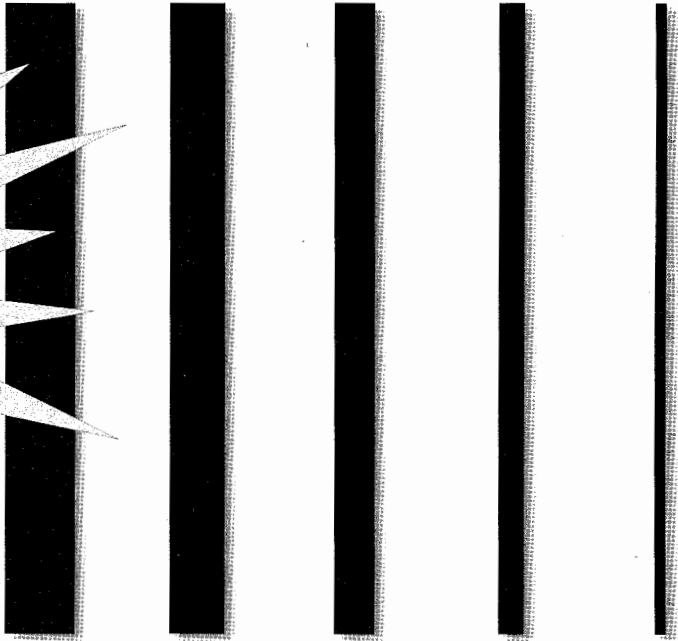


Spring 2003
Delivery Schedule
Inside!



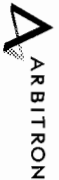
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for details.



48 Los Angeles
Winter 2003

Radio Market Report

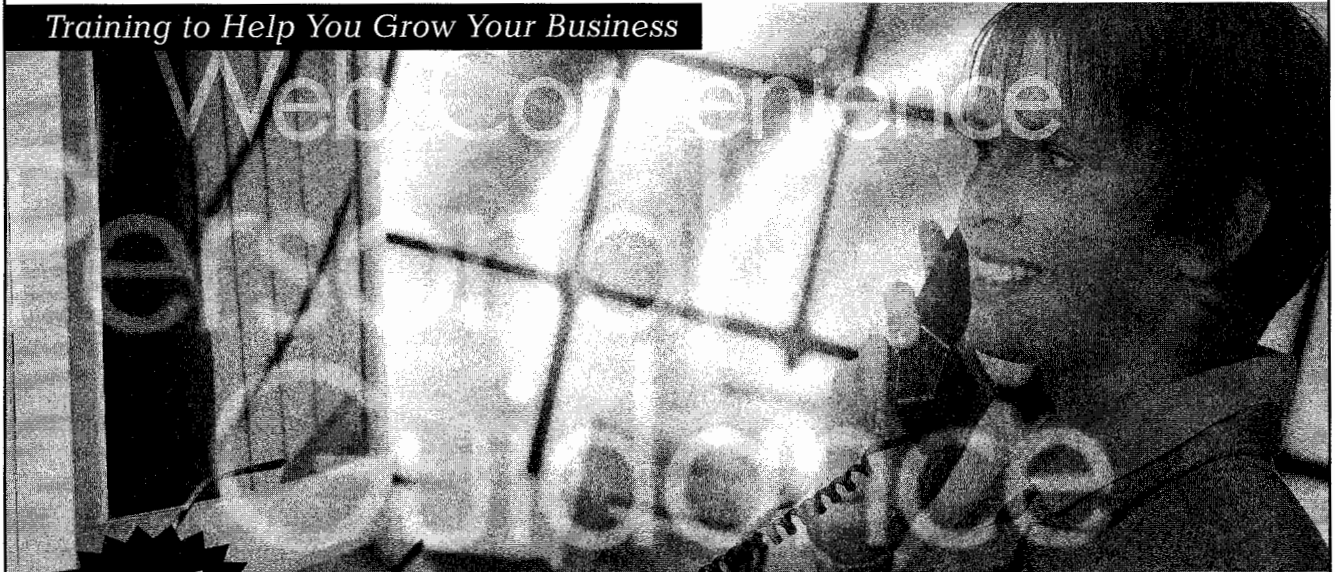
Los Angeles



Winter 2003
January 2 - March 26



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- How to break out the book—for PDs only
- Achieving your ratings goals—for PDs only

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Radio Market Report

Spring 2003 Delivery Schedule
Including Phase 1 & Phase 2 Arbitrends:
One page in from the back of the report

2003-2004 Survey Schedule

Winter 2003
January 2 - March 26

Spring 2003
March 27 - June 18

Summer 2003
June 26 - September 17

Fall 2003
September 18 - December 10

Winter 2004
January 8 - March 31



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, Inc., 370 Lexington Avenue, Suite 902, New York, New York 10017.

Preface

This report is designed to provide radio audience estimates representing radio listening during an average week for this market for the Winter 2003 survey period and other information. The surveys to which the Target Listener Trends estimates apply are identified on the Target Listener Trends pages of this report. The estimates are based on listening information recorded in seven-day diaries by persons 12 years of age and older. All audience estimates are approximations subject to statistical variations and other limitations. The reliability of audience estimates cannot be determined to any precise mathematical value or definition.

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

Warning

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 \$150,000 and criminal penalties of up to five years imprisonment and a \$250,000 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



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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	KBIG-FM	KBLA-AM	KBUA-FM	KBUE-FM	KCBS-FM
KDLD-FM	KDLE-FM	KFI-AM	KFSH-FM	KFWB-AM	KHHT-FM
KHJ-AM	KIIS-FM	KJLH-FM	KKLA-FM	KLAC-AM	KLAX-FM
KLOS-FM	KLSX-FM	KLTX-AM	KLVE-FM	KMZT-FM	KNX-AM
KOST-FM	KPWR-FM	KRCD-FM	KRCV-FM	KRLA-AM	KROQ-FM
KRTH-FM	KSCA-FM	KSPN-AM	KSSE-FM	KSUR-AM	KTNQ-AM
KTWV-FM	KWIZ-FM	KWKW-AM	KXOL-FM	KYSR-FM	KZLA-FM

* Station subscribers as of release to print.

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

Estimated P12+ Population			County/ Split County			HDA		Estimated P12+ Population			County/ Split County			HDA	
In-Tab	Area		ST	Blk. /	Hisp.			In-Tab	Area		ST	Blk. /	Hisp.		
1,260,900	858	M	CA		H	LOS ANGELES CN NORTH		2,644,400	1,902	M	CA	B	H	LOS ANGELES SOUTHEST	
2,327,300	1,811	M	CA	B	H	LOS ANGELES CN SOUTH		1,309,100	882	M	CA		H	LOS ANGELES SOUTHWST	
445,400	314	M	CA		H	LOS ANGELES NORTH		2,420,300	1,735	M	CA		H	ORANGE	

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	192	230,300	131	145,600
HDHA	4,895	6,638,200	2,747	3,620,400

These population estimates are based on Census 2000 data, updated and projected to January 1, 2003 by Claritas, Inc.

Effective with the Fall 2002 survey, population estimates for this report are based on Claritas, Inc. 1/1/03 whole-county population estimates (Census 2000-based).

For split-county population estimates, the 1/1/03 whole-county populations are allocated to the respective split counties, based on Claritas, Inc. 1/1/02 zip code population estimates (Census 2000-based).

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

Population Estimates and In-Tab Diary Sample by Demographics

	Metro				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men					
12-24	1,259,900	12.1	966	12.9	12.1
18-24	682,200	6.6	510	6.8	6.6
25-34	1,046,700	10.1	646	8.6	10.1
35-44	991,700	9.5	647	8.6	9.5
45-49	431,100	4.1	285	3.8	4.1
50-54	363,800	3.5	286	3.8	3.5
55-64	499,000	4.8	332	4.4	4.8
65+	510,700	4.9	291	3.9	4.9
18+	4,525,200	43.5	2,997	39.9	43.5
Women					
12-24	1,192,900	11.5	1,060	14.1	11.5
18-24	649,400	6.2	582	7.8	6.2
25-34	1,004,600	9.7	756	10.1	9.7
35-44	979,900	9.4	775	10.3	9.4
45-49	451,100	4.3	357	4.8	4.3
50-54	393,100	3.8	306	4.1	3.8
55-64	549,600	5.3	397	5.3	5.3
65+	733,300	7.0	398	5.3	7.0
18+	4,761,000	45.7	3,571	47.6	45.7
P18+	9,286,200	89.2	6,568	87.5	89.2
Teens 12-17	1,121,200	10.8	934	12.5	10.8
Black P12+	See "Special Notices" section.				
Hispanic P12+	4,103,900	39.4	3,095	41.3	39.4
Total P12+	10,407,400		7,502		

Diary Placement/Return

	Metro
LST - Est. Usable Households in Sample	2,328
UNL - Est. Usable Households in Sample	7,746
TOT - Est. Usable Households in Sample	10,074
LST - Est. Persons in Usable Households	5,879
UNL - Est. Persons in Usable Households	20,011
TOT - Est. Persons in Usable Households	25,890
LST - Contacted Households	2,214
UNL - Contacted Households	7,192
TOT - Contacted Households	9,406
LST - Households Accepting Diaries	1,176
UNL - Households Accepting Diaries	4,237
TOT - Households Accepting Diaries	5,413
LST - Persons Sent Diaries	2,990
UNL - Persons Sent Diaries	11,041
TOT - Persons Sent Diaries	14,031
LST - Diaries In-Tab	1,593
UNL - Diaries In-Tab	5,909
TOT - Diaries In-Tab	7,502
Metro Sample Target	7,440
Metro In-Tab/Target Index	101
Metro Response Rate %	29

LST - Listed UNL - Unlisted TOT - Total

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

These population estimates are based on Census 2000 data, updated and projected to January 1, 2003 by Claritas, Inc.

Effective with the Fall 2002 survey, population estimates for this report are based on Claritas, Inc. 1/1/03 whole-county population estimates (Census 2000-based).

For split-county population estimates, the 1/1/03 whole-county populations are allocated to the respective split counties, based on Claritas, Inc. 1/1/02 zip code population estimates (Census 2000-based).



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) **KBIG-FM 104.3**
330 N Brand Blvd Ste 800
Glendale, CA 91203
(818) 546-1043 Fax: (818) 637-2267
Format: Hot Adult Contemporary
Sales Rep: SENTRY
Network: PRMIER
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**
8400 N W 52 St Ste 101
Miami, FL 33166
(213) 337-2000 Fax: (213) 628-0850
Format: Spanish News/Talk
Sales Rep: N/A
Network: ABC, BTR, UNICA
City of Lic./Alt City ID: Snta Monica/Ls Angl, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 50,000/50,000
- (s) **KBUA-FM 94.3** (simulcast w/KBUE-FM)†
1845 Empire Ave
Burbank, CA 91504
(818) 729-5300 Fax: (818) 729-5678
Format: Mexican 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/KBUA-FM)†
1845 Empire Ave
Burbank, CA 91504
(818) 729-5300 Fax: (818) 729-5678
Format: Mexican Regional
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Long Beach/Los Angl, CA
County/Split Co.: Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 3,000/142
- (s) **KCBS-FM 93.1**
5901 Venice Blvd
Los Angeles, CA 90034
(323) 930-7536 Fax: (323) 938-9647
Format: Classic Hits
Sales Rep: INTEREP
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) **KDIS-AM 1110**
3321 S La Cienega Blvd
Los Angeles, CA 90016
(310) 840-2870 Fax: (310) 840-2445
Format: Children's Radio
Sales Rep: ABC RADIO SALES
Network: ABC, DISNEY
City of Lic./Alt City ID: Pasadena, CA
County/Split Co.: Los Angeles Southeast, CA
Power Day/Night (watts): 50,000/10,000
- (s) **KDLD-FM 103.1** (simulcast w/KDLE-FM)†
3450 Wilshire Blvd Ste 820
Santa Monica, CA 90010
(213) 251-1011 Fax: (213) 251-1033
Format: Rhythmic Contemporary Hit
Sales Rep: LOTUS ENTRAVISION REPS
Network: IND
City of Lic./Alt City ID: Snta Monica/Nwprt B, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 3,000/81
- (s) **KDLE-FM 103.1** (simulcast w/KDLD-FM)†
3450 Wilshire Blvd Ste 820
Los Angeles, CA 90010
(213) 251-1011 Fax: (213) 251-1033
Format: Rhythmic Contemporary Hit
Sales Rep: LOTUS ENTRAVISION REPS
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) **KFI-AM 640**
610 S Ardmore
Los Angeles, CA 90005
(213) 251-3126 Fax: (213) 365-1518
Format: News Talk Information
Sales Rep: CLEAR CHANNEL RADIO SALES
Network: APNET, PRMIER
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) **KFSH-FM 95.9**
701 North Brand Blvd Ste 550
Glendale, CA 91203
(818) 956-5552 Fax: (818) 551-1110
Format: Contemporary Christian
Sales Rep: N/A
Network: APNET
City of Lic./Alt City ID: Anaheim/Los Angeles, CA
County/Split Co.: Orange, CA
ERP (watts) / HAAT (meters): 6,000/100
- (s) **KFWB-AM 980**
6230 Yucca St
Los Angeles, CA 90028
(323) 871-4612 Fax: (323) 871-4681
Format: All News
Sales Rep: INFINITY RADIO SALES
Network: CNN, 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) **KHHT-FM 92.3**
3400 Riverside Dr Ste 800
Burbank, CA 91505
(818) 295-6072 Fax: (818) 295-6081
Format: Rhythmic Oldies
Sales Rep: EASTMAN RADIO, INC
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 43,000/887
- (s) **KHJ-AM 930**
1845 W Empire Ave
Burbank, CA 91504
(818) 729-5300 Fax: (818) 729-5678
Format: Mexican 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
- (s) **KIIS-FM 102.7** (simulcast w/KVVS-FM)†
3400 Riverside Dr Ste 800
Burbank, CA 91505
(818) 845-1027 Fax: (818) 295-6466
Format: Pop Contemporary Hit Radi
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

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 the "Special Notices" section of this report for additional station information.

Network Affiliation Abbreviations

ABC: ABC Radio Networks
APNET: Associated Press Radio Network
AURN: American Urban Radio Networks
BTR: Business Talk Radio
CAR: Cadena Caracol Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
DISNEY: Disney Radio Network
ESPN: ESPN Radio Network
IEAMER: I E America Network
JRN: Jones Radio Network
PRMIER: Premiere Radio Networks
SBUSA: Sports Byline USA

SOURCE: Westwood One Source Radio Network
SPNEWS: Sporting News Radio
SRN: Salem Radio Network
TALKNT: Talknet
TARN: Talk America Radio Network
UNICA: Radio Unica Network
UPI: United Press International Radio Network
USA: USA Radio Network
WESTWD: Westwood One Radio Networks

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) 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: AURN
City of Lic./Alt City ID: Compton, CA
County/Split Co.: Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 2,250/103

(s) KLAC-AM 570

610 S Ardmore
Los Angeles, CA 90005
(213) 385-0101 Fax: (213) 383-2638
Format: Adult Standards
Sales Rep: CLEAR CHANNEL RADIO SALES
Network: IND
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) KLSX-FM 97.1

3580 Wilshire Blvd
Los Angeles, CA 90010
(213) 383-4222 Fax: (213) 380-4325
Format: Talk/Personality
Sales Rep: INTEREP
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

KLYY-FM 97.5

3450 Wilshire Blvd Ste 820
Los Angeles, CA 90010
(213) 251-1011 Fax: (213) 251-1033
Format: Spanish Tropical
Sales Rep: LOTUS ENTRAVISION REPS
Network: IND
City of Lic./Alt City ID: <Rivers/Ls Angeles>, CA
County/Split Co.: Riverside West Inner, CA
ERP (watts) / HAAT (meters): 72,000/557

(s) KOST-FM 103.5

330 N Brand Blvd Ste 800
Glendale, CA 91203
(818) 546-1035 Fax: (818) 637-2267
Format: Adult Contemporary
Sales Rep: CRISTAL 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

KKBT-FM 100.3

5900 Wilshire Ste 1900
Los Angeles, CA 90036
(323) 634-1800 Fax: (323) 634-1888
Format: Urban Contemporary
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): 5,300/916

(s) KLAX-FM 97.9

10281 W Pico Blvd
Los Angeles, CA 90064
(310) 203-0900 Fax: (310) 843-4961
Format: Mexican 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) KLTX-AM 1390

2310 Ponderosa Dr #28
Camarillo, CA 93010
(805) 482-4797 Fax: (805) 388-5202
Format: Spanish Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Long Beach, CA
County/Split Co.: Los Angeles Central South, CA
Power Day/Night (watts): 5,000/3,600

(s) KMZT-FM 105.1

1500 Cotner Ave
Los Angeles, CA 90025
(310) 478-5540 Fax: (310) 444-8988
Format: Classical
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 18,000/880

(s) KPWR-FM 105.9

2600 W Olive 8th Fl
Burbank, CA 91505
(818) 953-4200 Fax: (818) 848-2114
Format: Rhythmic Contemporary Hit
Sales Rep: D & R
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 25,000/925

(s) 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: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 10,500/878

(s) KLOS-FM 95.5

3321 S La Cienega Blvd
Los Angeles, CA 90016
(310) 840-4836 Fax: (310) 558-7685
Format: Classic 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) KLVE-FM 107.5

655 N Central Ave #2500
Glendale, CA 91203
(818) 500-4500 Fax: (818) 500-4480
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

(s) KNX-AM 1070

6121 Sunset Blvd
Los Angeles, CA 90028
(323) 460-3343 Fax: (323) 460-3114
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

(s) KRCD-FM 103.9 (simulcast w/KRCV-FM)†

655 N Central Ave Ste 2500
Glendale, CA 91203
(818) 500-4562 Fax: (818) 500-4480
Format: Spanish Oldies
Sales Rep: KATZ HISPANIC REPS INC
Network: IND
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) 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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continued...

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BTR: Business Talk Radio
CAR: Cadena Caracol Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
DISNEY: Disney Radio Network
ESPN: ESPN Radio Network
IEAMER: I E America Network
JRN: Jones Radio Network
PRMIER: Premiere Radio Networks
SBUSA: Sports Byline USA

SOURCE: Westwood One Source Radio Network
SPNEWS: Sporting News Radio
SRN: Salem Radio Network
TALKNT: Talknet
TARN: Talk America Radio Network
UNICA: Radio Unica Network
UPI: United Press International Radio Network
USA: USA Radio Network
WESTWD: Westwood One Radio Networks

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

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

(s) **KRCV-FM 98.3** (simulcast w/KRCD-FM)‡
 855 N Central Ave Ste 2500
 Glendale, CA 91203
 (818) 500-4562 Fax: (818) 500-4480
 Format: Spanish Oldies
 Sales Rep: KATZ HISPANIC REPS INC
 Network: IND
 City of Lic./Alt City ID: W Covina/Ls Angeles, CA
 County/Split Co.: Los Angeles Southeast, CA
 ERP (watts) / HAAT (meters): 600/306

(s) **KRLA-AM 870** (simulcast w/KRLH-AM)‡
 701 N Brand Blvd Ste 550
 Glendale, CA 91203
 (818) 956-5552 Fax: (818) 551-1110
 Format: News Talk Information
 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

KRLH-AM 590 (simulcast w/KRLA-AM)‡
 701 N Brand Blvd Ste 550
 Glendale, CA 91203
 (818) 956-5552 Fax: 8185511110
 Format: News Talk Information
 Sales Rep: SALEM RADIO REPRESENTATIVES
 Network: SRN
 City of Lic./Alt City ID: San Bernardino, CA
 County/Split Co.: San Bernardino West Inner, CA
 Power Day/Night (watts): 1,000/1,000

(s) **KROQ-FM 106.7**
 5901 Venice Blvd
 Los Angeles, CA 90034
 (323) 930-1067 Fax: (323) 936-6062
 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**
 5515 Melrose Ave
 Los Angeles, CA 90038
 (323) 936-5784 Fax: (323) 464-6101
 Format: Oldies
 Sales Rep: INFINITY RADIO SALES
 Network: IND
 City of Lic./Alt City ID: Los Angeles, CA
 County/Split Co.: Los Angeles Southwest, CA
 ERP (watts) / HAAT (meters): 51,000/954

(s) **KSCA-FM 101.9**
 855 N Central Ave # 2500
 Glendale, CA 91203
 (818) 500-4500 Fax: (818) 500-4552
 Format: Mexican 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) **KSPN-AM 710**
 3321 S La Cienega Blvd
 Los Angeles, CA 90016
 (310) 840-4912 Fax: (310) 558-5689
 Format: All Sports
 Sales Rep: ABC RADIO SALES
 Network: ESPN
 City of Lic./Alt City ID: Los Angeles, CA
 County/Split Co.: Los Angeles Southwest, CA
 Power Day/Night (watts): 50,000/20,000

(s) **KSSE-FM 107.1**
 3450 Wilshire Blvd Ste 820
 Los Angeles, CA 90010
 (213) 251-1011 Fax: (213) 251-1033
 Format: Spanish Contemporary
 Sales Rep: LOTUS ENTRAVISION REPS
 Network: IND
 City of Lic./Alt City ID: Arcadia/Los Angeles, CA
 County/Split Co.: Los Angeles Southeast, CA
 ERP (watts) / HAAT (meters): 6,000/13

(s) **KSUR-AM 1260**
 1500 Cotner Ave
 Los Angeles, CA 90025
 (310) 478-5540 Fax: (310) 444-8988
 Format: Adult Standards
 Sales Rep: MCGAVREN GUILD
 Network: IND
 City of Lic./Alt City ID: Beverly Hills/Ls Angls, CA
 County/Split Co.: Los Angeles Southwest, CA
 Power Day/Night (watts): 5,000/5,000

(s) **KTNQ-AM 1020**
 855 N Central Ave #2500
 Glendale, CA 91203
 (818) 500-4500 Fax: (818) 500-4552
 Format: Spanish Variety
 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: INTEREP
 Network: WESTWD
 City of Lic./Alt City ID: Los Angeles, CA
 County/Split Co.: Los Angeles Southwest, CA
 ERP (watts) / HAAT (meters): 52,000/863

KVVS-FM 97.7 (simulcast w/KIIS-FM)‡
 348 East Ave K4
 Lancaster, CA 93535
 (818) 295-6405 Fax: (818) 295-6466
 Format: Pop Contemporary Hit Radi
 Sales Rep: IN HOUSE
 Network: IND
 City of Lic./Alt City ID: Mojave/Lancaster, CA
 County/Split Co.: Kern East, CA
 ERP (watts) / HAAT (meters): 6,000/100

(s) **KWIZ-FM 96.7**
 3101 W 5th St
 Santa Ana, CA 92703
 (714) 554-5000 Fax: (714) 554-9362
 Format: Spanish Contemporary
 Sales Rep: IN HOUSE
 Network: IND
 City of Lic./Alt City ID: Santa Ana, CA
 County/Split Co.: Orange, CA
 ERP (watts) / HAAT (meters): 6,000/62

(s) **KWKW-AM 1330**
 6290 Sunset Blvd
 Hollywood, CA 90028
 (323) 466-8111 Fax: (323) 461-7347
 Format: Spanish News/Talk
 Sales Rep: LOTUS ENTRAVISION REPS
 Network: IND
 City of Lic./Alt City ID: Los Angeles, CA
 County/Split Co.: Los Angeles Southwest, CA
 Power Day/Night (watts): 5,000/5,000

KWVE-FM 107.9
 3000 W Macarthur Ste 500
 Santa Ana, CA 92704
 (714) 918-6207 Fax: (714) 918-6256
 Format: Contemporary Inspiration
 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) Station subscribers as of release to print
 * Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
 † Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
 ‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
 < > Indicates metro home status is based on station's Alternate City ID, rather than on station's legally authorized City of License.

The data above are the most current data provided to Arbitron as of the last day of this survey period. Commercial stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M2, Paragraphs 7-10 of this report). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M2, 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 the "Special Notices" section of this report for additional station information.

continued...

Network Affiliation Abbreviations

ABC: ABC Radio Networks	SOURCE: Westwood One Source Radio Network
APNET: Associated Press Radio Network	SPNEWS: Sporting News Radio
AURN: American Urban Radio Networks	SRN: Salem Radio Network
BTR: Business Talk Radio	TALKNT: Talknet
CAR: Cadena Caracol Network	TARN: Talk America Radio Network
CBS: CBS Radio Networks	UNICA: Radio Unica Network
CNN: Westwood One CNN Plus Radio Network	UPI: United Press International Radio Network
DISNEY: Disney Radio Network	USA: USA Radio Network
ESPN: ESPN Radio Network	WESTWD: Westwood One Radio Networks
IEAMER: I E America Network	
JRN: Jones Radio Network	
PRMIER: Premiere Radio Networks	
SBUSA: Sports Byline USA	

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) KXOL-FM 96.3

10281 W Pico Blvd
Los Angeles, CA 90064
(310) 203-0900 Fax: (310) 843-4961
Format: Spanish Contemporary
Sales Rep: CABALLERO SPANISH MEDIA, INC
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) 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: CLEAR CHANNEL RADIO SALES
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 75,000/360

KZAB-FM 93.5

1910 Sunset Blvd Ste 200
Los Angeles, CA 90026
(213) 483-5374 Fax: (213) 484-8304
Format: Spanish Tropical
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: Redondo Beach, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 6,000/86

(s) KZLA-FM 93.9

7755 Sunset Blvd
Los Angeles, CA 90046
(323) 882-8000 Fax: (323) 874-9494
Format: Country
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): 18,500/956

Outside Arbitron Radio Metro Area

KGGI-FM 99.1

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

(s) Station subscribers as of release to print

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

The data above are the most current data provided to Arbitron as of the last day of this survey period. Commercial stations are listed only if they have met Arbitron's Minimum Reporting Standards for this survey (see Page M2, Paragraphs 7-10 of this report). Noncommercial stations and nonqualifying commercial stations are not listed in this report (see Page M2, 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 the "Special Notices" section of this report for additional station information.

Network Affiliation Abbreviations

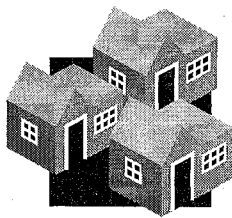
ABC: ABC Radio Networks
APNET: Associated Press Radio Network
AURN: American Urban Radio Networks
BTR: Business Talk Radio
CAR: Cadena Caracol Network
CBS: CBS Radio Networks
CNN: Westwood One CNN Plus Radio Network
DISNEY: Disney Radio Network
ESPN: ESPN Radio Network
IEAMER: I E America Network
JRN: Jones Radio Network
PRMIER: Premiere Radio Networks
SBUSA: Sports Byline USA

SOURCE: Westwood One Source Radio Network
SPNEWS: Sporting News Radio
SRN: Salem Radio Network
TALKNT: Talknet
TARN: Talk America Radio Network
UNICA: Radio Unica Network
UPI: United Press International Radio Network
USA: USA Radio Network
WESTWD: Westwood One Radio Networks

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 are 1990 Census data and Group Quarters population estimates are Census 2000 data and both are updated by Claritas, Inc. where appropriate sources are available. (For more information, see "Metro Census Data," Page M8.)

Household Data

	Metro Total	Metro %		Metro Total	Metro %
Total Households	4,198,200	100.0	Seasonal Housing Units	12,008	.3
Households by Income			Education: Persons 25+		
Under \$10,000	235,158	5.6	Elementary 0-8 grade	985,438	14.1
\$10,000-19,999	398,504	9.5	High school 1-3 yrs	932,605	13.4
\$20,000-29,999	426,251	10.1	High school grad.	1,433,780	20.6
\$30,000-39,999	443,084	10.6	College 1-3 yrs	1,977,969	28.4
\$40,000-49,999	407,666	9.7	College 4+ yrs	1,639,090	23.5
\$50,000-74,999	829,160	19.8	Colleges & Universities		
\$75,000-99,999	546,698	13.0	Total enrollment	766,470	100.0
\$100,000+	911,679	21.7	Full-time enrollment	387,412	50.5
Median income: \$54,775			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	404,600	9.6
1 Person	1,002,600	23.9	1 Car	1,426,800	34.0
2 Persons	1,122,500	26.7	2 Cars	1,546,700	36.9
3-4 Persons	1,292,700	30.8	3+ Cars	820,100	19.5
5+ Persons	780,400	18.6			

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+	100	.0	52,400	.5	164,800	1.6
Teens 12-17	0	.0	700	.1	10,800	1.0
Men	18-24	100	22,000	3.2	10,300	1.5
	25-34	0	1,800	.2	17,500	1.7
	35-44	0	300	.0	18,600	1.9
	45-49	0	0	.0	7,400	1.7
	50-54	0	0	.0	5,300	1.5
	55-64	0	0	.0	6,700	1.3
65+	0	.0	0	.0	17,300	3.4
Women	18-24	0	26,100	4.0	3,000	.5
	25-34	0	900	.1	6,000	.6
	35-44	0	300	.0	6,600	.7
	45-49	0	100	.0	3,100	.7
	50-54	0	100	.0	2,300	.6
	55-64	0	100	.0	4,300	.8
65+	0	.0	0	.0	45,600	6.2

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 Census 2000 data, updated and projected to 1/1/03 by Claritas, Inc.

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+	821,400	100.0	7.9	4,103,900	100.0	39.4
Teens 12-17	100,200	12.2	8.9	581,200	14.2	51.8
Men						
18-24	45,300	5.5	6.6	378,900	9.2	55.5
25-34	66,900	8.1	6.4	537,700	13.1	51.4
35-44	76,700	9.3	7.7	389,800	9.5	39.3
45-49	32,600	4.0	7.6	139,000	3.4	32.2
50-54	27,200	3.3	7.5	100,900	2.5	27.7
55-64	40,700	5.0	8.2	123,800	3.0	24.8
65+	37,200	4.5	7.3	94,700	2.3	18.5
Women						
18-24	50,300	6.1	7.7	341,800	8.3	52.6
25-34	78,000	9.5	7.8	487,200	11.9	48.5
35-44	87,200	10.6	8.9	376,800	9.2	38.5
45-49	38,500	4.7	8.5	147,200	3.6	32.6
50-54	33,500	4.1	8.5	113,600	2.8	28.9
55-64	49,800	6.1	9.1	147,400	3.6	26.8
65+	57,300	7.0	7.8	143,900	3.5	19.6

Area Lifestyle Profile

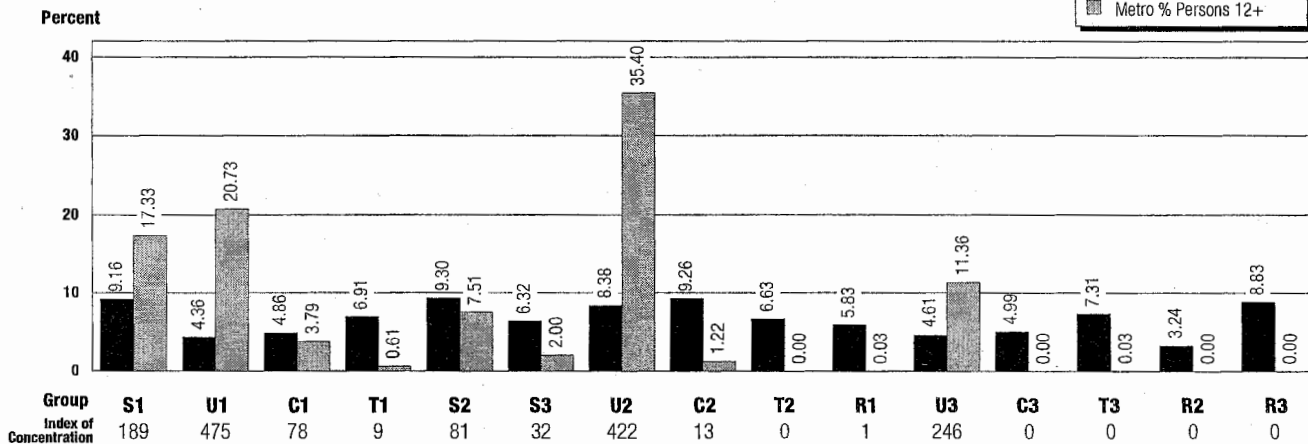
by PRIZM® Groups

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. snpls. & families; inner-city solo-parent families

C3 2nd City Blues - low-inc. older snpls., 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 Claritas, Inc. and furnished to Arbitron. These data items are based upon Claritas's 2002 Demographic Update for the Metro.

Metro Income*

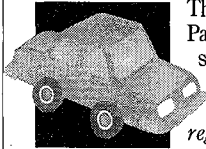
Total Income (\$000)	\$326,184,349
Median Household Income	\$54,775
Income per Household	\$77,696

* 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	\$159,085,627
Retail Expenditures per Household (\$)	\$37,894
Food & Beverage Stores	\$18,096,728
Grocery Stores	\$16,629,445
Food Services & Drinking Establishments	\$17,759,449
General Merchandise	\$16,313,830
Department Stores	\$10,518,257
Clothing & Accessories	\$9,350,210
Motor Vehicle & Parts Dealers	\$44,158,702
Building & Material Supply	\$11,190,121
Health & Personal Care	\$7,809,573
Furniture & Household Appliance Stores	\$2,838,952
Radio, TV & Other Electronics Stores	\$2,769,190

Car Registrations



The Metro Share of New Private Passenger Car Registrations* is supplied by R.L. Polk and Company. (For more information on passenger car registrations, see Page M8.)

Manufacturer	%
DaimlerChrysler AG	8.7
Ford Motor Company	10.7
General Motors Corporation	7.0
Honda/Acura	18.7
Hyundai	2.6
Nissan/Infiniti	8.3
Toyota/Lexus	23.7
Volkswagen/Audi	7.5
Other	12.8

* Note: Figures are shown for January through June of the 2002 model year.

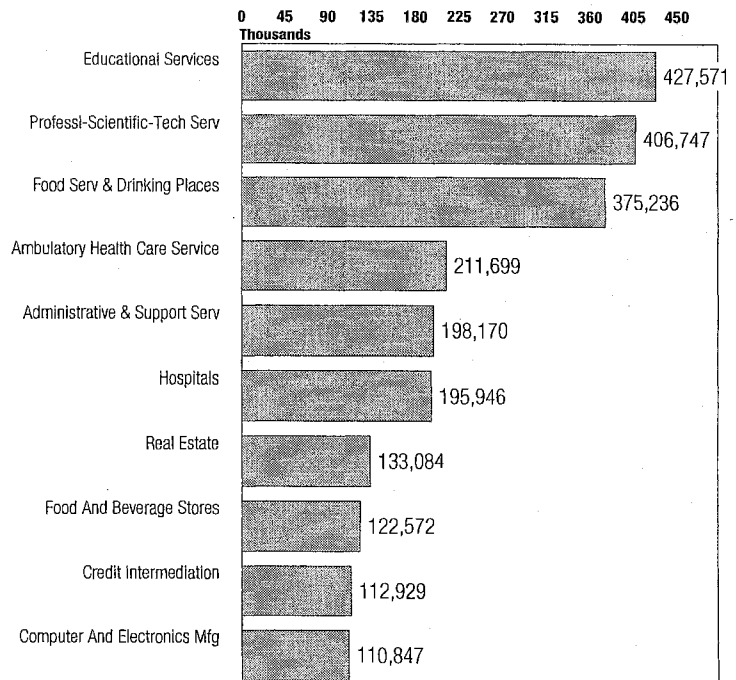
Top Ten Employer Industries

These classifications are from the Department of Commerce North American Industry Classification System (NAICS). The data below are from the 2002 County Business Patterns reports (U.S. Census Bureau) and are aggregated by primary NAICS.

Metro Employer Industries

Total Employees
6,084,120

Top 10 Total Employees
2,294,801
37.7% of Total



Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATOR	491,461	11.8	PARENTS	76,960	1.8
TV GUIDE	382,045	9.2	MENS HLTH	75,757	1.8
RDRS DIGST	331,323	8.0	TEEN	73,300	1.8
NAT GEO	246,239	5.9	US NWS&WR	72,983	1.8
BTR HOME	212,554	5.1	PENTHOUSE	70,091	1.7
TIME	200,723	4.8	LIFE	69,511	1.7
SUNSET	190,904	4.6	YM	69,019	1.7
PEOPLE	168,178	4.0	NATL ENQR	68,092	1.6
NEWSWEEK	141,278	3.4	SHAPE	65,328	1.6
PLAYBOY	127,930	3.1	STAR	64,870	1.6
COSMOPLTN	114,887	2.8	REDBOOK	60,648	1.5
FAMILY CRCL	113,000	2.7	COOKING LT	57,518	1.4
GD HSEKPNG	109,890	2.6	POP SCIENC	57,381	1.4
LS HOME JN	107,076	2.6	ROLLING STN	56,212	1.3
MARTHA STW	106,629	2.6	GOLF DIGST	52,043	1.2
SPORTS ILS	104,831	2.5	EBONY	51,904	1.2
MCCALLS	98,157	2.4	CAR & DRl	48,152	1.2
PREVENTION	88,006	2.1	GOLF MGZNE	45,552	1.1
VOGUE	86,941	2.1	PARENTING	44,769	1.1
GLAMOUR	85,938	2.1	BOYS LIFE	39,974	1.0
SEVENTEEN	80,693	1.9	POP MECHAN	36,716	0.9
ENTERTNMNT	80,622	1.9	CTRY LIVING	32,774	0.8
WOMANS DAY	78,719	1.9	FIELD STRM	24,107	0.6
SMTHSONIAN	77,424	1.9	OUTDR LIFE	16,220	0.4
MONEY	77,072	1.9	SOU LIVING	-	-

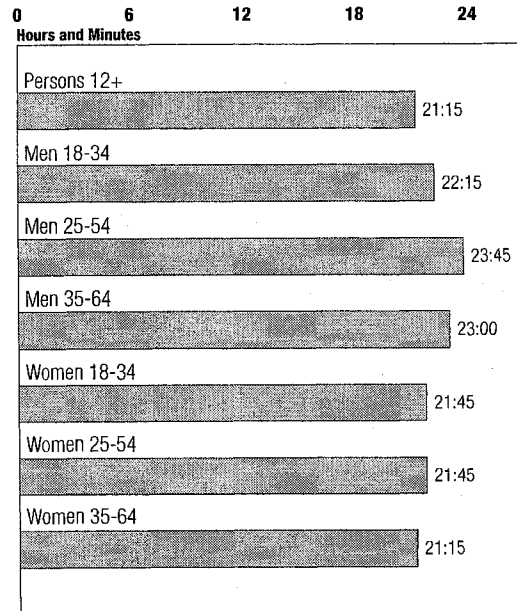
Newspapers

Paper	Circulation	%
ORANGE COUNTY REGISTER	318,623	7
LOS ANGELES DAILY NEWS	158,257	3
LA OPINION, LOS ANGELES	108,199	2
PRESS-TELEGRAM	94,944	2
DAILY BREEZE	79,363	1
SAN GABRIEL VALLEY TRIBUNE	47,511	1
USA TODAY	44,981	1
STAR-NEWS	34,895	1
DAILY VARIETY	20,604	-
WHITTIER DAILY NEWS (MORNING &	16,991	-
INLAND VALLEY DAILY BULLETIN	13,246	-
VENTURA COUNTY STAR	6,538	-

Radio Time Spent Listening*

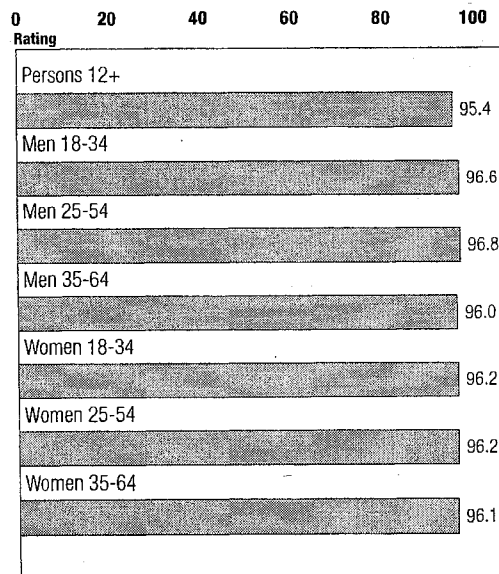
Metro

Mon-Sun 6AM-MID



Radio 24-Hour Cume*

Metro



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

* Based on Arbitron's Winter 2003 radio survey.

Rating Distortion/Rating Bias Policies and Procedures

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

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

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

Rating Distortion

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

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

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

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

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

Rating Distortion Violations

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

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

Rating Bias

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

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

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

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

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

Rating Bias/Extemporaneous Comments Violations

Rating Bias Violations or violations cited as Extemporaneous Comments may result in the station's call letters and audience estimates being placed at the bottom of each page below a distinguishing line ("below-the-line"); and/or the activity being noted on the cover of the Report and/or in the "Special Notices" section of the Report; and/or placement of a flag in computer media. 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, Arbitron Inc., 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."

Notations

Notations

Special Notices

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.

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 Usage in Hispanic DST Metros/ Arbitron collects age, sex and language usage information for each person 12 years of age or older (diarykeeper), if the consenting person in the household identified the household as Hispanic during the diary placement interview. A classification of "Spanish Primary" or "English Primary" is assigned to each diarykeeper of the consenting Hispanic household, based on information obtained at that time or obtained later during the survey process, if necessary.

For this Metro and survey period, the percentages are:

Spanish Primary	English Primary
54 %	46 %

Language usage percentages for each Hispanic DST Metro are available in the Hispanic Diarykeeper Language Report at <http://www.arbitron.com>. Percentages are posted on the same date that Maximizer radio survey data are released for the corresponding market, as applicable.

Promised Incentive/ Effective with the Fall 2002 survey, all Black and Hispanic households are offered a \$10 premium for each diary returned from the household (promised incentive). This is in addition to diary and follow-up premiums.

Additional Premiums/ Effective Spring 2001, unlisted mailable households within this Metro are sent a premium along with a preplacement letter. In addition, follow-up premiums have been increased for all households in this Metro.

Thank You Notes/ Effective with the Fall 2002 survey, Thank-you notes will be sent to households that consent to survey participation during the second placement call to the household (after initial refusal). Spanish speaking converted households will receive bilingual thank you notes.

Non-DST Special Treatments/ Metro consenting Non-DST households receive additional follow-up calls. Metro consenting Non-Ethnic households receive additional follow-up premiums.

Young Male Differential Survey Treatments (DST)/ Metro consenting Non-Black households with an 18-24 year old Male receive higher diary premiums and additional follow-up calls.

Metro consenting Non-Black households with a 25-34 year old Male receive additional follow-up calls.

Metro consenting Black households with an 18-34 year old Male receive higher diary premiums, additional follow-up calls and follow-up premiums.

Metro consenting Non-Black households with an 18-24 year old Male receive additional follow-up premiums.

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	7,987,100
Ethnic	778,400
Percent	9.8
In-Tab:	
Total	5,767
Ethnic	658
Percent	11.4
Excluded Counties:	Orange, CA

Total Metro
(Controlled and Noncontrolled):

Ethnic Population:	821,400
Ethnic In-Tab:	702

High Density Area/ Effective with the Fall 2002 survey, a High Density Black Area (HDBA) was established/eliminated as a separate sampling unit for the following county (ies):

Please refer to Page 3 for HDBA Black (Ethnic) and Total population estimates and in-tab totals.

Survey Period	HDBA Established	HDBA Eliminated
Fall 2002	Los Angeles Southeast, CA	(none)

The Stations

Current Stations, Call Letter Changes and Trend Data/

Current Call Letters	Former Call Letters	Prior Trend Data	On-Air Date/ Date of Change
KDLD-FM	KSSC-FM	FA02 SU02 SP02 WI02	01/24/03
KDLE-FM	KSSD-FM		01/24/03
KLYY-FM			02/17/03
KZAB-FM	KFSG-FM		03/01/03

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

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

Frequency Exchange/ In this report, special attention is called to KDIS-AM, which moved frequencies from 710 to 1110 on January 1, 2003 (continuing with the same format and programming), and KSPN-AM, which moved frequencies from 1110 to 710 on January 1, 2003 (also continuing with the same format and programming).

Special measures have been taken to ensure that diary entries were properly credited.

Hot Call Letter Change/ In this report special attention is called to the fact that two stations used identical call letters during this survey period. Extra measures were taken to assure that call letter entries of the former KSSC-FM (103.1) were credited to KDLD-FM (Effective January 17, 2003) until station KVVY-FM (107.1) changed to KSSC-FM on January 17, 2003.

Hot Call Letter Change/ In this report special attention is called to the fact that two stations used identical call letters during this survey period. Extra measures were taken to assure that call letter entries of the former KSSD-FM (103.1) were credited to KDLE-FM (Effective January 17, 2003) until station KSYF-FM (107.1) changed to KSSD-FM on January 17, 2003.

Frequency Move/ In this report, special attention is called to KSSE-FM, which moved frequencies from 97.5 to 107.1 effective January 15, 2003 continuing with the same format and programming.

Effective January 15, 2003 the programming which had been at 107.1 (KLYY-FM) went off the air, and a new station, KLYY-FM, signed on the air effective February 17, 2003 at 97.5.

Special measures were taken to ensure that diary entries were properly credited.

Special Notices *(continued)*

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.

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																				
WI '03	413	6188	.4	2.5	551	2893	.5	2.3	628	3284	.6	2.8	551	3415	.5	2.7	300	1932	.3	3.6
FA '02	418	6137	.4	2.4	531	3018	.5	2.1	645	3524	.6	2.7	658	3431	.6	3.1	224	1880	.2	2.6
SU '02	411	5856	.4	2.5	517	2778	.5	2.2	444	2835	.4	1.9	780	3595	.8	3.9	270	1947	.3	3.2
SP '02	330	5361	.3	2.0	434	2443	.4	1.8	437	2846	.4	2.0	473	3089	.5	2.4	213	1663	.2	2.6
4-Book	393	5886	.4	2.4	508	2783	.5	2.1	539	3122	.5	2.4	616	3383	.6	3.0	252	1856	.3	3.0
WI '02	350	5730	.3	2.2	405	2519	.4	1.7	466	2873	.5	2.1	610	3428	.6	3.1	210	1618	.2	2.7
KBIG-FM																				
WI '03	458	9249	.4	2.7	516	4001	.5	2.1	877	4895	.8	3.9	569	4514	.5	2.7	171	2219	.2	2.0
FA '02	444	9243	.4	2.6	538	4206	.5	2.1	846	4338	.8	3.5	557	4427	.5	2.6	168	2384	.2	2.0
SU '02	371	8853	.4	2.2	404	3208	.4	1.7	678	4436	.7	2.9	463	4092	.5	2.3	137	2038	.1	1.6
SP '02	450	9604	.4	2.8	489	3972	.5	2.0	827	5037	.8	3.7	624	5055	.6	3.2	158	2426	.2	1.9
4-Book	431	9237	.4	2.6	487	3847	.5	2.0	807	4677	.8	3.5	553	4522	.5	2.7	159	2267	.2	1.9
WI '02	393	8757	.4	2.5	526	3773	.5	2.2	697	3994	.7	3.2	504	4004	.5	2.5	138	2116	.1	1.8
KBLA-AM																				
WI '03	159	1996	.2	1.0	221	762	.2	.9	261	1021	.3	1.2	284	1022	.3	1.4	46	482		.5
FA '02	133	2039	.1	.8	144	828	.1	.6	233	1082	.2	1.0	267	1292	.3	1.3	39	417		.5
SU '02	128	1697	.1	.8	179	761	.2	.8	166	806	.2	.7	245	963	.2	1.2	71	444	.1	.8
SP '02	139	1789	.1	.9	153	648	.2	.6	238	807	.2	1.1	217	904	.2	1.1	59	427	.1	.7
4-Book	140	1880	.1	.9	174	750	.2	.7	225	929	.2	1.0	253	1045	.3	1.3	54	443	.1	.6
WI '02	136	1763	.1	.9	154	693	.2	.7	220	829	.2	1.0	250	794	.2	1.3	39	440		.5
KBUA-FM																				
WI '03	78	1000	.1	.5	101	505	.1	.4	103	544	.1	.5	69	494	.1	.3	69	392	.1	.8
FA '02	140	1384	.1	.8	206	822	.2	.8	172	711	.2	.7	169	798	.2	.8	81	507	.1	.9
SU '02	49	776		.3	77	387	.1	.3	66	504	.1	.3	60	404	.1	.3	20	266		.2
SP '02	65	865	.1	.4	122	489	.1	.5	83	510	.1	.4	78	359	.1	.4	21	246		.3
4-Book	83	1006	.1	.5	127	551	.1	.5	106	567	.1	.5	94	514	.1	.5	48	353	.1	.6
WI '02	69	888	.1	.4	100	454	.1	.4	100	443	.1	.5	77	460	.1	.4	27	275		.4
KBUE-FM																				
WI '03	482	6170	.5	2.9	554	2938	.5	2.3	609	3473	.6	2.7	586	3756	.6	2.8	339	2410	.3	4.0
FA '02	464	6704	.4	2.7	547	3127	.5	2.2	564	3522	.5	2.4	606	3688	.6	2.9	260	2161	.2	3.0
SU '02	433	5513	.4	2.6	531	2623	.5	2.3	544	3070	.5	2.3	498	3081	.5	2.5	283	1942	.3	3.3
SP '02	370	4883	.4	2.3	536	2486	.5	2.2	529	2754	.5	2.4	412	2783	.4	2.1	169	1640	.2	2.1
4-Book	437	5818	.4	2.6	542	2794	.5	2.3	562	3205	.5	2.5	526	3327	.5	2.6	263	2038	.3	3.1
WI '02	365	5153	.4	2.3	515	2724	.5	2.2	490	2625	.5	2.3	419	2721	.4	2.1	158	1512	.2	2.0
KCBS-FM																				
WI '03	376	8971	.4	2.3	528	3960	.5	2.2	603	4388	.6	2.7	476	4798	.5	2.3	113	2057	.1	1.3
FA '02	360	9443	.3	2.1	478	4324	.5	1.9	539	4309	.5	2.3	450	4956	.4	2.1	161	2483	.2	1.9
SU '02	389	9335	.4	2.4	503	4067	.5	2.1	620	4792	.6	2.7	480	4718	.5	2.4	173	2363	.2	2.0
SP '02	400	9623	.4	2.4	520	4182	.5	2.1	613	4721	.6	2.8	524	5520	.5	2.7	173	2532	.2	2.1
4-Book	381	9343	.4	2.3	507	4133	.5	2.1	594	4553	.6	2.6	483	4998	.5	2.4	155	2359	.2	1.8
WI '02	327	8445	.3	2.0	432	3791	.4	1.8	500	4255	.5	2.3	455	4511	.4	2.3	132	2164	.1	1.7
KDIS-AM																				
WI '03	59	2175	.1	.4	78	985	.1	.3	52	779		.2	84	1035	.1	.4	23	375		.3
FA '02	54	2338	.1	.3	102	1066	.1	.4	38	580		.2	84	1222	.1	.4	22	485		.3
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	65	2741	.1	.4	102	1164	.1	.4	41	848		.2	110	1208	.1	.6	35	513		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	55	2002	.1	.3	79	918	.1	.3	44	721		.2	80	935	.1	.4	25	377		.3
+KDLD-FM																				
KSSC-FM																				
WI '03	61	1555	.1	.4	58	627	.1	.2	73	817	.1	.3	76	890	.1	.4	41	600		.5
FA '02	61	1282	.1	.4	90	570	.1	.4	95	601	.1	.4	62	501	.1	.3	20	324		.2
SU '02	45	1062		.3	61	482	.1	.3	62	579	.1	.3	50	489		.3	21	320		.2
SP '02	31	1028		.2	46	492		.2	35	395		.2	30	423		.2	20	255		.2
4-Book	50	1232	.1	.3	64	543	.1	.3	66	598	.1	.3	55	576	.1	.3	26	375	.3	.3
WI '02	31	897		.2	30	363		.1	39	403		.2	41	426		.2	23	343		.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+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+KDLE-FM																				
KSSD-FM																				
WI '03	73	1426	.1	.4	73	644	.1	.3	105	760	.1	.5	118	994	.1	.6	29	525	.3	
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KFI -AM																				
WI '03	623	9439	.6	3.7	1168	5533	1.1	4.9	997	5300	1.0	4.4	706	4564	.7	3.4	244	1831	.2	2.9
FA '02	621	9485	.6	3.6	1090	5640	1.0	4.3	1016	5503	1.0	4.2	663	4339	.6	3.1	245	1838	.2	2.9
SU '02	743	9841	.7	4.5	1296	5904	1.3	5.5	1269	6099	1.2	5.4	823	4755	.8	4.1	273	2375	.3	3.2
SP '02	620	9095	.6	3.8	1095	5059	1.1	4.5	1065	5493	1.0	4.8	569	3879	.6	2.9	272	1909	.3	3.3
4-Book	652	9465	.6	3.9	1162	5534	1.1	4.8	1087	5599	1.1	4.7	690	4384	.7	3.4	259	1988	.3	3.1
WI '02	636	9840	.6	4.0	1112	5977	1.1	4.7	1023	5638	1.0	4.7	672	4303	.7	3.4	258	2002	.3	3.3
KFSH-FM																				
WI '03	121	2558	.1	.7	175	1573	.2	.7	152	1287	.1	.7	140	1467	.1	.7	45	713	.5	
FA '02	114	2277	.1	.7	152	1136	.1	.6	139	1108	.1	.6	188	1423	.2	.9	46	816	.5	
SU '02	123	2398	.1	.7	159	1307	.2	.7	179	1406	.2	.8	156	1387	.2	.8	45	786	.5	
SP '02	93	2205	.1	.6	127	1236	.1	.5	98	1055	.1	.4	145	1299	.1	.7	37	678	.5	
4-Book	113	2360	.1	.7	153	1313	.2	.6	142	1214	.1	.6	157	1394	.2	.8	43	748	.5	
WI '02	118	2529	.1	.7	154	1454	.2	.7	146	1149	.1	.7	159	1281	.2	.8	47	660	.6	
KFWB-AM																				
WI '03	346	8656	.3	2.1	697	5264	.7	2.9	395	4073	.4	1.7	397	4398	.4	1.9	124	1671	.1	1.5
FA '02	313	8236	.3	1.8	613	4690	.6	2.4	349	3627	.3	1.5	386	4332	.4	1.8	142	2009	.1	1.7
SU '02	269	7691	.3	1.6	550	4658	.5	2.4	296	3511	.3	1.3	324	3706	.3	1.6	96	1523	.1	1.1
SP '02	295	7938	.3	1.8	624	5068	.6	2.6	301	3457	.3	1.4	333	3956	.3	1.7	121	1814	.1	1.5
4-Book	306	8130	.3	1.8	621	4920	.6	2.6	335	3667	.3	1.6	360	4098	.4	1.8	121	1754	.1	1.5
WI '02	274	7926	.3	1.7	575	4858	.6	2.5	283	3536	.3	1.3	332	3725	.3	1.7	122	1691	.1	1.6
KHHT-FM																				
WI '03	439	8485	.4	2.6	477	3953	.5	2.0	532	3934	.5	2.4	525	4467	.5	2.5	349	3211	.3	4.2
FA '02	455	8804	.4	2.6	467	3696	.4	1.8	608	4055	.6	2.5	547	4486	.5	2.6	340	3231	.3	4.0
SU '02	421	9028	.4	2.5	507	3856	.5	2.2	571	4558	.6	2.4	459	4424	.5	2.3	294	3087	.3	3.5
SP '02	408	8431	.4	2.5	462	3459	.5	1.9	596	3950	.6	2.7	513	4282	.5	2.6	239	2992	.2	2.9
4-Book	431	8687	.4	2.6	478	3741	.5	2.0	577	4124	.6	2.5	511	4415	.5	2.5	306	3130	.3	3.7
WI '02	520	9038	.5	3.3	588	4309	.6	2.5	668	3957	.7	3.1	577	4439	.6	2.9	391	3108	.4	5.1
KHJ -AM																				
WI '03	181	2478	.2	1.1	213	1163	.2	.9	275	1181	.3	1.2	255	1041	.2	1.2	65	522	.1	.8
FA '02	178	2592	.2	1.0	231	1086	.2	.9	321	1490	.3	1.3	243	1292	.2	1.2	62	526	.1	.7
SU '02	118	2102	.1	.7	174	909	.2	.7	166	1184	.2	.7	163	978	.2	.8	41	537	.5	
SP '02	136	2069	.1	.8	165	952	.2	.7	239	1174	.2	1.1	190	1008	.2	1.0	35	409	.4	
4-Book	153	2310	.2	.9	196	1028	.2	.8	250	1257	.3	1.1	213	1080	.2	1.1	51	499	.1	.6
WI '02	167	2133	.2	1.0	191	926	.2	.8	177	1066	.2	.8	260	1087	.3	1.3	93	665	.1	1.2
KIIS-FM																				
WI '03	667	16599	.6	4.0	878	8183	.8	3.7	761	7480	.7	3.4	882	8950	.8	4.3	380	5271	.4	4.5
FA '02	677	17380	.7	3.9	1016	9151	1.0	4.0	685	7211	.7	2.9	876	9455	.8	4.2	402	5276	.4	4.7
SU '02	766	18372	.8	4.6	943	8708	.9	4.0	995	9185	1.0	4.3	976	9630	1.0	4.9	485	5920	.5	5.7
SP '02	607	16744	.6	3.7	829	7944	.8	3.4	646	7005	.6	2.9	749	8709	.7	3.8	395	5000	.4	4.8
4-Book	679	17274	.7	4.1	917	8497	.9	3.8	772	7720	.8	3.4	871	9186	.8	4.3	416	5367	.4	4.9
WI '02	606	17041	.6	3.8	842	8406	.8	3.6	680	6968	.7	3.1	884	9038	.9	4.5	302	4947	.3	3.9
KVVS-FM																				
WI '03	22	474	.1		36	279	.1		21	286	.1		23	266	.1		11	128	.1	
FA '02	29	571	.2		47	247	.2		31	287	.1		36	302	.2		10	258	.1	
SU '02	33	849	.2		38	347	.2		54	552	.1		43	482	.2		13	268	.2	
SP '02	45	864	.3		73	559	.1		48	456	.2		59	480	.1		28	233	.3	
4-Book	32	690	.2		49	358	.2		39	395	.2		40	383	.2		16	222	.2	
WI '02	31	690	.2		41	438	.2		32	336	.1		31	372	.2		19	184	.2	

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	
KJLH-FM																				
WI '03	227	4047	.2	1.4	301	1789	.3	1.3	261	1659	.3	1.2	240	1912	.2	1.2	99	1143	.1	1.2
FA '02	324	4268	.3	1.9	377	2006	.4	1.5	368	1955	.4	1.5	319	2153	.3	1.5	206	1591	.2	2.4
SU '02	255	3859	.3	1.5	326	1704	.3	1.4	281	1636	.3	1.2	262	1838	.3	1.3	142	1206	.1	1.7
SP '02	234	3946	.2	1.4	296	1841	.3	1.2	252	1601	.2	1.1	240	1914	.2	1.2	117	1196	.1	1.4
4-Book	260	4030	.3	1.6	325	1835	.3	1.4	291	1713	.3	1.3	265	1954	.3	1.3	141	1284	.1	1.7
WI '02	224	4012	.2	1.4	241	1665	.2	1.0	204	1452	.2	.9	256	1831	.3	1.3	134	1268	.1	1.7
KKBT-FM																				
WI '03	512	12091	.5	3.1	1010	6120	1.0	4.2	474	5107	.5	2.1	580	6136	.6	2.8	289	3841	.3	3.5
FA '02	618	12604	.6	3.6	1255	6645	1.2	5.0	641	5650	.6	2.7	710	6611	.7	3.4	302	4117	.3	3.5
SU '02	543	12130	.5	3.3	1034	5872	1.0	4.4	646	5997	.6	2.8	582	5846	.6	2.9	282	3809	.3	3.3
SP '02	576	11836	.6	3.5	1230	6503	1.2	5.1	553	5510	.5	2.5	640	6640	.6	3.2	312	4060	.3	3.8
4-Book	562	12165	.6	3.4	1132	6285	1.1	4.7	579	5566	.6	2.5	628	6308	.6	3.1	296	3957	.3	3.5
WI '02	530	11526	.5	3.3	984	5969	1.0	4.2	557	4930	.5	2.6	678	5975	.7	3.4	273	3639	.3	3.5
KKLA-FM																				
WI '03	111	2011	.1	.7	203	1321	.2	.8	136	988	.1	.6	167	1163	.2	.8	37	512		.4
FA '02	100	2245	.1	.6	242	1426	.2	1.0	128	896	.1	.5	116	826	.1	.6	37	441		.4
SU '02	94	2070	.1	.6	204	1448	.2	.9	117	894	.1	.5	97	885	.1	.5	38	363		.4
SP '02	80	1918	.1	.5	150	1264	.1	.6	90	716	.1	.4	127	958	.1	.6	42	360		.5
4-Book	96	2061	.1	.6	200	1365	.2	.8	118	874	.1	.5	127	958	.1	.6	39	419		.4
WI '02	105	1894	.1	.7	186	1066	.2	.8	137	848	.1	.6	142	801	.1	.7	50	443		.6
KLAC-AM																				
WI '03	128	3231	.1	.8	163	1030	.2	.7	156	1139	.1	.7	159	1601	.2	.8	101	1359	.1	1.2
FA '02	155	4358	.1	.9	181	1318	.2	.7	287	1656	.3	1.2	175	1959	.2	.8	103	1401	.1	1.2
SU '02	175	3873	.2	1.1	210	1388	.2	.9	314	1945	.3	1.3	200	1694	.2	1.0	95	1078	.1	1.1
SP '02	173	5280	.2	1.1	152	1236	.1	.6	267	1804	.3	1.2	234	2442	.2	1.2	126	1893	.1	1.5
4-Book	158	4186	.2	1.0	177	1243	.2	.7	256	1636	.3	1.1	192	1924	.2	1.0	106	1433	.1	1.3
WI '02	134	3407	.1	.8	155	1180	.2	.7	283	1710	.3	1.3	154	1520	.2	.8	71	897	.1	.9
KLAX-FM																				
WI '03	459	7443	.4	2.8	651	3704	.6	2.7	640	4089	.6	2.8	461	3451	.4	2.2	246	2038	.2	2.9
FA '02	507	7599	.5	2.9	673	3826	.6	2.7	779	4365	.7	3.3	560	3943	.5	2.7	216	2185	.2	2.5
SU '02	381	6365	.4	2.3	452	2726	.4	1.9	584	3552	.6	2.5	443	3178	.4	2.2	146	1815	.1	1.7
SP '02	442	6739	.4	2.7	528	2868	.5	2.2	636	3469	.6	2.9	509	3531	.5	2.6	204	1697	.2	2.5
4-Book	447	7037	.4	2.7	576	3281	.5	2.4	660	3869	.6	2.9	493	3526	.5	2.4	203	1934	.2	2.4
WI '02	402	6880	.4	2.5	431	2875	.4	1.8	567	3643	.6	2.6	501	3571	.5	2.5	179	1678	.2	2.3
KLOS-FM																				
WI '03	395	8987	.4	2.4	619	3539	.6	2.6	564	3700	.5	2.5	531	4497	.5	2.6	148	1945	.1	1.8
FA '02	353	8020	.3	2.0	675	3591	.6	2.7	452	3159	.4	1.9	421	4214	.4	2.0	166	1880	.2	1.9
SU '02	444	9371	.4	2.7	705	4281	.7	3.0	663	4515	.7	2.8	548	4881	.5	2.7	173	2413	.2	2.0
SP '02	339	8144	.3	2.1	584	3300	.6	2.4	409	3545	.4	1.9	463	4376	.5	2.3	163	2181	.2	2.0
4-Book	383	8631	.4	2.3	646	3678	.6	2.7	522	3730	.5	2.3	491	4492	.5	2.4	163	2105	.2	1.9
WI '02	310	7623	.3	1.9	569	3352	.6	2.4	369	3036	.4	1.7	427	3779	.4	2.1	150	1820	.1	1.9
KLSX-FM																				
WI '03	424	6722	.4	2.5	955	3749	.9	4.0	591	3189	.6	2.6	616	2933	.6	3.0	113	1294	.1	1.3
FA '02	428	6395	.4	2.5	1001	3789	1.0	3.9	620	2964	.6	2.6	617	3197	.6	2.9	92	1107	.1	1.1
SU '02	379	6843	.4	2.3	805	3720	.8	3.4	477	2940	.5	2.0	648	3248	.6	3.2	113	1303	.1	1.3
SP '02	362	5855	.4	2.2	947	3362	.9	3.9	513	2747	.5	2.3	473	2660	.5	2.4	62	868	.1	.8
4-Book	398	6454	.4	2.4	927	3655	.9	3.8	550	2960	.6	2.4	589	3010	.6	2.9	95	1143	.1	1.1
WI '02	393	6561	.4	2.5	919	3847	.9	3.9	510	2949	.5	2.3	604	3328	.6	3.0	109	1220	.1	1.4
KLTX-AM																				
WI '03	143	1213	.1	.9	205	786	.2	.9	167	599	.2	.7	156	663	.1	.8	83	565	.1	1.0
FA '02	106	1058	.1	.6	147	737	.1	.6	153	641	.1	.6	112	560	.1	.5	61	398	.1	.7
SU '02	154	950	.2	.9	236	716	.2	1.0	227	678	.2	1.0	151	593	.1	.8	65	429	.1	.8
SP '02	144	1014	.1	.9	218	697	.2	.9	196	623	.2	.9	138	527	.1	.7	59	376	.1	.7
4-Book	137	1059	.1	.8	202	734	.2	.9	186	635	.2	.8	139	586	.1	.7	67	442	.1	.8
WI '02	176	1015	.2	1.1	270	747	.3	1.2	237	627	.2	1.1	202	558	.2	1.0	89	400	.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 - 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	
KLVE-FM																				
WI '03	574	9660	.6	3.4	844	4838	.8	3.5	813	5281	.8	3.6	577	5049	.6	2.8	308	3284	.3	3.7
FA '02	596	10262	.6	3.4	868	4913	.8	3.4	886	5325	.9	3.7	563	4796	.5	2.7	298	3041	.3	3.5
SU '02	497	8897	.5	3.0	757	4374	.7	3.2	733	4835	.7	3.1	471	3907	.5	2.4	260	2699	.3	3.1
SP '02	595	9789	.6	3.6	956	4811	.9	3.9	864	4741	.8	3.9	605	4493	.6	3.1	283	2727	.3	3.5
4-Book	566	9652	.6	3.4	856	4734	.8	3.5	824	5046	.8	3.6	554	4561	.6	2.8	287	2938	.3	3.5
WI '02	557	9179	.5	3.5	913	4760	.9	3.9	781	4555	.8	3.6	526	3897	.5	2.6	241	2510	.2	3.1
KLYY-FM																				
WI '03	141	2303	.1	.8	162	1054	.2	.7	199	1254	.2	.9	170	1162	.2	.8	75	644	.1	.9
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	296	5958	.3	1.8	280	2487	.3	1.2	404	2915	.4	1.8	385	3002	.4	1.9	171	2058	.2	2.0
FA '02	347	6148	.3	2.0	353	2799	.3	1.4	506	2872	.5	2.1	434	3223	.4	2.1	208	1964	.2	2.4
SU '02	329	5272	.3	2.0	346	2295	.3	1.5	487	2823	.5	2.1	366	2709	.4	1.8	225	2061	.2	2.7
SP '02	263	4955	.3	1.6	257	1854	.3	1.1	408	2392	.4	1.8	334	2461	.3	1.7	163	1582	.2	2.0
4-Book	309	5583	.3	1.9	309	2359	.3	1.3	451	2751	.5	2.0	380	2849	.4	1.9	192	1916	.2	2.3
WI '02	328	6116	.3	2.1	305	2774	.3	1.3	496	2889	.5	2.3	400	3544	.4	2.0	193	2067	.2	2.5
KNX -AM																				
WI '03	355	9745	.3	2.1	591	5509	.6	2.5	380	4193	.4	1.7	467	4787	.4	2.3	225	2319	.2	2.7
FA '02	380	9444	.4	2.2	728	5525	.7	2.9	372	4102	.4	1.6	432	4615	.4	2.1	230	2473	.2	2.7
SU '02	352	8820	.3	2.1	648	4946	.6	2.8	378	3925	.4	1.6	372	3878	.4	1.9	241	2710	.2	2.9
SP '02	379	9213	.4	2.3	780	5453	.8	3.2	450	4386	.4	2.0	351	4409	.3	1.8	202	2210	.2	2.5
4-Book	367	9306	.4	2.2	687	5358	.7	2.9	395	4152	.4	1.7	406	4422	.4	2.0	225	2428	.2	2.7
WI '02	400	9391	.4	2.5	784	5572	.8	3.3	436	4529	.4	2.0	411	4593	.4	2.1	245	2397	.2	3.2
KOST-FM																				
WI '03	606	11535	.6	3.6	787	5577	.8	3.3	994	5562	1.0	4.4	722	5869	.7	3.5	335	3474	.3	4.0
FA '02	678	12195	.7	3.9	810	5478	.8	3.2	1084	5536	1.0	4.5	850	6502	.8	4.0	333	3710	.3	3.9
SU '02	569	11513	.6	3.4	658	4875	.6	2.8	951	5938	.9	4.1	714	5591	.7	3.6	322	3625	.3	3.8
SP '02	635	11455	.6	3.9	758	5242	.7	3.1	947	5619	.9	4.3	777	5856	.8	3.9	377	3842	.4	4.6
4-Book	622	11675	.6	3.7	753	5293	.7	3.1	994	5664	1.0	4.3	766	5955	.8	3.8	342	3663	.3	4.1
WI '02	699	12340	.7	4.4	794	5518	.8	3.4	1157	5789	1.1	5.3	868	6122	.9	4.4	375	4045	.4	4.9
KPVR-FM																				
WI '03	830	16929	.8	5.0	1156	9004	1.1	4.8	810	7775	.8	3.6	1068	9981	1.0	5.2	606	6690	.6	7.2
FA '02	940	16983	.9	5.4	1230	9068	1.2	4.9	935	7866	.9	3.9	1332	10869	1.3	6.3	628	6945	.6	7.3
SU '02	839	17451	.8	5.1	1008	8253	1.0	4.3	933	8936	.9	4.0	1123	10497	1.1	5.6	618	7267	.6	7.3
SP '02	809	15542	.8	4.9	1127	7727	1.1	4.7	709	7056	.7	3.2	1209	9514	1.2	6.1	575	6032	.6	7.0
4-Book	855	16726	.8	5.1	1130	8513	1.1	4.7	847	7908	.8	3.7	1183	10215	1.2	5.8	607	6734	.6	7.2
WI '02	796	15968	.8	5.0	1026	7778	1.0	4.4	844	7677	.8	3.9	1106	9469	1.1	5.6	546	6059	.5	7.1
KRCD-FM																				
WI '03	196	2405	.2	1.2	252	1198	.2	1.0	247	1340	.2	1.1	210	1338	.2	1.0	130	825	.1	1.6
FA '02	131	2343	.1	.8	170	971	.2	.7	241	1356	.2	1.0	150	1045	.1	.7	61	568	.1	.7
SU '02	134	1946	.1	.8	168	842	.2	.7	205	1126	.2	.9	143	895	.1	.7	74	536	.1	.9
SP '02	170	2357	.2	1.0	214	1081	.2	.9	271	1449	.3	1.2	200	1324	.2	1.0	77	889	.1	.9
4-Book	158	2263	.2	1.0	201	1023	.2	.8	241	1318	.2	1.1	176	1151	.2	.9	86	705	.1	1.0
WI '02	91	1886	.1	.6	117	886	.1	.5	123	846	.1	.6	123	850	.1	.6	49	518	.1	.6
KRCV-FM																				
WI '03	105	1553	.1	.6	153	751	.1	.6	198	888	.2	.9	129	826	.1	.6	25	240	.1	.3
FA '02	95	1428	.1	.5	103	655	.1	.4	151	720	.1	.6	108	675	.1	.5	33	283	.1	.4
SU '02	134	1871	.1	.8	171	931	.2	.7	188	1030	.2	.8	135	843	.1	.7	76	563	.1	.9
SP '02	122	1694	.1	.7	179	743	.2	.7	166	941	.2	.8	138	917	.1	.7	60	514	.1	.7
4-Book	114	1637	.1	.7	152	770	.2	.6	176	895	.2	.8	128	815	.1	.6	49	400	.1	.6
WI '02	146	1871	.1	.9	236	1099	.2	1.0	222	1063	.2	1.0	183	899	.2	.9	46	501	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
WI '03	117	2101	.1	.7	154	1219	.1	.6	275	1355	.3	1.2	170	1059	.2	.8	18	309	.2	.2
FA '02	110	2003	.1	.6	179	1123	.2	.7	206	1209	.2	.9	175	847	.2	.8	28	448	.3	.3
SU '02	124	2314	.1	.7	147	1291	.1	.6	263	1587	.3	1.1	219	1082	.2	1.1	25	463	.3	.3
SP '02	83	2145	.1	.5	92	935	.1	.4	182	1367	.2	.8	104	847	.1	.5	15	268	.2	.2
4-Book	109	2141	.1	.6	143	1142	.1	.6	232	1380	.3	1.0	167	959	.2	.8	22	372	.3	.3
WI '02	120	2543	.1	.8	171	1414	.2	.7	285	1763	.3	1.3	154	1095	.2	.8	25	279	.3	.3
KRLH-AM																				
WI '03		15			1	15			1	15										
FA '02	1	59			1	29			2	45			2	14						
SU '02	1	30			3	30			2	30										
SP '02	1	47							3	34								14		
4-Book	1	38			1	19			2	31			1	4				4		
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																				
WI '03	730	14870	.7	4.4	1286	8353	1.2	5.3	800	6767	.8	3.5	872	8253	.8	4.2	448	5161	.4	5.3
FA '02	767	14950	.7	4.4	1180	8090	1.1	4.7	825	6861	.8	3.4	958	8185	.9	4.6	532	5770	.5	6.2
SU '02	807	15523	.8	4.9	1171	7377	1.1	5.0	985	8059	1.0	4.2	955	8711	.9	4.8	608	6304	.6	7.2
SP '02	706	14764	.7	4.3	1026	7460	1.0	4.2	703	6811	.7	3.2	933	8727	.9	4.7	531	5998	.5	6.5
4-Book	753	15027	.7	4.5	1166	7820	1.1	4.8	828	7125	.8	3.6	930	8469	.9	4.6	530	5808	.5	6.3
WI '02	810	15041	.8	5.1	1184	7800	1.2	5.1	897	7196	.9	4.1	1068	9213	1.0	5.4	491	5610	.5	6.4
KRTH-FM																				
WI '03	517	12207	.5	3.1	689	5380	.7	2.9	864	5956	.8	3.8	622	6020	.6	3.0	178	2706	.2	2.1
FA '02	544	11769	.5	3.1	661	4902	.6	2.6	864	5490	.8	3.6	651	5964	.6	3.1	211	2802	.2	2.5
SU '02	527	12650	.5	3.2	623	5045	.6	2.7	888	6522	.9	3.8	644	5833	.6	3.2	214	2763	.2	2.5
SP '02	500	11908	.5	3.1	569	5230	.6	2.3	777	5486	.8	3.5	624	5420	.6	3.2	228	2973	.2	2.8
4-Book	522	12134	.5	3.1	636	5139	.6	2.6	848	5864	.8	3.7	635	5809	.6	3.1	208	2811	.2	2.5
WI '02	514	11991	.5	3.2	678	4997	.7	2.9	832	5713	.8	3.8	648	6115	.6	3.3	189	2912	.2	2.5
KSCA-FM																				
WI '03	618	7247	.6	3.7	1210	4133	1.2	5.0	625	3604	.6	2.8	1005	3827	1.0	4.9	193	1748	.2	2.3
FA '02	666	7585	.6	3.9	1713	5220	1.6	6.8	889	4423	.9	3.7	347	2495	.3	1.6	208	1551	.2	2.4
SU '02	526	6317	.5	3.2	1411	4313	1.4	6.0	735	3823	.7	3.1	306	2143	.3	1.5	145	1375	.1	1.7
SP '02	761	8155	.7	4.7	1912	5590	1.9	7.9	982	5136	1.0	4.4	460	2941	.5	2.3	215	1868	.2	2.6
4-Book	643	7326	.6	3.9	1562	4814	1.5	6.4	808	4247	.8	3.5	530	2852	.5	2.6	190	1636	.2	2.3
WI '02	632	7323	.6	4.0	1571	4852	1.5	6.7	841	4110	.8	3.9	369	2703	.4	1.9	188	1683	.2	2.4
KSPN-AM																				
WI '03	73	1831	.1	.4	77	809	.1	.3	152	902	.1	.7	114	996	.1	.6	22	379	.3	.3
FA '02	53	1914	.1	.3	35	383	.1	.1	65	581	.1	.3	86	1115	.1	.4	24	566	.3	.3
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	51	1337	.1	.3	41	476	.2	.2	71	601	.1	.3	133	664	.1	.7	13	312	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	275	5718	.3	1.6	357	2795	.3	1.5	373	2928	.4	1.7	302	2741	.3	1.5	148	1658	.1	1.8
FA '02	164	4265	.2	.9	215	1937	.2	.8	238	2144	.2	1.0	181	1759	.2	.9	75	1287	.1	.9
SU '02	152	4041	.1	.9	189	1643	.2	.8	257	2052	.3	1.1	156	1741	.2	.8	56	911	.1	.7
SP '02	198	3957	.2	1.2	231	1611	.2	1.0	314	2022	.3	1.4	255	1928	.3	1.3	98	966	.1	1.2
4-Book	197	4495	.2	1.2	248	1997	.2	1.0	296	2287	.3	1.3	224	2042	.3	1.1	94	1206	.1	1.2
WI '02	168	3889	.2	1.1	277	1899	.3	1.2	202	1773	.2	.9	217	1896	.2	1.1	61	842	.1	.8
KSUR-AM																				
WI '03	56	1035	.1	.3	47	483	.2	.2	86	668	.1	.4	61	584	.1	.3	27	322	.3	.3
FA '02	77	1194	.1	.4	85	496	.1	.3	99	699	.1	.4	88	632	.1	.4	30	379	.4	.4
SU '02	45	787	.3	.3	40	372	.2	.2	67	480	.1	.3	45	457	.2	.2	17	295	.2	.2
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
KTNQ-AM																				
WI '03	99	1616	.1	.6	123	650	.1	.5	157	717	.2	.7	90	532	.1	.4	63	509	.1	.8
FA '02	109	1822	.1	.6	119	727	.1	.5	157	822	.2	.7	127	872	.1	.6	89	576	.1	1.0
SU '02	71	1503	.1	.4	101	551	.1	.4	95	565	.1	.4	54	472	.1	.3	70	444	.1	.8
SP '02	96	1519	.1	.6	142	656	.1	.6	109	636	.1	.5	78	510	.1	.4	100	582	.1	1.2
4-Book	94	1615	.1	.6	121	646	.1	.5	130	685	.2	.6	87	597	.1	.4	81	528	.1	1.0
WI '02	95	1602	.1	.6	99	763	.1	.4	166	853	.2	.8	78	636	.1	.4	91	414	.1	1.2
KTWV-FM																				
WI '03	471	7922	.5	2.8	514	3739	.5	2.1	754	4348	.7	3.3	596	4472	.6	2.9	245	2703	.2	2.9
FA '02	583	9017	.6	3.4	695	4587	.7	2.7	940	4755	.9	3.9	774	4995	.7	3.7	272	2830	.3	3.2
SU '02	596	8325	.6	3.6	696	4176	.7	3.0	950	4695	.9	4.1	684	4502	.7	3.4	250	2443	.2	3.0
SP '02	552	8256	.5	3.4	662	3926	.6	2.7	903	4377	.9	4.1	747	4655	.7	3.8	218	2522	.2	2.7
4-Book	551	8380	.6	3.3	642	4107	.6	2.6	887	4544	.9	3.9	700	4656	.7	3.5	246	2625	.2	3.0
WI '02	545	8569	.5	3.4	664	4198	.7	2.8	898	4467	.9	4.1	678	4674	.7	3.4	237	2339	.2	3.1
KWIZ-FM																				
WI '03	126	1942	.1	.8	156	890	.1	.6	168	1191	.2	.7	140	922	.1	.7	87	695	.1	1.0
FA '02	155	2326	.1	.9	197	1261	.2	.8	223	1263	.2	.9	179	1188	.2	.9	87	951	.1	1.0
SU '02	158	2130	.2	1.0	124	873	.1	.5	250	1218	.2	1.1	199	1116	.2	1.0	84	695	.1	1.0
SP '02	182	2525	.2	1.1	176	1067	.2	.7	247	1291	.2	1.1	248	1504	.2	1.3	114	951	.1	1.4
4-Book	155	2231	.2	1.0	163	1023	.2	.7	222	1241	.2	1.0	192	1183	.2	1.0	93	823	.1	1.1
WI '02	135	2134	.1	.8	148	727	.1	.6	170	961	.2	.8	142	932	.1	.7	132	804	.1	1.7
KWKV-AM																				
WI '03	83	1067	.1	.5	101	549	.1	.4	175	623	.2	.8	91	397	.1	.4	29	225		.3
FA '02	75	1141	.1	.4	147	599	.1	.6	143	679	.1	.6	36	437		.2	31	236		.4
SU '02	79	991	.1	.5	106	315	.1	.5	164	524	.2	.7	71	397	.1	.4	42	209		.5
SP '02	85	1269	.1	.5	125	429	.1	.5	166	713	.2	.8	51	321	.1	.3	53	299	.1	.6
4-Book	81	1117	.1	.5	120	473	.1	.5	162	635	.2	.7	62	388	.1	.3	39	242		.5
WI '02	82	1151	.1	.5	139	555	.1	.6	184	724	.2	.8	67	437	.1	.3	13	147		.2
KWVE-FM																				
WI '03	92	2001	.1	.6	159	1083	.2	.7	109	861	.1	.5	138	979	.1	.7	31	456		.4
FA '02	100	2307	.1	.6	133	1075	.1	.5	140	1086	.1	.6	126	1136	.1	.6	51	668		.6
SU '02	93	1981	.1	.6	147	972	.1	.6	117	929	.1	.5	135	973	.1	.7	39	405		.5
SP '02	86	2238	.1	.5	165	1207	.2	.7	99	808	.1	.4	109	1028	.1	.6	33	421		.4
4-Book	93	2132	.1	.6	151	1084	.2	.6	116	921	.1	.5	127	1029	.1	.7	39	488		.5
WI '02	83	1949	.1	.5	128	1037	.1	.5	118	778	.1	.5	105	887	.1	.5	28	333		.4
KXDL-FM																				
WI '03	360	5503	.3	2.2	452	2638	.4	1.9	592	3051	.6	2.6	374	2732	.4	1.8	151	1623	.1	1.8
FA '02	441	6706	.4	2.5	496	3268	.5	2.0	761	4028	.7	3.2	504	3648	.5	2.4	173	1839	.2	2.0
SU '02	321	5084	.3	1.9	389	2264	.4	1.7	505	2829	.5	2.2	356	2582	.3	1.8	145	1486	.1	1.7
SP '02	404	5820	.4	2.5	471	2838	.5	1.9	655	3361	.6	3.0	451	2831	.4	2.3	192	1589	.2	2.3
4-Book	382	5778	.4	2.3	452	2752	.5	1.9	628	3317	.6	2.8	421	2948	.4	2.1	165	1634	.2	2.0
WI '02	300	4440	.3	1.9	378	2223	.4	1.6	466	2637	.5	2.1	329	2412	.3	1.7	110	1150	.1	1.4
KYSR-FM																				
WI '03	331	10304	.3	2.0	568	4690	.5	2.4	391	4268	.4	1.7	535	5629	.5	2.6	125	2394	.1	1.5
FA '02	356	9933	.3	2.1	548	4626	.5	2.2	523	4634	.5	2.2	547	5695	.5	2.6	116	2563	.1	1.4
SU '02	428	10646	.4	2.6	638	4749	.6	2.7	671	5169	.7	2.9	602	5579	.6	3.0	123	2409	.1	1.5
SP '02	368	10281	.4	2.3	626	4953	.6	2.6	480	4305	.5	2.2	497	5311	.5	2.5	138	2604	.1	1.7
4-Book	371	10291	.4	2.3	595	4755	.6	2.5	516	4594	.5	2.3	545	5554	.5	2.7	126	2493	.1	1.5
WI '02	390	10407	.4	2.4	671	5075	.7	2.9	498	4491	.5	2.3	580	5793	.6	2.9	131	2285	.1	1.7
+KZAB-FM																				
KFSG-FM																				
WI '03	86	1443	.1	.5	112	631	.1	.5	114	655	.1	.5	109	789	.1	.5	42	451		.5
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	
KZLA-FM																				
WI '03	364	6956	.3	2.2	472	3548	.5	2.0	551	3512	.5	2.4	477	4231	.5	2.3	131	1946	.1	1.6
FA '02	327	5655	.3	1.9	476	3044	.5	1.9	493	3072	.5	2.1	427	3394	.4	2.0	108	1628	.1	1.3
SU '02	397	7150	.4	2.4	566	3905	.6	2.4	548	4204	.5	2.3	521	4238	.5	2.6	152	1927	.1	1.8
SP '02	383	6931	.4	2.3	561	3778	.6	2.3	579	3845	.6	2.6	495	4144	.5	2.5	132	1714	.1	1.6
4-Book	368	6673	.4	2.2	519	3569	.6	2.2	543	3658	.5	2.4	480	4002	.5	2.4	131	1804	.1	1.6
WI '02	307	5774	.3	1.9	437	3137	.4	1.9	388	2994	.4	1.8	426	3691	.4	2.1	113	1620	.1	1.5
KGGI-FM																				
WI '03	70	2753	.1	.4	81	866	.1	.3	57	879	.1	.3	89	1197	.1	.4	52	870		.6
FA '02	59	2310	.1	.3	65	854	.1	.3	49	780		.2	82	1258	.1	.4	56	766	.1	.7
SU '02	84	3068	.1	.5	77	1002	.1	.3	92	1254	.1	.4	100	1382	.1	.5	66	785	.1	.8
SP '02	64	2395	.1	.4	54	786	.1	.2	69	896	.1	.3	91	1230	.1	.5	49	821		.6
4-Book	69	2632	.1	.4	69	877	.1	.3	67	952	.1	.3	91	1267	.1	.5	56	811	.1	.7
WI '02	68	2542	.1	.4	70	863	.1	.3	67	901	.1	.3	83	1189	.1	.4	65	791	.1	.8
TOTALS																				
WI '03	16688	99194	16.0		24043	85491	23.1		22584	76250	21.7		20711	83263	19.9		8374	54982	8.0	
FA '02	17339	99387	16.7		25352	85773	24.4		23921	76950	23.0		21052	83494	20.2		8561	55912	8.2	
SU '02	16544	97077	16.2		23403	82284	23.0		23341	78538	22.9		19973	80650	19.6		8455	55033	8.3	
SP '02	16346	96598	16.0		24227	82604	23.8		22103	74967	21.7		19724	80777	19.3		8193	53402	8.0	
4-Book	16729	98064	16.2		24256	84038	23.6		22987	76676	22.3		20365	82046	19.8		8396	54832	8.1	
WI '02	15999	96666	15.7		23435	82839	23.0		21713	73585	21.3		19862	80318	19.5		7713	52338	7.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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																				
WI '03	581	5400	.6	2.6	187	2295	.2	1.6	246	682	.2	1.9	204	689	.2	1.0	142	511	.1	1.0
4-Book	553	5190	.6	2.5	202	2379	.2	1.7	326	854	.3	2.4	248	832	.3	1.3	171	596	.2	1.2
KBIG-FM																				
WI '03	671	7623	.6	3.0	274	4478	.3	2.3	242	922	.2	1.9	484	1672	.5	2.4	315	1136	.3	2.3
4-Book	631	7404	.6	2.8	260	4296	.3	2.2	205	766	.2	1.5	438	1569	.4	2.3	320	1177	.3	2.3
KBLA-AM																				
WI '03	256	1692	.2	1.1	63	740	.1	.5	143	294	.1	1.1	112	253	.1	.6	85	188	.1	.6
4-Book	218	1650	.2	1.0	58	685	.1	.5	91	239	.1	.7	98	238	.1	.5	81	208	.1	.6
KBUA-FM																				
WI '03	92	863	.1	.4	60	592	.1	.5	79	195	.1	.6	69	204	.1	.3	57	170	.1	.4
4-Book	109	896	.1	.5	62	560	.1	.5	84	219	.1	.6	90	226	.1	.5	84	214	.1	.6
KBUE-FM																				
WI '03	585	5414	.6	2.6	396	3512	.4	3.3	407	1170	.4	3.1	609	1517	.6	3.1	497	1303	.5	3.6
4-Book	545	4956	.5	2.4	364	3269	.4	3.0	416	1067	.4	3.1	598	1516	.6	3.1	425	1123	.4	3.1
KCBS-FM																				
WI '03	541	7324	.5	2.4	260	4376	.2	2.2	216	870	.2	1.7	496	1776	.5	2.5	387	1589	.4	2.8
4-Book	533	7860	.5	2.4	264	4492	.3	2.2	245	1011	.2	1.8	483	1850	.5	2.5	379	1443	.4	2.8
KDIS-AM																				
WI '03	70	1783	.1	.3	64	1046	.1	.5	65	348	.1	.5	94	432	.1	.5	64	242	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	69	1308	.1	.3	59	841	.1	.5	48	154	.1	.4	98	360	.1	.5	120	278	.1	.9
4-Book	62	988	.1	.3	42	669	.1	.4	53	160	.1	.4	70	278	.1	.4	58	165	.1	.4
+KDLE-FM																				
KSSD-FM																				
WI '03	100	1250	.1	.4	55	760	.1	.5	34	190	.1	.3	109	355	.1	.5	90	243	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	960	8413	.9	4.3	279	3724	.3	2.3	706	1917	.7	5.4	359	1189	.3	1.8	248	802	.2	1.8
4-Book	988	8380	1.0	4.4	318	3929	.3	2.7	770	1919	.8	5.7	467	1439	.5	2.4	212	707	.2	1.5
KFSH-FM																				
WI '03	155	2256	.1	.7	113	1732	.1	.9	113	425	.1	.9	213	657	.2	1.1	119	427	.1	.9
4-Book	150	2011	.2	.7	94	1470	.1	.8	95	366	.1	.7	156	593	.2	.8	117	453	.1	.9
KFWB-AM																				
WI '03	489	7561	.5	2.2	242	4259	.2	2.0	413	1665	.4	3.2	378	1673	.4	1.9	188	798	.2	1.4
4-Book	431	7127	.4	1.9	209	3897	.2	1.8	383	1512	.4	2.8	277	1354	.3	1.4	184	920	.2	1.4
KHHT-FM																				
WI '03	513	6896	.5	2.3	368	4776	.4	3.1	245	820	.2	1.9	495	1737	.5	2.5	352	1091	.3	2.5
4-Book	526	7015	.5	2.3	346	4560	.4	2.9	248	858	.2	1.8	504	1739	.5	2.6	387	1262	.4	2.8
KHJ -AM																				
WI '03	250	2127	.2	1.1	139	1346	.1	1.2	166	430	.2	1.3	240	504	.2	1.2	192	408	.2	1.4
4-Book	222	2029	.2	1.0	101	1071	.1	.9	123	342	.1	.9	176	432	.2	.9	139	308	.1	1.0
KIIS-FM																				
WI '03	834	14062	.8	3.7	566	8746	.5	4.7	486	2105	.5	3.7	930	3698	.9	4.7	697	2302	.7	5.0
4-Book	847	14642	.8	3.8	561	9387	.5	4.7	520	2142	.5	3.8	920	3884	.9	4.7	707	2616	.7	5.1
KVVS-FM																				
WI '03	26	438	.1	.2	21	296	.2	.2	10	42	.1	.2	40	98	.2	.2	21	94	.2	.2
4-Book	42	616	.2	.2	26	396	.2	.2	22	82	.2	.2	48	183	.2	.2	44	157	.3	.3
KJLH-FM																				
WI '03	267	2982	.3	1.2	245	2651	.2	2.0	181	491	.2	1.4	325	975	.3	1.6	193	577	.2	1.4
4-Book	294	2995	.3	1.3	283	2654	.3	2.4	209	594	.2	1.6	322	853	.3	1.7	240	678	.2	1.7

Target Listener Estimates - Persons 12+

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
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	
KKBT-FM																				
WI '03	672	10336	.6	3.0	377	6000	.4	3.1	344	1229	.3	2.6	691	2383	.7	3.5	476	1625	.5	3.4
4-Book	764	10520	.7	3.4	381	6134	.4	3.2	409	1290	.4	3.0	665	2449	.7	3.4	470	1685	.5	3.4
KKLA-FM																				
WI '03	166	1897	.2	.7	63	809	.1	.5	86	203	.1	.7	108	296	.1	.5	81	242	.1	.6
4-Book	146	1873	.2	.6	47	768	.1	.4	58	177	.1	.4	54	202	.1	.3	43	173	.1	.3
KLAC-AM																				
WI '03	159	2391	.2	.7	89	1311	.1	.7	80	281	.1	.6	101	324	.1	.5	121	384	.1	.9
4-Book	212	3127	.2	.9	96	1637	.1	.8	51	187	.1	.4	115	396	.1	.6	115	376	.1	.9
KLAX-FM																				
WI '03	589	6200	.6	2.6	372	4101	.4	3.1	422	1227	.4	3.2	606	1709	.6	3.0	416	1111	.4	3.0
4-Book	583	5915	.6	2.6	372	3867	.4	3.1	424	1125	.4	3.1	600	1582	.6	3.1	455	1189	.5	3.3
KLOS-FM																				
WI '03	571	7504	.5	2.5	250	3946	.2	2.1	212	697	.2	1.6	529	1747	.5	2.7	264	1022	.3	1.9
4-Book	551	7302	.5	2.5	233	3809	.2	2.0	212	739	.2	1.6	440	1568	.4	2.3	296	987	.3	2.2
KLSX-FM																				
WI '03	710	5891	.7	3.2	124	1780	.1	1.0	69	321	.1	.5	137	442	.1	.7	189	488	.2	1.4
4-Book	678	5669	.7	3.0	104	1718	.1	.9	83	305	.1	.6	103	379	.1	.5	122	375	.1	.9
KLTX-AM																				
WI '03	175	1034	.2	.8	127	819	.1	1.1	196	453	.2	1.5	192	431	.2	1.0	84	219	.1	.6
4-Book	176	942	.2	.8	114	754	.1	1.0	185	439	.2	1.4	182	376	.2	.9	110	255	.1	.8
KLVE-FM																				
WI '03	750	8275	.7	3.3	441	5231	.4	3.7	544	1534	.5	4.2	769	2111	.7	3.9	464	1514	.4	3.3
4-Book	751	8092	.7	3.3	424	5050	.4	3.6	538	1476	.5	4.0	739	1997	.7	3.8	382	1182	.4	2.8
KLYY-FM																				
WI '03	178	1887	.2	.8	120	1346	.1	1.0	132	383	.1	1.0	189	556	.2	.9	128	428	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	360	4632	.3	1.6	268	3173	.3	2.2	195	763	.2	1.5	439	1461	.4	2.2	386	1289	.4	2.8
4-Book	386	4461	.4	1.7	252	2921	.3	2.1	191	680	.2	1.4	388	1173	.4	2.0	308	987	.3	2.3
KNX -AM																				
WI '03	472	8150	.5	2.1	235	4532	.2	2.0	367	1402	.4	2.8	289	1524	.3	1.5	213	1036	.2	1.5
4-Book	488	7925	.5	2.2	247	4333	.2	2.1	418	1512	.4	3.1	313	1389	.3	1.6	194	859	.2	1.4
KOST-FM																				
WI '03	847	9333	.8	3.8	359	5261	.3	3.0	384	1249	.4	2.9	592	1965	.6	3.0	334	1254	.3	2.4
4-Book	850	9305	.8	3.8	405	5636	.4	3.4	468	1526	.5	3.4	710	2242	.7	3.7	450	1534	.4	3.3
KPWR-FM																				
WI '03	996	14669	1.0	4.4	684	10012	.7	5.7	552	2108	.5	4.2	1016	3729	1.0	5.1	877	3218	.8	6.3
4-Book	1038	14626	1.0	4.6	696	9730	.7	5.8	602	2157	.6	4.4	1085	3903	1.1	5.6	911	3143	.9	6.6
KRCD-FM																				
WI '03	237	2116	.2	1.1	169	1403	.2	1.4	220	491	.2	1.7	288	698	.3	1.4	192	559	.2	1.4
4-Book	209	1961	.2	1.0	116	1135	.1	1.0	149	357	.2	1.1	204	538	.2	1.1	136	387	.1	1.0
KRCV-FM																				
WI '03	163	1373	.2	.7	57	665	.1	.5	56	184	.1	.4	111	287	.1	.6	89	219	.1	.6
4-Book	153	1358	.2	.7	88	866	.1	.8	106	291	.1	.8	152	379	.2	.8	108	268	.1	.8
KRLA-AM																				
WI '03	206	1960	.2	.9	27	468	.2	.3	37	133	.3	.3	35	112	.2	.2	49	115	.4	.4
4-Book	185	1901	.2	.8	33	552	.3	.3	32	113	.3	.3	48	160	.3	.3	46	139	.4	.4
KRLH-AM																				
WI '03	1	15																		
4-Book	1	35				8							1	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 - 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
KROQ-FM		972	13168	.9	4.3	491	7591	.5	4.1	407	1771	.4	3.1	905	3347	.9	4.5	701	2293	.7	5.0
WI '03		963	13019	.9	4.3	528	7978	.5	4.4	422	1664	.4	3.1	917	3491	.9	4.7	696	2430	.7	5.1
4-Book																					
KRTH-FM		736	10122	.7	3.3	357	5646	.3	3.0	345	1395	.3	2.6	667	2491	.6	3.4	464	1565	.4	3.3
WI '03		717	9847	.7	3.2	388	5836	.4	3.3	368	1452	.4	2.7	759	2521	.7	3.9	491	1581	.5	3.6
4-Book																					
KSCA-FM		922	6357	.9	4.1	364	3788	.3	3.0	933	1823	.9	7.1	513	1604	.5	2.6	490	1119	.5	3.5
WI '03		954	6425	.9	4.2	396	3836	.4	3.3	1158	2166	1.1	8.4	603	1721	.6	3.1	335	848	.4	2.4
4-Book																					
KSPN-AM		117	1595	.1	.5	30	599	.2	.2	38	158	.3	.3	52	220	.3	.3	27	140	.2	.2
WI '03		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KSSE-FM		346	4690	.3	1.5	235	3077	.2	2.0	175	622	.2	1.3	538	1488	.5	2.7	294	856	.3	2.1
WI '03		259	3702	.3	1.1	158	2295	.1	1.3	142	473	.2	1.0	329	956	.3	1.7	194	620	.2	1.4
4-Book																					
KSUR-AM		66	906	.1	.3	57	701	.1	.5	31	146	.2	.2	89	315	.1	.4	63	250	.1	.5
WI '03		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KTNQ-AM		126	1088	.1	.6	74	829	.1	.6	97	233	.1	.7	158	364	.2	.8	73	150	.1	.5
WI '03		114	1146	.1	.5	66	771	.1	.6	119	264	.1	.9	110	261	.1	.6	60	165	.1	.4
4-Book																					
KTWV-FM		632	6687	.6	2.8	338	4475	.3	2.8	306	1002	.3	2.3	611	1971	.6	3.1	400	1279	.4	2.9
WI '03		754	6999	.8	3.3	395	4623	.4	3.3	386	1267	.4	2.8	675	1973	.7	3.5	486	1403	.5	3.5
4-Book																					
KWIZ-FM		156	1694	.1	.7	98	1071	.1	.8	109	330	.1	.8	132	395	.1	.7	117	342	.1	.8
WI '03		195	1849	.2	.9	126	1266	.1	1.1	129	369	.1	.9	222	599	.2	1.2	149	385	.1	1.1
4-Book																					
KWKW-AM		126	943	.1	.6	42	448	.3	.3	59	191	.1	.5	100	210	.1	.5	27	102	.2	.2
WI '03		118	922	.1	.5	41	462	.3	.3	81	191	.1	.6	68	186	.1	.3	30	93	.2	.2
4-Book																					
KWVE-FM		133	1663	.1	.6	61	978	.1	.5	64	218	.1	.5	79	304	.1	.4	58	186	.1	.4
WI '03		130	1765	.1	.6	63	1073	.1	.5	66	242	.1	.5	80	326	.1	.4	66	210	.1	.5
4-Book																					
KXOL-FM		482	4638	.5	2.1	284	3140	.3	2.4	343	978	.3	2.6	623	1551	.6	3.1	278	769	.3	2.0
WI '03		511	4868	.5	2.3	299	3081	.3	2.5	361	912	.4	2.6	607	1488	.6	3.1	357	975	.4	2.6
4-Book																					
KYSR-FM		490	8772	.5	2.2	188	4251	.2	1.6	112	705	.1	.9	342	1452	.3	1.7	216	1157	.2	1.6
WI '03		549	8851	.5	2.5	219	4532	.2	1.9	177	878	.2	1.3	425	1752	.4	2.2	331	1324	.3	2.4
4-Book																					
+KZAB-FM		112	1131	.1	.5	71	741	.1	.6	65	175	.1	.5	90	251	.1	.5	87	211	.1	.6
KFSG-FM		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																					
KZLA-FM		504	5956	.5	2.2	275	3928	.3	2.3	274	1052	.3	2.1	494	1803	.5	2.5	368	1338	.4	2.7
WI '03		516	5791	.5	2.3	265	3728	.3	2.2	276	1063	.3	2.0	503	1755	.5	2.6	342	1233	.4	2.5
4-Book																					
KGGI-FM		74	2006	.1	.3	76	1455	.1	.6	42	224	.3	.3	123	538	.1	.6	94	388	.1	.7
WI '03		75	2021	.1	.3	70	1299	.1	.6	40	220	.3	.3	99	458	.1	.5	97	381	.1	.7
4-Book																					
TOTALS		22455	97297	21.6		12027	80628	11.6		13066	36746	12.6		19910	49745	19.1		13882	37095	13.3	
WI '03		22570	96208	21.9		11943	79749	11.6		13650	36659	13.3		19451	48940	18.9		13805	36654	13.4	
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

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																				
WI '03	156	489	.1	1.9	281	681	.3	3.1	221	735	.2	1.5	141	505	.1	1.3	121	413	.1	1.9
4-Book	134	433	.1	1.7	263	699	.3	2.9	223	713	.2	1.6	161	537	.2	1.5	111	390	.1	1.8
KBIG-FM																				
WI '03	310	1072	.3	3.8	170	577	.2	1.9	335	1302	.3	2.3	231	981	.2	2.1	76	424	.1	1.2
4-Book	282	991	.3	3.5	156	579	.2	1.7	341	1251	.3	2.4	199	773	.2	1.8	106	529	.1	1.7
KBLA-AM																				
WI '03	13	84	.2	.2	28	104	.3	.3	43	134	.3	.3	92	191	.1	.8	10	52	.2	.2
4-Book	25	97	.3	.3	30	81	.3	.3	49	142	.3	.3	82	178	.1	.8	19	66	.3	.3
KBUA-FM																				
WI '03	26	83	.3	.3	49	138	.5	.5	109	277	.1	.7	75	153	.1	.7	22	87	.3	.3
4-Book	43	130	.5	.5	41	109	.4	.4	83	203	.1	.6	49	126	.1	.5	23	83	.3	.3
KBUE-FM																				
WI '03	275	932	.3	3.4	273	739	.3	3.0	474	1305	.5	3.3	409	1091	.4	3.7	224	721	.2	3.6
4-Book	231	745	.3	2.9	250	657	.3	2.7	443	1184	.4	3.1	355	934	.4	3.3	194	577	.2	3.1
KCBS-FM																				
WI '03	154	740	.1	1.9	92	435	.1	1.0	340	1311	.3	2.3	277	1154	.3	2.5	101	432	.1	1.6
4-Book	148	715	.1	1.8	137	580	.2	1.5	316	1290	.3	2.2	275	1056	.3	2.5	125	520	.1	2.0
KDIS-AM																				
WI '03	38	185	.5	.5	41	164	.5	.5	114	420	.1	.8	58	191	.1	.5	30	151	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	51	218	.6	.6	24	121	.3	.3	72	287	.1	.5	36	170	.3	.3	18	43	.3	.3
4-Book	31	118	.4	.4	26	97	.3	.3	55	219	.1	.4	25	103	.2	.2	19	54	.3	.3
+KDLE-FM																				
KSSD-FM																				
WI '03	49	176	.6	.6	22	66	.2	.2	42	256	.3	.3	69	219	.1	.6	27	162	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	151	546	.1	1.9	248	790	.2	2.8	212	820	.2	1.5	203	605	.2	1.8	167	652	.2	2.7
4-Book	139	457	.1	1.7	294	919	.3	3.2	346	1085	.4	2.5	191	567	.2	1.7	167	564	.2	2.7
KFSH-FM																				
WI '03	53	226	.1	.7	138	782	.1	1.5	147	731	.1	1.0	86	460	.1	.8	33	172	.5	.5
4-Book	39	204	.5	.5	106	577	.1	1.2	115	611	.1	.8	90	394	.1	.8	39	219	.6	.6
KFWB-AM																				
WI '03	120	604	.1	1.5	320	1232	.3	3.6	246	1204	.2	1.7	193	779	.2	1.7	106	536	.1	1.7
4-Book	102	539	.1	1.3	291	1194	.3	3.2	208	1079	.2	1.5	156	722	.1	1.4	107	586	.1	1.7
KHHT-FM																				
WI '03	314	1023	.3	3.9	223	710	.2	2.5	298	1066	.3	2.0	331	1235	.3	3.0	623	1376	.6	9.9
4-Book	296	1008	.3	3.7	176	616	.2	1.9	321	1120	.3	2.3	310	1098	.3	2.9	474	1159	.5	7.5
KHJ -AM																				
WI '03	74	230	.1	.9	127	294	.1	1.4	112	270	.1	.8	126	298	.1	1.1	83	280	.1	1.3
4-Book	48	157	.1	.6	97	250	.1	1.1	122	297	.1	.9	76	199	.1	.7	36	129	.6	.6
KIIS-FM																				
WI '03	482	1873	.5	6.0	294	1114	.3	3.3	743	3019	.7	5.1	548	2015	.5	4.9	302	1235	.3	4.8
4-Book	477	1932	.5	6.0	354	1392	.4	3.9	675	2867	.6	4.8	512	2048	.5	4.7	292	1307	.3	4.6
KVVS-FM																				
WI '03	6	22	.1	.1	18	64	.2	.2	39	127	.3	.3	27	99	.2	.2	4	37	.1	.1
4-Book	18	79	.2	.2	16	58	.2	.2	32	125	.2	.2	20	78	.2	.2	9	46	.2	.2
KJLH-FM																				
WI '03	135	448	.1	1.7	259	836	.2	2.9	400	1242	.4	2.7	396	811	.4	3.5	77	250	.1	1.2
4-Book	142	439	.1	1.8	376	1040	.4	4.1	484	1329	.5	3.4	385	778	.4	3.5	122	380	.1	1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KKBT-FM																				
WI '03	416	1377	.4	5.2	204	829	.2	2.3	269	1327	.3	1.8	297	1158	.3	2.7	285	978	.3	4.5
4-Book	341	1280	.3	4.3	229	790	.2	2.5	337	1500	.4	2.4	322	1285	.3	3.0	260	1041	.3	4.1
KLAX-FM																				
WI '03	25	81	.3		95	391	.1	1.1	54	268	.1	.4	47	161		.4	16	85		.3
4-Book	29	102	.4		76	288	.1	.9	50	224	.1	.4	33	134		.3	35	125		.6
KLAC-AM																				
WI '03	66	242	.1	.8	51	150		.6	103	304	.1	.7	118	484	.1	1.1	73	302	.1	1.2
4-Book	88	317	.1	1.1	38	119		.4	101	416	.1	.7	194	659	.2	1.8	67	292	.1	1.1
KLAX-FM																				
WI '03	252	739	.2	3.1	301	911	.3	3.3	533	1459	.5	3.7	299	809	.3	2.7	140	520	.1	2.2
4-Book	254	722	.2	3.2	265	789	.3	2.9	509	1317	.5	3.6	316	869	.3	2.9	150	544	.2	2.4
KLCS-FM																				
WI '03	72	433	.1	.9	118	500	.1	1.3	336	1278	.3	2.3	306	988	.3	2.7	145	518	.1	2.3
4-Book	136	560	.1	1.7	112	418	.1	1.3	262	1056	.2	1.9	281	962	.3	2.6	120	500	.1	1.9
KLSX-FM																				
WI '03	49	256		.6	162	538	.2	1.8	239	743	.2	1.6	118	325	.1	1.1	33	157		.5
4-Book	30	154		.4	177	577	.2	2.0	204	672	.2	1.4	93	273	.1	.9	31	137		.5
KLTX-AM																				
WI '03	85	312	.1	1.1	152	354	.1	1.7	173	388	.2	1.2	87	222	.1	.8	47	200		.7
4-Book	73	237	.1	.9	135	344	.1	1.5	120	314	.1	.9	79	209	.1	.7	36	138		.6
KLVE-FM																				
WI '03	344	1201	.3	4.3	330	1119	.3	3.7	518	1524	.5	3.6	323	991	.3	2.9	214	803	.2	3.4
4-Book	348	1079	.3	4.3	338	1057	.4	3.7	529	1601	.5	3.8	301	852	.3	2.8	189	685	.2	3.0
KLYY-FM																				
WI '03	99	347	.1	1.2	48	174		.5	166	511	.2	1.1	127	307	.1	1.1	63	169	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZZ-FM																				
WI '03	163	703	.2	2.0	235	840	.2	2.6	322	1100	.3	2.2	324	908	.3	2.9	96	423	.1	1.5
4-Book	159	639	.2	2.0	180	662	.2	2.0	358	1087	.4	2.5	286	846	.3	2.6	140	510	.1	2.2
KNX -AM																				
WI '03	172	737	.2	2.1	245	956	.2	2.7	282	1275	.3	1.9	149	721	.1	1.3	169	802	.2	2.7
4-Book	196	841	.2	2.4	289	1087	.3	3.2	241	1018	.3	1.7	143	687	.1	1.3	191	872	.2	3.0
KOST-FM																				
WI '03	310	1133	.3	3.8	303	1180	.3	3.4	419	1581	.4	2.9	281	1041	.3	2.5	219	787	.2	3.5
4-Book	285	1127	.3	3.6	301	1116	.3	3.3	449	1620	.5	3.2	330	1106	.3	3.0	234	905	.2	3.8
KPWR-FM																				
WI '03	642	2530	.6	8.0	387	1493	.4	4.3	742	2798	.7	5.1	667	2556	.6	6.0	541	1822	.5	8.6
4-Book	662	2539	.6	8.3	385	1378	.4	4.2	719	2665	.7	5.1	667	2383	.7	6.1	492	1795	.5	7.8
KRCD-FM																				
WI '03	133	420	.1	1.6	129	327	.1	1.4	226	559	.2	1.6	99	279	.1	.9	56	206	.1	.9
4-Book	89	282	.1	1.1	71	227	.1	.8	133	370	.2	1.0	96	273	.1	.9	48	168	.1	.8
KRCV-FM																				
WI '03	36	120		.4	40	121		.4	62	202	.1	.4	58	117	.1	.5	9	26		.1
4-Book	55	182	.1	.7	60	162	.1	.7	113	282	.1	.8	77	181	.1	.7	35	108		.6
KRLA-AM																				
WI '03	6	13		.1	29	74		.3	17	73		.1	22	89		.2	25	90		.4
4-Book	20	68		.3	32	99		.3	20	88		.1	42	132		.4	26	106		.4
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Persons 12+

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

Target Listener Estimates

		Persons 12+																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM	WI '03	351	1545	.3	4.4	206	932	.2	2.3	543	2287	.5	3.7	464	1850	.4	4.1	311	1436	.3	4.9
	4-Book	418	1773	.4	5.2	255	1073	.3	2.8	551	2262	.6	3.9	524	2022	.5	4.8	395	1659	.4	6.3
KRTH-FM	WI '03	147	721	.1	1.8	304	1256	.3	3.4	511	1923	.5	3.5	320	1131	.3	2.9	96	525	.1	1.5
	4-Book	194	808	.2	2.4	244	959	.2	2.7	501	1789	.5	3.5	355	1268	.4	3.3	171	695	.2	2.7
KSCA-FM	WI '03	102	380	.1	1.3	314	718	.3	3.5	253	822	.2	1.7	353	788	.3	3.2	83	259	.1	1.3
	4-Book	127	403	.1	1.6	403	913	.4	4.4	328	950	.3	2.3	235	605	.2	2.2	87	300	.1	1.4
KSPN-AM	WI '03	23	59	.3	.3	43	135	.5	.5	28	115	.2	.2	22	125	.2	.2	9	59	.1	.1
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	111	427	.1	1.4	174	520	.2	1.9	331	1039	.3	2.3	146	495	.1	1.3	84	317	.1	1.3
	4-Book	86	347	.1	1.1	104	330	.1	1.2	220	688	.2	1.6	120	380	.1	1.1	56	247	.1	.9
KSUR-AM	WI '03	33	120	.4	.4	31	146	.3	.3	111	299	.1	.8	77	232	.1	.7	13	41	.2	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNO-AM	WI '03	23	92	.3	.3	17	72	.2	.2	117	306	.1	.8	62	152	.1	.6	36	83	.6	.6
	4-Book	34	119	.4	.4	35	99	.4	.4	85	236	.1	.6	46	121	.1	.4	37	106	.6	.6
KTWV-FM	WI '03	202	840	.2	2.5	220	753	.2	2.4	423	1395	.4	2.9	339	1105	.3	3.0	188	601	.2	3.0
	4-Book	239	923	.2	3.0	265	928	.3	2.9	523	1630	.5	3.7	386	1174	.4	3.5	188	675	.2	3.0
KVIZ-FM	WI '03	92	247	.1	1.1	42	164	.5	.5	109	318	.1	.7	110	332	.1	1.0	69	254	.1	1.1
	4-Book	98	326	.1	1.2	61	188	.1	.7	143	388	.2	1.0	133	360	.1	1.3	69	241	.1	1.1
KWKV-AM	WI '03	54	75	.1	.7	27	76	.3	.3	43	93	.3	.3	4	15	.4	.4	10	13	.2	.2
	4-Book	38	69	.5	.5	27	76	.3	.3	36	109	.2	.2	24	69	.2	.2	19	48	.3	.3
KWVE-FM	WI '03	25	92	.3	.3	74	289	.1	.8	109	407	.1	.7	50	223	.1	.4	27	126	.4	.4
	4-Book	34	119	.4	.4	86	350	.1	1.0	81	337	.1	.6	55	238	.1	.5	39	152	.1	.6
KXDL-FM	WI '03	151	518	.1	1.9	207	635	.2	2.3	302	999	.3	2.1	224	649	.2	2.0	124	535	.1	2.0
	4-Book	154	496	.1	1.9	223	641	.2	2.5	332	944	.4	2.4	237	674	.3	2.2	115	439	.1	1.9
KYSR-FM	WI '03	142	667	.1	1.8	101	497	.1	1.1	314	1438	.3	2.2	169	879	.2	1.5	80	473	.1	1.3
	4-Book	133	745	.1	1.7	102	554	.1	1.1	286	1371	.3	2.1	213	968	.2	2.0	78	479	.1	1.3
+KZAB-FM	KFSG-FM	48	177	.6	.6	56	202	.1	.6	104	317	.1	.7	84	237	.1	.8	35	134	.6	.6
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	153	705	.1	1.9	130	672	.1	1.4	408	1590	.4	2.8	293	986	.3	2.6	75	495	.1	1.2
	4-Book	144	627	.1	1.8	190	780	.2	2.1	344	1302	.4	2.5	229	861	.2	2.1	86	456	.1	1.4
KGGI-FM	WI '03	74	341	.1	.9	50	199	.6	.6	67	363	.1	.5	75	259	.1	.7	76	226	.1	1.2
	4-Book	78	304	.1	1.0	34	142	.4	.4	55	273	.1	.4	69	261	.1	.7	76	224	.1	1.2
TOTALS	WI '03	8067	25471	7.8		9014	27282	8.7		14557	40333	14.0		11199	30617	10.8		6298	20264	6.1	
	4-Book	8032	25347	7.8		9117	27005	8.9		14171	39166	13.8		10943	29390	10.6		6296	20525	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

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
KZLA-FM																				
WI '03	43	1072	.2	1.3	39	467	.2	1.0	60	419	.2	1.7	57	615	.2	1.3	26	447	.1	.9
FA '02	28	981	.1	.8	31	412	.1	.8	30	460	.1	.8	31	543	.1	.7	27	383	.1	1.0
SU '02	43	1188	.2	1.3	59	507	.2	1.6	47	622	.2	1.1	52	636	.2	1.3	37	430	.2	1.5
SP '02	40	1098	.2	1.3	43	498	.2	1.1	48	498	.2	1.5	62	569	.3	1.5	23	342	.1	.9
4-Book	39	1085	.2	1.2	43	471	.2	1.1	46	500	.2	1.3	51	591	.2	1.2	28	401	.1	1.1
WI '02	39	904	.2	1.3	57	579	.2	1.6	35	371	.1	1.1	52	551	.2	1.3	20	300	.1	.8
KGGI-FM																				
WI '03	45	1622	.2	1.3	40	550	.2	1.0	30	533	.1	.9	58	758	.2	1.3	45	636	.2	1.6
FA '02	36	1301	.1	1.1	38	525	.2	.9	25	439	.1	.7	49	728	.2	1.1	39	516	.2	1.4
SU '02	43	1685	.2	1.3	25	393	.1	.7	51	719	.2	1.2	55	772	.2	1.3	32	424	.1	1.3
SP '02	33	1379	.1	1.0	22	423	.1	.6	27	540	.1	.8	51	779	.2	1.3	37	565	.2	1.4
4-Book	39	1497	.2	1.2	31	473	.2	.8	33	558	.1	.9	53	759	.2	1.3	38	535	.2	1.4
WI '02	40	1498	.2	1.3	39	538	.2	1.1	32	485	.1	1.0	47	692	.2	1.1	51	550	.2	2.1
TOTALS																				
WI '03	3389	23365	13.8		4038	19337	16.5		3435	15825	14.0		4315	19430	17.6		2756	16205	11.2	
FA '02	3421	23505	13.9		4114	19036	16.8		3551	15433	14.5		4416	19668	18.0		2752	16151	11.2	
SU '02	3356	22671	14.1		3734	17475	15.7		4192	17999	17.7		4160	19017	17.5		2543	15919	10.7	
SP '02	3198	22608	13.5		3977	17924	16.8		3242	15381	13.7		4080	19101	17.2		2578	15504	10.9	
4-Book	3341	23037	13.8		3966	18443	16.5		3605	16160	15.0		4243	19304	17.6		2657	15945	11.0	
WI '02	3056	22577	12.9		3551	18251	15.0		3148	15158	13.3		4107	18925	17.3		2400	15280	10.1	

Target Listener Trends - Persons 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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																			
WI '03	9	129	.2	3	44	.1						6	30	.1					
4-Book	6	131	.2	3	42	.1		1	3			7	19	.2					
KBIG-FM																			
WI '03	82	1483	.3	41	871	.2	1.4	35	169	.1	1.5	84	241	.3	1.9	37	155	.2	1.0
4-Book	71	1447	.3	41	834	.2	1.5	23	98	.1	1.0	83	301	.4	2.0	59	211	.3	1.7
KBLA-AM																			
WI '03	20	235	.1	2	62	.1		1	12			8	23	.2		6	23		.2
4-Book	13	140	.1	3	53	.1		4	18		.2	7	17	.2		5	16		.2
KBUA-FM																			
WI '03	19	308	.1	13	203	.1	.4	23	65	.1	1.0	20	91	.1	.5	22	61	.1	.6
4-Book	33	331	.2	18	223	.1	.7	31	94	.2	1.3	32	94	.1	.8	28	78	.1	.8
KBUE-FM																			
WI '03	197	2152	.8	168	1407	.7	5.7	163	511	.7	6.8	246	596	1.0	5.7	224	494	.9	6.3
4-Book	202	1867	.8	148	1279	.6	5.3	154	434	.7	6.4	249	644	1.1	5.9	171	428	.7	4.9
KCBS-FM																			
WI '03	78	1223	.3	32	658	.1	1.1	12	110		.5	52	247	.2	1.2	46	255	.2	1.3
4-Book	62	1348	.3	40	835	.2	1.5	28	141	.1	1.2	54	255	.2	1.3	64	250	.3	1.9
KDIS-AM																			
WI '03	25	631	.1	31	377	.1	1.1	34	145	.1	1.4	41	165	.2	.9	24	103	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																			
KSSC-FM																			
WI '03	29	497	.1	29	401	.1	1.0	34	83	.1	1.4	43	190	.2	1.0	39	117	.2	1.1
4-Book	24	355	.1	20	286	.1	.7	28	66	.1	1.2	31	118	.1	.7	24	81	.1	.7
+KDLE-FM																			
KSSD-FM																			
WI '03	41	550	.2	26	368	.1	.9	18	98	.1	.8	58	161	.2	1.3	32	97	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	21	431	.1	16	217	.1	.5	10	42		.4	6	29		.1	23	51	.1	.6
4-Book	21	360	.1	10	183		.4	9	39		.4	9	41		.2	18	54	.1	.5
KFSH-FM																			
WI '03	22	420	.1	22	396	.1	.8	25	111	.1	1.0	29	119	.1	.7	28	87	.1	.8
4-Book	25	432	.1	18	340	.1	.6	17	64	.1	.7	27	115	.1	.7	24	91	.1	.7
KFWB-AM																			
WI '03	8	263	.2	1	66			3	21		.1	1	15						
4-Book	7	221	.2	2	70		.1	4	29		.2	2	10			3	12		.1
KHHT-FM																			
WI '03	149	2838	.6	153	2085	.6	5.2	102	359	.4	4.3	183	638	.7	4.2	157	476	.6	4.4
4-Book	157	2712	.7	145	1989	.6	5.2	89	315	.4	3.7	192	682	.8	4.6	145	487	.6	4.2
KHJ -AM																			
WI '03	7	200	.2	10	137		.3	15	60	.1	.6	15	35	.1	.3	3	11		.1
4-Book	14	226	.1	8	127		.3	10	33		.4	11	29	.1	.3	8	24		.3
KIIS-FM																			
WI '03	351	7019	1.4	298	4617	1.2	10.2	208	871	.8	8.7	417	1784	1.7	9.6	371	1217	1.5	10.4
4-Book	370	7128	1.5	296	4782	1.2	10.6	242	1016	1.0	10.2	433	1889	1.8	10.3	386	1360	1.6	11.2
KVVS-FM																			
WI '03	12	234	.3	13	176	.1	.4	7	20		.3	20	65	.1	.5	16	54	.1	.4
4-Book	17	319	.1	14	235	.1	.5	12	36	.1	.5	23	95	.1	.6	25	93	.1	.7
KJLH-FM																			
WI '03	32	578	.1	36	511	.1	1.2	19	89	.1	.8	50	164	.2	1.1	43	146	.2	1.2
4-Book	25	500	.1	37	458	.1	1.3	17	69	.1	.7	32	105	.1	.8	32	98	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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
KKBT-FM																				
WI '03	260	5494	1.1	6.7	211	3589	.9	7.2	147	557	.6	6.1	332	1413	1.4	7.6	253	907	1.0	7.1
4-Book	294	5582	1.2	7.5	208	3632	.9	7.5	177	634	.7	7.4	321	1384	1.3	7.6	257	949	1.1	7.4
KKLA-FM																				
WI '03	9	174		.2	4	52		.1	6	22		.3	2	22			5	13		.1
4-Book	5	121		.1	3	72		.1	5	21		.2	4	28		.1	2	7		.1
KLAC-AM																				
WI '03	1	61			1	44														
4-Book	3	97		.1	7	102		.2	1	3		.1	4	10		.1	6	20		.2
KLAX-FM																				
WI '03	153	1732	.6	3.9	125	1354	.5	4.3	153	413	.6	6.4	172	481	.7	4.0	129	289	.5	3.6
4-Book	143	1672	.6	3.7	108	1165	.5	3.9	104	294	.4	4.4	157	448	.7	3.8	141	333	.6	4.1
KLOS-FM																				
WI '03	51	1353	.2	1.3	37	720	.2	1.3	49	127	.2	2.0	63	248	.3	1.4	32	179	.1	.9
4-Book	64	1364	.3	1.6	42	767	.2	1.5	31	118	.1	1.3	61	255	.3	1.5	52	174	.2	1.5
KLSX-FM																				
WI '03	80	782	.3	2.1	18	264	.1	.6	7	29		.3	9	35		.2	23	65	.1	.6
4-Book	75	702	.3	1.9	13	234	.1	.5	10	34		.4	9	29		.2	14	48	.1	.4
KLTX-AM																				
WI '03	19	201	.1	.5	24	180	.1	.8	33	76	.1	1.4	36	106	.1	.8	17	52	.1	.5
4-Book	25	172	.1	.7	19	155	.1	.7	26	66	.1	1.1	30	78	.1	.7	18	52	.1	.5
KLVE-FM																				
WI '03	93	1615	.4	2.4	79	1065	.3	2.7	56	206	.2	2.3	97	316	.4	2.2	88	250	.4	2.5
4-Book	86	1454	.4	2.2	65	925	.3	2.3	62	195	.2	2.6	84	262	.4	2.0	74	218	.3	2.2
KLYY-FM																				
WI '03	34	556	.1	.9	29	374	.1	1.0	22	101	.1	.9	29	111	.1	.7	40	172	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	17	387	.1	.4	18	343	.1	.6	23	55	.1	1.0	12	50		.3	29	102	.1	.8
4-Book	19	402	.1	.5	15	281	.1	.5	12	41	.1	.6	18	69	.1	.5	17	72	.1	.5
KNX -AM																				
WI '03	14	396	.1	.4	6	146		.2	7	27		.3	4	40		.1	13	29	.1	.4
4-Book	8	309		.2	5	114		.2	3	19		.1	5	32		.1	6	20		.2
KOST-FM																				
WI '03	87	1538	.4	2.2	52	804	.2	1.8	48	198	.2	2.0	58	179	.2	1.3	54	156	.2	1.5
4-Book	77	1461	.4	2.0	56	900	.2	2.0	55	199	.2	2.3	72	218	.3	1.7	52	201	.2	1.5
KPWR-FM																				
WI '03	622	9101	2.5	16.0	466	6319	1.9	15.9	366	1366	1.5	15.3	684	2435	2.8	15.7	593	2203	2.4	16.6
4-Book	620	9104	2.6	15.9	449	6326	1.9	16.1	367	1350	1.5	15.4	676	2535	2.8	16.0	584	2006	2.4	16.3
KRCD-FM																				
WI '03	21	342	.1	.5	16	166	.1	.5	14	46	.1	.6	26	51	.1	.6	16	46	.1	.4
4-Book	16	266	.1	.4	9	115		.3	10	29	.1	.4	16	53	.1	.4	12	38	.1	.3
KRCV-FM																				
WI '03	8	109		.2	4	75		.1					9	33		.2	3	13		.1
4-Book	10	155		.2	8	80		.3	7	16		.3	13	34		.3	5	16		.2
KRLA-AM																				
WI '03	2	65		.1		10							1	10						
4-Book	4	74		.1	2	24		.1	2	10		.1	5	13		.1	2	6		.1
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Persons 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM WI '03 4-Book	4	9		.2	2 1	16 6		.1 .1	6 3	14 12		.2 .1	1 7	5 2	14 7		.2 .1			
KBIG-FM WI '03 4-Book	39 30	157 150	.2 .1	1.4 1.2	21 24	101 96	.1 .1	1.2 1.4	51 47	225 184	.2 .2	1.5 1.5	38 32	172 117	.2 .2	1.3 1.2	14 25	111 134	.1 .1	.6 1.2
KBLA-AM WI '03 4-Book					2	3			1 4	12 15			3 6	14 20		.1 .2				
KBUA-FM WI '03 4-Book	6 13	27 44		.2 .5	14 11	52 36	.1 .1	.8 .7	16 20	64 61	.1 .1	.5 .7	4 8	25 43		.1 .3	3 6	14 27		.1 .3
KBUE-FM WI '03 4-Book	130 104	404 305	.5 .4	4.8 4.1	112 92	238 213	.5 .4	6.4 5.4	199 165	531 467	.8 .7	6.0 5.4	178 147	438 377	.7 .6	6.3 5.5	95 93	298 263	.4 .4	4.3 4.5
KCBS-FM WI '03 4-Book	27 35	122 172	.1 .2	1.0 1.4	4 19	45 98		.2 1.1	27 40	118 210	.1 .2	.8 1.3	59 46	186 164	.2 .2	2.1 1.8	28 36	105 149	.1 .2	1.3 1.8
KDIS-AM WI '03 4-Book	23 **	113 **	.1 **	.9 **	26 **	68 **	.1 **	1.5 **	56 **	151 **	.2 **	1.7 **	25 **	103 **	.1 **	.9 **	18 **	73 **	.1 **	.8 **
+KDL-D-FM KSSC-FM WI '03 4-Book	34 18	115 62	.1 .1	1.3 .7	16 13	80 48	.1 .1	.9 .8	32 22	119 85	.1 .1	1.0 .7	10 8	36 27		.4 .3	18 10	43 29	.1 .1	.8 .5
+KDLE-FM KSSD-FM WI '03 4-Book	26 **	98 **	.1 **	1.0 **	5 **	12 **		.3 **	17 **	100 **	.1 **	.5 **	31 **	101 **	.1 **	1.1 **	14 **	90 **	.1 **	.6 **
KFI -AM WI '03 4-Book	26 11	89 42	.1 .	1.0 .4	5 7	13 32		.3 .4	8 10	57 58		.2 .3	10 4	29 20		.4 .2	38 13	99 32	.2 .1	1.7 .6
KFSH-FM WI '03 4-Book	27 13	80 48	.1 .1	1.0 .5	28 21	150 130	.1 .1	1.6 1.2	20 14	127 91	.1 .1	.6 .5	10 17	89 85		.4 .7	7 8	35 45		.3 .4
KFWB-AM WI '03 4-Book					2	10			6 4	45 24		.2 .2	2 2	13 7		.1 .1				
KHHT-FM WI '03 4-Book	164 139	615 505	.7 .6	6.1 5.5	55 63	225 215	.2 .3	3.1 3.7	104 110	409 413	.4 .5	3.1 3.6	129 130	487 474	.5 .5	4.5 4.9	296 260	665 616	1.2 1.1	13.3 12.4
KHJ -AM WI '03 4-Book	7 10	25 38		.3 .4	15 5	20 11	.1 .1	.9 .3	14 12	30 35	.1 .1	.4 .4					8 4	24 13		.4 .2
KIIS-FM WI '03 4-Book	303 302	1175 1255	1.2 1.3	11.3 11.9	165 159	591 648	.7 .7	9.4 9.3	392 343	1598 1460	1.6 1.4	11.7 11.2	293 294	1058 1114	1.2 1.3	10.3 11.1	207 190	860 858	.8 .8	9.3 9.1
KVVS-FM WI '03 4-Book		7 36		.3	14 10	49 31	.1 .1	.8 .6	24 16	88 64	.1 .1	.7 .5	19 12	58 50	.1 .1	.7 .4	3 6	21 36		.1 .3
KJLH-FM WI '03 4-Book	21 14	100 62	.1 .1	.8 .5	30 50	147 160	.1 .2	1.7 3.0	51 81	186 212	.2 .3	1.5 2.7	52 52	132 108	.2 .2	1.8 2.0	25 20	88 70	.1 .1	1.1 1.0

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

Target Listener Estimates

	Persons 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
KKBT-FM																				
WI '03	286	953	1.2	10.6	115	460	.5	6.6	152	812	.6	4.6	187	780	.8	6.6	189	661	.8	8.5
4-Book	239	889	1.0	9.4	110	399	.5	6.5	180	878	.7	6.0	199	836	.9	7.5	168	701	.7	8.0
KKLA-FM																				
WI '03	1	9			6	30		.3	5	39		.1	6	12		.2		9		
4-Book	4	17		.2	3	15		.2	5	22		.1	3	17		.1	1	11		.1
KLAC-AM																				
WI '03									3	24		.1	2	20		.1				
4-Book	3	15		.1	1	4		.1	11	29		.4	21	54		.8	7	34		.3
KLAX-FM																				
WI '03	54	216	.2	2.0	158	412	.6	9.0	188	517	.8	5.6	107	310	.4	3.8	53	207	.2	2.4
4-Book	89	250	.4	3.6	93	258	.4	5.4	133	371	.6	4.3	95	267	.4	3.6	52	174	.2	2.5
KLDS-FM																				
WI '03	12	66		.4	21	60		1.2	40	117		1.2	64	229		2.3	18	82		.8
4-Book	34	141		1.4	29	89		1.7	42	182		1.4	55	201		2.1	28	118		1.4
KLSX-FM																				
WI '03	8	37		.3	27	91		1.5	45	139		1.3	18	68		.6	7	35		.3
4-Book	5	30		.2	24	76		1.4	25	80		.8	10	38		.4	7	38		.3
KLTX-AM																				
WI '03	28	97	.1	1.0	22	70	.1	1.3	25	62	.1	.7	23	63	.1	.8	9	52		.4
4-Book	16	65	.1	.6	18	58	.1	1.0	23	58	.1	.8	18	51	.1	.7	5	31		.2
KLVE-FM																				
WI '03	87	284	.4	3.2	62	218	.3	3.5	105	327	.4	3.1	61	229	.2	2.1	63	269	.3	2.8
4-Book	79	242	.4	3.1	47	154	.2	2.8	76	243	.3	2.4	51	162	.2	1.9	43	169	.2	2.0
KLYY-FM																				
WI '03	28	116	.1	1.0	11	59		.6	59	190	.2	1.8	36	123	.1	1.3	7	34		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	24	85	.1	.9	14	56	.1	.8	8	40		.2	10	21		.4	21	114	.1	.9
4-Book	16	71	.1	.6	10	40	.1	.6	18	67	.1	.6	14	38	.1	.6	10	50	.1	.4
KNX -AM																				
WI '03					2	14		.1	14	52	.1	.4	3	27		.1	5	26		.2
4-Book	4	18		.2	2	10		.1	10	31	.1	.3	2	21		.1	6	29		.3
KOST-FM																				
WI '03	69	191	.3	2.6	31	133	.1	1.8	63	193	.3	1.9	28	87	.1	1.0	58	178	.2	2.6
4-Book	62	232	.3	2.4	35	134	.2	2.1	69	218	.3	2.3	43	131	.2	1.6	52	204	.2	2.5
KPWR-FM																				
WI '03	482	1826	2.0	17.9	230	888	.9	13.1	505	1857	2.1	15.1	460	1699	1.9	16.2	367	1285	1.5	16.5
4-Book	445	1761	1.9	17.5	250	883	1.0	14.7	474	1774	2.0	15.5	433	1570	1.8	16.2	347	1283	1.4	16.6
KRCD-FM																				
WI '03	19	73	.1	.7	19	47	.1	1.1	12	34		.4	8	25		.3	10	25		.4
4-Book	8	30		.3	6	17		.4	10	29		.3	3	12		.1	4	12		.2
KRCV-FM																				
WI '03	6	20		.2					9	32		.3	2	10		.1				
4-Book	5	18		.2	5	16		.3	12	24		.4	7	15		.3	6	18		.3
KRLA-AM																				
WI '03																				
4-Book	3	7		.1					3	3		.1					2	6		.1
KRLH-AM																				
WI '03																				
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																			
		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
KROQ-FM	WI '03	256	1046	1.0	9.5	119	508	.5	6.8	301	1255	1.2	9.0	273	924	1.1	9.6	220	914	.9	9.9
	4-Book	274	1116	1.1	10.9	152	585	.6	8.9	313	1239	1.3	10.3	303	1086	1.2	11.4	266	1029	1.1	12.9
KRTH-FM	WI '03	34	132	.1	1.3	35	173	.1	2.0	38	248	.2	1.1	54	131	.2	1.9	17	77	.1	.8
	4-Book	54	200	.2	2.2	41	156	.2	2.4	49	252	.2	1.6	54	219	.2	2.0	43	161	.2	2.1
KSCA-FM	WI '03	11	54	.4	.4	37	100	.2	2.1	41	172	.2	1.2	78	199	.3	2.7	6	36	.3	.3
	4-Book	23	80	.1	.9	57	147	.3	3.3	49	175	.2	1.6	48	137	.2	1.8	18	76	.1	.9
KSPN-AM	WI '03	1	13	**	**	**	**	**	**	8	24	.2	.2	5	11	.2	.2	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	45	152	.2	1.7	54	167	.2	3.1	96	314	.4	2.9	75	228	.3	2.6	35	181	.1	1.6
	4-Book	35	120	.1	1.4	29	100	.1	1.7	64	199	.3	2.1	53	153	.2	2.0	22	100	.1	1.0
KSUR-AM	WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03					1	11	.1	.1	14	39	.1	.4	1	14	.1	.4				
	4-Book	2	9	.1	.1	1	6	.1	.1	5	13	.1	.1	2	8	.1	.1	1	3		
KTWV-FM	WI '03	27	77	.1	1.0	17	25	.1	1.0	16	87	.1	.5	15	84	.1	.5	30	64	.1	1.3
	4-Book	24	81	.1	1.0	13	29	.1	.8	22	80	.1	.8	15	69	.1	.5	16	57	.1	.7
KWIZ-FM	WI '03	32	99	.1	1.2	12	35	.7	.7	37	91	.2	1.1	21	67	.1	.7	19	79	.1	.9
	4-Book	25	98	.1	1.0	16	55	.1	.9	46	125	.2	1.5	37	95	.2	1.4	18	63	.1	.9
KWKW-AM	WI '03									1	12										
	4-Book					3	3			3	12	.1	.1	1	5						
KWVE-FM	WI '03	12	41	.4	.4	4	15	.2	.2	17	50	.1	.5					1	12		
	4-Book	13	36	.5	.5	11	46	.1	.7	10	40	.1	.3	3	16	.1	.1	3	20		.2
KXOL-FM	WI '03	26	91	.1	1.0	35	114	.1	2.0	62	221	.3	1.9	57	166	.2	2.0	38	190	.2	1.7
	4-Book	38	131	.2	1.5	48	117	.2	2.8	66	181	.3	2.2	44	129	.2	1.6	31	123	.2	1.5
KYSR-FM	WI '03	44	196	.2	1.6	30	128	.1	1.7	88	389	.4	2.6	48	248	.2	1.7	26	199	.1	1.2
	4-Book	39	219	.2	1.6	28	142	.1	1.6	66	313	.3	2.1	50	229	.2	1.9	24	146	.1	1.1
+KZAB-FM	WI '03	14	64	.1	.5	9	39	.5	.5	4	49	.1	.1	14	57	.1	.5	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	44	148	.2	1.6	16	86	.1	.9	49	210	.2	1.5	35	138	.1	1.2	14	79	.1	.6
	4-Book	28	141	.1	1.1	21	100	.1	1.2	39	196	.2	1.3	23	103	.1	.9	15	106	.1	.7
KGGI-FM	WI '03	62	271	.3	2.3	35	112	.1	2.0	52	254	.2	1.6	50	179	.2	1.8	57	138	.2	2.6
	4-Book	55	212	.2	2.1	20	77	.1	1.2	31	163	.1	1.0	43	165	.2	1.7	49	138	.2	2.4
TOTALS	WI '03	2690	7928	11.0		1755	5341	7.2		3338	9116	13.6		2842	7827	11.6		2229	6766	9.1	
	4-Book	2540	7734	10.5		1706	5238	7.1		3050	8684	12.7		2665	7323	11.1		2090	6391	8.7	

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

Target Listener 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	
KZLA-FM																						
WI '03		79	1958	.2	1.4	101	1035	.3	1.3	101	849	.3	1.3	102	1184	.3	1.4	38	665	.1	1.2	
FA '02		59	1343	.2	1.0	74	555	.2	.9	103	798	.3	1.2	79	773	.2	1.1	23	378	.1	.7	
SU '02		89	1722	.3	1.6	119	911	.4	1.6	122	1023	.4	1.5	133	1118	.4	1.9	44	584	.1	1.4	
SP '02		88	1791	.3	1.6	114	880	.3	1.4	150	1019	.5	1.9	133	1104	.4	2.0	26	558	.1	.8	
4-Book		79	1704	.3	1.4	102	845	.3	1.3	119	922	.4	1.5	112	1045	.3	1.6	33	546	.1	1.0	
WI '02		95	1611	.3	1.8	137	905	.4	1.8	126	870	.4	1.7	122	1036	.4	1.9	32	426	.1	1.2	
KGGI-FM																						
WI '03		35	1394	.1	.6	43	421	.1	.5	35	581	.1	.4	46	645	.1	.6	20	398	.1	.6	
FA '02		26	1174	.1	.4	31	399	.1	.4	29	504	.1	.3	36	692	.1	.5	24	384	.1	.8	
SU '02		43	1564	.1	.8	38	438	.1	.5	53	693	.2	.7	49	719	.1	.7	21	384	.1	.7	
SP '02		29	1179	.1	.5	21	354	.1	.3	37	491	.1	.5	38	602	.1	.6	20	390	.1	.6	
4-Book		33	1328	.1	.6	33	403	.1	.4	39	567	.1	.5	42	665	.1	.6	21	389	.1	.7	
WI '02		31	1389	.1	.6	32	399	.1	.4	31	507	.1	.4	34	635	.1	.5	28	426	.1	1.0	
TOTALS																						
WI '03		5709	32593	16.9		7928	27928	23.4		7820	25916	23.1		7088	27963	21.0		3206	20102	9.5		
FA '02		5899	32916	17.4		8233	28402	24.3		8413	26612	24.9		7092	27990	21.0		3101	20486	9.2		
SU '02		5565	31853	16.8		7579	26856	22.9		8068	26152	24.4		6828	26896	20.7		3077	19470	9.3		
SP '02		5649	31920	17.1		8039	26920	24.3		7919	25948	24.0		6733	27307	20.4		3149	19824	9.5		
4-Book		5706	32321	17.1		7945	27527	23.7		8055	26157	24.1		6935	27539	20.8		3133	19971	9.4		
WI '02		5362	31821	16.2		7671	27437	23.2		7538	25080	22.8		6584	26945	19.9		2743	18730	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

Target Listener Estimates - Persons 18-34

		Persons 18-34																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM	WI '03	36	531	.1	.5	3	91		.1	1	20							1	10			
	4-Book	40	484	.1	.5	8	138		.2	5	29		.1	19	58	.1	.3	8	33		.2	
KBIG-FM	WI '03	255	3282	.8	3.3	105	1883	.3	2.6	83	372	.2	2.2	172	543	.5	2.6	135	417	.4	2.8	
	4-Book	243	3041	.7	3.2	99	1681	.3	2.5	79	278	.3	2.0	182	587	.6	2.8	129	457	.4	2.7	
KBLA-AM	WI '03	103	680	.3	1.4	22	220	.1	.6	33	87	.1	.9	48	97	.1	.7	41	85	.1	.8	
	4-Book	84	621	.3	1.1	22	232	.1	.6	21	56	.1	.5	45	96	.1	.7	33	81	.1	.7	
KBUA-FM	WI '03	64	565	.2	.8	37	368	.1	.9	59	127	.2	1.5	62	166	.2	.9	49	154	.1	1.0	
	4-Book	60	496	.2	.8	35	312	.1	.9	43	112	.2	1.1	54	140	.2	.8	59	147	.2	1.2	
KBUE-FM	WI '03	321	2954	.9	4.2	206	1866	.6	5.2	220	585	.7	5.7	315	790	.9	4.8	238	643	.7	4.9	
	4-Book	313	2651	.9	4.1	197	1719	.6	5.0	239	557	.8	5.9	331	815	1.0	5.0	236	604	.7	4.9	
KCBS-FM	WI '03	165	2542	.5	2.2	76	1395	.2	1.9	42	229	.1	1.1	132	541	.4	2.0	116	500	.3	2.4	
	4-Book	148	2510	.5	1.9	70	1344	.2	1.8	51	261	.2	1.3	113	468	.4	1.7	101	379	.3	2.1	
KDIS-AM	WI '03	16	401		.2	7	148		.2	12	65		.3	13	41		.2	6	30		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM	WI '03	53	830	.2	.7	42	565	.1	1.1	35	113	.1	.9	66	207	.2	1.0	99	171	.3	2.0	
	4-Book	43	605	.2	.6	28	406	.1	.7	38	92	.1	1.0	47	158	.2	.7	42	101	.2	.9	
+KDLE-FM	WI '03	51	752	.2	.7	39	514	.1	1.0	26	134	.1	.7	69	226	.2	1.1	45	138	.1	.9	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM	WI '03	83	1080	.2	1.1	32	422	.1	.8	49	155	.1	1.3	34	100	.1	.5	43	140	.1	.9	
	4-Book	86	986	.3	1.1	20	347	.1	.5	36	117	.1	.9	26	98	.1	.4	15	62		.3	
KFSH-FM	WI '03	47	553	.1	.6	34	533	.1	.9	30	122	.1	.8	36	102	.1	.5	38	143	.1	.8	
	4-Book	45	576	.1	.6	29	447	.1	.8	26	89	.1	.7	40	144	.1	.6	34	132	.1	.7	
KFWB-AM	WI '03	33	734	.1	.4	11	248		.3	21	80	.1	.5	15	92		.2	4	28		.1	
	4-Book	38	859	.1	.5	13	305		.4	24	100	.1	.6	13	89		.2	14	66		.3	
KHHT-FM	WI '03	231	3442	.7	3.0	186	2335	.5	4.7	112	395	.3	2.9	246	863	.7	3.8	170	555	.5	3.5	
	4-Book	250	3416	.8	3.3	161	2130	.5	4.1	104	361	.3	2.6	214	763	.6	3.3	175	601	.5	3.7	
KHJ -AM	WI '03	71	658	.2	.9	36	362	.1	.9	47	115	.1	1.2	70	107	.2	1.1	38	93	.1	.8	
	4-Book	53	602	.2	.7	24	259	.1	.6	31	67	.1	.8	40	80	.1	.6	35	86	.1	.7	
KIIS-FM	WI '03	381	6538	1.1	5.0	213	3703	.6	5.3	175	781	.5	4.6	403	1375	1.2	6.1	226	845	.7	4.7	
	4-Book	386	6674	1.2	5.0	224	4028	.7	5.7	209	861	.6	5.2	393	1596	1.2	5.9	270	1110	.8	5.7	
KVVS-FM	WI '03	8	134		.1	6	69		.2	3	22		.1	25	34		.4	1	11		.4	
	4-Book	13	214		.2	9	147		.2	8	49		.2	20	67		.3	19	57		.4	
KJLH-FM	WI '03	72	982	.2	.9	55	751	.2	1.4	25	105	.1	.7	72	258	.2	1.1	42	139	.1	.9	
	4-Book	73	984	.2	.9	66	761	.2	1.7	40	143	.2	1.0	69	202	.2	1.0	61	206	.2	1.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KKBT-FM																				
WI '03	286	4590	.8	3.7	157	2629	.5	3.9	111	486	.3	2.9	297	996	.9	4.5	197	704	.6	4.1
4-Book	333	4907	1.0	4.3	166	2900	.5	4.2	139	494	.4	3.4	306	1182	.9	4.6	202	767	.6	4.2
KLAC-AM																				
WI '03	5	256		.1	8	159		.2					6	20		.1	6	11		.1
4-Book	13	333		.2	12	229		.3	1	3			11	35	.1	.2	9	27		.2
KLAX-FM																				
WI '03	349	3390	1.0	4.6	241	2346	.7	6.0	283	805	.8	7.4	369	965	1.1	5.6	298	707	.9	6.1
4-Book	329	3105	1.0	4.3	213	2060	.6	5.4	223	620	.7	5.5	339	861	1.0	5.1	265	672	.8	5.6
KLOS-FM																				
WI '03	139	2461	.4	1.8	75	1405	.2	1.9	63	199	.2	1.6	188	603	.6	2.9	99	418	.3	2.0
4-Book	149	2570	.5	1.9	78	1444	.2	2.0	59	248	.2	1.5	144	549	.5	2.2	112	381	.3	2.4
KLSX-FM																				
WI '03	307	2469	.9	4.0	47	518	.1	1.2	6	30		.2	53	119	.2	.8	69	164	.2	1.4
4-Book	306	2489	.9	4.0	33	521	.1	.8	19	75	.1	.5	36	103	.1	.6	43	136	.1	.9
KLTX-AM																				
WI '03	66	312	.2	.9	48	264	.1	1.2	64	156	.2	1.7	64	141	.2	1.0	50	94	.1	1.0
4-Book	68	326	.2	.9	45	265	.1	1.1	63	145	.2	1.6	81	153	.3	1.3	52	105	.2	1.1
KLVE-FM																				
WI '03	296	3673	.9	3.9	176	2182	.5	4.4	154	493	.5	4.0	269	801	.8	4.1	202	583	.6	4.2
4-Book	287	3387	.9	3.7	162	2005	.5	4.1	172	501	.5	4.2	284	738	.9	4.3	156	458	.5	3.3
KLYY-FM																				
WI '03	96	1056	.3	1.3	61	692	.2	1.5	63	201	.2	1.6	98	280	.3	1.5	73	233	.2	1.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	34	668	.1	.4	20	442	.1	.5	8	17		.2	28	116	.1	.4	39	160	.1	.8
4-Book	38	706	.1	.5	23	478	.1	.6	16	56	.1	.4	32	142	.1	.5	30	128	.1	.6
KNX -AM																				
WI '03	51	1077	.2	.7	14	361		.4	22	117	.1	.6	8	46		.1	19	42	.1	.4
4-Book	47	946	.2	.6	15	386		.4	16	80	.1	.4	21	86	.1	.3	18	54	.1	.4
KOST-FM																				
WI '03	221	2698	.7	2.9	88	1501	.3	2.2	106	314	.3	2.8	106	385	.3	1.6	67	259	.2	1.4
4-Book	229	2922	.7	3.0	115	1750	.4	2.9	128	412	.4	3.2	174	566	.5	2.6	128	467	.4	2.7
KPWR-FM																				
WI '03	609	8022	1.8	8.0	349	5237	1.0	8.8	260	1092	.8	6.8	517	1833	1.5	7.9	458	1731	1.4	9.4
4-Book	637	8229	1.9	8.3	384	5327	1.1	9.8	330	1154	1.0	8.2	613	2154	1.8	9.3	531	1791	1.6	11.1
KRCB-FM																				
WI '03	58	791	.2	.8	44	487	.1	1.1	49	101	.1	1.3	62	186	.2	.9	65	159	.2	1.3
4-Book	54	660	.2	.7	24	305	.1	.6	35	80	.1	.9	45	139	.2	.7	28	81	.1	.6
KRCV-FM																				
WI '03	25	341	.1	.3	6	93		.2	5	14		.1	13	55		.2	9	24		.2
4-Book	36	403	.1	.5	19	191	.1	.5	24	66	.1	.6	34	93	.1	.5	14	36	.1	.3
KRLA-AM																				
WI '03	11	125		.1	2	45		.1	4	14		.1	1	10			4	14		.1
4-Book	15	123	.1	.2	1	34		.1	1	4			2	10			2	6		.1
KRLH-AM																				
WI '03																				
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																				
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	
KROQ-FM																				
WI '03	615	7657	1.8	8.1	257	4087	.8	6.5	201	900	.6	5.3	512	1868	1.5	7.8	407	1225	1.2	8.4
4-Book	574	7236	1.7	7.5	283	4341	.9	7.2	208	841	.6	5.2	528	1970	1.6	8.0	394	1368	1.2	8.2
KRTH-FM																				
WI '03	117	2376	.3	1.5	66	1097	.2	1.7	51	234	.2	1.3	111	408	.3	1.7	75	242	.2	1.5
4-Book	140	2182	.4	1.8	64	1109	.2	1.6	55	233	.2	1.4	122	438	.4	1.9	89	286	.3	1.9
KSCA-FM																				
WI '03	413	3289	1.2	5.4	171	1987	.5	4.3	453	892	1.3	11.8	302	917	.9	4.6	229	522	.7	4.7
4-Book	442	3120	1.3	5.8	172	1770	.5	4.4	515	954	1.6	12.7	286	821	.9	4.4	145	350	.5	3.0
KSPN-AM																				
WI '03	29	390	.1	.4	8	124	.2	.2	7	44	.2	.2	9	48	.1	.1	9	50	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	221	2822	.7	2.9	145	1782	.4	3.6	121	420	.4	3.2	330	880	1.0	5.0	176	484	.5	3.6
4-Book	175	2266	.5	2.3	101	1402	.3	2.6	93	303	.3	2.3	206	574	.6	3.1	118	377	.4	2.5
KSUR-AM																				
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNO-AM																				
WI '03	17	206	.1	.2	10	109	.3	.3	29	39	.1	.8	6	28	.1	.1	11	15	.2	.2
4-Book	26	319	.1	.3	14	161	.1	.4	29	55	.1	.7	17	43	.1	.3	17	41	.1	.3
KTWV-FM																				
WI '03	92	990	.3	1.2	43	721	.1	1.1	41	100	.1	1.1	66	225	.2	1.0	63	169	.2	1.3
4-Book	108	1074	.3	1.4	54	732	.2	1.4	49	169	.2	1.2	97	268	.3	1.5	75	191	.2	1.6
KWIZ-FM																				
WI '03	103	1080	.3	1.4	59	624	.2	1.5	63	156	.2	1.6	74	214	.2	1.1	82	241	.2	1.7
4-Book	121	1087	.4	1.6	80	748	.3	2.1	78	199	.3	1.9	148	377	.5	2.3	94	236	.3	2.0
KVKW-AM																				
WI '03	35	225	.1	.5	4	71	.1	.1	10	28	.3	.3								
4-Book	30	215	.1	.4	6	83	.2	.2	16	32	.1	.4	5	23	.1	.1	3	11	.1	.1
KVVE-FM																				
WI '03	23	446	.1	.3	10	239	.3	.3					12	75	.2	.2	12	50	.2	.2
4-Book	27	442	.1	.4	15	282	.4	.4	14	48	.1	.3	20	102	.1	.3	9	45	.2	.2
KXOL-FM																				
WI '03	244	2260	.7	3.2	130	1516	.4	3.3	175	521	.5	4.6	276	643	.8	4.2	120	332	.4	2.5
4-Book	265	2345	.8	3.5	154	1462	.5	3.9	203	482	.6	5.0	303	670	.9	4.6	182	454	.6	3.8
KYSR-FM																				
WI '03	267	4700	.8	3.5	97	2253	.3	2.4	66	448	.2	1.7	168	804	.5	2.6	117	666	.3	2.4
4-Book	283	4574	.8	3.7	108	2387	.3	2.8	86	482	.3	2.2	201	869	.6	3.1	167	696	.5	3.5
+KZAB-FM																				
KFSG-FM																				
WI '03	60	578	.2	.8	37	420	.1	.9	39	108	.1	1.0	39	118	.1	.6	52	108	.2	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																				
WI '03	101	1662	.3	1.3	69	1051	.2	1.7	43	166	.1	1.1	103	390	.3	1.6	87	400	.3	1.8
4-Book	112	1481	.4	1.5	53	893	.2	1.3	41	178	.1	1.0	100	396	.3	1.5	68	309	.2	1.4
KGGI-FM																				
WI '03	41	1082	.1	.5	34	656	.1	.9	24	109	.1	.6	45	231	.1	.7	30	156	.1	.6
4-Book	38	1025	.1	.5	32	644	.1	.8	19	94	.1	.5	45	238	.1	.7	34	163	.1	.7
TOTALS																				
WI '03	7628	32052	22.5		3984	26389	11.8		3828	10979	11.3		6554	15809	19.4		4851	12422	14.3	
4-Book	7677	31733	23.0		3933	26058	11.8		4046	10783	12.1		6598	16108	19.8		4782	12343	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

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																			
WI '03																			
4-Book																			
3	10	.1		9	53	.4		3	15	.1		1	15			5	14	.2	
3	10	.1		9	37	.4		7	35	.2		4	25	.1		6	22	.3	
KBIG-FM																			
WI '03																			
4-Book																			
138	493	.4	4.5	50	172	.1	2.0	122	462	.4	2.6	80	326	.2	2.2	46	242	.1	1.8
108	383	.4	3.6	53	211	.2	2.2	114	417	.4	2.5	68	262	.2	1.9	48	257	.2	2.1
KBLA-AM																			
WI '03																			
4-Book																			
3	17	.1		4	17	.2		7	41	.2		40	68	.1	1.1	4	12	.2	
7	19	.2		9	25	.4		19	60	.1	.4	39	73	.1	1.1	5	18	.2	
KBUA-FM																			
WI '03																			
4-Book																			
8	40	.3		23	84	.1	.9	62	159	.2	1.3	25	80	.1	.7	9	47	.4	
23	71	.1	.8	19	56	.1	.8	48	123	.2	1.0	25	79	.1	.7	10	44	.5	
KBUE-FM																			
WI '03																			
4-Book																			
146	450	.4	4.7	154	359	.5	6.1	229	637	.7	5.0	231	604	.7	6.2	116	336	.3	4.7
117	366	.3	3.9	135	297	.4	5.4	229	589	.7	5.1	189	470	.6	5.3	99	275	.3	4.3
KCBS-FM																			
WI '03																			
4-Book																			
51	176	.2	1.6	24	156	.1	.9	97	356	.3	2.1	92	405	.3	2.5	44	126	.1	1.8
43	177	.1	1.4	28	154	.1	1.1	86	386	.3	1.9	84	343	.3	2.4	44	169	.1	2.0
KDIS-AM																			
WI '03																			
4-Book																			
3	18	.1		**	**	**	**	15	54	.3		5	31	.1		3	16	.1	
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDL-D-FM																			
KSSC-FM																			
WI '03																			
4-Book																			
29	153	.1	.9	13	60	.5		58	192	.2	1.3	16	95	.4		16	31	.6	
21	83	.1	.7	12	45	.5		38	137	.1	.9	14	66	.4		13	34	.6	
+KDLE-FM																			
KSSD-FM																			
WI '03																			
4-Book																			
37	132	.1	1.2	22	66	.1	.9	37	228	.1	.8	48	142	.1	1.3	24	135	.1	1.0
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03																			
4-Book																			
26	61	.1	.8	19	46	.1	.7	11	56	.2		27	76	.1	.7	50	116	.1	2.0
14	50	.5		16	54	.1	.7	17	68	.1	.4	13	35	.4		21	67	.1	.9
KFSH-FM																			
WI '03																			
4-Book																			
26	73	.1	.8	42	209	.1	1.7	65	274	.2	1.4	19	145	.1	.5	13	52	.5	
18	79	.1	.6	33	181	.1	1.4	43	224	.1	.9	26	126	.1	.7	16	83	.1	.7
KFWB-AM																			
WI '03																			
4-Book																			
4	26	.1		21	73	.1	.8	16	76	.3		13	28	.4		2	16	.1	
				15	73	.1	.6	17	92	.4		15	53	.5		5	37	.2	
KHHT-FM																			
WI '03																			
4-Book																			
153	509	.5	4.9	135	427	.4	5.3	165	491	.5	3.6	152	568	.4	4.1	322	719	1.0	12.9
148	533	.5	4.9	81	263	.2	3.2	138	471	.4	3.1	147	513	.4	4.1	250	577	.8	10.8
KHJ -AM																			
WI '03																			
4-Book																			
24	53	.1	.8	34	73	.1	1.3	26	65	.1	.6	28	68	.1	.8	19	67	.1	.8
14	42	.1	.5	19	43	.1	.8	32	73	.1	.7	15	36	.5		8	29	.4	
KIIS-FM																			
WI '03																			
4-Book																			
187	770	.6	6.0	125	417	.4	4.9	272	1302	.8	5.9	155	631	.5	4.2	128	559	.4	5.1
198	831	.6	6.6	140	532	.4	5.8	255	1203	.8	5.7	194	794	.6	5.5	115	560	.4	5.0
KVVS-FM																			
WI '03																			
4-Book																			
6	22	.2						12	47	.3						4	9	.2	
7	32	.2						10	41	.2		4	15	.1					
KJLH-FM																			
WI '03																			
4-Book																			
49	157	.1	1.6	33	148	.1	1.3	96	325	.3	2.1	82	205	.2	2.2	30	119	.1	1.2
47	161	.1	1.6	78	245	.3	3.2	114	321	.3	2.5	80	165	.2	2.3	41	128	.1	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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		
KKBT-FM																					
WI '03	193	655	.6	6.2	74	354	.2	2.9	91	496	.3	2.0	136	494	.4	3.7	138	451	.4	5.5	
4-Book	155	615	.5	5.1	82	295	.2	3.4	145	663	.4	3.2	143	583	.4	4.0	136	522	.4	6.0	
KLAX-FM																					
WI '03	3	23		.1	7	34		.3	8	47		.2	7	25		.2		9			
4-Book	4	22		.1	5	24		.2	10	45		.3	5	33		.1	10	36		.5	
KLAC-AM																					
WI '03	12	29		.4					15	45		.3	20	89		.1	.5	7	55		.3
4-Book	10	38		.4	3	7		.1	16	59		.4	44	129		.1	1.3	7	49		.3
KLAX-FM																					
WI '03	187	537	.6	6.0	198	549	.6	7.8	294	822	.9	6.4	209	550	.6	5.6	97	318	.3	3.9	
4-Book	171	455	.5	5.7	140	414	.4	5.7	276	719	.8	6.1	199	514	.6	5.6	84	279	.3	3.7	
KLOS-FM																					
WI '03	33	184	.1	1.1	19	100	.1	.7	82	345	.2	1.8	74	274	.2	2.0	36	154	.1	1.4	
4-Book	58	236	.2	2.0	39	134	.1	1.6	75	336	.2	1.7	85	328	.3	2.4	47	217	.1	2.0	
KLSX-FM																					
WI '03	19	72	.1	.6	41	136	.1	1.6	114	276	.3	2.5	57	115	.2	1.5	16	66		.6	
4-Book	9	47		.3	54	173	.2	2.2	72	200	.2	1.6	30	77	.1	.8	7	32		.3	
KLTX-AM																					
WI '03	21	104	.1	.7	54	132	.2	2.1	63	123	.2	1.4	47	82	.1	1.3	23	83	.1	.9	
4-Book	23	70	.1	.8	41	109	.1	1.7	54	132	.2	1.2	34	74	.1	1.0	11	42		.5	
KLVE-FM																					
WI '03	183	615	.5	5.9	111	371	.3	4.4	223	652	.7	4.8	126	404	.4	3.4	121	456	.4	4.9	
4-Book	170	532	.5	5.7	97	322	.3	3.9	195	610	.6	4.3	103	319	.3	2.9	94	328	.3	4.1	
KLYY-FM																					
WI '03	55	170	.2	1.8	32	98	.1	1.3	80	222	.2	1.7	46	120	.1	1.2	35	97	.1	1.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																					
WI '03	20	79	.1	.6	14	60		.6	13	59		.3	17	80	.1	.5	20	130	.1	.8	
4-Book	18	93	.1	.6	15	71	.1	.6	27	106	.1	.6	27	91	.1	.8	21	90	.1	.9	
KNX -AM																					
WI '03	11	75		.4	14	55		.6	18	108	.1	.4	9	53		.2	11	64		.4	
4-Book	15	67		.5	9	34		.4	17	99	.1	.4	16	90	.1	.4	11	80		.5	
KOST-FM																					
WI '03	112	347	.3	3.6	74	280	.2	2.9	89	398	.3	1.9	60	259	.2	1.6	82	292	.2	3.3	
4-Book	112	433	.3	3.7	69	263	.2	2.8	125	445	.4	2.8	88	290	.3	2.5	84	342	.2	3.7	
KPWR-FM																					
WI '03	342	1306	1.0	11.0	220	808	.7	8.6	351	1344	1.0	7.6	339	1205	1.0	9.1	285	921	.8	11.5	
4-Book	362	1366	1.1	12.0	217	710	.7	8.8	398	1436	1.2	8.8	352	1199	1.1	9.8	249	914	.7	10.8	
KRCD-FM																					
WI '03	48	165	.1	1.6	40	78	.1	1.6	46	162	.1	1.0	26	103	.1	.7	19	64	.1	.8	
4-Book	20	79		.7	14	34		.6	24	86	.1	.5	13	55		.4	11	42		.5	
KRCV-FM																					
WI '03	4	10		.1									17	36	.1	.5	3	11		.1	
4-Book	10	28		.3	11	30		.5	29	67	.1	.7	18	44	.1	.5	9	31		.4	
KRLA-AM																					
WI '03					4	14		.2					5	20		.1	2	20		.1	
4-Book	1	5			1	4		.1					1	5			3	13		.1	
KRLH-AM																					
WI '03																					
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																				
		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	
KROQ-FM	WI '03	177	837	.5	5.7	81	427	.2	3.2	312	1285	.9	6.8	213	942	.6	5.7	129	665	.4	5.2	
	4-Book	216	968	.6	7.2	132	551	.4	5.4	305	1219	.9	6.8	279	1112	.8	7.8	179	816	.6	7.9	
KRTH-FM	WI '03	32	130	.1	1.0	44	174	.1	1.7	100	340	.3	2.2	90	210	.3	2.4	25	110	.1	1.0	
	4-Book	34	142	.1	1.1	36	128	.1	1.5	66	259	.2	1.5	65	229	.2	1.8	43	141	.1	1.9	
KSCA-FM	WI '03	32	134	.1	1.0	129	323	.4	5.1	85	310	.3	1.8	165	403	.5	4.5	29	90	.1	1.2	
	4-Book	45	162	.2	1.5	156	363	.5	6.4	134	419	.4	3.0	101	269	.3	2.8	38	128	.1	1.7	
KSPN-AM	WI '03	20	45	.1	.6	3	13	.1	.1	8	24	.2	.2					4	13	.2	.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	78	267	.2	2.5	111	316	.3	4.4	209	622	.6	4.5	64	216	.2	1.7	48	202	.1	1.9	
	4-Book	62	226	.2	2.1	77	229	.2	3.1	144	434	.4	3.2	66	195	.2	1.8	35	145	.1	1.5	
KSUR-AM	WI '03																					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KTNQ-AM	WI '03	1	15							19	54	.1	.4	13	15		.4					
	4-Book	7	30		.2	7	19		.3	15	38	.1	.3	14	31		.4		10	24	.4	
KTWV-FM	WI '03	23	85	.1	.7	22	57	.1	.9	47	204	.1	1.0	38	167	.1	1.0	46	125	.1	1.8	
	4-Book	34	121	.1	1.1	29	119	.1	1.2	72	235	.2	1.6	46	164	.1	1.3	31	118	.1	1.3	
KWIZ-FM	WI '03	57	161	.2	1.8	24	92	.1	.9	61	126	.2	1.3	71	228	.2	1.9	38	162	.1	1.5	
	4-Book	65	210	.2	2.2	32	101	.1	1.3	88	221	.3	2.0	87	224	.3	2.5	37	138	.1	1.6	
KWKW-AM	WI '03	18	30	.1	.6	7	14		.3	1	12											
	4-Book	10	18		.3	4	7		.2	6	26		.1	4	16		.1	3	8		.2	
KWVE-FM	WI '03	3	27		.1	14	56		.6	28	92	.1	.6	6	35		.2					
	4-Book	11	44		.4	25	88	.1	1.1	19	71	.1	.4	12	49		.3	9	39		.4	
KXDL-FM	WI '03	76	249	.2	2.5	98	300	.3	3.9	137	432	.4	3.0	94	304	.3	2.5	59	267	.2	2.4	
	4-Book	79	236	.2	2.6	115	309	.4	4.7	179	455	.5	4.0	106	288	.3	2.9	62	236	.2	2.8	
KYSR-FM	WI '03	104	478	.3	3.4	43	216	.1	1.7	131	665	.4	2.8	82	401	.2	2.2	46	281	.1	1.8	
	4-Book	82	435	.2	2.7	45	262	.1	1.9	130	651	.4	2.9	101	500	.3	2.9	44	285	.1	1.9	
+KZAB-FM	KFSG-FM																					
	WI '03	20	69	.1	.6	28	87	.1	1.1	48	155	.1	1.0	59	141	.2	1.6	14	78	.6	.6	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KZLA-FM	WI '03	60	192	.2	1.9	34	215	.1	1.3	121	436	.4	2.6	76	242	.2	2.1	19	80	.1	.8	
	4-Book	36	168	.1	1.2	33	173	.1	1.3	74	300	.3	1.6	44	165	.2	1.3	21	120	.1	.9	
KGGI-FM	WI '03	25	108	.1	.8	25	121	.1	1.0	24	139	.1	.5	47	125	.1	1.3	50	141	.1	2.0	
	4-Book	38	147	.1	1.2	15	75	.1	.6	24	121	.1	.5	35	136	.1	1.0	43	116	.1	1.9	
TOTALS	WI '03	3096	9287	9.2		2544	7534	7.5		4605	12709	13.6		3706	10134	11.0		2489	7573	7.4		
	4-Book	3017	9235	9.1		2458	7176	7.4		4518	12288	13.5		3576	9470	10.7		2295	7249	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

Target Listener Trends - Persons 18-49

		Persons 18-49																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																						
WI '03		217	4242	.3	2.0	270	2264	.4	1.7	324	2073	.5	2.1	293	2643	.5	2.2	82	1205	.1	1.6	
FA '02		183	3274	.3	1.7	253	1659	.4	1.6	279	1807	.4	1.8	251	1931	.4	1.9	71	988	.1	1.4	
SU '02		222	3934	.4	2.1	309	2159	.5	2.1	309	2308	.5	2.0	308	2483	.5	2.4	82	1148	.1	1.6	
SP '02		218	4103	.4	2.1	337	2313	.5	2.1	323	2300	.5	2.2	293	2549	.5	2.3	68	1122	.1	1.4	
4-Book		210	3888	.4	2.0	292	2099	.5	1.9	309	2122	.5	2.0	286	2402	.5	2.2	76	1116	.1	1.5	
WI '02		187	3423	.3	1.8	273	1834	.4	1.8	249	1814	.4	1.7	262	2246	.4	2.1	60	989	.1	1.3	
KGFI-FM																						
WI '03		41	1708	.1	.4	55	499	.1	.4	40	654	.1	.3	53	778	.1	.4	22	467		.4	
FA '02		35	1514	.1	.3	38	510	.1	.2	36	601	.1	.2	52	844	.1	.4	30	449		.6	
SU '02		52	2008	.1	.5	55	649	.1	.4	64	831	.1	.4	60	880	.1	.5	27	466		.5	
SP '02		41	1591	.1	.4	32	499	.1	.2	51	644	.1	.3	54	780	.1	.4	27	483		.5	
4-Book		42	1705	.1	.4	45	539	.1	.3	48	683	.1	.3	55	821	.1	.4	27	466		.5	
WI '02		40	1795	.1	.4	51	590	.1	.3	47	683	.1	.3	41	779	.1	.3	28	439		.6	
TOTALS																						
WI '03		10738	60140	17.2		15680	52739	25.1		15226	47946	24.4		13601	51976	21.8		5115	34099	8.2		
FA '02		10973	60327	17.6		16268	52975	26.1		15825	48392	25.4		13275	51342	21.3		5141	34474	8.2		
SU '02		10398	59103	16.9		15016	50764	24.5		15100	47812	24.6		12793	49721	20.8		5144	33701	8.4		
SP '02		10412	59278	17.0		15698	51304	25.6		14789	47355	24.1		12584	50376	20.5		4970	33327	8.1		
4-Book		10630	59712	17.2		15666	51946	25.3		15235	47876	24.6		13063	50854	21.1		5093	33900	8.2		
WI '02		10124	59088	16.5		15000	51429	24.4		14389	46165	23.4		12712	49866	20.7		4625	32303	7.5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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																			
WI '03	223	2015	.4	1.5	30	562	.4	30	141	.4	52	170	.1	22	105	.3	30	105	.3
4-Book	169	1735	.3	1.1	34	575	.5	43	154	.5	61	211	.1	32	120	.4	32	120	.4
KBIG-FM																			
WI '03	506	5906	.8	3.4	202	3352	.3	166	665	.3	367	1233	.6	246	842	.4	246	842	.4
4-Book	499	5650	.8	3.4	198	3174	.3	148	533	.3	344	1153	.6	257	907	.4	257	907	.4
KBLA-AM																			
WI '03	177	1309	.3	1.2	42	484	.1	68	155	.1	81	170	.1	73	159	.1	73	159	.1
4-Book	163	1254	.3	1.1	40	482	.1	44	123	.1	71	171	.1	63	165	.1	63	165	.1
KBUA-FM																			
WI '03	78	725	.1	.5	49	472	.1	73	170	.1	63	179	.1	57	170	.1	57	170	.1
4-Book	88	692	.1	.6	49	431	.1	65	158	.1	70	177	.1	74	190	.1	74	190	.1
KBUE-FM																			
WI '03	454	4135	.7	3.1	287	2664	.5	308	866	.5	436	1118	.7	364	1018	.6	364	1018	.6
4-Book	439	3839	.7	3.0	274	2485	.5	324	795	.5	453	1154	.7	332	878	.5	332	878	.5
KCBS-FM																			
WI '03	476	5947	.8	3.2	209	3525	.3	188	739	.3	392	1377	.6	322	1340	.5	322	1340	.5
4-Book	433	6127	.7	3.0	202	3432	.3	191	783	.3	359	1365	.6	295	1137	.5	295	1137	.5
KDIS-AM																			
WI '03	41	1052	.1	.3	29	601	.4	37	216	.1	55	248	.1	42	145	.1	42	145	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																			
KSSC-FM																			
WI '03	61	1105	.1	.4	50	714	.1	37	127	.1	83	287	.1	111	233	.2	111	233	.2
4-Book	55	827	.1	.4	35	542	.1	46	129	.1	58	216	.1	50	129	.1	50	129	.1
+KDLE-FM																			
KSSD-FM																			
WI '03	92	1065	.1	.6	51	670	.1	28	151	.4	100	329	.2	86	228	.1	86	228	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	426	3874	.7	2.9	91	1352	.1	220	603	.4	128	492	.2	69	284	.1	69	284	.1
4-Book	377	3573	.6	2.6	92	1347	.1	194	573	.3	131	466	.2	58	218	.1	58	218	.1
KFSH-FM																			
WI '03	117	1537	.2	.8	79	1164	.1	89	320	.1	145	452	.2	79	301	.1	79	301	.1
4-Book	112	1395	.2	.8	69	1029	.1	78	282	.1	112	413	.2	87	330	.1	87	330	.1
KFWB-AM																			
WI '03	166	3147	.3	1.1	52	1462	.1	110	505	.2	94	464	.2	45	205	.1	45	205	.1
4-Book	145	3040	.2	1.0	48	1283	.1	92	416	.1	65	365	.1	57	289	.1	57	289	.1
KHHT-FM																			
WI '03	409	5050	.7	2.8	267	3369	.4	173	589	.3	367	1277	.6	266	838	.4	266	838	.4
4-Book	421	5261	.7	2.9	254	3257	.4	183	627	.3	368	1248	.6	292	941	.5	292	941	.5
KHJ -AM																			
WI '03	174	1360	.3	1.2	86	759	.1	121	264	.2	138	235	.2	141	260	.2	141	260	.2
4-Book	137	1239	.2	1.0	60	589	.1	84	201	.1	100	213	.2	93	195	.1	93	195	.1
KIIS-FM																			
WI '03	567	9231	.9	3.8	335	5482	.5	287	1282	.5	609	2222	1.0	387	1370	.6	387	1370	.6
4-Book	584	9830	1.0	4.0	339	6070	.5	323	1322	.6	606	2499	1.0	411	1662	.7	411	1662	.7
KVVS-FM																			
WI '03	14	242	.1		8	138	.1	3	22		26	44	.2	3	27		3	27	
4-Book	26	373	.2		14	223	.2	11	53		28	113	.2	27	84	.1	27	84	.1
KJLH-FM																			
WI '03	183	2056	.3	1.2	151	1772	.2	119	332	.2	221	719	.4	151	413	.2	151	413	.2
4-Book	189	2026	.3	1.3	172	1661	.3	129	368	.2	206	572	.4	165	464	.3	165	464	.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																			
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
KKBT-FM WI '03 472 6568 .8 3.2 220 3544 .4 3.1 216 773 .3 2.8 440 1355 .7 3.6 270 939 .4 3.2 4-Book 537 6840 .9 3.7 231 3797 .4 3.3 248 770 .4 3.1 435 1558 .7 3.7 285 1054 .5 3.4																			
KKLA-FM WI '03 83 1048 .1 .6 22 297 .3 .3 47 131 .1 .6 25 75 .2 .2 30 75 .4 .4 4-Book 77 1002 .1 .5 19 335 .3 .3 27 87 .1 .4 15 78 .1 .1 19 69 .3 .3																			
KLAC-AM WI '03 27 711 .1 .2 15 367 .2 .2 6 24 .1 .1 7 31 .1 .1 20 63 .2 .2 4-Book 50 1056 .1 .4 29 594 .4 .4 11 33 .2 .2 23 87 .2 .2 26 90 .3 .3																			
KLAX-FM WI '03 506 5001 .8 3.4 316 3295 .5 4.4 348 1016 .6 4.6 525 1441 .8 4.2 362 936 .6 4.2 4-Book 488 4654 .8 3.3 307 3028 .5 4.3 336 913 .6 4.2 515 1308 .8 4.3 360 944 .6 4.3																			
KLOS-FM WI '03 468 6064 .8 3.1 192 3232 .3 2.7 158 556 .3 2.1 436 1417 .7 3.5 228 865 .4 2.7 4-Book 452 5889 .8 3.1 186 3062 .3 2.6 165 592 .3 2.1 359 1245 .6 3.0 258 851 .4 3.1																			
KLSX-FM WI '03 596 4870 1.0 4.0 90 1299 .1 1.3 43 206 .1 .6 94 332 .2 .8 132 342 .2 1.5 4-Book 579 4740 .9 3.9 76 1284 .1 1.1 58 226 .1 .8 75 298 .1 .7 87 278 .1 1.0																			
KLTX-AM WI '03 147 683 .2 1.0 97 561 .2 1.4 172 367 .3 2.3 146 299 .2 1.2 79 179 .1 .9 4-Book 133 653 .2 .9 83 522 .2 1.2 139 318 .2 1.8 135 264 .2 1.1 92 207 .2 1.1																			
KLVE-FM WI '03 568 6325 .9 3.8 327 4005 .5 4.6 397 1145 .6 5.2 594 1701 1.0 4.8 332 1078 .5 3.9 4-Book 558 6100 .9 3.8 300 3703 .5 4.2 378 1064 .6 4.8 537 1460 .9 4.5 267 835 .4 3.2																			
KLYY-FM WI '03 138 1515 .2 .9 84 1051 .1 1.2 98 279 .2 1.3 137 373 .2 1.1 87 296 .1 1.0 4-Book ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** **																			
KMZT-FM WI '03 126 1843 .2 .8 67 1080 .1 .9 70 270 .1 .9 93 414 .1 .8 96 384 .2 1.1 4-Book 123 1747 .2 .8 67 1036 .1 1.0 60 219 .1 .7 100 370 .1 .9 70 276 .2 .8																			
KNX-AM WI '03 203 3695 .3 1.4 74 1693 .1 1.0 139 590 .2 1.8 87 500 .1 .7 78 365 .1 .9 4-Book 182 3361 .3 1.3 57 1390 .1 .8 94 396 .2 1.2 74 374 .1 .6 53 242 .1 .6																			
KOST-FM WI '03 516 5792 .8 3.5 195 3042 .3 2.7 208 709 .3 2.7 281 988 .5 2.3 179 696 .3 2.1 4-Book 523 5927 .8 3.6 226 3408 .4 3.2 253 843 .4 3.2 379 1249 .7 3.2 253 880 .4 3.0																			
KPWR-FM WI '03 717 9776 1.1 4.8 424 6451 .7 5.9 345 1365 .6 4.5 628 2238 1.0 5.1 538 2032 .9 6.3 4-Book 740 9798 1.2 5.0 449 6303 .7 6.3 394 1384 .7 5.0 707 2515 1.1 5.9 609 2094 1.0 7.2																			
KRCB-FM WI '03 161 1590 .3 1.1 118 998 .2 1.6 149 297 .2 2.0 180 417 .3 1.5 127 375 .2 1.5 4-Book 138 1358 .2 .9 74 750 .1 1.1 101 230 .2 1.3 130 340 .2 1.1 84 243 .1 1.0																			
KRCV-FM WI '03 97 896 .2 .7 25 338 .1 .3 39 108 .1 .5 45 125 .1 .4 27 97 .3 .3 4-Book 107 906 .2 .8 56 524 .1 .8 70 180 .1 .9 90 216 .2 .8 59 154 .1 .7																			
KRLA-AM WI '03 104 788 .2 .7 7 124 .1 .1 6 33 .1 .1 20 58 .2 .2 4 14 .1 .1 4-Book 64 607 .1 .5 9 148 .1 .1 4 19 .1 .1 17 49 .2 .2 13 44 .1 .1																			
KRLH-AM WI '03 1 15 .1 .1 1 15 .1 .1 1 15 .1 .1 1 15 .1 .1 1 15 .1 .1 4-Book 1 8 .1 .1 1 5 .1 .1 1 5 .1 .1 1 5 .1 .1 1 5 .1 .1																			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	785	10001	1.3	5.3	326	5422	.5	4.5	277	1220	.4	3.6	699	2520	1.1	5.6	481	1572	.8	5.6	
	4-Book	771	9772	1.3	5.3	362	5750	.6	5.1	292	1183	.5	3.7	682	2614	1.1	5.6	488	1742	.8	5.7	
KRTH-FM	WI '03	384	5662	.6	2.6	179	2837	.3	2.5	139	566	.2	1.8	317	1210	.5	2.6	241	714	.4	2.8	
	4-Book	385	5331	.6	2.6	181	2839	.3	2.6	156	621	.3	2.0	367	1207	.6	3.1	245	773	.4	2.9	
KSCA-FM	WI '03	767	5291	1.2	5.2	284	3080	.5	4.0	787	1489	1.3	10.3	437	1339	.7	3.5	379	886	.6	4.4	
	4-Book	775	5197	1.3	5.3	309	3046	.5	4.3	925	1719	1.5	11.7	490	1384	.8	4.1	264	655	.4	3.1	
KSPN-AM	WI '03	78	1058	.1	.5	17	363	.2	.2	9	75	.1	.1	29	135	.2	.2	21	112	.2	.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	306	3852	.5	2.1	188	2322	.3	2.6	151	519	.2	2.0	460	1230	.7	3.7	246	678	.4	2.9	
	4-Book	231	3066	.4	1.6	133	1832	.2	1.9	123	398	.2	1.6	282	795	.5	2.3	162	503	.3	1.9	
KSUR-AM	WI '03	2	67	.1	.1	4	67	.1	.1	5	19	.1	.1	3	15	.1	.1	10	30	.1	.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	81	683	.1	.5	48	484	.1	.7	71	162	.1	.9	83	198	.1	.7	39	68	.1	.5	
	4-Book	73	757	.1	.5	41	458	.1	.6	73	172	.1	.9	63	146	.1	.5	36	93	.1	.5	
KTWV-FM	WI '03	326	3703	.5	2.2	170	2545	.3	2.4	146	481	.2	1.9	301	1073	.5	2.4	183	551	.3	2.1	
	4-Book	379	3729	.6	2.6	194	2459	.3	2.7	178	597	.3	2.2	332	1000	.6	2.7	235	667	.4	2.8	
KWIZ-FM	WI '03	135	1427	.2	.9	84	895	.1	1.2	82	248	.1	1.1	114	335	.2	.9	107	317	.2	1.3	
	4-Book	176	1579	.3	1.2	111	1071	.2	1.6	109	308	.2	1.4	201	517	.3	1.7	130	336	.2	1.6	
KVKW-AM	WI '03	84	628	.1	.6	24	308	.3	.3	44	136	.1	.6	53	116	.1	.4	17	45	.2	.2	
	4-Book	73	570	.1	.5	20	266	.3	.3	45	107	.1	.6	37	102	.1	.3	15	47	.2	.2	
KWVE-FM	WI '03	78	1059	.1	.5	24	529	.3	.3	20	81	.3	.3	33	157	.1	.3	24	107	.3	.3	
	4-Book	78	1104	.1	.5	31	619	.1	.4	36	139	.1	.5	37	174	.1	.3	30	105	.4	.4	
KXQL-FM	WI '03	389	3347	.6	2.6	226	2425	.4	3.1	279	792	.4	3.7	517	1220	.8	4.2	209	546	.3	2.4	
	4-Book	418	3697	.7	2.8	235	2321	.4	3.3	288	706	.5	3.7	460	1086	.8	3.8	279	703	.4	3.3	
KYSR-FM	WI '03	414	7310	.7	2.8	148	3463	.2	2.1	86	557	.1	1.1	274	1239	.4	2.2	178	991	.3	2.1	
	4-Book	486	7461	.8	3.3	185	3782	.3	2.6	147	755	.2	1.9	363	1479	.6	3.0	285	1131	.5	3.4	
+KZAB-FM	WI '03	96	904	.2	.6	62	610	.1	.9	62	164	.1	.8	76	212	.1	.6	79	191	.1	.9	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	298	3669	.5	2.0	166	2409	.3	2.3	146	615	.2	1.9	275	998	.4	2.2	239	912	.4	2.8	
	4-Book	297	3415	.5	2.0	147	2164	.3	2.1	140	573	.2	1.8	273	999	.5	2.3	202	764	.3	2.4	
KGGI-FM	WI '03	49	1294	.1	.3	41	838	.1	.6	24	109	.3	.3	64	284	.1	.5	37	183	.1	.4	
	4-Book	49	1314	.1	.3	41	807	.1	.6	24	123	.3	.3	62	283	.1	.5	49	213	.1	.6	
TOTALS	WI '03	14865	59335	23.8		7177	48822	11.5		7640	21511	12.3		12391	30371	19.9		8546	22583	13.7		
	4-Book	14699	58770	23.7		7122	47993	11.5		7903	21188	12.8		12024	29795	19.4		8479	22265	13.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 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																			
WI '03	24	83	.5	47	163	.1	1.0	27	158	.3	.3	23	111	.4	.4	19	93	.5	.5
4-Book	13	62	.3	42	139	.1	.9	36	160	.1	.4	27	120	.1	.4	19	81	.5	.5
KBIG-FM																			
WI '03	260	896	.4	94	314	.2	1.9	231	870	.4	2.7	168	730	.3	2.6	57	321	.1	1.5
4-Book	240	796	.4	96	395	.2	2.0	245	875	.4	2.9	142	574	.2	2.2	82	410	.2	2.2
KBLA-AM																			
WI '03	8	45	.2	13	44	.3	.3	26	82	.3	.3	71	136	.1	1.1	10	52	.3	.3
4-Book	16	64	.4	15	42	.3	.3	37	110	.1	.4	66	145	.1	1.0	11	50	.3	.3
KBUA-FM																			
WI '03	26	83	.5	38	113	.1	.8	83	202	.1	1.0	36	95	.1	.6	16	61	.4	.4
4-Book	35	107	.7	31	80	.1	.6	65	159	.1	.8	36	100	.1	.6	19	66	.5	.5
KBUE-FM																			
WI '03	193	652	.3	198	501	.3	4.1	336	927	.5	4.0	305	796	.5	4.7	164	477	.3	4.4
4-Book	172	565	.3	183	457	.3	3.7	331	866	.5	4.0	258	680	.4	4.0	139	399	.3	3.8
KCBS-FM																			
WI '03	122	590	.2	75	383	.1	1.5	272	1105	.4	3.2	224	971	.4	3.4	74	283	.1	2.0
4-Book	114	545	.2	104	435	.2	2.1	245	1027	.4	2.9	210	818	.4	3.3	94	380	.2	2.5
KDIS-AM																			
WI '03	11	62	.2	11	72	.2	.2	43	209	.1	.5	23	76	.4	.4	11	79	.3	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																			
KSSC-FM																			
WI '03	38	185	.1	19	88	.4	.4	66	252	.1	.8	31	158	.5	.5	16	31	.4	.4
4-Book	25	97	.5	16	67	.3	.3	48	188	.1	.6	21	95	.3	.3	16	43	.4	.4
+KDLE-FM																			
KSSD-FM																			
WI '03	47	162	.1	22	66	.5	.5	42	256	.1	.5	59	181	.1	.9	24	135	.6	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	44	147	.1	83	212	.1	1.7	77	305	.1	.9	58	165	.1	.9	63	209	.1	1.7
4-Book	56	166	.1	83	260	.1	1.7	109	345	.2	1.3	60	171	.1	.9	51	179	.1	1.4
KFSH-FM																			
WI '03	34	130	.1	96	536	.2	2.0	120	547	.2	1.4	52	297	.1	.8	19	108	.5	.5
4-Book	30	158	.1	77	417	.2	1.6	89	455	.2	1.1	62	271	.1	1.0	26	147	.7	.7
KFVB-AM																			
WI '03	13	119	.3	63	321	.1	1.3	61	358	.1	.7	24	124	.4	.4	16	128	.4	.4
4-Book	18	124	.4	46	281	.1	1.0	57	332	.1	.7	40	192	.1	.6	17	119	.4	.4
KHHT-FM																			
WI '03	220	691	.4	173	556	.3	3.5	228	737	.4	2.7	226	849	.4	3.5	436	936	.7	11.6
4-Book	220	733	.4	127	424	.2	2.6	232	793	.4	2.8	227	783	.4	3.6	343	808	.6	9.3
KHJ -AM																			
WI '03	45	151	.1	70	157	.1	1.4	55	138	.1	.6	88	188	.1	1.3	42	179	.1	1.1
4-Book	29	92	.1	48	128	.1	1.0	65	162	.1	.7	42	100	.1	.6	20	80	.1	.5
KIIS-FM																			
WI '03	280	1090	.4	177	631	.3	3.6	447	1964	.7	5.3	283	1100	.5	4.3	169	717	.3	4.5
4-Book	272	1132	.5	222	859	.4	4.6	411	1855	.7	4.9	285	1192	.5	4.4	157	760	.3	4.3
KVVS-FM																			
WI '03	6	22	.1					15	60	.2	.2	4	26	.1	.1	2	15	.1	.1
4-Book	12	48	.2	2	15			16	78	.2	.2	8	31	.2	.2	5	15	.2	.2
KJLH-FM																			
WI '03	86	303	.1	138	433	.2	2.8	220	746	.4	2.6	225	495	.4	3.4	54	179	.1	1.4
4-Book	102	326	.2	215	566	.4	4.4	272	751	.5	3.2	221	471	.4	3.4	79	256	.1	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KKBT-FM																				
WI '03	219	769	.4	4.5	107	505	.2	2.2	155	760	.2	1.8	166	585	.3	2.5	162	526	.3	4.3
4-Book	188	743	.3	3.8	115	424	.2	2.4	213	930	.3	2.5	187	731	.3	2.9	159	605	.3	4.4
KKLA-FM																				
WI '03	20	45	.4		28	121	.6		13	89	.2		14	58	.2		4	22		.1
4-Book	18	52	.4		22	78	.5		19	95	.3		13	68	.2		19	55		.5
KLAC-AM																				
WI '03	22	95	.4		4	18	.1		15	62	.2		22	108	.3		21	117		.6
4-Book	22	95	.4		8	18	.2		28	130	.1	.3	89	289	.2	1.4	26	122		.7
KLAX-FM																				
WI '03	232	659	.4	4.7	246	706	.4	5.0	435	1181	.7	5.1	247	676	.4	3.8	122	411	.2	3.2
4-Book	212	588	.4	4.3	216	625	.4	4.4	425	1064	.7	5.1	260	685	.4	4.1	117	416	.2	3.2
KLOS-FM																				
WI '03	59	377	.1	1.2	77	369	.1	1.6	238	1020	.4	2.8	232	773	.4	3.5	96	406	.2	2.6
4-Book	113	457	.2	2.3	83	319	.1	1.7	203	844	.3	2.4	214	732	.4	3.3	92	406	.2	2.5
KLSX-FM																				
WI '03	28	169	.6		126	437	.2	2.6	184	561	.3	2.2	95	220	.2	1.5	27	123		.7
4-Book	21	112	.4		136	449	.2	2.8	158	513	.3	1.9	68	189	.1	1.1	17	91		.5
KLTX-AM																				
WI '03	45	207	.1	.9	103	228	.2	2.1	127	260	.2	1.5	75	171	.1	1.1	37	145	.1	1.0
4-Book	47	146	.1	1.0	91	236	.2	1.9	88	222	.2	1.1	59	153	.1	.9	26	93		.7
KLVE-FM																				
WI '03	277	958	.4	5.6	231	801	.4	4.7	352	1074	.6	4.1	241	742	.4	3.7	169	628	.3	4.5
4-Book	278	851	.4	5.6	221	711	.4	4.5	349	1112	.6	4.1	193	574	.3	3.0	149	519	.3	4.0
KLYY-FM																				
WI '03	78	260	.1	1.6	42	137	.1	.9	118	373	.2	1.4	68	192	.1	1.0	39	125	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	64	265	.1	1.3	78	254	.1	1.6	48	243	.1	.6	66	259	.1	1.0	32	173	.1	.9
4-Book	53	228	.1	1.1	55	211	.1	1.1	81	315	.1	1.0	71	230	.1	1.1	47	189	.1	1.2
KNX -AM																				
WI '03	39	213	.1	.8	83	261	.1	1.7	75	436	.1	.9	43	236	.1	.7	57	253	.1	1.5
4-Book	41	206	.1	.8	53	205	.1	1.1	58	309	.1	.7	43	236	.1	.7	43	233	.1	1.2
KOST-FM																				
WI '03	192	669	.3	3.9	173	653	.3	3.5	222	977	.4	2.6	151	601	.2	2.3	142	497	.2	3.8
4-Book	188	724	.3	3.8	157	578	.3	3.2	241	922	.4	2.9	172	609	.3	2.7	150	568	.3	4.1
KPWR-FM																				
WI '03	381	1505	.6	7.7	286	1041	.5	5.9	445	1688	.7	5.2	418	1566	.7	6.4	327	1095	.5	8.7
4-Book	415	1555	.7	8.4	259	872	.4	5.3	471	1679	.8	5.6	426	1476	.7	6.6	291	1065	.5	7.9
KRCD-FM																				
WI '03	98	314	.2	2.0	99	239	.2	2.0	160	427	.3	1.9	77	237	.1	1.2	48	163	.1	1.3
4-Book	58	192	.1	1.2	48	139	.1	1.0	81	238	.1	1.0	60	186	.1	.9	32	105		.9
KRCV-FM																				
WI '03	21	46	.4		15	40	.3		24	51	.3		27	58	.4		3	11		.1
4-Book	36	110	.1	.7	45	117	.1	.9	72	178	.1	.9	47	117	.1	.7	25	72		.7
KRLA-AM																				
WI '03	6	13	.1		6	33	.1		7	13	.1		5	20	.1		2	20		.1
4-Book	5	18	.1		6	18	.1		4	14	.1		12	38	.2		7	25		.2
KRLH-AM																				
WI '03																				
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 18-49

		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	
KROQ-FM	WI '03	209	986	.3	4.2	104	563	.2	2.1	371	1595	.6	4.4	266	1245	.4	4.1	166	876	.3	4.4	
	4-Book	265	1185	.4	5.3	170	735	.3	3.5	383	1573	.6	4.6	359	1452	.6	5.6	229	1059	.4	6.3	
KRTH-FM	WI '03	86	391	.1	1.7	171	673	.3	3.5	242	957	.4	2.8	189	586	.3	2.9	49	270	.1	1.3	
	4-Book	83	366	.1	1.7	113	429	.2	2.3	219	810	.4	2.6	163	573	.3	2.5	89	361	.2	2.5	
KSCA-FM	WI '03	78	281	.1	1.6	220	508	.4	4.5	148	511	.2	1.7	264	608	.4	4.0	62	174	.1	1.6	
	4-Book	95	311	.2	1.9	290	662	.5	5.9	243	715	.4	2.9	181	469	.3	2.8	65	212	.1	1.8	
KSPN-AM	WI '03	23	59	.5		16	57	.3		16	68	.2		13	76	.2		8	49	.2		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	92	354	.1	1.9	141	398	.2	2.9	262	802	.4	3.1	73	294	.1	1.1	49	219	.1	1.3	
	4-Book	74	289	.1	1.5	95	290	.1	2.0	185	573	.3	2.2	90	278	.2	1.4	42	181	.1	1.1	
KSUR-AM	WI '03	4	16	.1		4	18	.1		5	18	.1		**	**	**	**	**	**	**	**	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	22	74	.4		15	47	.3		85	201	.1	1.0	45	86	.1	.7	20	44	.5		
	4-Book	22	77	.5		23	65	.5		56	141	.1	.7	32	76	.1	.5	24	68	.7		
KTVV-FM	WI '03	113	435	.2	2.3	99	354	.2	2.0	231	798	.4	2.7	170	568	.3	2.6	102	365	.2	2.7	
	4-Book	124	490	.2	2.5	115	426	.2	2.3	268	847	.4	3.2	196	614	.4	3.1	96	382	.2	2.6	
KWIZ-FM	WI '03	76	201	.1	1.5	37	153	.1	.8	91	260	.1	1.1	101	294	.2	1.5	58	204	.1	1.5	
	4-Book	84	274	.1	1.7	54	167	.1	1.1	126	330	.2	1.5	115	305	.2	1.8	57	194	.1	1.6	
KWKW-AM	WI '03	30	45	.6		14	36	.3		20	53	.2		4	15	.1		10	13	.3		
	4-Book	17	38	.4		11	31	.2		14	51	.2		6	25	.1		12	27	.4		
KWVE-FM	WI '03	3	27	.1		25	107	.5		49	187	.1	.6	27	140	.4		11	57	.3		
	4-Book	19	78	.4		49	184	.1	1.0	35	159	.1	.4	27	122	.1	.4	21	86	.6		
KXDL-FM	WI '03	126	393	.2	2.6	163	492	.3	3.3	229	723	.4	2.7	165	511	.3	2.5	99	382	.2	2.6	
	4-Book	131	391	.2	2.7	181	498	.3	3.7	269	744	.5	3.2	180	506	.3	2.8	93	336	.2	2.5	
KYSR-FM	WI '03	130	632	.2	2.6	70	366	.1	1.4	217	1077	.3	2.6	131	634	.2	2.0	72	399	.1	1.9	
	4-Book	120	665	.2	2.4	82	449	.1	1.7	229	1133	.4	2.7	180	820	.3	2.8	66	415	.1	1.8	
+KZAB-FM	WI '03	32	116	.1	.7	50	157	.1	1.0	93	265	.1	1.1	71	183	.1	1.1	33	119	.1	.9	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	104	411	.2	2.1	69	433	.1	1.4	283	1004	.5	3.3	145	531	.2	2.2	51	319	.1	1.4	
	4-Book	92	387	.2	1.9	87	411	.1	1.8	203	771	.4	2.4	126	479	.2	2.0	48	271	.1	1.3	
KGGI-FM	WI '03	32	145	.1	.7	25	121	.5		32	181	.1	.4	55	169	.1	.8	57	153	.1	1.5	
	4-Book	43	166	.1	.9	17	85	.4		32	159	.1	.4	45	173	.1	.7	52	148	.1	1.4	
TOTALS	WI '03	4920	15513	7.9		4885	14898	7.8		8503	23817	13.6		6537	18060	10.5		3762	11940	6.0		
	4-Book	4943	15430	8.0		4903	14669	7.9		8447	23238	13.7		6434	17304	10.4		3681	11944	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
KRLA-AM																			
WI '03	56	769	.1	.6	84	567	.2	.6	148	513	.3	1.2	64	439	.1	.6	5	151	.1
FA '02	25	475	.1	.3	35	218	.1	.3	46	314	.1	.4	41	254	.1	.4	8	82	.2
SU '02	45	733	.1	.5	53	482	.1	.4	105	480	.2	.9	78	370	.2	.8	8	175	.2
SP '02	18	568		.2	19	233		.1	39	329		.3	16	162		.2	5	72	.1
4-Book	36	636	.1	.4	48	375	.1	.4	85	409	.2	.7	50	306	.1	.5	7	120	.2
WI '02	46	832	.1	.6	63	473	.1	.5	114	562	.2	1.0	66	424	.1	.6	8	108	.2
KRLH-AM																			
WI '03		15			1	15			1	15									
FA '02																			
SU '02																			
SP '02	1	18						2	18										
4-Book		8			4			1	8										
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																			
WI '03	349	6996	.7	4.0	681	4192	1.4	5.2	470	3351	1.0	3.8	397	3734	.8	3.6	142	2042	.3
FA '02	370	7156	.8	4.2	661	4141	1.3	4.9	460	3582	.9	3.6	467	3696	1.0	4.3	171	2380	.3
SU '02	401	7625	.8	4.8	712	3900	1.5	5.7	567	3837	1.2	4.6	460	4159	.9	4.5	186	2274	.4
SP '02	313	6910	.6	3.7	532	3702	1.1	4.1	379	3289	.8	3.1	417	4021	.9	4.1	155	2215	.3
4-Book	358	7172	.7	4.2	647	3984	1.3	5.0	469	3515	1.0	3.8	435	3903	.9	4.1	164	2228	.3
WI '02	396	7109	.8	4.8	714	3965	1.5	5.6	486	3463	1.0	4.1	484	4257	1.0	4.7	157	1970	.3
KRTH-FM																			
WI '03	234	5492	.5	2.7	329	2262	.7	2.5	402	2683	.8	3.2	273	2734	.6	2.5	77	1103	.2
FA '02	218	4993	.4	2.5	271	1991	.6	2.0	386	2451	.8	3.0	265	2521	.5	2.5	65	970	.1
SU '02	222	5293	.5	2.7	276	2207	.6	2.2	425	2644	.9	3.5	286	2372	.6	2.8	66	1143	.1
SP '02	217	5199	.4	2.6	271	2512	.6	2.1	351	2390	.7	2.9	257	2251	.5	2.5	82	1135	.2
4-Book	223	5244	.5	2.6	287	2243	.6	2.2	391	2542	.8	3.2	270	2470	.6	2.6	73	1088	.2
WI '02	210	5391	.4	2.5	255	2216	.5	2.0	321	2524	.7	2.7	300	2918	.6	2.9	75	1316	.2
KSCA-FM																			
WI '03	449	4822	.9	5.2	912	2943	1.9	7.0	459	2493	.9	3.7	749	2715	1.5	6.8	137	1154	.3
FA '02	481	5130	1.0	5.4	1296	3660	2.6	9.5	612	3139	1.2	4.7	247	1648	.5	2.3	145	964	.3
SU '02	396	4213	.8	4.7	1098	3048	2.3	8.7	555	2626	1.1	4.5	219	1484	.5	2.1	90	930	.2
SP '02	483	4950	1.0	5.7	1230	3608	2.5	9.4	623	3121	1.3	5.1	299	1776	.6	2.9	147	1169	.3
4-Book	452	4779	.9	5.3	1134	3315	2.3	8.7	562	2845	1.1	4.5	379	1906	.8	3.5	130	1054	.3
WI '02	454	4856	.9	5.5	1144	3391	2.4	9.0	606	2875	1.2	5.1	277	1991	.6	2.7	124	1027	.3
KSPN-AM																			
WI '03	44	1060	.1	.5	41	465	.1	.3	87	529	.2	.7	81	661	.2	.7	16	263	.4
FA '02	29	1127	.1	.3	24	242		.2	47	357	.1	.4	44	620	.1	.4	11	359	.3
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	33	878	.1	.4	23	299		.2	47	401	.1	.4	86	494	.2	.8	7	228	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																			
WI '03	182	3292	.4	2.1	237	1685	.5	1.8	273	1845	.6	2.2	206	1759	.4	1.9	85	828	.2
FA '02	105	2421	.2	1.2	150	1156	.3	1.1	172	1286	.4	1.3	104	986	.2	1.0	34	646	.1
SU '02	88	2246	.2	1.1	114	992	.2	.9	155	1148	.3	1.3	87	1040	.2	.8	34	549	.1
SP '02	139	2580	.3	1.7	186	1216	.4	1.4	223	1319	.5	1.8	160	1307	.3	1.6	50	542	.1
4-Book	129	2635	.3	1.5	172	1262	.4	1.3	206	1400	.5	1.7	139	1273	.3	1.3	51	641	.1
WI '02	114	2232	.2	1.4	206	1177	.4	1.6	142	1093	.3	1.2	150	1118	.3	1.4	35	381	.1
KSUR-AM																			
WI '03	2	103			1	31			4	41			2	36					
FA '02	15	204		.2	17	65		.1	13	77		.1	18	91		.2	3	29	.1
SU '02	5	149		.1	4	38			9	22		.1	9	62		.1	1	40	
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
KZLA-FM																				
WI '03	182	3589	.4	2.1	240	1958	.5	1.8	265	1735	.5	2.1	249	2259	.5	2.2	64	902	.1	1.8
FA '02	166	2668	.3	1.9	241	1484	.5	1.8	256	1458	.5	2.0	228	1563	.5	2.1	54	734	.1	1.5
SU '02	191	3240	.4	2.3	265	1843	.5	2.1	273	1953	.6	2.2	265	2058	.5	2.6	57	870	.1	1.5
SP '02	195	3511	.4	2.3	315	2097	.6	2.4	287	1996	.6	2.3	262	2229	.5	2.6	58	894	.1	1.6
4-Book	184	3252	.4	2.2	265	1846	.5	2.0	270	1786	.6	2.2	251	2027	.5	2.4	58	850	.1	1.6
WI '02	160	2855	.3	1.9	233	1475	.5	1.8	218	1526	.4	1.8	226	1915	.5	2.2	52	806	.1	1.5
KGGI-FM																				
WI '03	20	915		.2	35	256	.1	.3	18	307		.1	24	372		.2	6	193		.2
FA '02	20	787		.2	24	262		.2	22	298		.2	27	389	.1	.2	15	203		.4
SU '02	33	1137	.1	.4	45	481	.1	.4	38	466	.1	.3	34	516	.1	.3	21	310		.5
SP '02	24	917		.3	22	322		.2	31	329	.1	.3	31	394	.1	.3	9	215		.3
4-Book	24	939		.3	32	330		.3	27	350		.2	29	418		.3	13	230		.4
WI '02	23	976		.3	29	296	.1	.2	30	387	.1	.3	26	468	.1	.2	11	189		.3
TOTALS																				
WI '03	8622	47337	17.6		13068	42088	26.6		12509	37463	25.5		11088	41049	22.6		3609	25147	7.4	
FA '02	8836	47484	18.0		13601	42245	27.7		12927	38070	26.4		10809	40702	22.0		3719	25835	7.6	
SU '02	8377	46753	17.3		12561	40965	25.9		12272	37264	25.3		10337	39365	21.3		3839	25351	7.9	
SP '02	8410	46825	17.3		13111	41467	27.0		12213	37434	25.2		10273	39783	21.2		3527	24758	7.3	
4-Book	8561	47100	17.6		13085	41691	26.8		12480	37558	25.6		10627	40225	21.8		3674	25273	7.6	
WI '02	8237	46766	17.0		12723	41202	26.2		11885	36267	24.5		10408	39596	21.5		3369	24127	6.9	

** 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 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																				
WI '03	215	1922	.4	1.8	30	548	.1	.5	30	141	.1	.5	52	170	.1	.5	22	105		.3
4-Book	164	1637	.3	1.4	33	550	.1	.6	43	154	.1	.7	56	199	.1	.6	32	120	.1	.5
KBIG-FM																				
WI '03	451	4913	.9	3.7	178	2834	.4	3.2	136	533	.3	2.2	319	1113	.7	3.2	232	773	.5	3.5
4-Book	446	4653	.9	3.7	171	2668	.4	3.1	130	470	.3	2.0	286	976	.6	3.0	220	787	.5	3.4
KBLA-AM																				
WI '03	158	1101	.3	1.3	40	436	.1	.7	67	143	.1	1.1	73	146	.1	.7	67	136	.1	1.0
4-Book	150	1133	.3	1.3	37	449	.1	.7	41	111	.1	.7	64	153	.1	.7	59	149	.1	.9
KBUA-FM																				
WI '03	60	454	.1	.5	39	320	.1	.7	54	118	.1	.9	49	113	.1	.5	35	109	.1	.5
4-Book	66	456	.1	.5	39	283	.1	.7	46	102	.1	.7	51	119	.1	.5	54	133	.1	.8
KBUE-FM																				
WI '03	311	2678	.6	2.5	177	1727	.4	3.2	188	520	.4	3.0	289	737	.6	2.9	238	722	.5	3.6
4-Book	288	2574	.6	2.4	176	1635	.4	3.2	215	509	.5	3.3	284	720	.6	3.0	219	600	.5	3.3
KCBS-FM																				
WI '03	406	5063	.8	3.3	187	3087	.4	3.4	180	661	.4	2.9	348	1217	.7	3.5	290	1168	.6	4.4
4-Book	387	5266	.8	3.2	179	2942	.4	3.2	177	698	.4	2.7	331	1237	.7	3.5	259	1010	.6	4.0
KDIS-AM																				
WI '03	37	936	.1	.3	26	548	.1	.5	27	180	.1	.4	48	229	.1	.5	36	116	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	39	756	.1	.3	30	440	.1	.5	13	71		.2	55	170	.1	.6	81	161	.2	1.2
4-Book	36	562	.1	.3	22	347		.4	23	82	.1	.3	36	137	.1	.4	34	84	.1	.5
+KDLE-FM																				
KSSD-FM																				
WI '03	56	669	.1	.5	29	381	.1	.5	16	91		.3	48	183	.1	.5	57	146	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	414	3678	.8	3.4	85	1277	.2	1.5	220	603	.4	3.5	126	480	.3	1.3	60	261	.1	.9
4-Book	364	3364	.7	3.0	87	1256	.2	1.6	188	545	.4	2.9	125	445	.3	1.3	53	199	.1	.8
KFSH-FM																				
WI '03	107	1364	.2	.9	70	980	.1	1.3	68	230	.1	1.1	142	426	.3	1.4	72	278	.1	1.1
4-Book	98	1217	.2	.8	61	885	.1	1.1	65	239	.1	1.0	101	377	.2	1.1	78	298	.2	1.2
KFWB-AM																				
WI '03	164	3063	.3	1.3	52	1417	.1	.9	109	491	.2	1.7	94	464	.2	1.0	45	205	.1	.7
4-Book	141	2920	.3	1.2	46	1241	.1	.8	90	403	.2	1.4	64	362	.1	.7	56	283	.1	.9
KHHT-FM																				
WI '03	311	3371	.6	2.5	182	2216	.4	3.3	107	362	.2	1.7	269	907	.5	2.7	160	530	.3	2.4
4-Book	310	3574	.6	2.6	165	2117	.4	3.0	124	429	.3	1.9	250	855	.5	2.6	193	639	.4	3.0
KHJ -AM																				
WI '03	167	1209	.3	1.4	80	679	.2	1.4	106	218	.2	1.7	127	224	.3	1.3	138	249	.3	2.1
4-Book	125	1075	.2	1.0	55	510	.1	1.0	76	175	.2	1.2	95	197	.2	1.0	85	171	.2	1.3
KIIS-FM																				
WI '03	386	5763	.8	3.2	219	3425	.4	3.9	212	986	.4	3.4	422	1525	.9	4.3	272	920	.6	4.2
4-Book	392	6348	.8	3.3	221	3908	.4	4.0	228	949	.5	3.5	409	1690	.9	4.3	269	1096	.6	4.1
KVVS-FM																				
WI '03	11	144		.1	6	91		.1	3	22			20	33		.2	3	27		
4-Book	22	262		.2	10	141		.2	8	43		.1	21	84		.2	16	57		.2
KJLH-FM																				
WI '03	159	1676	.3	1.3	131	1511	.3	2.4	110	286	.2	1.8	193	614	.4	2.0	129	346	.3	2.0
4-Book	172	1721	.3	1.5	152	1415	.3	2.7	119	332	.3	1.9	189	515	.4	2.0	146	407	.3	2.2

** 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 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	
KKBT-FM																				
WI '03	356	3986	.7	2.9	137	1968	.3	2.5	157	529	.3	2.5	311	787	.6	3.2	160	543	.3	2.4
4-Book	382	4074	.8	3.2	141	2071	.3	2.6	176	514	.4	2.7	291	902	.6	3.1	186	646	.4	2.8
KKLA-FM																				
WI '03	75	896	.2	.6	18	253	.3		41	109	.1	.7	23	53	.2		25	62	.1	.4
4-Book	73	931	.2	.6	17	295	.3		25	77	.1	.4	13	60	.1		18	66	.1	.3
KLAC-AM																				
WI '03	26	673	.1	.2	14	336	.3		6	24	.1		7	31	.1		20	63		.3
4-Book	47	991	.1	.4	24	546	.1	.5	10	31	.2		21	84	.2		25	84		.4
KLAX-FM																				
WI '03	367	3697	.7	3.0	206	2278	.4	3.7	226	674	.5	3.6	374	1048	.8	3.8	238	672	.5	3.6
4-Book	367	3460	.7	3.0	223	2198	.5	4.0	252	675	.5	3.9	388	965	.8	4.1	255	700	.5	3.9
KLOS-FM																				
WI '03	440	5273	.9	3.6	174	2841	.4	3.1	130	477	.3	2.1	394	1290	.8	4.0	212	787	.4	3.2
4-Book	408	5038	.9	3.4	164	2632	.4	3.0	146	519	.3	2.3	322	1121	.7	3.4	226	757	.5	3.5
KLSX-FM																				
WI '03	532	4273	1.1	4.3	78	1139	.2	1.4	41	193	.1	.7	85	297	.2	.9	119	291	.2	1.8
4-Book	513	4195	1.1	4.2	68	1138	.2	1.2	50	200	.1	.8	67	269	.2	.7	78	243	.2	1.2
KLTX-AM																				
WI '03	135	577	.3	1.1	88	474	.2	1.6	149	320	.3	2.4	134	265	.3	1.4	67	168	.1	1.0
4-Book	115	560	.3	1.0	74	442	.2	1.3	120	275	.2	1.9	119	224	.3	1.3	80	181	.2	1.2
KLVE-FM																				
WI '03	488	5147	1.0	4.0	261	3231	.5	4.7	349	982	.7	5.6	515	1459	1.0	5.2	264	897	.5	4.0
4-Book	489	5093	1.0	4.1	253	3108	.5	4.5	331	926	.7	5.1	474	1282	1.0	5.0	217	698	.4	3.3
KLYY-FM																				
WI '03	111	1131	.2	.9	63	790	.1	1.1	82	212	.2	1.3	116	308	.2	1.2	54	172	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	113	1628	.2	.9	56	871	.1	1.0	62	254	.1	1.0	83	376	.2	.8	73	306	.1	1.1
4-Book	111	1508	.2	.9	58	860	.1	1.0	55	195	.1	.8	87	324	.2	.9	58	224	.1	.9
KNX -AM																				
WI '03	191	3428	.4	1.6	70	1622	.1	1.3	139	590	.3	2.2	85	488	.2	.9	66	352	.1	1.0
4-Book	176	3156	.4	1.5	54	1326	.1	1.0	94	391	.2	1.5	72	359	.2	.8	48	230	.1	.7
KOST-FM																				
WI '03	445	4885	.9	3.6	160	2516	.3	2.9	178	564	.4	2.8	241	877	.5	2.5	146	610	.3	2.2
4-Book	462	4992	.9	3.8	185	2807	.4	3.4	211	707	.4	3.2	323	1104	.7	3.4	218	756	.5	3.3
KPWR-FM																				
WI '03	350	5088	.7	2.9	211	3444	.4	3.8	186	743	.4	3.0	308	1185	.6	3.1	278	990	.6	4.2
4-Book	393	5042	.8	3.3	228	3116	.5	4.1	208	743	.4	3.2	373	1255	.8	3.9	316	1052	.7	4.8
KRCD-FM																				
WI '03	142	1324	.3	1.2	105	880	.2	1.9	138	273	.3	2.2	170	393	.3	1.7	113	340	.2	1.7
4-Book	124	1162	.3	1.0	68	674	.1	1.2	94	213	.2	1.5	119	303	.2	1.3	75	217	.2	1.2
KRCV-FM																				
WI '03	90	829	.2	.7	23	305	.4		39	108	.1	.6	36	91	.1	.4	24	84		.4
4-Book	99	798	.2	.8	49	470	.1	.9	64	164	.1	1.0	80	192	.2	.9	56	145	.1	.9
KRLA-AM																				
WI '03	103	748	.2	.8	7	113	.1		6	33	.1		20	48	.2		4	14		.1
4-Book	63	571	.2	.5	8	136	.1		4	19	.1		16	43	.2		13	41		.2
KRLH-AM																				
WI '03	1	15																		
4-Book	1	8				5							1	5						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KROQ-FM WI '03 4-Book	512 513	6289 6286	1.0 1.1	4.2 4.3	199 214	3335 3536	.4 .5	3.6 3.8	189 189	845 795	.4 .4	3.0 2.9	437 428	1609 1674	.9 .9	4.5 4.5	279 283	990 1042	.6 .6	4.3 4.3
KRTH-FM WI '03 4-Book	340 322	4517 4260	.7 .7	2.8 2.7	151 149	2318 2295	.3 .3	2.7 2.7	124 128	478 508	.3 .3	2.0 2.0	260 304	1021 1010	.5 .6	2.6 3.2	212 207	607 641	.4 .4	3.2 3.2
KSCA-FM WI '03 4-Book	687 682	4328 4276	1.4 1.4	5.6 5.7	233 261	2431 2505	.5 .5	4.2 4.7	688 815	1290 1498	1.4 1.7	11.0 12.5	331 402	1013 1127	.7 .8	3.4 4.2	293 213	724 538	.6 .4	4.5 3.2
KSPN-AM WI '03 4-Book	71 **	948 **	.1 **	.6 **	15 **	326 **	.3 **	.3 **	7 **	63 **	.1 **	.1 **	23 **	124 **	.2 **	.2 **	19 **	100 **	.3 **	.3 **
KSSE-FM WI '03 4-Book	241 175	2835 2232	.5 .4	2.0 1.5	141 99	1687 1316	.3 .2	2.5 1.8	113 97	387 307	.2 .2	1.8 1.5	347 213	944 592	.7 .4	3.5 2.2	189 125	489 357	.4 .3	2.9 1.9
KSUR-AM WI '03 4-Book	2 **	67 **	.3 **	.3 **	4 **	67 **	.1 **	.1 **	5 **	19 **	.1 **	.1 **	3 **	15 **	.2 **	.2 **	10 **	30 **	.2 **	.2 **
KTNQ-AM WI '03 4-Book	79 89	630 891	.2 .2	.6 .6	46 40	460 428	.1 .1	.8 .7	71 71	162 166	.1 .1	1.1 1.1	83 63	198 146	.2 .1	.8 .7	39 33	68 85	.1 .1	.6 .5
KTUV-FM WI '03 4-Book	297 353	3447 3510	.6 .7	2.4 2.9	147 178	2314 2284	.3 .4	2.6 3.2	114 163	421 553	.2 .3	1.8 2.5	260 300	975 928	.5 .6	2.6 3.1	154 209	478 611	.3 .5	2.4 3.2
KWIZ-FM WI '03 4-Book	101 137	1008 1169	.2 .3	.8 1.1	62 84	658 788	.1 .2	1.1 1.5	68 93	214 262	.1 .2	1.1 1.5	74 150	233 390	.2 .3	.8 1.6	61 91	190 242	.1 .2	.9 1.4
KWKV-AM WI '03 4-Book	83 72	592 539	.2 .1	.7 .6	24 19	296 256	.4 .3	.4 .3	44 45	136 105	.1 .1	.7 .7	53 37	116 102	.1 .1	.5 .4	17 15	45 47	.3 .3	.3 .3
KWVE-FM WI '03 4-Book	74 73	909 993	.2 .2	.6 .6	21 27	442 525	.4 .1	.4 .5	20 32	81 126	.3 .1	.3 .5	24 30	97 133	.2 .1	.2 .3	24 28	107 97	.4 .1	.4 .5
KXDL-FM WI '03 4-Book	331 347	2604 2910	.7 .7	2.7 2.9	189 189	1968 1868	.4 .4	3.4 3.4	241 228	645 558	.5 .5	3.9 3.5	447 377	1026 896	.9 .8	4.6 4.0	172 223	431 559	.4 .5	2.6 3.4
KYSR-FM WI '03 4-Book	336 400	5721 5827	.7 .8	2.7 3.3	114 147	2731 2958	.2 .3	2.1 2.7	64 118	430 605	.1 .3	1.0 1.8	228 292	1019 1178	.5 .6	2.3 3.1	144 227	789 890	.3 .5	2.2 3.5
*KZAB-FM KFSG-FM WI '03 4-Book	84 **	668 **	.2 **	.7 **	56 **	483 **	.1 **	1.0 **	56 **	152 **	.1 **	.9 **	73 **	190 **	.1 **	.7 **	63 **	155 **	.1 **	1.0 **
KZLA-FM WI '03 4-Book	253 263	3165 2892	.5 .6	2.1 2.2	136 127	1950 1801	.3 .3	2.5 2.3	127 126	540 507	.3 .3	2.0 1.9	216 233	761 822	.4 .5	2.2 2.5	206 180	776 675	.4 .4	3.1 2.8
KGGI-FM WI '03 4-Book	25 29	673 709	.1 .1	.2 .2	19 23	486 434	.3 .1	.3 .4	14 17	67 78	.2 .3	.2 .3	43 41	169 155	.1 .1	.4 .4	16 31	93 119	.1 .1	.2 .5
TOTALS WI '03 4-Book	12243 12096	46765 46481	25.0 24.8		5550 5565	38127 37615	11.3 11.4		6252 6503	17266 17272	12.7 13.3		9817 9526	24036 23545	20.0 19.5		6542 6568	17584 17324	13.3 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

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																			
WI '03	24	83	.7	47	163	.1	1.2	27	158	.1	.4	23	111	.1	.5	13	79	.1	.5
4-Book	13	62	.4	42	137	.1	1.1	35	153	.1	.5	26	113	.1	.5	18	77	.1	.7
KBIG-FM																			
WI '03	248	826	.5	79	265	.2	2.0	198	753	.4	3.0	137	601	.3	2.7	48	256	.1	1.9
4-Book	223	718	.5	83	336	.2	2.1	215	774	.5	3.2	120	502	.3	2.4	61	310	.1	2.4
KBLA-AM																			
WI '03	8	45	.2	13	44	.3	.3	25	70	.1	.4	71	136	.1	1.4	10	52	.4	.4
4-Book	16	64	.5	14	39	.3	.3	35	99	.1	.5	63	134	.1	1.3	11	50	.4	.4
KBUA-FM																			
WI '03	20	57	.6	28	73	.1	.7	74	162	.2	1.1	32	71	.1	.6	16	61	.6	.6
4-Book	30	86	.9	27	60	.1	.7	55	122	.1	.8	32	69	.1	.6	15	49	.6	.6
KBUE-FM																			
WI '03	102	394	.2	110	332	.2	2.8	206	587	.4	3.1	189	510	.4	3.7	96	285	.2	3.8
4-Book	107	374	.2	121	334	.2	3.0	216	562	.4	3.2	165	443	.4	3.3	83	243	.2	3.2
KCBS-FM																			
WI '03	110	527	.2	72	348	.1	1.8	250	1012	.5	3.7	181	831	.4	3.6	58	231	.1	2.3
4-Book	96	461	.2	94	380	.2	2.3	221	895	.5	3.3	178	704	.4	3.6	73	302	.2	2.8
KDIS-AM																			
WI '03	8	44	.2	11	72	.3	.3	41	197	.1	.6	23	76	.5	.5	11	79	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																			
KSSC-FM																			
WI '03	17	103	.5	8	41	.2	.2	39	168	.1	.6	27	133	.1	.5				
4-Book	13	56	.4	8	39	.2	.2	31	130	.1	.5	17	76	.3	.3	9	25	.3	.3
+KDLE-FM																			
KSSD-FM																			
WI '03	23	78	.7	17	54	.4	.4	24	156	.4	.4	38	118	.1	.8	12	72	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	32	113	.1	83	212	.2	2.1	75	293	.2	1.1	57	153	.1	1.1	42	170	.1	1.6
4-Book	50	145	.1	80	243	.2	2.0	102	318	.2	1.5	59	163	.1	1.2	43	161	.1	1.7
KFSH-FM																			
WI '03	20	97	.6	82	490	.2	2.1	109	485	.2	1.6	50	273	.1	1.0	18	95	.7	.7
4-Book	22	134	.1	68	363	.2	1.8	80	410	.2	1.2	54	244	.1	1.1	23	128	.1	.9
KFVB-AM																			
WI '03	13	119	.4	63	321	.1	1.6	56	328	.1	.8	23	111	.5	.5	16	128	.6	.6
4-Book	17	120	.5	45	275	.1	1.1	53	315	.1	.8	38	186	.1	.8	17	119	.6	.6
KHHT-FM																			
WI '03	143	370	.3	134	393	.3	3.4	171	575	.3	2.6	172	610	.4	3.4	266	559	.5	10.4
4-Book	141	443	.3	86	298	.2	2.2	165	577	.3	2.5	152	518	.3	3.0	184	455	.4	7.2
KHJ -AM																			
WI '03	39	139	.1	70	157	.1	1.8	53	128	.1	.8	88	188	.2	1.7	35	155	.1	1.4
4-Book	22	70	.1	47	126	.1	1.2	58	141	.1	.9	42	100	.1	.8	17	69	.7	.7
KIIS-FM																			
WI '03	163	623	.3	101	407	.2	2.6	275	1211	.6	4.1	195	779	.4	3.9	92	348	.2	3.6
4-Book	152	596	.3	160	612	.3	4.1	271	1193	.6	4.0	178	782	.4	3.6	91	398	.2	3.5
KVVS-FM																			
WI '03	6	22	.2					6	24	.1	.1	4	26	.1	.1	2	15	.1	.1
4-Book	11	42	.3	2	15			9	49	.1	.1	6	20	.1	.1	4	10	.2	.2
KJLH-FM																			
WI '03	74	238	.2	121	370	.2	3.1	197	651	.4	2.9	192	411	.4	3.8	40	119	.1	1.6
4-Book	95	289	.2	189	489	.4	4.7	227	642	.5	3.4	190	408	.4	3.8	64	213	.1	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

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
KKBT-FM																				
WI '03	97	313	.2	2.8	74	335	.2	1.9	105	450	.2	1.6	98	304	.2	1.9	80	260	.2	3.1
4-Book	85	322	.2	2.4	71	270	.2	1.8	134	531	.3	2.0	105	385	.2	2.1	78	281	.2	3.0
KKLA-FM																				
WI '03	19	36		.5	24	98		.6	8	58		.1	9	47		.2	4	13		.2
4-Book	16	44		.4	21	72		.5	14	79		.2	10	52		.2	18	47		.7
KLAC-AM																				
WI '03	22	95		.6	4	18		.1	14	51		.2	20	88		.4	21	117		.8
4-Book	20	91		.6	7	15		.2	20	111		.3	74	260	.2	1.5	23	109	.1	.9
KLAX-FM																				
WI '03	188	477	.4	5.4	109	380	.2	2.8	269	752	.5	4.0	145	389	.3	2.9	77	265	.2	3.0
4-Book	149	411	.3	4.2	144	427	.3	3.6	322	792	.6	4.8	183	475	.4	3.7	81	299	.2	3.2
KLOS-FM																				
WI '03	53	341	.1	1.5	69	337	.1	1.8	222	978	.5	3.3	209	678	.4	4.1	89	369	.2	3.5
4-Book	90	375	.2	2.5	65	265	.1	1.6	187	768	.4	2.8	194	660	.4	3.9	75	343	.2	2.9
KLSX-FM																				
WI '03	23	146		.7	117	394	.2	3.0	150	482	.3	2.2	77	152	.2	1.5	20	87		.8
4-Book	17	93		.5	122	399	.3	3.1	142	467	.3	2.1	62	165	.2	1.2	13	73		.6
KLTX-AM																				
WI '03	40	173	.1	1.1	96	210	.2	2.5	121	249	.2	1.8	64	159	.1	1.3	35	134	.1	1.4
4-Book	42	124	.1	1.2	84	220	.2	2.2	75	192	.2	1.1	50	130	.1	1.0	25	87	.1	1.0
KLVE-FM																				
WI '03	201	728	.4	5.8	184	639	.4	4.7	260	794	.5	3.9	188	546	.4	3.7	118	422	.2	4.6
4-Book	217	670	.4	6.1	186	606	.4	4.7	296	945	.6	4.4	160	471	.3	3.2	121	414	.3	4.7
KLYY-FM																				
WI '03	58	179	.1	1.7	36	101	.1	.9	74	260	.2	1.1	44	123	.1	.9	33	102	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	49	218	.1	1.4	71	226	.1	1.8	41	215	.1	.6	58	249	.1	1.2	20	105		.8
4-Book	43	184	.1	1.2	49	186	.1	1.2	68	272	.2	1.0	66	216	.2	1.3	40	160	.1	1.5
KNX -AM																				
WI '03	39	213	.1	1.1	81	247	.2	2.1	64	398	.1	1.0	41	223	.1	.8	55	244	.1	2.2
4-Book	39	194	.1	1.1	52	202	.1	1.3	53	291	.1	.8	42	223	.1	.8	39	215	.1	1.5
KOST-FM																				
WI '03	142	540	.3	4.1	154	577	.3	3.9	182	838	.4	2.7	136	532	.3	2.7	96	366	.2	3.8
4-Book	144	548	.3	4.0	135	494	.3	3.4	188	768	.4	2.8	141	518	.3	2.8	113	431	.2	4.4
KPWR-FM																				
WI '03	153	644	.3	4.4	152	594	.3	3.9	236	926	.5	3.5	201	802	.4	4.0	167	502	.3	6.5
4-Book	203	708	.4	5.6	130	467	.3	3.3	232	832	.5	3.5	223	762	.5	4.5	136	469	.3	5.2
KRCD-FM																				
WI '03	79	241	.2	2.3	82	216	.2	2.1	151	404	.3	2.3	70	212	.1	1.4	37	138	.1	1.4
4-Book	52	168	.1	1.4	42	128	.1	1.1	74	220	.2	1.1	58	173	.1	1.2	29	96	.1	1.1
KRCV-FM																				
WI '03	17	36		.5	15	40		.4	24	51		.4	27	58	.1	.5	3	11		.1
4-Book	33	98	.1	.9	39	101	.1	1.0	62	163	.1	.9	40	105	.1	.8	19	57		.7
KRLA-AM																				
WI '03	6	13		.2	6	33		.2	7	13		.1	5	20		.1	2	20		.1
4-Book	5	18		.2	6	18		.2	4	14		.1	12	38		.2	6	22		.2
KRLH-AM																				
WI '03																				
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

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
KROQ-FM	WI '03	94	489	.2	2.7	74	400	.2	1.9	237	974	.5	3.5	178	884	.4	3.5	86	486	.2	3.4
	4-Book	138	627	.3	3.8	91	447	.2	2.3	224	958	.5	3.4	216	915	.5	4.3	123	592	.3	4.8
KRTH-FM	WI '03	63	305	.1	1.8	152	590	.3	3.9	219	849	.4	3.3	145	500	.3	2.9	41	224	.1	1.6
	4-Book	65	281	.1	1.8	92	364	.2	2.3	197	704	.4	2.9	127	451	.3	2.5	65	282	.1	2.6
KSCA-FM	WI '03	76	261	.2	2.2	198	429	.4	5.1	114	383	.2	1.7	196	432	.4	3.9	60	163	.1	2.3
	4-Book	81	256	.2	2.2	253	569	.5	6.4	208	583	.4	3.1	145	374	.3	2.9	53	171	.1	2.1
KSPN-AM	WI '03	23	47	.7	.7	16	57	.4	.4	8	44	.1	.1	13	76	.3	.3	8	49	.3	.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	60	246	.1	1.7	113	339	.2	2.9	207	616	.4	3.1	49	196	.1	1.0	32	94	.1	1.3
	4-Book	48	204	.1	1.4	73	223	.1	1.9	144	447	.3	2.1	58	189	.1	1.2	27	113	.1	1.1
KSUR-AM	WI '03	4	16	.1	.1	4	18	.1	.1	5	18	.1	.1	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	22	74	.6	.6	15	47	.4	.4	74	177	.2	1.1	45	86	.1	.9	20	44	.8	.8
	4-Book	20	68	.5	.5	23	62	.1	.6	53	135	.1	.8	31	74	.1	.6	24	65	.9	.9
KTUV-FM	WI '03	93	381	.2	2.7	82	328	.2	2.1	219	724	.4	3.3	159	506	.3	3.2	81	335	.2	3.2
	4-Book	108	442	.2	3.0	106	404	.2	2.7	252	795	.5	3.8	188	576	.4	3.8	88	356	.2	3.4
KWIZ-FM	WI '03	59	148	.1	1.7	29	130	.1	.7	72	227	.1	1.1	84	248	.2	1.7	48	157	.1	1.9
	4-Book	66	203	.1	1.8	43	126	.1	1.1	94	246	.2	1.4	86	240	.2	1.7	48	156	.1	1.9
KWKV-AM	WI '03	30	45	.1	.9	14	36	.4	.4	19	41	.3	.3	4	15	.1	.1	10	13	.4	.4
	4-Book	17	38	.5	.5	11	31	.3	.3	12	43	.2	.2	6	20	.1	.1	12	27	.5	.5
KWVE-FM	WI '03					25	107	.1	.6	39	162	.1	.6	27	140	.1	.5	11	57	.4	.4
	4-Book	12	53	.3	.3	41	151	.1	1.1	30	137	.1	.5	25	114	.1	.5	19	77	.8	.8
KXOL-FM	WI '03	105	334	.2	3.0	146	432	.3	3.7	190	591	.4	2.8	126	387	.3	2.5	74	274	.2	2.9
	4-Book	105	316	.2	2.9	146	415	.3	3.6	212	608	.5	3.1	152	428	.3	3.0	69	248	.2	2.7
KYSR-FM	WI '03	92	459	.2	2.6	52	307	.1	1.3	164	877	.3	2.5	96	497	.2	1.9	49	236	.1	1.9
	4-Book	88	498	.2	2.4	64	358	.1	1.6	187	936	.4	2.8	144	658	.3	2.9	49	310	.1	1.9
+KZAB-FM	WI '03	24	77	.7	.7	43	131	.1	1.1	93	252	.2	1.4	61	148	.1	1.2	33	119	.1	1.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	74	299	.2	2.1	55	373	.1	1.4	244	831	.5	3.6	116	416	.2	2.3	41	269	.1	1.6
	4-Book	76	297	.2	2.1	74	356	.2	1.9	176	652	.4	2.6	109	406	.2	2.2	40	211	.1	1.6
KGGI-FM	WI '03	9	58	.3	.3	16	86	.4	.4	14	110	.2	.2	26	80	.1	.5	17	76	.7	.7
	4-Book	19	78	.1	.5	11	54	.3	.3	18	93	.3	.3	23	87	.1	.5	22	70	.8	.8
TOTALS	WI '03	3491	11224	7.1		3910	12109	8.0		6688	18841	13.6		5041	13925	10.3		2554	8381	5.2	
	4-Book	3603	11345	7.4		3961	11974	8.1		6726	18514	13.8		5012	13533	10.3		2580	8665	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

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
KZLA-FM																				
WI '03	212	4204	.4	2.1	278	2217	.5	1.9	306	2084	.5	2.2	297	2631	.5	2.3	72	1084	.1	1.7
FA '02	206	3265	.4	2.0	315	1933	.6	2.0	308	1824	.5	2.1	281	1960	.5	2.2	65	938	.1	1.5
SU '02	239	3982	.4	2.5	331	2274	.6	2.3	336	2391	.6	2.4	326	2529	.6	2.8	72	1069	.1	1.7
SP '02	246	4085	.4	2.5	388	2481	.7	2.6	362	2310	.6	2.6	318	2595	.6	2.7	80	1072	.1	2.0
4-Book	226	3884	.4	2.3	328	2226	.6	2.2	328	2152	.6	2.3	308	2429	.6	2.5	72	1041	.1	1.7
WI '02	182	3404	.3	1.9	260	1739	.5	1.8	244	1833	.4	1.8	262	2302	.5	2.2	58	885	.1	1.5
KGGI-FM																				
WI '03	20	986		.2	35	265	.1	.2	18	330		.1	24	372		.2	6	202		.1
FA '02	22	892		.2	24	278		.2	24	341		.2	31	480	.1	.2	17	235		.4
SU '02	34	1197	.1	.4	46	501	.1	.3	38	466	.1	.3	35	537	.1	.3	22	331		.5
SP '02	30	957	.1	.3	30	349	.1	.2	42	356	.1	.3	37	422	.1	.3	11	242		.3
4-Book	27	1008	.1	.3	34	348	.1	.2	31	373	.1	.2	32	453	.1	.3	14	253		.3
WI '02	27	1011		.3	30	310	.1	.2	35	401	.1	.3	34	482	.1	.3	14	224		.4
TOTALS																				
WI '03	9868	54558	17.4		14835	48280	26.2		14208	43043	25.1		12665	47139	22.4		4157	28919	7.3	
FA '02	10192	54850	18.0		15737	48735	27.8		14873	43931	26.3		12531	47238	22.1		4201	29443	7.4	
SU '02	9585	53854	17.1		14324	47195	25.6		13990	43042	25.0		11779	45264	21.1		4333	28756	7.8	
SP '02	9657	53761	17.3		15071	47475	27.0		13929	42570	24.9		11833	45737	21.2		4032	28240	7.2	
4-Book	9826	54256	17.5		14992	47921	26.7		14250	43147	25.3		12202	46345	21.7		4181	28840	7.4	
WI '02	9386	53744	16.8		14586	47339	26.1		13446	41447	24.1		11789	45361	21.1		3829	27677	6.9	

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
KKBT-FM WI '03 377 4260 .7 2.7 148 2121 .3 2.3 173 565 .3 2.4 321 836 .6 2.8 179 593 .3 2.4 4-Book 420 4396 .8 3.0 155 2241 .3 2.4 201 575 .4 2.6 314 963 .6 2.9 195 680 .4 2.6																			
KKLA-FM WI '03 92 1063 .2 .7 25 328 .4 .4 57 145 .1 .8 35 90 .1 .3 28 73 .4 .4 4-Book 89 1138 .2 .6 20 363 .3 .3 31 93 .1 .4 17 77 .2 .2 22 87 .3 .3																			
KLAC-AM WI '03 39 875 .1 .3 21 444 .1 .3 7 38 .1 .1 11 42 .1 .1 24 76 .3 .3 4-Book 62 1236 .1 .4 30 640 .1 .5 13 42 .2 .2 26 100 .2 .2 27 94 .3 .3																			
KLAX-FM WI '03 397 4004 .7 2.9 223 2454 .4 3.4 236 700 .4 3.2 404 1142 .7 3.6 263 725 .5 3.5 4-Book 389 3717 .7 2.8 236 2355 .4 3.6 261 707 .5 3.4 405 1021 .7 3.7 275 755 .5 3.7																			
KLOS-FM WI '03 484 5803 .9 3.5 190 3056 .3 2.9 143 541 .3 2.0 437 1427 .8 3.9 228 826 .4 3.0 4-Book 454 5573 .8 3.3 176 2852 .3 2.7 165 577 .3 2.2 351 1220 .6 3.2 234 787 .4 3.1																			
KLSX-FM WI '03 589 4753 1.0 4.2 92 1360 .2 1.4 51 256 .1 .7 108 374 .2 1.0 151 371 .3 2.0 4-Book 558 4571 1.0 4.0 79 1308 .2 1.2 56 229 .1 .7 78 312 .2 .7 89 273 .2 1.2																			
KLTX-AM WI '03 142 686 .3 1.0 88 487 .2 1.4 152 334 .3 2.1 135 279 .2 1.2 67 168 .1 .9 4-Book 126 632 .2 .9 80 487 .2 1.3 133 306 .2 1.8 132 247 .3 1.2 87 192 .2 1.2																			
KLVE-FM WI '03 531 5501 .9 3.8 299 3543 .5 4.6 409 1121 .7 5.6 549 1552 1.0 4.8 296 1009 .5 3.9 4-Book 537 5517 1.0 3.9 288 3434 .5 4.5 370 1021 .7 4.9 524 1415 1.0 4.8 256 799 .4 3.4																			
KLYY-FM WI '03 131 1183 .2 .9 79 837 .1 1.2 104 250 .2 1.4 139 346 .2 1.2 66 185 .1 .9 4-Book ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** ** **																			
KMZT-FM WI '03 167 2105 .3 1.2 93 1153 .2 1.4 96 353 .2 1.3 166 525 .3 1.5 119 427 .2 1.6 4-Book 156 1975 .3 1.1 84 1153 .2 1.3 78 280 .2 1.0 134 437 .3 1.2 85 313 .2 1.1																			
KNX -AM WI '03 268 4504 .5 1.9 106 2292 .2 1.6 201 816 .4 2.8 121 734 .2 1.1 98 487 .2 1.3 4-Book 234 4063 .4 1.7 79 1830 .1 1.2 134 565 .3 1.8 104 530 .2 1.0 69 324 .2 .9																			
KOST-FM WI '03 523 5761 .9 3.8 202 3057 .4 3.1 194 636 .3 2.7 312 1112 .6 2.8 184 747 .3 2.4 4-Book 544 5902 1.0 4.0 230 3371 .4 3.6 251 853 .4 3.3 395 1335 .7 3.6 276 934 .5 3.6																			
KPWR-FM WI '03 363 5303 .6 2.6 215 3579 .4 3.3 186 743 .3 2.5 319 1243 .6 2.8 284 1015 .5 3.7 4-Book 403 5254 .7 2.9 236 3251 .4 3.7 223 772 .4 2.9 389 1303 .7 3.6 329 1093 .6 4.3																			
KRCD-FM WI '03 174 1432 .3 1.2 127 1003 .2 2.0 156 299 .3 2.1 210 460 .4 1.9 149 420 .3 2.0 4-Book 146 1292 .3 1.1 79 759 .1 1.2 102 229 .2 1.4 138 348 .3 1.3 89 246 .2 1.2																			
KRCV-FM WI '03 100 893 .2 .7 31 395 .1 .5 42 120 .1 .6 61 155 .1 .5 37 123 .1 .5 4-Book 106 887 .2 .8 60 574 .1 1.0 76 205 .2 1.0 101 239 .2 .9 73 184 .1 1.0																			
KRLA-AM WI '03 117 951 .2 .8 10 168 .2 .2 8 46 .1 .1 20 48 .2 .2 7 26 .1 .1 4-Book 79 771 .2 .6 10 168 .2 .2 5 26 .1 .1 17 50 .2 .2 16 48 .2 .2																			
KRLH-AM WI '03 1 15 4-Book 1 12 																			

Target Listener Estimates - 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																				
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																				
WI '03	36	144	.1	.9	48	176	.1	1.0	62	273	.1	.8	31	152	.1	.5	31	150	.1	1.0
4-Book	24	107	.1	.6	59	189	.1	1.3	59	227	.1	.8	42	161	.1	.7	27	108	.1	1.0
KBIG-FM																				
WI '03	248	826	.4	6.3	94	338	.2	2.0	235	876	.4	3.0	166	700	.3	2.8	58	285	.1	1.9
4-Book	235	761	.4	5.8	100	400	.2	2.1	239	864	.4	3.1	136	565	.3	2.3	73	362	.1	2.4
KBLA-AM																				
WI '03	9	61	.2	.2	17	60	.4	.4	31	85	.1	.4	71	136	.1	1.2	10	52	.3	.3
4-Book	19	74	.5	.5	16	46	.4	.4	36	102	.1	.5	63	134	.1	1.1	11	50	.4	.4
KBUA-FM																				
WI '03	20	57	.5	.5	34	86	.1	.7	87	186	.2	1.1	45	83	.1	.8	19	74	.6	.6
4-Book	30	86	.7	.7	29	63	.1	.6	60	132	.1	.8	35	72	.1	.6	17	56	.6	.6
KBUE-FM																				
WI '03	111	435	.2	2.8	128	387	.2	2.7	225	651	.4	2.8	201	574	.4	3.4	109	336	.2	3.6
4-Book	111	389	.2	2.7	131	364	.3	2.8	233	613	.4	2.9	179	490	.3	3.1	93	278	.2	3.1
KCBS-FM																				
WI '03	119	538	.2	3.0	83	377	.1	1.8	287	1142	.5	3.6	201	933	.4	3.4	69	295	.1	2.3
4-Book	104	492	.2	2.6	107	434	.2	2.3	252	1006	.5	3.2	213	824	.4	3.6	84	350	.1	2.8
KDIS-AM																				
WI '03	8	44	.2	.2	11	72	.2	.2	48	221	.1	.6	23	76	.4	.4	11	79	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDL-D-FM																				
KSSC-FM																				
WI '03	17	103	.4	.4	8	41	.2	.2	39	168	.1	.5	27	133	.5	.5	9	25	.3	.3
4-Book	13	56	.3	.3	8	39	.2	.2	31	130	.1	.4	17	76	.3	.3	9	25	.3	.3
+KDLE-FM																				
KSSD-FM																				
WI '03	23	78	.6	.6	17	54	.4	.4	24	156	.3	.3	38	118	.1	.6	12	72	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	48	175	.1	1.2	117	338	.2	2.5	98	420	.2	1.2	89	268	.2	1.5	63	272	.1	2.1
4-Book	61	191	.1	1.5	115	369	.2	2.4	139	450	.3	1.8	80	240	.2	1.4	59	218	.1	2.0
KFSH-FM																				
WI '03	25	132	.6	.6	97	573	.2	2.1	119	537	.2	1.5	63	322	.1	1.1	21	108	.7	.7
4-Book	26	153	.1	.6	76	411	.2	1.6	92	470	.2	1.2	64	275	.1	1.1	28	154	.1	1.0
KFWB-AM																				
WI '03	47	225	.1	1.2	101	474	.2	2.1	95	483	.2	1.2	62	254	.1	1.0	34	201	.1	1.1
4-Book	31	196	.1	.8	71	406	.1	1.5	75	425	.2	1.0	65	301	.1	1.1	29	168	.1	1.0
KHHT-FM																				
WI '03	148	391	.3	3.8	144	429	.3	3.1	181	626	.3	2.3	185	669	.3	3.1	296	627	.5	9.7
4-Book	149	467	.3	3.7	98	346	.2	2.1	188	640	.3	2.4	166	566	.3	2.8	196	496	.4	6.6
KHJ -AM																				
WI '03	42	151	.1	1.1	86	182	.2	1.8	57	154	.1	.7	94	200	.2	1.6	43	168	.1	1.4
4-Book	29	92	.1	.7	61	155	.1	1.3	77	186	.2	1.0	56	127	.1	1.0	22	81	.7	.7
KIIS-FM																				
WI '03	163	623	.3	4.1	106	440	.2	2.3	316	1310	.6	4.0	211	854	.4	3.5	92	348	.2	3.0
4-Book	159	623	.3	3.9	173	669	.3	3.7	294	1279	.5	3.7	192	852	.4	3.3	97	425	.2	3.2
KVVS-FM																				
WI '03	6	22	.2	.2	2	15	.1	.1	6	24	.1	.1	4	26	.1	.1	2	15	.1	.1
4-Book	11	42	.3	.3	2	15	.1	.1	9	49	.1	.1	6	20	.1	.1	4	10	.2	.2
KJLH-FM																				
WI '03	97	304	.2	2.5	172	481	.3	3.7	241	773	.4	3.0	242	500	.4	4.0	46	139	.1	1.5
4-Book	112	337	.2	2.8	235	606	.4	4.9	276	786	.5	3.5	238	495	.4	4.0	75	250	.1	2.5

Target Listener Estimates - Persons 25-54

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Target Listener Estimates

Persons 25-54

Target Listener Estimates - Persons 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH	AQH	Cume	AQH	AQH
	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr	(00)	(00)	Rtg	Shr
KROQ-FM WI '03 4-Book	94 142	500 650	.2 .3	2.4 3.5	87 97	424 473	.2 .2	1.8 2.1	240 229	1000 984	.4 .4	3.0 2.9	188 219	909 925	.3 .4	3.1 3.7	91 126	522 613	.2 .2	3.0 4.2
KRTH-FM WI '03 4-Book	79 94	401 408	.1 .2	2.0 2.3	180 121	707 517	.3 .2	3.8 2.5	270 273	1069 990	.5 .5	3.4 3.4	173 193	617 686	.3 .3	2.9 3.3	50 85	277 360	.1 .2	1.6 2.9
KSCA-FM WI '03 4-Book	88 91	311 290	.2 .2	2.2 2.3	220 295	489 660	.4 .5	4.7 6.2	146 236	479 659	.3 .4	1.8 3.0	225 166	471 414	.4 .3	3.8 2.8	74 64	209 200	.1 .1	2.4 2.2
KSPN-AM WI '03 4-Book	23 **	47 **	** **	.6 **	23 **	79 **	** **	.5 **	8 **	44 **	** **	.1 **	15 **	100 **	** **	.3 **	9 **	59 **	** **	.3 **
KSSE-FM WI '03 4-Book	66 50	275 214	.1 .1	1.7 1.3	120 75	352 227	.2 .1	2.6 1.6	216 148	641 462	.4 .3	2.7 1.9	71 64	267 207	.1 .1	1.2 1.1	48 31	136 124	.1 .1	1.6 1.1
KSUR-AM WI '03 4-Book	4 **	16 **	** **	.1 **	4 **	18 **	** **	.1 **	10 **	30 **	** **	.1 **	** **	** **	** **	** **	** **	** **	** **	** **
KTNQ-AM WI '03 4-Book	22 20	74 71	.6 .5		15 23	47 67	.1 .1		95 65	246 175	.2 .1	1.2 .8	55 37	114 95	.1 .1	.9 .6	21 28	58 84	.1 .1	.7 .9
KTWV-FM WI '03 4-Book	122 146	527 576	.2 .3	3.1 3.6	139 145	513 554	.2 .3	3.0 3.1	272 328	902 1026	.5 .6	3.4 4.2	211 254	664 744	.4 .5	3.5 4.3	121 129	453 484	.2 .2	4.0 4.3
KWIZ-FM WI '03 4-Book	59 69	148 213	.1 .1	1.5 1.7	29 43	130 129	.1 .1	.6 .9	72 96	227 252	.1 .2	.9 1.2	84 93	248 253	.1 .1	1.4 1.6	48 50	157 166	.1 .1	1.6 1.7
KVKW-AM WI '03 4-Book	30 20	45 42	.1 .5	.8 .5	24 18	61 50	.5 .4		39 19	66 57	.1 .2	.5 .2	4 12	15 27	.1 .2		10 12	13 27		.3 .4
KWVE-FM WI '03 4-Book	2 12	12 56	.1 .3		45 57	157 204	.1 .1	1.0 1.2	61 46	225 195	.1 .1	.8 .6	35 33	164 153	.1 .1	.6 .6	18 21	85 88		.6 .7
KXOL-FM WI '03 4-Book	110 110	347 336	.2 .2	2.8 2.7	157 151	471 433	.3 .3	3.3 3.2	206 222	670 648	.4 .4	2.6 2.8	164 169	469 467	.3 .3	2.7 2.8	77 73	302 270	.1 .1	2.5 2.4
KYSR-FM WI '03 4-Book	98 90	471 504	.2 .2	2.5 2.3	59 66	331 364	.1 .1	1.3 1.5	196 202	979 999	.3 .3	2.5 2.6	118 155	608 710	.2 .3	2.0 2.7	54 51	274 323	.1 .1	1.8 1.7
+KZAB-FM KFSG-FM WI '03 4-Book	26 **	92 **	** **	.7 **	46 **	143 **	.1 **	1.0 **	99 **	269 **	.2 **	1.3 **	71 **	180 **	.1 **	1.2 **	35 **	134 **	.1 **	1.1 **
KZLA-FM WI '03 4-Book	82 86	335 339	.1 .2	2.1 2.2	62 97	407 455	.1 .2	1.3 2.1	283 222	989 801	.5 .4	3.6 2.8	164 142	582 521	.3 .3	2.7 2.4	50 52	342 272	.1 .1	1.6 1.7
KGGI-FM WI '03 4-Book	9 19	58 78	.1 .1	.2 .5	16 13	86 62	.3 .3		14 23	110 104	.2 .3		26 25	80 94	.4 .4		19 23	88 77		.6 .7
TOTALS WI '03 4-Book	3935 4041	12615 12823	6.9 7.2		4704 4749	14452 14297	8.3 8.4		7920 7876	22179 21676	14.0 14.0		5998 5925	16473 15877	10.6 10.6		3056 2999	10037 10035	5.4 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 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	
KZLA-FM																				
WI '03	232	3881	.5	3.0	307	2065	.7	2.6	363	2049	.8	3.2	320	2414	.7	3.2	65	952	.1	2.1
FA '02	199	3269	.4	2.4	316	1873	.7	2.5	279	1702	.6	2.4	260	1945	.6	2.6	64	974	.1	2.0
SU '02	237	3944	.5	3.1	352	2308	.8	3.0	337	2241	.7	3.0	305	2413	.7	3.2	65	904	.1	2.0
SP '02	242	3698	.5	3.2	390	2276	.9	3.2	342	2071	.7	3.2	284	2328	.6	3.0	90	930	.2	3.1
4-Book	228	3698	.5	2.9	341	2131	.8	2.8	330	2016	.7	3.0	292	2275	.7	3.0	71	940	.1	2.3
WI '02	168	3194	.4	2.2	232	1716	.5	2.0	214	1704	.5	2.0	248	2101	.5	2.6	54	947	.1	1.8
KGGI-FM																				
WI '03	11	477		.1	18	120		.2	13	112		.1	14	178		.1	2	78		.1
FA '02	11	507		.1	8	157		.1	9	140		.1	22	293		.2	7	113		.2
SU '02	12	568		.2	19	270		.2	12	153		.1	12	194		.1	8	118		.2
SP '02	20	495		.3	21	186		.2	24	180		.1	26	236		.3	9	133		.3
4-Book	14	512		.2	17	183		.2	15	146		.1	19	225		.2	7	111		.2
WI '02	14	442		.2	19	204		.2	21	190		.2	16	158		.2	3	48		.1
TOTALS																				
WI '03	7854	44694	16.9		11996	39492	25.7		11338	35357	24.3		10008	38338	21.5		3033	22210	6.5	
FA '02	8169	44727	17.5		12849	39699	27.6		11852	35520	25.4		10011	38182	21.5		3210	22511	6.9	
SU '02	7698	43904	16.8		11796	38529	25.8		11098	35322	24.2		9430	36517	20.6		3212	22350	7.0	
SP '02	7617	43655	16.6		12047	38413	26.3		10830	34019	23.7		9352	36559	20.4		2948	21476	6.4	
4-Book	7835	44245	17.0		12172	39033	26.4		11280	35055	24.4		9700	37399	21.0		3101	22137	6.7	
WI '02	7552	43712	16.5		11759	38225	25.7		10747	33881	23.5		9463	36405	20.7		2972	21649	6.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		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	WI '03	330	2986	.7	3.0	88	1272	.2	1.7	92	310	.2	1.5	127	440	.3	1.4	77	274	.2	1.3
	4-Book	302	2884	.7	2.8	89	1225	.2	1.7	135	402	.3	2.1	122	441	.3	1.4	87	301	.2	1.5
KBIG-FM	WI '03	355	3522	.8	3.2	130	2046	.3	2.5	124	376	.3	2.0	241	885	.5	2.6	135	550	.3	2.2
	4-Book	344	3586	.8	3.1	132	2089	.3	2.5	103	379	.3	1.6	210	776	.5	2.4	160	592	.4	2.7
KBLA-AM	WI '03	106	831	.2	1.0	31	393	.1	.6	71	142	.2	1.1	42	114	.1	.4	44	103	.1	.7
	4-Book	112	892	.2	1.0	29	376	.1	.6	50	135	.2	.8	45	120	.1	.5	48	127	.1	.8
KBUA-FM	WI '03	26	260	.1	.2	18	146		.3	15	56		.2	1	14			8	16		.1
	4-Book	37	284	.1	.3	19	162		.4	29	69	.1	.4	22	45	.1	.3	18	46		.3
KBUE-FM	WI '03	194	1671	.4	1.7	112	1061	.2	2.1	120	379	.3	1.9	170	457	.4	1.8	155	444	.3	2.6
	4-Book	172	1617	.4	1.6	108	1047	.2	2.1	121	338	.3	1.9	172	454	.4	2.0	125	355	.3	2.1
KCBS-FM	WI '03	362	4281	.8	3.3	174	2707	.4	3.3	170	609	.4	2.7	354	1132	.8	3.8	257	1006	.6	4.3
	4-Book	363	4725	.8	3.3	175	2739	.4	3.3	180	690	.4	2.8	341	1228	.8	3.9	243	920	.6	4.1
KDIS-AM	WI '03	29	787	.1	.3	28	553	.1	.5	29	173	.1	.5	47	245	.1	.5	40	140	.1	.7
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDL-D-FM	WI '03	9	330		.1	9	149		.2	2	14			17	80		.2	12	62		.2
	4-Book	14	274		.2	8	156		.1	9	41		.1	13	73		.1	8	29		.2
+KDLE-FM	WI '03	43	344	.1	.4	13	168		.2	2	17			34	115	.1	.4	41	90	.1	.7
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM	WI '03	608	4944	1.3	5.5	149	2006	.3	2.8	339	976	.7	5.4	244	815	.5	2.6	148	512	.3	2.4
	4-Book	599	5007	1.3	5.4	179	2221	.4	3.4	371	1033	.8	5.8	291	888	.7	3.3	124	417	.3	2.1
KFSH-FM	WI '03	90	1328	.2	.8	62	896	.1	1.2	80	282	.2	1.3	130	406	.3	1.4	60	220	.1	1.0
	4-Book	91	1112	.2	.9	55	792	.1	1.0	64	257	.1	1.0	96	357	.2	1.1	68	256	.1	1.2
KFWB-AM	WI '03	297	4900	.6	2.7	123	2696	.3	2.3	194	897	.4	3.1	196	945	.4	2.1	122	495	.3	2.0
	4-Book	241	4330	.5	2.2	93	2196	.2	1.8	161	714	.4	2.5	126	688	.3	1.4	98	513	.2	1.7
KHHT-FM	WI '03	219	2090	.5	2.0	112	1442	.2	2.1	93	277	.2	1.5	163	591	.3	1.7	132	367	.3	2.2
	4-Book	217	2371	.5	2.0	123	1484	.3	2.3	110	363	.3	1.7	202	642	.4	2.3	157	455	.4	2.6
KHJ -AM	WI '03	152	1149	.3	1.4	75	670	.2	1.4	97	191	.2	1.5	113	261	.2	1.2	145	268	.3	2.4
	4-Book	139	1126	.3	1.3	61	589	.1	1.2	74	194	.2	1.1	101	252	.2	1.1	95	193	.2	1.6
KIIS-FM	WI '03	267	3743	.6	2.4	157	2311	.3	3.0	152	649	.3	2.4	269	1120	.6	2.9	201	637	.4	3.3
	4-Book	263	4041	.6	2.4	142	2557	.3	2.7	146	575	.3	2.3	259	1116	.6	2.9	177	666	.4	3.0
KVVS-FM	WI '03	9	148		.1	4	97		.1					2	11			4	30		.1
	4-Book	16	179		.2	7	87		.2	5	9		.1	12	49		.1	11	34		.2
KJLH-FM	WI '03	178	1646	.4	1.6	158	1461	.3	3.0	146	343	.3	2.3	211	597	.5	2.3	127	341	.3	2.1
	4-Book	193	1594	.4	1.7	171	1437	.4	3.2	146	367	.3	2.2	213	548	.5	2.4	152	399	.4	2.5

Target Listener Estimates - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	223	2566	.5	2.0	82	1220	.2	1.6	123	335	.3	2.0	178	491	.4	1.9	106	315	.2	1.8
4-Book	271	2539	.6	2.4	88	1198	.2	1.7	148	368	.3	2.3	173	498	.4	1.9	101	346	.2	1.7
KKLA-FM																				
WI '03	105	1086	.2	.9	41	481	.1	.8	75	161	.2	1.2	67	171	.1	.7	37	123	.1	.6
4-Book	97	1179	.2	.9	27	441	.1	.5	42	126	.1	.7	33	118	.1	.4	23	102	.1	.4
KLAC-AM																				
WI '03	57	1082	.1	.5	34	506	.1	.6	27	92	.1	.4	20	49	.2	.2	41	130	.1	.7
4-Book	91	1508	.2	.8	39	713	.1	.7	23	79	.1	.4	44	140	.1	.5	43	140	.1	.7
KLAX-FM																				
WI '03	211	2251	.5	1.9	109	1315	.2	2.1	95	308	.2	1.5	216	654	.5	2.3	109	357	.2	1.8
4-Book	206	2120	.5	1.9	123	1334	.3	2.4	151	396	.3	2.3	218	574	.5	2.5	134	386	.3	2.3
KLOS-FM																				
WI '03	405	4406	.9	3.6	145	2123	.3	2.8	127	450	.3	2.0	320	1024	.7	3.4	149	503	.3	2.5
4-Book	377	4134	.8	3.4	131	1956	.3	2.5	140	437	.3	2.2	265	868	.6	3.0	160	519	.3	2.7
KLSX-FM																				
WI '03	372	3108	.8	3.3	62	1043	.1	1.2	50	253	.1	.8	73	304	.2	.8	94	257	.2	1.6
4-Book	350	2910	.8	3.2	61	1026	.1	1.2	52	196	.1	.8	58	258	.2	.7	63	198	.1	1.1
KLTX-AM																				
WI '03	93	545	.2	.8	58	401	.1	1.1	118	252	.3	1.9	103	217	.2	1.1	29	85	.1	.5
4-Book	89	475	.2	.8	55	381	.1	1.1	109	252	.3	1.7	84	174	.2	1.0	53	124	.1	.9
KLVE-FM																				
WI '03	391	3714	.8	3.5	229	2501	.5	4.3	360	910	.8	5.7	428	1165	.9	4.6	213	777	.5	3.5
4-Book	386	3666	.9	3.5	209	2358	.5	4.0	305	805	.7	4.7	359	1007	.8	4.0	182	586	.4	3.0
KLYY-FM																				
WI '03	70	616	.2	.6	44	498	.1	.8	63	148	.1	1.0	73	210	.2	.8	31	104	.1	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	205	2359	.4	1.8	114	1360	.2	2.2	116	446	.2	1.8	193	613	.4	2.1	161	563	.3	2.7
4-Book	211	2294	.5	1.9	111	1325	.2	2.1	106	372	.2	1.6	177	516	.4	2.0	117	411	.3	2.0
KNX -AM																				
WI '03	301	4858	.6	2.7	136	2680	.3	2.6	225	879	.5	3.6	175	967	.4	1.9	126	609	.3	2.1
4-Book	280	4664	.6	2.5	112	2282	.2	2.1	197	792	.5	3.0	146	763	.3	1.7	92	453	.2	1.5
KOST-FM																				
WI '03	518	5252	1.1	4.7	211	2942	.5	4.0	218	754	.5	3.5	380	1275	.8	4.1	216	810	.5	3.6
4-Book	528	5095	1.1	4.8	230	3046	.5	4.4	268	872	.6	4.1	425	1325	.9	4.8	255	829	.6	4.3
KPWR-FM																				
WI '03	128	2105	.3	1.2	80	1414	.2	1.5	85	273	.2	1.4	122	464	.3	1.3	87	326	.2	1.4
4-Book	122	1922	.3	1.1	79	1197	.2	1.5	82	272	.2	1.3	120	437	.3	1.3	100	369	.2	1.7
KRCB-FM																				
WI '03	149	1041	.3	1.3	105	710	.2	2.0	137	283	.3	2.2	174	376	.4	1.9	111	342	.2	1.8
4-Book	130	1039	.3	1.2	76	657	.2	1.5	92	214	.2	1.5	131	327	.3	1.5	88	248	.2	1.5
KRCV-FM																				
WI '03	110	802	.2	1.0	41	449	.1	.8	46	151	.1	.7	86	191	.2	.9	49	155	.1	.8
4-Book	98	761	.2	.9	62	553	.1	1.2	73	199	.2	1.1	105	227	.2	1.2	78	196	.2	1.3
KRLA-AM																				
WI '03	142	1262	.3	1.3	12	213	.2	.2	10	45	.2	.2	21	61	.2	.2	8	22	.1	.1
4-Book	99	1072	.2	.9	14	239	.3	.3	8	36	.1	.1	20	63	.1	.2	22	67	.1	.4
KRLH-AM																				
WI '03	1	15																		
4-Book	1	20				8							1	5						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KROQ-FM	WI '03	200	2763	.4	1.8	77	1548	.2	1.5	91	354	.2	1.4	200	725	.4	2.1	88	400	.2	1.5	
	4-Book	227	2966	.5	2.1	90	1623	.2	1.7	100	377	.2	1.5	177	730	.4	2.0	104	417	.2	1.8	
KRTH-FM	WI '03	541	6327	1.2	4.9	244	3647	.5	4.6	259	994	.6	4.1	481	1766	1.0	5.1	334	1063	.7	5.5	
	4-Book	482	6086	1.1	4.4	250	3641	.6	4.8	243	933	.5	3.8	525	1668	1.1	5.9	307	989	.7	5.1	
KSCA-FM	WI '03	440	2614	.9	4.0	165	1530	.4	3.1	418	771	.9	6.6	175	582	.4	1.9	225	520	.5	3.7	
	4-Book	456	2775	1.0	4.1	194	1737	.5	3.7	565	1043	1.2	8.7	279	775	.6	3.2	166	431	.4	2.8	
KSPN-AM	WI '03	63	941	.1	.6	16	391	.3	.3	19	89	.3	.3	36	155	.1	.4	18	90	.3	.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	103	1360	.2	.9	56	772	.1	1.1	31	114	.1	.5	158	469	.3	1.7	74	238	.2	1.2	
	4-Book	67	1012	.2	.6	38	542	.1	.7	31	103	.1	.5	93	269	.2	1.0	49	147	.1	.8	
KSUR-AM	WI '03	19	238	.2	.2	14	208	.3	.3	17	57	.3	.3	24	53	.1	.3	20	55	.3	.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	91	736	.2	.8	52	591	.1	1.0	67	193	.1	1.1	112	231	.2	1.2	44	110	.1	.7	
	4-Book	80	703	.2	.7	45	508	.1	.9	85	193	.2	1.3	80	180	.2	.9	33	95	.1	.6	
KTWV-FM	WI '03	456	4651	1.0	4.1	246	3160	.5	4.7	245	813	.5	3.9	482	1497	1.0	5.2	273	879	.6	4.5	
	4-Book	535	4694	1.2	4.8	270	3108	.6	5.1	262	849	.6	4.1	459	1339	1.0	5.2	324	954	.7	5.4	
KWIZ-FM	WI '03	42	440	.1	.4	26	288	.1	.5	19	92	.1	.3	40	122	.1	.4	25	77	.1	.4	
	4-Book	64	593	.1	.6	36	383	.1	.7	37	120	.1	.6	56	154	.1	.6	39	108	.1	.7	
KWKW-AM	WI '03	83	597	.2	.7	33	321	.1	.6	50	163	.1	.8	94	183	.2	1.0	24	73	.1	.4	
	4-Book	76	571	.2	.7	28	304	.1	.5	60	148	.1	.9	59	132	.1	.7	22	59	.1	.4	
KWVE-FM	WI '03	94	1015	.2	.8	42	592	.1	.8	56	193	.1	.9	56	217	.1	.6	34	114	.1	.6	
	4-Book	87	1065	.2	.8	37	617	.1	.7	45	167	.1	.7	46	181	.1	.5	40	118	.1	.7	
KXDL-FM	WI '03	198	1715	.4	1.8	124	1229	.3	2.4	148	393	.3	2.4	297	728	.6	3.2	123	326	.3	2.0	
	4-Book	200	1904	.4	1.8	112	1192	.3	2.1	128	328	.3	2.0	230	617	.5	2.6	128	363	.3	2.1	
KYSR-FM	WI '03	202	3306	.4	1.8	71	1538	.2	1.3	36	183	.1	.6	150	537	.3	1.6	75	402	.2	1.2	
	4-Book	238	3462	.5	2.1	92	1686	.2	1.8	72	324	.2	1.1	198	736	.5	2.3	132	502	.3	2.2	
+KZAB-FM	WI '03	48	408	.1	.4	29	234	.1	.6	23	56	.1	.4	48	111	.1	.5	27	83	.1	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	332	3338	.7	3.0	166	2328	.4	3.1	191	782	.4	3.0	325	1199	.7	3.5	234	780	.5	3.9	
	4-Book	322	3246	.7	2.9	166	2138	.4	3.2	174	698	.4	2.7	323	1057	.7	3.7	219	716	.5	3.7	
KGGI-FM	WI '03	15	296	.1	.1	12	282	.2	.2	9	43	.1	.1	30	109	.1	.3	23	70	.1	.4	
	4-Book	17	384	.1	.1	14	222	.3	.3	9	48	.1	.1	22	76	.1	.3	23	72	.1	.4	
TOTALS	WI '03	11130	44058	23.9		5271	36189	11.3		6287	17424	13.5		9359	23490	20.1		6042	16514	13.0		
	4-Book	11068	43587	24.0		5271	35685	11.4		6480	17407	14.0		8865	22282	19.2		5989	16072	13.0		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	62	212	.1	2.2	99	281	.2	2.4	109	408	.2	1.7	78	289	.2	1.6	59	220	.1	2.8
4-Book	45	172	.1	1.6	110	321	.3	2.5	105	361	.2	1.6	82	265	.2	1.7	39	141	.1	1.8
KBIG-FM																				
WI '03	145	491	.3	5.2	74	272	.2	1.8	158	632	.3	2.4	128	548	.3	2.6	25	137	.1	1.2
4-Book	154	513	.3	5.2	74	288	.2	1.7	186	672	.4	2.9	102	418	.2	2.1	51	231	.1	2.2
KBLA-AM																				
WI '03	7	44	.1	.3	12	43	.3	.3	29	73	.1	.4	50	110	.1	1.0	6	40	.3	.3
4-Book	18	73	.1	.6	12	36	.3	.3	22	65	.1	.3	34	87	.1	.7	10	44	.5	.5
KBUA-FM																				
WI '03	18	43	.6	.6	21	42	.5	.5	35	67	.1	.5	37	46	.1	.8	10	26	.5	.5
4-Book	11	35	.4	.4	15	37	.4	.4	25	49	.1	.4	18	29	.1	.4	11	30	.5	.5
KBUE-FM																				
WI '03	63	274	.1	2.3	72	227	.2	1.7	147	427	.3	2.2	94	300	.2	1.9	70	238	.2	3.3
4-Book	68	243	.2	2.3	78	243	.2	1.8	145	392	.3	2.2	97	294	.2	2.0	56	186	.1	2.4
KCBS-FM																				
WI '03	85	468	.2	3.0	67	267	.1	1.6	239	930	.5	3.6	169	704	.4	3.5	45	253	.1	2.1
4-Book	88	440	.2	3.0	100	378	.2	2.3	212	818	.5	3.2	175	651	.4	3.6	65	281	.1	2.8
KDIS-AM																				
WI '03	15	72	.5	.5	15	96	.4	.4	44	205	.1	.7	28	57	.1	.6	8	63	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	9	32	.3	.3	5	28	.1	.1	8	60	.1	.1	15	62	.3	.3				
4-Book	4	15	.1	.1	4	24	.1	.1	11	56	.2	.2	8	28	.2	.2	3	9	.1	.1
+KDLE-FM																				
KSSD-FM																				
WI '03	10	29	.4	.4	**	**	**	**	5	28	.1	.1	11	40	.2	.2	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	47	210	.1	1.7	133	436	.3	3.2	143	587	.3	2.2	122	362	.3	2.5	46	235	.1	2.2
4-Book	74	229	.2	2.5	158	522	.4	3.6	229	691	.5	3.5	115	347	.3	2.4	82	271	.2	3.6
KFSH-FM																				
WI '03	15	106	.5	.5	75	454	.2	1.8	71	372	.2	1.1	54	231	.1	1.1	15	98	.7	.7
4-Book	17	102	.5	.5	59	312	.2	1.4	65	329	.2	1.0	53	202	.1	1.1	20	111	.1	.9
KFWB-AM																				
WI '03	57	278	.1	2.0	160	665	.3	3.9	138	709	.3	2.1	84	431	.2	1.7	47	255	.1	2.2
4-Book	43	259	.1	1.5	112	568	.2	2.6	98	577	.2	1.5	80	421	.2	1.7	41	237	.1	1.8
KHHT-FM																				
WI '03	74	221	.2	2.7	72	221	.2	1.7	85	328	.2	1.3	100	384	.2	2.0	164	337	.4	7.7
4-Book	85	252	.2	2.9	69	246	.2	1.6	127	420	.3	2.0	103	357	.2	2.1	118	304	.3	5.3
KHJ -AM																				
WI '03	36	143	.1	1.3	62	137	.1	1.5	47	144	.1	.7	86	179	.2	1.8	34	141	.1	1.6
4-Book	28	90	.1	.9	56	154	.1	1.3	66	168	.2	1.0	52	124	.1	1.1	19	74	.8	.8
KIIS-FM																				
WI '03	107	380	.2	3.8	67	289	.1	1.6	228	831	.5	3.5	178	620	.4	3.6	44	184	.1	2.1
4-Book	85	346	.2	2.9	104	418	.2	2.4	195	810	.4	3.0	118	505	.3	2.4	49	241	.1	2.2
KVVS-FM																				
WI '03					4	15	.1	.1	11	28	.2	.2	8	41	.2	.2	2	15	.1	.1
4-Book	5	16	.2	.2	3	19	.1	.1	9	40	.1	.1	5	20	.1	.1	1	7	.1	.1
KJLH-FM																				
WI '03	77	257	.2	2.8	186	517	.4	4.5	240	709	.5	3.7	259	489	.6	5.3	32	91	.1	1.5
4-Book	84	244	.2	2.9	225	575	.5	5.2	270	746	.6	4.1	236	487	.6	4.9	55	184	.1	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
	KKBT-FM	57	210	.1	2.0	37	170	.1	.9	74	314	.2	1.1	37	128	.1	.8	39	132	.1
WI '03	48	180	.1	1.6	60	200	.1	1.4	86	330	.2	1.3	60	200	.1	1.3	34	131	.1	1.5
4-Book																				
KKLA-FM	17	22	.6		74	261	.2	1.8	31	120	.1	.5	26	84	.1	.5	13	62	.6	
WI '03	16	40	.5		48	179	.1	1.1	26	125	.1	.4	19	76	.1	.4	16	51	.7	
4-Book																				
KLAC-AM	15	104	.5		37	88	.1	.9	44	87	.1	.7	53	160	.1	1.1	42	124	.1	2.0
WI '03	27	112	.1	.9	17	48	.4		45	161	.1	.7	87	292	.2	1.8	32	123	.1	1.5
4-Book																				
KLAX-FM	54	167	.1	1.9	78	253	.2	1.9	194	513	.4	3.0	81	222	.2	1.7	29	120	.1	1.4
WI '03	56	195	.1	1.9	99	294	.2	2.3	186	468	.4	2.9	92	261	.2	1.9	47	197	.1	2.0
4-Book																				
KLOS-FM	34	220	.1	1.2	67	337	.1	1.6	204	785	.4	3.1	169	548	.4	3.5	78	286	.2	3.7
WI '03	63	257	.2	2.1	57	241	.1	1.3	151	583	.3	2.3	153	490	.4	3.2	56	216	.2	2.5
4-Book																				
KLSX-FM	16	137	.6		104	354	.2	2.5	102	387	.2	1.6	51	170	.1	1.0	13	70	.6	
WI '03	17	79	.6		111	374	.3	2.6	121	428	.3	1.9	54	155	.1	1.1	16	73	.7	
4-Book																				
KLTX-AM	41	145	.1	1.5	53	110	.1	1.3	72	168	.2	1.1	29	88	.1	.6	17	77	.8	
WI '03	36	115	.1	1.3	70	167	.2	1.6	49	132	.1	.8	31	95	.1	.6	18	59	.8	
4-Book																				
KLVE-FM	136	474	.3	4.9	188	630	.4	4.5	255	734	.5	3.9	172	519	.4	3.5	82	283	.2	3.9
WI '03	142	415	.3	4.9	196	586	.4	4.5	256	775	.6	3.9	160	421	.4	3.3	75	265	.2	3.3
4-Book																				
KLYY-FM	37	143	.1	1.3	12	52	.3		58	190	.1	.9	48	111	.1	1.0	27	61	.1	1.3
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				
KMZT-FM	78	346	.2	2.8	105	301	.2	2.5	121	419	.3	1.8	129	386	.3	2.6	23	90	.1	1.1
WI '03	71	306	.2	2.4	88	272	.2	2.1	151	478	.3	2.3	124	398	.3	2.6	54	211	.1	2.3
4-Book																				
KNX -AM	73	359	.2	2.6	151	584	.3	3.6	165	739	.4	2.5	87	426	.2	1.8	98	471	.2	4.6
WI '03	81	398	.2	2.7	122	496	.3	2.8	117	516	.3	1.8	68	353	.2	1.4	85	405	.2	3.7
4-Book																				
KOST-FM	141	589	.3	5.1	181	692	.4	4.4	247	934	.5	3.8	202	733	.4	4.1	100	396	.2	4.7
WI '03	131	523	.3	4.6	181	676	.4	4.2	259	914	.6	4.0	204	668	.4	4.2	115	429	.3	5.2
4-Book																				
KPWR-FM	46	259	.1	1.6	72	244	.2	1.7	95	359	.2	1.4	87	415	.2	1.8	49	209	.1	2.3
WI '03	63	230	.2	2.1	47	185	.1	1.1	80	288	.2	1.2	85	319	.2	1.8	52	194	.1	2.3
4-Book																				
KRCD-FM	86	255	.2	3.1	81	201	.2	2.0	138	321	.3	2.1	73	176	.2	1.5	38	142	.1	1.8
WI '03	61	172	.1	2.1	50	155	.1	1.2	86	229	.2	1.3	71	184	.2	1.5	33	107	.1	1.5
4-Book																				
KRCV-FM	25	78	.1	.9	40	121	.1	1.0	47	131	.1	.7	25	52	.1	.5	6	15	.3	
WI '03	36	126	.1	1.3	46	119	.1	1.1	80	194	.2	1.2	53	125	.1	1.1	22	67	.1	1.0
4-Book																				
KRLA-AM	6	13	.2		26	60	.1	.6	14	57	.2		14	49	.3					
WI '03	7	24	.2		17	42	.1	.4	8	32	.1		23	70	.5		9	36	.4	
4-Book																				
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 35-64																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRQQ-FM	WI '03	32	160	.1	1.1	36	160	.1	.9	63	347	.1	1.0	63	327	.1	1.3	41	248	.1	1.9	
	4-Book	53	247	.1	1.8	47	220	.1	1.1	89	409	.2	1.4	84	357	.2	1.8	57	281	.1	2.5	
KRTH-FM	WI '03	103	523	.2	3.7	208	865	.4	5.0	318	1236	.7	4.9	191	758	.4	3.9	61	367	.1	2.9	
	4-Book	112	495	.2	3.8	154	628	.3	3.6	333	1164	.8	5.1	222	787	.5	4.6	92	413	.2	4.1	
KSCA-FM	WI '03	62	213	.1	2.2	149	352	.3	3.6	137	405	.3	2.1	166	319	.4	3.4	51	144	.1	2.4	
	4-Book	70	206	.1	2.4	209	475	.5	4.8	164	447	.4	2.5	118	278	.3	2.4	41	127	.1	1.9	
KSPN-AM	WI '03	3	14	**	.1	20	66	**	.5	10	57	**	.2	17	115	**	.3	6	46	**	.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	19	116		.7	37	96	.1	.9	73	247	.2	1.1	30	149	.1	.6	18	59		.8	
	4-Book	14	81		.5	20	67		.5	51	171	.1	.8	30	104	.1	.6	12	57		.5	
KSUR-AM	WI '03	6	28	**	.2	13	30	**	.3	24	83	.1	.4	11	25	**	.2	**	**	**	**	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	22	77		.8	16	61		.4	87	216	.2	1.3	42	99	.1	.9	21	58		1.0	
	4-Book	24	74	.1	.8	27	73	.1	.7	56	155	.1	.9	30	78	.1	.6	24	76	.1	1.1	
KTWW-FM	WI '03	133	549	.3	4.8	190	650	.4	4.6	289	941	.6	4.4	223	709	.5	4.6	126	425	.3	5.9	
	4-Book	164	651	.4	5.6	186	660	.4	4.3	356	1098	.8	5.4	276	780	.6	5.7	128	463	.3	5.6	
KWIZ-FM	WI '03	18	41		.6	14	62		.3	30	135	.1	.5	34	84	.1	.7	22	60		1.0	
	4-Book	24	85	.1	.8	25	74		.6	41	126	.1	.7	37	107	.1	.8	24	78	.1	1.0	
KWKV-AM	WI '03	12	15		.4	20	62		.5	43	80	.1	.7	4	15		.1	10	13		.5	
	4-Book	17	38		.6	19	59		.5	17	47		.3	13	27		.3	14	34		.7	
KWVE-FM	WI '03	11	27		.4	47	187	.1	1.1	65	259	.1	1.0	41	171	.1	.8	26	114	.1	1.2	
	4-Book	13	47		.4	51	213	.1	1.2	48	214	.1	.7	35	155	.1	.7	20	81		.9	
KXOL-FM	WI '03	56	169	.1	2.0	80	260	.2	1.9	130	415	.3	2.0	109	289	.2	2.2	43	142	.1	2.0	
	4-Book	57	178	.1	1.9	81	241	.2	1.9	128	398	.3	2.0	105	297	.2	2.2	38	136	.1	1.7	
KYSR-FM	WI '03	31	166	.1	1.1	36	190	.1	.9	122	543	.3	1.9	71	343	.2	1.4	31	156	.1	1.5	
	4-Book	43	252	.1	1.5	43	227	.1	1.0	121	578	.3	1.9	91	379	.2	1.9	26	150	.1	1.2	
+KZAB-FM	KFSG-FM	14	63	**	.5	24	82	**	.6	52	126	.1	.8	21	73	**	.4	21	57	**	1.0	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	68	401	.1	2.4	76	345	.2	1.8	236	918	.5	3.6	147	583	.3	3.0	49	352	.1	2.3	
	4-Book	82	336	.2	2.8	117	453	.3	2.7	216	777	.5	3.3	147	559	.3	3.0	50	250	.1	2.2	
KGGI-FM	WI '03	6	37		.2	7	20		.2	8	43		.1	7	44		.1	8	24		.4	
	4-Book	6	23		.2	7	20		.2	14	52		.2	14	47		.3	13	44		.6	
TOTALS	WI '03	2789	9708	6.0		4151	12806	8.9		6554	18532	14.1		4898	13383	10.5		2118	7386	4.5		
	4-Book	2937	9689	6.4		4335	13040	9.4		6532	18161	14.2		4847	12958	10.5		2269	7701	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

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	
+KDLE-FM																				
KSSD-FM																				
WI '03	12	355	.1	.8	12	142	.1	.6	15	148	.1	.9	19	237	.2	.9	8	181	.1	.6
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	8	287	.1	.5	8	112	.1	.4	4	89	.2	.2	8	117	.1	.4	13	66	.1	1.0
FA '02	8	211	.1	.5	5	74	.2	.2	4	65	.2	.2	10	49	.1	.5	15	59	.1	1.1
SU '02	16	264	.1	1.0	19	135	.2	1.0	23	178	.2	1.1	23	166	.2	1.1	17	137	.1	1.3
SP '02	12	282	.1	.8	7	41	.1	.3	8	88	.1	.5	1	28	.1	.1	36	148	.3	2.8
4-Book	11	261	.1	.7	10	91	.1	.5	10	105	.1	.5	11	90	.1	.5	20	103	.2	1.6
WI '02	9	164	.1	.6	6	87	.3	.3	1	14	.1	.1	15	42	.1	.8	22	75	.2	2.0
KFSH-FM																				
WI '03	5	142	.1	.3	7	45	.1	.3	1	39	.1	.1	9	82	.1	.4	1	22	.1	.1
FA '02	10	224	.1	.6	12	88	.1	.6	5	102	.3	.3	24	147	.2	1.1	9	56	.1	.7
SU '02	6	236	.1	.4	4	69	.2	.2	10	171	.1	.5	10	119	.1	.5	3	51	.1	.2
SP '02	3	166	.2	.2	6	82	.3	.3	1	40	.1	.1	5	72	.3	.3				
4-Book	6	192	.4	.4	7	71	.1	.4	4	88	.3	.3	12	105	.1	.6	3	32	.1	.3
WI '02	8	205	.1	.6	10	148	.1	.6	4	91	.3	.3	19	150	.2	1.0	7	99	.1	.6
KFWB-AM																				
WI '03	2	151	.1	.1	9	107	.1	.4	2	60	.1	.1	3	65	.1	.1		14		
FA '02	1	83	.1	.1	3	42	.1	.1	2	40	.1	.1	1	25						
SU '02	2	142	.1	.1	4	67	.2	.2	6	45	.3	.3		24						
SP '02	4	108	.3	.3	11	108	.1	.5		20			7	64	.1	.4	3	58		.2
4-Book	2	121	.2	.2	7	81	.1	.3	3	41	.1	.1	3	45	.1	.1	1	18		.1
WI '02	3	182	.2	.2	9	142	.1	.5	2	42	.1	.1	2	44	.1	.1	2	59		.2
KHHT-FM																				
WI '03	52	1338	.4	3.3	41	543	.3	2.0	46	551	.4	2.9	54	581	.4	2.6	58	564	.5	4.5
FA '02	46	1229	.4	2.8	38	414	.3	1.8	43	386	.3	2.5	53	513	.4	2.5	55	543	.4	4.1
SU '02	55	1322	.5	3.3	28	340	.2	1.5	73	644	.6	3.4	73	536	.6	3.4	45	533	.4	3.5
SP '02	52	1328	.4	3.3	37	451	.3	1.8	68	591	.6	4.4	68	626	.6	3.4	35	540	.3	2.7
4-Book	51	1304	.4	3.2	36	437	.3	1.8	58	543	.5	3.3	62	564	.5	3.0	48	545	.4	3.7
WI '02	45	1405	.4	3.1	35	420	.3	2.0	23	421	.2	1.5	38	435	.3	1.9	54	530	.4	4.9
KHJ -AM																				
WI '03	4	165	.3	.3	5	51	.2	.2	5	77	.3	.3	4	65	.2	.2	1	37		.1
FA '02	4	128	.2	.2	3	24	.1	.1	11	78	.1	.6	1	27				13		
SU '02	11	225	.1	.7	19	68	.2	1.0	25	119	.2	1.2	12	104	.1	.6	2	33		.2
SP '02	5	156	.3	.3	5	86	.2	.2	5	71	.3	.3	10	70	.1	.5	3	43		.2
4-Book	6	169	.4	.4	8	57	.1	.4	12	86	.1	.6	7	67	.1	.3	2	32		.1
WI '02	13	209	.1	.9	14	104	.1	.8	21	165	.2	1.3	19	89	.2	1.0	7	60	.1	.6
KIIS-FM																				
WI '03	94	2748	.7	5.9	109	1129	.9	5.4	86	1098	.7	5.4	131	1401	1.0	6.3	81	1031	.6	6.3
FA '02	105	2888	.8	6.4	151	1501	1.2	7.3	80	1120	.6	4.6	145	1522	1.2	6.8	69	903	.5	5.2
SU '02	144	3510	1.2	8.6	155	1397	1.3	8.2	183	1828	1.5	8.6	193	1781	1.6	9.1	118	1343	1.0	9.3
SP '02	80	2895	.7	5.1	78	1090	.6	3.9	78	1145	.6	5.0	106	1444	.9	5.3	64	998	.5	5.0
4-Book	106	3010	.9	6.5	123	1279	1.0	6.2	107	1298	.9	5.9	144	1537	1.2	6.9	83	1069	.7	6.5
WI '02	98	2997	.8	6.8	105	1265	.9	6.1	121	1216	1.0	7.7	152	1657	1.2	7.7	66	897	.5	6.0
KVVS-FM																				
WI '03	4	130	.3	.3	9	106	.1	.4	2	55	.1	.1	4	38	.2	.2	2	26		.2
FA '02	2	79	.1	.1	3	38	.1	.1		25			6	66	.3	.3	1	26		.1
SU '02	7	217	.1	.4	2	42	.1	.1	12	156	.1	.6	7	114	.1	.3	4	44		.3
SP '02	5	111	.3	.3	10	64	.1	.5	3	36	.2	.2	5	61	.3	.3	6	48		.5
4-Book	5	134	.3	.3	6	63	.1	.3	4	68	.2	.2	6	70	.3	.3	3	36		.3
WI '02	8	177	.1	.6	13	141	.1	.8	7	85	.1	.4	10	104	.1	.5	5	50		.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

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	
KRLA-AM																				
WI '03	1	52	.1	1	25				12			1	15			1	26		.1	
FA '02		55			29								13			1	13		.1	
SU '02	3	69	.2	5	43		.3	5	43		.2	2	29		.1	2	15		.2	
SP '02	1	14	.1	3	14		.1	3	14		.2									
4-Book	1	48	.1	2	28		.1	2	17		.1	1	14			1	14		.1	
WI '02		26							11							1	15		.1	
KRLH-AM																				
WI '03																				
FA '02																				
SU '02																				
SP '02																				
4-Book																				
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KROQ-FM																				
WI '03	219	3861	1.7	13.7	382	2229	3.0	19.0	181	1609	1.4	11.3	271	2264	2.2	13.0	179	1640	1.4	14.0
FA '02	227	4090	1.8	13.8	273	2007	2.2	13.2	214	1724	1.7	12.3	288	2471	2.3	13.6	222	1921	1.8	16.6
SU '02	260	4104	2.1	15.4	265	1929	2.2	14.1	261	2252	2.1	12.3	341	2595	2.8	16.0	284	2304	2.3	22.4
SP '02	223	3814	1.8	14.2	285	1986	2.3	14.1	187	1695	1.5	12.0	293	2394	2.4	14.7	213	1944	1.7	16.7
4-Book	232	3967	1.9	14.3	301	2038	2.4	15.1	211	1820	1.7	12.0	298	2431	2.4	14.3	225	1952	1.8	17.4
WI '02	230	3981	1.9	15.9	251	1935	2.1	14.6	228	1918	1.9	14.5	355	2767	2.9	18.0	170	1859	1.4	15.4
KRTH-FM																				
WI '03	22	982	.2	1.4	27	385	.2	1.3	28	352	.2	1.7	30	327	.2	1.4	14	236	.1	1.1
FA '02	34	1083	.3	2.1	34	395	.3	1.6	43	352	.3	2.5	41	453	.3	1.9	30	422	.2	2.2
SU '02	41	1095	.3	2.4	39	358	.3	2.1	44	535	.4	2.1	63	521	.5	3.0	37	362	.3	2.9
SP '02	47	1097	.4	3.0	52	413	.4	2.6	73	388	.6	4.7	55	487	.5	2.8	32	377	.3	2.5
4-Book	36	1064	.3	2.2	38	388	.3	1.9	47	407	.4	2.8	47	447	.4	2.3	28	349	.2	2.2
WI '02	26	876	.2	1.8	24	270	.2	1.4	44	269	.4	2.8	37	467	.3	1.9	14	237	.1	1.3
KSCA-FM																				
WI '03	35	824	.3	2.2	67	426	.5	3.3	27	282	.2	1.7	58	302	.5	2.8	10	143	.1	.8
FA '02	49	760	.4	3.0	92	428	.7	4.4	68	356	.5	3.9	34	258	.3	1.6	24	244	.2	1.8
SU '02	49	726	.4	2.9	122	396	1.0	6.5	59	375	.5	2.8	32	274	.3	1.5	31	179	.3	2.4
SP '02	55	889	.5	3.5	145	539	1.2	7.2	57	452	.5	3.6	22	229	.2	1.1	18	193	.1	1.4
4-Book	47	800	.4	2.9	107	447	.9	5.4	53	366	.4	3.0	37	266	.3	1.8	21	190	.2	1.6
WI '02	45	790	.4	3.1	97	478	.8	5.6	61	338	.5	3.9	23	281	.2	1.2	33	334	.3	3.0
KSPN-AM																				
WI '03	4	145	.3		6	29		.3	7	92	.1	.4	7	42	.1	.3	2	22		.2
FA '02	1	87	.1						1	27		.1	2	40		.1				
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	1	69	.1						**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	33	679	.3	2.1	36	359	.3	1.8	33	297	.3	2.1	43	338	.3	2.1	31	369	.2	2.4
FA '02	24	657	.2	1.5	33	310	.3	1.6	24	321	.2	1.4	29	292	.2	1.4	14	227	.1	1.0
SU '02	22	557	.2	1.3	19	152	.2	1.0	31	283	.3	1.5	27	171	.2	1.3	14	158	.1	1.1
SP '02	27	518	.2	1.7	21	156	.2	1.0	48	290	.4	3.1	36	207	.3	1.8	24	175	.2	1.9
4-Book	27	603	.2	1.7	27	244	.3	1.4	34	298	.3	2.0	34	252	.3	1.7	21	232	.2	1.6
WI '02	17	550	.1	1.2	28	225	.2	1.6	22	205	.2	1.4	23	259	.2	1.2	7	183	.1	.6
KSUR-AM																				
WI '03		14															1	14		.1
FA '02		16																		
SU '02																				
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
KTNQ-AM																			
WI '03	2	92	.1	2	29	.1		2	41	.1		1	30			1	25		
FA '02	2	53	.1	1	13			3	26	.2		2	39	.1		4	27	.3	
SU '02	1	59	.1	1	13	.1		1	14			2	32	.1		1	18		
SP '02		14										1	14	.1		1	14		
4-Book	1	55	.1	1	14	.1		2	20	.1		2	29	.1		2	21	.2	
WI '02	3	165	.2	4	60	.2		3	45	.2		3	60	.2		3	30	.3	
KTWV-FM																			
WI '03	15	336	.1	13	129	.1	.6	22	133	.2	1.4	6	98	.3		15	125	.1	1.2
FA '02	19	360	.2	23	172	.2	1.1	32	181	.3	1.8	20	143	.2	.9	11	198	.1	.8
SU '02	10	215	.1	9	49	.1	.5	7	48	.1	.3	10	83	.1	.5	10	100	.1	.8
SP '02	10	242	.1	11	120	.1	.5	9	123	.1	.6	19	144	.2	1.0	6	51	.5	
4-Book	14	288	.1	14	118	.1	.7	18	121	.2	1.0	14	117	.1	.7	11	119	.1	.8
WI '02	14	283	.1	10	110	.1	.6	17	87	.1	1.1	14	133	.1	.7	22	142	.2	2.0
KWJZ-FM																			
WI '03	21	340	.2	14	164	.1	.7	22	239	.2	1.4	30	168	.2	1.4	21	134	.2	1.6
FA '02	23	358	.2	25	178	.2	1.2	45	180	.4	2.6	17	166	.1	.8	8	122	.1	.6
SU '02	24	301	.2	26	171	.2	1.4	41	174	.3	1.9	31	159	.3	1.5	6	78	.5	
SP '02	20	370	.2	12	119	.1	.6	23	197	.2	1.5	33	168	.3	1.7	19	142	.2	1.5
4-Book	22	342	.2	19	158	.2	1.0	33	198	.3	1.9	28	165	.2	1.4	14	119	.1	1.1
WI '02	17	299	.1	4	64		.2	22	119	.2	1.4	22	119	.2	1.1	19	118	.2	1.7
KWKV-AM																			
WI '03		26		1	14														
FA '02		40		2	13		.1		13								13		
SU '02		13						1	13				13						
SP '02		28															2	28	.2
4-Book		27		1	7				7				3			1	10	.1	
WI '02	3	109	.2	6	49	.3		1	30	.1		4	30	.2		1	15	.1	
KWVE-FM																			
WI '03	2	154	.1	3	29	.1		1	25	.1		3	49	.1		1	26	.1	
FA '02	7	123	.1	5	29	.2		4	40	.2		6	57	.3		8	47	.1	.6
SU '02	2	72	.1	1	24	.1		1	12								12		
SP '02	3	106	.2	4	44	.2		7	60	.1	.4	1	14	.1		1	14	.1	
4-Book	4	114	.2	3	32	.2		3	34	.2		3	30	.1		3	25	.2	
WI '02	1	54	.1	1	22	.1		1	11	.1									
KXOL-FM																			
WI '03	29	555	.2	36	251	.3	1.8	46	279	.4	2.9	35	230	.3	1.7	11	198	.1	.9
FA '02	26	683	.2	25	246	.2	1.2	44	347	.3	2.5	39	329	.3	1.8	11	172	.1	.8
SU '02	19	420	.2	16	108	.1	.8	32	210	.3	1.5	20	206	.2	.9	12	135	.1	.9
SP '02	48	624	.4	38	257	.3	1.9	70	307	.6	4.5	44	277	.4	2.2	31	216	.3	2.4
4-Book	31	571	.3	29	216	.2	1.4	48	286	.4	2.9	35	261	.3	1.7	16	180	.2	1.3
WI '02	25	457	.2	34	224	.3	2.0	35	238	.3	2.2	25	252	.2	1.3	14	195	.1	1.3
KYSR-FM																			
WI '03	20	1037	.2	22	269	.2	1.1	8	288	.1	.5	40	540	.3	1.9	13	281	.1	1.0
FA '02	42	846	.3	43	312	.3	2.1	72	418	.6	4.2	69	547	.5	3.3	18	280	.1	1.3
SU '02	43	1160	.4	41	474	.3	2.2	70	586	.6	3.3	59	579	.5	2.8	20	317	.2	1.6
SP '02	28	1291	.2	37	427	.3	1.8	27	358	.2	1.7	36	516	.3	1.8	26	499	.2	2.0
4-Book	33	1084	.3	36	371	.3	1.8	44	413	.4	2.4	51	546	.4	2.5	19	344	.2	1.5
WI '02	25	858	.2	43	372	.4	2.5	26	357	.2	1.7	37	444	.3	1.9	17	239	.1	1.5
+KZAB-FM																			
KFSG-FM																			
WI '03	6	221	.4	7	63	.1	.3	10	94	.1	.6	6	87	.3		6	77	.5	
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
KZLA-FM																				
WI '03	19	347	.2	1.2	19	184	.2	.9	42	136	.3	2.6	23	137	.2	1.1	9	137	.1	.7
FA '02	6	283		.4	4	58		.2	6	122		.3	8	136	.1	.4	6	69		.4
SU '02	16	414	.1	1.0	32	193	.3	1.7	15	192	.1	.7	15	201	.1	.7	16	126	.1	1.3
SP '02	10	364	.1	.6	12	172	.1	.6	7	138	.1	.4	17	116	.1	.9	7	92	.1	.5
4-Book	13	352	.1	.8	17	152	.2	.9	18	147	.1	1.0	16	148	.1	.8	10	106	.1	.7
WI '02	17	359	.1	1.2	20	236	.2	1.2	13	106	.1	.8	20	191	.2	1.0	9	142	.1	.8
KGGI-FM																				
WI '03	15	551	.1	.9	13	187	.1	.6	10	186	.1	.6	22	235	.2	1.1	16	229	.1	1.3
FA '02	9	300	.1	.5	13	115	.1	.6	11	134	.1	.6	12	187	.1	.6	12	99	.1	.9
SU '02	15	627	.1	.9	8	121	.1	.4	17	242	.1	.8	25	233	.2	1.2	9	176	.1	.7
SP '02	11	451	.1	.7	12	182	.1	.6	14	171	.1	.9	14	199	.1	.7	11	196	.1	.9
4-Book	13	482	.1	.8	12	151	.1	.6	13	183	.1	.7	18	214	.2	.9	12	175	.1	1.0
WI '02	12	482	.1	.8	9	153	.1	.5	7	101	.1	.4	12	214	.1	.6	18	192	.1	1.6
TOTALS																				
WI '03	1599	11807	12.7		2010	9623	16.0		1602	7474	12.7		2084	9540	16.5		1277	7747	10.1	
FA '02	1647	11832	13.1		2075	9242	16.5		1733	7201	13.8		2123	9561	16.9		1339	7970	10.6	
SU '02	1684	11419	13.8		1885	8444	15.5		2120	8827	17.4		2130	9324	17.5		1269	7599	10.4	
SP '02	1569	11377	12.9		2024	8824	16.6		1563	7369	12.8		1989	9290	16.3		1273	7464	10.5	
4-Book	1625	11609	13.1		1999	9033	16.2		1755	7718	14.2		2082	9429	16.8		1290	7695	10.4	
WI '02	1451	11325	11.9		1719	8858	14.1		1569	7293	12.9		1968	9150	16.2		1103	7385	9.1	

Target Listener Trends - Men 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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																				
WI '03	5	80		.3	2	28		.2					5	14		.3				
4-Book	3	78		.2	2	26		.2	1	3		.1	7	13		.4				
KBIG-FM																				
WI '03	15	420	.1	.8	13	358	.1	1.0	16	64	.1	1.5	29	75	.2	1.5	6	44		.4
4-Book	22	506	.2	1.1	15	297	.1	1.2	11	42	.1	.9	34	93	.3	1.7	18	50	.2	1.1
KBLA-AM																				
WI '03	12	167	.1	.6	2	62		.2	1	12		.1	8	23	.1	.4	6	23		.4
4-Book	8	93	.1	.4	2	39		.2	3	13		.2	3	9		.1	4	13		.3
KBUA-FM																				
WI '03	9	133	.1	.5	4	66		.3	3	14		.3	6	28		.3	5	25		.3
4-Book	18	152	.2	1.0	11	114	.1	.8	20	56	.2	1.7	21	55	.2	1.1	17	41	.1	1.1
KBUE-FM																				
WI '03	119	1165	.9	6.3	104	787	.8	7.9	91	274	.7	8.3	156	359	1.2	7.8	150	277	1.2	9.0
4-Book	120	972	1.0	6.2	85	644	.7	6.5	93	244	.7	7.8	138	341	1.1	7.0	103	227	.8	6.3
KCBS-FM																				
WI '03	62	765	.5	3.3	21	389	.2	1.6	6	53		.5	42	151	.3	2.1	24	152	.2	1.4
4-Book	46	791	.4	2.4	27	503	.3	2.1	18	88	.1	1.5	36	155	.3	1.8	46	160	.4	2.9
KDIS-AM																				
WI '03	9	207	.1	.5	7	76	.1	.5	4	46		.4	5	30		.3	7	12	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	11	184	.1	.6	10	164	.1	.8	21	39	.2	1.9	13	66	.1	.7	12	36	.1	.7
4-Book	10	132	.1	.6	6	120		.5	8	13	.1	.7	6	33		.3	10	41	.1	.6
+KDLE-FM																				
KSSD-FM																				
WI '03	15	289	.1	.8	9	162	.1	.7	10	53	.1	.9	16	73	.1	.8	13	52	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	6	214		.3	9	124	.1	.7					3	17		.2	18	39	.1	1.1
4-Book	10	177	.1	.5	6	122		.5	4	19		.4	3	24		.2	14	44	.1	.9
KFSH-FM																				
WI '03	6	82		.3	6	118		.5	14	29	.1	1.3	17	63	.1	.9	6	27		.4
4-Book	8	149	.1	.4	5	107		.4	11	22	.1	1.0	13	42	.1	.7	8	33	.1	.5
KFWB-AM																				
WI '03	4	151		.2		18														
4-Book	4	113		.2	1	27		.1	2	10		.2	1	3		.1	1	3		
KHHT-FM																				
WI '03	47	1031	.4	2.5	55	758	.4	4.2	55	167	.4	5.0	63	234	.5	3.2	34	133	.3	2.0
4-Book	52	966	.4	2.7	51	692	.4	3.9	32	101	.3	2.8	69	219	.6	3.6	44	154	.4	2.7
KHJ -AM																				
WI '03	5	153		.3	4	61		.3	9	25	.1	.8	15	35	.1	.8	3	11		.2
4-Book	9	144	.1	.5	4	62		.3	6	16	.1	.5	9	18	.1	.5	5	10		.3
KIIS-FM																				
WI '03	107	2227	.8	5.7	78	1258	.6	5.9	44	214	.3	4.0	122	471	1.0	6.1	83	275	.7	5.0
4-Book	123	2447	1.0	6.3	89	1537	.7	6.8	69	306	.6	5.9	142	567	1.2	7.2	123	404	1.0	7.6
KVVS-FM																				
WI '03	5	106		.3	5	59		.4					10	23	.1	.5	6	11		.4
4-Book	5	118		.3	5	86		.4	2	10		.2	10	32	.1	.5	14	45	.1	.8
KJLH-FM																				
WI '03	11	204	.1	.6	19	236	.2	1.4	7	47	.1	.6	26	83	.2	1.3	31	102	.2	1.9
4-Book	10	173	.1	.5	16	190	.2	1.2	9	37	.1	.8	14	45	.1	.7	16	50	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	Men 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
KKBT-FM WI '03 4-Book	104 118	2390 2345	.8 1.0	5.5 6.1	86 83	1549 1481	.7 .7	6.5 6.4	52 65	200 237	.4 .6	4.7 5.5	159 133	605 538	1.3 1.1	8.0 6.8	103 93	411 360	.8 .7	6.2 5.7
KLVA-FM WI '03 4-Book	3 3	44 47	.2 .1		1	30	.1		2	9	.2		2	13	.1					
KLAC-AM WI '03 4-Book	1 2	37 60	.1 .1		5	24 61	.4						3	7	.1		4	10	.1	.3
KLAX-FM WI '03 4-Book	93 84	952 829	.7 .7	5.0 4.4	80 61	713 562	.6 .5	6.1 4.7	108 68	252 157	.9 .6	9.8 5.9	103 84	261 199	.8 .7	5.2 4.3	72 82	148 179	.6 .7	4.3 5.0
KLOS-FM WI '03 4-Book	35 47	911 886	.3 .4	1.9 2.5	28 30	486 523	.2 .2	2.1 2.3	37 24	86 86	.3 .2	3.4 2.1	49 50	150 174	.4 .4	2.5 2.5	24 40	128 116	.2 .3	1.4 2.5
KLSX-FM WI '03 4-Book	66 57	567 480	.5 .6	3.5 3.0	9 8	159 141	.1 .1	.7 .6	7 7	29 23	.1 .1	.6 .6	3 7	25 22	.2 .1	.4	12 8	28 26	.1 .1	.7 .5
KLTX-AM WI '03 4-Book	5 11	83 78	.3 .1	.6	4 8	57 68	.3 .6		5 9	12 22	.5 .1	.8	4 11	22 28	.2 .1	.6	8	19	.1	.5
KLVE-FM WI '03 4-Book	30 29	614 551	.2 .2	1.6 1.5	24 22	394 342	.2 .2	1.8 1.6	9 20	37 47	.1 .2	.8 1.7	24 27	129 110	.2 .2	1.2 1.4	46 26	139 90	.4 .2	2.8 1.6
KLYY-FM WI '03 4-Book	14 **	194 **	.1 **	.7 **	12 **	157 **	.1 **	.9 **	12 **	59 **	.1 **	1.1 **	15 **	58 **	.1 **	.8 **	21 **	86 **	.2 **	1.3 **
KMZT-FM WI '03 4-Book	8 8	208 196	.1 .1	.4 .4	8 7	174 146	.1 .1	.6 .5	19 7	32 20	.2 .1	1.7 .6	3 4	26 31	.2 .3		16 7	54 29	.1 .1	1.0 .4
KNX -AM WI '03 4-Book	11 5	255 167	.1 .3	.6	4 4	95 82	.3 .3		3 2	11 13	.3 .1		2 4	24 25	.1 .2		13 4	29 14	.1 .1	.8 .3
KOST-FM WI '03 4-Book	21 24	559 522	.2 .2	1.1 1.2	23 23	297 329	.2 .2	1.7 1.7	24 22	100 89	.2 .2	2.2 1.9	14 31	37 78	.1 .3	.7 1.6	29 22	75 74	.2 .2	1.7 1.3
KPWR-FM WI '03 4-Book	350 342	4672 4533	2.8 2.8	18.7 17.8	249 235	3230 3145	2.0 1.9	18.8 18.0	189 200	784 761	1.5 1.6	17.2 16.8	360 339	1203 1176	2.9 2.8	18.0 17.2	308 288	1161 1021	2.4 2.3	18.5 17.6
KRCD-FM WI '03 4-Book	16 8	210 127	.1 .1	.9 .4	12 5	100 51	.1 .4	.9	9 5	12 10	.1 .1	.8 .4	17 8	40 26	.1 .1	.9 .4	14 5	35 18	.1 .1	.8 .3
KRCV-FM WI '03 4-Book	2 2	12 57	.1 .1		1 4	12 31	.1 .3		5	10	.4		7	13	.1	.4	2	6	.1	
KRLA-AM WI '03 4-Book	1 2	52 41	.1 .1		1	10	.1			4			3	7	.2					
KRLH-AM WI '03 4-Book																				

Target Listener Estimates - Men 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KROQ-FM																					
WI '03	270	3502	2.1	14.4	152	2079	1.2	11.5	113	531	.9	10.3	237	826	1.9	11.9	264	712	2.1	15.8	
4-Book	266	3476	2.2	13.8	177	2310	1.4	13.5	130	486	1.1	11.1	264	926	2.1	13.5	241	752	2.0	14.8	
KRTH-FM																					
WI '03	28	718	.2	1.5	16	384	.1	1.2	8	53	.1	.7	38	159	.3	1.9	7	27	.1	.4	
4-Book	44	815	.4	2.3	26	458	.2	2.0	27	102	.2	2.3	40	154	.3	2.0	31	101	.3	1.9	
KSCA-FM																					
WI '03	49	674	.4	2.6	28	417	.2	2.1	62	121	.5	5.6	63	179	.5	3.2	40	73	.3	2.4	
4-Book	65	653	.5	3.3	34	388	.3	2.6	84	162	.7	7.1	52	166	.4	2.7	36	75	.3	2.2	
KSPN-AM																					
WI '03	7	122	.1	.4	2	36	.1	.2													
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																					
WI '03	37	530	.3	2.0	28	367	.2	2.1	21	77	.2	1.9	51	139	.4	2.6	35	114	.3	2.1	
4-Book	32	452	.3	1.7	22	322	.2	1.7	22	79	.2	1.9	39	122	.3	2.0	26	92	.2	1.6	
KSUR-AM																					
WI '03																					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM																					
WI '03	2	41	.1	.1	2	39	.1	.2													
4-Book	1	38	.1	.1	1	21	.1	.1	2	3	.1	.1					1	5	.1	.1	
KTWV-FM																					
WI '03	14	235	.1	.7	15	215	.1	1.1	22	37	.2	2.0	34	87	.3	1.7	17	53	.1	1.0	
4-Book	15	220	.1	.8	12	139	.1	.9	13	40	.1	1.1	18	49	.1	.9	16	36	.1	1.0	
KWIZ-FM																					
WI '03	22	289	.2	1.2	17	199	.1	1.3	11	40	.1	1.0	25	75	.2	1.3	34	97	.3	2.0	
4-Book	27	264	.2	1.4	18	206	.2	1.4	11	43	.1	.9	32	89	.3	1.6	28	71	.3	1.7	
KWKV-AM																					
WI '03		14				12															
4-Book		13				7															
KWE-FM																					
WI '03	2	90	.1	.1	1	63	.1	.1	2	12	.2	.2	4	25	.2	.2					
4-Book	3	65	.2	.2	4	69	.3	.3	2	10	.2	.2	6	32	.3	.3	5	13	.3	.3	
KXOL-FM																					
WI '03	39	450	.3	2.1	24	307	.2	1.8	28	101	.2	2.5	50	126	.4	2.5	29	105	.2	1.7	
4-Book	38	443	.3	2.0	28	274	.2	2.1	40	99	.3	3.4	53	121	.4	2.8	30	92	.3	1.8	
KYSR-FM																					
WI '03	22	785	.2	1.2	20	411	.2	1.5	14	83	.1	1.3	29	83	.2	1.5	24	122	.2	1.4	
4-Book	44	871	.4	2.2	24	460	.2	1.8	19	96	.2	1.6	43	154	.3	2.2	38	133	.3	2.3	
+KZAB-FM																					
KFSG-FM																					
WI '03	8	177	.1	.4	3	70	.1	.2	6	12	.1	.5					7	14	.1	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																					
WI '03	29	271	.2	1.5	9	168	.1	.7	2	12	.2	.7	19	84	.2	1.0	10	33	.1	.6	
4-Book	17	265	.1	.9	8	171	.1	.6	9	38	.1	.7	14	74	.1	.7	7	31	.1	.4	
KGGI-FM																					
WI '03	15	446	.1	.8	16	219	.1	1.2	3	11	.3	.3	21	58	.2	1.1	32	92	.3	1.9	
4-Book	14	364	.1	.7	11	213	.1	.8	4	27	.4	.4	19	74	.2	.9	23	65	.2	1.4	
TOTALS																					
WI '03	1876	11360	14.9		1322	9374	10.5		1099	3643	8.7		1998	5258	15.9		1667	4325	13.2		
4-Book	1930	11155	15.6		1307	9303	10.6		1180	3500	9.5		1970	5146	15.9		1632	4296	13.2		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 12-24

	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 WI '03 4-Book	3	7		.3					6	14		.4	2	7		.1	1	4		.1	5	14		.5	2	7	
KBIG-FM WI '03 4-Book	10	44	.1	.8	2	36		.3	13	66	.1	.9	13	59	.1	1.0	11	76	.1	1.1	11	59	.1	1.1	11	59	.1	1.1
KBLA-AM WI '03 4-Book					2	3		.2	1	12		.1	2	9		.1	3	14		.2	5	14		.4				
KBUA-FM WI '03 4-Book	6	14		.5	3	14		.4	3	14		.2	4	25		.3	3	14		.3	3	14		.3	4	18		.4
KBUE-FM WI '03 4-Book	80	228	.6	6.7	77	149	.6	9.8	126	325	1.0	8.6	107	254	.8	8.5	44	166	.3	4.3	47	138	.4	5.0	47	138	.4	5.0
KCBS-FM WI '03 4-Book	18	91	.1	1.5	14	56	.1	1.7	10	82	.1	.7	36	116	.3	2.9	26	81	.2	2.6	27	87	.2	2.8	27	87	.2	2.8
KDIS-AM WI '03 4-Book	6	27		.5	13	27	.1	1.7	2	32		.1	11	27	.1	.9	7	27	.1	.7	7	27	.1	.7	7	27	.1	.7
+KDL-D-FM KSSC-FM WI '03 4-Book	16	59	.1	1.3	6	25		.8	15	49	.1	1.0	2	10		.2	1	3		.1	9	36		.7	5	17		.6
+KDLE-FM KSSD-FM WI '03 4-Book	10	66	.1	.8	**	**	**	**	6	22		.4	12	58	.1	1.0	7	31	.1	.7	**	**	**	**	**	**	**	**
KFI -AM WI '03 4-Book	13	37	.1	1.1	5	19		.5	6	33		.4	9	17	.1	.7	20	45	.2	2.0	8	29	.1	.7	3	14		.2
KFSH-FM WI '03 4-Book	1	11		.1	4	22		.5	4	37		.3	3	23		.2	1	13		.1	1	6		.1	4	20		.3
KFWB-AM WI '03 4-Book	1	4		.1	2	10		.2	4	18		.3	1	5		.1												
KHHT-FM WI '03 4-Book	53	174	.4	4.4	20	73	.2	2.5	19	100	.2	1.3	57	201	.5	4.5	127	260	1.0	12.5	42	153	.3	3.6	24	74	.2	2.8
KHJ -AM WI '03 4-Book	7	25	.1	.6	1	4		.1	4	13		.3	1	3		.1					2							
KIIS-FM WI '03 4-Book	90	310	.7	7.5	20	134	.2	2.5	108	413	.9	7.4	57	182	.5	4.5	81	286	.6	8.0	90	347	.7	7.7	33	172	.3	3.9
KVVS-FM WI '03 4-Book	1	11		.1	6	13		.8	10	34	.1	.7	7	23	.1	.6	2	11		.2	1	11		.2	2	10		.2
KJLH-FM WI '03 4-Book	15	75	.1	1.2	11	61	.1	1.4	27	83	.2	1.8	20	60	.2	1.6	10	37	.1	1.0	6	26	.1	.5	23	73	.2	2.6

Target Listener Estimates - Men 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KKBT-FM																				
WI '03	117	379	.9	9.7	37	163	.3	4.7	55	313	.4	3.8	69	306	.5	5.5	82	292	.7	8.1
4-Book	101	353	.8	8.6	43	161	.4	5.0	69	350	.6	5.0	75	296	.6	6.1	74	274	.6	7.8
KKLA-FM																				
WI '03																				
4-Book	1	5		.1	1	3		.1	2	7		.2	1	9		.1		3		
KLAC-AM																				
WI '03																				
4-Book	2	12		.2	1	4		.1	10	26	.1	.7	17	36	.2	1.3	4	19		.4
KLAX-FM																				
WI '03	23	93	.2	1.9	113	283	.9	14.4	125	308	1.0	8.6	73	186	.6	5.8	30	109	.2	3.0
4-Book	53	123	.4	4.5	55	146	.5	6.7	75	184	.6	5.3	51	136	.4	4.0	24	79	.2	2.4
KLOS-FM																				
WI '03	8	53	.1	.7	18	46	.1	2.3	21	64	.2	1.4	55	176	.4	4.4	13	61	.1	1.3
4-Book	21	86	.2	1.8	20	62	.2	2.4	21	98	.2	1.5	43	151	.3	3.5	22	79	.2	2.3
KLSX-FM																				
WI '03	3	14		.2	16	63	.1	2.0	22	60	.2	1.5	5	30		.4	2	12		.2
4-Book	2	13		.2	17	50	.1	1.9	13	44	.1	.9	5	19		.4	4	24		.4
KLTX-AM																				
WI '03	12	45	.1	1.0	3	11		.4					6	11		.5				
4-Book	10	36	.1	.8	6	24		.7	8	15	.1	.6	6	13		.5	1	10		.1
KLVE-FM																				
WI '03	30	76	.2	2.5	30	97	.2	3.8	20	86	.2	1.4	16	74	.1	1.3	15	62	.1	1.5
4-Book	24	79	.2	2.1	20	61	.2	2.4	26	100	.2	1.9	15	48	.1	1.3	12	47	.1	1.2
KLYY-FM																				
WI '03	12	61	.1	1.0	9	48	.1	1.1	19	60	.2	1.3	4	24		.3	1	11		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	5	25		.4	12	43	.1	1.5	5	26		.3					5	37		.5
4-Book	5	31		.4	6	24	.1	.7	14	44	.1	1.0	9	27	.1	.8	4	23		.4
KNX -AM																				
WI '03					2	14		.3	6	27		.4	2	12		.2	3	17		.3
4-Book	4	18		.3	1	7		.1	5	18		.3	1	7		.1	6	27		.6
KOST-FM																				
WI '03	30	63	.2	2.5	13	64	.1	1.7	27	89	.2	1.8	25	62	.2	2.0	22	59	.2	2.2
4-Book	21	73	.2	1.8	13	57	.1	1.6	31	85	.3	2.2	25	60	.2	2.1	14	55	.1	1.4
KPWR-FM																				
WI '03	257	973	2.0	21.4	121	481	1.0	15.4	289	988	2.3	19.8	262	884	2.1	20.9	185	696	1.5	18.2
4-Book	219	875	1.8	18.7	142	508	1.2	16.8	247	864	2.0	17.6	233	754	1.9	18.9	195	690	1.6	20.5
KRCB-FM																				
WI '03	19	73	.2	1.6	11	12	.1	1.4	6	12		.4	8	25	.1	.6	10	25	.1	1.0
4-Book	5	18	.1	.4	3	3		.4	5	10		.4	3	10		.2	3	6		.3
KRCV-FM																				
WI '03									5	12		.3								
4-Book	2	8		.2	3	8		.4	7	11		.4	5	5		.4	2	5		.2
KRLA-AM																				
WI '03																				
4-Book	2	4		.2													1	3		.2
KRLH-AM																				
WI '03																				
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 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	
KROQ-FM	WI '03	121	497	1.0	10.1	85	344	.7	10.8	149	641	1.2	10.2	119	442	.9	9.5	125	529	1.0	12.3	
	4-Book	159	607	1.3	13.7	103	372	.8	12.3	179	659	1.5	12.8	171	609	1.4	13.9	158	585	1.3	16.8	
KRTH-FM	WI '03	22	74	.2	1.8	17	91	.1	2.2	17	102	.1	1.2	19	53	.2	1.5	1	15		.1	
	4-Book	31	109	.3	2.7	24	88	.2	2.8	21	101	.2	1.5	19	73	.2	1.6	17	68	.2	1.8	
KSCA-FM	WI '03	6	23		.5	7	23	.1	.9	23	75	.2	1.6	27	79	.2	2.2	4	25		.4	
	4-Book	14	38	.1	1.2	37	87	.3	4.3	26	84	.2	1.9	21	65	.2	1.7	15	52	.1	1.6	
KSPN-AM	WI '03	1	13		.1					6	12		.4	5	11		.4					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	31	86	.2	2.6	21	60	.2	2.7	30	102	.2	2.1	12	58	.1	1.0	18	106	.1	1.8	
	4-Book	18	50	.1	1.6	15	45	.1	1.8	23	69	.2	1.7	16	42	.1	1.3	11	49	.1	1.2	
KSUR-AM	WI '03																					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03									14	39	.1	1.0	1	14		.1					
	4-Book	2	7		.1					4	10		.3		4							
KTWV-FM	WI '03	16	56	.1	1.3	5	14		.6	8	45	.1	.5	7	49	.1	.6	9	34	.1	.9	
	4-Book	12	41	.1	1.0	8	17	.1	.9	13	48	.1	.9	9	36	.1	.7	6	24		.6	
KWIZ-FM	WI '03	18	67	.1	1.5	5	12		.6	22	38	.2	1.5	14	36	.1	1.1	8	46	.1	.8	
	4-Book	12	53	.1	1.1	7	22		.8	23	58	.2	1.6	23	54	.2	1.9	10	36	.1	1.1	
KWKV-AM	WI '03									1	12		.1									
	4-Book									1	7		.1									
KWVE-FM	WI '03	1	14		.1													1	12		.1	
	4-Book	9	26	.1	.8	4	18	.1	.5	2	10		.1	1	7		.1	2	15		.2	
KXOL-FM	WI '03	2	11		.2	8	37	.1	1.0	33	111	.3	2.3	18	67	.1	1.4	19	102	.2	1.9	
	4-Book	15	38	.1	1.3	20	44	.2	2.4	36	77	.3	2.6	16	39	.1	1.3	12	53	.1	1.2	
KYSR-FM	WI '03	20	77	.2	1.7	12	48	.1	1.5	39	159	.3	2.7	10	66	.1	.8	8	52	.1	.8	
	4-Book	20	96	.2	1.7	13	63	.1	1.5	29	135	.2	2.0	18	68	.2	1.4	9	38	.1	.9	
+KZAB-FM																						
KFSG-FM	WI '03	4	32		.3	3	14		.4	1	14		.1	3	12		.2					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	14	40	.1	1.2	3	27		.4	8	52	.1	.5	9	24	.1	.7	5	27		.5	
	4-Book	7	39	.1	.6	8	41	.1	.9	8	44	.1	.6	7	28	.1	.6	4	36		.4	
KGGI-FM	WI '03	23	91	.2	1.9	13	49	.1	1.7	20	61	.2	1.4	9	45	.1	.7	8	36	.1	.8	
	4-Book	16	66	.2	1.4	6	30		.7	7	32	.1	.5	8	38	.1	.7	5	25	.1	.5	
TOTALS	WI '03	1203	3613	9.5		786	2488	6.2		1460	4132	11.6		1255	3474	10.0		1014	3176	8.0		
	4-Book	1166	3574	9.4		845	2538	6.8		1401	3984	11.3		1238	3331	10.0		952	2987	7.7		

** 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	
KZLA-FM																						
WI '03		34	738	.2	1.1	46	405	.3	1.1	50	283	.3	1.3	42	375	.2	1.1	14	220	.1	.8	
FA '02		18	440	.1	.6	22	123	.1	.5	27	234	.2	.7	17	229	.1	.5	10	92	.1	.6	
SU '02		41	764	.2	1.4	54	391	.3	1.4	57	416	.3	1.4	53	486	.3	1.4	26	221	.2	1.5	
SP '02		29	583	.2	1.0	28	259	.2	.7	56	290	.3	1.4	44	328	.3	1.3	6	147		.3	
4-Book		31	631	.2	1.0	38	295	.2	.9	48	306	.3	1.2	39	355	.2	1.1	14	170	.1	.8	
WI '02		44	570	.3	1.6	60	295	.4	1.5	46	244	.3	1.2	50	350	.3	1.5	20	133	.1	1.3	
KGGL-FM																						
WI '03		12	460	.1	.4	15	143	.1	.4	9	156	.1	.2	17	218	.1	.5	8	158		.5	
FA '02		9	340	.1	.3	15	97	.1	.3	8	146		.2	11	214	.1	.3	15	122	.1	.9	
SU '02		20	668	.1	.7	21	201	.1	.5	21	305	.1	.5	28	266	.2	.8	9	161	.1	.5	
SP '02		11	433	.1	.4	10	143	.1	.2	19	162	.1	.5	13	163	.1	.4	6	141		.3	
4-Book		13	475	.1	.5	15	146	.1	.4	14	192	.1	.4	17	215	.1	.5	10	146	.1	.6	
WI '02		10	457	.1	.4	6	118		.2	10	186	.1	.3	11	178	.1	.3	12	146	.1	.8	
TOTALS																						
WI '03		2961	16696	17.1		4236	14377	24.5		3978	12678	23.0		3749	14127	21.7		1652	10080	9.6		
FA '02		3004	16669	17.4		4301	14006	24.9		4146	12726	24.0		3671	13895	21.2		1642	10278	9.5		
SU '02		2923	16100	17.3		3974	13300	23.5		4094	12888	24.2		3674	13492	21.7		1725	9636	10.2		
SP '02		2914	16317	17.2		4223	13282	25.0		4045	12741	23.9		3422	13460	20.2		1729	9976	10.2		
4-Book		2951	16446	17.3		4184	13741	24.5		4066	12758	23.8		3629	13744	21.2		1687	9993	9.9		
WI '02		2794	16163	16.5		3995	13703	23.6		3888	12423	23.0		3417	13402	20.2		1487	9530	8.8		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	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 WI '03 4-Book	25 27	345 302	.1 .2	.6 .7	2 7	52 92	.1 .3		1 4	20 22			16 41	.1 .5			7 25		.3	
KBIG-FM WI '03 4-Book	61 87	1060 1117	.4 .5	1.5 2.2	40 40	737 640	.2 .2	2.0 2.0	47 41	159 128	.3 .3	2.3 1.9	44 75	155 222	.3 .4	1.3 2.3	43 40	112 110	.2 .2	1.8 1.7
KBLA-AM WI '03 4-Book	82 82	489 435	.5 .4	2.1 1.6	21 18	197 187	.1 .1	1.0 .9	33 12	87 35	.2 .1	1.6 .6	48 33	97 73	.3 .2	1.5 1.0	41 32	85 77	.2 .2	1.7 1.4
KBUA-FM WI '03 4-Book	38 34	322 275	.2 .2	1.0 .9	22 23	177 188	.1 .2	1.1 1.2	37 33	75 82	.2 .2	1.8 1.6	34 36	102 92	.2 .2	1.0 1.1	18 36	66 77	.1 .2	.7 1.5
KBUE-FM WI '03 4-Book	215 203	1798 1521	1.2 1.2	5.4 5.1	123 118	1116 966	.7 .7	6.1 5.9	143 153	390 351	.8 .9	6.9 7.0	207 201	511 479	1.2 1.2	6.3 6.0	157 148	380 367	.9 .9	6.4 6.2
KCBS-FM WI '03 4-Book	120 92	1445 1374	.7 .6	3.0 2.3	43 43	754 756	.2 .3	2.1 2.1	18 31	93 143	.1 .2	.9 1.5	100 69	358 260	.6 .4	3.0 2.1	51 62	267 230	.3 .4	2.1 2.6
KDIS-AM WI '03 4-Book	4 **	127 **	** **	.1 **	1 **	16 **	** **	** **	1 **	16 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
+KDLD-FM KSSC-FM WI '03 4-Book	29 21	427 283	.2 .1	.7 .5	20 11	318 202	.1 .1	1.0 .6	25 11	66 30	.1 .1	1.2 .5	31 12	110 59	.2 .1	.9 .4	42 19	65 51	.2 .1	1.7 .8
+KDLE-FM KSSD-FM WI '03 4-Book	20 **	355 **	.1 **	.5 **	9 **	202 **	.1 **	.4 **	7 **	41 **	** **	.3 **	14 **	74 **	.1 **	.4 **	11 **	54 **	.1 **	.4 **
KFI -AM WI '03 4-Book	42 38	528 481	.2 .2	1.1 1.0	12 10	169 183	.1 .1	.6 .5	12 20	45 60	.1 .1	.6 .9	2 7	15 31	.1 .1	.1 .2	21 8	82 41	.1 .1	.9 .4
KFSH-FM WI '03 4-Book	18 18	187 224	.1 .1	.5 .5	12 12	219 193	.1 .1	.6 .6	19 16	49 43	.1 .1	.9 .8	13 18	56 69	.1 .1	.4 .5	12 15	73 65	.1 .1	.5 .7
KFWB-AM WI '03 4-Book	21 23	440 462	.1 .1	.5 .6	8 9	145 165	.4 .5		18 15	49 61	.1 .1	.9 .7	13 10	61 54	.1 .1	.4 .3	4 8	28 33	.2 .2	.4
KHHT-FM WI '03 4-Book	67 85	1268 1343	.4 .5	1.7 2.2	70 62	907 794	.4 .4	3.5 3.2	40 35	136 127	.2 .2	1.9 1.6	79 74	270 238	.5 .5	2.4 2.2	43 61	185 227	.2 .4	1.8 2.6
KHJ -AM WI '03 4-Book	50 34	502 377	.3 .2	1.3 .9	24 12	247 146	.1 .1	1.2 .6	31 15	57 32	.2 .1	1.5 .7	48 23	71 41	.3 .1	1.5 .7	17 21	69 55	.1 .1	.7 .9
KIIS-FM WI '03 4-Book	120 137	2288 2481	.7 .8	3.0 3.5	65 80	1119 1477	.4 .5	3.2 4.0	40 74	213 296	.2 .4	1.9 3.4	119 145	361 571	.7 .9	3.6 4.3	75 95	256 372	.4 .6	3.1 4.0
KVVS-FM WI '03 4-Book	2 4	64 79	.1 .1		2 4	23 54	.1 .2		3 3	21 21	.1 .1		7 8	11 24	.2 .1		11 30		.1 .1	.5
KJLH-FM WI '03 4-Book	25 23	275 330	.1 .1	.6 .6	17 20	255 235	.1 .1	.8 1.0	10 15	36 52	.1 .1	.5 .7	19 30	91 92	.1 .2	.6 .9	23 27	99 93	.1 .1	.9 1.2

Target Listener Estimates - Men 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-34																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM	WI '03	108	2000	.6	2.7	72	1120	.4	3.6	46	215	.3	2.2	158	395	.9	4.8	85	348	.5	3.5	
	4-Book	135	2162	.8	3.4	79	1270	.5	4.0	60	190	.4	2.7	147	513	.9	4.4	90	359	.5	3.8	
KKLA-FM	WI '03	24	201	.1	.6	2	35		.1	5	20		.2	3	15		.1	7	15		.3	
	4-Book	13	150	.1	.3	2	53		.1	2	7		.1	3	13		.1	4	15		.2	
KLAC-AM	WI '03	3	158		.1	7	113		.3					6	20		.2					.3
	4-Book	9	219		.2	10	170		.5					8	25	.1	.3	6	18			.3
KLAX-FM	WI '03	209	1935	1.2	5.2	142	1295	.8	7.0	179	489	1.0	8.6	205	558	1.2	6.2	163	387	.9	6.7	
	4-Book	192	1648	1.1	4.8	116	1074	.7	5.8	127	334	.7	5.9	180	426	1.1	5.5	150	383	.9	6.3	
KLOS-FM	WI '03	111	1674	.6	2.8	56	924	.3	2.8	53	163	.3	2.6	159	441	.9	4.8	73	267	.4	3.0	
	4-Book	114	1667	.7	2.9	58	998	.3	2.9	49	201	.3	2.3	118	396	.7	3.5	80	260	.5	3.4	
KLSX-FM	WI '03	215	1666	1.2	5.4	28	339	.2	1.4	2	14		.1	45	92	.3	1.4	49	99	.3	2.0	
	4-Book	222	1708	1.3	5.6	21	329	.1	1.1	13	54	.1	.6	32	85	.2	1.0	31	86	.2	1.3	
KLTX-AM	WI '03	33	145	.2	.8	24	113	.1	1.2	34	59	.2	1.6	25	32	.1	.8	21	32	.1	.9	
	4-Book	36	152	.2	.9	23	117	.1	1.2	31	71	.2	1.5	43	67	.2	1.4	29	48	.2	1.3	
KLVE-FM	WI '03	118	1529	.7	3.0	67	873	.4	3.3	56	186	.3	2.7	106	346	.6	3.2	77	241	.4	3.1	
	4-Book	112	1406	.7	2.9	66	825	.4	3.3	72	183	.4	3.4	117	308	.7	3.5	50	167	.3	2.1	
KLYY-FM	WI '03	65	561	.4	1.6	40	422	.2	2.0	53	146	.3	2.6	68	191	.4	2.1	50	132	.3	2.0	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM	WI '03	13	333	.1	.3	7	203		.3	8	17		.4	8	34		.2	15	60	.1	.6	
	4-Book	11	297	.1	.3	10	224	.1	.5	6	20		.3	11	58	.1	.3	11	45	.1	.5	
KNX -AM	WI '03	38	647	.2	1.0	8	208		.4	12	71	.1	.6	1	12			19	42	.1	.8	
	4-Book	32	545	.2	.8	9	230	.1	.5	9	51	.1	.4	12	50	.1	.4	12	35	.1	.5	
KOST-FM	WI '03	58	864	.3	1.5	30	545	.2	1.5	31	123	.2	1.5	26	134	.2	.8	31	106	.2	1.3	
	4-Book	79	1027	.5	2.0	43	631	.3	2.1	58	182	.4	2.7	63	217	.4	1.9	48	167	.3	2.1	
KPWR-FM	WI '03	371	4259	2.1	9.3	201	2825	1.2	10.0	153	643	.9	7.4	278	948	1.6	8.4	248	928	1.4	10.1	
	4-Book	383	4325	2.3	9.7	225	2840	1.3	11.3	204	691	1.2	9.4	346	1140	2.0	10.5	294	947	1.7	12.4	
KRCD-FM	WI '03	32	416	.2	.8	30	254	.2	1.5	46	79	.3	2.2	41	76	.2	1.2	44	101	.3	1.8	
	4-Book	28	324	.2	.7	13	150	.1	.6	24	52	.2	1.2	21	56	.1	.6	14	39	.1	.6	
KRCV-FM	WI '03	9	116	.1	.2	1	27			5	14		.2									.2
	4-Book	13	182	.1	.3	8	68	.1	.4	14	32	.1	.7	11	31	.1	.3	5	11			.2
KRLA-AM	WI '03	5	79		.1	1	20															
	4-Book	9	70	.1	.2	1	21							2	4		.1					
KRLH-AM	WI '03																					
	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																			
	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
KROQ-FM WI '03 4-Book	370 355	4288 4057	2.1 2.1	9.3 9.0	149 173	2125 2409	.9 1.0	7.4 8.7	116 137	490 505	.7 .8	5.6 6.4	296 327	1032 1119	1.7 1.9	9.0 9.8	274 240	699 766	1.6 1.4	11.2 10.1
KRTH-FM WI '03 4-Book	50 67	967 965	.3 .4	1.3 1.7	34 31	574 490	.2 .2	1.7 1.6	28 28	132 117	.2 .2	1.4 1.3	59 57	240 209	.3 .3	1.8 1.7	18 45	61 131	.1 .3	.7 1.9
KSCA-FM WI '03 4-Book	261 276	1949 1836	1.5 1.6	6.5 7.0	103 102	1178 1008	.6 .6	5.1 5.1	292 320	556 570	1.7 1.9	14.1 14.9	193 166	597 477	1.1 1.0	5.8 5.0	102 74	271 185	.6 .4	4.2 3.1
KSPN-AM WI '03 4-Book	22 **	342 **	.1 **	.6 **	6 **	94 **	.3 **	.3 **	4 **	33 **	.2 **	.2 **	3 **	37 **	.1 **	.1 **	1 **	20 **	.3 **	.3 **
KSSE-FM WI '03 4-Book	119 80	1315 996	.7 .5	3.0 2.0	76 45	802 620	.4 .3	3.8 2.3	75 49	221 157	.4 .3	3.6 2.3	150 92	401 256	.9 .5	4.5 2.8	99 51	221 160	.6 .3	4.0 2.1
KSUR-AM WI '03 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
KTNQ-AM WI '03 4-Book	15 14	108 177	.1 .1	.4 .4	9 7	96 88	.1 .1	.4 .4	20 16	27 33	.1 .1	1.0 .8	6 6	28 22	.2 .2	.2 .2	11 9	15 20	.1 .1	.4 .4
KTWV-FM WI '03 4-Book	41 45	414 453	.2 .3	1.0 1.2	18 25	346 340	.1 .2	.9 1.3	26 27	50 84	.2 .2	1.3 1.3	33 41	92 133	.2 .2	1.0 1.2	27 29	89 87	.2 .2	1.1 1.2
KWIZ-FM WI '03 4-Book	54 66	575 565	.3 .4	1.4 1.7	34 41	349 402	.2 .3	1.7 2.1	25 46	61 108	.1 .3	1.2 2.1	46 77	121 189	.3 .5	1.4 2.3	41 50	133 124	.2 .3	1.7 2.1
KWKV-AM WI '03 4-Book	28 12	164 116	.2 .1	.7 .3	4 3	71 44	.2 .2	.2 .2	10 3	28 7	.1 .1	.5 .1	3 3	11 11	.1 .1	.1 .1	2 2	8 8	.1 .1	.1 .1
KWVE-FM WI '03 4-Book	15 18	266 224	.1 .1	.4 .5	5 9	149 154	.1 .1	.2 .4	9 9	35 35	.1 .1	.4 .4	4 10	25 55	.1 .3	.1 .3	9 5	35 22	.1 .1	.4 .2
KXOL-FM WI '03 4-Book	116 115	982 1088	.7 .7	2.9 2.9	69 70	680 668	.4 .4	3.4 3.5	78 90	261 221	.5 .6	3.8 4.1	136 139	279 307	.8 .8	4.1 4.2	69 81	181 199	.4 .5	2.8 3.4
KYSR-FM WI '03 4-Book	82 106	1697 1626	.5 .6	2.1 2.7	37 40	866 913	.2 .3	1.8 2.0	23 32	140 188	.1 .2	1.1 1.5	51 67	238 289	.3 .4	1.5 2.0	53 63	294 261	.3 .4	2.2 2.7
+KZAB-FM KFSG-FM WI '03 4-Book	35 **	303 **	.2 **	.9 **	19 **	239 **	.1 **	.9 **	31 **	80 **	.2 **	1.5 **	23 **	72 **	.1 **	.7 **	23 **	35 **	.1 **	.9 **
KZLA-FM WI '03 4-Book	46 42	609 529	.3 .3	1.2 1.1	24 21	364 332	.1 .1	1.2 1.1	10 14	60 66	.1 .1	.5 .7	27 34	102 128	.2 .2	.8 1.0	38 23	123 103	.2 .1	1.6 1.0
KGGI-FM WI '03 4-Book	13 15	389 356	.1 .1	.3 .4	12 11	203 214	.1 .1	.6 .6	6 9	50 42	.3 .5	.3 .5	16 17	63 83	.1 .1	.5 .5	15 13	55 43	.1 .1	.6 .6
TOTALS WI '03 4-Book	3987 3968	16437 16068	23.1 23.2		2017 1991	13156 12947	11.7 11.7		2074 2160	5646 5540	12.0 12.7		3300 3321	7720 7879	19.1 19.4		2449 2372	6166 6006	14.2 13.9	

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



Target Listener Estimates

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																			
WI '03																			
4-Book																			
3	10	.2		7	38	.5		5	24	.2		3	14	.2		5	14	.4	
7	19	.2	.4	7	19	.5		15	47	.1	.7	37	67	.2	2.0	4	15	.4	
KBIG-FM																			
WI '03																			
4-Book																			
53	247	.3	3.4	15	58	.1	1.1	48	152	.3	2.1	36	107	.2	1.9	31	165	.2	2.6
46	179	.3	3.1	25	95	.2	2.0	43	137	.3	1.9	19	83	.1	1.0	22	126	.2	1.9
KBLA-AM																			
WI '03																			
4-Book																			
3	17	.2		4	17	.3		7	41	.3		35	57	.2	1.9				
7	19	.4		7	19	.5		15	47	.1	.7	37	67	.2	2.0	4	15	.4	
KBUA-FM																			
WI '03																			
4-Book																			
7	28	.4		15	44	.1	1.1	38	95	.2	1.7	19	55	.1	1.0	7	34	.6	
17	49	.1	1.1	14	34	.1	1.1	31	77	.2	1.4	14	41	.1	.8	6	28	.5	
KBUE-FM																			
WI '03																			
4-Book																			
85	274	.5	5.4	97	220	.6	7.3	119	382	.7	5.3	114	302	.7	6.1	67	233	.4	5.5
68	198	.4	4.5	84	173	.5	6.5	126	339	.8	5.6	114	270	.7	6.2	56	161	.4	4.9
KCBS-FM																			
WI '03																			
4-Book																			
28	108	.2	1.8	10	63	.1	.8	50	211	.3	2.2	49	205	.3	2.6	31	72	.2	2.6
29	104	.2	1.9	20	103	.1	1.6	51	225	.3	2.3	50	178	.3	2.7	28	89	.2	2.5
KDIS-AM																			
WI '03																			
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	4	16	.2		3	16	.2	
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDL-D-FM																			
KSSC-FM																			
WI '03																			
4-Book																			
22	118	.1	1.4	6	25	.5		25	99	.1	1.1	6	41	.3					
13	52	.1	.9	8	24	.1	.6	16	72	.1	.7	6	35	.3		4	11	.4	
+KDLE-FM																			
KSSD-FM																			
WI '03																			
4-Book																			
9	51	.1	.6	**	**	**	**	7	56	.3		8	44	.4		15	76	.1	1.2
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03																			
4-Book																			
17	40	.1	1.1	8	17	.6		3	15	.1		5	18	.3		29	64	.2	2.4
10	38	.1	.6	9	28	.8		9	37	.1	.4	4	17	.3		12	38	.1	1.0
KFSH-FM																			
WI '03																			
4-Book																			
1	14	.1		14	76	.1	1.1	23	109	.1	1.0	11	92	.1	.6	6	27	.5	
6	32	.4		9	60	.1	.7	15	90	.1	.7	9	60	.1	.5	9	43	.8	
KFWB-AM																			
WI '03																			
4-Book																			
4	23	.2		16	44	.1	1.2	14	64	.1	.6					2	16	.2	
				9	40	.1	.7	12	55	.1	.5	9	29	.5		4	24	.4	
KHHT-FM																			
WI '03																			
4-Book																			
61	165	.4	3.9	72	237	.4	5.4	68	210	.4	3.0	50	203	.3	2.7	129	292	.7	10.6
61	198	.4	4.1	41	128	.2	3.2	55	178	.3	2.5	61	210	.4	3.3	99	237	.6	8.6
KHJ -AM																			
WI '03																			
4-Book																			
19	41	.1	1.2	34	62	.2	2.6	21	43	.1	.9	16	44	.1	.9	9	30	.1	.7
6	13	.4		12	27	.1	.9	12	31	.1	.5	7	18	.4		4	14	.3	
KIIS-FM																			
WI '03																			
4-Book																			
93	298	.5	5.9	6	61	.5		65	336	.4	2.9	43	170	.2	2.3	58	199	.3	4.8
78	278	.4	5.2	37	170	.2	3.0	89	398	.6	4.0	67	279	.4	3.7	45	216	.3	3.9
KVVS-FM																			
WI '03																			
4-Book																			
2	15	.2						7	11	.3						1	5	.1	
								3	8	.1									
KJLH-FM																			
WI '03																			
4-Book																			
26	89	.2	1.6	8	37	.6		31	124	.2	1.4	9	49	.1	.5	5	25	.4	
13	44	.1	.9	19	68	.1	1.5	29	98	.2	1.3	17	51	.1	.9	8	33	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	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
KKBT-FM																				
WI '03	67	246	.4	4.2	24	109	.1	1.8	45	268	.3	2.0	93	275	.5	5.0	52	176	.3	4.3
4-Book	60	248	.4	4.0	39	127	.2	3.1	76	324	.5	3.4	81	291	.5	4.4	69	246	.4	6.0
KKLA-FM																				
WI '03									3	15	.1									
4-Book	2	10		.1	1	4		.1	5	11		.2	1	13		.1	3	11		.3
KLAC-AM																				
WI '03	7	18		.4					15	45	.1	.7	18	70	.1	1.0	6	40		.5
4-Book	8	28	.1	.5	1	4		.1	16	56	.1	.7	37	105	.2	2.1	6	33		.5
KLAX-FM																				
WI '03	128	304	.7	8.1	136	366	.8	10.2	159	423	.9	7.0	122	312	.7	6.5	47	131	.3	3.9
4-Book	102	249	.6	6.7	74	214	.5	5.8	143	357	.9	6.4	110	276	.6	5.9	39	114	.3	3.4
KLOS-FM																				
WI '03	18	119	.1	1.1	12	49	.1	.9	37	185	.2	1.6	63	212	.4	3.4	29	120	.2	2.4
4-Book	38	152	.2	2.5	29	93	.2	2.3	46	208	.3	2.1	66	236	.4	3.6	36	169	.2	3.2
KLSX-FM																				
WI '03	9	38	.1	.6	25	91	.1	1.9	64	169	.4	2.8	25	50	.1	1.3	6	32		.5
4-Book	5	26		.3	31	102	.2	2.4	37	112	.2	1.7	19	48	.1	1.0	4	21		.4
KLTX-AM																				
WI '03	9	54	.1	.6	36	78	.2	2.7	34	62	.2	1.5	21	47	.1	1.1	14	47	.1	1.2
4-Book	11	33	.1	.7	19	50	.1	1.5	28	57	.2	1.3	12	26	.1	.6	7	24	.1	.6
KLVE-FM																				
WI '03	68	227	.4	4.3	50	149	.3	3.8	80	253	.5	3.5	44	152	.3	2.4	48	182	.3	4.0
4-Book	67	228	.4	4.5	44	132	.3	3.4	79	248	.5	3.5	42	120	.3	2.3	41	152	.3	3.6
KLYY-FM																				
WI '03	34	113	.2	2.2	21	63	.1	1.6	46	134	.3	2.0	22	52	.1	1.2	22	61	.1	1.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	5	25		.3	8	48		.6	5	34		.2	4	38		.2	7	49		.6
4-Book	5	38		.3	6	33		.5	15	59	.1	.7	15	49	.1	.8	11	46		.9
KNX -AM																				
WI '03	8	59		.5	2	14		.2	11	82	.1	.5	7	42		.4	6	39		.5
4-Book	10	42	.1	.7	4	17		.4	12	70	.1	.5	8	48		.4	8	51	.1	.7
KOST-FM																				
WI '03	24	90	.1	1.5	37	121	.2	2.8	35	154	.2	1.6	28	107	.2	1.5	28	93	.2	2.3
4-Book	41	158	.2	2.7	32	110	.2	2.5	43	138	.3	1.9	36	95	.2	1.9	21	106	.1	1.8
KPWR-FM																				
WI '03	210	761	1.2	13.3	135	473	.8	10.2	211	760	1.2	9.3	199	660	1.2	10.6	157	517	.9	12.9
4-Book	209	743	1.2	13.9	137	422	.8	10.8	236	796	1.4	10.5	207	650	1.2	11.2	153	554	.9	13.3
KRCB-FM																				
WI '03	40	118	.2	2.5	22	42	.1	1.7	19	71	.1	.8	15	54	.1	.8	15	40	.1	1.2
4-Book	13	44	.1	.9	6	14		.5	11	35	.1	.5	7	28		.4	5	21		.5
KRCV-FM																				
WI '03													7	14		.4				
4-Book	3	12		.2	5	12		.4	13	26	.1	.6	9	16		.5	3	8		.2
KRLA-AM																				
WI '03													5	20		.3				
4-Book	1	5											1	5		.1	3	13		.2
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Men 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-34																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	98	441	.6	6.2	50	236	.3	3.8	167	628	1.0	7.4	101	490	.6	5.4	81	353	.5	6.7	
	4-Book	123	522	.7	8.2	81	311	.5	6.4	183	647	1.1	8.2	163	614	1.0	8.9	118	482	.7	10.4	
KRTH-FM	WI '03	21	83	.1	1.3	25	83	.1	1.9	58	211	.3	2.6	47	137	.3	2.5	13	68	.1	1.1	
	4-Book	14	71	.1	1.0	23	66	.1	1.9	35	124	.2	1.6	31	101	.2	1.7	20	70	.2	1.8	
KSCA-FM	WI '03	8	42	.1	.5	77	187	.4	5.8	59	196	.3	2.6	108	260	.6	5.8	17	43	.1	1.4	
	4-Book	24	80	.1	1.6	96	216	.6	7.6	82	232	.5	3.7	56	161	.3	3.0	26	80	.1	2.3	
KSPN-AM	WI '03	20	45	.1	1.3	3	13	.2	.2	6	12	.3	.3					4	13	.3	.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	46	122	.3	2.9	70	175	.4	5.3	113	300	.7	5.0	20	79	.1	1.1	24	111	.1	2.0	
	4-Book	29	93	.2	1.9	46	113	.3	3.6	58	186	.4	2.6	19	58	.1	1.1	15	64	.1	1.3	
KSUR-AM	WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNO-AM	WI '03	1	15	.1	.1					19	54	.1	.8	13	15	.1	.7					
	4-Book	5	22	.1	.4	1	4			7	21	.1	.3	7	20	.1	.4	7	12		.6	
KTVV-FM	WI '03	12	59	.1	.8	8	31	.6	.6	16	85	.1	.7	8	43	.1	.4	10	51	.1	.8	
	4-Book	14	64	.1	1.0	16	61	.1	1.4	41	124	.3	1.8	18	66	.1	1.0	13	56	.1	1.1	
KWIZ-FM	WI '03	43	112	.2	2.7	7	31	.5	.5	41	56	.2	1.8	48	143	.3	2.6	22	112	.1	1.8	
	4-Book	36	121	.2	2.4	13	40	.1	1.0	38	95	.2	1.7	52	130	.3	2.8	18	78	.1	1.6	
KWKV-AM	WI '03	18	30	.1	1.1	7	14	.5	.5	1	12	.1	.1					3	8		.3	
	4-Book	8	15	.1	.5	2	4	.1	.1	3	15	.1	.1	3	8	.1	.1	3	8		.3	
KWE-FM	WI '03	1	14	.1	.1	10	41	.1	.8	9	41	.1	.4	6	35	.1	.3					
	4-Book	9	31	.1	.6	14	50	.1	1.2	9	34	.1	.4	9	31	.1	.5	5	16		.4	
KXOL-FM	WI '03	36	100	.2	2.3	51	129	.3	3.8	81	248	.5	3.6	60	176	.3	3.2	39	170	.2	3.2	
	4-Book	33	91	.2	2.2	57	137	.4	4.6	78	193	.5	3.5	53	138	.3	2.9	30	116	.2	2.6	
KYSR-FM	WI '03	56	216	.3	3.6	21	122	.1	1.6	53	325	.3	2.3	16	122	.1	.9	15	90	.1	1.2	
	4-Book	35	184	.2	2.3	18	114	.1	1.4	53	283	.3	2.4	37	184	.2	2.0	15	95	.1	1.3	
+KZAB-FM	KFSG-FM																					
	WI '03	2	34	.1	.1	13	36	.1	1.0	29	80	.2	1.3	25	57	.1	1.3	7	50	.6	.6	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KZLA-FM	WI '03	25	76	.1	1.6	11	93	.1	.8	48	175	.3	2.1	24	59	.1	1.3	5	27		.4	
	4-Book	16	73	.1	1.1	17	76	.1	1.3	32	111	.2	1.5	20	61	.1	1.1	9	49	.1	.8	
KGGI-FM	WI '03	14	43	.1	.9	10	48	.1	.8	13	47	.1	.6	14	36	.1	.7	8	45		.7	
	4-Book	18	59	.1	1.2	8	39	.1	.7	9	39	.1	.4	11	46	.1	.6	6	27		.5	
TOTALS	WI '03	1577	4623	9.1		1328	3742	7.7		2258	6230	13.1		1871	5105	10.8		1215	3792	7.0		
	4-Book	1506	4530	8.8		1271	3522	7.4		2241	5847	13.1		1843	4747	10.8		1146	3609	6.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
KZLA-FM																				
WI '03	103	1691	.3	1.8	120	859	.4	1.4	175	815	.6	2.2	133	963	.4	1.8	38	422	.1	1.4
FA '02	71	1255	.2	1.3	88	541	.3	1.0	106	630	.3	1.4	91	687	.3	1.3	32	371	.1	1.2
SU '02	102	1668	.3	1.9	138	869	.4	1.8	144	904	.5	1.9	130	959	.4	1.9	45	407	.1	1.6
SP '02	79	1460	.3	1.5	117	739	.4	1.5	127	797	.4	1.7	102	801	.3	1.6	21	325	.1	.8
4-Book	89	1519	.3	1.6	116	752	.4	1.4	138	787	.5	1.8	114	853	.4	1.7	34	381	.1	1.3
WI '02	84	1326	.3	1.6	118	651	.4	1.5	106	553	.3	1.4	113	806	.4	1.7	33	384	.1	1.3
KGGI-FM																				
WI '03	15	556	.3	.3	25	173	.1	.3	11	188	.1	.3	19	237	.1	.3	8	177	.1	.3
FA '02	15	500	.3	.3	19	173	.1	.2	10	199	.1	.3	20	281	.1	.3	19	138	.1	.7
SU '02	23	835	.1	.4	33	314	.1	.4	26	348	.1	.3	32	336	.1	.5	9	174	.1	.3
SP '02	14	607	.3	.3	14	197	.2	.2	20	211	.1	.3	15	232	.2	.2	8	166	.1	.3
4-Book	17	625	.3	.3	23	214	.1	.3	17	237	.1	.2	22	272	.1	.3	11	164	.1	.4
WI '02	15	639	.3	.3	16	189	.1	.2	20	280	.1	.3	16	262	.1	.2	12	146	.1	.5
TOTALS																				
WI '03	5582	30363	17.7		8318	26696	26.4		7849	23395	24.9		7266	26227	23.1		2658	17198	8.4	
FA '02	5607	30265	17.8		8444	26107	26.8		7828	23225	24.8		6895	25431	21.9		2755	17549	8.7	
SU '02	5410	29755	17.4		7764	25177	25.0		7620	23489	24.5		6928	25003	22.3		2835	16854	9.1	
SP '02	5345	29957	17.2		8056	25330	25.9		7459	22963	24.0		6520	24977	21.0		2775	16938	8.9	
4-Book	5486	30085	17.5		8146	25828	26.0		7889	23268	24.6		6902	25410	22.1		2756	17135	8.8	
WI '02	5337	29881	17.2		7940	25606	25.6		7447	22604	24.0		6795	24948	21.9		2561	16748	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

		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	WI '03	159	1286	.5	2.0	19	316	.1	.5	20	82	.1	.5	34	130	.1	.6	7	32	.1	.2	
	4-Book	124	1131	.4	1.6	23	373	.1	.6	25	90	.1	.6	45	160	.1	.8	19	75	.1	.5	
KBIG-FM	WI '03	139	2010	.4	1.8	80	1361	.3	2.2	81	256	.3	2.0	102	376	.3	1.7	84	288	.3	2.0	
	4-Book	178	2165	.6	2.4	86	1350	.3	2.4	71	237	.2	1.7	146	461	.5	2.5	109	340	.4	2.6	
KBLA-AM	WI '03	142	953	.5	1.8	39	414	.1	1.1	59	143	.2	1.5	81	170	.3	1.3	73	159	.2	1.7	
	4-Book	116	876	.4	1.5	32	379	.1	.9	30	84	.1	.7	51	126	.2	.8	61	155	.2	1.4	
KBUA-FM	WI '03	48	417	.2	.6	28	241	.1	.8	39	91	.1	1.0	34	102	.1	.6	26	82	.1	.6	
	4-Book	53	383	.2	.7	31	255	.1	.9	40	97	.1	1.0	42	105	.1	.7	44	101	.2	1.0	
KBUE-FM	WI '03	300	2400	1.0	3.8	174	1573	.6	4.9	216	613	.7	5.3	280	716	.9	4.5	235	629	.7	5.5	
	4-Book	275	2157	.9	3.6	162	1420	.5	4.5	207	506	.7	5.0	269	674	.9	4.5	207	539	.7	4.9	
KCBS-FM	WI '03	363	3443	1.2	4.6	131	1947	.4	3.7	141	438	.4	3.5	278	839	.9	4.5	184	760	.6	4.3	
	4-Book	281	3428	.9	3.7	126	1988	.4	3.5	142	517	.5	3.4	221	790	.7	3.7	177	676	.6	4.2	
KDIS-AM	WI '03	7	276	.1	.1	5	152	.1	.1	3	36	.1	.1	6	53	.1	.1	3	27	.1	.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM	KSSC-FM	WI '03	34	613	.1	.4	26	431	.1	.7	27	80	.1	.7	38	155	.1	.6	52	116	.2	1.2
	4-Book	24	390	.1	.3	14	274	.1	.4	14	50	.1	.4	18	84	.1	.3	23	67	.1	.6	
+KDLE-FM	KSSD-FM	WI '03	45	500	.1	.6	19	283	.1	.5	7	41	.2	.2	41	143	.1	.7	43	109	.1	1.0
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM	WI '03	256	2013	.8	3.3	41	596	.1	1.1	100	259	.3	2.5	49	167	.2	.8	30	143	.1	.7	
	4-Book	193	1796	.6	2.6	52	745	.2	1.4	104	304	.3	2.5	67	216	.2	1.1	26	109	.1	.6	
KFSH-FM	WI '03	43	538	.1	.6	33	464	.1	.9	42	116	.1	1.0	77	230	.2	1.2	25	142	.1	.6	
	4-Book	45	536	.1	.6	30	418	.1	.9	29	104	.1	.7	54	195	.2	.9	41	158	.2	1.0	
KFWB-AM	WI '03	108	1886	.3	1.4	36	925	.1	1.0	87	347	.3	2.1	65	292	.2	1.1	28	133	.1	.7	
	4-Book	90	1747	.3	1.2	30	735	.1	.8	54	242	.2	1.3	47	240	.2	.8	31	146	.1	.8	
KHHT-FM	WI '03	130	1899	.4	1.7	98	1300	.3	2.7	65	201	.2	1.6	101	398	.3	1.6	60	258	.2	1.4	
	4-Book	142	2011	.5	1.9	95	1207	.3	2.7	64	238	.2	1.6	129	397	.4	2.2	98	345	.3	2.4	
KHJ -AM	WI '03	111	855	.4	1.4	46	423	.1	1.3	67	129	.2	1.7	78	127	.2	1.3	66	154	.2	1.5	
	4-Book	87	743	.3	1.2	28	319	.1	.8	46	114	.2	1.1	55	116	.2	.9	53	118	.2	1.3	
KIIS-FM	WI '03	174	3191	.6	2.2	103	1698	.3	2.9	79	381	.3	1.9	175	627	.6	2.8	140	422	.4	3.3	
	4-Book	205	3601	.7	2.7	123	2305	.4	3.5	117	476	.4	2.8	225	918	.7	3.8	147	595	.5	3.5	
KVVS-FM	WI '03	3	95	.1	.1	2	38	.1	.1	3	21	.1	.1	7	11	.1	.1	12	38	.1	.3	
	4-Book	10	142	.1	.1	4	84	.1	.1	3	21	.1	.1	9	37	.2	.2	12	38	.1	.3	
KJLH-FM	WI '03	74	738	.2	.9	58	704	.2	1.6	43	121	.1	1.1	90	306	.3	1.5	73	223	.2	1.7	
	4-Book	67	741	.2	.9	61	589	.2	1.7	52	135	.2	1.3	83	237	.3	1.4	63	189	.2	1.5	

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

Target Listener Estimates

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	
KKBT-FM																				
WI '03	197	2805	.6	2.5	99	1493	.3	2.8	75	309	.2	1.8	228	543	.7	3.7	134	492	.4	3.1
4-Book	217	2951	.7	2.8	108	1666	.4	3.0	100	298	.3	2.4	204	666	.7	3.4	135	503	.4	3.2
KLKA-FM																				
WI '03	35	445	.1	.4	3	75	.1		7	31	.2		3	15			7	15		.2
4-Book	32	462	.1	.4	6	137	.2		8	38	.2		6	32	.1		7	30		.2
KLAC-AM																				
WI '03	20	448	.1	.3	12	263	.1	.3					6	20	.1		9	27		.2
4-Book	32	661	.1	.4	23	429	.1	.6	7	19	.2		16	56	.3		20	61	.1	.5
KLAX-FM																				
WI '03	281	2619	.9	3.6	172	1741	.5	4.8	212	589	.7	5.2	268	762	.9	4.3	189	484	.6	4.4
4-Book	285	2456	.9	3.8	167	1594	.5	4.7	193	500	.6	4.6	278	650	.9	4.6	207	546	.7	4.9
KLOS-FM																				
WI '03	364	3871	1.2	4.7	145	2115	.5	4.1	124	384	.4	3.1	351	957	1.1	5.7	171	594	.5	4.0
4-Book	333	3718	1.1	4.4	135	2076	.5	3.8	131	436	.4	3.2	281	886	.9	4.7	175	560	.5	4.2
KLSX-FM																				
WI '03	415	3219	1.3	5.3	57	892	.2	1.6	35	160	.1	.9	73	240	.2	1.2	84	199	.3	2.0
4-Book	422	3271	1.4	5.6	51	869	.2	1.4	39	157	.1	1.0	59	228	.2	1.0	59	183	.2	1.4
KLTX-AM																				
WI '03	56	259	.2	.7	37	214	.1	1.0	71	145	.2	1.8	45	75	.1	.7	22	47	.1	.5
4-Book	62	287	.2	.8	39	219	.1	1.1	59	139	.2	1.5	67	107	.2	1.1	46	86	.2	1.1
KLVE-FM																				
WI '03	234	2660	.7	3.0	130	1542	.4	3.6	174	482	.6	4.3	239	659	.8	3.9	135	450	.4	3.2
4-Book	210	2524	.7	2.8	123	1522	.4	3.4	166	425	.6	4.0	214	564	.7	3.6	95	316	.3	2.3
KLYY-FM																				
WI '03	89	766	.3	1.1	52	594	.2	1.5	73	174	.2	1.8	96	236	.3	1.6	55	172	.2	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	61	838	.2	.8	30	534	.1	.8	45	163	.1	1.1	32	148	.1	.5	39	182	.1	.9
4-Book	55	783	.2	.7	32	508	.1	.9	26	97	.1	.6	39	159	.1	.6	30	128	.1	.7
KNX -AM																				
WI '03	134	2046	.4	1.7	49	982	.2	1.4	94	391	.3	2.3	52	275	.2	.8	52	242	.2	1.2
4-Book	120	2017	.4	1.6	35	849	.1	1.0	55	244	.2	1.3	38	216	.1	.6	33	146	.1	.8
KOST-FM																				
WI '03	132	1834	.4	1.7	65	1033	.2	1.8	67	276	.2	1.7	91	343	.3	1.5	75	302	.2	1.8
4-Book	168	2057	.5	2.2	78	1238	.3	2.2	107	336	.4	2.6	128	457	.4	2.2	88	306	.3	2.1
KPWR-FM																				
WI '03	433	5134	1.4	5.5	234	3342	.7	6.5	185	760	.6	4.6	316	1099	1.0	5.1	282	1046	.9	6.6
4-Book	445	5134	1.4	5.8	258	3339	.8	7.2	235	815	.8	5.7	385	1312	1.2	6.5	331	1106	1.1	7.8
KRCD-FM																				
WI '03	76	744	.2	1.0	59	433	.2	1.7	81	151	.3	2.0	76	150	.2	1.2	75	204	.2	1.8
4-Book	61	611	.2	.8	29	319	.1	.8	47	107	.2	1.2	47	127	.2	.8	34	99	.1	.8
KRCV-FM																				
WI '03	25	270	.1	.3	6	112	.1	.2	21	57	.1	.5	8	13	.1		2	15		
4-Book	46	417	.2	.6	25	230	.1	.7	40	88	.2	1.0	34	85	.1	.6	26	65	.1	.6
KRLA-AM																				
WI '03	86	494	.3	1.1	3	64	.1		2	19			4	13	.1					
4-Book	46	371	.2	.6	4	87	.2		1	9			3	14	.1		9	22		.2
KRLH-AM																				
WI '03	1	15																		
4-Book	1	8				5							1	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
KROQ-FM	WI '03	455	5460	1.4	5.8	182	2791	.6	5.1	156	701	.5	3.8	377	1332	1.2	6.1	308	864	1.0	7.2
	4-Book	478	5475	1.5	6.3	215	3166	.7	6.0	185	694	.6	4.5	407	1444	1.3	6.8	284	949	.9	6.7
KRTH-FM	WI '03	168	2429	.5	2.2	80	1394	.3	2.2	81	341	.3	2.0	159	614	.5	2.6	77	282	.2	1.8
	4-Book	179	2354	.6	2.4	87	1294	.3	2.4	73	286	.3	1.8	180	546	.6	3.0	113	375	.3	2.7
KSCA-FM	WI '03	445	3101	1.4	5.7	170	1805	.5	4.8	479	882	1.5	11.8	259	835	.8	4.2	199	487	.6	4.7
	4-Book	459	3010	1.5	6.1	178	1737	.6	5.0	545	993	1.7	13.2	271	780	.9	4.6	145	377	.5	3.5
KSPN-AM	WI '03	69	896	.2	.9	14	287	.4	.4	7	63	.2	.2	22	113	.1	.4	13	82	.3	.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	166	1753	.5	2.1	103	1048	.3	2.9	100	297	.3	2.5	230	578	.7	3.7	149	332	.5	3.5
	4-Book	108	1381	.4	1.4	63	839	.2	1.8	69	212	.2	1.7	135	363	.4	2.3	78	235	.3	1.9
KSUR-AM	WI '03					2	37	.1	.1	5	19	.1	.1								
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	50	378	.2	.6	24	280	.1	.7	41	82	.1	1.0	44	104	.1	.7	25	46	.1	.6
	4-Book	42	437	.2	.6	20	240	.1	.6	43	96	.2	1.1	25	57	.1	.4	18	45	.1	.5
KTWV-FM	WI '03	148	1589	.5	1.9	79	1161	.3	2.2	62	213	.2	1.5	162	437	.5	2.6	79	271	.3	1.9
	4-Book	162	1646	.5	2.2	86	1103	.3	2.4	75	272	.3	1.8	141	433	.5	2.4	101	292	.3	2.4
KWIZ-FM	WI '03	64	711	.2	.8	48	469	.2	1.3	35	106	.1	.9	66	183	.2	1.1	66	210	.2	1.5
	4-Book	99	850	.3	1.3	58	591	.2	1.6	68	173	.2	1.7	104	259	.3	1.8	73	197	.2	1.7
KWKW-AM	WI '03	53	419	.2	.7	17	223	.1	.5	37	113	.1	.9	33	68	.1	.5	6	13	.1	.1
	4-Book	32	321	.1	.4	11	153	.3	.3	18	51	.1	.4	18	46	.1	.3	11	32	.2	.2
KVVE-FM	WI '03	40	529	.1	.5	10	271	.3	.3	3	30	.1	.1	19	73	.1	.3	14	51	.3	.3
	4-Book	43	535	.1	.6	16	318	.1	.5	20	82	.1	.5	19	91	.1	.3	13	49	.3	.3
KXOL-FM	WI '03	185	1349	.6	2.4	109	1047	.3	3.1	133	377	.4	3.3	239	518	.8	3.9	117	268	.4	2.7
	4-Book	182	1642	.6	2.4	104	1029	.3	2.9	121	300	.4	2.9	199	463	.7	3.4	123	297	.4	2.9
KYSR-FM	WI '03	121	2613	.4	1.5	52	1323	.2	1.5	25	156	.1	.6	70	354	.2	1.1	77	434	.2	1.8
	4-Book	181	2806	.6	2.4	79	1554	.3	2.2	61	298	.2	1.5	144	559	.5	2.4	125	459	.4	3.0
+KZAB-FM	WI '03	58	432	.2	.7	32	328	.1	.9	45	99	.1	1.1	44	103	.1	.7	35	81	.1	.8
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	145	1421	.5	1.9	72	955	.2	2.0	55	263	.2	1.4	134	391	.4	2.2	113	343	.4	2.6
	4-Book	123	1260	.4	1.6	64	863	.2	1.8	54	226	.2	1.3	113	373	.4	1.9	83	300	.3	2.0
KGFI-FM	WI '03	18	452	.1	.2	15	286	.4	.4	6	50	.1	.1	35	115	.1	.6	15	55	.4	.4
	4-Book	20	475	.1	.3	15	281	.4	.4	12	60	.3	.3	25	107	.1	.4	18	61	.1	.4
TOTALS	WI '03	7813	29976	24.8		3573	24307	11.3		4057	11044	12.9		6173	14828	19.6		4265	11322	13.5	
	4-Book	7587	29510	24.3		3584	23860	11.5		4133	10762	13.2		5970	14486	19.1		4226	10969	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 - 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																							
WI '03		10	17		.4	35	122	.1	1.4	15	91		.4	14	48		.4	14	64		.8		
4-Book		9	36		.4	28	85	.1	1.2	22	95	.1	.5	17	69	.1	.5	14	62		.8		
KBIG-FM																							
WI '03		136	476	.4	5.6	30	115	.1	1.2	83	315	.3	2.0	77	307	.2	2.4	34	178	.1	1.9		
4-Book		119	401	.4	4.8	43	181	.1	1.7	100	339	.3	2.4	49	233	.2	1.5	37	199	.1	2.0		
KBLA-AM																							
WI '03		8	45		.3	6	31		.2	26	82	.1	.6	62	113	.2	1.9	4	29		.2		
4-Book		16	64		.7	10	29		.4	27	85	.1	.7	62	133	.2	1.9	9	44		.5		
KBUA-FM																							
WI '03		17	44	.1	.7	22	60	.1	.9	54	110	.2	1.3	30	70	.1	.9	7	34		.4		
4-Book		24	72	.1	1.0	17	42	.1	.7	42	94	.2	1.0	24	59	.1	.7	11	44		.6		
KBUE-FM																							
WI '03		115	394	.4	4.8	140	337	.4	5.7	160	516	.5	3.9	164	407	.5	5.1	98	313	.3	5.4		
4-Book		100	311	.4	4.0	115	272	.4	4.6	178	488	.6	4.3	153	389	.5	4.6	70	219	.2	3.8		
KCBS-FM																							
WI '03		50	281	.2	2.1	47	214	.1	1.9	167	684	.5	4.1	127	551	.4	3.9	47	139	.1	2.6		
4-Book		63	315	.2	2.5	72	264	.2	2.9	150	606	.5	3.6	122	443	.4	3.7	58	208	.2	3.1		
KDIS-AM																							
WI '03		3	27		.1	2	13		.1	8	55		.2	4	16		.1	7	44		.4		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
+KDLD-FM																							
KSSC-FM																							
WI '03		31	150	.1	1.3	12	53		.5	30	136	.1	.7	18	92	.1	.6						
4-Book		16	60		.7	11	39		.5	19	94	.1	.4	9	48		.3	4	11		.2		
+KDLE-FM																							
KSSD-FM																							
WI '03		19	80	.1	.8					10	72		.2	11	60		.3	15	76		.8		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KFI -AM																							
WI '03		26	85	.1	1.1	47	101	.1	1.9	25	77	.1	.6	16	50	.1	.5	38	127	.1	2.1		
4-Book		40	115	.1	1.6	47	146	.1	1.9	66	188	.2	1.6	31	92	.1	1.0	33	113	.1	1.8		
KFSH-FM																							
WI '03		2	26		.1	42	227	.1	1.7	53	230	.2	1.3	16	118	.1	.5	6	27		.3		
4-Book		9	55		.4	32	161	.1	1.3	39	186	.2	1.0	24	114	.1	.7	13	68	.1	.7		
KFWB-AM																							
WI '03		10	89		.4	47	217	.1	1.9	33	222	.1	.8	11	83		.3	13	99		.7		
4-Book		13	90		.5	27	152	.1	1.1	32	188	.1	.8	26	112	.1	.8	12	80		.7		
KHHT-FM																							
WI '03		83	240	.3	3.4	92	308	.3	3.7	95	298	.3	2.3	83	337	.3	2.6	189	398	.6	10.4		
4-Book		82	263	.3	3.3	57	184	.2	2.3	85	287	.3	2.1	88	317	.3	2.7	146	333	.5	7.9		
KHJ -AM																							
WI '03		32	80	.1	1.3	41	76	.1	1.7	24	56	.1	.6	45	93	.1	1.4	22	94	.1	1.2		
4-Book		10	30		.4	23	60	.1	.9	19	54	.1	.5	20	47		.6	8	33		.5		
KIIS-FM																							
WI '03		119	388	.4	4.9	19	121	.1	.8	123	551	.4	3.0	86	334	.3	2.7	65	253	.2	3.6		
4-Book		106	384	.4	4.2	69	299	.2	2.9	148	637	.5	3.6	102	424	.4	3.1	60	287	.2	3.2		
KVVS-FM																							
WI '03										7	11		.2					2	15		.1		
4-Book		3	19		.1		4			6	24		.2	2	12		.1	1	4				
KJLH-FM																							
WI '03		50	171	.2	2.1	57	153	.2	2.3	74	278	.2	1.8	64	180	.2	2.0	15	52		.8		
4-Book		42	109	.1	1.7	76	201	.3	3.0	78	243	.3	1.9	72	180	.2	2.2	24	87	.1	1.3		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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		
KKBT-FM																					
WI '03	87	317	.3	3.6	32	178	.1	1.3	76	369	.2	1.8	98	302	.3	3.0	52	176	.2	2.9	
4-Book	81	311	.3	3.2	51	183	.2	2.1	107	436	.3	2.6	101	356	.3	3.1	78	282	.3	4.3	
KKLA-FM																					
WI '03					2	30	.1		3	15	.1										
4-Book	3	17		.1	5	28	.2		6	25	.1		4	24		.1	5	18		.3	
KLAC-AM																					
WI '03	17	84	.1	.7	4	18	.2		15	62	.4		20	89	.1	.6	18	90	.1	1.0	
4-Book	18	73	.1	.7	5	12	.2		26	111	.1	.6	70	219	.2	2.1	20	86	.1	1.1	
KLAX-FM																					
WI '03	134	318	.4	5.6	159	455	.5	6.5	229	599	.7	5.6	131	342	.4	4.1	55	173	.2	3.0	
4-Book	124	321	.4	5.0	118	334	.4	4.8	219	524	.7	5.3	143	362	.5	4.3	55	182	.2	3.0	
KLOS-FM																					
WI '03	37	250	.1	1.5	65	279	.2	2.6	147	609	.5	3.6	187	597	.6	5.8	75	296	.2	4.1	
4-Book	76	297	.3	3.0	64	232	.2	2.5	125	504	.4	3.0	151	516	.5	4.6	72	298	.2	3.8	
KLSX-FM																					
WI '03	15	89		.6	79	301	.3	3.2	118	351	.4	2.9	50	132	.2	1.5	8	48		.4	
4-Book	12	65		.5	84	295	.3	3.4	101	332	.3	2.4	48	132	.2	1.5	10	60		.6	
KLTX-AM																					
WI '03	21	111	.1	.9	48	106	.2	2.0	51	119	.2	1.2	26	77	.1	.8	17	75	.1	.9	
4-Book	24	67	.1	1.0	38	97	.2	1.5	43	95	.1	1.0	20	56	.1	.6	15	46	.1	.8	
KLVE-FM																					
WI '03	100	354	.3	4.1	98	298	.3	4.0	136	409	.4	3.3	78	269	.2	2.4	70	232	.2	3.9	
4-Book	119	367	.4	4.7	95	277	.3	3.8	137	426	.4	3.3	76	224	.2	2.3	70	243	.2	3.7	
KLYY-FM																					
WI '03	54	182	.2	2.2	31	90	.1	1.3	52	181	.2	1.3	29	65	.1	.9	26	89	.1	1.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																					
WI '03	30	138	.1	1.2	47	163	.1	1.9	23	125	.1	.6	23	133	.1	.7	9	63		.5	
4-Book	24	118	.1	1.0	26	97	.1	1.1	42	157	.1	1.0	35	121	.1	1.1	27	110	.1	1.4	
KNX -AM																					
WI '03	28	158	.1	1.2	55	134	.2	2.2	54	269	.2	1.3	30	136	.1	.9	36	163	.1	2.0	
4-Book	28	131	.1	1.1	32	117	.1	1.3	42	199	.2	1.0	27	134	.1	.8	29	154	.1	1.6	
KOST-FM																					
WI '03	55	208	.2	2.3	49	206	.2	2.0	75	336	.2	1.8	48	196	.2	1.5	57	197	.2	3.2	
4-Book	68	255	.2	2.7	57	216	.2	2.3	73	304	.2	1.8	57	192	.2	1.8	42	194	.2	2.4	
KPWR-FM																					
WI '03	221	826	.7	9.2	177	603	.6	7.2	269	929	.9	6.5	239	834	.8	7.4	172	584	.5	9.5	
4-Book	241	842	.8	9.6	163	523	.5	6.5	277	931	.9	6.6	251	810	.8	7.7	173	633	.5	9.2	
KRCD-FM																					
WI '03	56	163	.2	2.3	52	113	.2	2.1	72	186	.2	1.7	45	127	.1	1.4	21	54	.1	1.2	
4-Book	28	86	.1	1.1	18	53	.1	.7	28	81	.1	.7	21	66	.1	.6	12	44		.7	
KRCV-FM																					
WI '03	5	13		.2	8	16		.3					7	14		.2					
4-Book	13	48		.5	24	66	.1	1.0	33	80	.1	.8	23	57	.1	.7	7	24		.4	
KRLA-AM																					
WI '03	6	13		.2	2	19		.1					5	20		.2		2	20		.1
4-Book	4	15		.2	4	11		.2	1	4			9	27		.3	5	20		.3	
KRLH-AM																					
WI '03																					
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 18-49

		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
KROQ-FM	WI '03	115	486	.4	4.8	61	310	.2	2.5	198	771	.6	4.8	124	619	.4	3.8	104	461	.3	5.7
	4-Book	152	633	.5	6.1	100	397	.3	4.0	228	831	.8	5.5	202	788	.7	6.1	145	617	.5	7.8
KRTH-FM	WI '03	41	191	.1	1.7	71	285	.2	2.9	109	478	.3	2.6	84	318	.3	2.6	18	116	.1	1.0
	4-Book	36	162	.1	1.5	61	212	.2	2.5	111	366	.3	2.7	78	276	.3	2.4	40	166	.1	2.2
KSCA-FM	WI '03	39	131	.1	1.6	120	267	.4	4.9	93	317	.3	2.3	183	408	.6	5.7	47	104	.1	2.6
	4-Book	53	167	.2	2.1	169	374	.5	6.7	138	393	.5	3.3	111	298	.4	3.4	45	133	.1	2.5
KSPN-AM	WI '03	20	45	.1	.8	15	47	.6	.6	12	46	.3	.3	12	66	.4	.4	5	28	.3	.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	56	170	.2	2.3	86	192	.3	3.5	148	386	.5	3.6	22	107	.1	.7	24	111	.1	1.3
	4-Book	37	130	.1	1.5	53	131	.2	2.1	80	260	.3	1.9	31	102	.1	.9	19	88	.1	1.0
KSUR-AM	WI '03					4	18	.2	.2	5	18	.1	.1								
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	4	41	.2	.2	3	13	.1	1.0	43	113	.1	1.0	31	62	.1	1.0				
	4-Book	12	52	.1	.5	8	24	.3	.3	25	74	.1	.6	18	51	.1	.6	13	34	.1	.7
KTWV-FM	WI '03	44	177	.1	1.8	39	185	.1	1.6	121	391	.4	2.9	74	243	.2	2.3	37	155	.1	2.0
	4-Book	52	222	.2	2.1	53	207	.2	2.2	132	417	.4	3.2	91	290	.3	2.8	40	183	.1	2.2
KWIZ-FM	WI '03	56	140	.2	2.3	9	48	.4	.4	48	98	.2	1.2	64	187	.2	2.0	38	143	.1	2.1
	4-Book	46	168	.2	1.8	27	84	.1	1.1	52	151	.2	1.3	64	179	.2	2.0	34	122	.1	1.9
KWKW-AM	WI '03	18	30	.1	.7	7	14	.3	.3	17	42	.1	.4	4	15	.1	.1	10	13	.6	.6
	4-Book	10	25	.4	.4	5	14	.2	.2	8	29	.2	.2	4	15	.1	.1	9	21	.5	.5
KWVE-FM	WI '03	1	14			16	70	.1	.7	16	74	.1	.4	11	76	.3	.3	2	20	.1	.1
	4-Book	14	49	.1	.6	28	102	.1	1.2	17	79	.1	.4	12	56	.4	.4	10	43	.6	.6
KXOL-FM	WI '03	49	145	.2	2.0	80	208	.3	3.3	98	309	.3	2.4	87	267	.3	2.7	65	228	.2	3.6
	4-Book	60	172	.2	2.4	83	216	.3	3.4	111	304	.3	2.7	87	233	.3	2.7	45	157	.2	2.5
KYSR-FM	WI '03	61	249	.2	2.5	27	171	.1	1.1	86	473	.3	2.1	32	242	.1	1.0	25	143	.1	1.4
	4-Book	57	302	.2	2.3	34	197	.1	1.4	104	514	.3	2.5	77	336	.3	2.4	28	163	.1	1.5
+KZAB-FM	WI '03	2	34	.1	1.1	27	82	.1	1.1	56	140	.2	1.4	31	86	.1	1.0	21	80	.1	1.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	35	129	.1	1.5	26	195	.1	1.1	127	434	.4	3.1	57	178	.2	1.8	21	144	.1	1.2
	4-Book	39	159	.1	1.6	43	180	.1	1.7	95	306	.3	2.3	55	183	.2	1.7	25	115	.1	1.3
KGGI-FM	WI '03	15	60	.6	.6	10	48	.4	.4	15	60	.4	.4	15	49	.5	.5	8	45	.4	.4
	4-Book	19	67	.8	.8	10	49	.4	.4	11	54	.3	.3	14	56	.4	.4	10	37	.5	.5
TOTALS	WI '03	2412	7523	7.7	7.7	2455	7358	7.8	7.8	4119	11541	13.1	13.1	3231	9062	10.3	10.3	1809	5938	5.7	5.7
	4-Book	2498	7625	8.0	8.0	2488	7245	8.0	8.0	4170	11188	13.3	13.3	3283	8712	10.5	10.5	1856	6017	5.9	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

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KRLA-AM																				
WI '03	45	467	.2	1.0	73	356	.3	1.0	124	336	.5	1.9	47	254	.2	.8	3	109	.2	
FA '02	13	269	.1	.3	18	129	.1	.3	24	185	.1	.4	21	174	.1	.4	7	64	.3	
SU '02	33	506	.1	.8	34	331	.1	.5	75	311	.3	1.2	67	289	.3	1.2	6	140	.3	
SP '02	9	316	.2	.2	8	130	.1	.1	20	153	.1	.3	7	80	.1	.1	2	38	.1	
4-Book	25	390	.1	.6	33	237	.1	.5	61	246	.3	1.0	36	199	.2	.6	5	88	.2	
WI '02	33	527	.1	.8	47	321	.2	.7	88	357	.4	1.4	43	278	.2	.8	2	59	.1	
KRLH-AM																				
WI '03		15			1	15			1	15										
FA '02																				
SU '02																				
SP '02	1	18						2	18											
4-Book		8				4		1	8											
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KROQ-FM																				
WI '03	199	3906	.8	4.4	349	2324	1.4	5.0	289	1832	1.2	4.4	214	2014	.9	3.6	91	1212	.4	4.7
FA '02	252	4101	1.0	5.6	430	2427	1.7	6.1	326	2115	1.3	5.1	325	2147	1.3	5.7	122	1523	.5	6.0
SU '02	255	4410	1.0	5.8	467	2250	1.9	7.2	358	2204	1.5	5.8	285	2374	1.2	5.1	124	1293	.5	5.7
SP '02	180	3986	.7	4.2	311	2046	1.3	4.7	229	1884	.9	3.7	232	2344	.9	4.3	94	1261	.4	4.7
4-Book	222	4101	.9	5.0	389	2262	1.6	5.8	301	2009	1.2	4.8	264	2220	1.1	4.7	108	1322	.5	5.3
WI '02	243	4034	1.0	5.5	404	2167	1.7	5.9	310	2011	1.3	5.0	267	2335	1.1	4.7	108	1163	.4	5.5
KRTH-FM																				
WI '03	104	2492	.4	2.3	154	1002	.6	2.2	175	1204	.7	2.7	120	1130	.5	2.0	30	436	.1	1.6
FA '02	95	2211	.4	2.1	98	784	.4	1.4	162	1134	.7	2.5	116	1041	.5	2.0	25	410	.1	1.2
SU '02	108	2421	.4	2.5	128	931	.5	2.0	203	1243	.8	3.3	141	972	.6	2.5	38	494	.2	1.8
SP '02	102	2315	.4	2.4	128	1050	.5	1.9	169	997	.7	2.7	125	944	.5	2.3	35	476	.1	1.7
4-Book	102	2360	.4	2.3	127	942	.5	1.9	177	1145	.7	2.8	126	1022	.5	2.2	32	454	.1	1.6
WI '02	102	2472	.4	2.3	121	913	.5	1.8	141	979	.6	2.3	141	1214	.6	2.5	43	616	.2	2.2
KSCA-FM																				
WI '03	265	2790	1.1	5.8	571	1829	2.3	8.2	246	1461	1.0	3.8	424	1578	1.7	7.1	88	651	.4	4.6
FA '02	286	2976	1.2	6.3	772	2082	3.1	11.0	363	1671	1.5	5.7	157	989	.6	2.8	77	476	.3	3.8
SU '02	240	2526	1.0	5.5	668	1884	2.7	10.3	345	1558	1.4	5.6	136	889	.6	2.4	47	484	.2	2.2
SP '02	274	2819	1.1	6.3	675	2078	2.8	10.1	369	1714	1.5	6.0	176	1063	.7	3.3	95	670	.4	4.7
4-Book	266	2778	1.1	6.0	672	1968	2.7	9.9	331	1601	1.4	5.3	223	1130	.9	3.9	77	570	.3	3.8
WI '02	233	2617	1.0	5.3	580	1850	2.4	8.5	302	1455	1.2	4.9	139	1070	.6	2.5	72	500	.3	3.7
KSPN-AM																				
WI '03	38	889	.2	.8	38	393	.2	.5	75	491	.3	1.1	76	582	.3	1.3	10	204	.5	
FA '02	25	910	.1	.6	22	214	.1	.3	47	339	.2	.7	41	536	.2	.7	8	259	.4	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '02	27	723	.1	.6	22	273	.1	.3	43	361	.2	.7	63	405	.3	1.2	6	181	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KSSE-FM																				
WI '03	104	1521	.4	2.3	132	755	.5	1.9	153	898	.6	2.3	122	846	.5	2.0	49	426	.2	2.5
FA '02	44	1149	.2	1.0	60	521	.2	.9	65	572	.3	1.0	45	518	.2	.8	20	358	.1	1.0
SU '02	33	1043	.1	.8	45	378	.2	.7	48	519	.2	.8	36	431	.1	.6	17	281	.1	.8
SP '02	64	1206	.3	1.5	93	601	.4	1.4	106	592	.4	1.7	68	587	.3	1.3	22	303	.1	1.1
4-Book	61	1230	.3	1.4	83	564	.3	1.2	93	645	.4	1.5	68	596	.3	1.2	27	342	.1	1.4
WI '02	61	1.67	.2	1.4	125	642	.5	1.8	70	550	.3	1.1	73	545	.3	1.3	20	203	.1	1.0
KSUR-AM																				
WI '03	1	37			4	33			8	62		.1	9	33		.2		11		
FA '02	5	62		.1																
SU '02	1	72				14			2	13			2	27			1	26		
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
KZLA-FM																						
WI '03		85	1467	.3	1.9	105	753	.4	1.5	133	693	.5	2.0	111	873	.4	1.9	31	328	.1	1.6	
FA '02		67	1055	.3	1.5	87	526	.4	1.2	101	520	.4	1.6	84	576	.3	1.5	26	314	.1	1.3	
SU '02		88	1384	.4	2.0	112	720	.5	1.7	130	775	.5	2.1	116	794	.5	2.1	30	292	.1	1.4	
SP '02		74	1291	.3	1.7	110	668	.4	1.6	124	743	.5	2.0	95	745	.4	1.8	18	261	.1	.9	
4-Book		79	1299	.3	1.8	104	667	.4	1.5	122	683	.5	1.9	102	747	.4	1.8	26	299	.1	1.3	
WI '02		71	1086	.3	1.6	103	483	.4	1.5	93	459	.4	1.5	100	692	.4	1.8	29	311	.1	1.5	
KGGI-FM																						
WI '03		7	256		.2	18	93	.1	.3	5	66		.1	6	89		.1	3	68		.2	
FA '02		10	313		.2	15	133	.1	.2	5	102		.1	13	145	.1	.2	11	63		.5	
SU '02		18	498	.1	.4	31	262	.1	.5	19	229	.1	.3	22	240	.1	.4	8	125		.4	
SP '02		7	364		.2	7	100		.1	7	97		.1	6	120		.1	3	55		.1	
4-Book		11	358		.3	18	147		.1	9	124		.2	12	149		.1	6	78		.3	
WI '02		11	423		.3	12	113		.2	18	230	.1	.3	13	184	.1	.2	8	72		.4	
TOTALS																						
WI '03		4543	23876	18.4		6977	21323	28.3		6550	18405	26.5		5993	20782	24.3		1931	12867	7.8		
FA '02		4525	23806	18.3		7010	20855	28.4		6364	18284	25.8		5663	20296	22.9		2022	13247	8.2		
SU '02		4368	23533	17.9		6480	20384	26.5		6174	18277	25.3		5639	19849	23.1		2164	12869	8.9		
SP '02		4323	23610	17.7		6688	20416	27.4		6186	18166	25.3		5372	19806	22.0		2008	12654	8.2		
4-Book		4440	23706	18.1		6789	20745	27.7		6319	18283	25.7		5667	20183	23.1		2031	12909	8.3		
WI '02		4398	23665	18.0		6806	20587	27.8		6152	17650	25.2		5625	19875	23.0		1946	12700	8.0		

** 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 25-49

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	
KABC-AM																				
WI '03	155	1231	.6	2.4	18	302	.1	.6	20	82	.1	.6	34	130	.1	.7	7	32	.2	.2
4-Book	122	1076	.5	1.9	22	357	.1	.8	25	90	.1	.8	40	151	.2	.9	19	75	.1	.6
KBIG-FM																				
WI '03	131	1723	.5	2.0	71	1133	.3	2.5	65	192	.3	1.9	87	338	.4	1.8	79	258	.3	2.4
4-Book	162	1790	.7	2.6	76	1158	.3	2.7	62	206	.3	1.8	122	391	.5	2.6	96	311	.4	2.9
KBLA-AM																				
WI '03	130	813	.5	2.0	37	366	.1	1.3	58	131	.2	1.7	73	146	.3	1.5	67	136	.3	2.0
4-Book	108	800	.4	1.7	31	354	.1	1.1	27	75	.1	.8	48	117	.2	1.0	57	142	.2	1.7
KBUA-FM																				
WI '03	39	284	.2	.6	25	189	.1	.9	36	77	.1	1.1	28	75	.1	.6	21	57	.1	.6
4-Book	41	263	.2	.7	24	168	.1	.9	27	58	.1	.8	29	66	.1	.6	32	70	.2	1.0
KBUE-FM																				
WI '03	211	1567	.9	3.2	108	1023	.4	3.9	145	388	.6	4.3	182	455	.7	3.7	156	475	.6	4.8
4-Book	180	1474	.8	2.9	105	972	.4	3.7	135	330	.6	4.0	174	433	.7	3.6	144	393	.6	4.4
KCBS-FM																				
WI '03	307	2886	1.2	4.7	117	1707	.5	4.2	138	396	.6	4.1	238	736	1.0	4.8	169	659	.7	5.2
4-Book	247	2937	1.0	3.9	110	1713	.5	3.9	133	468	.6	3.9	198	709	.8	4.2	151	590	.6	4.6
KDIS-AM																				
WI '03	5	218	.1	.1	5	152	.2	.2	3	36	.1	.1	6	53	.1	.1	3	27	.1	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	23	442	.1	.4	16	280	.1	.6	6	42	.2	.2	27	101	.1	.5	40	80	.2	1.2
4-Book	14	274	.1	.3	9	178	.1	.4	7	37	.2	.2	14	61	.1	.3	15	39	.1	.5
+KDLE-FM																				
KSSD-FM																				
WI '03	34	331	.1	.5	12	163	.4	.4	2	16	.1	.1	31	84	.1	.6	34	71	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	252	1908	1.0	3.9	37	541	.1	1.3	100	259	.4	3.0	49	167	.2	1.0	26	131	.1	.8
4-Book	189	1705	.8	3.0	49	686	.2	1.7	99	285	.4	3.0	66	211	.3	1.4	23	97	.1	.7
KFSH-FM																				
WI '03	41	499	.2	.6	31	407	.1	1.1	28	87	.1	.8	76	215	.3	1.5	23	129	.1	.7
4-Book	42	474	.2	.7	28	377	.1	1.0	22	89	.1	.7	51	184	.2	1.1	38	144	.2	1.1
KFWB-AM																				
WI '03	108	1838	.4	1.7	36	907	.1	1.3	87	347	.4	2.6	65	292	.3	1.3	28	133	.1	.9
4-Book	89	1688	.4	1.4	29	715	.1	1.0	53	235	.2	1.6	46	237	.2	1.0	31	146	.1	1.0
KHHT-FM																				
WI '03	107	1351	.4	1.6	72	891	.3	2.6	31	109	.1	.9	79	285	.3	1.6	33	149	.1	1.0
4-Book	108	1407	.5	1.7	65	808	.3	2.4	45	182	.2	1.4	93	284	.4	2.0	65	236	.3	2.0
KHJ -AM																				
WI '03	107	751	.4	1.6	42	399	.2	1.5	59	118	.2	1.8	66	115	.3	1.3	63	143	.3	1.9
4-Book	79	645	.3	1.2	26	287	.1	.9	40	105	.2	1.2	52	111	.2	1.1	48	108	.2	1.5
KIIS-FM																				
WI '03	115	2068	.5	1.8	70	1136	.3	2.5	70	318	.3	2.1	124	473	.5	2.5	101	265	.4	3.1
4-Book	138	2411	.6	2.2	83	1588	.4	3.0	88	368	.4	2.6	153	656	.6	3.2	98	412	.4	3.0
KVVS-FM																				
WI '03	1	44				15														
4-Book	9	100		.1	3	51		.1	2	18		.1	5	29		.1	7	23		.2
KJLH-FM																				
WI '03	65	619	.3	1.0	50	569	.2	1.8	39	98	.2	1.2	76	246	.3	1.5	58	172	.2	1.8
4-Book	60	650	.3	1.0	54	509	.2	1.9	46	114	.2	1.4	74	211	.3	1.5	53	161	.2	1.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KKBT-FM	WI '03	151	1701	.6	2.3	58	798	.2	2.1	54	204	.2	1.6	155	299	.6	3.1	77	269	.3	2.4	
	4-Book	153	1771	.6	2.4	64	912	.3	2.3	70	188	.3	2.1	133	375	.5	2.8	83	307	.4	2.5	
KKLA-FM	WI '03	32	401	.1	.5	3	75		.1	7	31		.2	3	15		.1	7	15		.2	
	4-Book	30	435	.1	.5	5	123		.2	8	36		.2	4	22		.1	7	30		.2	
KLAC-AM	WI '03	20	422	.1	.3	11	239		.4					6	20		.1	9	27		.3	
	4-Book	31	621	.1	.5	19	396	.1	.7	7	19		.2	16	56	.1	.3	20	61	.1	.6	
KLAX-FM	WI '03	196	1888	.8	3.0	102	1196	.4	3.6	120	383	.5	3.6	180	549	.7	3.6	122	362	.5	3.7	
	4-Book	212	1847	.9	3.4	120	1184	.5	4.2	136	374	.6	4.0	210	491	.9	4.4	152	426	.6	4.6	
KLOS-FM	WI '03	344	3353	1.4	5.3	132	1846	.5	4.7	103	325	.4	3.1	312	868	1.3	6.3	160	541	.6	4.9	
	4-Book	298	3143	1.2	4.8	118	1769	.5	4.2	115	378	.5	3.4	248	789	1.0	5.2	148	489	.6	4.6	
KLSX-FM	WI '03	363	2785	1.5	5.6	53	795	.2	1.9	33	147	.1	1.0	70	215	.3	1.4	83	185	.3	2.5	
	4-Book	373	2888	1.5	5.9	46	779	.2	1.7	33	141	.1	1.0	53	206	.2	1.1	56	165	.2	1.7	
KLTX-AM	WI '03	54	210	.2	.8	36	179	.1	1.3	66	133	.3	2.0	45	75	.2	.9	22	47	.1	.7	
	4-Book	53	245	.2	.8	34	187	.1	1.2	51	121	.2	1.6	60	92	.3	1.3	40	74	.2	1.2	
KLVE-FM	WI '03	208	2198	.8	3.2	108	1237	.4	3.9	165	445	.7	4.9	217	542	.9	4.4	95	337	.4	2.9	
	4-Book	185	2119	.8	3.0	106	1273	.4	3.8	151	392	.6	4.5	192	480	.8	4.0	77	253	.3	2.4	
KLYY-FM	WI '03	77	609	.3	1.2	43	475	.2	1.5	64	138	.3	1.9	85	201	.3	1.7	38	113	.2	1.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM	WI '03	54	710	.2	.8	25	424	.1	.9	36	146	.1	1.1	31	134	.1	.6	27	142	.1	.8	
	4-Book	50	676	.2	.8	28	419	.1	1.0	23	84	.1	.7	36	140	.2	.8	27	113	.1	.8	
KNX -AM	WI '03	124	1883	.5	1.9	47	931	.2	1.7	94	391	.4	2.8	51	263	.2	1.0	41	229	.2	1.3	
	4-Book	116	1918	.5	1.9	33	803	.1	1.2	55	241	.2	1.6	36	201	.2	.8	30	137	.1	.9	
KOST-FM	WI '03	122	1563	.5	1.9	53	847	.2	1.9	56	219	.2	1.7	89	326	.4	1.8	61	263	.2	1.9	
	4-Book	152	1750	.6	2.4	63	1019	.3	2.3	92	281	.4	2.7	107	405	.5	2.2	77	266	.3	2.4	
KPWR-FM	WI '03	210	2648	.9	3.2	112	1692	.5	4.0	91	384	.4	2.7	144	522	.6	2.9	149	477	.6	4.6	
	4-Book	241	2736	1.0	3.9	133	1676	.6	4.7	117	419	.5	3.5	207	667	.9	4.4	175	557	.7	5.3	
KRCD-FM	WI '03	61	587	.2	.9	48	348	.2	1.7	72	139	.3	2.2	66	125	.3	1.3	62	169	.3	1.9	
	4-Book	54	518	.2	.9	25	279	.1	.9	43	98	.2	1.3	41	105	.2	.8	30	85	.2	.9	
KRCV-FM	WI '03	25	270	.1	.4	6	112		.2	21	57	.1	.6	8	13		.2	2	15		.1	
	4-Book	44	380	.2	.7	21	209	.1	.8	35	78	.2	1.0	29	78	.1	.6	25	62	.1	.8	
KRLA-AM	WI '03	85	454	.3	1.3	3	64		.1	2	19		.1	4	13		.1					
	4-Book	45	350	.2	.7	4	81		.2	1	9		.1	2	11			9	22		.3	
KRLH-AM	WI '03	1	15																			
	4-Book	1	8				5							1	5							

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49

Target Listener Estimates - Men 25-49

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
WI '03	284	3471	1.2	4.4	120	1774	.5	4.3	106	497	.4	3.2	239	853	1.0	4.8	178	554	.7	5.4
4-Book	317	3597	1.3	5.1	130	2005	.5	4.6	121	465	.5	3.6	266	955	1.1	5.6	166	579	.7	5.0
KRTH-FM																				
WI '03	151	1962	.6	2.3	69	1142	.3	2.5	73	289	.3	2.2	137	510	.6	2.8	72	271	.3	2.2
4-Book	146	1867	.6	2.3	73	1066	.3	2.6	58	229	.2	1.7	155	459	.6	3.3	95	321	.4	2.9
KSCA-FM																				
WI '03	400	2546	1.6	6.1	143	1423	.6	5.1	416	762	1.7	12.4	196	656	.8	4.0	165	425	.7	5.0
4-Book	403	2493	1.7	6.4	152	1441	.6	5.4	474	865	1.9	14.0	227	641	.9	4.8	118	323	.5	3.6
KSPN-AM																				
WI '03	64	819	.3	1.0	13	262	.1	.5	7	63	.2	.2	22	113	.1	.4	13	82	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	137	1325	.6	2.1	83	804	.3	3.0	82	245	.3	2.5	181	451	.7	3.7	125	257	.5	3.8
4-Book	82	1044	.4	1.3	48	624	.2	1.8	53	161	.2	1.6	102	265	.4	2.2	63	181	.3	1.9
KSUR-AM																				
WI '03					2	37		.1	5	19		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM																				
WI '03	48	348	.2	.7	22	256	.1	.8	41	82	.2	1.2	44	104	.2	.9	25	46	.1	.8
4-Book	41	405	.2	.7	19	223	.1	.7	41	92	.2	1.2	25	57	.1	.5	17	40	.1	.5
KTWV-FM																				
WI '03	137	1467	.6	2.1	67	1011	.3	2.4	39	177	.2	1.2	131	359	.5	2.7	61	218	.2	1.9
4-Book	151	1544	.6	2.4	78	1021	.3	2.8	65	246	.3	1.9	126	393	.5	2.7	90	268	.4	2.8
KWIZ-FM																				
WI '03	48	490	.2	.7	36	334	.1	1.3	35	106	.1	1.0	49	136	.2	1.0	40	128	.2	1.2
4-Book	77	642	.3	1.2	43	429	.2	1.5	61	151	.2	1.9	76	195	.3	1.6	47	134	.2	1.5
KWKV-AM																				
WI '03	53	405	.2	.8	17	211	.1	.6	37	113	.1	1.1	33	68	.1	.7	6	13		.2
4-Book	32	311	.1	.5	11	150		.4	18	51	.1	.5	18	46	.1	.4	11	32		.3
KWVE-FM																				
WI '03	39	475	.2	.6	9	233		.3	3	30		.1	15	48	.1	.3	14	51	.1	.4
4-Book	41	498	.2	.7	14	275	.1	.5	18	75	.1	.5	14	67	.1	.3	11	41		.4
KXOL-FM																				
WI '03	150	1023	.6	2.3	88	803	.4	3.1	105	277	.4	3.1	192	404	.8	3.9	93	201	.4	2.8
4-Book	147	1274	.6	2.4	79	812	.4	2.8	85	221	.3	2.5	151	359	.6	3.2	99	235	.4	3.0
KYSR-FM																				
WI '03	107	2099	.4	1.6	40	1076	.2	1.4	15	100	.1	.4	56	298	.2	1.1	60	334	.2	1.8
4-Book	148	2250	.6	2.4	64	1242	.3	2.3	47	223	.2	1.4	113	446	.5	2.4	97	359	.4	3.0
+KZAB-FM																				
KFSG-FM																				
WI '03	52	309	.2	.8	30	272	.1	1.1	39	86	.2	1.2	44	103	.2	.9	28	67	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																				
WI '03	118	1244	.5	1.8	63	829	.3	2.3	53	250	.2	1.6	117	324	.5	2.4	105	322	.4	3.2
4-Book	110	1090	.5	1.8	58	749	.3	2.1	50	206	.2	1.5	103	325	.4	2.2	78	280	.3	2.4
KGGI-FM																				
WI '03	9	195		.1	6	164		.2	4	38		.1	23	81	.1	.5				
4-Book	13	268		.2	10	173		.3	11	50		.3	17	67	.1	.4	11	37		.4
TOTALS																				
WI '03	6510	23625	26.4		2795	19005	11.3		3345	8895	13.5		4936	11711	20.0		3271	8770	13.2	
4-Book	6263	23351	25.5		2816	18748	11.5		3375	8750	13.7		4756	11505	19.4		3287	8566	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

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
KKBT-FM																				
WI '03	34	124	.1	2.0	23	119	.1	1.2	51	207	.2	1.5	49	135	.2	1.9	11	48		.9
4-Book	34	128	.2	1.8	31	114	.1	1.6	69	246	.3	2.0	55	193	.2	2.1	36	133	.2	2.7
KKLA-FM																				
WI '03					2	30		.1	3	15		.1								
4-Book	3	15		.1	5	28		.3	4	22		.1	3	15		.1	5	18		.3
KLAC-AM																				
WI '03	17	84	.1	1.0	4	18		.2	14	51	.1	.4	19	76	.1	.7	18	90	.1	1.4
4-Book	17	69	.1	.9	4	8		.2	17	91	.1	.5	58	197	.3	2.2	18	78	.1	1.4
KLAX-FM																				
WI '03	112	238	.5	6.6	56	206	.2	2.8	121	339	.5	3.7	64	178	.3	2.5	31	114	.1	2.5
4-Book	84	229	.4	4.6	75	218	.3	3.8	157	380	.7	4.7	100	251	.4	3.9	38	132	.2	3.0
KLOS-FM																				
WI '03	31	214	.1	1.8	60	261	.2	3.0	146	596	.6	4.4	169	527	.7	6.7	70	270	.3	5.6
4-Book	60	241	.2	3.2	52	194	.2	2.6	120	466	.5	3.6	139	470	.6	5.4	57	249	.2	4.2
KLSX-FM																				
WI '03	15	89	.1	.9	72	269	.3	3.7	103	308	.4	3.1	45	102	.2	1.8	6	35		.5
4-Book	11	61	.1	.6	73	259	.3	3.7	94	306	.4	2.8	46	121	.2	1.8	8	50		.7
KLTX-AM																				
WI '03	18	88	.1	1.1	48	106	.2	2.4	51	119	.2	1.5	26	77	.1	1.0	17	75	.1	1.4
4-Book	21	54	.1	1.2	35	93	.2	1.8	35	84	.2	1.1	18	49	.1	.7	15	46	.1	1.1
KLVE-FM																				
WI '03	74	290	.3	4.3	73	213	.3	3.7	117	337	.5	3.5	63	208	.3	2.5	54	170	.2	4.3
4-Book	96	294	.4	5.1	77	225	.3	3.9	117	354	.5	3.5	65	191	.3	2.5	60	201	.3	4.4
KLYY-FM																				
WI '03	45	134	.2	2.6	24	54	.1	1.2	34	134	.1	1.0	24	41	.1	.9	25	78	.1	2.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	25	113	.1	1.5	40	136	.2	2.0	19	111	.1	.6	23	133	.1	.9	7	49		.6
4-Book	22	101	.1	1.2	22	81	.1	1.2	33	131	.1	1.0	32	113	.1	1.3	25	97	.1	1.8
KNX -AM																				
WI '03	28	158	.1	1.6	53	120	.2	2.7	48	242	.2	1.4	27	124	.1	1.1	36	163	.1	2.9
4-Book	25	120	.1	1.3	32	113	.1	1.6	38	184	.2	1.1	26	127	.1	1.0	25	138	.1	1.9
KOST-FM																				
WI '03	37	168	.1	2.2	41	163	.2	2.1	69	289	.3	2.1	36	151	.1	1.4	34	138	.1	2.7
4-Book	56	206	.2	3.0	48	177	.2	2.4	53	250	.2	1.6	42	158	.2	1.6	32	153	.1	2.5
KPWR-FM																				
WI '03	81	315	.3	4.7	93	330	.4	4.7	141	493	.6	4.3	104	403	.4	4.1	89	240	.4	7.1
4-Book	129	412	.5	6.9	83	283	.4	4.2	138	484	.6	4.2	127	440	.5	4.9	82	283	.4	6.0
KRCD-FM																				
WI '03	37	90	.1	2.2	41	101	.2	2.1	66	173	.3	2.0	37	102	.1	1.5	10	29		.8
4-Book	23	68	.1	1.3	15	50	.1	.8	25	75	.1	.8	19	56	.1	.8	10	37		.8
KRCV-FM																				
WI '03	5	13		.3	8	16		.4					7	14		.3				
4-Book	11	41		.6	21	59	.1	1.1	28	72	.1	.9	19	52	.1	.7	5	19		.4
KRLA-AM																				
WI '03	6	13		.4	2	19		.1					5	20		.2	2	20		.2
4-Book	4	15		.2	4	11		.2	1	4			9	27		.4	4	17		.3
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Men 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 25-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM	WI '03	65	258	.3	3.8	45	228	.2	2.3	156	516	.6	4.7	101	488	.4	4.0	58	241	.2	4.6	
	4-Book	87	350	.4	4.7	48	227	.2	2.4	138	518	.6	4.1	120	491	.5	4.6	78	358	.3	5.7	
KRTH-FM	WI '03	28	152	.1	1.6	60	232	.2	3.0	97	415	.4	2.9	64	265	.3	2.5	17	101	.1	1.4	
	4-Book	27	118	.1	1.5	45	165	.2	2.3	100	317	.4	2.9	65	234	.3	2.5	30	129	.1	2.3	
KSCA-FM	WI '03	39	131	.2	2.3	113	243	.5	5.7	72	254	.3	2.2	156	328	.6	6.2	47	104	.2	3.7	
	4-Book	43	142	.2	2.3	143	322	.6	7.1	121	329	.5	3.6	97	255	.4	3.8	35	105	.2	2.7	
KSPN-AM	WI '03	20	33	.1	1.2	15	47	.1	.8	6	33	.2	.2	12	66	.5	.5	5	28	.4	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	37	119	.1	2.2	76	167	.3	3.9	123	309	.5	3.7	16	72	.1	.6	15	28	.1	1.2	
	4-Book	24	98	.1	1.4	41	98	.2	2.1	67	215	.3	2.0	19	77	.1	.8	11	50	.1	.9	
KSUR-AM	WI '03					4	18		.2	5	18		.2									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNO-AM	WI '03	4	41		.2	3	13		.2	32	88	.1	1.0	31	62	.1	1.2					
	4-Book	11	45	.1	.6	8	24		.4	22	68	.1	.7	18	51	.1	.7	13	34	.1	.9	
KTUV-FM	WI '03	34	135	.1	2.0	34	172	.1	1.7	117	359	.5	3.5	71	217	.3	2.8	37	155	.1	2.9	
	4-Book	44	196	.2	2.3	49	196	.2	2.5	124	393	.5	3.7	86	272	.4	3.3	38	175	.2	2.8	
KWIZ-FM	WI '03	40	87	.2	2.3	3	35		.2	35	85	.1	1.1	50	151	.2	2.0	30	108	.1	2.4	
	4-Book	34	119	.2	1.9	20	62	.1	1.0	35	109	.2	1.1	46	135	.2	1.8	27	93	.1	2.0	
KWKW-AM	WI '03	18	30	.1	1.1	7	14		.4	16	29	.1	.5	4	15		.2	10	13		.8	
	4-Book	10	25	.1	.6	5	14		.3	8	25		.2	4	15		.2	9	21		.8	
KWVE-FM	WI '03					16	70	.1	.8	16	74	.1	.5	11	76		.4	2	20		.2	
	4-Book	8	30		.4	25	87	.1	1.3	15	72	.1	.5	12	56	.1	.5	10	40	.1	.7	
KXOL-FM	WI '03	46	134	.2	2.7	72	171	.3	3.7	72	222	.3	2.2	69	200	.3	2.7	49	166	.2	3.9	
	4-Book	49	144	.2	2.6	63	171	.3	3.2	77	232	.3	2.3	70	194	.3	2.7	34	115	.2	2.6	
KYSR-FM	WI '03	47	196	.2	2.8	25	160	.1	1.3	68	390	.3	2.1	27	213	.1	1.1	17	91	.1	1.4	
	4-Book	40	220	.2	2.2	28	163	.1	1.5	92	441	.4	2.8	69	295	.3	2.7	21	136	.1	1.6	
+KZAB-FM	KFSG-FM																					
	WI '03	1	16		.1	27	82	.1	1.4	56	140	.2	1.7	28	74	.1	1.1	21	80	.1	1.7	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	22	89	.1	1.3	23	182	.1	1.2	118	382	.5	3.6	48	155	.2	1.9	16	117	.1	1.3	
	4-Book	33	127	.2	1.8	36	153	.1	1.8	88	276	.4	2.7	49	163	.2	1.9	21	90	.1	1.6	
KGGI-FM	WI '03	1	18		.1	3	20		.2	5	33		.2	11	26		.4	2	20		.2	
	4-Book	9	32		.5	6	31		.3	8	41		.3	8	34		.3	6	18		.4	
TOTALS	WI '03	1707	5447	6.9		1968	5952	8.0		3315	9222	13.4		2536	7090	10.3		1255	4197	5.1		
	4-Book	1855	5680	7.6		1974	5878	8.1		3349	8985	13.6		2589	6899	10.6		1337	4429	5.4		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KZLA-FM																				
WI '03	99	1776	.3	1.9	120	875	.4	1.5	154	900	.5	2.1	128	1046	.5	1.9	34	435	.1	1.5
FA '02	79	1245	.3	1.5	105	645	.4	1.3	119	627	.4	1.6	102	678	.4	1.5	29	356	.1	1.3
SU '02	102	1699	.4	2.1	139	905	.5	1.9	141	951	.5	2.0	133	952	.5	2.1	35	367	.1	1.5
SP '02	107	1500	.4	2.2	154	771	.5	2.0	175	864	.6	2.5	124	863	.4	2.0	38	322	.1	1.7
4-Book	97	1555	.4	1.9	130	799	.5	1.7	147	836	.5	2.1	122	885	.5	1.9	34	370	.1	1.5
WI '02	82	1330	.3	1.7	115	591	.4	1.5	103	571	.4	1.5	113	835	.4	1.8	34	369	.1	1.6
KGGI-FM																				
WI '03	7	298		.1	18	102	.1	.2	5	75		.1	6	89		.1	3	77		.1
FA '02	11	372		.2	15	148	.1	.2	5	116		.1	15	190	.1	.2	11	79		.5
SU '02	18	534	.1	.4	32	273	.1	.4	19	229	.1	.3	22	252	.1	.3	8	137		.3
SP '02	7	377		.1	7	100		.1	9	109		.1	7	132		.1	4	67		.2
4-Book	11	395		.2	18	156		.1	10	132		.2	13	166		.1	7	90		.3
WI '02	15	437	.1	.3	12	127		.2	23	244	.1	.3	21	198	.1	.3	10	86		.5
TOTALS																				
WI '03	5186	27374	18.3		7874	24295	27.8		7399	21083	26.1		6820	23759	24.1		2247	14709	7.9	
FA '02	5221	27352	18.4		8098	23988	28.6		7347	21043	25.9		6587	23413	23.2		2295	14889	8.1	
SU '02	4972	27004	17.8		7368	23440	26.3		7053	21077	25.2		6385	22795	22.8		2398	14433	8.6	
SP '02	4942	26964	17.6		7628	23343	27.2		6999	20556	25.0		6156	22702	22.0		2292	14402	8.2	
4-Book	5080	27174	18.0		7742	23767	27.5		7200	20940	25.6		6487	23167	23.0		2308	14608	8.2	
WI '02	4941	27041	17.6		7685	23560	27.4		6884	20058	24.6		6271	22675	22.4		2172	14506	7.8	

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	WI '03	184	1469	.6	2.5	27	450	.1	.8	21	95	.1	.5	49	165	.2	.9	17	72	.1	.4	
	4-Book	150	1334	.5	2.1	32	485	.1	1.0	38	142	.2	.9	56	194	.2	1.0	29	106	.1	.8	
KBIG-FM	WI '03	158	1903	.6	2.1	80	1252	.3	2.4	74	216	.3	1.9	98	388	.3	1.7	85	279	.3	2.2	
	4-Book	179	1977	.7	2.5	83	1266	.3	2.6	70	235	.3	1.8	133	446	.5	2.5	103	342	.4	2.7	
KBLA-AM	WI '03	131	842	.5	1.8	39	381	.1	1.2	64	146	.2	1.7	73	146	.3	1.3	67	136	.2	1.8	
	4-Book	114	865	.4	1.6	33	386	.1	1.0	32	93	.1	.8	53	134	.2	1.0	60	148	.2	1.6	
KBUA-FM	WI '03	46	312	.2	.6	29	201	.1	.9	37	90	.1	1.0	28	75	.1	.5	21	57	.1	.6	
	4-Book	44	291	.2	.6	25	175	.1	.8	27	62	.1	.7	29	66	.1	.6	32	70	.1	.9	
KBUE-FM	WI '03	225	1716	.8	3.1	120	1102	.4	3.7	155	415	.5	4.0	199	483	.7	3.5	177	516	.6	4.7	
	4-Book	189	1580	.7	2.7	116	1065	.4	3.5	151	365	.5	3.8	186	467	.7	3.4	153	421	.5	4.0	
KCBS-FM	WI '03	336	3279	1.2	4.6	138	1979	.5	4.2	148	434	.5	3.8	284	871	1.0	5.0	198	756	.7	5.2	
	4-Book	282	3373	1.0	4.0	126	1922	.5	3.8	152	535	.5	3.9	231	821	.8	4.2	168	649	.6	4.4	
KDIS-AM	WI '03	6	241		.1	7	187		.2	5	47		.1	10	65		.2	5	38		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM	WI '03	24	457	.1	.3	16	280	.1	.5	6	42		.2	27	101	.1	.5	40	80	.1	1.1	
	4-Book	15	292	.1	.2	10	182		.3	7	41		.2	14	65	.1	.3	15	39	.1	.4	
+KDLE-FM	WI '03	34	331	.1	.5	12	163		.4	2	16		.1	31	84	.1	.5	34	71	.1	.9	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM	WI '03	302	2377	1.1	4.1	56	784	.2	1.7	122	359	.4	3.2	69	238	.2	1.2	67	212	.2	1.8	
	4-Book	233	2110	.8	3.3	62	877	.2	1.9	125	360	.5	3.2	85	271	.3	1.6	36	124	.1	1.0	
KFSH-FM	WI '03	48	560	.2	.7	34	455	.1	1.0	28	87	.1	.7	76	215	.3	1.3	31	141	.1	.8	
	4-Book	51	540	.2	.7	31	421	.1	.9	24	99	.1	.6	55	197	.2	1.0	43	163	.1	1.2	
KFWB-AM	WI '03	142	2298	.5	1.9	59	1157	.2	1.8	115	438	.4	3.0	90	363	.3	1.6	49	166	.2	1.3	
	4-Book	118	2167	.4	1.6	45	958	.2	1.4	77	326	.3	2.0	66	315	.3	1.2	47	206	.2	1.2	
KHHT-FM	WI '03	114	1460	.4	1.5	79	988	.3	2.4	41	138	.1	1.1	86	319	.3	1.5	45	172	.2	1.2	
	4-Book	123	1540	.4	1.7	73	899	.3	2.2	53	207	.2	1.4	105	326	.4	1.9	78	264	.3	2.1	
KHJ -AM	WI '03	126	895	.4	1.7	48	477	.2	1.5	59	118	.2	1.5	66	115	.2	1.2	76	169	.3	2.0	
	4-Book	92	745	.3	1.3	31	350	.1	1.0	43	120	.2	1.1	58	134	.2	1.1	56	127	.2	1.5	
KIIS-FM	WI '03	124	2234	.4	1.7	75	1242	.3	2.3	72	329	.3	1.9	134	508	.5	2.4	102	277	.4	2.7	
	4-Book	156	2617	.6	2.2	90	1731	.3	2.8	92	385	.3	2.4	166	723	.6	3.1	107	440	.4	2.8	
KVVS-FM	WI '03	2	58			4	29			5	22		.1	9	33		.2	2	14		.1	
	4-Book	11	107		.2	4	58		.1	5	22		.1	9	33		.2	10	31	.1	.3	
KJLH-FM	WI '03	77	686	.3	1.0	60	671	.2	1.8	62	137	.2	1.6	98	293	.3	1.7	66	193	.2	1.7	
	4-Book	81	743	.3	1.1	69	618	.2	2.1	71	158	.3	1.8	104	276	.4	1.9	74	205	.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

		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
KROQ-FM	WI '03	297	3581	1.0	4.0	122	1843	.4	3.7	109	518	.4	2.8	242	875	.9	4.3	179	565	.6	4.7
	4-Book	327	3749	1.1	4.6	133	2074	.5	4.1	125	478	.5	3.2	275	986	1.0	5.1	171	602	.6	4.5
KRTH-FM	WI '03	202	2507	.7	2.7	90	1530	.3	2.7	89	381	.3	2.3	198	757	.7	3.5	108	405	.4	2.8
	4-Book	201	2493	.7	2.8	106	1531	.4	3.2	83	338	.3	2.1	216	681	.8	3.9	143	457	.5	3.7
KSCA-FM	WI '03	425	2710	1.5	5.8	158	1533	.6	4.8	429	807	1.5	11.1	208	714	.7	3.7	189	484	.7	5.0
	4-Book	440	2720	1.6	6.2	169	1570	.6	5.2	513	952	1.9	13.1	247	694	.9	4.6	133	358	.5	3.5
KSPN-AM	WI '03	70	913	.2	1.0	15	305	.1	.5	14	81	.1	.4	25	126	.1	.4	13	82	.1	.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	141	1383	.5	1.9	88	846	.3	2.7	82	245	.3	2.1	187	466	.7	3.3	125	257	.4	3.3
	4-Book	84	1088	.3	1.2	50	642	.2	1.5	54	164	.2	1.4	105	277	.4	1.9	63	181	.2	1.7
KSUR-AM	WI '03	3	12	.1	.2	5	49	.1	.2	5	19	.1	.2	12	12	.1	.2	8	12	.1	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	52	389	.2	.7	24	336	.1	.7	41	82	.1	1.1	44	104	.2	.8	31	58	.1	.8
	4-Book	49	471	.2	.7	22	278	.1	.7	48	103	.2	1.2	29	70	.1	.5	21	54	.1	.6
KTWV-FM	WI '03	178	1821	.6	2.4	100	1319	.4	3.1	76	265	.3	2.0	182	473	.6	3.2	90	308	.3	2.4
	4-Book	198	1957	.7	2.8	109	1297	.4	3.3	96	330	.4	2.5	169	503	.6	3.1	119	356	.4	3.2
KWIZ-FM	WI '03	48	490	.2	.7	36	334	.1	1.1	35	106	.1	.9	49	136	.2	.9	40	128	.1	1.1
	4-Book	79	664	.3	1.1	46	452	.2	1.4	62	155	.2	1.6	78	201	.3	1.5	50	140	.2	1.4
KWKV-AM	WI '03	57	445	.2	.8	21	239	.1	.6	43	141	.2	1.1	43	81	.2	.8	6	13	.1	.2
	4-Book	37	362	.1	.5	14	181	.1	.4	25	72	.1	.6	24	59	.1	.5	12	36	.1	.3
KWVE-FM	WI '03	45	537	.2	.6	12	281	.1	.4	3	30	.1	.1	24	72	.1	.4	14	51	.1	.4
	4-Book	47	586	.2	.7	17	328	.1	.5	19	82	.1	.5	17	80	.1	.3	15	56	.1	.4
KXOL-FM	WI '03	172	1161	.6	2.3	99	885	.3	3.0	121	331	.4	3.1	217	472	.8	3.8	105	227	.4	2.8
	4-Book	159	1390	.6	2.2	84	863	.3	2.6	92	242	.3	2.3	163	393	.6	3.0	104	250	.4	2.7
KYSR-FM	WI '03	116	2257	.4	1.6	44	1176	.2	1.3	25	125	.1	.6	66	337	.2	1.2	64	347	.2	1.7
	4-Book	156	2384	.6	2.2	67	1319	.3	2.1	51	237	.2	1.3	121	487	.4	2.3	103	386	.4	2.8
+KZAB-FM	KFSG-FM	61	335	.2	.8	30	272	.1	.9	39	86	.1	1.0	44	103	.2	.8	28	67	.1	.7
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	136	1477	.5	1.8	78	1052	.3	2.4	72	310	.3	1.9	131	433	.5	2.3	118	382	.4	3.1
	4-Book	134	1297	.5	1.9	74	901	.3	2.3	63	252	.2	1.6	128	399	.5	2.4	95	332	.3	2.5
KGCI-FM	WI '03	9	204	.1	.4	7	189	.1	.4	6	51	.1	.4	24	94	.1	.4	5	13	.1	.4
	4-Book	13	294	.2	.6	10	186	.2	.6	11	53	.2	.6	18	74	.1	.3	13	44	.2	.6
TOTALS	WI '03	7367	27004	26.0	10.6	3277	21958	11.6	4.7	3858	10370	13.6	5.2	5659	13542	20.0	7.9	3801	10026	13.4	5.1
	4-Book	7147	26767	25.4	10.6	3268	21573	11.6	4.7	3923	10208	13.9	5.3	5454	13225	19.4	7.8	3795	9803	13.5	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 - 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																				
WI '03	13	29	.7	35	122	.1	1.5	40	165	.1	1.0	21	75	.1	.7	20	86	.1	1.3	
4-Book	14	46	.7	43	121	.2	1.8	34	131	.1	.9	25	89	.1	.8	20	77	.1	1.3	
KBIG-FM																				
WI '03	136	462	.5	7.1	36	151	.1	1.5	91	351	.3	2.3	79	295	.3	2.6	29	147	.1	1.8
4-Book	114	378	.4	5.5	45	191	.2	1.9	102	349	.4	2.6	50	231	.2	1.7	35	179	.1	2.2
KBLA-AM																				
WI '03	9	61	.5	10	47	.4		31	85	.1	.8	62	113	.2	2.0	4	29		.3	
4-Book	19	74	.1	.9	11	33	.5	27	83	.1	.7	60	126	.2	2.0	9	44		.6	
KBUA-FM																				
WI '03	11	30	.6	25	59	.1	1.1	64	109	.2	1.6	39	59	.1	1.3	11	46		.7	
4-Book	20	61	.1	1.0	17	35	.1	.7	40	76	.1	1.0	24	46	.1	.8	10	36		.6
KBUE-FM																				
WI '03	64	256	.2	3.3	91	251	.3	3.9	89	323	.3	2.2	110	291	.4	3.6	86	262	.3	5.5
4-Book	70	230	.2	3.3	80	221	.3	3.4	122	343	.4	3.1	110	290	.4	3.6	58	183	.2	3.7
KCBS-FM																				
WI '03	52	250	.2	2.7	56	227	.2	2.4	189	727	.7	4.8	126	558	.4	4.1	43	162	.2	2.7
4-Book	55	280	.2	2.6	73	265	.3	3.1	157	608	.6	4.0	120	459	.4	3.9	50	195	.2	3.0
KDTS-AM																				
WI '03	3	27	.2	2	13	.1		15	79	.1	.4	4	16	.1		7	44		.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	16	91	.1	.8	5	28	.2	15	99	.1	.4	18	92	.1	.6					
4-Book	8	30	.4	6	26	.3	12	64	.1	.3	8	38	.3	4	8	.2				
+KDLE-FM																				
KSSD-FM																				
WI '03	10	29	.5	8	45	.5		4	50	.1		6	30	.2		8	45	.5		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	31	108	.1	1.6	68	176	.2	2.9	32	126	.1	.8	39	110	.1	1.3	32	146	.1	2.0
4-Book	43	127	.1	2.1	63	193	.2	2.7	75	226	.3	2.0	38	110	.1	1.3	37	132	.1	2.4
KFSH-FM																				
WI '03	4	37	.2	44	250	.2	1.9	52	217	.2	1.3	25	142	.1	.8	8	27	.5		
4-Book	10	61	.1	.5	35	173	.2	1.5	40	200	.2	1.0	25	117	.1	.8	15	75	.1	.9
KFWB-AM																				
WI '03	32	133	.1	1.7	76	296	.3	3.2	58	284	.2	1.5	32	139	.1	1.0	29	159	.1	1.8
4-Book	20	123	.1	1.0	44	230	.2	1.9	46	245	.2	1.2	44	180	.2	1.4	21	112	.1	1.4
KHHT-FM																				
WI '03	65	152	.2	3.4	78	249	.3	3.3	88	287	.3	2.2	76	307	.3	2.5	135	290	.5	8.6
4-Book	61	184	.2	2.9	41	145	.2	1.7	75	252	.3	1.9	65	235	.2	2.1	95	218	.4	6.0
KHJ -AM																				
WI '03	29	80	.1	1.5	53	89	.2	2.3	28	82	.1	.7	51	106	.2	1.7	30	108	.1	1.9
4-Book	9	31	.5	27	71	.1	1.2	22	60	.1	.6	23	53	.1	.8	11	38	.7		
KIIS-FM																				
WI '03	61	249	.2	3.2	14	90	.6	97	439	.3	2.5	80	326	.3	2.6	33	121	.1	2.1	
4-Book	66	247	.2	3.2	61	262	.2	2.7	113	470	.4	3.0	77	345	.3	2.5	35	157	.1	2.2
KVVS-FM																				
WI '03																2	15		.1	
4-Book	2	16	.1	4				3	16	.1		1	7	.1		1	4			
KJLH-FM																				
WI '03	49	155	.2	2.5	56	142	.2	2.4	72	255	.3	1.8	65	161	.2	2.1	10	27	.6	
4-Book	50	128	.2	2.4	75	200	.3	3.2	81	247	.3	2.1	74	175	.3	2.4	27	90	.1	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KKBT-FM																				
WI '03	35	135	.1	1.8	24	128	.1	1.0	56	224	.2	1.4	49	135	.2	1.6	11	48	.7	
4-Book	34	131	.1	1.6	45	140	.2	1.8	75	263	.3	1.9	59	204	.2	2.0	39	150	.1	2.5
KKLA-FM																				
WI '03					2	30	.1		4	25	.1					6	11	.4		
4-Book	3	18		.2	8	42	.3		5	27	.1		4	20		.1	7	22	.5	
KLAC-AM																				
WI '03	17	84	.1	.9	4	18	.2		16	64	.1	.4	27	108	.1	.9	36	114	.1	2.3
4-Book	19	73	.1	.9	4	8	.2		20	102	.1	.5	66	226	.3	2.2	26	99	.1	1.7
KLAX-FM																				
WI '03	112	238	.4	5.8	58	220	.2	2.5	132	366	.5	3.3	74	206	.3	2.4	34	128	.1	2.2
4-Book	86	235	.3	4.2	78	235	.3	3.4	164	401	.6	4.2	106	275	.4	3.5	39	135	.2	2.6
KLOS-FM																				
WI '03	34	228	.1	1.8	66	301	.2	2.8	161	659	.6	4.1	169	527	.6	5.5	75	284	.3	4.8
4-Book	64	258	.2	3.0	56	215	.2	2.3	127	501	.5	3.3	149	504	.5	4.9	63	259	.2	3.9
KLSX-FM																				
WI '03	22	129	.1	1.1	80	296	.3	3.4	121	370	.4	3.1	53	141	.2	1.7	6	35	.4	
4-Book	13	71	.1	.6	87	301	.3	3.7	113	366	.4	2.9	52	138	.2	1.7	13	57	.8	
KLTX-AM																				
WI '03	18	88	.1	.9	48	106	.2	2.0	51	119	.2	1.3	26	77	.1	.8	17	75	.1	1.1
4-Book	22	57	.1	1.0	38	100	.2	1.7	36	88	.1	.9	18	49	.1	.6	15	46	.1	1.0
KLVE-FM																				
WI '03	82	303	.3	4.3	73	213	.3	3.1	126	366	.4	3.2	74	234	.3	2.4	68	213	.2	4.3
4-Book	108	318	.4	5.2	83	243	.3	3.5	124	384	.4	3.2	77	223	.3	2.5	65	219	.3	4.1
KLYY-FM																				
WI '03	49	142	.2	2.5	24	54	.1	1.0	47	146	.2	1.2	37	54	.1	1.2	38	99	.1	2.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	34	152	.1	1.8	54	172	.2	2.3	64	185	.2	1.6	64	220	.2	2.1	10	63	.6	
4-Book	28	128	.1	1.4	30	108	.1	1.3	55	178	.2	1.4	56	176	.2	1.8	28	109	.1	1.7
KNX -AM																				
WI '03	37	208	.1	1.9	75	225	.3	3.2	96	390	.3	2.4	46	185	.2	1.5	51	263	.2	3.3
4-Book	35	178	.1	1.7	46	186	.2	2.0	63	281	.2	1.6	38	182	.1	1.3	35	195	.1	2.2
KOST-FM																				
WI '03	37	168	.1	1.9	52	223	.2	2.2	88	350	.3	2.2	57	212	.2	1.9	43	177	.2	2.7
4-Book	66	236	.2	3.1	60	231	.2	2.5	68	305	.3	1.7	60	212	.2	2.0	42	180	.2	2.7
KPWR-FM																				
WI '03	83	336	.3	4.3	93	330	.3	4.0	141	493	.5	3.6	106	416	.4	3.4	91	249	.3	5.8
4-Book	130	417	.5	6.2	84	286	.3	3.5	138	488	.5	3.6	129	448	.5	4.3	84	296	.3	5.2
KRCB-FM																				
WI '03	53	133	.2	2.8	60	129	.2	2.6	82	201	.3	2.1	41	116	.1	1.3	16	57	.1	1.0
4-Book	28	82	.1	1.4	21	60	.1	.9	29	82	.1	.8	22	64	.1	.7	13	48	.1	.8
KRCV-FM																				
WI '03	5	13	.3		8	16	.3						7	14	.2					
4-Book	12	48	.6		23	62	.1	1.0	36	90	.1	.9	27	70	.1	.9	7	26	.4	
KRLA-AM																				
WI '03	6	13	.3		2	19	.1						8	33	.3		2	20	.1	
4-Book	4	15	.2		4	11	.2		2	11	.1		10	30	.3		4	17	.3	
KRLH-AM																				
WI '03																				
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

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
KROQ-FM																				
WI '03	66	269	.2	3.4	45	228	.2	1.9	158	527	.6	4.0	101	488	.4	3.3	62	277	.2	4.0
4-Book	89	364	.3	4.2	51	239	.2	2.1	139	525	.5	3.6	121	495	.5	4.0	80	371	.3	5.0
KRTH-FM																				
WI '03	38	199	.1	2.0	67	281	.2	2.8	120	500	.4	3.0	80	313	.3	2.6	20	128	.1	1.3
4-Book	45	193	.2	2.2	58	252	.2	2.4	147	461	.5	3.8	109	371	.4	3.6	42	170	.2	2.8
KSCA-FM																				
WI '03	49	170	.2	2.5	125	290	.4	5.3	87	313	.3	2.2	171	353	.6	5.6	59	136	.2	3.8
4-Book	49	164	.2	2.3	168	375	.6	7.0	136	363	.5	3.5	108	274	.4	3.6	45	128	.2	2.9
KSPN-AM																				
WI '03	20	33	.1	1.0	22	68	.1	.9	6	33	.2	.2	13	77	.4	.4	7	37	.4	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	37	119	.1	1.9	83	181	.3	3.5	125	322	.4	3.2	34	114	.1	1.1	27	58	.1	1.7
4-Book	24	98	.1	1.1	43	102	.2	1.8	67	218	.2	1.7	24	87	.1	.8	14	58	.1	.9
KSUR-AM																				
WI '03					4	18	.2	.2	10	30	.3	.3								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM																				
WI '03	4	41	.2	.2	3	13	.1	.1	37	142	.1	.9	37	75	.1	1.2	1	14	.1	.1
4-Book	11	48	.1	.5	9	26	.4	.4	26	87	.1	.7	22	65	.1	.7	15	48	.1	.9
KTWV-FM																				
WI '03	49	193	.2	2.5	75	283	.3	3.2	155	475	.5	3.9	96	302	.3	3.1	64	221	.2	4.1
4-Book	65	265	.3	3.1	69	266	.3	2.9	163	513	.6	4.2	120	346	.4	3.9	62	235	.2	3.9
KWIZ-FM																				
WI '03	40	87	.1	2.1	3	35	.1	.1	35	85	.1	.9	50	151	.2	1.6	30	108	.1	1.9
4-Book	37	128	.1	1.8	21	65	.1	.9	36	113	.2	1.0	52	148	.2	1.7	29	102	.1	1.9
KWKW-AM																				
WI '03	18	30	.1	.9	10	26	.4	.4	26	42	.1	.7	4	15	.1	.1	10	13	.6	.6
4-Book	13	29	.6	.6	8	24	.4	.4	11	33	.3	.3	7	19	.2	.2	9	21	.6	.6
KWVE-FM																				
WI '03					18	82	.1	.8	23	98	.1	.6	11	76	.4	.4	6	33	.4	.4
4-Book	8	30	.4	.4	32	108	.1	1.4	22	100	.1	.6	14	67	.5	.5	11	43	.7	.7
KXOL-FM																				
WI '03	46	134	.2	2.4	72	171	.3	3.1	81	248	.3	2.0	99	241	.3	3.2	50	180	.2	3.2
4-Book	50	149	.2	2.4	65	177	.3	2.7	82	249	.3	2.1	83	217	.3	2.7	35	125	.2	2.2
KYSR-FM																				
WI '03	47	196	.2	2.4	25	160	.1	1.1	72	416	.3	1.8	31	250	.1	1.0	19	105	.1	1.2
4-Book	40	220	.1	1.9	29	177	.1	1.3	93	457	.4	2.4	71	314	.3	2.3	22	143	.1	1.4
+KZAB-FM																				
KFSG-FM																				
WI '03	1	16	.1	.1	27	82	.1	1.1	56	140	.2	1.4	28	74	.1	.9	21	80	.1	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																				
WI '03	28	112	.1	1.5	30	216	.1	1.3	146	482	.5	3.7	76	263	.3	2.5	20	168	.1	1.3
4-Book	39	146	.1	1.9	47	199	.2	2.0	114	331	.4	3.0	68	225	.3	2.2	29	125	.1	1.9
KGGI-FM																				
WI '03	1	18	.1	.1	3	20	.1	.1	5	33	.1	.1	11	26	.4	.4	3	33	.2	.2
4-Book	9	32	.4	.4	6	31	.3	.3	8	41	.2	.2	8	34	.3	.3	6	25	.4	.4
TOTALS																				
WI '03	1923	6075	6.8		2352	7101	8.3		3959	10926	14.0		3077	8439	10.9		1569	5237	5.5	
4-Book	2090	6431	7.4		2364	7016	8.4		3896	10452	13.8		3044	8026	10.8		1584	5173	5.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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	
KZLA-FM																				
WI '03	106	1689	.5	2.7	113	814	.5	1.8	191	931	.8	3.3	139	977	.6	2.6	32	433	.1	2.0
FA '02	76	1280	.3	1.8	114	662	.5	1.7	104	548	.5	1.8	97	653	.4	1.9	26	353	.1	1.5
SU '02	99	1651	.4	2.5	144	895	.6	2.4	143	868	.6	2.6	125	844	.6	2.5	29	315	.1	1.7
SP '02	110	1410	.5	2.9	171	776	.8	2.9	171	848	.8	3.3	112	794	.5	2.3	40	339	.2	2.4
4-Book	98	1508	.4	2.5	136	787	.6	2.2	152	799	.7	2.8	118	817	.5	2.3	32	360	.1	1.9
WI '02	77	1405	.3	2.0	102	694	.5	1.7	99	676	.4	1.8	115	884	.5	2.3	26	439	.1	1.6
KGGI-FM																				
WI '03	4	155		.1	10	56		.2	2	41			2	19			1	27		.1
FA '02	7	239		.2	5	91		.1	3	67		.1	12	132	.1	.2	5	32		.3
SU '02	5	232		.1	13	139	.1	.2	6	57		.1	4	82		.1	2	40		.1
SP '02	3	187		.1	4	54		.1	2	61			4	81		.1	3	38		.2
4-Book	5	203		.1	8	85		.2	3	57		.1	6	79		.1	3	34		.2
WI '02	9	196		.2	11	84		.2	15	108	.1	.3	13	98	.1	.3	2	14		.1
TOTALS																				
WI '03	3991	21900	17.5		6126	19417	26.8		5723	16880	25.0		5247	18998	23.0		1613	11152	7.1	
FA '02	4127	21812	18.1		6534	19305	28.6		5812	16898	25.4		5201	18615	22.8		1739	11325	7.6	
SU '02	3910	21687	17.4		5949	18894	26.5		5578	17055	24.8		5046	18225	22.4		1676	11030	7.5	
SP '02	3782	21348	16.8		5881	18795	26.2		5252	16060	23.4		4789	17946	21.3		1633	10735	7.3	
4-Book	3953	21687	17.5		6123	19103	27.0		5591	16723	24.7		5071	18446	22.4		1665	11061	7.4	
WI '02	3911	21650	17.4		6130	18667	27.3		5478	16274	24.4		5030	18094	22.4		1607	11200	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

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		
KABC-AM																							
WI '03		213	1698	.9	3.7	49	699	.2	1.9	42	138	.2	1.3	83	302	.4	1.9	38	160	.2	1.3		
4-Book		183	1660	.8	3.3	47	676	.2	1.8	59	191	.3	1.8	70	266	.3	1.7	41	159	.2	1.4		
KBIG-FM																							
WI '03		113	1278	.5	2.0	54	866	.2	2.1	51	137	.2	1.6	70	271	.3	1.6	51	242	.2	1.7		
4-Book		123	1424	.6	2.2	62	961	.3	2.4	48	173	.2	1.5	93	334	.4	2.3	79	288	.4	2.7		
KBLA-AM																							
WI '03		68	549	.3	1.2	23	259	.1	.9	32	71	.1	1.0	33	73	.1	.7	43	88	.2	1.5		
4-Book		71	594	.3	1.3	22	272	.1	.8	31	91	.1	1.0	28	82	.1	.7	43	110	.2	1.5		
KBUA-FM																							
WI '03		17	136	.1	.3	11	76	.4	.4	3	29	.1	.1					8	16	.3	.3		
4-Book		22	152	.1	.4	9	83	.3	.3	10	28	.1	.3	7	12	.2	.2	8	25	.3	.3		
KBUE-FM																							
WI '03		114	865	.5	2.0	64	577	.3	2.5	82	249	.4	2.6	91	247	.4	2.0	98	290	.4	3.3		
4-Book		94	860	.4	1.7	59	604	.3	2.3	74	215	.3	2.3	89	248	.4	2.1	76	220	.3	2.6		
KCBS-FM																							
WI '03		277	2517	1.2	4.9	117	1581	.5	4.6	139	405	.6	4.4	246	669	1.1	5.5	170	630	.7	5.8		
4-Book		239	2718	1.1	4.3	108	1607	.5	4.2	139	487	.6	4.3	208	720	.9	5.0	144	543	.6	5.0		
KDIS-AM																							
WI '03		5	213	.1	.1	6	185	.2	.2	4	31	.1	.1	10	65	.2	.2	5	38	.2	.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
+KDLD-FM																							
KSSC-FM																							
WI '03		5	202	.1	.1	6	113	.2	.2	2	14	.1	.1	7	45	.2	.2	11	50	.4	.4		
4-Book		4	139	.1	.1	3	79	.1	.1	4	24	.2	.2	6	29	.2	.2	4	16	.2	.2		
+KDLE-FM																							
KSSD-FM																							
WI '03		27	163	.1	.5	9	81	.4	.4					27	69	.1	.6	32	55	.1	1.1		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KFI -AM																							
WI '03		333	2491	1.5	5.8	67	953	.3	2.6	152	457	.7	4.9	87	314	.4	2.0	82	250	.4	2.8		
4-Book		289	2397	1.3	5.2	85	1075	.4	3.3	173	486	.8	5.4	135	373	.6	3.3	51	162	.2	1.7		
KFSH-FM																							
WI '03		33	459	.1	.6	26	338	.1	1.0	27	83	.1	.9	68	191	.3	1.5	21	80	.1	.7		
4-Book		39	421	.2	.7	23	287	.1	.9	17	77	.1	.6	42	151	.2	1.0	31	112	.2	1.1		
KFVB-AM																							
WI '03		178	2835	.8	3.1	75	1511	.3	2.9	128	543	.6	4.1	109	472	.5	2.4	70	276	.3	2.4		
4-Book		145	2487	.7	2.6	52	1198	.2	2.0	83	376	.4	2.6	73	386	.4	1.7	54	258	.3	1.9		
KHHT-FM																							
WI '03		79	833	.3	1.4	43	556	.2	1.7	48	112	.2	1.5	37	181	.2	.8	29	96	.1	1.0		
4-Book		79	910	.4	1.4	47	558	.2	1.8	42	150	.2	1.3	73	218	.3	1.8	57	173	.3	2.0		
KHJ -AM																							
WI '03		90	594	.4	1.6	35	308	.2	1.4	43	85	.2	1.4	51	111	.2	1.1	68	139	.3	2.3		
4-Book		79	600	.4	1.4	28	306	.1	1.1	40	115	.2	1.2	52	140	.2	1.2	49	103	.2	1.7		
KIIS-FM																							
WI '03		77	1307	.3	1.4	46	762	.2	1.8	47	211	.2	1.5	71	346	.3	1.6	67	194	.3	2.3		
4-Book		94	1495	.4	1.7	53	1045	.3	2.1	51	217	.2	1.6	98	442	.4	2.4	64	268	.3	2.2		
KVVS-FM																							
WI '03		1	44				29											2	14	.1	.1		
4-Book		8	70	.2	.2	2	37	.1	.1	3	4	.1	.1	5	17	.1	.1	5	15	.2	.2		
KJLH-FM																							
WI '03		80	656	.4	1.4	58	606	.3	2.3	55	123	.2	1.8	92	262	.4	2.1	58	145	.3	2.0		
4-Book		80	611	.4	1.4	65	554	.3	2.5	70	144	.3	2.2	92	228	.4	2.2	63	164	.3	2.2		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KKBT-FM																				
WI '03	102	946	.4	1.8	34	445	.1	1.3	41	106	.2	1.3	90	179	.4	2.0	61	161	.3	2.1
4-Book	109	1008	.5	1.9	39	497	.2	1.5	62	146	.3	1.9	72	185	.3	1.7	48	152	.2	1.6
KKLA-FM																				
WI '03	43	451	.2	.8	17	162	.1	.7	33	57	.1	1.1	25	64	.1	.6	12	36	.1	.4
4-Book	37	497	.2	.7	10	172	.1	.4	16	54	.1	.5	12	41	.1	.3	9	38	.1	.3
KLAC-AM																				
WI '03	35	547	.2	.6	23	264	.1	.9	10	13	.1	.3	17	24	.1	.4	28	69	.1	.9
4-Book	47	828	.2	.9	26	429	.1	1.0	13	35	.1	.4	23	69	.1	.6	29	83	.1	1.0
KLAX-FM																				
WI '03	97	1031	.4	1.7	48	630	.2	1.9	53	171	.2	1.7	97	302	.4	2.2	44	155	.2	1.5
4-Book	120	1118	.6	2.2	68	720	.3	2.6	92	232	.4	2.8	120	292	.5	2.9	75	216	.3	2.6
KLOS-FM																				
WI '03	318	2777	1.4	5.6	111	1367	.5	4.4	103	314	.5	3.3	252	671	1.1	5.7	119	383	.5	4.0
4-Book	274	2604	1.2	4.9	93	1288	.4	3.6	105	302	.5	3.3	201	603	.9	4.9	107	338	.5	3.7
KLSX-FM																				
WI '03	268	2019	1.2	4.7	44	719	.2	1.7	45	211	.2	1.4	55	208	.2	1.2	64	165	.3	2.2
4-Book	257	1994	1.1	4.6	42	705	.2	1.6	36	141	.2	1.1	39	182	.2	.9	43	131	.2	1.5
KLTX-AM																				
WI '03	25	186	.1	.4	16	145	.1	.6	41	100	.2	1.3	31	74	.1	.7	1	16		
4-Book	29	180	.1	.5	19	140	.1	.7	34	87	.2	1.1	27	52	.1	.7	17	38	.1	.6
KLVE-FM																				
WI '03	165	1591	.7	2.9	95	955	.4	3.7	178	427	.8	5.7	188	408	.8	4.2	109	335	.5	3.7
4-Book	136	1488	.6	2.4	76	933	.3	3.0	122	319	.6	3.8	125	326	.6	3.0	69	213	.3	2.3
KLYY-FM																				
WI '03	36	279	.2	.6	23	243	.1	.9	35	73	.2	1.1	40	92	.2	.9	17	52	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	104	1027	.5	1.8	65	663	.3	2.6	66	234	.3	2.1	91	246	.4	2.0	74	289	.3	2.5
4-Book	107	1051	.5	1.9	56	634	.3	2.2	53	179	.2	1.7	84	233	.4	2.0	59	212	.3	2.0
KNX -AM																				
WI '03	202	2801	.9	3.5	88	1647	.4	3.5	152	589	.7	4.9	93	565	.4	2.1	69	381	.3	2.3
4-Book	188	2879	.9	3.4	72	1429	.3	2.8	121	498	.5	3.8	81	472	.4	2.0	61	300	.3	2.1
KOST-FM																				
WI '03	140	1775	.6	2.5	68	1002	.3	2.7	73	295	.3	2.3	134	437	.6	3.0	79	334	.3	2.7
4-Book	172	1755	.8	3.1	75	1090	.3	2.9	103	320	.5	3.2	133	435	.6	3.2	90	291	.4	3.1
KPWR-FM																				
WI '03	71	1011	.3	1.2	36	597	.2	1.4	32	118	.1	1.0	45	184	.2	1.0	37	128	.2	1.3
4-Book	71	967	.3	1.3	40	600	.2	1.6	41	146	.2	1.3	53	212	.3	1.3	51	201	.2	1.8
KRCD-FM																				
WI '03	70	437	.3	1.2	45	290	.2	1.8	50	113	.2	1.6	62	142	.3	1.4	54	157	.2	1.8
4-Book	49	407	.2	.9	25	239	.1	1.0	31	73	.1	1.0	44	116	.2	1.0	31	88	.1	1.1
KRCV-FM																				
WI '03	25	266	.1	.4	12	168	.1	.5	20	58	.1	.6	16	41	.1	.4	21	56	.1	.7
4-Book	45	371	.2	.8	29	276	.2	1.1	37	98	.2	1.2	45	95	.2	1.1	42	96	.2	1.4
KRLA-AM																				
WI '03	117	789	.5	2.1	4	85	.2		2	19	.1		4	13	.1		3	12	.1	
4-Book	65	625	.3	1.2	5	109	.2		1	12	.1		3	17	.1		13	33	.1	.4
KRLH-AM																				
WI '03	1	15																		
4-Book	1	12				5							1	5						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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
KROQ-FM																				
WI '03	100	1326	.4	1.8	35	734	.2	1.4	42	231	.2	1.3	84	321	.4	1.9	35	175	.2	1.2
4-Book	139	1639	.6	2.5	46	849	.2	1.8	52	201	.2	1.6	89	359	.4	2.2	48	205	.2	1.7
KRTH-FM																				
WI '03	243	2795	1.1	4.3	111	1718	.5	4.4	126	522	.6	4.0	248	899	1.1	5.6	134	487	.6	4.5
4-Book	233	2777	1.0	4.2	129	1804	.6	5.0	122	465	.6	3.8	259	779	1.2	6.3	148	493	.7	5.1
KSCA-FM																				
WI '03	220	1426	1.0	3.9	90	793	.4	3.5	213	398	.9	6.8	80	310	.4	1.8	136	302	.6	4.6
4-Book	244	1528	1.1	4.4	101	926	.5	3.9	291	554	1.3	9.0	135	384	.6	3.3	95	253	.4	3.2
KSPN-AM																				
WI '03	57	722	.2	1.0	13	280	.1	.5	16	77	.1	.5	30	103	.1	.7	12	62	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	56	596	.2	1.0	34	329	.1	1.3	26	91	.1	.8	87	206	.4	2.0	50	111	.2	1.7
4-Book	33	492	.2	.6	20	266	.1	.8	20	61	.1	.6	46	123	.2	1.1	30	80	.2	1.0
KSUR-AM																				
WI '03	7	57	.1	.1	6	64	.1	.2	5	19	.1	.2	12	12	.1	.3	8	12	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNO-AM																				
WI '03	48	398	.2	.8	20	325	.1	.8	29	83	.1	.9	46	104	.2	1.0	22	58	.1	.7
4-Book	47	403	.2	.8	22	261	.1	.9	50	111	.2	1.5	38	79	.2	.9	16	47	.1	.6
KTWV-FM																				
WI '03	190	1977	.8	3.3	110	1355	.5	4.3	102	355	.4	3.3	210	526	.9	4.7	99	367	.4	3.4
4-Book	240	2126	1.1	4.3	119	1360	.5	4.6	113	366	.5	3.5	186	523	.8	4.5	128	380	.6	4.4
KWIZ-FM																				
WI '03	17	154	.1	.3	14	138	.1	.6	10	45	.1	.3	20	62	.1	.4	25	77	.1	.8
4-Book	39	326	.2	.7	21	235	.1	.8	24	71	.1	.8	29	84	.1	.7	26	80	.1	.9
KVKV-AM																				
WI '03	32	325	.1	.6	18	195	.1	.7	37	128	.2	1.2	45	95	.2	1.0	6	13	.1	.2
4-Book	32	310	.1	.6	14	172	.1	.6	28	84	.1	.9	24	55	.1	.6	14	34	.1	.5
KVVE-FM																				
WI '03	48	478	.2	.8	17	264	.1	.7	11	74	.1	.4	36	117	.2	.8	17	61	.1	.6
4-Book	38	498	.2	.7	15	291	.1	.6	13	65	.1	.4	21	86	.1	.5	18	64	.1	.6
KXOL-FM																				
WI '03	96	617	.4	1.7	55	475	.2	2.2	79	197	.3	2.5	143	334	.6	3.2	66	127	.3	2.2
4-Book	89	790	.4	1.6	47	492	.2	1.9	54	144	.2	1.7	96	253	.4	2.3	51	134	.3	1.7
KYSR-FM																				
WI '03	57	1193	.2	1.0	20	572	.1	.8	12	40	.1	.4	29	155	.1	.7	29	168	.1	1.0
4-Book	86	1402	.4	1.6	45	764	.2	1.7	36	132	.2	1.1	92	328	.4	2.3	69	235	.3	2.4
+KZAB-FM																				
KFSG-FM																				
WI '03	33	185	.1	.6	13	90	.1	.5	14	19	.1	.4	20	32	.1	.4	12	46	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																				
WI '03	151	1372	.7	2.6	77	1073	.3	3.0	79	379	.3	2.5	162	572	.7	3.6	95	309	.4	3.2
4-Book	137	1212	.6	2.5	73	895	.3	2.9	67	265	.3	2.1	138	422	.6	3.3	90	312	.4	3.1
KGGI-FM																				
WI '03	5	88	.1	.1	4	109	.2	.2	2	13	.1	.1	21	65	.1	.5	5	13	.1	.2
4-Book	5	157	.1	.1	4	85	.2	.2	4	21	.1	.1	9	30	.1	.2	7	25	.1	.3
TOTALS																				
WI '03	5700	21578	24.9		2543	17646	11.1		3128	8682	13.7		4458	11144	19.5		2955	8160	12.9	
4-Book	5594	21347	24.7		2570	17425	11.4		3222	8571	14.2		4178	10467	18.4		2926	7794	12.9	

** 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 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																				
WI '03	26	58	.1	2.0	65	176	.3	3.4	62	224	.3	2.0	47	162	.2	2.0	32	115	.1	3.0
4-Book	17	57	.1	1.2	69	179	.3	3.3	58	187	.3	1.9	43	137	.2	1.9	20	75	.1	1.8
KBIG-FM																				
WI '03	102	290	.4	7.7	24	120	.1	1.2	60	282	.3	1.9	63	263	.3	2.6	5	40		.5
4-Book	82	265	.4	5.5	31	133	.1	1.5	88	307	.4	2.8	44	192	.2	1.9	24	110	.1	2.0
KBLA-AM																				
WI '03	7	44		.5	6	30		.3	25	57	.1	.8	41	83	.2	1.7	4	29		.4
4-Book	16	69	.1	1.0	10	30	.1	.5	14	49	.4		31	78	.2	1.3	7	34		.6
KBUA-FM																				
WI '03	10	16		.8	14	28	.1	.7	28	28	.1	.9	24	28	.1	1.0	4	13		.4
4-Book	7	23		.5	5	16		.3	16	24	.1	.5	13	22	.1	.5	6	19		.5
KBUE-FM																				
WI '03	38	148	.2	2.9	53	144	.2	2.7	54	200	.2	1.7	64	172	.3	2.7	43	131	.2	4.0
4-Book	42	136	.2	2.8	46	142	.2	2.2	69	204	.3	2.2	54	172	.2	2.3	26	105	.1	2.2
KCBS-FM																				
WI '03	36	228	.2	2.7	46	165	.2	2.4	154	596	.7	5.0	114	456	.5	4.8	31	163	.1	2.9
4-Book	46	253	.2	3.0	65	217	.3	3.0	130	488	.6	4.1	97	356	.4	4.1	39	164	.2	3.1
KDIS-AM																				
WI '03	3	27		.2	3	27		.2	16	93	.1	.5					4	28		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDL-D-FM																				
KSSC-FM																				
WI '03	9	32		.7	5	28		.3	5	36		.2	12	50	.1	.5				
4-Book	2	8		.2	4	18		.2	3	24		.1	3	13		.1				
+KDLE-FM																				
KSSD-FM																				
WI '03	10	29		.8					2	16		.1	3	16		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	23	107	.1	1.7	77	238	.3	4.0	44	202	.2	1.4	72	182	.3	3.0	20	113	.1	1.9
4-Book	47	136	.2	3.1	69	236	.3	3.3	104	317	.5	3.4	57	158	.2	2.4	48	152	.2	4.0
KFSH-FM																				
WI '03	3	24		.2	34	204	.1	1.8	33	153	.1	1.1	22	78	.1	.9	3	13		.3
4-Book	5	33		.3	31	131	.2	1.5	30	127	.1	1.0	21	74	.1	.9	7	39		.6
KFWB-AM																				
WI '03	38	148	.2	2.9	92	359	.4	4.7	90	430	.4	2.9	51	240	.2	2.1	29	159	.1	2.7
4-Book	24	143	.1	1.7	61	302	.3	2.9	55	319	.3	1.8	51	237	.2	2.2	23	134	.1	2.0
KHHT-FM																				
WI '03	24	91	.1	1.8	37	104	.2	1.9	40	129	.2	1.3	46	197	.2	1.9	79	158	.3	7.4
4-Book	26	88	.1	1.7	27	92	.1	1.3	48	162	.2	1.5	38	145	.2	1.6	56	124	.2	4.7
KHJ -AM																				
WI '03	21	67	.1	1.6	25	40	.1	1.3	12	53	.1	.4	45	89	.2	1.9	24	93	.1	2.2
4-Book	9	36		.7	22	67	.1	1.1	21	58	.1	.7	23	56	.1	1.0	9	31		.8
KIIS-FM																				
WI '03	32	105	.1	2.4	14	87	.1	.7	74	278	.3	2.4	50	200	.2	2.1	7	54		.7
4-Book	32	121	.1	2.1	41	176	.2	2.0	77	306	.3	2.5	42	186	.2	1.8	18	83	.1	1.4
KVVS-FM																				
WI '03																	2	15		.2
4-Book	1	4				4			3	16		.1	1	7		.1	1	4		.1
KJLH-FM																				
WI '03	40	129	.2	3.0	62	164	.3	3.2	67	235	.3	2.2	83	180	.4	3.5	10	27		.9
4-Book	44	105	.2	3.0	81	201	.4	3.8	76	236	.3	2.5	77	171	.4	3.3	21	70	.1	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KKBT-FM WI '03 4-Book	24 22	100 73	.1 .1	1.8 1.5	9 29	78 99	.5 .1	1.3	36 39	118 138	.2 .2	1.2 1.2	5 26	27 85	.2 .1	1.1 1.1	15	56	.1	1.3
KKLA-FM WI '03 4-Book	2	13		.1	32 15	102 60	.1 .1	1.6 .7	21 12	35 39	.1 .1	.7 .4	9 8	25 31	.4 .4		6 5	11 15	.6 .5	
KLAC-AM WI '03 4-Book	11 18	78 73	.1 .1	.8 1.2	29 11	62 25	.1 .6	1.5 .6	32 33	58 109	.1 .2	1.0 1.1	30 61	79 197	.1 .3	1.3 2.6	31 23	87 81	.1 .1	2.9 2.0
KLAX-FM WI '03 4-Book	6 31	14 102	.1 .1	.5 2.1	35 57	131 165	.2 .3	1.8 2.7	99 93	259 233	.4 .4	3.2 3.0	33 52	84 142	.1 .2	1.4 2.2	11 25	56 100	.1 .1	1.0 2.1
KLOS-FM WI '03 4-Book	22 43	145 174	.1 .2	1.7 2.8	59 41	286 179	.3 .2	3.0 2.0	140 94	504 345	.6 .4	4.5 3.0	128 101	393 334	.6 .4	5.3 4.3	58 45	198 148	.3 .2	5.4 3.8
KLSX-FM WI '03 4-Book	12 9	90 49	.1 .1	.9 .6	68 75	249 258	.3 .3	3.5 3.6	78 87	257 288	.3 .4	2.5 2.8	33 38	121 109	.1 .2	1.4 1.6	2 11	15 46	.1 .1	.2 .9
KLTX-AM WI '03 4-Book	17 15	70 41	.1 .1	1.3 1.1	12 25	27 60	.1 .1	.6 1.2	20 16	71 45	.1 .1	.6 .5	5 9	31 29	.2 .4		3 8	29 23	.3 .6	
KLVE-FM WI '03 4-Book	49 67	184 178	.2 .3	3.7 4.5	67 67	234 209	.3 .3	3.5 3.2	78 72	241 243	.3 .3	2.5 2.3	60 52	185 153	.3 .3	2.5 2.2	36 36	106 121	.2 .2	3.4 3.0
KLYY-FM WI '03 4-Book	25 **	95 **	.1 **	1.9 **	10 **	27 **	.5 **	**	19 **	60 **	.1 **	.6 **	19 **	25 **	.1 **	.8 **	18 **	49 **	.1 **	1.7 **
KMZT-FM WI '03 4-Book	46 38	200 162	.2 .2	3.5 2.6	73 48	182 131	.3 .2	3.8 2.3	79 75	222 229	.3 .3	2.5 2.4	89 65	244 214	.4 .3	3.7 2.8	13 29	61 114	.1 .1	1.2 2.3
KNX -AM WI '03 4-Book	53 54	256 259	.2 .2	4.0 3.6	95 76	330 307	.4 .3	4.9 3.6	124 81	479 338	.5 .4	4.0 2.6	62 46	239 211	.3 .2	2.6 2.0	61 57	317 275	.3 .3	5.7 4.7
KOST-FM WI '03 4-Book	41 48	196 180	.2 .2	3.1 3.2	31 53	221 242	.1 .2	1.6 2.5	77 76	322 313	.3 .3	2.5 2.4	64 60	263 227	.3 .3	2.7 2.5	41 39	159 147	.2 .2	3.8 3.4
KPWR-FM WI '03 4-Book	15 37	99 115	.1 .2	1.1 2.4	42 27	131 109	.2 .1	2.2 1.3	58 43	168 141	.3 .2	1.9 1.4	41 47	186 168	.2 .2	1.7 2.0	18 23	76 93	.1 .1	1.7 1.9
KRCD-FM WI '03 4-Book	32 19	88 56	.1 .1	2.4 1.3	49 19	99 58	.2 .1	2.5 1.0	70 26	143 66	.3 .1	2.3 .9	33 19	86 53	.1 .1	1.4 .8	11 12	42 42	.1 .1	1.0 1.1
KRCV-FM WI '03 4-Book	11 13	41 55	.1 .1	.8 .9	22 26	44 65	.1 .1	1.1 1.2	38	88	.2	1.2	24	67	.1	1.0	6 9	15 34	.6 .8	
KRLA-AM WI '03 4-Book	6 4	13 11	.5 .3		6 7	32 18	.3 .3		6 4	28 18	.2 .1		8 11	26 32	.3 .1		3 16		.3	
KRLH-AM WI '03 4-Book																				

Target Listener Estimates - Men 35-64

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

Target Listener 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	
KROQ-FM	WI '03	17	55	.1	1.3	11	74	.6		33	154	.1	1.1	23	129	.1	1.0	27	145	.1	2.5	
	4-Book	31	129	.1	2.1	22	105	.1	1.1	47	202	.2	1.5	40	178	.2	1.7	32	160	.1	2.6	
KRTH-FM	WI '03	47	260	.2	3.6	82	387	.4	4.2	134	576	.6	4.3	79	346	.3	3.3	29	183	.1	2.7	
	4-Book	58	251	.3	3.9	83	339	.4	3.9	180	577	.8	5.7	119	415	.5	5.1	53	219	.2	4.6	
KSCA-FM	WI '03	43	143	.2	3.3	64	156	.3	3.3	67	209	.3	2.2	105	187	.5	4.4	45	107	.2	4.2	
	4-Book	38	122	.2	2.6	104	236	.5	4.8	78	210	.4	2.5	72	166	.3	3.1	30	83	.1	2.6	
KSPN-AM	WI '03					19	55	.1	1.0	9	47		.3	15	93	.1	.6	3	25		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	10	48		.8	24	31	.1	1.2	41	112	.2	1.3	20	70	.1	.8	11	29		1.0	
	4-Book	8	44		.6	9	24		.5	25	84	.1	.8	16	55	.1	.7	8	38		.7	
KSUR-AM	WI '03					4	18		.2	16	45		.5									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	4	44		.3	3	13		.2	29	112	.1	.9	24	60	.1	1.0	1	14		.1	
	4-Book	10	42	.1	.7	16	32	.1	.7	22	73	.1	.7	16	45	.1	.7	12	44	.1	1.0	
KTWW-FM	WI '03	47	177	.2	3.6	82	311	.4	4.2	159	498	.7	5.1	100	337	.4	4.2	68	187	.3	6.4	
	4-Book	76	298	.3	5.0	87	314	.4	4.1	169	523	.8	5.4	133	372	.6	5.6	61	212	.3	5.2	
KWIZ-FM	WI '03	14	29	.1	1.1	2	16		.1	6	42		.2	20	61	.1	.8	17	48	.1	1.6	
	4-Book	13	64	.1	.9	17	51	.1	.8	16	67	.1	.5	22	74	.1	.9	20	65	.1	1.6	
KWKW-AM	WI '03					6	27		.3	30	56	.1	1.0	4	15		.2	10	13		.9	
	4-Book	11	26	.1	.7	9	32		.4	10	25		.3	5	16		.2	9	22		.8	
KWVE-FM	WI '03	9	15		.7	15	86	.1	.8	21	102	.1	.7	16	70	.1	.7	13	48	.1	1.2	
	4-Book	8	21		.5	24	94	.1	1.1	21	108	.1	.7	10	54		.4	10	42	.1	.8	
KXOL-FM	WI '03	14	58	.1	1.1	29	79	.1	1.5	26	87	.1	.8	56	132	.2	2.3	26	72	.1	2.4	
	4-Book	29	88	.1	1.9	33	93	.2	1.5	48	150	.2	1.6	49	139	.2	2.1	17	56	.1	1.5	
KYSR-FM	WI '03	5	33		.4	9	65		.5	38	189	.2	1.2	20	156	.1	.8	12	67	.1	1.1	
	4-Book	24	125	.1	1.5	19	107	.1	.9	57	260	.3	1.8	43	171	.2	1.8	15	79	.1	1.2	
+KZAB-FM	KFSG-FM					14	46	.1	.7	27	60	.1	.9	6	29		.3	14	29	.1	1.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	25	158	.1	1.9	31	163	.1	1.6	122	445	.5	3.9	69	259	.3	2.9	27	208	.1	2.5	
	4-Book	37	148	.2	2.5	59	207	.3	2.7	104	319	.5	3.4	66	228	.3	2.8	26	120	.1	2.3	
KGGI-FM	WI '03	1	18		.1					3	13		.1	1	13			1	13		.1	
	4-Book	2	9		.1	2	10		.1	2	15		.1	3	10		.1	7	21	.1	.5	
TOTALS	WI '03	1320	4532	5.8		1940	6164	8.5		3106	8845	13.6		2397	6584	10.5		1069	3802	4.7		
	4-Book	1498	4802	6.6		2123	6373	9.4		3127	8641	13.8		2365	6340	10.5		1185	3938	5.2		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 12-24

	Women 12-24																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KJLH-FM																				
WI '03	21	558	.2	1.2	16	191	.1	.8	21	174	.2	1.1	25	207	.2	1.1	24	212	.2	1.6
FA '02	19	511	.2	1.1	17	206	.1	.8	11	145	.1	.6	15	194	.1	.7	21	207	.2	1.5
SU '02	17	466	.1	1.0	15	139	.1	.8	15	148	.1	.7	17	161	.1	.8	18	159	.2	1.4
SP '02	14	469	.1	.9	10	147	.1	.5	11	141	.1	.7	10	153	.1	.5	12	150	.1	.9
4-Book	18	501	.2	1.1	15	171	.1	.7	15	152	.1	.8	17	179	.1	.8	19	182	.2	1.4
WI '02	18	453	.2	1.1	10	114	.1	.5	9	114	.1	.6	19	178	.2	.9	16	178	.1	1.2
KKBT-FM																				
WI '03	140	3625	1.2	7.8	192	1772	1.6	9.5	109	1554	.9	5.9	178	1841	1.5	8.0	123	1410	1.0	8.3
FA '02	144	3918	1.2	8.1	210	1957	1.8	10.3	121	1743	1.0	6.7	189	2222	1.6	8.2	106	1520	.9	7.5
SU '02	172	3894	1.5	10.3	240	1606	2.1	13.0	207	2070	1.8	10.0	194	2152	1.7	9.6	117	1576	1.0	9.2
SP '02	141	3513	1.2	8.7	191	1608	1.7	9.8	115	1619	1.0	6.8	204	2316	1.8	9.8	117	1498	1.0	9.0
4-Book	149	3738	1.3	8.7	208	1736	1.8	10.7	138	1747	1.2	7.4	191	2133	1.7	8.9	116	1501	1.0	8.5
WI '02	132	3395	1.1	8.2	193	1625	1.7	10.5	114	1294	1.0	7.2	182	1946	1.6	8.5	107	1342	.9	8.2
KKLA-FM																				
WI '03	4	137	.2		8	69	.1	.4	5	63	.3		3	67	.1		2	43	.1	
FA '02	1	58	.1		1	31				10				10			1	18	.1	
SU '02	1	86	.1		2	33	.1		3	36	.1									
SP '02	2	75	.1		4	48	.2						1	29				14		
4-Book	2	89	.1		4	45	.2		2	27	.1		1	27			1	19	.1	
WI '02		29			1	9	.1						1	21						
KLAC-AM																				
WI '03		53				13			1	11	.1						1	23	.1	
FA '02	3	127	.2		6	20	.1	.3	4	32	.2		3	35	.1		2	66	.1	
SU '02		23							2	13	.1							10		
SP '02	3	128	.2							15			2	28	.1		6	65	.1	.5
4-Book	2	83	.1		2	8	.1		2	18	.1		1	16	.1		2	41	.2	.2
WI '02	3	51	.2		3	13	.2		3	21	.2		3	22	.1		3	22	.2	
KLAX-FM																				
WI '03	53	1012	.4	3.0	65	482	.5	3.2	67	523	.6	3.7	47	400	.4	2.1	43	387	.4	2.9
FA '02	52	1135	.4	2.9	58	551	.5	2.8	58	525	.5	3.2	54	557	.5	2.4	35	440	.3	2.5
SU '02	42	976	.4	2.5	30	292	.3	1.6	63	548	.5	3.0	63	500	.5	3.1	26	356	.2	2.0
SP '02	56	1036	.5	3.4	63	371	.5	3.2	78	587	.7	4.6	62	544	.5	3.0	32	269	.3	2.5
4-Book	51	1040	.4	3.0	54	424	.5	2.7	67	546	.6	3.6	57	500	.5	2.7	34	363	.3	2.5
WI '02	57	1054	.5	3.6	41	394	.4	2.2	47	428	.4	3.0	70	439	.6	3.3	41	355	.4	3.2
KLOS-FM																				
WI '03	13	556	.1	.7	12	170	.1	.6	18	182	.2	1.0	18	218	.2	.8	9	91	.1	.6
FA '02	15	542	.1	.8	18	198	.2	.9	11	186	.1	.6	26	245	.2	1.1	8	169	.1	.6
SU '02	20	689	.2	1.2	24	279	.2	1.3	28	369	.2	1.4	26	354	.2	1.3	15	217	.1	1.2
SP '02	7	557	.1	.4	9	196	.1	.5	5	168	.3		9	142	.1	.4	5	138	.4	
4-Book	14	586	.1	.8	16	211	.2	.8	16	226	.1	.8	20	240	.2	.9	9	154	.1	.7
WI '02	13	546	.1	.8	16	201	.1	.9	13	209	.1	.8	17	252	.1	.8	13	159	.1	1.0
KLSX-FM																				
WI '03	12	296	.1	.7	6	101	.1	.3	13	106	.1	.7	25	133	.2	1.1	7	84	.1	.5
FA '02	17	330	.1	1.0	38	182	.3	1.9	23	116	.2	1.3	23	124	.2	1.0	2	56	.1	.1
SU '02	8	327	.1	.5	19	151	.2	1.0	13	112	.1	.6	10	115	.1	.5	4	51	.3	
SP '02	9	178	.1	.6	20	79	.2	1.0	19	73	.2	1.1	8	56	.1	.4	1	33	.1	.1
4-Book	12	283	.1	.7	21	128	.2	1.1	17	102	.2	.9	17	107	.2	.8	4	56	.3	.3
WI '02	10	335	.1	.6	21	211	.2	1.1	12	117	.1	.8	19	149	.2	.9	3	70	.2	.2
KLTX-AM																				
WI '03	16	157	.1	.9	15	66	.1	.7	12	76	.1	.7	17	73	.1	.8	12	62	.1	.8
FA '02	6	55	.1	.3	10	55	.1	.5	3	33	.2		11	55	.1	.5	6	20	.1	.4
SU '02	14	137	.1	.8	18	84	.2	1.0	27	92	.2	1.3	16	67	.1	.8	5	59	.4	
SP '02	12	102	.1	.7	7	58	.1	.4	12	34	.1	.7	20	67	.2	1.0	9	67	.1	.7
4-Book	12	113	.1	.7	13	66	.1	.7	14	59	.1	.7	16	67	.1	.8	8	52	.1	.6
WI '02	9	49	.1	.6	7	35	.1	.4	6	38	.1	.4	17	36	.1	.8	7	49	.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 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	
KLVE-FM																				
WI '03	58	1223	.5	3.2	59	548	.5	2.9	72	648	.6	3.9	56	623	.5	2.5	48	588	.4	3.2
FA '02	63	1255	.5	3.6	68	466	.6	3.3	73	522	.6	4.0	71	562	.6	3.1	48	509	.4	3.4
SU '02	35	1093	.3	2.1	41	401	.4	2.2	50	585	.4	2.4	37	394	.3	1.8	22	379	.2	1.7
SP '02	41	1055	.4	2.5	58	517	.5	3.0	52	404	.5	3.1	36	406	.3	1.7	32	382	.3	2.5
4-Book	49	1157	.4	2.9	57	483	.5	2.9	62	540	.5	3.4	50	496	.4	2.3	38	465	.3	2.7
WI '02	48	1120	.4	3.0	74	548	.6	4.0	53	410	.5	3.4	51	526	.4	2.4	29	331	.3	2.2
KLYY-FM																				
WI '03	18	428	.2	1.0	13	201	.1	.6	21	263	.2	1.1	26	247	.2	1.2	14	161	.1	.9
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	9	312	.1	.5	12	105	.1	.6	11	108	.1	.6	4	79	.2	.2	10	68	.1	.7
FA '02	12	349	.1	.7	7	142	.1	.3	16	109	.1	.9	18	128	.2	.8	13	143	.1	.9
SU '02	8	251	.1	.5	10	96	.1	.5	15	99	.1	.7	8	86	.1	.4	7	84	.1	.5
SP '02	8	269	.1	.5	8	121	.1	.4	10	107	.1	.6	7	106	.1	.3	8	96	.1	.6
4-Book	9	295	.1	.6	9	116	.1	.5	13	106	.1	.7	9	100	.1	.4	10	98	.1	.7
WI '02	5	285	.3	.3	1	41	.1	.1	6	114	.1	.4	12	154	.1	.6	5	117	.4	.4
KNX -AM																				
WI '03	3	183	.2	.2	6	73	.1	.3	2	51	.1	.1	3	50	.1	.1	3	22	.2	.2
FA '02	3	229	.2	.2	8	122	.1	.4	1	31	.1	.1	1	21	.1	.1	1	25	.1	.1
SU '02	2	190	.1	.1	3	68	.2	.2	2	61	.1	.1	5	87	.2	.2	2	61	.2	.2
SP '02	1	120	.1	.1	3	65	.2	.2	2	10	.1	.1	2	61	.1	.1	1	31	.1	.1
4-Book	2	181	.2	.2	5	82	.1	.3	1	38	.1	.1	3	55	.1	.1	2	35	.2	.2
WI '02	4	207	.2	.2	15	122	.1	.8	3	75	.2	.2	3	52	.1	.1	1	27	.1	.1
KOST-FM																				
WI '03	54	1387	.5	3.0	53	469	.4	2.6	79	514	.7	4.3	62	569	.5	2.8	62	510	.5	4.2
FA '02	51	1400	.4	2.9	45	472	.4	2.2	80	473	.7	4.4	44	586	.4	1.9	43	640	.4	3.0
SU '02	37	1292	.3	2.2	29	396	.3	1.6	52	585	.5	2.5	36	472	.3	1.8	47	529	.4	3.7
SP '02	48	1302	.4	2.9	44	493	.4	2.3	50	467	.4	3.0	54	559	.5	2.6	59	593	.5	4.5
4-Book	48	1345	.4	2.8	43	458	.4	2.2	65	510	.6	3.6	49	547	.4	2.3	53	568	.5	3.9
WI '02	49	1514	.4	3.1	47	581	.4	2.6	60	454	.5	3.8	52	465	.5	2.4	55	649	.5	4.2
KPWR-FM																				
WI '03	246	4880	2.1	13.7	317	2718	2.7	15.6	202	2433	1.7	11.0	314	3071	2.6	14.1	220	2325	1.8	14.9
FA '02	263	5298	2.2	14.8	341	3010	2.9	16.7	213	2526	1.8	11.7	371	3569	3.1	16.2	202	2458	1.7	14.3
SU '02	251	5281	2.2	15.0	299	2597	2.6	16.2	238	2800	2.1	11.5	343	3487	3.0	16.9	210	2585	1.8	16.5
SP '02	214	4788	1.9	13.1	300	2375	2.6	15.4	155	2191	1.3	9.2	315	3178	2.7	15.1	156	2078	1.4	12.0
4-Book	244	5062	2.1	14.2	314	2675	2.7	16.0	202	2488	1.7	10.9	336	3326	2.9	15.6	197	2362	1.7	14.4
WI '02	226	4805	2.0	14.1	250	2258	2.2	13.6	201	2105	1.7	12.7	368	3299	3.2	17.2	167	1937	1.4	12.9
KRCD-FM																				
WI '03	5	164	.3	.3	9	79	.1	.4	4	57	.2	.2	3	65	.1	.1	7	65	.1	.5
FA '02	10	231	.1	.6	9	79	.1	.4	18	142	.2	1.0	18	118	.2	.8	3	68	.2	.2
SU '02	3	123	.2	.2	2	52	.1	.1	6	61	.1	.3	5	22	.2	.2	1	10	.1	.1
SP '02	8	195	.1	.5	6	23	.1	.3	11	77	.1	.7	11	85	.1	.5	7	101	.1	.5
4-Book	7	178	.1	.4	7	58	.1	.3	10	84	.1	.6	9	73	.1	.4	5	61	.1	.3
WI '02	3	127	.2	.2	6	46	.1	.3	2	24	.1	.1	2	36	.1	.1	3	44	.2	.2
KRCV-FM																				
WI '03	5	140	.3	.3	5	65	.2	.2	8	65	.1	.4	11	65	.1	.5		10		
FA '02	7	153	.1	.4	9	57	.1	.4	13	84	.1	.7	5	35	.2	.2	9	48	.1	.6
SU '02	10	181	.1	.6	9	82	.1	.5	17	93	.1	.8	8	68	.1	.4	10	70	.1	.8
SP '02	2	56	.1	.1					3	34	.2	.2		12			3	21	.2	.2
4-Book	6	133	.1	.4	6	51	.1	.3	10	69	.1	.5	6	45	.1	.3	6	37	.1	.4
WI '02	3	130	.2	.2	3	46	.2	.2	4	82	.3	.3	4	45	.2	.2	1	25	.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 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																				
WI '03	1	23		.1	1	13			1	13		.1	1	13						
FA '02	1	21		.1					1	21		.1	2	11		.1				
SU '02	6	85	.1	.4	8	58	.1	.4	5	46		.2	7	57	.1	.3	6	74	.1	.5
SP '02	1	27		.1	1	16		.1	3	16		.2		11						
4-Book	2	39		.2	3	22		.1	3	24		.2	3	23		.1	2	19		.1
WI '02	2	50		.1	2	24		.1	4	37		.3	5	39		.2				
KRLH-AM																				
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '02																				
SU '02																				
SP '02																				
4-Book																				
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																				
WI '03	144	3352	1.2	8.0	168	1709	1.4	8.3	136	1568	1.1	7.4	179	1969	1.5	8.0	125	1373	1.0	8.5
FA '02	136	3026	1.1	7.7	173	1556	1.5	8.5	104	1350	.9	5.7	172	1651	1.4	7.5	132	1327	1.1	9.3
SU '02	127	3132	1.1	7.6	146	1296	1.3	7.9	125	1655	1.1	6.0	141	1763	1.2	6.9	133	1661	1.2	10.4
SP '02	155	3447	1.3	9.5	179	1534	1.6	9.2	120	1596	1.0	7.1	202	2053	1.8	9.7	159	1696	1.4	12.2
4-Book	141	3239	1.2	8.2	167	1524	1.5	8.5	121	1542	1.0	6.6	174	1859	1.5	8.0	137	1514	1.2	10.1
WI '02	167	3457	1.4	10.4	188	1620	1.6	10.3	158	1621	1.4	10.0	211	2007	1.8	9.9	154	1663	1.3	11.9
KRTH-FM																				
WI '03	31	1320	.3	1.7	38	464	.3	1.9	37	515	.3	2.0	35	548	.3	1.6	24	346	.2	1.6
FA '02	33	1324	.3	1.9	30	408	.3	1.5	35	406	.3	1.9	37	614	.3	1.6	29	355	.2	2.1
SU '02	51	1538	.4	3.1	53	471	.5	2.9	78	680	.7	3.8	59	592	.5	2.9	38	406	.3	3.0
SP '02	38	1273	.3	2.3	34	486	.3	1.7	39	437	.3	2.3	62	564	.5	3.0	29	406	.3	2.2
4-Book	38	1364	.3	2.3	39	457	.4	2.0	47	510	.4	2.5	48	580	.4	2.3	30	378	.3	2.2
WI '02	27	1319	.2	1.7	31	435	.3	1.7	35	542	.3	2.2	30	461	.3	1.4	23	466	.2	1.8
KSCA-FM																				
WI '03	35	700	.3	2.0	60	292	.5	3.0	24	249	.2	1.3	60	290	.5	2.7	12	195	.1	.8
FA '02	22	693	.2	1.2	41	322	.3	2.0	17	191	.1	.9	15	193	.1	.7	12	195	.1	.8
SU '02	28	600	.2	1.7	61	311	.5	3.3	43	317	.4	2.1	23	135	.2	1.1	10	128	.1	.8
SP '02	48	938	.4	2.9	93	501	.8	4.8	72	503	.6	4.3	39	340	.3	1.9	14	215	.1	1.1
4-Book	33	733	.3	2.0	64	357	.5	3.3	39	315	.3	2.2	34	240	.3	1.6	12	183	.1	.9
WI '02	24	560	.2	1.5	41	240	.4	2.2	34	209	.3	2.2	16	157	.1	.7	18	143	.2	1.4
KSPN-AM																				
WI '03	1	80		.1	2	44		.1	2	36		.1	3	54		.1				
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	11	**	**	**	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	43	1238	.4	2.4	52	531	.4	2.6	47	511	.4	2.6	43	522	.4	1.9	22	393	.2	1.5
FA '02	30	896	.3	1.7	26	338	.2	1.3	33	417	.3	1.8	44	419	.4	1.9	24	324	.2	1.7
SU '02	34	968	.3	2.0	51	380	.4	2.8	59	517	.5	2.8	36	421	.3	1.8	6	167	.1	.5
SP '02	23	656	.2	1.4	22	201	.2	1.1	27	295	.2	1.6	41	336	.4	2.0	20	218	.2	1.5
4-Book	33	940	.3	1.9	38	363	.3	2.0	42	435	.4	2.2	41	425	.4	1.9	18	276	.2	1.3
WI '02	30	842	.3	1.9	41	438	.4	2.2	29	406	.3	1.8	36	414	.3	1.7	18	254	.2	1.4
KSUR-AM																				
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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																				
WI '03		33							11				11				2	11	.1	
FA '02	1	83	.1	1	23			1	23		.1	2	25		.1	2	23		.1	
SU '02	1	78	.1	3	46		.2	1	33			1	12				11			
SP '02	4	87	.2	2	30		.1	6	31	.1	.4	10	20	.1	.5	3	36		.2	
4-Book	2	70	.1	2	25		.1	2	25		.1	3	17		.2	2	20		.1	
WI '02	5	48	.3	3	22		.2	13	22	.1	.8	6	24	.1	.3	3	11		.2	
KTWV-FM																				
WI '03	16	290	.1	.9	12	68	.1	.6	23	120	.2	1.3	22	132	.2	1.0	14	115	.1	.9
FA '02	15	299	.1	.8	13	103	.1	.6	27	113	.2	1.5	21	99	.2	.9	8	98	.1	.6
SU '02	18	320	.2	1.1	6	76	.1	.3	38	172	.3	1.8	19	146	.2	.9	10	99	.1	.8
SP '02	11	295	.1	.7	10	133	.1	.5	12	75	.1	.7	18	91	.2	.9	10	70	.1	.8
4-Book	15	301	.1	.9	10	95	.1	.5	25	120	.2	1.3	20	117	.2	.9	11	96	.1	.8
WI '02	9	281	.1	.6	11	106	.1	.6		7			14	84	.1	.7	16	74	.1	1.2
KWIZ-FM																				
WI '03	19	368	.2	1.1	14	155	.1	.7	28	239	.2	1.5	24	190	.2	1.1	13	176	.1	.9
FA '02	23	460	.2	1.3	19	246	.2	.9	27	139	.2	1.5	26	225	.2	1.1	24	181	.2	1.7
SU '02	17	333	.1	1.0	15	122	.1	.8	20	141	.2	1.0	15	141	.1	.7	14	91	.1	1.1
SP '02	16	374	.1	1.0	14	144	.1	.7	22	152	.2	1.3	22	207	.2	1.1	13	166	.1	1.0
4-Book	19	384	.2	1.1	16	167	.1	.8	24	168	.2	1.3	22	191	.2	1.0	16	154	.1	1.2
WI '02	23	416	.2	1.4	20	156	.2	1.1	16	128	.1	1.0	26	185	.2	1.2	30	195	.3	2.3
KVKV-AM																				
WI '03		23			1	11			1	11		.1								
FA '02	2	72	.1		3	42		.1	3	20		.2	1	19				20		
SU '02	1	40	.1		1	10		.1	1	20			1	8				10		
SP '02	2	56	.1		4	23		.2	3	34		.2	1	11						
4-Book	1	48	.1		2	22		.1	2	21		.1	1	10				8		
WI '02	1	23	.1		2	23		.1	1	11		.1						11		
KWVE-FM																				
WI '03	9	152	.1	.5	11	56	.1	.5	15	47	.1	.8	12	71	.1	.5	5	84	.3	
FA '02	5	153		.3	4	40		.2	10	42	.1	.6	4	52		.2	2	72	.1	
SU '02	2	164	.1		1	49		.1	3	47		.1	6	84	.1	.3	1	14	.1	
SP '02	3	155	.2		4	50		.2	1	11		.1	6	64	.1	.3	2	37	.2	
4-Book	5	156	.3		5	49		.3	7	37		.1	7	68	.1	.3	3	52	.2	
WI '02	3	131	.2		4	36		.2	4	54		.3	1	14			4	24	.3	
KXOL-FM																				
WI '03	31	830	.3	1.7	35	341	.3	1.7	39	367	.3	2.1	33	346	.3	1.5	18	207	.2	1.2
FA '02	43	868	.4	2.4	37	358	.3	1.8	71	408	.6	3.9	47	514	.4	2.0	24	312	.2	1.7
SU '02	31	621	.3	1.9	32	228	.3	1.7	46	324	.4	2.2	41	263	.4	2.0	13	188	.1	1.0
SP '02	51	878	.4	3.1	69	482	.6	3.5	72	501	.6	4.3	46	419	.4	2.2	39	268	.3	3.0
4-Book	39	799	.4	2.3	43	352	.4	2.2	57	400	.5	3.1	42	386	.4	1.9	24	244	.2	1.7
WI '02	29	552	.3	1.8	32	215	.3	1.7	37	251	.3	2.3	33	287	.3	1.5	12	82	.1	.9
KYSR-FM																				
WI '03	54	1683	.5	3.0	84	758	.7	4.1	67	842	.6	3.7	78	953	.7	3.5	34	552	.3	2.3
FA '02	48	1724	.4	2.7	79	822	.7	3.9	52	683	.4	2.9	71	979	.6	3.1	24	557	.2	1.7
SU '02	37	1641	.3	2.2	50	576	.4	2.7	61	896	.5	2.9	49	803	.4	2.4	16	448	.1	1.3
SP '02	54	1720	.5	3.3	83	694	.7	4.3	71	842	.6	4.2	68	954	.6	3.3	26	470	.2	2.0
4-Book	48	1692	.4	2.8	74	713	.6	3.8	63	816	.5	3.4	67	922	.6	3.1	25	507	.2	1.8
WI '02	56	1953	.5	3.5	79	920	.7	4.3	52	848	.5	3.3	85	1061	.7	4.0	35	660	.3	2.7
+KZAB-FM																				
KFSG-FM																				
WI '03	7	181	.1	.4	5	78		.2	7	100	.1	.4	11	112	.1	.5	7	75	.1	.5
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 12-24

Women 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KZLA-FM																				
WI '03	23	725	.2	1.3	20	283	.2	1.0	18	283	.2	1.0	34	478	.3	1.5	17	310	.1	1.1
FA '02	22	698	.2	1.2	27	355	.2	1.3	24	338	.2	1.3	23	408	.2	1.0	20	313	.2	1.4
SU '02	27	774	.2	1.6	27	314	.2	1.5	32	430	.3	1.5	37	435	.3	1.8	21	304	.2	1.6
SP '02	29	734	.3	1.8	31	326	.3	1.6	41	360	.4	2.4	45	453	.4	2.2	16	250	.1	1.2
4-Book	25	733	.2	1.6	26	320	.2	1.4	29	353	.3	1.6	35	444	.3	1.6	19	294	.2	1.3
WI '02	22	545	.2	1.4	37	343	.3	2.0	22	266	.2	1.4	32	360	.3	1.5	11	158	.1	.8
KGGI-FM																				
WI '03	30	1071	.3	1.7	27	363	.2	1.3	21	347	.2	1.1	35	523	.3	1.6	29	408	.2	2.0
FA '02	27	1001	.2	1.5	25	411	.2	1.2	14	305	.1	.8	37	541	.3	1.6	27	417	.2	1.9
SU '02	27	1059	.2	1.6	17	271	.1	.9	33	477	.3	1.6	31	538	.3	1.5	23	248	.2	1.8
SP '02	22	928	.2	1.3	10	241	.1	.5	13	369	.1	.8	36	579	.3	1.7	26	370	.2	2.0
4-Book	27	1015	.2	1.5	20	322	.1	1.0	20	375	.2	1.1	35	545	.3	1.6	26	361	.2	1.9
WI '02	29	1017	.3	1.8	30	385	.3	1.6	25	384	.2	1.6	34	477	.3	1.6	32	358	.3	2.5
TOTALS																				
WI '03	1791	11558	15.0		2029	9714	17.0		1833	8351	15.4		2230	9890	18.7		1479	8458	12.4	
FA '02	1774	11672	14.9		2040	9794	17.1		1818	8232	15.2		2294	10107	19.2		1413	8181	11.8	
SU '02	1672	11252	14.5		1849	9031	16.0		2072	9172	18.0		2030	9694	17.6		1274	8320	11.0	
SP '02	1630	11231	14.1		1952	9100	16.9		1679	8011	14.5		2091	9812	18.1		1305	8040	11.3	
4-Book	1717	11428	14.6		1968	9410	16.8		1851	8442	15.8		2161	9876	18.4		1368	8250	11.6	
WI '02	1605	11252	13.9		1832	9392	15.9		1579	7866	13.7		2139	9775	18.5		1297	7894	11.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		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																						
	WI '03	3	49		.1		16							1	16							
	4-Book	3	53		.1		16							1	7							
KBIG-FM																						
	WI '03	67	1062	.6	3.3	28	513	.2	1.7	19	105	.2	1.5	55	166	.5	2.3	31	111	.3	1.6	
	4-Book	49	941	.4	2.5	26	537	.2	1.8	13	56	.1	1.1	50	209	.4	2.2	42	161	.4	2.3	
KBLA-AM																						
	WI '03	8	68	.1	.4																	
	4-Book	5	47		.3	1	14		.1	1	6		.1	4	8		.2	1	3		.1	
KBUA-FM																						
	WI '03	10	175	.1	.5	9	137	.1	.6	20	51	.2	1.5	14	63	.1	.6	17	36	.1	.9	
	4-Book	15	179	.1	.7	8	109	.1	.5	11	38	.1	.9	12	39	.1	.5	11	37	.1	.6	
KBUE-FM																						
	WI '03	78	986	.7	3.9	64	620	.5	4.0	72	237	.6	5.6	90	237	.8	3.8	75	217	.6	4.0	
	4-Book	82	894	.7	4.2	62	636	.5	4.2	61	190	.5	5.1	112	303	1.0	5.0	68	201	.6	3.7	
KCBS-FM																						
	WI '03	16	458	.1	.8	11	269	.1	.7	7	57	.1	.5	10	95	.1	.4	23	103	.2	1.2	
	4-Book	17	558	.1	.8	13	332	.1	.9	11	52	.1	.9	17	100	.2	.8	18	90	.2	1.0	
KDIS-AM																						
	WI '03	16	425	.1	.8	25	301	.2	1.6	30	99	.3	2.3	36	135	.3	1.5	17	90	.1	.9	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLDFM																						
	KSSC-FM																					
	WI '03	17	313	.1	.8	18	237	.2	1.1	13	45	.1	1.0	30	124	.3	1.3	27	80	.2	1.4	
	4-Book	13	223	.1	.7	14	166	.1	.9	20	53	.2	1.7	26	85	.2	1.2	14	40	.1	.7	
+KDLE-FM																						
	KSSD-FM																					
	WI '03	26	261	.2	1.3	17	206	.1	1.1	9	46	.1	.7	42	88	.4	1.8	20	44	.2	1.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																						
	WI '03	14	217	.1	.7	7	93	.1	.4	10	42	.1	.8	2	12		.1	4	12		.2	
	4-Book	11	184	.1	.6	4	61		.3	4	19		.4	6	17	.1	.2	4	10		.2	
KFSH-FM																						
	WI '03	16	338	.1	.8	15	279	.1	.9	11	82	.1	.8	12	57	.1	.5	22	60	.2	1.2	
	4-Book	17	284	.1	.9	12	234	.1	.8	7	42	.1	.5	14	74	.1	.7	16	59	.2	.9	
KFWB-AM																						
	WI '03	4	113		.2	1	48		.1	3	21		.2	1	15							
	4-Book	3	108		.2	1	44		.1	3	19		.2	1	7			2	10		.1	
KHHT-FM																						
	WI '03	102	1807	.9	5.1	98	1327	.8	6.1	46	192	.4	3.5	120	404	1.0	5.1	122	343	1.0	6.4	
	4-Book	104	1746	.9	5.3	94	1298	.8	6.3	56	215	.5	4.7	123	463	1.1	5.5	100	333	.9	5.5	
KHJ -AM																						
	WI '03	2	47		.1	5	76		.3	6	34		.1	5	11		.1	4	14		.2	
	4-Book	5	83		.3	4	66		.3	4	17		.3	2	11		.1	4	14		.2	
KIIS-FM																						
	WI '03	244	4792	2.0	12.1	220	3359	1.8	13.7	164	657	1.4	12.6	295	1313	2.5	12.5	289	942	2.4	15.3	
	4-Book	247	4681	2.1	12.5	207	3245	1.8	14.0	173	711	1.5	14.5	291	1322	2.5	13.0	263	957	2.2	14.5	
KVVS-FM																						
	WI '03	7	129	.1	.3	8	118	.1	.5	7	20	.1	.5	10	42	.1	.4	11	42	.1	.6	
	4-Book	11	202	.1	.6	9	149	.1	.6	9	27	.1	.8	14	63	.1	.6	12	48	.1	.7	
KJLH-FM																						
	WI '03	21	374	.2	1.0	18	276	.2	1.1	12	42	.1	.9	23	81	.2	1.0	12	44	.1	.6	
	4-Book	15	327	.1	.8	21	269	.2	1.4	8	33	.1	.7	18	60	.2	.8	15	48	.1	.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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		
KKBT-FM																					
WI '03	156	3104	1.3	7.7	125	2040	1.0	7.8	95	357	.8	7.3	173	808	1.5	7.4	150	496	1.3	7.9	
4-Book	176	3237	1.5	8.9	125	2151	1.1	8.5	112	397	1.0	9.3	188	847	1.6	8.4	164	590	1.4	9.0	
KLKA-FM																					
WI '03	5	130		.2	4	52		.2	6	22	.1	.5	2	22		.1	5	13		.3	
4-Book	3	74		.1	2	42		.2	3	12		.2	2	15		.1	2	7		.1	
KLAC-AM																					
WI '03	2	24			1	19			1	3			2	4			2	10			
4-Book	2	37		.1	1	40		.1	1	3		.1	2	4		.1	2	10		.1	
KLAX-FM																					
WI '03	60	780	.5	3.0	46	641	.4	2.9	44	162	.4	3.4	69	220	.6	2.9	57	141	.5	3.0	
4-Book	60	843	.5	3.0	47	603	.4	3.2	36	137	.3	3.0	73	249	.6	3.3	59	154	.5	3.3	
KLOS-FM																					
WI '03	16	442	.1	.8	9	233	.1	.6	12	40	.1	.9	14	98	.1	.6	7	51	.1	.4	
4-Book	17	477	.2	.9	12	244	.1	.8	8	32	.1	.6	12	81	.1	.5	12	58	.1	.7	
KLSX-FM																					
WI '03	14	215	.1	.7	9	106	.1	.6	3	11			6	10	.1	.3	11	37	.1	.6	
4-Book	18	222	.1	.9	5	94	.1	.3	3	11		.3	2	7		.1	6	22	.1	.3	
KLTX-AM																					
WI '03	14	118	.1	.7	21	123	.2	1.3	27	64	.2	2.1	32	84	.3	1.4	17	52	.1	.9	
4-Book	14	94	.1	.7	12	87	.1	.8	16	44	.1	1.3	20	50	.2	.9	9	33	.1	.5	
KLVE-FM																					
WI '03	63	1001	.5	3.1	55	671	.5	3.4	47	168	.4	3.6	73	187	.6	3.1	43	111	.4	2.3	
4-Book	57	902	.5	2.9	44	584	.4	3.0	42	147	.4	3.5	57	152	.5	2.6	49	128	.4	2.6	
KLYY-FM																					
WI '03	20	362	.2	1.0	17	217	.1	1.1	10	42	.1	.8	15	53	.1	.6	19	86	.2	1.0	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																					
WI '03	9	178	.1	.4	10	169	.1	.6	3	23		.2	9	24	.1	.4	13	49	.1	.7	
4-Book	11	206	.1	.5	8	135	.1	.5	6	21		.5	14	38	.1	.6	10	43	.1	.5	
KNX -AM																					
WI '03	3	141		.1	2	50		.1	4	16		.3	2	16		.1					
4-Book	3	142		.1	2	32		.1	1	7		.1	1	7			2	6		.1	
KOST-FM																					
WI '03	66	979	.6	3.3	29	507	.2	1.8	24	98	.2	1.9	44	143	.4	1.9	24	81	.2	1.3	
4-Book	53	940	.5	2.7	33	571	.3	2.3	33	110	.3	2.8	41	141	.4	1.8	30	128	.3	1.6	
KPWR-FM																					
WI '03	272	4429	2.3	13.5	217	3088	1.8	13.6	177	582	1.5	13.6	324	1232	2.7	13.8	285	1042	2.4	15.0	
4-Book	278	4571	2.4	14.0	214	3181	1.8	14.5	167	589	1.4	13.8	338	1360	2.9	15.0	276	985	2.4	15.1	
KRCB-FM																					
WI '03	5	133		.2	4	66		.2	4	34		.3	9	11	.1	.4	3	11		.2	
4-Book	8	139	.1	.4	4	64		.3	6	19		.5	8	28	.1	.3	7	20	.1	.4	
KRCV-FM																					
WI '03	8	97	.1	.4	3	63		.2					9	33	.1	.4	3	13		.2	
4-Book	8	98	.1	.4	4	49		.3	1	6		.1	6	20	.1	.3	2	9		.2	
KRLA-AM																					
WI '03	1	13				10							1	10							
4-Book	2	33		.1	1	14		.1	2	6		.1	2	5		.1	2	6		.2	
KRLH-AM																					
WI '03																					
4-Book																					

Target Listener Estimates - Women 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KROQ-FM	WI '03	159	2889	1.3	7.9	130	1927	1.1	8.1	89	360	.7	6.9	219	839	1.8	9.3	144	540	1.2	7.6	
	4-Book	152	2743	1.3	7.7	123	1880	1.1	8.3	80	332	.7	6.6	195	786	1.7	8.7	155	582	1.4	8.6	
KRTH-FM	WI '03	37	1070	.3	1.8	25	524	.2	1.6	23	123	.2	1.8	42	143	.4	1.8	32	158	.3	1.7	
	4-Book	45	1018	.4	2.3	31	625	.3	2.2	28	127	.3	2.4	54	184	.5	2.4	39	166	.4	2.2	
KSCA-FM	WI '03	46	537	.4	2.3	32	364	.3	2.0	58	121	.5	4.5	47	157	.4	2.0	61	122	.5	3.2	
	4-Book	45	565	.4	2.3	27	351	.2	1.8	56	131	.5	4.7	52	147	.5	2.4	31	89	.3	1.7	
KSPN-AM	WI '03	2	80		.1	2	12		.1	2	12		.2	6	12	.1	.3	2	12		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	48	889	.4	2.4	49	708	.4	3.1	40	143	.3	3.1	100	266	.8	4.2	56	188	.5	3.0	
	4-Book	40	756	.4	2.1	29	496	.2	2.0	20	75	.2	1.6	55	177	.5	2.4	36	144	.3	2.0	
KSUR-AM	WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03		23				11															
	4-Book	2	47		.1	1	22		.1	1	2		.1					2	3		.1	
KTVV-FM	WI '03	19	189	.2	.9	12	120	.1	.7	10	23	.1	.8	12	30	.1	.5	17	49	.1	.9	
	4-Book	19	204	.2	.9	12	166	.1	.8	6	31	.1	.5	20	50	.2	.9	22	55	.2	1.2	
KWIZ-FM	WI '03	23	305	.2	1.1	17	196	.1	1.1	30	75	.3	2.3	33	87	.3	1.4	22	55	.2	1.2	
	4-Book	21	305	.2	1.1	18	208	.2	1.2	18	48	.2	1.4	34	102	.3	1.5	25	60	.2	1.4	
KWKV-AM	WI '03	1	23																			
	4-Book	2	37		.1	1	13		.1		3			1	3							
KWVE-FM	WI '03	13	129	.1	.6	5	73		.3					5	36		.2	2	10		.1	
	4-Book	7	113	.1	.3	4	75		.3	4	10		.4	3	21		.1	2	5		.1	
KXOL-FM	WI '03	36	645	.3	1.8	32	402	.3	2.0	20	89	.2	1.5	55	184	.5	2.3	44	121	.4	2.3	
	4-Book	48	649	.4	2.4	33	400	.3	2.2	32	99	.3	2.7	55	148	.5	2.4	52	141	.5	2.8	
KYSR-FM	WI '03	75	1444	.6	3.7	29	719	.2	1.8	18	119	.2	1.4	39	225	.3	1.7	25	147	.2	1.3	
	4-Book	67	1483	.6	3.4	30	758	.3	2.1	21	111	.2	1.8	54	284	.5	2.5	47	219	.4	2.6	
+KZAB-FM	WI '03	8	146	.1	.4	6	103	.1	.4	3	11		.2	8	43	.1	.3	9	22	.1	.5	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	24	570	.2	1.2	28	498	.2	1.7	20	78	.2	1.5	50	211	.4	2.1	30	154	.3	1.6	
	4-Book	30	618	.3	1.5	23	431	.2	1.5	14	70	.1	1.1	46	208	.4	2.1	28	136	.2	1.5	
KGGI-FM	WI '03	27	762	.2	1.3	35	619	.3	2.2	14	83	.1	1.1	44	243	.4	1.9	26	149	.2	1.4	
	4-Book	25	808	.2	1.3	30	564	.3	2.0	14	89	.1	1.2	33	191	.3	1.5	31	160	.3	1.7	
TOTALS	WI '03	2015	11338	16.9		1601	10032	13.4		1297	3979	10.9		2353	6072	19.7		1895	4820	15.9		
	4-Book	1982	11201	16.9		1480	9727	12.6		1205	3677	10.3		2243	6081	19.1		1821	4865	15.5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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 WI '03 4-Book	1	2	.1	1	16	.2	.1	1	5	.1		1	4	.1						
KBIG-FM WI '03 4-Book	29 17	114 91	.2 .2	2.0 1.3	19 14	64 53	.2 .1	2.0 1.6	38 32	158 130	.3 .3	2.0 1.9	24 23	113 84	.2 .2	1.5 1.5	3 15	35 75	.2 .1	1.3
KBLA-AM WI '03 4-Book								2	6	.1		1	6	.1						
KBUA-FM WI '03 4-Book	1 6	13 26	.1 .1	.1 .4	11 5	38 18	.1 .1	1.1 .6	13 9	50 30	.1 .1	.7 .5	5	26	.3		2	9	.2	
KBUE-FM WI '03 4-Book	50 49	177 165	.4 .4	3.4 3.6	35 32	89 94	.3 .3	3.6 3.8	72 66	206 201	.6 .6	3.8 4.0	71 58	184 159	.6 .5	4.5 4.0	50 46	132 126	.4 .4	4.1 4.0
KCBS-FM WI '03 4-Book	9 10	31 59	.1 .1	.6 .8	4 5	45 42	.4 .6		17 19	37 95	.1 .2	.9 1.2	23 17	70 83	.2 .2	1.5 1.2	2 10	24 62	.2 .1	.2 .9
KDIS-AM WI '03 4-Book	17 **	86 **	.1 **	1.1 **	13 **	42 **	.1 **	1.3 **	54 **	119 **	.5 **	2.9 **	14 **	76 **	.1 **	.9 **	11 **	46 **	.1 **	.9 **
+KDLD-FM KSSC-FM WI '03 4-Book	18 10	56 26	.2 .1	1.2 .7	10 8	56 31	.1 .1	1.0 1.0	17 14	70 48	.1 .1	.9 .9	10 6	36 17	.1 .1	.6 .4	18 10	43 26	.2 .1	1.5 .8
+KDLE-FM KSSD-FM WI '03 4-Book	16 **	33 **	.1 **	1.1 **	5 **	12 **	.5 **		12 **	78 **	.1 **	.6 **	19 **	42 **	.2 **	1.2 **	8 **	59 **	.1 **	.7 **
KFI -AM WI '03 4-Book	13 3	52 13	.1 .2	.9 .2	5 2	13 13	.5 .3		2 3	24 13	.1 .2		1 1	12 7	.1 .1		18 6	54 17	.2 .1	1.5 .5
KFSH-FM WI '03 4-Book	26 12	68 42	.2 .1	1.7 .8	24 16	127 102	.2 .1	2.5 1.9	17 13	90 72	.1 .1	.9 .8	7 14	65 64	.1 .1	.4 1.0	5 6	22 35	.4 .5	
KFWB-AM WI '03 4-Book								2 3	28 20	.1 .2		2 2	13 7	.1 .1						
KHHT-FM WI '03 4-Book	111 97	441 353	.9 .8	7.5 7.0	35 39	152 142	.3 .3	3.6 4.6	85 77	309 276	.7 .7	4.5 4.6	72 74	286 282	.6 .6	4.5 5.2	169 163	405 381	1.4 1.4	13.9 14.2
KHJ -AM WI '03 4-Book	6	22	.1	.4	15 4	20 7	.1 .1	1.5 .4	14 9	30 21	.1 .1	.7 .5		3			8 3	24 11	.1 .1	.7 .3
KTIS-FM WI '03 4-Book	214 213	864 907	1.8 1.8	14.4 15.6	145 126	457 477	1.2 1.1	15.0 14.7	284 231	1185 1012	2.4 2.0	15.1 14.0	236 214	877 834	2.0 1.8	14.9 15.2	126 135	574 599	1.1 1.2	10.4 12.0
KVVS-FM WI '03 4-Book	6	26	.1	.5	8 8	36 25	.1 .1	.8 .9	15 11	55 39	.1 .1	.8 .6	12 8	36 32	.1 .1	.8 .6	1 4	10 26	.1 .1	.3
KJLH-FM WI '03 4-Book	5 8	25 36	.3 .1	.6	20 27	86 87	.2 .2	2.1 3.2	25 47	103 120	.2 .4	1.3 2.9	32 29	72 59	.3 .3	2.0 2.0	15 15	51 44	.1 .1	1.2 1.3

Target Listener Estimates - Women 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KKBT-FM	WI '03	168	574	1.4	11.3	78	298	.7	8.0	97	499	.8	5.2	118	474	1.0	7.4	107	369	.9	8.8	
	4-Book	138	537	1.2	10.0	67	239	.6	7.7	110	527	1.0	6.8	123	541	1.1	8.7	94	427	.8	8.2	
KKLA-FM	WI '03	1	9		.1	6	30	.1	.6	5	39		.3	6	12	.1	.4		9			
	4-Book	3	12		.2	2	12		.2	3	16		.2	2	8		.1	1	8		.1	
KLAC-AM	WI '03									1	13		.1	2	7		.1					
	4-Book		3								3			5	18		.3	3	15		.3	
KLAX-FM	WI '03	32	123	.3	2.2	44	129	.4	4.5	62	209	.5	3.3	34	124	.3	2.1	22	98	.2	1.8	
	4-Book	37	127	.3	2.7	37	113	.3	4.3	58	186	.5	3.5	45	130	.4	3.2	28	96	.3	2.4	
KLOS-FM	WI '03	4	12		.3	4	14		.4	19	53	.2	1.0	9	53	.1	.6	5	21		.4	
	4-Book	13	54	.1	1.0	9	27	.1	1.1	21	84	.2	1.3	12	50	.1	.9	7	39	.1	.6	
KLSX-FM	WI '03	5	23		.3	11	28	.1	1.1	23	79	.2	1.2	13	37	.1	.8	5	23		.4	
	4-Book	3	18		.3	8	26	.1	.9	12	37	.1	.7	5	19		.3	3	14		.2	
KLTX-AM	WI '03	16	52	.1	1.1	20	59	.2	2.1	25	62	.2	1.3	18	52	.2	1.1	9	52	.1	.7	
	4-Book	7	29	.1	.5	12	34	.1	1.4	15	43	.1	.9	12	38	.1	.8	4	21		.3	
KLVE-FM	WI '03	57	208	.5	3.8	33	122	.3	3.4	84	241	.7	4.5	45	155	.4	2.8	48	208	.4	4.0	
	4-Book	55	164	.5	4.0	28	93	.3	3.2	50	143	.4	2.9	36	114	.3	2.4	32	122	.3	2.8	
KLYY-FM	WI '03	16	55	.1	1.1	2	11		.2	40	130	.3	2.1	31	99	.3	2.0	6	22	.1	.5	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZZ-FM	WI '03	19	60	.2	1.3	2	13		.2	3	14		.2	10	21	.1	.6	16	78	.1	1.3	
	4-Book	11	40	.1	.8	4	16		.5	4	23		.2	5	11	.1	.3	6	28	.1	.6	
KNX -AM	WI '03									7	26	.1	.4	1	14		.1	2	9		.2	
	4-Book					1	3		.1	5	13	.1	.3	1	14		.1	1	2		.1	
KOST-FM	WI '03	39	128	.3	2.6	17	69	.1	1.8	36	104	.3	1.9	2	24		.1	35	119	.3	2.9	
	4-Book	41	160	.4	3.0	22	77	.2	2.6	38	133	.3	2.3	18	71	.2	1.2	38	150	.3	3.3	
KPWR-FM	WI '03	225	853	1.9	15.1	108	406	.9	11.1	216	869	1.8	11.5	198	815	1.7	12.5	182	589	1.5	15.0	
	4-Book	226	886	2.0	16.5	108	375	.9	12.6	227	910	1.9	13.9	200	816	1.7	14.2	153	593	1.3	13.5	
KRCD-FM	WI '03					9	35	.1	.9	5	22		.3									
	4-Book	3	12		.2	4	14		.4	5	20		.3	1	3		.1	1	6		.1	
KRCV-FM	WI '03	6	20	.1	.4					4	20		.2	2	10		.1					
	4-Book	3	10		.2	2	8		.3	6	13		.4	3	11		.2	4	14		.4	
KRLA-AM	WI '03																					
	4-Book	1	3		.1					3	3		.2					1	3		.1	
KRLH-AM	WI '03																					
	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
	KROQ-FM WI '03 4-Book	135 116	548 510	1.1 1.0	9.1 8.5	35 49	164 214	.3 .4	3.6 5.7	152 135	614 580	1.3 1.1	8.1 8.2	155 132	481 477	1.3 1.1	9.8 9.2	95 108	385 443	.8 .9
KRTH-FM WI '03 4-Book	12 23	57 90	.1 .2	.8 1.7	19 18	82 68	.2 .2	2.0 2.1	21 29	146 151	.2 .2	1.1 1.8	35 34	79 147	.3 .3	2.2 2.4	16 26	62 93	.1 .3	1.3 2.3
KSCA-FM WI '03 4-Book	5 8	30 41	.1 .1	.3 .6	30 21	77 60	.3 .2	3.1 2.4	18 24	97 92	.2 .2	1.0 1.5	51 27	120 71	.4 .2	3.2 1.8	2 4	11 24	.2 .3	.2 .3
KSPN-AM WI '03 4-Book	**	**	**	**	**	**	**	**	**	2 12	**	.1 **	**	**	**	**	**	**	**	**
KSSE-FM WI '03 4-Book	14 17	67 70	.1 .1	.9 1.2	33 15	107 55	.3 .1	3.4 1.7	66 42	213 130	.6 .4	3.5 2.5	63 37	170 112	.5 .3	4.0 2.6	18 11	75 51	.2 .1	1.5 .9
KSUR-AM WI '03 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM WI '03 4-Book	1 1	3 3	.1 .1	.1 .1	1 1	11 6	.1 .1	.1 .1	1 1	3 3	.1 .1	.1 .1	1 1	5 5	.1 .1	.1 .1	1 1	3 3	.1 .1	.1 .1
KTWV-FM WI '03 4-Book	11 13	21 40	.1 .1	.7 1.0	12 5	12 13	.1 .1	1.2 .6	8 9	43 33	.1 .1	.4 .6	8 6	35 32	.1 .1	.5 .5	21 10	30 34	.2 .1	1.7 .9
KWIZ-FM WI '03 4-Book	14 13	32 45	.1 .1	.9 .9	7 9	22 33	.1 .1	.7 1.1	15 24	53 67	.1 .2	.8 1.5	7 14	31 41	.1 .1	.4 1.0	11 8	34 27	.1 .1	.9 .7
KWKV-AM WI '03 4-Book						3			2	5	.1		1	5	.1					
KWVE-FM WI '03 4-Book	10 3	28 10	.1 .2	.7 .2	4 7	15 29	.4 .1	.4 .8	17 8	50 30	.1 .1	.9 .5	2 2	9 9	.1 .1	.1 .1	1 1	5 5	.1 .1	.1 .1
KXOL-FM WI '03 4-Book	24 23	80 93	.2 .2	1.6 1.7	27 28	77 73	.2 .2	2.8 3.3	29 31	110 104	.2 .3	1.5 1.9	39 28	98 90	.3 .3	2.5 1.9	19 19	88 70	.2 .2	1.6 1.7
KYSR-FM WI '03 4-Book	24 20	120 123	.2 .2	1.6 1.4	19 15	81 80	.2 .1	2.0 1.8	49 37	230 179	.4 .3	2.6 2.2	38 33	182 161	.3 .3	2.4 2.3	18 15	147 108	.2 .2	1.5 1.3
+KZAB-FM KFSG-FM WI '03 4-Book	10 **	33 **	.1 **	.7 **	6 **	26 **	.1 **	.6 **	3 **	35 **	.2 **	.2 **	10 **	45 **	.1 **	.6 **	** **	** **	** **	** **
KZLA-FM WI '03 4-Book	30 21	108 102	.3 .2	2.0 1.5	13 13	60 59	.1 .1	1.3 1.5	41 31	158 151	.3 .3	2.2 1.9	27 17	114 75	.2 .1	1.7 1.2	10 12	52 71	.1 .1	.8 1.1
KGGI-FM WI '03 4-Book	39 39	180 146	.3 .3	2.6 2.8	22 14	64 47	.2 .1	2.3 1.6	33 23	192 130	.3 .2	1.8 1.4	41 35	134 127	.3 .3	2.6 2.5	50 45	102 113	.4 .4	4.1 4.0
TOTALS WI '03 4-Book	1486 1373	4316 4160	12.5 11.7		969 860	2854 2701	8.1 7.3		1878 1649	4984 4701	15.7 14.0		1586 1427	4353 3992	13.3 12.2		1215 1138	3589 3404	10.2 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 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	
KZLA-FM																						
WI '03		46	1220	.3	1.7	55	630	.3	1.5	50	566	.3	1.3	60	809	.4	1.8	24	446	.1	1.5	
FA '02		41	903	.2	1.4	52	432	.3	1.3	76	564	.5	1.8	62	543	.4	1.8	13	286	.1	.9	
SU '02		49	959	.3	1.9	64	520	.4	1.8	66	607	.4	1.7	80	632	.5	2.5	18	363	.1	1.3	
SP '02		59	1208	.4	2.2	87	621	.5	2.3	93	729	.6	2.4	89	776	.6	2.7	19	412	.1	1.3	
4-Book		49	1073	.3	1.8	65	551	.4	1.7	71	617	.5	1.8	73	690	.5	2.2	19	377	.1	1.3	
WI '02		51	1040	.3	2.0	77	610	.5	2.1	80	626	.5	2.2	72	686	.4	2.3	12	294	.1	1.0	
KGGI-FM																						
WI '03		23	934	.1	.8	28	278	.2	.8	26	425	.2	.7	29	427	.2	.9	13	240	.1	.8	
FA '02		16	834	.1	.6	16	302	.1	.4	21	358	.1	.5	26	479	.2	.8	10	262	.1	.7	
SU '02		23	896	.1	.9	17	237	.1	.5	32	388	.2	.8	22	453	.1	.7	12	223	.1	.9	
SP '02		18	747	.1	.7	11	211	.1	.3	19	329	.1	.5	25	439	.2	.8	14	250	.1	1.0	
4-Book		20	853	.1	.8	18	257	.1	.5	25	375	.2	.6	26	450	.2	.8	12	244	.1	.9	
WI '02		21	932	.1	.8	27	281	.2	.7	21	321	.1	.6	22	456	.1	.7	16	280	.1	1.3	
TOTALS																						
WI '03		2749	15898	16.6		3693	13551	22.3		3842	13238	23.2		3338	13836	20.2		1554	10022	9.4		
FA '02		2895	16248	17.5		3932	14396	23.8		4267	13885	25.8		3421	14095	20.7		1458	10208	8.8		
SU '02		2642	15753	16.4		3605	13557	22.4		3974	13265	24.7		3154	13404	19.6		1352	9834	8.4		
SP '02		2735	15602	17.0		3816	13638	23.7		3874	13207	24.0		3311	13847	20.5		1420	9848	8.8		
4-Book		2755	15875	16.9		3762	13786	23.1		3989	13399	24.4		3306	13796	20.3		1446	9978	8.9		
WI '02		2568	15657	15.9		3676	13734	22.8		3650	12657	22.7		3167	13543	19.7		1256	9200	7.8		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

	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 WI '03 4-Book	10 12	186 182	.1 .1	.3 .4	1 1	39 46	.1 .1		1 7			.1 .1	3 16			.1 .1	1 7			
KBIG-FM WI '03 4-Book	194 155	2222 1924	1.2 1.0	5.3 4.2	65 60	1146 1041	.4 .4	3.3 3.1	35 38	212 151	.2 .3	2.0 2.0	128 107	388 365	.8 .7	3.9 3.3	92 90	305 347	.6 .6	3.8 3.7
KBLA-AM WI '03 4-Book	21 23	191 187	.1 .2	.6 .6	1 4	23 45	.1 .2		9 21	.1 .1	.5 .5	12 24	.1 .1	.4 .4	1 3					
KBUA-FM WI '03 4-Book	26 25	243 222	.2 .2	.7 .7	15 12	191 124	.1 .1	.8 .6	22 10	52 31	.1 .1	1.3 .6	28 18	63 48	.2 .1	.9 .6	31 23	88 71	.2 .1	1.3 .9
KBUE-FM WI '03 4-Book	106 110	1156 1130	.6 .7	2.9 3.0	82 79	750 752	.5 .5	4.2 4.1	77 87	194 207	.5 .6	4.4 4.6	108 130	279 336	.7 .8	3.3 4.0	80 88	263 237	.5 .6	3.3 3.6
KCBS-FM WI '03 4-Book	45 55	1097 1137	.3 .3	1.2 1.5	32 27	641 588	.2 .2	1.6 1.4	25 21	136 119	.2 .1	1.4 1.1	33 45	183 208	.2 .3	1.0 1.4	65 40	234 149	.4 .3	2.7 1.7
KDIS-AM WI '03 4-Book	12 **	273 **	.1 **	.3 **	6 **	132 **	.3 **		11 **	49 **	.1 **	.6 **	13 **	41 **	.1 **	.4 **	6 **	30 **	.2 **	
+KDLD-FM KSSC-FM WI '03 4-Book	23 22	403 322	.1 .1	.6 .6	22 18	247 205	.1 .1	1.1 .9	9 27	47 62	.1 .2	.5 1.5	35 35	96 99	.2 .2	1.1 1.1	57 23	105 50	.3 .2	2.4 1.0
+KDLE-FM KSSD-FM WI '03 4-Book	31 **	398 **	.2 **	.9 **	30 **	312 **	.2 **	1.5 **	19 **	93 **	.1 **	1.1 **	55 **	152 **	.3 **	1.7 **	34 **	85 **	.2 **	1.4 **
KFI -AM WI '03 4-Book	42 48	552 505	.3 .3	1.2 1.3	20 10	254 164	.1 .5	1.0 .5	37 16	110 58	.2 .1	2.1 .9	32 19	85 67	.2 .1	1.0 .6	22 7	58 21	.1 .3	.9 .3
KFSH-FM WI '03 4-Book	30 27	366 353	.2 .2	.8 .7	21 17	313 253	.1 .1	1.1 .9	10 11	73 46	.1 .1	.6 .6	23 22	46 75	.1 .1	.7 .7	26 18	71 68	.2 .1	1.1 .8
KFWB-AM WI '03 4-Book	12 16	295 397	.1 .1	.3 .4	3 4	103 140	.2 .2		3 9	31 39	.2 .1	.5 .5	2 3	31 35	.1 .1		6 32			.2 .2
KHHT-FM WI '03 4-Book	164 165	2174 2073	1.0 1.0	4.5 4.5	117 99	1428 1336	.7 .6	5.9 5.0	72 69	259 235	.4 .4	4.1 3.7	167 140	594 525	1.0 .8	5.1 4.3	127 115	370 374	.8 .7	5.3 4.7
KHJ -AM WI '03 4-Book	21 19	156 225	.1 .1	.6 .5	11 12	115 112	.1 .1	.6 .6	16 16	59 36	.1 .1	.9 .9	22 17	37 39	.1 .1	.7 .5	20 13	23 31	.1 .1	.8 .6
KIIS-FM WI '03 4-Book	261 249	4250 4194	1.6 1.6	7.2 6.7	148 144	2584 2552	.9 .9	7.5 7.4	134 135	568 565	.8 .8	7.6 7.2	283 247	1015 1025	1.7 1.5	8.7 7.5	151 175	589 737	.9 1.1	6.3 7.3
KVVS-FM WI '03 4-Book	6 8	70 135	.2 .3		4 5	47 94	.2 .3		3 5	22 28	.2 .3		18 12	22 43	.1 .1	.6 .4	1 8	11 27	.1 .1	.4 .4
KJLH-FM WI '03 4-Book	47 50	708 654	.3 .3	1.3 1.4	38 47	496 527	.2 .3	1.9 2.4	15 24	68 91	.1 .2	.9 1.3	53 39	167 111	.3 .2	1.6 1.2	18 34	40 113	.1 .2	.7 1.4

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	
KKBT-FM																				
WI '03	178	2590	1.1	4.9	85	1509	.5	4.3	65	271	.4	3.7	139	600	.8	4.3	112	356	.7	4.7
4-Book	198	2745	1.2	5.4	87	1630	.6	4.5	80	305	.5	4.2	160	669	1.0	4.9	112	408	.7	4.7
KKLA-FM																				
WI '03	16	294	.1	.4	4	70		.2	6	22		.3	2	22		.1	5	13		.2
4-Book	12	187	.1	.3	4	86		.2	3	13		.1	2	17		.1	5	13		.2
KLAC-AM																				
WI '03	2	98		.1	2	46		.1									6	11		.2
4-Book	4	114		.1	3	59		.2	1	3		.1	4	10		.1	3	9		.1
KLAX-FM																				
WI '03	140	1455	.8	3.8	100	1052	.6	5.1	103	316	.6	5.9	164	408	1.0	5.0	135	320	.8	5.6
4-Book	138	1457	.8	3.7	97	987	.6	5.0	96	287	.6	5.1	159	436	1.0	4.8	116	288	.7	4.8
KLQS-FM																				
WI '03	28	787	.2	.8	19	482	.1	1.0	9	37	.1	.5	29	161	.2	.9	26	151	.2	1.1
4-Book	36	903	.2	1.0	20	446	.1	1.0	10	47	.1	.5	27	153	.2	.8	32	121	.2	1.3
KLSX-FM																				
WI '03	93	803	.6	2.6	19	178	.1	1.0	4	16		.2	8	27		.2	20	65	.1	.8
4-Book	85	781	.6	2.3	12	192	.1	.7	6	21		.3	4	18		.1	12	50	.1	.5
KLTX-AM																				
WI '03	33	167	.2	.9	24	151	.1	1.2	31	97	.2	1.8	39	109	.2	1.2	29	62	.2	1.2
4-Book	33	174	.2	.9	22	148	.1	1.2	32	74	.2	1.8	38	87	.2	1.2	23	57	.2	1.0
KLVE-FM																				
WI '03	179	2144	1.1	4.9	109	1309	.7	5.5	98	308	.6	5.6	163	455	1.0	5.0	125	342	.8	5.2
4-Book	175	1981	1.1	4.7	96	1181	.6	5.0	100	319	.7	5.3	167	430	1.0	5.1	106	291	.7	4.4
KLYY-FM																				
WI '03	31	495	.2	.9	21	270	.1	1.1	10	55	.1	.6	30	89	.2	.9	24	101	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	21	335	.1	.6	12	239	.1	.6					19	81	.1	.6	24	99	.1	1.0
4-Book	27	408	.2	.8	13	255	.1	.7	10	36	.1	.5	21	84	.1	.6	19	83	.1	.8
KNX -AM																				
WI '03	13	430	.1	.4	6	154		.3	10	46	.1	.6	7	34		.2				
4-Book	16	402	.1	.4	6	156		.3	6	29	.1	.4	9	36	.1	.3	7	19		.3
KOST-FM																				
WI '03	164	1834	1.0	4.5	58	956	.4	2.9	75	191	.5	4.3	80	252	.5	2.5	35	152	.2	1.5
4-Book	151	1895	.9	4.1	72	1119	.5	3.7	70	229	.4	3.7	111	349	.7	3.4	80	301	.5	3.3
KPWR-FM																				
WI '03	238	3763	1.4	6.5	149	2412	.9	7.6	107	449	.6	6.1	239	885	1.4	7.3	210	804	1.3	8.7
4-Book	254	3904	1.6	6.8	160	2487	1.0	8.2	127	463	.8	6.8	267	1014	1.6	8.1	237	844	1.5	9.7
KRCB-FM																				
WI '03	26	375	.2	.7	14	234	.1	.7	4	22		.2	22	110	.1	.7	22	57	.1	.9
4-Book	26	336	.2	.7	11	155	.1	.6	12	28	.1	.6	24	83	.2	.8	14	42	.1	.6
KRCV-FM																				
WI '03	16	225	.1	.4	5	66		.3					13	55	.1	.4	9	24	.1	.4
4-Book	22	220	.1	.6	11	123	.1	.6	10	35	.1	.5	23	62	.2	.7	9	25	.1	.4
KRLA-AM																				
WI '03	6	47		.2	1	24		.1	4	14		.2	1	10			4	14		.2
4-Book	6	54		.2		12			1	4		.1	1	6			2	6		.1
KRLH-AM																				
WI '03																				
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

	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
KROQ-FM WI '03 4-Book	245 219	3369 3180	1.5 1.3	6.7 5.9	108 110	1961 1932	.7 .7	5.5 5.7	85 72	409 336	.5 .4	4.8 3.9	215 202	835 850	1.3 1.3	6.6 6.1	133 155	525 603	.8 .9	5.5 6.4
KRTH-FM WI '03 4-Book	67 73	1409 1217	.4 .5	1.8 2.0	32 32	523 619	.2 .2	1.6 1.7	24 27	102 116	.1 .2	1.4 1.5	52 65	169 229	.3 .4	1.6 2.0	57 44	181 155	.3 .3	2.4 1.9
KSCA-FM WI '03 4-Book	152 167	1340 1284	.9 1.0	4.2 4.5	68 70	809 762	.4 .4	3.5 3.6	161 194	336 385	1.0 1.2	9.2 10.2	109 119	319 344	.7 .8	3.3 3.6	128 71	251 166	.8 .5	5.3 2.9
KSPN-AM WI '03 4-Book	7 **	48 **	** **	.2 **	2 **	30 **	** **	.1 **	2 **	12 **	** **	.1 **	6 **	12 **	** **	.2 **	8 **	30 **	** **	.3 **
KSSE-FM WI '03 4-Book	102 95	1507 1270	.6 .6	2.8 2.6	69 56	980 783	.4 .3	3.5 2.9	46 44	199 146	.3 .3	2.6 2.3	180 114	479 319	1.1 .7	5.5 3.5	77 68	263 218	.5 .4	3.2 2.8
KSUR-AM WI '03 4-Book	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
KTNO-AM WI '03 4-Book	2 12	98 142	.1 .1	.3 .3	1 8	12 73	.1 .1	.4 .4	9 13	12 23	.1 .1	.5 .7	11 11	22 22	.1 .1	.3 .3	8 8	21 21	.1 .1	.3 .3
KTWV-FM WI '03 4-Book	50 63	576 621	.3 .4	1.4 1.7	26 30	375 392	.2 .2	1.3 1.5	16 23	50 86	.1 .1	.9 1.2	32 55	134 136	.2 .4	1.0 1.7	36 47	81 105	.2 .3	1.5 1.9
KWIZ-FM WI '03 4-Book	48 55	505 523	.3 .3	1.3 1.5	24 38	274 346	.1 .2	1.2 2.0	39 33	95 90	.2 .2	2.2 1.8	28 71	92 187	.2 .5	.9 2.2	41 44	107 112	.2 .3	1.7 1.8
KWKW-AM WI '03 4-Book	7 18	61 99	.1 .1	.5 .5	3 3	39 39	.1 .1	.1 .1	13 13	25 25	.1 .1	.7 .7	2 2	12 12	.1 .1	.1 .1	1 1	3 3	.1 .1	.3 .3
KWEV-FM WI '03 4-Book	8 9	179 218	.2 .2	.2 .2	5 6	90 128	.3 .3	.3 .3	5 5	13 13	.2 .2	.2 .2	8 11	51 46	.1 .1	.3 .3	4 5	15 23	.2 .2	.2 .2
KXOL-FM WI '03 4-Book	129 150	1278 1256	.8 1.0	3.5 4.0	61 84	836 794	.4 .5	3.1 4.3	96 114	260 261	.6 .7	5.5 6.0	140 164	364 363	.8 1.0	4.3 5.0	50 101	151 255	.3 .6	2.1 4.1
KYSR-FM WI '03 4-Book	184 176	3004 2948	1.1 1.1	5.1 4.8	60 68	1387 1474	.4 .4	3.1 3.5	44 55	307 294	.3 .4	2.5 2.9	117 135	566 580	.7 .8	3.6 4.1	64 104	372 435	.4 .7	2.7 4.3
+KZAB-FM KFSG-FM WI '03 4-Book	24 **	275 **	.1 **	.7 **	18 **	182 **	.1 **	.9 **	9 **	28 **	.1 **	.5 **	16 **	46 **	.1 **	.5 **	29 **	72 **	.2 **	1.2 **
KZLA-FM WI '03 4-Book	55 70	1053 952	.3 .4	1.5 1.9	45 32	686 562	.3 .2	2.3 1.7	33 28	106 112	.2 .2	1.9 1.5	77 66	288 269	.5 .4	2.4 2.0	49 45	278 206	.3 .3	2.0 1.9
KGGI-FM WI '03 4-Book	28 23	692 668	.2 .1	.8 .6	22 21	453 431	.1 .1	1.1 1.1	17 10	59 52	.1 .1	1.0 .6	29 28	169 156	.2 .2	.9 .9	15 21	101 119	.1 .1	.6 .9
TOTALS WI '03 4-Book	3641 3709	15615 15665	22.0 22.7		1967 1942	13232 13112	11.9 11.9		1754 1886	5334 5243	10.6 11.6		3254 3277	8089 8230	19.7 20.1		2402 2410	6256 6338	14.5 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

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																			
WI '03				2				3				1							
4-Book				2				2				1				1			
KBIG-FM																			
WI '03				84				74				45				14			
4-Book				62				71				49				26			
KBLA-AM																			
WI '03												6				4			
4-Book								4				2				1			
KBUA-FM																			
WI '03				1				24				6				3			
4-Book				7				17				10				5			
KBUE-FM																			
WI '03				61				109				117				48			
4-Book				49				103				75				43			
KCBS-FM																			
WI '03				23				47				43				13			
4-Book				15				35				34				16			
KDIS-AM																			
WI '03				3				15				1				**			
4-Book				**				**				**				**			
+KDLD-FM																			
KSSC-FM																			
WI '03				7				33				10				16			
4-Book				8				23				8				9			
+KDLE-FM																			
KSSD-FM																			
WI '03				28				30				40				9			
4-Book				**				**				**				**			
KFI -AM																			
WI '03				9				8				23				21			
4-Book				5				8				9				10			
KFSH-FM																			
WI '03				25				41				8				7			
4-Book				12				28				17				7			
KFWB-AM																			
WI '03								1				13				1			
4-Book				3				6				7				1			
KHHT-FM																			
WI '03				92				98				103				193			
4-Book				88				83				87				151			
KHJ -AM																			
WI '03				5				4				11				10			
4-Book				8				19				8				5			
KIIS-FM																			
WI '03				95				207				111				70			
4-Book				120				167				126				70			
KVVS-FM																			
WI '03				6				5				3				4			
4-Book				5				7				10				9			
KJLH-FM																			
WI '03				23				65				72				25			
4-Book				33				84				63				33			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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																			
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
KKBT-FM WI '03 4-Book 125 409 .8 8.2 50 245 .3 4.1 46 227 .3 2.0 43 219 .3 2.3 87 274 .5 6.8 94 367 .6 6.2 43 168 .3 3.7 70 339 .4 3.1 62 292 .4 3.6 68 276 .4 5.9																			
KKLA-FM WI '03 4-Book 3 23 .2 7 34 .6 5 32 .2 7 25 .4 9 2 12 .2 4 19 .4 6 34 .3 3 20 .2 7 25 .1 .6																			
KLAC-AM WI '03 4-Book 4 11 .3 2 4 .2 4 20 .1 15 2 10 .1 2 4 .2 7 25 .5 2 16 .2																			
KLAX-FM WI '03 4-Book 59 234 .4 3.9 62 183 .4 5.1 135 399 .8 5.8 87 238 .5 4.7 50 187 .3 3.9 69 206 .4 4.5 65 200 .4 5.5 134 362 .8 5.9 90 238 .5 5.2 45 165 .3 4.0																			
KLOS-FM WI '03 4-Book 15 64 .1 1.0 7 51 .6 45 160 .3 1.9 11 62 .1 .6 6 35 .5 21 84 .1 1.4 10 42 .8 29 128 .2 1.2 19 91 .1 1.1 10 48 .1 .9																			
KLSX-FM WI '03 4-Book 10 34 .1 .7 15 45 .1 1.2 50 107 .3 2.1 32 65 .2 1.7 9 34 .1 .7 5 21 .3 23 71 .2 1.9 35 88 .2 1.5 11 29 .1 .6 3 11 .2																			
KLTX-AM WI '03 4-Book 12 50 .1 .8 18 54 .1 1.5 29 62 .2 1.2 26 36 .2 1.4 9 36 .1 .7 13 38 .1 .9 22 59 .2 1.9 27 75 .2 1.2 22 48 .2 1.3 4 18 .3																			
KLVE-FM WI '03 4-Book 115 388 .7 7.6 61 221 .4 5.0 143 398 .9 6.1 81 252 .5 4.4 73 274 .4 5.7 102 305 .6 6.8 53 189 .3 4.4 116 362 .7 5.2 61 199 .4 3.5 53 176 .3 4.5																			
KLYY-FM WI '03 4-Book 21 57 .1 1.4 11 35 .1 .9 35 88 .2 1.5 24 68 .1 1.3 13 36 .1 1.0 ** * * * * *																			
KMZT-FM WI '03 4-Book 15 54 .1 1.0 6 12 .5 7 26 .3 14 42 .1 .8 13 81 .1 1.0 13 55 .1 .8 9 38 .1 .7 12 48 .1 .5 12 43 .1 .7 10 44 .1 .9																			
KNX -AM WI '03 4-Book 3 16 .2 12 41 .1 1.0 7 26 .3 2 11 .1 5 25 .4 5 25 .4 5 17 .4 5 29 .2 8 42 .1 .4 4 29 .3																			
KOST-FM WI '03 4-Book 88 257 .5 5.8 37 158 .2 3.0 54 244 .3 2.3 31 153 .2 1.7 55 198 .3 4.3 71 275 .4 4.7 37 153 .3 3.1 83 306 .5 3.6 52 196 .3 3.0 63 236 .4 5.6																			
KPWR-FM WI '03 4-Book 132 545 .8 8.7 85 336 .5 7.0 139 584 .8 5.9 139 544 .8 7.6 128 404 .8 10.0 153 624 1.0 10.2 80 288 .5 6.8 162 639 1.0 7.2 145 548 .9 8.4 96 361 .6 8.3																			
KRCD-FM WI '03 4-Book 7 48 .5 18 36 .1 1.5 28 91 .2 1.2 11 49 .1 .6 4 24 .3 6 35 .4 7 20 .6 14 51 .1 .6 6 27 .1 .4 6 21 .5																			
KRCV-FM WI '03 4-Book 4 10 .3 7 18 .6 17 41 .1 .7 10 22 .1 .5 3 11 .2 7 16 .5 7 18 .6 17 41 .1 .7 9 28 .1 .5 6 23 .6																			
KRLA-AM WI '03 4-Book 4 14 .3 1 4 .1																			
KRLH-AM WI '03 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																			
		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
KROQ-FM	WI '03	79	396	.5	5.2	31	190	.2	2.5	145	657	.9	6.2	112	452	.7	6.1	49	312	.3	3.8
	4-Book	94	447	.6	6.2	52	241	.3	4.4	122	571	.8	5.4	116	498	.7	6.8	62	335	.4	5.5
KRTH-FM	WI '03	11	48	.1	.7	18	91	.1	1.5	42	129	.3	1.8	43	72	.3	2.3	12	41	.1	.9
	4-Book	20	72	.1	1.3	13	63	.1	1.1	31	135	.2	1.4	34	128	.2	1.9	23	70	.2	2.1
KSCA-FM	WI '03	23	92	.1	1.5	51	136	.3	4.2	26	114	.2	1.1	57	143	.3	3.1	12	47	.1	.9
	4-Book	21	83	.1	1.4	60	147	.4	5.1	52	187	.4	2.3	46	108	.3	2.7	12	48	.1	1.1
KSPN-AM	WI '03	**	**	**	**	**	**	**	**	2	12	.1	.1	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	32	145	.2	2.1	41	141	.2	3.4	96	322	.6	4.1	44	136	.3	2.4	24	91	.1	1.9
	4-Book	33	133	.2	2.2	32	116	.2	2.7	86	249	.5	3.9	47	136	.3	2.8	21	80	.1	1.8
KSUR-AM	WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	2	9	.1	.1	6	15	.1	.5	8	17	.1	.4	7	12	.1	.4	3	12	.1	.3
	4-Book	2	9	.1	.1	6	15	.1	.5	8	17	.1	.4	7	12	.1	.4	3	12	.1	.3
KTWV-FM	WI '03	11	26	.1	.7	14	27	.1	1.2	31	120	.2	1.3	29	124	.2	1.6	35	74	.2	2.7
	4-Book	20	58	.1	1.4	13	59	.1	1.1	32	111	.2	1.4	28	98	.2	1.7	18	61	.1	1.6
KWIZ-FM	WI '03	15	49	.1	1.0	17	60	.1	1.4	20	70	.1	.9	23	84	.1	1.3	16	50	.1	1.3
	4-Book	30	89	.2	2.0	19	60	.1	1.6	50	127	.3	2.3	36	93	.2	2.1	19	60	.1	1.7
KWKW-AM	WI '03	1	3	.1	.1	2	3	.1	.2	4	11	.1	.2	2	8	.1	.2	1	3	.1	.1
	4-Book	1	3	.1	.1	2	3	.1	.2	4	11	.1	.2	2	8	.1	.2	1	3	.1	.1
KWVE-FM	WI '03	1	13	.1	.1	4	15	.1	.3	19	52	.1	.8	3	18	.1	.2	4	24	.1	.4
	4-Book	2	12	.1	.1	11	38	.1	.9	10	38	.1	.4	3	18	.1	.2	4	24	.1	.4
KXOL-FM	WI '03	40	149	.2	2.6	47	171	.3	3.9	56	184	.3	2.4	34	127	.2	1.9	20	97	.1	1.6
	4-Book	46	145	.3	3.0	58	172	.4	4.9	101	263	.6	4.4	52	150	.3	3.0	32	120	.2	2.9
KYSR-FM	WI '03	48	262	.3	3.2	22	94	.1	1.8	77	340	.5	3.3	65	278	.4	3.5	31	191	.2	2.4
	4-Book	47	251	.3	3.1	27	148	.2	2.3	77	368	.5	3.4	64	316	.4	3.8	29	190	.2	2.5
+KZAB-FM	KFSG-FM	19	35	.1	1.3	16	50	.1	1.3	19	76	.1	.8	34	84	.2	1.9	7	27	.1	.5
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	35	116	.2	2.3	23	122	.1	1.9	72	261	.4	3.1	52	183	.3	2.8	14	54	.1	1.1
	4-Book	19	95	.1	1.3	16	97	.1	1.4	42	189	.3	1.8	25	104	.2	1.4	11	71	.1	1.0
KGFI-FM	WI '03	11	65	.1	.7	15	73	.1	1.2	12	92	.1	.5	33	89	.2	1.8	42	96	.3	3.3
	4-Book	20	88	.2	1.4	7	36	.1	.6	15	82	.1	.7	24	90	.1	1.5	37	89	.2	3.3
TOTALS	WI '03	1519	4664	9.2		1216	3792	7.4		2347	6479	14.2		1836	5029	11.1		1274	3781	7.7	
	4-Book	1510	4706	9.3		1187	3655	7.3		2277	6442	14.0		1733	4723	10.6		1149	3639	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

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	
KZLA-FM																				
WI '03	114	2551	.4	2.2	150	1405	.5	2.0	149	1258	.5	2.0	160	1679	.5	2.5	44	784	.1	1.8
FA '02	111	2018	.4	2.1	166	1118	.5	2.1	173	1177	.6	2.2	161	1244	.5	2.5	39	617	.1	1.6
SU '02	121	2266	.4	2.4	172	1289	.6	2.4	165	1404	.5	2.2	178	1524	.6	3.0	37	741	.1	1.6
SP '02	140	2642	.5	2.8	220	1574	.7	2.9	196	1503	.6	2.7	191	1748	.6	3.1	48	797	.2	2.2
4-Book	122	2369	.4	2.4	177	1347	.6	2.4	171	1336	.6	2.3	173	1549	.6	2.8	42	735	.1	1.8
WI '02	103	2097	.3	2.2	155	1183	.5	2.2	144	1261	.5	2.1	149	1440	.5	2.5	27	605	.1	1.3
KGGI-FM																				
WI '03	26	1152	.1	.5	31	326	.1	.4	28	466	.1	.4	35	540	.1	.6	14	290		.6
FA '02	20	1014	.1	.4	19	337	.1	.2	26	402	.1	.3	32	563	.1	.5	11	311		.5
SU '02	28	1173	.1	.6	22	334	.1	.3	39	483	.1	.5	28	544	.1	.5	18	293	.1	.8
SP '02	28	984	.1	.6	18	301	.1	.2	31	433	.1	.4	39	548	.1	.6	19	316	.1	.9
4-Book	26	1081	.1	.5	23	325	.1	.3	31	446	.1	.4	34	549	.1	.6	16	303	.1	.7
WI '02	26	1156	.1	.5	35	401	.1	.5	27	403	.1	.4	25	517	.1	.4	16	293	.1	.8
TOTALS																				
WI '03	5155	29776	16.7		7362	26043	23.9		7378	24551	23.9		6335	25748	20.5		2457	16901	8.0	
FA '02	5366	30063	17.4		7825	26868	25.4		7997	25166	25.9		6380	25910	20.7		2386	16926	7.7	
SU '02	4988	29348	16.5		7252	25587	23.9		7480	24323	24.7		5865	24718	19.3		2309	16847	7.6	
SP '02	5067	29321	16.7		7642	25974	25.2		7329	24392	24.2		6064	25399	20.0		2195	16390	7.2	
4-Book	5144	29627	16.8		7520	26118	24.6		7546	24608	24.7		6161	25444	20.1		2337	16766	7.6	
WI '02	4787	29207	15.8		7059	25823	23.3		6941	23560	22.9		5917	24918	19.5		2064	15555	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 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	WI '03	63	730	.2	.9	12	246	.3		11	59	.3		17	40	.1	.3	15	73	.4	
	4-Book	44	605	.1	.6	12	202	.3		18	64	.1	.5	16	51	.1	.3	13	46	.3	
KBIG-FM	WI '03	367	3896	1.2	5.2	122	1991	.4	3.4	85	409	.3	2.4	265	857	.9	4.3	161	554	.5	3.8
	4-Book	321	3485	1.1	4.5	112	1823	.4	3.2	77	296	.3	2.1	198	692	.7	3.3	148	568	.5	3.5
KBLA-AM	WI '03	35	356	.1	.5	3	71	.1		9	12	.3									
	4-Book	47	378	.2	.7	7	104	.2		15	39	.1	.4	21	45	.1	.3	2	11	.1	
KBUA-FM	WI '03	30	308	.1	.4	20	231	.1	.6	34	79	.1	.9	29	77	.1	.5	31	88	.1	.7
	4-Book	35	309	.1	.5	19	176	.1	.5	25	61	.1	.7	27	73	.1	.5	30	89	.1	.7
KBUE-FM	WI '03	155	1735	.5	2.2	113	1092	.4	3.1	92	253	.3	2.6	156	402	.5	2.5	129	389	.4	3.0
	4-Book	164	1682	.6	2.3	113	1065	.4	3.2	118	288	.4	3.1	184	480	.6	3.1	125	340	.4	3.0
KCBS-FM	WI '03	113	2504	.4	1.6	79	1578	.3	2.2	47	301	.2	1.3	115	538	.4	1.8	138	580	.4	3.2
	4-Book	153	2699	.5	2.2	76	1445	.3	2.2	50	266	.2	1.3	139	575	.5	2.3	117	461	.4	2.8
KDIS-AM	WI '03	34	776	.1	.5	24	449	.1	.7	33	180	.1	.9	49	196	.2	.8	38	118	.1	.9
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM	WI '03	27	492	.1	.4	24	283	.1	.7	9	47	.3		45	132	.1	.7	59	117	.2	1.4
	4-Book	31	438	.1	.4	21	268	.1	.6	32	79	.1	.9	40	132	.1	.7	27	63	.1	.7
+KDLE-FM	WI '03	47	565	.2	.7	33	387	.1	.9	21	110	.1	.6	59	186	.2	.9	43	120	.1	1.0
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM	WI '03	170	1861	.6	2.4	50	756	.2	1.4	120	344	.4	3.3	79	325	.3	1.3	39	141	.1	.9
	4-Book	184	1777	.6	2.6	40	602	.2	1.2	91	289	.3	2.4	64	250	.2	1.1	32	109	.1	.7
KFSH-FM	WI '03	75	999	.2	1.1	46	700	.1	1.3	47	204	.2	1.3	67	222	.2	1.1	54	160	.2	1.3
	4-Book	67	858	.2	1.0	39	612	.1	1.1	48	178	.2	1.3	57	219	.2	1.0	46	173	.1	1.1
KFVB-AM	WI '03	57	1262	.2	.8	16	536	.1	.4	23	157	.1	.6	28	172	.1	.5	17	72	.1	.4
	4-Book	55	1294	.2	.8	18	548	.1	.5	37	174	.1	1.0	18	125	.1	.3	26	143	.1	.6
KHHT-FM	WI '03	279	3150	.9	4.0	169	2070	.5	4.7	109	388	.4	3.0	266	879	.9	4.3	206	580	.7	4.8
	4-Book	279	3249	.9	3.9	158	2050	.5	4.5	119	389	.4	3.1	239	851	.8	3.9	194	597	.6	4.5
KHJ -AM	WI '03	63	505	.2	.9	40	336	.1	1.1	54	135	.2	1.5	60	108	.2	1.0	74	106	.2	1.7
	4-Book	51	496	.2	.7	31	270	.1	.9	39	87	.1	1.1	46	98	.2	.8	41	77	.1	.9
KIIS-FM	WI '03	393	6039	1.3	5.6	232	3784	.8	6.4	208	901	.7	5.8	435	1595	1.4	7.0	247	948	.8	5.8
	4-Book	379	6229	1.2	5.4	216	3765	.7	6.1	207	846	.7	5.5	381	1581	1.2	6.3	264	1067	.9	6.2
KVVS-FM	WI '03	11	147	.2		6	100	.2		3	22	.1		20	33	.1	.3	3	27	.1	
	4-Book	16	231	.1	.2	9	139	.3		8	33	.2		19	76	.1	.3	14	46	.1	.3
KJLH-FM	WI '03	109	1317	.4	1.5	93	1068	.3	2.6	76	211	.2	2.1	131	413	.4	2.1	77	190	.2	1.8
	4-Book	123	1285	.4	1.7	112	1073	.4	3.2	77	233	.3	2.0	123	335	.4	2.1	101	275	.3	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-49

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKBT-FM																				
WI '03	275	3763	.9	3.9	121	2051	.4	3.4	141	465	.5	3.9	212	812	.7	3.4	137	447	.4	3.2
4-Book	321	3889	1.1	4.5	123	2132	.4	3.5	148	473	.5	3.9	231	893	.8	3.8	151	550	.5	3.5
KKLA-FM																				
WI '03	48	603	.2	.7	19	222	.1	.5	40	101	.1	1.1	22	60	.1	.4	23	60	.1	.5
4-Book	45	540	.2	.6	13	198	.1	.4	19	50	.1	.5	9	46	.2	.2	12	39	.1	.3
KLAC-AM																				
WI '03	7	263		.1	3	103		.1	6	24		.2	1	11			11	36		.3
4-Book	18	395	.1	.3	6	165		.2	5	14		.1	6	32		.1	7	30		.2
KLAX-FM																				
WI '03	224	2381	.7	3.2	144	1554	.5	4.0	137	427	.4	3.8	257	678	.8	4.1	173	451	.6	4.0
4-Book	202	2198	.7	2.9	140	1434	.5	3.9	144	413	.5	3.8	238	658	.8	3.9	153	398	.5	3.6
KLOS-FM																				
WI '03	104	2193	.3	1.5	47	1118	.2	1.3	34	173	.1	.9	85	459	.3	1.4	56	271	.2	1.3
4-Book	119	2172	.4	1.7	52	986	.2	1.5	34	156	.1	.9	77	359	.3	1.3	83	292	.3	2.0
KLSX-FM																				
WI '03	181	1651	.6	2.6	33	407	.1	.9	8	46		.2	21	93	.1	.3	48	144	.2	1.1
4-Book	157	1470	.5	2.2	26	415	.1	.7	20	69	.1	.6	16	69	.1	.3	28	96	.1	.7
KLTX-AM																				
WI '03	91	424	.3	1.3	60	347	.2	1.7	101	221	.3	2.8	102	224	.3	1.6	56	132	.2	1.3
4-Book	71	366	.2	1.0	45	303	.2	1.3	80	180	.3	2.2	68	157	.2	1.1	46	121	.2	1.1
KLVE-FM																				
WI '03	334	3665	1.1	4.7	197	2463	.6	5.5	223	663	.7	6.2	355	1043	1.2	5.7	196	628	.6	4.6
4-Book	349	3576	1.2	4.9	177	2181	.6	5.0	212	639	.7	5.7	323	896	1.1	5.4	171	519	.6	4.0
KLYY-FM																				
WI '03	49	749	.2	.7	32	456	.1	.9	25	105	.1	.7	41	137	.1	.7	32	124	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	65	1005	.2	.9	37	546	.1	1.0	26	107	.1	.7	61	266	.2	1.0	57	202	.2	1.3
4-Book	68	964	.2	1.0	36	528	.1	1.0	34	122	.1	.9	62	212	.2	1.0	40	148	.1	.9
KNX -AM																				
WI '03	69	1649	.2	1.0	25	711	.1	.7	45	199	.1	1.3	35	225	.1	.6	25	123	.1	.6
4-Book	62	1344	.2	.9	22	541	.1	.6	39	153	.1	1.1	36	159	.1	.6	19	96	.1	.5
KOST-FM																				
WI '03	384	3958	1.2	5.4	130	2009	.4	3.6	141	433	.5	3.9	191	645	.6	3.1	104	394	.3	2.4
4-Book	356	3870	1.2	5.0	148	2170	.5	4.2	146	507	.5	3.9	251	792	.8	4.1	165	575	.5	3.9
KPWR-FM																				
WI '03	284	4642	.9	4.0	190	3110	.6	5.3	160	604	.5	4.5	312	1139	1.0	5.0	256	986	.8	6.0
4-Book	296	4663	1.0	4.2	191	2964	.6	5.4	159	568	.5	4.2	322	1203	1.1	5.3	279	989	.9	6.5
KRCD-FM																				
WI '03	85	846	.3	1.2	58	565	.2	1.6	68	146	.2	1.9	104	268	.3	1.7	52	171	.2	1.2
4-Book	77	747	.3	1.1	45	431	.2	1.3	55	123	.2	1.5	83	214	.3	1.4	50	144	.2	1.2
KRCV-FM																				
WI '03	72	625	.2	1.0	19	226	.1	.5	18	52	.1	.5	37	112	.1	.6	25	82	.1	.6
4-Book	62	489	.2	.9	31	294	.1	.9	30	92	.1	.8	56	132	.2	.9	32	90	.1	.8
KRLA-AM																				
WI '03	18	293	.1	.3	4	59		.1	4	14		.1	16	45	.1	.3	4	14		.1
4-Book	19	237	.1	.3	4	61		.1	3	10		.1	14	35	.1	.2	5	22		.1
KRLH-AM																				
WI '03																				
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 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 WI '03 4-Book	14 4	67 27	.6 .2		12 14	41 54	.5 .6		11 14	67 65	.3 .1		9 9	63 51	.3 .3		5 6	29 19	.3 .3	
KBIG-FM WI '03 4-Book	123 120	420 395	.4 .4	4.9 4.9	64 53	199 214	.2 .2	2.6 2.2	147 145	555 536	.5 .5	3.4 3.4	91 93	423 341	.3 .3	2.8 3.0	23 45	143 212	.1 .2	1.2 2.5
KBLA-AM WI '03 4-Book					7 5	13 13	.3 .2		11 25		.3		8 3	23 11	.2 .1		5 1	23 6	.3 .1	
KBUA-FM WI '03 4-Book	9 11	40 35	.4 .5		16 14	53 38	.1 .1	.7 .6	30 24	91 65	.1 .1	.7 .6	6 12	25 41	.2 .4		9 8	27 23	.5 .4	
KBUE-FM WI '03 4-Book	78 72	258 254	.3 .3	3.1 3.0	58 68	163 185	.2 .3	2.4 2.8	176 153	411 378	.6 .5	4.0 3.6	141 106	389 292	.5 .4	4.3 3.4	67 69	164 180	.2 .2	3.4 3.8
KCBS-FM WI '03 4-Book	72 51	309 230	.2 .2	2.9 2.1	28 32	169 171	.1 .1	1.2 1.4	106 95	421 421	.3 .3	2.4 2.2	96 88	421 376	.3 .3	2.9 2.8	27 36	144 172	.1 .1	1.4 2.0
KDIS-AM WI '03 4-Book	8 **	35 **	.3 **		9 **	59 **	.4 **		35 **	153 **	.1 **	.8 **	19 **	60 **	.1 **	.6 **	4 **	35 **	.2 **	
+KDLD-FM KSSC-FM WI '03 4-Book	7 10	35 37	.3 .4		7 6	35 28	.3 .2		37 30	116 94	.1 .1	.8 .7	13 12	66 47	.4 .4		16 12	31 32	.1 .1	.8 .6
+KDLE-FM KSSD-FM WI '03 4-Book	28 **	81 **	.1 **	1.1 **	22 **	66 **	.1 **	.9 **	32 **	184 **	.1 **	.7 **	48 **	121 **	.2 **	1.5 **	9 **	59 **	.5 **	
KFI -AM WI '03 4-Book	18 16	62 50	.1 .1	.7 .7	36 35	111 114	.1 .1	1.5 1.5	51 43	228 157	.2 .2	1.2 1.0	42 29	115 78	.1 .1	1.3 .9	25 19	83 66	.1 .1	1.3 1.0
KFSH-FM WI '03 4-Book	32 21	104 103	.1 .1	1.3 .9	54 45	309 256	.2 .1	2.2 1.9	67 50	317 269	.2 .2	1.5 1.2	36 38	180 157	.1 .1	1.1 1.2	13 13	80 78	.7 .7	
KFWB-AM WI '03 4-Book	3 5	30 34	.1 .2		16 19	104 128	.1 .1	.7 .8	28 25	137 144	.1 .1	.6 .6	14 14	41 81	.4 .5		3 5	29 38	.2 .3	
KHHT-FM WI '03 4-Book	137 138	451 470	.4 .5	5.5 5.7	81 70	249 241	.3 .2	3.3 2.9	133 147	439 505	.4 .5	3.0 3.5	143 139	512 466	.5 .5	4.3 4.4	247 197	538 474	.8 .7	12.6 10.7
KHJ -AM WI '03 4-Book	13 20	71 63	.5 .1	.8	30 26	81 68	.1 .1	1.2 1.0	31 46	82 108	.1 .2	.7 1.1	43 22	94 53	.1 .1	1.3 .7	20 12	85 46	.1 .1	1.0 .6
KIIS-FM WI '03 4-Book	161 167	702 748	.5 .6	6.4 6.8	158 153	509 560	.5 .5	6.5 6.3	324 262	1413 1218	1.1 .9	7.4 6.1	197 184	766 768	.6 .6	6.0 5.9	104 98	464 473	.3 .3	5.3 5.3
KVVS-FM WI '03 4-Book	6 9	22 28	.2 .4		2 11		.1		8 10	49 53	.2 .2		4 6	26 19	.1 .2		4 12		.3	
KJLH-FM WI '03 4-Book	36 60	132 216	.1 .2	1.4 2.4	81 140	280 365	.3 .5	3.3 5.8	146 194	467 508	.5 .6	3.3 4.6	161 149	315 292	.5 .5	4.9 4.7	39 55	127 169	.1 .2	2.0 3.1

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

Target Listener Trends

Women 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	
KZLA-FM																				
WI '03	97	2122	.4	2.4	135	1205	.6	2.2	132	1042	.5	2.2	139	1386	.6	2.7	33	573	.1	2.0
FA '02	99	1613	.4	2.3	154	958	.6	2.3	156	938	.6	2.4	145	986	.6	2.8	28	420	.1	1.7
SU '02	103	1857	.4	2.6	153	1123	.6	2.5	143	1177	.6	2.3	149	1264	.6	3.2	27	578	.1	1.6
SP '02	121	2220	.5	3.0	205	1430	.9	3.2	163	1254	.7	2.7	167	1484	.7	3.4	40	633	.2	2.6
4-Book	105	1953	.4	2.6	162	1179	.7	2.6	149	1103	.6	2.4	150	1280	.6	3.0	32	551	.1	2.0
WI '02	88	1770	.4	2.3	130	993	.5	2.2	125	1066	.5	2.2	126	1223	.5	2.6	23	495	.1	1.6
KGGI-FM																				
WI '03	13	660	.1	.3	17	163	.1	.3	13	242	.1	.2	18	282	.1	.4	3	125		.2
FA '02	10	474		.2	9	130		.1	18	196	.1	.3	14	244	.1	.3	5	140		.3
SU '02	15	639	.1	.4	14	219	.1	.2	19	238	.1	.3	13	276	.1	.3	13	185	.1	.8
SP '02	17	553	.1	.4	15	222	.1	.2	23	232	.1	.4	25	275	.1	.5	7	160		.5
4-Book	14	582	.1	.3	14	184	.1	.2	18	227	.1	.3	18	269	.1	.4	7	153		.5
WI '02	11	553		.3	17	183	.1	.3	12	157		.2	13	284	.1	.3	3	117		.2
TOTALS																				
WI '03	4079	23461	16.7		6091	20764	25.0		5959	19058	24.5		5095	20266	20.9		1678	12280	6.9	
FA '02	4311	23679	17.7		6591	21390	27.1		6563	19786	26.9		5146	20406	21.1		1696	12588	7.0	
SU '02	4009	23220	16.7		6081	20581	25.3		6098	18987	25.4		4698	19516	19.5		1675	12482	7.0	
SP '02	4087	23215	17.0		6424	21051	26.7		6027	19268	25.1		4902	19977	20.4		1519	12104	6.3	
4-Book	4122	23394	17.0		6297	20947	26.0		6162	19275	25.5		4960	20041	20.5		1642	12364	6.8	
WI '02	3839	23101	16.0		5918	20614	24.6		5733	18617	23.8		4784	19721	19.9		1423	11426	5.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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 WI '03 4-Book	60 42	691 561	.2 .2	1.0 .7	12 11	246 193	.4 .4	.4 .4	11 18	59 64	.1 .1	.4 .6	17 16	40 49	.1 .1	.3 .3	15 13	73 46	.1 .1	.5 .4
KBIG-FM WI '03 4-Book	320 284	3191 2863	1.3 1.2	5.6 4.9	107 94	1701 1510	.4 .4	3.9 3.4	71 68	340 264	.3 .3	2.4 2.2	232 164	774 585	1.0 .7	4.8 3.5	152 124	515 477	.6 .5	4.6 3.8
KBLA-AM WI '03 4-Book	28 42	288 333	.1 .2	.5 .7	3 6	71 95	.1 .2	.1 .2	9 15	12 36	.1 .1	.3 .5	17 17	36 36	.1 .1	.3 .3	2 2	7 7	.1 .1	.1 .1
KBUA-FM WI '03 4-Book	21 25	170 194	.1 .1	.4 .4	14 15	132 115	.1 .1	.5 .6	19 19	41 43	.1 .1	.7 .6	21 22	38 53	.1 .1	.4 .5	14 22	52 63	.1 .1	.4 .7
KBUE-FM WI '03 4-Book	100 109	1111 1100	.4 .5	1.7 1.8	69 70	704 663	.3 .3	2.5 2.6	43 80	132 180	.2 .3	1.5 2.6	106 110	281 287	.4 .4	2.2 2.4	82 76	247 207	.3 .3	2.5 2.3
KCBS-FM WI '03 4-Book	99 140	2177 2329	.4 .6	1.7 2.4	70 69	1380 1229	.3 .3	2.5 2.5	42 44	265 230	.2 .2	1.4 1.4	110 133	482 529	.5 .6	2.3 2.8	121 108	510 420	.5 .4	3.7 3.3
KDIS-AM WI '03 4-Book	31 **	718 **	.1 **	.5 **	21 **	395 **	.1 **	.8 **	24 **	144 **	.1 **	.8 **	42 **	177 **	.2 **	.9 **	32 **	89 **	.1 **	1.0 **
+KDLD-FM KSSC-FM WI '03 4-Book	16 21	314 287	.1 .1	.3 .4	14 13	161 170	.1 .1	.5 .5	7 16	29 45	.1 .1	.2 .5	28 22	68 76	.1 .1	.6 .5	41 19	82 45	.2 .1	1.3 .6
+KDLE-FM KSSD-FM WI '03 4-Book	23 **	338 **	.1 **	.4 **	17 **	218 **	.1 **	.6 **	14 **	75 **	.1 **	.5 **	18 **	98 **	.1 **	.4 **	23 **	75 **	.1 **	.7 **
KFI -AM WI '03 4-Book	162 175	1770 1659	.7 .7	2.8 3.0	48 38	736 570	.2 .2	1.7 1.4	120 89	344 261	.5 .4	4.1 2.9	77 59	313 233	.3 .3	1.6 1.2	34 30	130 103	.1 .1	1.0 .9
KFSH-FM WI '03 4-Book	65 56	864 742	.3 .2	1.1 1.0	40 33	573 509	.2 .1	1.5 1.2	40 43	143 150	.2 .2	1.4 1.4	67 50	211 193	.3 .2	1.4 1.1	49 40	148 155	.2 .2	1.5 1.2
KFWB-AM WI '03 4-Book	56 53	1226 1232	.2 .2	1.0 .9	16 17	509 526	.1 .1	.6 .7	22 37	143 168	.1 .2	.8 1.2	28 18	172 125	.1 .1	.6 .4	17 25	72 137	.1 .1	.5 .8
KHHT-FM WI '03 4-Book	204 201	2020 2167	.8 .8	3.6 3.5	110 100	1325 1309	.5 .4	4.0 3.6	76 79	253 247	.3 .3	2.6 2.5	190 157	621 571	.8 .6	3.9 3.3	126 128	381 403	.5 .5	3.9 3.9
KHJ -AM WI '03 4-Book	60 46	458 429	.2 .2	1.0 .8	38 29	280 222	.2 .1	1.4 1.0	48 35	100 71	.2 .2	1.7 1.2	60 44	108 86	.2 .2	1.2 .9	74 37	106 63	.3 .1	2.3 1.2
KIIS-FM WI '03 4-Book	271 254	3695 3937	1.1 1.1	4.7 4.4	149 138	2290 2320	.6 .6	5.4 5.0	142 140	668 581	.6 .6	4.9 4.5	297 257	1051 1034	1.2 1.1	6.1 5.4	171 171	655 683	.7 .7	5.2 5.2
KVVS-FM WI '03 4-Book	9 13	100 163	.1 .1	.2 .2	5 7	76 91	.2 .3	.2 .3	3 6	22 25	.1 .2	.1 .2	20 16	33 55	.1 .1	.4 .3	3 9	27 34	.1 .1	.1 .3
KJLH-FM WI '03 4-Book	93 112	1057 1071	.4 .5	1.6 1.9	82 98	942 906	.3 .4	3.0 3.6	70 73	188 218	.3 .3	2.4 2.4	117 115	368 305	.5 .5	2.4 2.4	71 94	174 246	.3 .4	2.2 2.9

Target Listener Estimates - Women 25-49

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Estimates

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	
KROQ-FM WI '03 4-Book	228 197	2818 2689	.9 .8	4.0 3.4	79 84	1561 1531	.3 .4	2.9 3.1	82 68	348 330	.3 .3	2.8 2.2	198 161	755 719	.8 .7	4.1 3.4	101 117	436 462	.4 .5	3.1 3.6
KRTH-FM WI '03 4-Book	189 176	2555 2393	.8 .7	3.3 3.0	83 77	1176 1229	.3 .3	3.0 2.8	51 69	189 280	.2 .3	1.8 2.2	123 149	511 551	.5 .6	2.5 3.1	141 113	336 320	.6 .5	4.3 3.4
KSCA-FM WI '03 4-Book	287 279	1782 1783	1.2 1.2	5.0 4.8	90 110	1008 1064	.4 .5	3.3 4.0	272 341	529 633	1.1 1.4	9.4 10.8	135 175	358 486	.6 .7	2.8 3.7	128 95	299 216	.5 .4	3.9 2.9
KSPN-AM WI '03 4-Book	7 **	129 **	** **	.1 **	2 **	64 **	** **	.1 **	** **	** **	** **	** **	1 **	11 **	** **	** **	6 **	18 **	** **	.2 **
KSSE-FM WI '03 4-Book	104 93	1510 1188	.4 .4	1.8 1.6	58 51	883 692	.2 .2	2.1 1.9	31 44	143 146	.1 .2	1.1 1.4	166 110	493 328	.7 .5	3.4 2.3	64 62	231 177	.3 .3	2.0 1.9
KSUR-AM WI '03 4-Book	2 **	67 **	** **	** **	2 **	30 **	** **	.1 **	** **	** **	** **	** **	3 **	15 **	** **	.1 **	10 **	30 **	** **	.3 **
KTNQ-AM WI '03 4-Book	31 29	282 286	.1 .1	.5 .5	24 21	204 205	.1 .1	.9 .8	31 30	80 74	.1 .1	1.1 1.0	40 39	93 89	.2 .2	.8 .8	14 16	22 45	.1 .1	.4 .5
KTWV-FM WI '03 4-Book	160 202	1980 1965	.7 .9	2.8 3.5	80 100	1303 1262	.3 .4	2.9 3.6	74 99	245 306	.3 .4	2.5 3.1	129 174	616 535	.5 .7	2.6 3.6	93 119	260 344	.4 .5	2.8 3.6
KWIZ-FM WI '03 4-Book	53 61	518 528	.2 .3	.9 1.0	26 41	324 358	.1 .2	.9 1.5	33 32	108 110	.1 .1	1.1 1.0	25 75	97 195	.1 .3	.5 1.6	21 44	62 109	.1 .2	.6 1.3
KWKV-AM WI '03 4-Book	30 40	186 228	.1 .2	.5 .7	8 9	85 106	.3 .3	.3 .3	7 26	23 54	.1 .1	.2 .8	20 19	48 56	.1 .1	.4 .4	10 4	32 14	.3 .1	.3 .1
KWVE-FM WI '03 4-Book	35 32	434 496	.1 .1	.6 .6	12 13	209 250	.4 .1	.5 .5	17 14	52 51	.1 .1	.6 .5	9 15	48 66	.2 .1	.3 .3	10 17	55 55	.3 .1	.3 .5
KXOL-FM WI '03 4-Book	181 200	1581 1636	.7 .8	3.2 3.4	102 111	1165 1056	.4 .5	3.7 4.1	136 143	369 337	.6 .6	4.7 4.5	255 226	622 538	1.0 .9	5.2 4.7	79 125	230 324	.3 .5	2.4 3.8
KYSR-FM WI '03 4-Book	229 252	3621 3577	.9 1.0	4.0 4.4	73 83	1655 1716	.3 .3	2.6 3.0	49 71	330 382	.2 .3	1.7 2.3	172 180	722 732	.7 .8	3.5 3.8	84 130	455 531	.3 .5	2.6 4.0
+KZAB-FM KFSG-FM WI '03 4-Book	32 **	359 **	.1 **	.6 **	25 **	211 **	.1 **	.9 **	17 **	65 **	.1 **	.6 **	29 **	87 **	.1 **	.6 **	36 **	88 **	.1 **	1.1 **
KZLA-FM WI '03 4-Book	135 153	1921 1802	.6 .6	2.4 2.7	72 70	1121 1052	.3 .3	2.6 2.6	74 77	290 301	.3 .3	2.5 2.4	99 130	437 497	.4 .6	2.0 2.8	102 103	455 396	.4 .4	3.1 3.1
KGGI-FM WI '03 4-Book	16 17	478 441	.1 .1	.3 .3	13 14	322 261	.1 .1	.5 .5	10 6	29 29	.3 .2	.3 .2	20 24	87 87	.1 .1	.4 .5	16 20	93 82	.1 .1	.5 .6
TOTALS WI '03 4-Book	5734 5834	23140 23131	23.5 24.1		2755 2749	19122 18867	11.3 11.4		2907 3128	8371 8521	11.9 12.9		4881 4770	12325 12040	20.0 19.7		3271 3281	8813 8758	13.4 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

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
KKBT-FM																				
WI '03	63	189	.3	3.5	51	216	.2	2.6	54	243	.2	1.6	49	169	.2	2.0	69	212	.3	5.3
4-Book	52	194	.2	3.0	39	157	.2	2.0	65	285	.3	2.0	51	192	.2	2.1	41	148	.2	3.3
KLAA-FM																				
WI '03	19	36	.1	1.1	22	69	.1	1.1	5	43	.1	.1	9	47	.4	.4	4	13	.3	.3
4-Book	14	29	.1	.8	16	45	.1	.8	10	57	.3	.3	7	37	.3	.3	13	30	.1	1.1
KLAC-AM																				
WI '03	4	11	.2	.2		7		.2	3	19		.1	1	13		.7	2	26		.2
4-Book	4	22	.2	.2	3	7		.2	3	19		.1	16	63	.1	.7	5	31		.4
KLAX-FM																				
WI '03	77	239	.3	4.3	53	174	.2	2.7	148	413	.6	4.4	81	210	.3	3.2	45	150	.2	3.5
4-Book	65	183	.3	3.7	69	209	.3	3.5	164	412	.7	4.9	83	224	.3	3.4	42	167	.2	3.4
KLOS-FM																				
WI '03	22	127	.1	1.2	9	76		.5	77	383	.3	2.3	40	151	.2	1.6	19	99	.1	1.5
4-Book	30	135	.1	1.7	13	71		.7	68	302	.3	2.0	55	190	.2	2.3	18	94	.1	1.5
KLSX-FM																				
WI '03	8	57	.4	.4	45	124	.2	2.3	47	174	.2	1.4	32	50	.1	1.3	14	52	.1	1.1
4-Book	6	32	.4	.4	49	139	.2	2.5	47	160	.2	1.4	16	44	.1	.6	5	23		.4
KLTX-AM																				
WI '03	22	84	.1	1.2	48	104	.2	2.5	70	129	.3	2.1	38	82	.2	1.5	18	59	.1	1.4
4-Book	21	71	.1	1.2	49	127	.2	2.5	40	108	.2	1.2	32	81	.1	1.3	10	41	.1	.8
KLVE-FM																				
WI '03	127	438	.5	7.1	111	426	.5	5.7	143	457	.6	4.2	125	339	.5	5.0	64	252	.3	4.9
4-Book	121	376	.5	6.9	109	380	.5	5.5	179	592	.8	5.3	96	280	.4	4.0	61	212	.3	4.9
KLYY-FM																				
WI '03	12	45	.7	.7	11	47		.6	40	126	.2	1.2	20	82	.1	.8	9	24		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZF-FM																				
WI '03	24	105	.1	1.3	31	91	.1	1.6	22	103	.1	.7	35	116	.1	1.4	13	56	.1	1.0
4-Book	21	84	.1	1.2	26	105	.1	1.3	36	141	.2	1.1	34	104	.1	1.4	16	62	.1	1.2
KNX-AM																				
WI '03	11	55	.6	.6	28	127	.1	1.4	17	156	.1	.5	14	99	.1	.6	19	82	.1	1.5
4-Book	14	75	.1	.8	21	89	.1	1.0	16	108	.1	.5	17	95	.1	.7	14	77	.1	1.1
KOST-FM																				
WI '03	106	372	.4	5.9	113	414	.5	5.8	114	549	.5	3.4	100	381	.4	4.0	62	229	.3	4.8
4-Book	88	343	.4	5.1	87	317	.4	4.4	135	517	.6	4.0	99	360	.4	4.1	81	278	.4	6.5
KPVR-FM																				
WI '03	72	329	.3	4.0	59	265	.2	3.0	95	433	.4	2.8	97	399	.4	3.9	78	262	.3	6.0
4-Book	74	297	.3	4.2	47	185	.2	2.4	95	349	.4	2.8	96	322	.4	4.0	54	187	.2	4.3
KRCD-FM																				
WI '03	42	151	.2	2.4	40	115	.2	2.1	85	231	.3	2.5	32	110	.1	1.3	27	109	.1	2.1
4-Book	29	101	.1	1.6	27	79	.1	1.4	49	145	.2	1.4	39	118	.2	1.6	19	58	.1	1.6
KRCV-FM																				
WI '03	12	23	.7	.7	7	23		.4	24	51	.1	.7	20	45	.1	.8	3	11		.2
4-Book	22	57	.1	1.3	19	42	.1	1.0	34	91	.2	1.0	22	53	.1	.9	14	38	.1	1.2
KRLA-AM																				
WI '03					4	14		.2	7	13		.2								
4-Book	1	3		.1	2	6		.1	4	10		.1	3	12		.2	2	5		.2
KRLH-AM																				
WI '03																				
4-Book																				

Target Listener Estimates - Women 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 25-49																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																					
WI '03		29	231	.1	1.6	29	171	.1	1.5	81	458	.3	2.4	77	396	.3	3.1	28	244	.1	2.2
4-Book		51	277	.2	2.9	43	220	.2	2.2	86	441	.4	2.6	95	424	.4	4.0	45	234	.2	3.7
KRTH-FM																					
WI '03		35	153	.1	2.0	92	359	.4	4.7	121	434	.5	3.6	80	235	.3	3.2	24	123	.1	1.8
4-Book		39	163	.2	2.2	48	198	.2	2.4	97	387	.4	2.9	62	216	.3	2.5	35	154	.2	2.8
KSCA-FM																					
WI '03		37	130	.2	2.1	85	186	.3	4.4	42	129	.2	1.2	40	104	.2	1.6	13	59	.1	1.0
4-Book		38	113	.2	2.2	110	247	.4	5.5	87	254	.4	2.6	48	119	.2	2.0	19	66	.1	1.5
KSPN-AM																					
WI '03		3	14		.2	1	11		.1	2	11		.1	1	11			3	21		.2
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																					
WI '03		23	127	.1	1.3	37	172	.2	1.9	84	307	.3	2.5	33	123	.1	1.3	17	66	.1	1.3
4-Book		24	106	.1	1.4	32	125	.1	1.6	77	232	.3	2.3	39	112	.1	1.6	16	63	.1	1.3
KSUR-AM																					
WI '03		4	16		.2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM																					
WI '03		17	33	.1	1.0	12	33		.6	43	89	.2	1.3	14	24	.1	.6	20	44	.1	1.5
4-Book		10	23		.5	14	38	.1	.7	31	68	.1	.9	13	23	.1	.6	11	31		.9
KTWV-FM																					
WI '03		59	246	.2	3.3	49	157	.2	2.5	102	364	.4	3.0	88	290	.4	3.5	44	180	.2	3.4
4-Book		64	246	.3	3.7	57	209	.2	2.9	128	402	.5	3.8	102	304	.5	4.2	50	181	.2	4.0
KVIZ-FM																					
WI '03		19	61	.1	1.1	26	94	.1	1.3	37	142	.2	1.1	35	97	.1	1.4	18	49	.1	1.4
4-Book		32	85	.1	1.8	22	64	.1	1.1	59	137	.3	1.8	40	104	.1	1.7	21	64	.1	1.7
KVKW-AM																					
WI '03		12	15		.7	7	23		.4	3	12		.1								
4-Book		7	13		.4	6	18		.3	4	18		.1	2	5		.1	3	6		.2
KVVE-FM																					
WI '03						9	36		.5	23	88	.1	.7	16	63	.1	.6	9	38		.7
4-Book		4	23		.2	16	64	.1	.8	15	65	.1	.5	13	58	.1	.5	10	38		.8
KXDL-FM																					
WI '03		59	200	.2	3.3	74	261	.3	3.8	118	369	.5	3.5	57	187	.2	2.3	25	108	.1	1.9
4-Book		56	171	.2	3.2	83	243	.3	4.2	136	376	.6	4.0	82	234	.3	3.4	35	133	.2	2.9
KYSR-FM																					
WI '03		45	263	.2	2.5	27	147	.1	1.4	96	487	.4	2.8	69	284	.3	2.8	32	145	.1	2.5
4-Book		48	278	.2	2.7	36	195	.1	1.8	96	495	.4	2.9	75	363	.3	3.1	28	174	.1	2.3
+KZAB-FM																					
KFSG-FM																					
WI '03		23	61	.1	1.3	17	49	.1	.9	37	112	.2	1.1	33	73	.1	1.3	12	39		.9
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM																					
WI '03		52	211	.2	2.9	31	191	.1	1.6	126	449	.5	3.7	68	261	.3	2.7	24	152	.1	1.8
4-Book		43	170	.2	2.5	38	202	.2	1.9	88	376	.4	2.6	60	243	.2	2.5	18	120	.1	1.4
KGGI-FM																					
WI '03		8	40		.4	13	66	.1	.7	10	77		.3	15	54	.1	.6	15	56	.1	1.2
4-Book		10	46		.6	4	23		.2	11	52	.1	.3	15	53	.1	.6	17	52	.1	1.3
TOTALS																					
WI '03		1784	5777	7.3	1941	6156	8.0	3373	9618	13.8	2504	6835	10.3	1299	4184	5.3					
4-Book		1748	5665	7.2	1987	6096	8.2	3377	9529	14.0	2423	6634	10.0	1243	4236	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

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	
KRLA-AM																				
WI '03	13	371	.1	.3	14	266	.1	.2	26	219	.1	.4	24	227	.1	.4	2	55	.1	.1
FA '02	19	353	.1	.4	29	196	.1	.4	35	198	.1	.5	34	122	.1	.6	1	46	.1	.1
SU '02	15	318	.1	.3	29	214	.1	.4	35	213	.1	.5	12	97	.2	.2	3	64	.2	.2
SP '02	14	345	.1	.3	15	142	.1	.2	28	240	.1	.4	19	151	.1	.3	5	64	.3	.3
4-Book	15	347	.1	.3	22	205	.1	.3	31	218	.1	.5	22	149	.1	.4	3	57	.2	.2
WI '02	17	413	.1	.4	23	224	.1	.3	35	275	.1	.5	28	192	.1	.5	6	49	.4	.4
KRLH-AM																				
WI '03																				
FA '02		16				16				16										
SU '02																				
SP '02																				
4-Book	4				4			4				4								
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																				
WI '03	158	3290	.6	3.4	354	1933	1.3	5.1	183	1575	.6	2.7	192	1828	.7	3.3	52	885	.2	2.7
FA '02	124	3193	.4	2.5	247	1803	.9	3.2	148	1513	.5	2.0	149	1623	.5	2.5	48	857	.2	2.5
SU '02	154	3419	.6	3.3	265	1720	1.0	3.8	223	1731	.8	3.2	177	1812	.6	3.3	65	1010	.2	3.4
SP '02	138	3080	.5	2.9	230	1701	.8	3.1	154	1444	.6	2.2	196	1772	.7	3.5	62	965	.2	3.6
4-Book	144	3246	.5	3.0	274	1789	1.0	3.8	177	1566	.6	2.5	179	1759	.6	3.2	57	929	.2	3.1
WI '02	155	3185	.6	3.5	314	1850	1.1	4.6	178	1500	.6	2.7	222	1985	.8	4.0	50	828	.2	3.0
KRTH-FM																				
WI '03	178	3966	.6	3.8	234	1716	.8	3.4	323	1996	1.1	4.7	210	2057	.7	3.6	57	863	.2	3.0
FA '02	162	3731	.6	3.3	226	1690	.8	3.0	290	1805	1.0	3.9	188	2012	.7	3.2	54	852	.2	2.8
SU '02	150	3802	.5	3.3	176	1549	.6	2.5	281	1935	1.0	4.1	193	1962	.7	3.6	46	918	.2	2.4
SP '02	138	3599	.5	2.9	165	1745	.6	2.2	209	1649	.7	3.0	153	1640	.5	2.7	67	897	.2	3.9
4-Book	157	3775	.6	3.3	200	1675	.7	2.8	276	1846	1.0	3.9	186	1918	.7	3.3	56	883	.2	3.0
WI '02	135	3700	.5	3.0	167	1607	.6	2.4	220	1938	.8	3.4	195	2053	.7	3.5	38	836	.1	2.3
KSCA-FM																				
WI '03	197	2190	.7	4.2	365	1203	1.3	5.2	229	1136	.8	3.4	341	1195	1.2	5.8	52	532	.2	2.7
FA '02	211	2325	.7	4.2	563	1695	2.0	7.4	272	1587	1.0	3.6	91	690	.3	1.5	73	520	.3	3.8
SU '02	160	1793	.6	3.5	439	1237	1.6	6.3	217	1142	.8	3.1	82	596	.3	1.5	44	462	.2	2.3
SP '02	246	2432	.9	5.2	660	1737	2.4	8.9	296	1639	1.1	4.3	138	836	.5	2.4	61	581	.2	3.5
4-Book	204	2185	.7	4.3	507	1468	1.8	7.0	254	1376	.9	3.6	163	829	.6	2.8	58	524	.2	3.1
WI '02	242	2405	.9	5.4	611	1658	2.2	8.9	341	1546	1.2	5.2	150	999	.5	2.7	55	553	.2	3.3
KSPN-AM																				
WI '03	8	262	.1	.2	6	136	.1	.2	17	90	.1	.2	8	118	.1	.2	8	96	.4	.4
FA '02	5	287	.1	.1	5	54	.1	.1	1	44	.1	.1	6	139	.1	.1	3	115	.2	.2
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	7	200	.1	.1	1	46	.1	.1	6	70	.1	.1	25	108	.1	.4	3	67	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																				
WI '03	82	1855	.3	1.8	108	956	.4	1.6	125	1006	.4	1.8	85	937	.3	1.5	40	414	.1	2.1
FA '02	63	1305	.2	1.3	91	652	.3	1.2	110	730	.4	1.5	60	500	.2	1.0	15	306	.1	.8
SU '02	59	1324	.2	1.3	72	676	.3	1.0	114	677	.4	1.6	54	662	.2	1.0	18	281	.1	.9
SP '02	76	1411	.3	1.6	93	616	.3	1.2	118	752	.4	1.7	93	732	.3	1.6	31	251	.1	1.8
4-Book	70	1474	.3	1.5	91	725	.3	1.3	117	791	.4	1.7	73	708	.3	1.3	26	313	.1	1.4
WI '02	54	1103	.2	1.2	82	548	.3	1.2	72	543	.3	1.1	77	586	.3	1.4	15	178	.1	.9
KSUR-AM																				
WI '03	2	91	.1	.1	1	31	.1	.1	4	41	.1	.1	2	36	.1	.1	1	12	.1	.1
FA '02	16	200	.1	.3	20	76	.1	.3	14	58	.2	.2	15	101	.1	.3	9	75	.5	.5
SU '02	7	132	.1	.2	6	51	.1	.2	9	50	.1	.1	7	62	.1	.1	7	27	.2	.2
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey. * Listener estimates adjusted for reported broadcast schedule. + Station(s) changed call 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
KZLA-FM																				
WI '03	113	2428	.4	2.4	157	1341	.6	2.3	151	1185	.5	2.2	168	1584	.6	2.9	38	649	.1	2.0
FA '02	127	2019	.4	2.6	210	1288	.7	2.7	189	1197	.7	2.5	179	1283	.6	3.0	36	582	.1	1.9
SU '02	137	2283	.5	3.0	192	1370	.7	2.8	195	1441	.7	2.8	194	1577	.7	3.6	37	702	.1	1.9
SP '02	138	2586	.5	2.9	234	1710	.8	3.1	187	1445	.7	2.7	194	1732	.7	3.4	43	750	.2	2.5
4-Book	129	2329	.5	2.7	198	1427	.7	2.7	181	1317	.7	2.6	184	1544	.7	3.2	39	671	.1	2.1
WI '02	100	2074	.4	2.2	146	1148	.5	2.1	141	1262	.5	2.1	149	1467	.5	2.7	24	516	.1	1.4
KGFI-FM																				
WI '03	13	688		.3	17	163	.1	.2	13	255		.2	18	282	.1	.3	3	125		.2
FA '02	11	520		.2	9	130		.1	19	225	.1	.3	16	290	.1	.3	5	157		.3
SU '02	16	664	.1	.3	14	228	.1	.2	19	238	.1	.3	13	285		.2	13	194		.7
SP '02	23	580	.1	.5	23	250	.1	.3	33	247	.1	.5	30	290	.1	.5	7	176		.4
4-Book	16	613	.1	.3	16	193	.1	.2	21	241	.1	.3	19	287	.1	.3	7	163		.4
WI '02	12	574		.3	17	183	.1	.2	12	157		.2	13	284		.2	4	138		.2
TOTALS																				
WI '03	4682	27185	16.6		6961	23985	24.6		6809	21960	24.1		5845	23380	20.7		1909	14210	6.7	
FA '02	4972	27498	17.6		7639	24748	27.0		7526	22888	26.6		5944	23825	21.0		1906	14554	6.7	
SU '02	4614	26849	16.5		6956	23755	24.9		6937	21965	24.9		5394	22469	19.3		1935	14323	6.9	
SP '02	4715	26797	16.9		7443	24133	26.7		6930	22014	24.9		5677	23035	20.4		1740	13837	6.2	
4-Book	4746	27082	16.9		7250	24155	25.8		7051	22207	25.1		5715	23177	20.4		1873	14231	6.6	
WI '02	4445	26703	15.9		6901	23779	24.7		6562	21389	23.5		5519	22685	19.8		1657	13172	5.9	

Target Listener Trends - Women 25-54

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

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
WI '03																			
75	919	.3	1.1	18	385	.1	.6	31	118	.1	.9	22	77	.1	.4	15	73	.1	.4
4-Book																			
62	815	.2	.9	19	294	.1	.6	31	95	.1	.9	27	84	.1	.5	22	70	.1	.6
KBIG-FM																			
WI '03																			
358	3460	1.3	5.5	116	1864	.4	3.6	73	353	.3	2.1	245	846	.9	4.3	160	560	.6	4.2
4-Book																			
316	3205	1.1	4.7	104	1701	.4	3.2	71	293	.3	2.0	172	637	.6	3.1	132	517	.5	3.5
KBLA-AM																			
WI '03																			
35	315	.1	.5	5	98	.2		16	25	.1	.5	8	27	.1	.1				
4-Book																			
49	369	.2	.7	8	110	.3		18	44	.1	.5	19	43	.1	.3	4	11		.1
KBUA-FM																			
WI '03																			
22	197	.1	.3	14	143	.4		19	41	.1	.6	21	38	.1	.4	14	52		.4
4-Book																			
26	211	.1	.4	16	122	.5		19	43	.1	.6	22	53	.1	.4	22	63	.1	.6
KBUE-FM																			
WI '03																			
105	1202	.4	1.6	76	785	.3	2.4	56	173	.2	1.6	123	322	.4	2.2	87	260	.3	2.3
4-Book																			
118	1202	.5	1.8	75	726	.3	2.4	87	203	.3	2.4	125	325	.5	2.3	78	214	.3	2.0
KCBS-FM																			
WI '03																			
111	2414	.4	1.7	75	1488	.3	2.3	44	280	.2	1.3	129	561	.5	2.3	127	524	.4	3.3
4-Book																			
155	2596	.6	2.3	78	1384	.3	2.4	46	250	.2	1.3	152	611	.6	2.8	117	453	.4	3.1
KDIS-AM																			
WI '03																			
32	730	.1	.5	21	407	.1	.7	24	144	.1	.7	42	189	.1	.7	32	89	.1	.8
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																			
KSSC-FM																			
WI '03																			
17	338	.1	.3	14	161	.4		7	29		.2	28	68	.1	.5	41	82	.1	1.1
4-Book																			
22	301	.1	.3	13	176		.4	16	45	.1	.5	24	83	.1	.4	19	45	.1	.5
+KDLE-FM																			
KSSD-FM																			
WI '03																			
23	338	.1	.4	17	229	.1	.5	14	75		.4	21	110	.1	.4	23	75	.1	.6
4-Book																			
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03																			
206	2198	.7	3.1	70	981	.2	2.2	172	481	.6	5.0	130	420	.5	2.3	52	194	.2	1.4
4-Book																			
230	2152	.8	3.4	57	812	.2	1.8	130	391	.5	3.6	88	328	.3	1.6	44	158	.2	1.2
KFSH-FM																			
WI '03																			
75	1030	.3	1.1	47	702	.2	1.5	46	167	.2	1.3	82	235	.3	1.4	60	200	.2	1.6
4-Book																			
64	863	.2	1.0	38	599	.1	1.2	47	166	.2	1.3	60	225	.2	1.1	45	178	.2	1.2
KFWB-AM																			
WI '03																			
87	1717	.3	1.3	29	843	.1	.9	41	251	.1	1.2	52	321	.2	.9	33	168	.1	.9
4-Book																			
77	1633	.3	1.2	26	733	.1	.8	50	244	.2	1.4	31	197	.1	.6	32	198	.1	.9
KHHT-FM																			
WI '03																			
210	2135	.7	3.2	118	1450	.4	3.7	78	263	.3	2.3	205	698	.7	3.6	128	391	.5	3.4
4-Book																			
214	2310	.8	3.2	108	1426	.4	3.4	87	275	.3	2.4	171	622	.6	3.1	134	421	.5	3.5
KHJ -AM																			
WI '03																			
67	536	.2	1.0	40	309	.1	1.2	53	114	.2	1.5	64	124	.2	1.1	81	119	.3	2.1
4-Book																			
56	547	.2	.8	36	277	.1	1.1	40	85	.2	1.1	51	101	.2	.9	47	81	.2	1.2
KIIS-FM																			
WI '03																			
306	4044	1.1	4.7	158	2464	.6	4.9	161	735	.6	4.7	307	1127	1.1	5.4	181	682	.6	4.7
4-Book																			
280	4241	1.0	4.2	147	2505	.6	4.6	155	633	.6	4.3	268	1094	1.0	4.8	185	726	.7	4.8
KVVS-FM																			
WI '03																			
9	100	.1	.1	5	76	.2		3	22		.1	20	33	.1	.4	3	27		.1
4-Book																			
13	167	.1	.2	7	91	.2		6	25		.2	16	55	.1	.3	9	34		.3
KJLH-FM																			
WI '03																			
115	1267	.4	1.8	103	1082	.4	3.2	88	243	.3	2.6	128	413	.5	2.3	74	186	.3	1.9
4-Book																			
133	1252	.5	2.0	118	1065	.4	3.7	86	260	.3	2.4	130	336	.5	2.4	104	275	.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

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
KKBT-FM WI '03 215 2454 .8 3.3 88 1283 .3 2.7 107 349 .4 3.1 166 537 .6 2.9 102 324 .4 2.7 4-Book 248 2497 .9 3.7 85 1268 .3 2.6 115 360 .4 3.1 174 572 .6 3.2 112 369 .4 2.9																			
KKLA-FM WI '03 55 603 .2 .8 19 220 .1 .6 40 92 .1 1.2 28 53 .1 .5 18 47 .1 .5 4-Book 54 623 .2 .8 14 207 .1 .5 21 52 .1 .6 11 46 .2 .2 13 44 .1 .4																			
KLAC-AM WI '03 12 381 .2 .2 5 135 .2 .2 7 38 .2 .2 1 11 .1 .1 11 36 .3 .3 4-Book 23 508 .1 .4 8 191 .3 .3 4 20 .1 .1 7 38 .1 .1 6 26 .2 .2																			
KLAX-FM WI '03 188 1940 .7 2.9 115 1173 .4 3.6 110 303 .4 3.2 211 550 .7 3.7 137 349 .5 3.6 4-Book 167 1738 .6 2.5 113 1103 .4 3.5 121 319 .5 3.3 190 510 .7 3.4 120 315 .4 3.2																			
KLOS-FM WI '03 103 2050 .4 1.6 44 1072 .2 1.4 27 152 .1 .8 82 434 .3 1.4 52 245 .2 1.4 4-Book 124 2062 .5 1.9 50 945 .2 1.6 39 161 .2 1.1 81 363 .3 1.5 79 271 .3 2.1																			
KLSX-FM WI '03 174 1636 .6 2.7 28 426 .1 .9 10 58 .1 .3 20 112 .1 .4 40 120 .1 1.0 4-Book 150 1432 .5 2.3 25 421 .1 .8 18 62 .1 .5 17 81 .1 .3 25 89 .1 .7																			
KLTX-AM WI '03 86 422 .3 1.3 52 308 .2 1.6 86 201 .3 2.5 90 203 .3 1.6 45 120 .2 1.2 4-Book 71 364 .3 1.1 45 289 .2 1.4 79 179 .3 2.2 71 152 .3 1.3 47 118 .2 1.2																			
KLVE-FM WI '03 318 3205 1.1 4.8 182 2223 .6 5.7 238 650 .8 6.9 325 997 1.1 5.7 187 629 .7 4.9 4-Book 336 3229 1.2 5.0 174 2052 .6 5.5 215 615 .8 5.9 320 902 1.1 5.8 170 523 .6 4.5																			
KLYY-FM WI '03 46 561 .2 .7 27 341 .1 .8 30 100 .1 .9 47 132 .2 .8 16 59 .1 .4 4-Book ** * ** ** ** *																			
KMZT-FM WI '03 84 1169 .3 1.3 41 593 .1 1.3 38 145 .1 1.1 85 328 .3 1.5 67 221 .2 1.8 4-Book 85 1099 .3 1.3 41 601 .1 1.3 42 151 .2 1.1 68 239 .3 1.2 41 155 .2 1.1																			
KNX -AM WI '03 86 1960 .3 1.3 34 910 .1 1.1 60 263 .2 1.7 51 327 .2 .9 38 174 .1 1.0 4-Book 79 1604 .3 1.2 30 727 .1 1.0 54 224 .2 1.5 51 238 .2 .9 23 120 .1 .6																			
KOST-FM WI '03 380 3907 1.3 5.8 137 2039 .5 4.3 133 380 .5 3.9 201 715 .7 3.5 114 436 .4 3.0 4-Book 361 3838 1.3 5.4 151 2140 .5 4.7 140 508 .5 3.9 266 856 .9 4.8 177 592 .6 4.7																			
KPWR-FM WI '03 144 2532 .5 2.2 101 1821 .4 3.1 95 358 .3 2.8 169 688 .6 3.0 132 529 .5 3.5 4-Book 157 2427 .6 2.3 99 1510 .4 3.1 98 337 .4 2.7 172 611 .6 3.1 144 513 .5 3.8																			
KRCD-FM WI '03 95 789 .3 1.4 65 571 .2 2.0 75 147 .3 2.2 122 293 .4 2.2 69 210 .2 1.8 4-Book 85 727 .3 1.3 49 442 .2 1.5 56 125 .2 1.6 87 218 .3 1.6 54 152 .2 1.4																			
KRCV-FM WI '03 75 623 .3 1.1 24 256 .1 .7 21 64 .1 .6 51 128 .2 .9 30 96 .1 .8 4-Book 60 467 .2 .9 34 313 .1 1.1 36 106 .1 1.0 66 145 .3 1.2 40 107 .2 1.1																			
KRLA-AM WI '03 21 363 .1 .3 6 91 .2 .2 6 27 .2 .2 16 35 .1 .3 4 14 .1 .1 4-Book 25 316 .1 .4 5 70 .2 .2 3 14 .1 .1 14 36 .1 .3 4 19 .1 .1																			
KRLH-AM WI '03 4-Book 4																			

Target Listener Estimates - 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 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
KROQ-FM	WI '03	239	2968	.8	3.6	85	1666	.3	2.6	95	361	.3	2.8	206	793	.7	3.6	110	464	.4	2.9
	4-Book	207	2811	.7	3.1	88	1608	.3	2.7	77	344	.3	2.1	172	757	.6	3.1	121	477	.4	3.2
KRTH-FM	WI '03	261	3361	.9	4.0	112	1710	.4	3.5	94	342	.3	2.7	188	728	.7	3.3	200	565	.7	5.2
	4-Book	225	3115	.8	3.4	104	1687	.4	3.3	98	392	.4	2.6	212	758	.8	3.8	156	468	.6	4.1
KSCA-FM	WI '03	305	1926	1.1	4.7	103	1126	.4	3.2	296	571	1.0	8.6	152	400	.5	2.7	151	338	.5	4.0
	4-Book	304	1942	1.1	4.6	124	1177	.5	3.9	377	692	1.4	10.2	195	549	.7	3.5	105	245	.4	2.7
KSPN-AM	WI '03	11	207	.2	.2	2	87	.1	.1	3	12	.1	.1	1	11	.1	.1	6	18	.1	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	107	1595	.4	1.6	63	942	.2	2.0	31	143	.1	.9	179	523	.6	3.2	66	261	.2	1.7
	4-Book	95	1250	.4	1.4	53	727	.2	1.7	44	146	.2	1.2	118	340	.4	2.1	64	191	.2	1.7
KSUR-AM	WI '03	2	67	.1	.1	3	43	.1	.1	**	**	**	**	8	27	.1	.1	13	43	.1	.3
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	41	349	.1	.6	32	246	.1	1.0	47	122	.2	1.4	55	109	.2	1.0	21	38	.1	.6
	4-Book	34	335	.1	.5	24	242	.1	.8	36	87	.2	1.0	43	97	.2	.8	18	49	.1	.5
KTWV-FM	WI '03	219	2553	.8	3.3	108	1658	.4	3.4	92	316	.3	2.7	186	764	.7	3.3	159	436	.6	4.2
	4-Book	271	2494	1.0	4.0	132	1617	.5	4.2	126	411	.5	3.4	234	696	.9	4.2	170	481	.6	4.5
KVIZ-FM	WI '03	56	562	.2	.9	26	324	.1	.8	33	108	.1	1.0	25	97	.1	.4	21	62	.1	.6
	4-Book	62	553	.2	1.0	41	361	.1	1.3	32	110	.1	.9	75	195	.3	1.3	44	109	.2	1.2
KWKW-AM	WI '03	36	215	.1	.5	13	111	.1	.4	13	35	.1	.4	35	73	.1	.6	14	46	.1	.4
	4-Book	47	276	.2	.7	12	133	.1	.4	31	63	.1	.8	28	74	.1	.5	8	24	.1	.2
KWVE-FM	WI '03	42	512	.1	.6	21	272	.1	.7	33	79	.1	1.0	17	87	.1	.3	21	68	.1	.6
	4-Book	45	598	.2	.7	19	321	.1	.6	26	82	.1	.8	24	100	.1	.4	21	66	.1	.6
KXOL-FM	WI '03	188	1743	.7	2.9	109	1285	.4	3.4	151	396	.5	4.4	262	650	.9	4.6	84	257	.3	2.2
	4-Book	207	1772	.8	3.1	117	1148	.4	3.7	154	363	.6	4.2	240	580	.9	4.3	132	353	.5	3.5
KYSR-FM	WI '03	259	3946	.9	3.9	86	1840	.3	2.7	56	379	.2	1.6	194	772	.7	3.4	93	504	.3	2.4
	4-Book	268	3824	1.0	4.0	89	1841	.3	2.8	75	406	.3	2.1	190	781	.7	3.5	135	554	.5	3.6
+KZAB-FM	WI '03	34	385	.1	.5	30	256	.1	.9	17	65	.1	.5	39	104	.1	.7	36	88	.1	.9
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	158	2163	.6	2.4	84	1295	.3	2.6	84	341	.3	2.4	123	552	.4	2.2	120	496	.4	3.1
	4-Book	187	2148	.7	2.8	87	1273	.3	2.7	99	402	.4	2.7	169	625	.6	3.1	130	465	.5	3.4
KGGL-FM	WI '03	16	492	.1	.2	14	351	.1	.4	14	44	.1	.4	21	101	.1	.4	16	93	.1	.4
	4-Book	19	464	.1	.3	16	280	.1	.5	8	37	.1	.2	26	98	.1	.5	23	90	.1	.6
TOTALS	WI '03	6558	26749	23.2	11.4	3216	22317	11.4	5.5	3447	9890	12.2	6.1	5671	14347	20.0	9.2	3811	10295	13.5	6.3
	4-Book	6701	26748	23.9	11.4	3206	21941	11.4	5.5	3659	10039	13.0	6.1	5537	13993	19.7	9.2	3817	10204	13.6	6.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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
KROQ-FM WI '03 4-Book	29 54	231 286	.1 .2	1.4 2.8	42 47	196 235	.1 .2	1.8 2.0	82 90	473 460	.3 .3	2.1 2.3	88 98	420 430	.3 .4	3.0 3.4	28 46	244 242	.1 .2	1.9 3.3
KRTH-FM WI '03 4-Book	41 49	202 215	.1 .2	2.0 2.5	113 63	426 264	.4 .2	4.8 2.7	150 127	569 529	.5 .5	3.8 3.2	93 85	304 315	.3 .3	3.2 2.9	30 43	149 190	.1 .2	2.0 3.1
KSCA-FM WI '03 4-Book	40 43	141 126	.1 .1	2.0 2.3	95 127	199 285	.3 .5	4.0 5.3	58 100	166 296	.2 .4	1.5 2.5	54 59	117 140	.2 .2	1.8 2.1	15 19	73 72	.1 .1	1.0 1.4
KSPN-AM WI '03 4-Book	3 **	14 **	** **	.1 **	1 **	11 **	** **	** **	2 **	11 **	** **	.1 **	2 **	22 **	** **	.1 **	3 **	21 **	** **	.2 **
KSSE-FM WI '03 4-Book	28 26	156 116	.1 .1	1.4 1.4	37 32	172 125	.1 .1	1.6 1.4	91 81	319 244	.3 .3	2.3 2.0	37 40	153 120	.1 .1	1.3 1.4	21 17	78 66	.1 .1	1.4 1.2
KSUR-AM WI '03 4-Book	4 **	16 **	** **	.2 **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
KTNQ-AM WI '03 4-Book	17 10	33 23	.1 .1	.8 .5	12 14	33 41	.1 .1	.5 .6	58 39	104 87	.2 .1	1.5 1.0	18 15	39 30	.1 .1	.6 .5	20 13	44 36	.1 .1	1.3 .9
KTWV-FM WI '03 4-Book	73 81	334 310	.3 .3	3.6 4.2	64 76	230 288	.2 .3	2.7 3.2	116 164	428 514	.4 .6	2.9 4.1	115 134	362 398	.4 .5	3.9 4.7	57 67	232 249	.2 .2	3.8 4.7
KWIZ-FM WI '03 4-Book	19 32	61 85	.1 .1	.9 1.6	26 22	94 64	.1 .1	1.1 1.0	37 59	142 140	.1 .2	.9 1.5	35 40	97 104	.1 .1	1.2 1.4	18 21	49 64	.1 .1	1.2 1.5
KWKV-AM WI '03 4-Book	12 7	15 13	.6 .4	.6 .4	15 10	35 27	.1 .1	.6 .4	13 8	24 25	.3 .2	.3 .2	5 8	8 8	.2 .2	.2 .2	3 6	6 6	.2 .2	.2 .2
KWVE-FM WI '03 4-Book	2 4	12 26	.1 .2	.1 .2	27 25	75 96	.1 .1	1.1 1.0	39 24	128 95	.1 .1	1.0 .6	24 20	88 86	.1 .1	.8 .7	12 11	53 46	.8 .8	.8 .8
KXOL-FM WI '03 4-Book	64 60	212 187	.2 .2	3.2 3.1	85 86	300 256	.3 .3	3.6 3.6	125 140	421 399	.4 .5	3.2 3.5	65 86	228 250	.2 .3	2.2 3.0	27 38	121 145	.1 .2	1.8 2.7
KYSR-FM WI '03 4-Book	50 50	275 284	.2 .2	2.5 2.6	34 38	171 207	.1 .1	1.4 1.6	124 109	563 543	.4 .4	3.1 2.8	87 84	358 396	.3 .3	3.0 3.0	34 29	169 180	.1 .1	2.3 2.0
+KZAB-FM KFSG-FM WI '03 4-Book	25 **	76 **	.1 **	1.2 **	19 **	61 **	.1 **	.8 **	44 **	129 **	.2 **	1.1 **	43 **	106 **	.2 **	1.5 **	14 **	55 **	** **	.9 **
KZLA-FM WI '03 4-Book	54 46	222 192	.2 .2	2.7 2.4	31 50	191 256	.1 .2	1.3 2.1	137 108	507 470	.5 .4	3.5 2.7	87 74	319 297	.3 .3	3.0 2.6	30 23	174 146	.1 .1	2.0 1.6
KGGI-FM WI '03 4-Book	8 10	40 46	.4 .5	.4 .5	13 7	66 31	.6 .3	.6 .3	10 16	77 64	.3 .1	.3 .4	15 17	54 60	.1 .1	.5 .6	15 17	56 52	.1 .1	1.0 1.1
TOTALS WI '03 4-Book	2012 1951	6540 6392	7.1 7.0		2352 2386	7351 7281	8.3 8.5		3961 3980	11253 11225	14.0 14.2		2921 2880	8034 7851	10.3 10.3		1487 1415	4799 4861	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 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	
	+KDLE-FM KSSD-FM																				
WI '03	10	216	.3	.3	19	102	.1	.3	16	122	.1	.3	14	136	.1	.3	2	57	.1	.1	
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																					
WI '03	171	2621	.7	4.4	263	1502	1.1	4.5	327	1721	1.4	5.8	220	1432	.9	4.6	31	402	.1	2.2	
FA '02	196	2911	.8	4.8	321	1770	1.4	5.1	366	1880	1.5	6.1	210	1573	.9	4.4	51	417	.2	3.5	
SU '02	209	2830	.9	5.5	338	1628	1.5	5.8	379	1921	1.6	6.9	277	1591	1.2	6.3	61	566	.3	4.0	
SP '02	204	2820	.9	5.3	355	1606	1.5	5.8	375	1847	1.6	6.7	228	1411	1.0	5.0	35	484	.2	2.7	
4-Book	195	2796	.8	5.0	319	1627	1.4	5.3	362	1842	1.5	6.4	234	1502	1.0	5.1	45	467	.2	3.1	
WI '02	178	2985	.8	4.9	276	1678	1.2	4.9	329	1768	1.4	6.2	200	1495	.9	4.5	43	548	.2	3.2	
KFSH-FM																					
WI '03	43	893	.2	1.1	79	640	.3	1.3	48	467	.2	.9	46	546	.2	1.0	16	246	.1	1.1	
FA '02	36	737	.2	.9	47	408	.2	.7	37	386	.2	.6	59	434	.2	1.2	13	229	.1	.9	
SU '02	43	796	.2	1.1	72	524	.3	1.2	57	532	.2	1.0	51	458	.2	1.2	14	307	.1	.9	
SP '02	32	702	.1	.8	43	384	.2	.7	36	371	.2	.6	55	463	.2	1.2	8	180	.1	.6	
4-Book	39	782	.2	1.0	60	489	.3	1.0	45	439	.2	.8	53	475	.2	1.2	13	241	.1	.9	
WI '02	62	786	.3	1.7	79	559	.3	1.4	98	456	.4	1.9	91	452	.4	2.1	19	244	.1	1.4	
KFWB-AM																					
WI '03	78	2304	.3	2.0	174	1545	.7	3.0	76	1009	.3	1.4	117	1278	.5	2.5	17	388	.1	1.2	
FA '02	63	2300	.3	1.6	140	1300	.6	2.2	46	783	.2	.8	97	1263	.4	2.0	24	388	.1	1.6	
SU '02	66	2038	.3	1.7	148	1236	.6	2.5	56	746	.2	1.0	90	1019	.4	2.1	26	394	.1	1.7	
SP '02	54	1828	.2	1.4	129	1210	.6	2.1	39	640	.2	.7	73	992	.3	1.6	22	334	.1	1.7	
4-Book	65	2118	.3	1.7	148	1323	.6	2.5	54	795	.2	1.0	94	1138	.4	2.1	22	376	.1	1.6	
WI '02	56	2192	.2	1.5	146	1445	.6	2.6	39	806	.2	.7	82	1016	.4	1.8	18	455	.1	1.3	
KHHT-FM																					
WI '03	102	1535	.4	2.6	128	840	.5	2.2	168	851	.7	3.0	116	842	.5	2.4	49	429	.2	3.5	
FA '02	116	1668	.5	2.9	134	834	.6	2.1	185	872	.8	3.1	158	1006	.7	3.3	49	497	.2	3.3	
SU '02	96	1859	.4	2.5	129	881	.6	2.2	122	933	.5	2.2	104	967	.4	2.4	64	609	.3	4.2	
SP '02	97	1786	.4	2.5	105	797	.5	1.7	154	978	.7	2.8	124	1053	.5	2.7	39	598	.2	3.0	
4-Book	103	1712	.4	2.6	124	838	.6	2.1	157	909	.7	2.8	126	967	.5	2.7	50	533	.2	3.5	
WI '02	155	2041	.7	4.3	206	1110	.9	3.7	224	1075	1.0	4.3	198	1255	.9	4.5	84	574	.4	6.2	
KHJ -AM																					
WI '03	45	641	.2	1.2	57	323	.2	1.0	58	366	.2	1.0	71	283	.3	1.5	10	105	.1	.7	
FA '02	53	680	.2	1.3	62	279	.3	1.0	102	478	.4	1.7	65	295	.3	1.4	19	128	.1	1.3	
SU '02	34	508	.1	.9	64	230	.3	1.1	39	277	.2	.7	34	266	.1	.8	13	166	.1	.8	
SP '02	41	558	.2	1.1	40	247	.2	.6	67	336	.3	1.2	57	282	.2	1.2	18	188	.1	1.4	
4-Book	43	597	.2	1.1	56	270	.3	.9	67	364	.3	1.2	57	282	.2	1.2	15	147	.1	1.1	
WI '02	33	402	.1	.9	38	209	.2	.7	33	268	.1	.6	42	205	.2	.9	25	157	.1	1.8	
KIIS-FM																					
WI '03	134	2865	.6	3.5	190	1549	.8	3.2	188	1447	.8	3.3	191	1508	.8	4.0	22	493	.1	1.5	
FA '02	120	2930	.5	3.0	210	1630	.9	3.3	144	1244	.6	2.4	148	1657	.6	3.1	38	625	.2	2.6	
SU '02	120	3180	.5	3.2	207	1799	.9	3.5	163	1495	.7	3.0	158	1555	.7	3.6	35	645	.2	2.3	
SP '02	101	2864	.4	2.6	190	1523	.8	3.1	138	1290	.6	2.5	118	1336	.5	2.6	20	451	.1	1.5	
4-Book	119	2960	.5	3.1	199	1625	.9	3.3	158	1369	.7	2.8	154	1514	.7	3.3	29	554	.2	2.0	
WI '02	104	2922	.4	2.9	168	1674	.7	3.0	126	1271	.5	2.4	149	1488	.6	3.4	32	564	.1	2.3	
KVVS-FM																					
WI '03	5	104	.1	.1	9	53	.2	.2	8	77	.1	.1	6	68	.1	.1	1	26	.1	.1	
FA '02	9	124	.2	.2	21	46	.1	.3	7	44	.1	.1	5	73	.1	.1	4	60	.1	.3	
SU '02	2	57	.1	.1	1	34	.1	.1	3	45	.1	.1	2	38	.1	.1	1	16	.1	.1	
SP '02	8	162	.2	.2	14	123	.1	.2	11	96	.2	.2	14	105	.1	.3	3	14	.2	.2	
4-Book	6	112	.2	.2	11	64	.1	.2	7	66	.1	.1	7	71	.1	.1	2	29	.2	.2	
WI '02	5	131	.1	.1	5	78	.1	.1	6	57	.1	.1	6	55	.1	.1	4	22	.1	.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KJLH-FM																				
WI '03	83	1242	.3	2.1	123	661	.5	2.1	87	528	.4	1.5	85	636	.4	1.8	24	281	.1	1.7
FA '02	128	1308	.5	3.2	161	710	.7	2.5	143	609	.6	2.4	136	745	.6	2.8	72	545	.3	4.9
SU '02	92	1322	.4	2.4	121	681	.5	2.1	102	626	.4	1.8	101	667	.4	2.3	44	434	.2	2.9
SP '02	83	1161	.4	2.2	112	544	.5	1.8	94	512	.4	1.7	92	627	.4	2.0	26	348	.1	2.0
4-Book	97	1258	.4	2.5	129	649	.6	2.1	107	569	.5	1.9	104	669	.5	2.2	42	402	.2	2.9
WI '02	71	1291	.3	2.0	64	565	.3	1.1	73	489	.3	1.4	84	563	.4	1.9	41	337	.2	3.0
KKBT-FM																				
WI '03	82	1860	.3	2.1	223	1152	.9	3.8	74	800	.3	1.3	78	789	.3	1.6	27	385	.1	1.9
FA '02	102	1565	.4	2.5	259	1049	1.1	4.1	124	706	.5	2.1	104	821	.4	2.2	19	260	.1	1.3
SU '02	110	1660	.5	2.9	308	1070	1.3	5.3	135	936	.6	2.4	92	716	.4	2.1	31	363	.1	2.0
SP '02	119	1638	.5	3.1	412	1216	1.8	6.7	114	813	.5	2.0	80	774	.3	1.8	29	416	.1	2.2
4-Book	103	1681	.4	2.7	301	1122	1.3	5.0	112	814	.5	2.0	89	775	.4	1.9	27	356	.1	1.9
WI '02	92	1455	.4	2.5	225	916	1.0	4.0	100	645	.4	1.9	94	619	.4	2.1	37	343	.2	2.7
KKLA-FM																				
WI '03	43	657	.2	1.1	86	500	.4	1.5	38	362	.2	.7	67	403	.3	1.4	19	246	.1	1.3
FA '02	33	729	.1	.8	90	539	.4	1.4	50	352	.2	.8	36	301	.2	.7	9	133		.6
SU '02	54	789	.2	1.4	119	655	.5	2.0	70	423	.3	1.3	43	340	.2	1.0	28	199	.1	1.8
SP '02	30	685	.1	.8	55	494	.2	.9	39	282	.2	.7	48	374	.2	1.1	17	79	.1	1.3
4-Book	40	715	.2	1.0	88	547	.4	1.5	49	355	.2	.9	49	355	.2	1.1	18	164	.1	1.3
WI '02	29	641	.1	.8	62	364	.3	1.1	49	294	.2	.9	32	194	.1	.7	3	105		.2
KLAC-AM																				
WI '03	18	740	.1	.5	29	226	.1	.5	14	246	.1	.2	23	326	.1	.5	20	287	.1	1.4
FA '02	30	925	.1	.7	51	296	.2	.8	56	393	.2	.9	32	343	.1	.7	11	183		.7
SU '02	32	756	.1	.8	46	326	.2	.8	75	407	.3	1.4	26	273	.1	.6	8	85		.5
SP '02	34	1062	.1	.9	32	262	.1	.5	61	454	.3	1.1	63	509	.3	1.4	10	232		.8
4-Book	29	871	.1	.7	40	278	.2	.7	52	375	.2	.9	36	363	.2	.8	12	197		.9
WI '02	26	639	.1	.7	38	309	.2	.7	52	315	.2	1.0	30	294	.1	.7	10	82		.7
KLAX-FM																				
WI '03	82	1373	.3	2.1	102	696	.4	1.7	136	880	.6	2.4	100	701	.4	2.1	30	334	.1	2.1
FA '02	63	1159	.3	1.6	73	602	.3	1.2	110	719	.5	1.8	56	562	.2	1.2	31	265	.1	2.1
SU '02	70	1121	.3	1.8	82	497	.4	1.4	102	578	.4	1.8	56	522	.2	1.3	34	411	.1	2.2
SP '02	48	1022	.2	1.3	56	452	.2	.9	85	544	.4	1.5	58	528	.2	1.3	15	198	.1	1.1
4-Book	66	1169	.3	1.7	78	562	.3	1.3	108	680	.5	1.9	68	578	.3	1.5	28	302	.1	1.9
WI '02	74	1106	.3	2.0	89	520	.4	1.6	102	648	.4	1.9	92	618	.4	2.1	28	281	.1	2.1
KLOS-FM																				
WI '03	60	1851	.3	1.6	99	692	.4	1.7	80	838	.3	1.4	84	881	.4	1.8	25	269	.1	1.8
FA '02	72	1542	.3	1.8	165	896	.7	2.6	111	567	.5	1.8	83	770	.3	1.7	8	283		.5
SU '02	71	1766	.3	1.9	134	878	.6	2.3	91	785	.4	1.6	81	873	.3	1.8	25	481	.1	1.6
SP '02	69	1714	.3	1.8	175	887	.8	2.8	67	590	.3	1.2	74	841	.3	1.6	24	346	.1	1.8
4-Book	68	1718	.3	1.8	143	838	.6	2.4	87	695	.4	1.5	81	841	.3	1.7	21	345	.1	1.4
WI '02	54	1593	.2	1.5	120	772	.5	2.1	53	608	.2	1.0	79	673	.3	1.8	16	260	.1	1.2
KLSX-FM																				
WI '03	62	1253	.3	1.6	135	724	.6	2.3	101	616	.4	1.8	76	472	.3	1.6	19	246	.1	1.3
FA '02	60	1051	.3	1.5	138	545	.6	2.2	109	505	.5	1.8	58	457	.2	1.2	14	200	.1	1.0
SU '02	61	1145	.3	1.6	139	556	.6	2.4	98	532	.4	1.8	61	507	.3	1.4	11	183		.7
SP '02	40	1003	.2	1.0	86	451	.4	1.4	72	443	.3	1.3	44	346	.2	1.0	5	58		.4
4-Book	56	1113	.3	1.4	125	569	.6	2.1	95	524	.4	1.7	60	446	.3	1.3	12	172	.1	.9
WI '02	43	1082	.2	1.2	114	556	.5	2.0	59	451	.3	1.1	36	399	.2	.8	8	173		.6
KLTX-AM																				
WI '03	53	371	.2	1.4	81	282	.3	1.4	73	221	.3	1.3	46	260	.2	1.0	30	185	.1	2.1
FA '02	22	243	.1	.5	35	185	.1	.6	27	160	.1	.4	24	138	.1	.5	7	87		.5
SU '02	51	331	.2	1.3	81	234	.3	1.4	59	211	.3	1.1	52	214	.2	1.2	26	198	.1	1.7
SP '02	58	344	.2	1.5	112	273	.5	1.8	74	233	.3	1.3	57	207	.2	1.2	27	139	.1	2.1
4-Book	46	322	.2	1.2	77	244	.3	1.3	58	206	.3	1.0	45	205	.2	1.0	23	152	.1	1.6
WI '02	70	278	.3	1.9	104	206	.4	1.8	93	158	.4	1.8	74	158	.3	1.7	44	132	.2	3.2

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



Target Listener Trends

Women 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
KLVE-FM																				
WI '03	170	2405	.7	4.4	281	1373	1.2	4.8	232	1545	1.0	4.1	162	1259	.7	3.4	75	763	.3	5.3
FA '02	205	2710	.9	5.1	325	1449	1.4	5.1	309	1629	1.3	5.1	206	1445	.9	4.3	74	714	.3	5.0
SU '02	159	2350	.7	4.2	290	1250	1.2	5.0	226	1325	1.0	4.1	141	995	.6	3.2	68	587	.3	4.4
SP '02	190	2563	.8	5.0	321	1320	1.4	5.2	288	1419	1.2	5.2	192	1265	.8	4.2	72	743	.3	5.5
4-Book	181	2507	.8	4.7	304	1348	1.3	5.0	264	1480	1.1	4.6	175	1241	.8	3.8	72	702	.3	5.1
WI '02	155	2092	.7	4.3	277	1338	1.2	4.9	233	1100	1.0	4.4	152	1069	.7	3.4	43	562	.2	3.2
KLYY-FM																				
WI '03	27	441	.1	.7	31	183	.1	.5	39	219	.2	.7	33	205	.1	.7	14	99	.1	1.0
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZF-FM																				
WI '03	73	1593	.3	1.9	80	623	.3	1.4	116	793	.5	2.1	105	799	.4	2.2	33	443	.1	2.3
FA '02	72	1570	.3	1.8	83	741	.3	1.3	104	688	.4	1.7	104	902	.4	2.2	30	397	.1	2.0
SU '02	88	1419	.4	2.3	106	658	.5	1.8	118	753	.5	2.1	94	727	.4	2.1	66	549	.3	4.3
SP '02	75	1404	.3	2.0	70	542	.3	1.1	142	710	.6	2.5	108	730	.5	2.4	28	412	.1	2.1
4-Book	77	1497	.3	2.0	85	641	.4	1.4	120	736	.5	2.1	103	790	.4	2.2	39	450	.2	2.7
WI '02	86	1901	.4	2.4	72	880	.3	1.3	135	874	.6	2.6	111	1137	.5	2.5	53	542	.2	3.9
KNX-AM																				
WI '03	74	2393	.3	1.9	131	1324	.6	2.2	75	1027	.3	1.3	98	1216	.4	2.1	47	561	.2	3.3
FA '02	62	2030	.3	1.5	130	1191	.5	2.1	56	747	.2	.9	68	976	.3	1.4	43	540	.2	2.9
SU '02	65	1827	.3	1.7	128	995	.5	2.2	53	689	.2	1.0	75	815	.3	1.7	51	579	.2	3.3
SP '02	69	2102	.3	1.8	149	1225	.6	2.4	74	828	.3	1.3	90	1114	.4	2.0	32	428	.1	2.4
4-Book	68	2088	.3	1.7	135	1184	.6	2.2	65	823	.3	1.1	83	1030	.4	1.8	43	527	.2	3.0
WI '02	54	2072	.2	1.5	110	1146	.5	2.0	56	937	.2	1.1	58	999	.2	1.3	37	520	.2	2.7
KOST-FM																				
WI '03	253	3997	1.1	6.5	382	2134	1.6	6.5	434	2182	1.8	7.7	304	2166	1.3	6.4	85	1093	.4	6.0
FA '02	280	4084	1.2	6.9	369	2297	1.6	5.8	442	2239	1.9	7.3	347	2431	1.5	7.2	118	1157	.5	8.0
SU '02	225	3674	1.0	5.9	302	1820	1.3	5.2	408	2080	1.8	7.4	286	2095	1.2	6.5	76	998	.3	4.9
SP '02	231	3751	1.0	6.0	300	1866	1.3	4.9	358	1969	1.5	6.4	283	2011	1.2	6.2	108	1120	.5	8.2
4-Book	247	3877	1.1	6.3	338	2029	1.5	5.6	411	2118	1.8	7.2	305	2176	1.3	6.6	97	1092	.4	6.8
WI '02	306	4032	1.3	8.4	389	2193	1.7	6.9	530	2173	2.3	10.1	366	2376	1.6	8.3	132	1334	.6	9.7
KPWR-FM																				
WI '03	45	1482	.2	1.2	63	710	.3	1.1	50	590	.2	.9	57	592	.2	1.2	19	341	.1	1.3
FA '02	43	1130	.2	1.1	42	460	.2	.7	45	383	.2	.7	68	639	.3	1.4	26	292	.1	1.8
SU '02	41	1175	.2	1.1	57	471	.2	1.0	49	482	.2	.9	54	633	.2	1.2	19	336	.1	1.2
SP '02	36	1049	.2	.9	57	432	.2	.9	27	264	.1	.5	48	469	.2	1.1	20	330	.1	1.5
4-Book	41	1209	.2	1.1	55	518	.2	.9	43	430	.2	.8	57	583	.2	1.2	21	325	.1	1.5
WI '02	43	1006	.2	1.2	68	423	.3	1.2	63	439	.3	1.2	40	450	.2	.9	15	235	.1	1.1
KRCD-FM																				
WI '03	67	714	.3	1.7	83	304	.3	1.4	82	438	.3	1.5	72	387	.3	1.5	45	254	.2	3.2
FA '02	45	677	.2	1.1	47	318	.2	.7	68	398	.3	1.1	53	361	.2	1.1	37	230	.2	2.5
SU '02	65	656	.3	1.7	73	363	.3	1.2	106	444	.5	1.9	63	343	.3	1.4	45	223	.2	2.9
SP '02	82	807	.4	2.1	96	393	.4	1.6	126	563	.5	2.3	92	480	.4	2.0	35	308	.2	2.7
4-Book	65	714	.3	1.7	75	345	.3	1.2	96	461	.4	1.7	70	393	.3	1.5	41	254	.2	2.8
WI '02	23	421	.1	.6	31	174	.1	.6	35	203	.2	.7	14	144	.1	.3	18	112	.1	1.3
KRCV-FM																				
WI '03	54	578	.2	1.4	76	294	.3	1.3	113	446	.5	2.0	58	331	.2	1.2	9	93	.1	.6
FA '02	36	428	.2	.9	44	171	.2	.7	65	282	.3	1.1	37	216	.2	.8	3	33	.1	.2
SU '02	30	285	.1	.8	34	178	.1	.6	37	147	.2	.7	32	154	.1	.7	19	120	.1	1.2
SP '02	37	529	.2	1.0	48	218	.2	.8	48	309	.2	.9	38	209	.2	.8	16	149	.1	1.2
4-Book	39	455	.2	1.0	51	215	.2	.9	66	296	.3	1.2	41	228	.2	.9	12	99	.1	.8
WI '02	58	547	.2	1.6	91	348	.4	1.6	85	300	.4	1.6	70	263	.3	1.6	21	176	.1	1.5

Target Listener Trends - Women 35-64

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

Target Listener Trends

Women 35-64																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KRLA-AM																			
WI '03	16	509	.1	.4	23	322	.1	.4	27	298	.1	.5	25	236	.1	.5	2	38	.1
FA '02	22	485	.1	.5	43	280	.2	.7	35	251	.1	.6	35	170	.1	.7	3	99	.2
SU '02	26	525	.1	.7	50	371	.2	.9	52	385	.2	.9	33	200	.1	.8	6	89	.4
SP '02	20	494	.1	.5	19	196	.1	.3	42	340	.2	.8	23	177	.1	.5	7	99	.5
4-Book	21	503	.1	.5	34	292	.2	.6	39	319	.2	.7	29	196	.1	.6	5	81	.3
WI '02	22	582	.1	.6	28	280	.1	.5	46	394	.2	.9	38	274	.2	.9	6	49	.4
KRLH-AM																			
WI '03																			
FA '02	1	29			1	29				16			2	14					
SU '02																			
SP '02																			
4-Book	7	7	**	**	7	7	**	**	4	4	**	**	1	4	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KROQ-FM																			
WI '03	67	1695	.3	1.7	162	858	.7	2.8	63	722	.3	1.1	85	826	.4	1.8	14	341	.1
FA '02	64	1564	.3	1.6	130	942	.5	2.1	65	675	.3	1.1	73	789	.3	1.5	28	397	.1
SU '02	65	1726	.3	1.7	121	791	.5	2.1	88	809	.4	1.6	68	826	.3	1.6	26	390	.1
SP '02	53	1398	.2	1.4	86	725	.4	1.4	62	598	.3	1.1	74	726	.3	1.6	16	390	.1
4-Book	62	1596	.3	1.6	125	829	.5	2.1	70	701	.3	1.2	75	792	.3	1.6	21	380	.1
WI '02	56	1464	.2	1.5	96	881	.4	1.7	58	572	.2	1.1	87	814	.4	2.0	17	304	.1
KRTH-FM																			
WI '03	205	4049	.9	5.3	268	1966	1.1	4.6	360	2163	1.5	6.4	253	2212	1.1	5.3	66	900	.3
FA '02	179	3815	.8	4.4	257	1856	1.1	4.1	302	1967	1.3	5.0	206	2051	.9	4.3	59	918	.2
SU '02	156	3880	.7	4.1	188	1580	.8	3.2	273	2046	1.2	4.9	199	2105	.9	4.5	50	916	.2
SP '02	162	3869	.7	4.2	196	1898	.8	3.2	262	1922	1.1	4.7	182	1783	.8	4.0	68	1004	.3
4-Book	176	3903	.8	4.5	227	1825	1.0	3.8	299	2025	1.3	5.3	210	2038	.9	4.5	61	935	.3
WI '02	162	3785	.7	4.4	226	1738	1.0	4.0	243	1957	1.0	4.6	222	2044	1.0	5.0	63	874	.3
KSCA-FM																			
WI '03	143	1332	.6	3.7	270	827	1.1	4.6	185	827	.8	3.3	214	717	.9	4.5	40	361	.2
FA '02	142	1419	.6	3.5	389	1025	1.6	6.2	189	942	.8	3.1	52	458	.2	1.1	33	268	.1
SU '02	102	1130	.4	2.7	280	808	1.2	4.8	138	757	.6	2.5	49	326	.2	1.1	25	305	.1
SP '02	183	1658	.8	4.8	496	1235	2.1	8.0	202	1115	.9	3.6	107	585	.5	2.3	41	406	.2
4-Book	143	1385	.6	3.7	359	974	1.5	5.9	179	910	.8	3.1	106	522	.5	2.3	35	335	.2
WI '02	161	1461	.7	4.4	407	982	1.7	7.2	227	1008	1.0	4.3	87	572	.4	2.0	23	308	.1
KSPN-AM																			
WI '03	5	284		.1	7	150		.1	5	89		.1	5	117		.1	6	78	.4
FA '02	7	282		.2	4	41		.1	1	26		.1	11	176		.2	5	119	.3
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	7	186		.2	1	45		.1	3	45		.1	30	91		.1	2	36	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM																			
WI '03	33	923	.1	.9	69	424	.3	1.2	43	462	.2	.8	29	339	.1	.6	12	161	.1
FA '02	26	511	.1	.6	36	269	.2	.6	43	231	.2	.7	30	233	.1	.6	7	126	.5
SU '02	15	489	.1	.4	19	225	.1	.3	26	211	.1	.5	18	238	.1	.4	2	52	.1
SP '02	21	583	.1	.5	28	263	.1	.5	35	313	.2	.6	20	244	.1	.4	9	89	.7
4-Book	24	627	.1	.6	38	295	.2	.7	37	304	.2	.7	24	264	.1	.5	8	107	.5
WI '02	18	454	.1	.5	24	195	.1	.4	22	167	.1	.4	22	238	.1	.5	2	50	.1
KSUR-AM																			
WI '03	10	247		.3	13	95		.2	14	115		.2	11	112		.2	3	65	.2
FA '02	17	255		.4	18	100		.3	17	112		.3	19	156		.4	7	86	.5
SU '02	11	231		.3	10	98		.2	15	102		.3	11	134		.3	3	73	.2
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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	
	KTNO-AM																				
WI '03	36	440	.2	.9	46	221	.2	.8	53	221	.2	.9	28	189	.1	.6	20	101	.1	1.4	
FA '02	27	411	.1	.7	23	179	.1	.4	40	219	.2	.7	36	160	.2	.7	22	93	.1	1.5	
SU '02	23	440	.1	.6	25	183	.1	.4	41	243	.2	.7	13	122	.1	.3	7	45		.5	
SP '02	20	359	.1	.5	31	153	.1	.5	29	177	.1	.5	19	125	.1	.4	10	115		.8	
4-Book	27	413	.1	.7	31	184	.1	.5	41	215	.2	.7	24	149	.1	.5	15	89	.1	1.1	
WI '02	25	479	.1	.7	29	222	.1	.5	51	283	.2	1.0	21	187	.1	.5	12	45	.1	.9	
KTWV-FM																					
WI '03	195	3031	.8	5.0	226	1461	1.0	3.9	316	1721	1.3	5.6	244	1900	1.0	5.1	93	1097	.4	6.5	
FA '02	224	3261	.9	5.5	299	1662	1.3	4.7	369	1654	1.6	6.1	286	1862	1.2	5.9	88	960	.4	6.0	
SU '02	224	2905	1.0	5.9	263	1613	1.1	4.5	358	1634	1.5	6.5	283	1694	1.2	6.5	91	832	.4	5.9	
SP '02	206	2874	.9	5.4	258	1571	1.1	4.2	327	1489	1.4	5.9	268	1709	1.2	5.9	65	901	.3	4.9	
4-Book	212	3018	.9	5.5	262	1577	1.1	4.3	343	1625	1.5	6.0	270	1791	1.2	5.9	84	948	.4	5.8	
WI '02	195	3064	.8	5.4	271	1577	1.2	4.8	323	1680	1.4	6.1	252	1758	1.1	5.7	71	785	.3	5.2	
KWIZ-FM																					
WI '03	17	309	.1	.4	27	120	.1	.5	35	251	.1	.6	9	95		.2	7	47		.5	
FA '02	18	319	.1	.4	22	149	.1	.3	25	222	.1	.4	32	183	.1	.7	9	109		.6	
SU '02	21	297	.1	.6	10	108		.2	36	195	.2	.7	31	158	.1	.7	17	88	.1	1.1	
SP '02	20	337	.1	.5	10	139		.2	26	185	.1	.5	29	182	.1	.6	9	70		.7	
4-Book	19	316	.1	.5	17	129	.1	.3	31	213	.1	.6	25	155	.1	.6	11	79		.7	
WI '02	11	254		.3	11	104		.2	7	90		.1	17	114	.1	.4	16	76	.1	1.2	
KWKV-AM																					
WI '03	34	330	.1	.9	27	166	.1	.5	78	256	.3	1.4	41	134	.2	.9	14	93	.1	1.0	
FA '02	31	311	.1	.8	65	172	.3	1.0	63	184	.3	1.0	8	115		.2	10	62		.7	
SU '02	22	253	.1	.6	24	71	.1	.4	59	173	.3	1.1	16	89	.1	.4	10	64		.7	
SP '02	29	340	.1	.8	35	124	.2	.6	73	247	.3	1.3	16	89	.1	.4	8	65		.6	
4-Book	29	309	.1	.8	38	133	.2	.6	68	215	.3	1.2	20	107	.1	.5	11	71		.8	
WI '02	32	377	.1	.9	40	218	.2	.7	84	292	.4	1.6	31	199	.1	.7	2	25		.1	
KWEV-FM																					
WI '03	33	623	.1	.9	54	393	.2	.9	40	325	.2	.7	45	332	.2	.9	10	156		.7	
FA '02	38	573	.2	.9	61	373	.3	1.0	70	348	.3	1.2	48	326	.2	1.0	10	186		.7	
SU '02	29	655	.1	.8	37	337	.2	.6	35	341	.2	.6	35	296	.2	.8	11	103		.7	
SP '02	33	763	.1	.9	65	499	.3	1.1	51	270	.2	.9	45	360	.2	1.0	6	94		.5	
4-Book	33	654	.1	.9	54	401	.3	.9	49	321	.2	.9	43	329	.2	.9	9	135		.7	
WI '02	28	609	.1	.8	54	410	.2	1.0	29	278	.1	.6	34	359	.1	.8	10	118		.7	
KXOL-FM																					
WI '03	77	1196	.3	2.0	101	690	.4	1.7	130	780	.5	2.3	67	694	.3	1.4	25	300	.1	1.8	
FA '02	97	1403	.4	2.4	115	695	.5	1.8	186	930	.8	3.1	110	726	.5	2.3	20	296	.1	1.4	
SU '02	71	1113	.3	1.9	81	490	.3	1.4	124	681	.5	2.2	72	569	.3	1.6	22	235	.1	1.4	
SP '02	77	1302	.3	2.0	98	649	.4	1.6	125	728	.5	2.2	91	677	.4	2.0	31	306	.1	2.4	
4-Book	81	1254	.3	2.1	99	631	.4	1.6	141	780	.6	2.5	85	667	.4	1.8	25	284	.1	1.8	
WI '02	58	859	.2	1.6	58	388	.2	1.0	98	643	.4	1.9	61	410	.3	1.4	22	229	.1	1.6	
KYSR-FM																					
WI '03	94	2419	.4	2.4	174	1192	.7	3.0	115	1015	.5	2.0	154	1363	.6	3.2	25	365	.1	1.8	
FA '02	87	2300	.4	2.2	159	1325	.7	2.5	110	1174	.5	1.8	152	1329	.6	3.2	23	520	.1	1.6	
SU '02	114	2243	.5	3.0	164	1197	.7	2.8	203	1224	.9	3.7	162	1207	.7	3.7	29	452	.1	1.9	
SP '02	90	2208	.4	2.3	192	1295	.8	3.1	124	828	.5	2.2	127	1166	.5	2.8	15	301	.1	1.1	
4-Book	96	2293	.4	2.5	172	1252	.7	2.9	138	1060	.6	2.4	149	1266	.6	3.2	23	410	.1	1.6	
WI '02	98	2265	.4	2.7	166	1154	.7	2.9	137	1052	.6	2.6	166	1375	.7	3.7	23	391	.1	1.7	
+KZAB-FM																					
KFSG-FM																					
WI '03	13	295	.1	.3	18	151	.1	.3	15	135	.1	.3	11	111		.2	6	64		.4	
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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
KZLA-FM																					
WI '03		126	2192	.5	3.3	195	1250	.8	3.3	172	1118	.7	3.1	180	1437	.8	3.8	33	520	.1	2.3
FA '02		123	1990	.5	3.0	201	1211	.8	3.2	174	1155	.7	2.9	163	1291	.7	3.4	38	621	.2	2.6
SU '02		138	2293	.6	3.6	208	1414	.9	3.6	194	1373	.8	3.5	180	1569	.8	4.1	36	588	.2	2.3
SP '02		132	2288	.6	3.4	220	1499	.9	3.6	171	1222	.7	3.1	172	1534	.7	3.8	50	591	.2	3.8
4-Book		130	2191	.6	3.3	206	1344	.9	3.4	178	1217	.7	3.2	174	1458	.8	3.8	39	580	.2	2.8
WI '02		91	1789	.4	2.5	129	1023	.6	2.3	116	1028	.5	2.2	133	1217	.6	3.0	28	509	.1	2.1
KGGI-FM																					
WI '03		8	322		.2	7	64		.1	10	71		.2	13	159	.1	.3	1	51		.1
FA '02		5	268		.1	3	66			6	73		.1	10	161		.2	2	81		.1
SU '02		7	336		.2	6	131		.1	6	95		.1	8	112		.2	6	78		.4
SP '02		17	308	.1	.4	17	131	.1	.3	22	119	.1	.4	22	155	.1	.5	7	96		.5
4-Book		9	309		.2	8	98		.1	11	90		.2	13	147	.1	.3	4	77		.3
WI '02		5	246		.1	8	120		.1	6	82		.1	3	60		.1	1	34		.1
TOTALS																					
WI '03		3863	22795	16.3		5870	20075	24.7		5615	18477	23.7		4761	19339	20.1		1420	11058	6.0	
FA '02		4042	22915	17.0		6315	20394	26.6		6040	18622	25.4		4810	19567	20.3		1471	11186	6.2	
SU '02		3788	22217	16.3		5846	19635	25.1		5520	18267	23.7		4385	18292	18.8		1536	11320	6.6	
SP '02		3835	22307	16.5		6166	19619	26.5		5578	17959	24.0		4563	18614	19.6		1315	10741	5.6	
4-Book		3882	22559	16.5		6049	19931	25.7		5688	18331	24.2		4630	18953	19.7		1436	11076	6.1	
WI '02		3641	22062	15.6		5630	19558	24.2		5269	17607	22.6		4433	18310	19.0		1365	10449	5.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 35-64

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
WI '03	116	1288	.5	2.1	39	574	.2	1.4	50	172	.2	1.6	44	138	.2	.9	39	115	.2	1.3
4-Book	118	1224	.5	2.2	43	549	.2	1.6	76	211	.3	2.4	52	175	.2	1.1	45	142	.2	1.5
KBIG-FM																				
WI '03	242	2244	1.0	4.5	76	1179	.3	2.8	73	240	.3	2.3	171	614	.7	3.5	84	308	.4	2.7
4-Book	221	2162	1.0	4.0	70	1128	.3	2.6	55	206	.2	1.7	118	442	.5	2.5	81	304	.4	2.6
KBLA-AM																				
WI '03	38	281	.2	.7	8	134	.3		39	70	.2	1.2	10	41	.2		2	14		.1
4-Book	40	297	.2	.7	8	105	.3		19	44	.1	.6	17	38	.1	.4	6	18		.2
KBUA-FM																				
WI '03	9	125		.2	7	70		.3	12	27	.1	.4	1	14			10	21		.3
4-Book	15	132	.1	.3	10	79	.1	.4	19	42	.1	.6	15	33	.1	.3	10	21	.1	.3
KBUE-FM																				
WI '03	80	806	.3	1.5	47	484	.2	1.7	37	130	.2	1.2	79	210	.3	1.6	57	154	.2	1.8
4-Book	78	756	.3	1.4	49	443	.2	1.8	47	123	.2	1.5	83	206	.3	1.8	49	134	.2	1.6
KCBS-FM																				
WI '03	84	1764	.4	1.5	57	1126	.2	2.1	31	204	.1	1.0	107	463	.5	2.2	87	376	.4	2.8
4-Book	124	2007	.5	2.3	67	1132	.3	2.5	41	203	.2	1.3	133	508	.6	2.9	98	377	.4	3.2
KDIS-AM																				
WI '03	25	575	.1	.5	22	368	.1	.8	25	142	.1	.8	37	180	.2	.8	35	102	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																				
KSSC-FM																				
WI '03	4	129		.1	2	36		.1				10	36		.2		2	12		.1
4-Book	9	136	.1	.2	4	77	.2		5	17		.1	7	44		.2	4	13		.2
+KDLE-FM																				
KSSD-FM																				
WI '03	16	181	.1	.3	3	86		.1	2	17		.1	7	46		.1	9	35		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	275	2453	1.2	5.1	82	1053	.3	3.0	187	519	.8	5.9	157	501	.7	3.2	66	261	.3	2.1
4-Book	310	2610	1.3	5.7	94	1146	.4	3.5	199	547	.9	6.1	156	516	.7	3.3	74	255	.3	2.4
KFSH-FM																				
WI '03	57	869	.2	1.0	35	559	.1	1.3	53	199	.2	1.7	62	214	.3	1.3	39	140	.2	1.3
4-Book	52	691	.2	.9	32	506	.1	1.2	47	179	.2	1.5	54	206	.3	1.2	36	144	.2	1.2
KFWB-AM																				
WI '03	119	2065	.5	2.2	48	1185	.2	1.8	66	355	.3	2.1	86	473	.4	1.8	52	219	.2	1.7
4-Book	96	1843	.4	1.8	41	998	.2	1.5	79	339	.4	2.4	53	302	.2	1.1	44	255	.2	1.4
KHHT-FM																				
WI '03	140	1257	.6	2.6	69	886	.3	2.5	45	165	.2	1.4	126	410	.5	2.6	103	272	.4	3.3
4-Book	138	1461	.6	2.5	77	926	.3	2.8	68	213	.3	2.1	130	424	.5	2.8	100	283	.4	3.3
KHJ -AM																				
WI '03	62	555	.3	1.1	40	362	.2	1.5	54	105	.2	1.7	62	150	.3	1.3	77	128	.3	2.5
4-Book	60	526	.3	1.1	33	284	.1	1.3	35	79	.1	1.1	50	112	.2	1.1	46	89	.2	1.5
KIIS-FM																				
WI '03	189	2436	.8	3.5	111	1549	.5	4.1	105	438	.4	3.3	198	774	.8	4.0	134	443	.6	4.3
4-Book	169	2547	.7	3.1	89	1512	.4	3.3	95	359	.4	2.9	161	674	.7	3.4	113	399	.5	3.7
KVVS-FM																				
WI '03	8	104		.1	3	68		.1				2	11				2	16		.1
4-Book	9	109		.1	4	50		.2	2	5		.1	8	33		.2	6	20		.2
KJLH-FM																				
WI '03	97	990	.4	1.8	100	855	.4	3.7	91	220	.4	2.9	119	335	.5	2.4	69	195	.3	2.2
4-Book	113	983	.5	2.1	106	883	.5	3.9	76	223	.3	2.4	122	320	.5	2.6	89	235	.4	2.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KKBT-FM																				
WI '03	121	1620	.5	2.2	48	774	.2	1.8	81	229	.3	2.6	88	312	.4	1.8	45	154	.2	1.5
4-Book	163	1531	.7	3.0	49	701	.2	1.8	86	221	.4	2.6	101	312	.4	2.2	53	194	.2	1.8
KKLA-FM																				
WI '03	62	635	.3	1.1	25	318	.1	.9	42	104	.2	1.3	42	107	.2	.9	25	87	.1	.8
4-Book	61	682	.3	1.1	18	269	.1	.7	26	72	.1	.8	21	77	.1	.5	15	64	.1	.5
KLAC-AM																				
WI '03	22	535	.1	.4	11	242		.4	17	79	.1	.5	3	25		.1	14	61	.1	.5
4-Book	43	681	.2	.8	13	283	.1	.5	10	44		.3	21	72	.1	.5	14	57	.1	.5
KLAX-FM																				
WI '03	114	1220	.5	2.1	61	685	.3	2.2	42	137	.2	1.3	119	352	.5	2.4	65	201	.3	2.1
4-Book	87	1002	.4	1.6	56	614	.3	2.1	60	164	.3	1.8	98	282	.4	2.1	60	170	.3	2.0
KLOS-FM																				
WI '03	87	1629	.4	1.6	34	756	.1	1.2	24	136	.1	.8	67	353	.3	1.4	31	119	.1	1.0
4-Book	102	1530	.4	1.9	38	668	.2	1.4	34	135	.1	1.1	64	266	.3	1.4	53	180	.2	1.8
KLSX-FM																				
WI '03	104	1089	.4	1.9	18	324	.1	.7	6	42		.2	18	95	.1	.4	30	92	.1	1.0
4-Book	93	915	.4	1.7	19	321	.1	.7	16	55	.1	.5	19	76	.1	.4	20	67	.1	.7
KLTX-AM																				
WI '03	67	359	.3	1.2	41	257	.2	1.5	77	152	.3	2.4	72	143	.3	1.5	28	69	.1	.9
4-Book	60	296	.3	1.1	36	241	.2	1.3	76	166	.3	2.3	57	122	.3	1.2	36	86	.2	1.2
KLVE-FM																				
WI '03	226	2123	1.0	4.2	134	1546	.6	4.9	182	483	.8	5.8	241	757	1.0	4.9	104	442	.4	3.4
4-Book	249	2178	1.1	4.6	133	1425	.6	4.9	183	486	.8	5.6	234	681	1.0	5.0	114	373	.5	3.7
KLYY-FM																				
WI '03	35	337	.1	.6	21	255	.1	.8	28	75	.1	.9	33	118	.1	.7	13	52	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
WI '03	102	1332	.4	1.9	49	697	.2	1.8	49	212	.2	1.6	102	367	.4	2.1	87	274	.4	2.8
4-Book	104	1243	.5	1.9	55	690	.2	2.0	53	193	.2	1.6	92	283	.4	2.0	58	199	.3	1.9
KNX -AM																				
WI '03	99	2056	.4	1.8	48	1034	.2	1.8	73	291	.3	2.3	82	402	.3	1.7	56	229	.2	1.8
4-Book	92	1785	.4	1.7	41	854	.2	1.5	76	294	.3	2.4	66	291	.3	1.4	30	153	.1	1.0
KOST-FM																				
WI '03	378	3478	1.6	7.0	143	1941	.6	5.2	146	459	.6	4.6	245	838	1.0	5.0	137	476	.6	4.4
4-Book	356	3340	1.5	6.5	155	1956	.7	5.7	165	552	.7	5.1	291	890	1.3	6.2	166	538	.7	5.4
KPWR-FM																				
WI '03	56	1094	.2	1.0	44	817	.2	1.6	53	155	.2	1.7	77	280	.3	1.6	50	198	.2	1.6
4-Book	51	956	.2	.9	39	597	.2	1.4	41	127	.2	1.3	67	225	.3	1.4	50	168	.2	1.6
KRCD-FM																				
WI '03	79	604	.3	1.5	60	421	.3	2.2	88	170	.4	2.8	113	233	.5	2.3	57	185	.2	1.8
4-Book	81	632	.4	1.5	51	418	.2	1.9	62	142	.3	1.9	87	212	.4	1.9	57	161	.3	1.9
KRCV-FM																				
WI '03	85	536	.4	1.6	29	282	.1	1.1	26	93	.1	.8	70	150	.3	1.4	28	99	.1	.9
4-Book	54	390	.3	1.0	32	278	.1	1.2	36	101	.2	1.1	60	132	.3	1.3	35	101	.2	1.2
KRLA-AM																				
WI '03	25	473	.1	.5	8	128		.3	7	27		.2	17	48	.1	.3	5	9		.2
4-Book	34	447	.2	.6	9	130		.3	6	24		.2	18	45	.1	.4	8	34		.3
KRLH-AM																				
WI '03																				
4-Book		7				4														

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KROQ-FM	WI '03	100	1437	.4	1.8	43	814	.2	1.6	49	123	.2	1.6	116	404	.5	2.4	53	224	.2	1.7
	4-Book	88	1328	.4	1.6	44	774	.2	1.6	47	175	.2	1.5	88	372	.4	1.9	56	212	.3	1.8
KRTH-FM	WI '03	299	3531	1.3	5.5	133	1928	.6	4.9	133	471	.6	4.2	233	868	1.0	4.8	200	576	.8	6.5
	4-Book	250	3309	1.1	4.6	122	1837	.5	4.5	121	468	.5	3.7	266	889	1.1	5.7	159	496	.7	5.2
KSCA-FM	WI '03	220	1188	.9	4.1	75	737	.3	2.7	205	374	.9	6.5	95	273	.4	1.9	89	218	.4	2.9
	4-Book	211	1246	.9	3.9	93	811	.4	3.4	274	489	1.2	8.3	144	391	.6	3.1	71	178	.3	2.3
KSPN-AM	WI '03	6	219	.1	.1	3	111	.1	.1	3	12	.1	.1	7	53	.1	.1	6	28	.1	.2
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	47	764	.2	.9	22	443	.1	.8	6	23	.2	.2	71	263	.3	1.4	24	128	.1	.8
	4-Book	34	520	.2	.6	18	277	.1	.7	11	41	.3	.3	47	147	.2	1.0	19	67	.1	.7
KSUR-AM	WI '03	13	181	.1	.2	8	144	.1	.3	13	38	.1	.4	12	40	.1	.2	13	43	.1	.4
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNO-AM	WI '03	43	337	.2	.8	32	267	.1	1.2	38	110	.2	1.2	66	127	.3	1.3	22	52	.1	.7
	4-Book	33	300	.1	.6	23	247	.1	.8	35	82	.2	1.1	42	102	.2	.9	16	48	.1	.5
KTUV-FM	WI '03	266	2674	1.1	4.9	137	1805	.6	5.0	143	458	.6	4.5	272	972	1.1	5.6	174	512	.7	5.6
	4-Book	296	2568	1.3	5.4	151	1748	.7	5.6	149	483	.6	4.6	274	817	1.2	5.9	196	574	.8	6.4
KWIZ-FM	WI '03	25	286	.1	.5	11	151	.1	.4	9	47	.1	.3	20	60	.1	.4				
	4-Book	25	267	.1	.5	15	148	.1	.5	13	49	.1	.4	27	71	.1	.6	14	28	.1	.5
KWKW-AM	WI '03	51	272	.2	.9	15	126	.1	.5	13	35	.1	.4	50	88	.2	1.0	17	60	.1	.6
	4-Book	44	261	.2	.8	14	131	.1	.5	32	63	.1	1.0	35	77	.2	.8	8	25		.3
KWVE-FM	WI '03	46	537	.2	.8	24	328	.1	.9	45	119	.2	1.4	20	100	.1	.4	17	53	.1	.6
	4-Book	49	567	.2	.9	21	326	.1	.8	32	102	.2	1.0	26	95	.1	.6	21	55	.1	.7
KXOL-FM	WI '03	102	1097	.4	1.9	70	754	.3	2.6	69	197	.3	2.2	154	395	.6	3.1	57	199	.2	1.8
	4-Book	111	1114	.5	2.0	65	700	.3	2.4	74	185	.3	2.3	135	365	.6	2.9	78	229	.3	2.5
KYSR-FM	WI '03	145	2113	.6	2.7	51	965	.2	1.9	24	143	.1	.8	121	382	.5	2.5	46	234	.2	1.5
	4-Book	152	2060	.7	2.8	47	922	.2	1.8	37	193	.2	1.2	106	408	.4	2.3	63	267	.3	2.1
+KZAB-FM	KFSG-FM	15	223	.1	.3	16	144	.1	.6	8	37	.1	.3	27	79	.1	.6	15	37	.1	.5
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	182	1965	.8	3.4	89	1255	.4	3.3	112	402	.5	3.5	163	627	.7	3.3	138	471	.6	4.5
	4-Book	185	2033	.8	3.4	93	1243	.4	3.5	108	433	.5	3.3	185	635	.8	4.0	129	404	.5	4.2
KGGI-FM	WI '03	10	209	.2	.2	7	173	.1	.3	7	30	.1	.2	10	44	.1	.2	19	58	.1	.6
	4-Book	11	227	.2	.2	9	137	.1	.3	6	27	.1	.2	13	46	.1	.3	16	48	.1	.5
TOTALS	WI '03	5430	22480	22.9		2728	18543	11.5		3159	8742	13.3		4900	12346	20.6		3086	8354	13.0	
	4-Book	5474	22240	23.3		2700	18260	11.5		3259	8836	13.9		4687	11815	20.0		3062	8278	13.0	

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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 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																				
KBIG-FM																				
KBLA-AM																				
KBUA-FM																				
KBUE-FM																				
KCBS-FM																				
KDIS-AM																				
+KDLD-FM KSSC-FM																				
+KDLE-FM KSSD-FM																				
KFI -AM																				
KFSH-FM																				
KFWB-AM																				
KHHT-FM																				
KHJ -AM																				
KIIS-FM																				
KVVS-FM																				
KJLH-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

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
KKBT-FM WI '03 4-Book	33 26	111 108	.1 .1	2.2 1.8	28 31	92 102	.1 .1	1.3 1.4	37 47	196 192	.2 .2	1.1 1.4	32 34	102 114	.1 .1	1.3 1.4	39 19	132 75	.2 .1	3.7 1.7
KKLA-FM WI '03 4-Book	17 14	22 26	.1 .1	1.2 1.0	42 33	159 119	.2 .2	1.9 1.5	10 15	85 86	.3 .1	.3 .4	16 10	59 45	.1 .1	.6 .4	7 11	51 36	.7 1.0	.7 1.0
KLAC-AM WI '03 4-Book	4 9	25 39	.3 .6	.3 .6	9 6	26 23	.4 .3	.4 .3	12 12	28 52	.1 .1	.3 .4	23 26	81 96	.1 .1	.9 1.0	11 9	37 42	1.0 .8	1.0 .8
KLAX-FM WI '03 4-Book	48 25	153 93	.2 .1	3.3 1.7	44 43	122 130	.2 .2	2.0 1.9	96 93	254 235	.4 .4	2.8 2.7	48 40	138 118	.2 .2	1.9 1.6	18 22	64 98	.1 .1	1.7 2.0
KLOS-FM WI '03 4-Book	12 19	75 83	.1 .1	.8 1.3	7 15	51 62	.3 .7	.3 .7	64 58	281 239	.3 .3	1.9 1.7	41 52	155 156	.2 .2	1.6 2.1	20 12	88 68	.1 .1	1.9 1.1
KLSX-FM WI '03 4-Book	3 8	46 30	.2 .6	.2 .6	36 36	105 117	.2 .2	1.6 1.6	24 34	130 140	.1 .2	.7 1.0	17 15	49 46	.1 .1	.7 .6	12 6	54 26	.1 .5	1.1 .5
KLTX-AM WI '03 4-Book	24 21	75 74	.1 .1	1.6 1.4	40 45	83 107	.2 .2	1.8 2.0	52 33	97 86	.2 .2	1.5 1.0	24 22	57 66	.1 .1	1.0 .9	14 10	48 36	.1 .1	1.3 .9
KLVE-FM WI '03 4-Book	86 74	289 236	.4 .4	5.9 5.2	121 129	395 377	.5 .6	5.5 5.9	177 184	494 532	.7 .8	5.1 5.4	112 107	333 268	.5 .5	4.5 4.3	45 39	177 144	.2 .2	4.3 3.6
KLYY-FM WI '03 4-Book	12 **	48 **	.1 **	.8 **	2 **	25 **	.1 **	.1 **	39 **	130 **	.2 **	1.1 **	29 **	85 **	.1 **	1.2 **	10 **	12 **	.1 **	1.0 **
KMZT-FM WI '03 4-Book	32 34	145 144	.1 .2	2.2 2.3	32 41	119 142	.1 .2	1.4 1.8	43 77	198 249	.2 .3	1.2 2.3	40 59	143 184	.2 .3	1.6 2.4	10 25	29 98	1.0 .1	1.0 2.3
KNX -AM WI '03 4-Book	20 27	102 138	.1 .1	1.4 1.9	56 46	253 190	.2 .2	2.5 2.1	41 35	259 177	.2 .2	1.2 1.0	25 22	187 143	.1 .1	1.0 .9	36 28	154 131	.2 .1	3.4 2.5
KOST-FM WI '03 4-Book	100 84	393 344	.4 .4	6.8 6.0	151 128	471 434	.6 .5	6.8 5.8	170 183	611 602	.7 .8	4.9 5.4	138 145	470 442	.6 .6	5.5 5.8	59 76	237 282	.2 .3	5.6 7.1
KPWR-FM WI '03 4-Book	31 27	160 115	.1 .1	2.1 1.8	30 19	113 76	.1 .1	1.4 .9	37 38	191 147	.2 .2	1.1 1.1	45 38	229 151	.2 .2	1.8 1.6	31 29	133 101	.1 .1	3.0 2.6
KRCD-FM WI '03 4-Book	53 41	167 115	.2 .2	3.6 2.9	32 30	102 98	.1 .1	1.4 1.3	68 60	179 164	.3 .3	2.0 1.8	40 52	89 131	.2 .2	1.6 2.1	27 21	100 64	.1 .1	2.6 1.9
KRCV-FM WI '03 4-Book	14 23	38 72	.1 .1	1.0 1.7	18 21	76 54	.1 .1	.8 .9	47 42	131 106	.2 .2	1.4 1.2	25 29	52 58	.1 .2	1.0 1.2	13	33	.1	1.2
KRLA-AM WI '03 4-Book	4	14	.3	.3	20 11	28 24	.1 .1	.9 .5	8 4	28 14	.2 .1	.2 .1	5 11	23 38	.2 .5	.2 .5	6	20		.6
KRLH-AM WI '03 4-Book						4							1	4						

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	
KRQQ-FM	WI '03	15	104	.1	1.0	25	87	.1	1.1	30	193	.1	.9	40	198	.2	1.6	13	103	.1	1.2	
	4-Book	22	118	.1	1.5	25	115	.1	1.1	42	207	.2	1.3	44	179	.2	1.8	25	122	.1	2.3	
KRTH-FM	WI '03	56	263	.2	3.8	126	478	.5	5.7	184	660	.8	5.3	112	412	.5	4.5	32	184	.1	3.0	
	4-Book	54	244	.2	3.8	71	290	.3	3.2	153	587	.7	4.5	104	372	.5	4.2	40	194	.2	3.6	
KSCA-FM	WI '03	18	70	.1	1.2	85	196	.4	3.8	70	196	.3	2.0	61	132	.3	2.4	5	37		.5	
	4-Book	32	84	.1	2.4	105	239	.4	4.8	85	237	.4	2.5	47	111	.2	1.9	11	44		1.0	
KSPN-AM	WI '03	3	14		.2	1	11			2	11		.1	2	22		.1	3	21		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	10	68		.7	13	65	.1	.6	32	135	.1	.9	10	80		.4	7	29		.7	
	4-Book	6	36		.5	11	43	.1	.5	26	87	.1	.8	14	50	.1	.6	4	19		.4	
KSUR-AM	WI '03	6	28		.4	8	12		.4	8	38		.2	11	25		.4					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03	17	33	.1	1.2	12	48	.1	.5	58	104	.2	1.7	18	39	.1	.7	20	44	.1	1.9	
	4-Book	13	32	.1	.9	12	41	.1	.5	34	82	.2	1.0	14	33	.1	.6	11	31	.1	1.0	
KTWW-FM	WI '03	87	372	.4	5.9	108	339	.5	4.9	129	443	.5	3.7	122	372	.5	4.9	58	238	.2	5.5	
	4-Book	89	353	.4	6.1	99	346	.5	4.5	187	575	.8	5.5	143	408	.6	5.7	67	251	.3	6.1	
KWIZ-FM	WI '03	5	12		.3	11	45		.5	24	93		.7	15	23		.6	5	12		.5	
	4-Book	10	21	.1	.7	8	22		.4	25	60	.1	.7	16	33	.1	.6	5	13		.4	
KWKV-AM	WI '03	12	15	.1	.8	15	35	.1	.7	13	24	.1	.4									
	4-Book	6	12		.4	11	27	.1	.5	7	22		.2	8	12		.3	6	13		.5	
KWVE-FM	WI '03	2	12		.1	32	101	.1	1.4	44	157	.2	1.3	25	102	.1	1.0	13	67	.1	1.2	
	4-Book	5	26		.3	27	120	.1	1.2	27	106	.1	.8	25	101	.1	1.0	11	40	.1	1.0	
KXQL-FM	WI '03	41	111	.2	2.8	51	181	.2	2.3	105	328	.4	3.0	52	157	.2	2.1	17	70	.1	1.6	
	4-Book	28	90	.2	1.9	49	148	.2	2.2	80	248	.3	2.3	55	158	.2	2.2	21	80	.1	1.9	
KYSR-FM	WI '03	26	133	.1	1.8	27	126	.1	1.2	84	354	.4	2.4	51	187	.2	2.0	18	89	.1	1.7	
	4-Book	19	128	.1	1.4	24	121	.1	1.1	65	318	.3	1.9	49	208	.2	2.0	11	71	.1	1.0	
+KZAB-FM	KFSG-FM	14	63	.1	1.0	10	36		.5	25	66	.1	.7	15	44	.1	.6	7	27		.7	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	43	243	.2	2.9	46	182	.2	2.1	115	473	.5	3.3	78	325	.3	3.1	21	144	.1	2.0	
	4-Book	44	188	.2	3.1	59	246	.3	2.7	112	458	.5	3.3	81	331	.3	3.3	24	131	.1	2.2	
KGGI-FM	WI '03	6	19		.4	4	10		.2	5	30		.1	6	32		.2	7	12		.7	
	4-Book	4	15		.3	4	10		.2	12	37	.1	.3	11	37		.5	6	24		.6	
TOTALS	WI '03	1470	5176	6.2		2211	6641	9.3		3448	9687	14.5		2500	6798	10.5		1050	3585	4.4		
	4-Book	1439	4887	6.1		2212	6667	9.4		3405	9521	14.5		2482	6618	10.6		1084	3764	4.6		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
	KABC-AM																				
WI '03	1	67		.1	2	14		.1	1	26		.1		22			1	30		.1	
FA '02		19				10															
SU '02	1	57		.1	1	14		.1	3	28		.2	1	27		.1		14			
SP '02	1	55		.1		13							1	28		.1	4	14		.4	
4-Book	1	50		.1	1	13		.1	1	14		.1	1	19		.1	1	15		.1	
WI '02		25				10								10				14			
KBIG-FM																					
WI '03	24	607	.2	1.9	18	295	.2	1.3	22	206	.2	3.1	44	257	.4	2.4	26	188	.2	2.1	
FA '02	9	611	.1	.7	8	203	.1	.6	4	71		.6	18	254	.2	.9	8	218	.1	.6	
SU '02	13	610	.1	1.0	4	142		.3	19	273	.2	1.4	19	278	.2	1.1	8	156	.1	.6	
SP '02	15	712	.1	1.3	23	232	.2	1.7	10	182	.1	1.5	23	283	.2	1.3	7	171	.1	.6	
4-Book	15	635	.1	1.2	13	218	.1	1.0	14	183	.1	1.7	26	268	.3	1.4	12	183	.1	1.0	
WI '02	10	560	.1	.9	12	170	.1	.9	4	156		.6	15	220	.1	.8	11	187	.1	1.0	
KBLA-AM																					
WI '03		41				14								12							
FA '02		37				13															
SU '02		22												7							
SP '02	1	40		.1	2	28		.1	1	14		.2									
4-Book		35			1	14				4		.1		5							
WI '02		13																13			
KBUA-FM																					
WI '03	2	63		.2	2	12		.1	1	12		.1	2	37		.1	1	25		.1	
FA '02	21	195	.2	1.6	25	99	.2	1.7	22	76	.2	3.4	30	121	.3	1.5	15	85	.1	1.1	
SU '02	4	127		.3	4	54		.3	5	55		.4	7	74	.1	.4	2	22		.2	
SP '02	8	82	.1	.7	15	58	.1	1.1	6	46	.1	.9	8	46	.1	.5	3	34		.3	
4-Book	9	117	.1	.7	12	56	.1	.8	9	47	.1	1.2	12	70	.1	.6	5	42		.4	
WI '02	10	97	.1	.9	10	58	.1	.8	3	57		.5	19	72	.2	1.1	9	72	.1	.8	
KBUE-FM																					
WI '03	55	764	.5	4.3	39	406	.3	2.7	38	249	.3	5.3	88	552	.8	4.9	55	412	.5	4.4	
FA '02	57	933	.5	4.4	46	407	.4	3.2	30	288	.3	4.6	95	493	.8	4.9	55	439	.5	4.1	
SU '02	48	581	.4	3.6	55	309	.5	4.3	48	325	.4	3.5	54	352	.5	3.2	42	323	.4	3.4	
SP '02	36	514	.3	3.0	50	298	.5	3.6	39	252	.4	5.9	40	356	.4	2.3	27	254	.2	2.4	
4-Book	49	698	.4	3.8	48	355	.4	3.5	39	279	.4	4.8	69	438	.6	3.8	45	357	.4	3.6	
WI '02	55	778	.5	4.7	49	370	.5	3.8	32	244	.3	5.0	84	494	.8	4.7	52	363	.5	4.5	
KCBS-FM																					
WI '03	10	483	.1	.8	9	202	.1	.6	5	125		.7	13	214	.1	.7	16	181	.1	1.3	
FA '02	14	583	.1	1.1	19	207	.2	1.3	5	99		.8	18	291	.2	.9	14	172	.1	1.1	
SU '02	23	711	.2	1.7	23	234	.2	1.8	21	346	.2	1.5	23	294	.2	1.3	18	233	.2	1.5	
SP '02	17	744	.2	1.4	20	339	.2	1.4	8	221	.1	1.2	23	315	.2	1.3	17	181	.2	1.5	
4-Book	16	630	.2	1.3	18	246	.2	1.3	10	198	.1	1.1	19	279	.2	1.1	16	192	.2	1.4	
WI '02	8	512	.1	.7	11	225	.1	.9	7	145	.1	1.1	10	219	.1	.6	6	124	.1	.5	
KDIS-AM																					
WI '03	21	604	.2	1.6	23	281	.2	1.6	14	186	.1	1.9	26	281	.2	1.4	11	145	.1	.9	
FA '02	17	655	.2	1.3	35	340	.3	2.4	10	199	.1	1.5	28	365	.2	1.4	9	167	.1	.7	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	26	807	.2	2.2	28	294	.3	2.0	18	241	.2	2.7	43	349	.4	2.4	22	251	.2	1.9	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	19	392	.2	1.6	20	191	.2	1.6	11	177	.1	1.7	29	222	.3	1.6	10	121	.1	.9	
+KDLD-FM																					
KSSC-FM																					
WI '03	8	215	.1	.6	7	76	.1	.5	7	110	.1	1.0	8	92	.1	.4	9	136	.1	.7	
FA '02	9	217	.1	.7	3	44		.2	4	54		.6	16	75	.1	.8	11	125	.1	.8	
SU '02	1	53		.1		10			1	24		.1	1	23		.1	1	30		.1	
SP '02	1	121		.1	1	30		.1					3	37		.2	1	25		.1	
4-Book	5	152	.1	.4	3	40		.2	3	47		.4	7	57	.1	.4	6	79	.1	.4	
WI '02	1	62		.1	1	12		.1	2	37		.3	1	12		.1	1	25		.1	

Target Listener Trends - Teens 12-17

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

Target Listener Trends

Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KDLE-FM																				
KSSD-FM																				
WI '03	4	194	.	.3	4	74	.	.3	1	31	.	.1	12	127	.1	.7	3	47	.	.2
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																				
WI '03	11	322	.1	.9	14	138	.1	1.0	3	56	.	.4	11	124	.1	.6	19	87	.2	1.5
FA '02	2	132	.	.2	3	47	.	.2		16	.		1	30	.	.1	5	13	.	.4
SU '02	13	240	.1	1.0	15	140	.1	1.2	22	195	.2	1.6	22	151	.2	1.3	7	82	.1	.6
SP '02	2	133	.	.2	2	13	.	.1	2	41	.	.3	1	29	.	.1	3	48	.	.3
4-Book	7	207	.1	.6	9	85	.1	.6	7	77	.1	.6	9	84	.1	.5	9	58	.1	.7
WI '02	5	206	.	.4	7	115	.1	.5	4	44	.	.6	4	66	.	.2	9	56	.1	.8
KFSH-FM																				
WI '03	11	304	.1	.9	15	174	.1	1.1	3	42	.	.4	17	165	.2	.9	9	135	.1	.7
FA '02	10	276	.1	.8	11	112	.1	.8	10	111	.1	1.5	26	190	.2	1.3	3	112	.	.2
SU '02	8	334	.1	.6	8	113	.1	.6	12	177	.1	.9	13	175	.1	.8	5	84	.	.4
SP '02	9	356	.1	.8	12	184	.1	.9	5	70	.	.8	9	145	.1	.5	6	112	.1	.5
4-Book	10	318	.1	.8	12	146	.1	.9	8	100	.1	.9	16	169	.2	.9	6	111	.1	.5
WI '02	8	249	.1	.7	7	106	.1	.5	4	75	.	.6	13	131	.1	.7	4	78	.	.3
KFWB-AM																				
WI '03	3	186	.	.2	11	124	.	.8	2	71	.	.3	7	91	.	.4				
FA '02	1	89	.	.1	3	44	.	.2	1	15	.	.2	2	56	.	.1				
SU '02	1	88	.	.1	3	63	.	.2	3	27	.	.2								
SP '02	1	67	.	.1	3	55	.	.2					1	25	.	.1				12
4-Book	2	108	.	.1	5	72	.	.4	2	28	.	.2	3	43	.	.2				3
WI '02	1	101	.	.1	5	86	.	.4						15	.					15
KHHT-FM																				
WI '03	61	1439	.5	4.8	55	598	.5	3.9	31	403	.3	4.3	71	732	.6	3.9	76	614	.7	6.1
FA '02	49	1443	.4	3.8	39	539	.3	2.7	24	387	.2	3.7	58	604	.5	3.0	67	731	.6	5.0
SU '02	52	1426	.5	3.9	38	466	.4	3.0	62	707	.6	4.5	49	674	.5	2.9	52	584	.5	4.2
SP '02	44	1220	.4	3.7	48	487	.4	3.5	22	305	.2	3.3	51	457	.5	2.9	51	569	.5	4.5
4-Book	52	1382	.5	4.1	45	523	.4	3.3	35	451	.3	4.0	57	617	.5	3.2	62	625	.6	5.0
WI '02	70	1581	.6	6.0	61	619	.6	4.8	20	374	.2	3.1	58	553	.5	3.2	119	734	1.1	10.4
KHJ -AM																				
WI '03	2	81	.	.2	1	14	.	.1	1	23	.	.1	1	11	.	.1				
FA '02	4	135	.	.3	5	43	.	.3	7	47	.1	1.1	2	41	.	.1	4	23	.	.3
SU '02	1	88	.	.1	1	13	.	.1	1	13	.	.1	2	30	.	.1	1	18	.	.1
SP '02	2	66	.	.2	1	26	.	.1	4	54	.	.6	2	14	.	.1				
4-Book	2	93	.	.2	2	24	.	.1	3	34	.	.5	2	24	.	.1	1	10	.	.1
WI '02	5	71	.	.4	6	45	.1	.5	4	43	.	.6	3	28	.	.2	2	15	.	.2
KIIS-FM																				
WI '03	175	4150	1.6	13.7	186	2084	1.7	13.0	91	1315	.8	12.7	252	2404	2.2	14.0	180	1913	1.6	14.4
FA '02	175	4138	1.6	13.6	209	2263	1.9	14.4	79	1341	.7	12.1	269	2541	2.4	13.8	160	1775	1.4	12.0
SU '02	201	4575	1.9	15.1	196	2186	1.8	15.3	210	2216	1.9	15.4	256	2713	2.4	15.0	184	2146	1.7	14.9
SP '02	159	3979	1.5	13.3	165	1844	1.5	11.9	87	1241	.8	13.1	202	2302	1.9	11.4	170	1699	1.6	15.0
4-Book	178	4211	1.7	13.9	189	2094	1.7	13.7	117	1528	1.1	13.3	245	2490	2.2	13.6	174	1883	1.6	14.1
WI '02	141	4089	1.3	12.1	169	2155	1.6	13.3	76	1280	.7	11.8	243	2605	2.2	13.5	122	1605	1.1	10.7
KVVS-FM																				
WI '03	9	160	.1	.7	10	116	.1	.7	5	90	.	.7	10	94	.1	.6	7	44	.1	.6
FA '02	7	215	.1	.5	8	97	.1	.6	5	104	.	.8	15	123	.1	.8	4	121	.	.3
SU '02	14	290	.1	1.0	15	128	.1	1.2	22	256	.2	1.6	12	176	.1	.7	8	118	.1	.6
SP '02	12	241	.1	1.0	21	151	.2	1.5	10	101	.1	1.5	18	162	.2	1.0	9	100	.1	.8
4-Book	11	227	.1	.8	14	123	.1	1.0	11	138	.1	1.2	14	139	.1	.8	7	96	.1	.6
WI '02	12	247	.1	1.0	14	185	.1	1.1	12	103	.1	1.9	20	180	.2	1.1	10	102	.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

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
KJLH-FM																				
WI '03	10	412	.1	.8	7	79	.1	.5	6	72	.1	.8	9	114	.1	.5	9	127	.1	.7
FA '02	15	402	.1	1.2	17	185	.2	1.2	10	62	.1	1.5	16	177	.1	.8	19	144	.2	1.4
SU '02	6	250	.1	.4	1	45		.1	3	49		.2	6	90	.1	.4	3	34		.2
SP '02	10	337	.1	.8	5	84		.4	3	54		.5	10	107	.1	.6	8	101	.1	.7
4-Book	10	350	.1	.8	8	98	.1	.6	6	59	.1	.8	10	122	.1	.6	10	102	.1	.8
WI '02	19	415	.2	1.6	18	168	.2	1.4	5	38		.8	18	183	.2	1.0	14	152	.1	1.2
KBFT-FM																				
WI '03	134	3413	1.2	10.5	196	1697	1.7	13.7	74	1142	.7	10.3	180	2015	1.6	10.0	114	1382	1.0	9.1
FA '02	128	3222	1.1	10.0	182	1711	1.6	12.6	55	1059	.5	8.4	194	1905	1.7	9.9	112	1437	1.0	8.4
SU '02	126	3135	1.2	9.4	138	1311	1.3	10.8	126	1526	1.2	9.2	148	1572	1.4	8.7	117	1476	1.1	9.5
SP '02	127	3238	1.2	10.6	160	1485	1.5	11.5	55	1129	.5	8.3	210	2088	1.9	11.9	127	1503	1.2	11.2
4-Book	129	3252	1.2	10.1	169	1551	1.5	12.2	78	1214	.7	9.1	183	1895	1.7	10.1	118	1450	1.1	9.6
WI '02	99	2892	.9	8.5	116	1360	1.1	9.1	51	883	.5	7.9	173	1741	1.6	9.6	86	1172	.8	7.5
KKLA-FM																				
WI '03		28								11				21		.1		10		
FA '02	2	130		.2	7	102	.1	.5						23		.1	1	18		.1
SU '02	1	58		.1	2	33		.2		7										
SP '02	1	61		.1	3	20		.2						15		.1				
4-Book	1	69		.1	3	39		.2		5			1	15		.1		7		
WI '02	1	71		.1	5	23		.4		15				21		.1	1	27		.1
KLAC-AM																				
WI '03	1	65		.1		13								11		.1	4	52		.3
FA '02	1	105		.1										26			1	75		.1
SU '02	3	43		.2									5	29		.3	3	15		.2
SP '02	3	179		.3					15				2	36		.1	4	75		.4
4-Book	2	98		.2	3				4				2	26		.1	3	54		.3
WI '02		37											1	25		.1		27		
KLAX-FM																				
WI '03	14	588	.1	1.1	18	231	.2	1.3	8	144	.1	1.1	19	243	.2	1.1	12	192	.1	1.0
FA '02	20	622	.2	1.6	19	172	.2	1.3	9	121	.1	1.4	24	308	.2	1.2	20	299	.2	1.5
SU '02	19	614	.2	1.4	13	162	.1	1.0	29	322	.3	2.1	19	232	.2	1.1	13	178	.1	1.1
SP '02	34	609	.3	2.8	24	203	.2	1.7	27	248	.2	4.1	62	342	.6	3.5	24	194	.2	2.1
4-Book	22	608	.2	1.7	19	192	.2	1.3	18	209	.2	2.2	31	281	.3	1.7	17	216	.2	1.4
WI '02	40	692	.4	3.4	24	214	.2	1.9	23	231	.2	3.6	64	349	.6	3.5	37	288	.3	3.2
KLOS-FM																				
WI '03	23	683	.2	1.8	14	276	.1	1.0	21	194	.2	2.9	36	387	.3	2.0	25	233	.2	2.0
FA '02	14	568	.1	1.1	17	217	.2	1.2	6	84	.1	.9	24	251	.2	1.2	7	104	.1	.5
SU '02	26	788	.2	1.9	24	325	.2	1.9	32	446	.3	2.3	29	333	.3	1.7	23	259	.2	1.9
SP '02	14	560	.1	1.2	12	210	.1	.9	7	141	.1	1.1	28	244	.3	1.6	7	143	.1	.6
4-Book	19	650	.2	1.5	17	257	.2	1.3	17	216	.2	1.8	29	304	.3	1.6	16	185	.2	1.3
WI '02	9	463	.1	.8	10	146	.1	.8	2	73		.3	19	216	.2	1.1	12	135	.1	1.0
KLSX-FM																				
WI '03	12	255	.1	.9	20	145	.2	1.4	5	42		.7	29	116	.3	1.6	9	70	.1	.7
FA '02	6	248	.1	.5	6	84	.1	.4	2	23		.3	15	68	.1	.8	5	66		.4
SU '02	3	196		.2	4	78		.3	3	53		.2	8	85	.1	.5	1	13		.1
SP '02	6	164	.1	.5	17	79	.2	1.2	3	25		.5	6	38	.1	.3	5	52		.4
4-Book	7	216	.1	.5	12	97	.1	.8	3	36		.4	15	77	.2	.8	5	50		.4
WI '02	4	227		.3	13	148	.1	1.0	2	76		.3	5	86		.3	1	23		.1
KLTX-AM																				
WI '03	10	116	.1	.8	4	32		.3	5	41		.7	13	95	.1	.7	12	84	.1	1.0
FA '02	10	110	.1	.8	7	70	.1	.5	2	21		.3	14	70	.1	.7	18	86	.2	1.4
SU '02	6	60	.1	.4	4	20		.3	13	45	.1	1.0	5	50		.3	6	25		.5
SP '02	7	76	.1	.6	13	65	.1	.9	2	12		.3	9	24	.1	.5	6	24	.1	.5
4-Book	8	91	.1	.7	7	47	.1	.5	6	30		.6	10	60	.1	.6	9	55	.1	.7
WI '02	7	61	.1	.6	9	47	.1	.7	3	42		.5	16	29	.1	.9	4	42		.3

Target Listener Trends - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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



Target Listener Trends

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KLVE-FM																				
WI '03	14	560	.1	1.1	13	231	.1	.9	10	147	.1	1.4	17	298	.2	.9	15	218	.1	1.2
FA '02	29	797	.3	2.3	22	267	.2	1.5	17	210	.2	2.6	42	390	.4	2.2	28	290	.2	2.1
SU '02	14	614	.1	1.0	20	234	.2	1.6	14	311	.1	1.0	12	191	.1	.7	8	208	.1	.6
SP '02	11	452	.1	.9	14	201	.1	1.0	5	115	.8		14	194	.1	.8	9	161	.1	.8
4-Book	17	606	.2	1.3	17	233	.2	1.3	12	196	.1	1.5	21	268	.2	1.2	15	219	.1	1.2
WI '02	21	550	.2	1.8	20	249	.2	1.6	19	151	.2	2.9	26	274	.2	1.4	20	174	.2	1.7
KLYY-FM																				
WI '03	7	194	.1	.5	4	71	.3		6	113	.1	.8	10	113	.1	.6	9	89	.1	.7
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZZ-FM																				
WI '03	6	283	.1	.5	9	102	.1	.6	3	63	.4		2	80	.1		10	127	.1	.8
FA '02	3	232	.2		5	78	.3		2	13	.3		5	112	.3		3	91	.2	
SU '02	7	150	.1	.5	10	86	.1	.8	11	84	.1	.8	6	65	.1	.4	9	91	.1	.7
SP '02	10	268	.1	.8	10	124	.1	.7	11	71	.1	1.7	10	138	.1	.6	8	129	.1	.7
4-Book	7	233	.1	.5	9	98	.1	.6	7	58	.1	.8	6	99	.1	.4	8	110	.1	.6
WI '02	3	227	.3		3	90	.2		2	67	.3		6	124	.1	.3	4	86	.3	
KNX -AM																				
WI '03	3	187	.2		3	52	.2		1	25	.1		4	84	.2		3	30	.2	
FA '02	3	215	.2		8	140	.1	.6	1	24	.2		2	47	.1		3	55	.2	
SU '02	1	133	.1		1	51	.1			26			1	12	.1		1	13	.1	
SP '02		49			2	35	.1											14		
4-Book	2	146	.1		4	70	.3		1	19	.1		2	36	.1		2	28	.1	
WI '02	2	117	.2		5	58	.4			11			2	49	.1		1	27	.1	
KOST-FM																				
WI '03	19	811	.2	1.5	12	246	.1	.8	12	180	.1	1.7	27	409	.2	1.5	27	285	.2	2.2
FA '02	16	818	.1	1.2	23	348	.2	1.6	5	140	.8		22	335	.2	1.1	23	334	.2	1.7
SU '02	16	670	.1	1.2	10	178	.1	.8	23	313	.2	1.7	17	259	.2	1.0	15	207	.1	1.2
SP '02	15	589	.1	1.3	13	222	.1	.9	11	167	.1	1.7	12	217	.1	.7	19	228	.2	1.7
4-Book	17	722	.1	1.3	15	249	.1	1.0	13	200	.1	1.5	20	305	.2	1.1	21	264	.2	1.7
WI '02	16	894	.1	1.4	13	310	.1	1.0	8	173	.1	1.2	16	271	.1	.9	21	320	.2	1.8
KPWR-FM																				
WI '03	252	4900	2.2	19.8	308	2958	2.7	21.6	137	1862	1.2	19.1	349	3342	3.1	19.4	246	2582	2.2	19.7
FA '02	267	4855	2.4	20.8	303	2930	2.7	20.9	138	1781	1.2	21.1	440	3515	3.9	22.6	270	2506	2.4	20.3
SU '02	256	4832	2.4	19.2	260	2405	2.4	20.3	244	2507	2.3	17.9	365	3141	3.4	21.4	249	2597	2.3	20.1
SP '02	247	4592	2.3	20.7	316	2571	2.9	22.7	109	1743	1.0	16.4	416	3263	3.8	23.5	241	2250	2.2	21.2
4-Book	256	4795	2.3	20.1	297	2716	2.7	21.4	157	1973	1.4	18.6	393	3315	3.6	21.7	252	2484	2.3	20.3
WI '02	242	4716	2.2	20.7	289	2570	2.7	22.7	129	1750	1.2	20.0	412	3177	3.8	22.9	199	2124	1.8	17.4
KRCD-FM																				
WI '03	2	120	.2		4	54	.3		2	34	.3		1	14	.1		1	39	.1	
FA '02	3	104	.2		2	10	.1		6	49	.1	.9	3	21	.2		1	31	.1	
SU '02	1	70	.1		1	21	.1		2	35	.1			14			1	10	.1	
SP '02	4	132	.3		3	40	.2		5	63	.8		3	33	.2		4	60	.4	
4-Book	3	107	.2		3	31	.2		4	45	.5		2	21	.1		2	35	.2	
WI '02	2	81	.2		5	39	.4		2	27	.3		6	56	.1	.3				
KRCV-FM																				
WI '03	1	63	.1			21			2	10	.3		2	33	.1					
FA '02		50				10			1	14	.2			13						
SU '02	2	93	.1		5	38	.4						3	26	.2		1	42	.1	
SP '02	1	52	.1		2	28	.1		1	12	.2		1	41	.1					
4-Book	1	65	.1		2	24	.1		1	9	.2		2	28	.1			11		
WI '02	1	70	.1		1	14	.1		1	43	.2			13				14		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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		
KRRLA-AM																					
WI '03	1	25	.1	1	13		.1	2	25		.3	1	13		.1	1	12		.1		
FA '02		27			14								13								
SU '02	8	88	.1	.6	11	74	.1	.9	9	77	.1	.7	8	63	.1	.5	6	60	.1	.5	
SP '02		11											11								
4-Book	2	38	.2	.3	3	25	.3	.3	3	26	.3	.3	2	25	.2	.2	2	18	.2	.2	
WI '02		26							1	13		.2	1	26		.1					
KRLH-AM																					
WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '02																					
SU '02																					
SP '02																					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
WI '02																					
KROQ-FM																					
WI '03	157	3035	1.4	12.3	198	1711	1.8	13.9	82	1025	.7	11.4	208	1759	1.9	11.5	159	1405	1.4	12.7	
FA '02	158	3197	1.4	12.3	168	1580	1.5	11.6	68	954	.6	10.4	259	2052	2.3	13.3	198	1572	1.8	14.9	
SU '02	192	3319	1.8	14.4	172	1488	1.6	13.4	152	1768	1.4	11.1	240	2084	2.2	14.1	242	2054	2.2	19.6	
SP '02	143	3118	1.3	12.0	147	1520	1.4	10.6	61	1021	.6	9.2	221	1994	2.0	12.5	150	1585	1.4	13.2	
4-Book	163	3167	1.5	12.8	171	1575	1.6	12.4	91	1192	.8	10.5	232	1972	2.1	12.9	187	1654	1.7	15.1	
WI '02	161	3236	1.5	13.8	163	1501	1.5	12.8	83	1098	.8	12.9	258	2100	2.4	14.3	182	1689	1.7	15.9	
KRTH-FM																					
WI '03	17	869	.2	1.3	27	380	.2	1.9	10	191	.1	1.4	29	353	.3	1.6	14	232	.1	1.1	
FA '02	25	1091	.2	1.9	32	415	.3	2.2	13	158	.1	2.0	25	450	.2	1.3	26	417	.2	2.0	
SU '02	30	1157	.3	2.2	23	263	.2	1.8	23	502	.2	1.7	38	536	.4	2.2	35	350	.3	2.8	
SP '02	32	1154	.3	2.7	32	408	.3	2.3	16	220	.1	2.4	52	527	.5	2.9	35	422	.3	3.1	
4-Book	26	1068	.3	2.0	29	367	.3	2.1	16	268	.1	1.9	36	467	.4	2.0	28	355	.2	2.3	
WI '02	18	902	.2	1.5	22	277	.2	1.7	18	204	.2	2.8	27	403	.2	1.5	13	249	.1	1.1	
KSCA-FM																					
WI '03	12	314	.1	.9	16	156	.1	1.1	2	46		.3	30	99	.3	1.7	7	88	.1	.6	
FA '02	11	364	.1	.9	19	147	.2	1.3	6	72	.1	.9	8	136	.1	.4	7	163	.1	.5	
SU '02	10	336	.1	.7	15	113	.1	1.2	10	134	.1	.7	11	133	.1	.6	8	52	.1	.6	
SP '02	23	534	.2	1.9	49	305	.5	3.5	15	178	.1	2.3	22	153	.2	1.2	10	124	.1	.9	
4-Book	14	387	.1	1.1	25	180	.2	1.8	8	108	.1	1.1	18	130	.2	1.0	8	107	.1	.7	
WI '02	13	397	.1	1.1	23	174	.2	1.8	11	97	.1	1.7	9	107	.1	.5	14	142	.1	1.2	
KSPN-AM																					
WI '03	1	103		.1		11			4	54		.6	1	36		.1		11			
FA '02		27											2	13		.1					
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '02		14																			
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KSSE-FM																					
WI '03	22	599	.2	1.7	26	259	.2	1.8	9	184	.1	1.3	27	282	.2	1.5	19	244	.2	1.5	
FA '02	13	525	.1	1.0	11	170	.1	.8	9	211	.1	1.4	19	254	.2	1.0	11	178	.1	.8	
SU '02	14	407	.1	1.0	10	156	.1	.8	14	189	.1	1.0	27	195	.2	1.6	9	93	.1	.7	
SP '02	14	419	.1	1.2	9	73	.1	.6	7	164	.1	1.1	27	185	.2	1.5	20	178	.2	1.8	
4-Book	16	488	.1	1.2	14	165	.1	1.0	10	187	.1	1.2	25	229	.2	1.4	15	173	.2	1.2	
WI '02	10	454	.1	.9	10	158	.1	.8	10	135	.1	1.6	16	212	.1	.9	5	137		.4	
KSUR-AM																					
WI '03		14																1	14		.1
FA '02																					
SU '02																					
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

+ Station(s) changed call 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		
KTNQ-AM																					
WI '03	36				11				11												
FA '02	21				10				10								10				
SU '02	33			2	23		.2		10												
SP '02	25		.1										1	14		.1		1	14		
4-Book	29			1	11		.1		8				4					6			
WI '02	70		.1	1	14		.1		15				2	28		.1					
KTWW-FM																					
WI '03	6	239	.1	.5	7	88	.1	.5	1	33		.1	8	100	.1	.4	10	92	.1	.8	
FA '02	8	313	.1	.6	5	117		.3	11	92	.1	1.7	10	120	.1	.5	7	115	.1	.5	
SU '02	5	197		.4	3	32		.2	4	59		.3	5	80		.3	5	57		.4	
SP '02	10	329	.1	.8	12	170	.1	.9	8	122	.1	1.2	21	167	.2	1.2	5	56		.4	
4-Book	7	270		.6	7	102		.5	6	77		.8	11	117		.6	7	80		.5	
WI '02	6	243	.1	.5	7	69	.1	.5	1	33		.2	9	99	.1	.5	10	93	.1	.9	
KWIZ-FM																					
WI '03	11	216	.1	.9	11	110	.1	.8	7	107	.1	1.0	17	116	.2	.9	9	125	.1	.7	
FA '02	8	275	.1	.6	7	132	.1	.5	5	57		.8	14	125	.1	.7	11	144	.1	.8	
SU '02	11	124	.1	.8	4	67		.3	8	50	.1	.6	18	84	.2	1.1	12	88	.1	1.0	
SP '02	6	213	.1	.5	4	63		.3	3	65		.5	12	71	.1	.7	4	74		.4	
4-Book	9	207		.7	7	93		.5	6	70		.7	15	99		.9	9	108		.7	
WI '02	11	206	.1	.9	11	70	.1	.9	5	41		.8	17	107	.2	.9	16	115	.1	1.4	
KWKV-AM																					
WI '03																					
FA '02	1	67		.1	3	44		.2						10			1	33		.1	
SU '02		20			1	10		.1										10			
SP '02	1	52		.1	2	12		.1	2	24		.3						2	28		.2
4-Book	1	35		.1	2	17		.1	1	6		.1		3			1	18		.1	
WI '02	1	34		.1	4	34		.3													
KWVE-FM																					
WI '03	7	129	.1	.5	8	33	.1	.6	11	11	.1	1.5	11	47	.1	.6	4	61		.3	
FA '02	5	112		.4	5	38		.3		12			6	50	.1	.3	9	76	.1	.7	
SU '02	1	87		.1		18							2	40		.1	1	14		.1	
SP '02	2	104		.2	1	25		.1	3	29		.5	3	41		.2	2	40		.2	
4-Book	4	108		.3	4	29		.3	4	13		.5	6	45		.1	3	48		.3	
WI '02	2	79		.2	3	26		.2	2	25		.3	1	14		.1	3	11		.3	
KXOL-FM																					
WI '03	16	473	.1	1.3	14	230	.1	1.0	15	146	.1	2.1	23	185	.2	1.3	9	122	.1	.7	
FA '02	17	481	.2	1.3	20	194	.2	1.4	18	150	.2	2.8	23	275	.2	1.2	10	138	.1	.8	
SU '02	8	338	.1	.6	4	86		.3	7	82	.1	.5	15	104	.1	.9	8	84	.1	.6	
SP '02	15	400	.1	1.3	17	228	.2	1.2	15	161	.1	2.3	18	150	.2	1.0	12	102	.1	1.1	
4-Book	14	423		1.1	14	185		1.0	14	135		1.9	20	179		1.1	10	112		.8	
WI '02	8	251	.1	.7	16	146	.1	1.3	6	94	.1	.9	8	120	.1	.4	3	40		.3	
KYSR-FM																					
WI '03	17	840	.2	1.3	15	205	.1	1.1	7	210	.1	1.0	39	485	.3	2.2	14	261	.1	1.1	
FA '02	20	871	.2	1.6	24	279	.2	1.7	10	222	.1	1.5	50	516	.4	2.6	13	284	.1	1.0	
SU '02	27	947	.2	2.0	29	348	.3	2.3	37	470	.3	2.7	41	578	.4	2.4	16	322	.1	1.3	
SP '02	16	817	.1	1.3	14	303	.1	1.0	11	260	.1	1.7	27	439	.2	1.5	12	285	.1	1.1	
4-Book	20	869		1.6	21	284		1.5	16	291		1.7	39	505		2.2	14	288		1.1	
WI '02	21	950	.2	1.8	13	303	.1	1.0	14	304	.1	2.2	40	573	.4	2.2	22	339	.2	1.9	
+KZAB-FM																					
KFSG-FM																					
WI '03	4	88		.3	2	47		.1	3	47		.4	7	77	.1	.4	4	48		.3	
FA '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
WI '02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

+ Station(s) changed call
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	
KZLA-FM																				
WI '03	7	419	.1	.5	8	160	.1	.6	2	81		.3	13	231	.1	.7	8	143	.1	.6
FA '02	11	375	.1	.9	18	238	.2	1.2	7	112	.1	1.1	8	175	.1	.4	10	128	.1	.8
SU '02	12	495	.1	.9	15	191	.1	1.2	10	267	.1	.7	9	211	.1	.5	12	153	.1	1.0
SP '02	16	506	.1	1.3	21	282	.2	1.5	12	194	.1	1.8	31	249	.3	1.8	13	115	.1	1.1
4-Book	12	449	.1	.9	16	218	.2	1.1	8	164	.1	1.0	15	217	.2	.9	11	135	.1	.9
WI '02	11	337	.1	.9	17	220	.2	1.3	4	83		.6	16	220	.1	.9	12	116	.1	1.0
KGGI-FM																				
WI '03	23	829	.2	1.8	19	307	.2	1.3	9	186	.1	1.3	28	352	.2	1.6	29	362	.3	2.3
FA '02	21	574	.2	1.6	24	278	.2	1.7	11	135	.1	1.7	24	272	.2	1.2	24	270	.2	1.8
SU '02	24	815	.2	1.8	15	224	.1	1.2	25	354	.2	1.8	30	408	.3	1.8	26	267	.2	2.1
SP '02	16	705	.1	1.3	12	246	.1	.9	8	225	.1	1.2	27	393	.2	1.5	19	298	.2	1.7
4-Book	21	731	.2	1.6	18	264	.2	1.3	13	225	.1	1.5	27	356	.2	1.5	25	299	.2	2.0
WI '02	23	679	.2	2.0	17	244	.2	1.3	15	189	.1	2.3	31	381	.3	1.7	34	299	.3	3.0
TOTALS																				
WI '03	1273	10563	11.4		1426	8686	12.7		718	5342	6.4		1802	8503	16.1		1250	7253	11.1	
FA '02	1284	10661	11.5		1447	8306	12.9		653	5112	5.8		1951	9029	17.4		1330	7512	11.9	
SU '02	1335	10321	12.3		1279	7677	11.8		1364	7450	12.6		1704	8662	15.7		1237	7570	11.4	
SP '02	1196	10155	11.1		1390	8087	12.8		666	5459	6.2		1770	8508	16.4		1135	6934	10.5	
4-Book	1272	10425	11.6		1386	8189	12.6		850	5841	7.8		1807	8676	16.4		1238	7317	11.2	
WI '02	1169	10255	10.8		1275	8023	11.8		645	5261	6.0		1803	8655	16.7		1144	7103	10.6	

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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

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																			
WI '03	1	36	.1	2	30	.2													
4-Book	1	32	.1	1	17	.1		1	3	.1		2	8	.1	.3				
KBIG-FM																			
WI '03	28	491	.2	17	353	.2	1.3	5	36	.5		36	121	.3	2.0	23	86	.2	1.5
4-Book	17	450	.2	14	328	.1	1.1	6	35	.6		25	123	.2	1.5	22	91	.2	1.4
KBLA-AM																			
WI '03		27			14														
4-Book		19		1	20		.1	1	6		.1								
KBUA-FM																			
WI '03	2	37	.2	3	51	.2		5	12	.5		6	25	.1	.3				
4-Book	11	95	.1	8	75	.1	.6	12	37	.1	1.2	14	36	.2	.8	8	21	.1	.5
KBUE-FM																			
WI '03	53	695	.5	58	470	.5	4.5	43	165	.4	4.3	99	215	.9	5.6	99	197	.9	6.4
4-Book	51	601	.5	49	429	.5	3.9	45	148	.4	4.6	79	210	.7	4.6	58	149	.5	3.7
KCBS-FM																			
WI '03	9	339	.1	9	220	.1	.7	4	32	.4		8	87	.1	.5	14	83	.1	.9
4-Book	15	488	.1	17	345	.2	1.4	14	56	.1	1.4	25	127	.3	1.5	29	123	.3	1.8
KDIS-AM																			
WI '03	20	516	.2	28	323	.2	2.2	24	109	.2	2.4	34	146	.3	1.9	18	73	.2	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM																			
KSSC-FM																			
WI '03	7	148	.1	8	128	.1	.6	11	27	.1	1.1	15	73	.1	.8	9	45	.1	.6
4-Book	4	89	.1	6	91	.1	.5	4	19		.4	9	39	.1	.6	8	35	.1	.6
+KDLE-FM																			
KSSD-FM																			
WI '03	5	154	.4	4	79	.3		7	38	.1	.7	6	14	.1	.3	4	14		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM																			
WI '03	9	235	.1	10	141	.1	.8	10	42	.1	1.0	3	17		.2	14	27	.1	.9
4-Book	8	151	.1	5	92		.4	3	11		.3	3	19		.2	14	35	.1	.9
KFSH-FM																			
WI '03	11	247	.1	13	213	.1	1.0	3	21		.3	27	94	.2	1.5	21	63	.2	1.3
4-Book	11	254	.1	9	196	.1	.7	5	21		.5	16	79	.2	1.0	15	59	.1	1.0
KFVB-AM																			
WI '03	6	180	.1		21			2	6		.2	1	15		.1				
4-Book	3	100		1	28		.1	2	16		.3	1	7		.1	2	6		.1
KHHT-FM																			
WI '03	51	1159	.5	68	931	.6	5.2	36	132	.3	3.6	85	268	.8	4.8	50	168	.4	3.2
4-Book	45	1026	.4	56	849	.5	4.5	29	117	.3	3.0	75	289	.7	4.3	46	184	.4	3.0
KHJ -AM																			
WI '03	1	48	.1	4	57	.3		1	14		.1	3	23		.2				
4-Book	3	62	.2	3	48		.2	1	7		.1	6	13	.1	.4				
KIIS-FM																			
WI '03	169	3552	1.5	182	2560	1.6	14.0	132	575	1.2	13.1	229	1087	2.0	12.9	257	767	2.3	16.5
4-Book	178	3646	1.6	179	2621	1.6	14.5	147	644	1.3	15.0	236	1080	2.2	13.8	244	794	2.2	15.8
KVVS-FM																			
WI '03	8	136	.1	11	129	.1	.8	7	20	.1	.7	14	54	.1	.8	16	54	.1	1.0
4-Book	13	210	.1	10	154	.1	.8	9	26	.1	1.0	16	67	.2	.9	14	66	.1	.9
KJLH-FM																			
WI '03	7	198	.1	17	250	.2	1.3	10	43	.1	1.0	21	59	.2	1.2	22	79	.2	1.4
4-Book	8	195	.1	16	212	.2	1.3	8	33	.1	.8	15	48	.1	.9	14	42	.1	.9

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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		
KKBT-FM																					
WI '03	145	2912	1.3	11.4	128	2013	1.1	9.9	89	313	.8	8.8	203	845	1.8	11.4	142	512	1.3	9.1	
4-Book	139	2816	1.3	10.6	119	1906	1.1	9.7	104	378	1.0	10.6	177	728	1.6	10.4	157	542	1.4	10.1	
KKLA-FM																					
WI '03		21				7															
4-Book	1	50		.1	1	32		.1	2	10		.2	1	10		.1	1	4		.1	
KLAC-AM																					
WI '03		23				13															
4-Book	1	32		.1	3	54		.2					3	7		.1	5	13		.3	
KLAX-FM																					
WI '03	14	429	.1	1.1	15	337	.1	1.2	30	71	.3	3.0	22	89	.2	1.2	5	26		.3	
4-Book	22	478	.2	1.7	24	334	.2	2.0	20	56	.2	2.0	30	106	.3	1.8	36	90	.3	2.4	
KLCS-FM																					
WI '03	24	562	.2	1.9	19	328	.2	1.5	22	48	.2	2.2	21	121	.2	1.2	16	101	.1	1.0	
4-Book	21	512	.2	1.6	19	337	.2	1.6	12	45	.1	1.3	24	131	.2	1.4	20	80	.2	1.3	
KLSX-FM																					
WI '03	17	186	.2	1.3	6	104	.1	.5	5	16		.5					10	14	.1	.6	
4-Book	9	157	.1	.7	4	89	.1	.4	2	7		.2					5	12	.1	.3	
KLTX-AM																					
WI '03	7	95	.1	.6	15	94	.1	1.2	9	30	.1	.9	25	72	.2	1.4	6	41	.1	.4	
4-Book	8	79	.1	.6	9	74	.1	.7	6	22	.1	.7	14	37	.1	.8	6	27	.1	.4	
KLVE-FM																					
WI '03	13	437	.1	1.0	13	291	.1	1.0	9	44	.1	.9	18	74	.2	1.0	21	70	.2	1.3	
4-Book	16	447	.1	1.2	18	330	.2	1.5	16	56	.1	1.6	21	84	.2	1.3	25	82	.2	1.6	
KLYY-FM																					
WI '03	7	172	.1	.6	8	113	.1	.6	6	34	.1	.6	9	45	.1	.5	6	48	.1	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZZ-FM																					
WI '03	5	172		.4	6	135	.1	.5	14	38	.1	1.4	2	12		.1	6	25	.1	.4	
4-Book	7	162	.1	.5	5	105	.1	.4	7	18	.1	.7	4	23		.3	4	20	.1	.3	
KNX -AM																					
WI '03	2	130		.2	2	75		.2	7	27	.1	.7	3	27		.2	2	16		.1	
4-Book	2	104		.2	2	50		.2	3	14		.3	3	18		.2	1	7		.1	
KOST-FM																					
WI '03	17	631	.2	1.3	17	278	.2	1.3	18	53	.2	1.8	18	68	.2	1.0	21	70	.2	1.3	
4-Book	16	527	.2	1.2	15	299	.2	1.2	12	62	.1	1.2	16	74	.2	.9	18	77	.2	1.1	
KPWR-FM																					
WI '03	255	4413	2.3	20.1	253	3311	2.3	19.5	207	743	1.8	20.5	364	1381	3.2	20.5	332	1160	3.0	21.3	
4-Book	273	4349	2.5	20.8	228	3139	2.1	18.5	181	708	1.7	18.3	342	1275	3.1	20.0	271	963	2.5	17.6	
KRCD-FM																					
WI '03	2	76		.2	3	49		.2	2	22		.2	16	26	.1	.9	3	11		.2	
4-Book	3	70		.2	2	39		.2	3	11		.3	5	15		.3	3	12		.2	
KRCV-FM																					
WI '03	1	43		.1	2	42		.2					3	10		.2	2	6		.1	
4-Book	1	47		.1	1	26		.1													
KRLA-AM																					
WI '03	1	25		.1																	
4-Book	3	38		.2	2	12		.2	2	10		.2	3	7		.2	2	3		.1	
KRLH-AM																					
WI '03																					
4-Book																					

Target Listener Estimates - Teens 12-17

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KROQ-FM	WI '03	156	2680	1.4	12.3	155	1918	1.4	12.0	114	517	1.0	11.3	194	754	1.7	10.9	207	669	1.8	13.3	
	4-Book	159	2733	1.5	12.1	152	1976	1.4	12.3	107	430	1.0	11.0	205	772	1.9	12.0	192	633	1.8	12.5	
KRTH-FM	WI '03	21	643	.2	1.7	14	389	.1	1.1	15	88	.1	1.5	22	113	.2	1.2	10	78	.1	.6	
	4-Book	26	762	.2	2.0	26	539	.3	2.2	27	116	.2	2.7	31	141	.3	1.8	33	135	.3	2.1	
KSCA-FM	WI '03	15	247	.1	1.2	10	133	.1	.8	22	44	.2	2.2	4	11	.2	.2	14	33	.1	.9	
	4-Book	16	296	.1	1.3	15	198	.1	1.2	29	72	.3	2.9	15	56	.1	.9	15	46	.1	1.0	
KSPN-AM	WI '03	2	92	.2	.2	1	11	.1	.1													
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KSSE-FM	WI '03	19	402	.2	1.5	30	442	.3	2.3	23	89	.2	2.3	38	119	.3	2.1	33	112	.3	2.1	
	4-Book	16	375	.2	1.2	17	303	.2	1.3	17	63	.2	1.7	24	98	.2	1.4	24	90	.2	1.6	
KSUR-AM	WI '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTNQ-AM	WI '03		11			1	25		.1													
	4-Book		20			1	12		.1													
KTUV-FM	WI '03	5	168	.4	.4	5	104	.4	.4					5	19	.3	.3	5	29	.3	.3	
	4-Book	8	205	.1	.6	7	129	.1	.6	4	25		.4	7	27	.1	.4	11	35	.1	.7	
KWIZ-FM	WI '03	11	175	.1	.9	13	159	.1	1.0	27	82	.2	2.7	18	59	.2	1.0	9	24	.1	.6	
	4-Book	9	160	.1	.7	10	131	.1	.9	13	45	.1	1.3	15	64	.2	.9	14	37	.1	.9	
KWKV-AM	WI '03																					
	4-Book	1	20		.1		9							1	3							
KWVE-FM	WI '03	10	69	.1	.8	3	49	.2	.2	2	12		.2					2	10		.1	
	4-Book	4	67		.3	3	50		.3	2	7		.2	2	11		.1	5	9		.3	
KXOL-FM	WI '03	17	353	.2	1.3	20	251	.2	1.5	10	43	.1	1.0	35	117	.3	2.0	36	112	.3	2.3	
	4-Book	16	306	.2	1.2	15	220	.1	1.2	11	51	.1	1.1	25	80	.2	1.5	26	90	.2	1.7	
KYSR-FM	WI '03	19	639	.2	1.5	15	398	.1	1.2	9	75	.1	.9	20	89	.2	1.1	15	67	.1	1.0	
	4-Book	25	720	.2	1.9	16	393	.2	1.3	11	57	.1	1.2	26	137	.3	1.5	27	111	.3	1.8	
+KZAB-FM	WI '03	4	88	.3	.3	3	47	.2	.2	3	11	.3	.3	4	22	.2	.2					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KZLA-FM	WI '03	7	337	.1	.6	7	207	.1	.5	2	16		.2	9	58	.1	.5	7	51	.1	.4	
	4-Book	13	359	.1	1.0	11	239	.1	.9	9	42	.1	.9	20	105	.2	1.2	11	78	.1	.7	
KGGI-FM	WI '03	18	586	.2	1.4	29	485	.3	2.2	7	53	.1	.7	44	186	.4	2.5	38	150	.3	2.4	
	4-Book	19	567	.2	1.4	23	405	.2	1.8	11	70	.1	1.2	31	136	.3	1.8	36	130	.3	2.3	
TOTALS	WI '03	1269	10128	11.3		1296	8711	11.6		1008	3378	9.0		1777	4995	15.8		1558	4146	13.9		
	4-Book	1309	10067	11.9		1230	8651	11.2		984	3261	9.0		1715	4976	15.6		1542	4220	14.0		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17

Target Listener Estimates - Teens 12-17

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM WI '03 4-Book	4	9		.4	1	16		.3	2	14	.1	.4					1	4		.1	
KBIG-FM WI '03 4-Book	27	88	.2	2.1	6	52	.1	.8	18	108	.2	1.2	7	42	.1	.5	5	46		.5	
KBLA-AM WI '03 4-Book	13	72	.1	1.1	10	37	.1	1.3	17	83	.2	1.3	10	45	.1	.8	5	33		.5	
KBLA-AM WI '03 4-Book									1	3		.1	3	14		.2	3	10		.2	
KBUA-FM WI '03 4-Book	8	24	.1	.7	5	12		.6	6	25	.1	.4					3	14		.3	
KBUA-FM WI '03 4-Book					7	16	.1	1.0	9	25	.1	.7	3	11		.3	2	9		.2	
KBUE-FM WI '03 4-Book	39	146	.3	3.1	24	69	.2	3.1	69	191	.6	4.5	62	151	.6	4.6	26	106	.2	2.5	
KBUE-FM WI '03 4-Book	38	115	.3	3.2	30	90	.3	3.9	49	163	.4	3.6	53	140	.5	4.3	37	106	.3	3.7	
KCBS-FM WI '03 4-Book	15	59	.1	1.2	1	11		.1	5	25		.3	16	46	.1	1.2	12	53	.1	1.2	
KCBS-FM WI '03 4-Book	16	88	.2	1.4	9	43	.1	1.2	15	78	.1	1.2	14	49	.1	1.2	16	70	.2	1.6	
KDIS-AM WI '03 4-Book	20	95	.2	1.6	26	68	.2	3.3	54	139	.5	3.5	25	103	.2	1.9	18	73	.2	1.8	
KDIS-AM WI '03 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
+KDLD-FM KSSC-FM WI '03 4-Book	13	33	.1	1.0	5	33		.6	5	35		.3	5	12		.4	2	12		.2	
+KDLD-FM KSSC-FM WI '03 4-Book	6	20	.1	.5	5	20		.7	5	27		.4	3	8		.3	3	11		.3	
+KDLE-FM KSSD-FM WI '03 4-Book	1	14		.1									10	38	.1	.7	3	27		.3	
+KDLE-FM KSSD-FM WI '03 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KFI -AM WI '03 4-Book	15	55	.1	1.2	5	13		.6	7	46	.1	.5	9	17	.1	.7	18	59	.2	1.8	
KFI -AM WI '03 4-Book	5	21		.4	5	15		.6	4	33		.3	4	12		.3	5	15	.1	.5	
KFSH-FM WI '03 4-Book	13	47	.1	1.0	14	104	.1	1.8	8	66	.1	.5	8	64	.1	.6	5	22		.5	
KFSH-FM WI '03 4-Book	5	23		.4	11	77	.1	1.5	5	46	.1	.4	9	57	.1	.8	3	26		.3	
KFWB-AM WI '03 4-Book					1	4		.1	1	15		.1									
KFWB-AM WI '03 4-Book										7		.1									
KHHT-FM WI '03 4-Book	87	293	.8	6.9	16	61	.1	2.1	48	246	.4	3.2	74	248	.7	5.5	126	288	1.1	12.3	
KHHT-FM WI '03 4-Book	60	215	.6	5.0	22	89	.2	2.9	43	196	.4	3.2	55	209	.5	4.4	101	264	.9	10.1	
KHJ -AM WI '03 4-Book	1	12		.1	15	20	.1	1.9	12	20	.1	.8					1	3		.1	
KHJ -AM WI '03 4-Book	2	14		.2	4	9		.6	6	14	.1	.4	2	6		.1					
KIIS-FM WI '03 4-Book	187	708	1.7	14.8	89	367	.8	11.4	220	845	2.0	14.4	205	738	1.8	15.2	130	491	1.2	12.7	
KIIS-FM WI '03 4-Book	182	719	1.7	15.2	97	401	.9	12.6	204	798	1.9	15.3	186	704	1.7	14.9	124	496	1.2	12.6	
KVVS-FM WI '03 4-Book	6	31		.5	14	49	.1	1.8	16	53	.1	1.1	19	58	.2	1.4	3	21		.3	
KVVS-FM WI '03 4-Book					10	31	.1	1.3	9	36	.1	.7	10	39	.1	.8	5	31	.1	.5	
KJLH-FM WI '03 4-Book	8	34	.1	.6	14	83	.1	1.8	28	91	.2	1.8	18	48	.2	1.3	10	28	.1	1.0	
KJLH-FM WI '03 4-Book	6	25	.1	.5	24	83	.2	3.1	35	103	.3	2.7	21	45	.2	1.7	6	26	.1	.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KKBT-FM																					
WI '03	163	497	1.5	12.9	82	291	.7	10.5	101	502	.9	6.6	119	499	1.1	8.8	107	395	1.0	10.5	
4-Book	136	469	1.3	11.3	65	247	.6	8.5	100	478	.9	7.6	118	490	1.1	9.4	87	377	.8	8.7	
KKLA-FM																					
WI '03					2	7		.3		7											
4-Book	2	9		.2	2	9		.3		5								3			
KLAC-AM																					
WI '03									1	13		.1									
4-Book	1	11		.1					2	10		.2	6	26	.1	.5	4	21		.4	
KLAX-FM																					
WI '03	11	34	.1	.9	20	86	.2	2.6	22	88	.2	1.4	6	22	.1	.4	7	61	.1	.7	
4-Book	27	73	.2	2.3	20	60	.2	2.6	29	97	.3	2.3	19	57	.2	1.5	15	58	.1	1.5	
KLOS-FM																					
WI '03	5	30		.4	13	28	.1	1.7	25	75	.2	1.6	41	134	.4	3.0	11	46	.1	1.1	
4-Book	11	59	.1	.9	12	35	.1	1.6	26	107	.2	2.0	36	129	.3	2.9	12	55	.1	1.2	
KLTX-FM																					
WI '03	3	14		.2	18	48	.2	2.3	11	60	.1	.7									
4-Book	2	11		.1	10	26	.1	1.3	8	34	.1	.6	4	15		.3	3	20		.3	
KLTX-AM																					
WI '03	23	63	.2	1.8	16	52	.1	2.1	20	51	.2	1.3	12	52	.1	.9	7	41	.1	.7	
4-Book	12	44	.1	1.0	11	41	.1	1.5	9	28	.1	.7	9	28	.1	.7	4	25	.1	.4	
KLVE-FM																					
WI '03	11	54	.1	.9	15	56	.1	1.9	12	46	.1	.8	8	34	.1	.6	12	64	.1	1.2	
4-Book	18	62	.2	1.5	12	48	.1	1.7	23	77	.2	1.8	18	60	.2	1.5	16	64	.1	1.6	
KLYY-FM																					
WI '03	7	34	.1	.6	4	23		.5	15	77	.1	1.0	12	55	.1	.9	1	11		.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																					
WI '03	8	37	.1	.6	7	28	.1	.9	1	12		.1	3	11		.2	10	47	.1	1.0	
4-Book	6	27	.1	.5	4	15	.1	.4	5	24	.1	.4	10	25	.1	.8	4	21		.4	
KNX -AM																					
WI '03									3	14		.2	1	14		.1	3	17		.3	
4-Book	1	7		.1	1	6		.2	4	13		.3	1	7		.1	2	11		.2	
KOST-FM																					
WI '03	19	62	.2	1.5	12	57	.1	1.5	24	55	.2	1.6	13	17	.1	1.0	12	47	.1	1.2	
4-Book	18	57	.2	1.5	13	50	.1	1.7	16	64	.2	1.2	12	40	.1	1.0	15	67	.1	1.5	
KPWR-FM																					
WI '03	254	966	2.3	20.1	96	441	.9	12.3	296	1094	2.6	19.4	242	936	2.2	18.0	207	692	1.8	20.3	
4-Book	233	915	2.2	19.4	121	478	1.1	15.9	235	928	2.1	17.6	230	856	2.1	18.4	191	687	1.7	19.3	
KRCD-FM																					
WI '03					2	23		.3	2	11		.1									
4-Book	2	6		.2	1	6		.1	3	12		.2						1	3		.1
KRCV-FM																					
WI '03	1	10		.1					9	32	.1	.6	2	10		.1					
4-Book	1	5		.1					2	8		.2	1	3					3		
KRLA-AM																					
WI '03																					
4-Book	3	7		.2					3	3		.2						1	3		.2
KRLH-AM																					
WI '03																					
4-Book																					

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17

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
KROQ-FM WI '03 4-Book	142 149	548 558	1.3 1.4	11.3 12.4	89 72	345 298	.8 .7	11.4 9.4	167 154	635 625	1.5 1.4	11.0 11.6	185 160	563 549	1.7 1.5	13.8 12.8	141 159	523 561	1.3 1.5	13.8 16.4
KRTH-FM WI '03 4-Book	11 36	46 114	.1 .4	.9 3.0	17 20	90 90	.2 .2	2.2 2.7	15 27	140 146	.1 .2	1.0 2.1	10 18	46 97	.1 .2	.7 1.4	8 19	32 82	.1 .2	.8 1.9
KSCA-FM WI '03 4-Book	9 8	33 24	.1 .1	.7 .7	15 20	22 54	.1 .2	1.9 2.6	7 14	44 43	.1 .1	.5 1.1	11 12	23 42	.1 .1	.8 1.0	4 6	25 35	.1 .1	.4 .6
KSPN-AM WI '03 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	5 11	**	.4 **	**	**	**	**
KSSE-FM WI '03 4-Book	13 9	44 35	.1 .1	1.0 .7	27 8	108 34	.2 .1	3.5 1.0	41 23	128 72	.4 .2	2.7 1.7	52 22	130 65	.5 .2	3.9 1.7	18 7	56 33	.2 .1	1.8 .7
KSUR-AM WI '03 4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KTND-AM WI '03 4-Book					1	11 3		.1	3 2	14 6		.2 .1	1 1	14 6		.1 .1				
KTWV-FM WI '03 4-Book	7 9	23 32	.1 .1	.6 .7	4	8		.5	4 6	13 28		.3 .5	4 6	22 30		.3 .5	9 7	34 32	.1 .1	.9 .7
KWIZ-FM WI '03 4-Book	16 7	46 26	.1 .1	1.3 .6	4 4	11 14		.5 .5	18 14	58 41	.2 .2	1.2 1.0	5 8	21 29		.4 .7	9 8	32 25	.1 .1	.9 .9
KWKV-AM WI '03 4-Book						3			1	4		.1								
KWEV-FM WI '03 4-Book	9 5	15 11	.1 .1	.7 .4	4 3	15 14		.5 .3	8 5	25 18	.1 .1	.5 .4	1 7		.1		1 2	12 12		.1 .2
KXOL-FM WI '03 4-Book	6 12	33 55	.1 .1	.5 1.0	18 13	54 33	.2 .1	2.3 1.6	22 10	89 45	.2 .1	1.4 .7	18 15	42 52	.2 .2	1.3 1.2	14 8	83 35	.1 .1	1.4 .8
KYSR-FM WI '03 4-Book	6 8	23 52	.1 .1	.5 .7	13 10	69 51	.1 .1	1.7 1.3	36 25	189 116	.3 .2	2.4 1.8	13 14	112 67	.1 .1	1.0 1.2	4 7	37 41	.1 .1	.4 .7
+KZAB-FM KFSG-FM WI '03 4-Book	5 **	25 **	**	.4 **	3 **	14 **	**	.4 **	4 **	36 **	**	.3 **	4 **	22 **	**	.3 **	**	**	**	**
KZLA-FM WI '03 4-Book	13 12	36 51	.1 .1	1.0 .9	2 9	26 44		.3 1.2	10 12	37 76	.1 .1	.7 1.0	6 6	22 30	.1 .1	.4 .5	4 7	28 45		.4 .7
KGGI-FM WI '03 4-Book	40 30	184 124	.4 .3	3.2 2.5	25 13	78 46	.2 .1	3.2 1.7	34 17	182 96	.3 .2	2.2 1.2	21 21	90 78	.2 .2	1.6 1.7	18 19	61 60	.2 .2	1.8 1.9
TOTALS WI '03 4-Book	1261 1199	3639 3649	11.2 10.9		780 764	2552 2543	7.0 6.9		1523 1329	4140 3961	13.6 12.1		1345 1242	3692 3552	12.0 11.3		1021 989	3207 3112	9.1 9.0	

** 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.

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	413	1	255	3	11	49	54	38	100	156	2	4	26	23	36	66
(%)	100		62	1	3	12	13	9	24	38		1	6	5	9	16
Rating	.4		.6		.1	.5	.7	.8	2.0	.3		.3	.3	.3	.7	.9
Share	2.5	.1	3.3	.3	.6	2.7	3.8	5.2	12.3	2.0	.2	.2	1.6	1.7	4.2	6.4
KBIG-FM	458	24	135	8	42	34	39	7	7	299	32	94	83	52	20	18
(%)	100	5	30	2	9	7	8	1	1	65	7	21	18	11	4	4
Rating	.4	.2	.3	.1	.4	.3	.5	.1	.1	.6	.5	.9	.8	.6	.4	.2
Share	2.7	1.9	1.7	.8	2.2	1.8	2.7	1.0	.9	3.9	3.0	5.6	5.1	3.8	2.3	1.7
KBLA-AM	159		102	7	43	37	3	5	8	57	4	9	5	9	10	20
(%)	100		64	4	27	23	2	3	5	36	3	6	3	6	6	12
Rating	.2		.2	.1	.4	.4		.1	.2	.1	.1	.1	.1	.1	.2	.3
Share	1.0		1.3	.7	2.2	2.0	.2	.7	1.0	.7	.4	.5	.3	.7	1.2	1.9
KBUA-FM	78	2	48	8	24	9	7		1	28	7	13	5		3	
(%)	100	3	62	10	30	12	9		1	36	10	16	6		4	
Rating	.1		.1	.1	.2	.1	.1			.1	.1	.1	.1		.1	
Share	.5	.2	.6	.8	1.2	.5	.5		.1	.4	.6	.8	.3		.4	
KBUE-FM	482	55	257	77	95	50	25	8		170	50	40	29	14	19	18
(%)	100	11	53	16	20	10	5	2		35	10	8	6	3	4	4
Rating	.5	.5	.6	1.1	.9	.5	.3	.2		.4	.8	.4	.3	.2	.3	.2
Share	2.9	4.3	3.3	7.4	4.9	2.7	1.8	1.1		2.2	4.6	2.4	1.8	1.0	2.2	1.7
KCBS-FM	376	10	265	36	45	113	63	6	2	100	11	25	40	20	4	1
(%)	100	3	70	10	12	30	17	2	1	27	3	7	11	5	1	
Rating	.4	.1	.6	.5	.4	1.1	.8	.1		.2	.2	.2	.4	.2	.1	
Share	2.3	.8	3.4	3.5	2.3	6.1	4.4	.8	.2	1.3	1.0	1.5	2.5	1.4	.5	.1
KDIS-AM	59	21	7	1	1	2	1	1		31	3	6	15	3	2	3
(%)	100	35	12	2	2	4	2	1		53	4	10	26	5	4	5
Rating	.1	.2								.1		.1	.2			
Share	.4	1.6	.1	.1	.1	.1	.1	.1		.4	.3	.4	.9	.2	.2	.3
+KDLD-FM																
KSSC-FM	61	8	29	10	13	5	1			24	10	11	2			
(%)	100	13	48	16	22	8	1			39	16	19	4	1		
Rating	.1	.1	.1	.1	.1	.1	.1			.1	.2	.1				
Share	.4	.6	.4	1.0	.7	.3	.1			.3	.9	.7	.1			
+KDLE-FM																
KSSD-FM	73	4	33	9	6	14	3	1		36	18	8	8	1		
(%)	100	6	45	12	8	19	4	1		49	25	10	11	2		
Rating	.1		.1	.1	.1	.1				.1	.3	.1	.1			
Share	.4	.3	.4	.9	.3	.8	.2	.1		.5	1.7	.5	.5	.1		
KFI -AM	623	11	327	5	27	74	86	44	92	285	7	26	52	56	64	81
(%)	100	2	52	1	4	12	14	7	15	46	1	4	8	9	10	13
Rating	.6	.1	.7	.1	.3	.7	1.1	.9	1.8	.6	.1	.3	.5	.7	1.2	1.1
Share	3.7	.9	4.2	.5	1.4	4.0	6.0	6.1	11.3	3.7	.6	1.6	3.2	4.0	7.5	7.8
KFSH-FM	121	11	41	1	12	13	11	2	1	69	7	15	28	12	3	4
(%)	100	9	34	1	10	11	9	1	1	57	6	13	24	10	2	3
Rating	.1	.1	.1		.1	.1	.1			.1	.1	.1	.3	.1	.1	.1
Share	.7	.9	.5	.1	.6	.7	.8	.3	.1	.9	.6	.9	1.7	.9	.4	.4
KFWB-AM	346	3	187	1	14	39	46	39	49	156	1	7	20	29	30	70
(%)	100	1	54		4	11	13	11	14	45		2	6	8	9	20
Rating	.3		.4		.1	.4	.6	.8	1.0	.3		.1	.2	.3	.5	1.0
Share	2.1	.2	2.4	.1	.7	2.1	3.2	5.4	6.0	2.0	.1	.4	1.2	2.1	3.5	6.7
KHHT-FM	439	61	130	25	42	33	18	8	5	248	69	72	64	24	13	4
(%)	100	14	30	6	10	8	4	2	1	56	16	16	15	5	3	1
Rating	.4	.5	.3	.4	.4	.3	.2	.2	.1	.5	1.1	.7	.7	.3	.2	.1
Share	2.6	4.8	1.7	2.4	2.2	1.8	1.3	1.1	.6	3.2	6.4	4.3	3.9	1.7	1.5	.4
KHJ -AM	181	2	106	3	32	34	18	9	11	74	2	14	20	16	10	13
(%)	100	1	58	2	17	18	10	5	6	41	1	7	11	9	7	
Rating	.2		.2		.3	.3	.2	.2	.2	.2		.1	.2	.2	.2	.2
Share	1.1	.2	1.4	.3	1.7	1.8	1.3	1.2	1.4	1.0	.2	.8	1.2	1.2	1.2	1.3

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KABC-AM (%) Rating	6188 100 5.9	67 1 .6	3161 51 7.0	68 1 1.0	310 5 3.0	584 9 5.9	700 11 8.8	564 9 11.3	934 15 18.3	2961 48 6.2	39 1 .6	204 3 2.0	367 6 3.7	512 8 6.1	623 10 11.3	1216 20 16.6
KBIG-FM (%) Rating	9249 100 8.9	607 7 5.4	3316 36 7.3	410 4 6.0	1027 11 9.8	962 10 9.7	579 6 7.3	196 2 3.9	143 2 2.8	5327 58 11.2	821 9 12.6	1797 19 17.9	1335 14 13.6	843 9 10.0	328 4 6.0	203 2 2.8
KBLA-AM (%) Rating	1996 100 1.9	41 2 .4	1212 61 2.7	140 7 2.1	408 20 3.9	481 24 4.9	58 3 .7	57 3 1.1	68 3 1.3	743 37 1.6	79 4 1.2	186 9 1.9	128 6 1.3	111 6 1.3	105 5 1.9	134 7 1.8
KBUA-FM (%) Rating	1000 100 1.0	63 6 .6	530 53 1.2	133 13 1.9	203 20 1.9	80 8 .8	74 7 .9	13 1 .3	27 3 .5	407 41 .9	164 16 2.5	105 10 1.0	79 8 .8	27 3 .3	33 3 .6	
KBUE-FM (%) Rating	6170 100 5.9	764 12 6.8	3103 50 6.9	929 15 13.6	1088 18 10.4	515 8 5.2	422 7 5.3	127 2 2.5	21 2 .4	2303 37 4.8	667 11 10.3	617 10 6.1	428 7 4.4	339 6 4.0	136 2 2.5	116 2 1.6
KCBS-FM (%) Rating	8971 100 8.6	483 5 4.3	4815 54 10.6	594 7 8.7	1081 12 10.3	1715 19 17.3	1102 12 13.9	195 2 3.9	129 1 2.5	3673 41 7.7	457 5 7.0	979 11 9.7	1283 14 13.1	716 8 8.5	174 2 3.2	63 1 .9
KDIS-AM (%) Rating	2175 100 2.1	604 28 5.4	462 21 1.0	58 3 .9	86 4 .8	170 8 1.7	60 3 .8	55 3 1.1	33 1 .6	1109 51 2.3	78 4 1.2	239 11 2.4	454 21 4.6	169 8 2.0	86 4 1.6	84 4 1.1
+KDLD-FM KSSC-FM (%) Rating	1555 100 1.5	215 14 1.9	756 49 1.7	233 15 3.4	304 20 2.9	177 11 1.8	43 3 .5			584 38 1.2	213 14 3.3	242 16 2.4	77 5 .8	35 2 .4	16 1 .3	
+KDLE-FM KSSD-FM (%) Rating	1426 100 1.4	194 14 1.7	583 41 1.3	221 15 3.2	200 14 1.9	121 8 1.2	24 2 .3	17 1 .3		649 45 1.4	237 17 3.6	196 14 2.0	166 12 1.7	35 2 .4	14 1 .3	
KFI -AM (%) Rating	9439 100 9.1	322 3 2.9	4460 47 9.9	134 1 2.0	508 5 4.9	1030 11 10.4	1050 11 13.2	631 7 12.6	1107 12 21.7	4657 49 9.8	125 1 1.9	632 7 6.3	848 9 8.7	986 10 11.7	787 8 14.3	1279 14 17.4
KFSH-FM (%) Rating	2558 100 2.5	304 12 2.7	815 32 1.8	71 3 1.0	181 7 1.7	248 10 2.5	201 8 2.5	77 3 1.5	37 1 .7	1438 56 3.0	180 7 2.8	275 11 2.7	505 20 5.2	303 12 3.6	84 3 1.5	92 4 1.3
KFWB-AM (%) Rating	8656 100 8.3	186 2 1.7	4673 54 10.3	48 1 .7	486 6 4.6	1048 12 10.6	1181 14 14.9	1030 12 20.6	880 10 17.2	3796 44 8.0	50 1 .8	300 3 3.0	625 7 6.4	979 11 11.6	700 8 12.7	1142 13 15.6
KHHT-FM (%) Rating	8485 100 8.2	1439 17 12.8	2806 33 6.2	794 9 11.6	861 10 8.2	541 6 5.5	351 4 4.4	109 1 2.2	150 2 2.9	4240 50 8.9	1336 16 20.6	1243 15 12.4	914 11 9.3	424 5 5.0	198 2 3.6	125 1 1.7
KHJ -AM (%) Rating	2478 100 2.4	81 3 .7	1408 57 3.1	105 4 1.5	457 18 4.4	299 12 3.0	257 10 3.2	96 4 1.9	194 8 3.8	990 40 2.1	68 3 1.0	132 5 1.3	312 13 3.2	186 8 2.2	143 6 2.6	149 6 2.0

* 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+
KIIS-FM	667	175	155	45	48	26	21	9	6	337	98	98	71	46	17	7
(%)	100	26	23	7	7	4	3	1	1	50	15	15	11	7	2	1
Rating	.6	1.6	.3	.7	.5	.3	.3	.2	.1	.7	1.5	1.0	.7	.5	.3	.1
Share	4.0	13.7	2.0	4.3	2.5	1.4	1.5	1.2	.7	4.4	9.1	5.9	4.4	3.3	2.0	.7
KVVS-FM	22	9	2	1			1			10	1	4	2	1	2	
(%)	100	41	11	6	1	1	2			48	5	17	9	7	8	2
Rating	.1	.1						.1		.1	.1	.2	.1	.1	.2	
Share	.1	.7		.1			.1			.1	.1	.2	.1	.1	.2	
KJLH-FM	227	10	85	7	12	31	18	13	3	132	16	26	31	38	14	7
(%)	100	5	37	3	5	14	8	6	1	58	7	11	14	17	6	3
Rating	.2	.1	.2	.1	.1	.3	.2	.3	.1	.3	.2	.3	.3	.5	.3	.1
Share	1.4	.8	1.1	.7	.6	1.7	1.3	1.8	.4	1.7	1.5	1.6	1.9	2.7	1.6	.7
KKBT-FM	512	134	156	43	46	42	19	3	3	222	58	72	44	28	9	11
(%)	100	26	31	8	9	8	4	1	1	43	11	14	9	6	2	2
Rating	.5	1.2	.3	.6	.4	.4	.2	.1	.1	.5	.9	.7	.4	.3	.2	.2
Share	3.1	10.5	2.0	4.1	2.4	2.3	1.3	.4	.4	2.9	5.4	4.3	2.7	2.0	1.1	1.1
KKLA-FM	111		47	2	13	4	6	18	5	63	4	6	11	20	12	11
(%)	100		43	2	11	3	6	16	4	57	4	5	10	18	11	10
Rating	.1		.1		.1		.1	.4	.1	.1	.1	.1	.1	.2	.2	.2
Share	.7		.6	.2	.7	.2	.4	2.5	.6	.8	.4	.4	.7	1.4	1.4	1.1
KLAC-AM	128	1	63		4	10	9	10	29	63		2	3	6	10	43
(%)	100	1	50		3	8	7	8	23	50		2	2	5	8	34
Rating	.1		.1			.1	.1	.2	.6	.1				.1	.2	.6
Share	.8	.1	.8		.2	.5	.6	1.4	3.6	.8		.1	.2	.4	1.2	4.1
KLAX-FM	459	14	243	72	97	46	14	10	4	202	47	67	37	37	9	6
(%)	100	3	53	16	21	10	3	2	1	44	10	15	8	8	2	1
Rating	.4	.1	.5	1.1	.9	.5	.2	.2	.1	.4	.7	.7	.4	.4	.2	.1
Share	2.8	1.1	3.1	6.9	5.0	2.5	1.0	1.4	.5	2.6	4.4	4.0	2.3	2.7	1.1	.6
KLDS-FM	395	23	288	17	63	126	63	17	1	84	6	16	43	13	4	4
(%)	100	6	73	4	16	32	16	4		21	1	4	11	3	1	1
Rating	.4	.2	.6	.2	.6	1.3	.8	.3		.2	.1	.2	.4	.2	.1	.1
Share	2.4	1.8	3.7	1.6	3.3	6.8	4.4	2.3	.1	1.1	.6	1.0	2.6	.9	.5	.4
KLSX-FM	424	12	292	31	94	82	67	9	9	120	10	47	34	23	6	2
(%)	100	3	69	7	22	19	16	2	2	28	2	11	8	5	1	
Rating	.4	.1	.6	.5	.9	.8	.8	.2	.2	.3	.2	.5	.3	.3	.1	
Share	2.5	.9	3.8	3.0	4.9	4.5	4.7	1.2	1.1	1.6	.9	2.8	2.1	1.7	.7	.2
KLTX-AM	143	10	49	1	24	5	14	2	3	84	8	18	35	14	4	4
(%)	100	7	34	1	17	4	9	2	2	58	6	13	24	10	3	3
Rating	.1	.1	.1		.2	.1	.2	.1	.1	.2	.1	.2	.4	.2	.1	.1
Share	.9	.8	.6	.1	1.2	.3	1.0	.3	.4	1.1	.7	1.1	2.2	1.0	.5	.4
KLVE-FM	574	14	231	25	69	69	22	33	13	330	47	93	85	61	23	20
(%)	100	2	40	4	12	12	4	6	2	57	8	16	15	11	4	4
Rating	.6	.1	.5	.4	.7	.7	.3	.7	.3	.7	.7	.9	.9	.7	.4	.3
Share	3.4	1.1	3.0	2.4	3.6	3.7	1.5	4.5	1.6	4.3	4.4	5.6	5.2	4.4	2.7	1.9
KLYY-FM	141	7	83	11	40	14	11	2	5	51	12	12	13	10	4	
(%)	100	5	59	8	28	10	8	2	3	36	9	9	9	7	3	
Rating	.1	.1	.2	.2	.4	.1	.1	.1	.1	.1	.2	.1	.1	.1	.1	
Share	.8	.5	1.1	1.1	2.1	.8	.8	.3	.6	.7	1.1	.7	.8	.7	.5	
KMZT-FM	296	6	125	7	5	14	49	19	31	165	6	12	20	29	24	75
(%)	100	2	42	2	2	5	16	7	10	56	2	4	7	10	8	25
Rating	.3	.1	.3	.1		.1	.6	.4	.6	.3	.1	.1	.2	.3	.4	1.0
Share	1.8	.5	1.6	.7	.3	.8	3.4	2.6	3.8	2.2	.6	.7	1.2	2.1	2.8	7.2
KNX-AM	355	3	229	7	19	38	71	37	57	124	2	8	24	30	21	39
(%)	100	1	65	2	5	11	20	10	16	35		2	7	9	6	11
Rating	.3		.5	.1	.2	.4	.9	.7	1.1	.3		.1	.2	.4	.5	.5
Share	2.1	.2	2.9	.7	1.0	2.1	5.0	5.1	7.0	1.6	.2	.5	1.5	2.2	2.5	3.8

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID																
Cume Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KIIS-FM	16599	4150	4572	1394	1358	869	525	268	158	7876	2708	2180	1562	978	325	123
(%)	100	25	28	8	8	5	3	2	1	47	16	13	9	6	2	1
Rating	15.9	37.0	10.1	20.4	13.0	8.8	6.6	5.4	3.1	16.5	41.7	21.7	15.9	11.6	5.9	1.7
KVVS-FM	474	160	121	63	14	15	29			193	48	22	51	27	26	20
(%)	100	34	26	13	3	3	6			41	10	5	11	6	5	4
Rating	.5	1.4	.3	.9	.1	.2	.4			.4	.7	.2	.5	.3	.5	.3
KJLH-FM	4047	412	1317	147	219	417	279	158	97	2317	332	570	567	450	225	173
(%)	100	10	33	4	5	10	7	4	2	57	8	14	14	11	6	4
Rating	3.9	3.7	2.9	2.2	2.1	4.2	3.5	3.2	1.9	4.9	5.1	5.7	5.8	5.3	4.1	2.4
KKBT-FM	12091	3413	3688	1447	1018	723	301	82	119	4989	1718	1263	987	561	312	149
(%)	100	28	31	12	8	6	2	1	1	41	14	10	8	5	3	1
Rating	11.6	30.4	8.1	21.2	9.7	7.3	3.8	1.6	2.3	10.5	26.5	12.6	10.1	6.6	5.7	2.0
KKLA-FM	2011	28	785	44	157	156	164	164	101	1197	109	185	151	275	231	246
(%)	100	1	39	2	8	8	8	8	5	60	5	9	8	14	12	12
Rating	1.9	.2	1.7	.6	1.5	1.6	2.1	3.3	2.0	2.5	1.7	1.8	1.5	3.3	4.2	3.4
KLAC-AM	3231	65	1758	64	243	290	246	265	648	1409	26	99	151	255	335	544
(%)	100	2	54	2	8	9	8	8	20	44	1	3	5	8	10	17
Rating	3.1	.6	3.9	.9	2.3	2.9	3.1	5.3	12.7	3.0	.4	1.0	1.5	3.0	6.1	7.4
KLAX-FM	7443	588	3607	905	1393	632	388	198	92	3248	702	1074	714	464	194	99
(%)	100	8	48	12	19	8	5	3	1	44	9	14	10	6	3	1
Rating	7.2	5.2	8.0	13.3	13.3	6.4	4.9	4.0	1.8	6.8	10.8	10.7	7.3	5.5	3.5	1.4
KLQS-FM	8987	683	5316	619	1456	1922	1049	201	68	2989	365	694	1146	585	121	79
(%)	100	8	59	7	16	21	12	2	1	33	4	8	13	7	1	1
Rating	8.6	6.1	11.7	9.1	13.9	19.4	13.2	4.0	1.3	6.3	5.6	6.9	11.7	6.9	2.2	1.1
KLSX-FM	6722	255	4228	474	1327	1350	824	147	104	2239	188	679	598	548	107	119
(%)	100	4	63	7	20	20	12	2	2	33	3	10	9	8	2	2
Rating	6.5	2.3	9.3	6.9	12.7	13.6	10.4	2.9	2.0	4.7	2.9	6.8	6.1	6.5	1.9	1.6
KLTX-AM	1213	116	434	72	95	81	118	44	24	663	75	159	199	124	47	59
(%)	100	10	36	6	8	7	10	4	2	55	6	13	16	10	4	5
Rating	1.2	1.0	1.0	1.1	.9	.8	1.5	.9	.5	1.4	1.2	1.6	2.0	1.5	.9	.8
KLVE-FM	9660	560	3837	641	1214	925	485	391	180	5263	852	1714	1306	722	377	293
(%)	100	6	40	7	13	10	5	4	2	54	9	18	14	7	4	3
Rating	9.3	5.0	8.5	9.4	11.6	9.3	6.1	7.8	3.5	11.1	13.1	17.1	13.3	8.6	6.9	4.0
KLYY-FM	2303	194	1072	233	451	174	92	79	43	1038	283	314	330	68	43	
(%)	100	8	47	10	20	8	4	3	2	45	12	14	14	3	2	
Rating	2.2	1.7	2.4	3.4	4.3	1.8	1.2	1.6	.8	2.2	4.4	3.1	3.4	.8	.8	
KMZT-FM	5958	283	2435	182	296	289	577	388	702	3240	173	392	490	601	502	1082
(%)	100	5	41	3	5	5	10	7	12	54	3	7	8	10	8	18
Rating	5.7	2.5	5.4	2.7	2.8	2.9	7.3	7.8	13.7	6.8	2.7	3.9	5.0	7.1	9.1	14.8
KNX -AM	9745	187	5501	200	568	1150	1371	841	1370	4057	115	432	946	901	546	1117
(%)	100	2	56	2	6	12	14	9	14	42	1	4	10	9	6	11
Rating	9.4	1.7	12.2	2.9	5.4	11.6	17.2	16.9	26.8	8.5	1.8	4.3	9.7	10.7	9.9	15.2

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+
KOST-FM	606	19	173	11	32	41	33	31	26	413	48	73	105	79	68	40
(%)	100	3	29	2	5	7	6	5	4	68	8	12	17	13	11	7
Rating	.6	.2	.4	.2	.3	.4	.4	.6	.5	.9	.7	.7	1.1	.9	1.2	.5
Share	3.6	1.5	2.2	1.1	1.7	2.2	2.3	4.3	3.2	5.4	4.5	4.4	6.5	5.7	8.0	3.9
KPWR-FM	830	252	336	175	108	38	14		1	241	118	76	34	7	4	2
(%)	100	30	40	21	13	5	2			29	14	9	4	1		
Rating	.8	2.2	.7	2.6	1.0	.4	.2			.5	1.8	.8	.3	.1	.1	
Share	5.0	19.8	4.3	16.8	5.6	2.1	1.0		.1	3.2	11.0	4.5	2.1	.5	.5	.2
KRCD-FM	196	2	88	13	15	31	19	5	5	106	4	17	32	29	6	18
(%)	100	1	45	7	8	16	9	3	3	54	2	9	16	15	3	9
Rating	.2		.2	.2	.1	.3	.2	.1	.1	.2	.1	.2	.3	.3	.1	.2
Share	1.2	.2	1.1	1.3	.8	1.7	1.3	.7	.6	1.4	.4	1.0	2.0	2.1	.7	1.7
KRCV-FM	105	1	26		5	8	2	8	3	78	4	7	22	20	12	14
(%)	100	1	25		5	8	2	7	3	74	4	6	21	19	11	13
Rating	.1		.1			.1		.2	.1	.2	.1	.1	.2	.2	.2	.2
Share	.6	.1	.3		.3	.4	.1	1.1	.4	1.0	.4	.4	1.4	1.4	1.4	1.3
KRLA-AM	117	1	85		3	16	32	14	20	31		4	4	6	6	12
(%)	100	1	73		2	14	28	12	17	27		3	3	5	5	10
Rating	.1		.2			.2	.4	.3	.4	.1				.1	.1	.2
Share	.7	.1	1.1		.2	.9	2.2	1.9	2.5	.4		.2	.2	.4	.7	1.2
KRLH-AM																
(%)																
Rating																
Share																
KROQ-FM	730	157	329	122	139	51	17	1		245	84	94	44	20	3	
(%)	100	21	45	17	19	7	2			34	12	13	6	3		
Rating	.7	1.4	.7	1.8	1.3	.5	.2			.5	1.3	.9	.4	.2	.1	
Share	4.4	12.3	4.2	11.7	7.2	2.8	1.2	.1		3.2	7.8	5.6	2.7	1.4	.4	
KRTH-FM	517	17	224	13	25	35	78	54	18	276	22	27	53	99	54	22
(%)	100	3	43	3	5	7	15	10	4	53	4	5	10	19	10	4
Rating	.5	.2	.5	.2	.2	.4	1.0	1.1	.4	.6	.3	.3	.5	1.2	1.0	.3
Share	3.1	1.3	2.9	1.3	1.3	1.9	5.5	7.4	2.2	3.6	2.0	1.6	3.3	7.2	6.3	2.1
KSCA-FM	618	12	345	32	143	94	48	9	19	261	27	77	56	64	22	14
(%)	100	2	56	5	23	15	8	1	3	42	4	12	9	10	4	2
Rating	.6	.1	.8	.5	1.4	.9	.6	.2	.4	.5	.4	.8	.6	.8	.4	.2
Share	3.7	.9	4.4	3.1	7.4	5.1	3.4	1.2	2.3	3.4	2.5	4.6	3.4	4.6	2.6	1.3
KSPN-AM	73	1	61	3	12	17	14	3	12	11	1	3	2	2	1	1
(%)	100	2	84	5	16	24	19	4	17	15	2	5	3	3	1	1
Rating	.1		.1		.1	.2	.2	.1	.2	.1		.2	.1	.1	.1	.1
Share	.4	.1	.8	.3	.6	.9	1.0	.4	1.5	.1	.1	.2	.1	.1	.1	.1
KSSE-FM	275	22	138	25	67	16	26	3	1	115	28	52	18	12	3	1
(%)	100	8	50	9	24	6	9	1		42	10	19	6	4	1	1
Rating	.3	.2	.3	.4	.6	.2	.3	.1		.2	.4	.5	.2	.1	.1	.1
Share	1.6	1.7	1.8	2.4	3.5	.9	1.8	.4	.1	1.5	2.6	3.1	1.1	.9	.4	.1
KSUR-AM	56		30				3	2	24	25			1	1	7	16
(%)	100		55			1	6	4	44	45			2	2	13	28
Rating	.1		.1						.5	.1					.1	.2
Share	.3		.4				.2	.3	3.0	.3			.1	.1	.8	1.5
KTNQ-AM	99		51	2	10	18	10	7	4	48		2	14	18	3	9
(%)	100		52	2	10	18	10	7	4	48		2	15	18	3	9
Rating	.1		.1		.1	.2	.1	.1	.1	.1		.1	.1	.2	.1	.1
Share	.6		.7	.2	.5	1.0	.7	1.0	.5	.6		.1	.9	1.3	.4	.9
KTWV-FM	471	6	202	10	19	47	66	32	27	264	15	22	45	92	57	32
(%)	100	1	43	2	4	10	14	7	6	56	3	5	10	19	12	7
Rating	.5	.1	.4	.1	.2	.5	.8	.6	.5	.6	.2	.2	.5	1.1	1.0	.4
Share	2.8	.5	2.6	1.0	1.0	2.6	4.6	4.4	3.3	3.5	1.4	1.3	2.8	6.6	6.7	3.1

* 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+
KOST-FM (%) Rating	11535 100 11.1	811 7 7.2	3652 32 8.1	392 3 5.7	780 7 7.5	825 7 8.3	697 6 8.8	578 5 11.6	380 3 7.4	7071 61 14.9	943 8 14.5	1570 14 15.6	1688 15 17.2	1444 13 17.1	865 7 15.7	562 5 7.7
KPWR-FM (%) Rating	16929 100 16.3	4900 29 43.7	6114 36 13.5	2792 16 40.9	2031 12 19.4	864 5 8.7	378 2 4.8	28 .6	21 .4	5915 35 12.4	2453 14 37.8	1872 11 18.6	990 6 10.1	340 2 4.0	152 1 2.8	107 1 1.5
KRCD-FM (%) Rating	2405 100 2.3	120 5 1.1	1047 44 2.3	157 7 2.3	289 12 2.8	263 11 2.7	180 7 2.3	53 2 1.1	105 4 2.1	1238 51 2.6	109 5 1.7	311 13 3.1	369 15 3.8	228 9 2.7	117 5 2.1	104 4 1.4
KRCV-FM (%) Rating	1553 100 1.5	63 4 .6	488 31 1.1		129 8 1.2	153 10 1.5	72 5 .9	112 7 2.2	21 1 .4	1003 65 2.1	90 6 1.4	170 11 1.7	293 19 3.0	199 13 2.4	86 6 1.6	166 11 2.3
KRLA-AM (%) Rating	2101 100 2.0	25 1 .2	1150 55 2.5	40 2 .6	39 2 .4	204 10 2.1	358 17 4.5	240 11 4.8	270 13 5.3	926 44 1.9	10 2 .2	47 2 .5	167 8 1.7	157 7 1.9	185 9 3.4	360 17 4.9
KRLH-AM (%) Rating	15 100		15 100			15 100	.2									
KROQ-FM (%) Rating	14870 100 14.3	3035 20 27.1	6347 43 14.0	2157 15 31.6	2530 17 24.2	1131 8 11.4	413 3 5.2	44 .9	71 1.4	5488 37 11.5	2021 14 31.1	1738 12 17.3	1109 7 11.3	443 3 5.2	142 1 2.6	35 .5
KRTH-FM (%) Rating	12207 100 11.7	869 7 7.8	5061 41 11.2	630 5 9.2	662 5 6.3	1054 9 10.6	1405 12 17.7	893 7 17.9	419 3 8.2	6277 51 13.2	803 7 12.4	875 7 8.7	1265 10 12.9	1826 15 21.6	959 8 17.4	549 4 7.5
KSCA-FM (%) Rating	7247 100 7.0	314 4 2.8	3912 54 8.6	691 10 10.1	1547 21 14.8	963 13 9.7	456 6 5.7	153 2 3.1	101 1 2.0	3021 42 6.3	519 7 8.0	1064 15 10.6	666 9 6.8	459 6 5.4	207 3 3.8	106 1 1.4
KSPN-AM (%) Rating	1831 100 1.8	103 6 .9	1324 72 2.9	89 5 1.3	296 16 2.8	417 23 4.2	290 16 3.6	89 5 1.8	142 8 2.8	405 22 .9	33 2 .5	33 2 .3	127 7 1.3	102 6 1.2	55 3 1.0	55 3 .8
KSSE-FM (%) Rating	5718 100 5.5	599 10 5.3	2257 39 5.0	507 9 7.4	1022 18 9.8	353 6 3.6	217 4 2.7	114 2 2.3	45 1 .9	2862 50 6.0	811 14 12.5	1067 19 10.6	549 10 5.6	239 4 2.8	135 2 2.5	61 1 .8
KSUR-AM (%) Rating	1035 100 1.0	14 1 .1	419 40 .9			18 2 .2	31 3 .4	45 4 .9	325 31 6.4	603 58 1.3			42 4 .4	49 5 .6	155 15 2.8	356 34 4.9
KTNQ-AM (%) Rating	1616 100 1.6	36 2 .3	937 58 2.1	67 4 1.0	163 10 1.6	289 18 2.9	198 12 2.5	143 9 2.9	77 5 1.5	643 40 1.4	23 1 .4	123 8 1.2	209 13 2.1	168 10 2.0	63 4 1.1	58 4 .8
KTWV-FM (%) Rating	7922 100 7.6	239 3 2.1	3339 42 7.4	188 2 2.8	384 5 3.7	901 11 9.1	986 12 12.4	481 6 9.6	399 5 7.8	4344 55 9.1	199 3 3.1	490 6 4.9	1080 14 11.0	1284 16 15.2	667 8 12.1	624 8 8.5

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+
KWIZ-FM	126	11	60	16	29	11		4		54	13	24	15	2		
(%)	100	9	48	12	23	9		3		43	10	19	12	2		
Rating	.1	.1	.1	.2	.3	.1		.1		.1	.2	.2	.2	.1		
Share	.8	.9	.8	1.5	1.5	.6		.6		.7	1.2	1.4	.9	.1		
KWKV-AM	83		41		16	15	5	1	3	42		3	7	13	13	5
(%)	100		49		19	19	6	2	4	51		4	9	16	15	6
Rating	.1		.1		.2	.2	.1	.1	.1	.1		.1	.1	.2	.2	.1
Share	.5		.5		.8	.8	.4	.1	.4	.5		.2	.4	.9	1.5	.5
KWVE-FM	92	7	43	1	8	13	7	12	2	43	3	4	15	12	6	4
(%)	100	7	46	1	9	15	7	13	2	46	3	4	16	13	7	4
Rating	.1	.1	.1		.1	.1	.1	.2		.1			.2	.1	.1	.1
Share	.6	.5	.6	.1	.4	.7	.5	1.7	.2	.6	.3	.2	.9	.9	.7	.4
KXOL-FM	360	16	162	26	62	41	25	5	4	181	18	73	45	20	12	13
(%)	100	4	45	7	17	11	7	1	1	50	5	20	13	6	3	4
Rating	.3	.1	.4	.4	.6	.4	.3	.1	.1	.4	.3	.7	.5	.2	.2	.2
Share	2.2	1.3	2.1	2.5	3.2	2.2	1.8	.7	.5	2.4	1.7	4.4	2.8	1.4	1.4	1.3
KYSR-FM	331	17	97	12	48	19	13	5		217	44	76	58	33	4	3
(%)	100	5	29	4	14	6	4	2		66	13	23	17	10	1	1
Rating	.3	.2	.2	.2	.5	.2	.2	.1		.5	.7	.8	.6	.4	.1	
Share	2.0	1.3	1.2	1.2	2.5	1.0	.9	.7		2.8	4.1	4.5	3.6	2.4	.5	.3
+KZAB-FM																
KFSG-FM	86	4	48	5	20	11	12	1		34	5	16	6	7		1
(%)	100	4	56	5	23	13	13	1		40	5	18	7	9		1
Rating	.1		.1	.1	.2	.1	.2			.1	.1	.2	.1	.1		
Share	.5	.3	.6	.5	1.0	.6	.8	.1		.4	.5	1.0	.4	.5		.1
KZLA-FM	364	7	159	18	16	48	35	23	19	198	18	28	37	48	41	27
(%)	100	2	44	5	4	13	10	6	5	54	5	8	10	13	11	7
Rating	.3	.1	.4	.3	.2	.5	.4	.5	.4	.4	.3	.3	.4	.6	.7	.4
Share	2.2	.5	2.0	1.7	.8	2.6	2.5	3.2	2.3	2.6	1.7	1.7	2.3	3.5	4.8	2.6
KGGI-FM	70	23	16	8	4	2	1		1	31	14	9	2	1	4	1
(%)	100	33	23	12	5	3	2		1	44	19	13	3	2	6	1
Rating	.1	.2		.1						.1	.2	.1			.1	
Share	.4	1.8	.2	.8	.2	.1	.1		.1	.4	1.3	.5	.1	.1	.5	.1
TOTALS	16688	1273	7765	1039	1921	1841	1424	726	813	7649	1077	1672	1626	1384	853	1038
(%)	100	8	47	6	12	11	9	4	5	46	6	10	10	8	5	6
Rating	16.0	11.4	17.2	15.2	18.4	18.6	17.9	14.5	15.9	16.1	16.6	16.6	16.6	16.4	15.5	14.2

* 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+
KWIZ-FM	1942	216	856	261	412	150	15	17		870	231	331	212	65	31	
(%)	100	11	44	13	21	8	1	1		45	12	17	11	3	2	
Rating	1.9	1.9	1.9	3.8	3.9	1.5	.2	.3		1.8	3.6	3.3	2.2	.8	.6	
KWKW-AM	1067		609	26	150	240	83	30	80	458	23	38	100	119	111	68
(%)	100		57	2	14	23	8	3	7	43	2	4	9	11	10	6
Rating	1.0		1.3	.4	1.4	2.4	1.0	.6	1.6	1.0	.4	.4	1.0	1.4	2.0	.9
KWVE-FM	2001	129	926	81	233	250	141	169	52	945	96	109	245	255	123	117
(%)	100	6	46	4	12	13	7	8	3	47	5	5	12	13	6	6
Rating	1.9	1.2	2.0	1.2	2.2	2.5	1.8	3.4	1.0	2.0	1.5	1.1	2.5	3.0	2.2	1.6
KXOL-FM	5503	473	2094	417	769	426	234	128	121	2935	495	1019	649	332	215	225
(%)	100	9	38	8	14	8	4	2	2	53	9	19	12	6	4	4
Rating	5.3	4.2	4.6	6.1	7.3	4.3	2.9	2.6	2.4	6.2	7.6	10.1	6.6	3.9	3.9	3.1
KYSR-FM	10304	840	3566	671	1409	848	486	134	18	5898	1208	2098	1545	766	108	172
(%)	100	8	35	7	14	8	5	1		57	12	20	15	7	1	2
Rating	9.9	7.5	7.9	9.8	13.5	8.6	6.1	2.7	.4	12.4	18.6	20.9	15.8	9.1	2.0	2.3
+KZAB-FM																
KFSG-FM	1443	88	685	166	247	93	91	31	57	670	148	187	140	155		40
(%)	100	6	47	12	17	6	6	2	4	46	10	13	10	11		3
Rating	1.4	.8	1.5	2.4	2.4	.9	1.1	.6	1.1	1.4	2.3	1.9	1.4	1.8		.5
KZLA-FM	6956	419	2718	224	515	645	616	428	291	3819	429	791	853	784	555	407
(%)	100	6	39	3	7	9	9	6	4	55	6	11	12	11	8	6
Rating	6.7	3.7	6.0	3.3	4.9	6.5	7.7	8.6	5.7	8.0	6.6	7.9	8.7	9.3	10.1	5.6
KGGI-FM	2753	829	627	301	159	78	61	16	12	1297	492	441	152	95	75	42
(%)	100	30	23	11	6	3	2	1		47	18	16	6	3	3	2
Rating	2.6	7.4	1.4	4.4	1.5	.8	.8	.3	.2	2.7	7.6	4.4	1.6	1.1	1.4	.6
TOTALS	99194	10563	43390	6487	10209	9528	7637	4734	4795	45241	6316	9582	9546	8057	5192	6548
(%)	100	11	44	7	10	10	8	5	5	46	6	10	10	8	5	7
Rating	95.3	94.2	95.9	95.1	97.5	96.1	96.1	94.9	93.9	95.0	97.3	95.4	97.4	95.4	94.5	89.3

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listening Locations

		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 (%)	275 50	227 41	40 7	7 1	234 37	258 41	128 20	7 1	93 53	62 35	6 3	16 9	217 53	145 35	43 10	7 2	
KBIG-FM (%)	79 15	145 28	282 55	6 1	110 13	132 15	600 70	13 1	108 33	129 39	77 24	13 4	86 20	111 25	228 53	9 2	
KBLA-AM (%)	112 44	56 22	76 30	9 3	103 39	19 7	130 50	10 4	40 48	14 17	19 23	10 12	71 45	27 17	54 34	7 4	
KBUA-FM (%)	26 32	33 40	23 28		33 32	25 24	44 43		27 36	24 32	21 28	3 3	29 38	22 29	24 32	1 1	
KBUE-FM (%)	196 39	139 28	166 33	5 1	182 32	100 17	279 49	11 2	239 57	74 18	92 22	15 4	196 46	89 21	135 32	8 2	
KCBS-FM (%)	84 17	224 46	177 36	6 1	85 14	186 31	323 54	2 2	186 50	141 38	39 11	3 1	88 24	143 39	129 35	6 2	
KDIS-AM (%)	11 19	41 72	5 9		11 30	19 49	7 18	1 3	14 27	34 67	3 5		10 26	24 63	3 9	1 2	
+KDLD-FM KSSC-FM (%)	18 30	28 47	11 18	3 5	29 44	17 26	15 23	4 6	33 45	23 32	16 22		21 40	19 37	9 18	3 5	
+KDLE-FM KSSD-FM (%)	27 31	34 39	24 27	3 3	34 32	26 25	41 39	4 4	31 43	34 47	6 8	1 1	25 36	24 35	17 25	3 4	
KFI -AM (%)	390 42	384 42	137 15	13 1	358 36	401 40	227 23	8 1	125 50	105 42	13 5	8 3	275 45	236 39	94 15	8 1	
KFSH-FM (%)	36 26	80 57	24 17		26 17	70 47	53 35		65 50	62 48	2 2		35 31	57 52	19 17		
KFWB-AM (%)	189 35	325 60	21 4	3 1	92 23	235 60	59 15	6 2	99 39	143 56	15 6		126 37	191 56	23 7	3 1	
KHHT-FM (%)	137 31	161 37	132 30	7 2	117 23	113 23	256 51	14 3	161 52	95 31	34 11	17 6	153 41	106 28	106 28	13 3	
KHJ -AM (%)	104 44	74 32	51 22	5 2	99 36	55 20	119 43	1 1	112 68	29 18	19 12	4 2	88 49	43 24	47 26	3 1	
KIIS-FM (%)	200 30	315 48	127 19	19 3	132 20	218 32	289 43	31 5	206 40	221 43	63 12	24 5	159 32	199 41	113 23	20 4	
KVVS-FM (%)	9 50	9 48	2		3 21	9 61	2 11	1 7	9 53	4 25		4 23	6 45	6 44	4 4	1 7	
KJLH-FM (%)	92 35	121 46	47 18	2 1	51 20	85 33	117 46	2 1	176 57	111 36	21 7	1 1	89 41	83 38	43 20	2 1	
KKBT-FM (%)	195 32	249 41	146 24	16 3	99 25	119 30	165 41	16 4	126 43	118 40	27 9	24 8	137 36	136 36	88 23	17 4	
KKLA-FM (%)	79 43	89 48	17 9		34 25	52 39	50 36		30 40	44 60			45 41	50 45	16 14		
KLAC-AM (%)	89 55	63 39	9 6		78 50	64 41	13 9		75 68	32 29	3 3		74 59	45 36	7 6		
KLAX-FM (%)	202 37	162 30	163 30	11 2	272 43	107 17	244 39	10 2	248 54	111 24	88 19	15 3	194 44	104 23	136 31	10 2	
KLOS-FM (%)	140 25	268 49	139 25	4 1	72 13	176 32	289 53	6 1	119 35	139 41	62 18	22 6	99 27	154 41	114 31	6 2	
KLSX-FM (%)	218 29	382 50	152 20	10 1	126 21	246 42	208 35	6 1	87 52	64 39	12 7	3 2	123 30	190 46	94 23	5 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	
KLTX-AM (%)	79 46	66 38	26 15	1 1	89 55	44 27	29 18	72 58	45 36	3 2	4 3	73 55	43 32	15 12	1 1	
KLVE-FM (%)	323 46	210 30	156 22	8 1	318 40	153 19	317 39	15 2	346 67	114 22	46 9	12 2	290 52	134 24	126 23	10 2
KLYY-FM (%)	71 45	42 26	40 25	5 3	62 32	29 15	94 49	7 4	96 66	22 16	20 14	6 4	67 50	26 20	36 27	4 3
KMZT-FM (%)	125 38	121 37	80 24	1 1	133 33	135 34	128 32	4 1	228 62	113 31	17 5	8 2	133 46	98 34	56 19	3 3
KNX -AM (%)	130 25	367 70	27 5	1 1	67 18	235 62	73 19	5 1	82 35	151 64	2 1	2 1	118 34	206 58	26 7	3 1
KOST-FM (%)	177 24	240 33	301 41	18 2	163 17	179 18	610 62	30 3	170 43	146 37	69 17	13 3	174 30	157 27	239 41	16 3
KPWR-FM (%)	246 31	340 43	171 22	26 3	163 24	188 28	290 43	34 5	260 50	193 37	33 6	34 6	218 38	206 36	125 22	28 5
KRCD-FM (%)	91 40	65 28	69 30	4 2	93 38	38 15	108 44	6 2	131 65	31 15	30 15	10 5	98 50	37 19	55 28	4 2
KRCV-FM (%)	75 53	27 19	37 26	2 1	103 52	25 13	66 34	2 1	61 78	10 13		7 9	60 57	16 15	25 24	3 3
KRLA-AM (%)	74 46	56 35	30 19	1 1	104 38	83 30	71 26	15 6	22 73	5 18		3 9	53 46	36 31	24 20	4 3
KRLH-AM (%)		100				100							100			
KROQ-FM (%)	187 21	462 53	214 24	13 1	96 13	288 40	320 45	14 2	184 39	215 45	57 12	18 4	149 26	267 46	147 26	11 2
KRTH-FM (%)	164 26	248 40	206 33	9 1	195 23	237 28	406 47	17 2	221 45	193 40	62 13	11 2	153 31	174 35	161 32	12 2
KSCA-FM (%)	482 44	262 24	328 30	12 1	272 44	101 16	245 39	5 1	202 52	93 24	85 22	10 3	287 47	129 21	182 30	8 1
KSPN-AM (%)	17 18	54 57	23 25		30 20	51 35	66 45		8 25	15 48	8 27		17 24	33 46	22 31	
KSSE-FM (%)	110 36	115 38	77 25	3 1	122 33	65 18	166 46	11 3	150 50	83 28	63 21	4 1	107 42	70 28	71 28	4 2
KSUR-AM (%)	29 53	24 45	1 1	1 1	39 46	41 48	4 5	2 2	45 52	40 47	2 2		31 55	23 42	1 2	1 1
KTNQ-AM (%)	53 50	29 27	24 22	1 1	78 50	22 14	54 34	3 2	82 78	15 15	1 1	7 7	59 60	18 18	19 20	2 2
KTWV-FM (%)	162 30	199 36	185 34	2 1	128 17	197 26	423 56	5 1	209 47	167 37	54 12	17 4	159 34	145 31	154 33	6 1
KWIZ-FM (%)	45 34	33 25	50 37	5 4	51 31	23 14	82 51	6 4	56 54	22 21	19 19	6 6	47 41	21 19	40 35	5 4
KWKV-AM (%)	48 50	17 17	31 32		64 36	16 9	96 55		33 71	3 5	11 24		41 50	10 12	31 38	
KWVE-FM (%)	32 23	88 63	19 14		18 19	46 47	31 32	3 3	37 51	27 37	4 5	6 8	25 30	46 53	13 15	1 2
KXOL-FM (%)	155 39	95 24	140 36	4 1	216 37	73 13	279 48	10 2	179 53	85 25	65 19	11 3	154 45	66 19	117 34	7 2
KYSR-FM (%)	115 22	295 56	111 21	4 1	50 13	144 37	187 49	4 1	84 34	125 51	28 11	9 4	72 23	159 51	78 25	5 2

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
+KZAB-FM																
KFSG-FM	54	29	21	2	44	14	50	3	64	21	1	2	44	18	19	2
(%)	51	27	20	2	40	12	45	3	72	24	1	3	54	22	22	2
KZLA-FM	109	267	85	2	155	198	195	1	150	187	39	13	106	172	75	4
(%)	24	58	18	1	28	36	35	1	39	48	10	3	30	48	21	1
KGGI-FM	21	31	7	2	15	20	12	1	30	20	3	2	21	19	5	2
(%)	34	51	12	3	31	42	24	2	54	37	6	4	43	41	11	5
TOTALS	7169	8453	4851	290	6266	6232	8944	424	6995	4567	1546	480	6116	5210	3763	325
(%)	35	41	23	1	29	28	41	2	51	34	11	4	40	34	24	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										
WI '03	8:30	4:15	7:45	8:30	5:00	9:00	9:30	3:00	6:00	7:00
FA '02	8:30	8:45	8:30	8:15	10:45	10:30	8:30	5:45	5:45	7:45
SU '02	8:45	5:00	6:15	7:30	5:00	6:45	7:30	5:00	5:15	7:15
SP '02	7:45	5:45	6:30	7:30	7:15	7:00	7:00	3:15	5:45	8:00
4-Book	8:30	6:00	7:15	8:00	7:00	8:15	8:15	4:15	5:45	7:30
WI '02	7:45	3:45	7:30	8:00	4:30	8:45	9:00	2:15	5:30	6:45
KBIG-FM										
WI '03	6:15	5:30	6:30	7:00	4:15	5:30	5:45	6:00	7:15	7:45
FA '02	6:00	5:15	7:00	7:30	5:45	6:30	6:15	5:00	7:15	8:15
SU '02	5:15	6:00	6:00	5:15	5:45	5:30	4:45	6:00	6:30	5:45
SP '02	6:00	5:30	6:30	6:45	5:45	7:15	7:15	5:15	6:00	6:15
4-Book	6:00	5:30	6:30	6:45	5:30	6:15	6:00	5:30	6:45	7:00
WI '02	5:45	5:45	6:15	6:15	5:30	5:30	5:30	6:00	7:00	6:45
KBLA-AM										
WI '03	10:00	9:45	9:45	9:15	11:30	11:00	9:30	6:15	7:00	8:45
FA '02	8:15	9:00	8:30	8:15	8:00	7:45	8:00	12:30	10:00	8:30
SU '02	9:30	10:15	10:00	10:15	11:00	10:45	11:00	8:30	8:45	9:00
SP '02	9:45	8:30	9:15	9:15	10:30	9:30	8:45	5:45	8:45	9:45
4-Book	9:30	9:30	9:30	9:15	10:15	9:45	9:15	8:15	8:45	9:00
WI '02	9:45	6:15	9:45	10:00	7:00	10:45	10:45	5:00	8:00	8:45
KBUA-FM										
WI '03	9:45	10:45	12:45	9:45	11:45	14:00	12:00	9:30	10:30	7:15
FA '02	12:45	12:30	14:15	12:45	12:30	13:30	12:45	12:15	15:30	12:30
SU '02	7:45	8:45	8:15	8:15	10:15	10:45	7:45	7:30	6:00	8:45
SP '02	9:30	8:00	11:30	12:00	9:30	12:30	12:30	5:30	10:15	11:30
4-Book	10:00	10:00	11:45	12:45	11:00	12:45	11:15	8:45	10:30	10:00
WI '02	9:45	12:15	11:00	6:00	19:45	14:00	5:15	3:30	6:15	7:15
KBUE-FM										
WI '03	9:45	10:00	9:30	9:15	10:45	10:45	10:00	8:45	7:30	8:30
FA '02	8:45	10:15	8:00	7:00	11:45	8:45	7:45	8:15	7:15	6:30
SU '02	10:00	9:30	10:15	10:30	10:15	10:15	10:30	8:30	10:00	10:30
SP '02	9:30	10:30	9:15	8:30	12:30	10:15	8:00	8:15	7:45	9:00
4-Book	9:30	10:00	9:15	8:45	11:15	10:00	9:00	8:30	8:15	8:45
WI '02	9:00	8:45	9:00	8:45	8:45	10:00	9:45	8:45	7:45	7:30
KCBS-FM										
WI '03	5:15	4:45	5:30	6:00	6:00	7:15	7:30	3:15	3:30	3:45
FA '02	4:45	3:30	5:15	5:45	4:15	6:00	6:45	2:45	4:00	4:30
SU '02	5:15	5:15	5:30	5:30	6:00	6:30	6:30	4:15	4:30	4:30
SP '02	5:15	4:15	5:45	6:00	4:30	5:45	6:00	4:15	5:30	6:00
4-Book	5:15	4:30	5:30	5:45	5:15	6:30	6:45	3:45	4:30	4:45
WI '02	5:00	5:00	5:15	5:15	5:45	6:00	6:15	3:45	4:00	4:00
KDIS-AM										
WI '03	3:30	3:00	3:15	3:15	2:00	2:15	2:00	3:15	3:30	3:45
FA '02	3:00	2:15	2:45	3:00	3:00	2:15	2:15	1:45	3:00	3:30
SU '02	**	**	**	**	**	**	**	**	**	**
SP '02	3:00	2:15	2:45	2:45	2:45	3:00	2:45	2:00	2:30	2:45
4-Book	**	**	**	**	**	**	**	**	**	**
WI '02	3:30	3:15	3:00	2:30	3:15	3:45	3:15	3:15	2:45	2:15
+KDLDFM										
KSSC-FM										
WI '03	5:00	5:45	4:45	3:00	5:30	4:30	3:15	5:45	5:00	2:45
FA '02	6:00	6:45	5:15	4:30	7:30	4:45	3:45	6:15	5:45	4:45
SU '02	5:15	5:45	5:45	5:30	4:45	3:30	2:15	6:30	8:15	8:15
SP '02	3:45	4:30	4:00	3:00	3:30	2:45	1:45	5:15	5:00	4:15
4-Book	5:00	5:45	5:00	4:00	5:15	4:00	2:45	6:00	6:00	5:00
WI '02	4:30	6:00	5:00	1:45	6:30	5:15	1:15	5:45	4:45	2:30
+KDLE-FM										
KSSD-FM										
WI '03	6:30	6:00	6:45	9:15	4:30	8:30	13:45	7:30	5:30	5:45
FA '02	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**

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
KFI -AM										
WI '03	8:15	5:45	8:00	8:45	6:15	9:00	9:30	5:30	6:45	8:15
FA '02	8:15	6:00	7:15	8:45	5:30	7:15	8:45	6:30	7:00	8:30
SU '02	9:30	7:15	8:45	9:15	6:45	8:15	9:15	8:00	9:30	9:15
SP '02	8:30	5:45	7:30	8:30	5:30	7:30	8:00	5:45	7:30	9:15
4-Book	8:45	6:15	8:00	8:45	6:00	8:00	9:00	6:30	7:45	8:45
WI '02	8:15	6:45	7:45	8:15	8:30	8:45	9:00	4:30	6:45	7:30
KFSH-FM										
WI '03	6:00	6:30	6:45	6:15	6:45	7:15	6:15	6:15	6:30	6:00
FA '02	6:15	5:45	6:45	7:15	6:00	8:00	9:15	5:30	5:45	6:15
SU '02	6:30	6:00	7:15	8:00	6:45	8:30	9:30	5:15	6:15	6:45
SP '02	5:15	7:00	6:00	5:15	5:45	5:45	4:45	7:45	6:15	5:45
4-Book	6:00	6:15	6:45	6:45	6:15	7:30	7:30	6:15	6:15	6:15
WI '02	6:00	3:45	6:45	7:45	4:30	4:45	5:00	3:15	8:30	10:00
KFVB-AM										
WI '03	5:00	3:00	4:15	4:30	3:30	4:30	4:45	2:30	3:45	4:15
FA '02	4:45	2:45	3:15	3:45	2:15	3:30	4:00	3:00	3:00	3:30
SU '02	4:30	3:45	4:15	4:15	4:15	4:15	4:15	3:15	4:00	4:00
SP '02	4:45	2:45	3:30	4:00	3:30	3:45	4:00	2:15	3:15	3:45
4-Book	4:45	3:00	3:45	4:15	3:30	4:00	4:15	2:45	3:30	4:00
WI '02	4:15	2:45	3:30	3:45	3:30	4:15	4:00	2:15	2:30	3:15
KHHT-FM										
WI '03	6:30	6:15	7:15	8:00	5:00	6:45	7:30	7:00	7:45	8:15
FA '02	6:30	6:15	7:00	8:15	5:15	6:15	7:30	6:45	7:45	8:45
SU '02	6:00	5:30	6:45	7:00	5:30	6:45	7:30	5:45	6:45	6:30
SP '02	6:00	6:30	6:30	6:30	5:30	5:45	6:00	7:15	7:00	6:45
4-Book	6:15	6:15	7:00	7:30	5:15	6:30	7:15	6:45	7:15	7:30
WI '02	7:15	6:45	8:15	9:00	6:15	8:00	7:30	7:15	8:30	9:30
KHJ -AM										
WI '03	9:15	8:30	10:00	10:15	7:45	10:15	11:30	10:00	9:45	9:00
FA '02	8:45	5:30	8:45	10:15	5:45	9:45	10:45	5:00	7:30	9:45
SU '02	7:00	5:45	6:15	7:30	6:45	6:00	6:45	4:30	6:30	8:30
SP '02	8:15	6:15	9:15	9:30	5:15	8:45	9:30	8:00	10:00	9:15
4-Book	8:15	6:30	8:30	9:30	6:30	8:45	9:45	7:00	8:30	9:15
WI '02	9:45	8:15	9:45	9:45	9:15	9:45	9:15	6:45	9:30	10:15
KIIS-FM										
WI '03	5:00	4:45	5:15	5:15	4:15	4:30	4:15	5:00	5:45	6:00
FA '02	5:00	4:30	4:45	4:45	4:15	4:15	4:15	4:45	5:15	5:15
SU '02	5:15	5:30	5:00	4:45	5:15	4:45	4:45	5:30	5:15	4:45
SP '02	4:30	4:30	4:30	4:30	4:15	4:45	4:30	4:45	4:30	4:30
4-Book	5:00	4:45	5:00	4:45	4:30	4:30	4:30	5:00	5:15	5:15
WI '02	4:30	4:30	4:30	4:45	4:30	4:45	5:00	4:30	4:30	4:30
KVVS-FM										
WI '03	5:45	5:30	6:30	5:00	2:30	2:15	2:15	8:45	9:00	6:15
FA '02	6:30	4:00	8:45	11:00	1:15	10:00	14:30	5:30	8:15	9:15
SU '02	5:00	3:30	5:45	6:15	4:15	7:15	7:15	3:00	3:45	3:45
SP '02	6:30	7:15	6:30	4:45	8:30	5:30	2:15	6:45	7:15	6:15
4-Book	6:00	5:00	7:00	6:45	4:15	6:15	6:30	6:00	7:00	6:30
WI '02	5:45	6:00	5:00	4:15	6:45	6:00	1:30	5:15	4:30	5:15
KJLH-FM										
WI '03	7:00	6:00	8:00	8:45	6:45	8:30	9:15	5:45	7:30	8:30
FA '02	9:30	7:30	10:45	12:00	6:45	10:15	11:30	7:45	11:15	12:15
SU '02	8:15	7:15	9:00	9:30	7:00	9:30	10:45	7:30	9:00	8:45
SP '02	7:30	5:15	8:15	9:30	4:15	8:30	10:00	5:30	8:15	9:00
4-Book	8:00	6:30	9:00	10:00	6:15	9:15	10:30	6:45	9:00	9:45
WI '02	7:00	6:00	7:15	7:15	6:00	6:45	8:00	6:00	7:30	7:00
KKBT-FM										
WI '03	5:15	5:00	6:30	6:15	4:30	6:30	7:15	5:30	6:30	5:30
FA '02	6:15	5:15	7:45	9:15	5:30	8:00	10:15	5:15	7:45	8:15
SU '02	5:45	5:15	6:15	7:30	4:15	5:15	6:15	5:45	7:15	8:30
SP '02	6:15	5:45	7:30	7:45	5:45	6:45	6:15	5:45	8:00	9:15
4-Book	6:00	5:15	7:00	7:45	5:00	6:45	7:30	5:30	7:30	8:00
WI '02	5:45	6:00	7:30	7:00	6:00	6:30	5:45	6:15	8:30	8:00

**Station(s) not reported this survey.

*Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID

Hours and Minutes

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KKLA-FM										
WI '03	7:00	6:15	7:00	7:45	9:00	6:00	7:15	4:15	7:45	8:15
FA '02	5:30	5:30	5:15	5:15	4:30	4:15	4:45	6:15	6:15	5:45
SU '02	5:45	3:45	6:00	6:45	4:15	4:00	4:00	3:00	7:45	8:30
SP '02	5:15	3:30	4:45	5:15	2:30	4:45	5:00	4:15	5:00	5:30
4-Book	6:00	4:45	5:45	6:15	5:00	4:45	5:15	4:30	6:45	7:00
WI '02	7:00	6:45	6:30	6:00	7:45	7:00	6:15	5:00	6:00	5:45
KLAC-AM										
WI '03	5:00	2:00	3:15	4:00	2:00	3:45	4:45	2:15	2:45	3:00
FA '02	4:30	2:30	3:15	4:00	2:15	3:30	4:15	2:30	3:00	4:00
SU '02	5:45	3:45	3:45	4:30	4:15	3:45	4:00	2:45	3:45	5:15
SP '02	4:15	3:30	3:15	3:45	3:30	3:30	3:45	3:15	3:00	4:00
4-Book	5:00	3:00	3:30	4:00	3:00	3:45	4:15	2:45	3:15	4:00
WI '02	5:00	3:15	4:00	4:45	3:00	3:30	4:45	4:30	6:00	5:00
KLAX-FM										
WI '03	7:45	8:45	8:00	7:30	9:15	8:15	7:15	8:00	7:45	7:30
FA '02	8:30	9:00	9:30	8:15	9:45	10:15	9:15	8:30	8:45	6:45
SU '02	7:30	8:00	7:45	8:15	9:00	8:15	8:30	6:30	7:15	7:45
SP '02	8:15	8:45	8:30	8:00	9:00	9:30	9:45	8:15	7:45	6:00
4-Book	8:00	8:45	8:30	8:00	9:15	9:00	8:45	7:45	8:00	7:00
WI '02	7:15	7:00	7:30	8:00	7:15	7:30	7:30	6:45	7:45	8:30
KLQS-FM										
WI '03	5:30	4:00	6:00	6:45	5:00	7:15	8:15	2:30	3:45	4:00
FA '02	5:30	4:15	6:00	6:45	4:45	6:30	7:30	3:00	5:00	5:45
SU '02	6:00	4:45	6:15	7:15	5:30	7:15	8:15	3:15	4:30	5:00
SP '02	5:15	5:00	5:30	5:45	6:15	6:15	6:00	3:00	4:45	5:00
4-Book	5:30	4:30	6:00	6:45	5:30	6:45	7:30	3:00	4:30	5:00
WI '02	5:00	4:15	5:30	6:00	5:00	6:30	6:45	3:15	4:00	4:15
KLTX-FM										
WI '03	8:00	8:30	8:15	7:45	8:45	8:45	8:30	8:15	7:15	6:15
FA '02	8:30	9:00	8:45	8:30	9:30	9:00	9:00	8:15	8:00	7:15
SU '02	7:00	6:15	7:00	7:30	7:15	7:45	7:45	4:15	5:30	6:45
SP '02	7:45	9:30	8:00	7:00	10:00	8:45	7:45	8:00	6:15	5:00
4-Book	7:45	8:15	8:00	7:45	9:00	8:30	8:15	7:15	6:45	6:15
WI '02	7:30	8:30	8:15	7:30	9:30	9:15	8:30	6:15	6:00	5:00
KLTX-AM										
WI '03	15:00	16:15	17:45	15:15	19:00	18:15	11:00	14:15	17:30	17:45
FA '02	12:45	14:30	13:30	11:45	13:00	14:30	12:15	15:45	12:30	11:30
SU '02	20:30	23:45	20:15	18:15	35:30	22:45	16:15	17:15	19:00	19:15
SP '02	17:45	16:30	17:00	19:15	17:30	15:45	15:45	15:15	18:00	21:15
4-Book	16:30	17:45	17:15	16:15	21:15	17:45	13:45	15:45	16:45	17:30
WI '02	22:00	13:15	20:15	31:00	8:15	18:00	29:30	17:00	21:45	32:00
KLVE-FM										
WI '03	7:30	6:45	8:00	8:45	6:30	7:45	8:45	6:45	8:00	9:00
FA '02	7:15	6:45	7:30	8:30	6:30	7:00	6:45	6:45	7:45	9:30
SU '02	7:00	6:15	7:15	8:00	5:15	5:45	7:15	7:00	8:00	8:30
SP '02	7:45	7:30	8:15	8:15	7:00	7:30	6:45	7:45	9:00	9:15
4-Book	7:30	6:45	7:45	8:30	6:15	7:00	7:30	7:00	8:15	9:00
WI '02	7:45	6:30	7:45	8:45	5:30	7:00	8:15	7:15	8:15	9:15
KLYY-FM										
WI '03	7:45	7:30	8:45	8:30	9:30	11:30	10:00	5:00	6:15	7:30
FA '02	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**
KMZT-FM										
WI '03	6:15	3:30	6:00	6:45	3:15	7:15	8:15	3:45	5:15	5:45
FA '02	7:00	5:00	5:30	6:15	4:45	5:45	6:45	5:00	5:15	5:45
SU '02	7:45	4:30	6:45	8:45	3:15	6:45	9:45	6:00	7:00	7:45
SP '02	6:45	2:15	5:15	6:45	1:45	5:15	6:45	2:15	5:15	6:45
4-Book	7:00	3:45	6:00	7:15	3:15	6:15	8:00	4:15	5:45	6:30
WI '02	6:45	5:15	5:45	6:00	4:00	5:30	6:45	6:45	6:00	5:45

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
KNX -AM										
WI '03	4:30	3:30	4:30	4:45	4:15	5:15	5:30	2:15	3:30	4:00
FA '02	5:00	3:45	4:15	4:30	4:45	4:45	4:45	2:30	3:30	3:45
SU '02	5:00	2:45	4:00	5:00	3:00	4:15	5:30	2:30	3:45	4:30
SP '02	5:15	3:45	4:15	4:15	4:00	4:00	4:15	3:30	4:15	4:15
4-Book	5:00	3:30	4:15	4:45	4:00	4:30	5:00	2:45	3:45	4:15
WI '02	5:15	3:30	4:30	5:00	3:45	5:15	6:00	3:00	3:00	3:15
KOST-FM										
WI '03	6:30	5:30	6:30	7:30	4:30	5:45	6:15	6:00	7:00	8:00
FA '02	7:00	5:30	7:15	8:30	4:45	6:45	8:15	6:00	7:15	8:45
SU '02	6:15	5:30	6:15	7:00	5:30	5:30	6:00	5:30	6:45	7:45
SP '02	7:00	6:15	6:45	7:30	7:00	7:00	7:00	5:30	6:45	7:45
4-Book	6:45	6:45	6:45	7:45	5:30	6:15	7:00	5:45	7:00	8:00
WI '02	7:15	5:45	7:15	8:45	5:15	6:15	7:30	6:00	8:00	9:30
KPWR-FM										
WI '03	6:15	6:30	5:30	4:30	7:30	6:15	5:15	5:45	4:30	3:45
FA '02	7:00	7:15	7:15	6:00	8:15	8:00	7:00	6:15	6:30	4:45
SU '02	6:00	6:15	5:45	4:45	7:00	6:15	5:00	5:15	4:45	4:15
SP '02	6:30	6:45	6:45	5:00	8:00	8:00	5:30	5:30	5:15	4:15
4-Book	6:30	6:45	6:15	5:00	7:45	7:15	5:45	5:45	5:15	4:15
WI '02	6:15	6:30	6:00	5:15	7:00	6:45	5:00	5:45	5:30	5:15
KRCF-FM										
WI '03	10:15	7:15	11:00	12:45	8:00	11:15	14:00	6:15	11:00	11:45
FA '02	7:00	5:45	7:15	7:45	5:45	6:45	7:00	5:30	7:45	8:15
SU '02	8:45	7:00	9:45	10:30	7:30	8:15	7:45	6:30	10:45	12:30
SP '02	9:00	5:45	9:15	11:30	5:00	7:00	9:00	6:30	11:00	12:45
4-Book	8:45	6:30	9:15	10:45	6:30	8:15	9:30	6:15	10:15	11:15
WI '02	6:00	5:45	6:30	7:00	5:30	7:00	7:15	5:45	6:15	7:00
KRCV-FM										
WI '03	8:30	5:15	8:00	9:45	5:00	5:30	6:30	5:15	9:15	11:45
FA '02	8:30	7:15	9:30	9:30	5:45	8:45	8:30	7:30	10:15	10:30
SU '02	9:00	8:15	10:00	11:15	6:45	9:00	10:30	9:45	12:00	13:15
SP '02	9:00	7:30	9:00	9:30	7:00	9:00	10:00	8:30	9:15	8:45
4-Book	8:45	7:00	9:15	10:00	6:15	8:00	9:00	7:45	10:15	11:00
WI '02	9:45	6:00	9:45	12:45	5:30	8:45	12:15	6:45	10:45	13:30
KRLA-AM										
WI '03	7:00	6:15	8:15	7:30	5:15	10:45	9:45	8:00	4:30	3:45
FA '02	7:00	8:15	5:45	5:45	6:15	5:00	5:30	11:00	6:45	5:45
SU '02	6:45	10:00	7:30	6:15	13:30	8:15	6:30	2:15	5:45	6:15
SP '02	5:00	3:15	4:30	4:45	4:00	4:00	4:15	2:45	5:00	5:15
4-Book	6:30	7:00	6:30	6:00	7:15	7:00	6:30	6:00	5:30	5:15
WI '02	6:00	5:45	6:45	6:15	6:15	7:45	7:30	4:30	5:15	4:45
KRLH-AM										
WI '03	3:00	0:00	3:00	3:00	0:00	3:00	3:00	0:00	0:00	0:00
FA '02	2:00	0:00	1:00	2:30	0:00	0:00	0:00	0:00	1:00	2:30
SU '02	3:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00	0:00
SP '02	1:45	0:00	3:30	1:45	0:00	3:30	1:45	0:00	0:00	0:00
4-Book	2:30	0:00	2:00	1:45	0:00	1:45	1:15	0:00	0:15	0:45
WI '02	**	**	**	**	**	**	**	**	**	**
KROQ-FM										
WI '03	6:15	6:30	6:15	5:15	7:00	6:15	5:30	6:00	6:00	5:00
FA '02	6:30	6:30	6:30	6:30	7:30	7:45	7:30	5:15	5:00	5:15
SU '02	6:30	6:45	6:30	5:45	7:30	7:00	6:45	5:30	5:45	4:45
SP '02	6:00	6:45	5:45	4:30	7:30	5:45	4:30	6:00	5:45	4:45
4-Book	6:15	6:45	6:15	5:30	7:30	6:45	6:00	5:45	5:45	5:00
WI '02	6:45	7:15	7:00	6:00	7:45	7:30	7:15	6:30	6:15	4:45
KRTH-FM										
WI '03	5:15	3:45	5:30	6:15	3:45	5:30	6:15	3:45	5:45	6:30
FA '02	5:45	4:45	5:45	6:00	5:00	6:15	6:15	4:45	5:30	6:00
SU '02	5:15	4:15	5:15	5:45	4:15	5:30	6:15	4:15	5:00	5:00
SP '02	5:15	5:30	5:15	5:30	7:15	5:45	5:45	4:00	4:45	5:15
4-Book	5:30	4:30	5:30	6:00	5:00	5:45	6:15	4:15	5:15	5:45
WI '02	5:30	4:00	5:00	5:45	5:00	5:30	6:15	3:15	4:30	5:30

** 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
KSCA-FM										
WI '03	10:45	9:15	11:45	12:45	9:45	12:00	12:00	8:15	11:15	13:30
FA '02	11:00	10:00	11:45	12:45	11:00	12:00	12:45	9:00	11:30	12:30
SU '02	10:30	11:30	11:30	10:30	12:30	11:45	10:00	9:45	11:15	11:30
SP '02	11:45	11:00	12:45	13:30	11:15	12:45	13:00	10:30	12:45	14:00
4-Book	11:00	10:30	12:00	12:30	11:15	12:15	12:00	9:30	11:45	13:00
WI '02	10:45	10:00	12:00	12:30	9:45	11:15	11:15	10:00	12:45	14:00
KSPN-AM										
WI '03	5:00	5:30	5:00	4:30	4:45	5:15	5:30	9:00	3:45	2:15
FA '02	3:30	3:30	3:15	3:30	3:30	3:30	3:30	3:00	2:00	3:15
SU '02	**	**	**	**	**	**	**	**	**	**
SP '02	4:45	5:30	5:00	5:00	5:45	5:00	5:15	4:30	4:30	4:45
4-Book	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**
KSSE-FM										
WI '03	6:00	6:15	7:00	6:00	7:30	8:30	8:15	5:30	5:30	4:30
FA '02	4:45	5:30	5:15	4:30	5:30	4:30	2:45	5:15	6:00	6:30
SU '02	4:45	5:15	4:45	3:45	4:15	4:00	3:30	6:00	5:30	4:00
SP '02	6:15	7:00	6:45	5:30	6:45	6:45	6:45	7:15	6:45	4:30
4-Book	5:30	6:00	6:00	5:00	6:00	6:00	5:15	6:00	6:00	5:00
WI '02	5:30	6:15	6:30	5:15	6:15	6:45	5:45	6:00	6:15	5:00
KSUR-AM										
WI '03	6:45	0:00	5:15	5:45	0:00	9:45	8:00	0:00	3:00	5:00
FA '02	8:00	9:15	11:15	9:30	11:45	13:45	12:00	8:15	10:00	8:15
SU '02	7:15	1:00	5:15	5:00	1:00	2:00	2:00	1:00	7:00	6:00
SP '02	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**
KTNQ-AM										
WI '03	7:45	4:45	8:00	8:15	6:30	7:30	7:00	2:30	8:45	10:15
FA '02	7:30	7:45	7:30	7:45	5:45	6:15	7:30	9:45	9:30	8:15
SU '02	6:00	3:30	6:00	7:15	3:45	6:30	8:00	3:00	5:30	6:30
SP '02	8:00	7:30	7:30	8:15	8:00	8:30	9:15	6:30	5:15	7:00
4-Book	7:15	6:00	7:15	8:00	6:00	7:15	8:00	5:30	7:15	8:00
WI '02	7:30	6:45	8:15	8:15	5:45	9:30	10:45	8:45	7:00	6:30
KTVV-FM										
WI '03	7:30	6:30	7:15	8:00	6:30	7:15	7:45	6:45	7:00	8:00
FA '02	8:15	8:15	8:15	8:30	7:15	7:30	8:30	9:00	8:45	8:45
SU '02	9:00	7:15	8:45	9:30	8:15	8:45	9:15	6:30	8:45	9:45
SP '02	8:30	7:15	8:15	9:00	6:45	7:30	8:45	7:30	8:45	9:00
4-Book	8:15	7:15	8:15	8:45	7:15	7:45	8:30	7:30	8:15	9:00
WI '02	8:00	5:30	7:15	8:15	5:15	7:15	8:45	5:30	7:30	8:00
KWIZ-FM										
WI '03	8:15	8:15	8:45	8:15	8:30	8:45	10:15	8:15	8:30	7:15
FA '02	8:30	10:00	9:30	7:30	10:30	9:45	7:45	9:15	9:30	7:15
SU '02	9:15	9:00	10:00	9:45	10:30	11:00	10:45	7:30	8:45	8:45
SP '02	9:00	9:45	10:15	8:45	9:00	9:45	9:15	10:45	11:15	7:30
4-Book	8:45	9:15	9:45	8:30	9:45	9:45	9:30	9:00	9:30	7:45
WI '02	8:00	8:30	8:45	7:30	10:15	10:15	9:00	6:30	6:30	5:45
KWKW-AM										
WI '03	9:45	10:30	10:15	10:15	11:30	9:30	7:45	7:30	11:45	12:45
FA '02	8:15	5:15	9:00	9:45	2:30	5:45	7:30	8:45	13:00	12:30
SU '02	10:00	10:30	9:30	10:00	6:00	8:15	9:00	13:45	11:15	11:00
SP '02	8:30	9:30	8:00	8:30	7:30	6:15	6:45	11:30	10:15	10:45
4-Book	9:15	9:00	9:15	9:45	7:00	7:30	7:45	10:30	11:30	11:45
WI '02	9:00	6:15	9:45	9:45	5:45	9:00	8:45	6:45	10:15	10:30
KWVE-FM										
WI '03	5:45	3:45	6:00	6:45	3:45	5:45	7:00	3:45	6:15	6:30
FA '02	5:30	4:30	5:30	6:00	5:15	4:45	4:00	3:30	6:30	8:15
SU '02	6:00	5:30	6:45	6:30	9:00	8:45	7:30	2:30	4:30	5:30
SP '02	4:45	3:30	4:45	5:00	4:30	4:15	4:15	2:45	5:00	5:30
4-Book	5:30	4:15	5:45	6:00	5:45	6:00	5:45	3:15	5:30	6:30
WI '02	5:15	5:15	6:15	5:45	4:45	6:15	5:45	5:30	6:15	5:45

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
KXOL-FM										
WI '03	8:15	8:15	9:45	9:30	9:15	11:15	11:15	7:30	8:45	8:15
FA '02	8:15	9:00	9:00	8:00	7:30	7:45	7:00	10:30	10:00	8:45
SU '02	8:00	9:00	9:00	7:45	8:00	8:30	7:30	9:45	9:30	8:00
SP '02	8:45	9:45	9:15	8:30	8:30	8:30	9:45	10:45	9:45	7:30
4-Book	8:15	9:00	9:15	8:30	8:15	9:00	9:00	9:45	9:30	8:15
WI '02	8:30	8:15	8:45	8:45	7:00	8:15	9:15	9:15	9:15	8:30
KYSR-FM										
WI '03	4:00	4:15	4:15	4:15	3:45	3:45	3:15	4:30	4:45	5:00
FA '02	4:30	4:30	4:30	4:45	6:00	4:45	4:45	4:00	4:30	4:45
SU '02	5:00	4:45	5:45	6:00	5:15	5:30	5:15	4:30	6:00	6:30
SP '02	4:30	4:45	5:00	4:45	4:00	4:45	4:30	5:00	5:15	5:00
4-Book	4:30	4:30	5:00	5:00	4:45	4:45	4:30	4:30	5:15	5:15
WI '02	4:45	4:45	5:00	5:15	5:00	5:00	5:00	4:30	5:15	5:30
+KZAB-FM										
KFSG-FM										
WI '03	7:30	7:30	10:00	9:00	7:30	12:30	13:45	7:45	7:30	5:45
FA '02	**	**	**	**	**	**	**	**	**	**
SU '02	**	**	**	**	**	**	**	**	**	**
SP '02	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
WI '02	**	**	**	**	**	**	**	**	**	**
KZLA-FM										
WI '03	6:30	5:00	6:15	7:30	5:45	7:00	8:00	4:45	5:45	7:15
FA '02	7:15	5:30	8:00	7:45	5:15	8:00	7:30	5:45	8:00	7:45
SU '02	7:00	6:30	7:30	7:30	6:45	7:30	7:30	6:30	7:30	7:30
SP '02	7:00	6:15	7:30	8:15	6:15	9:00	9:45	6:15	6:45	7:15
4-Book	7:00	5:45	7:15	7:45	6:00	8:00	8:15	5:45	7:00	7:30
WI '02	6:45	7:30	6:45	6:30	9:45	7:45	6:45	6:15	6:00	6:30
KGFI-FM										
WI '03	3:15	3:15	2:30	3:00	3:15	3:00	3:00	3:00	2:15	3:00
FA '02	3:15	2:45	3:00	2:45	3:30	3:45	3:30	2:30	2:45	2:15
SU '02	3:30	3:30	3:30	2:30	3:45	4:15	2:45	3:15	3:00	2:30
SP '02	3:30	3:00	4:00	5:00	3:15	2:30	2:00	3:00	5:00	7:00
4-Book	3:30	3:15	3:15	3:15	3:30	3:30	2:45	3:00	3:15	3:45
WI '02	3:30	2:45	3:15	4:00	2:45	4:15	5:45	2:45	2:30	2:30

** 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.

Notations

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KABC-AM	KBIG-FM	KBLA-AM	KBUA-FM	KBUE-FM	KCBS-FM	KDIS-AM	KDLD-FM	KDLE-FM	KFI-AM	KFSH-FM	KFWB-AM	KHHT-FM	KHJ-AM	KIIS-FM	KVVS-FM	KJLH-FM	KKBT-FM	KKLA-FM	KLAC-AM	KLAX-FM
Cume Pers. (00)	6188	9249	1996	1000	6170	8971	2175	1555	1426	9439	2558	8656	8485	2478	16599	474	4047	12091	2011	3231	7443
KABC-AM	100	3	2		1	4	3	1		36	6	13	1	1	2		4	2	4	21	
KBIG-FM	5	100	8	3	3	18	10	22	18	7	15	8	11	2	20	6	7	8	12	9	3
KBLA-AM	1	2	100	2	4	1	4	2	1					11	1		1	1	1	5	5
KBUA-FM			1	100	1			1					1	6	1	3		1			
KBUE-FM	1	2	14	4	100	1	3	5	7	1			6	28	4		1	7			39
KCBS-FM	6	18	4		1	100	9	8	10	11	14	13	5	1	8		2	4	7	8	2
KDIS-AM	1	2	4		1	2	100	2	2	4	3	4	3	2	4		3	2	2	2	1
+KDLD-FM		4	1	2	1	1	1	100	1			1	1	1	4		1	2		2	2
+KDLE-FM		3	1		2	2	2	1	100		3	1	1	1	3		1	1	2		2
KFI -AM	55	7	1		1	11	17	3	2	100		15	1	4	9		3	2	15	21	
KFSH-FM	2	4			4	4	4	5	4	4	100	2	1		2		1	1	19	2	
KFWB-AM	18	7	2		1	12	16	3	4	14	7	100	4	2	5		8	2	16	22	1
KHHT-FM	2	10	2	8	8	5	10	8	7	1	4	4	100	1	16	23	42	37	3	5	7
KHJ -AM		1	13	15	11		3	2	2			1		100			1				14
KIIS-FM	4	36	10	9	12	15	27	39	30	8	14	9	32	2	100	15	11	36	9	9	10
KVVS-FM				1									1			100		1			
KJLH-FM	3	3	1		1	1	5	3	3	1	2	4	20	1	3		100	19	4	6	
KKBT-FM	3	10	4	12	13	5	13	18	10	2	3	3	53	1	26	19	57	100	7	6	8
KKLA-FM	1	3			1	1	2	2	2	3	15	4	1		1		2	1	100	1	
KLAC-AM	11	3	2			3	3	3		7	3	8	2		2		5	2	2	100	
KLAX-FM		2	19	39	47	1	3	8	11			1	6	43	5	3	1	5			100
KLOS-FM	6	13	4	2	3	43	14	6	11	8	10	11	6	1	7	12	1	4	3	10	1
KLSX-FM	11	8	1	7	1	18	9	6	9	14	1	10	6	1	5		4	5	2	6	1
KLTX-AM		7	7	1	1		1	1	1	1	3			5			1	1	2		2
KLVE-FM	1	12	46	29	23	3	8	19	18	2	1	4	6	25	11	5	2	7	3	2	31
KLYY-FM		3	10		10		2	8	8		1		2	5	3	3	1	3	1		10
KMZT-FM	10	6	1	1	1	9	6	4	3	8	4	11	1	1	3		2	2	9	8	1
KNX -AM	24	9				11	14	4	5	23	13	29	3	2	4	9	8	3	19	29	1
KOST-FM	9	35	8	4	4	16	17	9	14	10	14	13	13	2	22	3	8	13	17	17	4
KPWR-FM	3	18	10	22	27	11	16	30	24	4	6	5	55	7	39	11	36	68	5	7	14
KRCO-FM		2	8	5	6	1	2	8				1	1	9	1		1		1	1	9
KRCV-FM		1	5	1	3	1	1		2			1	1	7							6
KRLA-AM	20		1			2	5			13	4	4		1			1		3	5	
KRLH-AM																					
KROQ-FM	5	22	3	8	6	30	13	29	37	7	12	11	14	2	27	9	4	18	3	6	4
KRTH-FM	10	25	6	12	7	26	14	9	12	12	14	15	15	7	15	8	8	11	11	14	5
KSCA-FM		4	28	31	34	1	5	10	9				3	35	4	6		2			39
KSPN-AM	4	3				3	9			3	3	4	2		1		4	2	2	8	
KSSE-FM		7	17	7	22	2	5	20	17	1	1		4	15	9		1	6	2	1	19
KSUR-AM	5	1				1			3			2						2	2	9	
KTNQ-AM		1	23	4	3		3	2	1				1	13				1			4
KTWV-FM	10	13	3	2	1	10	8	8	7	8	9	15	16	1	7	2	35	13	14	11	1
KVIZ-FM		2	8	7	10		1	3	11				1	10	2		1	1			12
KWKV-AM			21	6	3	1	2	4						16			1	1			3
KVVE-FM	1	2			2	2	3		3	3	13	3	1	2	1		2	1	19	1	2
KXOL-FM		5	24	36	20		5	7	5	1	1		4	26	5		4	1	1	1	27
KYSR-FM	6	28	3	3	2	27	15	22	13	8	21	10	10		21	5	4	8	10	7	2
+KZAB-FM		2	7	4	2	1	2	4	2	1	4	1	1		1		2	1	4	1	3
KZLA-FM	7	12	2		1	13	11		8	10	21	9	3		8	3	2	3	4	4	1
KGGI-FM		4			5	2	1	5	1		4	1	15		8	28	7	14	3	1	2

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KLOS-FM	KLSX-FM	KLTX-AM	KLVE-FM	KLYY-FM	KMZT-FM	KNX-AM	KOST-FM	KPWR-FM	KRCO-FM	KRCV-FM	KRLA-AM	KRLH-AM	KROQ-FM	KRTH-FM	KSCA-FM	KSPN-AM	KSSE-FM	KSUR-AM	KTNQ-AM	KTWV-FM
Cume Pers. (00)	8987	6722	1213	9660	2303	5958	9745	11535	16929	2405	1553	2101	15	14870	12207	7247	1831	5718	1035	1616	7922
KABC-AM	4	10	1	1	1	10	15	5	1			58		2	5		15		32	1	8
KBIG-FM	13	12	2	12	11	10	8	28	10	9	5	2		13	19	5	14	12	8	7	15
KBLA-AM	1		12	10	9			1	1	7	7	1			1	8		6		28	1
KBUA-FM		1	1	3					1	2	1				1	4		1		3	
KBUE-FM	2	1	7	15	27	1		2	10	16	13	1		3	3	29	1	24		10	1
KCRS-FM	43	23	2	3	1	13	10	12	6	2	3	7		18	19	1	16	4	6	2	12
KDIS-AM	3	3	2	2	1	2	3	3	2	2	2	5		2	2	1	10	2	1	4	2
+KOLD-FM	1		1	3	6	1	1	1	3	5				3	1	2		6		2	2
+KDLE-FM	2	2		3	5	1	1	2	2		1			4	1	2		4		1	1
KFI -AM	8	19	4	2	2	13	22	8	2	2	1	58		5	9		18	2	32	2	9
KFSH-FM	3		5	1	2	4	3	1	1			4		2	3		4				3
KFVB-AM	11	12		3	1	15	25	10	2	3	6	18		6	10		21	1	13	2	16
KHHT-FM	6	8	3	6	8	2	2	10	28	5	3			8	11	4	11	6	1	4	17
KHJ -AM			10	6	5		1	1	1	9	11	1			1	12	1	7		19	
KIIS-FM	14	14	6	19	19	9	7	31	38	6	4	3		30	20		11	26	1	5	14
KVVS-FM	1			1																	
KJLH-FM	1	3	2	1	1	2	4	3	9	2		1		1	3		9	1		1	18
KKBT-FM	5	9	5	9	13	4	4	14	48	7	3	1		14	11	4	12	13	2	5	20
KKLA-FM	1		3	1	1	3	4	3	1		1				2		2	1	4		4
KLAC-AM	3	3	1	1	1	4	10	5	1	1		8		1	4		15		28		5
KLAX-FM	1	1	12	24	34	1	1	3	6	28	29	1		2	3	40	1	24		18	1
KLOS-FM	100	27	1	3	1	9	13	8	6	3	2	6	100	23	14	2	20	3	4	2	11
KLSX-FM	20	100		2	2	7	10	6	6	3	2	6		12	9	2	21	3	1	1	8
KLTX-AM			100	2	2					4	2					3		1	2	8	
KLVE-FM	4	3	17	100	40	5	2	10	9	33	47	2		5	8	32	4	45	2	34	3
KLYY-FM		1	3	10	100			2	3	7	9			1	1	10	1	14		2	1
KMZT-FM	6	6		3		100	10	8	2	5	4	9		5	7	1	6	3	13	1	9
KNX -AM	14	14		2	2	17	100	9	3	3	2	22		8	10	1	24	2	31	4	14
KOST-FM	10	10		12	9	15	11	100	12	8	7	8		10	21	5	10	11	17	5	18
KPWR-FM	10	15	6	15	19	6	5	18	100	13	9	1		30	16	11	15	25		10	12
KRCO-FM	1	1	7	8	7	2	1	2	2	100	13	1		1	2	11		4		9	1
KRCV-FM			3	8	6	1		1	1	8	100				1	6		4		6	
KRLA-AM	1	2				3	5	1		1		100		1	1		3		11		2
KRLH-AM												100									
KROQ-FM	38	26	1	7	8	13	12	13	26	7	3	4		100	16	4	17	15	5	1	6
KRTH-FM	19	16	2	9	8	14	13	23	12	12	8	7		13	100	8	14	9	9	13	16
KSCA-FM	2	2	16	24	33	1		3	5	34	29			2	5	100		25		25	1
KSPN-AM	4	6		1	1	2	5	2	2	2	3			2	2		100	1	3	1	3
KSSE-FM	2	3	3	27	34	3	1	5	8	10	15			6	4	19	3	100		8	2
KSUR-AM			2		2		3	2				5			1		2		100		2
KTNQ-AM			11	6	2		1	1	1	6	6				2	6	1	2		100	1
KTWV-FM	9	9		3	3	12	11	12	6	3	1	7		3	11	1	13	3	15	5	100
KWIZ-FM	1		4	8	16			1	2	8	3			1	1	8	1	10		5	
KWKV-AM	1		3	3	3			3	1	3	2				1	2		3		17	
KWVE-FM	1	1	5	1	2	4	2	2	1	3		4		1	2	2	3	1			3
KXOL-FM	1	2	10	25	22	2	1	3	5	21	22	1		2	4	24	1	23	2	18	2
KYSR-FM	26	19		5	6	12	12	15	11	4	7	6	100	30	14	2	15	8	4	1	11
+KZAB-FM	1	1	2	5	15	1	1	2	1	6	3	1		1	1	5		4		4	1
KZLA-FM	12	5		2		4	9	9	4	1	3	7		8	12	1	8	1	6	2	7
KGCI-FM	2	2		2	7		1	4	10	2				5	3	1	1	2			2

Cume Duplication Percent

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

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

Cume Duplication Percent

Persons 12+

Monday-Sunday 6AM-MID

	KWIZ- FM	KWKW- AM	KWVE- FM	KXOL- FM	KYSR- FM	KZAB- FM	KZLA- FM	KGGI- FM												
Cume Pers. (00)	1942	1067	2001	5503	10304	1443	6956	2753												
KABC-AM			2		4	1	6	1												
KBIG-FM	8	4	10	8	25	12	15	13												
KBLA-AM	8	39		9	1	10	1													
KBUA-FM	4	5		7		3														
KBUE-FM	33	19	5	23	1	7	1	11												
KCBS-FM	1	5	7	1	24	4	17	5												
KDIS-AM	1	5	3	2	3	3	3	1												
+KDLD-FM	3	5		2	3	5		3												
+KDLE-FM	8		2	1	2	2	2													
KFI -AM			15	1	8	4	13	1												
KFSH-FM			17		5	7	8	3												
KFVB-AM		3	14	1	9	5	12	3												
KHHT-FM	6		3	6	9	4	4	47												
KHJ -AM	13	36	3	12																
KIIS-FM	14	5	11	15	34	11	19	48												
KVVS-FM								5												
KJLH-FM		3	5		2	5	1	11												
KKBT-FM	8	6	7	8	10	9	5	60												
KKLA-FM			19		2	6	1	2												
KLAC-AM			2	1	2	2	2	1												
KLAX-FM	46	19	7	37	2	14	1	6												
KLOS-FM	5	7	3	1	22	8	15	5												
KLSX-FM	1		3	2	12	7	5	5												
KLTX-AM	2	4	3	2		2														
KLVE-FM	40	25	7	45	4	32	2	8												
KLYY-FM	19	7	2	9	1	24		6												
KMZT-FM	1		11	2	7	2	4	1												
KNX -AM			12	1	12	5	12	5												
KOST-FM	4	4	12	7	17	16	15	15												
KPWR-FM	15	9	6	14	18	15	10	64												
KRCD-FM	9	7	4	9	1	11		2												
KRCV-FM	2	4		6	1	4	1													
KRLA-AM			4	1	1	2	2													
KRLH-AM																				
KROQ-FM	10	2	5	4	43	11	17	24												
KRTH-FM	6	11	11	8	16	5	21	15												
KSCA-FM	31	16	7	31	1	25	1	3												
KSPN-AM	1		3		3		2													
KSSE-FM	31	16	3	24	4	17	1	5												
KSUR-AM							1													
KTNQ-AM	5	25		5		4														
KTWV-FM	1	3	13	2	9	3	8	7												
KWIZ-FM	100	4	1	14	1	8		2												
KWKW-AM	2	100		2		1														
KWVE-FM	1		100	2	1	3	2	2												
KXOL-FM	40	13	5	100	1	19	1	3												
KYSR-FM	4	3	4	2	100	5	18	17												
+KZAB-FM	6	2	2	5	1	100	1													
KZLA-FM	1		7	2	12	4	100	4												
KGGI-FM	3	1	3	2	4	1	2	100												

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

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

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr	
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)	
KABC-AM	301	5	182	1204	6255	KKBT-FM	333	3	81	1765	12147	KROQ-FM	1114	7	82	2020	14928	
KBIG-FM	293	3	50	952	9288	KKLA-FM	178	9	14	185	2011	KRTH-FM	668	5	52	1436	12403	
KBLA-AM	132	7	19	209	1996	KLAC-AM	205	6	12	267	3247	KSCA-FM	785	11	99	1543	7343	
KBUA-FM	42	4	10	160	1000	KLAX-FM	418	6	82	1175	7494	KSPN-AM	42	2	6	167	1845	
KBUE-FM	537	9	73	1137	6217	KLOS-FM	313	3	57	1082	9074	KSSE-FM	185	3	26	701	5751	
KCBS-FM	284	3	38	934	9031	KLSX-FM	300	4	43	827	6885	KSUR-AM	54	5	3	78	1049	
KDIS-AM	77	4	7	157	2175	KLTX-AM	424	35	27	278	1213	KTNQ-AM	149	9	20	253	1630	
+KDLD-FM	60	4	6	179	1569	KLVE-FM	620	6	79	1422	9791	KTWV-FM	534	7	58	963	7960	
KSSC-FM						KLYY-FM	101	4	21	306	2303	KVIZ-FM	41	2	8	235	1973	
+KDLE-FM	74	5	10	273	1442	KMZT-FM	379	6	33	506	5999	KWKW-AM			17	151	1080	
KSSD-FM						KNX -AM	563	6	127	1603	9916	KVVE-FM	176	9	7	245	2045	
KFI -AM	637	7	108	1570	9510	KOST-FM	933	8	125	1361	11587	KXOL-FM	266	5	47	716	5595	
KFSH-FM	289	11	8	247	2585	KPWR-FM	998	6	133	2670	16974	KYSR-FM	314	3	33	843	10377	
KFVB-AM	758	9	98	1748	8842	KRCB-FM	215	9	39	446	2444	+KZAB-FM	61	4	6	209	1455	
KHHT-FM	258	3	103	1683	8532	KRCV-FM	87	6	15	274	1579	KFSG-FM						
KHJ -AM	145	6	26	364	2561	KRLA-AM	19	1	2	127	2136	KZLA-FM	728	10	47	851	6956	
KIIS-FM	959	6	61	1766	16644	KRLH-AM			1	15	15	KGGI-FM	21	1	6	243	2753	
KVVS-FM	49	10	2	48	474													
KJLH-FM	123	3	56	694	4078													
TOTALS															2638	28820	99297	

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							KIIS-FM							
Total	413	100	.4	6188	100	5.9	Total	667	100	.6	16599	100	15.9	
Black	32	8	.4	450	7	5.5	Black	24	4	.3	757	5	9.2	
Hispanic	38	9	.1	536	9	1.3	Hispanic	326	49	.8	7535	45	18.4	
KBIG-FM							KVVS-FM							
Total	458	100	.4	9249	100	8.9	Total	22	100		474	100	.5	
Black	12	3	.1	267	3	3.3	Black	14	66		248	52	.6	
Hispanic	166	36	.4	3320	36	8.1	Hispanic							
KBLA-AM							KJLH-FM							
Total	159	100	.2	1996	100	1.9	Total	227	100	.2	4047	100	3.9	
Black	12			12	1	.1	Black	200	88	2.4	3227	80	39.3	
Hispanic	158	99	.4	1948	98	4.7	Hispanic	10	4		448	11	1.1	
KBUA-FM							KKBT-FM							
Total	78	100	.1	1000	100	1.0	Total	512	100	.5	12091	100	11.6	
Black							Black	289	56	3.5	4107	34	50.0	
Hispanic	78	100	.2	984	98	2.4	Hispanic	156	30	.4	5250	43	12.8	
KBUE-FM							KKLA-FM							
Total	482	100	.5	6170	100	5.9	Total	111	100	.1	2011	100	1.9	
Black	1			15		.2	Black	26	23	.3	226	11	2.8	
Hispanic	478	99	1.2	5961	97	14.5	Hispanic	19	18		393	20	1.0	
KCBS-FM							KLAC-AM							
Total	376	100	.4	8971	100	8.6	Total	128	100	.1	3231	100	3.1	
Black	6	2	.1	99	1	1.2	Black	7	5	.1	294	9	3.6	
Hispanic	123	33	.3	1929	22	4.7	Hispanic	17	13		333	10	.8	
KDIS-AM							KLAX-FM							
Total	59	100	.1	2175	100	2.1	Total	459	100	.4	7443	100	7.2	
Black	4	7		180	8	2.2	Black				16		.2	
Hispanic	25	42	.1	729	34	1.8	Hispanic	450	98	1.1	7320	98	17.8	
+KOLD-FM							KLOS-FM							
KSSC-FM							Total	395	100	.4	8987	100	8.6	
Total	61	100	.1	1555	100	1.5	Black	21	5	.3	173	2	2.1	
Black	3	4		48	3	.6	Hispanic	57	14	.1	1936	22	4.7	
Hispanic	43	72	.1	998	64	2.4	KLSX-FM							
+KDLE-FM							Total	424	100	.4	6722	100	6.5	
KSSD-FM							Black	12	3	.1	273	4	3.3	
Total	73	100	.1	1426	100	1.4	Hispanic	101	24	.2	1673	25	4.1	
Black	10	14	.1	76	5	.9	KLTX-AM							
Hispanic	35	48	.1	791	55	1.9	Total	143	100	.1	1213	100	1.2	
KFI -AM							Black				16		.2	
Total	623	100	.6	9439	100	9.1	Hispanic	141	99	.3	1144	94	2.8	
Black	24	4	.3	405	4	4.9	KLVE-FM							
Hispanic	64	10	.2	1018	11	2.5	Total	574	100	.6	9660	100	9.3	
KFSH-FM							Black	2			102	1	1.2	
Total	121	100	.1	2558	100	2.5	Hispanic	554	96	1.3	9190	95	22.4	
Black	3	3		86	3	1.0	KLYY-FM							
Hispanic	30	24	.1	594	23	1.4	Total	141	100	.1	2303	100	2.2	
KFWB-AM							Black							
Total	346	100	.3	8656	100	8.3	Hispanic	139	98	.3	2197	95	5.4	
Black	33	9	.4	690	8	8.4	KMZT-FM							
Hispanic	58	17	.1	1278	15	3.1	Total	296	100	.3	5958	100	5.7	
KHHT-FM							Black	5	2	.1	166	3	2.0	
Total	439	100	.4	8485	100	8.2	Hispanic	33	11	.1	783	13	1.9	
Black	155	35	1.9	2593	31	31.6	KNX -AM							
Hispanic	212	48	.5	4066	48	9.9	Total	355	100	.3	9745	100	9.4	
KHJ -AM							Black	32	9	.4	683	7	8.3	
Total	181	100	.2	2478	100	2.4	Hispanic	34	9	.1	1145	12	2.8	
Black				12		.1	KOST-FM							
Hispanic	180	99	.4	2429	98	5.9	Total	606	100	.6	11535	100	11.1	
							Black	40	7	.5	560	5	6.8	
							Hispanic	171	28	.4	3460	30	8.4	

* 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
KPWR-FM							KTNQ-AM						
Total	830	100	.8	16929	100	16.3	Total	99	100	.1	1616	100	1.6
Black	160	19	1.9	2799	17	34.1	Black	4	4		15	1	.2
Hispanic	525	63	1.3	9931	59	24.2	Hispanic	91	92	.2	1515	94	3.7
KRCD-FM							KTWV-FM						
Total	196	100	.2	2405	100	2.3	Total	471	100	.5	7922	100	7.6
Black	3	2		137	6	1.7	Black	152	32	1.9	2310	29	28.1
Hispanic	192	98	.5	2233	93	5.4	Hispanic	81	17	.2	1376	17	3.4
KRCV-FM							KWIZ-FM						
Total	105	100	.1	1553	100	1.5	Total	126	100	.1	1942	100	1.9
Black							Black						
Hispanic	103	98	.3	1421	91	3.5	Hispanic	124	99	.3	1906	98	4.6
KRLA-AM							KWKV-AM						
Total	117	100	.1	2101	100	2.0	Total	83	100	.1	1067	100	1.0
Black	4	4		49	2	.6	Black						
Hispanic	16	14		250	12	.6	Hispanic	82	100	.2	1044	98	2.5
KRLH-AM							KWVE-FM						
Total		100		15	100		Total	92	100	.1	2001	100	1.9
Black							Black	5	6	.1	155	8	1.9
Hispanic							Hispanic	24	26	.1	587	29	1.4
KROQ-FM							KXOL-FM						
Total	730	100	.7	14870	100	14.3	Total	360	100	.3	5503	100	5.3
Black	10	1	.1	235	2	2.9	Black				10		.1
Hispanic	316	43	.8	5420	36	13.2	Hispanic	358	100	.9	5407	98	13.2
KRTH-FM							KYSR-FM						
Total	517	100	.5	12207	100	11.7	Total	331	100	.3	10304	100	9.9
Black	20	4	.2	465	4	5.7	Black	10	3	.1	260	3	3.2
Hispanic	178	34	.4	4478	37	10.9	Hispanic	79	24	.2	2456	24	6.0
KSCA-FM							+KZAB-FM						
Total	618	100	.6	7247	100	7.0	KFSG-FM						
Black				11		.1	Total	86	100	.1	1443	100	1.4
Hispanic	613	99	1.5	7193	99	17.5	Black	3	3		42	3	.5
KSPN-AM							Hispanic	78	90	.2	1092	76	2.7
Total	73	100	.1	1831	100	1.8	KZLA-FM						
Black	7	10	.1	258	14	3.1	Total	364	100	.3	6956	100	6.7
Hispanic	13	18		286	16	.7	Black	3	1		116	2	1.4
KSSE-FM							Hispanic	68	19	.2	1214	17	3.0
Total	275	100	.3	5718	100	5.5	KGGI-FM						
Black				21		.3	Total	70	100	.1	2753	100	2.6
Hispanic	262	95	.6	5522	97	13.5	Black	17	24	.2	503	18	6.1
KSUR-AM							Hispanic	42	59	.1	1497	54	3.6
Total	56	100	.1	1035	100	1.0							
Black	1	2		45	4	.5							
Hispanic	4	7		97	9	.2							
TOTALS							Total	16688	100	16.0	99194	100	95.3
Total							Black	1483	9	18.1	7977	8	97.1
Black							Hispanic	7655	46	18.7	39614	40	96.5
Hispanic													

Ethnic Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Notations

Notations

Notations

Notations

Notations

Notations

Arbitron Radio Reliability Tables

Table A																			
RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE	RATING	VALUE
0.1	3.16	5.1	22.00	10.1	30.13	15.1	35.80	20.1	40.07	25.1	43.36	30.1	45.87	35.1	47.73	40.1	49.01	45.1	49.76
0.2	4.47	5.2	22.20	10.2	30.26	15.2	35.90	20.2	40.15	25.2	43.42	30.2	45.91	35.2	47.76	40.2	49.03	45.2	49.77
0.3	5.47	5.3	22.40	10.3	30.40	15.3	36.00	20.3	40.22	25.3	43.47	30.3	45.96	35.3	47.79	40.3	49.05	45.3	49.78
0.4	6.31	5.4	22.60	10.4	30.53	15.4	36.09	20.4	40.30	25.4	43.53	30.4	46.00	35.4	47.82	40.4	49.07	45.4	49.79
0.5	7.05	5.5	22.80	10.5	30.66	15.5	36.19	20.5	40.37	25.5	43.59	30.5	46.04	35.5	47.85	40.5	49.09	45.5	49.80
0.6	7.72	5.6	22.99	10.6	30.78	15.6	36.29	20.6	40.44	25.6	43.64	30.6	46.08	35.6	47.88	40.6	49.11	45.6	49.81
0.7	8.34	5.7	23.18	10.7	30.91	15.7	36.38	20.7	40.52	25.7	43.70	30.7	46.12	35.7	47.91	40.7	49.13	45.7	49.81
0.8	8.91	5.8	23.37	10.8	31.04	15.8	36.47	20.8	40.59	25.8	43.75	30.8	46.17	35.8	47.94	40.8	49.15	45.8	49.82
0.9	9.44	5.9	23.56	10.9	31.16	15.9	36.57	20.9	40.66	25.9	43.81	30.9	46.21	35.9	47.97	40.9	49.16	45.9	49.83
1.0	9.95	6.0	23.75	11.0	31.29	16.0	36.66	21.0	40.73	26.0	43.86	31.0	46.25	36.0	48.00	41.0	49.18	46.0	49.84
1.1	10.43	6.1	23.93	11.1	31.41	16.1	36.75	21.1	40.80	26.1	43.92	31.1	46.29	36.1	48.03	41.1	49.20	46.1	49.85
1.2	10.89	6.2	24.12	11.2	31.54	16.2	36.85	21.2	40.87	26.2	43.97	31.2	46.33	36.2	48.06	41.2	49.22	46.2	49.86
1.3	11.33	6.3	24.30	11.3	31.66	16.3	36.94	21.3	40.94	26.3	44.03	31.3	46.37	36.3	48.09	41.3	49.24	46.3	49.86
1.4	11.75	6.4	24.48	11.4	31.78	16.4	37.03	21.4	41.01	26.4	44.08	31.4	46.41	36.4	48.11	41.4	49.25	46.4	49.87
1.5	12.16	6.5	24.65	11.5	31.90	16.5	37.12	21.5	41.08	26.5	44.13	31.5	46.45	36.5	48.14	41.5	49.27	46.5	49.88
1.6	12.55	6.6	24.83	11.6	32.02	16.6	37.21	21.6	41.15	26.6	44.19	31.6	46.49	36.6	48.17	41.6	49.29	46.6	49.88
1.7	12.93	6.7	25.00	11.7	32.14	16.7	37.30	21.7	41.22	26.7	44.24	31.7	46.53	36.7	48.20	41.7	49.31	46.7	49.89
1.8	13.30	6.8	25.17	11.8	32.26	16.8	37.39	21.8	41.29	26.8	44.29	31.8	46.57	36.8	48.23	41.8	49.32	46.8	49.90
1.9	13.65	6.9	25.35	11.9	32.38	16.9	37.48	21.9	41.36	26.9	44.34	31.9	46.61	36.9	48.25	41.9	49.34	46.9	49.90
2.0	14.00	7.0	25.51	12.0	32.50	17.0	37.56	22.0	41.42	27.0	44.40	32.0	46.65	37.0	48.28	42.0	49.36	47.0	49.91
2.1	14.34	7.1	25.68	12.1	32.61	17.1	37.65	22.1	41.49	27.1	44.45	32.1	46.69	37.1	48.31	42.1	49.37	47.1	49.92
2.2	14.67	7.2	25.85	12.2	32.73	17.2	37.74	22.2	41.56	27.2	44.50	32.2	46.72	37.2	48.33	42.2	49.39	47.2	49.92
2.3	14.99	7.3	26.01	12.3	32.84	17.3	37.82	22.3	41.63	27.3	44.55	32.3	46.76	37.3	48.36	42.3	49.40	47.3	49.93
2.4	15.30	7.4	26.18	12.4	32.96	17.4	37.91	22.4	41.69	27.4	44.60	32.4	46.80	37.4	48.39	42.4	49.42	47.4	49.93
2.5	15.61	7.5	26.34	12.5	33.07	17.5	38.00	22.5	41.76	27.5	44.65	32.5	46.84	37.5	48.41	42.5	49.43	47.5	49.94
2.6	15.91	7.6	26.50	12.6	33.18	17.6	38.08	22.6	41.82	27.6	44.70	32.6	46.87	37.6	48.44	42.6	49.45	47.6	49.94
2.7	16.21	7.7	26.66	12.7	33.30	17.7	38.17	22.7	41.89	27.7	44.75	32.7	46.91	37.7	48.46	42.7	49.46	47.7	49.95
2.8	16.50	7.8	26.82	12.8	33.41	17.8	38.25	22.8	41.95	27.8	44.80	32.8	46.95	37.8	48.49	42.8	49.48	47.8	49.95
2.9	16.78	7.9	26.97	12.9	33.52	17.9	38.34	22.9	42.02	27.9	44.85	32.9	46.98	37.9	48.51	42.9	49.49	47.9	49.96
3.0	17.06	8.0	27.13	13.0	33.63	18.0	38.42	23.0	42.08	28.0	44.90	33.0	47.02	38.0	48.54	43.0	49.51	48.0	49.96
3.1	17.33	8.1	27.28	13.1	33.74	18.1	38.50	23.1	42.15	28.1	44.95	33.1	47.06	38.1	48.56	43.1	49.52	48.1	49.96
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 2.60 to 3.20. Interpretation: The user can be 90% confident that a survey of all Men 25-54 would yield a Mon-Fri 6AM-7PM AQH rating between 2.6 and 3.2.

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

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

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

Estimating Effective Sample Base (ESB) Sizes/ Approximate ESB for sex/age groups and dayparts can be obtained by squaring Table B values. For example, the estimated ESB for M25-54, Mon-Fri 6AM-7PM, with a hypothetical Table B value of 93.14, would be 93.14 squared, or 8675. (See Page M5, Paragraph 15, for further information on ESB values.)

For Additional Methodology Details

Please refer to the *Arbitron Radio Description of Methodology and Arbitron Replication II: A Study of the Reliability of Radio Ratings* for further discussion of the above and a discussion of more complex applications.

Limitations

Although Arbitron believes the above-described procedures provide report users with useful estimates of standard errors, the reader should note the limitations described in Paragraphs 14-16 and 18-21 herein on Pages M5-M6.

Metro Table B

Average Quarter-Hour Estimates

Metro Survey Area	All Cume Estimates	Sat 6A-10A	Weekend 10A-7P	Sat 10A-3P	Mon-Fri	Mon-Fri	Weekend 6A-MID	Mon-Fri	Mon-Fri 6A-7P	Mon-Sun	Mon-Sun
		Sat 3P-7P		Sat 7P-MID	6A-10A	10A-3P		6A-10A + 3P-7P		MID-6A	6A-MID
Persons 12+	70.23	105.60	128.72	104.52	131.05	132.29	154.77	155.14	144.11	159.63	166.42
Persons 18+	*****	*****	121.84	*****	*****	120.66	*****	147.16	*****	*****	157.86
Men											
18+	50.90	*****	*****	*****	*****	*****	*****	*****	*****	*****	123.17
18-24	20.73	*****	*****	*****	*****	*****	*****	*****	*****	*****	60.46
25-34	24.21	*****	*****	*****	*****	*****	*****	*****	*****	*****	64.21
35-44	24.33	*****	*****	*****	*****	*****	*****	*****	*****	*****	61.08
45-54	22.57	*****	*****	*****	*****	*****	*****	*****	*****	*****	55.90
55-64	17.93	*****	*****	*****	*****	*****	*****	*****	*****	*****	48.38
65+	16.90	*****	*****	*****	*****	*****	*****	*****	*****	*****	36.86
12-24	29.49	51.93	*****	50.54	65.47	61.66	76.72	*****	69.12	*****	82.67
18-34	32.24	50.57	61.95	48.81	65.98	61.88	74.92	74.83	72.61	*****	84.86
18-49	43.01	66.74	77.89	64.67	84.62	77.60	94.20	94.09	91.30	*****	106.70
25-49	38.30	58.00	*****	57.16	73.07	67.54	85.99	*****	74.94	*****	92.41
25-54	41.18	61.51	75.40	61.14	77.87	71.63	91.19	84.75	79.47	*****	98.00
35-64	37.99	55.52	70.12	56.70	72.02	66.81	84.80	78.81	73.91	*****	91.14
Women											
18+	55.68	*****	*****	*****	*****	*****	*****	*****	*****	*****	127.99
18-24	23.06	*****	*****	*****	*****	*****	*****	*****	*****	*****	62.49
25-34	26.30	*****	*****	*****	*****	*****	*****	*****	*****	*****	67.39
35-44	26.66	*****	*****	*****	*****	*****	*****	*****	*****	*****	68.75
45-54	24.83	*****	*****	*****	*****	*****	*****	*****	*****	*****	58.95
55-64	19.77	*****	*****	*****	*****	*****	*****	*****	*****	*****	47.19
65+	20.29	*****	*****	*****	*****	*****	*****	*****	*****	*****	45.93
12-24	30.96	50.73	*****	50.15	62.06	63.09	76.08	*****	67.64	*****	79.23
18-34	35.22	54.27	67.00	52.41	68.55	66.40	81.37	76.07	72.77	*****	88.29
18-49	46.28	70.96	85.51	69.31	88.47	84.86	103.85	97.08	92.88	*****	112.68
25-49	41.89	62.18	*****	62.04	78.84	75.00	93.19	*****	85.41	*****	100.67
25-54	45.26	66.44	81.73	66.36	84.44	79.46	99.25	95.15	90.97	*****	107.22
35-64	41.91	60.69	73.39	60.77	76.41	72.91	89.13	85.45	81.69	*****	96.29
Persons											
12-24	40.40	66.00	*****	65.10	81.83	79.42	96.63	*****	89.33	*****	103.90
18-34	44.60	68.84	85.58	66.61	87.77	84.82	103.13	103.37	95.34	*****	110.89
18-49	58.44	89.14	108.42	86.75	111.13	105.27	130.64	130.95	120.77	*****	140.47
25-49	51.47	77.16	*****	76.48	96.87	91.51	113.81	*****	105.22	*****	122.38
25-54	55.25	81.84	101.23	81.62	103.22	97.36	121.97	122.27	112.76	*****	131.15
35-64	51.44	74.27	92.76	75.08	95.19	90.65	111.78	112.04	103.33	*****	120.19
Teens 12-17	27.58	45.19	*****	46.05	61.78	68.29	70.21	*****	74.68	*****	81.45
Black P12+	21.04	*****	*****	*****	*****	*****	*****	*****	*****	*****	49.86
Hispanic P12+	45.05	*****	*****	*****	*****	*****	*****	*****	*****	*****	106.74

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

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 (also known as sampling units). 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 Census 2000 data, as updated annually by Claritas, Inc.

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 available listenership data for existing Metro counties and any county contiguous to the current Metro. (*Complete listenership data may not be readily available for dual-city Metro redefinition requests.*)

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. (*See the Arbitron Radio Description of Methodology, Chapter One, "The Market: Changes to Metro Survey Area Definitions," for further information and criteria for adjacent Metro and dual-city*

Metro redefinitions.) **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 compose 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 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. 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, including language preference (Spanish-English) of individual residents. Households with more than nine persons 12 years of age and older and media-affiliated households are ineligible for survey participation.

Interviewers are instructed to make a number of attempts to reach every telephone number in the sample. These attempts are made at different hours of the day and evening. Arbitron then sends diaries directly to consenting sample households.

In addition to follow-up by mail from Arbitron, the interviewers are directed to make further contact(s) with consenting sample households by telephone to: make sure the diaries have been received; assist members of the household in understanding the diaries' purpose; answer any questions; remind the diarykeepers to return their diaries after the survey week; and thank them for their participation in the survey.

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

Processing Techniques

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

Usable diaries are prepared for computer processing in accordance with procedures listed in Arbitron diary processing manuals and in other associated relevant documents. The listening information in the diaries is then computer-entered so that certain verifications and edits can be made. These include ascertainment procedures, the allocation of credit for aberrated call letters, and other analyses and pretabulation preparations.

Determining Audience Estimates

6. Determining Audience 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 determined for each in-tab diary. The PPDV is the number of persons that diary is estimated to represent.

b. Cume Persons Estimates

Station Cume Persons estimates are determined 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. Average Quarter-Hour (AQH) Persons Estimates

Station AQH Persons estimates are determined 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. 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 for the total demographic group and daypart for each applicable survey. A 4-Book or 2-Book Average is determined for a station if the station is reported in the applicable Radio Market Report for each survey included in the average. A zero value is used for survey(s) for which an estimate did not appear for a station reported in the Radio Market Report. A 4-Book or 2-Book Average is not shown if a station is not reported for one or more of the surveys to be averaged.

e. Rounding

Rounding occurs at various stages in the determination 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 determining 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 determining 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 in the "Special Notices" section of this report 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 Radio Market 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 in the "Special Notices" section 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 credit for five or more minutes of listening in a quarter-hour in at least 10 in-tab Metro diaries (10 in-tab DMA diaries for DMA qualification), **and**

b. The station must have a Metro Cume rating of 0.495 or greater (DMA Cume rating of 0.495 or greater for DMA qualification), **and**

c. The station must have a Metro Average Quarter-Hour rating of 0.05 or greater (DMA Average Quarter-Hour rating of 0.05 or greater for DMA qualification) for the time the station is on the air during the Monday-Sunday 6AM-Midnight daypart for the current survey of the market.

9. Minimum Reporting Standards (MRS) for Simulcast Stations/MRS for simulcast stations are generally based on the percent of quarter-hours in the Monday-Sunday 6AM-Midnight daypart (when both stations are on the air simultaneously) that the two stations simulcast for every week of the current survey:

a. 9.49 percent or less – Each station must independently meet the criteria used for nonsimulcast stations. (See Paragraph 8.)

b. 9.50 percent to 90.49 percent – If one of the two stations meets **all** MRS criteria described in Paragraph 8, the second station is included in the report if it (i) meets the criteria of Paragraphs 8(a) and (b) **and** (ii) achieves an Average Quarter-Hour rating of 0.05 or greater for any one of the four basic Monday-Friday dayparts, i.e., 6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Midnight.

c. 90.50 percent or greater – If the combined audience of the stations is sufficient to meet all criteria of Paragraph 8, then these stations will be listed in the report even though the stations might not meet the MRS criteria if considered individually, so long as each station received a mention in at least one in-tab diary in the applicable survey area 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.

Stations that meet Arbitron's simulcasting criteria (simulcast combos) may be treated as home stations, although only one of the two stations is home to an Arbitron Metro. Stations in a simulcast combo that are home to *different* Arbitron radio Metros can choose to be listed "above-the-line" as home in both partners' Metros.

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 the "Special Notices" section of this report, along with an indication of the dayparts for which they simulcast 100 percent during the survey period, pursuant to Arbitron's simulcast guidelines. (See Page M7, "Simulcast.")

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 and placed 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 that 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 that employed "Jack-Knife Replication." This study, published by Arbitron, is titled *Arbitron Replication II: A Study of The Reliability of Radio Ratings*. Tables A and B produce estimates of sampling error at the one standard error (one sigma) level. However, users of this report should keep in mind that, due to the factors discussed in Paragraph 16, the reliability of Arbitron estimates, data and reports and their statistical evaluators cannot be determined to any precise mathematical value or definition.

15. Effective Sample Base (ESB)/Estimates of the Effective Sample Base indicate the size of a simple random sample (in which all diaries have equal value) that would be required to provide the same degree of reliability as the in-tab sample actually used to produce the audience estimates in the "Listener Estimates" section in this report. The statistical reliability of such estimates depends on the ESB and only indirectly on the number of diaries tabulated. Statistical reliability is also affected by factors described in Paragraph 16. Approximations of ESBs may be determined by squaring the values in Table B of this report. The Arbitron formula for estimating ESBs is based upon the empirical study referenced in Paragraph 14. This formula takes into account overlapping Metro sample designs (Embedded Metros) and differences in return rates among sampling units, the individual sex-age categories and race/ethnic groups, where applicable. As a general rule, ESBs for all Cume

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

Limitations

16. Limitations/In addition to sources of possible error described elsewhere in this report, the user should be aware of the following limitations:

a. The sample is drawn from telephone households. Persons in nontelephone households are thereby excluded from the sample frame. Known commercial establishments and other known nonresidential facilities listed in directories are specifically excluded from the sample frame. Steps are taken during diary placement calling to further exclude: business or other nonresidential telephone numbers inadvertently included in the sample; residents of media-affiliated households; and group quarters residences containing 10 or more individuals 12 years of age and older. Additionally, all possible telephone listings may not be included in the directories available to Survey Sampling, Inc. when Arbitron places its sample order, which may affect the identification of qualifying telephone hundred blocks. Such excluded persons may have listening habits which differ from those included in the survey.

b. Effort is made to exclude households with a media affiliation. The inclusion or exclusion of such households from the sample is dependent upon information revealed by the sample household in response to Arbitron's media affiliation question at the time of the diary placement call, or at any time thereafter, or from other sources.

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, or persons in certain income or education groups. Such persons may have listening habits that differ from other persons.

g. The primary language spoken by a diarykeeper may influence his or her listening behavior, and persons whose primary language is not English may be differentially represented in the sample. Arbitron does not currently weight its in-tab sample based on primary language spoken by respondents. However, Arbitron intends to complete and implement a system that will accommodate language weighting variables.

h. The limitations in data from Claritas, Inc. are inherent in the Arbitron estimates based thereon. The population estimates from Claritas, Inc. 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 Claritas, Inc. to update populations between decennial Census dates may not include

adjustments for known or unknown over- or undercounts of various segments of the population, including undocumented population groups. In addition, annual population updates may be based on the results of sample surveys and are subject to their respective limitations.

i. 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.

j. 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.

k. 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.

l. The data upon which Arbitron has based its in-tab sample weighting, including racial or ethnic identification, may not be precise.

m. Defects and limitations found in data supplied by others are inherent in Arbitron estimates based thereon.

n. 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.

o. 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.

p. 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 determined and/or reported.

q. 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.

r. Rounding occurs at various stages in the determination 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 may produce a result that may be incongruent with estimates for broader dayparts and/or demographic groups.

s. 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 determination 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, pursuant to the retention policy. 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" section 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 judgment in modifying, waiving or suspending any policy, procedure or element of methodology that would appear to Arbitron to be unreasonable, illogical or impractical in light of known conditions.

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

Disclaimer of Warranties

20. DISCLAIMER OF WARRANTIES/ARBITRON MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY WARRANTY OF MERCHANTABILITY OR FITNESS, CONCERNING: DATA GATHERED OR OBTAINED BY ARBITRON FROM ANY SOURCE; THE PRESENT OR FUTURE METHODOLOGY EMPLOYED BY ARBITRON IN PRODUCING ARBITRON DATA, ESTIMATES, REPORTS, AND/OR SOFTWARE PROGRAMS; AND/OR THE ARBITRON DATA, ESTIMATES, REPORTS, AND/OR SOFTWARE PROGRAMS PROVIDED BY THIS SERVICE. ALL ARBITRON DATA, ESTIMATES, REPORTS, AND/OR OTHER ASPECTS OF THIS SERVICE REPRESENT ONLY THE OPINION OF ARBITRON AND RELIANCE THEREON AND USE THEREOF SHALL BE AT SUBSCRIBER'S OWN RISK. ALL SOFTWARE PROGRAMS ARE PROVIDED "AS IS-WHERE IS" AND RELIANCE THEREON AND USE THEREOF SHALL BE AT SUBSCRIBER'S OWN RISK. IN NO EVENT SHALL ARBITRON BE LIABLE FOR THE FAILURE OF ANY THIRD-PARTY LICENSOR TO PROVIDE ANY DATA OR SERVICES IN CONNECTION WITH THE DATA, REPORTS, AND/OR SOFTWARE LICENSED BY ARBITRON.

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 use of Arbitron audience data, estimates, reports, or software programs for the purpose of selling advertising time or space by or on behalf of broadcast, cable, print, Internet, or any other medium must be under the terms of a written license agreement between that medium and Arbitron specifying permitted uses. For an Arbitron client to divulge any data or estimates to a nonsubscribing station, or, unless specifically permitted by Arbitron, to lend and/or give a copy and/or a reproduction of any part of any report or Arbitron software program(s) 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, estimates, reports, and software programs are copyrighted by Arbitron. Users of this report shall 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, type of audience estimate, and applicable daypart(s) and demographic group(s) be stated (e.g., Los Angeles, Winter 2003, Metro Survey Area, Average Quarter-Hour Estimates, Monday-Sunday 6AM-Midnight, Persons 25-54.)

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

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

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

Selected Arbitron Terms

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

Average Quarter-Hour Rating/The Average Quarter-Hour Persons estimate expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro and, where applicable, the DMA.

Average Quarter-Hour Share/The Average Quarter-Hour Persons estimate for a given station expressed as a percentage of the Metro Total Average Quarter-Hour Persons estimate within a reported daypart. This estimate is reported for the Metro only.

Cume Duplication/The percentage of estimated Cume Persons for one station that also listened to a second station. This estimate is reported for the Metro only.

Cume Persons/The estimated number of *different* persons who listened to a station for a minimum of five minutes in a quarter-hour within a reported daypart. (Cume estimates may also be referred to as *cumulative* or *unduplicated* estimates.) This estimate, expressed in hundreds (00), is reported for the Metro, TSA, and DMA, where applicable.

Cume Rating/The estimated number of Cume Persons expressed as a percentage of the appropriate estimated population. This estimate is reported for the Metro only.

Daypart/A time period for which audience estimates are reported (e.g., Monday-Friday, 6AM-10AM; Weekend 10AM-7PM).

Designated Market Area (DMA)[®]/Nielsen Media Research, Inc.'s geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county (or county equivalent) in the United States is assigned exclusively to one DMA[®].

Diary Mentions/The number of different in-tab diaries in which a station received credit for at least one quarter-hour of listening.

Diarykeeper/Any individual that Arbitron determines to be eligible to receive and is sent survey materials.

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

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

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

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

High-Density Area (HDA)/A zip code-defined sampling unit that may be established in a county within the Metro of an ethnically controlled market. The specific criteria for establishing, retaining, or eliminating an HDA are outlined in a separate publication titled *Arbitron Radio Description of Methodology*.

Home Station/Generally, any station licensed to a city located within a particular Arbitron radio Metro (or a reported Nielsen Media Research, Inc. DMA). A station that is not licensed to a city within an Arbitron radio Metro may be granted "home" status, if it meets certain criteria. (See Page M4, Paragraph 10.)

In-Tab Sample/The number of usable diaries tabulated in producing the report.

Listed Sample/Sample telephone numbers for which names and mailable addresses are published in telephone directories.

Listening Locations/Locations for which audience estimates are reported (At Home, In Car, At Work, Other).

Metro In-Tab/Target Index/The ratio of the number of Metro in-tab diaries to the Metro sample target, generally expressed as a whole number.

Metro Survey Area (Metro)/The primary reporting area for local radio. Metro Survey Area definitions generally correspond to the federal government's Office of Management and Budget's (OMB) Metropolitan Areas, subject to exceptions dictated by historical industry usage or other marketing considerations as determined by Arbitron.

Metro Totals or DMA Totals/Total reported listening to radio in the Metro or DMA (could refer to AQH or Cume estimates). Includes listening to reported stations, nonqualifying commercial stations, noncommercial stations, cable-only stations, and unidentified stations.

Minimum Reporting Standards (MRS)/Criteria used to determine which stations qualify to be listed in this report. (See Page M4, Paragraphs 8-9.)

Outside Station/A station that is not "home" to a particular Metro and/or DMA. (See "Home Station.")

Persons-Per-Diary Value (PPDV)/The numerical value assigned to each in-tab diary for the purpose of projecting audience estimates to the entire 12+ population in a market. The PPDV reflects the number of persons in the geographic/sex/age/ethnic (if applicable) group represented by each in-tab diary after sample balancing has been performed.

Rating/(See "Average Quarter-Hour Rating" and "Cume Rating.")

Respondents/Sampled persons who provide information in response to survey questions.

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

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

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

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

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

Simulcast/The simultaneous broadcast of one station's total and uninterrupted broadcast flow by a second station without variation, except that the two stations may simultaneously air separate commercials or public-service announcements and identify their respective call letters, frequency, Station Name, and/or City Identifier. *Note:* The simultaneous broadcast of programming from a third party (such as a network or syndicator) by stations that have no business relationship with one another will generally not be considered a simulcast.

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

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

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

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

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

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

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

Metro Market Profile Sources

PRIZM®

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

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

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

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

Metro Census Data

Claritas, Inc. has furnished Household Data, Group Quarters Populations, Ethnic Populations, Retail Sales and Employer Industries Data to Arbitron for the Winter 2003 Metro definition. Group Quarters Populations and Ethnic Populations are based on Census 2000. Household Data are based upon the 1990 Census. Retail Sales and Household Income are based upon Claritas's 2002 Demographic Update. Employer Industries Data are based on the 2002 County Business Patterns reports (U.S. Census Bureau).

1. Total Households are based on 1990 Census data, updated to 1/1/03.
2. Households by Income is grouped into eight discrete income categories. The income reported represents Money Income as defined by the U.S. Census Bureau. Households by Income is shown for total Metro households (1990 Census-based, updated to 1/1/03).
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 1/1/03.
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 1/1/03 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of November 2002, were obtained from the Audit Bureau of Circulations' Data Bank Service, 900 North Meacham Road, Schaumburg, IL 60173, (847) 605-0909, and are copyright 2002, 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 R. L. Polk and 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 R. L. Polk and 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 2003 Radio Market Survey Schedule

METRO MKT RANK	MARKET	WINTER 03	SPRING 03	SUMMER 03	FALL 03
232	Abilene, TX		C	C	
73	Akron	■	■	■	■
262	Albany, GA		C	C	
64	Albany-Schenectady-Troy	■	■	■	■
71	Albuquerque	■	■	■	■
217	Alexandria, LA		C	C	
70	Allentown-Bethlehem	■	■	■	■
255	Altoona		■	■	■
193	Amarillo, TX		C	C	
175	Anchorage		■	■	■
146	Ann Arbor		■	■	■
137	Appleton-Oshkosh		■	■	■
160	Asheville		■	■	■
11	Atlanta	■	■	■	■
138	Atlantic City-Cape May		■	■	■
109	Augusta, GA		■	■	■
260	Augusta-Waterville, ME		C	C	
42	Austin	■	■	■	■
87	Bakersfield	■	■	■	■
19	Baltimore	■	■	■	■
214	Bangor		■	■	■
83	Baton Rouge	■	■	■	■
253	Battle Creek, MI		C	C	
131	Beaumont-Port Arthur, TX		C	C	
282	Beckley, WV		C	C	
256	Billings, MT		C	C	
136	Biloxi-Gulfport-Pascagoula, MS		■	■	■
179	Binghamton		■	■	■
57	Birmingham	■	■	■	■
277	Bismarck, ND		C	C	
220	Blacksburg-Christiansburg-Radford-Pulaski, VA		C	C	
236	Bloomington		■	■	■
269	Bluefield, WV		C	C	
121	Boise		■	■	■
9	Boston	■	■	■	■
208	Bowling Green, KY		C	C	
117	Bridgeport		■	■	■
285	Brunswick, GA		C	C	
230	Bryan-College Station, TX		C	C	
51	Buffalo-Niagara Falls	■	■	■	■
139	Burlington-Plattsburgh		■	■	■
129	Canton		■	■	■
183	Cape Cod, MA		C	C	
286	Casper, WY		C	C	
209	Cedar Rapids		■	■	■
216	Champaign, IL		C	C	
89	Charleston, SC	■	■	■	■
177	Charleston, WV		■	■	■
37	Charlotte-Gastonia-Rock Hill	■	■	■	■
224	Charlottesville, VA		C	C	
105	Chattanooga	■	■	■	■
280	Cheyenne, WY		C	C	
3	Chicago	■	■	■	■
195	Chico, CA		C	C	
26	Cincinnati	■	■	■	■
204	Clarksville-Hopkinsville, TN-KY		C	C	

METRO MKT RANK	MARKET	WINTER 03	SPRING 03	SUMMER 03	FALL 03
25	Cleveland	■	■	■	■
96	Colorado Springs	■	■	■	■
252	Columbia, MO		C	C	
90	Columbia, SC	■	■	■	■
181	Columbus, GA		■	■	■
35	Columbus, OH	■	■	■	■
257	Columbus-Starkville-West Point, MS		C	C	
275	Cookeville, TN		C	C	
134	Corpus Christi		■	■	■
5	Dallas-Ft. Worth	■	■	■	■
197	Danbury, CT		C	C	
58	Dayton	■	■	■	■
94	Daytona Beach		■	■	■
266	Decatur, IL		C	C	
22	Denver-Boulder	■	■	■	■
91	Des Moines	■	■	■	■
10	Detroit	■	■	■	■
191	Dothan, AL		C	C	
233	Dubuque, IA		C	C	
202	Duluth-Superior		■	■	■
243	Eau Claire, WI		C	C	
247	Elizabeth City-Nags Head, NC		C	C	
213	Elmira-Corning, NY		C	C	
78	El Paso	■	■	■	■
164	Erie		■	■	■
145	Eugene-Springfield		■	■	■
157	Evansville		■	■	■
220	Fargo-Moorhead		■	■	■
127	Fayetteville, NC		■	■	■
151	Fayetteville (Northwest Arkansas)		C	C	
156	Flagstaff-Prescott, AZ		C	C	
125	Flint		■	■	■
210	Florence, SC		C	C	
245	Florence-Muscle Shoals, AL		C	C	
126	Ft. Collins-Greeley, CO		C	C	
67	Ft. Myers-Naples-Marco Island		■	■	■
111	Ft. Pierce-Stuart-Vero Beach		■	■	■
174	Ft. Smith, AR		C	C	
219	Ft. Walton Beach, FL		C	C	
103	Ft. Wayne		■	■	■
203	Frederick, MD		C	C	
166	Fredericksburg	■	■	■	■
68	Fresno	■	■	■	■
86	Gainesville-Ocala		■	■	■
276	Grand Forks, ND-MN		C	C	
258	Grand Junction, CO		C	C	
66	Grand Rapids	■	■	■	■
283	Great Falls, MT		C	C	
187	Green Bay		■	■	■
43	Greensboro-Winston Salem-High Point	■	■	■	■
84	Greenville-New Bern-Jacksonville	■	■	■	■
59	Greenville-Spartanburg	■	■	■	■

METRO MKT RANK	MARKET	WINTER 03	SPRING 03	SUMMER 03	FALL 03
169	Hagerstown-Chambersburg-Waynesboro, MD-PA		C	C	
79	Harrisburg-Lebanon-Carlisle	■	■	■	■
263	Harrisonburg, VA		C	C	
49	Hartford-New Britain-Middletown	■	■	■	■
61	Honolulu	■	■	■	■
7	Houston-Galveston	■	■	■	■
152	Huntington-Ashland		■	■	■
118	Huntsville	■	■	■	■
41	Indianapolis	■	■	■	■
273	Ithaca, NY		C	C	
123	Jackson, MS	■	■	■	■
278	Jackson, TN		C	C	
50	Jacksonville	■	■	■	■
101	Johnson City-Kingsport-Bristol	■	■	■	■
184	Johnstown		■	■	■
279	Jonesboro, AR		C	C	
234	Joplin, MO		C	C	
182	Kalamazoo		■	■	■
29	Kansas City	■	■	■	■
155	Killeen-Temple, TX		C	C	
72	Knoxville	■	■	■	■
235	Lafayette, IN		■	■	■
100	Lafayette, LA		■	■	■
218	Lake Charles, LA		C	C	
98	Lakeland-Winter Haven		■	■	■
115	Lancaster		■	■	■
120	Lansing-East Lansing	■	■	■	■
215	Laredo, TX		C	C	
39	Las Vegas	■	■	■	■
223	Laurel-Hattiesburg, MS		C	C	
268	Lawton, OK		C	C	
271	Lewiston-Auburn, ME		C	C	
102	Lexington-Fayette		■	■	■
241	Lima, OH		C	C	
176	Lincoln		■	■	■
85	Little Rock	■	■	■	■
2	Los Angeles	■	■	■	■
55	Louisville	■	■	■	■
180	Lubbock		■	■	■
154	Macon		■	■	■
97	Madison	■	■	■	■
186	Manchester		■	■	■
264	Mankato-New Ulm-St. Peter, MN		C	C	
231	Marion-Carbondale (Southern Illinois)		C	C	
281	Mason City, IA		C	C	
63	McAllen-Brownsville-Harlingen		■	■	■
244	Meadville-Franklin, PA		C	C	
212	Medford-Ashland, OR		C	C	
99	Melbourne-Titusville-Cocoa		■	■	■
48	Memphis	■	■	■	■
189	Merced, CA		C	C	
284	Meridian, MS		C	C	

NOTE/Metro ranks listed above are based on Winter 2003 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

Methodology: Arbitron 2003 Radio Market Survey Schedule

METRO MKT RANK	MARKET	WINTER 03	SPRING 03	SUMMER 03	FALL 03
12	Miami-Ft. Lauderdale-Hollywood	■	■	■	■
36	Middlesex-Somerset-Union	■	■	■	■
33	Milwaukee-Racine	■	■	■	■
16	Minneapolis-St. Paul	■	■	■	■
93	Mobile	■	■	■	■
122	Modesto	■	●	●	●
52	Monmouth-Ocean	■	●	●	●
250	Monroe, LA	■	C	C	
75	Monterey-Salinas-Santa Cruz	■	■	■	■
150	Montgomery	■	●	●	●
195	Morgantown-Clarksburg-Fairmont, WV	■	C	C	
113	Morristown, NJ	■	C	C	
201	Muncie-Marion, IN	■		C	
225	Muskegon, MI	■	C	C	
167	Myrtle Beach, SC	■	C	C	
45	Nashville	■	■	■	■
18	Nassau-Suffolk (Long Island)	■	■	■	■
172	New Bedford-Fall River, MA	■	C	C	
108	New Haven	■	●	●	●
173	New London, CT	■	C	C	
44	New Orleans	■	■	■	■
1	New York	■	■	■	■
149	Newburgh-Middletown, NY (Mid-Hudson Valley)	■	C	C	
40	Norfolk-Virginia Beach-Newport News	■	■	■	■
188	Odessa-Midland, TX	■	C	C	
53	Oklahoma City	■	■	■	■
207	Olean, NY	■		C	
74	Omaha-Council Bluffs	■	■	■	■
38	Orlando	■	■	■	■
119	Oxnard-Ventura	■	●	●	●
162	Palm Springs	■	C	●	
237	Panama City, FL	■	C	C	
241	Parkersburg-Marietta, WV-OH	■	C	C	
124	Pensacola	■	●	●	●
143	Peoria	■	●	●	●
6	Philadelphia	■	■	■	■
15	Phoenix	■	■	■	■
23	Pittsburgh	■	■	■	■
165	Portland, ME	■	●	●	●
24	Portland, OR	■	■	■	■
116	Portsmouth-Dover-Rochester	■	●	●	●
163	Poughkeepsie, NY	■	C	C	
34	Providence-Warwick-Pawtucket	■	■	■	■
247	Pueblo	■	●	●	●
13	Puerto Rico	■	■	■	■
141	Quad Cities (Davenport-Rock Island-Moline)	■	●	●	
46	Raleigh-Durham	■	■	■	■
267	Rapid City, SD	■	C	C	
133	Reading, PA	■	C	C	
227	Redding, CA	■	C	C	
128	Reno	■	●	●	●

METRO MKT RANK	MARKET	WINTER 03	SPRING 03	SUMMER 03	FALL 03
56	Richmond	■	■	■	■
28	Riverside-San Bernardino	■	■	■	■
110	Roanoke-Lynchburg	■	●	●	●
229	Rochester, MN	■	C	C	
54	Rochester, NY	■	■	■	■
153	Rockford	■	●	●	●
27	Sacramento	■	■	■	■
130	Saginaw-Bay City-Midland	■	●	●	●
222	St. Cloud, MN	■	C	C	
20	St. Louis	■	■	■	■
148	Salisbury-Ocean City	■	●	●	●
32	Salt Lake City-Ogden-Provo	■	■	■	■
272	San Angelo, TX	■	C	C	
31	San Antonio	■	■	■	■
17	San Diego	■	■	■	■
4	San Francisco	■	■	■	■
30	San Jose	■	■	■	■
170	San Luis Obispo, CA	■	C	C	
198	Santa Barbara, CA	■	C	C	
239	Santa Fe, NM	■	C	C	
205	Santa Maria-Lompoc, CA	■	C	C	
107	Santa Rosa	■	●	●	●
77	Sarasota-Bradenton	■	●	●	●
158	Savannah	■	●	●	●
14	Seattle-Tacoma	■	■	■	■
274	Sebring, FL	■	C	C	
265	Sheboygan, WI	■	C	C	
132	Shreveport	■	■	■	■
261	Sioux City, IA	■	C	C	
171	South Bend	■	●	●	●
92	Spokane	■	■	■	■
206	Springfield, IL	■	C	C	
81	Springfield, MA	■	■	■	■
144	Springfield, MO	■	●	●	●
142	Stamford-Norwalk, CT	■	C	C	
246	State College, PA	■	C	C	
88	Stockton	■	●	●	●
249	Sussex, NJ	■	C	C	
80	Syracuse	■	■	■	■
161	Tallahassee	■	●	●	●
21	Tampa-St. Petersburg-Clearwater	■	■	■	■
200	Terre Haute	■	●	●	●
254	Texarkana, TX-AR	■	C	C	
82	Toledo	■	■	■	■
190	Topeka	■	●	●	●
192	Traverse City-Petoskey, MI	■	C	C	
140	Trenton, NJ	■	C	C	
211	Tri-Cities, WA (Richland-Kennewick-Pasco)	■	C	C	
62	Tucson	■	■	■	■
65	Tulsa	■	■	■	■
185	Tupelo, MS	■	C	C	
228	Tuscaloosa, AL	■	C	C	
147	Tyler-Longview	■	C	●	
159	Utica-Rome	■	●	●	●

METRO MKT RANK	MARKET	WINTER 03	SPRING 03	SUMMER 03	FALL 03
135	Victor Valley	■	■	■	■
104	Visalia-Tulare-Hanford	■	●	●	●
194	Waco, TX	■	C	C	
8	Washington, DC	■	■	■	■
240	Waterloo-Cedar Falls	■	●	●	●
270	Watertown, NY	■	C	C	
168	Wausau-Stevens Point, WI (Central WI)	■	C	C	
47	West Palm Beach-Boca Raton	■	■	■	■
60	Westchester	■	■	■	■
238	Wheeling	■	●	●	●
95	Wichita	■	■	■	■
251	Wichita Falls, TX	■	C	C	
69	Wilkes Barre-Scranton	■	■	■	■
258	Williamsport, PA	■	C	C	
76	Wilmington, DE	■	●	●	●
178	Wilmington, NC	■	●	●	●
225	Winchester, VA	■	C	C	
114	Worcester	■	●	●	●
198	Yakima, WA	■	C	C	
106	York	■	■	■	■
112	Youngstown-Warren	■	●	●	●

NOTE/Metro ranks listed above are based on Winter 2003 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

2003 Arbitron Qualitative Delivery Schedule

Scarborough 2003 Release Schedule

Market Name	Release 1	Release 2
Albany, NY	05/08/03	10/30/03
Albuquerque, NM	06/19/03	12/11/03
Atlanta, GA	05/01/03	10/23/03
Austin, TX	06/12/03	12/04/03
Baltimore, MD	06/05/03	11/26/03
Birmingham, AL	06/05/03	11/26/03
Boston, MA	06/12/03	12/04/03
Buffalo, NY	06/19/03	12/11/03
Charleston, WV	07/10/03	01/15/04
Charlotte, NC	05/29/03	11/20/03
Chicago, IL	05/29/03	11/20/03
Cincinnati, OH	06/12/03	12/04/03
Cleveland, OH	05/29/03	11/20/03
Columbus, OH	06/19/03	12/11/03
Dallas, TX	05/15/03	11/06/03
Dayton, OH	06/26/03	12/18/03
Denver, CO	05/29/03	11/20/03
Des Moines, IA	06/05/03	11/26/03
Detroit, MI	04/17/03	10/09/03
El Paso, TX	05/15/03	11/06/03
Flint, MI	07/24/03	01/29/04
Fort Myers, FL	04/24/03	10/16/03
Fresno, CA	04/17/03	10/09/03
Grand Rapids, MI	06/26/03	12/18/03
Greensboro, NC	06/26/03	12/18/03
Greenville, SC	07/10/03	01/15/04
Harrisburg, PA	07/03/03	01/08/04
Hartford, CT	05/08/03	10/30/03
Honolulu, HI	07/03/03	01/08/04
Houston, TX	05/15/03	11/06/03
Indianapolis, IN	05/08/03	10/30/03
Jacksonville, FL	07/10/03	01/15/04
Kansas City, MO	05/22/03	11/13/03
Knoxville, TN	07/17/03	01/22/04
Las Vegas, NV	06/26/03	12/18/03
Lexington, KY	07/17/03	01/22/04
Los Angeles, CA	04/17/03	10/09/03
Louisville, KY	07/10/03	01/15/04
Memphis, TN	07/17/03	01/22/04
Miami, FL	05/01/03	10/23/03
Milwaukee, WI	05/01/03	10/23/03
Minneapolis, MN	04/24/03	10/16/03
Mobile, AL	05/08/03	10/30/03
Nashville, TN	05/01/03	10/23/03
New Orleans, LA	07/10/03	01/15/04
New York, NY	05/22/03	11/13/03
Norfolk, VA	07/10/03	01/15/04
Oklahoma City, OK	07/17/03	01/22/04
Orlando, FL	04/24/03	10/16/03
Philadelphia, PA	05/08/03	10/30/03
Phoenix, AZ	04/17/03	10/09/03
Pittsburgh, PA	06/05/03	11/26/03
Portland, OR	05/29/03	11/23/03
Providence, RI	07/03/03	12/26/03
Raleigh-Durham, NC	07/03/03	12/26/03
Richmond, VA	07/24/03	01/29/04
Roanoke, VA	05/15/03	11/06/03
Rochester, NY	05/01/03	10/23/03
Sacramento, CA	05/22/03	11/13/03
Salt Lake City, UT	05/15/03	11/06/03

Scarborough 2003 Release Schedule (continued)

Market Name	Release 1	Release 2
San Antonio, TX	04/17/03	10/09/03
San Diego, CA	04/17/03	10/09/03
San Francisco, CA	05/15/03	11/06/03
Seattle, WA	05/29/03	11/20/03
Spokane, WA	06/12/03	12/04/03
St. Louis, MO	04/24/03	10/16/03
Syracuse, NY	07/24/03	01/29/04
Tampa, FL	04/24/03	10/16/03
Toledo, OH	07/24/03	01/29/04
Tucson, AZ	04/24/03	10/16/03
Tulsa, OK	06/12/03	12/04/03
Washington, DC	06/05/03	11/26/03
West Palm Beach, FL	05/08/03	10/30/03
Wichita, KS	05/01/03	10/23/03
Wilkes-Barre, PA	07/03/03	01/08/04

RetailDirect 2003 Release Schedule

Market Name	2003 Release 1	2003 Release 2
Allentown-Bethlehem, PA	01/28/03	08/11/03
Atlantic City-Cape May, NJ	06/17/03	12/29/03
Bakersfield, CA	05/22/03	11/17/03
Baton Rouge, LA	02/24/03	09/05/03
Charleston, SC	02/24/03	09/05/03
Chattanooga, TN	06/17/03	12/29/03
Colorado Springs, CO	02/24/03	09/05/03
Evansville, IN	04/30/03	10/20/03
Ft. Wayne, IN	12/30/02	08/11/03
Gainesville-Ocala, FL	04/30/03	10/20/03
Greenville-New Bern-Jacksonville, NC	06/17/03	12/29/03
Huntsville, AL	04/30/03	10/20/03
Lafayette, LA	04/30/03	10/20/03
Little Rock, AR	12/30/02	08/11/03
Lubbock, TX	06/17/03	12/29/03
Macon, GA	04/30/03	
Monterey-Salinas-Santa Cruz, CA	05/22/03	11/17/03
Omaha-Council Bluffs, NE-IA	02/24/03	09/05/03
Palm Springs, CA	04/30/03	
Rockford, IL	01/28/03	
Santa Barbara, CA	04/30/03	
Springfield, MA	01/28/03	08/11/03
Springfield, MO	02/24/03	09/05/03
Youngstown-Warren, OH	05/22/03	11/17/03

Local Market Qualitative

Arbitron gathers information that describes consumers' demographic, socioeconomic, and lifestyle characteristics, as well as purchase intentions in over 260 markets. Arbitron provides three qualitative services tailored to fit specific market size and marketing requirements: Scarborough caters to large markets, RetailDirect is available in medium markets, and the Qualitative Diary Service is offered in smaller markets ranked 100+. Each service profiles a market, the consumers and the media choices in terms of key characteristics. The three services cover the major retail and media usage categories in almost any area.

A comprehensive listing of the products and categories covered by each local market qualitative service is available online at:

http://www.arbitron.com/radio_stations/home.htm (click on "Local Market Qualitative")

(continued)

2003 Arbitron Qualitative Delivery Schedule

2003 Qualitative Diary Markets*

<p>Abilene, TX Akron, OH Albany, GA Alexandria, LA Altoona, PA</p> <p>Amarillo, TX Anchorage, AK Ann Arbor, MI Appleton-Oshkosh, WI Asheville, NC</p> <p>Augusta, GA Augusta-Waterville, ME Bangor, ME Battle Creek, MI Beaumont-Port Arthur, TX</p> <p>Beckley, WV Billings, MT Biloxi-Gulfport-Pascagoula, MS Binghamton, NY Bismarck, ND</p> <p>Blacksburg-Christiansburg-Radford-Pulaski, VA (a.k.a. New River Valley)</p> <p>Bloomington, IL Bluefield, WV Boise, ID Bowling Green, KY</p> <p>Brunswick, GA Bryan-College Station, TX Burlington-Plattsburgh, VT-NY Canton, OH Cape Cod, MA</p> <p>Casper, WY Cedar Rapids, IA Champaign, IL Charlottesville, VA Cheyenne, WY</p> <p>Chico, CA Clarksville-Hopkinsville, TN-KY Columbia, MO Columbia, SC Columbus, GA</p> <p>Columbus-Starkville-West Point, MS Cookeville, TN Corpus Christi, TX Daytona Beach, FL Decatur, IL</p> <p>Dothan, AL Dubuque, IA Duluth-Superior, MN-WI Eau Claire, WI Elizabeth City-Nags Head, NC</p> <p>Elmira-Corning, NY Erie, PA Eugene-Springfield, OR Fargo-Moorhead, ND-MN Fayetteville (Northwest Arkansas), AR</p> <p>Fayetteville, NC Flagstaff-Prescott, AZ Florence, SC Florence-Muscle Shoals, AL Ft. Collins-Greeley, CO</p>	<p>Ft. Smith, AR Ft. Walton Beach, FL Grand Forks, ND-MN Grand Junction, CO Great Falls, MT</p> <p>Green Bay, WI Hagerstown-Chambersburg-Waynesboro, MD-PA Harrisonburg, VA Huntington-Ashland, WV-KY Ithaca, NY</p> <p>Jackson, MS Jackson, TN Johnson City-Kingsport-Bristol, TN-VA Johnstown, PA Jonesboro, AR</p> <p>Joplin, MO Kalamazoo, MI Killeen-Temple, TX Lafayette, IN Lake Charles, LA</p> <p>Lakeland-Winter Haven, FL Lansing-East Lansing, MI Laredo, TX Laurel-Hattiesburg, MS Lawton, OK</p> <p>Lewiston-Auburn, ME Lima, OH Lincoln, NE Macon, GA Madison, WI</p> <p>Manchester, NH Mankato-New Ulm-St. Peter, MN Marion-Carbondale, IL (Southern Illinois) Mason City, IA McAllen-Brownsville-Harlingen, TX</p> <p>Meadville-Franklin, PA Medford-Ashland, OR Melbourne-Titusville-Cocoa, FL Merced, CA Meridian, MS</p> <p>Modesto, CA Monroe, LA Montgomery, AL Morgantown-Clarksburg-Fairmont, WV Muncie-Marion, IN</p> <p>Muskegon, MI Myrtle Beach, SC New London, CT Newburgh-Middletown (Mid-Hudson Valley), NY Odessa-Midland, TX</p> <p>Olean, NY Oxnard-Ventura, CA Panama City, FL Parkersburg-Marietta, WV-OH Peoria, IL</p> <p>Portland, ME Portsmouth-Dover-Rochester, NH Poughkeepsie, NY Pueblo, CO Puerto Rico</p>	<p>Quad Cities (Davenport-Rock Island-Moline), IA-IL Rapid City, SD Reading, PA Redding, CA Reno, NV</p> <p>Rochester, MN Salisbury-Ocean City, MD San Angelo, TX San Luis Obispo, CA Santa Fe, NM</p> <p>Santa Maria-Lompoc, CA Savannah, GA Sebring, FL Sheboygan, WI Shreveport, LA</p> <p>Sioux City, IA South Bend, IN Springfield, IL Springfield, MO St. Cloud, MN</p> <p>State College, PA Stockton, CA Sussex, NJ Tallahassee, FL Terre Haute, IN</p> <p>Texarkana, TX-AR Topeka, KS Traverse City-Petoskey, MI (formerly Northwest MI) Tri-Cities, WA (Richland-Kennewick-Pasco) Tupelo, MS</p> <p>Tuscaloosa, AL Tyler-Longview, TX Utica-Rome, NY Victor Valley, CA Visalia-Tulare-Hanford, CA</p> <p>Waco, TX Waterloo-Cedar Falls, IA Watertown, NY Wausau-Stevens Point (Central Wisconsin), WI Wheeling, WV</p> <p>Wichita Falls, TX Williamsport, PA Wilmington, DE Wilmington, NC Winchester, VA</p> <p>Worcester, MA Yakima, WA</p>
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* The qualitative information is delivered through MaximiSer at the same time as the ratings data for these markets.

Arbitron 2003 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		MaximiSer®/Media Professional™		Market Report	TAPSCAN®	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Abilene, TX							Aug 08	9:00AM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Akron	May 22	11:30AM LMT	Jun 19	11:30AM	Jul 21	11:30AM	Jul 21	2:30PM	Jul 23	11:30AM	Jul 24	Jul 25	Jul 28
Albany, GA							Aug 11	10:30AM	Aug 13	10:00AM	Aug 14	Aug 15	Aug 18
Albany-Schenectady-Troy	Jun 03	11:30AM LMT	Jun 30	11:30AM	Jul 30	1:00PM	Jul 30	4:00PM	Aug 01	1:00PM	Aug 04	Aug 05	Aug 06
Albuquerque							Aug 05	2:00PM	Aug 07	11:00AM	Aug 08	Aug 11	Aug 12
Alexandria, LA	Jun 06	11:00AM LMT	Jul 03	11:00AM	Aug 05	11:00AM	Aug 11	10:30AM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 18
Allentown-Bethlehem	May 20	11:30AM LMT	Jun 17	11:30AM	Jul 17	10:00AM	Jul 17	1:00PM	Jul 21	10:00AM	Jul 22	Jul 23	Jul 24
Altoona							Jul 24	10:00AM	Jul 28	10:00AM	Jul 29	Jul 30	Jul 31
Amarillo, TX							Aug 07	3:00PM	Aug 11	9:00AM	Aug 12	Aug 13	Aug 14
Anchorage							Aug 11	12:00PM	Aug 13	6:00AM	Aug 14	Aug 15	Aug 18
Ann Arbor							Jul 18	11:30AM	Jul 22	10:00AM	Jul 23	Jul 24	Jul 25
Appleton-Oshkosh							Aug 08	11:30AM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Asheville							Aug 01	12:30PM	Aug 05	10:00AM	Aug 06	Aug 07	Aug 08
Atlanta	May 28	10:00AM LMT	Jun 24	10:00AM	Jul 24	10:00AM	Jul 24	1:00PM	Jul 28	10:00AM	Jul 29	Aug 01	Aug 08
Atlantic City-Cape May							Jul 16	10:00AM	Jul 18	10:00AM	Jul 21	Jul 22	Jul 23
Augusta, GA							Aug 07	2:30PM	Aug 11	10:00AM	Aug 12	Aug 13	Aug 14
Augusta-Waterville, ME							Aug 06	10:30AM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13
Austin	Jun 02	1:30PM LMT	Jun 27	1:30PM	Jul 29	12:00PM	Jul 29	3:00PM	Jul 31	12:00PM	Aug 01	Aug 04	Aug 05
Bakersfield	May 20	10:00AM LMT	Jun 17	10:00AM	Jul 17	10:00AM	Jul 17	1:00PM	Jul 21	10:00AM	Jul 22	Jul 23	Jul 24
Baltimore	May 22	10:00AM LMT	Jun 19	10:00AM	Jul 21	10:00AM	Jul 21	1:00PM	Jul 23	10:00AM	Jul 24	Jul 25	Jul 28
Bangor							Aug 07	11:30AM	Aug 11	10:00AM	Aug 12	Aug 13	Aug 14
Baton Rouge	Jun 06	12:00PM LMT	Jul 03	12:00PM	Aug 05	12:00PM	Aug 05	3:00PM	Aug 07	12:00PM	Aug 08	Aug 11	Aug 12
Battle Creek, MI							Aug 01	10:00AM	Aug 05	10:00AM	Aug 06	Aug 07	Aug 08
Beaumont-Port Arthur, TX							Jul 24	9:30AM	Jul 28	9:00AM	Jul 29	Jul 30	Jul 31
Beckley, WV							Aug 07	11:00AM	Aug 11	10:00AM	Aug 12	Aug 13	Aug 14
Billings, MT							Aug 08	9:00AM	Aug 12	8:00AM	Aug 13	Aug 14	Aug 15
Biloxi-Gulfport-Pascagoula							Aug 01	10:00AM	Aug 05	9:00AM	Aug 06	Aug 07	Aug 08
Binghamton							Aug 06	2:30PM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13
Birmingham	May 30	12:00PM LMT	Jun 26	12:00PM	Jul 28	10:30AM	Jul 28	1:30PM	Jul 30	10:30AM	Jul 31	Aug 01	Aug 04
Bismarck, ND							Aug 08	1:30PM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Blksbrg-Chrstnbg-Rdfrd-Plski,VA							Aug 04	11:30AM	Aug 06	10:00AM	Aug 07	Aug 08	Aug 11
Bloomington							Jul 18	9:30AM	Jul 22	9:00AM	Jul 23	Jul 24	Jul 25
Bluefield, WV							Aug 07	10:00AM	Aug 11	10:00AM	Aug 12	Aug 13	Aug 14
Boise							Aug 08	9:30AM	Aug 12	8:00AM	Aug 13	Aug 14	Aug 15
Boston	May 21	10:00AM LMT	Jun 18	10:00AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 22	10:00AM	Jul 23	Jul 24	Jul 25
Bowling Green, KY							Aug 04	10:30AM	Aug 06	9:00AM	Aug 07	Aug 08	Aug 11
Bridgeport							Jul 14	11:00AM	Jul 16	10:00AM	Jul 17	Jul 18	Jul 21
Brunswick, GA							Jul 30	10:00AM	Aug 01	10:00AM	Aug 04	Aug 05	Aug 06
Bryan-College Station, TX							Jul 25	1:30PM	Jul 29	9:00AM	Jul 30	Jul 31	Aug 01
Buffalo-Niagara Falls	May 27	10:00AM LMT	Jun 23	10:00AM	Jul 23	10:00AM	Jul 23	1:00PM	Jul 25	10:00AM	Jul 28	Jul 29	Jul 30
Burlington-Plattsburgh							Aug 07	3:00PM	Aug 11	10:00AM	Aug 12	Aug 13	Aug 14
Canton							Jul 23	10:30AM	Jul 25	10:00AM	Jul 28	Jul 29	Jul 30
Cape Cod, MA							Jul 21	10:30AM	Jul 23	10:00AM	Jul 24	Jul 25	Jul 28
Casper, WY							Aug 11	10:30AM	Aug 13	8:00AM	Aug 14	Aug 15	Aug 18
Cedar Rapids							Aug 06	10:30AM	Aug 08	9:00AM	Aug 11	Aug 12	Aug 13
Champaign, IL							Jul 18	9:30AM	Jul 22	9:00AM	Jul 23	Jul 24	Jul 25
Charleston, SC	Jun 06	10:00AM LMT	Jul 03	10:00AM	Aug 05	10:00AM	Aug 05	1:00PM	Aug 07	10:00AM	Aug 08	Aug 11	Aug 12
Charleston, WV							Aug 06	12:00PM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13
Charlotte-Gastonia-Rock Hill	May 28	10:00AM LMT	Jun 24	10:00AM	Jul 24	10:00AM	Jul 24	1:00PM	Jul 28	10:00AM	Jul 29	Jul 30	Jul 31
Charlottesville							Aug 07	10:00AM	Aug 11	10:00AM	Aug 12	Aug 13	Aug 14
Chattanooga	Jun 05	10:00AM LMT	Jul 02	10:00AM	Aug 01	10:00AM	Aug 01	1:00PM	Aug 05	10:00AM	Aug 06	Aug 07	Aug 08
Cheyenne, WY							Jul 28	10:00AM	Jul 30	8:00AM	Jul 31	Aug 01	Aug 04
Chicago	May 19	9:00AM LMT	Jun 16	9:00AM	Jul 16	9:00AM	Jul 16	12:00PM	Jul 18	9:00AM	Jul 21	Jul 22	Jul 23
Chico, CA							Jul 22	9:30AM	Jul 24	7:00AM	Jul 25	Jul 28	Jul 29
Cincinnati	May 23	10:00AM LMT	Jun 20	10:00AM	Jul 22	11:30AM	Jul 22	2:30PM	Jul 24	11:30AM	Jul 25	Jul 28	Jul 29
Clarksville-Hopkinsville, TN-KY							Aug 04	10:00AM	Aug 06	9:00AM	Aug 07	Aug 08	Aug 11

* All times are local market times.

** All times indicate START of Market calling.

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Arbitron 2003 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		MaxiSer®/Media Professional™		Market Report	TAPSCAN®	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Cleveland	May 22	11:30AM LMT	Jun 19	11:30AM	Jul 21	11:30AM	Jul 21	2:30PM	Jul 23	11:30AM	Jul 24	Jul 25	Jul 28
Colorado Springs	May 29	11:00AM LMT	Jun 25	11:00AM	Jul 25	12:30PM	Jul 25	3:30PM	Jul 29	12:30PM	Jul 30	Jul 31	Aug 01
Columbia, MO							Jul 29	10:30AM	Jul 31	9:00AM	Aug 01	Aug 04	Aug 05
Columbia, SC	Jun 05	10:00AM LMT	Jul 02	10:00AM	Aug 01	10:00AM	Aug 01	1:00PM	Aug 05	10:00AM	Aug 06	Aug 07	Aug 08
Columbus, GA							Aug 06	1:00PM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13
Columbus, OH	May 29	10:00AM LMT	Jun 25	10:00AM	Jul 25	10:00AM	Jul 25	1:00PM	Jul 29	10:00AM	Jul 30	Jul 31	Aug 01
Columbus-Starkville-West Point, MS							Aug 11	9:30AM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 18
Cookeville, TN							Aug 04	9:30AM	Aug 06	9:00AM	Aug 07	Aug 08	Aug 11
Corpus Christi							Aug 06	10:00AM	Aug 08	9:00AM	Aug 11	Aug 12	Aug 13
Dallas-Ft. Worth	May 27	10:30AM LMT	Jun 23	10:30AM	Jul 23	10:30AM	Jul 23	1:30PM	Jul 25	10:30AM	Jul 28	Jul 29	Jul 30
Danbury, CT							Jul 15	10:00AM	Jul 17	10:00AM	Jul 18	Jul 21	Jul 22
Dayton	Jun 03	10:00AM LMT	Jun 30	10:00AM	Jul 30	10:00AM	Jul 30	1:00PM	Aug 01	10:00AM	Aug 04	Aug 05	Aug 06
Daytona Beach							Jul 24	12:30PM	Jul 28	10:00AM	Jul 29	Jul 30	Jul 31
Decatur, IL							Jul 24	10:30AM	Jul 28	9:00AM	Jul 29	Jul 30	Jul 31
Denver-Boulder	May 29	9:30AM LMT	Jun 25	9:30AM	Jul 25	12:30PM	Jul 25	3:30PM	Jul 29	12:30PM	Jul 30	Jul 31	Aug 01
Des Moines	Jun 06	10:30AM LMT	Jul 03	10:30AM	Aug 05	10:30AM	Aug 05	1:30PM	Aug 07	10:30AM	Aug 08	Aug 11	Aug 12
Detroit	May 20	10:00AM LMT	Jun 17	10:00AM	Jul 17	11:30AM	Jul 17	2:30PM	Jul 21	11:30AM	Jul 22	Jul 23	Jul 24
Dothan, AL							Aug 07	2:30PM	Aug 11	9:00AM	Aug 12	Aug 13	Aug 14
Dubuque, IA							Aug 07	9:30AM	Aug 11	9:00AM	Aug 12	Aug 13	Aug 14
Duluth-Superior							Aug 07	3:30PM	Aug 11	9:00AM	Aug 12	Aug 13	Aug 14
Eau Claire, WI							Aug 05	9:30AM	Aug 07	9:00AM	Aug 08	Aug 11	Aug 12
El Paso	Jun 06	12:30PM LMT	Jul 03	12:30PM	Aug 05	12:30PM	Aug 05	3:30PM	Aug 07	12:30PM	Aug 08	Aug 11	Aug 12
Elizabeth City-Nags Head, NC							Jul 30	10:00AM	Aug 01	10:00AM	Aug 04	Aug 05	Aug 06
Elmira-Corning, NY							Aug 07	11:30AM	Aug 11	10:00AM	Aug 12	Aug 13	Aug 14
Erie							Aug 06	1:30PM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13
Eugene-Springfield							Aug 01	9:00AM	Aug 05	7:00AM	Aug 06	Aug 07	Aug 08
Evansville							Aug 07	11:00AM	Aug 11	9:00AM	Aug 12	Aug 13	Aug 14
Fargo-Moorhead							Aug 08	3:00PM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Fayetteville (NW Arkansas)							Aug 08	10:00AM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Fayetteville, NC							Aug 11	1:00PM	Aug 13	10:00AM	Aug 14	Aug 15	Aug 18
Flagstaff-Prescott, AZ							Jul 24	12:30PM	Jul 28	8:00AM	Jul 29	Jul 30	Jul 31
Flint							Jul 22	10:30AM	Jul 24	10:00AM	Jul 25	Jul 28	Jul 29
Florence, SC							Aug 06	12:30PM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13
Florence-Muscle Shoals, AL							Aug 05	9:00AM	Aug 07	9:00AM	Aug 08	Aug 11	Aug 12
Frederick, MD							Jul 21	11:30AM	Jul 23	10:00AM	Jul 24	Jul 25	Jul 28
Fredericksburg	May 22	2:30PM LMT	Jun 19	2:30PM	Jul 21	1:00PM	Jul 21	4:00PM	Jul 23	1:00PM	Jul 24	Jul 25	Jul 28
Fresno	May 29	1:00PM LMT	Jun 25	1:00PM	Jul 25	11:30AM	Jul 25	2:30PM	Jul 29	11:30AM	Jul 30	Jul 31	Aug 01
Ft. Collins-Greeley, CO							Jul 28	9:30AM	Jul 30	8:00AM	Jul 31	Aug 01	Aug 04
Ft. Myers-Naples-Marco Island							Jul 28	11:30AM	Jul 30	10:00AM	Jul 31	Aug 01	Aug 04
Ft. Pierce-Stuart-Vero Beach							Jul 25	10:00AM	Jul 29	10:00AM	Jul 30	Jul 31	Aug 01
Ft. Smith, AR							Aug 08	12:30PM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Ft. Walton Beach, FL							Aug 01	9:30AM	Aug 05	9:00AM	Aug 06	Aug 07	Aug 08
Ft. Wayne							Aug 04	10:30AM	Aug 06	9:00AM	Aug 07	Aug 08	Aug 11
Gainesville-Ocala							Jul 31	10:00AM	Aug 04	10:00AM	Aug 05	Aug 06	Aug 07
Grand Forks, ND-MN							Aug 08	1:30PM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Grand Junction, CO							Jul 29	9:00AM	Jul 31	8:00AM	Aug 01	Aug 04	Aug 05
Grand Rapids	Jun 04	1:00PM LMT	Jul 01	1:00PM	Jul 31	11:30AM	Jul 31	2:30PM	Aug 04	11:30AM	Aug 05	Aug 06	Aug 07
Great Falls, MT							Aug 11	9:00AM	Aug 13	8:00AM	Aug 14	Aug 15	Aug 18
Green Bay							Aug 08	12:00PM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Greensboro-Winston Salem-High Point	Jun 04	1:00PM LMT	Jul 01	1:00PM	Jul 31	11:30AM	Jul 31	2:30PM	Aug 04	11:30AM	Aug 05	Aug 06	Aug 07
Greenville-New Bern-Jacksonville	Jun 06	10:00AM LMT	Jul 03	10:00AM	Aug 05	10:00AM	Aug 05	1:00PM	Aug 07	10:00AM	Aug 08	Aug 11	Aug 12
Greenville-Spartanburg	Jun 05	11:30AM LMT	Jul 02	11:30AM	Aug 01	11:30AM	Aug 01	2:30PM	Aug 05	11:30AM	Aug 06	Aug 07	Aug 08
Hagerston-Chambrsg-Waynsb, MD-PA							Jul 23	10:00AM	Jul 25	10:00AM	Jul 28	Jul 29	Jul 30
Harrisburg-Lebanon-Carlisle	Jun 03	1:00PM LMT	Jun 30	1:00PM	Jul 30	1:00PM	Jul 30	4:00PM	Aug 01	1:00PM	Aug 04	Aug 05	Aug 06
Harrisonburg, VA							Aug 06	2:00PM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13

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Arbitron 2003 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		MaximiSer®/Media Professional™		Market Report	TAPSCAN®	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Hartford-New Britain-Middletown	May 22	1:00PM LMT	Jun 19	1:00PM	Jul 21	1:00PM	Jul 21	4:00PM	Jul 23	1:00PM	Jul 24	Jul 25	Jul 28
Honolulu	May 30	10:00AM LMT	Jun 26	10:00AM	Jul 28	10:00AM	Jul 28	1:00PM	Jul 30	10:00AM	Jul 31	Aug 01	Aug 04
Houston-Galveston	May 27	10:30AM LMT	Jun 23	10:30AM	Jul 23	10:30AM	Jul 23	1:30PM	Jul 25	10:30AM	Jul 28	Jul 29	Jul 30
Huntington-Ashland							Aug 06	2:00PM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13
Huntsville	Jun 05	1:30PM LMT	Jul 02	1:30PM	Aug 04	9:00AM	Aug 04	12:00PM	Aug 06	9:00AM	Aug 07	Aug 08	Aug 11
Indianapolis	May 30	9:00AM LMT	Jun 26	9:00AM	Jul 28	10:30AM	Jul 28	1:30PM	Jul 30	10:30AM	Jul 31	Aug 01	Aug 04
Ithaca, NY							Jul 30	10:30AM	Aug 01	10:00AM	Aug 04	Aug 05	Aug 06
Jackson, MS	Jun 06	10:30AM LMT	Jul 03	10:30AM	Aug 05	10:30AM	Aug 05	1:30PM	Aug 07	10:30AM	Aug 08	Aug 11	Aug 12
Jackson, TN							Aug 01	11:00AM	Aug 05	10:00AM	Aug 06	Aug 07	Aug 08
Jacksonville	Jun 02	11:30AM LMT	Jun 27	11:30AM	Jul 29	10:00AM	Jul 29	1:00PM	Jul 31	10:00AM	Aug 01	Aug 04	Aug 05
Johnson City-Kingsport-Bristol	Jun 04	11:30AM LMT	Jul 01	11:30AM	Jul 31	11:30AM	Jul 31	2:30PM	Aug 04	11:30AM	Aug 05	Aug 06	Aug 07
Johnstown							Jul 24	11:00AM	Jul 28	10:00AM	Jul 29	Jul 30	Jul 31
Jonesboro, AR							Aug 05	9:00AM	Aug 07	9:00AM	Aug 08	Aug 11	Aug 12
Joplin, MO							Aug 08	9:30AM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Kalamazoo							Jul 31	11:30AM	Aug 04	10:00AM	Aug 05	Aug 06	Aug 07
Kansas City	May 30	10:30AM LMT	Jun 26	10:30AM	Jul 28	9:00AM	Jul 28	12:00PM	Jul 30	9:00AM	Jul 31	Aug 01	Aug 04
Killeen-Temple, TX							Jul 25	1:00PM	Jul 29	9:00AM	Jul 30	Jul 31	Aug 01
Knoxville	Jun 04	11:30AM LMT	Jul 01	11:30AM	Jul 31	10:00AM	Jul 31	1:00PM	Aug 04	10:00AM	Aug 05	Aug 06	Aug 07
Lafayette, IN							Jul 29	9:00AM	Jul 31	9:00AM	Aug 01	Aug 04	Aug 05
Lafayette, LA							Aug 08	11:30AM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
Lake Charles, LA							Jul 25	1:30PM	Jul 29	9:00AM	Jul 30	Jul 31	Aug 01
Lakeland-Winter Haven							Jul 25	11:00AM	Jul 29	10:00AM	Jul 30	Jul 31	Aug 01
Lancaster							Jul 30	10:30AM	Aug 01	10:00AM	Aug 04	Aug 05	Aug 06
Lansing-East Lansing	Jun 04	10:00AM LMT	Jul 01	10:00AM	Jul 31	10:00AM	Jul 31	1:00PM	Aug 04	10:00AM	Aug 05	Aug 06	Aug 07
Laredo, TX							Aug 01	10:30AM	Aug 05	9:00AM	Aug 06	Aug 07	Aug 08
Las Vegas	May 30	1:00PM LMT	Jun 26	1:00PM	Jul 28	11:30AM	Jul 28	2:30PM	Jul 30	11:30AM	Jul 31	Aug 01	Aug 04
Laurel-Hattiesburg, MS							Aug 01	9:30AM	Aug 05	9:00AM	Aug 06	Aug 07	Aug 08
Lawton, OK							Aug 04	11:00AM	Aug 06	9:00AM	Aug 07	Aug 08	Aug 11
Lewiston-Auburn, ME							Aug 06	2:30PM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13
Lexington-Fayette							Aug 06	11:30AM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13
Lima, OH							Aug 04	11:00AM	Aug 06	10:00AM	Aug 07	Aug 08	Aug 11
Lincoln							Aug 07	10:00AM	Aug 11	9:00AM	Aug 12	Aug 13	Aug 14
Little Rock	Jun 05	1:30PM LMT	Jul 02	1:30PM	Aug 04	10:30AM	Aug 04	1:30PM	Aug 06	10:30AM	Aug 07	Aug 08	Aug 11
Los Angeles	May 19	10:00AM LMT	Jun 16	10:00AM	Jul 16	10:00AM	Jul 16	1:00PM	Jul 18	10:00AM	Jul 21	Jul 22	Jul 23
Louisville	Jun 02	10:00AM LMT	Jun 27	10:00AM	Jul 29	10:00AM	Jul 29	1:00PM	Jul 31	10:00AM	Aug 01	Aug 04	Aug 05
Lubbock							Aug 07	9:30AM	Aug 11	9:00AM	Aug 12	Aug 13	Aug 14
Macon							Aug 06	1:00PM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13
Madison	Jun 06	9:00AM LMT	Jul 03	9:00AM	Aug 05	9:00AM	Aug 05	12:00PM	Aug 07	9:00AM	Aug 08	Aug 11	Aug 12
Manchester							Jul 21	11:00AM	Jul 23	10:00AM	Jul 24	Jul 25	Jul 28
Mankato-New Ulm-St. Peter, MN							Jul 25	10:30AM	Jul 29	9:00AM	Jul 30	Jul 31	Aug 01
Marion-Carbondale (Southern IL)							Jul 28	9:30AM	Jul 30	9:00AM	Jul 31	Aug 01	Aug 04
Mason City, IA							Aug 08	10:30AM	Aug 12	9:00AM	Aug 13	Aug 14	Aug 15
McAllen-Brownsville-Harlingen							Aug 05	11:00AM	Aug 07	9:00AM	Aug 08	Aug 11	Aug 12
Meadville-Franklin, PA							Jul 24	11:00AM	Jul 28	10:00AM	Jul 29	Jul 30	Jul 31
Medford-Ashland, OR							Aug 11	9:30AM	Aug 13	7:00AM	Aug 14	Aug 15	Aug 18
Melbourne-Titusville-Cocoa							Jul 24	12:30PM	Jul 28	10:00AM	Jul 29	Jul 30	Jul 31
Memphis	Jun 03	3:00PM LMT	Jun 30	3:00PM	Jul 30	1:30PM	Jul 30	4:30PM	Aug 01	1:30PM	Aug 04	Aug 05	Aug 06
Merced, CA							Jul 21	10:00AM	Jul 23	7:00AM	Jul 24	Jul 25	Jul 28
Meridian, MS							Aug 11	10:30AM	Aug 13	9:00AM	Aug 14	Aug 15	Aug 18
Miami-Ft. Lauderdale-Hollywood	May 28	1:00PM LMT	Jun 24	1:00PM	Jul 24	1:00PM	Jul 24	4:00PM	Jul 28	1:00PM	Jul 29	Jul 30	Jul 31
Middlesex-Somerset-Union	May 16	1:00PM LMT	Jun 13	1:00PM	Jul 14	1:00PM	Jul 14	4:00PM	Jul 16	1:00PM	Jul 17	Jul 18	Jul 21
Milwaukee-Racine	May 30	10:30AM LMT	Jun 26	10:30AM	Jul 28	9:00AM	Jul 28	12:00PM	Jul 30	9:00AM	Jul 31	Aug 01	Aug 04
Minneapolis-St. Paul	May 27	10:30AM LMT	Jun 23	10:30AM	Jul 23	10:30AM	Jul 23	1:30PM	Jul 25	10:30AM	Jul 28	Jul 29	Jul 30
Mobile	Jun 04	9:00AM LMT	Jul 01	9:00AM	Jul 30	9:00AM	Jul 30	12:00PM	Aug 01	9:00AM	Aug 04	Aug 05	Aug 06
Modesto							Jul 18	9:30AM	Jul 22	7:00AM	Jul 23	Jul 24	Jul 25

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Arbitron 2003 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		MaxiSer®/Media Professional™		Market Report	TAPSCAN®
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date
Monmouth-Ocean Monroe, LA							Jul 14 10:30AM Aug 08 11:30AM		Jul 16 10:00AM Aug 12 9:00AM	Jul 17 Aug 13	Jul 18 Aug 14	Jul 21 Aug 15
Monterey-Salinas-Santa Cruz Montgomery Morgantown-Clarks-Fairmont, WV Morristown, NJ	May 21	1:00PM LMT	Jun 18	1:00PM	Jul 18	10:00AM	Jul 18 1:00PM Aug 07 4:00PM Aug 06 10:30AM Jul 14 10:00AM		Jul 22 10:00AM Aug 11 9:00AM Aug 08 10:00AM Jul 16 10:00AM	Jul 23 Aug 12 Aug 11 Jul 17	Jul 24 Aug 13 Aug 12 Jul 18	Jul 25 Aug 14 Aug 13 Jul 21
Muncie-Marion, IN Muskegon, MI Myrtle Beach, SC Nashville	Jun 04	1:30PM LMT	Jul 01	1:30PM	Jul 31	12:00PM	Jul 29 9:30AM Aug 01 10:00AM Aug 06 12:00PM Jul 31 3:00PM		Jul 31 9:00AM Aug 05 10:00AM Aug 08 10:00AM Aug 04 12:00PM	Aug 01 Aug 06 Aug 11 Aug 05	Aug 04 Aug 07 Aug 12 Aug 06	Aug 05 Aug 08 Aug 13 Aug 07
Nassau-Suffolk (Long Island) New Bedford-Fall River, MA New Haven New London, CT	May 16	11:30AM LMT	Jun 13	11:30AM	Jul 14	11:30AM	Jul 14 2:30PM Jul 18 10:00AM Jul 21 12:00PM Jul 17 11:00AM		Jul 16 11:30AM Jul 22 10:00AM Jul 23 10:00AM Jul 21 10:00AM	Jul 17 Jul 23 Jul 24 Jul 22	Jul 18 Jul 24 Jul 25 Jul 23	Jul 21 Jul 25 Jul 28 Jul 24
New Orleans New York Newburgh-Middletown, NY(Md-Hud Vly) Norfolk-Virginia Beach-Newport News	Jun 02 May 16	12:00PM LMT 10:00AM LMT	Jun 27 Jun 13	12:00PM 10:00AM	Jul 29 Jul 14	1:30PM 10:00AM	Jul 29 4:30PM Jul 14 1:00PM Jul 16 10:30AM Jul 29 2:30PM		Jul 31 1:30PM Jul 16 10:00AM Jul 18 10:00AM Jul 31 11:30AM	Aug 01 Jul 17 Jul 21 Aug 01	Aug 04 Jul 18 Jul 22 Aug 04	Aug 05 Jul 21 Jul 23 Aug 05
Odessa-Midland, TX Oklahoma City Olean, NY Omaha-Council Bluffs	Jun 05 Jun 05	10:30AM LMT 12:00PM LMT	Jul 02 Jul 02	10:30AM 12:00PM	Aug 01 Aug 04	10:30AM 9:00AM	Aug 08 9:00AM Aug 01 1:30PM Jul 25 10:00AM Aug 04 12:00PM		Aug 12 9:00AM Aug 05 10:30AM Jul 29 10:00AM Aug 06 9:00AM	Aug 13 Aug 06 Jul 30 Aug 07	Aug 14 Aug 07 Jul 31 Aug 08	Aug 15 Aug 08 Aug 01 Aug 11
Orlando Oxnard-Ventura Palm Springs Panama City, FL	May 28	11:30AM LMT	Jun 24	11:30AM	Jul 24	11:30AM	Jul 24 2:30PM Jul 18 9:00AM Jul 17 9:30AM Aug 08 12:30PM		Jul 28 11:30AM Jul 22 7:00AM Jul 21 7:00AM Aug 12 9:00AM	Jul 29 Jul 23 Jul 22 Aug 13	Jul 30 Jul 24 Jul 23 Aug 14	Jul 31 Jul 25 Jul 24 Aug 15
Parkersburg-Marietta, WV-OH Pensacola Peoria Philadelphia	May 20	10:00AM LMT	Jun 17	10:00AM	Jul 17	11:30AM	Aug 07 2:30PM Jul 30 10:00AM Jul 18 11:30AM Jul 17 2:30PM		Aug 11 10:00AM Aug 01 9:00AM Jul 22 9:00AM Jul 21 11:30AM	Aug 12 Aug 04 Jul 23 Jul 22	Aug 13 Aug 05 Jul 24 Jul 23	Aug 14 Aug 06 Jul 25 Jul 24
Phoenix Pittsburg, KS (Southeast Kansas) Pittsburgh, PA Portland, ME	May 23 May 23	10:00AM LMT 10:00AM LMT	Jun 20 Jun 20	10:00AM 10:00AM	Jul 22 Jul 22	11:30AM 10:00AM	Jul 22 2:30PM Aug 08 9:30AM Jul 22 1:00PM Aug 06 3:00PM		Jul 24 11:30AM Aug 12 9:00AM Jul 24 10:00AM Aug 08 10:00AM	Jul 25 Aug 13 Jul 25 Aug 11	Jul 28 Aug 14 Jul 28 Aug 12	Jul 29 Aug 15 Jul 29 Aug 13
Portland, OR Portsmouth-Dover-Rochester Poughkeepsie, NY Providence-Warwick-Pawtucket	May 29 May 21	11:30AM LMT 10:00AM LMT	Jun 25 Jun 18	11:30AM 10:00AM	Jul 25 Jul 18	11:30AM 11:30AM	Jul 25 2:30PM Jul 21 10:00AM Jul 16 10:00AM Jul 18 2:30PM		Jul 29 11:30AM Jul 23 10:00AM Jul 18 10:00AM Jul 22 11:30AM	Jul 30 Jul 24 Jul 21 Jul 23	Jul 31 Jul 25 Jul 22 Jul 24	Aug 01 Jul 28 Jul 23 Jul 25
Pueblo Puerto Rico Quad Cities Raleigh-Durham	May 29 Jun 03	11:30AM LMT 1:00PM LMT	Jun 25 Jun 30	11:30AM 1:00PM	Jul 25 Jul 30	10:00AM 11:30AM	Jul 28 9:00AM Jul 25 1:00PM Jul 18 12:00PM Jul 30 2:30PM		Jul 30 8:00AM Jul 29 10:00AM Jul 22 9:00AM Aug 01 11:30AM	Jul 31 Jul 30 Jul 23 Aug 04	Aug 01 Jul 31 Jul 24 Aug 05	Aug 04 Aug 01 Jul 25 Aug 06
Rapid City, SD Reading, PA Redding, CA Reno							Aug 11 9:00AM Jul 18 10:00AM Jul 22 9:00AM Aug 08 9:00AM		Aug 13 8:00AM Jul 22 10:00AM Jul 24 7:00AM Aug 12 7:00AM	Aug 14 Jul 23 Jul 25 Aug 13	Aug 15 Jul 24 Jul 28 Aug 14	Aug 18 Jul 25 Jul 29 Aug 15
Richmond Riverside-San Bernardino Roanoke-Lynchburg Rochester, MN	Jun 02 May 16	10:00AM LMT 10:00AM LMT	Jun 27 Jun 13	10:00AM 10:00AM	Jul 29 Jul 15	11:30AM 10:00AM	Jul 29 2:30PM Jul 15 1:00PM Aug 06 10:00AM Aug 11 9:00AM		Jul 31 11:30AM Jul 17 10:00AM Aug 08 10:00AM Aug 13 9:00AM	Aug 01 Jul 18 Aug 11 Aug 14	Aug 04 Jul 21 Aug 12 Aug 15	Aug 05 Jul 22 Aug 13 Aug 18
Rochester, NY Rockford Sacramento Saginaw-Bay City-Midland	Jun 03 May 21	11:30AM LMT 11:30AM LMT	Jun 30 Jun 18	11:30AM 11:30AM	Jul 30 Jul 18	11:30AM 11:30AM	Jul 30 2:30PM Jul 16 10:00AM Jul 18 2:30PM Jul 22 10:00AM		Aug 01 11:30AM Jul 18 9:00AM Jul 22 11:30AM Jul 24 10:00AM	Aug 04 Jul 21 Jul 23 Jul 25	Aug 05 Jul 22 Jul 24 Jul 28	Aug 06 Jul 23 Jul 25 Jul 29
Salisbury-Ocean City							Jul 25 12:00PM		Jul 29 10:00AM	Jul 30	Jul 31	Aug 01

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Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		MaximiSer®/Media ProfessionalSM		Market Report	TAPSCAN®
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date
Salt Lake City-Ogden-Provo	May 30	12:30PM LMT	Jun 26	12:30PM	Jul 28	11:00AM	Jul 28	2:00PM	Jul 30	11:00AM	Jul 31	Aug 04
San Angelo, TX							Aug 08	3:00PM	Aug 12	9:00AM	Aug 13	Aug 15
San Antonio	Jun 03	1:30PM LMT	Jun 30	1:30PM	Jul 30	1:30PM	Jul 30	4:30PM	Aug 01	1:30PM	Aug 04	Aug 06
San Diego	May 20	10:00AM LMT	Jun 17	10:00AM	Jul 17	10:00AM	Jul 17	1:00PM	Jul 21	10:00AM	Jul 22	Jul 24
San Francisco	May 21	10:00AM LMT	Jun 18	10:00AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 22	10:00AM	Jul 23	Jul 25
San Jose	May 21	10:00AM LMT	Jun 18	10:00AM	Jul 18	10:00AM	Jul 18	1:00PM	Jul 22	10:00AM	Jul 23	Jul 25
San Luis Obispo, CA							Jul 21	10:30AM	Jul 23	7:00AM	Jul 24	Jul 28
Santa Barbara, CA							Jul 17	10:30AM	Jul 21	7:00AM	Jul 22	Jul 24
Santa Fe, NM							Aug 06	10:30AM	Aug 08	8:00AM	Aug 11	Aug 13
Santa Maria-Lompoc, CA							Jul 21	10:00AM	Jul 23	7:00AM	Jul 24	Jul 28
Santa Rosa							Jul 18	10:30AM	Jul 22	7:00AM	Jul 23	Jul 25
Sarasota-Bradenton							Jul 23	11:00AM	Jul 25	10:00AM	Jul 28	Jul 30
Savannah							Aug 07	1:30PM	Aug 11	10:00AM	Aug 12	Aug 14
Seattle-Tacoma	May 29	10:00AM LMT	Jun 25	10:00AM	Jul 25	10:00AM	Jul 25	1:00PM	Jul 29	10:00AM	Jul 30	Aug 01
Sebring, FL							Jul 25	10:30AM	Jul 29	10:00AM	Jul 30	Aug 01
Sheboygan, WI							Jul 29	9:30AM	Jul 31	9:00AM	Aug 01	Aug 05
Shreveport	Jun 05	12:00PM LMT	Jul 02	12:00PM	Aug 04	10:30AM	Aug 04	1:30PM	Aug 06	10:30AM	Aug 07	Aug 11
Sioux City, IA							Aug 11	9:00AM	Aug 13	9:00AM	Aug 14	Aug 18
South Bend							Jul 18	10:30AM	Jul 22	9:00AM	Jul 23	Jul 25
Spokane	Jun 06	11:30AM LMT	Jul 03	11:30AM	Aug 05	11:30AM	Aug 05	2:30PM	Aug 07	11:30AM	Aug 08	Aug 12
Springfield, IL							Jul 24	10:30AM	Jul 28	9:00AM	Jul 29	Jul 31
Springfield, MA	May 22	1:00PM LMT	Jun 19	1:00PM	Jul 21	1:00PM	Jul 21	4:00PM	Jul 23	1:00PM	Jul 24	Jul 28
Springfield, MO							Aug 07	12:30PM	Aug 11	9:00AM	Aug 12	Aug 14
St. Cloud, MN							Jul 25	9:30AM	Jul 29	9:00AM	Jul 30	Aug 01
St. Louis	May 23	10:30AM LMT	Jun 20	10:30AM	Jul 22	10:30AM	Jul 22	1:30PM	Jul 24	10:30AM	Jul 25	Jul 29
Stamford-Norwalk, CT							Jul 14	11:30AM	Jul 16	10:00AM	Jul 17	Jul 21
State College, PA							Jul 24	10:00AM	Jul 28	10:00AM	Jul 29	Jul 31
Stockton							Jul 18	11:00AM	Jul 22	7:00AM	Jul 23	Jul 25
Sussex, NJ							Jul 17	10:00AM	Jul 21	10:00AM	Jul 22	Jul 24
Syracuse	Jun 04	10:00AM LMT	Jul 01	10:00AM	Jul 31	10:00AM	Jul 31	1:00PM	Aug 04	10:00AM	Aug 05	Aug 07
Tallahassee							Aug 07	2:00PM	Aug 11	10:00AM	Aug 12	Aug 14
Tampa-St. Petersburg-Clearwater	May 27	10:00AM LMT	Jun 23	10:00AM	Jul 23	10:00AM	Jul 23	1:00PM	Jul 25	10:00AM	Jul 28	Jul 30
Terre Haute							Aug 08	12:00PM	Aug 12	9:00AM	Aug 13	Aug 15
Texarkana, TX-AR							Aug 05	9:30AM	Aug 07	9:00AM	Aug 08	Aug 12
Toledo	May 30	10:00AM LMT	Jun 26	10:00AM	Jul 28	11:30AM	Jul 28	2:30PM	Jul 30	11:30AM	Jul 31	Aug 04
Topeka							Aug 06	9:00AM	Aug 08	9:00AM	Aug 11	Aug 13
Traverse City-Petoskey, MI							Aug 07	12:00PM	Aug 11	10:00AM	Aug 12	Aug 14
Trenton, NJ							Jul 15	10:30AM	Jul 17	10:00AM	Jul 18	Jul 22
Tri-Cities, WA							Aug 11	9:00AM	Aug 13	7:00AM	Aug 14	Aug 18
Tucson	Jun 04	8:30AM LMT	Jul 01	8:30AM	Jul 30	11:30AM	Jul 30	2:30PM	Aug 01	11:30AM	Aug 04	Aug 06
Tulsa	Jun 02	12:00PM LMT	Jun 27	12:00PM	Jul 29	10:30AM	Jul 29	1:30PM	Jul 31	10:30AM	Aug 01	Aug 05
Tupelo, MS							Aug 11	12:00PM	Aug 13	9:00AM	Aug 14	Aug 18
Tuscaloosa, AL							Jul 28	9:30AM	Jul 30	9:00AM	Jul 31	Aug 04
Tyler-Longview							Jul 25	10:00AM	Jul 29	9:00AM	Jul 30	Aug 01
Utica-Rome							Aug 01	12:00PM	Aug 05	10:00AM	Aug 06	Aug 08
Victor Valley							Jul 17	9:00AM	Jul 21	7:00AM	Jul 22	Jul 24
Visalia-Tulare-Hanford							Jul 21	10:30AM	Jul 23	7:00AM	Jul 24	Jul 28
Waco, TX							Jul 25	1:00PM	Jul 29	9:00AM	Jul 30	Aug 01
Washington, DC	May 22	10:00AM LMT	Jun 19	10:00AM	Jul 21	10:00AM	Jul 21	1:00PM	Jul 23	10:00AM	Jul 24	Jul 28
Waterloo-Cedar Falls							Aug 08	11:30AM	Aug 12	9:00AM	Aug 13	Aug 15
Watertown, NY							Aug 04	10:00AM	Aug 06	10:00AM	Aug 07	Aug 11
Wausau-Stevens Point, WI							Aug 05	10:00AM	Aug 07	9:00AM	Aug 08	Aug 12
West Palm Beach-Boca Raton	May 29	10:00AM LMT	Jun 25	10:00AM	Jul 25	10:00AM	Jul 25	1:00PM	Jul 29	10:00AM	Jul 30	Aug 01
Westchester	May 16	11:30AM LMT	Jun 13	11:30AM	Jul 14	11:30AM	Jul 14	2:30PM	Jul 16	11:30AM	Jul 17	Jul 21
Wheeling							Aug 04	10:30AM	Aug 06	10:00AM	Aug 07	Aug 11

* All times are local market times.
 ** All times indicate START of Market calling.



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Arbitron 2003 Spring Delivery Schedule

Market	Feb-Mar-Apr Arbitrends		Mar-Apr-May Arbitrends		Spring Arbitrends		Advance Ratings**		MaxiSer®/Media Professional™		Market Report	TAPSCAN®	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Wichita	Jun 05	9:00AM LMT	Jul 02	9:00AM	Aug 04	9:00AM	Aug 04	12:00PM	Aug 06	9:00AM	Aug 07	Aug 08	Aug 11
Wichita Falls, TX							Aug 05	11:00AM	Aug 07	9:00AM	Aug 08	Aug 11	Aug 12
Wilkes Barre-Scranton	Jun 04	2:30PM LMT	Jul 01	2:30PM	Jul 31	1:00PM	Jul 31	4:00PM	Aug 04	1:00PM	Aug 05	Aug 06	Aug 07
Williamsport, PA							Aug 04	10:00AM	Aug 06	10:00AM	Aug 07	Aug 08	Aug 11
Wilmington, DE							Jul 18	11:00AM	Jul 22	10:00AM	Jul 23	Jul 24	Jul 25
Wilmington, NC							Aug 06	11:00AM	Aug 08	10:00AM	Aug 11	Aug 12	Aug 13
Winchester, VA							Jul 23	10:00AM	Jul 25	10:00AM	Jul 28	Jul 29	Jul 30
Worcester							Jul 21	11:30AM	Jul 23	10:00AM	Jul 24	Jul 25	Jul 28
Yakima, WA							Aug 11	9:00AM	Aug 13	7:00AM	Aug 14	Aug 15	Aug 18
York	Jun 03	2:30PM LMT	Jun 30	2:30PM	Jul 30	1:00PM	Jul 30	4:00PM	Aug 01	1:00PM	Aug 04	Aug 05	Aug 06
Youngstown-Warren							Jul 22	11:00AM	Jul 24	10:00AM	Jul 25	Jul 28	Jul 29

* All times are local market times.

** All times indicate START of Market calling.



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2003 Radio Survey Schedule

WINTER: January 2 - March 26, 2003

SPRING: March 27 - June 18, 2003

SUMMER: June 26 - Sept. 17, 2003

FALL: Sept. 18 - Dec. 10, 2003

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	30					

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				

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				

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					

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					

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					

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					

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					

NOTE: The survey dates are subject to change.

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032503

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142 West 57th Street/10019
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Vin Ciavatta, Sr. AM (212) 887-1304
Jennifer de Castro, Sr. AM (212) 887-1306
Brendan Kane (212) 887-1310

Arbitron Training Specialist:

Laura Van Iderstine (212) 887-1439

Customer Service Representative:

Ingrid Petrovitch (212) 887-1336

Special Projects Coordinator:

Malou Watterson (212) 887-1371

Group Services:

Les Tolchin, Sr. VP, National Sales (212) 887-1302

Rep/Network Services:

Alan Tobkins, Mgr. (212) 887-1354
Michael Powderly (212) 887-1376

Product Development:

Gary Marinice, VP (412) 859-3740

Advertiser/Agency Services:

Julie Ellis, Eastern Mgr. (212) 887-1502
Michael Hopkins, National Accounts Mgr.
(212) 887-1465

Joe Loiacono, Sr. National Accounts Mgr.
(212) 887-1325

Lung Huang (212) 887-1337
Richard Salazar (212) 887-1356
Nicole Sargari (212) 887-1471

Customer Service Representative:

Steve Williamson (212) 887-1377

Client Information and Marketing Specialist:

Charmaine Eleazar (212) 887-1308

Product Training Specialist:

Stella London (212) 887-1398

Press Relations:

Thomas Mocarsky, VP, Communications
(212) 887-1314

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Bethanie Buckingham (312) 542-1874
Mark Cody (312) 542-1875
Sarah Liddle (312) 542-1876
Patrick Pendergast (312) 542-1878

Scarborough Training Specialist:

John Lennon (312) 542-1882

Arbitron Training Specialists:

Amy Lucas (312) 542-1879
Joe Walker (312) 542-1881

Customer Service Representative:

Ian Samuel (312) 542-1892

Advertiser/Agency Services:

Carol Hanley, Sr. VP (312) 542-1885
James Tobolski, Sr. Sales Mgr. (312) 542-1888
Cory Flahaven (312) 542-1868
Tony Hereau (312) 542-1869
Tim Roberts (312) 542-1871
Michael Sharp (312) 542-1873

Product Training Specialist:

Jennifer Pagsuberon (312) 542-1870

Advertiser Services:

Alisa Joseph, VP (312) 542-1890
Oveda Brown, National Accounts Mgr.
(312) 542-1884

Advertiser Training Specialist:

Sarah Schupbach (312) 542-1893

Atlanta

9000 Central Parkway, Suite 300/30328
Phone: (770) 668-5400 / Fax: (770) 668-5417

Radio Station Services:

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Jerry Wiese, Marketing Mgr. (770) 668-5414
Christian Melnhart (770) 668-5411
Martha Walton (770) 668-5405
Kevin Wolfson (770) 668-5403

Scarborough Training Specialist:

Jim Haynes (770) 668-5410

Arbitron Training Specialists:

Tamara Hutson (770) 668-5408
Eric Coats (770) 668-5407

Customer Service Representative:

Carrie Wornall (770) 668-5421

Urban Radio Marketing Services:

Julian Davis, Dir. & Sr. AM (770) 668-5409

Advertiser/Agency Services:

Dan Griffin, Mgr. (770) 668-5423
Jennifer Cadoret (205) 668-2132
Nicole Jordan (770) 668-5422

Customer Service Representative:

Katy Flatow (770) 668-5424

Los Angeles

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

Radio Station Services:

Tony Belzer, Western Div. Mgr. (310) 824-6645
John Basila, Sr. AM (310) 824-6608
Randy Bondar (310) 824-6602
Rob Winston, Sr. AM (310) 824-6604
Gabriela Selva (310) 824-6605

Arbitron Training Specialists:

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Mandy Adams (310) 824-6607
Cristina Perez (310) 824-6648

Scarborough Training Specialist:

Jackie Goldman (310) 824-6606

Customer Service Representative:

Judy Ogren (310) 824-6603

Advertiser/Agency Services:

John Hegelmeyer, Mgr. (310) 824-6626
George Brady, Dir. of Training &
Strategic Development (310) 824-6615
Lisa Casclaro, National Accounts Mgr.
(310) 824-6619

Vanessa Ware, Training Mgr. (310) 824-6642

Lovlyn Corbett (310) 824-6621

Stacie DeArmas (310) 824-6613

Debbie Lahm (310) 824-6622

Product Training Specialist:

Maria Guzman (310) 824-6628

Customer Service Representative:

Brooke Wagner (310) 824-6611

Dallas

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

Radio Station Services:

Dennis Seely, VP, Marketing (972) 385-5363
Harry Clark, Southwest Mgr. (972) 385-5392
Joanna Douglas (972) 385-5394
Chris Kiske, Sr. AM (972) 385-5398
Maryanne Maguire, Sr. AM (972) 385-5383
Jennifer Thompson, Prod. Training Mgr.
(972) 385-5391

Scarborough Training Specialist:

Jenny Tsao (972) 385-5390

Arbitron Training Specialists:

Don Feuerborn (972) 385-5386
Karen Morriss (972) 385-5393

Customer Service Representative:

Jennifer Bratten (972) 385-5382
Ramon Padilla (972) 385-5314

Latin American Marketing:

Clara Carneiro, VP (972) 385-5384

Customer Service Representatives:

Nora Sandoval, Acct. Mgr. (972) 385-5385
Ana Pastor-Munoz (972) 385-5370

Radio Programming Services:

Bob Michaels, VP (972) 385-5357

Advertiser/Agency Services:

Becky Burkett, Mgr. (972) 385-5387
Anne Baron (972) 385-5389
Julia Johnston (972) 385-5379
Karen Miller (972) 385-5344

Product Training Specialists:

Kelly McLean, National (972) 385-5364
Tasia Martin (972) 385-5365

Senior Client Service Representative:

Britt Clure (972) 385-5378

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Jon Tuengel (443) 259-7522

Arbitron Training Specialists:

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Group Services:

Laura Ivey, Mgr., National Radio Sales
(443) 259-7598

Brad Kelly, Mgr., National Radio Sales
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Laura Kutscher, Mgr., National Radio Sales
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