSA AQH	111	9	81	87	4	41	44	5	40	44
Metro AQH	97	7	70	78	4	34	37	3	36	41
TSA Cume	2336	346	1618	1603	168	812	763	178	806	840
Metro Cume	1947	267	1330	1355	132	644	608	135	686	747

* 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	
KLAC-AM										
TSA AQH	347	15	85	142	12	56	81	3	29	61
Metro AQH	292	14	74	114	11	50	72	3	24	42
TSA Cume	6683	790	2326	2843	585	1571	1728	205	755	1115
Metro Cume	5731	676	2055	2418	499	1386	1476	177	669	941
KLAX-FM										
TSA AQH	541	291	390	226	173	227	132	118	163	95
Metro AQH	519	280	373	216	167	218	126	113	156	90
TSA Cume	8341	4277	5401	3241	2503	3008	1707	1774	2394	1534
Metro Cume	7939	4053	5099	3092	2380	2836	1635	1673	2264	1458
KLOS-FM										
TSA AQH	559	189	479	349	142	336	231	46	143	118
Metro AQH	416	144	356	255	109	243	159	35	113	96
TSA Cume	10166	3940	8085	5468	2461	4975	3269	1478	3110	2199
Metro Cume	7462	3019	5867	3903	1933	3577	2251	1086	2291	1652
KLSX-FM										
TSA AQH	470	230	366	230	174	268	162	56	98	67
Metro AQH	387	187	292	190	139	206	130	49	86	60
TSA Cume	7241	3442	5522	3419	2278	3818	2376	1164	1704	1043
Metro Cume	5980	2866	4438	2773	1911	3032	1877	955	1406	896
KLVE-FM										
TSA AQH	1122	433	785	550	168	334	242	265	451	308
Metro AQH	1009	396	710	499	152	301	214	244	410	285
TSA Cume	13670	6194	9390	5982	2736	4200	2705	3458	5190	3277
Metro Cume	12099	5466	8240	5347	2367	3646	2410	3099	4594	2938
KLYF-AM										
TSA AQH	1									
Metro AQH										
TSA Cume	34		8	19		8	19			
Metro Cume										
KXTA-AM										
TSA AQH	139	42	97	68	37	83	56	4	15	12
Metro AQH	126	38	91	64	33	76	52	4	15	12
TSA Cume	2825	711	1846	1450	650	1599	1190	60	247	260
Metro Cume	2573	666	1708	1321	609	1464	1074	57	244	247
KLYY-FM										
TSA AQH	141	81	86	44	52	54	26	28	33	18
Metro AQH	113	61	74	36	38	45	20	23	29	16
TSA Cume	5421	3299	3020	1101	1729	1673	613	1570	1347	489
Metro Cume	4537	2724	2576	905	1434	1436	492	1290	1140	413
KNX -AM										
TSA AQH	448	29	191	254	20	120	146	8	71	108
Metro AQH	342	24	146	189	17	86	105	7	60	84
TSA Cume	11701	1310	6069	7179	877	3777	4279	434	2292	2900
Metro Cume	8798	1038	4531	5372	679	2692	3097	359	1838	2275
KOST-FM										
TSA AQH	736	243	481	423	96	174	141	147	307	282
Metro AQH	610	209	391	340	84	139	109	125	252	231
TSA Cume	14456	5223	8987	7224	2118	3633	2849	3105	5354	4376
Metro Cume	12124	4467	7478	5945	1809	3049	2379	2658	4429	3566
KPWR-FM										
TSA AQH	788	397	214	81	253	122	44	144	92	38
Metro AQH	695	342	183	74	222	105	41	120	78	33
TSA Cume	16626	8323	5207	2301	4757	2845	1035	3566	2362	1266
Metro Cume	14135	6931	4352	1987	3991	2401	918	2940	1951	1069
KRLA-AM										
TSA AQH	150	8	63	88	4	34	44	5	29	45
Metro AQH	140	8	58	80	4	31	37	5	27	43
TSA Cume	2797	267	1233	1662	165	526	695	102	706	967
Metro Cume	2576	251	1120	1502	150	449	578	102	672	925

* 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	
KROQ-FM										
TSA AQH	715	450	336	98	298	218	54	151	118	44
Metro AQH	634	394	303	88	255	193	50	138	109	39
TSA Cume	14171	8374	7057	2668	4910	4090	1349	3464	2966	1320
Metro Cume	12244	7203	6199	2331	4095	3486	1164	3108	2713	1167
KRTH-FM										
TSA AQH	607	129	378	404	78	203	218	51	175	187
Metro AQH	501	116	316	326	74	175	177	42	141	149
TSA Cume	13509	3150	8661	8345	1460	4055	4047	1690	4606	4298
Metro Cume	10974	2667	7118	6748	1254	3391	3307	1413	3726	3441
KSCA-FM										
TSA AQH	1175	659	859	462	394	448	215	266	411	247
Metro AQH	1060	598	765	414	361	398	190	237	367	224
TSA Cume	11639	6102	7760	4421	3595	4289	2299	2508	3471	2123
Metro Cume	10372	5405	6812	3950	3191	3744	2064	2213	3067	1886
KSSE-FM										
TSA AQH	391	269	200	70	132	110	41	137	90	29
Metro AQH	308	213	158	54	105	91	34	108	67	20
TSA Cume	6756	4159	3385	1478	2092	1775	703	2067	1610	775
Metro Cume	5294	3322	2610	1103	1669	1394	534	1653	1216	569
KTNQ-AM										
TSA AQH	340	142	242	172	103	153	105	39	89	68
Metro AQH	324	138	228	162	101	144	97	37	84	64
TSA Cume	4072	1605	2876	2032	1052	1810	1221	553	1065	811
Metro Cume	3854	1508	2702	1941	989	1695	1154	519	1008	787
KTWV-FM										
TSA AQH	596	92	449	464	45	212	220	47	236	244
Metro AQH	506	83	378	393	43	189	193	39	189	199
TSA Cume	9815	1736	7093	7001	871	3593	3507	866	3499	3495
Metro Cume	8223	1482	5908	5850	789	3092	2982	693	2817	2868
KWKW-AM										
TSA AQH	120	24	47	39	16	24	20	8	23	18
Metro AQH	119	24	46	38	16	23	20	8	23	18
TSA Cume	1539	431	904	731	257	558	413	175	346	319
Metro Cume	1492	426	861	694	251	530	391	175	330	303
KWVE-FM										
TSA AQH	121	22	99	89	9	46	43	13	53	46
Metro AQH	96	20	82	72	8	40	37	12	42	35
TSA Cume	2508	650	1799	1615	355	916	798	295	882	817
Metro Cume	1938	558	1390	1229	304	722	609	254	668	620
KYSR-FM										
TSA AQH	596	344	389	194	121	157	83	223	232	111
Metro AQH	543	321	350	170	110	138	71	211	212	99
TSA Cume	13448	7020	8287	4391	2923	3717	2044	4098	4571	2347
Metro Cume	11700	6160	7163	3784	2549	3214	1748	3611	3948	2037
KZLA-FM										
TSA AQH	408	112	235	250	49	77	91	63	157	159
Metro AQH	371	103	206	224	46	66	79	58	140	145
TSA Cume	6717	1942	4214	3926	700	1697	1740	1242	2518	2186
Metro Cume	5725	1580	3520	3364	587	1377	1434	993	2143	1930
KGGI-FM										
TSA AQH	261	122	112	64	45	43	23	77	69	41
Metro AQH	59	32	23	15	11	11	9	20	12	6
TSA Cume	6558	3231	2737	1451	1372	1128	561	1859	1609	889
Metro Cume	2487	1338	867	495	617	360	216	721	507	279
KOLA-FM										
TSA AQH	215	24	143	174	13	72	91	11	72	83
Metro AQH	62	3	41	55	2	19	27	1	22	28
TSA Cume	4128	753	2543	2702	363	1175	1334	390	1368	1368
Metro Cume	1543	195	1008	1081	107	419	496	88	589	585

* 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
XTRA-AM										
TSA AQH	161	57	124	97	53	116	92	3	8	5
Metro AQH	105	39	82	62	38	79	59	1	4	3
TSA Cume	3372	1095	2515	1930	996	2186	1673	98	329	257
Metro Cume	2177	689	1698	1308	621	1470	1140	69	227	168
TOTALS										
TSA AQH	23291	8115	13697	10837	4456	7184	5531	3660	6513	5306
Metro AQH	17211	6137	10169	7941	3387	5306	3988	2750	4863	3953
TSA Cume	133428	44190	75205	60137	23326	38061	29713	20864	37144	30425
Metro Cume	97033	32710	54864	43668	17310	27733	21497	15400	27131	22171

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KABC-AM																			
P 12+		574	.4	3283	581	.4	3423	690	.5	3904	256	.2	1955	612	.5	5980	431	.3	7279
Teens 12-17		1		17	1		13	2		40	1		22	1		51	1		60
M 18-34		16	.1	108	25	.1	135	40	.2	169	13	.1	115	27	.1	272	18	.1	381
W 18-34		9		114	10		114	16	.1	113	3		52	11	.1	209	8		323
M 18-49		88	.2	609	125	.3	656	191	.5	798	55	.1	368	134	.3	1203	89	.2	1526
W 18-49		93	.2	477	89	.2	502	112	.3	661	39	.1	347	97	.3	965	63	.2	1190
M 25-49		88	.3	609	125	.4	637	179	.6	774	54	.2	351	130	.4	1165	87	.3	1471
W 25-49		91	.3	443	87	.3	454	109	.3	623	39	.1	347	95	.3	908	62	.2	1121
M 25-54		126	.3	836	195	.5	941	260	.7	1066	80	.2	585	194	.5	1581	132	.4	1984
W 25-54		115	.3	575	107	.3	589	143	.4	845	51	.1	403	120	.3	1195	77	.2	1457
M 35-64		160	.6	1103	260	.9	1260	310	1.1	1371	94	.3	686	245	.8	1983	166	.6	2422
W 35-64		196	.7	981	144	.5	850	192	.6	1237	76	.3	562	175	.6	1782	116	.4	2058
KACD-FM																			
P 12+		83	.1	757	120	.1	667	104	.1	921	28		350	103	.1	1357	73	.1	1545
Teens 12-17							10			39	1		21	1		39	1		61
M 18-34		6		93	17	.1	109	21	.1	191	7		81	15	.1	258	11		349
W 18-34		9		189	10		116	10		149	2		98	10		292	7		317
M 18-49		19		278	58	.1	313	49	.1	414	11		159	43	.1	595	29	.1	713
W 18-49		57	.1	404	38	.1	257	34	.1	324	15		170	43	.1	551	33	.1	584
M 25-49		19	.1	278	57	.2	287	47	.1	359	11		131	42	.1	526	28	.1	603
W 25-49		57	.2	385	36	.1	231	33	.1	296	15		167	41	.1	493	32	.1	517
M 25-54		20	.1	291	57	.2	287	48	.1	372	11		131	43	.1	540	29	.1	630
W 25-54		57	.2	402	37	.1	252	35	.1	348	15		167	43	.1	561	32	.1	585
M 35-64		14		206	47	.2	225	33	.1	270	4		78	33	.1	384	21	.1	426
W 35-64		54	.2	270	46	.2	189	36	.1	253	13		72	45	.2	365	33	.1	374
KBCD-FM																			
P 12+		44		406	70	.1	448	45		444	10		229	54		711	39		838
Teens 12-17		1		10			11	1		28	1		34			49			72
M 18-34		13	.1	85	24	.1	130	7		98	1		32	16	.1	174	10		174
W 18-34		10		48	17	.1	52	11	.1	48	3		29	13	.1	64	8		79
M 18-49		25	.1	198	48	.1	270	20		246	6		113	32	.1	378	24	.1	416
W 18-49		14		139	22	.1	167	19		143	3		41	18		226	13		267
M 25-49		23	.1	185	47	.1	243	19	.1	219	6		113	31	.1	339	23	.1	377
W 25-49		13		126	21	.1	150	18	.1	130	3		41	18	.1	196	13		237
M 25-54		27	.1	229	47	.1	243	24	.1	247	6		140	34	.1	382	25	.1	420
W 25-54		14		141	21	.1	150	18	.1	130	4		55	18	.1	211	13		267
M 35-64		16	.1	156	23	.1	140	18	.1	175	5		108	19	.1	247	15	.1	286
W 35-64		5		106	5		115	8		96			26	6		176	5		227
KACE-FM																			
P 12+		127	.1	973	136	.1	1237	147	.1	1355	93	.1	843	137	.1	2039	116	.1	2511
Teens 12-17		6		69	1		10	7	.1	84	5		61	4		126	6		168
M 18-34		11		93	15	.1	149	28	.1	215	39	.2	131	18	.1	312	21	.1	365
W 18-34		9		142	14	.1	197	13	.1	166	7		162	12	.1	299	10		465
M 18-49		38	.1	264	39	.1	377	52	.1	504	49	.1	258	43	.1	743	40	.1	846
W 18-49		41	.1	333	49	.1	455	41	.1	441	25	.1	318	44	.1	703	34	.1	945
M 25-49		38	.1	264	35	.1	305	32	.1	434	43	.1	235	35	.1	629	34	.1	732
W 25-49		41	.1	333	48	.2	446	40	.1	419	24	.1	302	43	.1	681	33	.1	862
M 25-54		41	.1	313	53	.1	359	46	.1	494	45	.1	262	47	.1	691	43	.1	812
W 25-54		50	.1	368	51	.1	514	50	.1	474	29	.1	375	50	.1	753	41	.1	962
M 35-64		39	.1	252	44	.2	300	40	.1	373	14		170	41	.1	544	32	.1	631
W 35-64		47	.2	256	44	.1	387	42	.1	370	25	.1	242	45	.2	546	36	.1	663
KRTO-FM																			
P 12+		51		446	58		528	69	.1	664	23		326	59		947	47		1156
Teens 12-17		1		17	1		31	2		40	1		32	2		68	2		115
M 18-34		1		31	2		14	5		62	2		21	3		84	2		84
W 18-34		5		64	7		59	10		92	3		48	8		111	7		180
M 18-49		8		58	11		84	17		191	1		51	12		243	8		272
W 18-49		28	.1	200	29	.1	195	34	.1	228	14		120	30	.1	345	27	.1	431
M 25-49		8		41	10		79	15		179	1		46	11		209	7		237
W 25-49		27	.1	190	27	.1	175	31	.1	208	14		105	28	.1	325	25	.1	367
M 25-54		9		76	17		109	20	.1	220	1		66	16		250	11		278
W 25-54		35	.1	210	30	.1	211	35	.1	253	15		134	33	.1	375	28	.1	421
M 35-64		9		74	16	.1	110	17	.1	180	1		50	14		222	10		269
W 35-64		33	.1	170	25	.1	172	27	.1	180	12		102	28	.1	298	23	.1	335

* 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)
KBIG-FM																		
P 12+	564	.4	3963	815	.6	4557	576	.4	4915	162	.1	2519	664	.5	7745	440	.3	10145
Teens 12-17	11	.1	214	14	.1	174	11	.1	259	8	.1	129	12	.1	526	10	.1	736
M 18-34	71	.3	551	129	.6	692	93	.4	766	34	.2	352	100	.4	1144	69	.3	1568
W 18-34	123	.6	998	206	1.0	1135	143	.7	1190	34	.2	678	161	.8	1862	104	.5	2457
M 18-49	153	.4	1096	199	.5	1253	150	.4	1401	64	.2	772	170	.4	2239	123	.3	3083
W 18-49	288	.7	2038	427	1.1	2127	286	.7	2353	56	.1	1148	341	.9	3551	212	.5	4487
M 25-49	138	.4	958	170	.5	1091	126	.4	1248	45	.1	633	146	.4	1947	105	.3	2627
W 25-49	264	.8	1681	376	1.2	1733	246	.8	1913	41	.1	855	301	1.0	2844	183	.6	3534
M 25-54	144	.4	993	190	.5	1204	155	.4	1392	64	.2	732	165	.4	2144	120	.3	2873
W 25-54	290	.8	1799	424	1.2	1979	283	.8	2145	43	.1	933	340	.9	3161	208	.6	3921
M 35-64	101	.3	706	110	.4	837	109	.4	986	52	.2	617	107	.4	1544	83	.3	2039
W 35-64	244	.8	1357	336	1.1	1474	208	.7	1571	28	.1	611	268	.9	2330	162	.5	2815
KBUA-FM																		
P 12+	102	.1	433	99	.1	432	79	.1	362	41		244	94	.1	631	71	.1	759
Teens 12-17	2		43	3		35	8	.1	46	2		11	4		78	4		78
M 18-34	52	.2	154	51	.2	150	28	.1	103	21	.1	100	44	.2	201	33	.1	291
W 18-34	23	.1	85	18	.1	75	16	.1	84	11	.1	73	19	.1	116	15	.1	137
M 18-49	68	.2	213	56	.1	196	41	.1	146	27	.1	128	55	.1	275	41	.1	365
W 18-49	28	.1	122	21	.1	123	19		109	11		86	22	.1	188	17		209
M 25-49	52	.2	160	46	.1	143	30	.1	106	8		62	43	.1	209	28	.1	248
W 25-49	19	.1	90	15		91	9		77	2		44	14		146	9		146
M 25-54	52	.1	160	46	.1	143	30	.1	106	8		62	43	.1	209	28	.1	264
W 25-54	19	.1	90	23	.1	107	16		93	3		61	20	.1	162	13		162
M 35-64	16	.1	60	5		49	14		43	6		28	11		77	9		94
W 35-64	6		61	19	.1	94	9		56	1		32	12		130	8		130
KBUE-FM																		
P 12+	540	.4	2724	663	.5	3256	634	.5	3605	234	.2	1706	616	.5	5288	471	.4	6242
Teens 12-17	28	.2	234	31	.2	306	60	.5	381	31	.2	249	39	.3	610	37	.3	712
M 18-34	226	1.0	905	267	1.2	1039	276	1.2	1221	107	.5	543	258	1.1	1715	196	.9	2037
W 18-34	96	.5	532	151	.8	740	113	.6	704	31	.2	331	122	.6	968	91	.5	1167
M 18-49	276	.7	1240	329	.8	1353	339	.8	1642	134	.3	768	316	.8	2322	240	.6	2761
W 18-49	144	.4	860	222	.6	1121	182	.5	1147	47	.1	529	186	.5	1650	134	.3	1958
M 25-49	201	.6	902	228	.7	928	237	.7	1171	94	.3	573	222	.7	1669	169	.5	1921
W 25-49	118	.4	667	169	.5	803	146	.5	878	40	.1	442	146	.5	1256	104	.3	1469
M 25-54	207	.6	952	233	.6	978	240	.6	1221	95	.3	590	227	.6	1753	173	.5	2023
W 25-54	139	.4	757	187	.5	896	159	.4	941	41	.1	466	164	.5	1389	116	.3	1618
M 35-64	95	.3	493	93	.3	515	89	.3	633	42	.1	325	92	.3	913	74	.3	1080
W 35-64	91	.3	528	112	.4	586	89	.3	596	20	.1	247	99	.3	969	68	.2	1133
KCBS-FM																		
P 12+	720	.6	4963	842	.6	5413	673	.5	6051	176	.1	2818	752	.6	9411	530	.4	11417
Teens 12-17	14	.1	152	14	.1	238	22	.2	309	9	.1	165	17	.1	443	15	.1	633
M 18-34	143	.6	1073	210	.9	1221	147	.7	1191	48	.2	701	170	.8	2001	115	.5	2390
W 18-34	69	.3	552	75	.4	701	82	.4	876	21	.1	524	75	.4	1289	58	.3	1650
M 18-49	408	1.0	2502	489	1.2	2807	369	.9	3018	107	.3	1473	427	1.0	4660	295	.7	5525
W 18-49	226	.6	1732	260	.7	1689	206	.5	1989	43	.1	923	233	.6	3103	165	.4	3816
M 25-49	357	1.1	2163	413	1.3	2350	325	1.0	2687	94	.3	1298	369	1.1	4048	257	.8	4826
W 25-49	216	.7	1598	246	.8	1515	189	.6	1743	35	.1	760	219	.7	2793	152	.5	3387
M 25-54	378	1.0	2384	440	1.2	2624	358	1.0	2965	101	.3	1398	396	1.1	4461	276	.7	5288
W 25-54	223	.6	1683	248	.7	1568	195	.5	1843	36	.1	778	224	.6	2965	157	.4	3588
M 35-64	294	1.0	1735	316	1.1	1960	268	.9	2244	66	.2	890	294	1.0	3265	209	.7	3838
W 35-64	175	.6	1324	206	.7	1106	139	.5	1289	24	.1	430	176	.6	2112	120	.4	2505
KCMG-FM																		
P 12+	630	.5	4185	698	.5	4576	604	.5	5138	274	.2	3012	648	.5	7989	505	.4	9871
Teens 12-17	30	.2	412	20	.2	350	40	.3	447	45	.3	539	29	.2	916	34	.3	1311
M 18-34	119	.5	634	154	.7	922	120	.5	899	56	.2	531	132	.6	1321	101	.4	1653
W 18-34	122	.6	938	161	.8	1064	134	.7	1267	45	.2	664	141	.7	1723	105	.5	1982
M 18-49	196	.5	1336	241	.6	1639	226	.5	1863	106	.3	1073	222	.5	2725	175	.4	3287
W 18-49	272	.7	1853	356	.9	1997	281	.7	2294	91	.2	1150	307	.8	3280	224	.6	3857
M 25-49	151	.5	1106	193	.6	1326	185	.6	1504	72	.2	807	178	.5	2203	136	.4	2615
W 25-49	240	.8	1580	316	1.0	1603	245	.8	1892	72	.2	919	271	.9	2692	193	.6	3170
M 25-54	157	.4	1164	196	.5	1379	189	.5	1562	76	.2	873	182	.5	2352	141	.4	2862
W 25-54	278	.8	1760	337	.9	1734	262	.7	2123	82	.2	1007	296	.8	3010	212	.6	3549
M 35-64	137	.5	927	124	.4	900	116	.4	1079	65	.2	641	126	.4	1738	103	.4	2080
W 35-64	207	.7	1183	227	.8	1136	177	.6	1329	59	.2	615	205	.7	2026	151	.5	2492

* Listener estimates adjusted for reported broadcast schedule.

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

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		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)
KFI -AM																			
P 12+		1339	1.0	7898	1948	1.5	8901	574	.4	4655	321	.2	2020	1338	1.0	12174	855	.7	13472
Teens 12-17		4		98	6		78	6		95	14	.1	96	5		192	7	.1	300
M 18-34		44	.2	352	84	.4	449	27	.1	221	50	.2	240	54	.2	623	42	.2	770
W 18-34		47	.2	311	96	.5	633	46	.2	331	26	.1	203	65	.3	782	41	.2	844
M 18-49		288	.7	1756	361	.9	1785	116	.3	986	125	.3	700	263	.6	2607	179	.4	3008
W 18-49		193	.5	1311	450	1.2	2211	137	.4	1288	37	.1	411	275	.7	2864	166	.4	3118
M 25-49		278	.9	1665	324	1.0	1660	114	.4	948	122	.4	688	245	.8	2482	168	.5	2858
W 25-49		188	.6	1249	438	1.4	2099	135	.4	1241	27	.1	340	268	.9	2696	160	.5	2950
M 25-54		365	1.0	2096	402	1.1	1977	154	.4	1203	144	.4	782	314	.8	3015	216	.6	3502
W 25-54		226	.6	1490	512	1.4	2444	156	.4	1442	29	.1	410	315	.9	3117	188	.5	3426
M 35-64		524	1.8	2738	549	1.9	2429	183	.6	1449	133	.5	722	429	1.5	3613	281	1.0	4072
W 35-64		295	1.0	1979	614	2.1	2862	177	.6	1653	34	.1	400	381	1.3	3706	233	.8	4052
KFSG-FM																			
P 12+		124	.1	966	84	.1	753	78	.1	870	34		589	94	.1	1525	70	.1	1969
Teens 12-17		2		41	3		41	7	.1	80	4		87	4		107	4		143
M 18-34		11		153	2		84	12	.1	157	4		90	8		256	6		273
W 18-34		18	.1	178	19	.1	195	24	.1	188	14	.1	124	21	.1	312	17	.1	440
M 18-49		29	.1	275	18		195	19		268	6		135	22	.1	442	15		547
W 18-49		53	.1	431	39	.1	383	35	.1	357	18		196	42	.1	608	32	.1	789
M 25-49		29	.1	259	16		152	16		240	5		120	20	.1	385	13		479
W 25-49		43	.1	369	32	.1	305	28	.1	283	14		144	34	.1	518	26	.1	654
M 25-54		47	.1	305	30	.1	180	23	.1	269	5		120	33	.1	444	20	.1	572
W 25-54		55	.2	473	38	.1	337	32	.1	335	16		218	41	.1	641	32	.1	821
M 35-64		37	.1	168	29	.1	139	14		153	2		71	27	.1	258	16	.1	405
W 35-64		51	.2	383	28	.1	261	17	.1	248	9		172	32	.1	487	24	.1	596
KFWB-AM																			
P 12+		800	.6	6270	368	.3	4336	439	.3	4960	142	.1	2300	523	.4	8943	354	.3	9891
Teens 12-17		6		57			1			18			10	2		75	2		132
M 18-34		70	.3	550	17	.1	270	24	.1	360	8		135	35	.2	784	23	.1	818
W 18-34		27	.1	338	6		178	20	.1	302	2		75	17	.1	550	10		592
M 18-49		194	.5	1521	65	.2	967	99	.2	1217	31	.1	577	115	.3	2259	76	.2	2463
W 18-49		109	.3	1101	40	.1	659	74	.2	918	10		326	72	.2	1620	45	.1	1753
M 25-49		186	.6	1452	61	.2	915	99	.3	1179	29	.1	561	111	.3	2114	73	.2	2295
W 25-49		106	.3	1059	39	.1	618	73	.2	884	10		326	70	.2	1540	44	.1	1673
M 25-54		239	.6	1961	82	.2	1208	139	.4	1628	38	.1	777	148	.4	2771	97	.3	3068
W 25-54		168	.5	1427	63	.2	821	113	.3	1255	12		406	111	.3	2020	68	.2	2246
M 35-64		242	.8	1918	109	.4	1344	165	.6	1679	37	.1	779	167	.6	2820	108	.4	3178
W 35-64		184	.6	1528	85	.3	998	123	.4	1316	24	.1	495	127	.4	2156	82	.3	2409
KGIL-AM																			
P 12+		110	.1	788	188	.1	1120	113	.1	1079	27		441	141	.1	1575	101	.1	1822
Teens 12-17		1		10												10			10
M 18-34				16	3		63	1		31	2		47	2		63	2		63
W 18-34		1		12	1		13			13			13	1		25	1		25
M 18-49		1		45	6		95	1		50	3		67	3		95	3		143
W 18-49		3		39	2		27	4		67	1		26	3		79	2		79
M 25-49		1		45	5		78	1		33	2		50	3		78	3		126
W 25-49		3		39	2		27	4		67	1		26	3		79	2		79
M 25-54		10		87	8		106	3		61	2		50	7		120	6		167
W 25-54		5		70	6		71	7		112	1		26	6		124	4		124
M 35-64		15	.1	120	20	.1	110	9		83	8		43	15	.1	145	12		218
W 35-64		25	.1	173	40	.1	260	26	.1	297	5		99	31	.1	368	20	.1	422
KGXL-AM																			
P 12+		5		91	15		211	8		151	2		98	10		254	7		281
Teens 12-17																			
M 18-34		1		16	1		16				1		16			16			16
W 18-34																			
M 18-49		1		16	1		16				1		16			16	1		43
W 18-49																			
M 25-49		1		16	1		16				1		16			16	1		43
W 25-49																			
M 25-54		3		29	1		29	1		13	1		16	2		29	1		56
W 25-54					1		12	1		12				1		12			12
M 35-64		2		13	1		24	1		13				1		24	1		50
W 35-64				14	1		26	4		39	1		27	2		39	1		39

* 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)
KIEV-AM	P 12+	74	.1	612	308	.2	1171	252	.2	988	91	.1	599	219	.2	1658	146	.1	2028
	Teens 12-17																		
	M 18-34	4		28	1		16	2		32	1		15	2		44	1		44
	W 18-34				1		14									14	1		45
	M 18-49	7		86	27	.1	126	20		140	2		45	19		183	11		183
	W 18-49				17		85	15		61	7		30	11		114	8		160
	M 25-49	7		86	27	.1	126	20	.1	140	2		45	19	.1	183	11		183
	W 25-49				17	.1	85	15		61	7		30	11		114	8		151
	M 25-54	10		127	45	.1	175	28	.1	195	14		117	29	.1	288	20	.1	330
	W 25-54				28	.1	143	20	.1	120	8		72	19	.1	173	13		266
	M 35-64	30	.1	212	95	.3	359	75	.3	351	19	.1	165	69	.2	524	42	.1	592
	W 35-64				48	.2	243	34	.1	193	9		101	33	.1	302	21	.1	416
KIIS-FM	P 12+	1374	1.1	10744	1003	.8	8979	1304	1.0	11612	591	.5	7337	1210	.9	17536	955	.7	20475
	Teens 12-17	283	2.1	2831	124	.9	1958	433	3.3	3566	286	2.2	2701	268	2.0	4809	270	2.0	5516
	M 18-34	194	.9	1737	183	.8	1712	216	1.0	1917	98	.4	1309	197	.9	3001	154	.7	3540
	W 18-34	379	1.9	2728	343	1.7	2688	320	1.6	3001	116	.6	1804	347	1.7	4462	252	1.3	5089
	M 18-49	346	.8	2758	277	.7	2331	322	.8	2709	140	.3	1866	312	.8	4495	242	.6	5397
	W 18-49	657	1.7	4413	529	1.4	4019	483	1.2	4631	153	.4	2526	554	1.4	6996	392	1.0	8035
	M 25-49	231	.7	1771	170	.5	1322	199	.6	1621	78	.2	1138	198	.6	2781	151	.5	3453
	W 25-49	493	1.6	3112	356	1.1	2572	331	1.1	3104	77	.2	1405	391	1.3	4671	262	.8	5296
	M 25-54	246	.7	1878	176	.5	1438	208	.6	1723	81	.2	1237	208	.6	2977	159	.4	3738
	W 25-54	527	1.5	3335	396	1.1	2795	352	1.0	3352	81	.2	1466	423	1.2	5036	284	.8	5729
	M 35-64	186	.6	1296	105	.4	787	118	.4	940	47	.2	688	134	.5	1873	102	.4	2357
	W 35-64	320	1.1	2011	231	.8	1659	193	.7	2008	43	.1	816	247	.8	3090	166	.6	3583
KJLH-FM	P 12+	239	.2	1697	260	.2	1599	227	.2	1858	130	.1	1272	244	.2	2787	204	.2	3487
	Teens 12-17	9	.1	124	3		56	15	.1	109	13	.1	111	9	.1	194	10	.1	292
	M 18-34	21	.1	186	30	.1	197	35	.2	313	17	.1	186	29	.1	393	26	.1	464
	W 18-34	50	.2	450	63	.3	476	58	.3	502	52	.3	384	57	.3	794	55	.3	941
	M 18-49	44	.1	369	53	.1	385	52	.1	482	21	.1	281	50	.1	755	43	.1	909
	W 18-49	147	.4	925	140	.4	827	115	.3	894	78	.2	694	134	.3	1382	109	.3	1629
	M 25-49	36	.1	297	50	.2	368	46	.1	404	13		219	45	.1	650	37	.1	798
	W 25-49	139	.4	817	128	.4	703	91	.3	707	48	.2	485	120	.4	1123	92	.3	1265
	M 25-54	48	.1	344	56	.2	414	51	.1	472	19	.1	246	52	.1	745	44	.1	893
	W 25-54	149	.4	893	140	.4	801	107	.3	817	55	.2	570	133	.4	1251	105	.3	1429
	M 35-64	37	.1	263	38	.1	285	29	.1	287	12		155	35	.1	525	29	.1	640
	W 35-64	117	.4	646	110	.4	533	84	.3	596	34	.1	413	104	.4	830	77	.3	1010
KKBT-FM	P 12+	833	.6	6087	759	.6	6020	847	.6	7094	491	.4	4985	809	.6	10943	658	.5	13088
	Teens 12-17	147	1.1	1657	89	.7	1320	190	1.4	2049	146	1.1	1583	138	1.0	3052	133	1.0	3646
	M 18-34	256	1.1	1656	259	1.2	1891	241	1.1	1846	147	.7	1414	253	1.1	2961	197	.9	3489
	W 18-34	229	1.1	1563	240	1.2	1613	254	1.3	1944	114	.6	1349	241	1.2	2835	186	.9	3282
	M 18-49	325	.8	1965	333	.8	2318	310	.8	2266	173	.4	1591	323	.8	3589	253	.6	4339
	W 18-49	340	.9	2267	313	.8	2177	325	.8	2572	143	.4	1696	325	.8	3887	248	.6	4543
	M 25-49	209	.6	1080	190	.6	1126	166	.5	1104	75	.2	632	188	.6	1812	140	.4	2257
	W 25-49	250	.8	1461	214	.7	1284	204	.7	1439	77	.2	908	222	.7	2272	162	.5	2703
	M 25-54	210	.6	1090	198	.5	1164	168	.5	1134	80	.2	657	193	.5	1854	145	.4	2338
	W 25-54	256	.7	1532	218	.6	1330	207	.6	1488	77	.2	908	226	.6	2389	166	.5	2825
	M 35-64	71	.2	336	86	.3	493	75	.3	493	34	.1	218	78	.3	742	62	.2	1004
	W 35-64	128	.4	843	80	.3	652	77	.3	710	38	.1	391	94	.3	1291	73	.2	1551
KKGO-FM	P 12+	425	.3	3316	577	.4	3557	525	.4	3810	235	.2	2394	514	.4	5780	399	.3	7176
	Teens 12-17	1		31	4		49	1		43	5		105	2		101	3		205
	M 18-34	21	.1	273	29	.1	298	26	.1	358	23	.1	273	25	.1	536	23	.1	674
	W 18-34	26	.1	197	11	.1	231	20	.1	272	18	.1	289	18	.1	470	15	.1	630
	M 18-49	51	.1	512	73	.2	547	79	.2	648	38	.1	387	68	.2	1045	53	.1	1323
	W 18-49	86	.2	723	69	.2	703	89	.2	761	53	.1	609	81	.2	1303	66	.2	1635
	M 25-49	48	.1	476	66	.2	513	74	.2	592	35	.1	332	63	.2	942	50	.2	1174
	W 25-49	86	.3	706	66	.2	642	87	.3	711	47	.2	503	79	.3	1187	63	.2	1455
	M 25-54	94	.3	768	136	.4	791	111	.3	831	41	.1	468	115	.3	1355	80	.2	1644
	W 25-54	118	.3	881	107	.3	809	142	.4	1010	59	.2	623	121	.3	1526	95	.3	1837
	M 35-64	139	.5	842	188	.6	790	133	.5	858	43	.1	446	156	.5	1376	106	.4	1692
	W 35-64	134	.5	1028	164	.6	1021	203	.7	1217	95	.3	667	167	.6	1730	136	.5	2012

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

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		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)
KKHJ-AM																			
	P 12+	293	.2	1372	406	.3	1732	266	.2	1651	92	.1	658	328	.3	2586	246	.2	3054
Teens	12-17	2		39	2		28			3			3	1		65	1		79
	M 18-34	41	.2	277	69	.3	408	69	.3	522	31	.1	179	60	.3	695	49	.2	797
	W 18-34	26	.1	181	32	.2	200	25	.1	202	6		94	28	.1	319	19	.1	393
	M 18-49	77	.2	454	132	.3	627	129	.3	836	54	.1	281	114	.3	1081	92	.2	1271
	W 18-49	68	.2	367	75	.2	382	50	.1	329	15		197	65	.2	604	45	.1	739
	M 25-49	70	.2	375	110	.3	527	105	.3	613	49	.2	237	96	.3	842	80	.2	995
	W 25-49	61	.2	314	70	.2	331	47	.2	286	14		186	60	.2	530	41	.1	643
	M 25-54	82	.2	426	130	.4	595	111	.3	648	61	.2	271	109	.3	928	94	.3	1099
	W 25-54	87	.2	419	100	.3	409	55	.2	360	14		198	82	.2	653	57	.2	793
	M 35-64	66	.2	307	113	.4	418	80	.3	454	37	.1	179	88	.3	620	72	.2	765
	W 35-64	95	.3	396	100	.3	388	65	.2	317	12		141	88	.3	599	62	.2	709
KKLA-FM																			
	P 12+	196	.2	1302	154	.1	1011	176	.1	1116	40		503	173	.1	2013	111	.1	2325
Teens	12-17	1		31	1		21	12	.1	40	5		34	4		67	4		78
	M 18-34	6		44	6		89	7		64	1		66	6		128	4		168
	W 18-34	10		101	7		77	4		62	2		39	7		131	5		178
	M 18-49	65	.2	421	57	.1	338	51	.1	380	18		209	58	.1	640	39	.1	733
	W 18-49	65	.2	405	45	.1	304	32	.1	270	4		110	47	.1	576	29	.1	673
	M 25-49	64	.2	416	57	.2	333	51	.2	380	18	.1	209	57	.2	635	39	.1	728
	W 25-49	64	.2	394	43	.1	294	32	.1	270	3		90	46	.1	566	28	.1	641
	M 25-54	69	.2	479	57	.2	333	54	.1	393	18		209	60	.2	711	40	.1	804
	W 25-54	95	.3	508	62	.2	408	52	.1	345	4		116	69	.2	729	40	.1	804
	M 35-64	72	.2	503	66	.2	308	64	.2	409	17	.1	156	67	.2	702	44	.2	755
	W 35-64	90	.3	494	63	.2	419	68	.2	407	10		148	73	.2	775	43	.1	838
KLAC-AM																			
	P 12+	435	.3	2295	519	.4	2963	378	.3	3106	182	.1	2073	450	.3	4750	346	.3	6608
Teens	12-17	1		31	1		26	1		10	12	.1	61	1		36	4		166
	M 18-34	5		36	4		61	13	.1	160	23	.1	306	7		207	12	.1	585
	W 18-34	2		24	7		44	3		69	2		37	4		95	3		191
	M 18-49	30	.1	185	34	.1	286	53	.1	487	56	.1	703	38	.1	669	43	.1	1365
	W 18-49	18		98	24		126	14		206	6		166	19		284	14		521
	M 25-49	26	.1	171	31	.1	271	46	.1	411	47	.1	572	34	.1	593	38	.1	1164
	W 25-49	18	.1	98	24	.1	126	14		181	6		166	19	.1	259	14		482
	M 25-54	47	.1	285	57	.2	458	70	.2	653	57	.2	690	58	.2	925	56	.2	1565
	W 25-54	44	.1	198	53	.1	248	26	.1	289	9		207	42	.1	439	29	.1	740
	M 35-64	91	.3	515	106	.4	600	108	.4	875	55	.2	660	102	.4	1211	80	.3	1709
	W 35-64	95	.3	455	92	.3	474	68	.2	543	26	.1	381	85	.3	788	61	.2	1100
KLAX-FM																			
	P 12+	788	.6	3455	798	.6	4287	603	.5	4088	265	.2	2283	735	.6	6927	541	.4	8319
Teens	12-17	9	.1	152	15	.1	202	24	.2	282	20	.2	190	16	.1	416	17	.1	651
	M 18-34	271	1.2	1149	244	1.1	1271	208	.9	1451	86	.4	717	241	1.1	2251	173	.8	2495
	W 18-34	137	.7	785	198	1.0	1097	102	.5	822	60	.3	525	150	.7	1484	118	.6	1767
	M 18-49	448	1.1	1727	370	.9	1829	316	.8	2023	125	.3	1044	378	.9	3248	267	.6	3741
	W 18-49	220	.6	1180	308	.8	1637	185	.5	1342	89	.2	816	243	.6	2366	186	.5	2868
	M 25-49	363	1.1	1292	295	.9	1322	236	.7	1484	81	.2	747	298	.9	2404	205	.6	2783
	W 25-49	186	.6	892	253	.8	1256	147	.5	1025	62	.2	615	200	.6	1838	148	.5	2176
	M 25-54	433	1.2	1414	326	.9	1462	247	.7	1527	85	.2	817	335	.9	2586	227	.6	3000
	W 25-54	198	.6	959	281	.8	1415	169	.5	1120	68	.2	653	221	.6	2024	163	.5	2394
	M 35-64	266	.9	811	175	.6	776	139	.5	736	58	.2	445	192	.7	1390	131	.5	1700
	W 35-64	104	.4	524	151	.5	803	114	.4	692	40	.1	371	125	.4	1215	95	.3	1534
KLOS-FM																			
	P 12+	1065	.8	5107	816	.6	4480	668	.5	4927	184	.1	1927	847	.6	8474	555	.4	9986
Teens	12-17	24	.2	263	19	.1	153	14	.1	104	4		56	19	.1	368	13	.1	487
	M 18-34	277	1.2	1273	222	1.0	1135	156	.7	1315	44	.2	565	219	1.0	2170	141	.6	2437
	W 18-34	91	.5	578	67	.3	623	48	.2	629	19	.1	266	69	.3	1154	46	.2	1454
	M 18-49	674	1.6	2772	535	1.3	2467	415	1.0	2807	122	.3	1160	541	1.3	4556	351	.9	5182
	W 18-49	287	.7	1545	198	.5	1384	181	.5	1549	47	.1	568	220	.6	2655	145	.4	3215
	M 25-49	627	1.9	2513	481	1.5	2130	387	1.2	2501	108	.3	991	497	1.5	4013	319	1.0	4558
	W 25-49	265	.8	1380	171	.5	1157	166	.5	1341	41	.1	504	198	.6	2341	132	.4	2818
	M 25-54	663	1.8	2687	499	1.3	2315	403	1.1	2647	108	.3	1000	520	1.4	4306	334	.9	4891
	W 25-54	284	.8	1525	182	.5	1210	177	.5	1399	43	.1	535	212	.6	2499	141	.4	3048
	M 35-64	443	1.5	1737	340	1.2	1587	279	1.0	1665	80	.3	649	353	1.2	2772	229	.8	3198
	W 35-64	223	.8	1184	158	.5	910	157	.5	1062	33	.1	347	178	.6	1803	117	.4	2158

* 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)
KLTX-FM																		
P 12+	1347	1.0	4572	539	.4	3092	639	.5	3340	93	.1	1143	818	.6	6293	469	.4	7212
Teens 12-17	33	.2	92	3		55	2		19			18	12	.1	103	8	.1	226
M 18-34	554	2.5	1643	177	.8	927	222	1.0	976	37	.2	490	307	1.4	2081	174	.8	2260
W 18-34	177	.9	690	49	.2	387	79	.4	534	9		181	97	.5	1016	56	.3	1162
M 18-49	909	2.2	2933	368	.9	1898	413	1.0	2079	53	.1	765	549	1.3	3800	310	.8	4205
W 18-49	319	.8	1193	116	.3	808	163	.4	929	31	.1	284	193	.5	1742	113	.3	1993
M 25-49	689	2.1	2413	305	.9	1541	370	1.1	1902	40	.1	641	443	1.4	3176	250	.8	3525
W 25-49	257	.8	941	98	.3	686	136	.4	803	30	.1	252	159	.5	1421	93	.3	1599
M 25-54	725	2.0	2546	333	.9	1685	397	1.1	2046	43	.1	666	473	1.3	3430	267	.7	3795
W 25-54	270	.8	1041	102	.3	709	140	.4	854	34	.1	285	165	.5	1526	98	.3	1704
M 35-64	417	1.4	1476	228	.8	1180	232	.8	1312	20	.1	313	287	1.0	2074	162	.6	2370
W 35-64	158	.5	639	79	.3	481	103	.3	478	27	.1	141	111	.4	923	67	.2	1040
KLVE-FM																		
P 12+	1649	1.3	7603	1609	1.2	7669	1115	.9	6888	511	.4	4222	1469	1.1	11576	1108	.8	13489
Teens 12-17	35	.3	380	35	.3	299	44	.3	422	37	.3	353	38	.3	659	38	.3	865
M 18-34	227	1.0	1265	225	1.0	1411	167	.7	1100	99	.4	885	208	.9	2194	165	.7	2666
W 18-34	353	1.8	1902	368	1.8	2059	267	1.3	1863	126	.6	1073	332	1.7	2947	258	1.3	3403
M 18-49	513	1.2	2407	510	1.2	2542	351	.9	2154	168	.4	1484	462	1.1	3930	341	.8	4682
W 18-49	721	1.9	3521	690	1.8	3530	479	1.2	3241	212	.5	1800	635	1.6	5141	479	1.2	5849
M 25-49	452	1.4	2020	438	1.3	2040	315	1.0	1819	151	.5	1207	404	1.2	3171	298	.9	3805
W 25-49	647	2.1	3001	576	1.8	2877	393	1.3	2625	180	.6	1476	542	1.7	4193	405	1.3	4736
M 25-54	490	1.3	2208	486	1.3	2153	359	1.0	1974	154	.4	1293	448	1.2	3441	332	.9	4141
W 25-54	694	1.9	3263	641	1.8	3111	425	1.2	2795	190	.5	1543	591	1.6	4535	442	1.2	5131
M 35-64	375	1.3	1537	391	1.3	1446	250	.9	1344	81	.3	759	343	1.2	2302	242	.8	2692
W 35-64	496	1.7	2121	457	1.5	2021	279	.9	1718	109	.4	870	414	1.4	2901	306	1.0	3250
KLYF-AM																		
P 12+	1		8			4	1		8			15	1		8	1		34
Teens 12-17																		
M 18-34						4	1		8			4	1		8			8
W 18-34																		
M 18-49	1		8			4			8									8
W 18-49																		
M 25-49	1		8			4	1		8			4	1		8			8
W 25-49																		
M 25-54	1		8			4	1		8			4	1		8			8
W 25-54																		
M 35-64	1		8			4	1		8			15	1		8			19
W 35-64																		
KXTA-AM																		
P 12+	120	.1	936	193	.1	1036	151	.1	1257	155	.1	1225	158	.1	1871	139	.1	2817
Teens 12-17	3		42	6		57	1		13	1		24	4		57	3		107
M 18-34	40	.2	292	59	.3	309	41	.2	325	38	.2	283	48	.2	501	37	.2	650
W 18-34	3		20	6		11	6		20	5		34	5		20	4		60
M 18-49	88	.2	613	153	.4	718	83	.2	706	60	.1	523	111	.3	1102	82	.2	1488
W 18-49	10		77	15		57	21	.1	101	7		79	15		129	11		198
M 25-49	84	.3	567	148	.5	675	80	.2	659	49	.2	472	107	.3	1033	76	.2	1394
W 25-49	9		67	15		57	21	.1	91	7		79	15		120	11		188
M 25-54	89	.2	658	156	.4	764	87	.2	760	60	.2	565	114	.3	1188	83	.2	1594
W 25-54	11		84	16		72	23	.1	123	16		106	16		166	15		247
M 35-64	58	.2	448	107	.4	545	54	.2	579	37	.1	404	76	.3	866	56	.2	1184
W 35-64	10		93	10		61	18	.1	136	13		93	13		199	12		260
KLYY-FM																		
P 12+	122	.1	1755	221	.2	2237	185	.1	2618	65		1388	180	.1	4218	141	.1	5407
Teens 12-17	11	.1	204	8	.1	291	29	.2	511	16	.1	355	15	.1	729	17	.1	966
M 18-34	51	.2	643	91	.4	745	71	.3	933	20	.1	364	73	.3	1430	52	.2	1729
W 18-34	29	.1	508	39	.2	712	39	.2	715	13	.1	490	36	.2	1214	28	.1	1556
M 18-49	75	.2	824	138	.3	961	94	.2	1115	24	.1	451	105	.3	1802	74	.2	2256
W 18-49	34	.1	671	72	.2	962	57	.1	928	15		531	56	.1	1581	44	.1	2002
M 25-49	51	.2	600	89	.3	680	69	.2	836	17	.1	303	71	.2	1301	52	.2	1629
W 25-49	19	.1	419	58	.2	670	42	.1	634	9		325	41	.1	1071	32	.1	1317
M 25-54	51	.1	600	89	.2	680	69	.2	849	24	.1	319	71	.2	1314	54	.1	1673
W 25-54	20	.1	431	59	.2	680	42	.1	646	9		325	42	.1	1093	32	.1	1339
M 35-64	25	.1	192	47	.2	215	26	.1	220	13		132	34	.1	410	26	.1	613
W 35-64	5		175	36	.1	273	20	.1	239	2		47	22	.1	402	18	.1	489

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

ARBITRON

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)
KNX -AM																		
P 12+	883	.7	6602	456	.3	4825	487	.4	5565	214	.2	2761	597	.5	9852	427	.3	11137
Teens 12-17	3		93	1		26	1		34			3			114	1		126
M 18-34	46	.2	427	32	.1	323	21	.1	483	4		155	33	.1	803	20	.1	863
W 18-34	12	.1	205	9		162	14	.1	217	10		97	11	.1	330	8		434
M 18-49	195	.5	1722	103	.3	1107	137	.3	1607	30	.1	662	142	.3	2610	90	.2	2962
W 18-49	98	.3	1053	47	.1	694	59	.2	928	26	.1	358	66	.2	1576	45	.1	1800
M 25-49	190	.6	1661	97	.3	1036	133	.4	1497	29	.1	643	137	.4	2455	87	.3	2796
W 25-49	97	.3	1041	46	.1	635	57	.2	910	23	.1	340	65	.2	1514	43	.1	1703
M 25-54	247	.7	2204	118	.3	1365	184	.5	2001	51	.1	820	178	.5	3238	118	.3	3643
W 25-54	165	.5	1414	63	.2	832	82	.2	1155	35	.1	495	100	.3	1965	69	.2	2212
M 35-64	297	1.0	2433	121	.4	1603	218	.7	2219	73	.3	952	205	.7	3621	142	.5	4092
W 35-64	252	.9	1772	101	.3	1098	110	.4	1367	45	.2	625	150	.5	2445	105	.4	2768
KOST-FM																		
P 12+	966	.7	6487	1156	.9	6455	915	.7	7292	415	.3	4652	1023	.8	11279	734	.6	14390
Teens 12-17	24	.2	369	5		145	32	.2	401	35	.3	398	19	.1	720	25	.2	1111
M 18-34	123	.5	839	134	.6	792	83	.4	841	94	.4	881	115	.5	1493	96	.4	2115
W 18-34	135	.7	1152	234	1.2	1368	195	1.0	1612	117	.6	1182	192	1.0	2293	147	.7	3084
M 18-49	255	.6	1731	249	.6	1460	187	.5	1684	123	.3	1403	232	.6	2937	175	.4	3985
W 18-49	397	1.0	2794	537	1.4	3052	428	1.1	3348	190	.5	2017	460	1.2	4985	325	.8	6090
M 25-49	224	.7	1466	220	.7	1197	167	.5	1444	94	.3	1037	205	.6	2473	150	.5	3236
W 25-49	340	1.1	2257	440	1.4	2455	339	1.1	2677	114	.4	1349	378	1.2	3986	257	.8	4699
M 25-54	257	.7	1688	262	.7	1390	199	.5	1711	100	.3	1141	241	.7	2800	174	.5	3614
W 25-54	417	1.2	2662	541	1.5	2898	403	1.1	3073	122	.3	1475	460	1.3	4581	306	.9	5326
M 35-64	231	.8	1467	205	.7	1170	177	.6	1501	48	.2	794	204	.7	2278	141	.5	2831
W 35-64	420	1.4	2403	503	1.7	2525	370	1.3	2544	101	.3	1167	437	1.5	3858	281	.9	4362
KPVR-FM																		
P 12+	987	.8	7853	734	.6	7344	1132	.9	9420	586	.4	6660	934	.7	14252	781	.6	16445
Teens 12-17	319	2.4	2980	142	1.1	2062	489	3.7	3713	263	2.0	2835	303	2.3	5150	283	2.1	5765
M 18-34	352	1.6	2422	278	1.2	2354	315	1.4	2462	181	.8	1797	312	1.4	4071	249	1.1	4685
W 18-34	201	1.0	1593	174	.9	1782	194	1.0	1996	79	.4	1341	188	.9	3023	143	.7	3511
M 18-49	407	1.0	2706	333	.8	2695	363	.9	2860	197	.5	2044	365	.9	4770	287	.7	5528
W 18-49	230	.6	1955	216	.6	2286	236	.6	2500	97	.3	1604	226	.6	3817	174	.4	4510
M 25-49	182	.6	1250	148	.5	1302	133	.4	1308	71	.2	891	154	.5	2275	117	.4	2693
W 25-49	112	.4	930	126	.4	1121	107	.3	1185	42	.1	632	116	.4	1841	88	.3	2227
M 25-54	193	.5	1291	156	.4	1343	140	.4	1383	72	.2	919	162	.4	2378	121	.3	2813
W 25-54	117	.3	993	129	.4	1182	111	.3	1238	47	.1	660	120	.3	1929	92	.3	2341
M 35-64	66	.2	368	63	.2	398	56	.2	499	17	.1	275	62	.2	874	44	.2	1035
W 35-64	35	.1	439	47	.2	620	50	.2	620	32	.1	305	44	.1	986	37	.1	1251
KRLA-AM																		
P 12+	245	.2	1474	267	.2	1496	172	.1	1025	68	.1	404	231	.2	2379	150	.1	2777
Teens 12-17						11				1		11			11			37
M 18-34	2		52	2		63	4		42			13	3		103	4		157
W 18-34	3		36	6		56	6		57	5		31	5		68	5		102
M 18-49	25	.1	115	29	.1	170	31	.1	131	16		45	28	.1	285	22	.1	411
W 18-49	28	.1	261	54	.1	323	12		158	5		31	33	.1	445	20	.1	521
M 25-49	25	.1	102	28	.1	140	29	.1	101	15		33	27	.1	242	20	.1	327
W 25-49	26	.1	251	51	.2	292	11		138	2		12	31	.1	415	18	.1	481
M 25-54	53	.1	221	48	.1	256	61	.2	163	17		37	53	.1	405	34	.1	523
W 25-54	37	.1	367	71	.2	428	28	.1	237	5		43	47	.1	607	29	.1	702
M 35-64	87	.3	319	53	.2	268	73	.3	219	21	.1	76	70	.2	558	44	.2	691
W 35-64	66	.2	529	108	.4	560	40	.1	341	8		82	74	.3	877	45	.2	962
KROQ-FM																		
P 12+	1109	.9	6968	770	.6	6779	892	.7	8245	520	.4	5676	912	.7	12089	714	.5	14137
Teens 12-17	181	1.4	1450	95	.7	1260	240	1.8	1970	202	1.5	1770	166	1.3	2604	166	1.3	3105
M 18-34	471	2.1	2744	409	1.8	2766	361	1.6	2971	159	.7	1779	413	1.8	4335	297	1.3	4895
W 18-34	252	1.3	1696	169	.8	1811	161	.8	1976	109	.5	1418	192	1.0	2987	151	.8	3452
M 18-49	579	1.4	3170	457	1.1	3207	426	1.0	3540	182	.4	2126	485	1.2	5294	348	.8	6122
W 18-49	326	.8	2178	212	.5	2221	203	.5	2530	124	.3	1684	244	.6	3893	187	.5	4539
M 25-49	384	1.2	2060	276	.8	1862	288	.9	2362	90	.3	1186	313	1.0	3453	214	.7	3987
W 25-49	209	.7	1334	115	.4	1276	134	.4	1609	64	.2	974	149	.5	2381	111	.4	2787
M 25-54	391	1.1	2089	277	.7	1878	288	.8	2378	90	.2	1199	316	.9	3514	217	.6	4082
W 25-54	220	.6	1415	118	.3	1307	149	.4	1727	74	.2	1025	159	.4	2528	118	.3	2961
M 35-64	114	.4	455	50	.2	472	66	.2	600	22	.1	359	75	.3	1036	54	.2	1349
W 35-64	90	.3	604	46	.2	452	59	.2	708	26	.1	332	63	.2	1108	44	.1	1317

* Listener estimates adjusted for reported broadcast schedule.

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



DMA Target Listeners

AQH and Cume Persons

	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KRTH-FM																		
P 12+	756	.6	5852	1007	.8	6541	697	.5	6464	199	.2	2724	835	.6	10776	601	.5	13296
Teens 12-17	28	.2	422	10	.1	223	30	.2	444	27	.2	356	22	.2	850	24	.2	1201
M 18-34	96	.4	567	138	.6	626	86	.4	646	26	.1	299	109	.5	1113	77	.3	1425
W 18-34	48	.2	615	102	.5	761	58	.3	692	15	.1	329	72	.4	1220	51	.3	1681
M 18-49	229	.6	1460	328	.8	1785	217	.5	1704	66	.2	822	263	.6	2868	185	.4	3612
W 18-49	176	.5	1967	281	.7	2144	185	.5	2112	38	.1	746	219	.6	3545	154	.4	4462
M 25-49	192	.6	1295	275	.8	1550	181	.6	1499	57	.2	730	220	.7	2473	153	.5	3088
W 25-49	161	.5	1695	257	.8	1829	168	.5	1850	28	.1	546	200	.6	3015	137	.4	3737
M 25-54	263	.7	1740	344	.9	2025	246	.7	1968	85	.2	992	289	.8	3272	202	.5	4007
W 25-54	193	.5	2095	322	.9	2375	205	.6	2356	35	.1	748	247	.7	3738	173	.5	4542
M 35-64	296	1.0	1826	365	1.3	2147	260	.9	2040	75	.3	937	311	1.1	3341	217	.7	3992
W 35-64	226	.8	2111	312	1.1	2304	217	.7	2258	43	.1	735	256	.9	3615	184	.6	4224
KSCA-FM																		
P 12+	2644	2.0	7686	1566	1.2	7415	842	.6	4727	360	.3	2860	1675	1.3	10229	1168	.9	11589
Teens 12-17	42	.3	300	16	.1	257	33	.2	297	17	.1	182	29	.2	590	26	.2	764
M 18-34	868	3.9	2312	516	2.3	2268	321	1.4	1536	126	.6	936	564	2.5	3073	391	1.7	3578
W 18-34	588	2.9	1604	371	1.9	1814	168	.8	951	79	.4	557	375	1.9	2210	264	1.3	2494
M 18-49	1322	3.2	3772	737	1.8	3393	437	1.1	2267	179	.4	1423	825	2.0	4743	569	1.4	5370
W 18-49	1000	2.6	2651	636	1.6	2902	274	.7	1582	129	.3	943	636	1.6	3615	446	1.2	4102
M 25-49	1067	3.3	3074	563	1.7	2649	329	1.0	1685	122	.4	1056	646	2.0	3692	436	1.3	4076
W 25-49	856	2.7	2162	558	1.8	2316	227	.7	1185	110	.4	703	548	1.8	2809	381	1.2	3195
M 25-54	1106	3.0	3214	573	1.5	2752	336	.9	1782	125	.3	1092	664	1.8	3895	448	1.2	4280
W 25-54	909	2.5	2350	585	1.6	2463	257	.7	1341	123	.3	798	584	1.6	3047	409	1.1	3455
M 35-64	554	1.9	1809	262	.9	1409	143	.5	945	65	.2	606	315	1.1	2160	215	.7	2296
W 35-64	534	1.8	1447	359	1.2	1440	158	.5	894	70	.2	515	351	1.2	1889	245	.8	2114
KSSE-FM																		
P 12+	435	.3	3143	477	.4	3222	413	.3	3515	270	.2	2320	444	.3	5608	382	.3	6590
Teens 12-17	35	.3	472	27	.2	334	64	.5	524	53	.4	447	41	.3	820	48	.4	1001
M 18-34	157	.7	940	172	.8	987	142	.6	1116	97	.4	723	158	.7	1704	128	.6	2026
W 18-34	150	.7	960	190	.9	1227	139	.7	1177	81	.4	807	162	.8	1806	134	.7	2034
M 18-49	198	.5	1225	217	.5	1202	177	.4	1313	122	.3	867	199	.5	2135	164	.4	2575
W 18-49	183	.5	1270	213	.5	1457	158	.4	1425	87	.2	930	187	.5	2263	155	.4	2540
M 25-49	125	.4	782	148	.5	785	115	.4	843	74	.2	507	131	.4	1346	107	.3	1664
W 25-49	100	.3	707	121	.4	820	73	.2	761	38	.1	406	100	.3	1252	83	.3	1433
M 25-54	128	.3	798	156	.4	819	117	.3	894	74	.2	507	135	.4	1398	109	.3	1723
W 25-54	110	.3	787	125	.3	904	77	.2	811	41	.1	444	106	.3	1369	89	.2	1599
M 35-64	46	.2	337	54	.2	264	39	.1	292	25	.1	150	47	.2	547	40	.1	673
W 35-64	46	.2	423	30	.1	346	24	.1	321	14	.1	194	33	.1	639	29	.1	763
KTNQ-AM																		
P 12+	280	.2	1422	484	.4	1988	501	.4	2234	288	.2	1527	426	.3	3379	340	.3	4072
Teens 12-17			5	1		11	3		20			15	2		31	1		31
M 18-34	83	.4	322	124	.6	427	204	.9	750	96	.4	444	136	.6	918	103	.5	1052
W 18-34	38	.2	225	76	.4	342	56	.3	237	16	.1	133	58	.3	481	39	.2	553
M 18-49	121	.3	649	201	.5	785	324	.8	1308	167	.4	788	215	.5	1650	171	.4	1875
W 18-49	73	.2	387	163	.4	631	90	.2	465	31	.1	267	113	.3	885	78	.2	1073
M 25-49	81	.2	555	166	.5	704	279	.9	1183	142	.4	668	174	.5	1484	142	.4	1660
W 25-49	65	.2	328	139	.4	538	70	.2	372	30	.1	224	95	.3	772	66	.2	912
M 25-54	95	.3	626	182	.5	754	293	.8	1245	153	.4	685	189	.5	1634	153	.4	1810
W 25-54	75	.2	387	184	.5	640	90	.3	460	40	.1	296	121	.3	893	89	.2	1065
M 35-64	75	.3	452	113	.4	510	168	.6	764	117	.4	505	118	.4	1085	105	.4	1221
W 35-64	48	.2	262	147	.5	502	57	.2	358	31	.1	261	89	.3	635	68	.2	811
KTWV-FM																		
P 12+	733	.6	4674	1031	.8	4933	740	.6	5325	226	.2	2652	850	.7	8036	594	.5	9744
Teens 12-17	2		69	1		42	10	.1	104	5		49	4		181	5		239
M 18-34	40	.2	392	90	.4	419	56	.2	523	22	.1	181	64	.3	784	45	.2	871
W 18-34	63	.3	378	79	.4	361	61	.3	408	15	.1	266	68	.3	601	46	.2	852
M 18-49	200	.5	1395	331	.8	1546	228	.6	1783	94	.2	881	259	.6	2648	187	.5	3165
W 18-49	236	.6	1524	342	.9	1424	252	.7	1578	60	.2	889	282	.7	2392	192	.5	3019
M 25-49	194	.6	1334	319	1.0	1497	220	.7	1686	84	.3	828	250	.8	2518	179	.6	3011
W 25-49	230	.7	1477	334	1.1	1363	242	.8	1500	58	.2	846	274	.9	2291	185	.6	2837
M 25-54	228	.6	1575	367	1.0	1765	265	.7	1972	100	.3	1023	293	.8	2949	212	.6	3580
W 25-54	293	.8	1819	427	1.2	1694	307	.9	1849	76	.2	1016	349	1.0	2775	235	.7	3467
M 35-64	281	1.0	1637	364	1.3	1715	276	.9	1953	99	.3	1080	311	1.1	2881	220	.8	3488
W 35-64	304	1.0	1820	439	1.5	1785	305	1.0	1881	74	.3	934	356	1.2	2821	243	.8	3465

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

DMA Target Listeners

DMA Target Listeners

	AQH and Cume Persons																	
	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KWKV-AM																		
P 12+	135	.1	531	152	.1	867	168	.1	794	81	.1	395	152	.1	1247	120	.1	1533
Teens 12-17	1		16	2		11		13				1		29	1		43	
M 18-34	13	.1	36	25	.1	136	24	.1	110	11		83	21	.1	161	16	.1	257
W 18-34	10		79	11	.1	101	20	.1	73	1		6	13	.1	163	8		175
M 18-49	25	.1	118	43	.1	282	33	.1	270	14		137	34	.1	383	26	.1	525
W 18-49	21	.1	104	21	.1	163	47	.1	146	10		42	29	.1	260	19		296
M 25-49	13		94	37	.1	258	29	.1	246	11		125	27	.1	359	20	.1	489
W 25-49	17	.1	64	21	.1	143	46	.1	136	10		42	28	.1	211	19	.1	247
M 25-54	22	.1	145	47	.1	309	31	.1	279	12		143	34	.1	428	24	.1	558
W 25-54	21	.1	114	26	.1	193	49	.1	170	13		59	32	.1	278	23	.1	340
M 35-64	24	.1	149	32	.1	243	16	.1	239	15	.1	103	25	.1	352	20	.1	413
W 35-64	17	.1	98	18	.1	140	37	.1	135	12		53	24	.1	231	18	.1	313
KWVE-FM																		
P 12+	180	.1	1275	185	.1	1159	154	.1	1273	34		513	174	.1	2030	115	.1	2357
Teens 12-17	8	.1	75	1		25	7	.1	37			15	5		88	3		115
M 18-34	16	.1	152	7		99	9		120	8		94	10		237	9		336
W 18-34	21	.1	153	26	.1	149	17	.1	108	3		63	22	.1	217	13	.1	282
M 18-49	68	.2	502	67	.2	389	57	.1	476	18		192	64	.2	759	43	.1	878
W 18-49	71	.2	501	72	.2	498	48	.1	441	12		223	64	.2	728	43	.1	861
M 25-49	66	.2	448	66	.2	361	53	.2	430	16		153	62	.2	672	41	.1	766
W 25-49	68	.2	429	67	.2	450	46	.1	410	10		183	61	.2	628	40	.1	738
M 25-54	71	.2	500	66	.2	361	60	.2	492	16		153	66	.2	755	44	.1	865
W 25-54	81	.2	486	93	.3	518	62	.2	465	10		183	80	.2	710	51	.1	820
M 35-64	63	.2	413	65	.2	344	63	.2	507	12		137	64	.2	711	42	.1	759
W 35-64	66	.2	437	77	.3	464	54	.2	433	9		160	66	.2	666	44	.1	755
KYSR-FM																		
P 12+	807	.6	6223	827	.6	6468	807	.6	7263	289	.2	4048	815	.6	11480	594	.5	13364
Teens 12-17	41	.3	574	32	.2	628	76	.6	929	56	.4	726	48	.4	1457	51	.4	1895
M 18-34	185	.8	1467	157	.7	1228	160	.7	1455	58	.3	878	167	.7	2516	120	.5	2893
W 18-34	321	1.6	2105	350	1.7	2333	301	1.5	2508	80	.4	1175	326	1.6	3663	223	1.1	4056
M 18-49	287	.7	2250	258	.6	2083	254	.6	2343	87	.2	1336	266	.6	4015	191	.5	4657
W 18-49	430	1.1	3065	481	1.2	3470	435	1.1	3626	129	.3	1745	451	1.2	5482	318	.8	6129
M 25-49	240	.7	1738	206	.6	1550	190	.6	1813	53	.2	854	211	.6	3042	149	.5	3505
W 25-49	302	1.0	2160	347	1.1	2465	327	1.0	2593	81	.3	1141	327	1.0	3907	227	.7	4342
M 25-54	255	.7	1841	213	.6	1638	201	.5	1917	60	.2	938	222	.6	3215	157	.4	3706
W 25-54	306	.9	2239	350	1.0	2516	334	.9	2702	82	.2	1162	331	.9	4027	231	.6	4524
M 35-64	123	.4	933	121	.4	987	109	.4	1027	35	.1	553	118	.4	1752	83	.3	2044
W 35-64	126	.4	1087	162	.5	1222	153	.5	1275	55	.2	626	148	.5	2011	111	.4	2339
KZLA-FM																		
P 12+	494	.4	3616	602	.5	3312	581	.4	4128	147	.1	2013	562	.4	5793	408	.3	6691
Teens 12-17	5		113	4		90	23	.2	173	4		105	10	.1	231	8		317
M 18-34	56	.2	289	74	.3	315	66	.3	366	23	.1	281	66	.3	532	49	.2	691
W 18-34	69	.3	748	107	.5	682	81	.4	679	22	.1	421	87	.4	1117	63	.3	1233
M 18-49	104	.3	762	124	.3	684	125	.3	871	42	.1	538	118	.3	1241	87	.2	1526
W 18-49	191	.5	1552	249	.6	1335	225	.6	1589	45	.1	759	224	.6	2270	155	.4	2510
M 25-49	88	.3	694	83	.3	590	92	.3	754	27	.1	428	87	.3	1104	64	.2	1338
W 25-49	172	.6	1325	212	.7	1071	193	.6	1369	40	.1	608	194	.6	1869	134	.4	2043
M 25-54	104	.3	794	105	.3	742	113	.3	982	31	.1	502	107	.3	1393	77	.2	1685
W 25-54	197	.5	1546	242	.7	1226	223	.6	1631	45	.1	714	222	.6	2264	157	.4	2512
M 35-64	121	.4	873	137	.5	877	132	.5	1035	33	.1	485	131	.5	1476	91	.3	1738
W 35-64	204	.7	1332	233	.8	1078	241	.8	1504	40	.1	575	227	.8	1966	159	.5	2180
KCAL-FM																		
P 12+	131	.1	835	125	.1	947	121	.1	1007	39		460	126	.1	1462	99	.1	1766
Teens 12-17	6		61	4		63	6		85	3		54	5		133	5		165
M 18-34	38	.2	278	36	.2	252	36	.2	305	7		131	37	.2	420	27	.1	511
W 18-34	7		90	16	.1	207	12	.1	145	4		78	12	.1	270	9		336
M 18-49	80	.2	514	75	.2	543	68	.2	556	21	.1	220	74	.2	799	59	.1	933
W 18-49	40	.1	228	46	.1	329	42	.1	304	13		156	43	.1	455	32	.1	565
M 25-49	73	.2	443	64	.2	454	58	.2	483	18	.1	173	65	.2	665	52	.2	753
W 25-49	39	.1	210	42	.1	275	40	.1	269	12		146	40	.1	396	29	.1	479
M 25-54	73	.2	456	64	.2	454	58	.2	490	18		173	65	.2	678	52	.1	766
W 25-54	40	.1	217	42	.1	281	40	.1	275	12		152	41	.1	403	29	.1	486
M 35-64	42	.1	249	39	.1	291	32	.1	257	14		89	38	.1	392	32	.1	442
W 35-64	35	.1	149	31	.1	134	31	.1	172	9		84	32	.1	204	23	.1	247

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

DMA Target Listeners

AQH and Cume Persons

	Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KCXX-FM																		
P 12+	78	.1	784	129	.1	1162	130	.1	1238	28		508	114	.1	1711	81	.1	1952
Teens 12-17	16	.1	241	22	.2	258	31	.2	277	13	.1	179	23	.2	397	19	.1	415
M 18-34	18	.1	176	41	.2	352	39	.2	369	3		96	33	.1	493	22	.1	583
W 18-34	27	.1	211	47	.2	370	47	.2	394	7		146	41	.2	536	28	.1	618
M 18-49	26	.1	250	49	.1	425	46	.1	475	5		119	41	.1	622	27	.1	746
W 18-49	34	.1	277	57	.1	461	52	.1	466	10		203	49	.1	650	35	.1	741
M 25-49	20	.1	145	32	.1	221	35	.1	319	3		87	29	.1	366	19	.1	453
W 25-49	25	.1	154	36	.1	259	33	.1	259	8		144	32	.1	361	22	.1	438
M 25-54	20	.1	145	32	.1	227	35	.1	319	3		87	29	.1	373	19	.1	459
W 25-54	25	.1	154	37	.1	265	33	.1	266	8		150	32	.1	367	23	.1	450
M 35-64	9		90	8		79	7		106	1		24	8		152	6		187
W 35-64	7		65	11		97	5		78	3		63	8		119	7		135
KFRG-FM																		
P 12+	413	.3	2484	440	.3	2418	360	.3	2886	119	.1	1233	407	.3	4115	304	.2	4754
Teens 12-17	13	.1	109	5		69	17	.1	151	10	.1	111	11	.1	217	12	.1	328
M 18-34	19	.1	163	27	.1	141	32	.1	219	11		151	26	.1	355	21	.1	408
W 18-34	58	.3	455	53	.3	442	57	.3	565	34	.2	281	56	.3	798	45	.2	837
M 18-49	73	.2	539	110	.3	543	98	.2	666	28	.1	302	95	.2	1003	72	.2	1163
W 18-49	123	.3	864	119	.3	853	109	.3	1034	44	.1	432	117	.3	1423	88	.2	1546
M 25-49	67	.2	450	105	.3	504	91	.3	605	26	.1	257	89	.3	885	68	.2	1030
W 25-49	98	.3	673	96	.3	640	86	.3	837	21	.1	314	94	.3	1083	67	.2	1201
M 25-54	99	.3	572	158	.4	631	115	.3	741	27	.1	295	127	.3	1062	93	.3	1236
W 25-54	132	.4	825	117	.3	780	99	.3	978	26	.1	357	116	.3	1286	84	.2	1458
M 35-64	125	.4	702	170	.6	705	113	.4	813	30	.1	290	139	.5	1128	101	.3	1358
W 35-64	138	.5	757	123	.4	740	109	.4	852	21	.1	293	123	.4	1160	86	.3	1299
KGGI-FM																		
P 12+	307	.2	2724	268	.2	2920	308	.2	3134	180	.1	1990	292	.2	5188	257	.2	6412
Teens 12-17	81	.6	832	48	.4	636	84	.6	858	72	.5	675	69	.5	1367	70	.5	1685
M 18-34	41	.2	470	58	.3	620	51	.2	501	28	.1	344	51	.2	1000	44	.2	1332
W 18-34	86	.4	721	85	.4	895	89	.4	1012	60	.3	640	87	.4	1495	77	.4	1818
M 18-49	64	.2	649	80	.2	813	73	.2	689	35	.1	446	73	.2	1367	62	.2	1771
W 18-49	133	.3	1075	127	.3	1318	137	.4	1441	68	.2	798	132	.3	2157	110	.3	2568
M 25-49	48	.1	428	55	.2	517	47	.1	431	16		241	50	.2	851	40	.1	1052
W 25-49	85	.3	663	76	.2	765	81	.3	817	36	.1	399	80	.3	1275	64	.2	1514
M 25-54	51	.1	458	55	.1	529	50	.1	461	17		256	52	.1	894	42	.1	1111
W 25-54	93	.3	707	80	.2	806	87	.2	862	36	.1	411	86	.2	1350	69	.2	1594
M 35-64	31	.1	245	23	.1	218	26	.1	243	8		128	26	.1	464	22	.1	554
W 35-64	58	.2	429	51	.2	506	57	.2	499	12		183	55	.2	790	41	.1	889
KOLA-FM																		
P 12+	266	.2	1832	361	.3	2150	270	.2	2058	58		822	304	.2	3235	213	.2	4099
Teens 12-17	9	.1	139	7	.1	111	6		86	2		42	7	.1	217	7	.1	304
M 18-34	25	.1	139	16	.1	127	9		120	3		61	17	.1	219	12	.1	355
W 18-34	15	.1	128	22	.1	124	8		103	5		65	16	.1	237	11	.1	390
M 18-49	69	.2	433	76	.2	483	65	.2	472	12		171	70	.2	755	49	.1	984
W 18-49	65	.2	490	94	.2	593	54	.1	512	18		261	73	.2	906	53	.1	1181
M 25-49	64	.2	418	74	.2	439	63	.2	450	10		126	68	.2	694	46	.1	857
W 25-49	60	.2	423	86	.3	531	49	.2	466	14		218	67	.2	798	48	.2	1019
M 25-54	101	.3	585	115	.3	573	97	.3	628	20	.1	194	105	.3	923	71	.2	1154
W 25-54	99	.3	605	118	.3	706	83	.2	662	22	.1	355	102	.3	1060	72	.2	1368
M 35-64	111	.4	676	153	.5	749	125	.4	752	22	.1	234	131	.5	1109	90	.3	1314
W 35-64	100	.3	650	146	.5	810	105	.4	747	23	.1	346	119	.4	1140	83	.3	1368
KVRP-FM																		
P 12+	93	.1	419	114	.1	544	86	.1	501	26		278	99	.1	620	77	.1	711
Teens 12-17			4			4	1		4			4			4	1		4
M 18-34																		
W 18-34						4									4			4
M 18-49																		29
W 18-49			11	2		24	1		20			4	1		31	1		42
M 25-49																		17
W 25-49			11	2		24	1		20			4	1		31	1		31
M 25-54			3	2		20	1		15			7	2		26	1		49
W 25-54			1	2		29	2		25			4	2		37	1		37
M 35-64			8	8		60	6		59	1		31	7		71	6		100
W 35-64			9	14		81	9		88	5		32	11		95	8		100

* 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)
XTRA-AM																		
P 12+	167	.1	1206	270	.2	1420	196	.2	1519	30		506	216	.2	2398	137	.1	2882
Teens 12-17			35			15			31			5			51			86
M 18-34	72	.3	454	102	.5	455	48	.2	398	6		137	76	.3	734	46	.2	846
W 18-34	1		4	2		12	3		35	1		30	2		43	2		85
M 18-49	125	.3	873	213	.5	1031	124	.3	1033	24	.1	386	159	.4	1704	101	.2	1886
W 18-49	3		18	6		58	10		96	1		36	6		136	5		232
M 25-49	106	.3	761	187	.6	943	118	.4	990	24	.1	373	141	.4	1548	91	.3	1725
W 25-49	3		18	6		54	10		96	1		27	6		132	5		218
M 25-54	121	.3	853	209	.6	1040	147	.4	1119	26	.1	402	163	.4	1694	104	.3	1930
W 25-54	4		41	7		59	10		101	1		59	7		155	5		282
M 35-64	84	.3	596	151	.5	786	126	.4	915	22	.1	296	123	.4	1292	79	.3	1452
W 35-64	3		37	5		51	7		67	1		38	5		116	4		211
TOTALS																		
P 12+	31405	24.1	106096	30530	23.4	96996	26153	20.1	103942	10898	8.4	68507	29453	22.6	121758	21817	16.7	124323
Teens 12-17	1665	12.5	10113	930	7.0	7278	2315	17.4	10786	1543	11.6	9210	1582	11.9	12357	1552	11.7	12752
M 18-34	6061	27.0	18397	5723	25.5	17058	5006	22.3	18125	2338	10.4	13173	5606	24.9	21329	4143	18.4	21685
W 18-34	4726	23.6	16797	4917	24.5	16290	4022	20.1	16727	1729	8.6	12063	4583	22.9	19179	3411	17.0	19491
M 18-49	11231	27.3	33903	10483	25.5	30424	9169	22.3	33365	3784	9.2	22588	10309	25.0	38735	7492	18.2	39433
W 18-49	9568	24.7	32648	9843	25.4	31074	7768	20.0	32210	2839	7.3	20709	9120	23.5	36860	6567	16.9	37453
M 25-49	9142	28.1	27125	8454	26.0	23820	7394	22.8	26631	2773	8.5	17108	8340	25.7	30601	5963	18.4	31134
W 25-49	8053	25.8	26519	8198	26.3	24959	6275	20.1	25840	2014	6.5	15538	7562	24.2	29710	5313	17.0	30163
M 25-54	10310	27.8	30990	9608	25.9	27230	8455	22.8	30466	3133	8.5	19367	9469	25.5	34911	6765	18.3	35502
W 25-54	9239	25.8	30413	9433	26.3	28583	7212	20.1	29603	2307	6.4	17655	8690	24.2	34170	6123	17.1	34724
M 35-64	8008	27.5	24282	7460	25.7	21078	6420	22.1	23743	2244	7.7	14284	7309	25.1	27215	5209	17.9	27695
W 35-64	7530	25.5	24799	7738	26.2	23265	5875	19.9	24020	1851	6.3	13310	7101	24.0	27871	5013	16.9	28414

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

DMA Target Listeners

AQH and Cume Persons

	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KABC-AM																		
P 12+	292	.2	831	278	.2	886	197	.2	686	138	.1	522	253	.2	820	164	.1	594
Teens 12-17							2		13			21	1		16	23	.1	46
M 18-34	3		25	7		43	7		16	3		22	7		38	6		29
W 18-34	7		14	3		14	7		25	6		7						
M 18-49	28	.1	109	39	.1	166	44	.1	174	14		58	36	.1	147	43	.1	113
W 18-49	35	.1	90	22	.1	103	21	.1	79	10		35	20	.1	87	15		59
M 25-49	28	.1	109	39	.1	166	41	.1	167	14		58	36	.1	147	43	.1	113
W 25-49	35	.1	90	22	.1	103	19	.1	65	10		35	18	.1	65	11		47
M 25-54	60	.2	186	82	.2	241	69	.2	219	30	.1	145	44	.1	194	60	.2	172
W 25-54	37	.1	102	26	.1	130	19	.1	65	10		35	18	.1	65	11		47
M 35-64	76	.3	225	118	.4	340	96	.3	300	33	.1	161	75	.3	276	64	.2	197
W 35-64	73	.2	219	47	.2	198	31	.1	133	15	.1	60	45	.2	163	21	.1	96
KACD-FM																		
P 12+	64		202	72	.1	291	40		187	29		111	92	.1	281	51		176
Teens 12-17				2		20	4		30	3		19	3		11			
M 18-34	11		30	9		40				1		15	8		40	8		26
W 18-34	1		15	7		37	8		28	5		28	5		55	12	.1	78
M 18-49	22	.1	84	23	.1	110	9		47	6		47	36	.1	114	19		72
W 18-49	40	.1	106	24	.1	105	27	.1	110	19		44	41	.1	141	25	.1	91
M 25-49	11		54	21	.1	97	9		47	6		47	36	.1	114	19	.1	72
W 25-49	40	.1	103	22	.1	96	27	.1	110	19	.1	44	40	.1	128	23	.1	79
M 25-54	11		54	23	.1	110	9		47	6		47	36	.1	114	19	.1	72
W 25-54	40	.1	103	22	.1	96	27	.1	110	19	.1	44	40	.1	128	23	.1	79
M 35-64	11		54	23	.1	96	9		47	5		33	29	.1	77	18	.1	58
W 35-64	40	.1	104	29	.1	80	20	.1	82	14		16	48	.2	98	13		13
KBCD-FM																		
P 12+	29		117	42		186	45		122	1		14	47		147	41		101
Teens 12-17						2			13									
M 18-34				10		41	12	.1	31				18	.1	31	5		31
W 18-34				3		15										13	.1	15
M 18-49	22	.1	67	30	.1	104	29	.1	70	1		14	38	.1	70	21	.1	59
W 18-49	6		36	10		52	11		24				7		53	16		27
M 25-49	22	.1	67	30	.1	104	29	.1	70	1		14	38	.1	70	21	.1	59
W 25-49	6		36	10		52	11		24				7		53	16	.1	27
M 25-54	22	.1	67	30	.1	104	29	.1	70	1		14	38	.1	70	21	.1	59
W 25-54	7		50	13		81	15		39				8		67	20	.1	41
M 35-64	22	.1	67	20	.1	63	17	.1	39	1		14	20	.1	39	16	.1	28
W 35-64	7		50	10		67	15	.1	39				9		77	8		27
KACE-FM																		
P 12+	105	.1	309	178	.1	540	92	.1	263	83	.1	210	115	.1	404	60		194
Teens 12-17	5		19	9	.1	9	9	.1	9	15	.1	25	9	.1	9	9	.1	9
M 18-34	15	.1	24	26	.1	47	27	.1	67	24	.1	54	21	.1	63	2		15
W 18-34				6		35	3		21	5		42	22	.1	106	6		33
M 18-49	55	.1	120	68	.2	212	34	.1	100	24	.1	54	37	.1	138	9		37
W 18-49	15		91	38	.1	186	12		74	28	.1	85	35	.1	148	19		84
M 25-49	41	.1	97	62	.2	197	34	.1	100	24	.1	54	35	.1	125	9		37
W 25-49	15		91	35	.1	177	10		65	27	.1	72	30	.1	116	17	.1	70
M 25-54	44	.1	100	79	.2	214	47	.1	113	26	.1	68	49	.1	144	25	.1	68
W 25-54	15		91	53	.1	195	19	.1	82	28	.1	88	41	.1	151	18	.1	80
M 35-64	48	.2	116	59	.2	182	25	.1	63	16	.1	30	31	.1	97	23	.1	53
W 35-64	30	.1	121	56	.2	184	18	.1	70	24	.1	58	24	.1	78	14		60
KRTO-FM																		
P 12+	44		139	71	.1	237	42		167	29		155	44		221	30		148
Teens 12-17	10	.1	20	6		39			7			2			2			
M 18-34				2		9	2		9							1		6
W 18-34	3		20	4		13	7		29	6		32	6		36	10		42
M 18-49	7		16	3		15	6		29				5		19	4		18
W 18-49	22	.1	82	38	.1	130	28	.1	97	23	.1	84	27	.1	103	22	.1	78
M 25-49	7		16	3		15	6		29				5		19	4		18
W 25-49	20	.1	68	37	.1	127	27	.1	87	22	.1	80	22	.1	78	17	.1	52
M 25-54	12		38	22	.1	36	6		29				7		25	4		18
W 25-54	20	.1	68	37	.1	127	32	.1	101	23	.1	97	23	.1	81	17		52
M 35-64	12		38	21	.1	31	4		25				10		39	5		26
W 35-64	20	.1	62	33	.1	117	29	.1	97	20	.1	83	21	.1	71	12		37

* 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)
KBIG-FM																			
P 12+		234	.2	879	347	.3	1294	145	.1	732	337	.3	1119	268	.2	1228	233	.2	769
Teens 12-17		3		20	22	.2	81	17	.1	80	11	.1	84	4		32	3		41
M 18-34		51	.2	175	69	.3	245	14	.1	70	67	.3	183	32	.1	180	31	.1	92
W 18-34		42	.2	201	56	.3	233	27	.1	165	81	.4	300	69	.3	221	65	.3	213
M 18-49		91	.2	301	112	.3	411	51	.1	220	160	.4	457	73	.2	369	77	.2	232
W 18-49		80	.2	352	140	.4	534	53	.1	331	128	.3	463	110	.3	468	89	.2	349
M 25-49		73	.2	243	84	.3	353	47	.1	200	153	.5	429	69	.2	342	73	.2	215
W 25-49		55	.2	252	117	.4	446	41	.1	252	116	.4	389	81	.3	387	58	.2	243
M 25-54		79	.2	286	98	.3	367	63	.2	227	167	.5	471	75	.2	401	77	.2	247
W 25-54		78	.2	324	141	.4	507	43	.1	274	132	.4	425	96	.3	456	76	.2	291
M 35-64		57	.2	180	70	.2	243	54	.2	202	107	.4	315	79	.3	310	60	.2	183
W 35-64		73	.2	259	121	.4	418	34	.1	215	68	.2	211	69	.2	379	56	.2	204
KBUA-FM																			
P 12+		62		142	78	.1	200	46		128	43		121	78	.1	210	46		158
Teens 12-17		3		11	16	.1	25	3		11			10	.1	25	4			11
M 18-34		21	.1	38	30	.1	66	19	.1	38	26	.1	67	31	.1	65	13	.1	63
W 18-34		20	.1	32	15	.1	32	10		32	6		21	11	.1	31	14	.1	43
M 18-49		23	.1	52	38	.1	94	29	.1	67	33	.1	83	43	.1	96	13		63
W 18-49		20	.1	32	15		32	10		32	6		21	14		43	14		43
M 25-49		21	.1	40	25	.1	53	22	.1	53	7		16	34	.1	70	1		9
W 25-49		12		21	11		21	4		21				3		11	5		11
M 25-54		21	.1	40	25	.1	53	22	.1	53	7		16	41	.1	87	1		9
W 25-54		2	.1	38	16		38	8		38	3		7	17		11	5		11
M 35-64		2		15	8		28	11		28	7		16	18	.1	48			
W 35-64		13		17	5		19	4		19	3		17	3		11	2		12
KBUE-FM																			
P 12+		429	.3	1000	644	.5	1508	478	.4	1121	253	.2	732	445	.3	1049	319	.2	749
Teens 12-17		27	.2	58	57	.4	138	22	.2	74	35	.3	80	44	.3	123	19	.1	50
M 18-34		172	.8	337	226	1.0	461	223	1.0	473	96	.4	237	138	.6	325	154	.7	302
W 18-34		63	.3	208	132	.7	325	101	.5	245	55	.3	200	109	.5	206	83	.4	176
M 18-49		188	.5	425	289	.7	610	247	.6	538	132	.3	323	181	.4	442	179	.4	416
W 18-49		93	.2	281	188	.5	472	122	.3	305	74	.2	292	140	.4	317	92	.2	200
M 25-49		147	.5	319	229	.7	473	161	.5	344	102	.3	237	112	.3	304	127	.4	289
W 25-49		64	.2	181	131	.4	309	83	.3	204	54	.2	224	111	.4	239	64	.2	130
M 25-54		147	.4	319	239	.6	491	171	.5	379	102	.3	237	112	.3	304	127	.3	289
W 25-54		79	.2	243	159	.4	385	88	.2	232	59	.2	240	120	.3	268	74	.2	158
M 35-64		82	.3	184	105	.4	259	70	.2	167	44	.2	106	82	.3	182	44	.2	156
W 35-64		74	.3	189	112	.4	290	41	.1	128	23	.1	109	60	.2	180	19	.1	52
KCBS-FM																			
P 12+		363	.3	1162	722	.6	2629	521	.4	1742	202	.2	875	530	.4	1881	329	.3	1139
Teens 12-17		7		45	35	.3	170	37	.3	136	9	.1	46	10	.1	46	5		11
M 18-34		78	.3	242	112	.5	390	90	.4	317	56	.2	254	77	.3	281	30	.1	144
W 18-34		38	.2	96	84	.4	360	69	.3	211	48	.2	163	86	.4	291	39	.2	169
M 18-49		208	.5	702	361	.9	1250	242	.6	829	94	.2	464	247	.6	868	168	.4	573
W 18-49		116	.3	320	249	.6	939	179	.5	598	85	.2	324	197	.5	755	101	.3	391
M 25-49		178	.5	635	321	1.0	1127	202	.6	703	67	.2	366	232	.7	788	160	.5	531
W 25-49		110	.4	308	233	.7	852	165	.5	528	57	.2	265	178	.6	685	91	.3	334
M 25-54		181	.5	662	338	.9	1221	228	.6	802	67	.2	366	274	.7	879	195	.5	589
W 25-54		123	.3	332	240	.7	891	173	.5	548	67	.2	285	178	.5	689	91	.3	334
M 35-64		141	.5	494	287	1.0	997	195	.7	656	39	.1	217	228	.8	709	181	.6	517
W 35-64		95	.3	265	191	.6	660	129	.4	417	48	.2	181	114	.4	477	66	.2	238
KCMG-FM																			
P 12+		361	.3	1042	642	.5	1926	468	.4	1410	243	.2	750	483	.4	1561	444	.3	1348
Teens 12-17		13	.1	49	49	.4	138	22	.2	112	15	.1	67	32	.2	128	34	.3	137
M 18-34		48	.2	168	134	.6	282	87	.4	235	32	.1	97	91	.4	256	89	.4	278
W 18-34		93	.5	265	133	.7	421	106	.5	327	68	.3	236	74	.4	268	85	.4	207
M 18-49		98	.2	313	226	.5	662	162	.4	495	75	.2	243	160	.4	480	169	.4	574
W 18-49		172	.4	456	266	.7	836	207	.5	594	140	.4	389	197	.5	666	178	.5	486
M 25-49		76	.2	234	179	.6	553	123	.4	389	58	.2	199	129	.4	395	119	.4	438
W 25-49		133	.4	342	206	.7	698	167	.5	491	116	.4	292	170	.5	587	152	.5	428
M 25-54		80	.2	278	195	.5	594	134	.4	425	61	.2	217	144	.4	456	129	.3	476
W 25-54		168	.5	415	229	.6	767	183	.5	572	123	.3	312	180	.5	643	171	.5	459
M 35-64		74	.3	248	136	.5	483	96	.3	308	45	.2	163	105	.4	314	98	.3	364
W 35-64		133	.4	312	172	.6	542	135	.5	382	82	.3	187	156	.5	517	129	.4	345

* 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)
KFI -AM	P 12+	741	.6	2109	542	.4	1472	208	.2	789	119	.1	458	496	.4	1632	196	.2	585
Teens	12-17	3		19	1		10				8	.1	20	3		23	4		20
M	18-34	32	.1	107	34	.2	79	5		22	7		7	11		55	18	.1	36
W	18-34	8		53	24	.1	84	4		27	7		44	14	.1	57	5		15
M	18-49	113	.3	425	136	.3	347	32	.1	173	14		42	88	.2	302	61	.1	156
W	18-49	77	.2	298	127	.3	347	43	.1	190	21	.1	106	81	.2	293	32	.1	110
M	25-49	107	.3	403	114	.4	313	29	.1	167	14		42	84	.3	282	58	.2	150
W	25-49	77	.2	298	127	.4	347	43	.1	185	18	.1	92	81	.3	293	32	.1	110
M	25-54	164	.4	547	147	.4	378	47	.1	218	17		55	131	.4	440	68	.2	209
W	25-54	101	.3	380	139	.4	413	47	.1	218	18	.1	92	113	.3	386	36	.1	127
M	35-64	229	.8	694	179	.6	462	67	.2	294	21	.1	95	171	.6	566	70	.2	247
W	35-64	213	.7	632	204	.7	546	63	.2	257	27	.1	137	158	.5	494	38	.1	145
KFSG-FM	P 12+	74	.1	266	55		268	47		228	34		162	53		308	33		176
Teens	12-17			6	6		26	6		15	7	.1	25						
M	18-34							7		44	6		17	5		38			
W	18-34	43	.2	124	24	.1	96	15	.1	93	11	.1	69	5		67	10		69
M	18-49	6		34	1		14	7		44	12		32	5		54	2		14
W	18-49	50	.1	163	37	.1	168	23	.1	128	15		90	23	.1	121	21	.1	103
M	25-49	6		34	1		14	2		15	7		20	5		54	2		14
W	25-49	36	.1	108	29	.1	120	16	.1	90	12		48	21	.1	94	16	.1	61
M	25-54	11		57	2		26	7		28	7		20	7		70	2		14
W	25-54	47	.1	140	35	.1	135	20	.1	105	13		63	35	.1	167	24	.1	108
M	35-64	11		57	2		26	5		12	6		14	3		43	3		26
W	35-64	20	.1	85	21	.1	101	15	.1	64	5		36	35	.1	142	20	.1	82
KFWB-AM	P 12+	425	.3	1904	224	.2	1440	161	.1	809	94	.1	612	173	.1	966	120	.1	550
Teens	12-17	2		15	2		20	1		7				2			2		23
M	18-34	26	.1	99	9		65	13	.1	52	9		62	2		5			
W	18-34	11	.1	92	5		51	3		26	6		58	5		36	4		24
M	18-49	78	.2	365	47	.1	325	47	.1	225	16		138	34	.1	226	23	.1	97
W	18-49	39	.1	251	36	.1	201	23	.1	155	6		58	16		137	10		66
M	25-49	70	.2	343	47	.1	325	47	.1	225	12		107	34	.1	226	23	.1	97
W	25-49	37	.1	224	36	.1	201	23	.1	155	5		39	16	.1	137	10		66
M	25-54	102	.3	512	59	.2	427	58	.2	300	12		123	40	.1	287	31	.1	157
W	25-54	76	.2	365	49	.1	294	34	.1	217	9		67	24	.1	189	14		81
M	35-64	109	.4	571	61	.2	424	61	.2	312	8		104	47	.2	345	46	.2	197
W	35-64	91	.3	404	58	.2	319	52	.2	253	17	.1	108	25	.1	192	25	.1	119
KGIL-AM	P 12+	76	.1	221	184	.1	531	111	.1	347	15		107	105	.1	312	107	.1	351
Teens	12-17																		
M	18-34				2		16							2		13	8		15
W	18-34													2		13	2		13
M	18-49	1		3	11		49	2		16	2		14	3		16	8		15
W	18-49							1		14				2		13	2		13
M	25-49	1		3	11		49	2		16	2		14	3		16	8		15
W	25-49							1		14				2		13	2		13
M	25-54	1		3	12		63	6		32	2		14	4		29	8		15
W	25-54							3		27				3		20	7		41
M	35-64	5		16	23	.1	81	16	.1	46	2		14	16	.1	66	15	.1	39
W	35-64	12		42	25	.1	107	9		66	2		13	22	.1	86	15	.1	108
KGXL-AM	P 12+	4		15	4		34	4		31	6		45	9		62	10		48
Teens	12-17																		
M	18-34				2		16												
W	18-34																		
M	18-49	3		13	2		16				2		14						
W	18-49																		
M	25-49	3		13	2		16				2		14						
W	25-49																		
M	25-54	3		13	2		16				2		14						
W	25-54																		
M	35-64	3		13							2		14	2		12	2		12
W	35-64							2		13	2		13	2		12	4		25

* 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)
KIEV-AM																		
P 12+	30		100	72	.1	234	83	.1	218	30		94	41		143	101	.1	245
Teens 12-17																		
M 18-34				4		10							3		9	6		12
W 18-34							8		16							8		16
M 18-49				4		10	7		15				5		23	13		27
W 18-49							8		16							8		16
M 25-49				4		10	7		15				1		14	13		27
W 25-49				7		17	20	.1	42	9		16				16		42
M 25-54	4		16	10		40	13		55				6		30	20	.1	54
W 25-54	3		13	7		17	24	.1	55	9		16				20	.1	55
M 35-64	4		16	9		50	14		62	1		12	6		30	23	.1	73
W 35-64																		
KIIS-FM																		
P 12+	863	.7	2875	1294	1.0	4562	882	.7	3109	542	.4	2419	846	.6	3390	631	.5	2302
Teens 12-17	302	2.3	1003	385	2.9	1434	298	2.2	1064	232	1.7	965	275	2.1	1075	234	1.8	778
M 18-34	112	.5	485	230	1.0	739	125	.6	398	82	.4	442	116	.5	427	100	.4	386
W 18-34	200	1.0	592	297	1.5	1140	225	1.1	844	122	.6	589	239	1.2	977	128	.6	574
M 18-49	222	.5	840	383	.9	1227	208	.5	648	122	.3	595	194	.5	738	171	.4	592
W 18-49	296	.8	870	476	1.2	1723	342	.9	1249	166	.4	786	339	.9	1427	212	.5	879
M 25-49	161	.5	561	259	.8	808	129	.4	418	72	.2	379	128	.4	519	103	.3	325
W 25-49	184	.6	567	299	1.0	1031	182	.6	672	86	.3	395	214	.7	916	144	.5	580
M 25-54	166	.4	591	270	.7	859	140	.4	482	73	.2	386	142	.4	583	107	.3	332
W 25-54	202	.6	623	332	.9	1111	199	.6	714	101	.3	418	230	.6	973	149	.4	606
M 35-64	127	.4	424	168	.6	564	94	.3	327	42	.1	159	97	.3	388	75	.3	212
W 35-64	122	.4	370	212	.7	669	134	.5	446	61	.2	234	115	.4	506	89	.3	330
KJLH-FM																		
P 12+	117	.1	333	258	.2	718	159	.1	557	133	.1	457	270	.2	882	254	.2	637
Teens 12-17	4		17	11	.1	51	16	.1	33	13	.1	62	13	.1	31	5		7
M 18-34	19	.1	29	32	.1	77	14	.1	59	23	.1	85	37	.2	119	48	.2	97
W 18-34	20	.1	77	78	.4	251	40	.2	160	47	.2	164	88	.4	286	79	.4	204
M 18-49	26	.1	55	66	.2	179	43	.1	132	41	.1	132	48	.1	163	73	.2	155
W 18-49	45	.1	180	130	.3	416	78	.2	287	54	.1	217	135	.3	444	124	.3	298
M 25-49	16		39	54	.2	148	34	.1	103	30	.1	93	47	.1	148	67	.2	140
W 25-49	44	.1	162	113	.4	344	71	.2	251	32	.1	127	125	.4	387	107	.3	236
M 25-54	26	.1	66	54	.1	148	38	.1	130	43	.1	107	52	.1	162	75	.2	168
W 25-54	51	.1	179	159	.4	405	85	.2	290	40	.1	144	154	.4	450	132	.4	301
M 35-64	17	.1	53	40	.1	113	34	.1	110	32	.1	61	19	.1	73	32	.1	85
W 35-64	55	.2	151	97	.3	227	55	.2	195	18	.1	85	104	.4	316	76	.3	189
KKBT-FM																		
P 12+	408	.3	1364	842	.6	2980	652	.5	2268	594	.5	1873	444	.3	1700	452	.3	1634
Teens 12-17	87	.7	289	236	1.8	881	151	1.1	648	127	1.0	497	94	.7	414	109	.8	372
M 18-34	140	.6	474	160	.7	584	148	.7	539	179	.8	540	113	.5	407	136	.6	480
W 18-34	99	.5	318	250	1.2	951	210	1.0	682	153	.8	498	113	.6	486	102	.5	436
M 18-49	168	.4	575	250	.6	770	218	.5	721	233	.6	665	156	.4	515	181	.4	595
W 18-49	129	.3	449	312	.8	1225	260	.7	858	201	.5	633	166	.4	689	154	.4	643
M 25-49	107	.3	384	145	.4	432	114	.4	349	112	.3	353	95	.3	280	83	.3	304
W 25-49	84	.3	298	202	.6	778	160	.5	524	104	.3	340	122	.4	455	88	.3	379
M 25-54	116	.3	398	151	.4	451	119	.3	354	113	.3	359	102	.3	317	85	.2	316
W 25-54	89	.2	308	205	.6	796	174	.5	542	112	.3	354	126	.4	465	94	.3	385
M 35-64	36	.1	115	96	.3	205	75	.3	187	56	.2	130	51	.2	146	47	.2	127
W 35-64	38	.1	146	86	.3	330	68	.2	212	68	.2	180	74	.3	247	59	.2	219
KKGO-FM																		
P 12+	287	.2	995	526	.4	1349	399	.3	1237	172	.1	747	325	.2	1350	313	.2	1050
Teens 12-17				5		28							1		28			
M 18-34	25	.1	100	36	.2	130	11		38	12	.1	65	22	.1	89	9		38
W 18-34	7		19	16	.1	49	13	.1	79	7		27	8		55	9		43
M 18-49	38	.1	181	81	.2	275	42	.1	129	23	.1	141	45	.1	221	31	.1	105
W 18-49	41	.1	198	65	.2	247	56	.1	201	41	.1	149	45	.1	205	62	.2	210
M 25-49	31	.1	164	76	.2	260	42	.1	129	20	.1	129	20	.1	218	28	.1	92
W 25-49	41	.1	198	64	.2	237	55	.2	190	41	.1	149	43	.1	186	60	.2	191
M 25-54	45	.1	221	80	.2	288	52	.1	189	26	.1	156	53	.1	298	37	.1	153
W 25-54	59	.2	291	90	.3	291	80	.2	263	48	.1	188	92	.3	306	100	.3	297
M 35-64	67	.2	263	87	.3	248	78	.3	229	34	.1	174	53	.2	306	80	.3	288
W 35-64	93	.3	365	145	.5	425	119	.4	347	64	.2	229	136	.5	409	151	.5	419

* 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)
KKHJ-AM		247	.2	682	390	.3	767	225	.2	551	121	.1	283	287	.2	593	143	.1	368
P 12+		6		11	4		10	1		11	1		11	5		16	2		16
Teens 12-17		44	.2	103	70	.3	165	38	.2	107	27	.1	78	42	.2	105	47	.2	115
M 18-34		5		26	25	.1	68	17	.1	53	20	.1	53	17	.1	53	4		10
W 18-34		76	.2	208	147	.4	291	108	.3	245	54	.1	134	97	.2	199	80	.2	181
M 18-49		36	.1	117	42	.1	139	33	.1	84	25	.1	65	34	.1	99	24	.1	55
W 18-49		72	.2	190	128	.4	252	97	.3	206	49	.2	121	91	.3	174	69	.2	156
M 25-49		35	.1	107	36	.1	129	31	.1	73	25	.1	65	33	.1	88	20	.1	45
W 25-49		87	.2	258	158	.4	304	111	.3	258	64	.2	155	121	.3	225	84	.2	208
M 25-54		53	.1	136	62	.2	213	40	.1	100	25	.1	65	63	.2	149	29	.1	56
W 25-54		63	.2	203	109	.4	193	96	.3	237	42	.1	90	95	.3	202	50	.2	145
M 35-64		79	.3	200	89	.3	224	61	.2	101	15	.1	40	64	.2	134	39	.1	70
W 35-64		KKLA-FM																	
P 12+		54		209	39		172	49		150	41		143	52		164	47		153
Teens 12-17								11	.1	11	4		11	11		11	11	.1	11
M 18-34		2		18	1		15	2		13	6		24	1		12	1		12
W 18-34		7		9				10		38	4		25			1			12
M 18-49		17		90	19		46	17		50	20		73	27	.1	48	20		61
W 18-49		32	.1	90	3		15	12		52	4		25	14		55	3		26
M 25-49		16		85	19	.1	46	17	.1	50	20	.1	73	27	.1	48	20	.1	61
W 25-49		25	.1	81	3		15	10		40	4		25	14		55	3		26
M 25-54		16		85	19	.1	46	17		50	20	.1	73	27	.1	48	20	.1	61
W 25-54		25	.1	81	5		30	12		54	4		25	14		58	4		40
M 35-64		15	.1	73	18	.1	33	15	.1	37	14		49	29	.1	49	19	.1	50
W 35-64		25	.1	81	10		55	5		40	3		13	19	.1	89	7		54
KLAC-AM		267	.2	694	519	.4	1401	325	.2	1006	151	.1	510	363	.3	1244	326	.2	1106
P 12+					1		14	1		3	2		16	18	.1	80	14	.1	45
Teens 12-17					17	.1	84	41	.2	148	2		36	25	.1	54	7		40
M 18-34					1		14	18	.1	44	1		15	4		28	3		14
W 18-34		11		28	50	.1	182	68	.2	237	52	.1	169	73	.2	225	69	.2	227
M 18-49					4		35	26	.1	76	8		67	18		81	26	.1	78
W 18-49		11		28	48	.1	154	60	.2	198	51	.2	145	58	.2	211	63	.2	197
M 25-49					4		35	14		61	7		52	18	.1	81	26	.1	78
W 25-49		28	.1	67	98	.3	292	73	.2	248	54	.1	165	63	.2	244	74	.2	255
M 25-54		3		11	22	.1	77	29	.1	131	9		67	31	.1	187	49	.1	156
W 25-54		42	.1	129	111	.4	344	63	.2	183	60	.2	189	71	.2	276	91	.3	297
M 35-64		29	.1	77	62	.2	213	56	.2	198	26	.1	105	56	.2	300	59	.2	233
W 35-64		KLAX-FM																	
P 12+		570	.4	1204	717	.5	2007	430	.3	1223	201	.2	571	446	.3	1389	254	.2	850
Teens 12-17		3		34	19	.1	108	20	.2	69	18	.1	51	31	.2	158	13	.1	74
M 18-34		211	.9	376	207	.9	598	164	.7	453	57	.3	163	77	.3	281	63	.3	219
W 18-34		135	.7	298	208	1.0	550	79	.4	243	71	.4	157	123	.6	295	80	.4	214
M 18-49		307	.7	574	323	.8	872	219	.5	652	65	.2	203	145	.4	461	102	.2	364
W 18-49		189	.5	448	317	.8	860	145	.4	373	84	.2	208	206	.5	561	98	.3	271
M 25-49		246	.8	456	254	.8	629	134	.4	442	41	.1	121	121	.4	358	67	.2	274
W 25-49		164	.5	384	252	.8	621	116	.4	293	53	.2	145	158	.5	417	60	.2	166
M 25-54		273	.7	492	264	.7	665	134	.4	442	41	.1	121	121	.3	358	67	.2	274
W 25-54		185	.5	433	263	.7	643	120	.3	320	56	.2	160	177	.5	449	67	.2	193
M 35-64		134	.5	266	139	.5	358	61	.2	213	26	.1	74	77	.3	223	51	.2	172
W 35-64		86	.3	229	145	.5	392	105	.4	246	30	.1	126	119	.4	356	43	.1	144
KLOS-FM		275	.2	968	541	.4	1757	428	.3	1347	122	.1	672	318	.2	1330	327	.3	1078
P 12+		12	.1	24	18	.1	92	14	.1	55	2		15	11	.1	54	12	.1	49
Teens 12-17		80	.4	243	113	.5	410	103	.5	320	34	.2	170	107	.5	311	56	.2	259
M 18-34		19	.1	89	35	.2	131	28	.1	102	25	.1	106	22	.1	153	34	.2	132
W 18-34		193	.5	624	335	.8	1001	271	.7	830	66	.2	335	169	.4	606	166	.4	535
M 18-49		60	.2	251	135	.3	444	101	.3	329	40	.1	211	102	.3	459	127	.3	355
W 18-49		160	.5	534	297	.9	897	252	.8	751	55	.2	256	140	.4	520	142	.4	446
M 25-49		57	.2	238	130	.4	400	96	.3	297	36	.1	169	95	.3	392	117	.4	309
W 25-49		167	.5	587	308	.8	943	262	.7	788	61	.2	294	144	.4	561	156	.4	518
M 25-54		57	.2	238	152	.4	473	106	.3	349	39	.1	187	105	.3	454	120	.3	333
W 25-54		123	.4	450	240	.8	660	181	.6	554	41	.1	220	72	.2	365	125	.4	350
M 35-64		41	.1	162	122	.4	399	85	.3	293	18	.1	122	103	.3	409	97	.3	250
W 35-64		KLAX-FM																	

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

DMA Target Listeners

AQH and Cume Persons

	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KLSX-FM																		
P 12+	150	.1	477	114	.1	417	91	.1	267	44		216	189	.1	706	74	.1	228
Teens 12-17	8	.1	11	6		15				3		24	9	.1	48	3		13
M 18-34	48	.2	133	57	.3	133	29	.1	68	14	.1	73	37	.2	95	16	.1	38
W 18-34	22	.1	80	12	.1	75	14	.1	60	13	.1	45	23	.1	76	12	.1	35
M 18-49	105	.3	319	80	.2	251	41	.1	101	26	.1	140	91	.2	338	35	.1	118
W 18-49	27	.1	111	17		97	19		84	14		49	64	.2	230	18		61
M 25-49	90	.3	253	64	.2	205	41	.1	101	17	.1	105	74	.2	296	31	.1	105
W 25-49	26	.1	97	8		43	16	.1	71	9		34	53	.2	197	13		38
M 25-54	90	.2	253	67	.2	224	54	.1	146	17		105	79	.2	325	38	.1	118
W 25-54	26	.1	97	8		43	16		71	9		34	65	.2	243	13		38
M 35-64	59	.2	201	31	.1	151	31	.1	89	12		68	68	.2	287	31	.1	104
W 35-64	6		31	5		22	17	.1	50	1		4	52	.2	201	13		39
KLVE-FM																		
P 12+	1136	.9	2918	1525	1.2	3715	842	.6	2145	737	.6	2054	1031	.8	2778	612	.5	1398
Teens 12-17	41	.3	106	76	.6	167	42	.3	124	62	.5	180	31	.2	108	15	.1	47
M 18-34	166	.7	460	197	.9	500	123	.5	346	149	.7	419	160	.7	494	94	.4	243
W 18-34	233	1.2	637	389	1.9	1053	233	1.2	594	198	1.0	522	255	1.3	764	153	.8	376
M 18-49	339	.8	951	393	1.0	985	223	.5	617	270	.7	780	280	.7	805	157	.4	363
W 18-49	446	1.2	1194	690	1.8	1714	364	.9	982	305	.8	786	455	1.2	1308	279	.7	678
M 25-49	295	.9	819	342	1.1	846	203	.6	540	234	.7	686	215	.7	629	135	.4	316
W 25-49	398	1.3	1019	587	1.9	1421	300	1.0	831	240	.8	598	359	1.2	1052	224	.7	559
M 25-54	361	1.0	955	404	1.1	950	207	.6	557	235	.6	704	305	.8	772	162	.4	374
W 25-54	438	1.2	1130	652	1.8	1589	343	1.0	884	250	.7	633	410	1.1	1149	264	.7	626
M 35-64	285	1.0	728	309	1.1	712	125	.4	338	128	.4	411	238	.8	508	117	.4	237
W 35-64	322	1.1	777	459	1.6	1050	233	.8	572	139	.5	347	286	1.0	737	191	.6	423
KLYF-AM																		
P 12+				2		15												
Teens 12-17																		
M 18-34																		
W 18-34																		
M 18-49																		
W 18-49																		
M 25-49																		
W 25-49																		
M 25-54																		
W 25-54																		
M 35-64																		
W 35-64																		
KXTA-AM																		
P 12+	57		197	122	.1	440	134	.1	390	91	.1	257	203	.2	676	108	.1	402
Teens 12-17				3		27	6		28	1		3	4		36	9	.1	33
M 18-34	15	.1	59	24	.1	105	21	.1	53	6		37	46	.2	132	26	.1	80
W 18-34				5		12	7		14				8		26			
M 18-49	38	.1	119	57	.1	248	50	.1	151	28	.1	106	86	.2	355	59	.1	193
W 18-49				23	.1	45	14		43				12		53	3		13
M 25-49	38	.1	115	50	.2	218	44	.1	139	26	.1	93	82	.3	343	53	.2	181
W 25-49				23	.1	45	14		43				12		53	3		13
M 25-54	39	.1	129	57	.2	246	46	.1	153	33	.1	124	82	.2	343	54	.1	194
W 25-54				30	.1	72	18	.1	70				21	.1	67	7		28
M 35-64	35	.1	110	41	.1	183	30	.1	113	38	.1	125	55	.2	260	34	.1	139
W 35-64	3		14	25	.1	60	11		56	12		24	21	.1	55	8		42
KLYY-FM																		
P 12+	61		316	218	.2	835	188	.1	728	87	.1	364	140	.1	510	141	.1	626
Teens 12-17	9	.1	47	36	.3	135	49	.4	186	17	.1	71	6		28	17	.1	86
M 18-34	20	.1	103	60	.3	283	43	.2	125	49	.2	130	32	.1	158	42	.2	221
W 18-34	7		66	39	.2	210	29	.1	218	13	.1	100	39	.2	184	20	.1	160
M 18-49	35	.1	135	96	.2	395	68	.2	221	55	.1	154	55	.1	216	53	.1	247
W 18-49	11		97	72	.2	279	45	.1	260	14		127	79	.2	255	64	.2	270
M 25-49	27	.1	97	75	.2	327	55	.2	180	37	.1	102	40	.1	166	48	.1	212
W 25-49	7		77	49	.2	146	30	.1	131	6		63	67	.2	172	55	.2	197
M 25-54	27	.1	97	75	.2	327	55	.1	180	37	.1	102	40	.1	166	48	.1	212
W 25-54	7		77	49	.1	146	30	.1	131	6		63	67	.2	172	55	.2	197
M 35-64	20	.1	56	36	.1	124	35	.1	122	6		36	24	.1	70	18	.1	50
W 35-64	5		44	47	.2	84	27	.1	56	1		27	39	.1	71	44	.1	110

* 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)
KNX -AM	P 12+	507	.4	1938	370	.3	1653	191	.1	829	147	.1	867	247	.2	1106	109	.1	534
Teens	12-17	2		22	1		28	2		20				11		62			
M	18-34	18	.1	89	11		72	9		77	2		21		62				
W	18-34	3		16	1		14	4		35			5		20				
M	18-49	67	.2	346	46	.1	255	27	.1	159	22	.1	141	34	.1	201	14		67
W	18-49	34	.1	173	31	.1	187	24	.1	156	8		56	14		97	8		48
M	25-49	66	.2	330	44	.1	237	26	.1	146	22	.1	141	34	.1	201	14		67
W	25-49	34	.1	173	31	.1	187	22	.1	141	8		51	14		97	8		48
M	25-54	84	.2	421	69	.2	327	40	.1	178	46	.1	278	43	.1	245	24	.1	112
W	25-54	59	.2	229	50	.1	272	29	.1	189	13		78	37	.1	174	15		62
M	35-64	110	.4	514	111	.4	464	53	.2	203	69	.2	422	49	.2	269	42	.1	221
W	35-64	121	.4	447	83	.3	383	39	.1	229	29	.1	204	61	.2	262	25	.1	132
KOST-FM	P 12+	496	.4	1654	725	.6	2434	532	.4	1745	359	.3	1283	468	.4	1671	346	.3	1287
Teens	12-17	16	.1	80	39	.3	143	33	.2	118	35	.3	129	32	.2	130	33	.2	113
M	18-34	60	.3	183	73	.3	314	56	.2	179	64	.3	225	66	.3	207	47	.2	190
W	18-34	88	.4	349	162	.8	490	111	.6	365	102	.5	368	34	.2	190	73	.4	323
M	18-49	123	.3	400	163	.4	646	121	.3	401	120	.3	354	93	.2	350	61	.1	253
W	18-49	180	.5	654	305	.8	1000	214	.6	761	154	.4	599	171	.4	646	163	.4	646
M	25-49	118	.4	371	158	.5	572	103	.3	356	97	.3	290	63	.2	272	52	.2	191
W	25-49	142	.5	488	257	.8	847	183	.6	628	99	.3	384	161	.5	581	132	.4	508
M	25-54	135	.4	467	202	.5	696	120	.3	390	100	.3	307	77	.2	306	68	.2	252
W	25-54	158	.4	541	283	.8	968	204	.6	712	104	.3	423	195	.5	704	138	.4	537
M	35-64	141	.5	459	179	.6	595	114	.4	362	69	.2	190	74	.3	268	47	.2	173
W	35-64	139	.5	456	193	.7	733	140	.5	566	73	.2	332	201	.7	719	120	.4	414
KPWR-FM	P 12+	552	.4	2005	1051	.8	3624	780	.6	2614	686	.5	2437	624	.5	2417	556	.4	1881
Teens	12-17	195	1.5	772	411	3.1	1379	344	2.6	1128	300	2.3	983	234	1.8	885	261	2.0	879
M	18-34	171	.8	602	292	1.3	933	228	1.0	749	213	.9	774	145	.6	643	160	.7	497
W	18-34	109	.5	401	187	.9	786	125	.6	506	89	.4	390	124	.6	587	77	.4	304
M	18-49	207	.5	688	349	.8	1126	249	.6	833	237	.6	878	175	.4	721	163	.4	532
W	18-49	142	.4	515	234	.6	1000	156	.4	590	111	.3	501	156	.4	682	88	.2	366
M	25-49	100	.3	291	143	.4	480	40	.1	212	95	.3	376	98	.3	390	31	.1	166
W	25-49	99	.3	247	139	.4	563	89	.3	339	45	.1	242	81	.3	338	36	.1	168
M	25-54	101	.3	298	147	.4	493	41	.1	219	98	.3	389	101	.3	410	33	.1	170
W	25-54	102	.3	253	140	.4	574	89	.2	343	48	.1	253	83	.2	359	36	.1	168
M	35-64	41	.1	109	61	.2	206	22	.1	91	27	.1	117	32	.1	97	8		53
W	35-64	36	.1	120	51	.2	238	31	.1	88	25	.1	122	36	.1	122	15	.1	75
KRLA-AM	P 12+	101	.1	378	142	.1	473	43		174	11		46	73	.1	256	16		77
Teens	12-17													1		15	6		15
M	18-34	5		13	18	.1	57			12	5		26	11		40			
W	18-34				2		12	6			2		10	7		23			
M	18-49	23	.1	70	45	.1	104	7		37	5		26	11		45			
W	18-49	12		51	10		55	8		28	2		10	11		41			
M	25-49	23	.1	70	33	.1	60	7		37	3		13	3		18			
W	25-49	12		51	10		55	8		28			11			41			
M	25-54	27	.1	86	36	.1	74	7		37	3		13	10		34			
W	25-54	31	.1	113	35	.1	150	15		71			13	14		56	1		15
M	35-64	41	.1	122	30	.1	67	7		37			10	12		34			
W	35-64	38	.1	139	52	.2	187	11		77	4		10	16	.1	66	5		27
KROQ-FM	P 12+	381	.3	1482	818	.6	2755	614	.5	2181	451	.3	1787	511	.4	2185	596	.5	1911
Teens	12-17	140	1.1	510	216	1.6	749	144	1.1	559	165	1.2	607	117	.9	567	110	.8	430
M	18-34	113	.5	429	265	1.2	902	216	1.0	680	156	.7	684	228	1.0	762	315	1.4	802
W	18-34	78	.4	335	179	.9	639	160	.8	627	94	.5	359	108	.5	526	120	.6	463
M	18-49	122	.3	479	349	.8	1131	254	.6	814	181	.4	757	268	.7	925	354	.9	964
W	18-49	104	.3	446	231	.6	838	187	.5	724	105	.3	423	119	.3	625	131	.3	517
M	25-49	83	.3	335	234	.7	767	158	.5	490	108	.3	411	139	.4	511	163	.5	467
W	25-49	61	.2	295	155	.5	578	97	.3	417	52	.2	266	67	.2	382	83	.3	360
M	25-54	87	.2	351	250	.7	783	174	.5	524	108	.3	411	141	.4	524	163	.4	467
W	25-54	61	.2	295	156	.4	581	106	.3	449	52	.1	266	71	.2	424	83	.2	360
M	35-64	13		66	100	.3	245	55	.2	168	25	.1	72	43	.1	188	39	.1	162
W	35-64	33	.1	123	53	.2	202	36	.1	129	11		64	14		141	11		54

* Listener estimates adjusted for reported broadcast schedule.

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

ARBITRON

321

LOS ANGELES
LOS ANGELES DMA

SPRING 1999

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KRTH-FM																			
P 12+		512	.4	1743	950	.7	2934	525	.4	1875	201	.2	820	601	.5	2073	441	.3	1481
Teens 12-17		29	.2	137	45	.3	209	19	.1	86	18	.1	98	31	.2	168	23	.2	102
M 18-34		45	.2	136	97	.4	222	58	.3	210	26	.1	82	88	.4	237	59	.3	180
W 18-34		25	.1	117	66	.3	348	44	.2	169	31	.2	107	52	.3	161	35	.2	121
M 18-49		121	.3	363	217	.5	649	162	.4	535	68	.2	249	180	.4	563	136	.3	451
W 18-49		111	.3	429	248	.6	972	166	.4	639	58	.1	225	155	.4	540	87	.2	361
M 25-49		97	.3	319	180	.6	574	130	.4	427	63	.2	224	129	.4	458	102	.3	365
W 25-49		104	.3	396	209	.7	813	142	.5	529	45	.1	190	135	.4	502	74	.2	318
M 25-54		135	.4	507	276	.7	865	149	.4	523	66	.2	253	148	.4	584	126	.3	438
W 25-54		149	.4	530	291	.8	1028	162	.5	596	53	.1	235	187	.5	712	110	.3	434
M 35-64		170	.6	602	322	1.1	950	165	.6	574	65	.2	270	157	.5	617	142	.5	480
W 35-64		182	.6	570	348	1.2	1020	172	.6	624	53	.2	215	206	.7	701	110	.4	402
KSCA-FM																			
P 12+		2163	1.7	3760	1335	1.0	3374	644	.5	1614	311	.2	1026	764	.6	2022	468	.4	1203
Teens 12-17		40	.3	102	32	.2	152	23	.2	75	13	.1	51	26	.2	99	24	.2	58
M 18-34		700	3.1	1184	389	1.7	998	217	1.0	536	102	.5	304	257	1.1	593	173	.8	412
W 18-34		484	2.4	808	371	1.9	797	173	.9	381	59	.3	213	180	.9	491	112	.6	284
M 18-49		1044	2.5	1850	573	1.4	1566	271	.7	757	141	.3	450	361	.9	903	232	.6	569
W 18-49		791	2.0	1327	580	1.5	1304	285	.7	629	125	.3	418	311	.8	845	174	.4	477
M 25-49		746	2.3	1413	410	1.3	1197	165	.5	530	80	.2	318	279	.9	696	202	.6	485
W 25-49		667	2.1	1095	501	1.6	1091	230	.7	508	104	.3	330	253	.8	689	126	.4	351
M 25-54		798	2.2	1484	415	1.1	1232	165	.4	530	80	.2	318	283	.8	714	202	.5	485
W 25-54		742	2.1	1216	530	1.5	1153	259	.7	565	125	.3	406	255	.7	700	138	.4	374
M 35-64		452	1.6	856	212	.7	672	60	.2	245	41	.1	151	121	.4	379	69	.2	180
W 35-64		430	1.5	740	279	.9	660	149	.5	336	96	.3	295	177	.6	438	85	.3	247
KSSE-FM																			
P 12+		425	.3	1065	613	.5	1690	391	.3	1093	297	.2	892	361	.3	1128	313	.2	949
Teens 12-17		49	.4	136	72	.5	255	74	.6	208	45	.3	182	65	.5	208	56	.4	168
M 18-34		111	.5	292	173	.8	455	77	.3	215	117	.5	305	98	.4	345	79	.4	253
W 18-34		161	.8	368	235	1.2	603	130	.6	382	73	.4	221	169	.8	484	104	.5	305
M 18-49		165	.4	436	230	.6	623	137	.3	341	153	.4	393	118	.3	406	94	.2	316
W 18-49		186	.5	441	267	.7	694	158	.4	447	91	.2	282	178	.5	514	137	.4	398
M 25-49		93	.3	243	144	.4	416	105	.3	243	110	.3	247	78	.2	243	64	.2	201
W 25-49		87	.3	227	148	.5	405	105	.3	269	52	.2	155	103	.3	293	94	.3	269
M 25-54		93	.3	243	146	.4	424	105	.3	243	110	.3	247	78	.2	243	64	.2	201
W 25-54		97	.3	259	169	.5	464	116	.3	319	52	.1	155	103	.3	293	115	.3	312
M 35-64		55	.2	150	66	.2	197	63	.2	141	38	.1	103	20	.1	61	19	.1	77
W 35-64		48	.2	119	54	.2	155	38	.1	114	18	.1	61	9		30	54	.2	140
KTNQ-AM																			
P 12+		293	.2	710	354	.3	975	248	.2	536	219	.2	585	235	.2	578	178	.1	404
Teens 12-17																			
M 18-34		57	.3	139	79	.4	226	96	.4	177	50	.2	117	24	.1	57	49	.2	111
W 18-34		30	.1	91	37	.2	120	29	.1	50	7		41	22	.1	46	25	.1	41
M 18-49		125	.3	296	129	.3	396	138	.3	264	95	.2	247	81	.2	223	92	.2	201
W 18-49		61	.2	173	106	.3	284	46	.1	101	22	.1	95	58	.1	132	38	.1	71
M 25-49		110	.3	259	98	.3	348	112	.3	217	85	.3	230	81	.2	223	79	.2	184
W 25-49		58	.2	153	90	.3	239	32	.1	72	21	.1	85	52	.2	122	28	.1	51
M 25-54		110	.3	259	105	.3	365	125	.3	252	97	.3	265	83	.2	235	81	.2	196
W 25-54		94	.3	224	150	.4	342	59	.2	126	35	.1	113	90	.3	193	32	.1	67
M 35-64		104	.4	230	69	.2	217	72	.2	166	87	.3	222	77	.3	208	73	.3	145
W 35-64		72	.2	166	137	.5	308	46	.2	120	33	.1	96	78	.3	184	23	.1	60
KTWV-FM																			
P 12+		424	.3	1378	707	.5	2012	511	.4	1553	232	.2	661	473	.4	1625	371	.3	1244
Teens 12-17		1		6	11	.1	33	15	.1	46	20	.2	58	7	.1	30	28	.1	7
M 18-34		23	.1	72	74	.3	174	39	.2	70	2		19	27	.1	109	28	.1	92
W 18-34		23	.1	96	64	.3	204	36	.2	113	14	.1	23	29	.1	110	13	.1	46
M 18-49		148	.4	473	200	.5	566	166	.4	425	66	.2	184	126	.3	512	136	.3	394
W 18-49		114	.3	389	226	.6	591	134	.3	406	94	.2	220	173	.4	584	104	.3	319
M 25-49		148	.5	473	200	.6	566	166	.5	425	66	.2	178	118	.4	491	127	.4	369
W 25-49		111	.4	377	201	.6	532	127	.4	389	87	.3	212	163	.5	539	99	.3	302
M 25-54		178	.5	587	256	.7	712	215	.6	540	83	.2	231	138	.4	561	150	.4	460
W 25-54		145	.4	475	238	.7	688	153	.4	517	102	.3	272	214	.6	653	124	.3	425
M 35-64		191	.7	621	226	.8	652	195	.7	525	88	.3	251	133	.5	526	145	.5	477
W 35-64		166	.6	504	273	.9	737	167	.6	603	97	.3	268	241	.8	715	151	.5	507

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KWKV-AM																			
P 12+		129	.1	242	88	.1	227	126	.1	294	81	.1	201	91	.1	182	77	.1	199
Teens 12-17		6		15															4
M 18-34		21	.1	38	20	.1	63	5		25	13	.1	26	7		25	4		12
W 18-34		8		22	4		22	8		10				2		10	8		10
M 18-49		30	.1	55	20		63	29	.1	56	19		42	21	.1	70	15		50
W 18-49		11		34	9		45	19		34				10		35	11		23
M 25-49		30	.1	55	13		26	24	.1	32	19	.1	42	16		59	12		38
W 25-49		11		34	9		45	19	.1	34				10		35	11		23
M 25-54		30	.1	55	14		44	24	.1	32	19	.1	42	16		59	12		38
W 25-54		11		34	23	.1	77	31	.1	77	3		17	24	.1	53	11		23
M 35-64		13		30	5		32	44	.2	93	23	.1	47	32	.1	77	18	.1	53
W 35-64		12		30	31	.1	84	30	.1	81	3		17	22	.1	43	3		12
KWVE-FM																			
P 12+		56		203	84	.1	305	92	.1	277	23		102	105	.1	396	69	.1	258
Teens 12-17		2		14			5	3		14	5		13	4		10	1		5
M 18-34		17	.1	30	5		26	7		18				5		31	8		16
W 18-34					4		36	8		21				4		39	5		31
M 18-49		27	.1	95	25	.1	87	38	.1	109	9		22	28	.1	126	29	.1	86
W 18-49		24	.1	80	38	.1	119	29	.1	61	9		56	40	.1	185	23	.1	102
M 25-49		27	.1	95	23	.1	74	31	.1	92	9		22	28	.1	126	21	.1	70
W 25-49		24	.1	80	37	.1	97	29	.1	61	9		56	38	.1	155	18	.1	71
M 25-54		27	.1	95	23	.1	74	31	.1	92	9		22	44	.1	142	26	.1	87
W 25-54		27	.1	94	42	.1	125	44	.1	90	9		56	46	.1	170	18	.1	71
M 35-64		10		65	22	.1	72	32	.1	105	10		33	46	.2	146	27	.1	100
W 35-64		27	.1	94	41	.1	121	37	.1	84	9		50	47	.2	170	28	.1	107
KYSR-FM																			
P 12+		363	.3	1439	738	.6	2693	502	.4	1816	285	.2	1280	549	.4	2139	421	.3	1572
Teens 12-17		36	.3	171	61	.5	274	78	.6	337	64	.5	274	45	.3	236	61	.5	245
M 18-34		51	.2	200	180	.8	573	102	.5	316	38	.2	233	118	.5	473	74	.3	309
W 18-34		146	.7	511	259	1.3	933	168	.8	572	125	.6	440	154	.8	574	102	.5	445
M 18-49		108	.3	402	250	.6	889	158	.4	583	55	.1	361	210	.5	788	111	.3	438
W 18-49		212	.5	833	401	1.0	1414	247	.6	848	161	.4	612	258	.7	960	198	.5	760
M 25-49		98	.3	354	200	.6	688	123	.4	464	44	.1	291	179	.6	662	75	.2	308
W 25-49		145	.5	617	290	.9	1045	173	.6	624	80	.3	368	193	.6	682	162	.5	599
M 25-54		98	.3	354	202	.5	717	123	.3	464	44	.1	291	193	.5	706	83	.2	341
W 25-54		146	.4	626	296	.8	1074	176	.5	639	82	.2	382	199	.6	732	185	.5	657
M 35-64		57	.2	201	73	.3	345	55	.2	267	17	.1	128	107	.4	371	45	.2	162
W 35-64		69	.2	339	150	.5	517	84	.3	298	40	.1	193	114	.4	450	133	.4	387
KZLA-FM																			
P 12+		344	.3	1157	535	.4	1618	456	.3	1500	127	.1	595	378	.3	1272	337	.3	1052
Teens 12-17		13	.1	43	28	.2	50	20	.2	74				1		12	8	.1	26
M 18-34		36	.2	137	77	.3	153	58	.3	180	19	.1	94	37	.2	118	23	.1	73
W 18-34		31	.2	172	91	.5	339	101	.5	257	19	.1	102	67	.3	187	45	.2	163
M 18-49		77	.2	311	123	.3	294	80	.2	284	25	.1	125	69	.2	269	73	.2	258
W 18-49		94	.2	364	196	.5	702	179	.5	559	55	.1	258	148	.4	417	114	.3	370
M 25-49		71	.2	298	93	.3	253	52	.2	197	21	.1	93	43	.1	224	55	.2	210
W 25-49		86	.3	302	164	.5	594	146	.5	442	48	.2	230	125	.4	350	98	.3	292
M 25-54		89	.2	350	105	.3	289	59	.2	233	22	.1	108	62	.2	291	59	.2	232
W 25-54		108	.3	358	191	.5	737	179	.5	566	58	.2	301	153	.4	466	131	.4	368
M 35-64		98	.3	344	100	.3	310	67	.2	260	20	.1	106	70	.2	324	72	.2	287
W 35-64		133	.4	384	202	.7	661	153	.5	606	49	.2	250	144	.5	475	145	.5	403
KCAL-FM																			
P 12+		52		179	163	.1	483	118	.1	332	78	.1	242	122	.1	385	78	.1	266
Teens 12-17		5		27	9	.1	43	5		23	11	.1	25	3		15	7	.1	35
M 18-34		8		22	42	.2	129	47	.2	142	17	.1	70	39	.2	140	22	.1	81
W 18-34		4		8	16	.1	69	12	.1	38	13	.1	39	10		40	7		36
M 18-49		30	.1	92	95	.2	249	78	.2	229	38	.1	128	98	.2	271	51	.1	148
W 18-49		14		46	52	.1	149	27	.1	59	25	.1	66	21	.1	99	20	.1	83
M 25-49		28	.1	75	83	.3	198	66	.2	203	33	.1	92	88	.3	229	42	.1	121
W 25-49		14		46	46	.1	125	21	.1	35	20	.1	55	16	.1	74	17	.1	67
M 25-54		28	.1	75	83	.2	198	66	.2	203	33	.1	92	88	.2	229	42	.1	121
W 25-54		14		46	46	.1	125	21	.1	35	20	.1	55	16		74	17		67
M 35-64		24	.1	76	55	.2	126	30	.1	87	22	.1	58	59	.2	131	29	.1	67
W 35-64		10		39	37	.1	86	15	.1	21	12		27	11		59	13		47

* 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)
KCXX-FM																		
P 12+	42		157	98	.1	380	76	.1	347	36		217	81	.1	299	73	.1	280
Teens 12-17	14	.1	51	9	.1	44	13	.1	59	15	.1	92	29	.2	62	21	.2	75
M 18-34	11		38	19	.1	63	28	.1	123	8		39	13	.1	63	10		61
W 18-34	11	.1	41	40	.2	182	27	.1	134	10		62	23	.1	97	27	.1	83
M 18-49	13		50	28	.1	92	32	.1	135	8		39	17		91	15		89
W 18-49	16		56	59	.2	238	31	.1	147	13		86	36	.1	146	37	.1	116
M 25-49	10		34	16		56	16		80	2		7	12		66	13		73
W 25-49	10		36	46	.1	171	20	.1	95	7		47	19	.1	88	13		62
M 25-54	10		34	16		56	16		80	2		7	12		66	13		73
W 25-54	10		36	47	.1	177	20	.1	102	7		47	19	.1	88	13		62
M 35-64	2		12	9		29	3		13				4		28	5		28
W 35-64	5		15	20	.1	63	5		19	3		24	13		49	10		33
KFRG-FM																		
P 12+	317	.2	957	429	.3	1205	288	.2	893	108	.1	349	334	.3	986	198	.2	748
Teens 12-17	23	.2	56	19	.1	107	14	.1	63	6		37	20	.2	74	25	.2	67
M 18-34	15	.1	48	45	.2	95	38	.2	89	11		34	17	.1	45	21	.1	78
W 18-34	49	.2	146	45	.2	155	42	.2	134	29	.1	105	32	.2	110	31	.2	147
M 18-49	82	.2	231	126	.3	294	93	.2	265	30	.1	88	65	.2	193	60	.1	219
W 18-49	85	.2	323	101	.3	348	83	.2	254	54	.1	154	89	.2	296	49	.1	208
M 25-49	77	.2	215	115	.4	269	81	.2	228	30	.1	88	64	.2	188	60	.2	219
W 25-49	67	.2	272	92	.3	308	64	.2	202	32	.1	94	81	.3	272	33	.1	116
M 25-54	99	.3	271	165	.4	344	92	.2	283	30	.1	88	99	.3	249	66	.2	261
W 25-54	84	.2	323	114	.3	374	73	.2	234	44	.1	128	94	.3	309	39	.1	156
M 35-64	111	.4	320	158	.5	346	84	.3	281	23	.1	70	125	.4	319	67	.2	247
W 35-64	78	.3	275	124	.4	376	82	.3	237	37	.1	90	87	.3	296	41	.1	156
KGGI-FM																		
P 12+	226	.2	695	368	.3	1380	301	.2	1032	225	.2	875	267	.2	1038	214	.2	670
Teens 12-17	50	.4	229	104	.8	420	78	.6	287	66	.5	276	78	.6	332	53	.4	185
M 18-34	17	.1	80	57	.3	232	56	.2	177	40	.2	158	62	.3	196	33	.1	95
W 18-34	63	.3	190	85	.4	366	79	.4	295	80	.4	312	72	.4	327	81	.4	255
M 18-49	59	.1	140	97	.2	317	90	.2	292	54	.1	225	71	.2	232	46	.1	133
W 18-49	95	.2	256	141	.4	530	119	.3	384	94	.2	359	103	.3	415	110	.3	317
M 25-49	45	.1	81	65	.2	227	48	.1	149	27	.1	106	46	.1	149	30	.1	89
W 25-49	57	.2	150	88	.3	294	73	.2	196	44	.1	154	39	.1	144	58	.2	136
M 25-54	49	.1	95	71	.2	252	53	.1	164	27	.1	106	51	.1	163	30	.1	89
W 25-54	62	.2	168	98	.3	318	79	.2	219	50	.1	165	45	.1	156	58	.2	136
M 35-64	46	.2	75	46	.2	110	39	.1	129	14		67	15	.1	56	16	.1	49
W 35-64	38	.1	91	71	.2	207	48	.2	119	24	.1	63	37	.1	106	30	.1	68
KOLA-FM																		
P 12+	176	.1	551	289	.2	929	197	.2	650	59		285	207	.2	622	166	.1	520
Teens 12-17	8	.1	25	14	.1	60	25	.2	67	3		19	8	.1	38	8	.1	40
M 18-34	12	.1	17	7		23	4		22	6		32	13	.1	41	3		16
W 18-34	1		17	11	.1	51	8		31	2		14	12	.1	53	20	.1	72
M 18-49	32	.1	73	67	.2	163	35	.1	124	16		82	37	.1	121	41	.1	100
W 18-49	29	.1	123	82	.2	313	44	.1	158	16		96	66	.2	225	68	.2	255
M 25-49	28	.1	68	66	.2	158	32	.1	114	14		66	34	.1	110	39	.1	95
W 25-49	29	.1	119	75	.2	283	39	.1	146	16	.1	96	59	.2	198	60	.2	231
M 25-54	55	.1	145	82	.2	212	52	.1	184	27	.1	89	44	.1	140	42	.1	103
W 25-54	52	.1	201	92	.3	348	51	.1	196	21	.1	132	68	.2	255	74	.2	261
M 35-64	83	.3	227	123	.4	330	92	.3	265	24	.1	79	66	.2	177	62	.2	142
W 35-64	65	.2	240	111	.4	381	56	.2	196	19	.1	124	85	.3	273	70	.2	232
KWRP-FM																		
P 12+	96	.1	251	110	.1	280	92	.1	190	22		81	100	.1	254	82	.1	218
Teens 12-17										2		4			4	2		4
M 18-34													1		13			
W 18-34													1		10			
M 18-49							1		7	1		7	2		23			
W 18-49	1		4	1		4	1		4	1		7	1		10			
M 25-49							1		7	1		7	1		10			
W 25-49	1		4	1		4	1		4	1		7	1		10			
M 25-54	1		7				1		7									
W 25-54	1		9	1		9	1		4				2		16	2		12
M 35-64	6		21	9		29	1		13	2		13	12		37	7		32
W 35-64	11		32	10		36	5		9	4		10	11		19	7		29

* 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)
XTRA-AM																		
P 12+	126	.1	418	124	.1	309	53		233	29		86	85	.1	291	42		254
Teens 12-17			5			3			3	1		5				2		15
M 18-34	43	.2	103	47	.2	75	11		59	12	.1	14	19	.1	66	10		100
W 18-34						4	6		23	2		11			6			
M 18-49	88	.2	268	109	.3	242	34	.1	150	21	.1	35	66	.2	216	32	.1	184
W 18-49	3		13			4	8		37	2		11	11		34	2		12
M 25-49	81	.2	255	97	.3	229	31	.1	137	21	.1	35	65	.2	211	32	.1	184
W 25-49	3		13			4	8		37	2		11	11		34	2		12
M 25-54	88	.2	287	103	.3	245	38	.1	166	25	.1	63	65	.2	211	35	.1	210
W 25-54	7		27	1		9	8		37	2		11	11		40	2		12
M 35-64	71	.2	261	75	.3	221	33	.1	128	15	.1	55	55	.2	186	29	.1	128
W 35-64	7		27	1		5	2		14				11		34	2		12
TOTALS																		
P 12+	19153	14.7	48137	25872	19.8	62281	17761	13.6	45436	10417	8.0	31668	18100	13.9	48340	13968	10.7	36601
Teens 12-17	1315	9.9	4076	2321	17.5	6233	1873	14.1	5059	1465	11.0	4606	1491	11.2	4590	1363	10.3	3932
M 18-34	3338	14.9	7772	4497	20.0	10432	3277	14.6	7961	2138	9.5	6325	3017	13.4	7667	2524	11.2	6402
W 18-34	2772	13.8	6952	4264	21.3	10544	2956	14.8	7416	1948	9.7	5805	2773	13.8	7693	2107	10.5	5761
M 18-49	6191	15.0	15115	8279	20.1	19227	5911	14.4	14571	3535	8.6	10477	5547	13.5	14459	4634	11.3	11615
W 18-49	5186	13.4	13432	7919	20.4	19864	5292	13.7	13750	3137	8.1	9431	5480	14.1	15142	4035	10.4	10825
M 25-49	4941	15.2	12251	6571	20.2	15354	4515	13.9	11206	2620	8.1	7682	4468	13.8	11618	3586	11.0	9028
W 25-49	4216	13.5	10968	6308	20.2	15960	4068	13.0	10742	2205	7.1	6808	4369	14.0	12034	3166	10.1	8400
M 25-54	5679	15.3	14171	7471	20.2	17443	5053	13.6	12682	2850	7.7	8458	5083	13.7	13319	3991	10.8	10304
W 25-54	5025	14.0	12896	7326	20.4	18401	4660	13.0	12392	2479	6.9	7711	5115	14.3	13981	3725	10.4	9805
M 35-64	4696	16.2	11930	5826	20.0	13456	3901	13.4	9960	1973	6.8	6021	4028	13.9	10599	3204	11.0	8264
W 35-64	4353	14.7	10994	5941	20.1	14687	3673	12.4	10011	1828	6.2	5689	4388	14.8	11798	3094	10.5	8124

* Listener estimates adjusted for reported broadcast schedule.

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

DMA Target Listeners

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 ± 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 2.61 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	Mon-Fri	Weekend 6A-MID	Mon-Fri	Mon-Fri	Mon-Sun	Mon-Sun
		Sat 3P-7P		Sun 6A-10A	Sun 10A-3P	Sun 7P-MID		6A-10A			
Persons 12+	70.15	105.49	128.58	104.40	130.91	132.15	154.60	154.97	143.95	159.46	166.23
Persons 18+	*****	*****	122.31	*****	*****	121.14	*****	147.74	*****	*****	158.48
Men											
18+	52.58	*****	*****	*****	*****	*****	*****	*****	*****	*****	127.22
18-24	20.87	*****	*****	*****	*****	*****	*****	*****	*****	*****	60.88
25-34	26.89	*****	*****	*****	*****	*****	*****	*****	*****	*****	71.31
35-44	25.13	*****	*****	*****	*****	*****	*****	*****	*****	*****	63.11
45-54	21.94	*****	*****	*****	*****	*****	*****	*****	*****	*****	54.36
55-64	18.50	*****	*****	*****	*****	*****	*****	*****	*****	*****	49.92
65+	17.03	*****	*****	*****	*****	*****	*****	*****	*****	*****	37.12
12-24	28.66	50.47	*****	49.12	63.62	59.92	74.56	*****	67.17	*****	80.34
18-34	34.52	54.14	66.33	52.26	70.65	66.26	80.21	80.12	77.75	*****	90.86
18-49	45.05	69.91	81.59	67.74	88.64	81.29	98.67	98.56	95.64	*****	111.77
25-49	40.52	61.36	*****	60.47	77.31	71.45	90.97	*****	79.28	*****	97.77
25-54	42.98	64.21	78.70	63.81	81.27	74.76	95.18	88.46	82.95	*****	102.29
35-64	38.36	56.06	70.80	57.24	72.71	67.45	85.62	79.57	74.62	*****	92.01
Women											
18+	54.33	*****	*****	*****	*****	*****	*****	*****	*****	*****	124.90
18-24	21.65	*****	*****	*****	*****	*****	*****	*****	*****	*****	58.69
25-34	27.34	*****	*****	*****	*****	*****	*****	*****	*****	*****	70.05
35-44	26.68	*****	*****	*****	*****	*****	*****	*****	*****	*****	68.79
45-54	23.64	*****	*****	*****	*****	*****	*****	*****	*****	*****	56.13
55-64	19.33	*****	*****	*****	*****	*****	*****	*****	*****	*****	46.13
65+	19.07	*****	*****	*****	*****	*****	*****	*****	*****	*****	43.17
12-24	29.96	49.08	*****	48.52	60.04	61.03	73.61	*****	65.44	*****	76.65
18-34	35.25	54.31	67.05	52.45	68.59	66.44	81.43	76.13	72.83	*****	88.35
18-49	46.18	70.81	85.33	69.16	88.27	84.67	103.62	96.87	92.68	*****	112.44
25-49	42.46	63.01	*****	62.87	79.90	76.01	94.44	*****	86.56	*****	102.02
25-54	45.21	66.37	81.64	66.29	84.35	79.38	99.15	95.05	90.87	*****	107.11
35-64	41.03	59.43	71.87	59.51	74.82	71.40	87.28	83.67	79.99	*****	94.28
Persons											
12-24	39.11	63.89	*****	63.02	79.21	76.88	93.54	*****	86.47	*****	100.58
18-34	46.21	71.33	88.68	69.02	90.95	87.89	106.86	107.11	98.79	*****	114.90
18-49	59.80	91.21	110.94	88.77	113.72	107.72	133.68	134.00	123.58	*****	143.73
25-49	53.35	79.97	*****	79.27	100.40	94.85	117.96	*****	109.05	*****	126.84
25-54	56.45	83.63	103.43	83.40	105.47	99.48	124.64	124.93	115.22	*****	134.01
35-64	51.16	73.87	92.26	74.67	94.67	90.15	111.16	111.43	102.77	*****	119.53
Teens 12-17	26.57	43.52	*****	44.35	59.50	65.77	67.62	*****	71.93	*****	78.44
Black P12+	18.67	*****	*****	*****	*****	*****	*****	*****	*****	*****	44.24
Hispanic P12+	44.21	*****	*****	*****	*****	*****	*****	*****	*****	*****	104.77

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

TSA Table B

Total Survey Area	All Cume Estimates	Mon-Sun 6A-MID*
Persons 12+	87.79	204.15
Men		
18-34	42.63	111.92
25-54	53.77	124.93
35-64	48.60	114.81
Women		
18-34	42.91	107.15
25-54	56.49	133.43
35-64	50.88	117.39
Persons 18-34	56.64	141.31
25-54	70.79	164.55
35-64	64.22	148.89

* Average Quarter-Hour Estimates

DMA Table B

Average Quarter-Hour Estimates

Designated Market Area	All Cume Estimates	Sat 6A-10A	Sat 10A-3P	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Sun
		Sat 3P-7P	Sun 7P-MID	6A-10A	10A-3P		
Persons 12+	76.13	124.38	122.14	155.36	149.74	185.97	203.43
Men							
18-34	40.78	62.40	60.72	80.62	75.35	88.57	107.02
18-49	54.35	81.20	79.65	102.04	95.08	110.98	131.31
25-49	48.40	72.40	71.92	90.69	86.35	94.39	118.21
25-54	51.52	76.02	75.89	96.03	90.71	99.31	122.77
35-64	46.55	67.39	68.81	87.76	82.27	90.53	107.16
Women							
18-34	41.64	64.33	61.72	80.96	79.06	86.30	105.59
18-49	56.13	84.11	81.77	105.11	101.84	110.90	135.42
25-49	50.52	74.43	74.50	95.51	92.17	104.21	127.06
25-54	54.08	78.64	78.65	100.68	96.22	109.30	133.44
35-64	49.15	71.70	71.20	89.41	88.04	97.09	117.66
Teens 12-17	33.24	53.33	54.01	72.40	79.28	87.12	97.24

Description of Methodology

Introduction

The following Description of Methodology is applicable to the data and estimates contained in the "Listener Estimates" section of this report. A more detailed description of Arbitron methodology can be found in a separate publication titled *Arbitron Radio Description of Methodology* and in other associated relevant documents, made available by Arbitron to all Arbitron syndicated Radio Report subscribers. In the event that the separate publication titled *Arbitron Radio Description of Methodology* conflicts with the "Description of Methodology" printed herein, the latter is considered the more current Description of Methodology.

The Market

1. The Market/An Arbitron Radio Market can be composed of up to three geographic areas: the Metro Survey Area (Metro), the Total Survey Area (TSA) and the Designated Market Area (DMA[®]). These areas are composed of counties and/or county equivalents. (A county equivalent generally consists of an independent city or geographic split portion of a whole county.) A geographic split county is defined as one or more zip codes within a county and is based on zip code information from 1990 Census data, as updated annually by Market Statistics.

a. Metro Survey Area (Metro)

The Metro Survey Area is the primary reporting area of local radio. Arbitron Radio Metros generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas. A radio Metro may deviate from its respective OMB definition due to topographical, sampling, or other considerations. The OMB updates its Metropolitan Areas every 10 years, based on the new decennial census data.

For areas that do not have an OMB-defined Metropolitan Area, Arbitron usually defines the Metro Survey Area to include the county (ies) of the majority of the local area stations' city (ies) of license. Additionally, Arbitron may consider such factors as: the historical market definition(s), local trade and commuting patterns, local radio listening patterns, and input from its subscribers.

Changes to an existing Metro definition will be considered by Arbitron upon receipt of a formal request from at least 75 percent of subscribing station owners. If there are fewer than four subscribing station owners in a market, the request must be made by all subscribing station owners for Arbitron to proceed.

Before a formal request is filed, Arbitron will provide a subscribing station owner with reports that will allow a subscriber to determine the commuting and listenership data for existing Metro counties and any county contiguous to the current Metro.

NOTE: All existing Metro counties and all counties adjacent to existing Metro counties are subject to the Metro evaluation. The two criteria that determine whether evaluated counties are included in the Metro definition are: (i) at least 55.0 percent of listening quarter-hours from the county must be credited to existing Metro stations, and (ii) at least 15.0 percent of commuting from the county must be into the existing Metro. **Metro evaluation results are final — and automatic.** This rule applies even if the evaluation finds that one or more counties should be removed from the existing Metro. Changes in Metro geography implemented through this process will remain in effect for at least three (3) years.

b. Total Survey Area (TSA)

The TSA of an Arbitron Radio Market is designed to provide a comprehensive measure of listening to Metro-licensed radio stations. The TSA is composed of the Metro and any additional counties (or county equivalents) that meet certain criteria for inclusion.

TSA definitions are based on historical radio listening patterns and are updated biennially based on the syndicated diary data used for the most recent County Coverage study [excluding any extra sample used for Custom Survey Area Reports (CSARs)]. The specific criteria for adding, retaining, or deleting non-Metro TSA counties are outlined in a separate publication titled *Arbitron Radio Description of Methodology* and in other associated relevant documents.

c. Designated Market Area (DMA[®])

The DMA is composed of counties and/or county equivalents, and is defined and updated annually by Nielsen Media Research, Inc., based on historical television viewing patterns. A county or county equivalent is assigned exclusively to one DMA.

Arbitron reports radio listening estimates for the Top 50 DMAs (ranked on TV households) in the Radio Market Reports of all Arbitron standard radio markets whose Metros are located within the DMA and whose names are contained in the DMA name.

Sampling & Measurement Techniques

2. Sampling Methodology/Survey sample targets are established for the Metro and, if applicable, the non-Metro TSA and/or the DMA. Sample targets are then established for each sampling unit proportional to its Persons 12+ population in the respective survey area subject to minimum sample requirements for Radio County Coverage. The amount of sample ordered is determined by dividing the sampling unit target by the expected rate of response based on previous survey(s) sample performance and other factors.

For each 12-week survey period, a new sample of telephone numbers is computer-selected for each sampling unit through the use of a systematic interval random selection technique. Listed and unlisted telephone numbers are randomly generated using the random digit dial (RDD) technique. Sample RDD numbers are generated from telephone "hundred blocks" containing at least 10 listed residential telephone numbers based on current telephone listings as provided and updated by 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 post-marked and/or arrive before or after established dates; or that otherwise lack essential information. The total number of in-tab diaries may differ from the sample target.

Usable diaries are prepared for computer processing in accordance with procedures listed in the *Arbitron 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 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 two stations is sufficient to meet all criteria of Paragraph 8, then both stations will be listed in the report even though one (or both) stations might not meet the MRS criteria if considered individually, so long as each station received a mention in at least one in-tab diary in the market anytime during the 24-hour/7-day survey week.

10. Home and Outside Stations/Any Metro-qualifying station 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 ten 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- and 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 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.

Disclaimer of Warranties

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

Restrictions on Use of Report

21. Restrictions on Use of Report/All Arbitron radio audience estimates, together with the map contained herein, are confidential, proprietary to and copyrighted by Arbitron. They are provided to Arbitron clients pursuant to the terms of both written license agreements between Arbitron and such clients and the restrictions and limitations on use printed herein. All Arbitron audience data and estimates are for the exclusive use of Arbitron clients and their authorized representatives and may be disclosed only to advertisers, prospective advertisers and their agencies for the purpose of obtaining and retaining advertising accounts and through advertising or promotional 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, or print media must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report to any nonsubscriber, including print media, advertisers and/or their agencies, constitutes a breach of the license agreement between Arbitron and client and violation of copyright law. Quotations by clients of the estimates as allowed by this section for purposes of advertising or promotion must identify Arbitron as the source and that Arbitron's data and estimates are copyrighted. Users of this report should also mention that the audience estimates are subject to all 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 1999, 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 who is sent survey materials.

Effective Sample Base (ESB)/An estimate of the size of a simple random sample which would be required to produce the same degree of reliability (amount of sampling error) as the sample for a complex survey such as Arbitron's.

Ethnic Composition/Audience estimates for Total, Black and/or Hispanic persons expressed in hundreds (00), ratings and composition percents. Ethnic composition estimates are based on total Metro in-tab diaries and are reported for the Metro of ethnically controlled markets only if at least 30 Black and/or 30 Hispanic diaries, as appropriate, are in-tab for the Metro.

Exclusive Cume Audience/The estimated number of Cume Persons who listened to only one selected station within a reported daypart. This estimate is reported for the Metro only.

Group Quarters/For Arbitron sampling purposes, group quarters refers to living arrangements such as college dormitories, military barracks, nursing homes and prisons, plus dwelling units of 10 or more individuals. However, residents of college dorms, military housing, etc., are considered eligible to participate in the survey if the telephone number is assigned to a private telephone serving fewer than 10 individuals.

High-Density Area (HDA)/A zip code-defined sampling unit 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, Pars. 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 total uninterrupted broadcast flow, including commercials, by a second station, without any variation except if the two stations choose to *separately and simultaneously* identify their call letters, frequency, Station Name, and/or city of license.

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

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

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

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

Unlisted Sample/Sample telephone numbers for which names and mailable addresses are not published in telephone directories and may or may not be known prior to placement calling.

Unusable Diaries/Returned diaries determined by Arbitron to be unusable according to established criteria.

Unusable Sample/Telephone numbers in the originally selected sample determined by Arbitron to be ineligible for survey participation for reason(s) which include: (1) disconnected telephone number; (2) nonresidential listing; (3) those who reside in households of 10 or more persons age 12 and older; (4) those who volunteer that they reside in group quarters; (5) those who state that a member of the household is media affiliated (in accordance with Arbitron's definition).

Metro Market Profile Sources

PRIZM®

PRIZM is a market segmentation system developed by Claritas, Inc. to help marketers target consumers and profile markets and audiences by lifestyle. Claritas analyzes key demographic characteristics from the U.S. Census and hundreds of millions of actual consumer purchase records to classify each neighborhood in the U.S. into one of 62 distinct PRIZM clusters. Among the characteristics analyzed are income, value and type of housing, marital status, presence and ages of children in a household, ethnicity, urban-suburban-town-rural location, age, sex, occupation, level of education, as well as new car registrations, magazine subscriptions, real estate transactions, and financial data. Claritas updates PRIZM annually.

The 62 unique PRIZM clusters are organized into 15 broader social groups. Each group is identified by a group code which denotes a basic neighborhood type. (U1-U3 groups are Metro Urban; C1-C3 groups are 2nd City; S1-S3 groups are Metro Suburb; T1-T3 groups are Small Town; and R1-R3 groups are Rural.) When linked to market and radio measurement data, this geodemographic model produces descriptive audience information.

Each PRIZM group's composition in this Metro for Persons 12+ is compared to the group's national composition. The Index of Concentration compares the Metro's composition with the national composition for each PRIZM group. An index of 100 indicates that the Metro has the same percent concentration as the nation. An index of 200 means that the Metro's composition is twice that of the nation.

For more information about PRIZM, please call (703) 812-2700. PRIZM is a registered trademark of Claritas, Inc.

Metro Census Data

Market Statistics has furnished Household Data, Group Quarters Populations, Retail Sales and Employer Industries Data to Arbitron for the Winter 1999 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 1/1/99.

2. Households by Income is grouped into eight discrete income categories. The income reported represents pretax personal income for households as defined by the Department of Commerce, Bureau of Economic Analysis. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/99).

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 1/1/99.

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 1/1/99 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of June 1999, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, IL 60173, (847) 605-0909, and are copyright 1999, 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 1999 Radio Market Survey Schedule

METRO RANK	MARKET	1999			METRO RANK	MARKET	1999			METRO RANK	MARKET	1999		
		WINTER	SPRING	FALL			WINTER	SPRING	FALL			WINTER	SPRING	FALL
227	Abilene, TX	C	C	C	259	Grand Forks, ND-MN	C	C	C	222	Parkersburg-Marietta, WV-OH	C	C	C
68	Akron	C	C	C	251	Grand Junction, CO	C	C	C	121	Pensacola	C	C	C
248	Albany, GA	C	C	C	66	Grand Rapids	C	C	C	134	Peoria	C	C	C
59	Albany-Schenectady-Troy	C	C	C	266	Great Falls, MT	C	C	C	5	Philadelphia	C	C	C
71	Albuquerque	C	C	C	182	Green Bay	C	C	C	15	Phoenix	C	C	C
202	Alexandria, LA	C	C	C	42	Greensboro-Winston Salem-High Point	C	C	C	21	Pittsburgh	C	C	C
67	Allentown-Bethlehem	C	C	C	81	Greenville-New Bern-Jacksonville	C	C	C	160	Portland, ME	C	C	C
241	Altoona	C	C	C	58	Greenville-Spartanburg	C	C	C	25	Portland, OR	C	C	C
188	Amarillo, TX	C	C	C	161	Hagerstown-Chambersburg-Waynesboro, MD-PA	C	C	C	117	Portsmouth-Dover-Rochester	C	C	C
171	Anchorage	C	C	C	76	Harrisburg-Lebanon-Carlisle	C	C	C	157	Poughkeepsie, NY	C	C	C
145	Ann Arbor	C	C	C	255	Harrisburg, VA	C	C	C	33	Providence-Warwick-Pawtucket	C	C	C
135	Appleton-Oshkosh	C	C	C	45	Hartford-New Britain-Middletown	C	C	C	240	Pueblo	C	C	C
179	Asheville	C	C	C	60	Honolulu	C	C	C	13	Puerto Rico	C	C	C
12	Atlanta	C	C	C	10	Houston-Galveston	C	C	C	132	Quad Cities (Davenport-Rock Island-Moline)	C	C	C
136	Atlantic City-Cape May	C	C	C	143	Huntington-Ashland	C	C	C	48	Raleigh-Durham	C	C	C
110	Augusta, GA	C	C	C	115	Huntsville	C	C	C	253	Rapid City, SD	C	C	C
248	Augusta-Waterville, ME	C	C	C	38	Indianapolis	C	C	C	131	Reading, PA	C	C	C
49	Austin	C	C	C	258	Ithaca, NY	C	C	C	218	Redding, CA	C	C	C
84	Bakersfield	C	C	C	119	Jackson, MS	C	C	C	127	Reno	C	C	C
20	Baltimore	C	C	C	264	Jackson, TN	C	C	C	57	Richmond	C	C	C
263	Bangor, ME	C	C	C	52	Jacksonville	C	C	C	29	Riverside-San Bernardino	C	C	C
82	Baton Rouge	C	C	C	95	Johnson City-Kingsport-Bristol	C	C	C	105	Roanoke-Lynchburg	C	C	C
236	Battle Creek, MI	C	C	C	168	Johnstown	C	C	C	50	Rochester, NY	C	C	C
130	Beaumont-Port Arthur, TX	C	C	C	226	Joplin, MO	C	C	C	148	Rockford	C	C	C
265	Beckley, WV	C	C	C	174	Kalamazoo	C	C	C	28	Sacramento	C	C	C
244	Billings, MT	C	C	C	30	Kansas City	C	C	C	124	Saginaw-Bay City-Midland	C	C	C
137	Biloxi-Gulfport-Pascagoula, MS	C	C	C	149	Killeen-Temple, TX	C	C	C	216	St. Cloud, MN	C	C	C
166	Binghamton	C	C	C	69	Knoxville	C	C	C	19	St. Louis	C	C	C
56	Birmingham	C	C	C	231	Lafayette, IN	C	C	C	152	Salisbury-Ocean City	C	C	C
262	Bismarck, ND	C	C	C	98	Lafayette, LA	C	C	C	35	Salt Lake City-Ogden-Provo	C	C	C
215	Blacksburg-Christiansburg-Radford-Pulaski, VA	C	C	C	205	Lake Charles, LA	C	C	C	256	San Angelo, TX	C	C	C
230	Bloomington	C	C	C	97	Lakeland-Winter Haven	C	C	C	32	San Antonio	C	C	C
250	Bluefield, WV	C	C	C	111	Lancaster	C	C	C	16	San Diego	C	C	C
126	Boise	C	C	C	114	Lansing-East Lansing	C	C	C	4	San Francisco	C	C	C
8	Boston	C	C	C	208	Laredo, TX	C	C	C	27	San Jose	C	C	C
108	Bridgeport	C	C	C	40	Las Vegas	C	C	C	167	San Luis Obispo, CA	C	C	C
269	Brunswick, GA	C	C	C	209	Laurel-Hattiesburg, MS	C	C	C	186	Santa Barbara, CA	C	C	C
239	Bryan-College Station, TX	C	C	C	253	Lawton, OK	C	C	C	235	Santa Fe, NM	C	C	C
43	Buffalo-Niagara Falls	C	C	C	287	Lewisport-Auburn, ME	C	C	C	197	Santa Maria-Lompoc, CA	C	C	C
224	Burlington, VT	C	C	C	107	Lexington-Fayette	C	C	C	113	Santa Rosa	C	C	C
123	Canton	C	C	C	225	Lima, OH	C	C	C	79	Sarasota-Bradenton	C	C	C
184	Cape Cod, MA	C	C	C	172	Lincoln	C	C	C	153	Savannah	C	C	C
270	Casper, WY	C	C	C	83	Little Rock	C	C	C	14	Seattle-Tacoma	C	C	C
201	Cedar Rapids	C	C	C	2	Los Angeles	C	C	C	129	Shreveport	C	C	C
204	Champaign, IL	C	C	C	53	Louisville	C	C	C	245	Sioux City, IA	C	C	C
104	Charleston, SC	C	C	C	175	Lubbock	C	C	C	210	Stoux Falls	C	C	C
162	Charleston, WV	C	C	C	147	Macon	C	C	C	159	South Bend	C	C	C
37	Charlotte-Gastonia-Rock Hill	C	C	C	120	Madison	C	C	C	88	Spokane	C	C	C
223	Charlottesville, VA	C	C	C	185	Manchester	C	C	C	194	Springfield, IL	C	C	C
102	Chattanooga	C	C	C	212	Marion-Carbondale (Southern Illinois)	C	C	C	80	Springfield, MA	C	C	C
267	Cheyenne, WY	C	C	C	62	McAllen-Brownsville-Harlingen	C	C	C	146	Springfield, MO	C	C	C
3	Chicago	C	C	C	206	Medford-Ashland, OR	C	C	C	138	Stamford-Norwalk, CT	C	C	C
192	Chico, CA	C	C	C	96	Melbourne-Titusville-Cocoa	C	C	C	238	State College, PA	C	C	C
26	Cincinnati	C	C	C	46	Memphis	C	C	C	85	Stockton	C	C	C
24	Cleveland	C	C	C	195	Merced, CA	C	C	C	234	Sussex, NJ	C	C	C
94	Colorado Springs	C	C	C	268	Meridian, MS	C	C	C	73	Syracuse	C	C	C
241	Columbia, MO	C	C	C	11	Miami-Ft. Lauderdale-Hollywood	C	C	C	163	Tallahassee	C	C	C
89	Columbia, SC	C	C	C	31	Milwaukee-Racine	C	C	C	22	Tampa-St. Petersburg-Clearwater	C	C	C
169	Columbus, GA	C	C	C	18	Minneapolis-St. Paul	C	C	C	190	Terre Haute	C	C	C
34	Columbus, OH	C	C	C	86	Mobile	C	C	C	243	Texarkana, TX-AR	C	C	C
260	Cookeville, TN	C	C	C	122	Modesto	C	C	C	78	Toledo	C	C	C
128	Corpus Christi	C	C	C	47	Monmouth-Ocean	C	C	C	180	Topeka	C	C	C
7	Dallas-Ft. Worth	C	C	C	233	Monroe, LA	C	C	C	139	Trenton, NJ	C	C	C
189	Danbury, CT	C	C	C	77	Monterey-Salinas-Santa Cruz	C	C	C	207	Tri-Cities, WA (Richland-Kennewick-Pasco)	C	C	C
55	Dayton	C	C	C	141	Montgomery	C	C	C	61	Tucson	C	C	C
92	Daytona Beach	C	C	C	187	Morgantown-Clarksburg-Fairmont, WV	C	C	C	63	Tulsa	C	C	C
247	Decatur, IL	C	C	C	99	Morristown, NJ	C	C	C	178	Tupelo, MS	C	C	C
23	Denver-Boulder	C	C	C	217	Muskegon, MI	C	C	C	214	Tuscaloosa, AL	C	C	C
91	Des Moines	C	C	C	173	Myrtle Beach, SC	C	C	C	140	Tyler-Longview, TX	C	C	C
6	Detroit	C	C	C	44	Nashville	C	C	C	150	Utica-Rome	C	C	C
182	Dothan, AL	C	C	C	17	Nassau-Suffolk (Long Island)	C	C	C	109	Visalia-Tulare-Hanford	C	C	C
220	Dubuque, IA	C	C	C	165	New Bedford-Fall River, MA	C	C	C	191	Waco, TX	C	C	C
213	Duluth-Superior	C	C	C	100	New Haven	C	C	C	9	Washington, DC	C	C	C
232	Eau Claire, WI	C	C	C	164	New London, CT	C	C	C	181	Waterbury, CT	C	C	C
199	Elmira-Corning, NY	C	C	C	41	New Orleans	C	C	C	229	Waterloo-Cedar Falls	C	C	C
70	El Paso	C	C	C	1	New York	C	C	C	252	Watertown, NY	C	C	C
155	Erie	C	C	C	141	Newburgh-Middletown, NY (Mid-Hudson Valley)	C	C	C	158	Wausau-Stevens Point, WI (Central WI)	C	C	C
144	Eugene-Springfield	C	C	C	36	Norfolk-Virginia Beach-Newport News	C	C	C	51	West Palm Beach-Boca Raton	C	C	C
151	Evansville	C	C	C	196	Northwest Michigan, MI (Traverse City-Petoskey-Charlevoix)	C	C	C	221	Wheeling	C	C	C
211	Fargo-Moorhead	C	C	C	176	Odessa-Midland, TX	C	C	C	90	Wichita	C	C	C
125	Fayetteville, NC	C	C	C	54	Oklahoma City	C	C	C	237	Wichita Falls, TX	C	C	C
156	Fayetteville (Northwest Arkansas)	C	C	C	72	Omaha-Council Bluffs	C	C	C	64	Wilkes Barre-Scranton	C	C	C
116	Flint	C	C	C	39	Orlando	C	C	C	246	Williamsport, PA	C	C	C
198	Florence, SC	C	C	C	261	Owensboro, KY	C	C	C	75	Wilmington, DE	C	C	C
133	Ft. Collins-Greeley, CO	C	C	C	106	Oxnard-Ventura	C	C	C	177	Wilmington, NC	C	C	C
74	Ft. Myers-Naples-Marco Island	C	C	C	154	Palm Springs, CA	C	C	C	219	Winchester, VA	C	C	C
118	Ft. Pierce-Stuart-Vero Beach	C	C	C	228	Panama City, FL	C	C	C	112	Worcester	C	C	C
170	Ft. Smith, AR	C	C	C						193	Yakima, WA	C	C	C
203	Ft. Walton Beach, FL	C	C	C						103	York	C	C	C
100	Ft. Wayne	C	C	C						93	Youngstown-Warren	C	C	C
200	Frederick, MD	C	C	C										
65	Fresno	C	C	C										
87	Gainesville-Ocala	C	C	C										

NOTE/Metro ranks listed above are based on Spring 1999 market definitions. The survey frequency of some markets may change.

— denotes Continuous Measurement Markets
 • denotes Standard Radio Market Report
 C — denotes Condensed Radio Market Report

Media Targeting 2000SM

Limited Report Edition

Survey Period

February 8 - March 7, 1995

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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.

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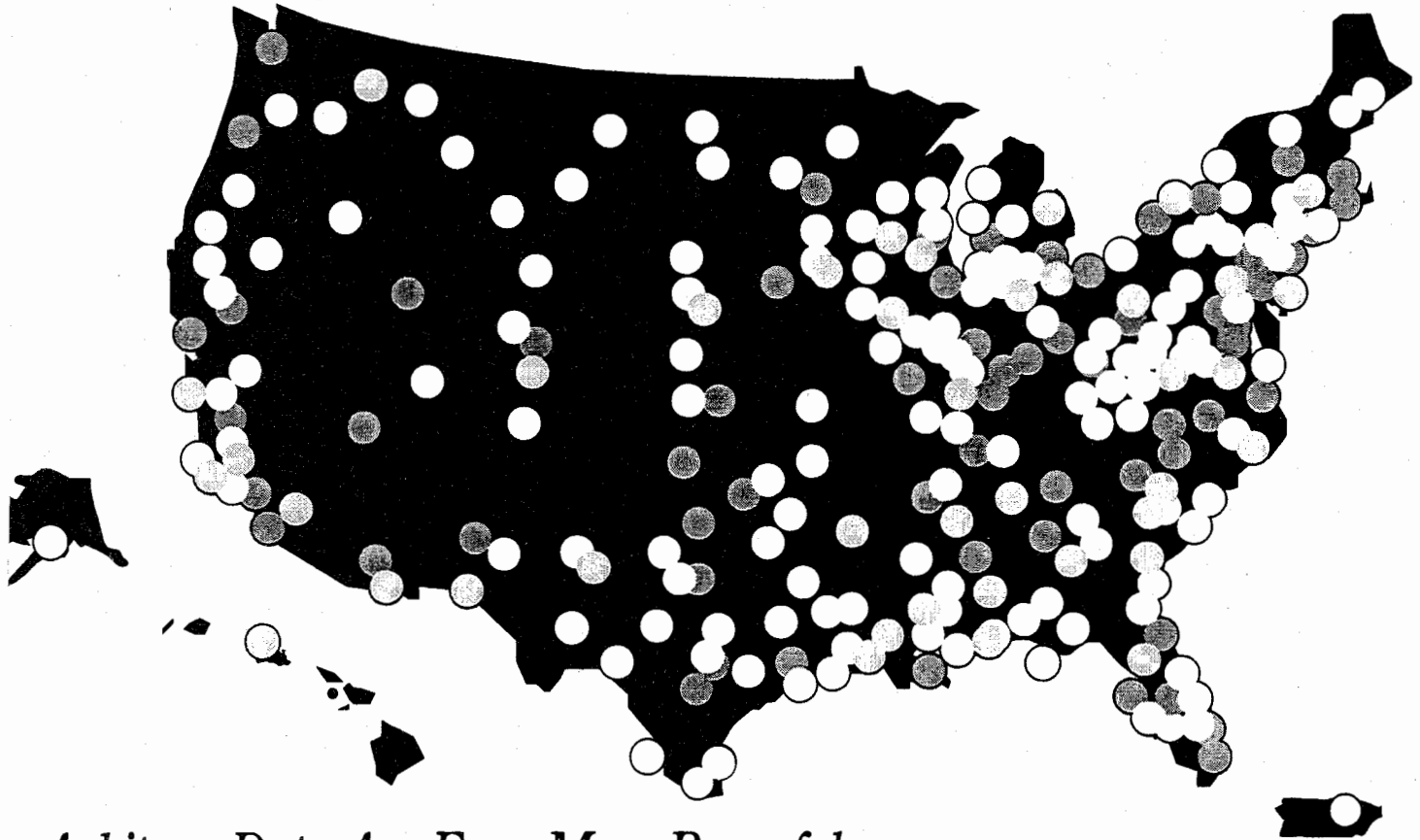
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ARBITRON

MT

Notations

Arbitron Covers the Country with Qualitative...



Arbitron Data Are Even More Powerful with QUALITAP™ Software

Arbitron Qualitative Services Help Your Ad Dollars Go Further

Arbitron qualitative services deliver some of the most comprehensive data available. Arbitron offers stations, agencies and advertisers profiles of local market consumers in 246 radio Metros across the United States. Arbitron's qualitative services help local advertisers see customers up close — their occupation, income, race, education, shopping habits and more.

Arbitron qualitative services include:

- Scarborough Research — Comprehensive survey of local consumers and their retail media purchase behavior. Available in the top 64 markets.
- RetailDirect® — Tracks key media usage as well as national and market-specific consumer behavior in 44 mid-sized markets.
- Qualitative Diary — Delivers key categories of consumer, media and retail behavior in 145 small markets.

...and QUALITAP Software Makes Arbitron Qualitative Data More Powerful

QUALITAP is one of the most popular software tools for analyzing qualitative data. Now you can use the speed and ease of QUALITAP software to unleash the power found in Scarborough, RetailDirect and Qualitative Diary data. The unbeatable combination of QUALITAP software and Arbitron qualitative data can help radio stations describe their audience more precisely and advertisers get more power from every buy.

To learn more about the power of Arbitron's QUALITAP software and qualitative data, contact your Arbitron representative.

* In Macon, GA, Peoria, IL, and Springfield, MO, both RetailDirect and the Qualitative Diary service are offered.

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Instant Qualitative Profile



Preface

Scarborough data and estimates provided herein are intended to provide a limited summary of product and media use among adults 18 years or older for this Scarborough market, Release 1 (Feb 98-Jan 99). The Scarborough data and estimates provided herein are based on product and media usage information obtained through telephone interviews and questionnaires mailed to respondents. All estimates are approximations subject to statistical variations and other limitations. The reliability of these estimates cannot be determined to any precise mathematical value or definition.

The Scarborough data and estimates provided herein are intended to furnish radio station, advertiser and agency clients of this Arbitron Radio Market Report with an aid in evaluating demographic and retail shopping profiles of radio listeners. A description of Scarborough methodology is available to Arbitron subscribers upon request.

Users of this report should note that Scarborough survey periods and methodology differ from Arbitron survey periods and methodology. Therefore, Scarborough data and estimates may differ from Arbitron data and estimates.

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Users of the Scarborough data and estimates provided herein are referred to the current policies of the Federal Trade Commission relating to the use of audience estimates.

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Qualitative Survey Schedules	Q11

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Special Notices



The Market

Metro Definition/ The geographic area surveyed by Scarborough for this market is defined as follows:

County/State

Los Angeles, CA
Orange, CA

Station Subscribers/ The following radio stations are Scarborough subscribers as of release to print:

KABC-AM
KACD-FM
KACE-FM
KBCD-FM
KBIG-FM
KCAL-AM
KCBS-FM
KCMG-FM
KCRW-FM
KCTD-AM
KDIS-AM
KEZY-AM
KFI-AM
KFWB-AM
KGGI-FM
KGIL-AM
KIIS-FM
KJLH-FM
KKBT-FM
KKDD-AM
KKGO-FM
KKLA-FM
KLAC-AM
KLAX-FM
KLOS-FM
KLSX-FM
KLVE-FM
KNOB-AM
KNX-AM
KOST-FM
KPWR-FM
KRLA-AM
KROQ-FM
KRTH-FM
KRTO-FM
KSCA-FM
KSSE-FM
KSZZ-AM
KTNQ-AM
KTWW-FM
KWKW-AM
KXMX-FM
KXTA-AM
KYSR-FM
KZLA-FM

The Sample

Sample Size/ The in-tab sample for this Metro as defined and surveyed by Scarborough is **6,133**.

Profiling a Consumer Has Never Been Easier



With the new Instant Qualitative Profile (IQP), you can now see at a glance key socioeconomic characteristics of consumers and radio listeners. The IQP is available through the following Arbitron services: *MaxiSer 99SM* service (for radio stations); *Media ProfessionalSM* (for ad agencies); or *MaxQualitativeSM* (for radio stations). It's as easy as a few mouse clicks to do a customized report to identify target consumers.

The IQP works with the Scarborough service, *RetailDirect[®]* service or *Qualitative Diary* service. For example, you can find out about consumers in a market who are planning to buy a new car—what their household income is, their education level, their home ownership status, and much more.

to get you started toward having a more in-depth understanding about this market's consumers and their purchasing habits. For more information about the Instant Qualitative Profile or about any other Arbitron service, contact your Arbitron representative.

In this report, we've provided profiles on five important consumer characteristics

How to Read an Instant Qualitative Profile

OWN OR LEASE A DOMESTIC VEHICLE

1 ▶ Target Persons: 1,564,420 Target Intab: 1,475 ◀ 2
YOURMETRO
Scarborough, Oct. 97 - Sep. 98

Gender

3 ▶ 53.3 % Male 46.7 % Female

Employment Status

4 ▶

Employed Full-Time	57.5%
Employed Part-Time	14.1%
Not Employed	
A Homemaker	8.8%
A Student	3.0%
Retired	7.4%
Disabled	2.2%
Temporarily Laid Off	0.8%
Not Employed-Looking for Work	5.8%
Other	0.5%

Demographic Breakout

6 ▶

Household Income

7 ▶

Occupation

Administrative Support	13.2%
Executive, Administrative & Managerial	9.5%
Farming, Forestry and Fishing	0.0%
Handlers, Eq Clean Helps & Laborers	2.4%
Machine Operators, Assemblers & Inspctr	2.7%
Precision Production, Craft & Repair	5.3%
Professional Specialty	12.7%
Sales	8.1%
Service	11.4%
Technicians & Related Support	3.1%
Transportation & Material Moving	3.1%

Presence of Children Under 12 in Household

8 ▶

None	49.2%
One	18.7%
Two	20.1%
Three or More	12.0%

Home Ownership

9 ▶

Own	56.9%
Rent	40.1%
Other	3.0%

Education

5 ▶

11.8%	40.1%	25.0%	22.1%
Less Than 12th Grade	High School Graduate	Some College/Trade School	Completed College or More

This report is based on Persons 18+ in YOURMETRO OWN OR LEASE DOMESTIC VEHICLE

Estimates displayed are reported for % Composition
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1 ▶ 1,564,420 people in "Your Metro" own or lease a domestic vehicle.

2 ▶ 1,475 persons who live in households that own or lease a domestic vehicle took part in this survey.

3 ▶ 53.3 percent of the target consumers are male.

4 ▶ 57.5 percent of consumers who live in households that own or lease a domestic vehicle are employed full time.

5 ▶ 22.1 percent of the target consumers in this market completed college.

6 ▶ The predominant age group among the target consumers is 25-34 (28.1%).

7 ▶ 13.7 percent of consumers who live in households that own or lease a domestic vehicle have household incomes between \$25,000 and \$35,000.

8 ▶ 49.2 percent of the households in the target group do not have a child under age 12.

9 ▶ 56.9 percent of consumers who live in households that own or lease a domestic vehicle own their home.



MARKET PROFILE - PERSONS 18+

Target Persons: 9,041,510 Target Intab: 6,133
 LOS ANGELES
 Scarborough, Feb98-Jan99

Gender

49.6	% Male	50.4	% Female
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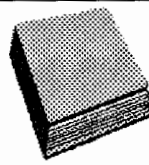

Employment Status

Employed Full-Time	56.0%
Employed Part-Time	13.6%
Not Employed	
A Homemaker	9.7%
A Student	3.6%
Retired	10.8%
Disabled	2.2%
Temporarily Laid-Off	0.7%
Not Employed-Looking for Work	3.0%
Other	0.4%

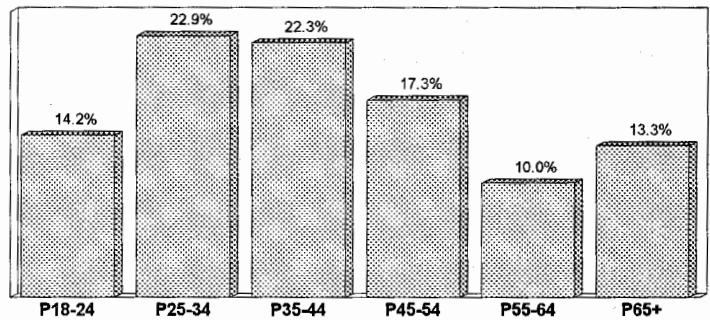
Occupation

Administrative Support	14.1%
Executive, Administrative & Managerial	11.0%
Farming, Forestry & Fishing	0.6%
Handlers, Eqp Clnrs, Helpers & Laborers	2.5%
Machine Operators, Assem & Inspectors	3.2%
Precision Production, Craft & Repair	4.9%
Professional Specialty	12.5%
Sales	7.1%
Service	7.5%
Technicians & Related Support	3.6%
Transportation & Material Moving	2.6%

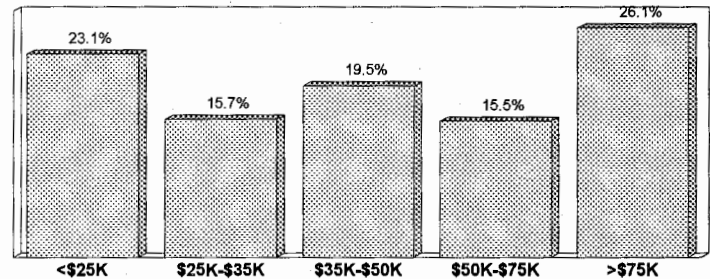
Education

			
14.9%	28.0%	32.4%	24.7%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income

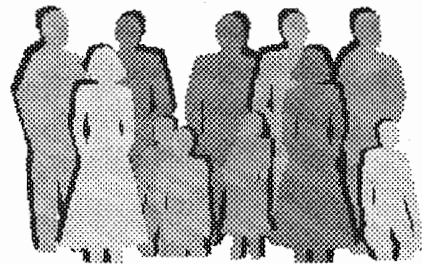


Number of Children Under 17 in Household

None	52.6%
One	18.0%
Two	16.6%
Three or More	12.9%

Home Ownership

Own	52.7%
Rent	44.2%
Other	3.0%



This report is based on Persons 18+ in LOS ANGELES METRO - Std
 MARKET PROFILE - PERSONS 18+ (Target Age/Sex Demos is Persons 18+)

Estimates displayed are reported for % Composition.
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ANY QUICK SERVICE VISITS

Target Persons: 8,540,370 Target Intab: 5,805
 LOS ANGELES
 Scarborough, Feb98-Jan99

Gender

49.3	% Male	50.7	% Female
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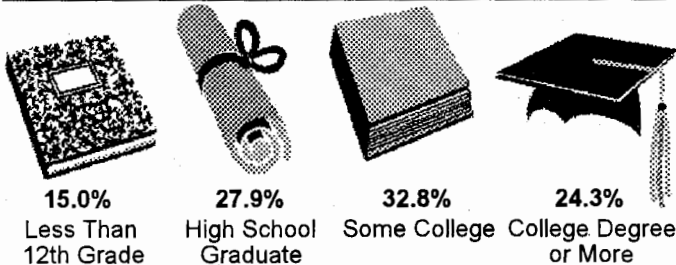
Employment Status

Employed Full-Time	57.3%
Employed Part-Time	13.9%
Not Employed	
A Homemaker	9.4%
A Student	3.5%
Retired	9.7%
Disabled	2.2%
Temporarily Laid-Off	0.7%
Not Employed-Looking for Work	3.0%
Other	0.3%

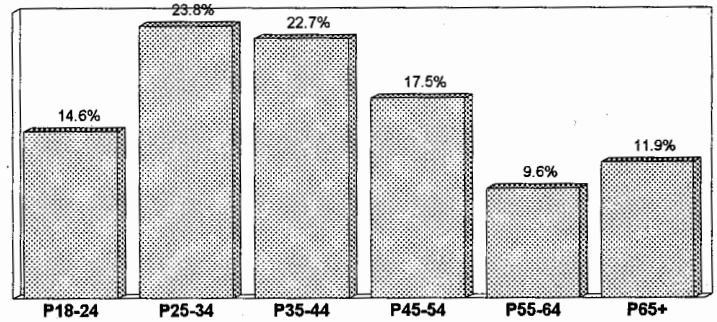
Occupation

Administrative Support	14.6%
Executive, Administrative & Managerial	11.2%
Farming, Forestry & Fishing	0.6%
Handlers, Eqp Clnrs, Helpers & Laborers	2.4%
Machine Operators, Assem & Inspectors	3.4%
Precision Production, Craft & Repair	4.9%
Professional Specialty	12.7%
Sales	7.3%
Service	7.6%
Technicians & Related Support	3.8%
Transportation & Material Moving	2.6%

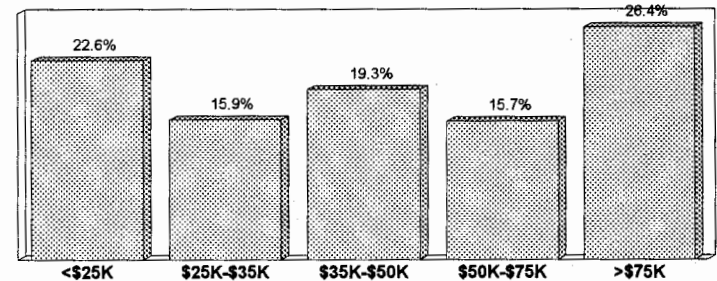
Education



Demographic Breakout



Household Income

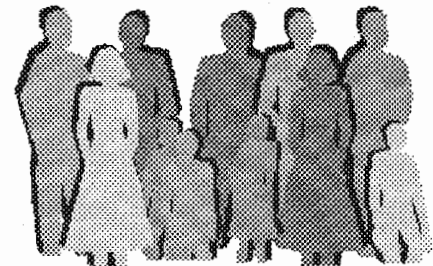


Number of Children Under 17 in Household

None	51.1%
One	18.6%
Two	17.1%
Three or More	13.2%

Home Ownership

Own	52.3%
Rent	44.5%
Other	3.1%



This report is based on Persons 18+ in LOS ANGELES METRO - Std
 ANY QUICK SERVICE VISITS (Any Restaurant is Any Fast Food Past 30 Days)

Estimates displayed are reported for % Composition.
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SHARED AUTO PURCHASE DECISION

Target Persons: 1,609,985 Target Intab: 1,053

LOS ANGELES

Scarborough, Feb98-Jan99

Gender

49.1	% Male	50.9	% Female
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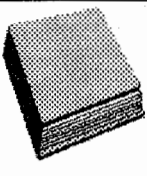

Employment Status

Employed Full-Time	58.1%
Employed Part-Time	11.8%
Not Employed	
A Homemaker	11.2%
A Student	3.4%
Retired	12.1%
Disabled	1.8%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	1.2%
Other	0.0%

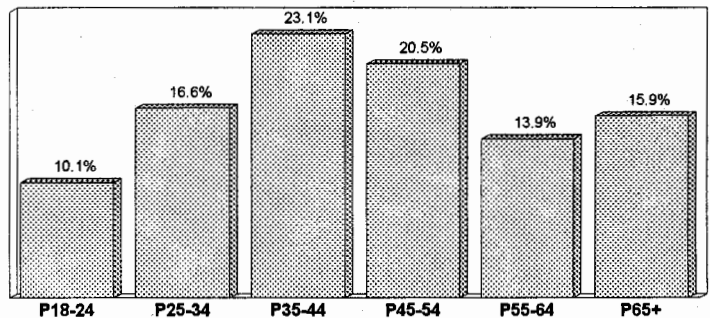
Occupation

Administrative Support	16.1%
Executive, Administrative & Managerial	12.5%
Farming, Forestry & Fishing	0.3%
Handlers, Eqp Clnrs, Helprs & Laborers	1.8%
Machine Operators, Assem & Inspectors	1.7%
Precision Production, Craft & Repair	3.9%
Professional Specialty	16.2%
Sales	6.1%
Service	6.1%
Technicians & Related Support	3.2%
Transportation & Material Moving	2.1%

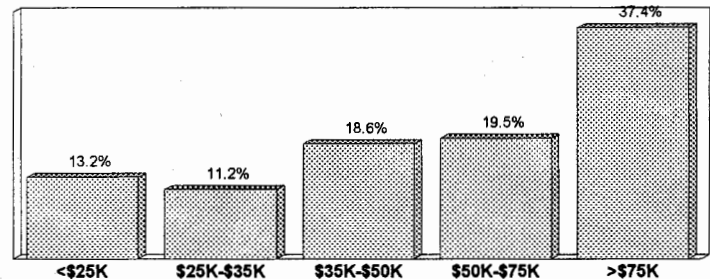
Education

			
10.3%	23.7%	34.8%	31.2%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Number of Children Under 17 in Household

None	54.5%
One	18.6%
Two	17.9%
Three or More	9.0%

Home Ownership

Own	67.9%
Rent	30.1%
Other	2.0%



This report is based on Persons 18+ in LOS ANGELES METRO - Std

SHARED AUTO PURCHASE DECISION (Principal Decision Maker Pur/Ls Lst Nw Vehicle is Shared Equally)

Estimates displayed are reported for % Composition.

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DRINK REGULAR SOFT DRINKS

Target Persons: 5,508,445 Target Intab: 3,675
 LOS ANGELES
 Scarborough, Feb98-Jan99

Gender

54.5	% Male	45.5	% Female
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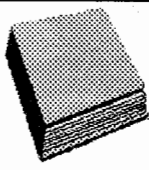

Employment Status

Employed Full-Time	58.9%
Employed Part-Time	13.8%
Not Employed	
A Homemaker	9.1%
A Student	4.0%
Retired	7.9%
Disabled	2.0%
Temporarily Laid-Off	0.9%
Not Employed-Looking for Work	3.1%
Other	0.3%

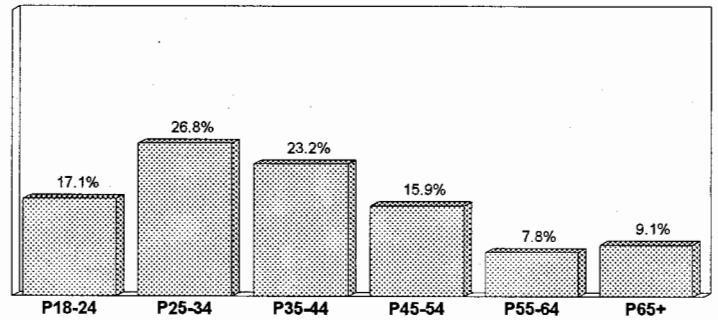
Occupation

Administrative Support	14.8%
Executive, Administrative & Managerial	10.5%
Farming, Forestry & Fishing	0.7%
Handlers, Eqp Clnrs, Helpers & Laborers	2.8%
Machine Operators, Assem & Inspectors	3.6%
Precision Production, Craft & Repair	5.4%
Professional Specialty	11.3%
Sales	7.9%
Service	8.6%
Technicians & Related Support	3.9%
Transportation & Material Moving	3.0%

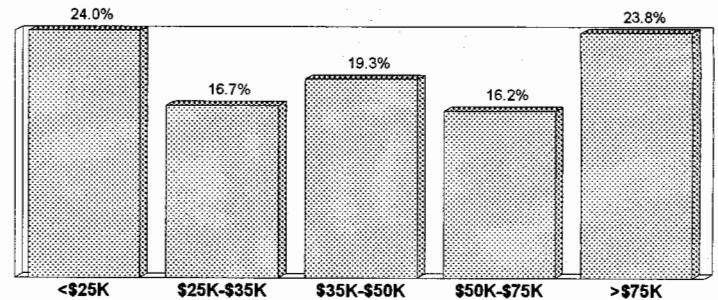
Education

			
16.9%	30.0%	31.4%	21.7%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income

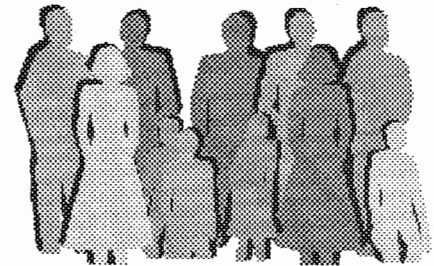


Number of Children Under 17 in Household

None	45.8%
One	20.5%
Two	18.4%
Three or More	15.4%

Home Ownership

Own	48.7%
Rent	48.0%
Other	3.3%



This report is based on Persons 18+ in LOS ANGELES METRO - Std

DRINK REGULAR SOFT DRINKS (Regular Soft Drinks Drank Past 7 Days is 7Up or A & W Root Beer or Barq's Root Beer or Caffeine Free Coke or Caffeine Free Pepsi or Cherry Coke or Coca-Cola Classic or Dr Pepper or Mello Yello or Minute Maid or Mountain Dew or

Estimates displayed are reported for % Composition.

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PLAN TO BUY FURNITURE

Target Persons: 2,084,680 Target Intab: 1,445
 LOS ANGELES
 Scarborough, Feb98-Jan99

Gender

47.2	% Male	52.8	% Female
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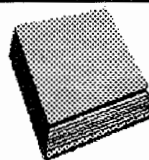

Employment Status

Employed Full-Time	60.8%
Employed Part-Time	14.7%
Not Employed	
A Homemaker	8.3%
A Student	3.7%
Retired	5.7%
Disabled	2.1%
Temporarily Laid-Off	1.0%
Not Employed-Looking for Work	3.6%
Other	0.2%

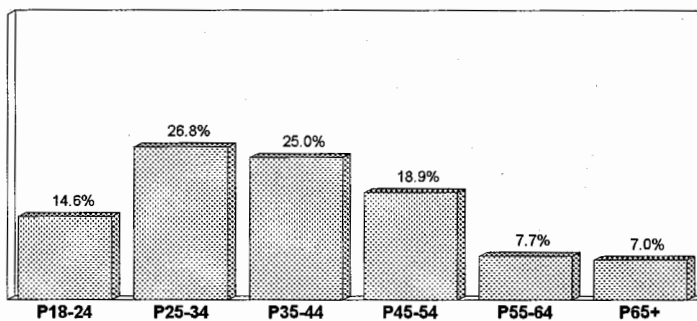
Occupation

Administrative Support	15.4%
Executive, Administrative & Managerial	13.0%
Farming, Forestry & Fishing	0.5%
Handlers, Eqp Clnrs, Helprs & Laborers	2.3%
Machine Operators, Assem & Inspectors	3.9%
Precision Production, Craft & Repair	4.4%
Professional Specialty	14.5%
Sales	7.3%
Service	8.1%
Technicians & Related Support	3.3%
Transportation & Material Moving	2.7%

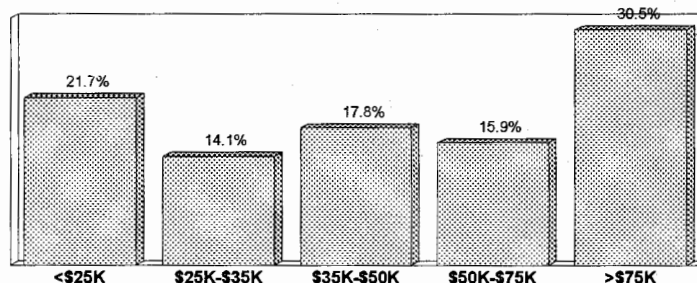
Education

			
15.0%	27.0%	30.5%	27.6%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income

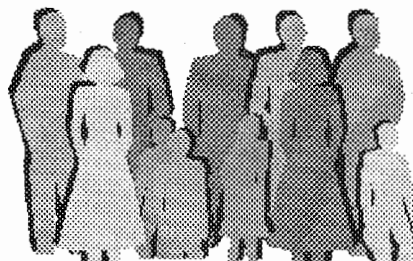


Number of Children Under 17 in Household

None	48.2%
One	19.9%
Two	19.8%
Three or More	12.0%

Home Ownership

Own	52.0%
Rent	46.0%
Other	2.0%



This report is based on Persons 18+ in LOS ANGELES METRO - Std
 PLAN TO BUY FURNITURE (Items Hhld Plans to Buy Next 12 Months is Furniture)

Estimates displayed are reported for % Composition.
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PLAN TO BUY MAJOR APPLIANCE

Target Persons: 1,047,985 Target Intab: 716
LOS ANGELES
Scarborough, Feb98-Jan99

Gender

58.4	% Male	41.6	% Female
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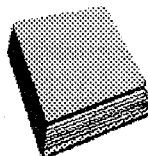

Employment Status

Employed Full-Time	64.0%
Employed Part-Time	13.1%
Not Employed	
A Homemaker	7.3%
A Student	3.9%
Retired	5.9%
Disabled	1.2%
Temporarily Laid-Off	0.4%
Not Employed-Looking for Work	3.6%
Other	0.5%

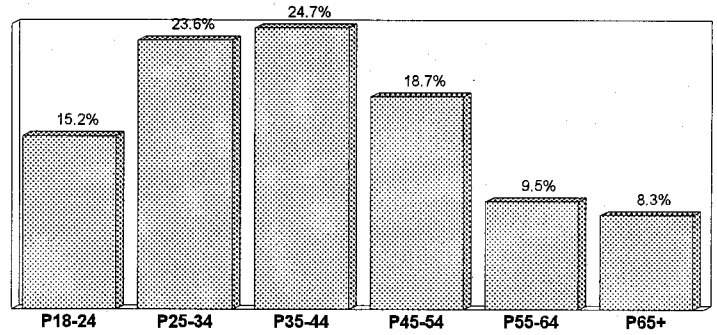
Occupation

Administrative Support	16.7%
Executive, Administrative & Managerial	13.4%
Farming, Forestry & Fishing	0.3%
Handlers, Eqp Clnrs, Helprs & Laborers	1.6%
Machine Operators, Assem & Inspectors	4.5%
Precision Production, Craft & Repair	5.4%
Professional Specialty	13.2%
Sales	7.8%
Service	7.4%
Technicians & Related Support	3.7%
Transportation & Material Moving	3.4%

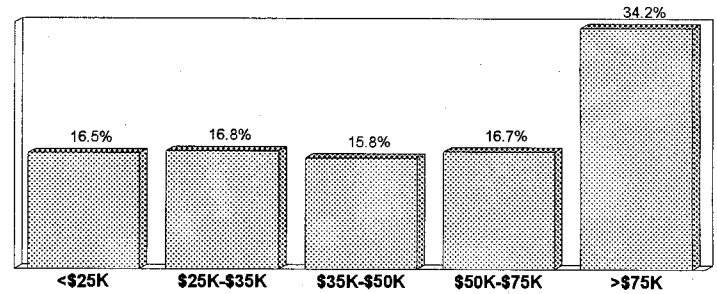
Education

			
12.9%	28.8%	32.0%	26.3%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income

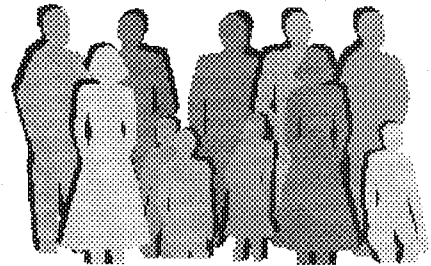


Number of Children Under 17 in Household

None	47.7%
One	20.6%
Two	19.8%
Three or More	11.9%

Home Ownership

Own	58.8%
Rent	39.7%
Other	1.5%



This report is based on Persons 18+ in LOS ANGELES METRO - Std

PLAN TO BUY MAJOR APPLIANCE (Items Hhld Plans to Buy Next 12 Months is Major Appliance)

Estimates displayed are reported for % Composition.

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Here Are Some of the Consumer Categories You Can Analyze with the Instant Qualitative Profile



Through Scarborough, Arbitron delivers more than 295 major categories of consumer, media and retail behavior in your market. It's a wealth of information you can use to profile radio audiences by the products they buy, the stores they shop at, and the ad-supported media they use. All this information is easily accessible through the Instant Qualitative Profile (You must be a subscriber to MaxiMer 99SM, Media ProfessionalSM, or MaxQualitativeSM services). For a complete list of available consumer categories, contact your Arbitron representative. ‡

Automotive

Vehicle Leased or Owned
Make and Model
New/Used/Leased
Amount Paid for Last Vehicle
Dealership Plan to Shop/Buy/Lease Vehicle
Plan to Buy/Lease Vehicle Next 12 Months
Providers of Auto Insurance
Amount Spent on Type of Repair
Stores Shopped for Auto Products
Gasoline Brands Used Past 30 Days
Gasoline Brand Loyalty

Financial

Types of Accounts
Types of Loans
IRA/Keogh Plan/401(k) Plan
Use Full-Service Broker
Use Discount Broker
Stock or Stock Option from Employer
Mutual Funds/Money Market Funds
Second Home or Real Estate Property
Homeowner's/Renter's Insurance

Beverages

Type/Brand of Soft Drinks
Juices/Iced Teas/Spring Water
Sports Drinks
Beer Domestic/Imported
Type and Brand Wine

Business Decision

Computer Hardware/Software
Telephone/Comm. Equipment/Services
Overnight/Next-Day Delivery Services
Temporary Personnel Services
Business Travel/Convention Arrangements
Office Equipment/Furniture/Supplies
Company Health Care Programs

Computers

Home Computer Ownership
On-line Services Home and Work
Access World Wide Web

Demographics

Sex/Age/Race
Marital Status
Level of Education
Employment Status/Industry/Occupation
Individual Employment Income*
Reason Not in Labor Force
Hispanic Origin
Primary Language in HH*

Language Preferred**
Household Size/Income
Number of Adults in HH
Presence of Children by Age*
Home Ownership/Market Value
Tenure in Current Residence
County of Residence
Zip Code

Drug/Grocery Store

Drugstores OTC Purchases
Prescription Purchases
Stores Shopped/Bought Past 7 Days
Store Where Most Groceries Purchased
Principal Food Shopper
Day Most Grocery Shopping Done
Amount Spent on Groceries
Coupon Usage - Frequency
How "Cents-Off" Coupons Are Obtained

Health Care

Hospital Use
Glasses or Contact Lenses
Weight Loss/Diet Clinic
Specialist
Type of Health Insurance

Home Improvement

Remodeled Bathroom/Family Room/Den
Added Bathroom/Deck
Maintenance Interior/Exterior Paint
New Carpeting/Floor Covering
Replaced/Repaired Roof
Landscaping

Household Shopping

Furniture Stores
Carpeting or Floor Covering Stores
Audio/Video Stores
Large Appliances
Hardware/Building/Paint Items
Lawn or Garden Items
Bedding/Furniture
Home Entertainment Center
Major Appliances
Second or Vacation Home

Lifestyles

Theater
Dance/Ballet Performance
Symphony/Concert/Opera
Sporting Events Attended
Art Gallery or Museum
Nightclub
Movies

Lottery Ticket Purchases
Types of Tobacco Usually Used
Health/Fitness Club
Sports
Pet Ownership

Media

Television Viewing
Cable TV Subscription
Cable Networks/Services Viewed
Pay Cable Stations HH Receives
Number Pay-Per-View Programs Watched
Purchased Items via TV/Cable
Satellite/Microwave Dish Connector
VCR/Video Ownership
VCR/Video Purchase
Amount Spent on VCR Purchase
Prerecorded Videocassettes
Video Game Systems
Radio Listening
Newspaper Readership
Magazines Number Read

Retail Shopping

Malls Shopped
Major Stores Shopped/Purchased
Specialty Stores Shopped/Purchased
Items Purchased
Number of Times Purchased

Telephone

Long-Distance Carrier
Amount Spent Last Month
Call Blocking/Forwarding/Waiting/Caller ID
Three-Way Calling/Voice Mail
Cellular Phone Carrier/Monthly Bill

Travel

U.S./Foreign Travel
Business/Pleasure
Airline Flown
Airport Used as Departure
Frequent Flyer Membership
Cruises
Hotels
Use of Travel Agent
Rental Car Companies
Current Passport
Attractions Visited

Voting

Presidential/Statewide/Local
Registered
Political Party

‡ Not all categories are available in all markets.

* Selected markets only.
** Hispanic markets only.

Qualitative 1998-1999 Survey Schedule

RD = RetailDirect S = Scarborough

Market		1998		1999	
		Release 1	Release 2	Release 1	Release 2
S	Albany-Schenectady-Troy	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S	Albuquerque	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Allentown-Bethlehem	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Apr 99 - May 99
S	Atlanta	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Atlantic City-Cape May	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
S	Austin	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Bakersfield	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
S	Baltimore	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD	Baton Rouge	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
S	Birmingham	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Boston	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Buffalo-Niagara Falls	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Charleston, SC	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Apr 99 - May 99
S	Charleston, WV	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Charlotte-Gastonia-Rock Hill	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD	Chattanooga	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
S	Chicago	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Cincinnati	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Cleveland	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD	Colorado Springs	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
S	Columbus, OH	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Dallas-Ft. Worth	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Dayton	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Denver-Boulder	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Des Moines	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Detroit	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	El Paso	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
RD	Evansville	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
RD	Flint	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
S	Fresno	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Ft. Wayne	Oct 97 - Nov 97	Apr 98 - May 98	Sep 98 - Oct 98	Apr 99 - May 99
RD	Gainesville-Ocala	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
S	Grand Rapids	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Greensboro-Winston Salem-High Point	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Greenville-New Bern-Jacksonville	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
S	Greenville-Spartanburg	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Harrisburg-Lebanon-Carlisle	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Hartford-New Britain-Middletown	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Honolulu	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
S	Houston-Galveston	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD	Huntsville	Jan 98 - Feb 98	Jul 98 - Aug 98	Jan 99 - Feb 99	Jul 99 - Aug 99
S	Indianapolis	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD	Jackson, MS	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Apr 99 - May 99
S	Jacksonville	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S	Kansas City	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S	Knoxville			Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Lafayette, IN	Jul 98 - Aug 98		Jul 99 - Aug 99	
RD	Lafayette, LA	Jan 98 - Feb 98	Jul 98 - Aug 98	Jan 99 - Feb 99	Jul 99 - Aug 99
S	Las Vegas		Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Las Vegas	Nov 97 - Dec 97			
S	Lexington			Oct 98 - Mar 99	Apr 99 - Sep 99
RD	Little Rock	Oct 97 - Nov 97	Apr 98 - May 98	Sep 98 - Oct 98	Apr 99 - May 99
S	Los Angeles	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99

Arbitron reserves the right to change the Survey Schedule dates provided as needed.

Qualitative 1998-1999 Survey Schedule

RD = RetailDirect S = Scarborough

Market	1998		1999	
	Release 1	Release 2	Release 1	Release 2
S Louisville	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD Lubbock	Sep 98 - Oct 98		Sep 99 - Oct 99	
RD Macon	Jan 98 - Feb 98		Jan 99 - Feb 99	
RD Madison	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
S Memphis	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S Miami-Ft. Lauderdale-Hollywood	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S Milwaukee-Racine	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S Minneapolis-St. Paul	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD Mobile	Jan 98 - Feb 98	Jul 98 - Aug 98	Jan 99 - Feb 99	Jul 99 - Aug 99
RD Monterey-Salinas-Santa Cruz	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
RD Montgomery	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
S Nashville	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S New Orleans	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S New York	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S Norfolk-Virginia Beach-Newport News	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
S Oklahoma City	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD Omaha-Council Bluffs	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
S Orlando	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD Palm Springs, CA	Jan 98 - Feb 98		Jan 99 - Feb 99	
RD Pensacola		Jul 98 - Aug 98		Jul 99 - Aug 99
RD Peoria	Jan 98 - Feb 98		Jan 99 - Feb 99	
S Philadelphia	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S Phoenix	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S Pittsburgh	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S Portland, OR	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S Providence-Warwick-Pawtucket	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD Quad Cities (Davenport-Rock Island-Moline)	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
S Raleigh-Durham	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD Richmond	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
RD Roanoke-Lynchburg	Jan 98 - Feb 98	Jul 98 - Aug 98	Jan 99 - Feb 99	Jul 99 - Aug 99
RD Rochester, NY	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Apr 99 - May 99
RD Rockford			Oct 98 - Nov 98	
S Sacramento	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD Saginaw-Bay City-Midland	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99
S St. Louis	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S Salt Lake City-Ogden-Provo	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S San Antonio	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S San Diego	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S San Francisco	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD Santa Barbara, CA	Jul 98 - Aug 98		Jul 99 - Aug 99	
S Seattle-Tacoma	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
RD Spokane	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Apr 99 - May 99
RD Springfield, MA	Oct 97 - Nov 97	Apr 98 - May 98	Oct 98 - Nov 98	Jul 99 - Aug 99
RD Springfield, MO			Nov 98 - Dec 98	May 99 - Jun 99
S Syracuse			Oct 98 - Mar 99	Apr 99 - Sep 99
RD Syracuse	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	
S Tampa-St. Petersburg-Clearwater	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
RD Toledo	Mar 98 - Apr 98	Sep 98 - Oct 98	Mar 99 - Apr 99	Sep 99 - Oct 99
RD Tucson	Nov 97 - Dec 97	May 98 - Jun 98	Nov 98 - Dec 98	May 99 - Jun 99
S Tulsa	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S Washington, D.C.	Sep 97 - Feb 98	Mar 98 - Aug 98	Sep 98 - Feb 99	Mar 99 - Aug 99
S West Palm Beach-Boca Raton	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S Wichita	Aug 97 - Jan 98	Feb 98 - Jul 98	Aug 98 - Jan 99	Feb 99 - Jul 99
S Wilkes Barre-Scranton	Oct 97 - Mar 98	Apr 98 - Sep 98	Oct 98 - Mar 99	Apr 99 - Sep 99
RD Youngstown-Warren	Feb 98 - Mar 98	Aug 98 - Sep 98	Feb 99 - Mar 99	Aug 99 - Sep 99

Arbitron reserves the right to change the Survey Schedule dates provided as needed.

Qualitative Diary Markets

Abilene, TX	Charlottesville, VA	Harrisonburg, VA	Muskegon, MI	Shreveport, LA
Albany, GA	Cheyenne, WY	Huntington-Ashland	Myrtle Beach, SC	Sioux City, IA
Alexandria, LA	Chico, CA	Ithaca, NY	New London, CT	Sioux Falls
Altoona	Columbia, MO	Jackson, TN	Newburgh-Middletown, NY	South Bend
Amarillo, TX	Columbia, SC	Johnson City-Kingsport-Bristol	(Mid-Hudson Valley)	Springfield, IL
Anchorage	Columbus, GA	Johnstown	Northwest Michigan, MI	Springfield, MO
Ann Arbor	Cookeville, TN	Joplin, MO	(Traverse City-Petoskey-Charlevoix)	State College, PA
Appleton-Oshkosh	Corpus Christi	Kalamazoo	Odessa-Midland, TX	Stockton
Augusta, GA	Daytona Beach	Killeen-Temple, TX	Owensboro, KY	Sussex, NJ
Augusta-Waterville, ME	Decatur, IL	Lake Charles, LA	Oxnard-Ventura	Tallahassee
Bangor, ME	Dothan, AL	Lakeland-Winter Haven	Panama City, FL	Terre Haute
Battle Creek, MI	Dubuque, IA	Lansing-East Lansing, MI	Parkersburg-Marietta, WV-OH	Texarkana, TX-AR
Beaumont-Port Arthur, TX	Duluth-Superior	Laredo, TX	Peoria	Topeka
Beckley, WV	Eau Claire, WI	Laurel-Hattiesburg, MS	Portland, ME	Tri-Cities, WA (Richland-Kennewick-Pasco)
Billings, MT	Elmira-Corning, NY	Lawton, OK	Portsmouth-	Tupelo, MS
Biloxi-Gulfport-Pascagoula, MS	Erie	Lewiston-Auburn, ME	Dover-Rochester, NH	Tuscaloosa, AL
Binghamton	Eugene-Springfield	Lexington-Fayette	Poughkeepsie, NY	Tyler-Longview, TX
Bismarck, ND	Fargo-Moorhead	Lima, OH	Pueblo	Utica-Rome
Blacksburg-Christiansburg-	Fayetteville, NC	Lincoln	Puerto Rico	Visalia-Tulare-Hanford
Radford-Pulaski, VA	Fayetteville	Macon	Rapid City, SD	Waco, TX
Bloomington	(Northwest Arkansas)	Manchester, NH	Reading, PA	Waterloo-Cedar Falls
Bluefield, WV	Florence, SC	Marion-Carbondale	Redding, CA	Watertown, NY
Boise	Ft. Collins-Greeley, CO	(Southern Illinois)	Reno	Wausau-Stevens Point, WI
Brunswick, GA	Ft. Myers-Naples-Marco Island	McAllen-Brownsville-Harlingen	St. Cloud, MN	(Central Wisconsin)
Bryan-College Station, TX	Ft. Smith, AR	Medford-Ashland, OR	Salisbury-Ocean City	Wheeling
Burlington, VT	Ft. Walton Beach, FL	Melbourne-Titusville-Cocoa	San Angelo, TX	Wichita Falls, TX
Canton, OH	Grand Forks, ND-MN	Merced, CA	San Diego	Williamsport, PA
Cape Cod, MA	Grand Junction, CO	Meridian, MS	San Luis Obispo, CA	Wilmington, DE
Casper, WY	Great Falls, MT	Modesto	Santa Fe, NM	Wilmington, NC
Cedar Rapids	Green Bay	Monroe, LA	Santa Maria-Lompoc	Winchester, VA
Champaign, IL	Hagerstown-Chambersburg-	Morgantown-Clarksburg-	Savannah	Yakima, WA
	Waynesboro, MD-PA	Fairmont, WV		

Qualitative 1999-2000 Survey Schedule

SPRING SURVEY
April 1 - June 23, 1999

APRIL						
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						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE						
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

SUMMER SURVEY
July 1 - September 22, 1999

JULY						
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER						
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

FALL SURVEY
September 23 - December 15, 1999

SEPTEMBER						
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER						
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						
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER						
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

WINTER SURVEY
January 6 - March 29, 2000

JANUARY						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY						
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29				

MARCH						
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOTE/The survey dates are subject to change.

Notations

Arbitron 1999 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings**		Maxmiser®/Media Professional™/TAPSCAN®		Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Black	Hispanic
Akron	Aug 30	2:30PM LMT	Sep 21	2:30PM	Oct 19	10:00AM	Oct 19	1:00PM	Oct 21	Oct 22	Oct 25		
Albany-Schenectady-Troy	Sep 08	10:00AM LMT	Sep 29	10:00AM	Oct 26	1:00PM	Oct 26	4:00PM	Oct 28	Oct 29	Nov 01		
Albuquerque	Sep 13	2:00PM LMT	Oct 04	2:00PM	Nov 02	11:00AM	Nov 02	2:00PM	Nov 04	Nov 05	Nov 08		
Allentown-Bethlehem	Aug 31	4:00PM LMT	Sep 22	4:00PM	Oct 20	11:30AM	Oct 20	2:30PM	Oct 22	Oct 25	Oct 26		
Atlanta	Sep 03	10:00AM LMT	Sep 27	10:00AM	Oct 22	11:30AM	Oct 22	2:30PM	Oct 26	Oct 27	Oct 28		
Austin	Sep 13	12:00PM LMT	Oct 04	12:00PM	Nov 01	1:30PM	Nov 01	4:30PM	Nov 03	Nov 04	Nov 05		
Bakersfield	Sep 14	10:00AM LMT	Oct 05	10:00AM	Nov 02	11:30AM	Nov 02	2:30PM	Nov 04	Nov 05	Nov 08		
Baltimore	Aug 31	11:30AM LMT	Sep 22	11:30AM	Oct 20	10:00AM	Oct 20	1:00PM	Oct 22	Oct 25	Oct 26		
Baton Rouge	Sep 14	9:00AM LMT	Oct 04	1:30PM	Nov 02	10:30AM	Nov 02	1:30PM	Nov 04	Nov 05	Nov 08		
Birmingham	Sep 07	1:30PM LMT	Sep 28	1:30PM	Oct 26	12:00PM	Oct 26	3:00PM	Oct 28	Oct 29	Nov 01		
Boston	Aug 30	1:00PM LMT	Sep 21	1:00PM	Oct 18	1:00PM	Oct 18	4:00PM	Oct 20	Oct 21	Oct 22		
Buffalo-Niagara Falls	Sep 01	2:30PM LMT	Sep 23	2:30PM	Oct 21	1:00PM	Oct 21	4:00PM	Oct 25	Oct 26	Oct 27		
Charleston, SC	Sep 10	4:00PM LMT	Oct 01	4:00PM	Nov 01	11:30AM	Nov 01	2:30PM	Nov 03	Nov 04	Nov 05		
Charlotte-Gastonia-Rock Hill	Sep 09	10:00AM LMT	Sep 30	10:00AM	Oct 27	11:30AM	Oct 27	2:30PM	Oct 29	Nov 01	Nov 02		
Chattanooga	Sep 09	4:00PM LMT	Sep 30	1:00PM	Oct 29	1:00PM	Oct 29	4:00PM	Nov 02	Nov 03	Nov 04		
Chicago	Aug 27	12:00PM LMT	Sep 17	12:00PM	Oct 15	12:00PM	Oct 15	3:00PM	Oct 19	Oct 20	Oct 21		
Cincinnati	Sep 01	4:00PM LMT	Sep 23	4:00PM	Oct 21	11:30AM	Oct 21	2:30PM	Oct 25	Oct 26	Oct 27		
Cleveland	Aug 31	2:30PM LMT	Sep 22	2:30PM	Oct 20	11:30AM	Oct 20	2:30PM	Oct 22	Oct 25	Oct 26		
Colorado Springs	Sep 14	9:30AM LMT	Oct 04	2:00PM	Nov 02	12:30PM	Nov 02	3:30PM	Nov 04	Nov 05	Nov 08		
Columbia, SC	Sep 10	2:30PM LMT	Sep 30	4:00PM	Nov 01	10:00AM	Nov 01	1:00PM	Nov 03	Nov 04	Nov 05		
Columbus, OH	Sep 02	4:00PM LMT	Sep 24	4:00PM	Oct 21	1:00PM	Oct 21	4:00PM	Oct 25	Oct 26	Oct 27		
Dallas-Ft. Worth	Sep 02	10:30AM LMT	Sep 24	10:30AM	Oct 21	3:00PM	Oct 21	6:00PM	Oct 25	Oct 26	Oct 27		
Dayton	Sep 07	11:30AM LMT	Sep 28	11:30AM	Oct 26	11:30AM	Oct 26	2:30PM	Oct 28	Oct 29	Nov 01		
Denver-Boulder	Sep 02	12:30PM LMT	Sep 24	12:30PM	Oct 20	12:30PM	Oct 20	3:30PM	Oct 22	Oct 25	Oct 26		
Des Moines	Sep 13	10:30AM LMT	Oct 04	9:00AM	Nov 02	9:00AM	Nov 02	12:00PM	Nov 04	Nov 05	Nov 08		
Detroit	Aug 30	11:30AM LMT	Sep 21	11:30AM	Oct 18	11:30AM	Oct 18	2:30PM	Oct 20	Oct 21	Oct 22		
El Paso	Sep 14	9:30AM LMT	Oct 04	12:30PM	Nov 02	11:00AM	Nov 02	2:00PM	Nov 04	Nov 05	Nov 08		
Fresno	Sep 09	11:30AM LMT	Sep 30	11:30AM	Oct 27	1:00PM	Oct 27	4:00PM	Oct 29	Nov 01	Nov 02		
Grand Rapids	Sep 10	11:30AM LMT	Oct 01	11:30AM	Oct 29	10:00AM	Oct 29	1:00PM	Nov 02	Nov 03	Nov 04		
Greensboro-Winston Salem-High Point	Sep 10	2:30PM LMT	Oct 01	2:30PM	Oct 29	1:00PM	Oct 29	4:00PM	Nov 02	Nov 03	Nov 04		
Greenville-New Bern-Jacksonville	Sep 13	10:00AM LMT	Oct 04	10:00AM	Nov 01	1:00PM	Nov 01	4:00PM	Nov 03	Nov 04	Nov 05		
Greenville-Spartanburg	Sep 10	4:00PM LMT	Oct 01	2:30PM	Nov 01	10:00AM	Nov 01	1:00PM	Nov 03	Nov 04	Nov 05		
Harrisburg-Lebanon-Carlisle	Sep 10	11:30AM LMT	Oct 01	11:30AM	Oct 29	10:00AM	Oct 29	1:00PM	Nov 02	Nov 03	Nov 04		
Hartford-New Britain-Middletown	Aug 30	2:30PM LMT	Sep 21	2:30PM	Oct 19	10:00AM	Oct 19	1:00PM	Oct 21	Oct 22	Oct 25		
Honolulu	Sep 08	10:00AM LMT	Sep 29	10:00AM	Oct 27	10:00AM	Oct 27	1:00PM	Oct 29	Nov 01	Nov 02		
Houston-Galveston	Sep 02	12:00PM LMT	Sep 24	12:00PM	Oct 21	1:30PM	Oct 21	4:30PM	Oct 25	Oct 26	Oct 27		
Huntsville	Sep 13	1:30PM LMT	Oct 04	12:00PM	Nov 02	12:00PM	Nov 02	3:00PM	Nov 04	Nov 05	Nov 08		
Indianapolis	Sep 03	10:30AM LMT	Sep 27	10:30AM	Oct 22	12:00PM	Oct 22	3:00PM	Oct 26	Oct 27	Oct 28		
Jackson, MS	Sep 13	1:30PM LMT	Oct 04	12:00PM	Nov 01	1:30PM	Nov 01	4:30PM	Nov 03	Nov 04	Nov 05		
Jacksonville	Sep 10	10:00AM LMT	Oct 01	10:00AM	Oct 28	10:00AM	Oct 28	1:00PM	Nov 01	Nov 02	Nov 03		
Johnson City-Kingsport-Bristol	Sep 13	10:00AM LMT	Oct 01	4:00PM	Nov 01	1:00PM	Nov 01	4:00PM	Nov 03	Nov 04	Nov 05		
Kansas City	Sep 03	3:00PM LMT	Sep 27	3:00PM	Oct 25	12:00PM	Oct 25	3:00PM	Oct 27	Oct 28	Oct 29		
Knoxville	Sep 09	10:00AM LMT	Sep 30	2:30PM	Oct 28	1:00PM	Oct 28	4:00PM	Nov 01	Nov 02	Nov 03		
Lansing-East Lansing	Sep 10	2:30PM LMT	Oct 01	1:00PM	Oct 28	11:30AM	Oct 28	2:30PM	Nov 01	Nov 02	Nov 03		
Las Vegas	Sep 08	11:30AM LMT	Sep 29	11:30AM	Oct 26	1:00PM	Oct 26	4:00PM	Oct 28	Oct 29	Nov 01		
Little Rock	Sep 13	12:00PM LMT	Oct 04	10:30AM	Nov 02	9:00AM	Nov 02	12:00PM	Nov 04	Nov 05	Nov 08		
Los Angeles	Aug 27	11:30AM LMT	Sep 17	11:30AM	Oct 15	11:30AM	Oct 15	2:30PM	Oct 19	Oct 20	Oct 21		
Louisville	Sep 07	10:00AM LMT	Sep 28	10:00AM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 28	Oct 29	Nov 01		
Madison	Sep 13	1:30PM LMT	Oct 04	1:30PM	Nov 02	10:30AM	Nov 02	1:30PM	Nov 04	Nov 05	Nov 08		
Memphis	Sep 08	12:00PM LMT	Sep 29	1:30PM	Oct 26	1:30PM	Oct 26	4:30PM	Oct 28	Oct 29	Nov 01		
Miami-Ft. Lauderdale-Hollywood	Sep 03	2:30PM LMT	Sep 27	2:30PM	Oct 25	11:30AM	Oct 25	2:30PM	Oct 27	Oct 28	Oct 29		
Milwaukee-Racine	Sep 02	3:00PM LMT	Sep 24	3:00PM	Oct 22	12:00PM	Oct 22	3:00PM	Oct 26	Oct 27	Oct 28		
Minneapolis-St. Paul	Sep 02	9:00AM LMT	Sep 24	9:00AM	Oct 22	9:00AM	Oct 22	12:00PM	Oct 26	Oct 27	Oct 28		
Mobile	Sep 13	12:00PM LMT	Oct 04	10:30AM	Nov 01	12:00PM	Nov 01	3:00PM	Nov 03	Nov 04	Nov 05		
Monterey-Salinas-Santa Cruz	Sep 01	1:00PM LMT	Sep 22	1:00PM	Oct 20	1:00PM	Oct 20	4:00PM	Oct 22	Oct 25	Oct 26		

* All times are local market times.

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ARBITRON

Sched - 1

Arbitron 1999 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings**		Maximiser®/ Media Professional™/ TAPSCAN®		Market Report	Ethnic Tape Mail Dates	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Black	Hispanic
Nashville	Sep 09	10:30AM LMT	Sep 30	10:30AM	Oct 28	9:00AM	Oct 28	12:00PM	Nov 01	Nov 02	Nov 03		
Nassau-Suffolk (Long Island)	Aug 27	11:30AM LMT	Sep 17	11:30AM	Oct 15	11:30AM	Oct 15	2:30PM	Oct 19	Oct 20	Oct 21		
New Orleans	Sep 07	10:30AM LMT	Sep 28	10:30AM	Oct 25	1:30PM	Oct 25	4:30PM	Oct 27	Oct 28	Oct 29		
New York	Aug 27	10:00AM LMT	Sep 17	10:00AM	Oct 15	10:00AM	Oct 15	1:00PM	Oct 19	Oct 20	Oct 21		
Norfolk-Virginia Beach-Newport News	Sep 09	11:30AM LMT	Sep 30	11:30AM	Oct 27	1:00PM	Oct 27	4:00PM	Oct 29	Nov 01	Nov 02		
Oklahoma City	Sep 08	1:30PM LMT	Sep 29	12:00PM	Oct 26	10:30AM	Oct 26	1:30PM	Oct 28	Oct 29	Nov 01		
Omaha-Council Bluffs	Sep 07	9:00AM LMT	Sep 28	9:00AM	Oct 25	12:00PM	Oct 25	3:00PM	Oct 27	Oct 28	Oct 29		
Orlando	Sep 10	1:00PM LMT	Oct 01	1:00PM	Oct 29	11:30AM	Oct 29	2:30PM	Nov 02	Nov 03	Nov 04		
Philadelphia	Aug 30	10:00AM LMT	Sep 21	10:00AM	Oct 18	10:00AM	Oct 18	1:00PM	Oct 20	Oct 21	Oct 22		
Phoenix	Sep 07	1:00PM LMT	Sep 28	1:00PM	Oct 25	11:30AM	Oct 25	2:30PM	Oct 27	Oct 28	Oct 29		
Pittsburgh	Sep 01	11:30AM LMT	Sep 23	11:30AM	Oct 21	10:00AM	Oct 21	1:00PM	Oct 25	Oct 26	Oct 27		
Portland, OR	Sep 08	10:00AM LMT	Sep 29	10:00AM	Oct 26	11:30AM	Oct 26	2:30PM	Oct 28	Oct 29	Nov 01		
Providence-Warwick-Pawtucket	Aug 30	4:00PM LMT	Sep 21	4:00PM	Oct 19	11:30AM	Oct 19	2:30PM	Oct 21	Oct 22	Oct 25		
Puerto Rico	Sep 14	1:00PM LMT	Oct 05	11:30AM	Nov 02	11:30AM	Nov 02	2:30PM	Nov 04	Nov 05	Nov 08		
Raleigh-Durham	Sep 10	10:00AM LMT	Oct 01	10:00AM	Oct 28	11:30AM	Oct 28	2:30PM	Nov 01	Nov 02	Nov 03		
Richmond	Sep 08	4:00PM LMT	Sep 29	4:00PM	Oct 27	1:00PM	Oct 27	4:00PM	Oct 29	Nov 01	Nov 02		
Riverside-San Bernardino	Aug 30	1:00PM LMT	Sep 21	1:00PM	Oct 18	1:00PM	Oct 18	4:00PM	Oct 20	Oct 21	Oct 22		
Rochester, NY	Sep 08	10:00AM LMT	Sep 29	10:00AM	Oct 27	10:00AM	Oct 27	1:00PM	Oct 29	Nov 01	Nov 02		
Sacramento	Sep 09	1:00PM LMT	Sep 30	1:00PM	Oct 28	10:00AM	Oct 28	1:00PM	Nov 01	Nov 02	Nov 03		
Saginaw-Bay City-Midland	Sep 13	10:00AM LMT	Oct 01	4:00PM	Nov 01	11:30AM	Nov 01	2:30PM	Nov 03	Nov 04	Nov 05		
Salt Lake City-Ogden-Provo	Sep 08	9:30AM LMT	Sep 29	9:30AM	Oct 25	2:00PM	Oct 25	5:00PM	Oct 27	Oct 28	Oct 29		
San Antonio	Sep 09	12:00PM LMT	Sep 30	12:00PM	Oct 27	1:30PM	Oct 27	4:30PM	Oct 29	Nov 01	Nov 02		
San Diego	Aug 31	10:00AM LMT	Sep 22	10:00AM	Oct 18	11:30AM	Oct 18	2:30PM	Oct 20	Oct 21	Oct 22		
San Francisco	Sep 01	10:00AM LMT	Sep 23	10:00AM	Oct 19	1:00PM	Oct 19	4:00PM	Oct 21	Oct 22	Oct 25		
San Jose	Sep 01	11:30AM LMT	Sep 23	11:30AM	Oct 19	10:00AM	Oct 19	1:00PM	Oct 21	Oct 22	Oct 25		
Seattle-Tacoma	Sep 07	10:00AM LMT	Sep 28	10:00AM	Oct 22	11:30AM	Oct 22	2:30PM	Oct 26	Oct 27	Oct 28		
Shreveport	Sep 13	10:30AM LMT	Oct 04	10:30AM	Nov 01	1:30PM	Nov 01	4:30PM	Nov 03	Nov 04	Nov 05		
Spokane	Sep 14	10:00AM LMT	Oct 05	10:00AM	Nov 02	11:30AM	Nov 02	2:30PM	Nov 04	Nov 05	Nov 08		
Springfield, MA	Aug 31	2:30PM LMT	Sep 22	2:30PM	Oct 19	11:30AM	Oct 19	2:30PM	Oct 21	Oct 22	Oct 25		
St. Louis	Sep 01	9:00AM LMT	Sep 23	9:00AM	Oct 19	1:30PM	Oct 19	4:30PM	Oct 21	Oct 22	Oct 25		
Syracuse	Sep 08	11:30AM LMT	Sep 29	11:30AM	Oct 27	10:00AM	Oct 27	1:00PM	Oct 29	Nov 01	Nov 02		
Tampa-St. Petersburg-Clearwater	Sep 03	1:00PM LMT	Sep 27	1:00PM	Oct 25	10:00AM	Oct 25	1:00PM	Oct 27	Oct 28	Oct 29		
Toledo	Sep 03	11:30AM LMT	Sep 27	11:30AM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 28	Oct 29	Nov 01		
Tucson	Sep 07	11:30AM LMT	Sep 28	11:30AM	Oct 25	1:00PM	Oct 25	4:00PM	Oct 27	Oct 28	Oct 29		
Tulsa	Sep 09	1:30PM LMT	Sep 30	1:30PM	Oct 28	10:30AM	Oct 28	1:30PM	Nov 01	Nov 02	Nov 03		
Washington, DC	Aug 31	10:00AM LMT	Sep 22	10:00AM	Oct 20	1:00PM	Oct 20	4:00PM	Oct 22	Oct 25	Oct 26		
West Palm Beach-Boca Raton	Sep 13	10:00AM LMT	Oct 01	4:00PM	Nov 01	11:30AM	Nov 01	2:30PM	Nov 03	Nov 04	Nov 05		
Wichita	Sep 13	10:30AM LMT	Oct 04	9:00AM	Nov 02	9:00AM	Nov 02	12:00PM	Nov 04	Nov 05	Nov 08		
Wilkes Barre-Scranton	Sep 09	1:00PM LMT	Sep 30	10:00AM	Oct 29	1:00PM	Oct 29	4:00PM	Nov 02	Nov 03	Nov 04		
York	Sep 10	11:30AM LMT	Oct 01	11:30AM	Oct 29	10:00AM	Oct 29	1:00PM	Nov 02	Nov 03	Nov 04		

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** All times indicate START of Market calling.

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ARBITRON

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1999-2000 Radio Survey Schedule

Who to Call at Arbitron

SPRING SURVEY

April 1 - June 23, 1999

APRIL						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

SUMMER SURVEY

July 1 - September 22, 1999

JULY						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

AUGUST						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

FALL SURVEY

September 23 - December 15, 1999

SEPTEMBER						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER						
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

WINTER SURVEY

January 6 - March 29, 2000

JANUARY						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

MARCH						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

New York

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

Radio Station Services:

Tom O'Sullivan, Mgr. (212) 887-1368
Kathy Koch (212) 887-1304
John Nolan (212) 887-1306
Malou Watterson (212) 887-1371
Scarborough Training Specialist:
Lis Perry (212) 887-1367
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
Broadcast Market Analyst:
Donna Polifrone (212) 887-1582

Advertiser/Agency Services:

Linda Dupree, VP, Sales (212) 887-1387
Britt Alexander (212) 887-1343
Susan Carmichael (212) 887-1398
Kent Stephens (212) 887-1423
Project Development Executive:
Charmaine Eleazar (212) 887-1308

Training Specialist:

Richard Salazar (212) 887-1356

TAPSCAN Worldwide (Northeast):

Bill Garcia (508) 767-0221

Chicago

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

Radio Station Services:

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

Training Specialists:

Tony Hereau (312) 913-6233
Karen Young (312) 913-6240

Advertiser/Agency Services:

Margaret Bustell, Mgr. (312) 913-6226
Cory Flahaven (312) 913-6229
Michael Hopkins (312) 913-6228
James Tobolski (312) 913-6243
Kirsten Valenta (312) 913-6227

Product Training Coordinator:

Vicki Murphy (312) 913-6241

Training Specialist:

Oveda Brown (312) 913-6222

TAPSCAN Worldwide (Midwest):

Trish Kallembach (312) 913-6236

Atlanta

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

Radio Station Services:

Lisa Segall, Mgr. (770) 551-1403
Julian Davis (770) 551-1419
Jerry Wiese (770) 551-1422
Pete Winston (770) 551-1420

Scarborough Training Specialist:

Jacqui Berry (770) 551-1445

Training Specialist:

Felicia Clem (770) 551-1405

Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 551-1408
Spencer Wilson (770) 551-1404

TAPSCAN Worldwide (Atlanta):

Beth Bourne (AAS Acct. Mgr.) (205) 987-7456
Kevin Hathcock (AAS Training) (205) 987-7456
Judy McDowell (Stations) (205) 560-0895

Los Angeles

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

Radio Station Services:

Brad Bedford, Mgr. (310) 824-6601
Paul LeFort (310) 824-6606
Jim Remy (310) 824-6600
Steven Shrinisky (310) 824-6602
Rob Winston (310) 824-6604

Scarborough Training Specialist:

David Oglevee (310) 824-6607

Training Specialists:

Gabriela Selva (310) 824-6605
Vanessa Ware (310) 824-6609

Advertiser/Agency Services:

George Brady, Mgr. (310) 824-6615
John Hegelmeyer (310) 824-6621
Debbie Lahm (310) 824-6622
Jacqueline Noel (310) 824-6619

Training Specialist:

Stacie De Armas (310) 824-6613

Consumer Information Services:

Allsa Joseph, National Mgr. (310) 824-6620

TAPSCAN Worldwide (West):

Randi Lee (310) 824-6603

Dallas

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

Radio Station Services:

Tony Belzer, Mgr. (972) 385-5386
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Scarborough Training Specialist:

Jennifer Thompson (972) 385-5391

Training Specialist:

Harry Clark (972) 385-5392

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Clara Carneiro, VP (972) 385-5384

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Patricia Jinch (972) 385-5385

Radio Programming Services:

Bob Michaels, Mgr. (972) 385-5397
Gary Marince (412) 859-3740

Advertiser/Agency Services:

Becky Burkett, Mgr. (972) 385-5387
Anne Baron (972) 385-5389
Julia Johnston (972) 385-5344

Training Specialist:

Kelly McLean (972) 385-5364

TAPSCAN Worldwide (Dallas):

P. J. McCarthy (435) 783-8469

Washington/Baltimore

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Columbia, Maryland 21046
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Radio Station Services:

Frank Stanitski, VP, Group Marketing
(410) 312-8528
Fred Hannasch (410) 312-8595
Laura Hill (410) 312-8530

Group Services:

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

Rep/Network Services:

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

Scarborough Training Specialist:

Sarah Liddle (410) 312-8546

Training Specialist:

Christian Meinhardt (410) 312-8588

Advertiser/Agency Services:

Karla Eyerly (410) 312-8539

NOTE/The survey dates are subject to change.

A Ceridian Company
www.arbitron.com

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