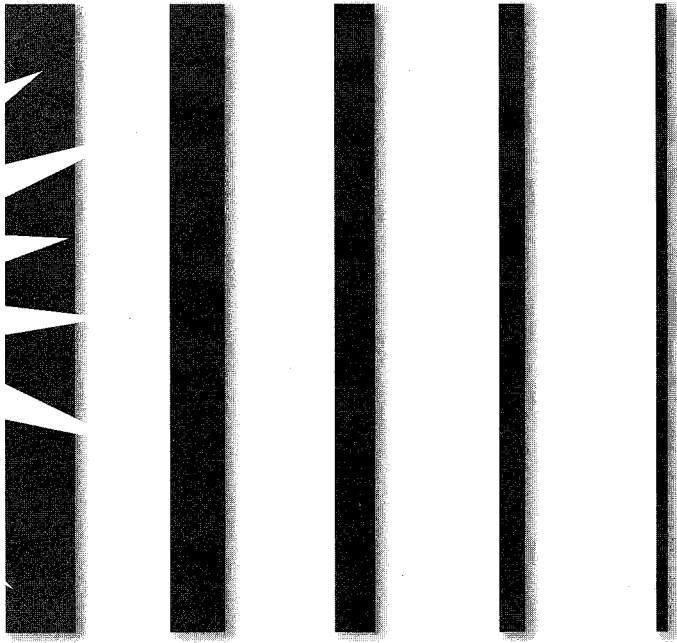


Summer 2004
Delivery Schedule
Inside!



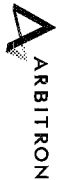
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for details.



146 Los Angeles
Spring 2004

Radio Market Report

Los Angeles



Spring 2004
April 1 - June 23



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Radio Market Report

2004-2005 Survey Schedule

Spring 2004
April 1 - June 23

Summer 2004
July 1 - September 22

Fall 2004
September 23 - December 15

Winter 2005
January 6 - March 30

Spring 2005
March 31 - June 22



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 Spring 2004 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* (available at www.arbitron.com) 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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Summer 2004 Delivery Schedule

Including Phase 1 & Phase 2 Arbitrends:
One page in from the back of the report

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

Los Angeles

and Los Angeles DMA®



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Metro
 TSA
 DMA®

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

Metro Rank: 2

Market Surveyed: Winter, Spring, Summer, Fall

Station Subscribers to This Report*

KABC-AM	KBIG-FM	KBUA-FM	KBUE-FM	KDLD-FM	KDLE-FM
KFI-AM	KFSH-FM	KHHT-FM	KHJ-AM	KIIS-FM	KJLH-FM
KKBT-FM	KKLA-FM	KLAC-AM	KLAX-FM	KLOS-FM	KLTX-AM
KLVE-FM	KLYY-FM	KMXE-AM	KMZT-FM	KOST-FM	KPWR-FM
KRCD-FM	KRCV-FM	KRLA-AM	KSCA-FM	KSPN-AM	KSSE-FM
KSUR-AM	KVVS-FM	KWIZ-FM	KWKW-AM	KXOL-FM	KXTA-AM
KYSR-FM	KZAB-FM	KZLA-FM			

* Station subscribers as of release to print.

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

Estimated P12+			County/ Split County	HDA		Estimated P12+			County/ Split County	HDA	
Population	In-Tab	Area		ST	Blk. / Hisp.	Population	In-Tab	Area		ST	Blk. / Hisp.
1,279,600	896	MTD	LOS ANGELES CN NORTH	CA	H	669,500	1,020	TD	SAN BERN W INNER	CA	H
2,413,400	1,497	MTD	LOS ANGELES CN SOUTH	CA	B H	4,900	6	TD	SAN BERNARDINO EAST	CA	
445,600	361	MTD	LOS ANGELES NORTH	CA	H	461,900	234	TD	SAN BRNDNO W OUTER	CA	
2,695,700	1,856	MTD	LOS ANGELES SOUTHWEST	CA	B H	320,200	1,114	TD	SAN BRNDNO W REM	CA	H
1,301,100	1,052	MTD	LOS ANGELES SOUTHWEST	CA	H	881,800	1,101	T	SAN DIEGO NORTH	CA	H
2,473,800	1,668	MTD	ORANGE	CA	H	176,500	850	T	SANTA BARBARA SOUTH	CA	H
15,900	21	TD	INYO	CA		254,900	188	TD	VENTURA EAST	CA	
59,500	113	TD	KERN EAST	CA		399,100	1,110	TD	VENTURA WEST	CA	H
901,600	1,353	TD	RIVERSIDE W INNER	CA	H	20,300	34	D	RIVERSIDE EAST	CA	
163,600	79	TD	RIVERSIDE WEST OUTER	CA							

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	151	216,300	93	140,300
HDHA	4,266	6,827,800	2,501	3,837,400

These population estimates are based on Census 2000 data, updated and projected to January 1, 2004 by Claritas, Inc.

Effective with the Fall 2003 survey, population estimates for this report are based on Claritas, Inc. 1/1/04 whole-county population estimates (Census 2000-based).

For split-county population estimates, the 1/1/04 whole-county populations are allocated to the respective split counties, based on Claritas, Inc. 1/1/03 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					TSA					DMA				
	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample	Est. Pop.	Est. Pop. % P12+	In-Tab Sample	% Unwgt. In-Tab Sample	% Wgt. In-Tab Sample
Men															
12-24	1,255,200	11.8	892	12.2	11.8	1,817,500	12.2	1,775	12.2	12.2					
18-24	652,500	6.2	469	6.4	6.1	951,600	6.4	882	6.1	6.4	878,400	6.3	772	6.1	6.3
25-34	1,025,300	9.7	587	8.0	9.7	1,384,000	9.3	1,121	7.7	9.3	1,289,100	9.3	991	7.9	9.3
35-44	1,051,200	9.9	655	8.9	9.9	1,456,000	9.8	1,249	8.6	9.8	1,358,600	9.8	1,081	8.6	9.8
45-49	456,500	4.3	301	4.1	4.3	648,800	4.3	609	4.2	4.4	603,500	4.3	527	4.2	4.3
50-54	380,400	3.6	260	3.5	3.6	539,800	3.6	513	3.5	3.6	500,600	3.6	426	3.4	3.6
55-64	524,100	4.9	392	5.3	4.9	742,900	5.0	764	5.3	5.0	689,400	5.0	641	5.1	5.0
65+	523,500	4.9	335	4.6	4.9	764,500	5.1	713	4.9	5.1	703,000	5.1	603	4.8	5.1
18+	4,613,500	43.5	2,999	40.9	43.5	6,487,600	43.5	5,851	40.3	43.5	6,022,600	43.4	5,041	40.0	43.4
Women															
12-24	1,187,100	11.2	957	13.1	11.2	1,701,300	11.4	1,893	13.0	11.4					
18-24	614,400	5.8	497	6.8	5.8	875,500	5.9	952	6.6	5.9	814,400	5.9	847	6.7	5.9
25-34	987,300	9.3	668	9.1	9.3	1,327,600	8.9	1,302	9.0	8.9	1,241,000	8.9	1,145	9.1	8.9
35-44	1,020,800	9.6	741	10.1	9.6	1,424,000	9.5	1,467	10.1	9.5	1,330,400	9.6	1,279	10.1	9.6
45-49	471,600	4.4	332	4.5	4.4	666,100	4.5	671	4.6	4.5	619,500	4.5	583	4.6	4.5
50-54	409,500	3.9	315	4.3	3.9	573,000	3.8	634	4.4	3.8	532,500	3.8	535	4.2	3.8
55-64	575,800	5.4	438	6.0	5.4	808,800	5.4	845	5.8	5.4	750,400	5.4	721	5.7	5.4
65+	740,900	7.0	457	6.2	7.0	1,064,300	7.1	963	6.6	7.1	979,900	7.1	798	6.3	7.1
18+	4,820,300	45.4	3,448	47.0	45.4	6,739,300	45.2	6,834	47.1	45.2	6,268,100	45.2	5,908	46.9	45.2
P18+	9,433,800	88.9	6,447	88.0	88.9	13,226,900	88.7	12,685	87.4	88.7	12,290,700	88.5	10,949	86.9	88.5
Teens 12-17	1,175,400	11.1	883	12.0	11.1	1,691,700	11.3	1,834	12.6	11.3	1,589,900	11.5	1,653	13.1	11.5
Black P12+	See "Special Notices" section.														
Hispanic P12+	4,349,500	41.0	2,934	40.0	41.0										
Total P12+	10,609,200		7,330			14,918,600		14,519			13,880,600		12,602		

Diary Placement/Return

	Metro	TSA	DMA
LST - Est. Usable Households in Sample	3,358	6,604	5,572
UNL - Est. Usable Households in Sample	8,256	15,831	13,742
TOT - Est. Usable Households in Sample	11,614	22,435	19,314
LST - Est. Persons in Usable Households	8,202	16,283	13,853
UNL - Est. Persons in Usable Households	21,218	40,806	35,820
TOT - Est. Persons in Usable Households	29,420	57,089	49,673
LST - Contacted Households	3,216	6,296	5,320
UNL - Contacted Households	7,642	14,738	12,808
TOT - Contacted Households	10,858	21,034	18,128
LST - Households Accepting Diaries	1,640	3,180	2,727
UNL - Households Accepting Diaries	3,925	7,738	6,754
TOT - Households Accepting Diaries	5,565	10,918	9,481
LST - Persons Sent Diaries	4,030	7,892	6,823
UNL - Persons Sent Diaries	10,179	20,112	17,750
TOT - Persons Sent Diaries	14,209	28,004	24,573
LST - Diaries In-Tab	2,117	4,198	3,590
UNL - Diaries In-Tab	5,213	10,321	9,012
TOT - Diaries In-Tab	7,330	14,519	12,602
Metro Sample Target	7,440		
Metro In-Tab/Target Index	99		
Metro Response Rate %	25		

These population estimates are based on Census 2000 data, updated and projected to January 1, 2004 by Claritas, Inc.

Effective with the Fall 2003 survey, population estimates for this report are based on Claritas, Inc. 1/1/04 whole-county population estimates (Census 2000-based).

For split-county population estimates, the 1/1/04 whole-county populations are allocated to the respective split counties, based on Claritas, Inc. 1/1/03 zip code population estimates (Census 2000-based).

LST - Listed UNL - Unlisted TOT - Total

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



Station Information

For Stations Listed in This Report

Home to Arbitron Radio Metro Area

[Stations listed alphabetically left to right.]

- (s) **KABC-AM 790**
3321 S La Cienega Blvd
Los Angeles, CA 90016
(310) 840-4912 Fax: (310) 558-5689
Format: Talk/Personality
Sales Rep: ABC RADIO SALES
Network: ABC
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 5,000/5,000
- (s) **KBIG-FM 104.3**
3400 W Olive Ave Ste 550
Burbank, CA 91505
(818) 559-2252 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) **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) **KDLD-FM 103.1** (simulcast w/KDLE-FM)‡
5700 Wilshire Blvd Ste 250
Los Angeles, CA 90036
(323) 900-6100 Fax: (323) 900-6108
Format: Alternative
Sales Rep: CLEAR CHANNEL RADIO SALES
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)‡
5700 Wilshire Blvd Ste 250
Los Angeles, CA 90036
(323) 900-6100 Fax:
Format: Alternative
Sales Rep: CLEAR CHANNEL RADIO SALES
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**
3400 W Olive Ave # 550
Burbank, CA 91505
(818) 559-2252 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
- 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, WESTWD
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 W Olive Ave # 550
Burbank, CA 91505
(818) 559-2252 Fax: (818) 955-8199
Format: Rhythmic Oldies
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): 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 W Olive Ave # 550
Burbank, CA 91505
(818) 559-2252 Fax: (818) 955-8308
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
- (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: AJRN
City of Lic./Alt City ID: Compton, CA
County/Split Co.: Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 5,600/103
- (s) **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

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	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	USA: USA Radio Network
DISNEY: Disney Radio Network	WESTWD: Westwood One Radio Networks
ESPN: ESPN Radio Network	
FOXSP: Fox Sports Network	
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) **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) **KLAC-AM 570**
3400 W Olive Ave # 550
Burbank, CA 91505
(818) 559-2252 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) **KLAX-FM 97.9**
10281 W Pico Blvd
Los Angeles, CA 90064
(310) 203-0900 Fax: (310) 843-4961
Format: Mexican Regional
Sales Rep: INTEREP
Network: IND
City of Lic./Alt City ID: East Los Angeles, CA
County/Split Co.: Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 33,000/184
- (s) **KLOS-FM 95.5**
3321 S La Cienega Blvd
Los Angeles, CA 90016
(310) 840-4836 Fax: (310) 558-7685
Format: 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) **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) **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) **KLYY-FM 97.5**
5700 Wilshire Blvd Ste 200
Los Angeles, CA 90036
(323) 900-6100 Fax: (323) 900-6108
Format: Spanish Tropical
Sales Rep: LOTUS ENTRAVISION REPS
Network: IND
City of Lic./Alt City ID: <Rivrsd/Ls Angeles>, CA
County/Split Co.: Riverside West Inner, CA
ERP (watts) / HAAT (meters): 72,000/557
- (s) **KMXE-AM 830**
15301 Ventura Blvd Bld D#200
Sherman Oaks, CA 91403
(818) 528-2050 Fax: (818) 784-8824
Format: Spanish News/Talk
Sales Rep: IN HOUSE
Network: IND
City of Lic./Alt City ID: Orange, CA
County/Split Co.: Orange, CA
Power Day/Night (watts): 50,000/20,000
- (s) **KMXT-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) **KMZE-AM 103.5**
3400 W Olive Ave # 550
Burbank, CA 91505
(818) 566-4736 Fax:
Format: Adult Contemporary
Sales Rep: CHRISTAL RADIO
Network: IND
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
ERP (watts) / HAAT (meters): 12,500/949
- (s) **KPWR-FM 105.9**
2600 W Olive 8th Fl
Burbank, CA 91505
(818) 953-4200 Fax: (818) 848-7332
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) **KRCD-FM 103.9** (simulcast w/KRCV-FM)‡
655 N Central Ave Ste2500
Glendale, CA 91203
(818) 500-4562 Fax: (818) 500-4560
Format: Spanish Oldies
Sales Rep: KATZ HISPANIC REPS INC
Network: IND
City of Lic./Alt City ID: Inglwd/Los Angeles, CA
County/Split Co.: Los Angeles Central South, CA
ERP (watts) / HAAT (meters): 4,100/118
- (s) **KRCV-FM 98.3** (simulcast w/KRCD-FM)‡
655 N Central Ave Ste 2500
Glendale, CA 91203
(818) 500-4562 Fax: (818) 500-4560
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): 6,000/91

- (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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ABC: ABC Radio Networks
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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
FOXSP: Fox Sports 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
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.

continued...



Station Information *(continued)*

For Stations Listed in This Report

Home to Arbitron Radio Metro Area *(continued)*

[Stations listed alphabetically left to right.]

- | | | |
|---|---|--|
| <p>(s) KRLA-AM 870
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</p> | <p>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</p> | <p>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</p> |
| <p>(s) KSCA-FM 101.9
655 N Central Ave # 2500
Glendale, CA 91203
(818) 500-4500 Fax: (818) 500-4480
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</p> | <p>(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): 50,000/10,000</p> | <p>(s) KSSE-FM 107.1
5700 Wilshire Blvd Ste 250
Los Angeles, CA 90036
(323) 900-6100 Fax: (323) 900-6108
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</p> |
| <p>(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</p> | <p>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</p> | <p>(s) 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</p> |
| <p>(s) KWIZ-FM 96.7
3101 W 5th St
Santa Ana, CA 92703
(714) 554-5000 Fax: (714) 554-9362
Format: Spanish Tropical
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</p> | <p>(s) KWKW-AM 1330
3301 Barham Blvd Ste 201
Los Angeles, CA 90068
(323) 851-5959 Fax: (323) 512-7460
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</p> | <p>KWVE-FM 107.9
3000 W Macarthur Ste 500
Santa Ana, CA 92704
(714) 918-6207 Fax: (714) 918-6256
Format: Religious
Sales Rep: N/A
Network: IND
City of Lic./Alt City ID: San Clemente, CA
County/Split Co.: Orange, CA
ERP (watts) / HAAT (meters): 560/1,125</p> |
| <p>(s) KXOL-FM 96.3
10281 W Pico Blvd
Los Angeles, CA 90064
(310) 203-0900 Fax: (310) 843-4961
Format: Spanish Contemporary
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): 54,000/146</p> | <p>(s) KXTA-AM 1150 (simulcast w/XTRA-AM)‡
3400 W Olive Ave # 550
Burbank, CA 91505
(818) 559-2252 Fax: (818) 729-2510
Format: All Sports
Sales Rep: CLEAR CHANNEL RADIO SALES
Network: PRMIER, FOXSP
City of Lic./Alt City ID: Los Angeles, CA
County/Split Co.: Los Angeles Southwest, CA
Power Day/Night (watts): 50,000/44,000</p> | <p>(s) KYSR-FM 98.7
3400 W Olive Ave Ste 550
Burbank, CA 91505
(818) 559-2252 Fax: (818) 260-9356
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</p> |

continued...

- (s) Station subscribers as of release to print
- * Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
- † Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
- ‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
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 DISNEY: Disney Radio Network
 ESPN: ESPN Radio Network
 FOXSP: Fox Sports 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
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Station Information *(continued)*

For Stations Listed in This Report

[Stations listed alphabetically left to right.]

Home to Arbitron Radio Metro Area *(continued)*

(s) KZAB-FM 93.5

10281 W Pico Blvd
Los Angeles, CA 90064
(310) 203-0900 Fax: 3108434961
Format: Spanish Tropical
Sales Rep: INTEREP
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

2600 W Olive Ave 8th Flr
Burbank, CA 91505
(818) 525-5000 Fax: (818) 525-5002
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

XTRA-AM 690 (simulcast w/KXTA-AM)‡

3400 W Olive Ave #550
Burbank, CA 91505
(818) 559-2252 Fax: (818) 729-2510
Format: All Sports
Sales Rep: CLEAR CHANNEL RADIO SALES
Network: PRMIER, FOXSP
City of Lic./Alt City ID: <Tijuana/San Diego>, MX
County/Split Co.: Baja California, MX
Power Day/Night (watts): 77,000/50,000

Outside Arbitron Radio Metro Area But Home to the DMA

KCAL-FM 96.7

1940 Orange Tree Ln Ste 101
Redlands, CA 92374
(909) 793-3554 Fax: (909) 798-6627
Format: Active Rock
Sales Rep: D & R
Network: IND
City of Lic./Alt City ID: Redlands/Riverside, CA
County/Split Co.: San Bernardino West Inner, CA
ERP (watts) / HAAT (meters): 1,750/115

KFRG-FM 95.1

900 E Washington Ste 315
Colton, CA 92324
(909) 825-9525 Fax: (909) 825-0441
Format: Country
Sales Rep: MCGAVREN GUILD
Network: IND
City of Lic./Alt City ID: S Bernardno/Riversd, CA
County/Split Co.: San Bernardino West Inner, CA
ERP (watts) / HAAT (meters): 50,000/149

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 Bernardn, CA
County/Split Co.: Riverside West Inner, CA
ERP (watts) / HAAT (meters): 2,550/562

KOLA-FM 99.9

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

KWIE-FM 96.1

1845 Business Center Dr #106
San Bernardino, CA 92408
(909) 663-1961 Fax: (909) 663-1996
Format: Rhythmic Contemporary Hit
Sales Rep: CHRISTAL RADIO
Network: IND
City of Lic./Alt City ID: San Jacinto/Hemet, CA
County/Split Co.: Riverside West Inner, CA
ERP (watts) / HAAT (meters): 250/477

(s) Station subscribers as of release to print

- * Simulcasting 10%-50%, Mon-Sun, 6AM-Midnight
- † Simulcasting 51%-90%, Mon-Sun, 6AM-Midnight
- ‡ Simulcasting 91%-100%, Mon-Sun, 6AM-Midnight
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PRMIER: Premiere Radio Networks
SBUSA: Sports Byline USA

SOURCE: Westwood One Source Radio Network
SPNEWS: Sporting News Radio
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TALKNT: Talknet
TARN: Talk America Radio Network
UNICA: Radio Unica Network
USA: USA Radio Network
WESTWD: Westwood One Radio Networks

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Notations

Metro Market Profile



Metro Household Data are Census 2000 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	4,243,400	100.0	Seasonal Housing Units	26,998	.7
Households by Income			Education: Persons 25+		
Under \$15,000	581,306	13.7	Elementary 0-8 grade	1,144,788	14.9
\$15,000-24,999	453,851	10.7	High school 1-3 yrs	993,696	12.9
\$25,000-34,999	454,715	10.7	High school grad	1,422,681	18.6
\$35,000-49,999	620,227	14.6	College 1-3 yrs	2,102,301	27.3
\$50,000-74,999	764,934	18.1	College 4+ yrs	2,016,928	26.3
\$75,000-99,999	493,286	11.6	Colleges & Universities		
\$100,000-149,999	505,742	11.9	Total enrollment	870,699	100.0
\$150,000+	369,339	8.7	Full-time enrollment	421,927	48.5
Median income: \$50,344			Occupation		
Value of Owner-Occupied Housing Units			Managerial	1,865,515	35.2
Less than \$50,000	23,484	.6	Technical	1,473,947	27.9
\$50,000-79,999	23,256	.5	Service worker	757,810	14.3
\$80,000-99,999	40,793	1.1	Farm worker	10,717	.2
\$100,000-149,999	236,573	5.8	Precision production	403,906	7.7
\$150,000-249,999	687,138	16.9	Operator	780,358	14.7
\$250,000+	766,929	18.8	Farm Population		
Median value: \$228,200				734	
Monthly Contract Rent			Transportation to Work		
Less than \$350	141,850	3.5	Public	291,028	5.8
\$350-499	259,563	6.4	Driving to work	3,720,688	74.6
\$500-599	322,132	7.9	Carpool	756,393	15.2
\$600-749	441,856	10.8	Other	221,153	4.4
\$750-999	454,588	11.2	Average Travel Time to Work (Min.)		
\$1,000+	331,789	8.2		29	
Median rent: \$680			Car Ownership by Household		
Household Size			0 Cars	466,400	11.0
1 Person	1,007,600	23.7	1 Car	1,511,700	35.6
2 Persons	1,130,400	26.7	2 Cars	1,543,100	36.4
3-4 Persons	1,305,400	30.7	3+ Cars	722,200	17.0
5+ Persons	800,000	18.9			

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	51,100	.5	159,700	1.5
Teens 12-17	0	.0	600	.1	10,400	.9
Men	18-24	100	20,900	3.2	9,400	1.4
	25-34	0	1,900	.2	17,700	1.7
	35-44	0	300	.0	19,300	1.8
	45-49	0	0	.0	7,100	1.6
	50-54	0	0	.0	4,900	1.3
	55-64	0	0	.0	6,000	1.1
	65+	0	0	0	.0	16,400
Women	18-24	0	25,700	4.2	2,600	.4
	25-34	0	1,000	.1	6,500	.7
	35-44	0	400	.0	7,300	.7
	45-49	0	100	.0	3,000	.6
	50-54	0	100	.0	2,300	.6
	55-64	0	100	.0	3,900	.7
	65+	0	0	0	.0	42,900

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 1/1/04 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+	846,400	100.0	8.0	4,349,500	100.0	41.0
Teens 12-17	106,900	12.6	9.1	620,300	14.3	52.8
Men						
18-24	50,100	5.9	7.7	341,500	7.9	52.3
25-34	66,300	7.8	6.5	550,500	12.7	53.7
35-44	77,800	9.2	7.4	461,100	10.6	43.9
45-49	35,000	4.1	7.7	160,600	3.7	35.2
50-54	28,600	3.4	7.5	116,700	2.7	30.7
55-64	39,900	4.7	7.6	137,000	3.1	26.1
65+	39,600	4.7	7.6	107,200	2.5	20.5
Women						
18-24	50,500	6.0	8.2	314,100	7.2	51.1
25-34	75,600	8.9	7.7	504,100	11.6	51.1
35-44	89,500	10.6	8.8	427,800	9.8	41.9
45-49	40,800	4.8	8.7	165,700	3.8	35.1
50-54	35,200	4.2	8.6	125,700	2.9	30.7
55-64	50,000	5.9	8.7	158,600	3.6	27.5
65+	60,600	7.2	8.2	158,600	3.6	21.4

Area Lifestyle Profile

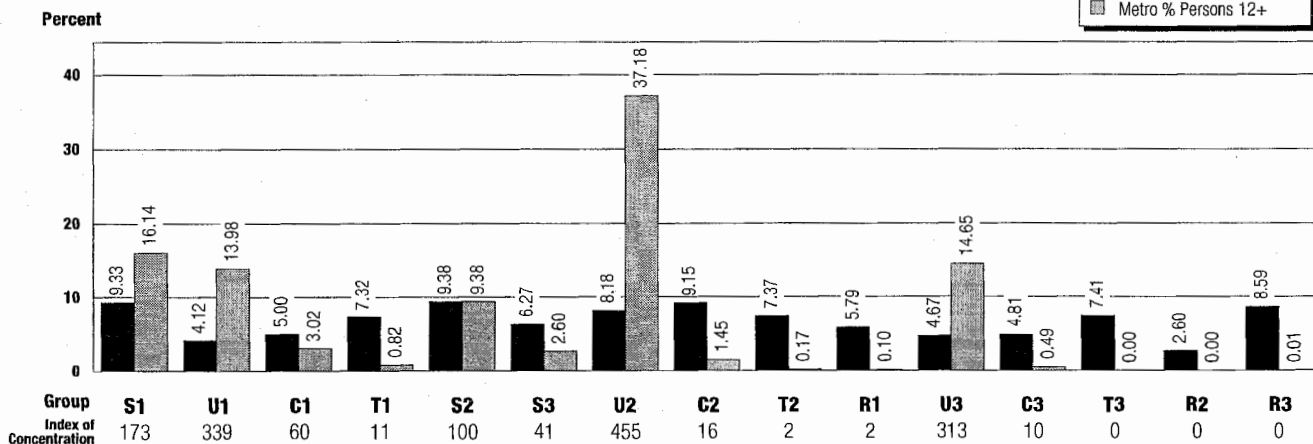
by PRIZM® Groups

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

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

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

with the national composition for each PRIZM group. An index of 100 indicates that the Metro has the same percent concentration as the nation. (For more information about PRIZM and Claritas, Inc., see Page M8.)



PRIZM® Groups

- S1** Elite Suburbs - superrich, executive, upscale white-collar couples, empty-nesters
- U1** Urban Uptown - elite, upscale, bohemian singles & couples; established immigrant families
- C1** 2nd City Society - upscale executive & young upscale white-collar; affluent retirees
- T1** Landed Gentry - elite exurban, small-town executive & young, mid-class town families
- S2** The Affluentals - 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 2003 Demographic Update for the Metro.

Metro Income*

Total Income (\$000)	\$307,979,611
Median Household Income	\$50,344
Income per Household	\$72,579

* 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	\$163,103,964
Retail Expenditures per Household (\$)	\$38,437
Food & Beverage Stores	\$17,850,289
Grocery Stores	\$16,427,989
Food Services & Drinking Establishments	\$18,913,128
General Merchandise	\$17,192,290
Department Stores	\$10,691,681
Clothing & Accessories	\$10,067,888
Motor Vehicle & Parts Dealers	\$43,190,486
Building & Material Supply	\$11,667,260
Health & Personal Care	\$8,923,416
Furniture & Household Appliance Stores	\$2,819,550
Radio, TV & Other Electronics Stores	\$3,179,398

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	9.1
Ford Motor Company	9.6
General Motors Corporation	6.0
Honda/Acura	16.4
Hyundai	2.6
Nissan/Infiniti	10.9
Toyota/Lexus	25.5
Volkswagen/Audi	6.4
Other	13.5

* Note: Figures are shown for October through December of the 2004 model year.

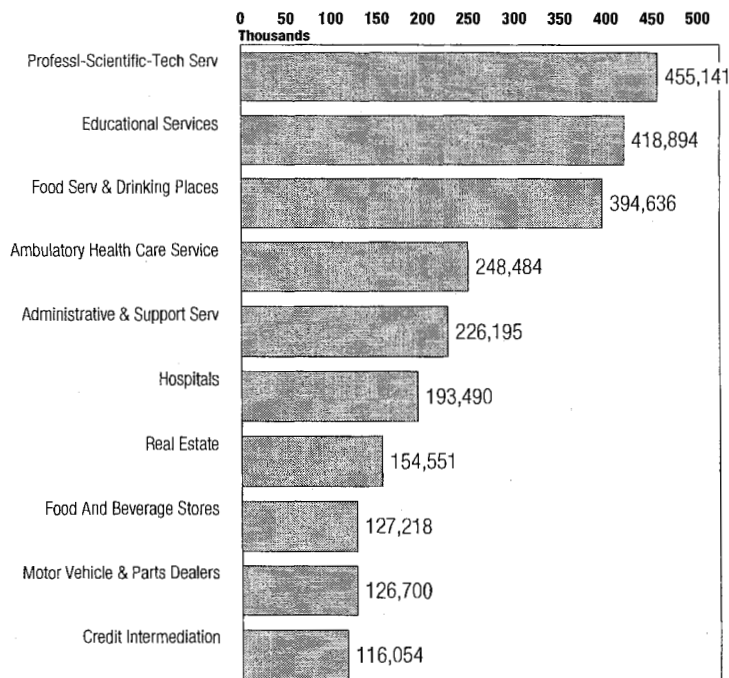
Top Ten Employer Industries

These classifications are from the Department of Commerce North American Industry Classification System (NAICS). The data below are from the 2001 County Business Patterns reports (U.S. Census Bureau) and are aggregated by primary NAICS.

Metro Employer Industries

Total Employees
6,339,549

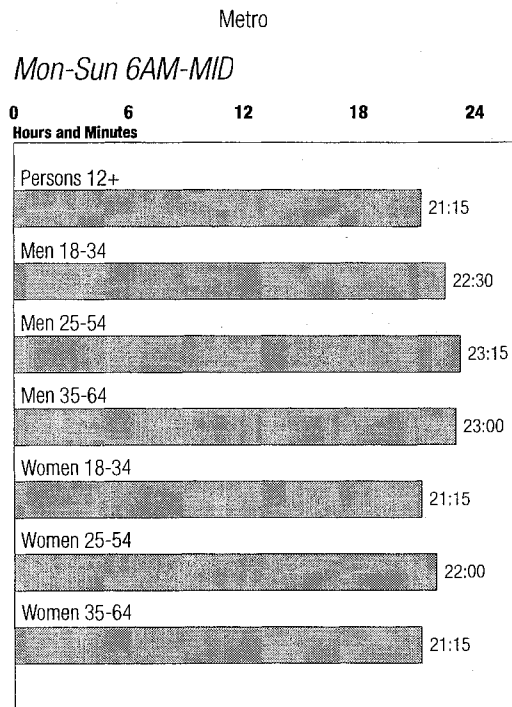
Top 10 Total Employees
2,461,363
38.8% of Total



Magazines

Magazine	Circulation	%	Magazine	Circulation	%
MODR MATUR	677,545	16.1	YM	77,012	1.8
TV GUIDE	413,300	9.8	PARENTS	74,073	1.8
RORS DIGST	315,651	7.5	MENS HLTH	73,877	1.8
NAT GEO	216,039	5.1	TEEN	73,300	1.7
TIME	211,060	5.0	US NWS&WR	70,118	1.7
BTR HOME	205,106	4.9	PENTHOUSE	70,091	1.7
SUNSET	187,976	4.5	LIFE	69,511	1.7
PEOPLE	170,571	4.1	SHAPE	65,328	1.6
NEWSWEEK	132,202	3.1	STAR	64,870	1.5
SPORTS ILS	119,084	2.8	ROLLNG STN	63,428	1.5
PLAYBOY	116,216	2.8	NATL ENQR	62,363	1.5
FAMILY CRCL	116,129	2.8	PARENTING	61,241	1.5
COSMOPLTN	109,815	2.6	REDBOOK	60,266	1.4
GD HSEKPNG	103,222	2.5	POP SCIENC	57,381	1.4
MARTHA STW	101,482	2.4	COOKING LT	57,089	1.4
MCCALLS	98,157	2.3	CAR & DRV	54,363	1.3
LS HOME JN	97,429	2.3	GOLF DIGST	48,330	1.1
GLAMOUR	93,449	2.2	EBONY	47,875	1.1
WOMANS DAY	91,484	2.2	GOLF MGZNE	45,552	1.1
VOGUE	89,781	2.1	BOYS LIFE	36,973	0.9
ENTERTNMNT	87,962	2.1	POP MECHAN	35,808	0.8
PREVENTION	86,451	2.1	CTRY LIVING	34,984	0.8
MONEY	82,156	2.0	FIELD STRM	24,107	0.6
SEVENTEEN	80,693	1.9	OUTDR LIFE	16,220	0.4
SMITHSONIAN	79,367	1.9	SOU LIVING	13,090	0.3

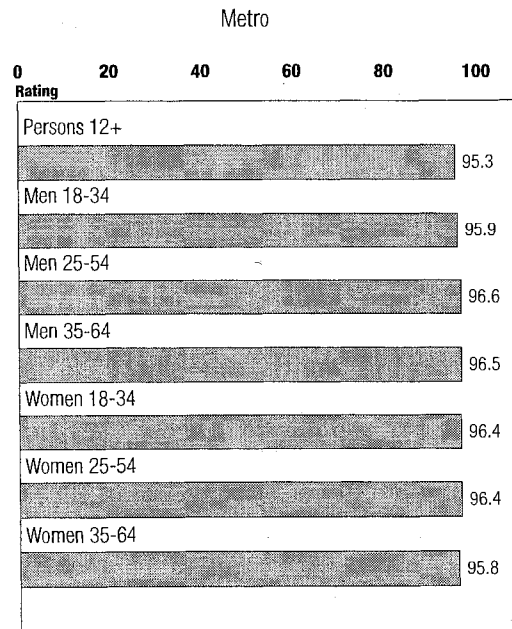
Radio Time Spent Listening*



Newspapers

Paper	Circulation	%
LOS ANGELES TIMES	1,614,521	38
ORANGE COUNTY REGISTER	301,336	7
LOS ANGELES DAILY NEWS	160,492	3
LA OPINION, LOS ANGELES	107,643	2
PRESS-TELEGRAM	96,493	2
DAILY BREEZE	73,579	1
USA TODAY	60,403	1
SAN GABRIEL VALLEY TRIBUNE	47,954	1
STAR-NEWS	35,093	1
DAILY VARIETY	18,588	-
WHITTIER DAILY NEWS (MORNING & INLAND VALLEY DAILY BULLETIN	17,124	-
VENTURA COUNTY STAR	1,835	-

Radio 24-Hour Cume*



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

* Based on Arbitron's Spring 2004 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 and June 1992. Handbooks of May 1985, March 1987, June 1990 and October 1996 were distributed to all radio stations. The current handbook is available at www.arbitron.com.

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; or promotions that might cause a diarykeeper to surrender a diary.

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

Rating Distortion Violations

Rating Distortion Violations may result in a station's call letters and audience estimates being delisted from 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, listed after all other stations that qualify for the market report, below a special distinguishing line (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 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 "below-the-line" (as described in "Rating Distortion Violations"); 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.

Media Affiliation

Employees of radio and television stations, and members of their households, are not eligible to participate in Arbitron surveys. If a station employee discovers that a household member has participated—or has agreed to participate—in the survey, Arbitron should be notified immediately. Should a station attempt to contact or influence diarykeepers, Arbitron will take whatever measures are necessary, in Arbitron's opinion, to protect the integrity of its radio audience estimates.

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 (whether or not a survey is in progress) 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

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 HDDBA and/or HDHA splits, receive the same ethnic sampling procedures.

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

Survey Procedures

Pre-Placement Premium/ Effective with the Spring 2004 survey, all mailable households in the Metro receive a pre-placement letter and premium.

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
55%	45%

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.

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	8,135,400
Ethnic	802,700
Percent	9.9
In-Tab:	
Total	5,662
Ethnic	612
Percent	10.8
Excluded Counties:	Orange, CA
Total Metro (Controlled and Noncontrolled):	
Ethnic Population:	846,400
Ethnic In-Tab:	662

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
KMXE-AM	KPLS-AM		01/05/04
KWIE-FM	KWRP-FM		04/09/04

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

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

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

Station	Affected Date and Time	Problem
KPWR-FM	TU 05/18/04 08:00P to 08:40P	OTHER

Simulcasting

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

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

Simulcast Stations	Mon-Sun 6A-Mid	Mon-Fri 6A-10A	Mon-Fri 10A-3P	Mon-Fri 3P-7P	Mon-Fri 7P-Mid	Wkd 6A-Mid	Wkd 10A-7P	Sat 6A-10A	Sat 10A-3P	Sat 3P-7P	Sat 7P-Mid	Sun 6A-10A	Sun 10A-3P	Sun 3P-7P	Sun 7P-Mid
KBUA-FM/ KBUE-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KDLD-FM/ KDLE-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KIIS-FM/ KVVS-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KRCO-FM/ KRCV-FM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
KXTA-AM/ XTRA-AM	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Target Listener Trends

Persons 12+																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	492	7003	.5	2.9	587	3276	.6	2.3	744	4149	.7	3.2	705	4066	.7	3.4	349	2241	.3	4.1
WI '04	410	6112	.4	2.4	574	2964	.5	2.3	602	3570	.6	2.6	548	3427	.5	2.6	246	2030	.2	3.1
FA '03	495	6996	.5	2.9	693	3539	.7	2.8	773	4025	.7	3.4	791	4118	.7	3.6	307	2384	.3	3.8
SU '03	374	6357	.4	2.2	572	3111	.5	2.5	558	3458	.5	2.4	462	3264	.4	2.3	219	1874	.2	2.5
4-Book	443	6617	.5	2.6	607	3223	.6	2.5	669	3801	.6	2.9	627	3719	.6	3.0	280	2132	.3	3.4
SP '03	493	6629	.5	2.9	608	3409	.6	2.5	864	4036	.8	3.8	693	3952	.7	3.3	259	2032	.2	3.1
KBIG-FM																				
SP '04	379	8830	.4	2.2	450	3592	.4	1.8	736	4567	.7	3.2	492	4163	.5	2.4	135	2236	.1	1.6
WI '04	340	7834	.3	2.0	374	2916	.4	1.5	635	3780	.6	2.7	452	3751	.4	2.1	125	1803	.1	1.6
FA '03	341	8976	.3	2.0	421	3778	.4	1.7	634	4236	.6	2.8	429	3939	.4	2.0	121	1929	.1	1.5
SU '03	437	9261	.4	2.6	498	3590	.5	2.2	715	4550	.7	3.1	563	4673	.5	2.8	211	2510	.2	2.4
4-Book	374	8725	.4	2.2	436	3469	.4	1.8	680	4283	.7	3.0	484	4132	.5	2.3	148	2120	.1	1.8
SP '03	428	8903	.4	2.5	498	3576	.5	2.1	786	4327	.8	3.4	562	4406	.5	2.7	153	1834	.1	1.9
KBUA-FM																				
SP '04	97	1217	.1	.6	145	676	.1	.6	142	587	.1	.6	92	703	.1	.5	42	316		.5
WI '04	97	1286	.1	.6	158	727	.1	.6	136	666	.1	.6	96	619	.1	.5	40	361		.5
FA '03	77	879	.1	.5	133	596	.1	.5	88	478	.1	.4	76	498	.1	.3	36	383		.4
SU '03	114	1289	.1	.7	165	797	.2	.7	175	863	.2	.8	111	699	.1	.5	53	424	.1	.6
4-Book	96	1168	.1	.6	150	699	.1	.6	135	649	.1	.6	94	630	.1	.5	43	371		.5
SP '03	58	887	.1	.3	87	432	.1	.4	94	473	.1	.4	57	458	.1	.3	26	291		.3
KBUE-FM																				
SP '04	500	7053	.5	2.9	619	3587	.6	2.5	596	3811	.6	2.6	587	3823	.6	2.9	333	2599	.3	3.9
WI '04	393	6187	.4	2.3	583	3247	.5	2.4	480	3270	.5	2.1	430	3256	.4	2.0	240	2076	.2	3.1
FA '03	368	5910	.3	2.2	500	2740	.5	2.0	511	2946	.5	2.2	401	3029	.4	1.8	178	1755	.2	2.2
SU '03	360	5831	.3	2.2	535	2696	.5	2.3	446	3071	.4	1.9	405	3009	.4	2.0	207	1977	.2	2.4
4-Book	405	6245	.4	2.4	559	3068	.5	2.3	508	3275	.5	2.2	456	3279	.5	2.2	240	2102	.2	2.9
SP '03	345	5734	.3	2.0	395	2406	.4	1.6	412	2968	.4	1.8	452	2793	.4	2.1	223	1778	.2	2.7
KCBS-FM																				
SP '04	319	9356	.3	1.9	370	3690	.3	1.5	470	4319	.4	2.0	441	4932	.4	2.2	129	2388	.1	1.5
WI '04	381	9741	.4	2.3	480	4113	.5	1.9	625	4609	.6	2.7	504	5370	.5	2.4	133	2338	.1	1.7
FA '03	348	8299	.3	2.1	462	3517	.4	1.9	591	3663	.6	2.6	476	4715	.4	2.2	116	2034	.1	1.4
SU '03	401	9670	.4	2.4	529	4032	.5	2.3	648	4804	.6	2.8	461	4780	.4	2.3	140	2642	.1	1.6
4-Book	362	9267	.4	2.2	460	3838	.4	1.9	584	4349	.6	2.5	471	4949	.4	2.3	130	2351	.1	1.6
SP '03	338	8539	.3	2.0	406	3608	.4	1.7	530	4123	.5	2.3	418	4479	.4	2.0	130	1921	.1	1.6
KDLD-FM																				
SP '04	60	1395	.1	.4	34	414		.1	98	783	.1	.4	96	788	.1	.5	44	450		.5
WI '04	52	1621		.3	37	562		.2	82	919	.1	.4	73	920	.1	.3	37	480		.5
FA '03	48	1664		.3	48	599		.2	29	588		.1	80	941	.1	.4	46	803		.6
SU '03	69	1970	.1	.4	81	711	.1	.4	70	1107	.1	.3	88	1017	.1	.4	49	842		.6
4-Book	57	1663	.1	.4	50	572		.2	70	849	.1	.3	84	917	.1	.4	44	644		.6
SP '03	56	1608	.1	.3	44	656		.2	64	746	.1	.3	81	814	.1	.4	39	547		.5
KDLE-FM																				
SP '04	64	1723	.1	.4	77	802	.1	.3	107	806	.1	.5	94	950	.1	.5	28	544		.3
WI '04	87	1735	.1	.5	71	802	.1	.3	155	979	.1	.7	135	1119	.1	.6	38	449		.5
FA '03	82	1852	.1	.5	103	871	.1	.4	135	873	.1	.6	107	878	.1	.5	47	792		.6
SU '03	77	1878	.1	.5	53	741	.1	.2	96	1000	.1	.4	105	1011	.1	.5	51	732		.6
4-Book	78	1797	.1	.5	76	804	.1	.3	123	915	.1	.6	110	990	.1	.5	41	629		.5
SP '03	63	1733	.1	.4	69	757	.1	.3	64	707	.1	.3	91	964	.1	.4	50	656		.6
KFI -AM																				
SP '04	763	11376	.7	4.5	1464	6814	1.4	5.8	1131	6289	1.1	4.8	867	5649	.8	4.2	291	2441	.3	3.4
WI '04	664	9548	.6	3.9	1234	5499	1.2	5.0	1022	5585	1.0	4.4	945	4970	.9	4.5	178	1757	.2	2.3
FA '03	797	11183	.8	4.7	1564	6997	1.5	6.3	1094	6254	1.0	4.8	1093	6111	1.0	5.0	289	2744	.3	3.5
SU '03	705	10939	.7	4.2	1263	6170	1.2	5.5	1042	5937	1.0	4.6	928	5379	.9	4.5	259	2069	.2	3.0
4-Book	732	10762	.7	4.3	1381	6370	1.3	5.7	1072	6016	1.0	4.7	958	5527	.9	4.6	254	2253	.3	3.1
SP '03	724	10164	.7	4.3	1309	6528	1.3	5.4	1128	5579	1.1	4.9	853	5345	.8	4.0	261	2324	.3	3.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	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
KFSH-FM																				
SP '04	169	3070	.2	1.0	237	1745	.2	.9	220	1675	.2	.9	175	1744	.2	.9	84	1126	.1	1.0
WI '04	139	2746	.1	.8	205	1700	.2	.8	144	1255	.1	.6	179	1592	.2	.8	68	1067	.1	.9
FA '03	122	2669	.1	.7	155	1361	.1	.6	179	1253	.2	.8	162	1347	.2	.7	39	714	.1	.5
SU '03	157	3125	.2	.9	212	1691	.2	.9	181	1588	.2	.8	213	1639	.2	1.0	61	1039	.1	.7
4-Book	147	2903	.2	.9	202	1624	.2	.8	181	1443	.2	.8	182	1581	.2	.9	63	987	.1	.8
SP '03	119	2399	.1	.7	161	1172	.2	.7	145	1221	.1	.6	179	1461	.2	.8	35	642	.1	.4
KFWB-AM																				
SP '04	218	7284	.2	1.3	409	3764	.4	1.6	207	2713	.2	.9	238	3317	.2	1.2	145	1714	.1	1.7
WI '04	232	7371	.2	1.4	515	4394	.5	2.1	242	2807	.2	1.0	265	3257	.2	1.3	70	1205	.1	.9
FA '03	279	8537	.3	1.6	551	5113	.5	2.2	299	3285	.3	1.3	343	3954	.3	1.6	123	1890	.1	1.5
SU '03	276	8376	.3	1.7	499	4320	.5	2.2	224	3218	.2	1.0	279	3765	.3	1.4	220	2059	.2	2.5
4-Book	251	7892	.3	1.5	494	4398	.5	2.0	243	3006	.2	1.1	281	3573	.3	1.4	140	1717	.1	1.7
SP '03	267	8661	.3	1.6	502	4653	.5	2.1	235	3437	.2	1.0	396	4668	.4	1.9	142	1982	.1	1.7
KHHT-FM																				
SP '04	461	8524	.4	2.7	487	3581	.5	1.9	568	3906	.5	2.4	544	4379	.5	2.7	370	3580	.3	4.4
WI '04	438	8356	.4	2.6	495	3523	.5	2.0	595	3758	.6	2.6	502	4187	.5	2.4	289	2944	.3	3.7
FA '03	402	8244	.4	2.4	460	3624	.4	1.9	547	3667	.5	2.4	458	4206	.4	2.1	299	3045	.3	3.7
SU '03	361	8283	.3	2.2	417	3609	.4	1.8	522	3898	.5	2.3	409	3756	.4	2.0	233	2843	.2	2.7
4-Book	416	8352	.4	2.5	465	3584	.5	1.9	558	3807	.5	2.4	478	4132	.5	2.3	298	3103	.3	3.6
SP '03	370	8068	.4	2.2	456	3455	.4	1.9	504	3660	.5	2.2	413	4134	.4	2.0	260	2837	.2	3.1
KHJ -AM																				
SP '04	176	2642	.2	1.0	296	1196	.3	1.2	231	1352	.2	1.0	201	1062	.2	1.0	64	511	.1	.8
WI '04	199	2799	.2	1.2	323	1416	.3	1.3	310	1598	.3	1.3	186	1104	.2	.9	64	610	.1	.8
FA '03	154	2178	.1	.9	225	1001	.2	.9	234	1232	.2	1.0	147	916	.1	.7	82	729	.1	1.0
SU '03	149	2263	.1	.9	190	1082	.2	.8	237	1272	.2	1.0	164	972	.2	.8	63	499	.1	.7
4-Book	170	2471	.2	1.0	259	1174	.3	1.1	253	1364	.2	1.1	175	1014	.2	.9	68	587	.1	.8
SP '03	171	2338	.2	1.0	294	1287	.3	1.2	268	1215	.3	1.2	146	969	.1	.7	58	564	.1	.7
KIIS-FM																				
SP '04	540	15925	.5	3.2	731	7547	.7	2.9	606	7160	.6	2.6	751	8699	.7	3.7	321	4943	.3	3.8
WI '04	606	16587	.6	3.6	880	8177	.8	3.6	635	6988	.6	2.7	854	9162	.8	4.0	351	4771	.3	4.5
FA '03	531	15837	.5	3.1	712	7473	.7	2.9	573	6873	.5	2.5	729	8293	.7	3.4	323	4822	.3	4.0
SU '03	604	16489	.6	3.6	697	6957	.7	3.0	837	8727	.8	3.7	756	8561	.7	3.7	359	5452	.3	4.1
4-Book	570	16210	.6	3.4	755	7539	.7	3.1	663	7437	.6	2.9	773	8679	.7	3.7	339	4997	.3	4.1
SP '03	565	16141	.5	3.4	843	7946	.8	3.5	586	6998	.6	2.5	747	8359	.7	3.5	289	4579	.3	3.5
KVVS-FM																				
SP '04	23	547	.1		37	211	.1		29	239	.1		39	308	.2		7	143	.1	
WI '04	31	674	.2		50	405	.2		38	460	.2		38	480	.2		14	174	.2	
FA '03	22	610	.1		31	353	.1		18	251	.1		34	329	.2		15	175	.2	
SU '03	24	613	.1		35	267	.2		32	286	.1		21	280	.1		16	248	.2	
4-Book	25	611	.1		38	309	.2		29	309	.1		33	349	.2		13	185	.2	
SP '03	24	641	.1		29	367	.1		27	306	.1		39	415	.2		8	166	.1	
KJLH-FM																				
SP '04	323	4327	.3	1.9	415	2032	.4	1.6	395	1987	.4	1.7	363	2449	.3	1.8	162	1513	.2	1.9
WI '04	352	4866	.3	2.1	466	2259	.4	1.9	356	1926	.3	1.5	370	2262	.3	1.8	189	1566	.2	2.4
FA '03	263	4068	.2	1.5	322	1883	.3	1.3	280	1618	.3	1.2	279	1872	.3	1.3	151	1369	.1	1.9
SU '03	332	4189	.3	2.0	339	1904	.3	1.5	353	2124	.3	1.5	336	2126	.3	1.6	235	1466	.2	2.7
4-Book	318	4363	.3	1.9	386	2020	.4	1.6	346	1914	.3	1.5	337	2177	.3	1.6	184	1479	.2	2.2
SP '03	262	4123	.3	1.6	319	1768	.3	1.3	295	1902	.3	1.3	275	2144	.3	1.3	142	1242	.1	1.7
KKBT-FM																				
SP '04	514	13300	.5	3.0	847	6446	.8	3.4	493	5980	.5	2.1	605	6718	.6	3.0	338	4579	.3	4.0
WI '04	514	12264	.5	3.1	878	5636	.8	3.6	463	5318	.4	2.0	590	6475	.6	2.8	357	4109	.3	4.6
FA '03	575	12805	.5	3.4	986	6263	.9	4.0	541	5524	.5	2.4	747	6895	.7	3.4	366	4637	.3	4.5
SU '03	544	12173	.5	3.3	955	5531	.9	4.1	625	6088	.6	2.7	608	5924	.6	3.0	298	4120	.3	3.4
4-Book	537	12636	.5	3.2	917	5969	.9	3.8	531	5728	.5	2.3	638	6503	.6	3.1	340	4361	.3	4.1
SP '03	558	13073	.5	3.3	984	6502	.9	4.1	591	5858	.6	2.6	711	6993	.7	3.4	320	4349	.3	3.9

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	
KKLA-FM																				
SP '04	90	1947	.1	.5	177	1172	.2	.7	122	1088	.1	.5	109	848	.1	.5	34	382	.4	.4
WI '04	80	1986	.1	.5	129	1034	.1	.5	126	878	.1	.5	106	947	.1	.5	37	471	.5	.5
FA '03	81	1733	.1	.5	161	1001	.2	.6	121	733	.1	.5	105	741	.1	.5	18	387	.2	.2
SU '03	65	1791	.1	.4	152	1029	.1	.7	82	766	.1	.4	77	708	.1	.4	20	337	.2	.2
4-Book	79	1864	.1	.5	155	1059	.2	.6	113	866	.1	.5	99	811	.1	.5	27	394	.3	.3
SP '03	82	1829	.1	.5	179	1151	.2	.7	103	839	.1	.4	106	881	.1	.5	33	421	.4	.4
KLAC-AM																				
SP '04	202	5444	.2	1.2	209	1488	.2	.8	257	1836	.2	1.1	232	2736	.2	1.1	190	2286	.2	2.2
WI '04	170	3610	.2	1.0	193	1330	.2	.8	260	1674	.2	1.1	199	1813	.2	.9	112	1150	.1	1.4
FA '03	156	3697	.1	.9	165	1122	.2	.7	250	1794	.2	1.1	228	2306	.2	1.0	86	1264	.1	1.1
SU '03	154	2882	.1	.9	158	1378	.2	.7	231	1746	.2	1.0	201	1512	.2	1.0	92	928	.1	1.1
4-Book	171	3908	.2	1.0	181	1330	.2	.8	250	1763	.2	1.1	215	2092	.2	1.0	120	1407	.1	1.5
SP '03	122	3497	.1	.7	124	1126	.1	.5	157	1375	.2	.7	149	1744	.1	.7	97	1224	.1	1.2
KLAX-FM																				
SP '04	804	10319	.8	4.7	1765	6164	1.7	7.0	1088	6353	1.0	4.7	684	4764	.6	3.3	191	2159	.2	2.2
WI '04	507	8132	.5	3.0	797	4300	.8	3.2	760	4421	.7	3.3	535	3860	.5	2.5	155	1924	.1	2.0
FA '03	510	8436	.5	3.0	824	4426	.8	3.3	655	4182	.6	2.9	545	4225	.5	2.5	215	2152	.2	2.6
SU '03	497	8491	.5	3.0	721	4109	.7	3.1	751	4716	.7	3.3	508	4096	.5	2.5	221	2318	.2	2.5
4-Book	580	8845	.6	3.4	1027	4750	1.0	4.2	814	4918	.8	3.6	568	4236	.5	2.7	196	2138	.2	2.3
SP '03	592	8948	.6	3.5	873	5053	.8	3.6	852	5047	.8	3.7	596	4114	.6	2.8	243	2348	.2	2.9
KLOS-FM																				
SP '04	359	8908	.3	2.1	608	3862	.6	2.4	498	3783	.5	2.1	451	4245	.4	2.2	133	2124	.1	1.6
WI '04	398	8934	.4	2.4	660	3983	.6	2.7	499	3534	.5	2.2	562	4858	.5	2.7	185	1974	.2	2.4
FA '03	369	9219	.3	2.2	606	4180	.6	2.4	479	3782	.5	2.1	495	4697	.5	2.3	170	2239	.2	2.1
SU '03	388	8749	.4	2.3	613	3649	.6	2.7	492	3847	.5	2.2	503	4471	.5	2.5	223	2136	.2	2.6
4-Book	379	8953	.4	2.3	622	3919	.6	2.6	492	3737	.5	2.2	503	4568	.5	2.4	178	2118	.2	2.2
SP '03	338	7997	.3	2.0	569	3510	.5	2.4	472	3565	.5	2.1	439	4132	.4	2.1	141	2150	.1	1.7
KLSX-FM																				
SP '04	516	7320	.5	3.0	1301	4556	1.2	5.2	771	3666	.7	3.3	660	3578	.6	3.2	118	1437	.1	1.4
WI '04	416	6825	.4	2.5	1037	4082	1.0	4.2	701	3424	.7	3.0	475	3282	.4	2.2	59	993	.1	.8
FA '03	387	6217	.4	2.3	923	3609	.9	3.7	546	2952	.5	2.4	550	3025	.5	2.5	106	1123	.1	1.3
SU '03	375	6270	.4	2.2	826	3529	.8	3.6	499	2846	.5	2.2	613	3222	.6	3.0	81	1056	.1	.9
4-Book	424	6658	.4	2.5	1022	3944	1.0	4.2	629	3222	.6	2.7	575	3277	.5	2.7	91	1152	.1	1.1
SP '03	424	6189	.4	2.5	991	3737	1.0	4.1	635	3224	.6	2.8	628	2943	.6	3.0	78	1080	.1	.9
KLTX-AM																				
SP '04	116	975	.1	.7	189	771	.2	.7	162	638	.2	.7	118	617	.1	.6	53	467	.6	.6
WI '04	121	1146	.1	.7	215	716	.2	.9	170	731	.2	.7	106	617	.1	.5	55	406	.1	.7
FA '03	128	1176	.1	.8	202	759	.2	.8	199	813	.2	.9	138	640	.1	.6	47	416	.6	.6
SU '03	121	1310	.1	.7	179	937	.2	.8	185	869	.2	.8	130	665	.1	.6	39	444	.4	.4
4-Book	122	1152	.1	.7	196	796	.2	.8	179	763	.2	.8	123	635	.1	.6	49	433	.6	.6
SP '03	178	1221	.2	1.1	239	826	.2	1.0	242	822	.2	1.1	182	766	.2	.9	111	569	.1	1.3
KLVE-FM																				
SP '04	519	9431	.5	3.1	688	4241	.6	2.7	684	4899	.6	2.9	562	4581	.5	2.7	348	3215	.3	4.1
WI '04	601	9765	.6	3.6	822	4685	.8	3.3	1005	5194	.9	4.3	602	4319	.6	2.8	263	2624	.2	3.4
FA '03	599	10862	.6	3.5	839	4992	.8	3.4	846	5344	.8	3.7	585	4889	.6	2.7	339	3388	.3	4.2
SU '03	563	10199	.5	3.4	759	4848	.7	3.3	859	5630	.8	3.8	570	4447	.5	2.8	322	3043	.3	3.7
4-Book	571	10064	.6	3.4	777	4692	.7	3.2	849	5267	.8	3.7	580	4559	.6	2.8	318	3068	.3	3.9
SP '03	489	9537	.5	2.9	735	4677	.7	3.1	724	4963	.7	3.1	450	3818	.4	2.1	263	2720	.3	3.2
KLYY-FM																				
SP '04	220	4011	.2	1.3	203	1466	.2	.8	412	2316	.4	1.8	224	1654	.2	1.1	105	946	.1	1.2
WI '04	245	4258	.2	1.5	251	1841	.2	1.0	457	2398	.4	2.0	238	1883	.2	1.1	88	1102	.1	1.1
FA '03	231	4250	.2	1.4	218	1797	.2	.9	398	2101	.4	1.7	214	1903	.2	1.0	109	1320	.1	1.3
SU '03	212	4337	.2	1.3	219	1822	.2	1.0	326	2307	.3	1.4	219	1995	.2	1.1	90	1141	.1	1.0
4-Book	227	4214	.2	1.4	223	1732	.2	.9	398	2281	.4	1.7	224	1859	.2	1.1	98	1127	.1	1.2
SP '03	229	4463	.2	1.4	214	1837	.2	.9	355	2437	.3	1.5	298	2284	.3	1.4	112	1263	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 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	
+KMXE-AM																				
SP '04	86	910	.1	.5	79	397	.1	.3	175	555	.2	.8	119	516	.1	.6	54	345	.1	.6
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	262	5816	.2	1.5	278	2048	.3	1.1	397	2802	.4	1.7	299	2699	.3	1.5	147	1775	.1	1.7
WI '04	331	5792	.3	2.0	385	2588	.4	1.6	437	2772	.4	1.9	391	2927	.4	1.9	211	2032	.2	2.7
FA '03	290	5776	.3	1.7	289	2406	.3	1.2	382	2770	.4	1.7	318	2824	.3	1.5	187	1904	.2	2.3
SU '03	238	5244	.2	1.4	265	2150	.3	1.2	283	2413	.3	1.2	276	2526	.3	1.3	180	1781	.2	2.1
4-Book	280	5657	.3	1.7	304	2298	.3	1.3	375	2689	.4	1.6	321	2744	.3	1.6	181	1873	.2	2.2
SP '03	272	5244	.3	1.6	330	2259	.3	1.4	367	2436	.4	1.6	340	2622	.3	1.6	148	1569	.1	1.8
KNX -AM																				
SP '04	357	9141	.3	2.1	728	5105	.7	2.9	367	3471	.3	1.6	400	4337	.4	2.0	126	2152	.1	1.5
WI '04	358	8947	.3	2.1	704	5031	.7	2.9	354	3518	.3	1.5	464	4561	.4	2.2	128	1749	.1	1.6
FA '03	339	9849	.3	2.0	608	5437	.6	2.4	384	4497	.4	1.7	415	4840	.4	1.9	153	2485	.1	1.9
SU '03	345	8925	.3	2.1	637	4895	.6	2.8	341	3969	.3	1.5	398	4555	.4	1.9	231	2630	.2	2.6
4-Book	350	9216	.3	2.1	669	5117	.7	2.8	362	3864	.3	1.6	419	4573	.4	2.0	160	2254	.1	1.9
SP '03	360	9473	.3	2.1	655	5242	.6	2.7	384	3994	.4	1.7	435	4774	.4	2.1	203	2374	.2	2.5
KOST-FM																				
SP '04	629	11261	.6	3.7	728	4992	.7	2.9	1105	5658	1.0	4.7	800	6059	.8	3.9	303	3742	.3	3.6
WI '04	559	11138	.5	3.3	721	5071	.7	2.9	913	5231	.9	4.0	693	5546	.7	3.3	262	3134	.2	3.3
FA '03	635	12684	.6	3.7	742	5680	.7	3.0	954	5662	.9	4.2	796	6881	.8	3.7	332	4056	.3	4.1
SU '03	586	11574	.6	3.5	639	5117	.6	2.8	861	5387	.8	3.8	776	5777	.7	3.8	392	4070	.4	4.5
4-Book	602	11664	.6	3.6	708	5215	.7	2.9	958	5485	.9	4.2	766	6066	.8	3.7	322	3751	.3	3.9
SP '03	647	11809	.6	3.8	809	5405	.8	3.4	1048	5743	1.0	4.6	830	6340	.8	3.9	352	3654	.3	4.3
KPWR-FM																				
SP '04	853	17898	.8	5.0	1181	9774	1.1	4.7	859	8848	.8	3.7	1227	10756	1.2	6.0	563	6879	.5	6.6
WI '04	844	17141	.8	5.0	1157	8900	1.1	4.7	801	8205	.8	3.5	1203	10564	1.1	5.7	560	6377	.5	7.1
FA '03	866	18027	.8	5.1	1162	8971	1.1	4.7	779	7966	.7	3.4	1242	10941	1.2	5.7	647	7224	.6	7.9
SU '03	801	16794	.8	4.8	940	7515	.9	4.1	923	9367	.9	4.0	1049	9667	1.0	5.1	600	6714	.6	6.9
4-Book	841	17465	.8	5.0	1110	8790	1.1	4.6	841	8597	.8	3.7	1180	10482	1.1	5.6	593	6799	.6	7.1
SP '03	888	17484	.9	5.3	1116	8490	1.1	4.6	906	8567	.9	3.9	1189	10194	1.1	5.6	642	7106	.6	7.8
KRCD-FM																				
SP '04	295	3887	.3	1.7	331	1636	.3	1.3	431	2215	.4	1.8	310	1852	.3	1.5	187	1292	.2	2.2
WI '04	289	3490	.3	1.7	407	1645	.4	1.7	399	2040	.4	1.7	289	1703	.3	1.4	161	1096	.2	2.1
FA '03	187	2450	.2	1.1	271	1147	.3	1.1	227	1193	.2	1.0	246	1184	.2	1.1	134	805	.1	1.6
SU '03	132	2158	.1	.8	165	1021	.2	.7	233	1194	.2	1.0	104	1015	.1	.5	78	683	.1	.9
4-Book	226	2996	.2	1.3	294	1362	.3	1.2	323	1661	.3	1.4	237	1439	.2	1.1	140	969	.2	1.7
SP '03	119	1994	.1	.7	140	896	.1	.6	176	1239	.2	.8	123	942	.1	.6	90	769	.1	1.1
KRCV-FM																				
SP '04	117	1726	.1	.7	106	837	.1	.4	155	977	.1	.7	149	893	.1	.7	74	575	.1	.9
WI '04	100	1621	.1	.6	124	710	.1	.5	150	1008	.1	.6	108	878	.1	.5	59	478	.1	.8
FA '03	119	1615	.1	.7	150	833	.1	.6	204	922	.2	.9	95	702	.1	.4	52	373	.1	.6
SU '03	107	1401	.1	.6	169	783	.2	.7	171	891	.2	.7	99	684	.1	.5	47	394	.1	.5
4-Book	111	1591	.1	.7	137	791	.1	.6	170	950	.2	.7	113	789	.1	.5	58	455	.1	.7
SP '03	78	1190	.1	.5	95	542	.1	.4	102	609	.1	.4	79	568	.1	.4	56	346	.1	.7
KRLA-AM																				
SP '04	233	3340	.2	1.4	417	2009	.4	1.7	418	2006	.4	1.8	338	1580	.3	1.7	92	869	.1	1.1
WI '04	117	2311	.1	.7	202	1199	.2	.8	246	1494	.2	1.1	145	934	.1	.7	30	319	.1	.4
FA '03	157	2707	.1	.9	295	1576	.3	1.2	330	1713	.3	1.4	187	1265	.2	.9	32	385	.1	.4
SU '03	168	2657	.2	1.0	211	1301	.2	.9	355	1726	.3	1.6	262	1189	.3	1.3	29	460	.1	.3
4-Book	169	2754	.2	1.0	281	1521	.3	1.2	337	1735	.3	1.5	233	1242	.2	1.2	46	508	.1	.6
SP '03	100	1870	.1	.6	133	1016	.1	.6	199	1187	.2	.9	168	972	.2	.8	34	336	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 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
KROQ-FM																				
SP '04	753	15032	.7	4.4	1148	8050	1.1	4.6	874	7019	.8	3.7	913	8374	.9	4.5	568	6046	.5	6.7
WI '04	690	15390	.7	4.1	1167	8860	1.1	4.7	708	7262	.7	3.1	861	8657	.8	4.1	438	5285	.4	5.6
FA '03	739	15509	.7	4.4	1148	8038	1.1	4.6	828	7285	.8	3.6	936	8936	.9	4.3	488	5492	.5	6.0
SU '03	785	15425	.8	4.7	1148	7657	1.1	5.0	943	8247	.9	4.1	899	8365	.9	4.4	606	5919	.6	6.9
4-Book	742	15339	.7	4.4	1153	8151	1.1	4.7	838	7453	.8	3.6	902	8583	.9	4.3	525	5686	.5	6.3
SP '03	738	14762	.7	4.4	1171	8061	1.1	4.9	852	7041	.8	3.7	931	8329	.9	4.4	473	5541	.5	5.7
KRTH-FM																				
SP '04	504	12748	.5	3.0	652	5279	.6	2.6	713	6030	.7	3.1	603	6261	.6	3.0	184	2890	.2	2.2
WI '04	527	11315	.5	3.1	637	4860	.6	2.6	848	5328	.8	3.7	671	5836	.6	3.2	220	2835	.2	2.8
FA '03	516	11380	.5	3.0	609	4696	.6	2.5	799	5289	.8	3.5	653	5394	.6	3.0	186	2705	.2	2.3
SU '03	480	12222	.5	2.9	552	4648	.5	2.4	745	6047	.7	3.3	592	5655	.6	2.9	242	3050	.2	2.8
4-Book	507	11916	.5	3.0	613	4871	.6	2.5	776	5674	.8	3.4	630	5787	.6	3.0	208	2870	.2	2.5
SP '03	549	12006	.5	3.3	716	5171	.7	3.0	844	5530	.8	3.7	620	5598	.6	2.9	205	2952	.2	2.5
KSCA-FM																				
SP '04	319	5465	.3	1.9	720	3169	.7	2.9	424	2883	.4	1.8	232	1900	.2	1.1	87	1014	.1	1.0
WI '04	488	6813	.5	2.9	822	3355	.8	3.3	458	2975	.4	2.0	953	3605	.9	4.5	142	1133	.1	1.8
FA '03	596	7017	.6	3.5	1174	4062	1.1	4.7	491	3168	.5	2.1	1179	4083	1.1	5.4	134	1704	.1	1.6
SU '03	670	7551	.6	4.0	1197	4153	1.2	5.2	627	3231	.6	2.7	1284	4557	1.2	6.3	201	1747	.2	2.3
4-Book	518	6712	.5	3.1	978	3685	1.0	4.0	500	3064	.5	2.2	912	3536	.9	4.3	141	1400	.1	1.7
SP '03	586	7210	.6	3.5	996	3941	1.0	4.1	591	3105	.6	2.6	1122	4343	1.1	5.3	151	1555	.1	1.8
KSPN-AM																				
SP '04	90	2953	.1	.5	69	794	.1	.3	98	1084	.1	.4	170	1518	.2	.8	62	818	.1	.7
WI '04	55	1795	.1	.3	59	601	.1	.2	79	718	.1	.3	119	1054	.1	.6	15	314	.1	.2
FA '03	88	2769	.1	.5	61	787	.1	.2	122	1116	.1	.5	145	1666	.1	.7	33	757	.1	.4
SU '03	80	2173	.1	.5	62	616	.1	.3	94	937	.1	.4	137	1049	.1	.7	67	559	.1	.8
4-Book	78	2423	.1	.5	63	700	.1	.3	98	964	.1	.4	143	1322	.1	.7	44	612	.1	.5
SP '03	62	2165	.1	.4	33	484	.1	.1	40	539	.1	.2	130	1191	.1	.6	60	818	.1	.7
KSSE-FM																				
SP '04	383	6730	.4	2.3	723	3795	.7	2.9	488	3308	.5	2.1	398	3032	.4	1.9	163	1770	.2	1.9
WI '04	375	6743	.4	2.2	699	3815	.7	2.8	474	3437	.4	2.1	380	3122	.4	1.8	169	1936	.2	2.2
FA '03	358	6266	.3	2.1	556	3148	.5	2.2	529	3007	.5	2.3	387	3207	.4	1.8	182	1879	.2	2.2
SU '03	359	5915	.3	2.2	598	3276	.6	2.6	524	3538	.5	2.3	347	2886	.3	1.7	143	1716	.1	1.6
4-Book	369	6414	.4	2.2	644	3509	.6	2.6	504	3323	.5	2.2	378	3062	.4	1.8	164	1825	.2	2.0
SP '03	296	5890	.3	1.8	409	2724	.4	1.7	431	3192	.4	1.9	360	2896	.3	1.7	139	1834	.1	1.7
KSUR-AM																				
SP '04	84	1608	.1	.5	77	526	.1	.3	122	802	.1	.5	81	763	.1	.4	62	605	.1	.7
WI '04	96	1286	.1	.6	59	478	.1	.2	157	859	.1	.7	123	721	.1	.6	47	398	.1	.6
FA '03	57	853	.1	.3	63	490	.1	.3	83	607	.1	.4	61	500	.1	.3	29	350	.1	.4
SU '03	70	1375	.1	.4	63	531	.1	.3	101	687	.1	.4	94	828	.1	.5	35	474	.1	.4
4-Book	77	1281	.1	.5	66	506	.1	.3	116	739	.1	.5	90	703	.1	.5	43	457	.1	.5
SP '03	96	1495	.1	.6	92	676	.1	.4	157	872	.2	.7	111	766	.1	.5	39	431	.1	.5
KTVV-FM																				
SP '04	563	8461	.5	3.3	705	3971	.7	2.8	972	4369	.9	4.2	668	4584	.6	3.3	208	2439	.2	2.4
WI '04	638	8910	.6	3.8	675	4133	.6	2.7	1135	5028	1.1	4.9	826	5024	.8	3.9	256	2640	.2	3.3
FA '03	577	8675	.5	3.4	708	3982	.7	2.8	1021	4869	1.0	4.5	712	5032	.7	3.3	243	2594	.2	3.0
SU '03	586	8908	.6	3.5	613	4442	.6	2.7	969	4916	.9	4.2	732	4957	.7	3.6	250	2935	.2	2.9
4-Book	591	8739	.6	3.5	675	4132	.7	2.8	1024	4796	1.0	4.5	735	4899	.7	3.5	239	2652	.2	2.9
SP '03	613	8520	.6	3.6	642	3989	.6	2.7	1017	4441	1.0	4.4	753	4796	.7	3.6	302	3091	.3	3.7
KWIZ-FM																				
SP '04	55	1388	.1	.3	49	466	.1	.2	84	635	.1	.4	58	516	.1	.3	43	322	.1	.5
WI '04	87	1585	.1	.5	98	587	.1	.4	116	774	.1	.5	75	737	.1	.4	57	470	.1	.7
FA '03	130	2058	.1	.8	146	985	.1	.6	212	1096	.2	.9	150	919	.1	.7	47	500	.1	.6
SU '03	73	1586	.1	.4	79	680	.1	.3	94	765	.1	.4	92	720	.1	.4	45	523	.1	.5
4-Book	86	1654	.1	.5	93	680	.1	.4	127	818	.1	.6	94	723	.1	.5	48	454	.1	.6
SP '03	95	1862	.1	.6	112	917	.1	.5	141	1063	.1	.6	102	934	.1	.5	65	720	.1	.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 12+																				
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KWKV-AM																					
SP '04	85	1217	.1	.5	120	525	.1	.5	179	716	.2	.8	74	464	.1	.4	32	262			.4
WI '04	63	1061	.1	.4	125	608	.1	.5	128	638	.1	.6	46	329		.2	23	175			.3
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	54	953	.1	.3	67	435	.1	.3	135	589	.1	.6	27	257		.1	25	157			.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	77	1294	.1	.5	89	515	.1	.4	151	649	.1	.7	75	535	.1	.4	38	238			.5
KWVE-FM																					
SP '04	98	1806	.1	.6	170	989	.2	.7	151	807	.1	.6	129	965	.1	.6	22	310			.3
WI '04	87	1810	.1	.5	134	999	.1	.5	117	918	.1	.5	139	1025	.1	.7	34	458			.4
FA '03	76	1833	.1	.4	119	976	.1	.5	101	867	.1	.4	86	782	.1	.4	28	423			.3
SU '03	84	1889	.1	.5	126	948	.1	.5	91	615	.1	.4	83	847	.1	.4	28	409			.3
4-Book	86	1835	.1	.5	137	978	.1	.6	115	802	.1	.5	109	905	.1	.5	28	400			.3
SP '03	79	1679	.1	.5	146	949	.1	.6	110	749	.1	.5	98	661	.1	.5	26	289			.3
KXOL-FM																					
SP '04	264	4709	.2	1.6	364	1882	.3	1.4	343	2458	.3	1.5	289	2178	.3	1.4	110	1411	.1	1.3	
WI '04	289	4893	.3	1.7	450	2327	.4	1.8	488	2702	.5	2.1	308	2249	.3	1.5	103	1031	.1	1.3	
FA '03	342	5755	.3	2.0	427	2780	.4	1.7	563	3257	.5	2.5	390	2969	.4	1.8	168	1567	.2	2.1	
SU '03	382	6208	.4	2.3	483	3356	.5	2.1	600	3685	.6	2.6	404	3060	.4	2.0	201	1828	.2	2.3	
4-Book	319	5391	.3	1.9	431	2586	.4	1.8	499	3026	.5	2.2	348	2614	.4	1.7	146	1459	.2	1.8	
SP '03	372	6297	.4	2.2	521	2971	.5	2.2	613	3593	.6	2.7	329	2759	.3	1.6	137	1703	.1	1.7	
KXTA-AM																					
SP '04	39	1152		.2	46	548		.2	99	630	.1	.4	44	539		.2	16	192			.2
WI '04	43	1259		.3	63	500	.1	.3	72	593	.1	.3	51	588		.2	21	237			.3
FA '03	61	1547	.1	.4	84	628	.1	.3	123	796	.1	.5	87	624	.1	.4	14	317			.2
SU '03	53	1374	.1	.3	74	709	.1	.3	126	808	.1	.6	70	616	.1	.3	7	216			.1
4-Book	49	1333	.1	.3	67	596	.1	.3	105	707	.1	.5	63	592	.1	.3	15	241			.2
SP '03	53	1197	.1	.3	80	555	.1	.3	132	704	.1	.6	35	370		.2	13	180			.2
XTRA-AM																					
SP '04	56	1703	.1	.3	78	574	.1	.3	112	764	.1	.5	72	859	.1	.4	7	179			.1
WI '04	45	1296		.3	75	568	.1	.3	75	585	.1	.3	72	686	.1	.3	13	158			.2
FA '03	58	1844	.1	.3	69	630	.1	.3	96	737	.1	.4	97	886	.1	.4	13	279			.2
SU '03	73	1666	.1	.4	107	802	.1	.5	138	918	.1	.6	117	877	.1	.6	11	244			.1
4-Book	58	1627	.1	.3	82	644	.1	.4	105	751	.1	.5	90	827	.1	.4	11	215			.2
SP '03	42	1308		.2	53	607	.1	.2	64	451	.1	.3	87	793	.1	.4	8	241			.1
KYSR-FM																					
SP '04	358	9426	.3	2.1	657	4333	.6	2.6	513	4203	.5	2.2	445	4693	.4	2.2	116	2258	.1	1.4	
WI '04	321	9438	.3	1.9	547	4108	.5	2.2	418	4264	.4	1.8	430	5263	.4	2.0	113	2373	.1	1.4	
FA '03	318	8657	.3	1.9	565	4104	.5	2.3	417	3848	.4	1.8	487	4581	.5	2.2	112	2140	.1	1.4	
SU '03	375	9769	.4	2.2	534	4294	.5	2.3	513	4710	.5	2.2	519	5173	.5	2.5	132	2307	.1	1.5	
4-Book	343	9323	.3	2.0	576	4210	.5	2.4	465	4256	.5	2.0	470	4928	.5	2.2	118	2270	.1	1.4	
SP '03	385	9781	.4	2.3	654	4379	.6	2.7	571	4655	.5	2.5	546	5258	.5	2.6	105	2297	.1	1.3	
KZAB-FM																					
SP '04	177	2897	.2	1.0	146	1103	.1	.6	257	1628	.2	1.1	262	1533	.2	1.3	89	884	.1	1.0	
WI '04	233	2561	.2	1.4	282	1396	.3	1.1	395	1491	.4	1.7	271	1458	.3	1.3	77	667	.1	1.0	
FA '03	261	3376	.2	1.5	342	1857	.3	1.4	396	1887	.4	1.7	241	1699	.2	1.1	127	1058	.1	1.6	
SU '03	236	2819	.2	1.4	244	1373	.2	1.1	365	1716	.4	1.6	288	1630	.3	1.4	99	966	.1	1.1	
4-Book	227	2913	.2	1.3	254	1432	.2	1.1	353	1681	.4	1.5	266	1580	.3	1.3	98	894	.1	1.2	
SP '03	292	3681	.3	1.7	308	1797	.3	1.3	404	2241	.4	1.8	327	1945	.3	1.5	152	1271	.1	1.8	
KZLA-FM																					
SP '04	406	6450	.4	2.4	575	3468	.5	2.3	574	3642	.5	2.5	544	4039	.5	2.7	133	1962	.1	1.6	
WI '04	367	6287	.3	2.2	484	3380	.5	2.0	577	3354	.5	2.5	513	3742	.5	2.4	131	1489	.1	1.7	
FA '03	433	6420	.4	2.6	602	3627	.6	2.4	722	3673	.7	3.1	525	3889	.5	2.4	127	1870	.1	1.6	
SU '03	369	6469	.4	2.2	505	3287	.5	2.2	564	3829	.5	2.5	454	3621	.4	2.2	103	1672	.1	1.2	
4-Book	394	6407	.4	2.4	542	3441	.5	2.2	609	3625	.6	2.7	509	3823	.5	2.4	124	1748	.1	1.5	
SP '03	415	6727	.4	2.5	586	3679	.6	2.4	618	3597	.6	2.7	489	3792	.5	2.3	157	1930	.2	1.9	

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
KGGI-FM																			
SP '04	67	2833	.1	.4	60	852	.1	.2	74	1072	.1	.3	93	1390	.1	.5	44	699	.5
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	66	2816	.1	.4	85	1047	.1	.3	66	1059	.1	.3	88	1311	.1	.4	52	877	.6
SU '03	66	2783	.1	.4	69	968	.1	.3	84	1124	.1	.4	80	1196	.1	.4	51	810	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	68	2876	.1	.4	87	1067	.1	.4	52	1014	.2	.2	77	1309	.1	.4	59	820	.7
TOTALS																			
SP '04	17010	100885	16.0		25224	86876	23.8		23322	78869	22.0		20437	84355	19.3		8502	56581	8.0
WI '04	16848	100943	15.9		24625	85904	23.2		23104	77903	21.8		21124	84179	19.9		7839	53276	7.4
FA '03	16969	100968	16.0		24853	86710	23.4		22940	77737	21.6		21731	85982	20.5		8156	56637	7.7
SU '03	16697	99267	16.0		23040	83612	22.1		22873	79918	22.0		20448	83504	19.6		8721	57111	8.4
4-Book	16881	100516	16.0		24436	85776	23.1		23060	78607	21.9		20935	84505	19.8		8305	55901	7.9
SP '03	16849	99076	16.2		24033	84539	23.1		22985	77078	22.1		21138	83655	20.3		8262	55476	7.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12+																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	684	6353	.6	3.0	244	2739	.2	2.0	308	851	.3	2.2	358	1167	.3	1.9	295	892	.3	2.1
4-Book	637	5926	.6	2.8	205	2621	.2	1.7	255	752	.2	1.9	289	1018	.3	1.5	198	669	.2	1.4
KBIG-FM																				
SP '04	573	7053	.5	2.5	200	3834	.2	1.7	137	648	.1	1.0	337	1225	.3	1.7	262	1005	.2	1.9
4-Book	544	6998	.5	2.4	224	3866	.2	1.9	192	765	.2	1.4	364	1230	.4	1.8	325	1161	.3	2.3
KBUA-FM																				
SP '04	128	1058	.1	.6	80	784	.1	.7	98	272	.1	.7	163	375	.2	.8	47	189	.1	.3
4-Book	127	997	.1	.6	77	681	.1	.7	107	277	.1	.8	133	340	.2	.7	67	199	.1	.5
KBUE-FM																				
SP '04	600	5993	.6	2.6	436	4247	.4	3.6	526	1368	.5	3.7	648	1687	.6	3.4	560	1545	.5	4.0
4-Book	508	5277	.5	2.2	335	3601	.3	2.8	389	1082	.4	2.8	526	1498	.5	2.7	420	1163	.4	2.9
KCBS-FM																				
SP '04	431	7787	.4	1.9	248	4681	.2	2.1	257	1055	.2	1.8	428	1836	.4	2.2	242	1129	.2	1.7
4-Book	511	7668	.5	2.3	255	4554	.2	2.1	262	1097	.3	1.9	491	1876	.5	2.5	339	1337	.3	2.4
KDLD-FM																				
SP '04	78	1186	.1	.3	41	594	.1	.3	15	89	.1	.3	64	274	.1	.3	55	199	.1	.4
4-Book	68	1399	.1	.3	48	814	.1	.4	30	142	.1	.2	63	328	.1	.3	71	268	.1	.5
KDLE-FM																				
SP '04	94	1517	.1	.4	36	699	.1	.3	22	128	.1	.2	49	273	.1	.3	33	154	.1	.2
4-Book	105	1505	.1	.5	54	854	.1	.5	32	161	.1	.3	91	333	.1	.5	65	258	.1	.5
KFI -AM																				
SP '04	1152	10279	1.1	5.0	387	4690	.4	3.2	869	2255	.8	6.1	358	1367	.3	1.9	235	730	.2	1.7
4-Book	1132	9678	1.1	4.9	342	4448	.3	2.8	805	2121	.8	5.9	467	1550	.4	2.4	211	730	.2	1.5
KFSH-FM																				
SP '04	211	2515	.2	.9	153	2074	.1	1.3	174	626	.2	1.2	224	854	.2	1.2	192	659	.2	1.4
4-Book	188	2375	.2	.8	131	1905	.1	1.1	127	503	.2	.9	221	797	.2	1.1	151	525	.1	1.1
KFWB-AM																				
SP '04	279	6156	.3	1.2	160	3315	.2	1.3	296	1187	.3	2.1	239	1195	.2	1.2	155	795	.1	1.1
4-Book	332	6674	.3	1.5	184	3631	.2	1.5	298	1243	.3	2.2	256	1193	.2	1.3	146	715	.1	1.0
KHHT-FM																				
SP '04	536	6650	.5	2.3	391	4515	.4	3.2	343	1012	.3	2.4	496	1746	.5	2.6	363	1166	.3	2.6
4-Book	505	6579	.5	2.2	337	4281	.3	2.8	270	890	.3	2.0	449	1547	.5	2.3	349	1144	.3	2.5
KHJ -AM																				
SP '04	242	2254	.2	1.1	133	1293	.1	1.1	139	381	.1	1.0	289	646	.3	1.5	184	377	.2	1.3
4-Book	231	2051	.2	1.0	129	1292	.1	1.1	138	373	.1	1.0	247	576	.3	1.2	155	421	.1	1.1
KIIS-FM																				
SP '04	689	13703	.6	3.0	423	8122	.4	3.5	381	1696	.4	2.7	720	3009	.7	3.7	539	2215	.5	3.9
4-Book	725	13794	.7	3.2	452	8216	.4	3.8	414	1745	.4	3.1	786	3345	.8	4.0	573	2340	.6	4.0
KVVS-FM																				
SP '04	35	410	.2	.2	15	319	.1	.1	18	71	.1	.1	26	125	.1	.1	18	69	.1	.1
4-Book	34	505	.2	.2	20	325	.1	.2	18	92	.1	.1	38	147	.1	.2	29	120	.1	.2
KJLH-FM																				
SP '04	391	3427	.4	1.7	312	2879	.3	2.6	223	730	.2	1.6	337	955	.3	1.7	253	618	.2	1.8
4-Book	355	3329	.4	1.6	342	2964	.4	2.8	257	660	.3	1.9	371	982	.3	1.9	279	689	.3	2.0
KKBT-FM																				
SP '04	636	11368	.6	2.8	415	6903	.4	3.4	384	1361	.4	2.7	691	2727	.7	3.6	547	2103	.5	3.9
4-Book	682	10849	.7	3.0	412	6387	.4	3.4	402	1302	.4	2.9	687	2582	.7	3.5	539	1840	.5	3.8
KKLA-FM																				
SP '04	135	1803	.1	.6	47	688	.1	.6	88	299	.1	.6	46	199	.2	.6	51	119	.1	.4
4-Book	122	1628	.1	.6	38	665	.1	.6	54	182	.1	.4	50	166	.2	.6	24	86	.1	.2

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	
KLAC-AM																				
SP '04	234	3818	.2	1.0	151	2613	.1	1.3	68	246	.1	.5	100	424	.1	.5	178	611	.2	1.3
4-Book	218	3107	.2	1.0	120	1778	.1	1.0	75	262	.1	.6	155	532	.2	.8	160	561	.2	1.1
KLAX-FM																				
SP '04	1172	9055	1.1	5.1	567	5880	.5	4.7	1254	2595	1.2	8.9	892	2651	.8	4.6	603	1776	.6	4.3
4-Book	804	7581	.8	3.5	442	4945	.4	3.7	734	1768	.7	5.3	730	2093	.7	3.7	487	1426	.5	3.4
KLDS-FM																				
SP '04	517	7505	.5	2.2	229	3963	.2	1.9	268	794	.3	1.9	418	1530	.4	2.2	250	1024	.2	1.8
4-Book	535	7501	.5	2.4	236	3977	.2	2.0	241	813	.2	1.8	392	1471	.4	2.0	306	1152	.3	2.1
KLXS-FM																				
SP '04	900	6624	.8	3.9	99	1841	.1	.8	99	341	.1	.7	138	521	.1	.7	114	431	.1	.8
4-Book	733	6013	.7	3.2	95	1606	.1	.8	114	366	.1	.8	121	432	.1	.6	81	271	.1	.6
KLTX-AM																				
SP '04	157	917	.1	.7	86	622	.1	.7	143	343	.1	1.0	153	358	.1	.8	84	260	.1	.6
4-Book	167	1037	.2	.7	90	717	.1	.7	154	368	.1	1.1	144	330	.1	.8	95	231	.1	.7
KLVE-FM																				
SP '04	648	7872	.6	2.8	406	4767	.4	3.4	493	1199	.5	3.5	684	1964	.6	3.5	458	1231	.4	3.3
4-Book	744	8386	.7	3.3	434	5188	.4	3.6	529	1428	.5	3.9	771	2081	.7	3.9	434	1288	.4	3.0
KLYY-FM																				
SP '04	290	3297	.3	1.3	175	2259	.2	1.5	235	660	.2	1.7	327	850	.3	1.7	178	532	.2	1.3
4-Book	291	3447	.3	1.3	202	2331	.2	1.7	213	625	.2	1.6	389	1048	.4	2.0	229	662	.2	1.6
+KMXE-AM																				
SP '04	128	783	.1	.6	31	393	.3	.3	52	112	.4	.4	61	193	.1	.3	28	104	.2	.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	330	4463	.3	1.4	217	2901	.2	1.8	188	710	.2	1.3	299	1134	.3	1.5	272	834	.3	2.0
4-Book	337	4400	.3	1.5	248	3000	.3	2.1	205	767	.2	1.5	384	1277	.4	2.0	266	914	.3	1.9
KNX -AM																				
SP '04	488	7649	.5	2.1	280	4147	.3	2.3	450	1402	.4	3.2	469	1718	.4	2.4	174	656	.2	1.3
4-Book	474	7800	.5	2.1	257	4384	.3	2.1	419	1541	.4	3.1	388	1537	.4	2.0	204	889	.2	1.4
KOST-FM																				
SP '04	895	9133	.8	3.9	374	4759	.4	3.1	337	1099	.3	2.4	647	1645	.6	3.4	479	1373	.5	3.4
4-Book	822	9406	.8	3.6	400	5591	.4	3.3	399	1340	.4	2.9	704	2074	.7	3.6	481	1603	.5	3.3
KPWR-FM																				
SP '04	1071	15846	1.0	4.7	661	9832	.6	5.5	629	2258	.6	4.4	1167	4268	1.1	6.0	872	2843	.8	6.3
4-Book	1028	15351	1.0	4.5	677	9788	.7	5.6	607	2211	.6	4.4	1098	4031	1.0	5.6	881	3030	.8	6.2
KRCD-FM																				
SP '04	363	3161	.3	1.6	247	2271	.2	2.1	369	906	.3	2.6	473	1157	.4	2.5	283	628	.3	2.0
4-Book	287	2455	.3	1.3	174	1604	.2	1.5	234	561	.2	1.7	300	711	.3	1.5	205	477	.2	1.4
KRCV-FM																				
SP '04	138	1370	.1	.6	109	963	.1	.9	161	394	.2	1.1	144	407	.1	.7	137	322	.1	1.0
4-Book	142	1327	.1	.7	91	833	.1	.8	110	275	.1	.8	144	404	.1	.7	99	242	.1	.7
KRLA-AM																				
SP '04	393	2909	.4	1.7	43	917	.4	.4	33	150	.2	.2	85	298	.1	.4	111	268	.1	.8
4-Book	288	2430	.3	1.3	39	690	.4	.4	50	156	.1	.4	77	239	.1	.4	55	143	.1	.4
KROQ-FM																				
SP '04	970	13005	.9	4.2	488	7395	.5	4.1	386	1607	.4	2.7	709	3037	.7	3.7	614	2249	.6	4.4
4-Book	955	13492	.9	4.2	507	7825	.5	4.2	429	1596	.4	3.2	848	3282	.8	4.3	692	2510	.7	4.8
KRTH-FM																				
SP '04	660	10306	.6	2.9	442	6487	.4	3.7	382	1516	.4	2.7	879	2642	.8	4.6	534	1713	.5	3.8
4-Book	681	9593	.7	3.0	400	5929	.4	3.3	400	1423	.4	2.9	761	2466	.7	3.9	443	1509	.4	3.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

	Persons 12+																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSCA-FM																				
SP '04	456	4481	.4	2.0	232	2829	.2	1.9	497	1111	.5	3.5	367	1251	.3	1.9	169	564	.2	1.2
4-Book	774	5840	.8	3.4	317	3363	.3	2.6	710	1479	.7	5.2	425	1225	.4	2.2	563	1152	.6	3.9
KSPN-AM																				
SP '04	111	2326	.1	.5	72	1061	.1	.6	63	230	.1	.4	106	327	.1	.5	101	318	.1	.7
4-Book	101	1954	.1	.5	61	959	.1	.5	41	195	.1	.3	84	323	.1	.4	96	266	.1	.7
KSSE-FM																				
SP '04	533	5866	.5	2.3	264	3455	.2	2.2	373	1128	.4	2.6	526	1658	.5	2.7	272	807	.3	2.0
4-Book	508	5579	.5	2.2	258	3296	.3	2.2	341	1063	.3	2.5	496	1519	.5	2.5	271	820	.3	1.9
KSUR-AM																				
SP '04	96	1157	.1	.4	79	994	.1	.7	57	214	.1	.4	152	442	.1	.8	87	361	.1	.6
4-Book	92	1047	.1	.4	72	822	.1	.6	65	211	.1	.5	138	398	.1	.7	94	296	.1	.7
KTWV-FM																				
SP '04	796	6984	.8	3.5	387	4466	.4	3.2	335	1121	.3	2.4	701	2068	.7	3.6	469	1285	.4	3.4
4-Book	828	7283	.8	3.6	408	4632	.4	3.4	360	1264	.3	2.6	736	2083	.7	3.7	535	1467	.5	3.7
KWIZ-FM																				
SP '04	65	1009	.1	.3	46	794	.1	.4	53	177	.1	.4	71	218	.1	.4	64	204	.1	.5
4-Book	106	1276	.1	.5	76	919	.1	.6	101	272	.1	.8	140	362	.1	.7	95	247	.1	.7
KWKV-AM																				
SP '04	128	1069	.1	.6	42	443	.1	.3	81	162	.1	.6	53	139	.1	.3	85	182	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWE-FM																				
SP '04	150	1560	.1	.7	55	898	.1	.5	68	255	.1	.5	65	235	.1	.3	34	93	.1	.2
4-Book	120	1534	.1	.5	66	973	.1	.6	86	276	.1	.6	78	265	.1	.4	88	270	.1	.6
KXOL-FM																				
SP '04	333	3918	.3	1.4	247	2480	.2	2.1	320	708	.3	2.3	408	1038	.4	2.1	338	800	.3	2.4
4-Book	432	4614	.4	1.9	237	2764	.2	2.0	295	793	.3	2.2	426	1136	.4	2.2	294	780	.3	2.1
KXTA-AM																				
SP '04	66	1029	.1	.3	7	249	.1	.3	2	21	.1	.3	9	61	.1	.3	13	96	.1	.3
4-Book	81	1107	.1	.4	16	419	.1	.4	15	97	.1	.4	32	170	.1	.4	29	118	.1	.4
XTRA-AM																				
SP '04	89	1446	.1	.4	31	490	.1	.4	47	238	.1	.4	59	218	.1	.4	42	174	.1	.4
4-Book	93	1355	.1	.4	27	584	.1	.4	30	158	.1	.4	46	188	.1	.4	33	149	.1	.4
KYSR-FM																				
SP '04	536	7882	.5	2.3	205	4070	.2	1.7	119	629	.1	.8	415	1507	.4	2.1	288	1091	.3	2.1
4-Book	501	7887	.5	2.2	215	4160	.2	1.8	168	722	.2	1.2	405	1577	.4	2.0	296	1192	.3	2.1
KZAB-FM																				
SP '04	224	2510	.2	1.0	153	1453	.1	1.3	104	351	.1	.7	223	581	.2	1.2	258	528	.2	1.9
4-Book	296	2501	.3	1.3	192	1693	.2	1.6	197	529	.2	1.5	350	845	.3	1.8	232	545	.2	1.6
KZLA-FM																				
SP '04	565	5716	.5	2.5	310	3554	.3	2.6	424	1362	.4	3.0	535	1751	.5	2.8	390	1269	.4	2.8
4-Book	558	5521	.5	2.5	286	3554	.3	2.4	339	1156	.3	2.5	536	1647	.5	2.7	370	1179	.4	2.6
KGGI-FM																				
SP '04	75	2291	.1	.3	66	1461	.1	.5	44	197	.1	.3	85	421	.1	.4	54	292	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	23020	99404	21.7		12047	80422	11.4		14164	37619	13.4		19303	48938	18.2		13907	36933	13.1	
4-Book	22829	98823	21.6		12067	80602	11.4		13673	36910	13.0		19744	49717	18.7		14328	37694	13.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 12+																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
SP '04		180	489	.2	2.2	276	758	.3	3.0	238	817	.2	1.7	147	557	.1	1.4	159	457	.1	2.4	
4-Book		150	488	.2	1.9	251	731	.3	2.8	249	912	.2	1.8	144	576	.2	1.3	111	378	.1	1.7	
KBIG-FM																						
SP '04		213	905	.2	2.7	139	590	.1	1.5	247	1109	.2	1.7	156	699	.1	1.5	84	479	.1	1.3	
4-Book		242	898	.2	3.1	131	550	.1	1.4	238	982	.2	1.7	184	759	.2	1.7	103	430	.1	1.6	
KBUA-FM																						
SP '04		41	158	.5	.5	30	110	.3	.3	136	336	.1	1.0	92	262	.1	.9	23	95	.3	.3	
4-Book		42	146	.5	.5	62	144	.1	.7	104	267	.1	.7	78	212	.1	.7	24	94	.4	.4	
KBUE-FM																						
SP '04		360	1027	.3	4.5	284	882	.3	3.1	483	1400	.5	3.4	406	1366	.4	3.8	231	748	.2	3.5	
4-Book		260	821	.3	3.3	219	650	.2	2.4	385	1104	.4	2.7	299	878	.3	2.7	183	540	.2	2.9	
KCBS-FM																						
SP '04		168	739	.2	2.1	85	520	.1	.9	423	1709	.4	3.0	249	966	.2	2.3	101	580	.1	1.5	
4-Book		156	708	.2	2.0	114	557	.1	1.2	331	1442	.3	2.3	248	994	.2	2.2	89	479	.1	1.4	
KDLD-FM																						
SP '04		23	119	.3	.3	7	37	.1	.1	68	258	.1	.5	53	113	.5	.5	35	127	.5	.5	
4-Book		37	179	.5	.5	21	75	.2	.2	66	258	.1	.5	59	192	.5	.5	31	138	.5	.5	
KDLE-FM																						
SP '04		21	99	.3	.3	9	80	.1	.1	58	292	.1	.4	65	206	.1	.6	25	123	.4	.4	
4-Book		48	216	.6	.6	14	93	.2	.2	76	312	.1	.5	64	230	.1	.6	32	165	.5	.5	
KFI -AM																						
SP '04		382	1037	.4	4.8	442	1268	.4	4.8	201	787	.2	1.4	260	683	.2	2.4	402	1248	.4	6.0	
4-Book		214	718	.2	2.7	323	1078	.3	3.6	307	1076	.3	2.2	186	605	.2	1.7	254	821	.3	4.0	
KFSH-FM																						
SP '04		64	278	.1	.8	160	811	.2	1.7	230	1076	.2	1.6	171	636	.2	1.6	27	226	.4	.4	
4-Book		52	257	.1	.7	160	750	.2	1.8	185	933	.2	1.3	124	511	.1	1.2	38	226	.6	.6	
KFWB-AM																						
SP '04		108	441	.1	1.3	210	880	.2	2.3	135	740	.1	.9	91	485	.1	.9	68	225	.1	1.0	
4-Book		118	459	.1	1.5	247	1017	.2	2.8	196	958	.2	1.4	155	735	.1	1.4	76	379	.1	1.2	
KHHT-FM																						
SP '04		291	1165	.3	3.6	191	583	.2	2.1	279	1125	.3	2.0	431	1334	.4	4.0	685	1518	.6	10.2	
4-Book		264	942	.2	3.4	174	569	.2	1.9	262	1021	.3	1.8	338	1115	.3	3.1	547	1270	.5	8.5	
KHJ -AM																						
SP '04		64	122	.1	.8	75	252	.1	.8	121	397	.1	.8	115	312	.1	1.1	76	157	.1	1.1	
4-Book		64	187	.1	.8	92	285	.1	1.0	149	436	.2	1.1	124	308	.1	1.1	62	179	.1	1.0	
KIIS-FM																						
SP '04		368	1500	.3	4.6	240	1140	.2	2.6	505	2318	.5	3.5	394	1636	.4	3.7	210	1062	.2	3.1	
4-Book		354	1587	.3	4.5	281	1210	.3	3.1	511	2369	.5	3.6	417	1687	.4	3.8	256	1177	.3	4.0	
KVVS-FM																						
SP '04						25	102	.3	.3	14	73	.1	.1	12	19	.1	.1	5	28	.1	.1	
4-Book		10	57	.1	.1	11	58	.2	.2	18	75	.1	.1	21	66	.2	.2	10	61	.2	.2	
KJLH-FM																						
SP '04		161	545	.2	2.0	432	1218	.4	4.7	504	1470	.5	3.5	417	930	.4	3.9	185	488	.2	2.8	
4-Book		167	498	.2	2.1	411	1092	.4	4.5	599	1532	.6	4.2	470	991	.5	4.3	194	524	.2	3.0	
KKBT-FM																						
SP '04		338	1389	.3	4.2	243	796	.2	2.6	457	1829	.4	3.2	320	1247	.3	3.0	304	1237	.3	4.5	
4-Book		343	1376	.3	4.4	248	819	.2	2.7	407	1656	.4	2.9	392	1385	.4	3.6	260	1044	.2	4.1	
KKLA-FM																						
SP '04		20	50	.2	.2	95	326	.1	1.0	48	151	.3	.3	10	48	.1	.1	26	65	.4	.4	
4-Book		11	47	.1	.1	85	313	.1	.9	47	192	.3	.3	17	69	.2	.2	19	65	.3	.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 12+

Persons 12+																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KLAC-AM																					
SP '04	183	600	.2	2.3	66	305	.1	.7	232	688	.2	1.6	230	945	.2	2.1	135	621	.1	2.0	
4-Book	89	338	.1	1.1	49	200	.1	.5	159	518	.2	1.1	171	555	.2	1.5	100	349	.1	1.6	
KLAX-FM																					
SP '04	207	794	.2	2.6	549	1383	.5	6.0	576	1669	.5	4.0	366	994	.3	3.4	188	635	.2	2.8	
4-Book	217	783	.2	2.8	360	1019	.4	4.0	500	1536	.5	3.5	370	1008	.4	3.3	175	638	.2	2.7	
KLOS-FM																					
SP '04	110	431	.1	1.4	112	432	.1	1.2	283	1246	.3	2.0	234	917	.2	2.2	145	488	.1	2.2	
4-Book	153	593	.1	2.0	127	481	.1	1.4	277	1115	.3	1.9	258	914	.3	2.3	128	488	.1	2.0	
KLSX-FM																					
SP '04	42	229	.5		112	430	.1	1.2	180	535	.2	1.3	97	307	.1	.9	14	85		.2	
4-Book	37	176	.5		132	444	.1	1.4	163	503	.2	1.2	87	293	.1	.8	32	118		.5	
KLTX-AM																					
SP '04	49	131	.6		69	178	.1	.7	71	211	.1	.5	52	156		.5	65	165	.1	1.0	
4-Book	42	136	.6		104	288	.1	1.2	94	285	.1	.7	54	138		.5	39	122		.6	
KLVE-FM																					
SP '04	435	1246	.4	5.4	221	689	.2	2.4	361	1225	.3	2.5	278	791	.3	2.6	285	835	.3	4.3	
4-Book	393	1166	.4	5.0	274	857	.3	3.0	469	1465	.4	3.3	320	922	.3	2.9	242	783	.2	3.8	
KLYY-FM																					
SP '04	95	361	.1	1.2	90	311	.1	1.0	237	704	.2	1.7	149	373	.1	1.4	80	286	.1	1.2	
4-Book	115	434	.1	1.5	115	370	.1	1.3	262	732	.3	1.9	179	480	.2	1.6	103	363	.1	1.6	
+KMXE-AM																					
SP '04	31	124	**	.4	49	108	**	.5	17	61	**	.1	4	17	**	.1	7	17	**	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																					
SP '04	172	517	.2	2.1	160	649	.2	1.7	308	958	.3	2.2	252	814	.2	2.4	86	340	.1	1.3	
4-Book	193	650	.2	2.5	185	672	.2	2.0	322	1053	.3	2.3	262	765	.3	2.4	149	508	.1	2.4	
KNX -AM																					
SP '04	104	527	.1	1.3	332	1207	.3	3.6	431	1412	.4	3.0	153	608	.1	1.4	123	447	.1	1.8	
4-Book	140	690	.1	1.8	300	1197	.3	3.3	317	1304	.3	2.2	178	800	.2	1.6	125	627	.1	1.9	
KOST-FM																					
SP '04	308	1014	.3	3.8	247	920	.2	2.7	390	1288	.4	2.7	320	1065	.3	3.0	240	735	.2	3.6	
4-Book	303	1127	.3	3.8	269	943	.3	3.0	461	1685	.5	3.3	340	1238	.3	3.1	217	814	.2	3.4	
KPWR-FM																					
SP '04	590	2235	.6	7.4	351	1385	.3	3.8	680	2841	.6	4.8	680	2349	.6	6.4	297	1243	.3	4.4	
4-Book	629	2366	.6	8.1	377	1434	.4	4.2	734	2828	.7	5.2	643	2257	.6	5.8	407	1515	.4	6.3	
KRCD-FM																					
SP '04	177	441	.2	2.2	150	430	.1	1.6	295	690	.3	2.1	122	356	.1	1.1	92	270	.1	1.4	
4-Book	133	340	.2	1.7	115	309	.1	1.3	203	532	.2	1.4	108	283	.1	1.0	89	281	.1	1.4	
KRCV-FM																					
SP '04	57	205	.1	.7	55	180	.1	.6	121	395	.1	.8	136	332	.1	1.3	68	267	.1	1.0	
4-Book	54	193	.1	.7	82	210	.1	.9	109	298	.1	.8	84	193	.1	.8	44	156		.7	
KRLA-AM																					
SP '04	13	48	.2		19	74	.2		27	132	.2		33	94	.3		29	145		.4	
4-Book	15	43	.2		24	71	.3		40	124	.3		38	105	.3		18	81		.3	
KROQ-FM																					
SP '04	444	1733	.4	5.5	264	876	.2	2.9	549	2149	.5	3.8	488	1778	.5	4.6	410	1522	.4	6.1	
4-Book	401	1731	.4	5.1	288	1016	.3	3.0	542	2277	.5	3.8	497	1822	.5	4.5	354	1392	.4	5.5	
KRTH-FM																					
SP '04	263	1022	.2	3.3	327	1122	.3	3.5	590	2023	.6	4.1	377	1386	.4	3.5	156	635	.1	2.3	
4-Book	214	895	.2	2.7	318	1079	.3	3.5	535	1908	.5	3.8	369	1265	.4	3.4	145	583	.1	2.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		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	
KSCA-FM	SP '04	72	329	.1	.9	227	584	.2	2.5	268	844	.3	1.9	188	591	.2	1.8	101	356	.1	1.5	
	4-Book	154	523	.2	2.0	212	594	.2	2.4	235	695	.3	1.7	244	615	.2	2.2	89	302	.1	1.4	
KSPN-AM	SP '04	40	150		.5	45	162		.5	99	327	.1	.7	103	448	.1	1.0	26	111		.4	
	4-Book	48	185	.1	.6	25	112		.3	83	275	.1	.6	82	311	.1	.8	29	99		.5	
KSSE-FM	SP '04	168	584	.2	2.1	178	578	.2	1.9	285	882	.3	2.0	225	648	.2	2.1	87	386	.1	1.3	
	4-Book	153	600	.2	2.0	162	522	.2	1.8	289	970	.3	2.1	234	702	.2	2.1	116	475	.1	1.8	
KSUR-AM	SP '04	65	262	.1	.8	30	136		.3	104	335	.1	.7	66	264	.1	.6	57	227	.1	.9	
	4-Book	32	175		.4	35	156		.4	100	338	.1	.7	74	261	.1	.7	30	158		.5	
KTWV-FM	SP '04	215	748	.2	2.7	251	795	.2	2.7	521	1549	.5	3.6	395	1177	.4	3.7	192	631	.2	2.9	
	4-Book	240	922	.2	3.1	246	823	.2	2.7	537	1677	.5	3.7	433	1183	.4	3.9	167	629	.2	2.6	
KWIZ-FM	SP '04	16	120		.2	17	89		.2	82	273	.1	.6	39	127		.4	23	102		.3	
	4-Book	46	166		.6	38	119		.4	96	270	.1	.7	59	171	.1	.6	35	123		.5	
KWKW-AM	SP '04	4	26			52	134		.6	35	100		.2	37	102		.3	9	19		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM	SP '04	23	132		.3	70	283	.1	.8	125	428	.1	.9	28	133		.3	22	111		.3	
	4-Book	27	148		.4	67	284	.1	.8	102	397	.1	.7	42	172		.4	42	160		.6	
KXOL-FM	SP '04	87	321	.1	1.1	222	569	.2	2.4	309	789	.3	2.2	223	523	.2	2.1	91	303	.1	1.4	
	4-Book	123	423	.2	1.6	187	562	.2	2.1	263	768	.3	1.9	201	576	.2	1.8	114	379	.1	1.8	
KXTA-AM	SP '04	3	19			2	21			12	54		.1	9	52		.1	8	28		.1	
	4-Book	9	49		.1	10	53		.1	17	79		.1	12	65		.1	8	31		.1	
XTRA-AM	SP '04	12	63		.1	23	130		.2	50	119		.3	15	41		.1	2	27			
	4-Book	9	47		.1	25	126		.3	39	153		.3	26	105		.2	9	47		.1	
KYSR-FM	SP '04	101	633	.1	1.3	133	743	.1	1.4	323	1509	.3	2.3	179	949	.2	1.7	63	392	.1	.9	
	4-Book	123	696	.1	1.6	135	586	.1	1.5	280	1341	.3	2.0	219	885	.2	2.0	91	418	.1	1.4	
KZAB-FM	SP '04	107	329	.1	1.3	111	312	.1	1.2	236	622	.2	1.6	119	291	.1	1.1	65	180	.1	1.0	
	4-Book	113	366	.1	1.4	124	375	.1	1.4	265	708	.3	1.9	168	394	.2	1.5	76	275	.1	1.2	
KZLA-FM	SP '04	124	594	.1	1.5	214	789	.2	2.3	395	1329	.4	2.8	346	1070	.3	3.2	76	417	.1	1.1	
	4-Book	125	600	.1	1.6	203	780	.2	2.2	373	1343	.4	2.7	270	930	.3	2.4	78	397	.1	1.2	
KGGI-FM	SP '04	50	262		.6	45	138		.5	89	353	.1	.6	103	410	.1	1.0	56	208	.1	.8	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '04	8021	24858	7.6		9226	27415	8.7		14304	39736	13.5		10703	29853	10.1		6688	21006	6.3		
	4-Book	7878	25254	7.5		9103	27170	8.6		14238	39913	13.5		11076	29918	10.5		6429	20340	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
KABC-AM																			
SP '04	6	234	.2	8	93	.2	7	111	.2	11	129	.3	2	37	.1				
WI '04	9	207	.3	2	24	.1	10	121	.3	30	102	.1	6	39	.3				
FA '03	10	208	.3	5	91	.1	2	57	.1	43	143	.2	9	76	.4				
SU '03	2	141	.1	1	33		4	57	.1	3	58	.1		12					
4-Book	7	198	.2	4	60	.1	6	87	.2	22	108	.1	4	41	.2				
SP '03	3	178	.1	1	28		3	41	.1	11	98	.3	1	34					
KBIG-FM																			
SP '04	41	1459	.2	52	481	.2	75	646	.3	45	580	.2	16	339	.1				
WI '04	31	1605	.1	35	444	.1	40	519	.2	41	610	.2	13	355	.1				
FA '03	52	1665	.2	67	643	.3	79	685	.3	70	749	.3	32	458	.1				
SU '03	61	1587	.2	60	490	.2	98	675	.4	91	726	.4	30	401	.1				
4-Book	46	1579	.2	54	515	.2	73	631	.3	62	666	.3	23	388	.1				
SP '03	41	1638	.2	31	480	.1	63	669	.3	72	789	.3	19	273	.1				
KBUA-FM																			
SP '04	24	421	.1	20	217	.1	28	207	.1	33	241	.1	13	124	.1				
WI '04	21	449	.1	34	234	.1	22	162	.1	14	163	.1	14	103	.1				
FA '03	31	355	.1	56	223	.2	28	196	.1	35	210	.1	17	170	.1				
SU '03	42	451	.2	61	269	.2	63	306	.3	42	261	.2	24	176	.1				
4-Book	30	419	.1	43	236	.2	35	218	.2	31	219	.1	17	143	.1				
SP '03	23	263	.1	34	156	.1	28	120	.1	19	135	.1	15	157	.1				
KBUE-FM																			
SP '04	177	2518	.7	189	1230	.8	160	1328	.7	213	1454	.9	162	1101	.7				
WI '04	119	2037	.5	155	1088	.6	109	873	.4	135	1109	.6	96	834	.4				
FA '03	112	1968	.5	128	953	.5	125	919	.5	134	1161	.5	80	718	.3				
SU '03	142	2200	.6	187	994	.8	166	1129	.7	171	1242	.7	95	917	.4				
4-Book	138	2181	.6	165	1066	.7	140	1062	.7	163	1242	.7	108	893	.5				
SP '03	127	2398	.5	169	1071	.7	129	1112	.5	172	1205	.7	94	923	.4				
KCBS-FM																			
SP '04	41	1977	.2	37	700	.2	38	792	.2	63	925	.3	39	648	.2				
WI '04	56	1782	.2	54	648	.2	82	865	.3	84	888	.3	32	486	.1				
FA '03	63	1794	.3	78	721	.3	89	720	.4	94	1010	.4	39	574	.2				
SU '03	49	1748	.2	39	633	.2	61	917	.2	67	845	.3	29	520	.1				
4-Book	52	1825	.2	52	676	.2	68	824	.3	77	917	.3	35	557	.2				
SP '03	45	1610	.2	33	466	.1	71	651	.3	63	814	.3	36	407	.1				
KDLD-FM																			
SP '04	8	300	.2	9	125	.2	8	97	.2	10	122	.2	6	103	.2				
WI '04	9	357	.3	10	130	.3	8	138	.3	14	226	.1	10	108	.4				
FA '03	20	669	.1	16	218	.1	7	206	.2	38	371	.2	24	348	.1				
SU '03	27	783	.1	42	306	.2	31	445	.1	27	452	.1	27	395	.1				
4-Book	16	527	.1	19	195	.1	14	222	.4	22	293	.1	17	239	.1				
SP '03	19	515	.1	11	174	.3	22	220	.1	30	271	.1	16	220	.1				
KDLE-FM																			
SP '04	14	529	.1	13	177	.1	24	202	.1	19	272	.1	11	207	.4				
WI '04	14	485	.1	9	164	.2	23	293	.1	24	293	.1	7	126	.3				
FA '03	28	607	.1	29	327	.1	33	295	.1	38	287	.2	24	246	.1				
SU '03	34	830	.1	19	313	.1	37	492	.2	39	505	.2	34	396	.1				
4-Book	23	613	.1	18	245	.1	29	321	.1	30	339	.2	19	244	.1				
SP '03	17	601	.1	23	283	.1	15	228	.1	23	302	.1	14	213	.1				
KFI -AM																			
SP '04	22	579	.1	21	210	.1	21	172	.1	41	267	.2	18	129	.1				
WI '04	14	436	.1	22	231	.1	17	172	.1	20	208	.1	13	96	.1				
FA '03	24	662	.1	34	313	.1	24	149	.1	55	303	.2	17	145	.1				
SU '03	15	564	.1	13	101	.1	8	144	.2	29	278	.1	18	117	.1				
4-Book	19	560	.1	23	214	.1	18	159	.1	36	264	.2	17	122	.1				
SP '03	22	544	.1	50	327	.2	22	198	.1	29	285	.1	11	142	.4				

Target Listener Trends - Persons 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KFSH-FM																				
SP '04	30	762	.1	.9	34	318	.1	.9	28	326	.1	.9	41	430	.2	1.0	23	308	.1	.9
WI '04	23	749	.1	.7	34	380	.1	.9	18	273	.1	.6	24	385	.1	.6	11	237		.5
FA '03	23	526	.1	.7	23	269	.1	.6	34	176	.1	1.1	23	231	.1	.5	13	148	.1	.5
SU '03	20	524	.1	.6	20	177	.1	.5	20	184	.1	.5	24	240	.1	.6	12	214		.4
4-Book	24	640	.1	.7	28	286	.1	.7	25	240	.1	.8	28	322	.1	.7	15	227	.1	.6
SP '03	26	686	.1	.8	27	229	.1	.7	16	230	.1	.5	36	356	.1	.8	17	233	.1	.7
KFVB-AM																				
SP '04	6	417		.2	20	213	.1	.5	1	57			6	130		.1	4	120		.2
WI '04	4	263		.1	9	131		.2	5	67		.2	3	62		.1	3	65		.1
FA '03	7	505		.2	12	264		.3	7	178		.2	11	209		.2	1	27		
SU '03	7	356		.2	7	98		.2	6	53		.1	5	82		.1	6	61		.2
4-Book	6	385		.2	12	177		.3	5	89		.1	6	121		.1	4	68		.1
SP '03	13	521	.1	.4	21	234	.1	.5	15	193	.1	.4	20	206	.1	.5	6	174		.2
KHHT-FM																				
SP '04	148	3348	.6	4.6	129	1230	.5	3.3	121	1337	.5	3.7	156	1506	.6	3.6	189	1732	.8	7.5
WI '04	111	3187	.5	3.6	91	1119	.4	2.3	108	1276	.4	3.5	122	1527	.5	2.9	122	1337	.5	5.2
FA '03	152	3580	.6	4.6	152	1504	.6	3.8	161	1301	.7	5.0	167	1854	.7	3.6	148	1635	.6	5.8
SU '03	140	3555	.6	3.9	135	1379	.6	3.6	165	1533	.7	3.8	147	1481	.6	3.4	128	1524	.5	4.5
4-Book	138	3418	.6	4.2	127	1308	.5	3.3	139	1362	.6	4.0	148	1592	.6	3.4	147	1557	.6	5.8
SP '03	133	3240	.5	4.0	121	1157	.5	3.0	145	1190	.6	4.2	147	1409	.6	3.4	131	1403	.5	5.1
KHJ -AM																				
SP '04	8	325		.2	13	119	.1	.3	13	155	.1	.4	6	90		.1	3	76		.1
WI '04	7	344		.2	10	122		.3	9	148		.3	3	73		.1	4	79		.2
FA '03	8	139		.2	9	93		.2	10	76		.3	12	74		.3	6	54		.2
SU '03	13	277	.1	.4	25	118	.1	.7	18	167	.1	.4	12	132		.3	3	65		.1
4-Book	9	271		.3	14	113		.4	13	137		.4	8	92		.2	4	69		.2
SP '03	26	312	.1	.8	33	167	.1	.8	50	155	.2	1.4	24	103	.1	.5	8	93		.3
KIIS-FM																				
SP '04	306	8117	1.3	9.5	371	3863	1.5	9.5	255	3724	1.0	7.8	481	4631	2.0	11.2	237	3164	1.0	9.4
WI '04	310	8137	1.3	10.0	403	3855	1.7	10.2	272	3261	1.1	8.9	444	4765	1.8	10.7	254	3062	1.0	10.9
FA '03	265	7857	1.1	8.0	314	3734	1.3	7.8	230	3360	.9	7.1	366	4209	1.5	8.0	218	2823	.9	8.6
SU '03	346	8535	1.4	9.7	319	3451	1.3	8.4	447	4912	1.8	10.3	442	4684	1.8	10.2	260	3598	1.1	9.2
4-Book	307	8162	1.3	9.3	352	3726	1.5	9.0	301	3814	1.2	8.5	433	4572	1.8	10.0	242	3162	1.0	9.5
SP '03	283	7864	1.2	8.5	359	3833	1.5	9.0	236	3226	1.0	6.8	414	4488	1.7	9.5	196	2903	.8	7.7
KVVS-FM																				
SP '04	11	279		.3	17	123	.1	.4	10	159		.3	18	163	.1	.4	5	82		.2
WI '04	19	380	.1	.6	29	216	.1	.7	16	231	.1	.5	28	253	.1	.7	13	111	.1	.6
FA '03	16	331	.1	.5	24	235	.1	.6	12	157		.4	25	222	.1	.5	12	127		.5
SU '03	13	307	.1	.4	21	129	.1	.6	15	159	.1	.3	13	181	.1	.3	11	156		.4
4-Book	15	324	.1	.5	23	176	.1	.6	13	177	.1	.4	21	205	.1	.5	10	119		.4
SP '03	13	366	.1	.4	18	217	.1	.5	11	175		.3	21	267	.1	.5	4	105		.2
KJLH-FM																				
SP '04	25	788	.1	.8	20	184	.1	.5	17	198	.1	.5	24	364	.1	.6	23	264	.1	.9
WI '04	39	1002	.2	1.3	47	313	.2	1.2	27	214	.1	.9	47	319	.2	1.1	29	313	.1	1.2
FA '03	26	748	.1	.8	14	189	.1	.3	18	197	.1	.6	27	315	.1	.6	18	236	.1	.7
SU '03	36	899	.1	1.0	27	340	.1	.7	30	391	.1	.7	28	356	.1	.6	31	332	.1	1.1
4-Book	32	859	.1	1.0	27	257	.1	.7	23	250	.1	.7	32	339	.1	.7	25	286	.1	1.0
SP '03	41	867	.2	1.2	42	327	.2	1.1	30	336	.1	.9	31	331	.1	.7	37	221	.2	1.5
KKBT-FM																				
SP '04	268	7730	1.1	8.3	293	3412	1.2	7.5	247	3420	1.0	7.5	356	4198	1.5	8.3	252	3195	1.0	9.9
WI '04	272	6855	1.1	8.8	352	2921	1.4	8.9	222	2927	.9	7.2	320	3869	1.3	7.7	241	2812	1.0	10.3
FA '03	295	7365	1.2	8.9	364	3395	1.5	9.0	250	3133	1.0	7.7	425	4254	1.7	9.2	260	3108	1.1	10.2
SU '03	252	7036	1.0	7.1	253	2673	1.0	6.7	289	3657	1.2	6.7	315	3577	1.3	7.3	202	2999	.8	7.2
4-Book	272	7247	1.1	8.3	316	3100	1.3	8.0	252	3284	1.0	7.3	354	3975	1.5	8.1	239	3029	1.0	9.4
SP '03	242	6933	1.0	7.3	271	2951	1.1	6.8	206	2980	.8	5.9	364	3929	1.5	8.3	227	3028	.9	8.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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
KKLA-FM																			
SP '04	4	97	.1	8	55	.2	5	52	.2	3	57	.1	3	34	.1	3	34	.1	3
WI '04	1	101		2	20	.1	2	34	.1	2	36		2	36		2	36		2
FA '03	3	97	.1	8	50	.2	4	45	.1	1	17		2	14	.1	2	14	.1	2
SU '03	1	91		2	45	.1	2	24		2	40		1	30		1	30		1
4-Book	2	97	.1	5	43	.2	3	39	.1	2	38		2	20		2	20		2
SP '03	1	175		3	67	.1	2	47	.1	1	43		1	23		1	23		1
KLAC-AM																			
SP '04	8	429	.2	8	68	.2	6	31	.2	8	123	.2	10	238	.4	10	238	.4	10
WI '04	7	166	.2	7	62	.2	4	62	.1	5	83	.1	5	62	.2	5	62	.2	5
FA '03	5	203	.2	3	25	.1	9	15	.3	7	135	.2	7	75	.3	7	75	.3	7
SU '03	6	85	.2	1	20		1	13		9	72	.2	14	37	.1	14	37	.1	14
4-Book	7	221	.2	5	44	.1	5	30	.2	7	103	.2	9	103		9	103		9
SP '03	4	276	.1	10	10		1	17		5	84	.1	7	141	.3	7	141	.3	7
KLAX-FM																			
SP '04	86	2237	.4	151	1025	.6	94	898	.4	85	982	.3	39	612	.2	39	612	.2	39
WI '04	98	1974	.4	145	978	.6	104	831	.4	119	908	.5	41	590	.2	41	590	.2	41
FA '03	104	2317	.4	132	1050	.5	107	1017	.4	124	1163	.5	69	709	.3	69	709	.3	69
SU '03	130	2671	.5	155	1035	.6	193	1383	.8	133	1237	.5	72	870	.3	72	870	.3	72
4-Book	105	2300	.4	146	1022	.6	125	1032	.5	115	1073	.5	55	695	.3	55	695	.3	55
SP '03	153	2689	.6	203	1451	.8	206	1302	.8	144	1215	.6	89	867	.4	89	867	.4	89
KLOS-FM																			
SP '04	58	2208	.2	73	792	.3	75	881	.3	76	972	.3	38	588	.2	38	588	.2	38
WI '04	53	1689	.2	54	603	.2	49	480	.2	98	945	.4	43	456	.2	43	456	.2	43
FA '03	58	1970	.2	83	842	.3	49	680	.2	65	982	.3	52	598	.2	52	598	.2	52
SU '03	62	1567	.3	62	575	.3	89	790	.4	104	804	.4	44	461	.2	44	461	.2	44
4-Book	58	1859	.2	68	703	.3	66	708	.3	86	926	.4	44	526	.2	44	526	.2	44
SP '03	34	1558	.1	55	648	.2	31	476	.1	51	683	.2	20	431	.1	20	431	.1	20
KLSX-FM																			
SP '04	56	837	.2	143	514	.6	68	368	.3	106	456	.4	8	176	.3	8	176	.3	8
WI '04	44	855	.2	103	590	.4	82	380	.3	53	398	.2	6	151	.3	6	151	.3	6
FA '03	34	833	.1	80	487	.3	35	220	.1	45	349	.2	16	162	.1	16	162	.1	16
SU '03	43	806	.2	104	465	.4	61	428	.2	67	399	.3	11	151	.4	11	151	.4	11
4-Book	44	833	.2	108	514	.4	62	349	.2	68	401	.3	10	160	.4	10	160	.4	10
SP '03	53	908	.2	151	539	.6	68	483	.3	64	314	.3	13	194	.1	13	194	.1	13
KLTX-AM																			
SP '04	10	200	.3	21	171	.1	4	50	.1	12	86	.3	5	108	.2	5	108	.2	5
WI '04	10	119	.3	9	83	.2	11	38	.4	13	61	.1	10	78	.4	10	78	.4	10
FA '03	23	233	.1	25	166	.1	21	142	.1	31	123	.1	18	121	.1	18	121	.1	18
SU '03	10	196	.3	22	151	.1	7	90	.2	12	85	.3	4	46	.1	4	46	.1	4
4-Book	13	187	.4	19	143	.1	11	80	.3	17	89	.1	9	88	.4	9	88	.4	9
SP '03	48	275	.2	44	176	.2	62	140	.3	56	217	.2	39	174	.2	39	174	.2	39
KLVE-FM																			
SP '04	97	2089	.4	92	988	.4	115	972	.5	107	1013	.4	91	820	.4	91	820	.4	91
WI '04	100	2202	.4	120	944	.5	137	883	.6	123	1020	.5	62	714	.3	62	714	.3	62
FA '03	95	2191	.4	98	852	.4	115	856	.5	116	989	.5	73	771	.3	73	771	.3	73
SU '03	130	2657	.5	115	1065	.5	192	1448	.8	119	991	.5	133	1044	.5	133	1044	.5	133
4-Book	106	2285	.4	106	962	.5	140	1040	.6	116	1003	.5	90	837	.4	90	837	.4	90
SP '03	77	1986	.3	86	842	.4	92	785	.4	70	676	.3	68	725	.3	68	725	.3	68
KLYY-FM																			
SP '04	46	937	.2	52	392	.2	78	404	.3	45	390	.2	24	265	.1	24	265	.1	24
WI '04	40	1043	.2	47	432	.2	52	468	.2	51	469	.2	20	305	.1	20	305	.1	20
FA '03	37	1169	.2	35	414	.1	44	453	.2	51	606	.2	20	349	.1	20	349	.1	20
SU '03	64	1300	.3	66	494	.3	74	603	.3	56	581	.2	36	443	.1	36	443	.1	36
4-Book	47	1112	.2	50	433	.2	62	482	.3	51	512	.2	25	341	.1	25	341	.1	25
SP '03	54	1471	.2	45	562	.2	73	697	.3	85	732	.3	29	438	.1	29	438	.1	29

Target Listener Trends - Persons 12-24

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



Target Listener Trends

Persons 12-24																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+KMXE-AM																				
SP '04	9	121	.3	3	53	.1	.1	15	68	.1	.5	21	68	.1	.5	4	43	.2	.2	
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																				
SP '04	12	529	.4	17	151	.1	.4	17	137	.1	.5	11	179	.3	.3	7	130	.3	.3	
WI '04	8	565	.3	9	155	.2	.2	6	166	.2	.2	12	262	.3	.3	7	227	.3	.3	
FA '03	16	733	.1	26	297	.1	.6	14	271	.1	.4	24	291	.1	.5	13	179	.1	.5	
SU '03	20	537	.1	31	199	.1	.8	24	210	.1	.6	18	163	.1	.4	16	224	.1	.6	
4-Book	14	591	.1	21	201	.1	.5	15	196	.1	.4	16	224	.1	.4	11	190	.1	.4	
SP '03	15	516	.1	15	212	.1	.4	10	138	.3	.3	15	173	.1	.3	23	196	.1	.9	
KNX -AM																				
SP '04	9	351	.3	20	250	.1	.5	8	42	.2	.2	12	96	.3	.3	1	41	.1	.1	
WI '04	6	335	.2	13	187	.1	.3	3	38	.1	.1	4	90	.1	.1	2	21	.1	.1	
FA '03	6	342	.2	10	134	.2	.2	3	50	.1	.1	12	137	.3	.3	1	27	.1	.1	
SU '03	3	205	.1	4	58	.1	.1	1	33	.1	.1	1	33	.1	.1	4	54	.1	.1	
4-Book	6	308	.2	12	157	.1	.3	4	41	.1	.1	7	89	.2	.2	2	36	.1	.1	
SP '03	10	345	.3	14	141	.1	.4	5	53	.1	.1	8	149	.2	.2	5	82	.2	.2	
KOST-FM																				
SP '04	65	1565	.3	2.0	44	360	.2	1.1	76	624	.3	2.3	113	752	.5	2.6	49	652	.2	1.9
WI '04	48	1728	.2	1.5	46	537	.2	1.2	63	554	.3	2.1	62	791	.3	1.5	42	558	.2	1.8
FA '03	73	2152	.3	2.2	57	706	.2	1.4	83	595	.3	2.6	87	890	.4	1.9	81	867	.3	3.2
SU '03	78	2152	.3	2.2	45	584	.2	1.2	79	887	.3	1.8	97	854	.4	2.2	113	1048	.5	4.0
4-Book	66	1899	.3	2.0	48	547	.2	1.2	75	665	.3	2.2	90	822	.4	2.1	71	781	.3	2.7
SP '03	58	2021	.2	1.8	44	703	.2	1.1	76	716	.3	2.2	79	895	.3	1.8	63	718	.3	2.5
KPWR-FM																				
SP '04	527	10817	2.2	16.3	637	6069	2.6	16.3	452	5304	1.9	13.8	777	6679	3.2	18.1	424	4993	1.7	16.7
WI '04	548	10157	2.2	17.6	695	5415	2.8	17.6	432	4873	1.8	14.1	842	6816	3.4	20.3	430	4348	1.8	18.5
FA '03	560	10587	2.3	17.0	685	5636	2.8	17.0	465	4758	1.9	14.4	843	7093	3.5	18.3	475	4979	1.9	18.6
SU '03	544	10618	2.2	15.3	567	4806	2.3	14.9	593	6310	2.4	13.7	711	6493	2.9	16.5	478	5055	1.9	16.9
4-Book	545	10545	2.2	16.6	646	5482	2.6	16.5	486	5311	2.0	14.0	793	6770	3.3	18.3	452	4844	1.8	17.7
SP '03	589	10838	2.4	17.8	701	5653	2.9	17.5	502	5202	2.0	14.4	809	6548	3.3	18.5	511	5061	2.1	20.0
KRCD-FM																				
SP '04	23	710	.1	.7	27	222	.1	.7	38	318	.2	1.2	31	366	.1	.7	8	163	.3	.3
WI '04	32	552	.1	1.0	33	251	.1	.8	42	247	.2	1.4	44	231	.2	1.1	12	150	.5	.5
FA '03	18	391	.1	.5	12	92	.1	.3	11	77	.1	.3	47	238	.2	1.0	10	114	.4	.4
SU '03	13	459	.1	.4	13	104	.1	.3	19	173	.1	.4	11	165	.1	.3	11	152	.4	.4
4-Book	22	528	.1	.7	21	167	.1	.5	28	204	.1	.8	33	250	.1	.8	10	145	.4	.4
SP '03	11	307	.3	.3	9	123	.2	.2	13	153	.1	.4	15	161	.1	.3	14	145	.1	.5
KRCV-FM																				
SP '04	3	89	.1	.1	5	54	.1	.1	11	52	.4	.4	4	42	.1	.1	3	23	.1	.1
WI '04	5	143	.2	.2	2	24	.1	.1	2	44	.1	.1	1	34	.1	.1	2	25	.1	.1
FA '03	2	114	.1	.1	4	61	.1	.1	5	75	.1	.1	4	73	.1	.1	1	38	.1	.1
SU '03	3	161	.1	.1	3	35	.1	.1	5	46	.2	.2	3	44	.1	.1	3	37	.1	.1
4-Book	3	127	.1	.1	3	35	.1	.1	5	46	.2	.2	3	44	.1	.1	3	37	.1	.1
SP '03	6	107	.2	.2	8	82	.2	.2	6	26	.2	.2	10	59	.2	.2	2	38	.1	.1
KRLA-AM																				
SP '04	11	155	.3	.3	6	24	.2	.2	13	54	.1	.4	25	114	.1	.6	13	56	.1	.5
WI '04	3	54	.1	.1	2	38	.1	.1	3	39	.1	.1	4	27	.1	.1	5	15	.1	.2
FA '03	8	109	.2	.2	23	76	.1	.6	20	76	.1	.6	2	45	.1	.1	2	58	.1	.1
SU '03	1	106	.1	.1	14	34	.1	.1	3	57	.1	.1	2	58	.1	.1	2	58	.1	.1
4-Book	6	106	.2	.2	8	38	.2	.2	10	57	.1	.3	8	61	.2	.2	5	18	.2	.2
SP '03	1	32	.1	.1	1	15	.1	.1	1	18	.1	.1	4	22	.1	.1	1	18	.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

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
KROQ-FM																				
SP '04	343	6840	1.4	10.6	434	3432	1.8	11.1	321	3156	1.3	9.8	435	4048	1.8	10.1	335	3502	1.4	13.2
WI '04	295	6838	1.2	9.5	418	3890	1.7	10.6	257	3360	1.1	8.4	356	3982	1.5	8.6	257	2962	1.1	11.0
FA '03	325	6890	1.3	9.8	404	3583	1.7	10.0	292	3168	1.2	9.0	427	4367	1.7	9.3	295	3163	1.2	11.6
SU '03	398	7163	1.6	11.2	412	3355	1.7	10.8	441	4107	1.8	10.2	449	4035	1.8	10.4	438	3637	1.8	15.5
4-Book	340	6933	1.4	10.3	417	3565	1.7	10.6	328	3448	1.4	9.4	417	4108	1.7	9.6	331	3316	1.4	12.8
SP '03	359	6700	1.5	10.8	438	3501	1.8	11.0	364	3248	1.5	10.5	502	3990	2.0	11.5	325	3202	1.3	12.7
KRTH-FM																				
SP '04	78	2724	.3	2.4	68	958	.3	1.7	99	1060	.4	3.0	110	1242	.5	2.6	41	711	.2	1.6
WI '04	60	2233	.2	1.9	47	665	.2	1.2	70	633	.3	2.3	88	972	.4	2.1	44	724	.2	1.9
FA '03	60	2195	.2	1.8	59	773	.2	1.5	49	614	.2	1.5	76	821	.3	1.7	48	685	.2	1.9
SU '03	65	2412	.3	1.8	51	796	.2	1.3	119	1169	.5	2.8	88	990	.4	2.0	42	635	.2	1.5
4-Book	66	2391	.3	2.0	56	798	.2	1.4	84	869	.4	2.4	91	1006	.4	2.1	44	689	.2	1.7
SP '03	78	2378	.3	2.4	97	986	.4	2.4	91	775	.4	2.6	74	900	.3	1.7	44	699	.2	1.7
KSCA-FM																				
SP '04	51	1334	.2	1.6	94	667	.4	2.4	74	595	.3	2.3	34	401	.1	.8	20	301	.1	.8
WI '04	66	1477	.3	2.1	121	784	.5	3.1	64	605	.3	2.1	101	608	.4	2.4	27	226	.1	1.2
FA '03	80	1423	.3	2.4	176	834	.7	4.4	71	541	.3	2.2	119	666	.5	2.6	19	318	.1	1.7
SU '03	103	1715	.4	2.9	162	743	.7	4.3	91	650	.4	2.1	182	895	.7	4.2	43	466	.2	1.5
4-Book	75	1487	.3	2.3	138	757	.6	3.6	75	598	.3	2.2	109	643	.4	2.5	27	328	.1	1.1
SP '03	73	1603	.3	2.2	126	766	.5	3.2	81	575	.3	2.3	121	803	.5	2.8	27	339	.1	1.1
KSPN-AM																				
SP '04	9	311		.3	12	91		.3	3	55		.1	17	173	.1	.4	9	135		.4
WI '04	7	209		.2	12	107		.3	10	105		.3	16	124	.1	.4	1	42		.4
FA '03	5	247		.2	2	44			7	98		.2	9	142		.2	1	50		
SU '03	5	205		.1	4	66		.1	3	81		.1	7	91		.2	7	60		.2
4-Book	7	243		.2	8	77		.2	6	85		.2	12	133		.3	5	72		.2
SP '03	6	236		.2	4	48		.1	5	65		.1	14	110		.3	3	98		.1
KSSE-FM																				
SP '04	100	2168	.4	3.1	176	1142	.7	4.5	131	815	.5	4.0	107	884	.4	2.5	51	671	.2	2.0
WI '04	130	2356	.5	4.2	226	1308	.9	5.7	141	1071	.6	4.6	139	1214	.6	3.4	73	741	.3	3.1
FA '03	94	1845	.4	2.8	140	873	.6	3.5	119	864	.5	3.7	95	1005	.4	2.1	62	718	.3	2.4
SU '03	147	2208	.6	4.1	209	1221	.9	5.5	175	1260	.7	4.0	159	1164	.6	3.7	74	828	.3	2.6
4-Book	118	2144	.5	3.6	188	1136	.8	4.8	142	1003	.6	4.1	125	1067	.5	2.9	65	740	.3	2.5
SP '03	91	2038	.4	2.7	104	852	.4	2.6	112	940	.5	3.2	122	1010	.5	2.8	61	685	.2	2.4
KSUR-AM																				
SP '04	6	99		.2	13	55		.3	6	46		.2	5	28		.1	4	41		.2
WI '04																				
FA '03		24				24				13				13						
SU '03																				
4-Book	2	31		.1	3	20		.1	2	15		.1	1	10			1	10		.1
SP '03	2	77		.1	2	22		.1	2	34		.1	4	32		.1				
KTWV-FM																				
SP '04	19	600	.1	.6	23	219	.1	.6	24	127	.1	.7	18	221	.1	.4	16	180	.1	.6
WI '04	21	701	.1	.7	22	250	.1	.6	26	308	.1	.8	30	327	.1	.7	23	240	.1	1.0
FA '03	22	579	.1	.7	19	230	.1	.5	22	172	.1	.7	36	305	.1	.8	19	207	.1	.7
SU '03	31	751	.1	.9	25	347	.1	.7	40	311	.2	.9	28	275	.1	.6	36	254	.1	1.3
4-Book	23	658	.1	.7	22	262	.1	.6	28	230	.1	.8	28	282	.1	.6	24	220	.1	.9
SP '03	14	623	.1	.4	11	230		.3	17	265	.1	.5	18	251	.1	.4	18	246	.1	.7
KWIZ-FM																				
SP '04	15	424	.1	.5	19	181	.1	.5	16	158	.1	.5	16	129	.1	.4	15	150	.1	.6
WI '04	37	456	.2	1.2	42	163	.2	1.1	48	248	.2	1.6	28	244	.1	.7	23	140	.1	1.0
FA '03	39	649	.2	1.2	41	335	.2	1.0	52	363	.2	1.6	59	354	.2	1.3	14	185	.1	.5
SU '03	23	583	.1	.6	23	188	.1	.6	26	295	.1	.6	37	325	.2	.9	17	204	.1	.6
4-Book	29	528	.2	.9	31	217	.2	.8	36	266	.2	1.1	35	263	.2	.8	17	170	.1	.7
SP '03	34	700	.1	1.0	44	375	.2	1.1	44	295	.2	1.3	31	313	.1	.7	25	290	.1	1.0

Target Listener Trends - Persons 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																			
SP '04	6	128	.2	2	44	.1	.1	14	68	.1	.4	8	65	.2	.1	37			
WI '04	1	42		3	29		.1								1	11			
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	2	70	.1	2	36	.1	.1	4	33		.1				2	11			.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	3	89	.1	4	27	.1	.1	10	24		.3	1	12		1	38			
KWVE-FM																			
SP '04	8	175	.2	12	75	.3	.3	7	87		.2	11	95	.3	4	40			.2
WI '04	9	308	.3	10	70	.3	.3	10	106		.3	17	167	.1	4	42			.2
FA '03	3	208	.1	7	90	.2	.2	3	44		.2	2	36		1	22			
SU '03	7	249	.2	12	106	.3	.3	8	71		.2	9	61	.2	4	53			.1
4-Book	7	235	.2	10	85	.3	.3	7	77		.2	10	90	.2	3	39			.1
SP '03	2	164	.1	7	103	.2	.2	2	23		.1	3	51	.1	1	16			
KXOL-FM																			
SP '04	31	1040	.1	30	329	.1	.8	33	414	.1	1.0	36	438	.1	.8	21	362	.1	.8
WI '04	43	1134	.2	49	475	.2	1.2	63	467	.3	2.1	38	450	.2	.9	33	338	.1	1.4
FA '03	53	1252	.2	42	535	.2	1.0	72	575	.3	2.2	66	626	.3	1.4	37	360	.2	1.5
SU '03	76	1346	.3	83	681	.3	2.2	99	705	.4	2.3	92	753	.4	2.1	56	497	.2	2.0
4-Book	51	1193	.2	51	505	.2	1.3	67	540	.3	1.9	58	567	.3	1.3	37	389	.2	1.4
SP '03	58	1454	.2	70	598	.3	1.8	85	706	.3	2.4	60	653	.2	1.4	31	455	.1	1.2
KXTA-AM																			
SP '04	2	118	.1	3	49	.1	.1	2	46		.1	4	55	.1		16			
WI '04	2	119	.1	1	29			7	90		.2	3	45	.1					
FA '03	4	189	.1	9	99	.2	.2	2	48		.1	4	63	.1	5	80			.2
SU '03	1	65						3	42		.1	1	39			13			
4-Book	2	123	.1	3	44	.1	.1	4	57		.1	3	51	.1	1	27			.1
SP '03	5	144	.2	7	90	.2	.2	9	56		.3	4	56	.1	1	11			
XTRA-AM																			
SP '04	1	98		1	23			1	29			5	51	.1					
WI '04	4	89	.1		14			9	46		.3	5	53	.1	4	18			.2
FA '03	3	162	.1	2	43			2	44		.1	4	70	.1	2	32			.1
SU '03		22			13								10						
4-Book	2	93	.1	1	23			3	30		.1	4	46	.1	2	13			.1
SP '03	2	81	.1	1	16			6	43		.2	3	43	.1	1	24			
KYSR-FM																			
SP '04	79	2454	.3	118	1113	.5	3.0	113	984	.5	3.4	98	1176	.4	2.3	52	708	.2	2.1
WI '04	64	2583	.3	75	990	.3	1.9	61	1031	.2	2.0	86	1333	.4	2.1	51	893	.2	2.2
FA '03	74	2324	.3	133	1091	.5	3.3	75	875	.3	2.3	109	1116	.4	2.4	43	623	.2	1.7
SU '03	71	2535	.3	96	1054	.4	2.5	94	1181	.4	2.2	96	1277	.4	2.2	33	560	.1	1.2
4-Book	72	2474	.3	106	1062	.4	2.7	86	1018	.4	2.5	97	1226	.4	2.3	45	696	.2	1.8
SP '03	68	2370	.3	125	906	.5	3.1	83	1137	.3	2.4	97	1311	.4	2.2	26	571	.1	1.0
KZAB-FM																			
SP '04	27	610	.1	19	197	.1	.5	14	256	.1	.4	48	343	.2	1.1	24	267	.1	.9
WI '04	29	475	.1	34	228	.1	.9	47	243	.2	1.5	37	217	.2	.9	13	146	.1	.6
FA '03	27	739	.1	22	279	.1	.5	22	324	.1	.7	29	345	.1	.6	25	278	.1	1.0
SU '03	34	535	.1	34	246	.1	.9	54	309	.2	1.2	38	246	.2	.9	14	181	.1	.5
4-Book	29	590	.1	27	238	.1	.7	34	283	.2	1.0	38	288	.2	.9	19	218	.1	.8
SP '03	51	867	.2	45	351	.2	1.1	46	383	.2	1.3	71	471	.3	1.6	38	321	.2	1.5
KZLA-FM																			
SP '04	49	896	.2	55	494	.2	1.4	54	487	.2	1.6	74	567	.3	1.7	27	349	.1	1.1
WI '04	46	1168	.2	54	665	.2	1.4	56	574	.2	1.8	73	640	.3	1.8	34	369	.1	1.5
FA '03	35	984	.1	42	497	.2	1.0	37	455	.2	1.1	62	595	.3	1.3	17	291	.1	.7
SU '03	37	1044	.2	37	397	.2	1.0	48	579	.2	1.1	43	548	.2	1.0	23	323	.1	.8
4-Book	42	1023	.2	47	513	.2	1.2	49	524	.2	1.4	63	588	.3	1.5	25	333	.1	1.0
SP '03	49	1092	.2	47	525	.2	1.2	73	506	.3	2.1	50	592	.2	1.1	37	400	.2	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KGGI-FM																				
SP '04	38	1627	.2	1.2	34	521	.1	.9	33	601	.1	1.0	58	830	.2	1.4	34	463	.1	1.3
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	43	1595	.2	1.3	45	615	.2	1.1	41	610	.2	1.3	56	844	.2	1.2	42	630	.2	1.6
SU '03	39	1719	.2	1.1	35	568	.1	.9	48	663	.2	1.1	40	692	.2	.9	37	471	.2	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	37	1861	.2	1.1	32	620	.1	.8	30	625	.1	.9	42	788	.2	1.0	41	611	.2	1.6
TOTALS																				
SP '04	3226	23131	13.2		3909	19179	16.0		3277	15938	13.4		4296	19528	17.6		2534	16086	10.4	
WI '04	3107	23313	12.7		3945	19255	16.2		3069	15595	12.6		4142	19614	17.0		2330	14813	9.5	
FA '03	3301	23286	13.5		4027	19024	16.5		3237	15178	13.3		4598	20310	18.8		2548	15739	10.4	
SU '03	3551	23528	14.5		3800	17870	15.5		4322	18973	17.6		4321	19886	17.6		2821	16885	11.5	
4-Book	3296	23315	13.5		3920	18832	16.1		3476	16421	14.2		4339	19835	17.8		2558	15881	10.5	
SP '03	3313	23394	13.5		3995	19119	16.3		3476	16111	14.2		4367	19894	17.8		2550	16012	10.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Persons 12-24

Target Listener Estimates

		Persons 12-24																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
SP '04		8	211		.2	4	80		.1					3	26		.1	9	20		.3	
4-Book		10	166	.1	.3	3	54		.1	2	8		.1	2	10		.1	5	15		.2	
KBIG-FM																						
SP '04		59	1156	.2	1.6	26	494	.1	1.0	5	35		.2	74	185	.3	1.8	41	138	.2	1.2	
4-Book		64	1199	.3	1.7	31	576	.1	1.1	15	67	.1	.6	54	180	.2	1.3	43	168	.2	1.3	
KBUA-FM																						
SP '04		27	394	.1	.7	25	281	.1	.9	16	62	.1	.7	58	142	.2	1.4	11	39		.3	
4-Book		36	357	.2	.9	27	256	.1	1.0	28	87	.1	1.2	47	126	.2	1.1	23	61	.1	.7	
KBUE-FM																						
SP '04		185	2168	.8	4.9	171	1544	.7	6.3	160	491	.7	6.9	215	621	.9	5.3	198	503	.8	6.0	
4-Book		155	1839	.6	4.0	126	1330	.5	4.6	114	382	.5	4.8	182	574	.7	4.4	155	419	.7	4.5	
KCBS-FM																						
SP '04		45	1599	.2	1.2	34	941	.1	1.3	18	96	.1	.8	53	272	.2	1.3	35	200	.1	1.1	
4-Book		66	1496	.3	1.7	40	825	.2	1.4	23	121	.1	1.0	78	275	.3	1.9	55	221	.2	1.6	
KDLD-FM																						
SP '04		9	214		.2	7	93		.3	1	12			3	16		.1	21	27		.6	
4-Book		18	420	.1	.5	12	237	.1	.4	9	38		.4	12	87	.1	.3	16	60	.1	.5	
KDLE-FM																						
SP '04		19	439	.1	.5	7	206		.3					3	39		.1	11	41		.3	
4-Book		26	520	.1	.7	18	303	.1	.7	13	51	.1	.5	32	96	.1	.8	29	112	.1	.8	
KFI -AM																						
SP '04		27	419	.1	.7	17	226	.1	.6	22	88	.1	1.0	19	74	.1	.5	24	43	.1	.7	
4-Book		25	444	.1	.6	10	182		.3	8	43		.4	12	56	.1	.3	12	39		.4	
KFSH-FM																						
SP '04		34	624	.1	.9	29	534	.1	1.1	29	145	.1	1.3	37	186	.2	.9	51	193	.2	1.5	
4-Book		27	494	.1	.7	26	424	.1	1.0	23	105	.1	1.0	41	163	.2	1.0	27	104	.1	.8	
KFWB-AM																						
SP '04		8	310		.2	3	104		.1	10	59		.4	3	15		.1					
4-Book		8	287		.2	5	138		.2	5	25		.2	7	30		.2	4	15		.1	
KHHT-FM																						
SP '04		134	2385	.5	3.5	142	1809	.6	5.3	89	318	.4	3.8	132	581	.5	3.3	131	471	.5	4.0	
4-Book		138	2558	.6	3.5	131	1789	.6	4.8	78	305	.3	3.3	137	535	.6	3.3	120	426	.5	3.5	
KHJ -AM																						
SP '04		11	269		.3	8	135		.3	19	44	.1	.8	12	36		.3	14	40	.1	.4	
4-Book		12	223		.3	7	101		.3	10	25	.1	.4	14	40		.4	10	33		.3	
KIIS-FM																						
SP '04		360	7083	1.5	9.5	256	4408	1.0	9.5	218	939	.9	9.4	400	1594	1.6	9.9	286	1112	1.2	8.7	
4-Book		357	7019	1.5	9.2	260	4415	1.1	9.4	215	918	.9	8.9	424	1756	1.7	10.1	324	1271	1.4	9.4	
KVVS-FM																						
SP '04		15	226	.1	.4	8	162		.3	6	29		.3	12	53		.3	7	28		.2	
4-Book		19	286	.1	.5	11	167	.1	.4	9	55		.4	19	74	.1	.5	18	67	.1	.5	
KJLH-FM																						
SP '04		20	515	.1	.5	36	506	.1	1.3	21	43	.1	.9	31	111	.1	.8	13	71	.1	.4	
4-Book		27	580	.1	.7	45	501	.2	1.6	25	63	.1	1.0	39	102	.2	1.0	29	84	.2	.9	
KKBT-FM																						
SP '04		295	6554	1.2	7.8	230	4369	.9	8.5	146	705	.6	6.3	386	1751	1.6	9.6	296	1250	1.2	9.0	
4-Book		303	6227	1.3	7.9	238	3931	1.0	8.6	209	762	.9	8.6	382	1565	1.6	9.1	296	1106	1.2	8.7	
KKLA-FM																						
SP '04		5	97		.1	1	29															
4-Book		3	83		.1	1	34			3	7		.1					1	4			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24																							
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				
KLAC-AM																							
SP '04	7	175		.2	8	141		.3				3	14		.1								
4-Book	6	131		.2	6	64		.2				1	7			1	5						
KLAX-FM																							
SP '04	109	1700	.4	2.9	76	1292	.3	2.8	115	359	.5	5.0	123	455	.5	3.0	91	346	.4	2.8			
4-Book	128	1828	.5	3.3	96	1376	.4	3.5	115	364	.5	4.8	172	537	.7	4.0	130	416	.6	3.8			
KLDS-FM																							
SP '04	75	1833	.3	2.0	40	974	.2	1.5	27	152	.1	1.2	70	350	.3	1.7	37	215	.2	1.1			
4-Book	73	1528	.3	1.9	40	827	.2	1.5	26	126	.1	1.1	66	262	.3	1.6	58	243	.2	1.7			
KLSX-FM																							
SP '04	103	781	.4	2.7	6	156		.2				7	42		.2	14	57	.1	.4				
4-Book	78	769	.3	2.0	8	150		.3	9	29		.4	5	28		.1	6	24		.2			
KLTX-AM																							
SP '04	12	186		.3	12	127		.4	19	54		.1	.8	16	45		.1	.4	17	54		.1	.5
4-Book	15	173		.4	12	100		.4	19	44		.1	.8	20	40		.1	.5	12	31		.1	.4
KLVE-FM																							
SP '04	106	1661	.4	2.8	87	1132	.4	3.2	55	197	.2	2.4	153	453	.6	3.8	95	251	.4	2.9			
4-Book	123	1853	.5	3.2	87	1168	.4	3.1	79	233	.3	3.2	127	391	.5	3.1	73	222	.3	2.1			
KLYY-FM																							
SP '04	60	729	.2	1.6	37	523	.2	1.4	71	183	.3	3.1	63	162	.3	1.6	29	147	.1	.9			
4-Book	55	884	.2	1.4	48	606	.2	1.7	59	167	.3	2.4	80	256	.3	1.9	45	166	.2	1.3			
+KMXE-AM																							
SP '04	13	121	.1	.3	4	41		.1	13	24		.1	.6	9	24		.2	6	13		.2		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
KMZT-FM																							
SP '04	15	325	.1	.4	9	189		.3	10	58		.4	10	94		.2	4	41		.1			
4-Book	17	419	.1	.4	10	215		.4	10	48		.4	11	57		.3	6	42		.2			
KNX -AM																							
SP '04	13	276	.1	.3	8	138		.3	2	13		.1	26	56		.1	.6	21	43		.1	.6	
4-Book	7	226		.2	6	114		.2	6	26		.3	15	36		.1	.4	6	14		.1	.2	
KOST-FM																							
SP '04	78	1133	.3	2.1	55	594	.2	2.0	27	69	.1	1.2	68	152	.3	1.7	70	174	.3	2.1			
4-Book	72	1340	.3	1.9	53	835	.2	1.9	41	128	.2	1.7	77	241	.3	1.9	58	164	.3	1.7			
KPWR-FM																							
SP '04	609	9675	2.5	16.1	449	6674	1.8	16.6	423	1635	1.7	18.3	764	2867	3.1	18.9	596	1965	2.4	18.1			
4-Book	630	9494	2.6	16.3	456	6341	1.9	16.6	394	1498	1.6	16.4	711	2630	2.9	17.0	612	2032	2.5	17.8			
KRCD-FM																							
SP '04	32	572	.1	.8	18	214	.1	.7	8	62		.3	36	94	.1	.9	24	39	.1	.7			
4-Book	27	389	.1	.7	19	209	.1	.7	14	48	.1	.6	31	69	.1	.8	32	70	.1	.9			
KRCV-FM																							
SP '04	1	26			5	66		.2	10	26		.4	7	26		.2	9	15		.3			
4-Book	4	76		.1	4	74		.2	6	15		.2	5	20		.1	9	22		.3			
KRLA-AM																							
SP '04	14	127	.1	.4	4	34		.1	4	10		.2	8	10		.2	15	19		.1	.5		
4-Book	9	94	.1	.2	2	17		.1	1	6		.1	4	6		.1	7	9		.1	.2		
KROQ-FM																							
SP '04	391	5872	1.6	10.3	262	3998	1.1	9.7	180	748	.7	7.8	367	1593	1.5	9.1	331	1259	1.4	10.0			
4-Book	383	6131	1.6	9.9	271	4004	1.1	9.8	215	771	.9	8.9	405	1573	1.7	9.6	379	1327	1.6	10.9			
KRTH-FM																							
SP '04	93	2165	.4	2.5	76	1234	.3	2.8	74	264	.3	3.2	124	441	.5	3.1	79	268	.3	2.4			
4-Book	77	1796	.3	2.0	59	1126	.3	2.2	59	213	.2	2.5	107	370	.4	2.6	63	233	.3	1.9			

Target Listener Estimates - Persons 12-24

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 12-24																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSCA-FM																						
SP '04		68	1054	.3	1.8	42	668	.2	1.6	88	274	.4	3.8	67	224	.3	1.7	26	70	.1	.8	
4-Book		105	1232	.5	2.7	53	742	.2	1.9	119	294	.5	4.9	67	223	.3	1.6	86	190	.4	2.5	
KSPN-AM																						
SP '04		10	202	.3	.6	6	107	.2	.2	5	15	.2	.2	5	30	.1	.1	10	26	.3	.3	
4-Book		8	186	.2	.2	5	95	.2	.2	1	4	.1	.1	7	36	.1	.1	8	26	.2	.2	
KSSS-FM																						
SP '04		138	1734	.6	3.6	68	1120	.3	2.5	86	339	.4	3.7	113	404	.5	2.8	70	251	.3	2.1	
4-Book		151	1807	.6	3.9	95	1180	.4	3.4	118	381	.5	4.8	170	509	.7	4.1	95	304	.4	2.7	
KSUR-AM																						
SP '04		8	86	.2	.2	5	41	.2	.2	6	28	.3	.3	9	28	.2	.2	2	15	.1	.1	
4-Book		2	28	.1	.1	2	16	.1	.1	2	7	.1	.1	3	10	.1	.1	1	10	.1	.1	
KTWV-FM																						
SP '04		22	418	.1	.6	16	227	.1	.6	10	35	.4	.4	27	82	.1	.7	29	65	.1	.9	
4-Book		26	494	.1	.7	19	262	.1	.7	10	44	.4	.4	20	68	.1	.5	27	62	.1	.8	
KWIZ-FM																						
SP '04		17	316	.1	.4	13	225	.1	.5	21	89	.1	.9	5	27	.1	.1	17	49	.1	.5	
4-Book		34	438	.2	.9	26	269	.1	1.0	36	103	.2	1.5	40	104	.2	.9	34	85	.2	1.0	
KWKV-AM																						
SP '04		8	110	.2	.2	5	71	.2	.2	4	9	.2	.2	2	22	.2	.2	7	19	.2	.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																						
SP '04		9	149	.2	.2	8	123	.3	.3	10	55	.4	.4	8	48	.2	.2	11	22	.3	.3	
4-Book		9	175	.2	.2	6	120	.2	.2	7	27	.3	.3	4	23	.1	.1	5	18	.2	.2	
KXDL-FM																						
SP '04		33	748	.1	.9	34	622	.1	1.3	26	96	.1	1.1	44	165	.2	1.1	37	123	.2	1.1	
4-Book		59	968	.2	1.5	45	654	.2	1.7	36	120	.2	1.5	81	228	.4	1.9	50	143	.2	1.4	
KXTA-AM																						
SP '04		3	107	.1	.1		20							2	20			1	9			
4-Book		3	104	.1	.1	1	19			1	5	.1	.1	3	15	.1	.1		2			
XTRA-AM																						
SP '04		2	87	.1	.1		12											3	12		.1	
4-Book		3	71	.1	.1	2	42	.1	.1	2	12	.1	.1	2	8	.1	.1	2	7	.1	.1	
KYSR-FM																						
SP '04		110	2006	.5	2.9	41	1111	.2	1.5	27	155	.1	1.2	74	307	.3	1.8	77	254	.3	2.3	
4-Book		95	2054	.4	2.5	48	1076	.2	1.8	31	128	.2	1.3	75	327	.3	1.8	73	278	.3	2.1	
KZAB-FM																						
SP '04		26	526	.1	.7	31	279	.1	1.1	15	39	.1	.6	22	81	.1	.5	90	145	.4	2.7	
4-Book		33	477	.2	.9	29	316	.1	1.1	19	51	.1	.7	49	146	.2	1.1	58	125	.2	1.7	
KZLA-FM																						
SP '04		60	806	.2	1.6	43	571	.2	1.6	37	120	.2	1.6	50	252	.2	1.2	64	257	.3	1.9	
4-Book		53	893	.2	1.4	34	577	.2	1.3	23	108	.1	1.0	43	188	.2	1.0	51	204	.2	1.5	
KGGI-FM																						
SP '04		41	1335	.2	1.1	36	845	.1	1.3	27	120	.1	1.2	50	256	.2	1.2	29	172	.1	.9	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
SP '04		3785	22731	15.5		2697	18825	11.0		2315	7559	9.5		4035	11047	16.5		3295	8854	13.5		
4-Book		3879	22807	15.9		2757	18950	11.3		2416	7290	9.9		4202	11214	17.2		3442	9175	14.1		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '04	15	33	.1	.6	2	10		.1	2	10	.1		1	10						
4-Book	5	14	.2		1	3			2	18	.1		3	14	.1		1	4		.1
KBIG-FM																				
SP '04	33	94	.1	1.3	11	42	.7		12	90	.4		14	67	.1	.5	8	58	.4	
4-Book	34	116	.1	1.4	17	66	.1	1.0	31	126	.1	1.0	31	130	.2	1.1	17	80	.1	.8
KBUA-FM																				
SP '04	16	66	.1	.6	17	36	.1	1.1	32	63	.1	1.1	34	94	.1	1.3	7	23	.4	
4-Book	15	51	.1	.6	28	56	.1	1.7	32	81	.1	1.1	25	72	.1	.9	13	40	.1	.6
KBUE-FM																				
SP '04	160	441	.7	6.4	135	425	.6	8.4	223	661	.9	7.5	180	569	.7	6.7	96	288	.4	4.8
4-Book	111	352	.5	4.5	88	259	.4	5.3	164	473	.7	5.5	122	346	.5	4.5	72	216	.3	3.6
KCBS-FM																				
SP '04	32	170	.1	1.3	11	101	.7		40	274	.2	1.3	49	186	.2	1.8	30	155	.1	1.5
4-Book	31	149	.1	1.3	12	81	.7		43	238	.2	1.4	48	181	.2	1.8	25	142	.1	1.3
KDLD-FM																				
SP '04	3	8	.1	.1	4	16	.2		8	33	.3		11	29	.4		6	16	.3	
4-Book	11	50	.1	.5	9	33	.5		14	55	.1	.5	14	44	.5		8	50	.4	
KDLE-FM																				
SP '04	3	24	.1	.1	1	11	.1		12	73	.4		9	58	.3		14	52	.1	.7
4-Book	20	92	.1	.8	7	37	.4		18	68	.1	.6	11	62	.4		14	74	.1	.7
KFI -AM																				
SP '04	31	55	.1	1.2	15	45	.1	.9	7	26	.2						15	30	.1	.8
4-Book	13	35	.5		11	36	.1	.7	12	38	.4		2	10	.1		7	19	.4	
KFSH-FM																				
SP '04	8	58	.3		25	177	.1	1.6	44	265	.2	1.5	44	154	.2	1.6	4	15	.2	
4-Book	14	66	.1	.6	31	168	.1	1.9	37	205	.2	1.3	25	104	.1	.9	12	50	.1	.6
KFWB-AM																				
SP '04	2	20	.1		3	22	.2		2	23	.1		4	35	.1					
4-Book	3	26	.1		5	34	.4		10	34	.1	.3	8	36	.3		3	20	.1	
KHHT-FM																				
SP '04	133	482	.5	5.4	62	238	.3	3.9	70	379	.3	2.4	155	499	.6	5.7	342	689	1.4	17.2
4-Book	117	425	.5	4.8	58	216	.3	3.5	85	385	.4	2.9	135	484	.5	5.0	293	661	1.2	14.4
KHJ -AM																				
SP '04	6	25	.2		3	25	.2		4	23	.1		4	13	.1					
4-Book	3	9	.1		6	18	.4		10	29	.4		3	9	.1		2	3	.1	
KIIS-FM																				
SP '04	277	1052	1.1	11.2	139	650	.6	8.6	307	1333	1.3	10.3	257	944	1.1	9.5	139	691	.6	7.0
4-Book	245	1034	1.0	10.1	160	670	.7	9.5	287	1289	1.2	9.6	239	919	1.0	8.9	167	754	.7	8.2
KVVS-FM																				
SP '04					16	62	.1	1.0	13	53	.1	.4	12	19	.4					
4-Book	7	36	.3		7	35	.4		12	44	.1	.4	13	39	.1	.5	6	39	.3	
KJLH-FM																				
SP '04	23	85	.1	.9	50	131	.2	3.1	73	242	.3	2.5	39	77	.2	1.4	35	71	.1	1.8
4-Book	25	77	.1	1.0	62	170	.3	3.7	93	229	.4	3.2	58	124	.3	2.1	26	77	.1	1.3
KKBT-FM																				
SP '04	225	909	.9	9.1	121	511	.5	7.5	239	1063	1.0	8.0	185	790	.8	6.8	208	926	.9	10.5
4-Book	213	878	.9	8.8	132	493	.5	7.8	240	1010	1.0	8.2	251	923	1.0	9.3	167	736	.7	8.2
KKLA-FM																				
SP '04		9			7	20	.4		4	9	.1							9		
4-Book	1	7			5	18	.3		2	10	.1						1	5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 12-24

Target Listener Estimates

Persons 12-24																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KLAC-AM																				
SP '04	13	35	.1	.5				16	48	.1	.5	19	74	.1	.7	9	22		.5	
4-Book	6	18		.2				13	23	.1	.4	16	40	.1	.6	11	20		.6	
KLAX-FM																				
SP '04	69	240	.3	2.8	62	219	.3	3.9	74	269	.3	2.5	40	197	.2	1.5	37	145	.2	1.9
4-Book	76	266	.3	3.1	59	195	.2	3.6	93	346	.4	3.1	70	255	.3	2.6	51	197	.2	2.5
KLOS-FM																				
SP '04	21	115	.1	.8	10	51		.6	55	307	.2	1.8	56	221	.2	2.1	42	175	.2	2.1
4-Book	41	151	.2	1.7	9	66		.5	48	232	.2	1.6	37	148	.2	1.4	32	122	.2	1.6
KLSX-FM																				
SP '04					9	41		.6	5	30		.2	9	29		.3	2	12		.1
4-Book	5	18		.2	13	52	.1	.8	13	39	.1	.5	8	22		.3	5	18		.3
KLTX-AM																				
SP '04	13	44	.1	.5	12	39		.7	5	15		.2	8	31		.3	8	23		.4
4-Book	11	29	.1	.5	7	24		.4	9	32		.3	9	25		.4	7	18		.4
KLVE-FM																				
SP '04	102	299	.4	4.1	58	230	.2	3.6	67	235	.3	2.3	80	207	.3	3.0	72	237	.3	3.6
4-Book	93	300	.4	3.8	50	188	.2	3.0	108	331	.4	3.7	90	242	.4	3.3	63	209	.3	3.0
KLYY-FM																				
SP '04	24	65	.1	1.0	29	66	.1	1.8	51	116	.2	1.7	18	52	.1	.7	14	57	.1	.7
4-Book	32	115	.1	1.3	35	104	.1	2.1	58	153	.3	1.9	37	104	.2	1.4	38	112	.2	1.8
+KMXE-AM																				
SP '04					6	17		.4												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																				
SP '04	11	19		.4	16	57	.1	1.0	4	19		.1	11	39		.4	10	26		.5
4-Book	13	48	.1	.5	14	50	.1	.9	10	52	.1	.3	10	35		.4	6	34		.3
KNX -AM																				
SP '04	5	16		.2	1	11		.1	4	15		.1	8	69		.3				
4-Book	3	14		.1	6	28		.3	9	30		.3	6	34		.2	1	5		.1
KOST-FM																				
SP '04	61	167	.2	2.5	33	83	.1	2.1	84	201	.3	2.8	54	127	.2	2.0	33	98	.1	1.7
4-Book	71	255	.3	2.9	22	82	.1	1.3	57	198	.2	2.0	41	157	.2	1.5	43	150	.2	2.1
KPWR-FM																				
SP '04	448	1673	1.8	18.1	209	886	.9	13.0	449	1767	1.8	15.1	438	1544	1.8	16.2	239	1001	1.0	12.0
4-Book	455	1700	1.9	18.7	246	997	1.0	14.6	482	1787	2.0	16.2	428	1469	1.7	15.9	292	1130	1.2	14.3
KRCD-FM																				
SP '04	20	26	.1	.8	11	43		.7	25	80	.1	.8	9	48		.3	7	30		.4
4-Book	16	40	.1	.6	14	39	.1	.8	20	61	.1	.7	18	49	.1	.7	7	37		.4
KRCV-FM																				
SP '04	6	23		.2	8	25		.5	3	25		.1	1	12		.1	1	12		.1
4-Book	3	13		.1	4	16		.3	3	17		.1	2	8		.1	2	10		.1
KRLA-AM																				
SP '04	6	10		.2					1	15										
4-Book	2	5		.1						4										
KROQ-FM																				
SP '04	250	977	1.0	10.1	108	427	.4	6.7	302	1178	1.2	10.2	254	920	1.0	9.4	268	941	1.1	13.5
4-Book	254	1034	1.0	10.4	132	535	.5	7.9	262	1127	1.1	8.9	259	917	1.1	9.6	240	920	1.0	11.8
KRTH-FM																				
SP '04	65	222	.3	2.6	28	153	.1	1.7	108	338	.4	3.6	84	302	.3	3.1	38	143	.2	1.9
4-Book	40	167	.2	1.6	45	168	.2	2.7	70	288	.3	2.3	53	211	.2	2.0	34	141	.2	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KSCA-FM	17	77	.1	.7	43	132	.2	2.7	55	152	.2	1.8	41	138	.2	1.5	9	62		.5
SP '04	32	100	.1	1.3	42	123	.2	2.5	41	141	.2	1.4	40	117	.2	1.5	14	54		.7
4-Book																				
KSPN-AM																				
SP '04	4	19		.2	2	7		.1	9	15		.3	9	51		.3	11	46		.6
4-Book									10	39		.4	6	23		.2	4	17		.2
KSSE-FM																				
SP '04	63	207	.3	2.5	48	169	.2	3.0	65	298	.3	2.2	66	180	.3	2.4	30	140	.1	1.5
4-Book	68	271	.3	2.8	55	183	.2	3.3	101	368	.4	3.4	97	275	.4	3.6	54	211	.2	2.6
KSUR-AM																				
SP '04	5	41		.2	10	28		.6	3	15		.1	4	15		.1				
4-Book	2	14		.1	3	7		.2	1	4			1	4						
KTWV-FM																				
SP '04	13	42	.1	.5	9	10		.6	23	55	.1	.8	8	12		.3	8	22		.4
4-Book	24	79	.1	1.0	11	39	.1	.7	23	79	.1	.8	19	54	.1	.7	15	47	.1	.8
KWIZ-FM																				
SP '04					8	42		.5	19	63	.1	.6	21	66	.1	.8	15	51	.1	.8
4-Book	19	61	.1	.8	12	42		.7	30	66	.1	1.0	25	72	.1	.9	15	43	.1	.8
KWKV-AM																				
SP '04					6	24		.4	9	24		.3	13	30	.1	.5				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
SP '04					16	75	.1	1.0	15	56	.1	.5					3	14		.2
4-Book	5	25		.2	7	42		.4	10	48		.3	2	6		.1	5	18		.3
KXOL-FM																				
SP '04	9	70		.4	24	78	.1	1.5	51	173	.2	1.7	53	150	.2	2.0	29	124	.1	1.5
4-Book	32	108	.1	1.3	32	99	.2	1.9	55	185	.3	1.8	45	148	.2	1.7	26	91	.1	1.3
KXTA-AM																				
SP '04					1	9		.1												
4-Book					3	10		.2												
XTRA-AM																				
SP '04																				
4-Book		4			2	8		.1	6	18		.2	2	6		.1		4		
KYSR-FM																				
SP '04	43	241	.2	1.7	26	153	.1	1.6	29	214	.1	1.0	36	250	.1	1.3	20	66	.1	1.0
4-Book	48	223	.2	2.0	26	114	.1	1.5	48	259	.2	1.6	52	269	.2	2.0	32	148	.1	1.6
KZAB-FM																				
SP '04	25	69	.1	1.0	24	63	.1	1.5	35	104	.1	1.2	31	75	.1	1.1	11	27		.6
4-Book	24	70	.1	1.0	20	58	.1	1.2	31	110	.1	1.1	18	50	.1	.7	15	48	.1	.7
KZLA-FM																				
SP '04	22	124	.1	.9	44	129	.2	2.7	45	171	.2	1.5	75	260	.3	2.8	21	103	.1	1.1
4-Book	22	117	.1	.9	30	106	.1	1.8	41	198	.2	1.4	51	189	.2	1.9	14	74	.1	.7
KGGI-FM																				
SP '04	25	170	.1	1.0	30	70	.1	1.9	64	239	.3	2.2	37	234	.2	1.4	20	92	.1	1.0
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	2481	7361	10.2		1608	5363	6.6		2973	8731	12.2		2705	7615	11.1		1989	6180	8.1	
4-Book	2447	7558	10.0		1677	5351	6.9		2971	8662	12.2		2694	7396	11.0		2042	6242	8.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	28	618	.1	.5	31	246	.1	.4	37	279	.1	.5	49	346	.1	.7	26	168	.1	.9
WI '04	35	565	.1	.7	36	191	.1	.5	45	306	.1	.6	56	314	.2	.8	34	160	.1	1.3
FA '03	27	508	.1	.5	9	116	.1	.1	31	275	.1	.4	71	306	.2	1.1	33	222	.1	1.2
SU '03	14	501	.2	.2	19	146	.1	.2	16	191	.2	.2	27	277	.1	.4	9	159	.3	.3
4-Book	26	548	.1	.5	24	175	.1	.3	32	263	.1	.4	51	311	.2	.8	26	177	.1	.9
SP '03	20	446	.1	.4	14	148	.2	.2	35	213	.1	.4	37	285	.1	.5	15	102	.5	.5
KBIG-FM																				
SP '04	138	3339	.4	2.5	143	1273	.4	1.8	286	1710	.9	3.8	184	1581	.6	2.8	53	897	.2	1.8
WI '04	122	3101	.4	2.3	112	1049	.3	1.5	221	1293	.7	2.9	162	1369	.5	2.4	61	938	.2	2.3
FA '03	132	3726	.4	2.5	165	1595	.5	2.1	230	1732	.7	3.2	166	1765	.5	2.5	66	913	.2	2.4
SU '03	164	3495	.5	2.8	193	1387	.6	2.5	315	1796	.9	3.9	229	1703	.7	3.2	55	804	.2	1.7
4-Book	139	3415	.4	2.5	153	1326	.5	2.0	263	1633	.8	3.5	185	1605	.6	2.7	59	888	.2	2.1
SP '03	149	3629	.4	2.7	191	1269	.6	2.4	289	1702	.9	3.7	187	1706	.6	2.7	43	759	.1	1.5
KBUA-FM																				
SP '04	45	593	.1	.8	70	321	.2	.9	67	283	.2	.9	38	295	.1	.6	15	107	.5	.5
WI '04	44	537	.1	.8	74	336	.2	1.0	65	333	.2	.9	41	302	.1	.6	16	152	.6	.6
FA '03	37	370	.1	.7	61	244	.2	.8	47	215	.1	.6	36	257	.1	.5	18	171	.1	.6
SU '03	74	667	.2	1.3	107	447	.3	1.4	120	503	.4	1.5	74	389	.2	1.0	30	215	.1	.9
4-Book	50	542	.1	.9	78	337	.2	1.0	75	334	.2	1.0	47	311	.1	.7	20	161	.1	.7
SP '03	38	505	.1	.7	52	243	.2	.7	65	274	.2	.8	38	260	.1	.6	18	183	.1	.6
KBUE-FM																				
SP '04	238	3321	.7	4.4	329	1602	1.0	4.1	305	1820	.9	4.0	280	1835	.9	4.3	126	1208	.4	4.4
WI '04	204	3076	.6	3.8	294	1613	.9	3.9	270	1624	.8	3.6	255	1659	.8	3.8	116	1002	.4	4.4
FA '03	198	2857	.6	3.7	280	1446	.9	3.6	299	1594	.9	4.1	199	1554	.6	3.0	89	796	.3	3.2
SU '03	203	3021	.6	3.5	297	1416	.9	3.8	279	1732	.8	3.5	237	1766	.7	3.3	110	995	.3	3.3
4-Book	211	3069	.6	3.9	300	1519	.9	3.9	288	1693	.9	3.8	243	1704	.8	3.6	110	1000	.4	3.8
SP '03	191	2951	.6	3.4	229	1312	.7	2.9	230	1585	.7	2.9	244	1483	.7	3.6	131	1029	.4	4.5
KCBS-FM																				
SP '04	84	2711	.3	1.5	109	1104	.3	1.4	106	1165	.3	1.4	117	1443	.4	1.8	54	825	.2	1.9
WI '04	100	2819	.3	1.9	98	941	.3	1.3	165	1389	.5	2.2	150	1495	.5	2.2	50	763	.2	1.9
FA '03	104	2391	.3	1.9	129	1008	.4	1.7	210	1163	.6	2.9	138	1394	.4	2.0	37	610	.1	1.3
SU '03	93	2892	.3	1.6	120	1200	.4	1.5	162	1491	.5	2.0	98	1322	.3	1.4	39	836	.1	1.2
4-Book	95	2703	.3	1.7	114	1063	.4	1.5	161	1302	.5	2.1	126	1414	.4	1.9	45	759	.2	1.6
SP '03	102	2639	.3	1.8	120	963	.4	1.5	164	1328	.5	2.1	133	1332	.4	1.9	45	576	.1	1.5
KDLD-FM																				
SP '04	31	778	.1	.6	22	276	.1	.3	53	415	.2	.7	47	436	.1	.7	22	312	.1	.8
WI '04	28	956	.1	.5	22	303	.1	.3	35	577	.1	.5	43	584	.1	.6	24	326	.1	.9
FA '03	33	1114	.1	.6	34	447	.1	.4	13	360	.2	.2	56	632	.2	.8	37	544	.1	1.3
SU '03	41	1091	.1	.7	45	392	.1	.6	41	594	.1	.5	57	613	.2	.8	32	452	.1	1.0
4-Book	33	985	.1	.6	31	355	.1	.4	36	487	.1	.5	51	566	.2	.7	29	409	.1	1.0
SP '03	26	826	.1	.5	20	289	.1	.3	28	322	.1	.4	39	399	.1	.6	22	289	.1	.8
KDLE-FM																				
SP '04	42	1010	.1	.8	55	475	.2	.7	81	574	.2	1.1	52	566	.2	.8	17	300	.1	.6
WI '04	39	998	.1	.7	30	468	.1	.4	65	543	.2	.9	68	640	.2	1.0	20	245	.1	.8
FA '03	63	1274	.2	1.2	90	631	.3	1.2	115	614	.4	1.6	65	593	.2	1.0	36	570	.1	1.3
SU '03	57	1284	.2	1.0	40	548	.1	.5	68	691	.2	.8	80	751	.2	1.1	38	523	.1	1.2
4-Book	50	1142	.2	.9	54	531	.2	.7	82	606	.3	1.1	66	638	.2	1.0	28	410	.1	1.0
SP '03	43	1135	.1	.8	51	511	.2	.7	43	469	.1	.5	66	674	.2	1.0	34	446	.1	1.2
KFI -AM																				
SP '04	65	1457	.2	1.2	73	688	.2	.9	70	541	.2	.9	102	675	.3	1.6	63	501	.2	2.2
WI '04	64	1030	.2	1.2	97	486	.3	1.3	72	433	.2	.9	77	489	.2	1.2	54	352	.2	2.0
FA '03	80	1440	.2	1.5	129	650	.4	1.7	77	659	.2	1.1	149	879	.5	2.2	65	513	.2	2.3
SU '03	78	1624	.2	1.3	77	688	.2	1.0	89	575	.3	1.1	138	891	.4	1.9	68	457	.2	2.1
4-Book	72	1388	.2	1.3	94	628	.3	1.2	77	552	.2	1.0	117	734	.4	1.7	63	456	.2	2.2
SP '03	51	1119	.2	.9	82	561	.2	1.0	54	462	.2	.7	76	548	.2	1.1	49	307	.1	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KFSH-FM																				
SP '04	41	927	.1	.7	39	461	.1	.5	74	519	.2	1.0	47	482	.1	.7	17	331	.1	.6
WI '04	55	972	.2	1.0	88	685	.3	1.2	54	490	.2	.7	58	551	.2	.9	32	384	.1	1.2
FA '03	33	890	.1	.6	38	434	.1	.5	48	414	.1	.7	51	410	.2	.8	8	242		.3
SU '03	53	1023	.2	.9	68	611	.2	.9	60	559	.2	.7	81	610	.2	1.1	25	338	.1	.8
4-Book	46	953	.2	.8	58	548	.2	.8	59	496	.2	.8	59	513	.2	.9	21	324	.1	.7
SP '03	34	792	.1	.6	38	380	.1	.5	36	399	.1	.5	43	392	.1	.6	16	211		.5
KFVB-AM																				
SP '04	16	920		.3	43	513	.1	.5	5	157		.1	18	365	.1	.3	12	218		.4
WI '04	21	913	.1	.4	46	616	.1	.6	30	286	.1	.4	26	394	.1	.4	6	174		.2
FA '03	27	1229	.1	.5	64	734	.2	.8	14	268		.2	38	626	.1	.6	10	249		.4
SU '03	18	989	.1	.3	30	363	.1	.4	10	185		.1	15	420		.2	23	187	.1	.7
4-Book	21	1013	.1	.4	46	557	.1	.6	15	224		.2	24	451	.1	.4	13	207		.4
SP '03	26	1279	.1	.5	55	680	.2	.7	23	469	.1	.3	41	621	.1	.6	10	313		.3
KHHT-FM																				
SP '04	202	4418	.6	3.7	203	1764	.6	2.5	263	2038	.8	3.5	216	2171	.7	3.3	178	1759	.5	6.2
WI '04	182	3853	.6	3.4	192	1498	.6	2.5	247	1784	.8	3.3	213	1903	.6	3.2	114	1498	.3	4.3
FA '03	200	4219	.6	3.7	215	1728	.7	2.8	304	2027	.9	4.2	213	2057	.6	3.2	154	1522	.5	5.5
SU '03	191	4071	.6	3.3	202	1735	.6	2.6	283	1943	.8	3.5	219	1950	.6	3.0	125	1490	.4	3.8
4-Book	194	4140	.6	3.5	203	1681	.6	2.6	274	1948	.8	3.6	215	2020	.6	3.2	143	1567	.4	5.0
SP '03	178	4222	.5	3.2	215	1594	.6	2.8	277	1980	.8	3.5	192	1968	.6	2.8	134	1499	.4	4.6
KHJ -AM																				
SP '04	29	675	.1	.5	54	244	.2	.7	43	359	.1	.6	29	200	.1	.4	9	98		.3
WI '04	39	722	.1	.7	41	343	.1	.5	79	383	.2	1.0	40	309	.1	.6	14	168		.5
FA '03	28	512	.1	.5	29	168	.1	.4	54	359	.2	.7	29	194	.1	.4	13	112		.5
SU '03	46	779	.1	.8	76	367	.2	1.0	82	435	.2	1.0	35	245	.1	.5	16	122		.5
4-Book	36	672	.1	.6	50	281	.2	.7	65	384	.2	.8	33	237	.1	.5	13	125		.5
SP '03	39	690	.1	.7	60	310	.2	.8	57	309	.2	.7	32	185	.1	.5	23	202	.1	.8
KIIS-FM																				
SP '04	232	7196	.7	4.2	309	3271	.9	3.9	310	3493	.9	4.1	320	3714	1.0	4.9	114	2053	.3	4.0
WI '04	280	7499	.9	5.3	375	3437	1.1	5.0	401	3924	1.2	5.3	363	4168	1.1	5.4	150	2110	.5	5.7
FA '03	227	6901	.7	4.3	294	2900	.9	3.8	303	3366	.9	4.2	288	3664	.9	4.3	112	2148	.3	4.0
SU '03	259	7123	.8	4.5	307	3034	.9	3.9	403	3999	1.2	5.0	320	4061	.9	4.4	135	2256	.4	4.1
4-Book	250	7180	.8	4.6	321	3161	1.0	4.2	354	3696	1.1	4.7	323	3902	1.0	4.8	128	2142	.4	4.5
SP '03	233	7295	.7	4.2	342	3417	1.0	4.4	295	3575	.9	3.8	282	3722	.8	4.1	107	1987	.3	3.7
KVVS-FM																				
SP '04	18	234	.1	.3	30	113	.1	.4	26	162	.1	.3	32	193	.1	.5	3	59		.1
WI '04	9	247		.2	17	109	.1	.2	20	228	.1	.3	8	147		.1	2	55		.1
FA '03	8	244	.1	.1	6	82		.1	12	117		.2	12	140	.2	.4	4	69		.1
SU '03	12	240	.2	.2	12	83		.2	19	131	.1	.2	10	148		.1	9	99		.3
4-Book	12	241	.2	.2	16	97	.1	.2	19	160	.1	.3	16	157	.2	.2	5	71		.2
SP '03	12	286		.2	14	136		.2	12	148		.2	14	182		.2	5	76		.2
KJLH-FM																				
SP '04	64	1199	.2	1.2	64	409	.2	.8	64	520	.2	.8	67	654	.2	1.0	51	421	.2	1.8
WI '04	82	1392	.3	1.5	101	679	.3	1.3	97	570	.3	1.3	105	647	.3	1.6	38	415	.1	1.4
FA '03	60	1207	.2	1.1	50	462	.2	.7	76	523	.2	1.0	58	581	.2	.9	44	446	.1	1.6
SU '03	88	1226	.3	1.5	93	505	.3	1.2	87	544	.3	1.1	78	617	.2	1.1	102	486	.3	3.1
4-Book	74	1256	.3	1.3	77	514	.3	1.0	81	539	.3	1.1	77	625	.2	1.2	59	442	.2	2.0
SP '03	50	1232	.1	.9	37	299	.1	.5	48	509	.1	.6	50	582	.1	.7	43	401	.1	1.5
KKBT-FM																				
SP '04	231	6158	.7	4.2	354	2671	1.1	4.4	269	3089	.8	3.5	276	3025	.8	4.2	122	1954	.4	4.2
WI '04	227	5540	.7	4.3	316	2303	1.0	4.2	241	2695	.7	3.2	290	2973	.9	4.3	164	1842	.5	6.2
FA '03	285	5969	.9	5.3	486	2688	1.5	6.3	311	2959	.9	4.3	357	3081	1.1	5.3	157	2109	.5	5.7
SU '03	243	5693	.7	4.2	407	2367	1.2	5.2	294	2809	.9	3.6	291	2726	.9	4.0	127	1942	.4	3.8
4-Book	247	5840	.8	4.5	391	2507	1.2	5.0	279	2888	.8	3.7	304	2951	.9	4.5	143	1962	.5	5.0
SP '03	241	6396	.7	4.3	388	2861	1.1	5.0	300	3028	.9	3.8	298	3151	.9	4.4	122	1990	.4	4.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKLA-FM																				
SP '04	8	305	.1	19	174	.1	.2	12	143	.2		4	72	.1		4	70	.1		
WI '04	8	281	.2	8	117		.1	6	108	.1		17	160	.1	.3	4	57	.2		
FA '03	8	261	.1	14	171		.2	11	103	.2		9	61	.1		6	137	.2		
SU '03	11	371	.2	21	177	.1	.3	11	158	.1		14	153	.2		7	92	.2		
4-Book	9	305	.2	16	160	.1	.2	10	128	.2		11	112	.2		5	89	.2		
SP '03	8	232	.1	29	154	.1	.4	9	117	.1		6	92	.1		2	36	.1		
KLAC-AM																				
SP '04	16	748	.3	10	85		.1	11	96	.1		21	322	.1	.3	27	340	.1	.9	
WI '04	8	406	.2	7	91		.1	7	129	.1		14	253	.2		10	155	.4		
FA '03	12	380	.2	5	48		.1	23	103	.1	.3	16	207	.2		11	174	.4		
SU '03	12	200	.2	15	156		.2	1	31			9	65	.1		24	120	.1	.7	
4-Book	12	434	.2	9	95	.1	.1	11	90	.1		15	212	.2		18	197	.1	.6	
SP '03	9	440	.2	5	84		.1	7	77	.1		8	197	.1		15	198	.5		
KLAX-FM																				
SP '04	321	4258	1.0	5.9	653	2.533	2.0	8.2	425	2553	1.3	5.6	301	1940	.9	4.6	78	836	.2	2.7
WI '04	254	3707	.8	4.8	404	2104	1.2	5.3	399	2089	1.2	5.3	266	1813	.8	4.0	80	975	.2	3.0
FA '03	284	4316	.9	5.3	476	2408	1.5	6.2	382	2325	1.2	5.2	294	2156	.9	4.4	109	1077	.3	3.9
SU '03	276	4232	.8	4.8	407	2126	1.2	5.2	426	2486	1.3	5.3	263	2150	.8	3.6	129	1316	.4	3.9
4-Book	284	4128	.9	5.2	485	2293	1.5	6.2	408	2363	1.3	5.4	281	2015	.9	4.2	99	1051	.3	3.4
SP '03	302	4586	.9	5.4	471	2712	1.4	6.0	475	2702	1.4	6.0	265	2052	.8	3.9	116	1263	.3	4.0
KLOS-FM																				
SP '04	106	2902	.3	1.9	141	1100	.4	1.8	175	1287	.5	2.3	138	1368	.4	2.1	49	701	.1	1.7
WI '04	91	2770	.3	1.7	125	1051	.4	1.7	118	1062	.4	1.6	144	1439	.4	2.2	45	637	.1	1.7
FA '03	104	2880	.3	1.9	125	1126	.4	1.6	143	1337	.4	2.0	137	1610	.4	2.0	54	632	.2	1.9
SU '03	129	3005	.4	2.2	148	1054	.4	1.9	180	1321	.5	2.2	181	1599	.5	2.5	92	818	.3	2.8
4-Book	108	2889	.3	1.9	135	1083	.4	1.8	154	1252	.5	2.0	150	1504	.4	2.2	60	697	.2	2.0
SP '03	81	2662	.2	1.5	122	932	.4	1.6	119	1258	.4	1.5	111	1238	.3	1.6	34	761	.1	1.2
KLSX-FM																				
SP '04	216	2910	.7	4.0	533	1766	1.6	6.7	329	1424	1.0	4.3	330	1676	1.0	5.0	42	574	.1	1.5
WI '04	193	2646	.6	3.6	500	1702	1.5	6.6	356	1406	1.1	4.7	196	1311	.6	2.9	20	385	.1	.8
FA '03	141	2358	.4	2.6	365	1366	1.1	4.7	166	1038	.5	2.3	195	1137	.6	2.9	50	442	.2	1.8
SU '03	165	2634	.5	2.9	422	1668	1.2	5.4	206	1281	.6	2.5	259	1348	.8	3.6	32	409	.1	1.0
4-Book	179	2637	.6	3.3	455	1626	1.4	5.9	264	1287	.8	3.5	245	1368	.8	3.6	36	453	.1	1.3
SP '03	184	2523	.5	3.3	486	1674	1.4	6.2	250	1327	.7	3.2	285	1109	.8	4.2	23	398	.1	.8
KLTX-AM																				
SP '04	45	365	.1	.8	76	277	.2	1.0	66	294	.2	.9	40	222	.1	.6	17	208	.1	.6
WI '04	33	350	.1	.6	50	194	.2	.7	40	260	.1	.5	30	199	.1	.4	20	121	.1	.8
FA '03	37	370	.1	.7	64	279	.2	.8	52	207	.2	.7	38	158	.1	.6	14	103	.5	
SU '03	44	435	.1	.8	56	303	.2	.7	62	266	.2	.8	53	262	.2	.7	12	91	.4	
4-Book	40	380	.1	.7	62	263	.2	.8	55	257	.2	.7	40	210	.1	.6	16	131	.1	.6
SP '03	69	436	.2	1.2	103	366	.3	1.3	113	304	.3	1.4	53	230	.2	.8	36	235	.1	1.2
KLVE-FM																				
SP '04	232	3939	.7	4.2	269	1645	.8	3.4	313	2118	1.0	4.1	222	1822	.7	3.4	187	1407	.6	6.5
WI '04	229	4116	.7	4.3	292	2029	.9	3.9	425	2318	1.3	5.6	230	1847	.7	3.4	98	1156	.3	3.7
FA '03	229	4525	.7	4.3	284	1836	.9	3.7	354	2301	1.1	4.9	254	2077	.8	3.8	152	1609	.5	5.5
SU '03	222	4566	.7	3.8	244	2063	.7	3.1	347	2653	1.0	4.3	229	1917	.7	3.2	177	1643	.5	5.4
4-Book	228	4287	.7	4.2	272	1893	.8	3.5	360	2348	1.1	4.7	234	1916	.7	3.5	154	1454	.5	5.3
SP '03	194	4148	.6	3.5	242	1802	.7	3.1	312	2202	.9	4.0	169	1512	.5	2.5	123	1276	.4	4.2
KLYY-FM																				
SP '04	131	2062	.4	2.4	93	683	.3	1.2	242	1187	.7	3.2	146	906	.4	2.2	66	591	.2	2.3
WI '04	133	2120	.4	2.5	128	1004	.4	1.7	256	1367	.8	3.4	130	1022	.4	1.9	54	625	.2	2.0
FA '03	111	2099	.3	2.1	93	845	.3	1.2	175	981	.5	2.4	118	945	.4	1.8	63	723	.2	2.3
SU '03	107	2203	.3	1.8	128	888	.4	1.6	162	1111	.5	2.0	102	814	.3	1.4	38	513	.1	1.2
4-Book	121	2121	.4	2.2	111	855	.4	1.4	209	1162	.6	2.8	124	922	.4	1.8	55	613	.2	2.0
SP '03	139	2599	.4	2.5	121	1041	.4	1.5	209	1509	.6	2.7	190	1373	.6	2.8	78	773	.2	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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
+KMXE-AM																				
SP '04	32	275	.1	.6	30	69	.1	.4	48	171	.1	.6	63	227	.2	1.0	19	112	.1	.7
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	27	796	.1	.5	21	217	.1	.3	37	373	.1	.5	37	415	.1	.6	15	201	.1	.5
WI '04	32	958	.1	.6	33	378	.1	.4	34	361	.1	.4	41	473	.1	.6	26	298	.1	1.0
FA '03	20	944	.1	.4	27	285	.1	.4	22	390	.1	.3	31	398	.1	.5	12	308	.1	.4
SU '03	39	1083	.1	.7	37	393	.1	.5	49	393	.1	.6	43	414	.1	.6	40	503	.1	1.2
4-Book	30	945	.1	.6	30	318	.1	.4	36	379	.1	.5	38	425	.1	.6	23	328	.1	.8
SP '03	31	983	.1	.6	45	406	.1	.6	37	353	.1	.5	31	356	.1	.5	27	302	.1	.9
KNX -AM																				
SP '04	28	1184	.1	.5	81	768	.2	1.0	20	285	.1	.3	26	441	.1	.4	12	268	.1	.4
WI '04	18	840	.1	.3	29	449	.1	.4	12	239	.1	.2	30	362	.1	.4	2	99	.1	.1
FA '03	23	995	.1	.4	50	469	.2	.7	23	339	.1	.3	37	476	.1	.5	9	184	.1	.3
SU '03	17	784	.1	.3	37	388	.1	.5	9	192	.1	.1	24	358	.1	.3	15	273	.1	.5
4-Book	22	951	.1	.4	49	519	.2	.7	16	264	.1	.2	29	409	.1	.4	10	206	.1	.3
SP '03	28	1188	.1	.5	57	604	.2	.7	25	371	.1	.3	40	562	.1	.6	13	234	.1	.4
KOST-FM																				
SP '04	199	3339	.6	3.6	209	1409	.6	2.6	365	1552	1.1	4.8	266	1598	.8	4.0	94	1259	.3	3.3
WI '04	132	3366	.4	2.5	128	1316	.4	1.7	239	1551	.7	3.1	167	1579	.5	2.5	90	1248	.3	3.4
FA '03	158	4101	.5	3.0	163	1677	.5	2.1	230	1621	.7	3.2	200	1976	.6	3.0	114	1460	.3	4.1
SU '03	168	3712	.5	2.9	166	1431	.5	2.1	217	1679	.6	2.7	225	1680	.7	3.1	162	1577	.5	4.9
4-Book	164	3630	.5	3.0	167	1458	.5	2.1	263	1601	.8	3.5	215	1708	.7	3.2	115	1386	.4	3.9
SP '03	174	3410	.5	3.1	140	1230	.4	1.8	291	1581	.9	3.7	221	1647	.7	3.2	147	1284	.4	5.0
KPWR-FM																				
SP '04	476	9567	1.5	8.7	681	5206	2.1	8.5	598	5358	1.8	7.9	640	5694	2.0	9.7	245	3270	.7	8.5
WI '04	434	8871	1.3	8.2	601	4485	1.8	8.0	527	4969	1.6	6.9	581	5456	1.8	8.7	262	3186	.8	9.9
FA '03	463	9516	1.4	8.7	683	4881	2.1	8.9	517	4683	1.6	7.1	632	5732	1.9	9.4	270	3479	.8	9.7
SU '03	459	9354	1.4	7.9	547	4012	1.6	7.0	565	5282	1.7	7.0	595	5415	1.8	8.3	336	3646	1.0	10.2
4-Book	458	9327	1.4	8.4	628	4646	1.9	8.1	552	5073	1.7	7.2	612	5574	1.9	9.0	278	3395	.8	9.6
SP '03	491	9659	1.5	8.8	678	4767	2.0	8.7	657	5365	1.9	8.4	581	5242	1.7	8.5	268	3502	.8	9.2
KRCD-FM																				
SP '04	80	1367	.2	1.5	102	475	.3	1.3	126	709	.4	1.7	89	616	.3	1.4	48	394	.1	1.7
WI '04	85	1229	.3	1.6	109	504	.3	1.4	145	825	.4	1.9	86	582	.3	1.3	33	349	.1	1.2
FA '03	47	805	.1	.9	51	324	.2	.7	64	417	.2	.9	57	345	.2	.8	52	310	.2	1.9
SU '03	51	851	.2	.9	46	326	.1	.6	86	442	.3	1.1	45	357	.1	.6	33	314	.1	1.0
4-Book	66	1063	.2	1.2	77	407	.2	1.0	105	598	.3	1.4	69	475	.2	1.0	42	342	.1	1.5
SP '03	34	787	.1	.6	45	286	.1	.6	45	457	.1	.6	32	369	.1	.5	40	301	.1	1.4
KRCV-FM																				
SP '04	43	593	.1	.8	36	295	.1	.5	48	295	.1	.6	58	229	.2	.9	34	249	.1	1.2
WI '04	32	520	.1	.6	41	226	.1	.5	61	330	.2	.8	30	286	.1	.4	13	148	.1	.5
FA '03	15	432	.1	.3	15	207	.1	.2	27	252	.1	.4	16	166	.1	.2	3	43	.1	.1
SU '03	19	293	.1	.3	40	151	.1	.5	34	162	.1	.4	14	128	.1	.2	3	60	.1	.1
4-Book	27	460	.1	.5	33	220	.1	.4	43	260	.1	.6	30	202	.1	.4	13	125	.1	.5
SP '03	15	260	.1	.3	13	144	.1	.2	16	129	.1	.2	12	91	.1	.2	10	106	.1	.3
KRLA-AM																				
SP '04	32	332	.1	.6	42	184	.1	.5	59	189	.2	.8	48	194	.1	.7	20	143	.1	.7
WI '04	19	255	.1	.4	26	127	.1	.3	40	212	.1	.5	24	80	.1	.4	6	48	.1	.2
FA '03	15	221	.1	.3	28	118	.1	.4	33	146	.1	.5	14	95	.1	.2	5	34	.1	.2
SU '03	12	259	.1	.2	13	91	.1	.2	28	154	.1	.3	20	114	.1	.3	1	35	.1	.1
4-Book	20	267	.1	.4	27	130	.1	.4	40	175	.1	.5	27	121	.1	.4	8	65	.1	.3
SP '03	1	67	.1	.1		10	.1	.1	3	40	.1	.1	3	41	.1	.1			.1	.1

Target Listener Trends - Persons 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																				
SP '04	468	8270	1.4	8.6	750	4853	2.3	9.4	601	4381	1.8	7.9	510	4587	1.6	7.8	352	3390	1.1	12.3
WI '04	379	8246	1.2	7.1	659	4695	2.0	8.7	421	4438	1.3	5.5	426	4471	1.3	6.4	260	3157	.8	9.8
FA '03	435	8377	1.3	8.1	686	4520	2.1	8.9	542	4349	1.7	7.4	533	4994	1.6	7.9	261	2970	.8	9.4
SU '03	443	8203	1.3	7.7	695	4411	2.1	8.9	582	4595	1.7	7.2	512	4588	1.5	7.1	290	3027	.9	8.8
4-Book	431	8274	1.3	7.9	698	4620	2.1	9.0	537	4441	1.6	7.0	495	4660	1.5	7.3	291	3136	.9	10.1
SP '03	430	8148	1.3	7.7	734	4577	2.2	9.4	570	4495	1.7	7.3	478	4428	1.4	7.0	231	3015	.7	7.9
KRTH-FM																				
SP '04	85	2794	.3	1.6	92	1078	.3	1.2	115	1139	.4	1.5	103	1075	.3	1.6	61	791	.2	2.1
WI '04	73	2437	.2	1.4	70	742	.2	.9	112	1021	.3	1.5	102	1022	.3	1.5	38	667	.1	1.4
FA '03	76	2457	.2	1.4	87	935	.3	1.1	118	1049	.4	1.6	85	983	.3	1.3	37	626	.1	1.3
SU '03	86	2675	.3	1.5	71	910	.2	.9	155	1379	.5	1.9	125	1238	.4	1.7	54	680	.2	1.6
4-Book	80	2591	.3	1.5	80	916	.3	1.0	125	1147	.4	1.6	104	1080	.3	1.5	48	691	.2	1.6
SP '03	102	2613	.3	1.8	127	1024	.4	1.6	156	1170	.5	2.0	89	949	.3	1.3	52	653	.2	1.8
KSCA-FM																				
SP '04	136	2351	.4	2.5	319	1323	1.0	4.0	181	1300	.6	2.4	83	855	.3	1.3	34	452	.1	1.2
WI '04	213	2997	.6	4.0	416	1597	1.3	5.5	212	1255	.6	2.8	353	1541	1.1	5.3	50	465	.2	1.9
FA '03	230	2893	.7	4.3	472	1672	1.4	6.1	192	1339	.6	2.6	402	1627	1.2	6.0	59	752	.2	2.1
SU '03	342	3930	1.0	5.9	608	2088	1.8	7.8	324	1751	1.0	4.0	630	2390	1.9	8.7	115	963	.3	3.5
4-Book	230	3043	.7	4.2	454	1670	1.4	5.9	227	1411	.7	3.0	367	1603	1.1	5.3	65	658	.2	2.2
SP '03	290	3708	.9	5.2	519	2049	1.5	6.6	277	1616	.8	3.5	571	2212	1.7	8.4	78	842	.2	2.7
KSPN-AM																				
SP '04	14	603	.1	.3	15	137	.1	.2	12	204	.1	.2	31	360	.1	.5	4	80	.1	.1
WI '04	22	581	.1	.4	20	226	.1	.3	32	267	.1	.4	51	370	.2	.8	2	61	.1	.1
FA '03	14	490	.1	.3	14	151	.1	.2	20	198	.1	.3	21	246	.1	.3	4	73	.1	.1
SU '03	17	489	.1	.3	14	184	.1	.2	19	222	.1	.2	24	213	.1	.3	19	134	.1	.6
4-Book	17	541	.1	.3	16	175	.1	.2	21	223	.1	.3	32	297	.1	.5	7	87	.1	.2
SP '03	12	471	.1	.2	4	69	.1	.1	8	122	.1	.1	37	292	.1	.5	6	125	.1	.2
KSSE-FM																				
SP '04	240	3792	.7	4.4	480	2209	1.5	6.0	319	1989	1.0	4.2	228	1828	.7	3.5	112	1088	.3	3.9
WI '04	239	3855	.7	4.5	469	2325	1.4	6.2	315	2073	1.0	4.1	222	1843	.7	3.3	92	1154	.3	3.5
FA '03	214	3388	.7	4.0	343	1881	1.0	4.5	355	1941	1.1	4.9	223	1870	.7	3.3	86	1036	.3	3.1
SU '03	251	3666	.7	4.3	423	2175	1.3	5.4	386	2354	1.1	4.8	238	1894	.7	3.3	89	1059	.3	2.7
4-Book	236	3675	.7	4.3	429	2148	1.3	5.5	344	2089	1.1	4.5	228	1859	.7	3.4	95	1087	.3	3.3
SP '03	189	3637	.6	3.4	258	1670	.8	3.3	278	2046	.8	3.5	213	1832	.6	3.1	87	1128	.3	3.0
KSUR-AM																				
SP '04	5	148	.1	.1	10	65	.1	.1	6	85	.1	.1	6	49	.1	.1	2	28	.1	.1
WI '04	1	27	.1	.1	2	27	.1	.1	1	14	.1	.1	1	27	.1	.1	1	14	.1	.1
FA '03	1	13	.1	.1	1	13	.1	.1	1	13	.1	.1	1	13	.1	.1	1	13	.1	.1
SU '03	1	42	.1	.1	1	42	.1	.1	4	24	.1	.1	1	11	.1	.1	1	11	.1	.1
4-Book	2	58	.1	.1	3	26	.1	.1	3	34	.1	.1	2	25	.1	.1	1	11	.1	.1
SP '03	3	148	.1	.1	1	25	.1	.1	6	60	.1	.1	7	71	.1	.1	1	14	.1	.1
KTWV-FM																				
SP '04	62	1289	.2	1.1	71	472	.2	.9	107	607	.3	1.4	72	619	.2	1.1	35	410	.1	1.2
WI '04	69	1269	.2	1.3	65	528	.2	.9	126	777	.4	1.7	95	636	.3	1.4	35	446	.1	1.3
FA '03	63	1465	.2	1.2	60	538	.2	.8	114	687	.3	1.6	82	757	.3	1.2	29	484	.1	1.0
SU '03	90	1786	.3	1.6	89	843	.3	1.1	144	880	.4	1.8	89	796	.3	1.2	66	569	.2	2.0
4-Book	71	1452	.2	1.3	71	595	.2	.9	123	738	.4	1.6	85	702	.3	1.2	41	477	.1	1.4
SP '03	64	1159	.2	1.1	44	373	.1	.6	91	427	.3	1.2	79	526	.2	1.2	65	506	.2	2.2
KWIZ-FM																				
SP '04	37	902	.1	.7	30	293	.1	.4	62	403	.2	.8	34	329	.1	.5	27	211	.1	.9
WI '04	52	832	.2	1.0	61	283	.2	.8	75	441	.2	1.0	40	375	.1	.6	28	262	.1	1.1
FA '03	80	1216	.2	1.5	88	630	.3	1.1	135	735	.4	1.9	89	605	.3	1.3	34	337	.1	1.2
SU '03	44	953	.1	.8	58	456	.2	.7	55	454	.2	.7	57	375	.2	.8	24	371	.1	.7
4-Book	53	976	.2	1.0	59	416	.2	.8	82	508	.3	1.1	55	421	.2	.8	28	295	.1	1.0
SP '03	64	1060	.2	1.1	66	563	.2	.8	101	682	.3	1.3	74	607	.2	1.1	44	452	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-34

Target Listener Trends - Persons 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '04	13	266		.2	12	65		.2	28	124	.1	.4	13	127		.2	10	78		.3
WI '04	14	208		.3	23	103	.1	.3	27	135	.1	.4	15	120		.2	1	26		
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	10	223		.2	18	79	.1	.2	19	107	.1	.2	2	53		.7	7	23		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	21	392	.1	.4	30	173	.1	.4	52	210	.2	.7	20	170	.1	.3	2	39		.1
KVVE-FM																				
SP '04	29	459	.1	.5	59	262	.2	.7	39	260	.1	.5	35	248	.1	.5	9	108		.3
WI '04	23	536	.1	.4	35	313	.1	.5	31	244	.1	.4	34	260	.1	.5	7	110		.3
FA '03	8	312		.1	17	177	.1	.2	8	95		.1	10	146		.1	4	98		.1
SU '03	18	437	.1	.3	22	202	.1	.3	21	191	.1	.3	20	228	.1	.3	4	46		.1
4-Book	20	436	.1	.3	33	239	.1	.4	25	198	.1	.3	25	221	.1	.4	6	91		.2
SP '03	15	443		.3	27	239	.1	.3	23	208	.1	.3	26	160	.1	.4	2	56		.1
KXDL-FM																				
SP '04	102	2152	.3	1.9	170	806	.5	2.1	122	960	.4	1.6	101	958	.3	1.5	38	575	.1	1.3
WI '04	135	2320	.4	2.5	207	1115	.6	2.7	225	1345	.7	3.0	136	1103	.4	2.0	51	512	.2	1.9
FA '03	126	2393	.4	2.4	151	1236	.5	2.0	219	1468	.7	3.0	148	1270	.5	2.2	57	556	.2	2.1
SU '03	188	2833	.6	3.2	249	1600	.7	3.2	285	1697	.8	3.5	193	1373	.6	2.7	107	869	.3	3.2
4-Book	138	2425	.4	2.5	194	1189	.6	2.5	213	1368	.7	2.8	145	1176	.5	2.1	63	628	.2	2.1
SP '03	174	3094	.5	3.1	219	1392	.6	2.8	273	1713	.8	3.5	148	1304	.4	2.2	87	991	.3	3.0
KXTA-AM																				
SP '04	16	433		.3	13	220		.2	42	265	.1	.6	21	280	.1	.3	9	74		.3
WI '04	17	425	.1	.3	26	133	.1	.3	34	265	.1	.4	26	238	.1	.4	1	29		
FA '03	14	310		.3	22	160	.1	.3	25	163	.1	.3	23	177	.1	.3	3	46		.1
SU '03	17	465	.1	.3	29	246	.1	.4	39	315	.1	.5	23	257	.1	.3	3	95		.1
4-Book	16	408	.1	.3	23	190	.1	.3	35	252	.1	.5	23	238	.1	.3	4	61		.1
SP '03	25	397	.1	.4	37	184	.1	.5	79	314	.2	1.0	10	105		.1	4	69		.1
XTRA-AM																				
SP '04	14	408		.3	11	112		.1	39	204	.1	.5	25	258	.1	.4		13		
WI '04	17	390	.1	.3	21	177	.1	.3	42	257	.1	.6	19	217	.1	.3	4	37		.2
FA '03	13	452	.2	.2	13	134	.2	.2	21	166	.1	.3	24	253	.1	.4	1	36		
SU '03	20	384	.1	.3	32	237	.1	.4	39	215	.1	.5	35	248	.1	.5	3	95		.1
4-Book	16	409	.1	.3	19	165	.1	.3	35	211	.1	.5	26	244	.1	.4	2	45		.1
SP '03	10	299		.2	9	145		.1	25	165	.1	.3	15	165		.2	1	38		
KYSR-FM																				
SP '04	155	4765	.5	2.8	259	1926	.8	3.2	216	2131	.7	2.8	211	2442	.6	3.2	50	1169	.2	1.7
WI '04	146	4693	.4	2.7	241	1945	.7	3.2	170	2195	.5	2.2	217	2723	.7	3.3	55	1185	.2	2.1
FA '03	146	4062	.4	2.7	269	1940	.8	3.5	185	1809	.6	2.5	226	2232	.7	3.4	58	1047	.2	2.1
SU '03	169	4986	.5	2.9	236	2105	.7	3.0	243	2409	.7	3.0	262	2840	.8	3.6	56	1206	.2	1.7
4-Book	154	4627	.5	2.8	251	1979	.8	3.2	204	2136	.6	2.6	229	2559	.7	3.4	55	1152	.2	1.9
SP '03	207	5009	.6	3.7	339	2400	1.0	4.3	314	2523	.9	4.0	314	2810	.9	4.6	63	1359	.2	2.2
KZAB-FM																				
SP '04	59	944	.2	1.1	50	343	.2	.6	78	467	.2	1.0	83	442	.3	1.3	37	298	.1	1.3
WI '04	75	984	.2	1.4	94	481	.3	1.2	126	568	.4	1.7	97	606	.3	1.5	25	276	.1	.9
FA '03	83	1163	.3	1.6	111	609	.3	1.4	116	649	.4	1.6	81	651	.2	1.2	40	495	.1	1.4
SU '03	95	1206	.3	1.6	106	598	.3	1.4	142	681	.4	1.8	122	722	.4	1.7	30	278	.1	.9
4-Book	78	1074	.3	1.4	90	508	.3	1.2	116	591	.4	1.5	96	605	.3	1.4	33	337	.1	1.1
SP '03	128	1604	.4	2.3	127	766	.4	1.6	189	1030	.6	2.4	143	871	.4	2.1	60	591	.2	2.0
KZLA-FM																				
SP '04	89	1705	.3	1.6	120	923	.4	1.5	114	827	.3	1.5	126	1114	.4	1.9	38	693	.1	1.3
WI '04	80	1672	.2	1.5	98	892	.3	1.3	134	944	.4	1.8	113	1074	.3	1.7	39	483	.1	1.5
FA '03	95	1674	.3	1.8	121	875	.4	1.6	162	1030	.5	2.2	117	993	.4	1.7	31	463	.1	1.1
SU '03	67	1690	.2	1.2	77	868	.2	1.0	96	802	.3	1.2	94	973	.3	1.3	28	400	.1	.8
4-Book	83	1685	.3	1.5	104	890	.3	1.4	127	901	.4	1.7	113	1039	.4	1.7	34	510	.1	1.2
SP '03	107	1971	.3	1.9	147	1001	.4	1.9	160	1100	.5	2.0	118	1126	.3	1.7	51	766	.2	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
KGGI-FM																				
SP '04	33	1356	.1	.6	28	411	.1	.4	38	539	.1	.5	43	606	.1	.7	19	294	.1	.7
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	31	1302	.1	.6	37	544	.1	.5	36	581	.1	.5	35	621	.1	.5	23	357	.1	.8
SU '03	29	1209	.1	.5	30	427	.1	.4	36	460	.1	.4	37	577	.1	.5	25	336	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	30	1377	.1	.5	30	494	.1	.4	30	582	.1	.4	32	547	.1	.5	29	394	.1	1.0
TOTALS																				
SP '04	5468	31450	16.7		7976	27416	24.3		7604	25285	23.2		6579	26593	20.1		2873	18848	8.8	
WI '04	5315	31747	16.2		7554	26945	23.0		7595	25534	23.2		6669	26754	20.3		2642	18614	8.1	
FA '03	5338	31441	16.3		7687	27104	23.4		7290	25119	22.2		6737	27358	20.5		2777	19040	8.5	
SU '03	5786	32576	17.1		7804	27751	23.1		8083	26980	23.9		7210	28026	21.3		3302	20476	9.8	
4-Book	5477	31804	16.6		7755	27304	23.5		7643	25730	23.1		6799	27183	20.6		2899	19245	8.8	
SP '03	5585	32759	16.5		7816	27944	23.1		7862	26275	23.2		6823	27501	20.2		2927	20117	8.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 18-34																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
	SP '04	39	539	.1	.5	11	194	.3		14	32	.3		11	60	.2		6	45	.1		
	4-Book	36	476	.1	.5	10	170	.3		7	28	.2		13	60	.2		8	43	.2		
KBIG-FM																						
	SP '04	211	2634	.6	2.9	65	1217	.2	1.7	28	170	.1	.7	157	473	.5	2.6	94	282	.3	2.1	
	4-Book	205	2729	.6	2.8	75	1369	.2	2.0	50	231	.2	1.3	137	443	.4	2.2	109	379	.4	2.4	
KBUA-FM																						
	SP '04	59	512	.2	.8	42	414	.1	1.1	59	135	.2	1.4	95	216	.3	1.5	15	67	.3		
	4-Book	67	481	.2	.9	40	330	.1	1.0	61	137	.2	1.5	75	185	.2	1.2	34	105	.1	.7	
KBUE-FM																						
	SP '04	304	2799	.9	4.1	196	1934	.6	5.2	270	660	.8	6.6	328	814	1.0	5.3	267	656	.8	5.9	
	4-Book	278	2639	.8	3.7	160	1737	.5	4.3	206	548	.6	5.2	275	748	.8	4.4	216	578	.7	4.7	
KCBS-FM																						
	SP '04	111	2335	.3	1.5	56	1215	.2	1.5	63	246	.2	1.5	92	372	.3	1.5	59	244	.2	1.3	
	4-Book	136	2251	.4	1.9	57	1174	.2	1.5	54	210	.2	1.4	107	391	.4	1.7	77	301	.3	1.7	
KDLD-FM																						
	SP '04	41	642	.1	.6	18	334	.1	.5	8	60	.2		23	139	.1	.4	35	114	.1	.8	
	4-Book	39	846	.1	.5	26	470	.1	.7	16	72	.1	.4	30	164	.1	.5	43	158	.1	.9	
KDLE-FM																						
	SP '04	64	917	.2	.9	19	362	.1	.5	16	85	.4		20	97	.1	.3	17	85	.1	.4	
	4-Book	69	975	.2	1.0	33	537	.1	.9	17	87	.4		58	215	.2	.9	44	176	.2	.9	
KFI -AM																						
	SP '04	81	1193	.2	1.1	39	563	.1	1.0	37	118	.1	.9	36	183	.1	.6	43	115	.1	.9	
	4-Book	95	1124	.3	1.3	38	508	.1	1.0	49	146	.2	1.2	63	194	.2	1.0	30	100	.1	.6	
KFSH-FM																						
	SP '04	55	725	.2	.7	34	667	.1	.9	23	117	.1	.6	45	284	.1	.7	40	162	.1	.9	
	4-Book	59	789	.2	.8	39	650	.1	1.0	32	167	.1	.8	52	245	.2	.8	46	164	.1	1.0	
KFWB-AM																						
	SP '04	21	740	.1	.3	9	324	.2		14	93	.3		9	76	.1	.1	19	119	.1	.4	
	4-Book	28	832	.1	.4	13	356	.3		16	105	.4		15	96	.1	.2	10	69	.2		
KHHT-FM																						
	SP '04	230	3404	.7	3.1	169	2181	.5	4.5	89	386	.3	2.2	177	756	.5	2.9	147	459	.4	3.2	
	4-Book	235	3262	.7	3.2	157	2003	.5	4.2	95	365	.3	2.4	191	689	.6	3.1	135	430	.4	2.9	
KHJ -AM																						
	SP '04	42	593	.1	.6	21	285	.1	.6	30	42	.1	.7	47	118	.1	.8	30	67	.1	.7	
	4-Book	51	567	.2	.7	25	307	.1	.7	32	80	.1	.8	44	118	.1	.7	23	70	.1	.5	
KIIS-FM																						
	SP '04	313	6185	1.0	4.2	166	3536	.5	4.4	141	636	.4	3.4	272	1159	.8	4.4	237	943	.7	5.2	
	4-Book	335	6188	1.0	4.5	180	3550	.6	4.8	144	647	.4	3.6	323	1422	1.0	5.2	248	994	.8	5.3	
KVVS-FM																						
	SP '04	29	234	.1	.4	8	157	.2		17	50	.1	.4	14	68	.2		1	10			
	4-Book	17	207	.2		7	121	.2		8	31	.2		16	65	.2		6	32		.1	
KJLH-FM																						
	SP '04	65	947	.2	.9	72	709	.2	1.9	58	162	.2	1.4	89	254	.3	1.4	53	145	.2	1.2	
	4-Book	79	972	.3	1.1	75	754	.2	2.0	55	132	.2	1.4	76	236	.3	1.2	68	183	.2	1.5	
KKBT-FM																						
	SP '04	297	5131	.9	4.0	187	3236	.6	5.0	163	624	.5	4.0	323	1335	1.0	5.3	253	963	.8	5.6	
	4-Book	321	4931	1.0	4.3	184	2908	.6	4.9	173	565	.5	4.4	322	1254	1.0	5.1	235	798	.7	5.1	
KKLA-FM																						
	SP '04	12	289	.2		4	68	.1		9	39	.2		12	39	.2						
	4-Book	12	257	.2		5	113	.1		8	32	.2		7	32	.1		2	15		.1	

Target Listener Estimates - Persons 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-34																				
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	
KLAC-AM																				
SP '04	14	423	.2	14	241	.4														
4-Book	12	302	.2	9	128	.2		2	11	.1		2	6			7	25		.2	
KLAX-FM																				
SP '04	457	3676	1.4	6.2	245	2393	.7	6.5	516	1094	1.6	12.6	394	1082	1.2	6.4	258	783	.8	5.7
4-Book	393	3574	1.2	5.3	216	2305	.7	5.8	339	837	1.0	8.5	366	1005	1.1	5.9	256	745	.8	5.5
KLOS-FM																				
SP '04	153	2495	.5	2.1	60	1078	.2	1.6	98	253	.3	2.4	123	433	.4	2.0	60	254	.2	1.3
4-Book	147	2422	.5	2.0	70	1206	.2	1.9	66	217	.2	1.7	121	419	.4	1.9	97	341	.3	2.1
KLSX-FM																				
SP '04	392	2739	1.2	5.3	18	492	.1	.5	23	76	.1	.6	27	165	.1	.4	32	117	.1	.7
4-Book	317	2447	1.0	4.3	28	496	.1	.8	39	126	.1	1.0	27	129	.1	.4	24	76	.1	.6
KLTX-AM																				
SP '04	61	348	.2	.8	34	274	.1	.9	52	123	.2	1.3	51	140	.2	.8	14	63		.3
4-Book	52	339	.2	.7	33	254	.1	.9	42	116	.1	1.1	55	120	.2	.9	32	73	.1	.7
KLVE-FM																				
SP '04	271	3271	.8	3.7	191	2004	.6	5.1	168	398	.5	4.1	324	712	1.0	5.3	213	530	.6	4.7
4-Book	294	3608	.9	4.0	160	2061	.5	4.3	166	458	.5	4.2	281	748	.9	4.5	159	483	.5	3.5
KLYY-FM																				
SP '04	166	1652	.5	2.2	113	1287	.3	3.0	117	343	.4	2.9	217	545	.7	3.5	139	358	.4	3.1
4-Book	152	1721	.5	2.0	109	1179	.3	2.9	114	329	.4	2.9	206	558	.7	3.3	127	352	.4	2.8
+KMXE-AM																				
SP '04	47	243	.1	.6	13	136	.3		41	73	.1	1.0	21	73	.1	.3	15	47		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	32	593	.1	.4	26	362	.1	.7	6	37		.1	25	83	.1	.4	19	92	.1	.4
4-Book	35	682	.1	.5	25	430	.1	.7	14	57	.1	.3	22	104	.1	.3	25	100	.1	.5
KNX -AM																				
SP '04	40	1022	.1	.5	17	344	.1	.5	31	124	.1	.8	31	109	.1	.5	23	58	.1	.5
4-Book	30	801	.1	.4	14	296	.1	.4	19	85	.1	.5	28	97	.1	.5	10	45		.2
KOST-FM																				
SP '04	287	2561	.9	3.9	113	1070	.3	3.0	91	231	.3	2.2	178	350	.5	2.9	165	345	.5	3.6
4-Book	219	2801	.7	3.0	101	1513	.3	2.7	95	294	.3	2.4	158	421	.5	2.5	116	362	.4	2.5
KPWR-FM																				
SP '04	637	8409	1.9	8.6	345	5212	1.1	9.1	342	1231	1.0	8.3	648	2286	2.0	10.5	504	1490	1.5	11.1
4-Book	594	8215	1.8	8.0	337	5151	1.0	8.9	312	1137	1.0	7.9	579	2125	1.8	9.2	464	1581	1.4	10.0
KRCD-FM																				
SP '04	107	1062	.3	1.4	53	682	.2	1.4	38	100	.1	.9	110	296	.3	1.8	90	181	.3	2.0
4-Book	85	830	.3	1.2	48	491	.2	1.3	35	109	.1	.9	83	196	.3	1.3	62	148	.2	1.4
KRCV-FM																				
SP '04	47	412	.1	.6	43	350	.1	1.1	60	135	.2	1.5	37	94	.1	.6	40	67	.1	.9
4-Book	36	356	.1	.5	23	233	.1	.6	35	70	.1	.9	27	89	.1	.5	27	62	.1	.6
KRLA-AM																				
SP '04	51	291	.2	.7	7	116		.2	4	10		.1	14	59		.2	23	35	.1	.5
4-Book	32	236	.1	.5	4	71		.1	2	10		.1	10	32		.2	13	28	.1	.3
KROQ-FM																				
SP '04	619	7392	1.9	8.4	278	4187	.8	7.4	240	946	.7	5.9	371	1646	1.1	6.0	323	1133	1.0	7.1
4-Book	574	7377	1.8	7.8	272	4242	.8	7.3	242	859	.7	6.1	461	1771	1.4	7.4	363	1314	1.1	7.8
KRTH-FM																				
SP '04	104	2100	.3	1.4	67	1023	.2	1.8	55	166	.2	1.3	110	408	.3	1.8	65	220	.2	1.4
4-Book	105	1993	.3	1.4	58	1005	.2	1.6	60	183	.2	1.6	118	405	.4	1.9	54	204	.2	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 18-34

	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
KSCA-FM																				
SP '04	193	1922	.6	2.6	105	1210	.3	2.8	212	443	.6	5.2	175	550	.5	2.8	67	201	.2	1.5
4-Book	340	2627	1.0	4.6	147	1536	.4	3.9	348	688	1.0	8.8	190	541	.6	3.0	232	487	.7	4.9
KSPN-AM																				
SP '04	19	516	.1	.3	11	161		.3	5	15		.1	27	78	.1	.4	17	64	.1	.4
4-Book	23	447	.1	.3	13	203		.3	5	21		.1	18	63	.1	.3	17	42	.1	.4
KSSE-FM																				
SP '04	340	3369	1.0	4.6	148	2086	.5	3.9	213	700	.6	5.2	315	1000	1.0	5.1	157	500	.5	3.5
4-Book	334	3290	1.0	4.5	156	1939	.5	4.2	211	669	.6	5.3	311	945	1.0	4.9	171	500	.5	3.7
KSUR-AM																				
SP '04	7	135		.1	4	40		.1	3	15		.1	11	40		.2	3	40		.1
4-Book	3	50			1	18			1	4			3	15		.1	1	13		
KTWV-FM																				
SP '04	85	1011	.3	1.1	40	524	.1	1.1	29	97	.1	.7	41	128	.1	.7	38	148	.1	.8
4-Book	95	1168	.3	1.3	49	617	.1	1.3	35	131	.1	.9	70	177	.2	1.1	69	185	.2	1.5
KWIZ-FM																				
SP '04	43	640	.1	.6	31	489	.1	.8	44	138	.1	1.1	43	118	.1	.7	38	117	.1	.8
4-Book	67	767	.2	.9	46	551	.2	1.2	67	181	.2	1.7	89	225	.3	1.4	46	141	.1	1.0
KWKW-AM																				
SP '04	19	230	.1	.3	6	74		.2					10	10		.2	10	25		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
SP '04	44	432	.1	.6	16	231		.4	20	84	.1	.5	11	69		.2	4	15		.1
4-Book	27	383	.1	.4	14	213		.4	15	46	.1	.4	13	50		.2	15	68	.1	.3
KXOL-FM																				
SP '04	130	1744	.4	1.8	95	1108	.3	2.5	124	296	.4	3.0	171	471	.5	2.8	129	337	.4	2.8
4-Book	186	2087	.6	2.5	103	1223	.3	2.7	134	351	.4	3.3	191	486	.6	3.0	128	341	.4	2.7
KXTA-AM																				
SP '04	27	423	.1	.4	2	60		.1					5	24		.1	3	33		.1
4-Book	28	376	.1	.4	4	86		.1	5	29		.2	8	36		.1	5	19		.1
XTRA-AM																				
SP '04	26	380	.1	.4	2	44		.1					5	15		.1	5	27		.1
4-Book	27	357	.1	.4	5	110		.2	8	33		.2	9	29		.2	6	22		.1
KYSR-FM																				
SP '04	228	3930	.7	3.1	95	2060	.3	2.5	68	310	.2	1.7	190	747	.6	3.1	104	437	.3	2.3
4-Book	226	3945	.7	3.1	92	2021	.3	2.5	61	285	.2	1.5	171	727	.5	2.8	136	568	.4	2.9
KZAB-FM																				
SP '04	71	794	.2	1.0	54	476	.2	1.4	43	110	.1	1.0	88	199	.3	1.4	116	203	.4	2.6
4-Book	102	906	.3	1.4	67	629	.2	1.8	71	199	.2	1.8	129	321	.4	2.0	91	214	.3	2.0
KZLA-FM																				
SP '04	120	1547	.4	1.6	69	873	.2	1.8	106	286	.3	2.6	104	317	.3	1.7	90	287	.3	2.0
4-Book	115	1473	.4	1.6	58	858	.2	1.5	62	223	.2	1.6	107	365	.3	1.7	79	272	.3	1.7
KGGI-FM																				
SP '04	37	1031	.1	.5	37	764	.1	1.0	22	106	.1	.5	46	201	.1	.7	31	138	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	7403	31088	22.6		3775	25044	11.5		4102	10825	12.5		6146	15266	18.7		4544	11564	13.9	
4-Book	7418	31381	22.5		3759	25484	11.4		3964	10700	12.0		6268	15580	19.0		4658	12140	14.1	

Target Listener Estimates - Persons 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 18-34																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
	SP '04	36	98	.1	1.2	7	19	.3		5	13	.1		2	13	.1		2	19	.1		
	4-Book	19	52	.1	.7	10	26	.5		10	36	.2		5	27	.2		3	13			
KBIG-FM																						
	SP '04	89	336	.3	3.0	27	161	.1	1.2	52	250	.2	1.2	35	186	.1	1.0	20	92	.1	.9	
	4-Book	86	331	.3	3.0	42	176	.1	1.8	89	344	.3	2.1	52	237	.2	1.6	24	111	.1	1.1	
KBUA-FM																						
	SP '04	27	83	.1	.9	15	38	.6		70	133	.2	1.7	34	108	.1	.9	14	37	.6		
	4-Book	29	78	.1	1.0	22	60	.1	.9	54	118	.2	1.3	35	99	.1	1.0	10	33	.5		
KBUE-FM																						
	SP '04	164	429	.5	5.6	106	349	.3	4.6	198	627	.6	4.7	159	563	.5	4.4	79	308	.2	3.5	
	4-Book	125	405	.4	4.4	91	250	.3	4.0	159	462	.5	3.8	128	384	.4	3.8	78	233	.2	3.6	
KCBS-FM																						
	SP '04	52	241	.2	1.8	20	84	.1	.9	74	393	.2	1.8	45	176	.1	1.3	33	216	.1	1.5	
	4-Book	46	218	.2	1.6	20	107	.1	.9	69	339	.2	1.6	53	210	.2	1.6	26	131	.1	1.2	
KDLD-FM																						
	SP '04	9	47	.1	.3	7	37	.3		24	148	.1	.6	24	67	.1	.7	13	82	.6		
	4-Book	22	97	.1	.8	17	56	.7		33	134	.1	.8	31	102	.1	.9	20	94	.1	.9	
KDLE-FM																						
	SP '04	16	60	.1	.5	7	57	.3		25	168	.1	.6	23	88	.1	.6	23	106	.1	1.0	
	4-Book	33	153	.1	1.1	9	55	.4		38	171	.1	.9	35	123	.1	1.0	25	129	.1	1.1	
KFI -AM																						
	SP '04	68	196	.2	2.3	49	151	.1	2.1	8	29	.2		16	72	.4		52	175	.2	2.3	
	4-Book	37	121	.1	1.3	33	107	.1	1.4	35	90	.1	.8	18	65	.1	.5	29	105	.1	1.4	
KFSH-FM																						
	SP '04	8	57	.1	.3	53	306	.2	2.3	63	379	.2	1.5	34	169	.1	.9	10	72	.4		
	4-Book	13	90	.1	.5	52	266	.2	2.3	63	356	.2	1.5	38	180	.1	1.1	16	99	.1	.7	
KFWB-AM																						
	SP '04		9			9	55	.4		14	75	.3		15	93	.4						
	4-Book	5	18		.2	11	67	.5		20	81	.5		23	105	.1	.7	5	34		.2	
KHHT-FM																						
	SP '04	132	541	.4	4.5	68	271	.2	2.9	115	509	.4	2.8	207	598	.6	5.8	382	814	1.2	16.9	
	4-Book	125	429	.4	4.4	75	256	.2	3.3	118	477	.4	2.8	171	544	.5	5.0	311	693	1.0	14.1	
KHJ -AM																						
	SP '04	6	15	.2		21	50	.1	.9	23	92	.1	.6	9	30	.3						
	4-Book	6	22	.2		26	76	.1	1.1	43	115	.1	1.0	20	56	.1	.6	8	24		.4	
KIIS-FM																						
	SP '04	128	550	.4	4.3	98	442	.3	4.2	214	991	.7	5.1	178	724	.5	5.0	62	376	.2	2.7	
	4-Book	138	647	.4	4.9	108	432	.3	4.6	213	976	.7	5.0	177	726	.5	5.2	84	430	.3	3.8	
KVVS-FM																						
	SP '04					15	70	.6		11	43	.3		12	19	.3						
	4-Book	1	6			4	18	.2		7	28	.2		14	35	.4		4	25		.2	
KJLH-FM																						
	SP '04	52	155	.2	1.8	76	253	.2	3.3	86	274	.3	2.1	96	217	.3	2.7	63	137	.2	2.8	
	4-Book	42	140	.2	1.5	88	259	.3	3.8	130	328	.4	3.1	96	213	.3	2.8	46	135	.1	2.1	
KKBT-FM																						
	SP '04	171	697	.5	5.8	72	227	.2	3.1	202	843	.6	4.8	149	608	.5	4.1	141	525	.4	6.2	
	4-Book	148	606	.4	5.3	104	311	.3	4.5	191	774	.6	4.5	175	615	.6	5.1	117	441	.3	5.3	
KKLA-FM																						
	SP '04		9			7	20	.3		6	32	.1							9			
	4-Book	3	21		.1	11	39	.5		8	39	.2			5				14		.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 18-34

		Persons 18-34																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	AQH (00)	Cume (00)	AQH Rig	AQH Shr	
KLAC-AM																						
	SP '04	17	58	.1	.6					28	80	.1	.7	35	140	.1	1.0	27	80	.1	1.2	
	4-Book	12	44	.4	.4	5	5	.2	.2	14	43	.1	.4	12	49	.4	.4	15	40	.1	.7	
KLAX-FM																						
	SP '04	100	365	.3	3.4	228	509	.7	9.9	208	593	.6	5.0	198	460	.6	5.5	104	346	.3	4.6	
	4-Book	115	412	.3	4.0	170	457	.5	7.4	230	707	.7	5.4	168	453	.5	4.9	97	337	.3	4.4	
KLOS-FM																						
	SP '04	10	77	.3	.3	20	67	.1	.9	63	247	.2	1.5	66	251	.2	1.8	38	140	.1	1.7	
	4-Book	56	182	.2	2.0	29	115	.1	1.2	73	311	.3	1.7	63	238	.2	1.8	52	177	.2	2.3	
KLSX-FM																						
	SP '04	10	46	.3	.3	10	40	.4	.4	22	116	.1	.5	18	80	.1	.5	5	43	.2	.2	
	4-Book	13	55	.4	.4	36	114	.1	1.5	52	162	.2	1.2	29	86	.1	.9	9	36	.4	.4	
KLTX-AM																						
	SP '04	20	33	.1	.7	39	85	.1	1.7	34	83	.1	.8	26	71	.1	.7	37	91	.1	1.6	
	4-Book	22	47	.1	.8	29	83	.1	1.3	37	113	.1	.9	27	66	.1	.8	19	51	.1	.8	
KLVE-FM																						
	SP '04	239	585	.7	8.1	118	377	.4	5.1	170	478	.5	4.1	123	331	.4	3.4	144	402	.4	6.4	
	4-Book	189	544	.6	6.7	94	330	.3	4.0	161	509	.5	3.8	113	339	.4	3.3	96	330	.3	4.4	
KLYY-FM																						
	SP '04	63	211	.2	2.1	54	194	.2	2.3	148	419	.5	3.5	105	223	.3	2.9	54	190	.2	2.4	
	4-Book	69	244	.2	2.5	57	188	.2	2.5	129	346	.4	3.1	102	260	.3	3.0	59	197	.2	2.7	
+KMXE-AM																						
	SP '04	14	50	.5	.5	12	30	.5	.5	5	31	.1	.1	4	17	.1	.1					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																						
	SP '04	30	114	.1	1.0	14	85	.6	.6	58	121	.2	1.4	32	92	.1	.9	18	47	.1	.8	
	4-Book	27	92	.1	.9	15	66	.6	.6	35	126	.1	.9	35	75	.1	1.0	23	90	.1	1.1	
KNX -AM																						
	SP '04	13	57	.4	.4	9	29	.4	.4	12	37	.3	.3	20	84	.1	.6					
	4-Book	9	61	.3	.3	5	23	.2	.2	21	70	.1	.5	10	51	.3	.3	8	41	.4	.4	
KOST-FM																						
	SP '04	131	398	.4	4.4	69	197	.2	3.0	114	342	.3	2.7	100	298	.3	2.8	50	163	.2	2.2	
	4-Book	134	443	.4	4.6	42	173	.1	1.9	107	382	.3	2.5	72	277	.2	2.1	69	269	.2	3.0	
KPWR-FM																						
	SP '04	318	1198	1.0	10.8	150	633	.5	6.5	344	1468	1.0	8.2	346	1225	1.1	9.6	100	483	.3	4.4	
	4-Book	306	1169	1.0	10.9	160	639	.5	6.9	371	1458	1.1	8.7	307	1105	.9	9.0	174	674	.5	7.9	
KRCD-FM																						
	SP '04	59	132	.2	2.0	20	55	.1	.9	61	160	.2	1.5	20	90	.1	.6	20	74	.1	.9	
	4-Book	47	116	.1	1.7	30	83	.1	1.3	54	148	.2	1.3	40	102	.1	1.2	25	91	.1	1.2	
KRCV-FM																						
	SP '04	25	88	.1	.8	28	108	.1	1.2	64	123	.2	1.5	64	138	.2	1.8	27	114	.1	1.2	
	4-Book	14	55	.1	.5	17	58	.1	.7	31	70	.1	.7	24	59	.1	.7	11	50	.5	.5	
KRLA-AM																						
	SP '04	9	26	.3	.3					1	15			8	16	.2	.2					
	4-Book	3	9	.1	.1					3	12	.1	.1	5	8	.1	.1					
KROQ-FM																						
	SP '04	296	1079	.9	10.1	172	512	.5	7.4	264	1087	.8	6.3	281	1063	.9	7.8	256	914	.8	11.3	
	4-Book	231	1031	.7	8.1	147	522	.5	6.4	284	1216	.9	6.7	249	993	.8	7.3	182	762	.6	8.3	
KRTH-FM																						
	SP '04	57	197	.2	1.9	17	92	.1	.7	107	359	.3	2.6	57	217	.2	1.6	56	168	.2	2.5	
	4-Book	37	153	.1	1.3	35	130	.1	1.5	68	246	.2	1.7	54	203	.2	1.6	36	122	.1	1.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 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	
KSCA-FM																				
SP '04	30	141	.1	1.0	114	267	.3	4.9	126	372	.4	3.0	96	231	.3	2.7	37	139	.1	1.6
4-Book	83	241	.3	2.9	112	277	.4	4.8	108	317	.3	2.6	97	238	.3	2.9	50	138	.2	2.2
KSPN-AM																				
SP '04									16	34	.4		23	88	.1	.6	2	32	.1	
4-Book	10	40		.3	4	21		.2	22	56	.1	.5	20	75	.1	.6	5	22		.2
KSSE-FM																				
SP '04	77	305	.2	2.6	104	366	.3	4.5	132	465	.4	3.2	134	376	.4	3.7	52	228	.2	2.3
4-Book	83	344	.3	2.9	95	312	.3	4.1	169	557	.5	4.0	142	401	.4	4.2	66	271	.2	3.0
KSUR-AM																				
SP '04	2	15		.1	7	15		.3	3	15		.1	4	15		.1				
4-Book	1	7			2	4		.1	1	4			2	8		.1	1	5		
KTWV-FM																				
SP '04	29	106	.1	1.0	33	81	.1	1.4	48	163	.1	1.1	73	151	.2	2.0	32	103	.1	1.4
4-Book	41	151	.1	1.4	27	89	.1	1.2	54	179	.2	1.3	67	157	.2	2.0	29	108	.1	1.3
KVIZ-FM																				
SP '04	10	64		.3	13	73		.6	60	187	.2	1.4	21	67	.1	.6	16	55		.7
4-Book	29	105	.1	1.0	23	77	.1	1.0	61	160	.2	1.4	28	88	.1	.9	18	77	.1	.9
KVKV-AM																				
SP '04					6	24		.3	9	24		.2	13	30		.4				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVVE-FM																				
SP '04	2	17		.1	26	91	.1	1.1	46	125	.1	1.1	12	54		.3	7	31		.3
4-Book	4	36		.2	19	74	.1	.9	28	104	.1	.7	8	37		.2	8	19		.4
KXOL-FM																				
SP '04	28	145	.1	1.0	79	218	.2	3.4	116	292	.4	2.8	80	244	.2	2.2	37	121	.1	1.6
4-Book	56	210	.2	1.9	64	206	.2	2.8	121	344	.4	2.8	80	237	.2	2.3	50	177	.2	2.3
KXTA-AM																				
SP '04					1	9			7	27		.2								
4-Book	2	12		.1	4	23		.2	6	31		.1	1	3						
XTRA-AM																				
SP '04									7	17		.2								
4-Book		5			2	14		.1	7	25		.2	4	8		.1	4	19		.2
KYSR-FM																				
SP '04	45	305	.1	1.5	51	293	.2	2.2	153	768	.5	3.7	101	474	.3	2.8	36	213	.1	1.6
4-Book	53	348	.2	1.9	52	215	.2	2.2	118	659	.4	2.8	100	423	.3	2.9	40	217	.1	1.9
KZAB-FM																				
SP '04	35	90	.1	1.2	33	73	.1	1.4	69	173	.2	1.7	36	73	.1	1.0	14	31		.6
4-Book	33	101	.1	1.2	45	119	.1	2.0	91	264	.3	2.1	51	112	.2	1.5	19	86	.1	.9
KZLA-FM																				
SP '04	24	162	.1	.8	51	140	.2	2.2	91	335	.3	2.2	81	346	.2	2.3	13	88		.6
4-Book	32	166	.1	1.1	37	138	.1	1.6	77	324	.3	1.8	54	237	.2	1.6	13	81		.6
KGGL-FM																				
SP '04	35	139	.1	1.2	8	16		.3	38	156	.1	.9	78	292	.2	2.2	37	138	.1	1.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	2944	8603	9.0		2309	6938	7.0		4175	11669	12.7		3595	9622	11.0		2266	6827	6.9	
4-Book	2844	8870	8.6		2315	6985	7.0		4258	11943	12.9		3416	9264	10.4		2209	6896	6.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '04	146	2406	.2	1.4	129	999	.2	.8	229	1244	.4	1.5	247	1437	.4	1.9	110	676	.2	2.2
WI '04	116	2001	.2	1.1	135	911	.2	.9	176	1070	.3	1.2	187	1188	.3	1.4	84	752	.1	1.8
FA '03	109	2172	.2	1.0	97	895	.2	.6	164	1019	.3	1.1	211	1181	.3	1.6	102	895	.2	2.1
SU '03	93	1830	.1	.9	116	807	.2	.8	189	1021	.3	1.3	148	1115	.2	1.1	31	483	.1	.6
4-Book	116	2102	.2	1.1	119	903	.2	.8	190	1089	.3	1.3	198	1230	.3	1.5	82	702	.1	1.7
SP '03	109	2000	.2	1.0	110	901	.2	.7	214	1089	.3	1.4	183	1235	.3	1.4	59	689	.1	1.2
KBIG-FM																				
SP '04	305	6692	.5	2.9	360	2891	.6	2.2	602	3516	1.0	4.0	400	3245	.6	3.1	112	1807	.2	2.3
WI '04	238	5855	.4	2.3	251	2229	.4	1.6	426	2789	.7	2.8	306	2757	.5	2.3	109	1488	.2	2.3
FA '03	257	6479	.4	2.5	330	2828	.5	2.1	492	3159	.8	3.4	312	2935	.5	2.3	98	1459	.2	2.0
SU '03	320	6873	.5	3.0	392	2663	.6	2.6	555	3375	.9	3.8	397	3429	.6	3.0	134	1779	.2	2.5
4-Book	280	6475	.5	2.7	333	2653	.5	2.1	519	3210	.9	3.5	354	3092	.6	2.7	113	1633	.2	2.3
SP '03	333	6537	.5	3.1	402	2580	.6	2.6	628	3277	1.0	4.2	422	3310	.7	3.1	123	1462	.2	2.4
KBUA-FM																				
SP '04	81	941	.1	.8	124	520	.2	.8	125	466	.2	.8	77	543	.1	.6	27	181	.1	.5
WI '04	67	899	.1	.6	128	534	.2	.8	97	519	.2	.6	65	476	.1	.5	21	223	.1	.5
FA '03	58	613	.1	.6	101	447	.2	.6	76	359	.1	.5	55	385	.1	.4	24	246	.1	.5
SU '03	94	1028	.2	.9	138	626	.2	.9	152	695	.2	1.0	99	578	.2	.8	36	304	.1	.7
4-Book	75	870	.1	.7	123	532	.2	.8	113	510	.2	.7	74	496	.1	.6	27	239	.1	.6
SP '03	54	745	.1	.5	79	386	.1	.5	91	418	.1	.6	51	381	.1	.4	22	244	.1	.4
KBUE-FM																				
SP '04	353	5054	.6	3.3	467	2533	.7	2.9	461	2796	.7	3.1	410	2738	.7	3.2	188	1731	.3	3.8
WI '04	309	4716	.5	3.0	473	2483	.8	3.1	407	2531	.6	2.7	342	2464	.5	2.6	164	1476	.3	3.5
FA '03	308	4444	.5	2.9	437	2134	.7	2.8	442	2336	.7	3.0	319	2307	.5	2.4	129	1205	.2	2.6
SU '03	278	4419	.4	2.6	429	2034	.7	2.9	363	2480	.6	2.5	316	2336	.5	2.4	150	1401	.2	2.8
4-Book	312	4658	.5	3.0	452	2296	.7	2.9	418	2536	.7	2.8	347	2461	.6	2.7	158	1453	.3	3.2
SP '03	284	4247	.5	2.7	330	1850	.5	2.1	361	2342	.6	2.4	369	2150	.6	2.7	183	1400	.3	3.6
KCBS-FM																				
SP '04	245	6818	.4	2.3	300	2720	.5	1.9	368	3233	.6	2.4	336	3661	.5	2.6	98	1814	.2	2.0
WI '04	291	7103	.5	2.8	366	2930	.6	2.4	472	3225	.8	3.1	384	3975	.6	2.9	107	1834	.2	2.3
FA '03	252	6084	.4	2.4	351	2678	.6	2.3	445	2697	.7	3.0	331	3515	.5	2.5	82	1537	.1	1.7
SU '03	292	7175	.5	2.8	403	3113	.6	2.7	499	3731	.8	3.4	310	3509	.5	2.4	107	2023	.2	2.0
4-Book	270	6795	.5	2.6	355	2860	.6	2.3	446	3222	.7	3.0	340	3665	.5	2.6	99	1802	.2	2.0
SP '03	291	6503	.5	2.7	363	2956	.6	2.3	482	3381	.8	3.2	355	3397	.6	2.6	106	1496	.2	2.1
KDLD-FM																				
SP '04	58	1279	.1	.5	31	375	.1	.2	97	759	.2	.6	92	747	.1	.7	40	406	.1	.8
WI '04	49	1413	.1	.5	32	467	.1	.2	75	854	.1	.5	68	848	.1	.5	35	427	.1	.8
FA '03	41	1398	.1	.4	41	537	.1	.3	25	508	.2	.3	68	783	.1	.5	43	666	.1	.9
SU '03	56	1620	.1	.5	63	562	.1	.4	50	864	.1	.3	73	844	.1	.6	41	712	.1	.8
4-Book	51	1428	.1	.5	42	485	.1	.3	62	746	.1	.4	75	806	.1	.6	40	553	.1	.8
SP '03	46	1264	.1	.4	36	535	.1	.2	56	629	.1	.4	63	612	.1	.5	33	456	.1	.7
KDLE-FM																				
SP '04	56	1380	.1	.5	71	703	.1	.4	94	712	.1	.6	82	737	.1	.6	20	409	.1	.4
WI '04	80	1453	.1	.8	61	707	.1	.4	147	850	.2	1.0	124	977	.2	.9	34	370	.1	.7
FA '03	73	1613	.1	.7	98	764	.2	.6	130	758	.2	.9	83	758	.1	.6	41	699	.1	.8
SU '03	68	1619	.1	.6	47	644	.1	.3	82	857	.1	.6	94	863	.2	.7	42	611	.1	.8
4-Book	69	1516	.1	.7	69	705	.1	.4	113	794	.2	.8	96	834	.2	.7	34	522	.1	.7
SP '03	58	1468	.1	.5	63	666	.1	.4	62	675	.1	.4	83	848	.1	.6	47	565	.1	.9
KFI -AM																				
SP '04	290	4958	.5	2.7	527	2740	.8	3.3	433	2527	.7	2.9	364	2472	.6	2.9	132	1200	.2	2.7
WI '04	246	3961	.4	2.4	407	2131	.6	2.6	372	2044	.6	2.5	362	2211	.6	2.8	97	835	.2	2.1
FA '03	300	4755	.5	2.9	559	2813	.9	3.6	376	2579	.6	2.6	507	3039	.8	3.8	130	1201	.2	2.7
SU '03	267	4816	.4	2.5	428	2521	.7	2.9	384	2318	.6	2.6	419	2651	.7	3.2	130	1117	.2	2.5
4-Book	276	4623	.5	2.6	480	2551	.8	3.1	391	2367	.6	2.7	413	2593	.7	3.2	122	1088	.2	2.5
SP '03	263	4393	.4	2.5	457	2479	.7	2.9	349	1916	.6	2.3	386	2474	.6	2.9	162	1267	.3	3.2

Target Listener Trends - Persons 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KFSH-FM																				
SP '04	127	2108	.2	1.2	167	1294	.3	1.0	172	1214	.3	1.1	124	1211	.2	1.0	62	868	.1	1.3
WI '04	104	2052	.2	1.0	160	1366	.3	1.0	102	993	.2	.7	131	1200	.2	1.0	54	817	.1	1.2
FA '03	96	2015	.2	.9	129	1104	.2	.8	144	1012	.2	1.0	137	1068	.2	1.0	21	530		.4
SU '03	113	2139	.2	1.1	168	1306	.3	1.1	130	1101	.2	.9	158	1165	.3	1.2	45	711	.1	.9
4-Book	110	2079	.2	1.1	156	1268	.3	1.0	137	1080	.2	.9	138	1161	.2	1.1	46	732	.1	1.0
SP '03	89	1694	.1	.8	122	863	.2	.8	118	886	.2	.8	128	1023	.2	1.0	25	485		.5
KFVB-AM																				
SP '04	65	2801	.1	.6	141	1451	.2	.9	46	747	.1	.3	76	1167	.1	.6	49	743	.1	1.0
WI '04	87	3269	.1	.8	212	2067	.3	1.4	90	1001	.1	.6	116	1490	.2	.9	23	482		.5
FA '03	95	3833	.2	.9	203	2282	.3	1.3	84	1220	.1	.6	136	1845	.2	1.0	32	821	.1	.7
SU '03	78	3483	.1	.7	183	1707	.3	1.2	55	1022	.1	.4	96	1465	.2	.7	45	556	.1	.9
4-Book	81	3347	.1	.8	185	1877	.3	1.2	69	998	.1	.5	106	1492	.2	.8	37	651	.1	.8
SP '03	104	4126	.2	1.0	210	2372	.3	1.4	96	1505	.2	.6	170	2233	.3	1.3	39	877	.1	.8
KHHT-FM																				
SP '04	310	6149	.5	2.9	329	2634	.5	2.0	421	3016	.7	2.8	358	3161	.6	2.8	233	2460	.4	4.7
WI '04	334	5997	.5	3.2	399	2654	.6	2.6	495	2840	.8	3.3	391	3095	.6	3.0	179	2128	.3	3.9
FA '03	301	6000	.5	2.9	344	2650	.5	2.2	440	2905	.7	3.0	336	3083	.5	2.5	211	2169	.3	4.3
SU '03	279	5973	.4	2.7	325	2699	.5	2.2	413	2889	.7	2.8	317	2834	.5	2.4	162	1938	.3	3.1
4-Book	306	6030	.5	2.9	349	2659	.5	2.3	442	2913	.7	3.0	351	3043	.6	2.7	196	2174	.3	4.0
SP '03	284	6067	.5	2.7	356	2575	.6	2.3	424	2917	.7	2.8	311	3200	.5	2.3	192	2070	.3	3.8
KHJ -AM																				
SP '04	81	1521	.1	.8	166	656	.3	1.0	109	732	.2	.7	88	535	.1	.7	15	190		.3
WI '04	85	1393	.1	.8	117	643	.2	.8	163	800	.3	1.1	88	510	.1	.7	24	316		.5
FA '03	84	1253	.1	.8	105	485	.2	.7	152	812	.2	1.0	74	470	.1	.5	37	329	.1	.8
SU '03	79	1444	.1	.8	124	725	.2	.8	136	755	.2	.9	79	544	.1	.6	23	232		.4
4-Book	82	1403	.1	.8	128	627	.2	.8	140	775	.2	.9	82	515	.1	.6	25	267		.5
SP '03	103	1502	.2	1.0	178	721	.3	1.1	147	697	.2	1.0	84	541	.1	.6	44	413	.1	.9
KIIS-FM																				
SP '04	324	10393	.5	3.1	452	4851	.7	2.8	440	4953	.7	2.9	427	5457	.7	3.4	157	2872	.3	3.2
WI '04	400	10743	.6	3.8	598	5188	1.0	3.9	523	5213	.8	3.5	528	5861	.8	4.0	189	2727	.3	4.1
FA '03	331	10143	.5	3.2	449	4594	.7	2.9	437	4794	.7	3.0	435	5313	.7	3.2	156	2810	.2	3.2
SU '03	380	10892	.6	3.6	486	4676	.8	3.3	571	5826	.9	3.9	465	5755	.7	3.5	190	3210	.3	3.6
4-Book	359	10543	.6	3.4	496	4827	.8	3.2	493	5197	.8	3.3	464	5597	.7	3.5	173	2905	.3	3.5
SP '03	357	10585	.6	3.4	586	5097	.9	3.8	430	5012	.7	2.9	430	5255	.7	3.2	140	2564	.2	2.8
KVVS-FM																				
SP '04	20	354	.2		32	158	.1	.2	26	200		.2	36	258	.1	.3	5	111		.1
WI '04	16	420	.2		29	195		.2	32	336	.1	.2	14	271		.1	3	87		.1
FA '03	11	400	.1		12	170		.1	13	161		.1	16	201		.1	5	87		.1
SU '03	16	377	.2		17	177		.1	23	172		.2	15	191		.1	10	129		.2
4-Book	16	388	.2		23	175		.2	24	217		.2	20	230		.2	6	104		.1
SP '03	17	417	.2		18	219		.1	20	210		.1	26	279		.2	6	99		.1
KJLH-FM																				
SP '04	202	2571	.3	1.9	262	1239	.4	1.6	249	1250	.4	1.7	244	1614	.4	1.9	108	965	.2	2.2
WI '04	195	3087	.3	1.9	241	1511	.4	1.6	210	1272	.3	1.4	207	1417	.3	1.6	104	957	.2	2.2
FA '03	178	2739	.3	1.7	220	1322	.4	1.4	197	1180	.3	1.3	184	1376	.3	1.4	104	991	.2	2.1
SU '03	209	2590	.3	2.0	196	1170	.3	1.3	242	1372	.4	1.6	210	1375	.3	1.6	177	972	.3	3.3
4-Book	196	2747	.3	1.9	230	1311	.4	1.5	225	1269	.4	1.5	211	1446	.3	1.6	123	971	.2	2.5
SP '03	166	2657	.3	1.6	189	1082	.3	1.2	194	1313	.3	1.3	186	1464	.3	1.4	99	854	.2	2.0
KKBT-FM																				
SP '04	315	8183	.5	3.0	573	3878	.9	3.5	351	4045	.6	2.3	352	4022	.6	2.8	150	2384	.2	3.0
WI '04	322	7669	.5	3.1	552	3454	.9	3.6	318	3605	.5	2.1	378	3951	.6	2.9	211	2353	.3	4.5
FA '03	389	8177	.6	3.7	722	3846	1.1	4.6	412	3891	.7	2.8	473	4190	.8	3.5	195	2741	.3	4.0
SU '03	353	7873	.6	3.4	685	3639	1.1	4.6	419	3750	.7	2.8	405	3669	.6	3.1	163	2315	.3	3.1
4-Book	345	7976	.6	3.3	633	3704	1.0	4.1	375	3823	.6	2.5	402	3958	.7	3.1	180	2448	.3	3.7
SP '03	364	8597	.6	3.4	651	4239	1.0	4.2	457	4233	.7	3.1	445	4322	.7	3.3	150	2366	.2	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKLA-FM																				
SP '04	50	1159	.1	.5	87	646	.1	.5	78	587	.1	.5	70	496	.1	.6	18	212		.4
WI '04	36	1203	.1	.3	63	629	.1	.4	54	512	.1	.4	51	568	.1	.4	14	259		.3
FA '03	44	955	.1	.4	97	598	.2	.6	67	414	.1	.5	54	404	.1	.4	10	246		.2
SU '03	35	953	.1	.3	83	552	.1	.6	43	411	.1	.3	44	339	.1	.3	15	183		.3
4-Book	41	1068	.1	.4	83	606	.1	.5	61	481	.1	.4	55	452	.1	.4	14	225		.3
SP '03	37	964	.1	.3	91	626	.1	.6	37	407	.1	.2	62	482	.1	.5	13	168		.3
KLAC-AM																				
SP '04	58	1926	.1	.5	41	245	.1	.3	43	276	.1	.3	76	969	.1	.6	82	1027	.1	1.7
WI '04	33	1099	.1	.3	26	245		.2	38	289	.1	.3	52	594	.1	.4	32	421	.1	.7
FA '03	37	1332	.1	.4	28	257		.2	53	329	.1	.4	60	793	.1	.4	35	586	.1	.7
SU '03	27	581		.3	34	339	.1	.2	16	165		.1	25	254		.2	32	210	.1	.6
4-Book	39	1235	.1	.4	32	272	.1	.2	38	265	.1	.3	53	653	.1	.4	45	561	.1	.9
SP '03	36	1260	.1	.3	32	313	.1	.2	29	248		.2	38	613	.1	.3	48	577	.1	.9
KLAX-FM																				
SP '04	651	7862	1.0	6.1	1445	4913	2.3	8.9	858	5031	1.4	5.7	561	3825	.9	4.4	141	1565	.2	2.8
WI '04	406	6176	.6	3.9	638	3430	1.0	4.1	638	3477	1.0	4.3	417	3015	.7	3.2	126	1456	.2	2.7
FA '03	401	6452	.6	3.8	699	3537	1.1	4.5	545	3279	.9	3.7	397	3162	.6	2.9	144	1530	.2	3.0
SU '03	422	6509	.7	4.0	627	3203	1.0	4.2	635	3724	1.0	4.3	437	3334	.7	3.3	183	1793	.3	3.5
4-Book	470	6750	.7	4.5	852	3771	1.4	5.4	669	3878	1.1	4.5	453	3334	.7	3.5	149	1586	.2	3.0
SP '03	480	6857	.8	4.5	742	3919	1.2	4.8	694	4048	1.1	4.6	466	3203	.7	3.5	193	1832	.3	3.8
KLOS-FM																				
SP '04	283	6685	.5	2.7	460	2813	.7	2.8	441	3111	.7	2.9	368	3363	.6	2.9	92	1579	.1	1.9
WI '04	286	6544	.5	2.7	478	2796	.8	3.1	361	2647	.6	2.4	403	3634	.6	3.1	140	1506	.2	3.0
FA '03	288	6977	.5	2.7	448	3097	.7	2.9	401	3037	.6	2.7	397	3600	.6	2.9	128	1648	.2	2.6
SU '03	327	6969	.5	3.1	520	2958	.8	3.5	425	3180	.7	2.9	408	3572	.7	3.1	189	1740	.3	3.6
4-Book	296	6794	.5	2.8	477	2916	.8	3.1	407	2994	.7	2.7	394	3542	.6	3.0	137	1618	.2	2.8
SP '03	243	6145	.4	2.3	383	2529	.6	2.5	347	2860	.6	2.3	339	3249	.5	2.5	103	1661	.2	2.0
KLSX-FM																				
SP '04	408	5877	.6	3.9	1046	3776	1.7	6.5	600	2973	1.0	4.0	531	2887	.8	4.2	100	1091	.2	2.0
WI '04	364	5400	.6	3.5	910	3293	1.4	5.9	641	2846	1.0	4.3	411	2683	.7	3.1	45	810	.1	1.0
FA '03	284	4728	.5	2.7	684	2718	1.1	4.4	384	2263	.6	2.6	419	2453	.7	3.1	86	920	.1	1.8
SU '03	301	5107	.5	2.9	692	3009	1.1	4.7	369	2338	.6	2.5	508	2710	.8	3.9	66	875	.1	1.2
4-Book	339	5278	.6	3.3	833	3199	1.3	5.4	499	2605	.8	3.4	467	2683	.8	3.6	74	924	.1	1.5
SP '03	338	4929	.5	3.2	815	3061	1.3	5.3	489	2476	.8	3.3	509	2290	.8	3.8	64	793	.1	1.3
KLTX-AM																				
SP '04	84	686	.1	.8	149	551	.2	.9	119	523	.2	.8	86	454	.1	.7	32	338	.1	.6
WI '04	88	809	.1	.8	152	495	.2	1.0	120	588	.2	.8	81	474	.1	.6	42	281	.1	.9
FA '03	92	846	.1	.9	155	590	.2	1.0	143	620	.2	1.0	104	492	.2	.8	27	253		.6
SU '03	77	827	.1	.7	113	602	.2	.8	113	567	.2	.8	90	493	.1	.7	25	252		.5
4-Book	85	792	.1	.8	142	560	.2	.9	124	575	.2	.9	90	478	.1	.7	32	281	.1	.7
SP '03	132	879	.2	1.2	191	673	.3	1.2	192	658	.3	1.3	125	472	.2	.9	71	409	.1	1.4
KLVE-FM																				
SP '04	378	6826	.6	3.6	480	2938	.8	3.0	496	3625	.8	3.3	407	3349	.6	3.2	264	2431	.4	5.3
WI '04	450	7239	.7	4.3	590	3620	.9	3.8	813	4091	1.3	5.4	452	3208	.7	3.4	189	1870	.3	4.1
FA '03	446	7934	.7	4.3	620	3742	1.0	4.0	678	4092	1.1	4.6	443	3740	.7	3.3	253	2660	.4	5.2
SU '03	403	7625	.6	3.8	538	3649	.9	3.6	605	4258	1.0	4.1	400	3268	.6	3.0	259	2451	.4	4.9
4-Book	419	7406	.7	4.0	557	3487	.9	3.6	648	4017	1.1	4.4	428	3391	.7	3.2	241	2353	.4	4.9
SP '03	373	7126	.6	3.5	530	3330	.8	3.4	569	3700	.9	3.8	345	2777	.6	2.6	202	2067	.3	4.0
KLYY-FM																				
SP '04	194	3288	.3	1.8	163	1121	.3	1.0	369	1962	.6	2.5	208	1413	.3	1.6	95	818	.2	1.9
WI '04	213	3328	.3	2.0	215	1549	.3	1.4	414	2106	.7	2.8	209	1578	.3	1.6	78	899	.1	1.7
FA '03	189	3351	.3	1.8	181	1443	.3	1.2	305	1672	.5	2.1	186	1564	.3	1.4	101	1074	.2	2.1
SU '03	164	3415	.3	1.6	166	1348	.3	1.1	267	1791	.4	1.8	165	1450	.3	1.3	68	862	.1	1.3
4-Book	190	3346	.3	1.8	181	1365	.3	1.2	339	1883	.6	2.3	192	1501	.3	1.5	86	913	.2	1.8
SP '03	202	3731	.3	1.9	182	1502	.3	1.2	309	2116	.5	2.1	266	1943	.4	2.0	102	1073	.2	2.0

Target Listener Trends - Persons 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KMXE-AM																				
SP '04	64	587	.1	.6	54	248	.1	.3	130	405	.2	.9	105	411	.2	.8	40	210	.1	.8
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	86	2215	.1	.8	92	727	.1	.6	125	955	.2	.8	112	1041	.2	.9	43	537	.1	.9
WI '04	60	2033	.1	.6	61	756	.1	.4	80	796	.1	.5	87	995	.1	.7	45	651	.1	1.0
FA '03	89	2418	.1	.8	99	922	.2	.6	111	1139	.2	.8	100	1171	.2	.7	62	778	.1	1.3
SU '03	75	2165	.1	.7	66	833	.1	.4	80	792	.1	.5	91	954	.1	.7	69	813	.1	1.3
4-Book	78	2208	.1	.7	80	810	.1	.5	99	921	.2	.7	98	1040	.2	.8	55	695	.1	1.1
SP '03	65	2029	.1	.6	93	899	.1	.6	81	776	.1	.5	74	771	.1	.6	46	566	.1	.9
KNX -AM																				
SP '04	116	3979	.2	1.1	272	2260	.4	1.7	116	1289	.2	.8	143	1794	.2	1.1	35	891	.1	.7
WI '04	126	3819	.2	1.2	222	2105	.4	1.4	121	1307	.2	.8	209	2063	.3	1.6	47	662	.1	1.0
FA '03	100	3843	.2	1.0	187	2021	.3	1.2	107	1560	.2	.7	153	1972	.2	1.1	49	923	.1	1.0
SU '03	99	3506	.2	.9	183	1948	.3	1.2	88	1197	.1	.6	164	1943	.3	1.2	56	890	.1	1.1
4-Book	110	3787	.2	1.1	216	2084	.4	1.4	108	1338	.2	.7	167	1943	.3	1.3	47	842	.1	1.0
SP '03	117	4362	.2	1.1	237	2430	.4	1.5	124	1537	.2	.8	186	2273	.3	1.4	45	765	.1	.9
KOST-FM																				
SP '04	418	6919	.7	3.9	439	3156	.7	2.7	733	3373	1.2	4.9	533	3597	.8	4.2	223	2574	.4	4.5
WI '04	364	6976	.6	3.5	451	3194	.7	2.9	610	3322	1.0	4.1	453	3514	.7	3.4	187	2246	.3	4.0
FA '03	366	8171	.6	3.5	420	3565	.7	2.7	529	3520	.8	3.6	473	4502	.8	3.5	205	2688	.3	4.2
SU '03	343	7251	.5	3.3	369	3080	.6	2.5	517	3317	.8	3.5	472	3523	.8	3.6	237	2739	.4	4.5
4-Book	373	7329	.6	3.6	420	3249	.7	2.7	597	3383	1.0	4.0	483	3784	.8	3.7	213	2562	.4	4.3
SP '03	382	6871	.6	3.6	433	3001	.7	2.8	619	3224	1.0	4.1	519	3619	.8	3.9	246	2304	.4	4.9
KPWR-FM																				
SP '04	564	11736	.9	5.3	836	6256	1.3	5.2	690	6301	1.1	4.6	760	6843	1.2	6.0	292	3845	.5	5.9
WI '04	519	11145	.8	5.0	739	5534	1.2	4.8	610	5889	1.0	4.1	686	6537	1.1	5.2	300	3818	.5	6.5
FA '03	553	12053	.9	5.3	826	5965	1.3	5.3	603	5631	1.0	4.1	749	7014	1.2	5.5	332	4256	.5	6.8
SU '03	530	11388	.8	5.1	678	4892	1.1	4.6	649	6290	1.0	4.4	678	6291	1.1	5.2	368	4127	.6	7.0
4-Book	542	11581	.9	5.2	770	5662	1.2	5.0	638	6028	1.0	4.3	718	6671	1.2	5.5	323	4012	.5	6.6
SP '03	575	11657	.9	5.4	768	5563	1.2	5.0	746	6297	1.2	5.0	719	6382	1.2	5.3	315	4111	.5	6.2
KRCD-FM																				
SP '04	203	2659	.3	1.9	227	1166	.4	1.4	318	1564	.5	2.1	218	1329	.3	1.7	129	899	.2	2.6
WI '04	214	2551	.3	2.1	265	1127	.4	1.7	296	1530	.5	2.0	242	1355	.4	1.8	123	818	.2	2.7
FA '03	137	1731	.2	1.3	161	825	.3	1.0	174	900	.3	1.2	194	843	.3	1.4	111	577	.2	2.3
SU '03	105	1669	.2	1.0	123	792	.2	.8	189	925	.3	1.3	75	721	.1	.6	69	543	.1	1.3
4-Book	165	2153	.3	1.6	194	978	.3	1.2	244	1230	.4	1.7	182	1062	.3	1.4	108	709	.2	2.2
SP '03	80	1418	.1	.8	98	577	.2	.6	120	851	.2	.8	78	660	.1	.6	68	580	.1	1.3
KRCV-FM																				
SP '04	81	1144	.1	.8	76	548	.1	.5	99	636	.2	.7	114	611	.2	.9	56	397	.1	1.1
WI '04	67	1184	.1	.6	79	550	.1	.5	111	722	.2	.7	81	645	.1	.6	29	304	.1	.6
FA '03	50	980	.1	.5	63	468	.1	.4	100	568	.2	.7	34	370	.1	.3	19	194	.1	.4
SU '03	72	862	.1	.7	104	472	.2	.7	111	559	.2	.8	69	450	.1	.5	35	266	.1	.7
4-Book	68	1043	.1	.7	81	510	.1	.5	105	621	.2	.7	75	519	.1	.6	35	290	.1	.7
SP '03	47	769	.1	.4	65	398	.1	.4	46	333	.1	.3	46	318	.1	.3	36	239	.1	.7
KRLA-AM																				
SP '04	79	1076	.1	.7	143	624	.2	.9	140	664	.2	.9	110	599	.2	.9	40	301	.1	.8
WI '04	50	883	.1	.5	80	478	.1	.5	99	603	.2	.7	72	367	.1	.5	13	164	.1	.3
FA '03	46	891	.1	.4	92	506	.1	.6	86	523	.1	.6	54	338	.1	.4	15	117	.1	.3
SU '03	49	858	.1	.5	63	382	.1	.4	120	506	.2	.8	79	404	.1	.6	8	205	.1	.2
4-Book	56	927	.1	.5	95	498	.1	.6	111	574	.2	.8	79	427	.1	.6	19	197	.1	.4
SP '03	30	606	.1	.3	53	414	.1	.3	58	382	.1	.4	48	341	.1	.4	11	137	.1	.2

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

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

Target Listener Trends

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
KROQ-FM																				
SP '04	586	11184	.9	5.5	947	6235	1.5	5.9	764	5609	1.2	5.1	655	6074	1.0	5.2	411	4266	.7	8.3
WI '04	532	11548	.8	5.1	952	6609	1.5	6.2	604	5932	1.0	4.0	635	6399	1.0	4.8	300	3859	.5	6.5
FA '03	584	11756	.9	5.6	942	6098	1.5	6.1	744	6005	1.2	5.1	710	6484	1.1	5.3	345	3844	.5	7.1
SU '03	576	11424	.9	5.5	956	6004	1.5	6.5	746	6202	1.2	5.1	648	6211	1.0	4.9	346	3897	.6	6.5
4-Book	570	11478	.9	5.4	949	6237	1.5	6.2	715	5937	1.2	4.8	662	6292	1.0	5.1	351	3967	.6	7.1
SP '03	588	11561	.9	5.5	1032	6452	1.7	6.7	775	5949	1.2	5.2	673	6250	1.1	5.0	287	3883	.5	5.7
KRTH-FM																				
SP '04	234	6433	.4	2.2	311	2668	.5	1.9	315	3056	.5	2.1	271	2860	.4	2.1	103	1459	.2	2.1
WI '04	219	5768	.3	2.1	260	2185	.4	1.7	351	2539	.6	2.3	267	2706	.4	2.0	101	1485	.2	2.2
FA '03	250	5944	.4	2.4	281	2472	.4	1.8	421	2750	.7	2.9	321	2800	.5	2.4	84	1374	.1	1.7
SU '03	253	6378	.4	2.4	279	2432	.4	1.9	420	3237	.7	2.9	338	3051	.5	2.6	140	1557	.2	2.6
4-Book	239	6131	.4	2.3	283	2439	.4	1.8	377	2896	.6	2.6	299	2854	.5	2.3	107	1469	.2	2.2
SP '03	265	6320	.4	2.5	353	2878	.6	2.3	422	2849	.7	2.8	278	2623	.4	2.1	100	1412	.2	2.0
KSCA-FM																				
SP '04	261	4164	.4	2.5	591	2419	.9	3.7	341	2235	.5	2.3	185	1512	.3	1.5	69	790	.1	1.4
WI '04	406	5469	.6	3.9	692	2637	1.1	4.5	398	2399	.6	2.7	762	2897	1.2	5.8	123	980	.2	2.7
FA '03	500	5473	.8	4.8	1006	3237	1.6	6.5	441	2598	.7	3.0	945	3225	1.5	7.0	107	1349	.2	2.2
SU '03	566	6184	.9	5.4	975	3359	1.6	6.6	529	2729	.8	3.6	1114	3934	1.8	8.5	171	1485	.3	3.2
4-Book	433	5323	.7	4.2	816	2913	1.3	5.3	427	2490	.7	2.9	752	2892	1.2	5.7	118	1151	.2	2.4
SP '03	507	5935	.8	4.8	881	3311	1.4	5.7	504	2689	.8	3.4	998	3671	1.6	7.4	130	1324	.2	2.6
KSPN-AM																				
SP '04	47	1422	.1	.4	40	402	.1	.2	66	543	.1	.4	99	790	.2	.8	17	298	.1	.3
WI '04	36	1107	.1	.3	42	372	.1	.3	51	470	.1	.3	78	686	.1	.6	5	130	.1	.1
FA '03	45	1614	.1	.4	35	468	.1	.2	68	685	.1	.5	88	886	.1	.7	12	375	.2	.2
SU '03	53	1113	.1	.5	43	370	.1	.3	71	508	.1	.5	92	611	.1	.7	44	335	.1	.8
4-Book	45	1314	.1	.4	40	403	.1	.3	64	552	.1	.4	89	743	.1	.7	20	285	.1	.4
SP '03	29	1084	.1	.3	22	325	.1	.1	24	232	.1	.2	67	661	.1	.5	21	379	.1	.4
KSSE-FM																				
SP '04	341	5516	.5	3.2	678	3269	1.1	4.2	446	2875	.7	3.0	344	2551	.5	2.7	141	1382	.2	2.8
WI '04	324	5435	.5	3.1	641	3221	1.0	4.2	437	3048	.7	2.9	303	2469	.5	2.3	129	1544	.2	2.8
FA '03	317	5043	.5	3.0	500	2673	.8	3.2	491	2639	.8	3.3	331	2601	.5	2.5	155	1480	.2	3.2
SU '03	312	4835	.5	3.0	547	2773	.9	3.7	464	2965	.7	3.1	292	2401	.5	2.2	115	1391	.2	2.2
4-Book	324	5207	.5	3.1	592	2984	1.0	3.8	460	2882	.7	3.1	318	2506	.5	2.4	135	1449	.2	2.8
SP '03	261	4820	.4	2.5	367	2310	.6	2.4	401	2765	.6	2.7	306	2406	.5	2.3	112	1461	.2	2.2
KSUR-AM																				
SP '04	17	381	.2	.1	24	107	.1	.1	21	154	.1	.1	14	155	.1	.1	20	138	.1	.4
WI '04	14	211	.1	.1	6	71	.1	.1	30	143	.2	.2	16	103	.1	.1	10	63	.1	.2
FA '03	7	78	.1	.1	2	45	.1	.1	9	61	.1	.1	8	78	.1	.1	4	65	.1	.1
SU '03	8	236	.1	.1	13	110	.1	.1	14	107	.1	.1	8	88	.1	.1	8	82	.1	.2
4-Book	12	227	.1	.1	11	83	.1	.1	19	116	.1	.1	12	106	.1	.1	11	87	.1	.2
SP '03	19	356	.2	.1	15	131	.1	.1	28	178	.2	.2	25	162	.2	.2	5	78	.1	.1
KTVV-FM																				
SP '04	267	4349	.4	2.5	370	2074	.6	2.3	475	2280	.8	3.2	303	2267	.5	2.4	117	1240	.2	2.4
WI '04	310	4431	.5	3.0	343	2185	.5	2.2	582	2491	.9	3.9	398	2499	.6	3.0	99	1308	.2	2.1
FA '03	299	4832	.5	2.9	361	2285	.6	2.3	546	2531	.9	3.7	385	2687	.6	2.9	137	1520	.2	2.8
SU '03	276	4832	.4	2.6	311	2494	.5	2.1	472	2473	.8	3.2	346	2591	.6	2.6	132	1497	.2	2.5
4-Book	288	4611	.5	2.8	346	2260	.6	2.2	519	2444	.9	3.5	358	2511	.6	2.7	121	1391	.2	2.5
SP '03	279	4385	.4	2.6	322	2025	.5	2.1	442	1879	.7	3.0	356	2358	.6	2.6	176	1798	.3	3.5
KWIZ-FM																				
SP '04	49	1201	.1	.5	40	387	.1	.2	77	562	.1	.5	53	461	.1	.4	35	252	.1	.7
WI '04	74	1275	.1	.7	86	495	.1	.6	109	668	.2	.7	63	590	.1	.5	43	404	.1	.9
FA '03	113	1790	.2	1.1	134	877	.2	.9	186	1005	.3	1.3	127	816	.2	.9	41	432	.1	.8
SU '03	63	1274	.1	.6	69	581	.1	.5	82	643	.1	.6	75	535	.1	.6	38	450	.1	.7
4-Book	75	1385	.1	.7	82	585	.1	.6	114	720	.2	.8	80	601	.1	.6	39	385	.1	.8
SP '03	85	1531	.1	.8	93	777	.1	.6	137	1002	.2	.9	91	811	.1	.7	56	596	.1	1.1

Target Listener Trends - Persons 18-49

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Target Listener Trends

Persons 18-49																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																			
SP '04	56	805	.1	.5	84	337	.1	.5	108	446	.2	.7	52	324	.1	.4	28	181	.6
WI '04	43	666	.1	.4	82	369	.1	.5	92	411	.1	.6	39	260	.1	.3	5	82	.1
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	39	675	.1	.4	54	287	.1	.4	87	401	.1	.6	21	181	.1	.2	22	117	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	48	869	.1	.5	59	313	.1	.4	106	468	.2	.7	37	358	.1	.3	21	145	.4
KWVE-FM																			
SP '04	71	1278	.1	.7	134	771	.2	.8	96	583	.2	.6	87	712	.1	.7	22	294	.4
WI '04	64	1148	.1	.6	96	763	.2	.6	89	591	.1	.6	100	658	.2	.8	29	315	.6
FA '03	43	1152	.1	.4	77	686	.1	.5	55	551	.1	.4	53	496	.1	.4	20	289	.4
SU '03	38	993	.1	.4	58	509	.1	.4	36	377	.1	.2	39	494	.1	.3	15	167	.3
4-Book	54	1143	.1	.5	91	682	.2	.6	69	526	.1	.5	70	590	.1	.6	22	266	.4
SP '03	56	1194	.1	.5	110	740	.2	.7	84	551	.1	.6	77	459	.1	.6	15	191	.3
KXOL-FM																			
SP '04	187	3461	.3	1.8	278	1469	.4	1.7	239	1833	.4	1.6	193	1635	.3	1.5	70	967	.1
WI '04	231	3815	.4	2.2	352	1787	.6	2.3	401	2174	.6	2.7	258	1857	.4	2.0	79	773	.1
FA '03	240	4068	.4	2.3	295	1994	.5	1.9	414	2486	.7	2.8	266	2119	.4	2.0	113	1052	.2
SU '03	309	4777	.5	2.9	394	2524	.6	2.7	475	2898	.8	3.2	328	2375	.5	2.5	157	1504	.3
4-Book	242	4030	.4	2.3	330	1944	.5	2.2	382	2348	.6	2.6	261	1997	.4	2.0	105	1074	.2
SP '03	275	4966	.4	2.6	393	2347	.6	2.5	433	2844	.7	2.9	237	2081	.4	1.8	121	1436	.2
KXTA-AM																			
SP '04	30	805	.3	.3	33	376	.1	.2	81	500	.1	.5	29	376	.2	.2	14	157	.3
WI '04	30	811	.3	.3	41	325	.1	.3	54	410	.1	.4	40	455	.1	.3	13	115	.3
FA '03	34	804	.1	.3	49	359	.1	.3	71	494	.1	.5	51	382	.1	.4	6	131	.1
SU '03	43	1005	.1	.4	57	497	.1	.4	112	593	.2	.8	56	495	.1	.4	4	175	.1
4-Book	34	856	.1	.3	45	389	.1	.3	80	499	.1	.6	44	427	.1	.3	9	145	.2
SP '03	43	804	.1	.4	65	390	.1	.4	122	582	.2	.8	26	229	.2	.2	5	99	.1
XTRA-AM																			
SP '04	34	1091	.1	.3	51	366	.1	.3	69	476	.1	.5	47	542	.1	.4	3	84	.1
WI '04	28	807	.3	.3	39	314	.1	.3	54	408	.1	.4	44	396	.1	.3	9	100	.2
FA '03	37	1209	.1	.4	43	412	.1	.3	61	463	.1	.4	73	714	.1	.5	6	161	.1
SU '03	47	1040	.1	.4	77	570	.1	.5	95	556	.2	.6	70	543	.1	.5	5	151	.1
4-Book	37	1037	.1	.4	53	416	.1	.4	70	476	.1	.5	59	549	.1	.4	6	124	.1
SP '03	32	828	.1	.3	39	454	.1	.3	60	352	.1	.4	64	543	.1	.5	5	166	.1
KYSR-FM																			
SP '04	310	8024	.5	2.9	557	3612	.9	3.4	461	3841	.7	3.1	387	4133	.6	3.0	81	1854	.1
WI '04	280	7705	.4	2.7	480	3491	.8	3.1	378	3673	.6	2.5	375	4354	.6	2.9	84	1889	.1
FA '03	277	7037	.4	2.6	492	3459	.8	3.2	370	3283	.6	2.5	429	3833	.7	3.2	99	1822	.2
SU '03	303	8038	.5	2.9	429	3468	.7	2.9	429	3877	.7	2.9	429	4436	.7	3.3	92	1919	.1
4-Book	293	7701	.5	2.8	490	3508	.8	3.2	410	3669	.7	2.8	405	4189	.7	3.1	89	1871	.1
SP '03	325	8109	.5	3.1	548	3735	.9	3.5	487	3931	.8	3.3	467	4436	.7	3.5	93	2031	.1
KZAB-FM																			
SP '04	136	1998	.2	1.3	113	773	.2	.7	205	1162	.3	1.4	197	1088	.3	1.5	66	513	.1
WI '04	156	1764	.2	1.5	197	931	.3	1.3	250	1048	.4	1.7	191	999	.3	1.5	50	470	.1
FA '03	199	2345	.3	1.9	252	1304	.4	1.6	297	1340	.5	2.0	192	1223	.3	1.4	104	808	.2
SU '03	175	2077	.3	1.7	177	1046	.3	1.2	285	1281	.5	1.9	200	1189	.3	1.5	61	583	.1
4-Book	167	2046	.3	1.6	185	1014	.3	1.2	259	1208	.4	1.8	195	1125	.3	1.5	70	594	.1
SP '03	226	2820	.4	2.1	219	1369	.4	1.4	320	1806	.5	2.1	270	1545	.4	2.0	115	1002	.2
KZLA-FM																			
SP '04	227	3723	.4	2.1	342	1901	.5	2.1	327	1983	.5	2.2	309	2322	.5	2.4	73	1243	.1
WI '04	211	3612	.3	2.0	267	2021	.4	1.7	356	1892	.6	2.4	310	2278	.5	2.4	62	935	.1
FA '03	243	3636	.4	2.3	312	2041	.5	2.0	403	2261	.6	2.7	322	2309	.5	2.4	81	1149	.1
SU '03	192	3558	.3	1.8	242	1909	.4	1.6	301	2048	.5	2.0	255	1978	.4	1.9	58	921	.1
4-Book	218	3632	.4	2.1	291	1968	.5	1.9	347	2046	.6	2.3	299	2222	.5	2.3	69	1062	.1
SP '03	234	3750	.4	2.2	310	2122	.5	2.0	330	2007	.5	2.2	282	2317	.5	2.1	113	1245	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 18-49

	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
KGGI-FM																				
SP '04	43	1849	.1	.4	36	528	.1	.2	53	739	.1	.4	61	870	.1	.5	23	409		.5
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	38	1746	.1	.4	51	678	.1	.3	45	732	.1	.3	44	748	.1	.3	25	427		.5
SU '03	42	1597	.1	.4	42	572	.1	.3	50	599	.1	.3	61	809	.1	.5	34	500	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	42	1769	.1	.4	47	618	.1	.3	33	664	.1	.2	49	792	.1	.4	42	484	.1	.8
TOTALS																				
SP '04	10589	60295	16.9		16179	53089	25.8		15043	48105	24.0		12710	50898	20.2		4960	33945	7.9	
WI '04	10412	60730	16.6		15385	52276	24.5		14992	48473	23.9		13142	51475	20.9		4640	32940	7.4	
FA '03	10484	60569	16.7		15565	52813	24.8		14682	48306	23.4		13502	52420	21.5		4875	34754	7.8	
SU '03	10493	60081	16.8		14797	51727	23.7		14733	48539	23.6		13139	51627	21.1		5284	35060	8.5	
4-Book	10495	60419	16.8		15482	52476	24.7		14863	48356	23.7		13123	51605	20.9		4940	34175	7.9	
SP '03	10631	60225	17.0		15498	52400	24.8		14963	47867	24.0		13447	51217	21.6		5062	34115	8.1	

** 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	
KABC-AM																				
SP '04	203	2228	.3	1.4	67	741	.1	.9	59	201	.1	.7	77	272	.1	.7	84	247	.1	1.0
4-Book	171	1874	.3	1.2	42	630	.1	.6	40	151	.1	.5	54	222	.1	.5	49	176	.1	.6
KBIG-FM																				
SP '04	465	5461	.7	3.2	151	2845	.2	2.1	111	547	.2	1.3	257	923	.4	2.2	188	695	.3	2.2
4-Book	411	5253	.6	2.9	160	2808	.2	2.3	136	555	.2	1.7	261	911	.4	2.2	222	827	.4	2.6
KBUA-FM																				
SP '04	110	820	.2	.7	67	624	.1	.9	89	226	.1	1.1	145	324	.2	1.2	45	174	.1	.5
4-Book	104	773	.2	.7	57	496	.1	.8	84	203	.1	1.1	105	264	.2	.9	52	167	.1	.6
KBUE-FM																				
SP '04	447	4273	.7	3.0	300	3023	.5	4.2	404	966	.6	4.8	507	1273	.8	4.3	412	1069	.7	4.9
4-Book	407	3971	.6	2.8	249	2688	.4	3.5	317	831	.5	4.0	416	1162	.7	3.5	326	887	.5	3.8
KCBS-FM																				
SP '04	337	5786	.5	2.3	180	3316	.3	2.5	198	758	.3	2.4	308	1273	.5	2.6	189	830	.3	2.3
4-Book	386	5649	.6	2.7	182	3285	.3	2.6	188	769	.3	2.4	339	1305	.6	2.8	244	972	.4	2.9
KDLD-FM																				
SP '04	75	1116	.1	.5	41	577	.1	.6	15	89	.1	.2	64	274	.1	.5	55	199	.1	.7
4-Book	60	1222	.1	.4	43	709	.1	.6	25	119	.1	.3	56	281	.1	.5	67	242	.1	.8
KDLE-FM																				
SP '04	83	1243	.1	.6	31	533	.1	.4	22	128	.1	.3	38	194	.1	.3	18	99	.1	.2
4-Book	94	1286	.2	.7	48	728	.1	.7	28	142	.1	.4	82	290	.1	.7	53	211	.1	.6
KFI -AM																				
SP '04	441	4382	.7	3.0	126	1730	.2	1.8	256	716	.4	3.1	132	543	.2	1.1	89	324	.1	1.1
4-Book	425	4151	.7	2.9	111	1608	.2	1.6	224	673	.4	2.9	163	596	.3	1.4	94	331	.1	1.1
KFSH-FM																				
SP '04	156	1739	.2	1.1	119	1541	.2	1.7	135	470	.2	1.6	176	661	.3	1.5	149	478	.2	1.8
4-Book	143	1753	.2	1.0	95	1373	.2	1.4	91	383	.1	1.2	149	549	.2	1.3	119	398	.2	1.4
KFWB-AM																				
SP '04	85	2289	.1	.6	41	1090	.1	.6	73	304	.1	.9	54	353	.1	.5	58	326	.1	.7
4-Book	116	2804	.2	.8	49	1278	.1	.7	72	356	.1	.9	62	358	.1	.5	43	241	.1	.5
KHHT-FM																				
SP '04	373	4918	.6	2.5	250	3080	.4	3.5	180	592	.3	2.1	310	1158	.5	2.7	220	674	.4	2.6
4-Book	386	4846	.6	2.7	239	3033	.4	3.4	177	589	.3	2.2	321	1124	.5	2.7	248	774	.4	2.9
KHJ -AM																				
SP '04	120	1271	.2	.8	57	659	.1	.8	73	167	.1	.9	159	299	.3	1.4	94	201	.1	1.1
4-Book	119	1169	.2	.8	56	648	.1	.8	63	171	.1	.8	117	255	.2	1.0	74	185	.1	.9
KIIS-FM																				
SP '04	440	8899	.7	3.0	233	5082	.4	3.3	203	910	.3	2.4	399	1755	.6	3.4	335	1405	.5	4.0
4-Book	485	9012	.8	3.4	260	5112	.4	3.7	232	1011	.4	2.9	466	2059	.8	4.0	342	1449	.5	4.0
KVVS-FM																				
SP '04	31	326	.2	.2	11	189	.2	.2	17	50	.2	.2	22	100	.2	.2	6	30	.1	.1
4-Book	23	328	.2	.2	11	186	.2	.2	13	53	.2	.2	27	92	.2	.2	12	60	.1	.2
KJLH-FM																				
SP '04	252	2146	.4	1.7	178	1642	.3	2.5	156	491	.2	1.9	196	557	.3	1.7	158	378	.3	1.9
4-Book	222	2176	.3	1.5	199	1812	.3	2.8	147	399	.2	1.9	218	618	.4	1.9	165	440	.3	1.9
KKBT-FM																				
SP '04	419	6977	.7	2.9	241	4077	.4	3.4	260	831	.4	3.1	426	1688	.7	3.6	319	1234	.5	3.8
4-Book	463	6776	.8	3.2	247	3900	.4	3.5	253	762	.4	3.2	438	1633	.7	3.7	320	1086	.5	3.7
KKLA-FM																				
SP '04	78	1108	.1	.5	22	332	.3	.3	32	116	.1	.4	32	125	.1	.3	21	51	.1	.3
4-Book	66	939	.1	.5	17	347	.3	.3	28	100	.1	.4	22	90	.2	.2	11	39	.1	.1

** Station(s) not reported this survey.

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

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

Target Listener 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	
KLAC-AM																					
SP '04	52	1153	.1	.4	52	815	.1	.7	9	39		.1	3	13			56	146	.1	.7	
4-Book	41	841	.1	.3	31	473		.4	9	39		.1	18	48		.2	37	131	.1	.4	
KLAX-FM																					
SP '04	947	6992	1.5	6.5	469	4573	.7	6.6	1077	2117	1.7	12.8	756	2157	1.2	6.5	455	1421	.7	5.4	
4-Book	659	5873	1.1	4.5	352	3730	.6	5.0	601	1389	1.0	7.5	587	1634	1.0	5.0	393	1163	.6	4.6	
KLOS-FM																					
SP '04	424	5757	.7	2.9	162	2923	.3	2.3	205	585	.3	2.4	334	1191	.5	2.9	177	758	.3	2.1	
4-Book	424	5751	.7	2.9	175	2996	.3	2.5	174	595	.3	2.2	311	1133	.5	2.6	231	865	.4	2.7	
KLSX-FM																					
SP '04	716	5476	1.1	4.9	66	1287	.1	.9	75	262	.1	.9	90	355	.1	.8	70	260	.1	.8	
4-Book	592	4877	.9	4.1	68	1146	.1	1.0	88	287	.1	1.1	70	277	.1	.6	57	183	.1	.6	
KLTX-AM																					
SP '04	118	656	.2	.8	59	456	.1	.8	95	239	.2	1.1	101	259	.2	.9	50	180	.1	.6	
4-Book	119	728	.2	.8	62	508	.1	.9	96	245	.2	1.2	102	245	.2	.9	69	167	.1	.8	
KLVE-FM																					
SP '04	464	5707	.7	3.2	303	3524	.5	4.3	294	767	.5	3.5	506	1406	.8	4.3	349	971	.6	4.2	
4-Book	552	6258	.9	3.8	304	3725	.5	4.3	364	978	.6	4.6	534	1452	.9	4.5	303	907	.5	3.5	
KLYY-FM																					
SP '04	256	2711	.4	1.7	151	1858	.2	2.1	170	489	.3	2.0	287	715	.5	2.5	171	483	.3	2.0	
4-Book	245	2773	.4	1.7	164	1818	.3	2.3	167	496	.3	2.1	317	848	.5	2.7	187	538	.3	2.2	
+KMXE-AM																					
SP '04	99	541	.2	.7	18	200		.3	41	73	.1	.5	29	106		.2	20	66		.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																					
SP '04	111	1657	.2	.8	70	991	.1	1.0	36	185	.1	.4	103	368	.2	.9	101	291	.2	1.2	
4-Book	93	1672	.2	.7	66	1031	.1	1.0	40	205	.1	.5	92	375	.2	.8	72	280	.1	.9	
KNX -AM																					
SP '04	172	3321	.3	1.2	71	1372	.1	1.0	113	390	.2	1.3	130	556	.2	1.1	58	282	.1	.7	
4-Book	160	3218	.3	1.1	66	1444	.1	.9	90	396	.2	1.1	109	453	.2	.9	52	257	.1	.6	
KOST-FM																					
SP '04	581	5507	.9	4.0	260	2856	.4	3.7	239	699	.4	2.9	454	1004	.7	3.9	347	890	.6	4.1	
4-Book	507	5852	.8	3.5	241	3354	.4	3.4	245	798	.4	3.1	405	1133	.6	3.4	285	924	.5	3.3	
KPWR-FM																					
SP '04	757	10285	1.2	5.2	405	6036	.6	5.7	386	1343	.6	4.6	758	2673	1.2	6.5	562	1676	.9	6.7	
4-Book	704	10067	1.1	4.9	402	6204	.6	5.7	366	1327	.6	4.6	694	2544	1.1	5.9	532	1855	.8	6.2	
KRCD-FM																					
SP '04	259	2208	.4	1.8	152	1474	.2	2.1	202	502	.3	2.4	273	607	.4	2.3	189	428	.3	2.3	
4-Book	210	1780	.3	1.5	123	1117	.2	1.7	145	362	.2	1.8	203	458	.3	1.7	148	338	.3	1.7	
KRCV-FM																					
SP '04	96	898	.2	.7	70	584	.1	1.0	116	260	.2	1.4	95	265	.2	.8	76	179	.1	.9	
4-Book	88	863	.2	.6	53	507	.1	.8	76	174	.2	.9	85	252	.1	.7	51	134	.1	.6	
KRLA-AM																					
SP '04	132	953	.2	.9	10	230		.1	9	59		.1	17	74		.1	30	62		.4	
4-Book	96	823	.1	.7	9	171		.1	9	48		.1	21	56		.2	23	53		.3	
KROQ-FM																					
SP '04	787	9741	1.3	5.4	345	5378	.5	4.9	303	1255	.5	3.6	513	2225	.8	4.4	406	1519	.6	4.8	
4-Book	771	10117	1.3	5.3	358	5661	.6	5.1	324	1200	.5	4.1	635	2446	1.0	5.4	474	1753	.7	5.5	
KRTH-FM																					
SP '04	300	5123	.5	2.0	204	2928	.3	2.9	175	629	.3	2.1	378	1254	.6	3.2	223	712	.4	2.7	
4-Book	324	4878	.6	2.2	177	2720	.3	2.5	152	560	.3	1.9	333	1125	.5	2.8	194	651	.3	2.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		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	
KSCA-FM																						
SP '04		370	3380	.6	2.5	197	2239	.3	2.8	416	817	.7	5.0	317	1027	.5	2.7	145	478	.2	1.7	
4-Book		647	4651	1.1	4.5	268	2747	.4	3.8	616	1232	1.0	7.8	372	1038	.6	3.1	465	959	.8	5.3	
KSPN-AM																						
SP '04		68	1183	.1	.5	30	436		.4	30	126		.4	56	164	.1	.5	47	120	.1	.6	
4-Book		64	1088	.1	.5	29	492		.4	19	93		.2	45	168	.1	.4	40	123	.1	.5	
KSSE-FM																						
SP '04		486	4926	.8	3.3	218	2898	.3	3.1	319	972	.5	3.8	464	1429	.7	4.0	223	685	.4	2.7	
4-Book		457	4627	.7	3.2	215	2685	.3	3.1	297	912	.5	3.7	420	1252	.7	3.6	232	680	.4	2.7	
KSUR-AM																						
SP '04		20	269		.1	11	184		.2	6	51		.1	14	50		.1	6	52		.1	
4-Book		14	179		.1	9	120		.1	8	35		.1	15	37		.1	12	42		.2	
KTWV-FM																						
SP '04		390	3577	.6	2.7	148	2067	.2	2.1	152	441	.2	1.8	202	764	.3	1.7	162	486	.3	1.9	
4-Book		416	3846	.7	2.9	172	2183	.3	2.5	158	557	.2	2.0	293	847	.5	2.5	232	644	.4	2.7	
KWIZ-FM																						
SP '04		58	872	.1	.4	42	677	.1	.6	44	138	.1	.5	66	193	.1	.6	60	179	.1	.7	
4-Book		94	1082	.1	.6	65	782	.1	.9	90	228	.2	1.2	124	324	.2	1.1	78	210	.1	.9	
KWKV-AM																						
SP '04		83	701	.1	.6	25	261		.4	32	97	.1	.4	42	89	.1	.4	47	108	.1	.6	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWE-FM																						
SP '04		105	1143	.2	.7	44	652	.1	.6	65	225	.1	.8	51	195	.1	.4	18	30		.2	
4-Book		76	1005	.1	.5	37	557	.1	.5	56	181	.1	.7	44	169	.1	.4	42	156	.1	.5	
KXOL-FM																						
SP '04		237	2916	.4	1.6	180	1741	.3	2.5	265	596	.4	3.2	317	773	.5	2.7	260	574	.4	3.1	
4-Book		329	3461	.5	2.3	180	2041	.3	2.5	233	602	.4	3.0	341	857	.5	2.9	233	604	.4	2.7	
KXTA-AM																						
SP '04		50	736	.1	.3	4	133		.1	1	12		.1	5	24		.1	10	65		.1	
4-Book		58	759	.1	.4	9	196		.2	6	40		.1	17	86		.1	18	66		.2	
XTRA-AM																						
SP '04		56	937	.1	.4	14	298		.2	25	122		.3	18	72		.2	24	111		.3	
4-Book		61	878	.1	.4	14	324		.2	17	85		.2	20	84		.2	16	76		.2	
KYSR-FM																						
SP '04		468	6724	.7	3.2	184	3558	.3	2.6	105	543	.2	1.3	383	1385	.6	3.3	242	947	.4	2.9	
4-Book		433	6567	.7	3.0	182	3481	.3	2.6	141	603	.3	1.8	352	1352	.6	3.0	251	1027	.4	2.9	
KZAB-FM																						
SP '04		174	1758	.3	1.2	117	1049	.2	1.6	74	231	.1	.9	202	486	.3	1.7	197	397	.3	2.3	
4-Book		217	1759	.4	1.5	143	1205	.3	2.0	147	382	.2	1.9	269	612	.4	2.3	168	390	.3	2.0	
KZLA-FM																						
SP '04		326	3287	.5	2.2	154	2031	.2	2.2	241	806	.4	2.9	284	912	.5	2.4	204	687	.3	2.4	
4-Book		315	3149	.5	2.2	148	1979	.2	2.1	181	633	.3	2.3	284	869	.5	2.4	203	632	.3	2.3	
KGGI-FM																						
SP '04		50	1450	.1	.3	45	989	.1	.6	26	135		.3	56	263	.1	.5	34	166	.1	.4	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
SP '04		14675	59629	23.4		7108	47517	11.3		8384	21737	13.4		11673	29293	18.6		8392	21962	13.4		
4-Book		14518	59651	23.2		7076	47852	11.3		7924	21353	12.7		11860	29577	18.9		8655	22690	13.8		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '04	85	227	.1	1.8	44	130	.1	.9	71	232	.1	.9	50	158	.1	.8	63	145	.1	1.6
4-Book	44	147	.1	1.0	38	132	.1	.8	51	194	.1	.6	37	154	.1	.6	23	78		.6
KBIG-FM																				
SP '04	171	746	.3	3.5	122	465	.2	2.5	168	749	.3	2.0	115	485	.2	1.8	65	374	.1	1.6
4-Book	181	706	.3	3.8	94	393	.2	2.0	177	712	.3	2.1	122	524	.2	1.9	74	313	.1	1.9
KBUA-FM																				
SP '04	37	129	.1	.8	22	83		.5	106	265	.2	1.3	64	212	.1	1.0	21	83		.5
4-Book	34	103	.1	.7	32	90	.1	.7	76	193	.1	.9	52	153	.1	.8	15	65		.4
KBUE-FM																				
SP '04	241	649	.4	5.0	167	482	.3	3.4	284	846	.5	3.4	270	901	.4	4.2	124	428	.2	3.1
4-Book	188	581	.3	4.0	149	414	.3	3.1	261	742	.4	3.2	213	616	.3	3.3	126	373	.2	3.4
KCBS-FM																				
SP '04	126	531	.2	2.6	58	338	.1	1.2	307	1215	.5	3.7	156	586	.2	2.5	77	450	.1	1.9
4-Book	115	533	.2	2.4	79	389	.1	1.6	244	1056	.4	3.0	172	686	.3	2.7	65	336	.1	1.7
KDLD-FM																				
SP '04	23	119		.5	7	37		.1	67	240	.1	.8	53	113	.1	.8	35	127	.1	.9
4-Book	33	155		.7	18	64		.4	57	214	.1	.7	54	174	.1	.8	28	121	.1	.8
KDLE-FM																				
SP '04	19	74		.4	7	57		.1	57	254	.1	.7	57	160	.1	.9	23	106		.6
4-Book	44	186	.1	.9	12	74		.2	68	262	.1	.8	60	202	.1	.9	29	146	.1	.8
KFI -AM																				
SP '04	151	402	.2	3.1	115	372	.2	2.4	59	220	.1	.7	79	252	.1	1.2	134	374	.2	3.4
4-Book	91	319	.1	1.9	97	349	.2	2.0	96	332	.2	1.2	58	221	.1	.9	71	242	.1	1.9
KFSH-FM																				
SP '04	56	236	.1	1.2	122	611	.2	2.5	191	824	.3	2.3	109	407	.2	1.7	25	197		.6
4-Book	39	198	.1	.8	116	551	.2	2.4	140	701	.2	1.7	86	361	.2	1.3	29	178		.8
KFVB-AM																				
SP '04	17	107		.4	58	219	.1	1.2	46	257	.1	.6	30	176		.5	4	36		.1
4-Book	31	122	.1	.7	59	290	.1	1.2	61	311	.1	.8	58	299	.1	.9	15	116		.4
KHHT-FM																				
SP '04	177	704	.3	3.6	115	386	.2	2.4	172	753	.3	2.1	288	879	.5	4.5	501	1095	.8	12.7
4-Book	183	627	.3	3.8	118	396	.2	2.5	180	739	.3	2.2	248	798	.4	3.9	407	937	.7	10.8
KHJ -AM																				
SP '04	23	47		.5	34	127	.1	.7	39	157	.1	.5	17	67		.3	12	36		.3
4-Book	19	58		.4	43	135	.1	.9	75	206	.1	.9	42	115	.1	.7	16	54		.4
KIIS-FM																				
SP '04	153	719	.2	3.2	125	575	.2	2.6	299	1428	.5	3.6	248	1093	.4	3.9	97	521	.2	2.5
4-Book	182	867	.3	3.9	160	663	.3	3.3	310	1442	.5	3.8	253	1069	.4	3.9	125	611	.2	3.4
KVVS-FM																				
SP '04					15	70		.3	11	43		.1	12	19		.2	4	13		.1
4-Book	2	15			5	31		.1	10	45		.1	15	38		.2	6	32		.2
KJLH-FM																				
SP '04	103	357	.2	2.1	231	702	.4	4.8	250	773	.4	3.0	218	470	.3	3.4	123	310	.2	3.1
4-Book	105	336	.2	2.2	237	650	.4	4.9	338	887	.6	4.1	257	544	.4	4.0	129	330	.2	3.4
KKBT-FM																				
SP '04	200	819	.3	4.1	116	299	.2	2.4	250	1105	.4	3.0	185	734	.3	2.9	151	586	.2	3.8
4-Book	191	784	.3	4.1	151	441	.2	3.2	242	1025	.4	2.9	231	806	.4	3.6	144	550	.2	3.9
KKLA-FM																				
SP '04	8	29		.2	55	172	.1	1.1	11	52		.1	5	20		.1	16	44		.4
4-Book	6	33		.2	41	155	.1	.9	20	97		.2	3	18		.1	7	26		.2

Target Listener Estimates - Persons 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 18-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KLAC-AM																				
SP '04	100	252	.2	2.1	7	36	.1	.1	77	229	.1	.9	89	347	.1	1.4	68	274	.1	1.7
4-Book	40	133	.1	.9	15	41	.3	.3	48	139	.1	.6	44	155	.1	.7	36	115	.1	.9
KLAX-FM																				
SP '04	158	596	.3	3.3	441	1058	.7	9.1	473	1307	.8	5.7	312	811	.5	4.9	161	531	.3	4.1
4-Book	165	605	.3	3.5	289	781	.5	6.0	390	1202	.6	4.7	277	756	.5	4.3	143	513	.3	3.8
KLCS-FM																				
SP '04	67	308	.1	1.4	52	261	.1	1.1	191	910	.3	2.3	166	672	.3	2.6	91	332	.1	2.3
4-Book	116	440	.2	2.5	83	335	.1	1.7	199	834	.3	2.4	186	685	.3	2.9	93	378	.2	2.5
KLSX-FM																				
SP '04	38	205	.1	.8	82	288	.1	1.7	104	312	.2	1.3	67	183	.1	1.1	11	73		.3
4-Book	31	150	.1	.7	100	328	.2	2.1	119	367	.2	1.4	66	205	.1	1.1	19	75		.5
KLTX-AM																				
SP '04	25	62		.5	64	152	.1	1.3	46	134	.1	.6	48	141	.1	.8	47	125	.1	1.2
4-Book	28	83		.6	71	197	.1	1.5	63	196	.1	.8	41	107	.1	.7	28	91		.8
KLVE-FM																				
SP '04	336	928	.5	6.9	162	522	.3	3.3	291	934	.5	3.5	214	577	.3	3.4	230	655	.4	5.8
4-Book	297	852	.5	6.2	182	593	.3	3.8	333	1042	.6	4.0	221	655	.4	3.5	169	554	.3	4.5
KLYY-FM																				
SP '04	85	311	.1	1.8	59	226	.1	1.2	208	608	.3	2.5	139	337	.2	2.2	78	266	.1	2.0
4-Book	98	352	.2	2.1	89	282	.2	1.9	207	554	.3	2.5	145	382	.2	2.3	87	305	.2	2.3
+KMKE-AM																				
SP '04	21	68		.4	31	62		.6	5	31		.1	4	17		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	59	189	.1	1.2	55	274	.1	1.1	98	286	.2	1.2	73	270	.1	1.1	32	107	.1	.8
4-Book	66	241	.1	1.4	44	209	.1	.9	91	323	.2	1.1	72	203	.1	1.1	45	177	.1	1.2
KNX -AM																				
SP '04	21	154		.4	83	351	.1	1.7	110	400	.2	1.3	38	234	.1	.6	20	79		.5
4-Book	34	199	.1	.7	63	277	.1	1.3	94	427	.2	1.1	50	281	.1	.8	34	194		.9
KOST-FM																				
SP '04	248	778	.4	5.1	156	503	.2	3.2	246	691	.4	3.0	200	689	.3	3.1	171	515	.3	4.3
4-Book	215	771	.4	4.5	143	493	.2	3.0	262	900	.4	3.2	198	727	.3	3.1	156	567	.3	4.2
KPWR-FM																				
SP '04	370	1347	.6	7.6	208	777	.3	4.3	396	1770	.6	4.8	423	1438	.7	6.6	129	573	.2	3.3
4-Book	361	1368	.6	7.6	200	785	.3	4.2	441	1792	.7	5.3	379	1366	.6	5.9	215	817	.4	5.8
KRCD-FM																				
SP '04	120	284	.2	2.5	83	227	.1	1.7	193	439	.3	2.3	84	225	.1	1.3	62	199	.1	1.6
4-Book	104	245	.2	2.2	76	206	.1	1.6	148	369	.3	1.8	87	210	.1	1.4	65	221	.1	1.8
KRCV-FM																				
SP '04	36	105	.1	.7	31	120		.6	85	213	.1	1.0	74	166	.1	1.2	46	193	.1	1.2
4-Book	29	113	.1	.6	40	107	.1	.8	70	185	.1	.9	41	93	.1	.7	29	108	.1	.8
KRLA-AM																				
SP '04	9	26		.2					1	15			16	28		.3	2	12		.1
4-Book	4	13		.1	1	3			3	16		.1	16	36		.3	2	10		.1
KROQ-FM																				
SP '04	334	1219	.5	6.9	196	614	.3	4.0	355	1486	.6	4.3	334	1327	.5	5.2	290	1063	.5	7.3
4-Book	276	1203	.4	5.8	186	681	.3	3.9	390	1636	.7	4.7	336	1320	.5	5.2	220	905	.4	5.9
KRTH-FM																				
SP '04	111	430	.2	2.3	182	486	.3	3.8	288	981	.5	3.5	164	582	.3	2.6	94	344	.1	2.4
4-Book	116	447	.2	2.4	143	418	.2	3.0	220	826	.4	2.7	173	572	.3	2.7	76	289	.1	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KSCA-FM																						
SP '04		62	313	.1	1.3	183	464	.3	3.8	226	674	.4	2.7	164	508	.3	2.6	90	302	.1	2.3	
4-Book		130	423	.2	2.7	181	482	.3	3.8	189	546	.3	2.3	186	479	.3	2.9	79	261	.1	2.2	
KSPN-AM																						
SP '04		8	31	.2		13	37	.3		33	122	.1	.4	54	185	.1	.8	4	58	.1		
4-Book		18	81	.4		11	55	.3		44	140	.1	.5	43	177	.1	.7	13	55	.4		
KSSE-FM																						
SP '04		118	436	.2	2.4	152	507	.2	3.1	222	720	.4	2.7	176	511	.3	2.8	70	311	.1	1.8	
4-Book		114	461	.2	2.4	140	434	.2	2.9	242	785	.4	2.9	182	537	.3	2.9	93	373	.2	2.5	
KSUR-AM																						
SP '04		23	93	.5		7	26	.1		7	39	.1		8	32	.1		12	59	.3		
4-Book		8	41	.2		2	10			8	35	.1		8	28	.1		6	28	.2		
KTWV-FM																						
SP '04		99	377	.2	2.0	83	279	.1	1.7	191	668	.3	2.3	178	475	.3	2.8	111	373	.2	2.8	
4-Book		120	452	.2	2.5	97	338	.2	2.0	208	698	.3	2.5	184	511	.3	2.9	81	305	.1	2.2	
KWIZ-FM																						
SP '04		14	107	.3		17	89	.4		78	246	.1	.9	35	113	.1	.6	21	90	.5		
4-Book		38	138	.1	.8	33	102	.7		83	229	.1	1.0	47	137	.1	.8	29	106	.1	.8	
KWKW-AM																						
SP '04		2	15			25	74	.5		17	54	.2		31	78	.5		9	19	.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																						
SP '04		20	102	.4		50	184	.1	1.0	107	302	.2	1.3	24	107	.4		14	67	.4		
4-Book		14	87	.3		40	162	.1	.8	59	227	.1	.7	19	88	.3		23	74	.6		
KXDL-FM																						
SP '04		58	234	.1	1.2	139	332	.2	2.9	201	511	.3	2.4	160	372	.3	2.5	65	182	.1	1.6	
4-Book		93	323	.2	1.9	123	372	.2	2.6	198	564	.3	2.4	144	414	.3	2.2	80	265	.2	2.1	
KXTA-AM																						
SP '04		3	19	.1		2	21			9	45	.1		3	12							
4-Book		7	34	.1		4	26	.1		8	48	.1		7	41	.1		5	16	.1		
XTRA-AM																						
SP '04		7	31	.1		14	81	.3		22	91	.3		1	13			1	14			
4-Book		3	21			15	73	.3		20	92	.3		14	51	.2		7	34	.2		
KYSR-FM																						
SP '04		81	524	.1	1.7	122	660	.2	2.5	306	1409	.5	3.7	161	828	.3	2.5	53	333	.1	1.3	
4-Book		90	555	.1	1.9	119	507	.2	2.5	245	1195	.4	3.0	180	737	.3	2.8	70	342	.1	1.9	
KZAB-FM																						
SP '04		74	217	.1	1.5	75	200	.1	1.5	188	491	.3	2.3	69	190	.1	1.1	47	118	.1	1.2	
4-Book		79	244	.2	1.7	90	256	.2	1.9	199	526	.3	2.5	125	288	.2	1.9	57	190	.1	1.5	
KZLA-FM																						
SP '04		62	309	.1	1.3	89	331	.1	1.8	192	721	.3	2.3	141	572	.2	2.2	27	147	.7		
4-Book		76	342	.1	1.6	89	366	.2	1.9	192	740	.3	2.3	129	526	.2	2.0	31	177	.8		
KGGI-FM																						
SP '04		37	169	.1	.8	12	54	.2		56	228	.1	.7	93	343	.1	1.5	44	167	.1	1.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
SP '04		4852	14590	7.7		4849	14473	7.7		8299	23190	13.2		6363	17591	10.1		3952	12142	6.3		
4-Book		4772	15094	7.6		4811	14526	7.7		8277	23367	13.2		6452	17508	10.3		3752	11889	6.0		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	144	2319	.3	1.6	127	963	.3	.9	227	1205	.5	1.8	242	1383	.5	2.3	109	655	.2	2.9
WI '04	111	1882	.2	1.3	135	911	.3	1.0	170	1010	.3	1.3	173	1151	.3	1.6	77	713	.2	2.2
FA '03	101	2072	.2	1.2	95	859	.2	.7	163	976	.3	1.3	174	1091	.3	1.6	93	838	.2	2.6
SU '03	92	1746	.2	1.1	116	791	.2	.9	185	978	.4	1.6	146	1075	.3	1.4	31	483	.1	.8
4-Book	112	2005	.2	1.3	118	881	.3	.9	186	1042	.4	1.5	184	1175	.4	1.7	78	672	.2	2.1
SP '03	106	1911	.2	1.2	109	889	.2	.8	211	1064	.4	1.7	174	1186	.4	1.6	59	672	.1	1.6
KBIG-FM																				
SP '04	273	5757	.5	3.1	320	2539	.6	2.3	531	3032	1.1	4.2	365	2866	.7	3.5	101	1570	.2	2.7
WI '04	217	4866	.4	2.5	228	1945	.5	1.8	392	2432	.8	3.1	281	2400	.6	2.6	101	1258	.2	2.9
FA '03	219	5524	.4	2.6	280	2409	.6	2.2	425	2683	.8	3.5	262	2441	.5	2.4	76	1189	.2	2.1
SU '03	272	5940	.6	3.3	340	2274	.7	2.8	469	2923	1.0	4.0	324	2960	.7	3.1	115	1561	.2	3.1
4-Book	245	5522	.5	2.9	292	2292	.6	2.3	454	2768	.9	3.7	308	2667	.6	2.9	98	1395	.2	2.7
SP '03	304	5479	.6	3.5	377	2270	.8	2.9	572	2725	1.2	4.7	379	2843	.8	3.4	114	1283	.2	3.0
KBUA-FM																				
SP '04	63	648	.1	.7	109	367	.2	.8	102	308	.2	.8	52	390	.1	.5	19	118	.1	.5
WI '04	54	665	.1	.6	105	410	.2	.8	82	413	.2	.6	54	370	.1	.5	18	174	.1	.5
FA '03	40	402	.1	.5	67	322	.1	.5	59	246	.1	.5	39	262	.1	.4	13	148	.1	.4
SU '03	63	736	.1	.8	94	441	.2	.8	101	486	.2	.9	67	383	.1	.6	20	202	.1	.5
4-Book	55	613	.1	.7	94	385	.2	.7	86	363	.2	.7	53	351	.1	.5	18	161	.1	.5
SP '03	34	549	.1	.4	53	276	.1	.4	63	319	.1	.5	34	282	.1	.3	11	134	.1	.3
KBUE-FM																				
SP '04	277	3691	.6	3.2	362	1889	.7	2.6	373	2044	.7	2.9	326	2030	.7	3.1	137	1257	.3	3.6
WI '04	233	3454	.5	2.7	366	1833	.7	2.8	320	1938	.6	2.5	259	1827	.5	2.4	113	991	.2	3.3
FA '03	226	3170	.5	2.6	340	1496	.7	2.6	336	1608	.7	2.8	232	1533	.5	2.1	83	815	.2	2.3
SU '03	181	2988	.4	2.2	292	1376	.6	2.4	239	1712	.5	2.0	194	1439	.4	1.8	88	826	.2	2.4
4-Book	229	3326	.5	2.7	340	1649	.7	2.6	317	1826	.6	2.6	253	1707	.5	2.4	105	972	.2	2.9
SP '03	194	2745	.4	2.3	201	1161	.4	1.6	255	1575	.5	2.1	258	1399	.5	2.3	115	779	.2	3.0
KCBS-FM																				
SP '04	217	5617	.4	2.5	278	2309	.6	2.0	339	2684	.7	2.7	294	3102	.6	2.8	70	1361	.1	1.9
WI '04	254	6067	.5	3.0	337	2626	.7	2.6	407	2670	.8	3.2	330	3426	.7	3.0	88	1543	.2	2.5
FA '03	210	5106	.4	2.5	299	2264	.6	2.3	366	2197	.7	3.0	270	2948	.5	2.4	60	1238	.1	1.7
SU '03	267	6096	.5	3.2	379	2709	.8	3.1	459	3111	.9	3.9	287	3019	.6	2.7	94	1707	.2	2.5
4-Book	237	5722	.5	2.8	323	2477	.7	2.5	393	2666	.8	3.2	295	3124	.6	2.7	78	1462	.2	2.2
SP '03	255	5444	.5	3.0	338	2634	.7	2.6	417	2861	.9	3.4	306	2874	.6	2.8	77	1254	.2	2.0
KDLD-FM																				
SP '04	51	1038	.1	.6	25	280	.1	.2	89	662	.2	.7	83	652	.2	.8	34	316	.1	.9
WI '04	41	1166	.1	.5	26	396	.1	.2	68	725	.1	.5	57	664	.1	.5	25	346	.1	.7
FA '03	27	945	.1	.3	30	367	.1	.2	21	346	.1	.2	42	544	.1	.4	21	414	.1	.6
SU '03	37	1074	.1	.4	34	345	.1	.3	28	575	.1	.2	54	518	.1	.5	21	418	.1	.6
4-Book	39	1056	.1	.5	29	347	.1	.2	52	577	.1	.4	59	595	.1	.6	25	374	.1	.7
SP '03	34	951	.1	.4	30	421	.1	.2	37	475	.1	.3	46	473	.1	.4	22	314	.1	.6
KDLE-FM																				
SP '04	45	1017	.1	.5	61	571	.1	.4	70	522	.1	.6	68	554	.1	.7	14	272	.1	.4
WI '04	70	1155	.1	.8	55	597	.1	.4	128	644	.3	1.0	109	800	.2	1.0	29	297	.1	.8
FA '03	53	1161	.1	.6	74	529	.1	.6	101	545	.2	.8	66	544	.1	.6	22	514	.1	.6
SU '03	39	973	.1	.5	30	370	.1	.2	52	463	.1	.4	64	476	.1	.6	12	291	.1	.3
4-Book	52	1077	.1	.6	55	517	.1	.4	88	544	.2	.7	77	594	.1	.7	19	344	.1	.5
SP '03	44	1025	.1	.5	46	474	.1	.4	48	463	.1	.4	67	620	.1	.6	34	396	.1	.9
KFI -AM																				
SP '04	272	4603	.5	3.1	519	2650	1.0	3.8	413	2397	.8	3.3	334	2348	.7	3.2	115	1100	.2	3.0
WI '04	234	3675	.5	2.7	390	1949	.8	3.0	356	1898	.7	2.8	346	2064	.7	3.2	86	771	.2	2.5
FA '03	281	4417	.6	3.3	541	2687	1.1	4.2	352	2444	.7	2.9	460	2868	.9	4.2	113	1087	.2	3.1
SU '03	257	4547	.5	3.1	421	2457	.9	3.4	384	2307	.8	3.2	397	2509	.8	3.8	117	1027	.2	3.2
4-Book	261	4311	.5	3.1	468	2436	1.0	3.6	376	2262	.8	3.1	384	2447	.8	3.6	108	996	.2	3.0
SP '03	251	4172	.5	2.9	430	2315	.9	3.3	333	1793	.7	2.7	370	2344	.8	3.4	158	1215	.3	4.2

** Station(s) not reported this survey.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KFSH-FM																				
SP '04	117	1795	.2	1.3	160	1181	.3	1.2	163	1058	.3	1.3	109	1020	.2	1.0	54	722	.1	1.4
WI '04	91	1688	.2	1.1	138	1139	.3	1.1	89	792	.2	.7	119	1014	.2	1.1	52	746	.1	1.5
FA '03	84	1751	.2	1.0	112	940	.2	.9	124	893	.2	1.0	127	980	.3	1.1	19	477		.5
SU '03	108	2037	.2	1.3	162	1265	.3	1.3	121	1065	.2	1.0	151	1142	.3	1.4	42	671	.1	1.1
4-Book	100	1818	.2	1.2	143	1131	.3	1.1	124	952	.2	1.0	127	1039	.3	1.2	42	654	.1	1.1
SP '03	76	1329	.2	.9	110	741	.2	.9	108	760	.2	.9	115	889	.2	1.0	16	367		.4
KFVB-AM																				
SP '04	61	2503	.1	.7	125	1298	.2	.9	45	690	.1	.4	73	1084	.1	.7	47	673	.1	1.2
WI '04	84	3124	.2	1.0	206	1991	.4	1.6	84	953	.2	.7	113	1428	.2	1.0	20	417		.6
FA '03	90	3585	.2	1.1	199	2161	.4	1.5	80	1108	.2	.7	128	1692	.3	1.2	31	794	.1	.9
SU '03	75	3283	.2	.9	179	1634	.4	1.5	54	998	.1	.5	95	1421	.2	.9	40	508	.1	1.1
4-Book	78	3124	.2	.9	177	1771	.4	1.4	66	937	.2	.6	102	1406	.2	1.0	35	598	.1	1.0
SP '03	94	3830	.2	1.1	194	2236	.4	1.5	81	1327	.2	.7	160	2112	.3	1.5	35	793	.1	.9
KHHT-FM																				
SP '04	236	4236	.5	2.7	258	1959	.5	1.9	338	2128	.7	2.7	285	2335	.6	2.7	149	1567	.3	3.9
WI '04	265	4190	.5	3.1	342	2020	.7	2.6	411	2004	.8	3.2	314	2218	.6	2.9	120	1380	.2	3.5
FA '03	199	3790	.4	2.3	237	1695	.5	1.8	299	1865	.6	2.5	230	1953	.5	2.1	128	1213	.3	3.5
SU '03	186	3972	.4	2.2	234	1914	.5	1.9	292	1980	.6	2.5	225	1950	.5	2.1	92	1099	.2	2.5
4-Book	222	4047	.5	2.6	268	1897	.6	2.1	335	1994	.7	2.7	264	2114	.6	2.5	122	1315	.3	3.4
SP '03	198	4100	.4	2.3	267	1903	.5	2.1	303	2096	.6	2.5	221	2400	.5	2.0	112	1260	.2	2.9
KHJ -AM																				
SP '04	74	1281	.1	.8	155	553	.3	1.1	99	619	.2	.8	83	460	.2	.8	13	141		.3
WI '04	80	1183	.2	.9	109	551	.2	.8	155	680	.3	1.2	87	469	.2	.8	21	264		.6
FA '03	76	1149	.2	.9	96	403	.2	.7	142	749	.3	1.2	63	420	.1	.6	31	288	.1	.9
SU '03	68	1237	.1	.8	99	607	.2	.8	119	612	.2	1.0	71	458	.1	.7	21	179		.6
4-Book	75	1213	.2	.9	115	529	.2	.9	129	665	.3	1.1	76	452	.2	.7	22	218		.6
SP '03	93	1279	.2	1.1	165	608	.3	1.3	123	600	.3	1.0	78	493	.2	.7	42	356	.1	1.1
KIIS-FM																				
SP '04	201	6664	.4	2.3	293	3159	.6	2.1	301	2973	.6	2.4	237	3502	.5	2.3	79	1654	.2	2.1
WI '04	262	7025	.5	3.1	415	3633	.8	3.2	331	3232	.7	2.6	361	3823	.7	3.3	88	1483	.2	2.5
FA '03	220	6472	.4	2.6	316	3071	.6	2.4	289	2880	.6	2.4	302	3477	.6	2.7	89	1723	.2	2.5
SU '03	225	6798	.5	2.7	319	2954	.7	2.6	342	3431	.7	2.9	272	3426	.6	2.6	93	1707	.2	2.5
4-Book	227	6740	.5	2.7	336	3204	.7	2.6	316	3129	.7	2.6	293	3557	.6	2.7	87	1642	.2	2.4
SP '03	239	6950	.5	2.8	406	3448	.8	3.1	286	3099	.6	2.3	288	3360	.6	2.6	80	1450	.2	2.1
KVVS-FM																				
SP '04	11	191		.1	17	67		.1	18	71		.1	19	136		.2	2	52		.1
WI '04	10	277		.1	19	172		.1	21	212		.2	10	210		.1	1	62		
FA '03	6	279		.1	7	119		.1	6	94		.1	8	107		.1	3	48		.1
SU '03	11	243		.1	14	139		.1	16	89		.1	8	99		.1	5	54		.1
4-Book	10	248		.1	14	124		.1	15	117		.1	11	138		.1	3	54		.1
SP '03	11	248		.1	11	137		.1	14	116		.1	19	148		.2	3	62		.1
KJLH-FM																				
SP '04	184	2179	.4	2.1	249	1161	.5	1.8	235	1113	.5	1.9	232	1438	.5	2.2	90	823	.2	2.4
WI '04	172	2544	.3	2.0	213	1328	.4	1.6	188	1105	.4	1.5	183	1236	.4	1.7	88	792	.2	2.5
FA '03	163	2375	.3	1.9	213	1267	.4	1.6	182	1048	.4	1.5	168	1159	.3	1.5	93	840	.2	2.6
SU '03	192	2160	.4	2.3	180	994	.4	1.5	231	1213	.5	2.0	194	1170	.4	1.8	157	811	.3	4.2
4-Book	178	2315	.4	2.1	214	1188	.4	1.6	209	1120	.5	1.7	194	1251	.4	1.8	107	817	.2	2.9
SP '03	147	2189	.3	1.7	176	945	.4	1.4	179	1120	.4	1.5	171	1302	.3	1.5	79	744	.2	2.1
KKBT-FM																				
SP '04	199	4777	.4	2.3	446	2518	.9	3.2	197	2273	.4	1.6	203	2275	.4	1.9	72	1178	.1	1.9
WI '04	193	4479	.4	2.2	369	2148	.7	2.8	194	1998	.4	1.5	236	2266	.5	2.2	103	1153	.2	3.0
FA '03	245	4502	.5	2.9	512	2288	1.0	3.9	258	1999	.5	2.1	294	2308	.6	2.7	95	1368	.2	2.6
SU '03	245	4467	.5	2.9	577	2414	1.2	4.7	296	2076	.6	2.5	258	2073	.5	2.5	77	984	.2	2.1
4-Book	221	4556	.5	2.6	476	2342	1.0	3.7	236	2087	.5	1.9	248	2231	.5	2.3	87	1171	.2	2.4
SP '03	259	5191	.5	3.0	535	2967	1.1	4.1	331	2461	.7	2.7	307	2726	.6	2.8	72	1139	.1	1.9

** Station(s) not reported this survey.

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

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

Target Listener Trends

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	
KKLA-FM																				
SP '04	47	1086	.1	.5	80	610	.2	.6	75	558	.1	.6	67	439	.1	.6	16	187	.4	
WI '04	36	1177	.1	.4	61	618	.1	.5	54	501	.1	.4	51	568	.1	.5	14	259	.4	
FA '03	43	912	.1	.5	95	584	.2	.7	64	386	.1	.5	54	404	.1	.5	8	232	.2	
SU '03	34	923	.1	.4	82	522	.2	.7	43	411	.1	.4	43	321	.1	.4	14	154	.4	
4-Book	40	1025	.1	.5	80	584	.2	.6	59	464	.1	.5	54	433	.1	.5	13	208	.4	
SP '03	36	918	.1	.4	90	614	.2	.7	36	384	.1	.3	61	472	.1	.6	13	168	.3	
KLAC-AM																				
SP '04	53	1733	.1	.6	36	222	.1	.3	37	254	.1	.3	72	922	.1	.7	78	933	.2	2.1
WI '04	30	1002	.1	.3	22	210	.1	.2	34	241	.1	.3	47	524	.1	.4	29	378	.1	.8
FA '03	33	1201	.1	.4	25	242	.1	.2	44	314	.1	.4	55	706	.1	.5	30	536	.1	.8
SU '03	22	532	.1	.3	33	319	.1	.3	16	165	.1	.1	16	205	.1	.2	19	172	.5	
4-Book	35	1117	.1	.4	29	248	.1	.3	33	244	.1	.3	48	589	.1	.5	39	505	.1	1.1
SP '03	34	1102	.1	.4	32	303	.1	.2	29	248	.1	.2	37	570	.1	.3	46	521	.1	1.2
KLAX-FM																				
SP '04	594	6538	1.2	6.8	1327	4240	2.6	9.6	790	4425	1.6	6.2	512	3237	1.0	4.9	119	1265	.2	3.2
WI '04	333	4975	.7	3.9	527	2794	1.1	4.1	555	2871	1.1	4.4	326	2386	.7	3.0	101	1065	.2	2.9
FA '03	332	5012	.7	3.9	600	2837	1.2	4.6	454	2559	.9	3.7	324	2500	.6	2.9	114	1150	.2	3.2
SU '03	318	4714	.6	3.8	498	2519	1.0	4.1	484	2792	1.0	4.1	327	2381	.7	3.1	125	1163	.3	3.4
4-Book	394	5310	.8	4.6	738	3098	1.5	5.6	571	3162	1.2	4.6	372	2626	.8	3.5	115	1161	.2	3.2
SP '03	363	5023	.7	4.2	587	2935	1.2	4.5	514	3001	1.0	4.2	365	2380	.7	3.3	131	1232	.3	3.4
KLCS-FM																				
SP '04	240	5292	.5	2.7	405	2323	.8	2.9	374	2491	.7	3.0	316	2755	.6	3.0	66	1222	.1	1.7
WI '04	261	5592	.5	3.0	454	2488	.9	3.5	333	2359	.7	2.6	359	3153	.7	3.3	123	1241	.2	3.6
FA '03	251	5920	.5	2.9	401	2685	.8	3.1	361	2606	.7	3.0	362	3029	.7	3.3	95	1345	.2	2.6
SU '03	282	6020	.6	3.4	473	2597	1.0	3.9	352	2641	.7	3.0	338	3137	.7	3.2	153	1435	.3	4.1
4-Book	259	5706	.5	3.0	433	2523	.9	3.4	355	2524	.7	2.9	344	3019	.7	3.2	109	1311	.2	3.0
SP '03	227	5230	.5	2.6	364	2247	.7	2.8	325	2489	.7	2.7	318	2872	.6	2.9	94	1405	.2	2.5
KLSX-FM																				
SP '04	356	5146	.7	4.1	911	3290	1.8	6.6	532	2619	1.1	4.2	440	2467	.9	4.2	93	957	.2	2.5
WI '04	323	4713	.6	3.8	818	2845	1.6	6.3	561	2499	1.1	4.4	362	2317	.7	3.3	41	683	.1	1.2
FA '03	258	4110	.5	3.0	620	2339	1.2	4.8	355	2106	.7	2.9	386	2202	.8	3.5	76	827	.2	2.1
SU '03	263	4398	.5	3.2	592	2556	1.2	4.8	309	1938	.6	2.6	455	2390	.9	4.3	59	780	.1	1.6
4-Book	300	4592	.6	3.5	735	2758	1.5	5.6	439	2291	.9	3.5	411	2344	.8	3.8	67	812	.2	1.9
SP '03	289	4169	.6	3.4	671	2577	1.4	5.2	423	2035	.9	3.5	451	2017	.9	4.1	53	650	.1	1.4
KLTX-AM																				
SP '04	79	612	.2	.9	139	492	.3	1.0	115	473	.2	.9	81	411	.2	.8	29	288	.1	.8
WI '04	82	749	.2	1.0	149	472	.3	1.1	115	567	.2	.9	75	429	.1	.7	33	231	.1	1.0
FA '03	79	740	.2	.9	139	501	.3	1.1	130	553	.3	1.1	89	444	.2	.8	16	192	.4	
SU '03	71	720	.1	.9	99	519	.2	.8	110	522	.2	.9	80	455	.2	.8	25	252	.1	.7
4-Book	78	705	.2	.9	132	496	.3	1.0	118	529	.2	1.0	81	435	.2	.8	26	241	.1	.7
SP '03	104	765	.2	1.2	160	559	.3	1.2	148	579	.3	1.2	96	382	.2	.9	60	330	.1	1.6
KLVE-FM																				
SP '04	309	5567	.6	3.5	421	2426	.8	3.0	406	2967	.8	3.2	330	2760	.7	3.2	207	1938	.4	5.5
WI '04	377	5891	.8	4.4	507	3050	1.0	3.9	692	3386	1.4	5.5	366	2624	.7	3.4	145	1458	.3	4.2
FA '03	381	6641	.8	4.5	550	3196	1.1	4.2	584	3457	1.2	4.8	376	3192	.8	3.4	197	2156	.4	5.4
SU '03	304	5771	.6	3.7	450	2861	.9	3.7	449	3213	.9	3.8	318	2578	.6	3.0	149	1589	.3	4.0
4-Book	343	5968	.7	4.0	482	2883	1.0	3.7	533	3256	1.1	4.3	348	2789	.7	3.3	175	1785	.4	4.8
SP '03	318	5712	.6	3.7	466	2757	1.0	3.6	498	3100	1.0	4.1	293	2335	.6	2.7	157	1542	.3	4.1
KLZY-FM																				
SP '04	154	2591	.3	1.8	116	820	.2	.8	299	1619	.6	2.4	172	1143	.3	1.6	77	615	.2	2.0
WI '04	180	2646	.4	2.1	177	1230	.4	1.4	367	1712	.7	2.9	164	1213	.3	1.5	62	722	.1	1.8
FA '03	161	2588	.3	1.9	156	1193	.3	1.2	265	1346	.5	2.2	150	1149	.3	1.4	85	863	.2	2.4
SU '03	123	2636	.3	1.5	114	1049	.2	.9	220	1448	.4	1.9	138	1196	.3	1.3	50	628	.1	1.3
4-Book	155	2615	.3	1.8	141	1073	.3	1.1	288	1531	.6	2.4	156	1175	.3	1.5	69	707	.2	1.9
SP '03	157	2579	.3	1.8	145	1093	.3	1.1	241	1501	.5	2.0	197	1343	.4	1.8	82	785	.2	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-49

Target Listener Trends - Persons 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KMXE-AM																				
SP '04	57	519	.1	.7	54	248	.1	.4	115	337	.2	.9	84	343	.2	.8	37	196	.1	1.0
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	77	1968	.2	.9	80	637	.2	.6	110	866	.2	.9	103	933	.2	1.0	38	465	.1	1.0
WI '04	55	1765	.1	.6	55	680	.1	.4	76	717	.2	.6	80	848	.2	.7	42	573	.1	1.2
FA '03	82	2056	.2	1.0	89	799	.2	.7	99	943	.2	.8	91	1037	.2	.8	59	704	.1	1.6
SU '03	58	1777	.1	.7	40	686	.1	.3	58	615	.1	.5	75	839	.2	.7	53	611	.1	1.4
4-Book	68	1892	.2	.8	66	701	.2	.5	86	785	.2	.7	87	914	.2	.8	48	588	.1	1.3
SP '03	60	1731	.1	.7	87	767	.2	.7	76	686	.2	.6	70	709	.1	.6	42	492	.1	1.1
KNX -AM																				
SP '04	109	3782	.2	1.2	259	2122	.5	1.9	108	1260	.2	.9	132	1726	.3	1.3	34	879	.1	.9
WI '04	123	3642	.2	1.4	218	2021	.4	1.7	118	1286	.2	.9	208	2032	.4	1.9	47	655	.1	1.4
FA '03	96	3690	.2	1.1	180	1960	.4	1.4	104	1527	.2	.9	147	1934	.3	1.3	49	910	.1	1.4
SU '03	97	3412	.2	1.2	180	1921	.4	1.5	88	1197	.2	.7	163	1919	.3	1.5	53	847	.1	1.4
4-Book	106	3632	.2	1.2	209	2006	.4	1.6	105	1318	.2	.9	163	1903	.3	1.5	46	823	.1	1.3
SP '03	113	4213	.2	1.3	226	2379	.5	1.8	122	1512	.2	1.0	184	2193	.4	1.7	45	739	.1	1.2
KOST-FM																				
SP '04	373	6047	.7	4.3	409	2909	.8	3.0	666	2975	1.3	5.3	459	3207	.9	4.4	197	2266	.4	5.2
WI '04	327	5865	.7	3.8	412	2844	.8	3.2	550	2856	1.1	4.3	410	2970	.8	3.8	159	1856	.3	4.6
FA '03	314	6800	.6	3.7	377	3121	.8	2.9	456	3018	.9	3.7	417	3963	.8	3.8	155	2110	.3	4.3
SU '03	289	5951	.6	3.5	344	2722	.7	2.8	450	2766	.9	3.8	397	2974	.8	3.8	171	2109	.3	4.6
4-Book	326	6166	.7	3.8	386	2899	.8	3.0	531	2904	1.1	4.3	421	3279	.8	4.0	171	2085	.3	4.7
SP '03	337	5657	.7	3.9	403	2591	.8	3.1	548	2656	1.1	4.5	458	3068	.9	4.2	203	1838	.4	5.3
KPWR-FM																				
SP '04	314	6541	.6	3.6	519	3459	1.0	3.8	398	3374	.8	3.1	437	3914	.9	4.2	131	1765	.3	3.5
WI '04	271	6298	.5	3.2	416	3132	.8	3.2	347	3095	.7	2.7	328	3351	.7	3.0	121	1889	.2	3.5
FA '03	285	6709	.6	3.3	459	3144	.9	3.5	286	2839	.6	2.3	379	3636	.8	3.4	165	2101	.3	4.6
SU '03	245	5752	.5	2.9	357	2548	.7	2.9	316	2872	.6	2.7	317	2957	.6	3.0	120	1591	.2	3.2
4-Book	279	6325	.6	3.3	438	3071	.9	3.4	337	3045	.7	2.7	365	3465	.8	3.4	134	1837	.3	3.7
SP '03	279	6100	.6	3.2	394	2702	.8	3.1	382	3114	.8	3.1	352	3381	.7	3.2	123	1950	.3	3.2
KRCD-FM																				
SP '04	186	2285	.4	2.1	208	1036	.4	1.5	287	1336	.6	2.3	195	1121	.4	1.9	124	802	.2	3.3
WI '04	186	2170	.4	2.2	236	943	.5	1.8	257	1316	.5	2.0	203	1173	.4	1.9	111	693	.2	3.2
FA '03	128	1570	.3	1.5	155	779	.3	1.2	165	836	.3	1.4	175	757	.3	1.6	105	515	.2	2.9
SU '03	95	1381	.2	1.1	111	697	.2	.9	173	803	.4	1.5	67	634	.1	.6	61	445	.1	1.6
4-Book	149	1852	.3	1.7	178	864	.4	1.4	221	1073	.5	1.8	160	921	.3	1.5	100	614	.2	2.8
SP '03	73	1228	.1	.8	93	500	.2	.7	113	758	.2	.9	66	546	.1	.6	55	459	.1	1.4
KRCV-FM																				
SP '04	78	1068	.2	.9	76	548	.2	.6	99	624	.2	.8	111	585	.2	1.1	52	336	.1	1.4
WI '04	63	1082	.1	.7	76	507	.2	.6	103	681	.2	.8	78	614	.2	.7	26	281	.1	.8
FA '03	48	905	.1	.6	61	445	.1	.5	99	538	.2	.8	34	350	.1	.3	18	181	.1	.5
SU '03	69	760	.1	.8	101	434	.2	.8	106	495	.2	.9	66	400	.1	.6	34	240	.1	.9
4-Book	65	954	.1	.8	79	484	.2	.6	102	585	.2	.8	72	487	.2	.7	33	260	.1	.9
SP '03	43	685	.1	.5	59	326	.1	.5	41	322	.1	.3	39	283	.1	.4	34	216	.1	.9
KRLA-AM																				
SP '04	68	962	.1	.8	137	601	.3	1.0	128	610	.3	1.0	87	527	.2	.8	27	246	.1	.7
WI '04	47	856	.1	.5	80	466	.2	.6	96	576	.2	.8	68	352	.1	.6	9	149	.1	.3
FA '03	38	833	.1	.4	70	456	.1	.5	66	473	.1	.5	53	307	.1	.5	15	117	.1	.4
SU '03	49	793	.1	.6	63	367	.1	.5	118	462	.2	1.0	78	374	.2	.7	8	205	.1	.2
4-Book	51	861	.1	.6	88	473	.2	.7	102	530	.2	.8	72	390	.2	.7	15	179	.1	.4
SP '03	30	596	.1	.3	53	414	.1	.4	57	372	.1	.5	48	341	.1	.4	11	137	.1	.3

** Station(s) not reported
this survey.

* Listener estimates adjusted for
reported broadcast schedule.

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

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

Target Listener Trends

	Persons 25-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
SP '04	384	7448	.8	4.4	660	4194	1.3	4.8	526	3494	1.0	4.2	449	4012	.9	4.3	220	2401	.4	5.8
WI '04	377	7892	.8	4.4	722	4655	1.4	5.6	424	3648	.8	3.3	479	4395	1.0	4.4	177	2233	.4	5.1
FA '03	390	7933	.8	4.6	683	4126	1.4	5.2	510	3829	1.0	4.2	483	4176	1.0	4.4	189	2222	.4	5.2
SU '03	379	7710	.8	4.6	717	4149	1.5	5.8	496	4008	1.0	4.2	440	4156	.9	4.2	166	2212	.3	4.5
4-Book	383	7746	.8	4.5	696	4281	1.4	5.4	489	3745	1.0	4.0	463	4185	1.0	4.3	188	2267	.4	5.2
SP '03	367	7694	.7	4.3	710	4337	1.4	5.5	477	3674	1.0	3.9	416	4172	.8	3.8	139	2239	.3	3.7
KRTH-FM																				
SP '04	194	5244	.4	2.2	273	2218	.5	2.0	247	2476	.5	1.9	226	2457	.5	2.2	84	1167	.2	2.2
WI '04	185	4677	.4	2.2	232	1926	.5	1.8	298	2134	.6	2.4	223	2274	.4	2.0	84	1129	.2	2.4
FA '03	219	4801	.4	2.6	252	2085	.5	1.9	380	2305	.8	3.1	287	2401	.6	2.6	68	1061	.1	1.9
SU '03	212	5183	.4	2.5	250	2020	.5	2.0	335	2558	.7	2.8	277	2474	.6	2.6	112	1201	.2	3.0
4-Book	203	4976	.4	2.4	252	2062	.5	1.9	315	2368	.7	2.6	253	2402	.5	2.4	87	1140	.2	2.4
SP '03	216	5110	.4	2.5	287	2368	.6	2.2	349	2333	.7	2.9	237	2185	.5	2.1	81	1119	.2	2.1
KSCA-FM																				
SP '04	224	3305	.4	2.6	528	2024	1.1	3.8	283	1821	.6	2.2	160	1219	.3	1.5	53	572	.1	1.4
WI '04	348	4459	.7	4.1	588	2091	1.2	4.5	336	1897	.7	2.7	677	2431	1.4	6.2	98	777	.2	2.8
FA '03	438	4588	.9	5.1	863	2720	1.7	6.6	381	2230	.8	3.1	861	2814	1.7	7.8	93	1129	.2	2.6
SU '03	475	4897	1.0	5.7	829	2793	1.7	6.7	444	2181	.9	3.8	955	3212	1.9	9.1	133	1125	.3	3.6
4-Book	371	4312	.8	4.4	702	2407	1.4	5.4	361	2032	.8	3.0	663	2419	1.3	6.2	94	901	.2	2.6
SP '03	447	4712	.9	5.2	773	2698	1.6	6.0	441	2174	.9	3.6	888	3009	1.8	8.0	108	1060	.2	2.8
KSPN-AM																				
SP '04	41	1265	.1	.5	30	352	.1	.2	63	503	.1	.5	87	697	.2	.8	13	218		.3
WI '04	30	947	.1	.3	32	298	.1	.2	44	400	.1	.3	64	592	.1	.6	4	102		.1
FA '03	41	1499	.1	.5	33	445	.1	.3	63	631	.1	.5	84	822	.2	.8	11	350		.3
SU '03	51	1034	.1	.6	41	342	.1	.3	69	466	.1	.6	88	585	.2	.8	42	298	.1	1.1
4-Book	41	1186	.1	.5	34	359	.1	.3	60	500	.1	.5	81	674	.2	.8	18	242		.5
SP '03	26	1002	.1	.3	22	325		.2	20	196		.2	63	616	.1	.6	19	317		.5
KSSE-FM																				
SP '04	263	4147	.5	3.0	537	2519	1.1	3.9	328	2250	.7	2.6	265	1945	.5	2.5	107	987	.2	2.8
WI '04	238	4056	.5	2.8	468	2410	.9	3.6	322	2222	.6	2.5	230	1782	.5	2.1	94	1167	.2	2.7
FA '03	246	3931	.5	2.9	385	2104	.8	3.0	383	1976	.8	3.1	262	1941	.5	2.4	117	1097	.2	3.2
SU '03	195	3245	.4	2.3	366	1828	.7	3.0	313	2015	.6	2.6	169	1549	.3	1.6	65	826	.1	1.8
4-Book	236	3845	.5	2.8	439	2215	.9	3.4	337	2116	.7	2.7	232	1804	.5	2.2	96	1019	.2	2.6
SP '03	193	3414	.4	2.2	289	1700	.6	2.2	299	2045	.6	2.4	214	1699	.4	1.9	75	1048	.2	2.0
KSUR-AM																				
SP '04	13	321	.1	.1	16	78		.1	15	108		.1	10	140		.1	18	123		.5
WI '04	14	211	.1	.2	6	71		.1	30	143		.1	16	103		.1	10	63		.3
FA '03	6	65	.1	.1	2	31		.1	9	48		.1	7	65		.1	4	65		.1
SU '03	8	236	.1	.1	13	110		.1	14	107		.1	8	88		.1	8	82		.2
4-Book	10	208	.1	.1	9	73		.1	17	102		.1	10	99		.1	10	83		.3
SP '03	17	290	.1	.2	14	120		.1	26	144		.1	21	130		.2	5	78		.1
KTWV-FM																				
SP '04	256	4038	.5	2.9	357	1953	.7	2.6	456	2177	.9	3.6	296	2146	.6	2.8	111	1173	.2	2.9
WI '04	298	4118	.6	3.5	331	2047	.7	2.5	563	2304	1.1	4.4	383	2332	.8	3.5	89	1178	.2	2.6
FA '03	285	4496	.6	3.3	352	2165	.7	2.7	528	2401	1.1	4.3	362	2495	.7	3.3	129	1405	.3	3.6
SU '03	250	4285	.5	3.0	288	2203	.6	2.3	438	2242	.9	3.7	322	2363	.7	3.1	99	1307	.2	2.7
4-Book	272	4234	.6	3.2	332	2092	.7	2.5	496	2281	1.0	4.0	341	2334	.7	3.2	107	1266	.2	3.0
SP '03	270	4050	.6	3.1	315	1913	.6	2.4	431	1726	.9	3.5	343	2185	.7	3.1	165	1603	.3	4.3
KWIZ-FM																				
SP '04	38	909	.1	.4	26	270	.1	.2	66	462	.1	.5	41	372	.1	.4	27	172	.1	.7
WI '04	46	984	.1	.5	52	368	.1	.4	65	488	.1	.5	44	444	.1	.4	33	301	.1	1.0
FA '03	84	1333	.2	1.0	99	617	.2	.8	146	704	.3	1.2	83	537	.2	.8	32	300	.1	.9
SU '03	47	915	.1	.6	53	465	.1	.4	63	443	.1	.5	52	363	.1	.5	27	292	.1	.7
4-Book	54	1035	.1	.6	58	430	.1	.5	85	524	.2	.7	55	429	.1	.5	30	266	.1	.8
SP '03	58	1038	.1	.7	61	494	.1	.5	94	736	.2	.8	68	593	.1	.6	38	383	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Persons 25-49

Persons 25-49																				
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '04	51	699	.1	.6	82	306	.2	.6	95	400	.2	.7	47	282	.1	.4	27	166	.1	.7
WI '04	43	666	.1	.5	82	369	.2	.6	92	411	.2	.7	39	260	.1	.4	5	82	.1	.1
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	38	627	.1	.5	53	261	.1	.4	84	378	.2	.7	21	181	.2	.2	22	117	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	46	821	.1	.5	59	313	.1	.5	96	444	.2	.8	37	346	.1	.3	20	122	.1	.5
KWVE-FM																				
SP '04	67	1186	.1	.8	132	734	.3	1.0	93	518	.2	.7	83	653	.2	.8	18	254	.1	.5
WI '04	57	981	.1	.7	85	693	.2	.7	79	502	.2	.6	92	604	.2	.8	26	287	.1	.8
FA '03	41	1051	.1	.5	74	634	.1	.6	53	524	.1	.4	51	460	.1	.5	19	267	.1	.5
SU '03	33	883	.1	.4	50	462	.1	.4	29	339	.1	.2	31	457	.1	.3	13	142	.1	.4
4-Book	50	1025	.1	.6	85	631	.2	.7	64	471	.2	.5	64	544	.2	.6	19	238	.1	.6
SP '03	55	1093	.1	.6	107	689	.2	.8	82	528	.2	.7	76	436	.2	.7	15	191	.1	.4
KXOL-FM																				
SP '04	170	2806	.3	1.9	258	1290	.5	1.9	218	1582	.4	1.7	174	1414	.3	1.7	61	796	.1	1.6
WI '04	199	3152	.4	2.3	321	1531	.6	2.5	347	1842	.7	2.7	233	1611	.5	2.1	55	603	.1	1.6
FA '03	207	3449	.4	2.4	266	1705	.5	2.0	361	2119	.7	3.0	227	1830	.5	2.1	91	881	.2	2.5
SU '03	252	3905	.5	3.0	330	2050	.7	2.7	400	2403	.8	3.4	263	1913	.5	2.5	115	1131	.2	3.1
4-Book	207	3328	.4	2.4	294	1644	.6	2.3	332	1987	.7	2.7	224	1692	.5	2.1	81	853	.2	2.2
SP '03	229	3905	.5	2.7	337	1899	.7	2.6	361	2277	.7	3.0	188	1582	.4	1.7	95	1091	.2	2.5
KXTA-AM																				
SP '04	28	713	.1	.3	31	342	.1	.2	79	454	.2	.6	25	321	.1	.2	13	141	.1	.3
WI '04	28	718	.1	.3	40	311	.1	.3	48	330	.1	.4	38	425	.1	.3	13	115	.1	.4
FA '03	33	724	.1	.4	45	333	.1	.3	70	480	.1	.6	49	353	.1	.4	5	101	.1	.1
SU '03	42	953	.1	.5	57	497	.1	.5	109	551	.2	.9	55	456	.1	.5	3	162	.1	.1
4-Book	33	777	.1	.4	43	371	.1	.3	77	454	.2	.6	42	389	.1	.4	9	130	.1	.2
SP '03	39	743	.1	.5	61	340	.1	.5	115	544	.2	.9	24	203	.1	.2	3	88	.1	.1
XTRA-AM																				
SP '04	33	1009	.1	.4	50	359	.1	.4	68	447	.1	.5	43	508	.1	.4	3	84	.1	.1
WI '04	24	737	.1	.3	39	300	.1	.3	45	362	.1	.4	40	363	.1	.4	6	82	.1	.2
FA '03	36	1115	.1	.4	42	393	.1	.3	60	444	.1	.5	69	658	.1	.6	5	143	.1	.1
SU '03	47	1030	.1	.6	77	570	.2	.6	95	556	.2	.8	69	533	.1	.7	5	151	.1	.1
4-Book	35	973	.1	.4	52	406	.1	.4	67	452	.1	.6	55	516	.1	.5	5	115	.1	.1
SP '03	30	773	.1	.3	38	438	.1	.3	53	309	.1	.4	61	512	.1	.6	3	142	.1	.1
KYSR-FM																				
SP '04	251	6277	.5	2.9	463	2861	.9	3.4	361	2971	.7	2.8	308	3278	.6	2.9	59	1421	.1	1.6
WI '04	236	6014	.5	2.7	422	2809	.8	3.2	327	2852	.7	2.6	316	3467	.6	2.9	59	1393	.1	1.7
FA '03	219	5592	.4	2.6	377	2702	.8	2.9	303	2642	.6	2.5	350	3143	.7	3.2	64	1406	.1	1.8
SU '03	259	6476	.5	3.1	369	2825	.8	3.0	361	3118	.7	3.0	366	3521	.7	3.5	76	1614	.2	2.1
4-Book	241	6090	.5	2.8	408	2799	.8	3.1	338	2896	.7	2.7	335	3352	.7	3.1	65	1459	.1	1.8
SP '03	269	6461	.5	3.1	433	2976	.9	3.4	413	3097	.8	3.4	391	3519	.8	3.5	73	1613	.1	1.9
KZAB-FM																				
SP '04	126	1712	.3	1.4	104	698	.2	.8	196	1002	.4	1.5	183	927	.4	1.8	52	377	.1	1.4
WI '04	130	1453	.3	1.5	166	760	.3	1.3	209	869	.4	1.6	156	811	.3	1.4	40	370	.1	1.2
FA '03	185	2018	.4	2.2	239	1196	.5	1.8	282	1175	.6	2.3	174	1049	.3	1.6	94	678	.2	2.6
SU '03	148	1706	.3	1.8	148	865	.3	1.2	236	1037	.5	2.0	169	988	.3	1.6	56	513	.1	1.5
4-Book	147	1722	.3	1.7	164	880	.3	1.3	231	1021	.5	1.9	171	944	.3	1.6	61	485	.1	1.7
SP '03	191	2292	.4	2.2	185	1105	.4	1.4	280	1507	.6	2.3	226	1262	.5	2.0	92	794	.2	2.4
KZLA-FM																				
SP '04	199	3234	.4	2.3	311	1644	.6	2.3	289	1651	.6	2.3	266	1977	.5	2.5	60	1030	.1	1.6
WI '04	174	2778	.3	2.0	225	1572	.4	1.7	304	1439	.6	2.4	259	1788	.5	2.4	31	644	.1	.9
FA '03	217	3024	.4	2.5	279	1732	.6	2.1	370	1905	.7	3.0	279	1920	.6	2.5	68	964	.1	1.9
SU '03	164	2949	.3	2.0	211	1587	.4	1.7	266	1705	.5	2.2	221	1624	.5	2.1	40	690	.1	1.1
4-Book	189	2996	.4	2.2	257	1634	.5	2.0	307	1675	.6	2.5	256	1827	.5	2.4	50	832	.1	1.4
SP '03	205	3123	.4	2.4	287	1825	.6	2.2	282	1682	.6	2.3	249	1960	.5	2.3	90	983	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 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
KGFI-FM																			
SP '04	27	1084	.1	.3	21	286	.2	.2	40	436	.1	.3	34	520	.1	.3	10	236	.3
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	18	974	.2	.3	33	386	.1	.3	20	390	.2	.2	25	361	.2	.2	7	174	.2
SU '03	24	886	.3	.3	27	300	.1	.2	31	364	.1	.3	38	443	.1	.4	13	304	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	19	798	.2	.2	26	298	.1	.2	10	240	.1	.1	24	412	.2	.2	17	189	.4
TOTALS																			
SP '04	8752	48237	17.5	17.5	13806	42937	27.5	27.5	12671	38429	25.3	25.3	10455	40921	20.9	20.9	3774	25997	7.5
WI '04	8588	48614	17.1	17.1	13007	42223	25.9	25.9	12670	38697	25.3	25.3	10889	41275	21.7	21.7	3462	25252	6.9
FA '03	8539	48493	17.0	17.0	13021	42790	26.0	26.0	12194	38761	24.3	24.3	11059	41814	22.1	22.1	3616	26656	7.2
SU '03	8321	47336	17.0	17.0	12283	41549	25.0	25.0	11840	37724	24.1	24.1	10528	40638	21.5	21.5	3705	25872	7.6
4-Book	8550	48170	17.2	17.2	13029	42375	26.1	26.1	12344	38403	24.8	24.8	10733	41162	21.6	21.6	3639	25944	7.3
SP '03	8616	47426	17.6	17.6	12906	41747	26.3	26.3	12236	37464	24.9	24.9	11034	40497	22.5	22.5	3803	25571	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

Target Listener Estimates - Persons 25-49

Persons 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	201	2154	.4	1.6	65	709	.1	1.1	59	201	.1	.8	77	272	.2	.8	84	238	.2	1.3
4-Book	164	1795	.3	1.4	41	607	.1	.7	40	151	.1	.6	53	218	.1	.6	48	170	.1	.7
KBIG-FM																				
SP '04	415	4710	.8	3.4	135	2556	.3	2.4	105	512	.2	1.5	201	809	.4	2.1	172	619	.3	2.6
4-Book	359	4497	.7	3.0	141	2507	.3	2.5	127	521	.3	2.0	223	797	.4	2.4	199	742	.4	2.9
KBUA-FM																				
SP '04	89	553	.2	.7	46	393	.1	.8	76	176	.2	1.1	94	194	.2	1.0	34	134	.1	.5
4-Book	78	542	.2	.7	39	347	.1	.7	68	151	.2	1.1	71	177	.2	.8	35	118	.1	.5
KBUE-FM																				
SP '04	355	3092	.7	2.9	234	2250	.5	4.1	329	732	.7	4.6	406	948	.8	4.3	335	881	.7	5.0
4-Book	304	2833	.6	2.5	181	1905	.4	3.2	244	610	.5	3.7	305	806	.6	3.2	235	643	.5	3.5
KCBS-FM																				
SP '04	306	4782	.6	2.5	158	2720	.3	2.8	181	677	.4	2.5	270	1092	.5	2.8	167	721	.3	2.5
4-Book	342	4766	.7	2.9	160	2805	.3	2.9	173	705	.4	2.7	293	1154	.6	3.1	212	846	.4	3.1
KDLN-FM																				
SP '04	67	948	.1	.5	34	484	.1	.6	14	77	.2	.3	61	259	.1	.6	35	172	.1	.5
4-Book	47	926	.1	.4	35	553	.1	.6	21	101	.1	.3	50	232	.1	.5	55	205	.1	.8
KDLE-FM																				
SP '04	67	915	.1	.5	26	439	.1	.5	22	128	.3	.3	38	194	.1	.4	13	86	.1	.2
4-Book	75	900	.2	.6	34	507	.1	.6	19	106	.3	.3	56	220	.1	.6	32	130	.1	.5
KFI -AM																				
SP '04	421	4176	.8	3.4	112	1581	.2	2.0	242	684	.5	3.4	113	470	.2	1.2	65	281	.1	1.0
4-Book	407	3914	.8	3.4	104	1506	.2	1.9	220	660	.5	3.4	156	559	.3	1.6	83	300	.2	1.2
KFSH-FM																				
SP '04	145	1463	.3	1.2	109	1303	.2	1.9	126	428	.3	1.8	162	564	.3	1.7	132	399	.3	2.0
4-Book	131	1539	.3	1.1	85	1194	.2	1.5	84	339	.2	1.3	135	483	.3	1.4	106	352	.2	1.6
KFVB-AM																				
SP '04	78	2049	.2	.6	39	1010	.1	.7	63	245	.1	.9	51	338	.1	.5	58	326	.1	.9
4-Book	111	2627	.3	.9	46	1205	.1	.8	69	338	.1	1.1	57	337	.1	.6	41	230	.1	.6
KHHT-FM																				
SP '04	297	3516	.6	2.4	187	2173	.4	3.3	166	523	.3	2.3	260	883	.5	2.7	170	504	.3	2.5
4-Book	292	3336	.6	2.4	164	2045	.4	2.9	146	460	.3	2.2	241	827	.5	2.5	183	564	.4	2.7
KHJ -AM																				
SP '04	111	1044	.2	.9	51	567	.1	.9	60	143	.1	.8	150	272	.3	1.6	80	161	.2	1.2
4-Book	108	999	.2	.9	51	578	.1	.9	54	151	.1	.8	109	232	.2	1.2	66	162	.1	1.0
KIIS-FM																				
SP '04	279	5612	.6	2.3	144	3232	.3	2.5	110	542	.2	1.5	279	1214	.6	2.9	229	982	.5	3.4
4-Book	315	5724	.6	2.6	165	3193	.3	3.0	154	644	.3	2.4	310	1352	.6	3.3	212	916	.5	3.1
KVVS-FM																				
SP '04	18	163	.1	.1	5	80	.1	.1	11	21	.2	.2	13	59	.1	.1	5	20	.1	.1
4-Book	14	200	.1	.1	7	123	.1	.1	8	32	.2	.2	18	57	.2	.2	8	43	.1	.1
KJLH-FM																				
SP '04	238	1878	.5	1.9	152	1354	.3	2.7	135	448	.3	1.9	170	482	.3	1.8	145	317	.3	2.2
4-Book	206	1866	.4	1.7	177	1557	.4	3.2	131	362	.3	2.0	201	559	.4	2.1	152	394	.3	2.2
KKBT-FM																				
SP '04	276	4099	.6	2.2	151	2216	.3	2.6	205	555	.4	2.9	266	907	.5	2.8	213	753	.4	3.2
4-Book	314	3874	.7	2.6	146	2171	.3	2.6	157	447	.3	2.4	266	914	.6	2.8	206	651	.4	3.0
KKLA-FM																				
SP '04	74	1034	.1	.6	21	304	.4	.4	32	116	.1	.4	32	125	.1	.3	21	51	.3	.3
4-Book	64	904	.1	.5	16	325	.3	.3	26	96	.1	.4	22	90	.1	.2	11	35	.2	.2

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

Target Listener Estimates

		Persons 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	
KLAC-AM	SP '04	47	1091	.1	.4	46	719	.1	.8	9	39	.1		3	13			56	146	.1	.8	
	4-Book	36	769	.1	.3	28	435	.1	.5	9	39	.2		18	48	.2		36	126	.1	.5	
KLAX-FM	SP '04	870	5963	1.7	7.1	426	3873	.8	7.4	1014	1902	2.0	14.2	683	1916	1.4	7.2	415	1231	.8	6.2	
	4-Book	561	4680	1.1	4.7	287	2911	.6	5.1	518	1143	1.1	7.7	474	1302	1.0	5.0	299	881	.6	4.4	
KLOS-FM	SP '04	365	4583	.7	3.0	136	2355	.3	2.4	183	473	.4	2.6	279	961	.6	2.9	152	620	.3	2.3	
	4-Book	376	4841	.8	3.1	151	2539	.3	2.7	161	525	.3	2.5	272	991	.6	2.9	202	751	.4	3.0	
KLSX-FM	SP '04	620	4773	1.2	5.0	62	1159	.1	1.1	75	262	.1	1.1	84	313	.2	.9	59	218	.1	.9	
	4-Book	522	4236	1.1	4.3	62	1022	.1	1.1	81	262	.2	1.3	65	249	.2	.7	53	167	.1	.8	
KLTX-AM	SP '04	112	582	.2	.9	54	381	.1	.9	85	211	.2	1.2	96	243	.2	1.0	42	142	.1	.6	
	4-Book	111	645	.2	.9	55	449	.1	1.0	86	220	.2	1.3	95	227	.2	1.0	62	146	.1	.9	
KLVE-FM	SP '04	387	4748	.8	3.1	238	2750	.5	4.2	259	640	.5	3.6	374	1073	.7	3.9	278	801	.6	4.1	
	4-Book	460	5077	.9	3.8	247	3002	.5	4.4	304	817	.6	4.7	447	1212	.9	4.7	258	773	.6	3.8	
KLYY-FM	SP '04	204	2150	.4	1.7	119	1440	.2	2.1	102	320	.2	1.4	231	566	.5	2.4	146	368	.3	2.2	
	4-Book	202	2170	.4	1.7	129	1419	.3	2.3	119	369	.2	1.8	262	676	.5	2.7	158	442	.3	2.3	
+KMXE-AM	SP '04	87	473	.2	.7	15	187	.3		28	60	.1	.4	22	93	.2		13	53	.2		
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM	SP '04	99	1477	.2	.8	65	917	.1	1.1	30	155	.1	.4	101	339	.2	1.1	98	262	.2	1.5	
	4-Book	80	1449	.2	.7	60	902	.1	1.1	32	174	.1	.5	88	350	.2	1.0	69	259	.1	1.0	
KNX -AM	SP '04	162	3170	.3	1.3	64	1256	.1	1.1	111	377	.2	1.6	108	511	.2	1.1	38	239	.1	.6	
	4-Book	155	3109	.3	1.3	61	1373	.1	1.1	85	373	.2	1.3	96	423	.2	1.0	46	243	.1	.7	
KOST-FM	SP '04	523	4869	1.0	4.2	225	2573	.4	3.9	217	644	.4	3.0	394	902	.8	4.1	301	793	.6	4.5	
	4-Book	452	5021	.9	3.8	206	2877	.4	3.7	215	707	.4	3.3	347	994	.7	3.6	246	816	.5	3.6	
KPWR-FM	SP '04	447	5761	.9	3.6	200	2945	.4	3.5	193	567	.4	2.7	393	1358	.8	4.1	261	804	.5	3.9	
	4-Book	377	5395	.8	3.1	202	3190	.4	3.6	191	656	.4	2.9	363	1315	.7	3.8	254	931	.5	3.7	
KRCD-FM	SP '04	234	1875	.5	1.9	141	1361	.3	2.5	200	477	.4	2.8	255	577	.5	2.7	174	412	.3	2.6	
	4-Book	189	1538	.4	1.6	110	1015	.2	2.0	139	339	.3	2.1	181	424	.4	1.9	129	303	.3	1.9	
KRCV-FM	SP '04	95	872	.2	.8	65	532	.1	1.1	106	233	.2	1.5	88	239	.2	.9	67	164	.1	1.0	
	4-Book	85	805	.2	.7	50	452	.1	.9	71	164	.2	1.1	81	238	.2	.9	44	118	.1	.7	
KRLA-AM	SP '04	118	867	.2	1.0	6	196	.1		5	49	.1		9	64	.1		16	42	.2		
	4-Book	88	769	.2	.8	8	154	.2		8	42	.1		18	50	.2		16	44	.2		
KROQ-FM	SP '04	544	6452	1.1	4.4	210	3228	.4	3.7	200	832	.4	2.8	313	1394	.6	3.3	259	949	.5	3.9	
	4-Book	545	6805	1.1	4.5	226	3580	.5	4.0	206	782	.4	3.2	421	1620	.9	4.4	296	1116	.6	4.3	
KRTH-FM	SP '04	249	4205	.5	2.0	171	2487	.3	3.0	144	540	.3	2.0	323	1093	.6	3.4	193	647	.4	2.9	
	4-Book	277	3998	.6	2.3	149	2233	.3	2.7	123	468	.3	1.9	274	951	.6	2.9	168	562	.4	2.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - 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	
KSCA-FM																						
	SP '04	321	2704	.6	2.6	168	1818	.3	2.9	349	649	.7	4.9	267	867	.5	2.8	123	439	.2	1.8	
	4-Book	559	3798	1.1	4.7	225	2235	.5	4.0	514	1013	1.1	7.9	314	865	.6	3.3	400	824	.8	5.9	
KSPN-AM																						
	SP '04	60	1071	.1	.5	26	374	.1	.5	26	112	.1	.4	53	150	.1	.6	37	94	.1	.6	
	4-Book	58	994	.1	.5	26	428	.1	.5	18	90		.3	41	148	.1	.5	35	107	.1	.6	
KSSE-FM																						
	SP '04	373	3777	.7	3.0	172	2165	.3	3.0	257	700	.5	3.6	388	1185	.8	4.1	174	512	.3	2.6	
	4-Book	336	3422	.7	2.8	151	1946	.3	2.7	210	637	.4	3.2	303	921	.6	3.2	166	485	.3	2.5	
KSUR-AM																						
	SP '04	14	208		.1	8	169		.1	4	36		.1	10	35		.1	4	37		.1	
	4-Book	13	160		.1	8	113		.1	8	32		.1	14	33		.2	11	35		.2	
KTWV-FM																						
	SP '04	376	3334	.8	3.0	139	1958	.3	2.4	143	418	.3	2.0	188	719	.4	2.0	141	433	.3	2.1	
	4-Book	398	3547	.8	3.3	160	2041	.3	2.9	153	529	.3	2.3	280	812	.6	2.9	214	602	.4	3.1	
KWIZ-FM																						
	SP '04	46	677	.1	.4	32	530	.1	.6	32	88	.1	.4	62	166	.1	.7	46	156	.1	.7	
	4-Book	67	797	.1	.6	47	594	.1	.9	60	152	.1	.9	94	241	.2	1.0	58	155	.2	.8	
KWKV-AM																						
	SP '04	76	614	.2	.6	21	213		.4	32	97	.1	.4	42	89	.1	.4	45	98	.1	.7	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																						
	SP '04	102	1051	.2	.8	39	595	.1	.7	56	189	.1	.8	46	159	.1	.5	18	30		.3	
	4-Book	71	903	.2	.6	34	510	.1	.6	50	169	.1	.8	42	153	.1	.5	40	148	.1	.6	
KXOL-FM																						
	SP '04	217	2451	.4	1.8	161	1369	.3	2.8	247	544	.5	3.5	296	690	.6	3.1	245	509	.5	3.7	
	4-Book	287	2891	.6	2.4	150	1675	.3	2.7	208	529	.4	3.2	289	724	.6	3.1	201	521	.4	3.0	
KXTA-AM																						
	SP '04	48	644	.1	.4	4	124		.1	1	12			5	15		.1	9	56		.1	
	4-Book	56	689	.1	.5	9	183		.2	5	36		.1	15	73		.2	18	64		.3	
XTRA-AM																						
	SP '04	55	866	.1	.4	13	286		.2	25	122		.4	18	72		.2	21	99		.3	
	4-Book	59	828	.1	.5	12	305		.2	16	80		.3	20	84		.2	15	73		.2	
KYSR-FM																						
	SP '04	376	5289	.8	3.0	157	2791	.3	2.7	84	431	.2	1.2	332	1141	.7	3.5	200	804	.4	3.0	
	4-Book	359	5186	.7	3.0	152	2805	.3	2.7	122	536	.3	1.9	301	1128	.6	3.2	202	849	.4	2.9	
KZAB-FM																						
	SP '04	164	1488	.3	1.3	110	957	.2	1.9	74	231	.1	1.0	192	471	.4	2.0	157	345	.3	2.3	
	4-Book	192	1482	.4	1.6	127	1036	.3	2.3	136	356	.3	2.1	234	522	.5	2.5	134	321	.3	2.0	
KZLA-FM																						
	SP '04	289	2822	.6	2.3	132	1717	.3	2.3	225	738	.4	3.2	268	813	.5	2.8	168	538	.3	2.5	
	4-Book	276	2581	.6	2.3	126	1615	.3	2.2	166	557	.3	2.5	256	752	.5	2.7	166	486	.3	2.4	
KGGI-FM																						
	SP '04	32	848	.1	.3	30	601	.1	.5	17	78		.2	35	165	.1	.4	25	119		.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
	SP '04	12338	47702	24.6		5726	37708	11.4		7141	17763	14.2		9510	23501	19.0		6711	17560	13.4		
	4-Book	12059	47619	24.2		5614	37891	11.3		6547	17425	13.1		9538	23649	19.2		6840	17968	13.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 25-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
	SP '04	70	195	.1	2.0	44	130	.1	1.1	71	232	.1	1.0	50	158	.1	1.0	63	145	.1	2.1	
	4-Book	40	139	.1	1.2	38	132	.1	1.0	50	190	.1	.7	36	150	.1	.7	23	74	.1	.8	
KBIG-FM																						
	SP '04	147	675	.3	4.1	115	437	.2	2.8	160	702	.3	2.3	111	462	.2	2.3	61	342	.1	2.0	
	4-Book	164	648	.4	4.6	83	353	.2	2.1	156	651	.3	2.3	107	467	.2	2.1	64	270	.1	2.3	
KBUA-FM																						
	SP '04	21	75	.6		11	59	.3		75	214	.1	1.1	37	131	.1	.8	16	72		.5	
	4-Book	20	62	.6		23	67	.1	.6	54	149	.1	.8	35	108	.1	.7	9	46		.3	
KBUE-FM																						
	SP '04	174	466	.3	4.8	132	342	.3	3.2	208	534	.4	3.1	195	668	.4	4.0	103	333	.2	3.4	
	4-Book	127	391	.2	3.6	107	298	.2	2.7	182	500	.3	2.7	152	445	.3	3.0	94	268	.2	3.5	
KCBS-FM																						
	SP '04	106	414	.2	3.0	52	286	.1	1.3	279	1037	.6	4.1	131	474	.3	2.7	58	316	.1	1.9	
	4-Book	97	442	.2	2.8	72	343	.2	1.9	219	913	.5	3.3	153	599	.3	3.0	54	258	.1	1.9	
KDLI-FM																						
	SP '04	20	111	.6		3	21	.1		58	207	.1	.9	42	84	.1	.9	28	112	.1	.9	
	4-Book	27	129	.8		13	42	.3		49	185	.1	.8	42	142	.1	.8	23	89	.1	.8	
KDLE-FM																						
	SP '04	17	61	.5		7	57	.2		47	219	.1	.7	57	149	.1	1.2	11	72		.4	
	4-Book	26	106	.7		7	48	.2		57	228	.1	.8	53	161	.1	1.1	17	88		.6	
KFI -AM																						
	SP '04	127	358	.3	3.5	103	348	.2	2.5	52	204	.1	.8	79	252	.2	1.6	119	345	.2	4.0	
	4-Book	82	295	.2	2.3	87	332	.2	2.2	86	307	.2	1.3	58	217	.1	1.1	67	228	.1	2.4	
KFSH-FM																						
	SP '04	53	206	.1	1.5	112	503	.2	2.7	173	690	.3	2.5	99	365	.2	2.0	21	183		.7	
	4-Book	36	172	.1	1.0	104	473	.2	2.6	122	601	.3	1.8	75	314	.2	1.5	24	155	.1	.9	
KFWB-AM																						
	SP '04	17	97	.5		57	210	.1	1.4	46	257	.1	.7	29	164	.1	.6	4	36		.1	
	4-Book	30	112	.1	.9	56	275	.1	1.4	53	292	.1	.8	55	285	.1	1.1	13	108		.5	
KHHT-FM																						
	SP '04	131	514	.3	3.7	86	268	.2	2.1	143	571	.3	2.1	216	645	.4	4.4	304	721	.6	10.2	
	4-Book	129	415	.3	3.7	83	270	.2	2.1	124	504	.3	1.9	161	505	.3	3.2	224	542	.5	8.2	
KHJ -AM																						
	SP '04	17	33	.5		34	115	.1	.8	35	145	.1	.5	14	54		.3	12	36		.4	
	4-Book	17	52	.5		39	124	.1	1.0	68	183	.1	1.0	39	107	.1	.8	15	52		.6	
KIIS-FM																						
	SP '04	84	410	.2	2.3	70	356	.1	1.7	177	884	.4	2.6	129	665	.3	2.6	66	327	.1	2.2	
	4-Book	99	489	.2	2.9	96	422	.2	2.5	195	909	.4	2.9	162	691	.4	3.2	81	375	.2	3.0	
KVVS-FM																						
	SP '04					5	21	.1										4	13		.1	
	4-Book	2	15		.1	3	19		.1	6	23		.1	7	21		.1	3	18		.1	
KJLH-FM																						
	SP '04	89	310	.2	2.5	194	608	.4	4.7	215	664	.4	3.2	187	418	.4	3.8	90	248	.2	3.0	
	4-Book	89	288	.2	2.6	207	565	.4	5.3	297	784	.6	4.5	227	480	.5	4.5	110	280	.2	4.1	
KKBT-FM																						
	SP '04	101	418	.2	2.8	93	216	.2	2.3	163	653	.3	2.4	100	413	.2	2.0	68	246	.1	2.3	
	4-Book	111	432	.2	3.2	92	276	.2	2.3	136	576	.3	2.1	118	421	.3	2.3	80	270	.2	3.0	
KKLA-FM																						
	SP '04	8	20	.2		48	153	.1	1.2	7	43	.1		5	20		.1	16	35		.5	
	4-Book	6	27	.2		39	146	.1	1.0	18	91	.3		3	18		.1	6	20		.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-49

Persons 25-49																					
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		
KLAC-AM	SP '04	87	217	.2	2.4	7	36	.2	70	213	.1	1.0	70	286	.1	1.4	59	251	.1	2.0	
4-Book		34	115	.1	1.0	15	41	.4	43	130	.1	.6	38	130	.1	.7	32	106	.1	1.2	
KLAX-FM	SP '04	111	455	.2	3.1	397	920	.8	9.7	434	1176	.9	6.4	298	723	.6	6.0	144	452	.3	4.8
4-Book		111	433	.2	3.2	244	644	.5	6.1	340	1002	.7	5.1	237	608	.5	4.7	108	388	.2	4.0
KLDS-FM	SP '04	59	260	.1	1.6	45	238	.1	1.1	161	757	.3	2.4	130	548	.3	2.6	70	234	.1	2.3
4-Book		90	358	.2	2.6	77	296	.2	2.0	168	709	.4	2.5	163	612	.4	3.2	74	303	.1	2.7
KLSX-FM	SP '04	38	205	.1	1.1	76	261	.2	1.9	99	282	.2	1.5	59	154	.1	1.2	9	61	.3	.3
4-Book		26	135	.1	.8	90	286	.2	2.3	109	335	.2	1.7	61	189	.1	1.2	15	64	.5	.5
KLTX-AM	SP '04	18	47	.5		58	139	.1	1.4	46	134	.1	.7	44	125	.1	.9	42	117	.1	1.4
4-Book		20	71	.6		66	183	.1	1.7	56	174	.1	.8	35	91	.1	.7	23	79	.8	.8
KLVE-FM	SP '04	269	725	.5	7.5	119	341	.2	2.9	233	772	.5	3.4	157	452	.3	3.2	184	497	.4	6.1
4-Book		229	645	.5	6.6	149	473	.3	3.8	267	853	.5	4.0	173	526	.3	3.4	130	422	.3	4.8
KLYY-FM	SP '04	62	262	.1	1.7	38	186	.1	.9	178	522	.4	2.6	121	285	.2	2.5	63	209	.1	2.1
4-Book		72	274	.2	2.1	61	205	.1	1.6	169	460	.4	2.5	118	316	.2	2.4	60	229	.1	2.2
+KMXE-AM	SP '04	21	68	.6		31	62	.1	.8	5	31	.1		4	17	.1					
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM	SP '04	59	189	.1	1.6	47	240	.1	1.1	94	267	.2	1.4	63	245	.1	1.3	22	81	.7	.7
4-Book		61	219	.1	1.7	35	175	.1	.9	84	280	.2	1.3	63	178	.1	1.3	39	147	.1	1.4
KNX -AM	SP '04	16	139	.4		83	351	.2	2.0	106	385	.2	1.6	31	175	.1	.6	20	79	.7	.7
4-Book		32	186	.1	.9	61	268	.1	1.5	88	415	.2	1.3	46	258	.1	.9	33	189	.1	1.2
KOST-FM	SP '04	221	703	.4	6.2	133	447	.3	3.2	185	577	.4	2.7	167	618	.3	3.4	169	503	.3	5.6
4-Book		167	604	.4	4.8	132	444	.3	3.4	219	785	.5	3.3	173	635	.3	3.4	138	500	.3	5.0
KPWR-FM	SP '04	138	527	.3	3.8	133	453	.3	3.2	210	1009	.4	3.1	223	744	.4	4.5	56	231	.1	1.9
4-Book		162	613	.4	4.7	110	397	.2	2.8	227	968	.5	3.4	197	736	.4	3.9	104	357	.2	3.9
KRCB-FM	SP '04	100	258	.2	2.8	75	211	.1	1.8	179	396	.4	2.6	84	225	.2	1.7	55	169	.1	1.8
4-Book		91	219	.2	2.7	67	182	.1	1.7	134	333	.3	2.0	74	189	.2	1.5	60	193	.1	2.3
KRCV-FM	SP '04	30	81	.1	.8	30	109	.1	.7	84	201	.2	1.2	73	154	.1	1.5	45	181	.1	1.5
4-Book		26	100	.1	.7	38	98	.1	1.0	69	174	.1	1.0	38	84	.1	.8	28	98	.1	1.0
KRLA-AM	SP '04	3	16	.1										16	28	.3		2	12	.1	.1
4-Book		2	9	.1		1	3			3	13	.1		16	36	.3		2	10	.1	.1
KROQ-FM	SP '04	187	699	.4	5.2	149	392	.3	3.6	221	937	.4	3.2	209	819	.4	4.2	138	562	.3	4.6
4-Book		143	656	.3	4.1	129	445	.3	3.2	264	1091	.5	4.0	227	865	.5	4.5	110	450	.2	4.1
KRTH-FM	SP '04	81	353	.2	2.3	172	430	.3	4.2	236	833	.5	3.5	134	516	.3	2.7	77	283	.2	2.6
4-Book		100	386	.2	2.8	124	346	.2	3.2	185	709	.4	2.8	148	482	.3	2.9	62	227	.2	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KSCA-FM	SP '04	45	236	.1	1.3	163	399	.3	4.0	191	584	.4	2.8	142	432	.3	2.9	81	254	.2	2.7	
	4-Book	101	342	.2	2.9	151	402	.3	3.8	157	450	.3	2.4	158	399	.3	3.1	67	220	.2	2.5	
KSPN-AM	SP '04	8	31		.2	13	37		.3	24	107		.4	46	150	.1	.9	2	43		.1	
	4-Book	17	71		.5	10	47		.2	35	111		.6	39	161	.1	.8	12	46		.4	
KSSE-FM	SP '04	89	333	.2	2.5	112	376	.2	2.7	173	521	.3	2.5	127	380	.3	2.6	51	230	.1	1.7	
	4-Book	77	298	.2	2.2	98	313	.2	2.5	171	553	.4	2.6	122	376	.3	2.4	61	257	.1	2.3	
KSUR-AM	SP '04	21	78		.6	1	11			4	24		.1	4	17		.1	12	59		.4	
	4-Book	7	34		.2	1	6			7	31		.1	7	24		.2	6	28		.2	
KTWV-FM	SP '04	92	367	.2	2.6	74	269	.1	1.8	184	650	.4	2.7	178	475	.4	3.6	110	365	.2	3.7	
	4-Book	105	408	.2	3.0	91	316	.2	2.3	195	658	.4	2.9	173	485	.4	3.4	72	279	.1	2.6	
KWIZ-FM	SP '04	14	107		.4	10	47		.2	63	210		.9	19	61		.4	8	51		.3	
	4-Book	26	102	.1	.8	24	68		.6	61	183		.9	33	87	.1	.7	20	80	.1	.8	
KWKW-AM	SP '04	2	15		.1	19	51		.5	7	30		.1	18	48		.4	9	19		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM	SP '04	20	102		.6	36	128	.1	.9	91	245	.2	1.3	24	107		.5	14	67		.5	
	4-Book	13	79		.4	35	137	.1	.9	53	206	.1	.8	19	85		.4	20	71		.7	
KXOL-FM	SP '04	55	204	.1	1.5	125	294	.2	3.0	165	418	.3	2.4	119	263	.2	2.4	52	141	.1	1.7	
	4-Book	72	260	.2	2.0	99	311	.2	2.5	161	461	.3	2.4	115	335	.2	2.3	64	217	.2	2.3	
KXTA-AM	SP '04	3	19		.1	1	12			9	45		.1	3	12		.1					
	4-Book	7	34		.2	3	20		.1	8	48		.1	7	41		.2	5	16		.2	
XTRA-AM	SP '04	7	31		.2	14	81		.3	22	91		.3	1	13			1	14			
	4-Book	3	21		.1	14	68		.3	16	84		.2	12	49		.2	7	34		.3	
KYSR-FM	SP '04	55	350	.1	1.5	102	562	.2	2.5	287	1262	.6	4.2	137	672	.3	2.8	39	279	.1	1.3	
	4-Book	67	426	.1	1.9	100	433	.2	2.5	217	1023	.4	3.2	152	575	.3	3.0	50	246	.1	1.8	
KZAB-FM	SP '04	67	201	.1	1.9	75	200	.1	1.8	184	465	.4	2.7	69	190	.1	1.4	47	118	.1	1.6	
	4-Book	69	219	.2	2.0	81	231	.2	2.1	182	464	.4	2.7	119	278	.2	2.3	51	167	.1	1.9	
KZLA-FM	SP '04	48	218	.1	1.3	69	290	.1	1.7	172	628	.3	2.5	96	383	.2	1.9	18	88		.6	
	4-Book	58	255	.1	1.7	73	307	.1	1.9	169	622	.3	2.5	101	411	.2	2.0	23	136		.9	
KGGI-FM	SP '04	25	92		.7	12	54		.3	24	114		.4	66	175	.1	1.3	36	116	.1	1.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '04	3589	11026	7.2		4100	11974	8.2		6817	18829	13.6		4931	13749	9.8		2992	9265	6.0		
	4-Book	3507	11287	7.0		3947	11875	7.9		6697	18939	13.4		5090	13785	10.2		2727	8791	5.5		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
	KABC-AM																				
SP '04	188	2960	.3	1.9	161	1286	.3	1.0	311	1646	.5	2.1	331	1871	.6	2.8	123	842	.2	2.9	
WI '04	150	2646	.3	1.5	199	1272	.3	1.3	210	1377	.4	1.4	243	1604	.4	1.9	93	914	.2	2.3	
FA '03	149	2825	.3	1.5	136	1161	.2	.9	219	1418	.4	1.6	288	1565	.5	2.3	133	1108	.2	3.2	
SU '03	136	2523	.2	1.4	158	1059	.3	1.1	250	1375	.4	1.8	233	1624	.4	1.9	47	660	.1	1.1	
4-Book	156	2739	.3	1.6	164	1195	.3	1.1	248	1454	.4	1.7	274	1666	.5	2.2	99	881	.2	2.4	
SP '03	159	2742	.3	1.6	184	1262	.3	1.2	305	1476	.5	2.2	250	1665	.4	2.0	77	865	.1	1.8	
KBIG-FM																					
SP '04	302	6384	.5	3.0	373	2821	.6	2.4	584	3352	1.0	4.0	403	3165	.7	3.4	106	1665	.2	2.5	
WI '04	258	5372	.4	2.6	282	2173	.5	1.9	490	2764	.8	3.4	340	2696	.6	2.7	103	1297	.2	2.6	
FA '03	240	6234	.4	2.4	306	2668	.5	2.0	459	2969	.8	3.3	278	2687	.5	2.2	83	1345	.1	2.0	
SU '03	311	6512	.5	3.2	386	2567	.7	2.7	538	3252	1.0	3.9	378	3333	.7	3.1	135	1788	.2	3.1	
4-Book	278	6126	.5	2.8	337	2557	.7	2.3	518	3084	.9	3.7	350	2970	.6	2.9	107	1524	.2	2.6	
SP '03	329	6006	.6	3.3	408	2471	.7	2.8	617	3012	1.1	4.4	414	3068	.7	3.3	121	1368	.2	2.9	
KBUA-FM																					
SP '04	63	665	.1	.6	110	384	.2	.7	102	308	.2	.7	52	390	.1	.4	19	135		.4	
WI '04	58	778	.1	.6	111	454	.2	.7	85	444	.1	.6	60	416	.1	.5	21	242		.5	
FA '03	41	440	.1	.4	70	348	.1	.5	60	270	.1	.4	41	276	.1	.3	13	161		.3	
SU '03	63	751	.1	.7	94	441	.2	.7	101	486	.2	.7	67	383	.1	.5	23	217		.5	
4-Book	56	659	.1	.6	96	407	.2	.7	87	377	.2	.6	55	366	.1	.4	19	189		.4	
SP '03	34	580	.1	.3	53	276	.1	.4	64	334	.1	.5	36	298	.1	.3	11	134		.3	
KBUE-FM																					
SP '04	291	3987	.5	2.9	377	2035	.6	2.4	391	2129	.7	2.7	345	2165	.6	2.9	146	1323	.3	3.4	
WI '04	250	3768	.4	2.5	388	1945	.7	2.6	336	2120	.6	2.3	271	1985	.5	2.1	133	1145	.2	3.3	
FA '03	240	3423	.4	2.4	361	1615	.6	2.4	359	1727	.6	2.6	249	1695	.4	2.0	85	872	.1	2.1	
SU '03	203	3338	.4	2.1	336	1554	.6	2.4	263	1828	.5	1.9	220	1615	.4	1.8	95	930	.2	2.2	
4-Book	246	3629	.4	2.5	366	1787	.6	2.5	337	1951	.6	2.4	271	1865	.5	2.2	115	1068	.2	2.8	
SP '03	208	2937	.4	2.1	217	1249	.4	1.5	265	1680	.5	1.9	272	1465	.5	2.2	127	822	.2	3.0	
KCBS-FM																					
SP '04	251	6494	.4	2.5	314	2637	.5	2.0	395	3083	.7	2.7	342	3594	.6	2.8	80	1598	.1	1.9	
WI '04	293	7060	.5	2.9	380	3076	.7	2.5	484	3217	.8	3.3	387	3998	.7	3.1	95	1689	.2	2.4	
FA '03	258	5791	.4	2.6	362	2557	.6	2.4	461	2588	.8	3.3	336	3305	.6	2.6	66	1338	.1	1.6	
SU '03	316	7054	.6	3.3	438	3073	.8	3.1	545	3537	1.0	4.0	350	3530	.6	2.9	103	1945	.2	2.4	
4-Book	280	6600	.5	2.8	374	2836	.7	2.5	471	3106	.8	3.3	354	3607	.6	2.9	86	1643	.2	2.1	
SP '03	268	6076	.5	2.7	352	2858	.6	2.4	432	3082	.8	3.1	328	3255	.6	2.6	83	1358	.1	2.0	
KDLD-FM																					
SP '04	51	1055	.1	.5	25	280		.2	89	662	.2	.6	83	652	.1	.7	34	316	.1	.8	
WI '04	42	1203	.1	.4	27	419		.2	69	751	.1	.5	57	664	.1	.4	26	359		.7	
FA '03	28	995		.3	32	381	.1	.2	22	382		.2	43	569	.1	.3	22	455		.5	
SU '03	38	1090	.1	.4	34	345	.1	.2	30	591	.1	.2	55	534	.1	.5	21	418		.5	
4-Book	40	1086	.1	.4	30	356	.1	.2	53	597	.1	.4	60	605	.1	.5	26	387		.6	
SP '03	36	1026	.1	.4	33	483	.1	.2	40	512	.1	.3	49	510	.1	.4	24	327		.6	
KDLE-FM																					
SP '04	48	1099	.1	.5	61	597	.1	.4	79	576	.1	.5	71	609	.1	.6	16	300		.4	
WI '04	72	1194	.1	.7	60	625	.1	.4	131	659	.2	.9	110	814	.2	.9	31	323	.1	.8	
FA '03	54	1177	.1	.5	74	529	.1	.5	101	545	.2	.7	67	560	.1	.5	23	530		.6	
SU '03	41	1016	.1	.4	31	396	.1	.2	54	476	.1	.4	66	490	.1	.5	14	305		.3	
4-Book	54	1122	.1	.5	57	537	.1	.4	91	564	.2	.6	79	618	.1	.6	21	365		.5	
SP '03	44	1048	.1	.4	46	474	.1	.3	48	463	.1	.3	68	632	.1	.5	34	407	.1	.8	
KFI -AM																					
SP '04	363	6024	.6	3.6	676	3580	1.2	4.3	543	3155	.9	3.7	454	3173	.8	3.8	156	1319	.3	3.7	
WI '04	325	4879	.6	3.3	584	2673	1.0	3.8	486	2614	.8	3.3	471	2728	.8	3.7	101	935	.2	2.5	
FA '03	378	5715	.7	3.8	737	3496	1.3	4.9	439	3084	.8	3.1	615	3642	1.1	4.8	161	1541	.3	3.9	
SU '03	332	5901	.6	3.5	556	3179	1.0	4.0	478	2917	.8	3.5	498	3109	.9	4.1	160	1406	.3	3.7	
4-Book	350	5630	.6	3.6	638	3232	1.1	4.3	487	2943	.8	3.4	510	3163	.9	4.1	145	1300	.3	3.5	
SP '03	339	5366	.6	3.4	587	3145	1.0	4.0	465	2526	.8	3.3	489	3022	.9	3.9	177	1454	.3	4.2	

Target Listener Trends - Persons 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 25-54																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KFSH-FM																				
SP '04	127	2022	.2	1.3	189	1329	.3	1.2	178	1220	.3	1.2	117	1129	.2	1.0	55	748	.1	1.3
WI '04	98	1798	.2	1.0	146	1205	.3	1.0	98	859	.2	.7	130	1097	.2	1.0	54	788	.1	1.4
FA '03	92	1883	.2	.9	126	1004	.2	.8	140	944	.2	1.0	133	1033	.2	1.0	23	514		.6
SU '03	113	2160	.2	1.2	165	1293	.3	1.2	128	1135	.2	.9	154	1168	.3	1.3	43	713	.1	1.0
4-Book	108	1966	.2	1.1	157	1208	.3	1.1	136	1040	.2	1.0	134	1107	.2	1.1	44	691	.1	1.1
SP '03	80	1510	.1	.8	115	821	.2	.8	115	877	.2	.8	119	968	.2	.9	16	379		.4
KFWB-AM																				
SP '04	79	3326	.1	.8	167	1710	.3	1.1	56	904	.1	.4	97	1421	.2	.8	55	861	.1	1.3
WI '04	107	3964	.2	1.1	259	2580	.4	1.7	106	1301	.2	.7	152	1824	.3	1.2	24	501		.6
FA '03	121	4489	.2	1.2	257	2650	.4	1.7	126	1487	.2	.9	169	2128	.3	1.3	38	971	.1	.9
SU '03	113	4439	.2	1.2	233	2217	.4	1.7	80	1441	.1	.6	155	2124	.3	1.3	70	937	.1	1.6
4-Book	105	4055	.2	1.1	229	2289	.4	1.6	92	1283	.2	.7	143	1874	.3	1.2	47	818	.1	1.1
SP '03	121	4754	.2	1.2	249	2724	.4	1.7	102	1668	.2	.7	201	2585	.4	1.6	47	966	.1	1.1
KHHT-FM																				
SP '04	266	4805	.5	2.6	298	2211	.5	1.9	390	2420	.7	2.7	330	2632	.6	2.7	158	1690	.3	3.7
WI '04	296	4558	.5	3.0	374	2199	.6	2.5	450	2198	.8	3.1	352	2402	.6	2.8	141	1436	.2	3.5
FA '03	229	4186	.4	2.3	283	1938	.5	1.9	355	2092	.6	2.5	261	2116	.4	2.1	136	1292	.2	3.3
SU '03	205	4268	.4	2.1	262	2024	.5	1.9	328	2160	.6	2.4	250	2150	.4	2.1	97	1190	.2	2.3
4-Book	249	4454	.5	2.5	304	2093	.5	2.1	381	2218	.7	2.7	298	2325	.5	2.4	133	1402	.2	3.2
SP '03	207	4367	.4	2.1	278	2046	.5	1.9	316	2228	.6	2.2	231	2490	.4	1.8	113	1280	.2	2.7
KHJ -AM																				
SP '04	91	1563	.2	.9	198	720	.3	1.3	114	742	.2	.8	95	544	.2	.8	21	242		.5
WI '04	108	1506	.2	1.1	149	700	.3	1.0	183	872	.3	1.3	104	614	.2	.8	39	362	.1	1.0
FA '03	91	1368	.2	.9	124	513	.2	.8	149	859	.3	1.1	81	518	.1	.6	42	344	.1	1.0
SU '03	79	1394	.1	.8	113	690	.2	.8	137	713	.2	1.0	81	530	.1	.7	25	221		.6
4-Book	92	1458	.2	.9	146	656	.3	1.0	146	797	.3	1.1	90	552	.2	.7	32	292	.1	.8
SP '03	107	1437	.2	1.1	189	708	.3	1.3	155	721	.3	1.1	93	584	.2	.7	45	385	.1	1.1
KIIS-FM																				
SP '04	219	7164	.4	2.2	331	3460	.6	2.1	334	3216	.6	2.3	251	3776	.4	2.1	82	1734	.1	1.9
WI '04	282	7750	.5	2.8	455	4033	.8	3.0	352	3510	.6	2.4	397	4187	.7	3.1	92	1580	.2	2.3
FA '03	240	7125	.4	2.4	347	3346	.6	2.3	313	3164	.5	2.2	334	3800	.6	2.6	97	1843	.2	2.4
SU '03	238	7365	.4	2.5	340	3186	.6	2.4	352	3608	.6	2.6	289	3680	.5	2.4	97	1812	.2	2.3
4-Book	245	7351	.4	2.5	368	3506	.7	2.5	338	3375	.6	2.4	318	3861	.6	2.6	92	1742	.2	2.2
SP '03	260	7498	.5	2.6	440	3745	.8	3.0	325	3378	.6	2.3	317	3634	.6	2.5	85	1534	.2	2.0
KVVS-FM																				
SP '04	12	227		.1	19	88		.1	19	80		.1	21	145		.2	2	61		
WI '04	10	277		.1	19	172		.1	21	212		.1	10	210		.1	1	62		
FA '03	6	279		.1	7	119		.1	6	94		.1	8	107		.1	3	48		.1
SU '03	11	258		.1	14	139		.1	16	104		.1	8	99		.1	5	69		.1
4-Book	10	260		.1	15	130		.1	16	123		.1	12	140		.1	3	60		.1
SP '03	11	262		.1	11	137		.1	16	130		.1	19	148		.2	3	62		.1
KJLH-FM																				
SP '04	222	2559	.4	2.2	306	1389	.5	1.9	282	1301	.5	1.9	275	1651	.5	2.3	105	954	.2	2.5
WI '04	208	2913	.4	2.1	269	1506	.5	1.8	222	1241	.4	1.5	218	1434	.4	1.7	111	925	.2	2.8
FA '03	185	2680	.3	1.9	237	1393	.4	1.6	210	1197	.4	1.5	193	1314	.3	1.5	107	977	.2	2.6
SU '03	236	2537	.4	2.5	226	1194	.4	1.6	274	1422	.5	2.0	227	1354	.4	1.9	184	963	.3	4.3
4-Book	213	2672	.4	2.2	260	1371	.5	1.7	247	1290	.5	1.7	228	1438	.4	1.9	127	955	.2	3.1
SP '03	171	2572	.3	1.7	205	1190	.4	1.4	206	1278	.4	1.5	209	1502	.4	1.7	88	823	.2	2.1
KKBT-FM																				
SP '04	213	5118	.4	2.1	476	2714	.8	3.0	215	2404	.4	1.5	217	2387	.4	1.8	77	1304	.1	1.8
WI '04	212	4878	.4	2.1	435	2370	.7	2.9	207	2115	.4	1.4	247	2381	.4	1.9	112	1234	.2	2.8
FA '03	256	4887	.4	2.6	557	2549	1.0	3.7	264	2117	.5	1.9	302	2453	.5	2.4	96	1396	.2	2.3
SU '03	259	4768	.5	2.7	624	2614	1.1	4.4	314	2248	.6	2.3	270	2182	.5	2.2	80	1023	.1	1.9
4-Book	235	4913	.4	2.4	523	2562	.9	3.5	250	2221	.5	1.8	259	2351	.5	2.1	91	1239	.2	2.2
SP '03	277	5576	.5	2.8	595	3189	1.1	4.0	344	2582	.6	2.4	321	2870	.6	2.5	79	1219	.1	1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KKLA-FM																				
SP '04	58	1268	.1	.6	97	733	.2	.6	89	674	.2	.6	75	529	.1	.6	23	227		.5
WI '04	55	1428	.1	.6	91	773	.2	.6	92	678	.2	.6	76	681	.1	.6	19	313		.5
FA '03	50	1098	.1	.5	108	700	.2	.7	74	481	.1	.5	61	483	.1	.5	11	278		.3
SU '03	40	1061	.1	.4	93	610	.2	.7	53	504	.1	.4	53	414	.1	.4	14	185		.3
4-Book	51	1214	.1	.5	97	704	.2	.7	77	584	.2	.5	66	527	.1	.5	17	251		.4
SP '03	45	1185	.1	.5	109	778	.2	.7	43	483	.1	.3	74	605	.1	.6	17	237		.4
KLAC-AM																				
SP '04	69	2304	.1	.7	48	387	.1	.3	52	335	.1	.4	94	1187	.2	.8	100	1223	.2	2.4
WI '04	44	1292	.1	.4	43	340	.1	.3	50	342	.1	.3	64	657	.1	.5	41	523	.1	1.0
FA '03	38	1439	.1	.4	32	330	.1	.2	52	404	.1	.4	64	862	.1	.5	30	561	.1	.7
SU '03	35	719	.1	.4	40	399	.1	.3	32	290	.1	.2	36	298	.1	.3	35	238	.1	.8
4-Book	47	1439	.1	.5	41	364	.1	.3	47	343	.1	.3	65	751	.1	.5	52	636	.1	1.2
SP '03	48	1437	.1	.5	44	395	.1	.3	49	357	.1	.3	52	754	.1	.4	56	625	.1	1.3
KLAX-FM																				
SP '04	645	7071	1.1	6.4	1446	4580	2.5	9.1	894	4757	1.5	6.1	545	3470	.9	4.5	125	1341	.2	2.9
WI '04	360	5387	.6	3.6	580	3026	1.0	3.8	594	3156	1.0	4.1	349	2555	.6	2.8	107	1198	.2	2.7
FA '03	369	5459	.6	3.7	642	3045	1.1	4.2	501	2825	.9	3.6	366	2796	.6	2.9	141	1328	.2	3.4
SU '03	335	5055	.6	3.5	510	2665	.9	3.6	519	3017	.9	3.8	350	2557	.6	2.9	130	1208	.2	3.0
4-Book	427	5743	.7	4.3	795	3329	1.4	5.2	827	3439	1.1	4.4	403	2845	.7	3.3	126	1269	.2	3.0
SP '03	390	5451	.7	3.9	614	3203	1.1	4.1	552	3254	1.0	3.9	408	2619	.7	3.2	141	1365	.2	3.3
KLOS-FM																				
SP '04	277	6093	.5	2.8	487	2726	.8	3.1	392	2681	.7	2.7	349	3046	.6	2.9	86	1461	.1	2.0
WI '04	312	6513	.5	3.1	539	3028	.9	3.6	403	2763	.7	2.8	422	3574	.7	3.3	136	1443	.2	3.4
FA '03	298	6726	.5	3.0	500	3109	.9	3.3	414	2967	.7	2.9	406	3417	.7	3.2	116	1562	.2	2.8
SU '03	310	6694	.5	3.2	527	2923	.9	3.8	390	2860	.7	2.9	374	3443	.7	3.1	164	1586	.3	3.8
4-Book	299	6507	.5	3.0	513	2947	.9	3.5	400	2818	.7	2.8	388	3370	.7	3.1	126	1513	.2	3.0
SP '03	275	5829	.5	2.8	447	2602	.8	3.0	397	2763	.7	2.8	368	3203	.6	2.9	110	1580	.2	2.6
KLSX-FM																				
SP '04	412	5860	.7	4.1	1037	3680	1.8	6.6	621	2974	1.1	4.2	503	2803	.9	4.2	101	1091	.2	2.4
WI '04	343	5285	.6	3.4	861	3133	1.5	5.7	586	2740	1.0	4.0	377	2544	.6	3.0	50	762	.1	1.3
FA '03	295	4756	.5	3.0	713	2719	1.2	4.7	398	2346	.7	2.8	448	2498	.8	3.5	82	882	.1	2.0
SU '03	294	4899	.5	3.1	653	2805	1.2	4.7	356	2119	.6	2.6	510	2667	.9	4.2	67	847	.1	1.6
4-Book	336	5200	.6	3.4	816	3084	1.4	5.4	490	2545	.9	3.4	460	2828	.8	3.7	75	896	.1	1.8
SP '03	330	4779	.6	3.3	756	2890	1.3	5.1	507	2478	.9	3.6	494	2328	.9	3.9	60	806	.1	1.4
KLTX-AM																				
SP '04	81	675	.1	.8	143	527	.2	.9	116	488	.2	.8	84	442	.1	.7	30	319	.1	.7
WI '04	97	877	.2	1.0	184	585	.3	1.2	136	609	.2	.9	81	473	.1	.6	38	259	.1	1.0
FA '03	84	754	.1	.9	148	515	.3	1.0	134	567	.2	1.0	93	458	.2	.7	17	206		.4
SU '03	84	820	.1	.9	113	574	.2	.8	133	607	.2	1.0	96	514	.2	.8	29	311	.1	.7
4-Book	87	782	.1	.9	147	550	.3	1.0	130	568	.2	.9	89	472	.2	.7	29	274	.1	.7
SP '03	117	866	.2	1.2	178	629	.3	1.2	161	623	.3	1.1	111	469	.2	.9	66	374	.1	1.6
KLVE-FM																				
SP '04	341	6194	.6	3.4	473	2681	.8	3.0	452	3333	.8	3.1	373	3056	.6	3.1	221	2102	.4	5.2
WI '04	414	6398	.7	4.2	560	3223	1.0	3.7	749	3620	1.3	5.1	404	2839	.7	3.2	166	1581	.3	4.2
FA '03	411	7277	.7	4.2	596	3445	1.0	3.9	624	3819	1.1	4.4	405	3423	.7	3.2	213	2275	.4	5.2
SU '03	338	6405	.6	3.5	491	3196	.9	3.5	502	3462	.9	3.7	358	2875	.6	2.9	159	1756	.3	3.7
4-Book	376	6569	.7	3.8	530	3136	.9	3.5	582	3559	1.0	4.1	385	3048	.7	3.1	190	1929	.4	4.6
SP '03	345	6311	.6	3.5	518	3102	.9	3.5	539	3392	1.0	3.8	320	2640	.6	2.5	167	1720	.3	4.0
KLYY-FM																				
SP '04	166	2848	.3	1.7	135	935	.2	.9	323	1797	.6	2.2	176	1222	.3	1.5	79	643	.1	1.9
WI '04	193	2921	.3	1.9	195	1320	.3	1.3	391	1793	.7	2.7	175	1286	.3	1.4	66	758	.1	1.7
FA '03	174	2813	.3	1.8	172	1291	.3	1.1	291	1438	.5	2.1	155	1222	.3	1.2	87	928	.1	2.1
SU '03	136	2844	.2	1.4	133	1167	.2	.9	238	1579	.4	1.7	151	1329	.3	1.2	52	671	.1	1.2
4-Book	167	2857	.3	1.7	159	1178	.3	1.1	311	1652	.6	2.2	164	1265	.3	1.3	71	750	.1	1.7
SP '03	163	2733	.3	1.7	150	1150	.3	1.0	250	1558	.4	1.8	205	1432	.4	1.6	83	825	.1	2.0

Target Listener Trends - Persons 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+KMXE-AM																				
SP '04	63	578	.1	.6	61	290	.1	.4	130	397	.2	.9	88	368	.2	.7	37	196	.1	.9
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	99	2468	.2	1.0	104	839	.2	.7	152	1041	.3	1.0	116	1167	.2	1.0	58	670	.1	1.4
WI '04	88	2298	.2	.9	92	991	.2	.6	114	938	.2	.8	128	1080	.2	1.0	63	769	.1	1.6
FA '03	103	2491	.2	1.0	114	1038	.2	.8	131	1169	.2	.9	114	1262	.2	.9	65	814	.1	1.6
SU '03	76	2304	.1	.8	67	925	.1	.5	94	905	.2	.7	98	1092	.2	.8	57	752	.1	1.3
4-Book	92	2390	.2	.9	94	948	.2	.7	123	1013	.2	.9	114	1150	.2	.9	61	751	.1	1.5
SP '03	86	2226	.2	.9	116	906	.2	.8	120	953	.2	.9	112	1001	.2	.9	50	633	.1	1.2
KNX -AM																				
SP '04	148	4778	.3	1.5	349	2702	.6	2.2	147	1583	.3	1.0	189	2278	.3	1.6	44	1085	.1	1.0
WI '04	163	4616	.3	1.6	304	2707	.5	2.0	161	1669	.3	1.1	265	2586	.5	2.1	55	860	.1	1.4
FA '03	140	4915	.2	1.4	269	2783	.5	1.8	138	2037	.2	1.0	211	2622	.4	1.7	68	1245	.1	1.7
SU '03	136	4437	.2	1.4	235	2448	.4	1.7	137	1694	.2	1.0	216	2436	.4	1.8	87	1184	.2	2.0
4-Book	147	4687	.3	1.5	289	2660	.5	1.9	146	1746	.3	1.0	220	2481	.4	1.8	64	1094	.1	1.5
SP '03	169	5344	.3	1.7	327	2997	.6	2.2	193	2035	.3	1.4	252	2816	.4	2.0	65	1041	.1	1.5
KOST-FM																				
SP '04	449	7198	.8	4.5	545	3434	.9	3.4	819	3582	1.4	5.6	539	3844	.9	4.5	211	2558	.4	5.0
WI '04	388	7012	.7	3.9	502	3399	.9	3.3	658	3412	1.1	4.5	479	3559	.8	3.8	181	2112	.3	4.6
FA '03	381	7819	.7	3.9	471	3612	.8	3.1	564	3589	1.0	4.0	493	4524	.8	3.9	179	2407	.3	4.3
SU '03	364	7013	.6	3.8	454	3379	.8	3.2	584	3286	1.0	4.3	488	3584	.9	4.0	193	2436	.3	4.5
4-Book	396	7261	.7	4.0	493	3456	.9	3.3	656	3467	1.1	4.6	500	3878	.9	4.1	191	2378	.3	4.6
SP '03	410	6829	.7	4.2	503	3217	.9	3.4	682	3348	1.2	4.8	548	3771	1.0	4.3	228	2153	.4	5.4
KPWR-FM																				
SP '04	322	6891	.6	3.2	538	3619	.9	3.4	402	3440	.7	2.7	446	4037	.8	3.7	136	1857	.2	3.2
WI '04	279	6601	.5	2.8	436	3282	.8	2.9	352	3170	.6	2.4	340	3528	.6	2.7	123	1938	.2	3.1
FA '03	292	6941	.5	3.0	466	3201	.8	3.1	301	2979	.5	2.1	386	3724	.7	3.0	167	2136	.3	4.1
SU '03	249	5922	.4	2.6	359	2604	.6	2.6	321	2944	.6	2.4	328	3073	.6	2.7	120	1604	.2	2.8
4-Book	286	6589	.5	2.9	450	3177	.8	3.0	344	3133	.6	2.4	375	3591	.7	3.0	137	1884	.2	3.3
SP '03	292	6390	.5	3.0	412	2803	.7	2.8	399	3230	.7	2.8	370	3532	.7	2.9	126	2006	.2	3.0
KRCD-FM																				
SP '04	203	2549	.3	2.0	225	1155	.4	1.4	304	1504	.5	2.1	208	1200	.4	1.7	149	930	.3	3.5
WI '04	212	2432	.4	2.1	282	1072	.5	1.9	286	1487	.5	2.0	225	1303	.4	1.8	130	795	.2	3.3
FA '03	139	1696	.2	1.4	191	876	.3	1.3	176	920	.3	1.3	180	800	.3	1.4	110	574	.2	2.7
SU '03	99	1471	.2	1.0	117	757	.2	.8	177	865	.3	1.3	75	694	.1	.6	64	491	.1	1.5
4-Book	163	2037	.3	1.6	204	965	.4	1.4	236	1194	.4	1.7	172	999	.3	1.4	113	698	.2	2.8
SP '03	84	1387	.1	.9	104	576	.2	.7	131	887	.2	.9	74	607	.1	.6	63	506	.1	1.5
KRCV-FM																				
SP '04	91	1246	.2	.9	84	623	.1	.5	110	745	.2	.8	125	678	.2	1.0	62	425	.1	1.5
WI '04	74	1236	.1	.7	89	537	.2	.6	108	791	.2	.7	89	699	.2	.7	40	337	.1	1.0
FA '03	75	1111	.1	.8	103	601	.2	.7	133	664	.2	.9	59	468	.1	.5	26	258	.1	.6
SU '03	74	908	.1	.8	107	541	.2	.8	115	611	.2	.8	69	471	.1	.6	35	255	.1	.8
4-Book	79	1125	.1	.8	96	576	.2	.7	117	703	.2	.8	86	579	.2	.7	41	319	.1	1.0
SP '03	46	809	.1	.5	62	362	.1	.4	48	375	.1	.3	41	343	.1	.3	35	229	.1	.8
KRLA-AM																				
SP '04	86	1317	.1	.9	178	805	.3	1.1	152	754	.3	1.0	115	695	.2	1.0	36	299	.1	.8
WI '04	59	1110	.1	.6	100	563	.2	.7	118	715	.2	.8	91	504	.2	.7	10	205	.1	.3
FA '03	58	1184	.1	.6	116	676	.2	.8	109	637	.2	.8	73	490	.1	.6	16	144	.1	.4
SU '03	79	1237	.1	.8	103	648	.2	.7	189	790	.3	1.4	130	556	.2	1.1	11	292	.1	.3
4-Book	71	1212	.1	.7	124	673	.2	.8	142	724	.3	1.0	102	561	.2	.9	18	235	.1	.6
SP '03	48	835	.1	.5	85	538	.2	.6	92	493	.2	.7	74	448	.1	.6	18	190	.1	.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
SP '04	401	7887	.7	4.0	691	4475	1.2	4.4	544	3697	.9	3.7	466	4192	.8	3.9	229	2499	.4	5.4
WI '04	390	8200	.7	3.9	742	4813	1.3	4.9	445	3770	.8	3.1	497	4531	.9	3.9	180	2296	.3	4.5
FA '03	406	8278	.7	4.1	725	4320	1.2	4.8	531	3993	.9	3.8	497	4385	.9	3.9	190	2254	.3	4.6
SU '03	382	8021	.7	4.0	727	4244	1.3	5.2	498	4070	.9	3.7	443	4260	.8	3.6	166	2241	.3	3.9
4-Book	395	8097	.7	4.0	721	4463	1.3	4.8	505	3883	.9	3.6	476	4342	.9	3.8	191	2323	.3	4.6
SP '03	378	7997	.7	3.8	733	4547	1.3	5.0	489	3793	.9	3.5	428	4308	.8	3.4	146	2307	.3	3.5
KRTH-FM																				
SP '04	288	7154	.5	2.9	393	2971	.7	2.5	415	3474	.7	2.8	319	3500	.5	2.7	114	1645	.2	2.7
WI '04	257	6238	.4	2.6	338	2766	.6	2.2	422	2945	.7	2.9	308	3127	.5	2.4	101	1437	.2	2.5
FA '03	305	6481	.5	3.1	366	2814	.6	2.4	533	3209	.9	3.8	383	3172	.7	3.0	87	1392	.1	2.1
SU '03	317	7145	.6	3.3	401	2868	.7	2.9	466	3499	.8	3.4	378	3445	.7	3.1	167	1841	.3	3.9
4-Book	292	6755	.5	3.0	375	2855	.7	2.5	459	3282	.8	3.2	347	3311	.6	2.8	117	1579	.2	2.8
SP '03	291	6782	.5	2.9	381	2922	.7	2.6	455	3160	.8	3.2	341	3042	.6	2.7	94	1432	.2	2.2
KSCA-FM																				
SP '04	232	3555	.4	2.3	546	2169	.9	3.4	295	1912	.5	2.0	169	1340	.3	1.4	54	591	.1	1.3
WI '04	382	4865	.7	3.8	642	2274	1.1	4.2	357	2102	.6	2.4	764	2733	1.3	6.0	106	840	.2	2.7
FA '03	465	4993	.8	4.7	922	2904	1.6	6.1	399	2386	.7	2.8	914	3055	1.6	7.2	98	1186	.2	2.4
SU '03	508	5175	.9	5.3	891	2933	1.6	6.3	475	2260	.8	3.5	1015	3378	1.8	8.3	149	1200	.3	3.5
4-Book	397	4647	.7	4.0	750	2570	1.3	5.0	382	2165	.7	2.7	716	2627	1.3	5.7	102	954	.2	2.5
SP '03	477	5116	.8	4.8	815	2912	1.4	5.5	466	2275	.8	3.3	950	3256	1.7	7.5	116	1103	.2	2.8
KSPN-AM																				
SP '04	47	1583	.1	.5	35	470	.1	.2	67	597	.1	.5	96	867	.2	.8	16	323		.4
WI '04	35	1180	.1	.4	37	382	.1	.2	47	457	.1	.3	83	741	.1	.7	7	199		.2
FA '03	56	1776	.1	.6	44	538	.1	.3	89	781	.2	.6	102	1030	.2	.8	15	418		.4
SU '03	56	1268	.1	.6	46	412	.1	.3	71	515	.1	.5	92	645	.2	.8	48	379	.1	1.1
4-Book	49	1452	.1	.5	41	451	.1	.3	69	588	.1	.5	93	821	.2	.8	22	330		.5
SP '03	31	1208	.1	.3	24	363		.2	23	275		.2	78	734	.1	.6	21	367		.5
KSSE-FM																				
SP '04	269	4304	.5	2.7	540	2576	.9	3.4	334	2332	.6	2.3	273	2012	.5	2.3	107	999	.2	2.5
WI '04	242	4221	.4	2.4	471	2462	.8	3.1	329	2314	.6	2.3	237	1849	.4	1.9	95	1181	.2	2.4
FA '03	259	4100	.4	2.6	409	2203	.7	2.7	404	2060	.7	2.9	282	2053	.5	2.2	117	1111	.2	2.8
SU '03	206	3489	.4	2.1	381	1963	.7	2.7	337	2151	.6	2.5	184	1647	.3	1.5	68	870	.1	1.6
4-Book	244	4029	.4	2.5	450	2301	.8	3.0	351	2214	.6	2.5	244	1890	.4	2.0	97	1040	.2	2.3
SP '03	197	3582	.3	2.0	291	1733	.5	2.0	306	2106	.5	2.2	224	1772	.4	1.8	76	1078	.1	1.8
KSUR-AM																				
SP '04	16	411		.2	18	108		.1	16	155		.1	11	171		.1	23	167		.5
WI '04	16	266		.2	7	82			31	154		.1	18	158		.1	14	79		.4
FA '03	10	141		.1	5	72			13	95		.1	11	105		.1	9	129		.2
SU '03	14	357		.1	16	168		.1	18	120		.1	18	178		.1	11	155		.3
4-Book	14	294		.2	12	108		.1	20	131		.1	15	153		.1	14	133		.4
SP '03	24	421		.2	25	204		.2	32	193		.1	28	178		.2	8	113		.2
KTWV-FM																				
SP '04	352	5415	.6	3.5	459	2661	.8	2.9	646	2916	1.1	4.4	434	2870	.7	3.6	132	1563	.2	3.1
WI '04	386	5225	.7	3.9	436	2617	.8	2.9	730	2880	1.3	5.0	498	3071	.9	3.9	120	1597	.2	3.0
FA '03	343	5479	.6	3.5	425	2641	.7	2.8	631	2968	1.1	4.5	425	3116	.7	3.3	155	1728	.3	3.8
SU '03	319	5291	.6	3.3	353	2661	.6	2.5	541	2798	1.0	4.0	414	2917	.7	3.4	123	1747	.2	2.9
4-Book	350	5353	.6	3.6	418	2645	.7	2.8	637	2891	1.1	4.5	443	2994	.8	3.6	133	1659	.2	3.2
SP '03	367	5324	.6	3.7	416	2557	.7	2.8	616	2449	1.1	4.4	450	2908	.8	3.6	197	1915	.3	4.7
KWIZ-FM																				
SP '04	40	925	.1	.4	30	286	.1	.2	68	477	.1	.5	42	388	.1	.3	27	172		.6
WI '04	47	1019	.1	.5	52	376	.1	.3	65	496	.1	.4	44	444	.1	.3	33	309	.1	.8
FA '03	91	1408	.2	.9	105	650	.2	.7	161	733	.3	1.1	91	566	.2	.7	33	314	.1	.8
SU '03	50	959	.1	.5	56	492	.1	.4	68	470	.1	.5	53	379	.1	.4	27	292		.6
4-Book	57	1078	.1	.6	61	451	.1	.4	91	544	.2	.6	58	444	.1	.4	30	272	.1	.7
SP '03	58	1047	.1	.6	61	494	.1	.4	94	736	.2	.7	68	593	.1	.5	39	392	.1	.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 25-54																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																			
SP '04	57	764	.1	.6	84	325	.1	.5	119	465	.2	.8	47	282	.1	.4	27	166	.6
WI '04	49	743	.1	.5	103	416	.2	.7	102	456	.2	.7	39	260	.1	.3	5	82	.1
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	39	684	.1	.4	55	289	.1	.4	87	393	.2	.6	21	181	.1	.2	23	131	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	48	934	.1	.5	60	344	.1	.4	98	484	.2	.7	42	405	.1	.3	21	136	.5
KWVE-FM																			
SP '04	76	1308	.1	.8	144	789	.2	.9	115	575	.2	.8	96	707	.2	.8	18	254	.4
WI '04	65	1212	.1	.7	99	803	.2	.7	86	608	.1	.6	112	758	.2	.9	27	356	.7
FA '03	49	1168	.1	.5	92	667	.2	.6	59	570	.1	.4	57	517	.1	.4	20	297	.5
SU '03	41	1020	.1	.4	61	509	.1	.4	47	388	.1	.3	41	516	.1	.3	14	169	.3
4-Book	58	1177	.1	.6	99	692	.2	.7	77	535	.1	.5	77	625	.2	.6	20	269	.5
SP '03	62	1234	.1	.6	118	756	.2	.8	91	573	.2	.6	77	469	.1	.6	20	236	.5
KXOL-FM																			
SP '04	176	3064	.3	1.8	264	1342	.5	1.7	226	1719	.4	1.5	180	1464	.3	1.5	62	835	.1
WI '04	211	3313	.4	2.1	332	1564	.6	2.2	360	1930	.6	2.5	246	1653	.4	1.9	62	649	.1
FA '03	235	3680	.4	2.4	323	1852	.6	2.1	402	2234	.7	2.9	257	1964	.4	2.0	100	942	.2
SU '03	259	4083	.5	2.7	337	2141	.6	2.4	405	2461	.7	3.0	275	2015	.5	2.3	125	1220	.2
4-Book	220	3535	.4	2.3	314	1725	.6	2.1	348	2086	.6	2.5	240	1774	.4	1.9	87	912	.2
SP '03	252	4193	.4	2.6	359	2008	.6	2.4	397	2431	.7	2.8	215	1775	.4	1.7	100	1164	.2
KXTA-AM																			
SP '04	32	860	.1	.3	37	424	.1	.2	82	497	.1	.6	34	394	.1	.3	13	141	.3
WI '04	33	896	.1	.3	49	369	.1	.3	57	406	.1	.4	40	469	.1	.3	14	161	.4
FA '03	37	835	.1	.4	46	348	.1	.3	84	538	.1	.6	54	380	.1	.4	6	125	.1
SU '03	43	996	.1	.4	58	512	.1	.4	110	578	.2	.8	56	467	.1	.5	4	174	.1
4-Book	36	897	.1	.4	48	413	.1	.3	83	505	.1	.6	46	428	.1	.4	9	150	.2
SP '03	41	852	.1	.4	67	386	.1	.5	119	599	.2	.8	24	203	.2	.2	3	88	.1
XTRA-AM																			
SP '04	38	1190	.1	.4	52	401	.1	.3	77	486	.1	.5	46	595	.1	.4	4	118	.1
WI '04	27	868	.1	.3	42	327	.1	.3	48	429	.1	.3	48	430	.1	.4	7	95	.2
FA '03	38	1221	.1	.4	46	421	.1	.3	63	486	.1	.4	70	696	.1	.6	6	169	.1
SU '03	50	1167	.1	.5	79	601	.1	.6	100	645	.2	.7	78	606	.1	.6	5	167	.1
4-Book	38	1112	.1	.4	55	438	.1	.4	72	512	.1	.5	61	582	.1	.5	6	137	.1
SP '03	33	904	.1	.3	40	465	.1	.3	54	325	.1	.4	69	609	.1	.5	5	157	.1
KYSR-FM																			
SP '04	269	6634	.5	2.7	505	3043	.9	3.2	389	3118	.7	2.7	338	3414	.6	2.8	61	1484	.1
WI '04	245	6352	.4	2.5	447	2998	.8	2.9	333	2969	.6	2.3	332	3673	.6	2.6	61	1444	.1
FA '03	227	5851	.4	2.3	389	2785	.7	2.6	312	2781	.5	2.2	365	3317	.6	2.9	67	1458	.1
SU '03	288	6876	.5	3.0	417	3045	.7	3.0	399	3347	.7	2.9	403	3716	.7	3.3	90	1695	.2
4-Book	257	6428	.5	2.6	440	2968	.8	2.9	358	3054	.6	2.5	360	3530	.6	2.9	70	1520	.1
SP '03	295	6927	.5	3.0	488	3256	.9	3.3	458	3318	.8	3.2	417	3714	.7	3.3	77	1698	.1
KZAB-FM																			
SP '04	137	1914	.2	1.4	120	821	.2	.8	217	1117	.4	1.5	197	1027	.3	1.6	54	430	.1
WI '04	161	1668	.3	1.6	213	908	.4	1.4	271	1013	.5	1.9	187	938	.3	1.5	47	436	.1
FA '03	202	2305	.3	2.0	269	1373	.5	1.8	309	1353	.5	2.2	190	1182	.3	1.5	98	739	.2
SU '03	156	1857	.3	1.6	156	902	.3	1.1	251	1147	.4	1.8	180	1077	.3	1.5	62	577	.1
4-Book	164	1936	.3	1.7	190	1001	.4	1.3	262	1158	.5	1.9	189	1056	.3	1.5	65	546	.1
SP '03	213	2547	.4	2.2	221	1254	.4	1.5	316	1661	.6	2.2	234	1364	.4	1.9	107	902	.2
KZLA-FM																			
SP '04	245	3826	.4	2.4	364	2008	.6	2.3	367	2064	.6	2.5	317	2330	.5	2.6	71	1195	.1
WI '04	216	3424	.4	2.2	301	1960	.5	2.0	353	1732	.6	2.4	309	2231	.5	2.4	49	831	.1
FA '03	266	3629	.5	2.7	360	2081	.6	2.4	451	2159	.8	3.2	335	2321	.6	2.6	76	1144	.1
SU '03	215	3678	.4	2.2	278	1991	.5	2.0	338	2153	.6	2.5	295	2091	.5	2.4	49	887	.1
4-Book	236	3639	.4	2.4	326	2010	.6	2.2	377	2027	.7	2.7	314	2243	.5	2.5	61	1014	.1
SP '03	251	3795	.4	2.5	357	2160	.6	2.4	365	2048	.6	2.6	310	2308	.5	2.5	95	1118	.2

** Station(s) not reported this survey.

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

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

Target Listener Trends

Target Listener Trends - Persons 25-54

	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
KGFI-FM																				
SP '04	28	1140		.3	21	286		.1	40	458	.1	.3	35	540	.1	.3	10	236		.2
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	21	1082		.2	38	404	.1	.3	23	420	.2	.2	29	423	.2	.2	8	189		.2
SU '03	26	949		.3	29	316	.1	.2	34	412	.1	.2	39	489	.1	.3	14	320		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	19	831		.2	27	332		.2	10	251		.1	24	412		.2	17	189		.4
TOTALS																				
SP '04	10043	55815	17.3		15828	49535	27.3		14658	44495	25.3		12007	47246	20.7		4253	29725	7.3	
WI '04	9964	56215	17.2		15182	48845	26.2		14584	44548	25.1		12669	47638	21.8		3973	28871	6.8	
FA '03	9876	55977	17.0		15171	49358	26.1		14060	44593	24.2		12721	48293	21.9		4116	30397	7.1	
SU '03	9609	54673	17.0		14043	47712	24.8		13639	43521	24.1		12192	46785	21.5		4305	29941	7.6	
4-Book	9873	55670	17.1		15056	48863	26.1		14235	44289	24.7		12397	47491	21.5		4162	29734	7.2	
SP '03	9876	54703	17.4		14803	47919	26.1		14115	43420	24.9		12642	46785	22.3		4213	29064	7.4	

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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 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	271	2782	.5	1.9	83	913	.1	1.3	77	289	.1	.9	100	386	.2	.9	133	353	.2	1.7
4-Book	230	2462	.4	1.6	62	857	.1	1.0	49	188	.1	.6	92	350	.2	.8	84	269	.1	1.1
KBIG-FM																				
SP '04	463	5188	.8	3.3	146	2871	.3	2.2	113	552	.2	1.4	212	855	.4	1.9	191	720	.3	2.5
4-Book	410	4990	.7	3.0	157	2796	.3	2.4	144	603	.3	1.9	249	880	.4	2.3	227	842	.4	2.9
KBUA-FM																				
SP '04	89	570	.2	.6	47	410	.1	.7	76	176	.1	.9	94	194	.2	.9	34	134	.1	.4
4-Book	80	574	.2	.6	40	362	.1	.6	69	154	.1	.9	71	177	.2	.7	36	121	.1	.5
KBUE-FM																				
SP '04	373	3333	.6	2.6	243	2381	.4	3.7	343	791	.6	4.2	415	962	.7	3.8	342	922	.6	4.5
4-Book	326	3069	.6	2.3	193	2053	.3	3.0	259	655	.5	3.4	325	849	.6	3.0	246	684	.5	3.1
KCBS-FM																				
SP '04	354	5506	.6	2.5	186	3188	.3	2.8	211	811	.4	2.6	313	1314	.5	2.9	190	825	.3	2.5
4-Book	405	5491	.7	2.9	188	3258	.3	2.9	211	849	.4	2.8	360	1385	.6	3.3	245	989	.4	3.1
KOLD-FM																				
SP '04	67	948	.1	.5	34	501	.1	.5	14	77	.2	.3	61	259	.1	.6	35	172	.1	.5
4-Book	47	948	.1	.4	35	560	.1	.5	21	104	.3	.3	50	235	.1	.5	55	208	.1	.7
KDLE-FM																				
SP '04	71	997	.1	.5	29	493	.1	.4	22	128	.3	.3	46	234	.1	.4	21	113	.1	.3
4-Book	77	938	.1	.6	35	532	.1	.5	20	110	.3	.3	58	234	.1	.5	35	140	.1	.5
KFI -AM																				
SP '04	557	5521	1.0	3.9	158	2153	.3	2.4	334	947	.6	4.1	176	651	.3	1.6	105	357	.2	1.4
4-Book	541	5084	1.0	3.9	148	2055	.3	2.3	326	921	.6	4.3	212	734	.4	1.9	114	396	.2	1.5
KFSH-FM																				
SP '04	163	1676	.3	1.1	114	1369	.2	1.7	129	455	.2	1.6	172	605	.3	1.6	138	453	.2	1.8
4-Book	142	1653	.3	1.0	91	1279	.2	1.4	90	365	.2	1.2	151	527	.3	1.4	110	380	.2	1.4
KFVB-AM																				
SP '04	103	2717	.2	.7	51	1351	.1	.8	91	379	.2	1.1	69	461	.1	.6	69	418	.1	.9
4-Book	150	3436	.3	1.1	63	1621	.1	1.0	93	459	.2	1.2	85	501	.2	.8	56	321	.1	.7
KHHT-FM																				
SP '04	343	3974	.6	2.4	203	2465	.3	3.1	191	586	.3	2.4	298	1033	.5	2.7	178	546	.3	2.3
4-Book	332	3663	.6	2.4	181	2256	.3	2.8	167	518	.3	2.2	270	909	.5	2.4	199	613	.3	2.5
KHJ -AM																				
SP '04	134	1295	.2	.9	63	669	.1	1.0	60	143	.1	.7	172	327	.3	1.6	94	193	.2	1.2
4-Book	129	1199	.2	.9	68	713	.1	1.1	79	203	.1	1.1	143	306	.3	1.3	81	198	.1	1.0
KIIS-FM																				
SP '04	308	6081	.5	2.2	154	3426	.3	2.4	132	631	.2	1.6	299	1296	.5	2.7	235	1019	.4	3.1
4-Book	341	6237	.6	2.5	177	3488	.3	2.7	173	732	.3	2.3	335	1468	.6	3.0	229	1002	.4	2.9
KVVS-FM																				
SP '04	20	185	.1	.1	6	117	.1	.1	11	21	.1	.1	15	71	.1	.1	11	41	.1	.1
4-Book	14	209	.1	.1	7	132	.1	.1	8	32	.1	.1	19	60	.2	.2	10	48	.1	.1
KJLH-FM																				
SP '04	287	2186	.5	2.0	186	1637	.3	2.8	152	505	.3	1.9	213	582	.4	2.0	181	396	.3	2.4
4-Book	245	2136	.4	1.8	214	1836	.4	3.3	149	409	.3	2.0	249	675	.4	2.3	189	466	.4	2.4
KKBT-FM																				
SP '04	296	4392	.5	2.1	158	2344	.3	2.4	211	584	.4	2.6	275	946	.5	2.5	222	791	.4	2.9
4-Book	337	4184	.6	2.4	152	2276	.3	2.3	164	479	.3	2.1	276	962	.5	2.5	211	669	.4	2.7
KKLA-FM																				
SP '04	87	1206	.1	.6	29	424	.1	.4	45	169	.1	.6	35	150	.1	.3	23	64	.1	.3
4-Book	80	1080	.1	.6	21	398	.1	.3	30	109	.1	.4	27	110	.1	.3	12	40	.1	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-54

	Persons 25-54																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAC-AM																				
SP '04	64	1417	.1	.5	57	1015	.1	.9	27	81	.3		11	76	.1	.1	74	214	.1	1.0
4-Book	51	998	.1	.4	36	574	.1	.6	18	56	.2		28	89	.1	.3	44	155	.1	.6
KLAX-FM																				
SP '04	956	6445	1.6	6.7	443	4127	.8	6.8	1064	2033	1.8	13.1	689	1945	1.2	6.3	439	1288	.8	5.7
4-Book	609	5075	1.1	4.4	307	3128	.5	4.7	557	1229	1.0	7.2	489	1360	.9	4.4	316	923	.6	4.0
KLOS-FM																				
SP '04	408	5145	.7	2.9	173	2800	.3	2.6	238	605	.4	2.9	328	1101	.6	3.0	185	742	.3	2.4
4-Book	431	5462	.8	3.1	183	2949	.3	2.8	202	640	.4	2.7	310	1127	.6	2.8	234	857	.4	3.0
KLSX-FM																				
SP '04	713	5319	1.2	5.0	84	1511	.1	1.3	93	318	.2	1.1	123	435	.2	1.1	89	327	.2	1.2
4-Book	581	4735	1.0	4.2	74	1238	.1	1.1	94	300	.2	1.3	87	320	.2	.8	63	204	.1	.8
KLTX-AM																				
SP '04	115	631	.2	.8	54	395	.1	.8	90	225	.2	1.1	96	243	.2	.9	42	142	.1	.5
4-Book	123	714	.2	.9	62	505	.1	1.0	104	262	.2	1.4	101	248	.2	.9	70	169	.1	.9
KLVE-FM																				
SP '04	434	5291	.7	3.1	256	2987	.4	3.9	296	736	.5	3.6	400	1144	.7	3.7	291	846	.5	3.8
4-Book	505	5553	.9	3.6	272	3297	.5	4.2	328	896	.6	4.3	492	1331	.9	4.5	285	856	.5	3.6
KLYY-FM																				
SP '04	220	2380	.4	1.5	129	1570	.2	2.0	142	393	.2	1.7	241	606	.4	2.2	149	385	.3	1.9
4-Book	219	2360	.4	1.6	140	1571	.3	2.2	136	406	.2	1.8	281	722	.5	2.5	171	472	.3	2.2
+KMXE-AM																				
SP '04	96	532	.2	.7	20	230	.3		35	73	.1	.4	31	119	.1	.3	16	66	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	126	1864	.2	.9	79	1101	.1	1.2	35	189	.1	.4	124	383	.2	1.1	124	347	.2	1.6
4-Book	111	1856	.2	.8	78	1142	.1	1.2	45	242	.1	.6	127	450	.2	1.1	96	342	.2	1.2
KNX -AM																				
SP '04	222	4032	.4	1.6	87	1690	.1	1.3	146	519	.3	1.8	158	676	.3	1.5	50	270	.1	.7
4-Book	213	4022	.4	1.5	86	1873	.1	1.3	129	558	.2	1.7	141	633	.3	1.3	74	364	.1	.9
KOST-FM																				
SP '04	648	5803	1.1	4.6	256	3015	.4	3.9	235	720	.4	2.9	452	1086	.8	4.2	323	900	.6	4.2
4-Book	558	5951	1.0	4.0	245	3407	.4	3.8	247	830	.5	3.3	419	1208	.7	3.8	286	981	.5	3.6
KPWR-FM																				
SP '04	457	6008	.8	3.2	209	3101	.4	3.2	195	594	.3	2.4	396	1371	.7	3.6	275	864	.5	3.6
4-Book	386	5605	.7	2.8	208	3297	.4	3.2	193	670	.3	2.6	373	1352	.7	3.4	264	971	.5	3.4
KRCD-FM																				
SP '04	250	2081	.4	1.8	157	1549	.3	2.4	226	532	.4	2.8	283	667	.5	2.6	181	445	.3	2.4
4-Book	206	1694	.4	1.5	121	1105	.2	1.9	155	374	.3	2.0	202	471	.4	1.8	139	329	.3	1.8
KRCV-FM																				
SP '04	106	1018	.2	.7	85	683	.1	1.3	146	311	.3	1.8	112	310	.2	1.0	93	221	.2	1.2
4-Book	101	961	.2	.7	65	570	.1	1.0	92	209	.2	1.2	101	285	.2	.9	66	165	.1	.8
KRLA-AM																				
SP '04	148	1164	.3	1.0	10	289	.2		5	49	.1		24	113	.2		18	56	.2	
4-Book	124	1073	.3	.9	10	225	.2		9	48	.1		22	64	.2		17	53	.2	
KROQ-FM																				
SP '04	565	6856	1.0	4.0	223	3306	.4	3.4	206	843	.4	2.5	339	1434	.6	3.1	283	990	.5	3.7
4-Book	562	7104	1.0	4.0	233	3714	.4	3.6	212	813	.4	2.8	438	1680	.8	4.0	310	1162	.5	4.0
KRTH-FM																				
SP '04	379	5784	.7	2.7	244	3657	.4	3.7	206	805	.4	2.5	508	1643	.9	4.7	270	982	.5	3.5
4-Book	399	5496	.7	2.9	220	3262	.4	3.4	207	754	.4	2.7	413	1427	.7	3.8	239	823	.4	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Persons 25-54																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSCA-FM																						
SP '04		334	2937	.6	2.4	173	1910	.3	2.6	368	691	.6	4.5	280	932	.5	2.6	134	453	.2	1.7	
4-Book		598	4085	1.1	4.3	239	2372	.4	3.7	546	1073	.9	7.2	334	931	.6	3.0	428	875	.7	5.4	
KSPN-AM																						
SP '04		66	1320	.1	.5	33	493	.1	.5	40	169	.1	.5	61	187	.1	.6	39	108	.1	.5	
4-Book		68	1196	.1	.5	33	545	.1	.5	26	131	.1	.4	53	193	.1	.5	46	142	.1	.6	
KSSE-FM																						
SP '04		379	3914	.7	2.7	182	2217	.3	2.8	269	730	.5	3.3	399	1200	.7	3.7	194	542	.3	2.5	
4-Book		349	3578	.6	2.5	157	2028	.3	2.4	219	667	.4	2.9	317	988	.6	2.9	172	503	.3	2.2	
KSUR-AM																						
SP '04		15	269	.1	.1	13	218	.1	.2	12	68	.1	.1	24	49	.1	.2	12	86	.1	.2	
4-Book		16	235	.1	.1	11	161	.1	.2	14	53	.1	.2	19	44	.1	.2	15	51	.1	.2	
KTVV-FM																						
SP '04		523	4457	.9	3.7	195	2658	.3	3.0	163	519	.3	2.0	318	1114	.5	2.9	206	652	.4	2.7	
4-Book		510	4493	.9	3.7	213	2653	.4	3.3	191	662	.3	2.5	385	1129	.7	3.5	272	803	.5	3.5	
KWIZ-FM																						
SP '04		48	693	.1	.3	32	530	.1	.5	32	88	.1	.4	62	166	.1	.6	46	156	.1	.6	
4-Book		71	822	.1	.5	49	618	.1	.8	64	162	.1	.9	99	251	.2	.9	61	162	.1	.8	
KVKV-AM																						
SP '04		86	679	.1	.6	23	250	.1	.4	32	97	.1	.4	42	89	.1	.4	54	117	.1	.7	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																						
SP '04		118	1132	.2	.8	40	647	.1	.6	58	200	.1	.7	46	159	.1	.4	19	41	.1	.2	
4-Book		84	1021	.2	.6	38	591	.1	.6	58	191	.1	.7	45	167	.1	.4	44	161	.1	.5	
KXDL-FM																						
SP '04		223	2655	.4	1.6	169	1518	.3	2.6	249	556	.4	3.1	303	718	.5	2.8	258	553	.4	3.4	
4-Book		304	3059	.5	2.2	161	1798	.3	2.5	222	562	.4	2.9	299	764	.5	2.7	212	559	.4	2.7	
KXTA-AM																						
SP '04		53	791	.1	.4	5	176	.1	.1	2	21	.1	.1	5	15	.1	.1	13	87	.1	.2	
4-Book		61	780	.1	.5	10	227	.1	.2	8	50	.1	.1	18	85	.1	.2	20	75	.1	.3	
XTRA-AM																						
SP '04		60	986	.1	.4	21	335	.1	.3	33	171	.1	.4	36	100	.1	.3	30	127	.1	.4	
4-Book		63	932	.1	.5	16	359	.1	.2	18	99	.1	.3	27	102	.1	.2	20	98	.1	.3	
KYSR-FM																						
SP '04		409	5595	.7	2.9	161	2904	.3	2.5	92	457	.2	1.1	336	1177	.6	3.1	212	837	.4	2.8	
4-Book		384	5492	.7	2.8	160	2940	.3	2.4	128	565	.2	1.7	317	1184	.6	2.9	216	893	.4	2.8	
KZAB-FM																						
SP '04		181	1667	.3	1.3	114	1014	.2	1.7	81	259	.1	1.0	201	500	.3	1.8	160	359	.3	2.1	
4-Book		217	1675	.4	1.6	136	1135	.3	2.1	150	397	.3	2.0	254	589	.4	2.3	147	351	.3	1.9	
KZLA-FM																						
SP '04		351	3390	.6	2.5	176	2060	.3	2.7	272	905	.5	3.4	356	1035	.6	3.3	213	657	.4	2.8	
4-Book		342	3157	.6	2.5	164	2008	.3	2.5	202	695	.4	2.6	336	970	.6	3.1	212	653	.4	2.7	
KGGI-FM																						
SP '04		33	890	.1	.2	30	615	.1	.5	17	78	.1	.2	35	165	.1	.3	25	119	.1	.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
SP '04		14202	55171	24.5		6545	43650	11.3		8116	20480	14.0		10890	27013	18.8		7678	20325	13.2		
4-Book		13922	55008	24.1		6514	43888	11.3		7618	20284	13.2		11055	27446	19.2		7892	20736	13.7		

** 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 25-54

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	77	215	.1	1.9	57	161	.1	1.2	88	299	.2	1.1	66	224	.1	1.2	67	165	.1	2.0
4-Book	58	193	.1	1.5	51	177	.1	1.1	74	280	.1	.9	58	225	.1	1.0	27	96		.9
KBIG-FM																				
SP '04	163	736	.3	4.1	119	471	.2	2.5	176	784	.3	2.2	123	531	.2	2.2	66	367	.1	2.0
4-Book	181	716	.3	4.5	86	379	.2	1.9	166	702	.3	2.1	122	522	.2	2.1	71	298	.1	2.3
KBUA-FM																				
SP '04	24	92		.6	11	59		.2	75	214	.1	1.0	37	131	.1	.7	16	72		.5
4-Book	22	74		.6	23	67		.5	54	149	.1	.7	35	108	.1	.6	9	46		.3
KBUE-FM																				
SP '04	177	493	.3	4.4	142	387	.2	3.0	223	588	.4	2.8	214	708	.4	3.8	104	347	.2	3.1
4-Book	135	416	.2	3.4	121	342	.2	2.6	199	547	.3	2.5	169	486	.3	2.9	100	283	.2	3.2
KCBS-FM																				
SP '04	113	471	.2	2.8	68	359	.1	1.4	336	1257	.6	4.3	166	652	.3	2.9	66	401	.1	2.0
4-Book	106	497	.2	2.7	85	410	.2	1.9	253	1037	.5	3.2	177	710	.3	2.9	59	304	.1	1.9
KDLD-FM																				
SP '04	20	111		.5	3	21		.1	60	224	.1	.8	42	84	.1	.7	28	112		.8
4-Book	27	129		.7	13	42		.3	50	193	.1	.7	42	142	.1	.7	23	89		.7
KDLE-FM																				
SP '04	18	75		.4	8	69		.2	47	219	.1	.6	57	149	.1	1.0	11	72		.3
4-Book	27	117		.7	7	51		.2	58	231	.1	.7	54	168	.1	.9	17	88		.5
KFI -AM																				
SP '04	177	489	.3	4.4	136	456	.2	2.8	92	359	.2	1.2	92	297	.2	1.6	161	476	.3	4.8
4-Book	114	405	.2	2.9	117	431	.2	2.5	131	455	.2	1.7	82	293	.2	1.4	101	327	.2	3.2
KFSH-FM																				
SP '04	53	206	.1	1.3	120	530	.2	2.5	180	755	.3	2.3	101	390	.2	1.8	22	196		.7
4-Book	36	179	.1	.9	110	504	.2	2.4	131	651	.3	1.7	79	340	.2	1.3	24	158		.8
KFWB-AM																				
SP '04	23	116		.6	65	282	.1	1.4	55	302	.1	.7	42	237	.1	.7	9	48		.3
4-Book	37	149	.1	.9	74	376	.1	1.6	79	399	.1	1.0	75	373	.1	1.2	17	126		.6
KHHT-FM																				
SP '04	135	538	.2	3.4	90	283	.2	1.9	160	613	.3	2.0	237	736	.4	4.2	314	759	.5	9.4
4-Book	136	445	.2	3.4	95	293	.2	2.1	147	553	.3	1.9	185	568	.3	3.2	235	566	.4	7.5
KHJ -AM																				
SP '04	24	48		.6	41	144	.1	.9	54	188	.1	.7	33	118	.1	.6	20	51		.6
4-Book	27	82		.7	50	150	.1	1.1	81	214	.2	1.0	57	151	.1	.9	25	82		.8
KIIS-FM																				
SP '04	84	419	.1	2.1	87	406	.1	1.8	188	929	.3	2.4	134	677	.2	2.4	67	345	.1	2.0
4-Book	102	525	.2	2.6	109	478	.2	2.4	211	1010	.4	2.7	166	718	.3	2.8	84	400	.2	2.7
KVVS-FM																				
SP '04					5	21		.1									5	28		.1
4-Book	2	15		.1	3	19		.1	6	23		.1	7	21		.1	4	21		.1
KJLH-FM																				
SP '04	115	363	.2	2.9	241	728	.4	5.0	264	813	.5	3.4	234	525	.4	4.1	99	276	.2	3.0
4-Book	114	343	.2	2.9	250	669	.5	5.4	361	967	.7	4.6	277	597	.5	4.6	126	322	.2	4.1
KKBT-FM																				
SP '04	105	440	.2	2.6	93	216	.2	1.9	175	692	.3	2.2	105	427	.2	1.9	77	270	.1	2.3
4-Book	115	446	.2	2.9	94	288	.2	2.0	144	603	.3	1.8	122	432	.2	2.1	86	283	.2	2.8
KKLA-FM																				
SP '04	18	33		.4	72	221	.1	1.5	19	96		.2	5	20		.1	22	48		.7
4-Book	8	30		.2	51	186	.1	1.1	25	122		.3	5	24		.1	13	34		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Persons 25-54																				
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	
KLAC-AM																				
SP '04	97	256	.2	2.4	13	69	.3	82	265	.1	1.0	81	388	.1	1.4	66	316	.1	2.0	
4-Book	38	133	.1	1.0	19	66	.4	54	168	.1	.7	47	171	.1	.8	38	134	.1	1.2	
KLAX-FM																				
SP '04	114	479	.2	2.8	419	975	.7	8.7	458	1252	.8	5.8	301	736	.5	5.3	147	469	.3	4.4
4-Book	123	467	.2	3.1	259	692	.4	5.6	362	1075	.6	4.6	264	674	.4	4.5	121	421	.2	3.9
KLOS-FM																				
SP '04	73	278	.1	1.8	84	357	.1	1.8	224	918	.4	2.8	164	649	.3	2.9	85	265	.1	2.5
4-Book	105	417	.2	2.6	99	368	.2	2.2	219	843	.4	2.8	204	717	.4	3.4	91	350	.1	2.9
KLSX-FM																				
SP '04	42	229	.1	1.0	87	329	.1	1.8	147	418	.3	1.9	79	244	.1	1.4	12	74		.4
4-Book	29	150	.1	.7	105	337	.2	2.3	135	419	.3	1.7	69	224	.1	1.2	17	74		.5
KLTX-AM																				
SP '04	18	47		.4	58	139	.1	1.2	46	134	.1	.6	44	125	.1	.8	42	117	.1	1.3
4-Book	23	82		.6	77	216	.1	1.7	63	198	.1	.8	39	102	.1	.7	26	90		.9
KLVE-FM																				
SP '04	293	808	.5	7.3	120	353	.2	2.5	249	852	.4	3.2	171	482	.3	3.0	195	531	.3	5.8
4-Book	249	714	.4	6.2	163	518	.3	3.5	293	948	.5	3.8	189	574	.3	3.2	149	477	.3	4.8
KLYY-FM																				
SP '04	69	275	.1	1.7	48	199	.1	1.0	184	567	.3	2.3	130	311	.2	2.3	63	209	.1	1.9
4-Book	79	301	.2	2.0	69	227	.1	1.5	182	503	.3	2.3	133	347	.2	2.3	63	243	.1	2.0
+KMXE-AM																				
SP '04	21	68		.5	42	91	.1	.9	17	61		.2	4	17		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	79	251	.1	2.0	60	261	.1	1.3	108	322	.2	1.4	77	276	.1	1.4	23	92		.7
4-Book	74	272	.1	1.8	46	204	.1	1.0	106	370	.2	1.4	78	231	.1	1.3	43	174	.1	1.4
KNX -AM																				
SP '04	19	153		.5	98	466	.2	2.0	148	541	.3	1.9	44	229	.1	.8	28	121		.8
4-Book	44	230	.1	1.1	80	386	.2	1.7	118	545	.2	1.5	57	319	.1	1.0	42	241	.1	1.3
KOST-FM																				
SP '04	228	731	.4	5.7	166	543	.3	3.5	226	725	.4	2.9	206	758	.4	3.6	191	576	.3	5.7
4-Book	187	687	.3	4.7	163	555	.3	3.6	271	973	.5	3.5	215	766	.4	3.6	157	578	.3	5.0
KPWR-FM																				
SP '04	141	548	.2	3.5	142	486	.2	3.0	230	1060	.4	2.9	236	791	.4	4.2	58	241	.1	1.7
4-Book	167	631	.3	4.2	113	409	.2	2.5	234	990	.4	3.0	201	758	.4	3.4	106	363	.2	3.4
KRCD-FM																				
SP '04	109	300	.2	2.7	87	250	.1	1.8	192	438	.3	2.4	84	225	.1	1.5	85	240	.1	2.5
4-Book	99	248	.2	2.5	72	199	.1	1.6	144	355	.3	1.8	76	192	.1	1.3	72	221	.1	2.3
KRCV-FM																				
SP '04	46	135	.1	1.1	35	140	.1	.7	96	236	.2	1.2	100	212	.2	1.8	60	230	.1	1.8
4-Book	40	144	.1	1.0	48	123	.1	1.0	82	207	.2	1.0	55	121	.1	.9	36	128	.1	1.1
KRLA-AM																				
SP '04	3	16		.1	5	19		.1	2	19		.1	18	41		.3	4	30		.1
4-Book	3	13		.1	3	11		.1	4	27		.1	19	47		.3	6	28		.2
KROQ-FM																				
SP '04	190	717	.3	4.7	150	419	.3	3.1	234	955	.4	3.0	233	848	.4	4.1	142	580	.2	4.2
4-Book	145	674	.2	3.6	130	460	.2	2.8	274	1129	.5	3.5	237	899	.4	4.0	111	461	.2	3.6
KRTH-FM																				
SP '04	128	571	.2	3.2	229	703	.4	4.8	318	1136	.5	4.0	169	725	.3	3.0	104	446	.2	3.1
4-Book	131	535	.2	3.3	180	584	.3	3.9	283	1053	.5	3.7	209	703	.4	3.5	88	349	.2	2.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 25-54

Persons 25-54																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSCA-FM																				
SP '04	45	236	.1	1.1	166	412	.3	3.5	195	598	.3	2.5	142	432	.2	2.5	81	254	.1	2.4
4-Book	110	371	.2	2.7	155	420	.3	3.4	172	486	.3	2.2	171	439	.3	2.8	68	223	.1	2.2
KSPN-AM																				
SP '04	11	57	.3		24	71	.5		43	146	.1	.5	50	177	.1	.9	2	43	.1	
4-Book	18	81	.5		15	69	.3		46	138	.1	.6	50	187	.1	.8	12	51	.4	
KSSE-FM																				
SP '04	103	363	.2	2.6	121	392	.2	2.5	173	521	.3	2.2	134	404	.2	2.4	57	246	.1	1.7
4-Book	84	317	.1	2.1	103	327	.2	2.2	173	565	.3	2.2	126	390	.2	2.1	62	265	.1	2.0
KSUR-AM																				
SP '04	21	78	.5		2	25			8	56	.1		7	35	.1		16	78	.5	
4-Book	7	42	.2		1	12			13	54	.2		11	43	.2		7	33	.2	
KTWV-FM																				
SP '04	118	450	.2	2.9	137	467	.2	2.9	259	890	.4	3.3	230	657	.4	4.1	120	432	.2	3.6
4-Book	135	543	.3	3.4	127	435	.2	2.8	273	905	.5	3.5	226	623	.4	3.8	84	337	.1	2.7
KVIZ-FM																				
SP '04	14	107	.3		10	47	.2		63	210	.1	.8	19	61	.3		8	51	.2	
4-Book	26	102	.7		24	68	.5		63	190	.1	.8	33	94	.1	.6	20	80	.6	
KVKW-AM																				
SP '04	2	15	**	**	19	51	**	.4	15	49	**	.2	18	48	**	.3	9	19	**	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
SP '04	20	102	.5		38	139	.1	.8	97	286	.2	1.2	25	118	.4		14	67	.4	
4-Book	14	90	.4		44	167	.1	.9	59	238	.1	.8	20	96	.3		24	95	.1	.8
KXOL-FM																				
SP '04	61	218	.1	1.5	141	358	.2	2.9	181	475	.3	2.3	123	288	.2	2.2	52	141	.1	1.6
4-Book	79	279	.2	2.0	114	350	.2	2.4	171	489	.3	2.2	127	359	.2	2.1	73	238	.2	2.3
KXTA-AM																				
SP '04	3	19	.1		1	12			12	54	.2		7	34	.1		5	20	.2	
4-Book	7	38	.2		5	27	.1		10	57	.1		8	47	.1		5	20	.2	
XTRA-AM																				
SP '04	7	31	.2		20	116	.4		36	105	.1	.5	8	27	.1		1	14		
4-Book	3	21	.1		17	92	.4		20	98	.3		15	60	.3		8	41	.3	
KYSR-FM																				
SP '04	57	375	.1	1.4	105	573	.2	2.2	291	1280	.5	3.7	139	683	.2	2.5	40	294	.1	1.2
4-Book	71	456	.1	1.8	103	449	.2	2.3	226	1051	.4	2.9	157	596	.3	2.6	51	253	.1	1.6
KZAB-FM																				
SP '04	67	201	.1	1.7	82	228	.1	1.7	191	493	.3	2.4	69	190	.1	1.2	47	118	.1	1.4
4-Book	74	233	.2	1.9	87	249	.2	1.9	193	496	.3	2.5	123	289	.2	2.0	54	178	.1	1.7
KZLA-FM																				
SP '04	54	280	.1	1.3	93	370	.2	1.9	245	842	.4	3.1	150	522	.3	2.7	32	199	.1	1.0
4-Book	68	332	.1	1.7	94	395	.2	2.0	219	783	.4	2.8	143	528	.3	2.4	37	215	.1	1.2
KGGI-FM																				
SP '04	25	92	.6		15	68	.3		24	114	.3		66	175	.1	1.2	36	116	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	4019	12479	6.9		4791	14095	8.3		7872	21818	13.6		5645	15985	9.7		3344	10589	5.8	
4-Book	3995	12944	6.9		4631	13995	8.0		7828	22029	13.6		5946	16069	10.3		3132	10096	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

	Persons 35-64																				
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																					
SP '04	264	3987	.5	3.2	246	1810	.5	1.9	451	2353	.9	3.8	453	2487	.9	4.6	136	1074	.3	4.1	
WI '04	220	3720	.4	2.7	267	1731	.5	2.1	332	2119	.7	2.8	337	2183	.7	3.2	130	1250	.3	4.1	
FA '03	294	4207	.6	3.5	374	2055	.8	2.9	453	2229	.9	3.8	512	2651	1.0	4.7	191	1524	.4	5.7	
SU '03	196	3447	.4	2.5	240	1657	.5	2.1	350	1935	.8	3.2	285	1928	.6	2.9	83	879	.2	2.5	
4-Book	244	3840	.5	3.0	282	1813	.6	2.3	397	2159	.8	3.4	397	2312	.8	3.9	135	1182	.3	4.1	
SP '03	256	3768	.5	3.2	320	1882	.7	2.6	478	2137	1.0	4.2	404	2296	.9	3.9	97	1071	.2	3.1	
KBIG-FM																					
SP '04	219	4521	.4	2.7	287	2071	.6	2.2	410	2487	.8	3.4	286	2258	.6	2.9	73	1153	.1	2.2	
WI '04	188	3862	.4	2.3	242	1621	.5	1.9	323	2213	.7	3.0	241	1966	.5	2.3	56	708	.1	1.7	
FA '03	163	4131	.3	1.9	213	1770	.4	1.7	324	1995	.7	2.7	188	1689	.4	1.7	41	783	.1	1.2	
SU '03	238	4588	.5	3.1	276	1818	.6	2.4	364	2214	.8	3.4	279	2458	.6	2.9	133	1432	.3	4.0	
4-Book	202	4276	.4	2.5	255	1820	.5	2.1	365	2227	.8	3.1	249	2093	.5	2.5	76	1019	.2	2.3	
SP '03	232	4068	.5	2.9	265	1779	.6	2.2	428	2161	.9	3.8	300	2131	.6	2.9	94	908	.2	3.0	
KBUA-FM																					
SP '04	42	451	.1	.5	61	245	.1	.5	64	233	.1	.5	46	297	.1	.5	14	126	.1	.4	
WI '04	33	510	.1	.4	62	258	.1	.5	41	252	.1	.3	39	235	.1	.4	13	154	.1	.4	
FA '03	25	364	.1	.3	51	254	.1	.4	31	180	.1	.3	22	155	.1	.2	12	139	.1	.4	
SU '03	28	438	.1	.4	40	241	.1	.4	43	240	.1	.4	27	220	.1	.3	14	135	.1	.4	
4-Book	32	441	.1	.4	54	250	.1	.5	45	226	.1	.4	34	227	.1	.4	13	139	.1	.4	
SP '03	17	290	.1	.2	27	143	.1	.2	29	179	.1	.3	15	136	.1	.3	4	61	.1	.1	
KBUE-FM																					
SP '04	151	2355	.3	1.8	191	1284	.4	1.5	203	1306	.4	1.7	166	1193	.3	1.7	90	690	.2	2.7	
WI '04	139	2167	.3	1.7	231	1103	.5	1.8	183	1269	.4	1.5	113	1071	.2	1.1	70	671	.1	2.2	
FA '03	132	2076	.3	1.6	188	905	.4	1.5	177	975	.4	1.5	151	1030	.3	1.4	46	531	.1	1.4	
SU '03	106	1918	.2	1.4	183	871	.4	1.6	116	929	.2	1.1	116	849	.2	1.2	59	591	.1	1.8	
4-Book	132	2129	.3	1.6	198	1041	.4	1.6	170	1120	.4	1.5	137	1036	.3	1.4	66	621	.1	2.0	
SP '03	112	1659	.2	1.4	122	684	.3	1.0	147	925	.3	1.3	142	767	.3	1.4	67	447	.1	2.1	
KCBS-FM																					
SP '04	216	5636	.4	2.6	244	2247	.5	1.9	342	2794	.7	2.9	298	3038	.6	3.0	62	1325	.1	1.9	
WI '04	257	5970	.5	3.1	351	2770	.7	2.8	437	2786	.9	3.7	318	3426	.7	3.0	70	1350	.1	2.2	
FA '03	221	4936	.5	2.6	303	2134	.6	2.3	370	2241	.8	3.1	303	2820	.6	2.8	62	1130	.1	1.8	
SU '03	277	5921	.6	3.6	386	2557	.8	3.4	459	2930	1.0	4.2	316	3053	.7	3.3	85	1586	.2	2.6	
4-Book	243	5616	.5	3.0	321	2427	.7	2.6	402	2688	.9	3.5	309	3084	.7	3.0	70	1348	.1	2.1	
SP '03	222	5092	.5	2.8	273	2415	.6	2.2	353	2544	.8	3.1	264	2719	.6	2.6	74	1146	.2	2.3	
KDLD-FM																					
SP '04	29	558	.1	.4	10	109	.1	.4	45	368	.1	.4	48	325	.1	.5	22	125	.1	.7	
WI '04	22	540	.1	.3	12	201	.1	.3	46	333	.1	.4	27	294	.1	.3	13	128	.1	.4	
FA '03	9	335	.1	.3	10	103	.1	.3	13	182	.1	.3	13	176	.1	.3	7	162	.1	.2	
SU '03	17	611	.1	.2	19	199	.1	.2	12	326	.1	.3	17	247	.1	.3	11	288	.1	.3	
4-Book	19	511	.1	.3	13	153	.1	.3	29	302	.1	.3	26	261	.1	.3	13	176	.1	.4	
SP '03	23	547	.1	.3	19	308	.1	.3	33	358	.1	.3	27	250	.1	.3	12	179	.1	.4	
KDLE-FM																					
SP '04	19	520	.1	.2	18	271	.1	.2	24	210	.1	.2	37	279	.1	.4	7	174	.1	.2	
WI '04	44	507	.1	.5	39	279	.1	.3	86	333	.2	.7	59	363	.1	.6	15	151	.1	.5	
FA '03	11	402	.1	.1	8	148	.1	.1	15	176	.1	.1	21	211	.1	.2	7	160	.1	.2	
SU '03	13	394	.1	.2	9	138	.1	.1	18	195	.1	.2	15	126	.1	.2	7	117	.1	.2	
4-Book	22	456	.1	.3	19	209	.1	.2	36	229	.1	.3	33	245	.1	.4	9	151	.1	.3	
SP '03	16	423	.1	.2	13	155	.1	.2	20	222	.1	.2	18	216	.1	.2	15	166	.1	.5	
KFI -AM																					
SP '04	485	7004	1.0	5.9	968	4397	2.0	7.4	718	4004	1.5	6.0	596	3804	1.2	6.0	158	1375	.3	4.8	
WI '04	415	6113	.8	5.0	764	3541	1.6	6.1	631	3571	1.3	5.3	662	3491	1.4	6.3	84	1004	.2	2.6	
FA '03	506	6945	1.0	6.0	1001	4466	2.0	7.8	680	3961	1.4	5.7	755	4160	1.5	7.0	173	1710	.4	5.1	
SU '03	431	6496	.9	5.6	791	3841	1.7	7.0	613	3483	1.3	5.7	625	3420	1.3	6.5	165	1366	.4	5.0	
4-Book	459	6640	.9	5.6	881	4061	1.8	7.1	661	3755	1.4	5.7	660	3719	1.4	6.5	145	1364	.3	4.4	
SP '03	417	5926	.9	5.2	769	3781	1.7	6.3	592	3044	1.3	5.2	556	3392	1.2	5.4	162	1538	.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

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
KFSH-FM																				
SP '04	101	1517	.2	1.2	161	1019	.3	1.2	116	897	.2	1.0	93	918	.2	.9	51	592	.1	1.6
WI '04	73	1356	.1	.9	104	829	.2	.8	85	680	.2	.7	109	843	.2	1.0	28	517	.1	.9
FA '03	76	1408	.2	.9	111	822	.2	.9	115	721	.2	1.0	94	747	.2	.9	19	359	.1	.6
SU '03	86	1573	.2	1.1	124	868	.3	1.1	105	806	.2	1.0	111	752	.2	1.1	26	481	.1	.8
4-Book	84	1464	.2	1.0	125	885	.3	1.0	105	776	.2	.9	102	815	.2	1.0	31	487	.1	1.0
SP '03	65	1179	.1	.8	99	644	.2	.8	97	664	.2	.9	94	778	.2	.9	12	316	.1	.4
KFWB-AM																				
SP '04	119	4233	.2	1.4	232	2147	.5	1.8	113	1465	.2	.9	142	1928	.3	1.4	70	936	.1	2.1
WI '04	129	4628	.3	1.6	327	2836	.7	2.6	129	1651	.3	1.1	160	2031	.3	1.5	28	652	.1	.9
FA '03	150	4972	.3	1.8	306	3086	.6	2.4	149	1843	.3	1.2	218	2403	.4	2.0	64	1150	.1	1.9
SU '03	140	4951	.3	1.8	297	2735	.6	2.6	108	1789	.2	1.0	170	2281	.4	1.8	76	1058	.2	2.3
4-Book	135	4696	.3	1.7	291	2701	.6	2.4	125	1687	.3	1.1	173	2161	.4	1.7	60	949	.1	1.8
SP '03	168	5502	.4	2.1	335	3091	.7	2.8	147	2081	.3	1.3	275	3188	.6	2.7	62	1087	.1	2.0
KHHT-FM																				
SP '04	177	2527	.4	2.2	214	1224	.4	1.6	251	1346	.5	2.1	238	1433	.5	2.4	84	911	.2	2.6
WI '04	211	2972	.4	2.5	268	1527	.5	2.1	318	1486	.7	2.7	240	1585	.5	2.3	111	835	.2	3.5
FA '03	142	2470	.3	1.7	195	1308	.4	1.5	208	1267	.4	1.7	167	1319	.3	1.5	71	776	.1	2.1
SU '03	120	2554	.3	1.6	171	1261	.4	1.5	194	1291	.4	1.8	134	1209	.3	1.4	49	646	.1	1.5
4-Book	163	2631	.4	2.0	212	1330	.4	1.7	243	1348	.5	2.1	195	1387	.4	1.9	79	792	.2	2.4
SP '03	141	2391	.3	1.8	204	1292	.4	1.7	193	1227	.4	1.7	159	1495	.3	1.5	73	716	.2	2.3
KHJ -AM																				
SP '04	110	1554	.2	1.3	223	847	.5	1.7	147	771	.3	1.2	115	686	.2	1.2	21	250	.1	.6
WI '04	100	1267	.2	1.2	161	647	.3	1.3	139	768	.3	1.2	88	525	.2	.8	44	339	.1	1.4
FA '03	99	1226	.2	1.2	142	547	.3	1.1	140	686	.3	1.2	98	523	.2	.9	48	414	.1	1.4
SU '03	89	1205	.2	1.2	107	641	.2	.9	130	673	.3	1.2	119	607	.3	1.2	37	275	.1	1.1
4-Book	100	1313	.2	1.2	158	671	.3	1.3	139	725	.3	1.2	105	585	.2	1.0	38	320	.1	1.1
SP '03	91	1270	.2	1.1	174	671	.4	1.4	132	625	.3	1.2	78	542	.2	.8	26	269	.1	.8
KIIS-FM																				
SP '04	121	4110	.2	1.5	197	2027	.4	1.5	174	1820	.4	1.5	137	2223	.3	1.4	47	932	.1	1.4
WI '04	148	4379	.3	1.8	272	2344	.6	2.2	150	1689	.3	1.3	211	2228	.4	2.0	47	829	.1	1.5
FA '03	135	4374	.3	1.6	203	2268	.4	1.6	173	1894	.4	1.4	199	2159	.4	1.8	53	850	.1	1.6
SU '03	146	4721	.3	1.9	229	2104	.5	2.0	191	2125	.4	1.8	177	2047	.4	1.8	62	1102	.1	1.9
4-Book	138	4396	.3	1.7	225	2186	.5	2.0	172	1882	.4	1.5	181	2164	.4	1.8	52	928	.1	1.6
SP '03	157	4371	.3	2.0	305	2232	.7	2.5	185	1932	.4	1.6	187	1972	.4	1.8	45	787	.1	1.4
KVVS-FM																				
SP '04	3	176			4	67			1	47			6	74		.1	2	61		.1
WI '04	8	190		.1	14	103		.1	14	125		.1	6	141		.1	1	33		
FA '03	3	157			6	88			1	44			4	61			1	18		
SU '03	5	176		.1	5	94			4	56			5	44		.1	1	45		
4-Book	5	175		.1	7	88			5	68			5	80		.1	1	39		
SP '03	5	159		.1	5	96			10	77		.1	13	98		.1	1	22		
KJLH-FM																				
SP '04	211	2268	.4	2.6	307	1297	.6	2.4	277	1175	.6	2.3	251	1341	.5	2.5	82	787	.2	2.5
WI '04	206	2617	.4	2.5	305	1297	.6	2.4	215	1160	.4	1.8	191	1293	.4	1.8	105	868	.2	3.3
FA '03	175	2275	.4	2.1	259	1228	.5	2.0	176	971	.4	1.5	185	1107	.4	1.7	96	814	.2	2.9
SU '03	195	2185	.4	2.5	184	1067	.4	1.6	218	1245	.5	2.0	209	1216	.4	2.2	119	787	.3	3.6
4-Book	197	2336	.4	2.4	264	1222	.5	2.1	222	1138	.5	1.9	209	1239	.4	2.1	101	814	.2	3.1
SP '03	172	2220	.4	2.2	224	1189	.5	1.8	221	1121	.5	1.9	196	1248	.4	1.9	75	679	.2	2.4
KKBT-FM																				
SP '04	129	2729	.3	1.6	318	1674	.7	2.4	130	1225	.3	1.1	121	1221	.2	1.2	42	637	.1	1.3
WI '04	138	2917	.3	1.7	366	1605	.7	2.9	118	1236	.2	1.0	121	1294	.2	1.1	60	654	.1	1.9
FA '03	129	2962	.3	1.5	312	1640	.6	2.4	120	1207	.2	1.0	138	1353	.3	1.3	45	728	.1	1.3
SU '03	155	2771	.3	2.0	402	1702	.9	3.5	164	1277	.4	1.5	148	1192	.3	1.5	51	485	.1	1.5
4-Book	138	2845	.3	1.7	350	1655	.7	2.8	133	1236	.3	1.2	132	1265	.3	1.3	50	626	.1	1.5
SP '03	159	2932	.3	2.0	376	1785	.8	3.1	188	1473	.4	1.7	169	1417	.4	1.6	41	539	.1	1.3

Target Listener Trends - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH	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
KKLA-FM																				
SP '04	65	1231	.1	.8	107	732	.2	.8	96	676	.2	.8	95	640	.2	1.0	26	234	.1	.8
WI '04	63	1445	.1	.8	115	848	.2	.9	110	670	.2	.9	73	688	.1	.7	21	320	.1	.7
FA '03	67	1207	.1	.8	142	773	.3	1.1	97	548	.2	.8	88	598	.2	.8	12	231	.1	.4
SU '03	40	986	.1	.5	94	625	.2	.8	57	399	.1	.5	49	365	.1	.5	9	151	.1	.3
4-Book	59	1217	.1	.7	115	745	.2	.9	90	573	.2	.8	76	573	.2	.8	17	234	.1	.6
SP '03	53	1225	.1	.7	103	739	.2	.8	64	505	.1	.6	82	616	.2	.8	20	266	.1	.6
KLAC-AM																				
SP '04	89	2572	.2	1.1	84	547	.2	.6	97	604	.2	.8	104	1343	.2	1.1	97	1204	.2	3.0
WI '04	62	1628	.1	.7	57	493	.1	.5	85	547	.2	.7	80	778	.2	.8	59	624	.1	1.8
FA '03	61	1890	.1	.7	53	516	.1	.4	76	649	.2	.6	96	1199	.2	.9	46	805	.1	1.4
SU '03	66	1173	.1	.9	75	615	.2	.7	90	641	.2	.8	97	651	.2	1.0	34	324	.1	1.0
4-Book	70	1816	.1	.9	67	543	.2	.6	87	610	.2	.7	94	993	.2	1.0	59	739	.1	1.8
SP '03	52	1696	.1	.7	49	437	.1	.4	53	483	.1	.5	59	858	.1	.6	53	630	.1	1.7
KLAX-FM																				
SP '04	415	4626	.8	5.0	998	2982	2.0	7.7	585	3178	1.2	4.9	321	2296	.7	3.3	80	890	.2	2.4
WI '04	213	3267	.4	2.6	325	1726	.7	2.6	326	1921	.7	2.7	223	1593	.5	2.1	55	694	.1	1.7
FA '03	174	2973	.4	2.1	292	1519	.6	2.3	246	1437	.5	2.1	167	1432	.3	1.5	66	688	.1	2.0
SU '03	180	2947	.4	2.3	266	1397	.6	2.3	266	1646	.6	2.5	211	1507	.5	2.2	69	624	.1	2.1
4-Book	246	3453	.5	3.0	470	1906	1.0	3.7	356	2046	.8	3.1	231	1707	.5	2.3	68	724	.1	2.1
SP '03	231	3125	.5	2.9	334	1697	.7	2.7	296	1810	.6	2.6	287	1574	.6	2.8	93	757	.2	2.9
KLOS-FM																				
SP '04	235	5109	.5	2.9	445	2413	.9	3.4	315	2210	.6	2.6	289	2489	.6	2.9	69	1168	.1	2.1
WI '04	275	5313	.6	3.3	497	2572	1.0	3.9	359	2249	.7	3.0	358	2915	.7	3.4	112	1127	.2	3.5
FA '03	241	5332	.5	2.9	443	2577	.9	3.4	323	2165	.7	2.7	321	2597	.7	3.0	97	1275	.2	2.9
SU '03	241	5000	.5	3.1	447	2343	1.0	3.9	293	2205	.6	2.7	285	2463	.6	2.9	122	1163	.3	3.7
4-Book	248	5189	.5	3.1	458	2476	1.0	3.7	323	2207	.7	2.8	313	2616	.7	3.1	100	1183	.2	3.1
SP '03	230	4469	.5	2.9	389	2078	.8	3.2	331	2055	.7	2.9	294	2570	.6	2.8	93	1178	.2	2.9
KLTX-FM																				
SP '04	52	438	.1	.6	98	362	.2	.8	71	298	.1	.6	60	317	.1	.6	17	177	.1	.5
WI '04	76	681	.2	.9	143	444	.3	1.1	112	414	.2	.9	59	347	.1	.6	31	237	.1	1.0
FA '03	73	559	.1	.9	129	366	.3	1.0	111	469	.2	.9	75	376	.2	.7	24	192	.1	.7
SU '03	65	673	.1	.8	89	470	.2	.8	104	475	.2	1.0	75	356	.2	.8	23	307	.1	.7
4-Book	67	588	.1	.8	115	411	.3	.9	100	414	.2	.9	67	349	.2	.7	24	228	.1	.7
SP '03	75	545	.2	.9	105	377	.2	.9	93	397	.2	.8	87	329	.2	.8	40	218	.1	1.3
KLVE-FM																				
SP '04	218	4214	.4	2.7	345	1940	.7	2.6	264	2209	.5	2.2	269	2166	.6	2.7	109	1359	.2	3.3
WI '04	310	4221	.6	3.7	421	2048	.9	3.3	507	2371	1.0	4.3	316	1839	.6	3.0	133	1025	.3	4.2
FA '03	313	4945	.6	3.7	470	2658	1.0	3.6	435	2642	.9	3.6	273	2312	.6	2.5	157	1418	.3	4.7
SU '03	269	4334	.6	3.5	424	2222	.9	3.7	401	2170	.9	3.7	256	1850	.5	2.6	110	1061	.2	3.3
4-Book	278	4429	.6	3.4	415	2217	.9	3.3	402	2348	.8	3.5	279	2042	.6	2.7	127	1216	.3	3.9
SP '03	242	4152	.5	3.0	408	2261	.9	3.4	330	2113	.7	2.9	245	1824	.5	2.4	115	1182	.2	3.6
KLYY-FM																				
SP '04	81	1660	.2	1.0	102	668	.2	.8	162	1068	.3	1.4	68	628	.1	.7	34	291	.1	1.0
WI '04	99	1621	.2	1.2	114	704	.2	.9	184	853	.4	1.5	96	675	.2	.9	29	335	.1	.9
FA '03	100	1656	.2	1.2	105	725	.2	.8	185	904	.4	1.6	79	736	.2	.7	41	459	.1	1.2
SU '03	78	1552	.2	1.0	70	679	.2	.6	132	894	.3	1.2	84	814	.2	.9	34	419	.1	1.0
4-Book	90	1622	.2	1.1	98	694	.2	.8	166	930	.4	1.4	82	713	.2	.8	35	376	.1	1.0
SP '03	75	1397	.2	.9	71	568	.2	.6	123	756	.3	1.1	91	724	.2	.9	24	340	.1	.8

** Station(s) not reported
this survey.

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

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

Target Listener Trends

Persons 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
+KMXE-AM																				
SP '04	47	489	.1	.6	40	253	.1	.3	115	325	.2	1.0	52	264	.1	.5	30	145	.1	.9
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	146	3139	.3	1.8	162	1203	.3	1.2	218	1431	.4	1.8	168	1558	.3	1.7	93	1034	.2	2.8
WI '04	142	2838	.3	1.7	192	1339	.4	1.5	209	1269	.4	1.8	207	1467	.4	2.0	67	888	.1	2.1
FA '03	158	3068	.3	1.9	164	1287	.3	1.3	211	1514	.4	1.8	179	1592	.4	1.7	88	946	.2	2.6
SU '03	105	2589	.2	1.4	127	1087	.3	1.1	141	1116	.3	1.3	137	1316	.3	1.4	49	739	.1	1.5
4-Book	138	2909	.3	1.7	161	1229	.3	1.3	195	1333	.4	1.7	173	1483	.4	1.7	74	902	.2	2.3
SP '03	150	2703	.3	1.9	196	1218	.4	1.6	230	1296	.5	2.0	198	1362	.4	1.9	58	736	.1	1.8
KNX -AM																				
SP '04	225	5683	.5	2.7	452	3164	.9	3.5	232	2144	.5	1.9	301	2979	.6	3.1	72	1380	.1	2.2
WI '04	229	5877	.5	2.8	408	3353	.8	3.2	233	2183	.5	2.0	344	3304	.7	3.3	89	1234	.2	2.8
FA '03	184	5774	.4	2.2	329	3306	.7	2.5	185	2512	.4	1.6	268	3129	.5	2.5	83	1574	.2	2.5
SU '03	191	5467	.4	2.5	354	3035	.8	3.1	191	2306	.4	1.8	261	2993	.6	2.7	124	1514	.3	3.8
4-Book	207	5700	.5	2.6	386	3215	.8	3.1	210	2286	.5	1.8	294	3101	.6	2.9	92	1426	.2	2.8
SP '03	215	6067	.5	2.7	432	3491	.9	3.6	239	2581	.5	2.1	302	3247	.6	2.9	90	1326	.2	2.8
KOST-FM																				
SP '04	362	6164	.7	4.4	442	2966	.9	3.4	643	3174	1.3	5.4	446	3626	.9	4.5	170	1954	.3	5.2
WI '04	363	5988	.7	4.4	520	3152	1.1	4.1	586	3028	1.2	4.9	445	3193	.9	4.2	136	1488	.3	4.2
FA '03	387	6744	.8	4.6	489	3194	1.0	3.8	605	3303	1.2	5.1	475	3963	1.0	4.4	159	1990	.3	4.7
SU '03	332	6023	.7	4.3	389	3067	.8	3.4	548	2855	1.2	5.1	453	3297	1.0	4.7	161	1905	.3	4.9
4-Book	361	6230	.7	4.4	460	3095	1.0	3.7	596	3090	1.2	5.1	455	3520	1.0	4.5	157	1834	.3	4.8
SP '03	392	6180	.8	4.9	584	3276	1.3	4.8	636	3161	1.4	5.6	528	3596	1.1	5.1	154	1739	.3	4.9
KPWR-FM																				
SP '04	100	2659	.2	1.2	178	1282	.4	1.4	99	1064	.2	.8	131	1298	.3	1.3	52	683	.1	1.6
WI '04	105	2769	.2	1.3	166	1299	.3	1.3	98	1091	.2	.8	134	1390	.3	1.3	47	743	.1	1.5
FA '03	105	3122	.2	1.3	160	1259	.3	1.2	114	1294	.2	1.0	136	1465	.3	1.3	68	886	.1	2.0
SU '03	80	2341	.2	1.0	139	981	.3	1.2	94	1132	.2	.9	101	1048	.2	1.0	34	549	.1	1.0
4-Book	98	2723	.2	1.2	161	1205	.3	1.3	101	1145	.2	.9	126	1300	.3	1.2	50	715	.1	1.5
SP '03	101	2376	.2	1.3	111	931	.2	.9	110	1092	.2	1.0	165	1368	.4	1.6	49	664	.1	1.6
KRCD-FM																				
SP '04	170	1814	.3	2.1	185	930	.4	1.4	250	1179	.5	2.1	175	959	.4	1.8	110	686	.2	3.3
WI '04	178	1877	.4	2.2	231	879	.5	1.8	219	1052	.4	1.8	187	1006	.4	1.8	123	657	.3	3.8
FA '03	120	1272	.2	1.4	187	711	.4	1.4	150	620	.3	1.3	152	605	.3	1.4	79	442	.2	2.3
SU '03	70	1021	.2	.9	100	594	.2	.9	131	609	.3	1.2	46	487	.1	.5	41	290	.1	1.2
4-Book	135	1496	.3	1.7	176	779	.4	1.4	188	865	.4	1.6	140	764	.3	1.4	88	519	.2	2.7
SP '03	62	941	.1	.8	76	452	.2	.6	94	573	.2	.8	58	401	.1	.6	37	344	.1	1.2
KRCV-FM																				
SP '04	68	1002	.1	.8	63	496	.1	.5	98	619	.2	.8	86	602	.2	.9	40	303	.1	1.2
WI '04	61	976	.1	.7	74	434	.2	.6	78	628	.2	.7	73	542	.1	.7	43	271	.1	1.3
FA '03	76	898	.2	.9	110	499	.2	.9	127	506	.3	1.1	61	405	.1	.6	40	260	.1	1.2
SU '03	77	887	.2	1.0	110	509	.2	1.0	123	605	.3	1.1	76	469	.2	.8	36	253	.1	1.1
4-Book	71	941	.2	.9	89	485	.2	.8	107	590	.3	.9	74	505	.2	.8	40	272	.1	1.2
SP '03	49	797	.1	.6	79	365	.2	.6	69	377	.1	.6	50	386	.1	.5	26	159	.1	.8
KRLA-AM																				
SP '04	104	1759	.2	1.3	233	1020	.5	1.8	171	1063	.3	1.4	131	845	.3	1.3	41	338	.1	1.2
WI '04	63	1436	.1	.8	117	742	.2	.9	126	865	.3	1.1	80	582	.2	.8	19	217	.1	.6
FA '03	85	1592	.2	1.0	177	942	.4	1.4	165	894	.3	1.4	91	638	.2	.8	19	221	.1	.6
SU '03	88	1419	.2	1.1	116	794	.2	1.0	192	918	.4	1.8	141	643	.3	1.5	17	294	.1	.5
4-Book	85	1552	.2	1.1	161	875	.3	1.3	164	935	.3	1.4	111	677	.3	1.1	24	268	.1	.7
SP '03	66	1140	.1	.8	106	706	.2	.9	124	690	.3	1.1	113	561	.2	1.1	21	237	.1	.7

Target Listener Trends - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																				
SP '04	141	3556	.3	1.7	247	1758	.5	1.9	190	1572	.4	1.6	171	1751	.3	1.7	69	1003	.1	2.1
WI '04	168	3835	.3	2.0	319	2184	.7	2.5	205	1691	.4	1.7	231	2146	.5	2.2	45	791	.1	1.4
FA '03	172	3969	.4	2.1	315	1854	.6	2.4	227	1931	.5	1.9	201	1855	.4	1.9	88	953	.2	2.6
SU '03	140	3714	.3	1.8	277	1731	.6	2.4	170	1738	.4	1.6	144	1783	.3	1.5	58	940	.1	1.8
4-Book	155	3769	.3	1.9	290	1882	.6	2.3	198	1733	.4	1.7	187	1884	.4	1.8	65	922	.1	2.0
SP '03	169	3781	.4	2.1	322	2098	.7	2.6	216	1573	.5	1.9	208	1989	.4	2.0	65	968	.1	2.1
KRTH-FM																				
SP '04	345	7588	.7	4.2	495	3335	1.0	3.8	516	3908	1.1	4.3	392	3886	.8	4.0	95	1568	.2	2.9
WI '04	343	6617	.7	4.1	460	3142	.9	3.6	601	3350	1.2	5.0	411	3571	.8	3.9	123	1486	.3	3.8
FA '03	354	6859	.7	4.2	425	3001	.9	3.3	603	3360	1.2	5.1	455	3496	.9	4.2	97	1474	.2	2.9
SU '03	337	7420	.7	4.4	431	3065	.9	3.8	503	3683	1.1	4.6	387	3487	.8	4.0	163	1886	.3	4.9
4-Book	345	7121	.7	4.2	453	3136	.9	3.6	556	3575	1.2	4.8	411	3610	.8	4.0	120	1604	.3	3.6
SP '03	353	7303	.8	4.4	480	3223	1.0	3.9	556	3487	1.2	4.9	425	3674	.9	4.1	94	1652	.2	3.0
KSCA-FM																				
SP '04	163	2397	.3	2.0	354	1420	.7	2.7	217	1278	.4	1.8	138	888	.3	1.4	49	456	.1	1.5
WI '04	251	3192	.5	3.0	378	1416	.8	3.0	218	1511	.4	1.8	556	1867	1.1	5.3	83	625	.2	2.6
FA '03	331	3350	.7	4.0	653	1949	1.3	5.1	283	1572	.6	2.4	680	2039	1.4	6.3	66	743	.1	2.0
SU '03	298	2913	.6	3.9	522	1676	1.1	4.6	272	1239	.6	2.5	613	1921	1.3	6.3	80	679	.2	2.4
4-Book	261	2963	.5	3.2	477	1615	1.0	3.9	248	1400	.5	2.1	497	1679	1.0	4.8	70	626	.2	2.1
SP '03	266	2869	.6	3.3	437	1645	.9	3.6	283	1339	.6	2.5	503	1828	1.1	4.9	64	585	.1	2.0
KSPN-AM																				
SP '04	48	1468	.1	.6	34	454	.1	.3	64	520	.1	.5	88	745	.2	.9	31	470	.1	.9
WI '04	26	981	.1	.3	35	313	.1	.3	28	331	.1	.2	62	594	.1	.6	6	207	.2	.2
FA '03	53	1677	.1	.6	41	534	.1	.3	85	730	.2	.7	93	1010	.2	.9	17	502	.5	.5
SU '03	50	1129	.1	.6	39	329	.1	.3	63	421	.1	.6	89	621	.2	.9	39	351	.1	1.2
4-Book	44	1314	.1	.5	37	408	.1	.3	60	501	.1	.5	83	743	.2	.8	23	383	.1	.7
SP '03	26	1007	.1	.3	25	366	.1	.2	25	286	.1	.2	50	577	.1	.5	22	344	.7	.7
KSSE-FM																				
SP '04	119	2058	.2	1.4	208	1184	.4	1.6	151	1094	.3	1.3	141	905	.3	1.4	35	405	.1	1.1
WI '04	91	1824	.2	1.1	176	980	.4	1.4	130	1082	.3	1.1	89	713	.2	.8	38	418	.1	1.2
FA '03	119	2022	.2	1.4	184	931	.4	1.4	164	865	.3	1.4	134	939	.3	1.2	70	471	.1	2.1
SU '03	77	1539	.2	1.0	144	776	.3	1.3	106	806	.2	1.0	72	655	.2	.7	29	384	.1	.9
4-Book	102	1861	.2	1.2	178	968	.4	1.4	138	962	.3	1.2	109	803	.3	1.0	43	420	.1	1.3
SP '03	79	1512	.2	1.0	119	775	.3	1.0	136	861	.3	1.2	104	695	.2	1.0	27	382	.1	.9
KSUR-AM																				
SP '04	27	633	.1	.3	21	190	.2	.2	30	269	.1	.3	26	319	.1	.3	37	279	.1	1.1
WI '04	24	423	.3	.3	14	145	.1	.1	40	285	.1	.3	33	250	.1	.3	23	142	.7	.7
FA '03	18	317	.2	.2	12	141	.1	.1	28	187	.1	.2	20	173	.2	.2	13	196	.4	.4
SU '03	30	616	.1	.4	32	294	.1	.3	42	291	.1	.4	43	351	.1	.4	14	234	.4	.4
4-Book	25	497	.1	.3	20	193	.2	.2	35	258	.1	.3	31	273	.1	.3	22	213	.7	.7
SP '03	34	567	.1	.4	29	251	.1	.2	63	287	.1	.6	46	269	.1	.4	10	155	.3	.3
KTWV-FM																				
SP '04	431	5866	.9	5.2	540	2983	1.1	4.1	765	3121	1.6	6.4	525	3231	1.1	5.3	152	1718	.3	4.6
WI '04	457	5898	.9	5.5	513	2929	1.0	4.1	847	3266	1.7	7.1	587	3480	1.2	5.6	161	1703	.3	5.0
FA '03	429	5879	.9	5.1	554	2785	1.1	4.3	768	3341	1.6	6.4	526	3468	1.1	4.9	182	1819	.4	5.4
SU '03	386	5652	.8	5.0	427	2909	.9	3.8	638	3036	1.4	5.9	516	3246	1.1	5.3	143	1873	.3	4.3
4-Book	426	5824	.9	5.2	509	2902	1.0	4.1	755	3191	1.6	6.5	539	3356	1.1	5.3	160	1778	.3	4.8
SP '03	423	5849	.9	5.3	506	3033	1.1	4.2	722	3027	1.5	6.3	525	3338	1.1	5.1	193	2148	.4	6.1
KWIZ-FM																				
SP '04	14	343	.2	.2	13	109	.1	.1	17	175	.1	.1	20	148	.2	.2	8	41	.2	.2
WI '04	24	509	.3	.3	26	235	.1	.2	36	250	.1	.3	24	231	.2	.2	16	149	.5	.5
FA '03	39	649	.1	.5	53	280	.1	.4	66	300	.1	.6	46	240	.1	.4	8	109	.2	.2
SU '03	22	392	.3	.3	15	152	.1	.1	33	216	.1	.3	18	176	.2	.2	15	108	.5	.5
4-Book	25	473	.3	.3	27	194	.1	.2	38	235	.1	.3	27	199	.3	.3	12	102	.4	.4
SP '03	23	543	.3	.3	33	262	.1	.3	40	352	.1	.4	20	232	.2	.2	15	168	.5	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Persons 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
KVWV-AM																				
SP '04	56	760	.1	.7	85	344	.2	.7	120	500	.2	1.0	44	240	.1	.4	19	136	.6	.1
WI '04	37	628	.1	.4	84	377	.2	.7	80	371	.2	.7	26	155	.1	.2	4	56	.1	.1
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	38	664	.1	.5	46	324	.1	.4	96	426	.2	.9	23	181	.2	.2	16	124	.5	.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	43	720	.1	.5	45	242	.1	.4	69	342	.1	.6	38	293	.1	.4	34	165	.1	1.1
KWVE-FM																				
SP '04	61	1116	.1	.7	97	627	.2	.7	106	479	.2	.9	83	592	.2	.8	14	202	.4	.4
WI '04	54	1009	.1	.7	81	658	.2	.6	70	549	.1	.6	92	620	.2	.9	25	303	.1	.8
FA '03	53	1228	.1	.6	86	682	.2	.7	67	676	.1	.6	61	531	.1	.6	21	253	.6	.6
SU '03	50	962	.1	.6	79	526	.2	.7	55	326	.1	.5	49	486	.1	.5	21	269	.6	.6
4-Book	55	1079	.1	.7	86	623	.2	.7	75	508	.1	.7	71	557	.2	.7	20	257	.6	.6
SP '03	59	1035	.1	.7	108	618	.2	.9	81	470	.2	.7	66	419	.1	.6	23	218	.7	.7
KXOL-FM																				
SP '04	112	1819	.2	1.4	139	831	.3	1.1	153	1080	.3	1.3	118	830	.2	1.2	51	548	.1	1.6
WI '04	131	1889	.3	1.6	208	844	.4	1.6	237	1122	.5	2.0	158	917	.3	1.5	36	327	.1	1.1
FA '03	168	2368	.3	2.0	224	1095	.5	1.7	285	1393	.6	2.4	174	1145	.4	1.6	80	675	.2	2.4
SU '03	144	2446	.3	1.9	177	1260	.4	1.6	225	1475	.5	2.1	155	1194	.3	1.6	65	788	.1	2.0
4-Book	139	2131	.3	1.7	187	1008	.4	1.5	225	1268	.5	2.0	151	1022	.3	1.5	58	585	.1	1.8
SP '03	143	2394	.3	1.8	226	1208	.5	1.9	235	1412	.5	2.1	128	1082	.3	1.2	42	553	.1	1.3
KXTA-AM																				
SP '04	21	586		.3	30	276	.1	.2	54	316	.1	.5	20	207		.2	6	102		.2
WI '04	25	728	.1	.3	35	322	.1	.3	36	284	.1	.3	24	320		.2	19	192		.6
FA '03	35	836	.1	.4	54	375	.1	.4	81	517	.2	.7	44	330	.1	.4	5	152		.1
SU '03	31	743	.1	.4	37	347	.1	.3	78	360	.2	.7	43	309	.1	.4	3	106		.1
4-Book	28	723	.1	.4	39	330	.1	.3	62	369	.2	.6	33	292	.1	.3	8	138		.3
SP '03	22	606		.3	37	297	.1	.3	47	338	.1	.4	20	170		.2	6	78		.2
XTRA-AM																				
SP '04	35	1050	.1	.4	57	375	.1	.4	59	429	.1	.5	34	447	.1	.3	5	132		.2
WI '04	23	783		.3	40	302	.1	.3	27	298	.1	.2	49	406	.1	.5	7	106		.2
FA '03	36	1087	.1	.4	48	403	.1	.4	60	446	.1	.5	61	571	.1	.6	8	194		.2
SU '03	49	1078	.1	.6	73	506	.2	.6	92	587	.2	.8	78	584	.2	.8	5	135		.2
4-Book	36	1000	.1	.4	55	397	.1	.4	60	440	.1	.5	56	502	.1	.6	6	142		.2
SP '03	28	826	.1	.4	35	380	.1	.3	37	255	.1	.3	63	553	.1	.6	6	189		.2
KYSR-FM																				
SP '04	182	3840	.4	2.2	369	1976	.8	2.8	279	1901	.6	2.3	215	1931	.4	2.2	35	804	.1	1.1
WI '04	156	3750	.3	1.9	289	1854	.6	2.3	237	1810	.5	2.0	185	2057	.4	1.8	31	769	.1	1.0
FA '03	150	3521	.3	1.8	265	1725	.5	2.1	200	1723	.4	1.7	225	1860	.5	2.1	45	868	.1	1.3
SU '03	174	3718	.4	2.3	251	1718	.5	2.2	242	1816	.5	2.2	216	1908	.5	2.2	59	845	.1	1.8
4-Book	166	3707	.4	2.1	294	1818	.6	2.4	240	1813	.5	2.1	210	1939	.5	2.1	43	822	.1	1.3
SP '03	161	3895	.3	2.0	302	1800	.6	2.5	244	1775	.5	2.1	202	1953	.4	2.0	37	786	.1	1.2
KZAB-FM																				
SP '04	94	1434	.2	1.1	84	590	.2	.6	161	919	.3	1.3	131	791	.3	1.3	38	359	.1	1.2
WI '04	137	1235	.3	1.7	168	750	.3	1.3	224	797	.5	1.9	154	728	.3	1.5	42	315	.1	1.3
FA '03	165	1801	.3	2.0	222	1076	.5	1.7	272	1079	.6	2.3	149	878	.3	1.4	72	416	.1	2.1
SU '03	108	1236	.2	1.4	97	592	.2	.9	179	850	.4	1.7	125	696	.3	1.3	43	433	.1	1.3
4-Book	126	1427	.3	1.6	143	752	.3	1.1	209	911	.5	1.8	140	773	.3	1.4	49	381	.1	1.5
SP '03	142	1664	.3	1.8	154	871	.3	1.3	199	1069	.4	1.7	156	886	.3	1.5	76	566	.2	2.4
KZLA-FM																				
SP '04	242	3601	.5	2.9	365	1994	.7	2.8	366	2220	.7	3.1	306	2207	.6	3.1	61	980	.1	1.9
WI '04	225	3513	.5	2.7	312	1944	.6	2.5	370	1807	.8	3.1	308	2162	.6	2.9	52	756	.1	1.6
FA '03	270	3576	.6	3.2	385	2124	.8	3.0	429	1981	.9	3.6	335	2317	.7	3.1	82	1177	.2	2.4
SU '03	242	3628	.5	3.1	342	1970	.7	3.0	370	2220	.8	3.4	299	2019	.6	3.1	59	1028	.1	1.8
4-Book	245	3580	.5	3.0	351	2008	.7	2.8	384	2057	.8	3.3	312	2176	.6	3.1	64	985	.1	1.9
SP '03	237	3487	.5	3.0	329	1967	.7	2.7	361	1857	.8	3.2	312	2095	.7	3.0	74	795	.2	2.3

Target Listener Trends - Persons 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Persons 35-64																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KGGI-FM																			
SP '04	11	556	.1	8	125	.1		16	222	.1		18	284	.2		4	115	.1	
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	12	596	.1	22	165	.2		14	210	.1		17	217	.2		4	100	.1	
SU '03	16	533	.2	16	211	.1		18	216	.2		26	293	.1		9	180	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	22	569	.3	42	250	.1	.3	13	208	.1		25	331	.1	.2	14	110	.4	
TOTALS																			
SP '04	8222	46904	16.8	13021	41367	26.6		11982	37499	24.5		9854	39409	20.2		3288	23931	6.7	
WI '04	8275	46931	16.9	12627	40630	25.8		11906	37316	24.3		10534	39738	21.5		3203	22606	6.6	
FA '03	8368	47019	17.1	12905	41279	26.4		11934	37316	24.4		10801	40359	22.1		3363	24911	6.9	
SU '03	7729	44854	16.6	11347	38640	24.4		10847	35206	23.3		9680	37954	20.8		3297	23571	7.1	
4-Book	8149	46427	16.9	12475	40479	25.8		11667	36834	24.1		10217	39365	21.2		3288	23755	6.8	
SP '03	7989	44577	17.1	12155	38979	26.1		11390	35201	24.4		10333	38175	22.2		3160	22451	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

Persons 35-64

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '04	389	3688	.8	3.3	127	1373	.3	2.3	107	394	.2	1.6	202	669	.4	2.3	209	572	.4	3.3
4-Book	362	3459	.7	3.2	106	1390	.2	1.9	109	361	.2	1.7	160	593	.3	1.8	126	413	.3	2.0
KBIG-FM																				
SP '04	334	3735	.7	2.9	114	2242	.2	2.1	100	453	.2	1.4	135	610	.3	1.5	129	597	.3	2.1
4-Book	295	3491	.6	2.6	121	2021	.3	2.2	117	450	.3	1.8	174	642	.4	1.9	165	627	.4	2.6
KBUA-FM																				
SP '04	58	374	.1	.5	31	298	.1	.6	36	125	.1	.5	61	146	.1	.7	32	122	.1	.5
4-Book	44	368	.1	.4	23	228	.1	.4	30	93	.1	.4	39	104	.1	.5	24	77	.1	.4
KBUE-FM																				
SP '04	188	2012	.4	1.6	127	1416	.3	2.3	160	438	.3	2.3	205	576	.4	2.3	165	548	.3	2.6
4-Book	168	1772	.4	1.5	112	1231	.2	2.0	130	352	.3	2.0	175	512	.4	1.9	135	401	.3	2.1
KCBS-FM																				
SP '04	298	4682	.6	2.6	175	3011	.4	3.2	194	794	.4	2.8	304	1337	.6	3.4	163	759	.3	2.6
4-Book	348	4656	.7	3.1	173	2950	.4	3.2	191	812	.4	2.9	334	1318	.7	3.6	230	921	.5	3.6
KDLD-FM																				
SP '04	35	498	.1	.3	23	260	.1	.4	6	28	.1	.1	41	135	.1	.5	21	85	.1	.3
4-Book	23	422	.1	.2	17	259	.1	.3	10	50	.1	.2	27	127	.1	.3	25	87	.1	.4
KDLE-FM																				
SP '04	26	463	.1	.2	14	225	.1	.3	5	43	.1	.1	26	137	.1	.3	10	41	.1	.2
4-Book	30	382	.1	.2	16	219	.1	.3	11	59	.1	.2	26	89	.1	.3	12	49	.1	.2
KFI -AM																				
SP '04	757	6455	1.5	6.5	220	2710	.4	4.0	483	1295	1.0	7.0	233	856	.5	2.6	148	449	.3	2.4
4-Book	728	6104	1.5	6.3	192	2599	.4	3.5	462	1267	1.0	7.0	265	944	.6	2.9	142	484	.3	2.2
KFSH-FM																				
SP '04	123	1323	.3	1.1	97	1024	.2	1.8	126	393	.3	1.8	156	459	.3	1.7	118	384	.2	1.9
4-Book	110	1231	.2	1.0	74	949	.2	1.4	79	272	.2	1.2	136	420	.3	1.5	91	303	.2	1.4
KFVB-AM																				
SP '04	158	3550	.3	1.4	81	1715	.2	1.5	146	581	.3	2.1	127	625	.3	1.4	90	463	.2	1.4
4-Book	190	4004	.4	1.7	86	1994	.2	1.6	140	653	.3	2.1	122	632	.3	1.3	72	368	.2	1.1
KHHT-FM																				
SP '04	236	2147	.5	2.0	135	1361	.3	2.5	170	345	.3	2.5	227	636	.5	2.5	119	336	.2	1.9
4-Book	219	2172	.5	1.9	119	1396	.3	2.2	122	327	.2	1.8	193	593	.4	2.1	151	459	.3	2.3
KHJ -AM																				
SP '04	161	1340	.3	1.4	81	765	.2	1.5	80	244	.2	1.2	198	392	.4	2.2	106	236	.2	1.7
4-Book	135	1093	.3	1.2	79	735	.2	1.5	86	226	.2	1.3	155	325	.4	1.7	97	246	.2	1.5
KIIS-FM																				
SP '04	169	3541	.3	1.5	86	1951	.2	1.6	100	436	.2	1.4	163	759	.3	1.8	119	559	.2	1.9
4-Book	191	3689	.4	1.7	100	2056	.2	1.8	120	505	.2	1.8	180	813	.4	2.0	121	576	.3	1.9
KVVS-FM																				
SP '04	3	113			4	88		.1				.1	9	45		.1	11	41		.2
4-Book	6	134			5	89		.1	5	22		.1	12	38		.1	9	38		.2
KJLH-FM																				
SP '04	279	1874	.6	2.4	180	1586	.4	3.3	146	486	.3	2.1	193	520	.4	2.2	167	361	.3	2.7
4-Book	231	1847	.5	2.0	203	1685	.5	3.7	160	420	.4	2.4	235	603	.5	2.6	161	394	.3	2.5
KKBT-FM																				
SP '04	185	2473	.4	1.6	87	1160	.2	1.6	131	309	.3	1.9	143	421	.3	1.6	104	370	.2	1.7
4-Book	199	2482	.4	1.8	87	1243	.2	1.6	116	290	.3	1.8	147	463	.3	1.6	119	360	.3	1.9
KKLA-FM																				
SP '04	99	1171	.2	.9	31	463	.1	.6	51	184	.1	.7	25	127	.1	.3	29	95	.1	.5
4-Book	93	1098	.2	.8	26	420	.1	.5	34	115	.1	.5	35	111	.1	.4	15	56	.1	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates - Persons 35-64

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
KLAC-AM																				
SP '04	95	1716	.2	.8	71	1208	.1	1.3	31	100	.1	.4	20	118	.2		94	275	.2	1.5
4-Book	83	1363	.2	.7	52	812	.1	.9	30	97	.1	.5	60	212	.1	.7	66	246	.1	1.0
KLAX-FM																				
SP '04	631	4252	1.3	5.4	256	2623	.5	4.7	647	1231	1.3	9.4	404	1218	.8	4.5	255	738	.5	4.1
4-Book	353	3035	.7	3.1	176	1862	.4	3.2	332	729	.7	5.0	287	810	.6	3.1	177	506	.4	2.7
KLOS-FM																				
SP '04	347	4291	.7	3.0	149	2456	.3	2.7	164	501	.3	2.4	280	977	.6	3.1	178	692	.4	2.8
4-Book	361	4364	.7	3.2	146	2379	.3	2.7	158	533	.3	2.4	242	927	.5	2.6	181	683	.4	2.8
KLSX-FM																				
SP '04	481	3697	1.0	4.1	75	1252	.2	1.4	76	265	.2	1.1	110	338	.2	1.2	75	286	.2	1.2
4-Book	389	3296	.8	3.4	60	994	.2	1.1	71	231	.2	1.1	86	276	.2	.9	51	167	.1	.8
KLTX-AM																				
SP '04	76	411	.2	.7	34	249	.1	.6	78	183	.2	1.1	59	143	.1	.7	52	155	.1	.8
4-Book	94	529	.2	.9	46	379	.1	.8	93	206	.2	1.4	67	171	.1	.7	56	141	.1	.9
KLVE-FM																				
SP '04	290	3552	.6	2.5	162	2155	.3	3.0	238	612	.5	3.4	252	959	.5	2.8	181	562	.4	2.9
4-Book	368	3694	.8	3.2	218	2407	.5	4.0	295	776	.6	4.5	392	1054	.8	4.2	214	629	.5	3.3
KLYY-FM																				
SP '04	115	1450	.2	1.0	53	817	.1	1.0	96	252	.2	1.4	102	292	.2	1.1	35	142	.1	.6
4-Book	119	1375	.3	1.1	74	888	.2	1.4	77	227	.2	1.1	145	383	.3	1.5	79	230	.2	1.2
+KMXE-AM																				
SP '04	73	427	.1	.6	13	169	**	.2	10	28	**	.1	22	73	**	.2	7	31	**	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	185	2482	.4	1.6	112	1490	.2	2.1	85	381	.2	1.2	148	550	.3	1.7	140	424	.3	2.2
4-Book	178	2293	.4	1.6	111	1501	.2	2.0	93	394	.2	1.4	183	640	.4	2.0	118	427	.3	1.8
KNX -AM																				
SP '04	321	4767	.7	2.8	159	2528	.3	2.9	261	828	.5	3.8	266	1082	.5	3.0	98	421	.2	1.6
4-Book	290	4875	.6	2.5	138	2573	.3	2.5	208	826	.4	3.1	225	934	.5	2.4	104	505	.2	1.6
KOST-FM																				
SP '04	520	5073	1.1	4.5	211	2882	.4	3.9	217	746	.4	3.1	391	1062	.8	4.4	254	810	.5	4.1
4-Book	510	5203	1.1	4.5	233	3099	.5	4.2	245	848	.5	3.7	425	1268	.9	4.6	290	997	.6	4.4
KPWR-FM																				
SP '04	133	2236	.3	1.1	72	1037	.1	1.3	58	167	.1	.8	120	429	.2	1.3	74	260	.2	1.2
4-Book	127	2220	.3	1.1	77	1247	.2	1.4	63	230	.1	1.0	134	485	.3	1.5	85	342	.2	1.3
KRCD-FM																				
SP '04	207	1579	.4	1.8	144	1174	.3	2.6	249	580	.5	3.6	270	558	.6	3.0	139	352	.3	2.2
4-Book	169	1294	.3	1.5	104	855	.2	1.9	152	339	.3	2.3	184	398	.4	2.0	114	257	.2	1.7
KRCV-FM																				
SP '04	83	895	.2	.7	59	497	.1	1.1	98	212	.2	1.4	91	252	.2	1.0	91	240	.2	1.5
4-Book	91	826	.2	.8	55	475	.1	1.0	66	163	.2	1.0	89	239	.2	1.0	64	162	.1	1.0
KRLA-AM																				
SP '04	178	1555	.4	1.5	16	332		.3	11	78		.2	43	116	.1	.5	28	79	.1	.4
4-Book	147	1375	.3	1.3	17	306		.3	14	68		.2	32	87	.1	.3	20	60	.1	.3
KROQ-FM																				
SP '04	202	2957	.4	1.7	83	1335	.2	1.5	70	337	.1	1.0	172	631	.4	1.9	107	426	.2	1.7
4-Book	223	3218	.5	1.9	96	1631	.2	1.7	90	381	.2	1.4	194	754	.4	2.1	128	496	.3	2.0
KRTH-FM																				
SP '04	471	6274	1.0	4.0	291	4177	.6	5.3	245	1014	.5	3.5	629	1805	1.3	7.0	364	1178	.7	5.8
4-Book	480	5860	1.0	4.2	257	3731	.5	4.7	240	933	.5	3.6	502	1619	1.1	5.4	294	966	.6	4.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KSCA-FM																				
SP '04	235	1964	.5	2.0	112	1298	.2	2.1	255	525	.5	3.7	173	610	.4	1.9	97	332	.2	1.6
4-Book	395	2617	.9	3.5	152	1517	.3	2.8	339	688	.7	5.1	222	620	.5	2.4	294	591	.6	4.5
KSPN-AM																				
SP '04	62	1139	.1	.5	35	533	.1	.6	47	178	.1	.7	46	133	.1	.5	42	104	.1	.7
4-Book	60	1058	.1	.5	30	521	.1	.5	30	138	.1	.5	48	187	.1	.5	39	137	.1	.6
KSSE-FM																				
SP '04	166	1857	.3	1.4	92	946	.2	1.7	136	361	.3	2.0	173	499	.4	1.9	94	229	.2	1.5
4-Book	141	1617	.3	1.2	70	880	.2	1.3	99	288	.2	1.5	130	383	.3	1.4	71	209	.2	1.1
KSUR-AM																				
SP '04	26	427	.1	.2	20	355	.4		21	104	.3		41	97	.1	.5	18	106	.3	
4-Book	29	395	.1	.3	19	301	.4		22	83	.3		33	107	.1	.4	23	81	.1	.4
KTUV-FM																				
SP '04	622	4885	1.3	5.3	280	3253	.6	5.1	245	809	.5	3.5	498	1595	1.0	5.6	356	970	.7	5.7
4-Book	613	4886	1.3	5.3	273	3148	.6	5.0	245	847	.5	3.7	511	1478	1.1	5.5	363	1028	.8	5.6
KWIZ-FM																				
SP '04	17	247	.1	.1	12	215	.2						26	90	.1	.3	22	62	.4	
4-Book	31	344	.1	.3	22	270	.1	.4	27	61	.1	.4	40	112	.1	.4	37	76	.1	.6
KWKV-AM																				
SP '04	86	670	.2	.7	29	274	.1	.5	65	129	.1	.9	40	106	.1	.4	52	112	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
SP '04	96	952	.2	.8	30	497	.1	.6	47	152	.1	.7	40	126	.1	.4	15	26	.2	
4-Book	77	928	.2	.7	37	536	.1	.7	62	190	.1	1.0	45	164	.1	.5	50	139	.1	.8
KXOL-FM																				
SP '04	138	1561	.3	1.2	107	902	.2	2.0	165	345	.3	2.4	161	361	.3	1.8	144	282	.3	2.3
4-Book	191	1811	.4	1.7	101	1088	.2	1.9	130	329	.3	2.0	176	482	.4	1.9	128	331	.3	2.0
KXTA-AM																				
SP '04	36	526	.1	.3	4	135	.1		2	21							10	62	.2	
4-Book	46	598	.1	.4	9	242	.2		8	51	.1		17	92	.2		18	73	.3	
XTRA-AM																				
SP '04	51	823	.1	.4	26	357	.1	.5	36	184	.1	.5	47	125	.1	.5	34	126	.1	.5
4-Book	57	824	.1	.5	18	377	.3		16	95	.3		32	112	.1	.4	22	103	.1	.3
KYSR-FM																				
SP '04	287	3277	.6	2.5	96	1667	.2	1.8	46	277	.1	.7	201	697	.4	2.2	151	542	.3	2.4
4-Book	247	3166	.5	2.2	103	1710	.2	1.9	90	363	.2	1.4	206	728	.4	2.2	137	524	.3	2.1
KZAB-FM																				
SP '04	128	1290	.3	1.1	71	718	.1	1.3	46	202	.1	.7	123	317	.3	1.4	85	207	.2	1.4
4-Book	167	1260	.4	1.5	105	828	.2	1.9	109	283	.2	1.6	200	429	.4	2.2	111	252	.3	1.7
KZLA-FM																				
SP '04	347	3215	.7	3.0	178	2024	.4	3.3	245	885	.5	3.5	342	1079	.7	3.8	212	698	.4	3.4
4-Book	352	3079	.7	3.1	179	2062	.4	3.3	212	738	.5	3.2	355	1027	.8	3.9	239	730	.5	3.7
KGGI-FM																				
SP '04	14	468	.1	.1	8	239	.1		4	29	.1		10	61	.1		3	28	.1	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	11647	46297	23.8		5450	36845	11.1		6902	18043	14.1		8959	22745	18.3		6255	16905	12.8	
4-Book	11469	45766	23.7		5509	36776	11.4		6615	17764	13.7		9261	23140	19.2		6521	17166	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 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	82	242	.2	2.7	101	308	.2	2.3	145	486	.3	2.1	95	326	.2	2.0	76	182	.2	2.9
4-Book	67	240	.2	2.2	116	354	.2	2.7	132	474	.3	2.0	89	331	.2	1.7	52	181	.1	2.1
KBIG-FM																				
SP '04	113	532	.2	3.8	108	396	.2	2.4	159	731	.3	2.3	103	454	.2	2.2	60	361	.1	2.3
4-Book	132	488	.3	4.3	72	304	.2	1.6	127	529	.3	1.9	112	438	.2	2.2	67	267	.2	2.7
KBUA-FM																				
SP '04	13	63		.4	9	60		.2	56	169		.8	34	119		.7	8	46		.3
4-Book	11	53		.3	17	46		.4	32	101		.5	26	69		.5	9	40		.4
KBUE-FM																				
SP '04	102	327	.2	3.4	75	238	.2	1.7	108	349	.2	1.6	138	454	.3	2.9	67	209	.1	2.6
4-Book	81	232	.2	2.7	78	240	.2	1.8	127	375	.3	1.9	108	311	.2	2.2	61	181	.1	2.5
KCBS-FM																				
SP '04	103	426	.2	3.4	59	364	.1	1.3	328	1160	.7	4.8	171	673	.3	3.7	58	342	.1	2.2
4-Book	93	421	.2	3.0	83	396	.2	1.9	240	977	.5	3.5	159	668	.3	3.1	49	278	.1	1.9
KOLD-FM																				
SP '04	14	72		.5					44	109		.6	29	46		.6	22	46		.8
4-Book	11	58		.4	2	8			28	94		.4	27	79		.5	8	28		.3
KDLE-FM																				
SP '04	4	28		.1	1	13			31	85		.5	35	73		.7				
4-Book	13	47		.4	4	23		.1	31	94		.5	26	87		.5	5	18		.2
KFI -AM																				
SP '04	192	518	.4	6.4	245	671	.5	5.5	139	511	.3	2.0	144	341	.3	3.1	201	596	.4	7.7
4-Book	113	399	.3	3.7	174	587	.4	4.0	171	629	.4	2.5	112	361	.2	2.2	124	402	.3	5.0
KFSH-FM																				
SP '04	51	193	.1	1.7	83	386	.2	1.9	138	552	.3	2.0	89	319	.2	1.9	18	154		.7
4-Book	28	127	.1	.9	87	382	.2	2.0	98	454	.2	1.4	65	260	.2	1.3	16	99		.7
KFWB-AM																				
SP '04	55	185	.1	1.8	105	413	.2	2.4	71	360	.1	1.0	44	249	.1	.9	27	71	.1	1.0
4-Book	48	210	.1	1.6	112	507	.2	2.6	101	504	.2	1.5	79	409	.2	1.5	25	157	.1	1.0
KHHT-FM																				
SP '04	65	275	.1	2.2	90	190	.2	2.0	113	377	.2	1.6	136	430	.3	2.9	158	390	.3	6.1
4-Book	71	265	.1	2.3	72	210	.2	1.6	104	368	.2	1.5	115	351	.3	2.3	123	307	.3	4.9
KHJ -AM																				
SP '04	24	48		.8	48	176	.1	1.1	87	243	.2	1.3	71	223	.1	1.5	29	83	.1	1.1
4-Book	42	132	.1	1.4	53	159	.1	1.2	85	253	.2	1.3	78	188	.2	1.6	37	120	.1	1.5
KIIS-FM																				
SP '04	31	208	.1	1.0	52	225	.1	1.2	103	519	.2	1.5	78	396	.2	1.7	40	189	.1	1.5
4-Book	50	273	.1	1.6	71	318	.2	1.7	122	617	.3	1.8	87	397	.2	1.7	48	225	.1	1.9
KVVS-FM																				
SP '04					4	19		.1	2	19							5	28		.2
4-Book	2	9		.1	2	18		.1	5	24		.1	1	3			2	12		.1
KJLH-FM																				
SP '04	78	272	.2	2.6	263	742	.5	5.9	298	840	.6	4.3	221	497	.5	4.7	90	257	.2	3.5
4-Book	100	284	.2	3.3	241	636	.5	5.5	348	935	.7	5.1	272	589	.6	5.3	113	294	.3	4.6
KKBT-FM																				
SP '04	41	184	.1	1.4	72	142	.1	1.6	104	376	.2	1.5	72	170	.1	1.5	38	126	.1	1.5
4-Book	63	244	.2	2.1	65	175	.1	1.5	77	313	.2	1.1	76	226	.2	1.5	41	147	.1	1.6
KKLA-FM																				
SP '04	20	41		.7	76	250	.2	1.7	21	83		.3	7	35		.1	25	56	.1	1.0
4-Book	7	21		.2	57	204	.2	1.3	31	124	.1	.5	14	48		.3	15	48		.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Persons 35-64

	Persons 35-64																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAC-AM																				
SP '04	107	345	.2	3.6	24	110	.5		110	316	.2	1.6	120	483	.2	2.6	60	317	.1	2.3
4-Book	42	167	.1	1.4	21	78	.5		73	227	.2	1.1	76	252	.2	1.5	42	156	.1	1.7
KLAX-FM																				
SP '04	72	310	.1	2.4	246	670	.5	5.5	295	839	.6	4.3	117	364	.2	2.5	61	212	.1	2.4
4-Book	71	260	.1	2.4	147	416	.3	3.4	201	617	.4	3.0	154	404	.3	3.0	60	215	.1	2.4
KLOS-FM																				
SP '04	72	264	.1	2.4	71	312	.1	1.6	196	845	.4	2.9	149	570	.3	3.2	73	247	.1	2.8
4-Book	79	337	.2	2.6	85	324	.2	2.0	186	698	.4	2.8	182	603	.4	3.6	60	254	.1	2.4
KLSX-FM																				
SP '04	31	183	.1	1.0	89	352	.2	2.0	144	378	.3	2.1	71	202	.1	1.5	9	43		.3
4-Book	21	110	.1	.7	90	306	.2	2.1	101	312	.2	1.5	50	178	.1	1.0	14	60		.6
KLTX-AM																				
SP '04	12	44		.4	25	67	.1	.6	20	66		.3	22	69		.5	10	34		.4
4-Book	13	58		.4	67	180	.2	1.6	47	132	.1	.7	23	62		.5	15	58		.6
KLVE-FM																				
SP '04	150	542	.3	5.0	64	216	.1	1.4	167	629	.3	2.4	121	356	.2	2.6	114	355	.2	4.4
4-Book	167	480	.3	5.5	137	398	.3	3.2	254	760	.5	3.8	154	444	.3	3.0	120	368	.3	4.9
KLYY-FM																				
SP '04	30	135	.1	1.0	17	65		.4	69	255	.1	1.0	44	150	.1	.9	26	96	.1	1.0
4-Book	38	148	.1	1.3	47	140	.1	1.1	105	301	.2	1.5	64	174	.2	1.2	32	130	.1	1.3
+KMXE-AM																				
SP '04	16	50		.5	31	61	.1	.7	12	30		.2					7	17		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	109	276	.2	3.6	80	313	.2	1.8	142	523	.3	2.1	137	425	.3	2.9	54	195	.1	2.1
4-Book	87	334	.2	2.9	83	327	.2	1.9	147	522	.3	2.2	111	369	.2	2.2	57	235	.1	2.3
KNX -AM																				
SP '04	41	256	.1	1.4	176	723	.4	4.0	255	904	.5	3.7	87	389	.2	1.9	85	333	.2	3.3
4-Book	71	335	.2	2.4	144	634	.3	3.3	183	775	.4	2.7	101	482	.2	2.0	69	374	.2	2.8
KOST-FM																				
SP '04	139	503	.3	4.6	144	552	.3	3.2	218	722	.4	3.2	164	629	.3	3.5	148	453	.3	5.7
4-Book	129	524	.3	4.2	167	588	.4	3.8	280	989	.6	4.2	206	735	.4	4.1	115	426	.2	4.7
KPWR-FM																				
SP '04	56	184	.1	1.9	68	190	.1	1.5	73	367	.1	1.1	96	274	.2	2.1	31	101	.1	1.2
4-Book	65	245	.1	2.2	49	170	.1	1.1	82	378	.2	1.2	87	303	.2	1.7	48	158	.1	2.0
KRCD-FM																				
SP '04	83	209	.2	2.8	94	300	.2	2.1	166	396	.3	2.4	78	171	.2	1.7	72	196	.1	2.8
4-Book	75	184	.2	2.5	58	169	.2	1.3	122	305	.2	1.8	58	138	.1	1.2	62	182	.1	2.5
KRCV-FM																				
SP '04	27	70	.1	.9	21	59		.5	46	187	.1	.7	64	147	.1	1.4	41	153	.1	1.6
4-Book	34	113	.1	1.1	44	109	.1	1.0	69	190	.2	1.0	44	98	.1	.9	32	101	.1	1.3
KRLA-AM																				
SP '04					5	19		.1	13	34		.2	15	54		.3	10	46		.4
4-Book	8	19		.3	9	34		.2	13	51		.2	25	69		.5	11	47		.5
KROQ-FM																				
SP '04	43	173	.1	1.4	32	158	.1	.7	116	433	.2	1.7	77	303	.2	1.6	37	167	.1	1.4
4-Book	49	200	.1	1.6	43	188	.1	1.0	123	479	.3	1.8	97	368	.2	1.9	42	165	.1	1.7
KRTH-FM																				
SP '04	143	612	.3	4.8	256	838	.5	5.8	371	1324	.8	5.4	234	833	.5	5.0	70	363	.1	2.7
4-Book	135	559	.3	4.4	203	701	.4	4.7	348	1281	.8	5.1	250	812	.5	4.9	78	344	.1	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 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	
KSCA-FM	SP '04	42	188	.1	1.4	85	227	.2	1.9	122	411	.2	1.8	74	298	.2	1.6	61	193	.1	2.4	
	4-Book	63	238	.2	2.1	82	258	.2	1.9	108	317	.2	1.6	121	322	.3	2.4	33	138	.1	1.4	
KSPN-AM	SP '04	24	98		.8	28	87	.1	.6	49	174	.1	.7	45	164	.1	1.0	1	27			
	4-Book	18	83		.6	15	67		.4	44	149	.1	.6	38	148	.1	.8	8	38		.4	
KSSE-FM	SP '04	57	174	.1	1.9	66	174	.1	1.5	118	292	.2	1.7	72	214	.1	1.5	24	98		.9	
	4-Book	38	139	.1	1.3	55	148	.1	1.3	85	261	.2	1.3	53	178	.1	1.1	29	110	.1	1.2	
KSUR-AM	SP '04	28	102	.1	.9	4	41		.1	13	81		.2	10	50		.2	22	116		.8	
	4-Book	14	77		.5	7	46		.2	24	111		.4	17	76		.3	11	54		.4	
KTWV-FM	SP '04	152	515	.3	5.1	177	610	.4	4.0	368	1100	.8	5.4	288	881	.6	6.2	145	480	.3	5.6	
	4-Book	154	597	.3	5.1	162	556	.4	3.8	358	1117	.8	5.3	276	779	.6	5.4	108	401	.2	4.4	
KWIZ-FM	SP '04	6	56		.2	4	16		.1	18	59		.3	15	45		.3	5	35		.2	
	4-Book	10	37		.3	10	29		.3	26	80		.4	20	56		.4	10	29		.4	
KWKV-AM	SP '04	4	26		.1	24	61		.5	25	76		.4	18	48		.4	9	19		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM	SP '04	19	85		.6	27	114	.1	.6	71	242	.1	1.0	13	64		.3	7	36		.3	
	4-Book	15	80		.5	40	169	.1	.9	48	194	.1	.7	24	93	.1	.5	22	89	.1	.9	
KXDL-FM	SP '04	53	135	.1	1.8	102	262	.2	2.3	121	347	.2	1.8	91	168	.2	1.9	34	76	.1	1.3	
	4-Book	54	156	.1	1.8	96	273	.2	2.2	99	301	.2	1.5	85	227	.2	1.7	49	142	.1	2.0	
KXTA-AM	SP '04	3	19		.1	1	12			5	27		.1	7	34		.1	4	10		.2	
	4-Book	6	33		.2	3	16		.1	8	41		.1	9	55		.2	7	27		.3	
XTRA-AM	SP '04	8	45		.3	23	130		.5	43	102	.1	.6	15	41		.3	2	27		.1	
	4-Book	4	23		.2	21	102		.5	26	103	.1	.4	21	87	.1	.4	5	25		.2	
KYSR-FM	SP '04	39	261	.1	1.3	76	396	.2	1.7	159	675	.3	2.3	66	380	.1	1.4	22	167		.8	
	4-Book	46	254	.1	1.5	77	331	.2	1.8	142	590	.3	2.1	89	350	.2	1.7	33	144	.1	1.3	
KZAB-FM	SP '04	49	162	.1	1.6	54	176	.1	1.2	125	345	.3	1.8	33	117	.1	.7	41	122	.1	1.6	
	4-Book	58	182	.1	1.9	63	188	.1	1.5	146	353	.3	2.2	97	230	.2	1.9	45	144	.1	1.9	
KZLA-FM	SP '04	57	298	.1	1.9	106	442	.2	2.4	247	787	.5	3.6	184	532	.4	3.9	38	249	.1	1.5	
	4-Book	72	340	.1	2.4	107	452	.2	2.5	235	784	.5	3.5	167	551	.4	3.3	45	239	.1	1.8	
KGGI-FM	SP '04	2	31		.1	7	52		.2	18	72		.3	15	52		.3	7	30		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '04	3002	9718	6.1		4442	13253	9.1		6856	18911	14.0		4678	13248	9.6		2595	8469	5.3		
	4-Book	3045	10059	6.3		4350	13127	9.0		6796	18944	14.1		5092	13663	10.6		2476	8111	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 - Men 12-24

Men 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
SP '04	5	165	.3	7	82	.1	.4	7	89	.1	.4	10	116	.1	.5	1	26		.1
WI '04	3	99	.2	1	15			2	40	.1	.1	4	41	.2		6	39		.5
FA '03	9	128	.1	6	4	70	.2	1	32	.1	.1	40	92	.3	1.8	8	47	.1	.7
SU '03	2	100	.1	1	33	.1		4	42	.2	.1	3	58	.1		4	12		
4-Book	5	123	.3	3	50	.2		4	51	.2		14	77	.1	.7	4	31		.3
SP '03	1	99	.1	1	28				12			3	46	.1		1	17		.1
KBIG-FM																			
SP '04	14	421	.1	.9	20	150	.2	1.0	23	191	.2	1.4	18	157	.1	.9	6	100	.5
WI '04	12	579	.1	.8	12	140	.1	.6	15	164	.1	1.0	14	226	.1	.7	5	120	.5
FA '03	18	599	.1	1.1	27	284	.2	1.3	16	204	.1	1.0	19	198	.2	.9	17	202	.1
SU '03	18	532	.1	1.1	23	179	.2	1.2	29	187	.2	1.4	24	199	.2	1.1	9	140	.1
4-Book	16	533	.1	1.0	21	188	.2	1.0	21	187	.2	1.2	19	195	.2	.9	9	141	.1
SP '03	12	472	.1	.7	7	107	.1	.3	23	244	.2	1.3	20	191	.2	.9	5	39	.4
KBUA-FM																			
SP '04	12	236	.1	.8	8	125	.1	.4	15	113	.1	.9	17	125	.1	.8	4	41	.3
WI '04	9	245	.1	.6	18	130	.1	.9	10	94	.1	.6	6	73	.3		3	43	.3
FA '03	14	180	.1	.9	24	113	.2	1.2	9	73	.1	.6	18	136	.1	.8	9	85	.1
SU '03	20	201	.2	1.2	33	117	.3	1.7	28	153	.2	1.3	15	105	.1	.7	11	81	.1
4-Book	14	216	.1	.9	21	121	.2	1.1	16	108	.1	.9	14	110	.1	.7	7	63	.1
SP '03	18	138	.1	1.1	25	76	.2	1.2	22	63	.2	1.3	17	78	.1	.8	11	100	.1
KBUE-FM																			
SP '04	68	1168	.5	4.4	83	588	.7	4.2	68	615	.5	4.2	85	584	.7	4.1	51	440	.4
WI '04	63	1147	.5	4.2	86	536	.7	4.3	61	392	.5	3.9	70	546	.6	3.5	50	451	.4
FA '03	53	1010	.4	3.4	59	484	.5	2.9	63	450	.5	4.1	63	614	.5	2.9	39	387	.3
SU '03	85	959	.7	5.0	109	462	.9	5.8	111	581	.9	5.3	102	639	.8	4.8	55	430	.4
4-Book	67	1071	.5	4.3	84	518	.7	4.3	76	510	.6	4.4	80	596	.7	3.8	49	427	.4
SP '03	74	1288	.6	4.5	94	600	.7	4.5	79	562	.6	4.5	106	612	.8	4.9	63	531	.5
KCBS-FM																			
SP '04	24	1198	.2	1.6	21	409	.2	1.1	20	448	.2	1.2	43	524	.3	2.0	26	430	.2
WI '04	28	942	.2	1.9	27	327	.2	1.3	36	366	.3	2.3	46	481	.4	2.3	21	267	.2
FA '03	43	1027	.3	2.7	46	459	.4	2.3	65	468	.5	4.2	65	600	.5	3.0	27	381	.2
SU '03	28	1012	.2	1.6	26	415	.2	1.4	31	508	.2	1.5	36	428	.3	1.7	13	302	.1
4-Book	31	1045	.2	2.0	30	403	.3	1.5	38	448	.3	2.3	48	508	.4	2.3	22	345	.2
SP '03	27	880	.2	1.6	20	244	.2	1.0	48	392	.4	2.8	39	439	.3	1.8	18	225	.1
KDLD-FM																			
SP '04	3	139	.2		4	44	.2		4	34	.2		4	64	.2		1	25	.1
WI '04	4	144	.3		2	30	.1		4	78	.3		7	103	.1	.4	3	59	.3
FA '03	15	353	.1	.9	10	121	.1	.5	4	121	.3		28	178	.2	1.3	20	228	.2
SU '03	16	362	.1	.9	27	173	.2	1.4	22	274	.2	1.0	15	198	.1	.7	15	171	.1
4-Book	10	250	.1	.6	11	92	.1	.6	9	127	.1	.5	14	136	.1	.7	10	121	.1
SP '03	8	230	.1	.5	4	89	.2		6	74	.3		17	142	.1	.8	7	99	.1
KDLE-FM																			
SP '04	10	310	.1	.6	8	82	.1	.4	22	138	.2	1.3	14	170	.1	.7	6	116	.5
WI '04	5	247	.3		30				10	134	.1	.6	12	145	.1	.6	2	18	.2
FA '03	13	305	.1	.8	17	134	.1	.8	15	138	.1	1.0	13	148	.1	.6	19	148	.2
SU '03	9	306	.1	.5	8	118	.1	.4	10	167	.1	.5	7	142	.1	.3	11	121	.1
4-Book	9	292	.1	.6	8	91	.1	.4	14	144	.1	.9	12	151	.1	.6	10	101	.1
SP '03	9	279	.1	.5	12	136	.1	.6	4	95	.2		12	132	.1	.6	7	107	.1
KFI -AM																			
SP '04	14	339	.1	.9	15	144	.1	.8	10	75	.1	.6	23	154	.2	1.1	16	106	.1
WI '04	8	232	.1	.5	12	118	.1	.6	5	44	.3		12	116	.1	.6	12	81	.1
FA '03	15	405	.1	.9	24	214	.2	1.2	19	74	.2	1.2	30	174	.2	1.4	8	65	.1
SU '03	9	263	.1	.5	11	69	.1	.6	1	23			19	95	.2	.9	10	58	.1
4-Book	12	310	.1	.7	16	136	.1	.8	9	54	.1	.5	21	135	.2	1.0	12	78	.1
SP '03	14	362	.1	.9	32	190	.3	1.5	15	137	.1	.9	22	209	.2	1.0	6	100	.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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	
KFSH-FM																				
SP '04	17	330	.1	1.1	21	154	.2	1.1	19	173	.2	1.2	21	200	.2	1.0	13	152	.1	1.1
WI '04	7	263	.1	.5	10	123	.1	.5	5	90	.1	.3	6	84	.1	.3	5	57		.5
FA '03	10	218	.1	.6	7	99	.1	.3	8	54	.1	.5	8	91	.1	.4	10	123	.1	.8
SU '03	10	191	.1	.6	7	62	.1	.4	14	67	.1	.7	14	118	.1	.7	3	67		.2
4-Book	11	251	.1	.7	11	110	.1	.6	12	96	.1	.7	12	123	.1	.6	8	100	.1	.7
SP '03	15	341	.1	.9	12	93	.1	.6	8	134	.1	.5	25	223	.2	1.1	11	129	.1	.9
KFWB-AM																				
SP '04	3	205		.2	9	89	.1	.5	1	39		.1	4	92		.2	3	67		.3
WI '04	2	183		.1	6	80		.3	1	37		.1	1	37		.1	1	35		.1
FA '03	5	332		.3	8	186	.1	.4	6	158		.4	7	132	.1	.3	1	27		.1
SU '03	4	233		.2	4	53		.2	5	28		.2	4	65		.2	1	13		.1
4-Book	4	238		.2	7	102		.4	3	66		.2	4	82		.2	2	36		.2
SP '03	10	377	.1	.6	16	152	.1	.8	12	146	.1	.7	12	145	.1	.6	5	128		.4
KHHT-FM																				
SP '04	45	1407	.4	2.9	33	450	.3	1.7	34	499	.3	2.1	52	557	.4	2.5	59	626	.5	5.1
WI '04	42	1193	.3	2.8	32	341	.3	1.6	46	491	.4	3.0	53	531	.4	2.7	38	453	.3	3.4
FA '03	57	1464	.5	3.6	63	578	.5	3.1	67	561	.5	4.4	54	716	.4	2.5	45	549	.4	3.8
SU '03	47	1391	.4	2.7	38	463	.3	2.0	48	541	.4	2.3	57	577	.5	2.7	43	579	.3	3.3
4-Book	48	1364	.4	3.0	42	458	.4	2.1	49	523	.4	3.0	54	595	.4	2.6	46	552	.4	3.9
SP '03	44	1159	.3	2.7	42	342	.3	2.0	56	396	.4	3.2	50	446	.4	2.3	44	471	.3	3.5
KHJ -AM																				
SP '04	4	175		.3	4	61		.2	10	120	.1	.6	3	45		.1	2	30		.2
WI '04	5	235		.3	7	85	.1	.3	4	76		.3	3	73		.2	2	42		.2
FA '03	5	83		.3	8	58	.1	.4	9	53	.1	.6	6	53		.3	4	44		.3
SU '03	5	99		.3	9	39	.1	.5	8	87	.1	.4	2	41		.1	2	29		.2
4-Book	5	148		.3	7	61		.4	8	84		.5	4	53		.2	3	36		.2
SP '03	22	156	.2	1.3	21	79	.2	1.0	45	99	.4	2.6	20	46	.2	.9	4	59		.3
KIIS-FM																				
SP '04	92	2905	.7	6.0	134	1364	1.1	6.8	83	1120	.7	5.1	141	1554	1.1	6.7	59	1039	.5	5.1
WI '04	90	3021	.7	6.0	135	1363	1.1	6.7	104	1133	.8	6.7	129	1639	1.0	6.5	52	861	.4	4.7
FA '03	83	2801	.7	5.2	88	1214	.7	4.4	92	1121	.7	6.0	109	1372	.9	5.0	60	895	.5	5.0
SU '03	118	2954	.9	6.9	116	1116	.9	6.1	168	1470	1.3	8.0	151	1402	1.2	7.2	77	1133	.6	5.9
4-Book	96	2920	.8	6.0	118	1264	1.0	6.0	112	1211	.9	6.5	133	1492	1.1	6.4	62	982	.5	5.2
SP '03	85	2764	.7	5.2	111	1336	.9	5.3	71	964	.6	4.1	131	1448	1.0	6.0	52	849	.4	4.1
KVVS-FM																				
SP '04	5	144		.3	4	28		.2	6	64		.4	9	75	.1	.4	4	43		.3
WI '04	3	104		.2	4	41		.2	1	65		.1	6	73		.3	1	14		.1
FA '03	3	126		.2	7	84	.1	.3	2	41		.1	5	56		.2	1	14		.1
SU '03	6	140		.4	16	71	.1	.8	5	56		.2	3	75		.1	5	70		.4
4-Book	4	129		.3	8	56		.4	4	57		.2	6	70		.3	3	35		.2
SP '03	7	189	.1	.4	11	124	.1	.5	7	89	.1	.4	11	135	.1	.5	3	52		.2
KJLH-FM																				
SP '04	9	307	.1	.6	6	76		.3	1	37		.1	12	168	.1	.6	7	108	.1	.6
WI '04	15	447	.1	1.0	14	130	.1	.7	13	104	.1	.8	18	179	.1	.9	17	153	.1	1.5
FA '03	7	264	.1	.4	5	87		.2	2	40		.1	4	102		.2	5	51		.4
SU '03	17	382	.1	1.0	12	137	.1	.6	16	176	.1	.8	11	163	.1	.5	9	141	.1	.7
4-Book	12	350	.1	.8	9	108		.5	8	89		.5	11	153		.6	10	113		.8
SP '03	18	387	.1	1.1	18	186	.1	.9	11	154	.1	.6	13	155	.1	.6	23	69	.2	1.8
KKBT-FM																				
SP '04	115	3585	.9	7.5	142	1572	1.1	7.2	90	1351	.7	5.5	154	1836	1.2	7.3	130	1471	1.0	11.3
WI '04	142	3277	1.1	9.4	203	1422	1.6	10.1	117	1326	.9	7.6	149	1927	1.2	7.5	117	1255	.9	10.6
FA '03	126	3320	1.0	8.0	172	1570	1.4	8.6	105	1237	.8	6.9	196	1838	1.6	8.9	102	1313	.8	8.5
SU '03	114	3292	.9	6.7	113	1200	.9	6.0	137	1673	1.1	6.5	144	1678	1.1	6.8	83	1385	.7	6.3
4-Book	124	3369	1.0	7.9	158	1441	1.3	8.0	112	1397	.9	6.6	161	1820	1.3	7.6	108	1356	.9	9.2
SP '03	104	3068	.8	6.3	119	1266	.9	5.7	85	1174	.7	4.9	160	1598	1.3	7.3	102	1391	.8	8.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KKLA-FM																			
SP '04	3	45	.2	6	20	.3		3	29	.2		2	45	.1		3	25	.3	
WI '04	1	64	.1	1	9			1	23	.1		2	25	.1					
FA '03	2	59	.1	5	26	.2		2	17	.1		1	17						
SU '03																			
4-Book	2	42	.1	3	14	.1		2	17	.1		1	22	.1		1	6	.1	
SP '03		100		1	38														
KLAC-AM																			
SP '04	6	264	.4	6	34	.3		5	7	.3		6	86	.3		7	151	.1	.6
WI '04	2	77	.1	1	23			2	36	.1		2	44	.1		5	41	.5	.5
FA '03	1	106	.1									3	63	.1		4	61	.3	.3
SU '03	1	41	.1					2	13			2	29	.1		1	17	.1	.1
4-Book	3	122	.2	2	14	.1		1	14	.1		3	56	.2		4	68	.4	.4
SP '03	2	162	.1					1	17	.1		3	42	.1		6	106	.5	.5
KLAX-FM																			
SP '04	49	1121	.4	88	514	.7	4.5	55	520	.4	3.4	53	512	.4	2.5	24	298	.2	2.1
WI '04	59	984	.5	79	472	.6	3.9	66	372	.5	4.3	78	464	.6	3.9	26	292	.2	2.4
FA '03	45	1152	.4	66	548	.5	3.3	51	490	.4	3.3	50	572	.4	2.3	25	378	.2	2.1
SU '03	73	1260	.6	83	457	.7	4.4	123	718	1.0	5.9	76	653	.6	3.6	38	443	.3	2.9
4-Book	57	1129	.5	79	498	.6	4.0	74	525	.6	4.2	64	550	.5	3.1	28	353	.2	2.4
SP '03	72	1266	.6	116	689	.9	5.6	107	627	.8	6.1	63	592	.5	2.9	41	417	.3	3.2
KLOS-FM																			
SP '04	42	1380	.3	57	526	.5	2.9	56	608	.4	3.4	59	643	.5	2.8	27	382	.2	2.3
WI '04	31	1141	.2	38	447	.3	1.9	26	292	.2	1.7	68	695	.5	3.4	21	323	.2	1.9
FA '03	45	1392	.4	59	609	.5	2.9	38	449	.3	2.5	50	691	.4	2.3	42	479	.3	3.5
SU '03	44	934	.3	48	311	.4	2.5	72	509	.6	3.4	74	468	.6	3.5	23	283	.2	1.8
4-Book	41	1212	.3	51	473	.4	2.6	48	465	.4	2.8	63	624	.5	3.0	28	367	.2	2.4
SP '03	24	903	.2	31	418	.2	1.5	23	322	.2	1.3	38	434	.3	1.7	15	281	.1	1.2
KLSX-FM																			
SP '04	44	582	.4	111	392	.9	5.6	53	271	.4	3.2	88	337	.7	4.2	7	139	.1	.6
WI '04	36	581	.3	83	422	.7	4.1	75	282	.6	4.8	37	276	.3	1.9	3	102	.3	.3
FA '03	27	544	.2	64	368	.5	3.2	29	161	.2	1.9	32	240	.3	1.5	14	128	.1	1.2
SU '03	30	523	.2	75	290	.6	4.0	39	299	.3	1.9	52	265	.4	2.5	8	99	.1	.6
4-Book	34	558	.2	83	368	.7	4.2	49	253	.4	3.0	52	280	.4	2.5	8	117	.1	.7
SP '03	44	620	.3	135	413	1.1	6.5	58	358	.5	3.3	47	218	.4	2.2	9	132	.1	.7
KLTX-AM																			
SP '04	7	92	.1	12	77	.1	.6	3	31	.2		10	61	.1	.5	2	61	.2	.2
WI '04	6	42	.4	5	30	.2		6	28	.4		9	42	.1	.5	9	42	.1	.8
FA '03	8	113	.1	9	81	.1	.4	4	54	.3		15	45	.1	.7	7	31	.1	.6
SU '03	4	108	.2	10	84	.1	.5	4	57	.2		7	50	.1	.3	1	23	.1	.1
4-Book	6	89	.1	9	68	.1	.4	4	43	.3		10	50	.1	.5	5	39	.1	.4
SP '03	24	180	.2	24	111	.2	1.1	33	87	.3	1.9	32	154	.3	1.5	15	111	.1	1.2
KLVE-FM																			
SP '04	37	762	.3	34	395	.3	1.7	31	327	.2	1.9	44	375	.4	2.1	38	345	.3	3.3
WI '04	47	950	.4	62	398	.5	3.1	69	344	.5	4.5	60	473	.5	3.0	30	295	.2	2.7
FA '03	42	941	.3	38	310	.3	1.9	50	415	.4	3.3	58	430	.5	2.6	32	301	.3	2.7
SU '03	46	1164	.4	41	410	.3	2.2	52	521	.4	2.5	40	357	.3	1.9	60	452	.5	4.6
4-Book	43	954	.4	44	378	.4	2.2	51	402	.4	3.1	51	409	.4	2.4	40	348	.3	3.3
SP '03	36	836	.3	44	325	.3	2.1	36	326	.3	2.1	31	270	.2	1.4	38	339	.3	3.0
KLZY-FM																			
SP '04	28	459	.2	39	258	.3	2.0	48	213	.4	2.9	23	186	.2	1.1	15	167	.1	1.3
WI '04	19	523	.2	26	214	.2	1.3	28	230	.2	1.8	22	228	.2	1.1	10	148	.1	.9
FA '03	15	595	.1	15	222	.1	.7	10	191	.1	.7	23	264	.2	1.0	10	153	.1	.8
SU '03	36	643	.3	43	294	.3	2.3	40	295	.3	1.9	33	271	.3	1.6	19	194	.2	1.4
4-Book	25	555	.2	31	247	.2	1.6	32	232	.3	1.8	25	237	.2	1.2	14	166	.1	1.1
SP '03	23	596	.2	20	234	.2	1.0	31	227	.2	1.8	24	264	.2	1.1	11	175	.1	.9

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

Target Listener Trends

Men 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
+KMXE-AM																			
SP '04	7	60	.1	.5	2	17	.1	.1	12	43	.1	.7	19	43	.2	.9	4	32	.3
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																			
SP '04	4	267	.3	.3	6	85	.3	.3	2	57	.1	.1	4	94	.2	.2	2	45	.2
WI '04	4	254	.3	.3	6	79	.3	.3	3	68	.2	.2	6	125	.3	.3	3	92	.3
FA '03	8	402	.1	.5	18	152	.1	.9	11	167	.1	.7	9	155	.1	.4	4	79	.3
SU '03	14	315	.1	.8	23	114	.2	1.2	18	115	.1	.9	13	89	.1	.6	13	147	1.0
4-Book	8	310	.1	.5	13	108	.1	.7	9	102	.1	.5	8	116	.1	.4	6	91	.5
SP '03	5	240	.3	.3	6	85	.3	.3	7	71	.1	.4	4	76	.2	.2	6	86	.5
KNX -AM																			
SP '04	6	162	.4	.4	10	124	.1	.5	8	16	.1	.5	8	59	.1	.4	1	18	.1
WI '04	2	189	.1	.1	7	113	.1	.3	1	31	.1	.1	2	50	.1	.1	1	14	.1
FA '03	4	179	.3	.3	4	44	.2	.2	3	50	.2	.2	11	80	.1	.5		13	
SU '03	2	122	.1	.1	3	39	.2	.2		26			1	14			2	31	.2
4-Book	4	163	.2	.2	6	80	.1	.3	3	31	.2	.2	6	51	.1	.3	1	19	.1
SP '03	9	246	.1	.5	13	117	.1	.6	5	53	.3	.3	8	109	.1	.4	4	70	.3
KOST-FM																			
SP '04	16	503	.1	1.0	15	141	.1	.8	17	145	.1	1.0	23	271	.2	1.1	13	194	1.1
WI '04	15	658	.1	1.0	19	183	.2	.9	26	147	.2	1.7	8	254	.1	.4	11	166	1.0
FA '03	22	697	.2	1.4	19	224	.2	.9	27	150	.2	1.8	27	299	.2	1.2	20	195	1.7
SU '03	25	768	.2	1.5	9	178	.1	.5	20	336	.2	1.0	40	296	.3	1.9	37	368	2.8
4-Book	20	657	.2	1.2	16	182	.2	.8	23	195	.2	1.4	25	280	.2	1.2	20	231	1.7
SP '03	21	625	.2	1.3	16	277	.1	.8	33	251	.3	1.9	34	324	.3	1.6	17	188	1.3
KPWR-FM																			
SP '04	296	5450	2.4	19.2	383	3382	3.1	19.4	268	2535	2.1	16.4	441	3389	3.5	21.0	231	2558	1.8
WI '04	312	5315	2.5	20.7	412	3161	3.3	20.5	257	2615	2.0	16.6	484	3643	3.9	24.3	249	2416	2.0
FA '03	296	5387	2.4	18.7	351	2902	2.8	17.5	230	2272	1.8	15.0	436	3518	3.5	19.9	264	2585	2.1
SU '03	300	5352	2.4	17.5	304	2454	2.4	16.1	323	3129	2.6	15.4	408	3450	3.2	19.3	258	2617	2.0
4-Book	301	5376	2.4	19.0	363	2975	2.9	18.4	270	2638	2.1	15.9	442	3500	3.5	21.1	251	2544	2.0
SP '03	354	5327	2.8	21.5	412	2885	3.3	19.7	301	2532	2.4	17.3	487	3251	3.9	22.4	312	2542	2.5
KRCD-FM																			
SP '04	15	347	.1	1.0	17	116	.1	.9	24	148	.2	1.5	20	213	.2	1.0	5	102	.4
WI '04	10	262	.1	.7	11	114	.1	.5	11	114	.1	.7	15	108	.1	.8	4	66	.4
FA '03	13	246	.1	.8	6	39	.3	.3	10	67	.1	.7	31	148	.2	1.4	8	79	.7
SU '03	4	185	.2	.2	2	26	.1	.1	4	62	.2	.2	3	63	.1	.1	5	73	.4
4-Book	11	260	.1	.7	9	74	.1	.5	12	98	.1	.8	17	133	.1	.8	6	80	.5
SP '03	3	96	.2	.2	2	34	.1	.1	5	61	.3	.3	5	61	.2	.2	4	56	.3
KRCV-FM																			
SP '04	1	29	.1	.1									3	15	.1	.1	1	15	.1
WI '04	1	27	.1	.1													3	14	.3
FA '03	1	54	.1	.1	1	13				14			1	14			2	13	.2
SU '03	2	113	.1	.1	2	36	.1	.1	4	51	.2	.2	1	38			1	38	.1
4-Book	1	56	.1	.1	1	12			1	16	.1	.1	1	17			2	20	.2
SP '03	5	61	.3	.3	4	35	.2	.2	6	26	.3	.3	8	50	.1	.4	2	38	.2
KRLA-AM																			
SP '04	3	64	.2	.2	2	14	.1	.1	4	32	.2	.2	4	37	.2	.2	3	22	.3
WI '04	3	27	.2	.2		12			3	27	.2	.2	3	15	.2	.2	5	15	.5
FA '03	8	76	.1	.5	23	64	.2	1.1	20	76	.2	1.3	2	31	.1	.1			
SU '03																			
4-Book	4	42	.2	.2	6	23	.1	.3	7	34	.1	.4	2	21	.1	.1	2	9	.2
SP '03																			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24

Target Listener Trends - Men 12-24

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
SP '04	208	3741	1.7	13.5	241	1983	1.9	12.2	201	1766	1.6	12.3	271	2200	2.2	12.9	203	1939	1.6	17.6
WI '04	157	3691	1.3	10.4	210	2034	1.7	10.4	147	1823	1.2	9.5	197	2209	1.6	9.9	131	1510	1.0	11.9
FA '03	195	3822	1.6	12.3	225	1922	1.8	11.2	173	1715	1.4	11.3	271	2565	2.2	12.4	184	1861	1.5	15.4
SU '03	225	3884	1.8	13.2	249	1822	2.0	13.2	262	2258	2.1	12.5	228	2072	1.8	10.8	244	1990	1.9	18.6
4-Book	196	3785	1.6	12.4	231	1940	1.9	11.8	196	1891	1.6	11.4	242	2262	2.0	11.5	191	1825	1.5	15.9
SP '03	212	3610	1.7	12.9	264	1900	2.1	12.6	209	1676	1.7	12.0	294	2174	2.3	13.5	200	1803	1.6	15.8
KRTH-FM																				
SP '04	43	1186	.3	2.8	35	418	.3	1.8	63	537	.5	3.9	60	579	.5	2.9	17	295	.1	1.5
WI '04	26	1052	.2	1.7	23	292	.2	1.1	20	268	.2	1.3	38	462	.3	1.9	23	327	.2	2.1
FA '03	26	982	.2	1.6	29	321	.2	1.4	24	263	.2	1.6	34	375	.3	1.6	10	252	.1	.8
SU '03	31	1061	.2	1.8	24	338	.2	1.3	62	582	.5	3.0	35	393	.3	1.7	18	277	.1	1.4
4-Book	32	1070	.2	2.0	28	342	.2	1.4	42	413	.4	2.5	42	452	.4	2.0	17	288	.1	1.5
SP '03	36	963	.3	2.2	50	373	.4	2.4	55	299	.4	3.2	34	417	.3	1.6	16	294	.1	1.3
KSCA-FM																				
SP '04	30	695	.2	1.9	54	391	.4	2.7	42	324	.3	2.6	26	267	.2	1.2	13	141	.1	1.1
WI '04	46	831	.4	3.0	84	437	.7	4.2	40	368	.3	2.6	67	339	.5	3.4	24	170	.2	2.2
FA '03	53	838	.4	3.4	123	562	1.0	6.1	45	308	.4	2.9	77	405	.6	3.5	11	220	.1	.9
SU '03	71	939	.6	4.2	123	450	1.0	6.5	59	371	.5	2.8	121	517	1.0	5.7	27	243	.2	2.1
4-Book	50	826	.4	3.1	96	460	.8	4.9	47	343	.4	2.7	73	382	.6	3.5	19	194	.2	1.6
SP '03	46	906	.4	2.8	92	501	.7	4.4	43	305	.3	2.5	86	452	.7	4.0	13	144	.1	1.0
KSPN-AM																				
SP '04	7	196	.1	.5	12	82	.1	.6	3	55	.2	.2	14	135	.1	.7	5	81	.4	.4
WI '04	6	133	.4	.4	11	87	.1	.5	9	85	.1	.6	14	96	.1	.7		14		
FA '03	4	184	.3	.3	1	23			6	67	.4	.4	6	111	.3	.3		26		
SU '03	3	135	.2	.2	4	58	.2	.2	3	70	.1	.1	4	51	.2	.2	5	37	.4	.4
4-Book	5	162	.4	.3	7	63	.1	.3	5	69	.3	.3	10	98	.1	.5	3	40	.2	.2
SP '03	4	157	.2	.2	3	29	.1	.1	5	65	.3	.3	9	73	.1	.4	2	61	.2	.2
KSSE-FM																				
SP '04	40	758	.3	2.6	75	387	.6	3.8	64	300	.5	3.9	42	268	.3	2.0	13	213	.1	1.1
WI '04	52	884	.4	3.4	110	505	.9	5.5	58	413	.5	3.7	43	414	.3	2.2	31	208	.2	2.8
FA '03	29	669	.2	1.8	74	334	.6	3.7	38	295	.3	2.5	20	318	.2	.9	15	232	.1	1.3
SU '03	52	798	.4	3.0	78	472	.6	4.1	53	439	.4	2.5	63	417	.5	3.0	32	279	.3	2.4
4-Book	43	777	.3	2.7	84	425	.7	4.3	53	362	.4	3.2	42	354	.3	2.0	23	233	.2	1.9
SP '03	32	737	.3	1.9	40	292	.3	1.9	45	321	.4	2.6	42	272	.3	1.9	15	230	.1	1.2
KSUR-AM																				
SP '04	4	30		.3	8	30	.1	.4	4	15		.2	4	15		.2	2	15		.2
WI '04																				
FA '03		13				13				13				13						
SU '03																				
4-Book	1	11		.1	2	11		.1	1	7		.1	1	7		.1	1	4		.1
SP '03		13								13		.1								
KTWV-FM																				
SP '04	4	194		.3	3	48		.2	5	26		.3	4	57		.2	1	32		.1
WI '04	13	393	.1	.9	12	152	.1	.6	13	180	.1	.8	15	187	.1	.8	19	166	.2	1.7
FA '03	12	357	.1	.8	11	145	.1	.5	8	90	.1	.5	17	170	.1	.8	12	99	.1	1.0
SU '03	13	371	.1	.8	5	127		.3	11	156	.1	.5	8	99	.1	.4	19	105	.2	1.4
4-Book	11	329	.1	.7	8	118	.1	.4	9	113	.1	.5	11	128	.1	.6	13	101	.1	1.1
SP '03	6	285		.4	3	103		.1	11	145	.1	.6	7	119	.1	.3	10	134	.1	.8
KWIZ-FM																				
SP '04	4	166		.3	7	74	.1	.4	5	63		.3	3	42		.1	3	49		.3
WI '04	19	224	.2	1.3	13	87	.1	.6	32	132	.3	2.1	18	160	.1	.9	8	69	.1	.7
FA '03	29	337	.2	1.8	35	201	.3	1.7	40	228	.3	2.6	38	213	.3	1.7	10	101	.1	.8
SU '03	13	254	.1	.8	13	90	.1	.7	15	140	.1	.7	25	155	.2	1.2	9	83	.1	.7
4-Book	16	245	.1	1.1	17	113	.2	.9	23	141	.2	1.4	21	143	.2	1.0	8	76	.1	.6
SP '03	22	419	.2	1.3	30	248	.2	1.4	32	190	.3	1.8	21	216	.2	1.0	15	150	.1	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 12-24																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																			
SP '04	4	85	.3	2	30	.1	.1	13	46	.1	.8	4	30	.2	.1	15	.1	.1	.1
WI '04		18		3	18	.1	.1												
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03		47		1	26	.1	.1	1	10										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	1	39	.1	2	13	.1	.1					1	12		1	26			.1
KVVE-FM																			
SP '04	4	71	.3	1	32	.1	.1	2	20	.1	.1	9	71	.1	.4	2	20	.2	.2
WI '04	5	153	.3	10	50	.1	.5	1	30	.1	.1	6	61	.3	.3	4	42	.4	.4
FA '03	2	78	.1	2	28	.1	.1	1	17	.1	.1	2	28	.1	.1	1	13	.1	.1
SU '03	4	81	.2	8	38	.1	.4	5	23	.2	.2	8	26	.1	.4	2	31	.2	.2
4-Book	4	96	.2	5	37	.1	.3	2	23	.1	.1	6	47	.1	.3	2	27	.2	.2
SP '03	2	110	.1	5	75	.2	.2	1	13	.1	.1	2	24	.1	.1				
KXOL-FM																			
SP '04	11	476	.1	15	119	.1	.8	9	179	.1	.6	13	167	.1	.6	6	151	.5	.5
WI '04	17	546	.1	16	204	.1	.8	22	207	.2	1.4	11	172	.1	.6	17	171	.1	1.5
FA '03	15	448	.1	17	219	.1	.8	20	202	.2	1.3	20	217	.2	.9	9	111	.1	.8
SU '03	30	603	.2	27	222	.2	1.4	40	265	.3	1.9	40	334	.3	1.9	18	164	.1	1.4
4-Book	18	518	.1	19	191	.1	1.0	23	213	.2	1.3	21	223	.2	1.0	13	149	.1	1.1
SP '03	24	642	.2	36	272	.3	1.7	34	323	.3	2.0	26	359	.2	1.2	11	222	.1	.9
KXTA-AM																			
SP '04	1	106	.1	3	49	.2	.2	1	34	.1	.1	4	55	.2	.2		16		
WI '04	2	103	.1	1	29			6	74	.4	.4	3	45	.2	.2				
FA '03	3	179	.2	8	89	.1	.4	2	48	.1	.1	3	53	.1	.1	3	70	.3	.3
SU '03	1	65	.1					3	42	.1	.1	1	39				13		
4-Book	2	113	.1	3	42	.2	.2	3	50	.2	.2	3	48	.1	.1	1	25	.1	.1
SP '03	5	135	.3	7	81	.1	.3	9	56	.1	.5	4	56	.2	.2	1	11	.1	.1
XTRA-AM																			
SP '04	1	58	.1	1	23	.1	.1					5	51	.2	.2				
WI '04	4	79	.3		14			9	46	.1	.6	5	53	.3	.3	4	18	.4	.4
FA '03	3	162	.2	2	43	.1	.1	2	44	.1	.1	4	70	.2	.2	2	32	.2	.2
SU '03		10											10						
4-Book	2	77	.2	1	20	.1	.1	3	23	.2	.2	4	46	.2	.2	2	13	.2	.2
SP '03	1	66	.1	1	16			1	28	.1	.1	1	28			1	24	.1	.1
KYSR-FM																			
SP '04	23	767	.2	43	342	.3	2.2	34	263	.3	2.1	22	299	.2	1.0	15	251	.1	1.3
WI '04	20	842	.2	19	300	.2	.9	26	360	.2	1.7	27	505	.2	1.4	12	274	.1	1.1
FA '03	25	644	.2	40	315	.3	2.0	24	274	.2	1.6	38	367	.3	1.7	18	206	.1	1.5
SU '03	21	878	.2	31	398	.2	1.6	20	390	.2	1.0	29	434	.2	1.4	12	190	.1	.9
4-Book	22	783	.2	33	339	.3	1.7	26	322	.2	1.6	29	401	.2	1.4	14	230	.1	1.2
SP '03	19	782	.2	33	245	.3	1.6	23	451	.2	1.3	27	399	.2	1.2	5	146	.4	.4
KZAB-FM																			
SP '04	11	304	.1	9	89	.1	.5	7	145	.1	.4	14	142	.1	.7	13	133	.1	1.1
WI '04	16	212	.1	19	113	.2	.9	23	111	.2	1.5	15	110	.1	.8	10	96	.1	.9
FA '03	12	230	.1	7	81	.1	.3	5	111	.3	.3	18	138	.1	.8	14	93	.1	1.2
SU '03	21	211	.2	17	89	.1	.9	38	153	.3	1.8	28	119	.2	1.3	5	72	.4	.4
4-Book	15	239	.1	13	93	.1	.7	18	130	.2	1.0	19	127	.1	.9	11	99	.1	.9
SP '03	24	444	.2	20	206	.2	1.0	19	211	.2	1.1	34	216	.3	1.6	17	175	.1	1.3
KZLA-FM																			
SP '04	18	362	.1	19	180	.2	1.0	22	170	.2	1.3	24	196	.2	1.1	12	139	.1	1.0
WI '04	19	501	.2	25	280	.2	1.2	14	196	.1	.9	32	241	.3	1.6	19	134	.2	1.7
FA '03	11	302	.1	11	96	.1	.5	13	153	.1	.8	23	196	.2	1.0	4	88	.3	.3
SU '03	16	429	.1	15	181	.1	.8	20	194	.2	1.0	17	216	.1	.8	8	129	.1	.6
4-Book	16	399	.1	18	184	.2	.9	17	178	.2	1.0	24	212	.2	1.1	11	123	.1	.9
SP '03	11	450	.1	15	206	.1	.7	13	184	.1	.7	13	240	.1	.6	8	158	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - 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
KGFI-FM																				
SP '04	10	588	.1	.6	10	159	.1	.5	13	219	.1	.8	17	282	.1	.8	4	83		.3
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	14	498	.1	.9	11	147	.1	.5	20	228	.2	1.3	15	256	.1	.7	7	120	.1	.6
SU '03	17	600	.1	1.0	13	234	.1	.7	21	238	.2	1.0	13	226	.1	.6	19	156	.2	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	13	662	.1	.8	11	252	.1	.5	11	207	.1	.6	16	253	.1	.7	13	149	.1	1.0
TOTALS																				
SP '04	1543	11652	12.3		1972	9508	15.7		1633	7526	13.0		2098	9763	16.7		1155	7693	9.2	
WI '04	1510	11769	12.0		2012	9558	16.0		1547	7584	12.3		1994	9760	15.9		1105	7074	8.8	
FA '03	1582	11785	12.6		2004	9565	16.0		1531	7266	12.2		2191	10042	17.5		1194	7625	9.5	
SU '03	1710	11889	13.6		1891	8760	15.0		2099	9197	16.7		2110	9666	16.7		1312	8257	10.4	
4-Book	1586	11774	12.6		1970	9348	15.7		1703	7893	13.6		2098	9808	16.7		1192	7662	9.5	
SP '03	1646	11946	13.1		2088	9490	16.6		1742	7738	13.8		2177	9857	17.3		1268	7812	10.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KABC-AM																			
SP '04	8	165	.1	.4	2	45	.2					3	26	.2		1	9	.1	
4-Book	7	109	.1	.3	2	34	.2	2	8	.1		2	10	.1		2	9	.1	
KBIG-FM																			
SP '04	21	356	.2	1.1	8	131	.1	.7	2	23	.2	31	63	.2	1.7	12	45	.1	.8
4-Book	20	389	.2	1.1	12	205	.1	.9	4	17	.4	23	71	.2	1.2	14	56	.1	.9
KBUA-FM																			
SP '04	14	209	.1	.7	13	166	.1	1.1	9	28	.1	.8	34	.3	1.9	5	28	.3	
4-Book	17	178	.1	.9	13	141	.1	1.0	15	49	.1	1.2	23	.2	1.2	11	26	.1	.6
KBUE-FM																			
SP '04	78	1015	.6	4.1	64	692	.5	5.3	49	162	.4	4.4	98	.8	5.4	76	225	.6	5.0
4-Book	80	917	.6	4.2	57	653	.5	4.5	52	178	.4	4.3	83	.7	4.3	66	185	.5	4.0
KCBS-FM																			
SP '04	28	977	.2	1.5	18	536	.1	1.5	10	64	.1	.9	28	.2	1.5	20	118	.2	1.3
4-Book	39	866	.3	2.0	23	470	.2	1.8	19	93	.2	1.6	47	.4	2.4	34	136	.3	2.0
KDLD-FM																			
SP '04	4	79	.2		4	54	.3					3	16	.2					
4-Book	11	189	.1	.6	6	108	.5		4	12	.3		7	.1	.4	7	27	.1	.4
KDLE-FM																			
SP '04	16	258	.1	.9	4	100	.3					1	17	.1		10	30	.1	.7
4-Book	12	236	.1	.6	6	134	.4		2	11	.1		8	.1	.4	8	40	.1	.5
KFI -AM																			
SP '04	15	223	.1	.8	10	125	.1	.8	5	35	.5		14	.1	.8	8	16	.1	.5
4-Book	14	223	.1	.8	6	110	.1	.5	4	24	.3		5	.1	.3	4	17	.1	.2
KFSH-FM																			
SP '04	20	265	.2	1.1	15	250	.1	1.2	16	66	.1	1.4	16	.1	.9	27	75	.2	1.8
4-Book	12	181	.1	.6	12	167	.1	.9	12	40	.1	1.0	17	.1	.9	14	39	.1	.8
KFWB-AM																			
SP '04	4	158	.2		1	44	.1		3	24	.3		3	.1	.2				
4-Book	5	178	.3		4	81	.3		1	6	.1		5	.1	.3	4	15	.3	
KHHT-FM																			
SP '04	39	930	.3	2.1	47	708	.4	3.9	24	105	.2	2.2	37	.3	2.0	50	197	.4	3.3
4-Book	48	970	.4	2.6	48	687	.4	3.8	29	105	.2	2.4	53	.4	2.7	52	169	.4	3.2
KHJ -AM																			
SP '04	6	165	.3		3	56	.2					7	15	.1	.4	11	30	.1	.7
4-Book	6	125	.3		4	55	.3		2	8	.2		13	.1	.7	7	20	.1	.5
KIIS-FM																			
SP '04	117	2528	.9	6.2	71	1440	.6	5.9	77	332	.6	7.0	93	.7	5.1	89	360	.7	5.8
4-Book	120	2433	1.0	6.3	76	1378	.6	5.9	69	297	.6	5.8	131	1.0	6.6	115	423	.9	6.9
KVVS-FM																			
SP '04	6	101	.3		4	86	.3					5	25	.3		7	18	.1	.5
4-Book	6	103	.3		3	52	.2		2	15	.2		3	.1	.2	5	20	.3	
KJLH-FM																			
SP '04	6	180	.3		15	209	.1	1.2	9	12	.1	.8	11	.1	.6	6	40	.4	
4-Book	9	239	.1	.5	19	207	.1	1.4	16	35	.1	1.2	17	.1	.8	11	33	.1	.7
KKBT-FM																			
SP '04	126	2965	1.0	6.7	84	1738	.7	7.0	54	247	.4	4.9	112	.9	6.2	110	516	.9	7.2
4-Book	142	2859	1.1	7.5	104	1666	.8	8.1	95	325	.8	7.7	159	1.3	8.2	125	480	1.0	7.9
KKLA-FM																			
SP '04	4	45	.2		1	29	.1												
4-Book	2	32	.1		1	23	.1		3	7	.3								

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Men 12-24

	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
KLAC-AM SP '04 4-Book	6 3	113 69	.3 .1		6 2	78 29	.5 .2													
KLAX-FM SP '04 4-Book	64 72	914 907	.5 .6	3.4 3.8	38 48	576 664	.3 .4	3.2 3.8	59 73	210 218	.5 .6	5.3 6.0	55 79	167 232	.4 .6	3.0 4.1	47 67	219 229	.4 .6	3.1 4.3
KLOS-FM SP '04 4-Book	57 53	1144 1000	.5 .4	3.0 2.8	27 27	665 550	.2 .2	2.2 2.1	22 19	129 100	.2 .2	2.0 1.6	40 42	217 172	.3 .4	2.2 2.1	35 43	196 185	.3 .3	2.3 2.5
KLSX-FM SP '04 4-Book	82 61	538 527	.7 .5	4.4 3.2	3 5	111 102	.2 .4						7 4	42 17	.1 .1	.4 .2	9 5	45 21	.1 .1	.6 .3
KLTX-AM SP '04 4-Book	8 8	92 85	.1 .1	.4 .4	8 6	47 39	.1 .1	.7 .4	12 12	31 25	.1 .1	1.1 1.0	15 9	31 18	.1 .1	.8 .5	13 8	31 15	.1 .1	.9 .5
KLVE-FM SP '04 4-Book	36 49	569 728	.3 .4	1.9 2.6	37 34	403 452	.3 .3	3.1 2.7	14 32	60 97	.1 .3	1.3 2.6	61 50	150 148	.5 .4	3.4 2.6	45 29	93 86	.4 .3	3.0 1.8
KLYY-FM SP '04 4-Book	38 30	352 437	.3 .2	2.0 1.6	20 24	249 288	.2 .2	1.7 1.9	57 38	135 98	.5 .3	5.2 3.2	33 38	90 133	.3 .3	1.8 2.0	14 16	55 58	.1 .2	.9 1.0
+KMXE-AM SP '04 4-Book	11 **	60 **	.1 **	.6 **	1 **	17 **	.1 **		** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
KMZT-FM SP '04 4-Book	4 10	190 232	.1 .1	.2 .5	4 5	90 110	.3 .3		5 6	28 30	.5 .5		4 3	40 20	.2 .1		1 3	14 20	.1 .1	.1 .2
KNX -AM SP '04 4-Book	8 4	124 116	.1 .1	.4 .2	6 4	50 57	.5 .3						18 6	30 16	.1 .1	1.0 .3	16 4	16 4	.1 .1	1.1 .3
KOST-FM SP '04 4-Book	18 21	336 445	.1 .2	1.0 1.1	14 16	179 307	.1 .1	1.2 1.2	9 13	29 36	.1 .1	.8 1.0	17 20	29 73	.1 .2	.9 1.0	10 15	38 54	.1 .1	.7 1.0
KPWR-FM SP '04 4-Book	357 352	5000 4908	2.8 2.8	19.0 18.5	231 245	3231 3218	1.8 1.9	19.2 19.1	262 221	900 774	2.1 1.8	23.7 18.4	389 371	1457 1338	3.1 3.0	21.5 19.2	302 325	941 1054	2.4 2.6	19.8 20.0
KRCD-FM SP '04 4-Book	21 13	290 189	.2 .1	1.1 .7	11 9	112 108	.1 .1	.9 .7	3 5	35 22	.3 .4		19 15	30 29	.2 .1	1.0 .8	16 13	16 25	.1 .1	1.1 .8
KRCV-FM SP '04 4-Book	1 1	15 32	.1 .1		2 2	29 34	.2 .2		5 1	15 4	.5 .1		6 2	15 7	.3 .1		9 7	15 18	.1 .1	.6 .5
KRLA-AM SP '04 4-Book	4 5	51 39	.2 .3		1 1	9 6	.1 .1										5 4	9 6	.3 .3	
KROQ-FM SP '04 4-Book	235 221	3283 3351	1.9 1.8	12.5 11.6	162 155	2232 2173	1.3 1.3	13.5 12.1	126 133	499 462	1.0 1.1	11.4 11.0	247 239	977 857	2.0 1.9	13.6 12.2	209 219	747 677	1.7 1.8	13.7 13.2
KRTH-FM SP '04 4-Book	53 38	983 796	.4 .3	2.8 2.0	41 31	524 520	.3 .3	3.4 2.5	47 35	116 92	.4 .3	4.2 3.0	74 63	235 196	.6 .5	4.1 3.3	58 31	149 101	.5 .3	3.8 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 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	
KSCA-FM	SP '04	41	594	.3	2.2	24	313	.2	2.0	48	170	.4	4.3	60	164	.5	3.3	22	58	.2	1.4	
	4-Book	70	712	.6	3.7	36	434	.3	2.7	87	206	.7	7.0	49	148	.4	2.5	58	127	.5	3.4	
KSPN-AM	SP '04	9	155	.1	.5	5	82		.4	5	15		.5	5	30		.3	8	15	.1	.5	
	4-Book	7	137	.1	.4	4	61		.3	1	4		.1	6	26	.1	.3	4	11		.2	
KSSE-FM	SP '04	61	577	.5	3.2	20	371	.2	1.7	25	101	.2	2.3	30	119	.2	1.7	14	44	.1	.9	
	4-Book	59	645	.5	3.1	28	385	.2	2.2	35	116	.3	2.8	41	153	.3	2.1	24	85	.2	1.4	
KSUR-AM	SP '04	5	30		.3	3	15		.2	3	15		.3	4	15		.2	2	15		.1	
	4-Book	1	11		.1	1	7		.1	1	4		.1	1	4		.1	1	7		.1	
KTWV-FM	SP '04	4	118		.2	7	56	.1	.6					16	44	.1	.9	16	21	.1	1.1	
	4-Book	10	240	.1	.5	11	133	.1	.9	5	23		.5	10	39	.1	.5	16	35	.1	1.0	
KWIZ-FM	SP '04	5	120		.3	4	104		.3	7	43	.1	.6	3	16		.2	4	14		.3	
	4-Book	21	215	.2	1.1	15	142	.1	1.2	19	54	.2	1.6	26	59	.2	1.3	21	57	.2	1.3	
KWKW-AM	SP '04	7	75	.1	.4	3	40		.2									2	10		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM	SP '04	4	71		.2	4	55		.3	10	55	.1	.9	6	36		.3					
	4-Book	4	72		.2	3	56		.3	6	17	.1	.5	3	17		.2	1	4		.1	
KXOL-FM	SP '04	12	343	.1	.6	14	289	.1	1.2	24	82	.2	2.2	24	76	.2	1.3	17	61	.1	1.1	
	4-Book	21	415	.2	1.1	18	282	.1	1.4	17	61	.1	1.4	34	98	.3	1.8	19	61	.1	1.1	
KXTA-AM	SP '04	2	95		.1	20								2	20		.1	1	9		.1	
	4-Book	3	95		.1	1	19		.1	1	5		.1	3	15		.2		2			
XTRA-AM	SP '04	2	58		.1					2	12		.2	2	8		.1	1	4		.1	
	4-Book	3	61		.2	2	36		.1	2	12		.2	2	8		.1	1	4		.1	
KYSR-FM	SP '04	33	603	.3	1.8	9	334	.1	.7	5	41		.5	7	51	.1	.4	18	35	.1	1.2	
	4-Book	29	661	.3	1.6	15	305	.1	1.2	8	43	.1	.7	26	92	.2	1.4	26	89	.2	1.6	
KZAB-FM	SP '04	10	257	.1	.5	11	140	.1	.9					13	41	.1	.7	43	69	.3	2.8	
	4-Book	17	199	.2	.9	15	123	.1	1.1	8	21	.1	.6	29	64	.3	1.4	31	64	.3	2.0	
KZLA-FM	SP '04	22	336	.2	1.2	17	190	.1	1.4	9	19	.1	.8	20	71	.2	1.1	36	110	.3	2.4	
	4-Book	20	337	.2	1.1	14	211	.1	1.1	9	39	.1	.7	17	67	.2	.9	28	80	.2	1.7	
KGGI-FM	SP '04	13	489	.1	.7	8	244	.1	.7	10	42	.1	.9	12	69	.1	.7	4	45		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '04	1880	11450	15.0		1202	9045	9.6		1106	3693	8.8		1811	5065	14.4		1522	4140	12.1		
	4-Book	1906	11459	15.2		1282	9237	10.2		1211	3625	9.7		1949	5239	15.5		1636	4296	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

Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM SP '04 4-Book	6 2	9 5	.5 .2		2 1	10 3	.3 .1		2 1	10 9	.2 .1		1 3	10 14	.1 .2		1 4			.1
KBIG-FM SP '04 4-Book	14 19	33 50	.1 .2	1.3 1.7	1 5	7 14	.1 .6		4 11	29 51	.3 .9		8 8	41 41	.1 .6		5 23			.1 .6
KBUA-FM SP '04 4-Book	11 8	42 26	.1 .1	1.0 .7	6 17	13 31	.8 2.1		14 16	28 35	1.1 1.2		21 13	70 42	.2 1.0		2 9			.2
KBUE-FM SP '04 4-Book	82 55	213 179	.7 .5	7.3 4.8	49 42	184 115	.4 .3	6.7 5.3	69 72	239 223	.5 .6	5.4 5.4	60 54	240 169	.5 .4	5.1 4.3	27 33	107 94	.2 .3	3.2 3.8
KCBS-FM SP '04 4-Book	9 17	75 89	.1 .2	.8 1.5	8 7	78 53	.1 .1	1.1 .9	26 26	176 130	.2 .2	2.0 1.9	21 23	96 101	.2 .2	1.8 1.9	19 12	103 69	.2 .1	2.3 1.4
KDLD-FM SP '04 4-Book	5	22	.1	.4	4 6	16 20	.5 .7		7 7	25 22	.1 .1	.6 .6	11 9	29 20	.1 .1	.9 .7	6 6	16 30	.1 .1	.7 .7
KDLE-FM SP '04 4-Book	2 7	13 35	.2 .1	.6	3	16	.3		5 6	36 28	.4 .4		4	19	.3		14 9	52 35	.1 .1	1.7 1.0
KFI -AM SP '04 4-Book	15 8	30 22	.1 .1	1.3 .7	12 9	24 21	.1 .1	1.6 1.1	6 9	16 24	.5 .7		2	7	.1		15 7	30 19	.1 .1	1.8 .8
KFSH-FM SP '04 4-Book	5 7	31 22	.4 .1	.6	6 13	56 66	.8 1.6		22 12	128 83	.2 .1	1.7 .9	29 14	79 42	.2 .1	2.5 1.1	4 7	15 18	.1 .1	.5 .8
KFWB-AM SP '04 4-Book	2 2	20 20	.2 .2		1 4	9 26	.1 .5		1 6	11 19	.1 .5		2 7	11 26	.2 .5		2 15			.2
KHHT-FM SP '04 4-Book	60 44	223 167	.5 .4	5.4 3.9	20 19	96 80	.2 .2	2.7 2.3	20 35	127 141	.2 .3	1.6 2.7	58 48	165 157	.5 .4	4.9 3.9	100 97	223 257	.8 .8	12.0 10.7
KHJ -AM SP '04 4-Book	6 2	25 6	.5 .1		1	3	.1		1 8	11 20	.1 .6									
KIIS-FM SP '04 4-Book	82 66	334 270	.7 .5	7.3 5.8	35 48	216 207	.3 .4	4.8 6.0	67 67	377 333	.5 .5	5.3 5.1	87 66	302 244	.7 .5	7.4 5.4	41 42	232 211	.3 .3	4.9 4.6
KVVS-FM SP '04 4-Book	1	6	.1		13 4	43 14	.1 .6	1.8	7 3	15 9	.1 .2	.6	4	10	.3		1	9		.1
KJLH-FM SP '04 4-Book	4 5	31 24	.4 .4		19 23	54 67	.2 .2	2.6 2.9	42 40	114 94	.3 .3	3.3 3.0	17 27	43 58	.1 .2	1.5 2.1	13 12	27 42	.1 .1	1.6 1.3
KBFT-FM SP '04 4-Book	101 100	367 419	.8 .8	9.0 8.7	48 64	217 224	.4 .5	6.6 8.0	69 98	342 430	.5 .8	5.4 7.5	88 122	322 425	.7 1.0	7.5 9.8	81 67	424 316	.6 .5	9.7 7.6
KKLA-FM SP '04 4-Book		9 2			7 5	20 18	.1 .1	1.0 .6	4 1	9 5	.3 .1							9 2		

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
KLAC-AM																				
SP '04	13	35	.1	1.2					8	29	.1	.6	13	44	.1	1.1	9	22	.1	1.1
4-Book	3	9		.3					2	7		.2	6	18	.1	.5	3	10		.4
KLAX-FM																				
SP '04	24	76	.2	2.1	42	136	.3	5.8	36	115	.3	2.8	26	123	.2	2.2	19	71	.2	2.3
4-Book	37	125	.3	3.1	34	105	.3	4.3	38	144	.3	2.8	37	126	.3	3.0	25	94	.2	2.7
KLOS-FM																				
SP '04	9	60	.1	.8	10	43	.1	1.4	37	228	.3	2.9	33	160	.3	2.8	26	118	.2	3.1
4-Book	23	99	.2	2.1	6	41	.1	.8	29	145	.2	2.2	29	114	.2	2.4	20	80	.2	2.2
KLSX-FM																				
SP '04					4	16		.5	5	30		.4	1	9		.1				
4-Book	5	14		.5	6	27	.1	.7	12	33	.1	.9	3	9		.3	4	12		.4
KLTX-AM																				
SP '04	9	31	.1	.8	4	15		.5	5	15		.4	8	31	.1	.7	3	15		.4
4-Book	5	14	.1	.5	2	7		.2	3	14		.2	5	14	.1	.4	2	10		.3
KLVE-FM																				
SP '04	49	122	.4	4.4	29	124	.2	4.0	43	110	.3	3.4	27	75	.2	2.3	20	68	.2	2.4
4-Book	36	117	.3	3.2	20	82	.2	2.5	46	138	.4	3.5	38	109	.3	3.1	21	70	.2	2.3
KLYY-FM																				
SP '04	8	40	.1	.7	16	28	.1	2.2	20	46	.2	1.6	4	15		.3	10	45	.1	1.2
4-Book	14	54	.1	1.2	14	42	.1	1.8	29	72	.3	2.1	16	38	.1	1.3	23	63	.2	2.4
+KMXE-AM																				
SP '04					6	17		.8												
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	11	19	.1	1.0	5	11		.7					5	28		.4				
4-Book	9	33	.1	.8	6	18		.8	6	24	.1	.4	3	15		.2	2	13		.2
KNX -AM																				
SP '04	5	16		.4					4	15		.3	3	20		.3				
4-Book	2	12		.2	4	17		.4	5	21		.4	2	16		.2	1	4		.1
KOST-FM																				
SP '04	10	40	.1	.9	14	44	.1	1.9	32	72	.3	2.5	18	44	.1	1.5				
4-Book	18	80	.2	1.5	9	35	.1	1.2	23	82	.2	1.8	13	64	.1	1.0	12	48	.1	1.3
KPWR-FM																				
SP '04	218	828	1.7	19.5	124	526	1.0	17.0	218	826	1.7	17.2	196	741	1.6	16.7	130	525	1.0	15.6
4-Book	256	913	2.0	22.5	150	581	1.2	18.6	249	925	2.0	18.7	215	747	1.8	17.4	158	622	1.2	17.4
KRCD-FM																				
SP '04	20	26	.2	1.8	8	16	.1	1.1	13	41	.1	1.0	1	10		.1	7	30	.1	.8
4-Book	11	21	.1	1.0	8	20	.1	1.0	7	24	.1	.5	7	20	.1	.6	6	29	.1	.6
KRCV-FM																				
SP '04					2	7		.2	1	3		.1					1	4		.1
4-Book	1	7		.1																
KRLA-AM																				
SP '04																				
4-Book																				
KROQ-FM																				
SP '04	138	472	1.1	12.4	71	238	.6	9.7	168	621	1.3	13.2	145	539	1.2	12.4	174	578	1.4	20.9
4-Book	136	549	1.1	12.0	80	304	.7	10.0	141	593	1.1	10.7	145	503	1.2	11.7	140	516	1.1	15.7
KRTH-FM																				
SP '04	37	127	.3	3.3	13	77	.1	1.8	70	192	.6	5.5	18	80	.1	1.5	3	25		.4
4-Book	20	92	.2	1.7	21	71	.2	2.5	42	145	.4	3.2	21	76	.2	1.7	11	42	.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 Estimates

Men 12-24

Target Listener Estimates - Men 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSCA-FM SP '04 4-Book	4 23	28 61	.4 .2	2.0	17 24	53 74	.1 .2	2.3 2.9	26 26	55 75	.2 .2	2.0 1.9	16 21	57 52	.1 .2	1.4 1.7	1 6	14 20	.1 .6	
KSPN-AM SP '04 4-Book	1	7	.1		2	7	.2		9 8	15 26	.1 .1	.7 .6	9 5	51 20	.1 .1	.8 .4	3 1	32 12	.4 .2	
KSSE-FM SP '04 4-Book	23 20	70 66	.2 .2	2.1 1.8	14 16	35 36	.1 .1	1.9 2.0	11 30	41 106	.1 .2	.9 2.2	34 36	53 101	.3 .3	2.9 2.9	10 17	24 70	.1 .1	1.2 1.9
KSUR-AM SP '04 4-Book	2 1	15 7	.2 .1		7 2	15 4	.1 .3	1.0	3 1	15 4	.2 .1		4 1	15 4	.3 .1					
KTWV-FM SP '04 4-Book	2 16	12 43	.2 .1	1.4	6	21	.1	.7	12 10	12 27	.1 .1	.9 .7	8 15	12 36	.1 .1	.7 1.2	10	20	.1	1.1
KWIZ-FM SP '04 4-Book	12	31	.1	1.0	2 4	15 22	.3 .6		4 18	27 39	.3 .1		8 12	43 46	.1 .1	.7 1.0	7 6	16 14	.1 .1	.8 .6
KWKV-AM SP '04 4-Book	**	**	**	**	2 **	16 **	.3 **		8 **	16 **	.1 **	.6 **	13 **	30 **	.1 **	1.1 **	**	**	**	**
KWVE-FM SP '04 4-Book	3	15	.3		11 4	55 27	.1 .5	1.5	7 5	36 24	.1 .1	.6 .4					4	12	.5	
KXOL-FM SP '04 4-Book	3 11	29 35	.3 .1	1.0	7 10	15 32	.1 .1	1.0 1.3	10 24	39 70	.1 .2	.8 1.8	19 17	57 56	.2 .2	1.6 1.4	7 10	47 34	.1 .1	.8 1.1
KXTA-AM SP '04 4-Book					1 3	9 10	.1 .3													
XTRA-AM SP '04 4-Book		4			2	8	.2		5	16	.1	.4	1	4	.1			4		
KYSR-FM SP '04 4-Book	15 15	78 78	.1 .1	1.3 1.3	17 11	72 40	.1 .1	2.3 1.4	5 13	47 61	.4 .1	.4 .9	5 17	54 70	.4 .1	1.3 1.3	2 7	9 34	.2 .1	.7
KZAB-FM SP '04 4-Book	13 14	43 36	.1 .1	1.2 1.3	3 8	10 16	.4 .1	.9	7 14	41 48	.1 .2	.6 1.1	6 8	24 19	.5 .1	.7	6 7	14 20	.7 .1	.7
KZLA-FM SP '04 4-Book	10 12	26 43	.1 .1	.9 1.1	11 11	37 36	.1 .1	1.5 1.4	15 13	58 62	.1 .1	1.2 1.0	29 21	112 74	.2 .2	2.5 1.7	7 6	19 24	.1 .1	.8 .7
KGCI-FM SP '04 4-Book	2 **	27 **	.2 **		**	**	**	**	17 **	46 **	.1 **	1.3 **	11 **	86 **	.1 **	.9 **	6 **	26 **	.7 **	**
TOTALS SP '04 4-Book	1117 1144	3370 3534	8.9 9.1		729 799	2413 2575	5.8 6.4		1271 1325	3808 3910	10.1 10.6		1172 1238	3469 3442	9.3 9.9		834 903	2753 2829	6.6 7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	23	417	.1	.8	29	191	.2	.7	32	240	.2	.8	38	266	.2	1.1	21	105	.1	1.3
WI '04	24	357	.1	.8	29	127	.2	.7	33	218	.2	.8	31	172	.2	.9	27	132	.2	1.8
FA '03	22	326	.1	.8	3	50	.1	.1	24	168	.1	.7	66	201	.4	1.9	23	177	.1	1.6
SU '03	12	373	.1	.4	18	133	.1	.4	14	170	.1	.3	24	236	.1	.6	8	116	.5	.5
4-Book	20	368	.1	.7	20	125	.1	.5	26	199	.2	.7	40	219	.2	1.1	20	133	.1	1.3
SP '03	13	251	.1	.5	9	94	.1	.2	30	143	.2	.7	20	149	.1	.6	11	50	.1	.7
KBIG-FM																				
SP '04	46	1115	.3	1.6	54	383	.3	1.3	87	514	.5	2.2	53	483	.3	1.5	22	319	.1	1.4
WI '04	52	1174	.3	1.8	36	416	.2	.9	86	386	.5	2.2	78	510	.5	2.1	35	414	.2	2.3
FA '03	39	1194	.2	1.4	48	556	.3	1.2	54	435	.3	1.5	51	457	.3	1.5	24	300	.1	1.6
SU '03	56	1288	.3	1.9	67	520	.4	1.6	103	630	.6	2.5	82	583	.5	2.2	22	298	.1	1.3
4-Book	48	1193	.3	1.7	51	469	.3	1.3	83	491	.5	2.1	66	508	.4	1.8	26	333	.1	1.7
SP '03	50	1443	.3	1.7	62	419	.4	1.5	93	633	.5	2.3	54	594	.3	1.5	23	293	.1	1.5
KBUA-FM																				
SP '04	20	333	.1	.7	33	159	.2	.8	24	144	.1	.6	21	144	.1	.6	6	57	.4	.4
WI '04	30	378	.2	1.1	62	253	.4	1.5	49	248	.3	1.2	27	196	.2	.7	10	89	.1	.7
FA '03	22	224	.1	.8	34	139	.2	.8	31	108	.2	.9	25	178	.1	.7	11	92	.1	.7
SU '03	41	348	.2	1.4	64	247	.4	1.5	61	271	.4	1.5	39	196	.2	1.0	20	120	.1	1.2
4-Book	28	321	.2	1.0	48	200	.3	1.2	41	193	.3	1.1	28	179	.2	.8	12	90	.1	.8
SP '03	28	325	.2	1.0	40	140	.2	.9	47	156	.3	1.2	26	171	.2	.7	14	132	.1	.9
KBUE-FM																				
SP '04	153	1861	.9	5.4	220	912	1.3	5.1	199	980	1.2	5.1	183	975	1.1	5.3	70	665	.4	4.4
WI '04	125	1858	.7	4.4	192	938	1.1	4.7	175	972	1.0	4.4	158	1023	.9	4.3	67	573	.4	4.5
FA '03	116	1539	.7	4.3	194	878	1.2	4.8	187	867	1.1	5.2	114	836	.7	3.3	49	431	.3	3.3
SU '03	128	1638	.7	4.3	201	831	1.2	4.8	185	981	1.1	4.5	135	943	.8	3.6	68	579	.4	4.0
4-Book	131	1724	.8	4.6	202	890	1.2	4.9	187	950	1.1	4.8	148	944	.9	4.1	64	562	.4	4.1
SP '03	131	1804	.8	4.5	149	870	.9	3.5	152	904	.9	3.8	189	974	1.1	5.4	103	704	.6	6.7
KCBS-FM																				
SP '04	57	1564	.3	2.0	71	591	.4	1.6	73	689	.4	1.9	82	838	.5	2.4	40	562	.2	2.5
WI '04	58	1475	.3	2.1	59	487	.4	1.5	100	739	.6	2.5	84	835	.5	2.3	34	443	.2	2.3
FA '03	72	1298	.4	2.7	88	610	.5	2.2	155	678	.9	4.3	92	827	.5	2.7	22	281	.1	1.5
SU '03	49	1507	.3	1.6	51	638	.3	1.2	81	811	.5	2.0	52	675	.3	1.4	21	473	.1	1.2
4-Book	59	1461	.3	2.1	67	582	.4	1.6	102	729	.6	2.7	78	794	.5	2.2	29	440	.2	1.9
SP '03	59	1343	.3	2.0	62	461	.4	1.5	108	731	.6	2.7	76	674	.4	2.2	19	277	.1	1.2
KDLD-FM																				
SP '04	20	411	.1	.7	7	81	.2	.2	43	224	.3	1.1	30	247	.2	.9	14	134	.1	.9
WI '04	20	582	.1	.7	14	174	.1	.3	25	383	.1	.6	31	353	.2	.9	15	233	.1	1.0
FA '03	21	630	.1	.8	19	238	.1	.5	7	194	.2	.2	33	297	.2	1.0	29	341	.2	2.0
SU '03	27	528	.2	.9	35	231	.2	.8	29	337	.2	.7	33	296	.2	.9	20	237	.1	1.2
4-Book	22	538	.1	.8	19	181	.1	.5	26	285	.2	.7	32	298	.2	.9	20	236	.1	1.3
SP '03	12	386	.1	.4	10	125	.1	.2	11	140	.1	.3	16	150	.1	.5	11	142	.1	.7
KDLE-FM																				
SP '04	29	593	.2	1.0	43	286	.3	1.0	64	345	.4	1.6	35	290	.2	1.0	9	199	.1	.6
WI '04	21	507	.1	.7	17	253	.1	.4	44	272	.3	1.1	42	326	.3	1.2	4	87	.3	.3
FA '03	41	687	.2	1.5	66	344	.4	1.6	79	362	.5	2.2	34	315	.2	1.0	25	270	.1	1.7
SU '03	17	546	.1	.6	15	231	.1	.4	18	252	.1	.4	21	285	.1	.6	16	216	.1	.9
4-Book	27	583	.2	1.0	35	279	.2	.9	51	308	.3	1.3	33	304	.2	1.0	14	193	.1	.9
SP '03	25	518	.1	.9	26	222	.2	.6	23	245	.1	.6	30	270	.2	.9	23	239	.1	1.5
KFI -AM																				
SP '04	43	813	.3	1.5	58	464	.3	1.3	34	294	.2	.9	63	400	.4	1.8	45	364	.3	2.8
WI '04	37	532	.2	1.3	66	231	.4	1.6	19	135	.1	.5	33	211	.2	.9	48	296	.3	3.2
FA '03	52	803	.3	1.9	90	393	.5	2.2	54	390	.3	1.5	90	535	.5	2.6	43	357	.3	2.9
SU '03	48	951	.3	1.6	45	422	.3	1.1	36	295	.2	.9	100	532	.6	2.7	54	332	.3	3.2
4-Book	45	775	.3	1.6	65	378	.4	1.6	36	279	.2	1.0	72	420	.4	2.0	48	337	.3	3.0
SP '03	35	606	.2	1.2	58	346	.3	1.4	34	217	.2	.8	53	311	.3	1.5	41	220	.2	2.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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
KFSH-FM																				
SP '04	20	389	.1	.7	17	160	.1	.4	40	226	.2	1.0	20	187	.1	.6	8	134		.5
WI '04	21	382	.1	.7	33	229	.2	.8	14	169	.1	.4	21	181	.1	.6	19	149	.1	1.3
FA '03	13	412	.1	.5	13	210	.1	.3	13	155	.1	.4	21	206	.1	.6	4	109		.3
SU '03	24	323	.1	.8	35	244	.2	.8	27	184	.2	.7	39	216	.2	1.0	8	115		.5
4-Book	20	377	.1	.7	25	211	.2	.6	24	184	.2	.6	25	198	.1	.7	10	127		.7
SP '03	13	361	.1	.5	12	145	.1	.3	9	160	.1	.2	16	201	.1	.5	6	84		.4
KFWB-AM																				
SP '04	9	475	.1	.3	16	210	.1	.4	3	83		.1	8	196		.2	11	162	.1	.7
WI '04	10	589	.1	.4	25	361	.1	.6	7	167		.2	14	241	.1	.4	2	94		.1
FA '03	16	714	.1	.6	38	447	.2	.9	11	162	.1	.3	27	404	.2	.8	4	146		.3
SU '03	12	623	.1	.4	19	232	.1	.5	7	113		.2	10	235	.1	.3	19	124	.1	1.1
4-Book	12	600	.1	.4	25	313	.1	.6	7	131		.2	15	269	.1	.4	9	132	.1	.6
SP '03	17	803	.1	.6	38	423	.2	.9	16	297	.1	.4	20	415	.1	.6	6	195		.4
KHHT-FM																				
SP '04	69	1801	.4	2.4	58	599	.3	1.3	92	690	.5	2.4	62	727	.4	1.8	76	682	.5	4.8
WI '04	61	1598	.4	2.2	67	596	.4	1.7	65	577	.4	1.6	69	732	.4	1.9	44	600	.3	2.9
FA '03	86	1751	.5	3.2	91	663	.5	2.2	145	942	.9	4.0	85	844	.5	2.5	64	515	.4	4.4
SU '03	67	1670	.4	2.2	65	598	.4	1.6	96	683	.6	2.3	73	702	.4	1.9	45	585	.3	2.6
4-Book	71	1705	.4	2.5	70	614	.4	1.7	100	723	.6	2.6	72	751	.4	2.0	57	596	.4	3.7
SP '03	65	1728	.4	2.3	82	645	.5	1.9	102	765	.6	2.5	69	745	.4	2.0	45	528	.3	2.9
KHJ -AM																				
SP '04	20	424	.1	.7	44	130	.3	1.0	31	234	.2	.8	15	96	.1	.4	8	49		.5
WI '04	30	492	.2	1.1	30	223	.2	.7	65	276	.4	1.6	32	240	.2	.9	9	102	.1	.6
FA '03	19	298	.1	.7	25	105	.1	.6	40	219	.2	1.1	18	134	.1	.5	7	76		.5
SU '03	28	421	.2	.9	47	190	.3	1.1	45	230	.3	1.1	16	130	.1	.4	13	62	.1	.8
4-Book	24	409	.2	.9	37	162	.2	.9	45	240	.3	1.2	20	150	.1	.6	9	72	.1	.6
SP '03	21	437	.1	.7	31	190	.2	.7	35	212	.2	.9	18	87	.1	.5	11	126	.1	.7
KIIS-FM																				
SP '04	78	2638	.5	2.7	101	1148	.6	2.3	116	1144	.7	3.0	103	1230	.6	3.0	35	804	.2	2.2
WI '04	117	3019	.7	4.1	152	1315	.9	3.7	181	1497	1.1	4.6	151	1601	.9	4.2	50	736	.3	3.3
FA '03	88	2628	.5	3.2	102	1074	.6	2.5	119	1140	.7	3.3	114	1275	.7	3.3	50	801	.3	3.4
SU '03	98	2650	.6	3.3	110	1055	.6	2.6	163	1453	.9	4.0	122	1452	.7	3.3	46	792	.3	2.7
4-Book	95	2734	.6	3.3	116	1148	.7	2.8	145	1309	.9	3.7	123	1390	.7	3.5	45	783	.3	2.9
SP '03	70	2558	.4	2.4	120	1227	.7	2.8	85	1189	.5	2.1	77	1141	.4	2.2	30	556	.2	2.0
KVVS-FM																				
SP '04	4	92	.1	.1	2	15			4	43		.1	9	79	.1	.3	3	30		.2
WI '04	2	80	.1	.1	4	37		.1	6	69		.2	2	49		.1				
FA '03	5	120	.2	.2	4	28		.1	6	60		.2	7	74		.2	3	30		.2
SU '03	2	80	.1	.1	1	13			3	43		.1	1	49		.1	2	39		.1
4-Book	3	93	.1	.1	3	23		.1	5	54		.2	5	63		.2	2	25		.1
SP '03	4	98	.1	.1	6	61		.1	3	53		.1	5	69		.1	2	26		.1
KJLH-FM																				
SP '04	22	452	.1	.8	23	178	.1	.5	14	148	.1	.4	21	231	.1	.6	21	173	.1	1.3
WI '04	34	645	.2	1.2	36	296	.2	.9	38	237	.2	1.0	38	280	.2	1.0	21	178	.1	1.4
FA '03	20	440	.1	.7	12	149	.1	.3	26	171	.2	.7	17	203	.1	.5	19	149	.1	1.3
SU '03	33	513	.2	1.1	41	212	.2	1.0	35	283	.2	.9	21	262	.1	.6	35	195	.2	2.0
4-Book	27	513	.2	1.0	28	209	.2	.7	28	210	.2	.8	24	244	.1	.7	24	174	.1	1.5
SP '03	16	490	.1	.6	7	100		.2	17	201	.1	.4	15	225	.1	.4	22	178	.1	1.4
KKBT-FM																				
SP '04	100	2747	.6	3.5	149	1062	.9	3.5	113	1243	.7	2.9	125	1232	.7	3.6	61	859	.4	3.9
WI '04	118	2670	.7	4.2	169	1041	1.0	4.2	116	1148	.7	2.9	146	1400	.9	4.0	88	873	.5	5.9
FA '03	124	2793	.7	4.6	220	1226	1.3	5.4	129	1205	.8	3.6	162	1428	1.0	4.7	68	921	.4	4.6
SU '03	106	2703	.6	3.5	178	1042	1.0	4.3	141	1258	.8	3.4	121	1207	.7	3.2	49	882	.3	2.9
4-Book	112	2728	.7	4.0	179	1093	1.1	4.4	125	1214	.8	3.2	139	1317	.8	3.9	67	884	.4	4.3
SP '03	126	2945	.7	4.4	198	1302	1.1	4.7	168	1380	1.0	4.2	140	1419	.8	4.0	65	927	.4	4.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 18-34

Target Listener Trends

Men 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKLA-FM																				
SP '04	7	240	.2	15	120	.1	.3	10	123	.1	.3	4	61	.1	.1	3	50	.1	.2	
WI '04	5	134	.2	2	39			1	14			14	107	.1	.4	3	14		.2	
FA '03	4	81	.1	2	48			7	50	.2		5	34	.1		3	66		.2	
SU '03	6	218	.2	12	96	.1	.3	6	81	.1	.1	8	94	.2		6	49		.4	
4-Book	6	168	.2	8	76	.1	.2	6	67	.2		8	74	.2		4	45		.3	
SP '03	2	72	.1	6	59		.1					1	27			2	27		.1	
KLAC-AM																				
SP '04	13	462	.1	9	58	.1	.2	10	66	.1	.3	14	162	.1	.4	21	261	.1	1.3	
WI '04	6	290	.2	4	66		.1	3	78	.1	.1	10	188	.1	.3	9	120	.1	.6	
FA '03	7	210	.3	3	33		.1	12	50	.1	.3	12	120	.1	.3	6	80		.4	
SU '03	5	74	.2	6	57		.1	2	17		.1	2	17		.1	11	62		.1	
4-Book	8	259	.3	6	54	.1		6	49	.1	.2	10	122	.1	.3	12	131	.1	.7	
SP '03	6	239	.2	1	30			7	65		.2	3	72		.1	12	137		.8	
KLAX-FM																				
SP '04	191	2307	1.1	6.7	387	1453	2.3	9.0	240	1337	1.4	6.2	193	1098	1.2	5.6	47	456	.3	3.0
WI '04	154	2006	.9	5.4	236	1137	1.4	5.8	239	1040	1.4	6.0	172	1043	1.0	4.7	53	570	.3	3.5
FA '03	171	2309	1.0	6.3	312	1437	1.9	7.7	236	1196	1.4	6.6	169	1169	1.0	4.9	73	566	.4	5.0
SU '03	154	2233	.9	5.2	229	1134	1.3	5.5	254	1365	1.5	6.2	136	1149	.8	3.6	71	764	.4	4.2
4-Book	168	2214	1.0	5.9	291	1290	1.7	7.0	242	1235	1.4	6.3	168	1115	1.0	4.7	61	589	.4	3.9
SP '03	161	2535	.9	5.6	299	1506	1.7	7.0	247	1382	1.4	6.1	138	1113	.8	3.9	56	641	.3	3.7
KLOS-FM																				
SP '04	71	1709	.4	2.5	98	719	.6	2.3	110	723	.7	2.8	100	915	.6	2.9	35	445	.2	2.2
WI '04	69	1714	.4	2.4	93	597	.6	2.3	92	626	.5	2.3	115	949	.7	3.2	34	467	.2	2.3
FA '03	79	1818	.5	2.9	83	691	.5	2.0	105	805	.6	2.9	104	1127	.6	3.0	46	498	.3	3.1
SU '03	89	1800	.5	3.0	121	682	.7	2.9	145	881	.8	3.5	117	1078	.7	3.1	53	505	.3	3.1
4-Book	77	1760	.5	2.7	99	672	.6	2.4	113	759	.7	2.9	109	1017	.7	3.1	42	479	.3	2.7
SP '03	54	1554	.3	1.9	75	498	.4	1.8	84	771	.5	2.1	73	761	.4	2.1	25	473	.1	1.6
KLTX-FM																				
SP '04	149	1836	.9	5.2	400	1260	2.4	9.3	187	903	1.1	4.8	234	1053	1.4	6.8	39	458	.2	2.5
WI '04	150	1857	.9	5.3	393	1223	2.3	9.7	270	962	1.6	6.8	151	994	.9	4.2	18	297	.1	1.2
FA '03	113	1565	.7	4.2	288	1006	1.7	7.1	139	735	.8	3.9	155	877	.9	4.5	44	347	.3	3.0
SU '03	120	1771	.7	4.0	286	1145	1.7	6.9	144	876	.8	3.5	220	979	1.3	5.9	22	248	.1	1.3
4-Book	133	1757	.8	4.7	342	1159	2.0	8.3	185	869	1.1	4.8	190	976	1.1	5.4	31	338	.2	2.0
SP '03	142	1763	.8	4.9	384	1241	2.2	9.0	194	914	1.1	4.8	222	765	1.3	6.3	18	287	.1	1.2
KLTX-AM																				
SP '04	16	120	.1	.6	32	71	.2	.7	23	102	.1	.6	7	69		.2	4	87		.3
WI '04	18	116	.1	.6	33	91	.2	.8	18	102	.1	.5	19	88	.1	.5	13	57	.1	.9
FA '03	14	182	.1	.5	20	117	.1	.5	15	76	.1	.4	21	49	.1	.6	9	47	.1	.6
SU '03	14	205	.1	.5	22	136	.1	.5	17	121	.1	.4	18	127	.1	.5	1	14		.1
4-Book	16	156	.1	.6	27	104	.2	.6	18	100	.1	.5	16	83	.1	.5	7	51	.1	.5
SP '03	39	238	.2	1.4	66	195	.4	1.6	65	183	.4	1.6	29	148	.2	.8	21	151	.1	1.4
KLVE-FM																				
SP '04	96	1658	.6	3.4	115	616	.7	2.7	113	746	.7	2.9	90	775	.5	2.6	96	611	.6	6.1
WI '04	87	1709	.5	3.1	101	831	.6	2.5	149	777	.9	3.8	110	804	.7	3.0	48	491	.3	3.2
FA '03	89	1873	.5	3.3	105	683	.6	2.6	131	889	.8	3.7	101	819	.6	2.9	64	665	.4	4.4
SU '03	87	2067	.5	2.9	104	901	.6	2.5	128	1119	.7	3.1	87	762	.5	2.3	74	652	.4	4.3
4-Book	90	1827	.5	3.2	106	758	.6	2.6	130	883	.8	3.4	97	790	.6	2.7	71	605	.4	4.5
SP '03	84	1833	.5	2.9	89	719	.5	2.1	105	860	.6	2.6	85	675	.5	2.4	69	635	.4	4.5
KLYY-FM																				
SP '04	66	1031	.4	2.3	63	382	.4	1.5	117	536	.7	3.0	60	422	.4	1.7	33	270	.2	2.1
WI '04	70	1050	.4	2.5	71	555	.4	1.7	133	688	.8	3.4	71	507	.4	2.0	30	340	.2	2.0
FA '03	60	1048	.4	2.2	46	385	.3	1.1	81	435	.5	2.3	65	377	.4	1.9	44	439	.3	3.0
SU '03	60	1204	.3	2.0	84	505	.5	2.0	93	640	.5	2.3	62	444	.4	1.7	14	214	.1	.8
4-Book	64	1083	.4	2.3	66	457	.4	1.6	106	575	.6	2.8	65	438	.4	1.8	30	316	.2	2.0
SP '03	58	1053	.3	2.0	50	435	.3	1.2	74	567	.4	1.8	75	567	.4	2.1	32	336	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	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
+KMXE-AM																				
SP '04	30	221	.2	1.1	30	69	.2	.7	45	145	.3	1.2	62	188	.4	1.8	19	98	.1	1.2
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	8	393		.3	2	62			9	132	.1	.2	9	172	.1	.3	5	136		.3
WI '04	13	390	.1	.5	15	142	.1	.4	6	116		.2	15	215	.1	.4	13	173	.1	.9
FA '03	9	387	.1	.3	15	92	.1	.4	10	156	.1	.3	16	139	.1	.5	4	114		.3
SU '03	24	569	.1	.8	27	208	.2	.6	24	193	.1	.6	22	178	.1	.6	30	304	.2	1.8
4-Book	14	435	.1	.5	15	126	.1	.4	12	149	.1	.3	16	176	.1	.5	13	182	.1	.8
SP '03	15	458	.1	.5	24	179	.1	.6	20	161	.1	.5	11	90	.1	.3	13	156	.1	.8
KNX -AM																				
SP '04	18	652	.1	.6	54	388	.3	1.3	14	153	.1	.4	15	227	.1	.4	5	133		.3
WI '04	10	432	.1	.4	17	281	.1	.4	4	126		.1	17	209	.1	.5	2	92		.1
FA '03	11	526	.1	.4	24	210	.1	.6	7	192		.2	20	236	.1	.6	5	122		.3
SU '03	9	441	.1	.3	16	179	.1	.4	4	118		.1	7	129		.2	9	117	.1	.5
4-Book	12	513	.1	.4	28	265	.2	.7	7	147		.2	15	200	.1	.4	5	116		.3
SP '03	19	706	.1	.7	39	369	.2	.9	20	258	.1	.5	28	345	.2	.8	6	146		.4
KOST-FM																				
SP '04	67	1188	.4	2.3	86	483	.5	2.0	105	476	.6	2.7	75	557	.4	2.2	35	442	.2	2.2
WI '04	41	1056	.2	1.5	49	467	.3	1.2	67	389	.4	1.7	54	432	.3	1.5	29	359	.2	1.9
FA '03	50	1407	.3	1.8	49	509	.3	1.2	70	601	.4	2.0	69	682	.4	2.0	40	455	.2	2.7
SU '03	59	1383	.3	2.0	65	534	.4	1.6	60	606	.3	1.5	84	560	.5	2.2	63	586	.4	3.7
4-Book	54	1259	.3	1.9	62	498	.4	1.5	76	518	.4	2.0	71	558	.4	2.0	42	461	.3	2.6
SP '03	53	1169	.3	1.8	37	420	.2	.9	91	579	.5	2.3	57	526	.3	1.6	53	449	.3	3.5
KPWR-FM																				
SP '04	287	4864	1.7	10.0	431	2893	2.6	10.0	382	2775	2.3	9.8	386	2884	2.3	11.2	152	1755	.9	9.6
WI '04	276	4803	1.6	9.8	411	2712	2.4	10.1	370	2887	2.2	9.3	373	2967	2.2	10.3	155	1848	.9	10.3
FA '03	255	5087	1.5	9.4	358	2507	2.1	8.8	287	2424	1.7	8.0	341	3014	2.0	9.8	158	1825	.9	10.8
SU '03	270	5020	1.6	9.0	302	2088	1.7	7.3	333	2793	1.9	8.1	365	2950	2.1	9.7	201	2050	1.2	11.8
4-Book	272	4944	1.6	9.6	376	2550	2.2	9.1	343	2720	2.0	8.8	366	2954	2.2	10.3	167	1870	1.0	10.6
SP '03	305	4901	1.8	10.6	426	2520	2.5	10.0	420	2808	2.4	10.4	345	2774	2.0	9.8	166	1892	1.0	10.8
KRCD-FM																				
SP '04	55	836	.3	1.9	63	272	.4	1.5	86	463	.5	2.2	69	391	.4	2.0	26	234	.2	1.6
WI '04	41	695	.2	1.5	47	299	.3	1.2	79	475	.5	2.0	46	400	.3	1.3	17	210	.1	1.1
FA '03	27	448	.2	1.0	25	171	.1	.6	41	235	.2	1.1	33	182	.2	1.0	29	171	.2	2.0
SU '03	24	395	.1	.8	16	122	.1	.4	41	174	.2	1.0	27	176	.2	.7	15	166	.1	.9
4-Book	37	594	.2	1.3	38	216	.2	.9	62	337	.4	1.6	44	287	.3	1.3	22	195	.2	1.4
SP '03	12	349	.1	.4	11	132	.1	.3	16	234	.1	.4	14	176	.1	.4	18	137	.1	1.2
KRCV-FM																				
SP '04	26	301	.2	.9	21	138	.1	.5	36	153	.2	.9	32	102	.2	.9	19	116	.1	1.2
WI '04	14	237	.1	.5	15	105	.1	.4	20	134	.1	.5	14	150	.1	.4	9	88	.1	.6
FA '03	8	219	.1	.3	9	123	.1	.2	13	96	.1	.4	12	98	.1	.3	3	29		.2
SU '03	11	150	.1	.4	25	71	.1	.6	21	96	.1	.5	10	82	.1	.3	1	40		.1
4-Book	15	227	.1	.5	18	109	.1	.4	23	120	.1	.6	17	108	.1	.5	8	68	.1	.5
SP '03	9	154	.1	.3	7	82		.2	10	87	.1	.2	8	66		.2	6	68		.4
KRLA-AM																				
SP '04	21	222	.1	.7	34	159	.2	.8	49	152	.3	1.3	22	112	.1	.6	9	82	.1	.6
WI '04	6	195		.2	5	81		.1	15	152	.1	.4	4	48		.1	5	31		.3
FA '03	12	150	.1	.4	28	102	.2	.7	30	118	.2	.8	4	65		.1	1	16		.1
SU '03	5	104		.2	5	36		.1	10	54	.1	.2	11	68	.1	.3		18		
4-Book	11	168	.1	.4	18	95	.1	.4	26	119	.2	.7	10	73	.1	.3	4	37		.3
SP '03		31								20				31		.1				

Target Listener Trends - Men 18-34

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH	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																				
SP '04	304	4729	1.8	10.6	440	2761	2.6	10.2	410	2552	2.4	10.6	339	2679	2.0	9.9	240	2030	1.4	15.2
WI '04	226	4511	1.3	8.0	367	2539	2.2	9.0	247	2420	1.5	6.2	252	2443	1.5	6.9	179	1896	1.1	11.9
FA '03	262	4684	1.6	9.6	429	2492	2.6	10.5	308	2348	1.8	8.6	292	2806	1.7	8.4	182	1845	1.1	12.4
SU '03	277	4705	1.6	9.3	428	2354	2.5	10.3	372	2683	2.2	9.1	323	2719	1.9	8.6	189	1709	1.1	11.1
4-Book	267	4657	1.6	9.4	416	2537	2.5	10.0	334	2501	2.0	8.6	302	2662	1.8	8.5	198	1870	1.2	12.7
SP '03	256	4393	1.5	8.9	455	2482	2.6	10.7	347	2362	2.0	8.6	280	2443	1.6	8.0	134	1653	.8	8.8
KRTH-FM																				
SP '04	47	1396	.3	1.6	56	585	.3	1.3	59	556	.4	1.5	54	502	.3	1.6	39	404	.2	2.5
WI '04	33	1197	.2	1.2	30	321	.2	.7	40	516	.2	1.0	53	495	.3	1.5	21	326	.1	1.4
FA '03	42	1103	.3	1.5	59	448	.4	1.4	61	465	.4	1.7	37	377	.2	1.1	15	269	.1	1.0
SU '03	44	1353	.3	1.5	36	410	.2	.9	86	741	.5	2.1	53	551	.3	1.4	24	324	.1	1.4
4-Book	42	1262	.3	1.5	45	441	.3	1.1	62	570	.4	1.6	49	481	.3	1.4	25	331	.1	1.6
SP '03	53	1228	.3	1.8	67	475	.4	1.6	97	592	.6	2.4	54	507	.3	1.5	20	296	.1	1.3
KSCA-FM																				
SP '04	75	1252	.4	2.6	160	700	1.0	3.7	96	669	.6	2.5	54	499	.3	1.6	24	275	.1	1.5
WI '04	146	1716	.9	5.2	263	936	1.6	6.5	146	755	.9	3.7	258	965	1.5	7.1	37	314	.2	2.5
FA '03	162	1702	1.0	6.0	341	1109	2.0	8.4	133	803	.8	3.7	270	967	1.6	7.8	45	519	.3	3.1
SU '03	213	2202	1.2	7.1	395	1277	2.3	9.5	188	1014	1.1	4.6	372	1356	2.2	9.9	76	494	.4	4.4
4-Book	149	1718	.9	5.2	290	1006	1.7	7.0	141	810	.9	3.6	239	947	1.4	6.6	46	401	.3	2.9
SP '03	189	2232	1.1	6.5	358	1338	2.1	8.4	195	952	1.1	4.8	360	1334	2.1	10.3	38	410	.2	2.5
KSPN-AM																				
SP '04	12	486	.1	.4	15	137	.1	.3	9	173	.1	.2	25	281	.1	.7	4	59	.3	
WI '04	17	475	.1	.6	19	193	.1	.5	24	230	.1	.6	38	325	.2	1.0	2	33	.1	
FA '03	12	395	.1	.4	14	151	.1	.3	20	198	.1	.6	15	172	.1	.4	2	35	.1	
SU '03	14	447	.1	.5	14	184	.1	.3	19	205	.1	.5	21	196	.1	.6	9	92	.1	.5
4-Book	14	451	.1	.5	16	166	.1	.4	18	202	.1	.5	25	244	.1	.7	4	55	.3	
SP '03	10	371	.1	.3	4	69	.1	.1	7	97	.2	.2	32	219	.2	.9	5	82	.3	
KSSE-FM																				
SP '04	103	1652	.6	3.6	253	943	1.5	5.9	119	758	.7	3.1	86	658	.5	2.5	47	454	.3	3.0
WI '04	104	1621	.6	3.7	196	928	1.2	4.8	135	811	.8	3.4	98	822	.6	2.7	54	499	.3	3.6
FA '03	76	1457	.5	2.8	171	827	1.0	4.2	103	731	.6	2.9	70	707	.4	2.0	25	409	.1	1.7
SU '03	94	1533	.5	3.1	172	900	1.0	4.1	129	922	.7	3.1	93	699	.5	2.5	44	421	.3	2.6
4-Book	94	1566	.6	3.3	198	900	1.2	4.8	122	806	.7	3.1	87	722	.5	2.4	43	446	.3	2.7
SP '03	77	1560	.4	2.7	112	723	.6	2.6	113	764	.7	2.8	90	674	.5	2.6	34	451	.2	2.2
KSUR-AM																				
SP '04	5	94	.2		9	55	.1	.2	5	54	.1		6	39	.2		2	15	.1	
WI '04		13				13							1	13						
FA '03		13				13								13						
SU '03		18																		
4-Book	1	35	.1		2	20	.1		1	17	.1		2	16	.1		1	4		
SP '03		41								1	13									
KTVV-FM																				
SP '04	23	529	.1	.8	24	158	.1	.6	33	215	.2	.9	31	250	.2	.9	8	168	.5	
WI '04	30	499	.2	1.1	25	206	.1	.6	54	288	.3	1.4	47	250	.3	1.3	21	231	.1	1.4
FA '03	14	613	.1	.5	15	228	.1	.4	21	232	.1	.6	17	283	.1	.5	5	101	.3	
SU '03	38	805	.2	1.3	46	376	.3	1.1	55	391	.3	1.3	30	293	.2	.8	31	276	.2	1.8
4-Book	26	612	.2	.9	28	242	.2	.7	41	282	.2	1.1	31	269	.2	.9	16	194	.1	1.0
SP '03	26	499	.2	.9	11	134	.1	.3	30	140	.2	.7	28	226	.2	.8	40	275	.2	2.6
KVIZ-FM																				
SP '04	19	447	.1	.7	16	144	.1	.4	39	167	.2	1.0	12	121	.1	.3	13	101	.1	.8
WI '04	30	311	.2	1.1	25	100	.1	.6	40	209	.2	1.0	27	207	.2	.7	22	148	.1	1.5
FA '03	37	605	.2	1.4	45	294	.3	1.1	56	383	.3	1.6	42	354	.3	1.2	16	143	.1	1.1
SU '03	22	469	.1	.7	36	253	.2	.9	20	203	.1	.5	32	181	.2	.9	14	205	.1	.8
4-Book	27	458	.2	1.0	31	198	.2	.8	39	241	.2	1.0	28	216	.2	.8	16	149	.1	1.1
SP '03	32	569	.2	1.1	38	336	.2	.9	47	300	.3	1.2	30	287	.2	.9	22	224	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '04	11	206	.1	.4	12	65	.1	.3	25	99	.1	.6	12	100	.1	.3	7	48		.4
WI '04	6	91	.2	.2	18	77	.1	.4	13	45	.1	.3	1	15						
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	5	119	.2	.2	16	52	.1	.4	2	40			1	42			6	12		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	9	227	.1	.3	22	122	.1	.5	15	107	.1	.4	7	105		.2	1	28		.1
KWVE-FM																				
SP '04	16	204	.1	.6	27	136	.2	.6	24	126	.1	.6	20	128	.1	.6	6	71		.4
WI '04	15	297	.1	.5	28	209	.2	.7	17	93	.1	.4	19	119	.1	.5	5	47		.3
FA '03	4	127	.1	.1	7	93	.2	.2	3	51		.1	8	97		.2	2	47		.1
SU '03	9	168	.1	.3	8	60	.2	.2	8	69		.2	11	101	.1	.3	3	34		.2
4-Book	11	199	.1	.4	18	125	.1	.4	13	85	.1	.3	15	111	.1	.4	4	50		.3
SP '03	8	209	.3	.3	15	103	.1	.4	17	101	.1	.4	13	65	.1	.4	1	21		.1
KXOL-FM																				
SP '04	38	941	.2	1.3	65	295	.4	1.5	37	407	.2	1.0	46	386	.3	1.3	17	267	.1	1.1
WI '04	64	1096	.4	2.3	97	515	.6	2.4	122	621	.7	3.1	62	488	.4	1.7	21	219	.1	1.4
FA '03	41	905	.2	1.5	45	485	.3	1.1	69	489	.4	1.9	56	463	.3	1.6	13	182	.1	.9
SU '03	91	1461	.5	3.0	124	835	.7	3.0	154	884	.9	3.8	89	652	.5	2.4	41	392	.2	2.4
4-Book	59	1101	.3	2.0	83	533	.5	2.0	96	600	.6	2.5	63	497	.4	1.8	23	265	.1	1.5
SP '03	69	1364	.4	2.4	88	589	.5	2.1	117	711	.7	2.9	52	538	.3	1.5	32	501	.2	2.1
KXTA-AM																				
SP '04	16	383	.1	.6	13	220	.1	.3	42	240	.3	1.1	20	252	.1	.6	9	74	.1	.6
WI '04	16	381	.1	.6	26	133	.2	.6	33	247	.2	.8	26	211	.2	.7	1	29		.1
FA '03	14	310	.1	.5	22	160	.1	.5	25	163	.1	.7	23	177	.1	.7	3	46		.2
SU '03	17	437	.1	.6	29	246	.2	.7	39	315	.2	1.0	21	229	.1	.6	3	95		.2
4-Book	16	378	.1	.6	23	190	.2	.5	35	241	.2	.9	23	217	.1	.7	4	61		.3
SP '03	25	385	.1	.9	37	184	.2	.9	79	314	.5	2.0	10	105	.1	.3	4	58		.3
XTRA-AM																				
SP '04	12	322	.1	.4	11	112	.1	.3	31	162	.2	.8	23	230	.1	.7	4	37		.3
WI '04	16	367	.1	.6	21	177	.1	.5	40	245	.2	1.0	18	205	.1	.5	1	36		.1
FA '03	12	390	.1	.4	12	117	.1	.3	21	166	.1	.6	24	253	.1	.7	1	36		.1
SU '03	17	347	.1	.6	27	209	.2	.6	32	198	.2	.8	32	239	.2	.9	3	95		.2
4-Book	14	357	.1	.5	18	154	.1	.4	31	193	.2	.8	24	232	.1	.7	2	42		.2
SP '03	8	268	.3	.3	9	145	.1	.2	20	150	.1	.5	12	135	.1	.3	1	38		.1
KYSR-FM																				
SP '04	50	1596	.3	1.8	92	532	.5	2.1	65	580	.4	1.7	66	674	.4	1.9	17	376	.1	1.1
WI '04	46	1572	.3	1.6	56	526	.3	1.4	59	791	.4	1.5	65	917	.4	1.8	18	359	.1	1.2
FA '03	43	1299	.3	1.6	67	453	.4	1.6	52	550	.3	1.4	73	764	.4	2.1	20	336	.1	1.4
SU '03	51	1829	.3	1.7	79	823	.5	1.9	62	728	.4	1.5	72	889	.4	1.9	14	331	.1	.8
4-Book	48	1574	.3	1.7	74	584	.4	1.8	60	662	.4	1.5	69	811	.4	1.9	17	351	.1	1.1
SP '03	74	1800	.4	2.6	115	832	.7	2.7	128	901	.7	3.2	123	900	.7	3.5	21	429	.1	1.4
KZAB-FM																				
SP '04	22	502	.1	.8	18	175	.1	.4	30	207	.2	.8	28	208	.2	.8	14	134	.1	.9
WI '04	39	542	.2	1.4	43	260	.3	1.1	58	323	.3	1.5	58	349	.3	1.6	15	186	.1	1.0
FA '03	30	455	.2	1.1	33	183	.2	.8	32	226	.2	.9	31	241	.2	.9	21	184	.1	1.4
SU '03	63	572	.4	2.1	63	305	.4	1.5	109	370	.6	2.7	83	388	.5	2.2	19	141	.1	1.1
4-Book	39	518	.2	1.4	39	231	.3	1.0	57	282	.3	1.5	50	297	.3	1.4	17	161	.1	1.1
SP '03	66	777	.4	2.3	71	452	.4	1.7	100	504	.6	2.5	66	392	.4	1.9	26	251	.2	1.7
KZLA-FM																				
SP '04	32	623	.2	1.1	36	337	.2	.8	42	290	.3	1.1	40	319	.2	1.2	13	262	.1	.8
WI '04	30	529	.2	1.1	41	254	.2	1.0	49	282	.3	1.2	42	297	.3	1.2	20	149	.1	1.3
FA '03	30	606	.2	1.1	42	283	.3	1.0	47	321	.3	1.3	42	356	.3	1.2	11	181	.1	.7
SU '03	27	758	.2	.9	33	355	.2	.8	34	244	.2	.8	31	432	.2	.8	10	158	.1	.6
4-Book	30	629	.2	1.1	38	307	.2	.9	43	284	.3	1.1	39	351	.3	1.1	14	188	.1	.9
SP '03	40	786	.2	1.4	59	391	.3	1.4	54	320	.3	1.3	35	342	.2	1.0	18	253	.1	1.2

Target Listener Trends - Men 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-34																			
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KGGI-FM																			
SP '04	11	469	.1	.4	9	150	.1	.2	11	130	.1	.3	18	227	.1	.5	2	39	.1
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	14	464	.1	.5	17	182	.1	.4	20	203	.1	.6	14	223	.1	.4	6	116	.4
SU '03	11	389	.1	.4	12	159	.1	.3	14	122	.1	.3	10	166	.1	.3	13	133	.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	11	506	.1	.4	10	210	.1	.2	9	176	.1	.2	14	178	.1	.4	16	142	.1
TOTALS																			
SP '04	2856	16040	17.0		4313	13829	25.7		3882	12415	23.1		3441	13555	20.5		1583	9666	9.4
WI '04	2827	16120	16.8		4059	13663	24.2		3966	12665	23.6		3638	13675	21.7		1499	9607	8.9
FA '03	2716	15907	16.2		4072	13692	24.3		3587	12197	21.4		3464	13764	20.6		1468	9575	8.7
SU '03	2986	16479	17.3		4159	13941	24.1		4097	13253	23.7		3745	13983	21.7		1709	10320	9.9
4-Book	2846	16137	16.8		4151	13781	24.6		3883	12633	23.0		3572	13744	21.1		1565	9792	9.2
SP '03	2887	16697	16.7		4256	14103	24.6		4035	12889	23.3		3508	13723	20.3		1531	9992	8.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '04	33	417	.2	.9	6	74		.3	12	19	.1	.5	1	11			5	28		.2
4-Book	28	338	.2	.7	6	107		.3	5	18		.2	8	35	.1	.3	7	32		.3
KBIG-FM																				
SP '04	66	847	.4	1.7	25	457	.1	1.3	16	94	.1	.7	65	183	.4	2.1	41	99	.2	1.7
4-Book	68	920	.4	1.7	29	496	.2	1.6	22	95	.2	1.0	52	156	.3	1.7	43	134	.2	1.8
KBUA-FM																				
SP '04	26	292	.2	.7	19	228	.1	1.0	28	58	.2	1.3	50	129	.3	1.6	5	28		.2
4-Book	39	285	.3	1.0	21	193	.1	1.1	35	75	.2	1.6	40	110	.2	1.3	17	56	.1	.7
KBUE-FM																				
SP '04	201	1534	1.2	5.2	123	1110	.7	6.5	151	348	.9	6.9	254	545	1.5	8.2	175	468	1.0	7.4
4-Book	180	1504	1.1	4.7	88	965	.5	4.7	122	301	.7	5.7	156	408	.9	5.0	118	333	.7	4.9
KCBS-FM																				
SP '04	75	1344	.4	1.9	37	762	.2	2.0	49	191	.3	2.2	60	197	.4	1.9	44	140	.3	1.8
4-Book	84	1237	.5	2.2	35	644	.2	1.9	42	138	.3	1.9	67	220	.4	2.2	54	172	.3	2.2
KDLD-FM																				
SP '04	28	333	.2	.7	9	151	.1	.5	5	32		.2	16	79	.1	.5	7	37		.3
4-Book	26	457	.2	.7	17	254	.1	.9	10	42	.1	.5	19	104	.1	.6	23	81	.1	.9
KDLE-FM																				
SP '04	48	554	.3	1.2	8	162		.4	5	19		.2	4	41		.1	11	48	.1	.5
4-Book	41	499	.3	1.0	12	255	.1	.6	3	21		.2	18	83	.1	.6	12	71	.1	.5
KFI -AM																				
SP '04	50	663	.3	1.3	27	399	.2	1.4	22	73	.1	1.0	27	100	.2	.9	23	62	.1	1.0
4-Book	56	598	.3	1.5	24	313	.2	1.2	27	81	.2	1.2	38	107	.2	1.2	16	56	.1	.7
KFSH-FM																				
SP '04	27	289	.2	.7	15	312	.1	.8	10	48	.1	.5	16	97	.1	.5	27	83	.2	1.1
4-Book	25	300	.2	.6	17	266	.1	.9	18	74	.1	.9	13	72	.1	.4	27	73	.2	1.1
KFWB-AM																				
SP '04	9	347	.1	.2	6	192		.3	3	24		.1	9	76	.1	.3	17	106	.1	.7
4-Book	15	479	.1	.4	8	224	.1	.4	7	47		.3	11	69	.1	.4	8	55		.3
KHHT-FM																				
SP '04	72	1307	.4	1.9	59	798	.4	3.1	32	169	.2	1.5	39	144	.2	1.3	37	135	.2	1.6
4-Book	82	1307	.5	2.2	60	762	.4	3.2	40	141	.3	1.9	70	221	.4	2.3	57	162	.3	2.4
KHJ -AM																				
SP '04	30	369	.2	.8	12	162	.1	.6	17	17	.1	.8	26	60	.2	.8	20	42	.1	.8
4-Book	35	341	.2	.9	16	189	.1	.9	21	50	.1	1.0	28	74	.2	.9	15	44	.1	.6
KIIS-FM																				
SP '04	107	2253	.6	2.8	57	1251	.3	3.0	51	204	.3	2.3	90	412	.5	2.9	118	425	.7	5.0
4-Book	129	2309	.8	3.4	70	1283	.4	3.7	54	236	.3	2.5	124	507	.8	4.0	115	428	.7	4.8
KVVS-FM																				
SP '04	5	92		.1	2	57		.1					5	27		.2				
4-Book	4	74		.1	2	41		.1	1	10		.1	7	25		.2	1	10		.1
KJLH-FM																				
SP '04	19	336	.1	.5	28	245	.2	1.5	25	40	.1	1.1	38	78	.2	1.2	31	82	.2	1.3
4-Book	27	389	.2	.7	30	310	.2	1.6	29	60	.2	1.3	37	103	.2	1.2	34	78	.2	1.4
KKBT-FM																				
SP '04	128	2160	.8	3.3	76	1306	.5	4.0	75	267	.4	3.4	106	501	.6	3.4	98	378	.6	4.1
4-Book	146	2230	.9	3.8	83	1287	.5	4.4	78	243	.5	3.6	134	523	.8	4.3	105	340	.6	4.4
KKLA-FM																				
SP '04	10	224	.1	.3	4	68		.2	9	39	.1	.4	12	39	.1	.4				
4-Book	7	142		.2	3	62		.2	7	26	.1	.3	6	23	.1	.2	1	5		.1

Target Listener Estimates - Men 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-34																				
		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	
KLAC-AM	SP '04	11	220	.1	.3	11	152	.1	.6													
	4-Book	7	164	.1	.2	6	77		.3	1	4			2	6		.1	5	14		.2	
KLAX-FM	SP '04	271	2054	1.6	7.0	146	1195	.9	7.7	343	680	2.0	15.6	234	565	1.4	7.6	167	457	1.0	7.0	
	4-Book	234	1951	1.4	6.1	120	1208	.7	6.4	217	499	1.3	10.1	199	514	1.2	6.4	149	434	.9	6.2	
KLOS-FM	SP '04	103	1504	.6	2.7	39	671	.2	2.1	59	198	.4	2.7	65	229	.4	2.1	59	246	.4	2.5	
	4-Book	108	1513	.6	2.8	47	760	.3	2.5	47	168	.3	2.2	71	241	.4	2.3	76	267	.5	3.2	
KLSX-FM	SP '04	267	1734	1.6	6.9	11	299	.1	.6	20	63	.1	.9	22	121	.1	.7	16	79	.1	.7	
	4-Book	235	1680	1.4	6.1	19	309	.1	1.1	22	80	.1	1.1	20	83	.1	.7	20	63	.1	.8	
KLTX-AM	SP '04	21	102	.1	.5	15	104	.1	.8	29	71	.2	1.3	19	53	.1	.6	4	16		.2	
	4-Book	20	136	.1	.5	13	110	.1	.7	24	62	.1	1.1	24	58	.1	.8	11	26	.1	.5	
KLVE-FM	SP '04	106	1314	.6	2.7	79	809	.5	4.2	52	128	.3	2.4	102	234	.6	3.3	94	241	.6	3.9	
	4-Book	113	1488	.7	2.9	63	804	.4	3.3	68	176	.4	3.2	101	286	.6	3.3	58	190	.4	2.4	
KLYY-FM	SP '04	83	774	.5	2.1	58	658	.3	3.1	85	206	.5	3.9	122	320	.7	4.0	71	192	.4	3.0	
	4-Book	81	856	.5	2.1	57	606	.3	3.0	72	186	.4	3.3	112	306	.7	3.6	70	184	.4	2.9	
+KMXE-AM	SP '04	46	205	.3	1.2	9	94	.1	.5	28	60	.2	1.3	14	60	.1	.5	9	35	.1	.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM	SP '04	7	251		.2	11	156	.1	.6					1	14			7	46		.3	
	4-Book	14	292	.1	.4	13	194	.1	.7	7	26	.1	.3	6	32		.2	16	59	.1	.7	
KNX -AM	SP '04	26	553	.2	.7	12	226	.1	.6	23	68	.1	1.0	26	81	.2	.8	18	31	.1	.8	
	4-Book	16	423	.1	.4	10	192	.1	.5	14	59	.1	.7	17	63	.1	.6	8	35		.4	
KOST-FM	SP '04	90	850	.5	2.3	47	406	.3	2.5	53	132	.3	2.4	82	151	.5	2.7	65	131	.4	2.7	
	4-Book	70	959	.4	1.8	36	501	.2	1.9	49	119	.3	2.2	60	137	.4	2.0	37	110	.2	1.6	
KPWR-FM	SP '04	398	4407	2.4	10.3	180	2493	1.1	9.5	191	624	1.1	8.7	341	1113	2.0	11.1	281	715	1.7	11.8	
	4-Book	360	4393	2.1	9.3	187	2743	1.1	9.9	181	616	1.1	8.4	320	1121	1.9	10.3	267	875	1.6	11.0	
KRCD-FM	SP '04	74	620	.4	1.9	40	407	.2	2.1	23	69	.1	1.0	78	193	.5	2.5	72	153	.4	3.0	
	4-Book	49	460	.3	1.3	25	261	.2	1.3	15	58	.1	.7	51	103	.3	1.6	34	91	.2	1.4	
KRCV-FM	SP '04	30	185	.2	.8	23	152	.1	1.2	24	64	.1	1.1	31	69	.2	1.0	33	52	.2	1.4	
	4-Book	20	165	.1	.5	11	115	.1	.6	17	34	.1	.8	17	48	.1	.5	17	38	.1	.7	
KRLA-AM	SP '04	36	209	.2	.9	3	78		.2					4	36		.1	13	25	.1	.5	
	4-Book	19	154	.1	.5	2	44		.1	1	4		.1	5	19		.2	7	17	.1	.3	
KROQ-FM	SP '04	397	4211	2.4	10.2	180	2293	1.1	9.5	178	611	1.1	8.1	237	904	1.4	7.7	209	622	1.2	8.8	
	4-Book	349	4137	2.1	9.0	168	2374	1.0	9.0	162	530	1.0	7.5	289	1025	1.7	9.3	233	740	1.4	9.6	
KRTH-FM	SP '04	57	1028	.3	1.5	37	525	.2	2.0	34	72	.2	1.5	57	189	.3	1.9	43	100	.3	1.8	
	4-Book	53	940	.3	1.4	33	524	.2	1.8	37	91	.2	1.7	67	206	.4	2.2	28	97	.2	1.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-34

Target Listener Estimates - Men 18-34

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSCA-FM																				
SP '04	103	1025	.6	2.7	62	627	.4	3.3	87	224	.5	4.0	127	334	.8	4.1	51	116	.3	2.1
4-Book	217	1505	1.3	5.6	99	913	.6	5.2	232	455	1.4	10.7	131	345	.8	4.2	160	311	.9	6.5
KSPN-AM																				
SP '04	16	420	.1	.4	11	149	.1	.6	5	15		.2	27	78	.2	.9	15	53	.1	.6
4-Book	20	381	.1	.5	11	170	.1	.6	5	21		.2	17	55	.1	.6	14	33	.1	.6
KSSE-FM																				
SP '04	150	1380	.9	3.9	57	948	.3	3.0	102	351	.6	4.6	113	445	.7	3.7	66	195	.4	2.8
4-Book	135	1352	.8	3.5	58	779	.4	3.1	87	292	.5	4.0	101	363	.6	3.3	61	189	.4	2.5
KSUR-AM																				
SP '04	6	94		.2	4	40		.2	3	15		.1	11	40	.1	.4	3	40		.1
4-Book	2	30		.1	1	18		.1	1	4		.1	3	15		.1	1	13		.1
KTWV-FM																				
SP '04	30	405	.2	.8	21	214	.1	1.1	9	22	.1	.4	23	73	.1	.7	15	47	.1	.6
4-Book	34	479	.2	.9	19	250	.1	1.0	8	31	.1	.4	17	50	.1	.6	24	68	.2	1.0
KWIZ-FM																				
SP '04	24	297	.1	.6	15	268	.1	.8	31	84	.2	1.4	34	77	.2	1.1	14	65	.1	.6
4-Book	33	357	.2	.9	23	276	.2	1.2	38	106	.3	1.8	42	108	.2	1.4	24	85	.1	1.0
KWKV-AM																				
SP '04	17	178	.1	.4	3	40		.2									2	10		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVEE-FM																				
SP '04	24	204	.1	.6	8	96		.4	9	36	.1	.4	8	53		.3				
4-Book	15	178	.1	.4	9	108	.1	.5	12	29	.1	.5	12	39	.1	.4	9	32	.1	.3
KXOL-FM																				
SP '04	48	726	.3	1.2	35	500	.2	1.9	53	167	.3	2.4	43	170	.3	1.4	63	133	.4	2.6
4-Book	82	948	.5	2.1	41	508	.3	2.2	53	147	.3	2.4	71	198	.4	2.3	52	133	.3	2.1
KXTA-AM																				
SP '04	26	383	.2	.7	1	36		.1						9			1	9		
4-Book	27	351	.2	.7	3	77		.2	5	29		.2	7	32	.1	.2	3	10		.1
XTRA-AM																				
SP '04	23	322	.1	.6																
4-Book	25	326	.2	.6	4	85		.2	8	33	.1	.4	6	17		.2	3	12		.1
KYSR-FM																				
SP '04	74	1217	.4	1.9	31	667	.2	1.6	26	100	.2	1.2	60	196	.4	1.9	26	104	.2	1.1
4-Book	67	1295	.4	1.7	33	644	.2	1.7	21	105	.1	1.0	65	234	.4	2.1	48	185	.3	2.0
KZAB-FM																				
SP '04	26	396	.2	.7	21	248	.1	1.1	21	51	.1	1.0	41	97	.2	1.3	49	76	.3	2.1
4-Book	50	426	.3	1.3	34	291	.2	1.8	39	102	.2	1.8	71	158	.4	2.3	45	106	.3	1.9
KZLA-FM																				
SP '04	39	520	.2	1.0	32	281	.2	1.7	40	86	.2	1.8	46	93	.3	1.5	44	108	.3	1.8
4-Book	40	525	.3	1.0	23	286	.2	1.2	24	79	.1	1.1	40	129	.2	1.3	35	96	.2	1.4
KGGI-FM																				
SP '04	13	362	.1	.3	15	270	.1	.8	9	42	.1	.4	14	81	.1	.5	3	17		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	3879	15847	23.1		1891	12450	11.3		2195	5629	13.1		3079	7432	18.4		2380	5867	14.2	
4-Book	3870	15871	22.9		1885	12626	11.2		2163	5571	12.8		3100	7512	18.4		2428	6138	14.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-34																			
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM	SP '04	17	44	.1	1.1	7	19	.6										2	19		.2
	4-Book	10	28	.1	.7	7	20	.1	.6	5	18	.3		4	20	.2		3	13		.3
KBIG-FM	SP '04	35	127	.2	2.4	15	99	.1	1.2	11	74	.1	.6	12	73	.1	.7	4	32		.3
	4-Book	38	136	.2	2.6	18	67	.1	1.5	30	107	.2	1.5	19	87	.1	1.2	8	41	.1	.7
KBUA-FM	SP '04	17	58	.1	1.1	6	13	.5		18	44	.1	1.0	21	70	.1	1.2				
	4-Book	18	46	.1	1.2	11	31	.1	1.0	24	53	.2	1.2	18	49	.1	1.1	3	13		.3
KBUE-FM	SP '04	114	278	.7	7.7	69	226	.4	5.7	98	283	.6	5.2	75	281	.4	4.4	45	182	.3	3.8
	4-Book	78	256	.5	5.3	52	132	.3	4.4	71	201	.4	3.6	66	201	.4	4.0	44	118	.3	4.0
KCBS-FM	SP '04	34	126	.2	2.3	18	61	.1	1.5	42	247	.3	2.2	21	97	.1	1.2	22	145	.1	1.9
	4-Book	29	135	.2	2.0	13	59	.1	1.1	38	177	.2	1.9	27	110	.2	1.6	12	78	.1	1.1
KDLD-FM	SP '04	3	15		.2	7	37	.6		13	53	.1	.7	11	29	.1	.6	6	16		.5
	4-Book	16	70	.1	1.1	12	41	.1	1.1	21	66	.2	1.1	18	53	.1	1.1	14	56	.1	1.2
KDLE-FM	SP '04	2	13		.1	5	19	.4		8	56		.4	17	35	.1	1.0	17	74	.1	1.4
	4-Book	11	58	.1	.7	4	25	.4		11	63	.1	.6	20	60	.1	1.2	13	63	.1	1.1
KFI -AM	SP '04	41	134	.2	2.8	45	125	.3	3.7	6	16		.3	14	59	.1	.8	39	141	.2	3.3
	4-Book	24	75	.1	1.6	23	64	.2	1.9	18	42	.1	.9	14	44	.1	.9	26	92	.2	2.4
KFSH-FM	SP '04	2	15		.1	24	122	.1	2.0	25	160	.1	1.3	19	75	.1	1.1	5	30		.4
	4-Book	4	29		.2	22	94	.1	1.9	27	159	.2	1.4	19	78	.1	1.2	8	41	.1	.8
KFWB-AM	SP '04		9			9	55	.1	.7	4	33		.2	12	59	.1	.7				
	4-Book	1	10		.1	9	47	.1	.7	13	49	.1	.7	16	74	.1	1.0	3	23		.2
KHHT-FM	SP '04	47	190	.3	3.2	27	95	.2	2.2	24	132	.1	1.3	74	184	.4	4.3	176	342	1.0	15.0
	4-Book	52	176	.3	3.5	24	79	.2	2.1	42	165	.2	2.1	58	173	.4	3.5	122	294	.7	10.9
KHJ -AM	SP '04	6	15		.4	20	38	.1	1.7	7	34		.4	5	17		.3				
	4-Book	3	10		.2	17	55	.1	1.5	28	71	.2	1.5	14	35	.1	.9	6	18		.6
KIIS-FM	SP '04	30	159	.2	2.0	27	148	.2	2.2	58	291	.3	3.1	67	262	.4	3.9	21	118	.1	1.8
	4-Book	51	205	.3	3.5	35	128	.2	3.1	74	333	.5	3.8	70	256	.4	4.3	31	160	.2	2.7
KVVS-FM	SP '04					7	30		.6	7	15		.4								
	4-Book	1	4		.1	2	8		.2	2	7		.1	5	10		.3		3		
KJLH-FM	SP '04	18	74	.1	1.2	24	69	.1	2.0	28	83	.2	1.5	30	86	.2	1.8	31	70	.2	2.6
	4-Book	18	68	.1	1.3	30	87	.2	2.6	37	92	.2	1.9	34	77	.2	2.1	25	70	.2	2.2
KKBT-FM	SP '04	78	262	.5	5.2	46	132	.3	3.8	66	270	.4	3.5	67	217	.4	3.9	69	264	.4	5.9
	4-Book	74	284	.5	5.1	56	152	.4	4.9	78	324	.5	4.0	82	282	.5	5.0	56	199	.3	5.0
KKLA-FM	SP '04		9			7	20		.6	6	32		.3						9		
	4-Book	1	9		.1	8	26	.1	.7	3	19		.2		5			2	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

Target Listener Estimates - Men 18-34

Men 18-34																					
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KLAC-AM																					
SP '04	15	42	.1	1.0				27	67	.2	1.4		24	93	.1	1.4		18	49	.1	1.5
4-Book	7	25		.5	5	5		.5	11	32	.1	.6	6	25		.4	10	22	.1	.8	
KLAX-FM																					
SP '04	44	150	.3	3.0	114	230	.7	9.5	114	292	.7	6.1	130	258	.8	7.6	58	193	.3	4.9	
4-Book	57	215	.4	3.9	84	228	.5	7.3	116	333	.7	6.0	99	235	.6	6.0	53	186	.3	4.8	
KLOS-FM																					
SP '04	8	56		.5	15	32	.1	1.2	42	142	.3	2.2	38	158	.2	2.2	27	103	.2	2.3	
4-Book	40	128	.2	2.8	19	67	.1	1.5	48	179	.3	2.4	41	147	.3	2.5	32	117	.2	2.9	
KLSX-FM																					
SP '04	1	8		.1	4	16		.3	17	72	.1	.9	8	37		.5	1	8		.1	
4-Book	10	39	.1	.7	20	67	.1	1.7	34	92	.2	1.7	23	54	.1	1.4	8	27	.1	.7	
KLTX-AM																					
SP '04	20	33	.1	1.3	17	38	.1	1.4	10	17	.1	.5	4	16		.2	16	52	.1	1.4	
4-Book	10	23	.1	.7	10	32	.1	.9	11	37	.1	.6	7	18		.4	6	23	.1	.6	
KLVE-FM																					
SP '04	121	252	.7	8.1	38	125	.2	3.2	74	195	.4	3.9	56	118	.3	3.3	77	195	.5	6.6	
4-Book	79	231	.5	5.5	40	139	.2	3.3	64	188	.4	3.2	42	129	.2	2.5	41	124	.3	3.7	
KLYY-FM																					
SP '04	21	90	.1	1.4	28	92	.2	2.3	72	198	.4	3.8	38	81	.2	2.2	27	90	.2	2.3	
4-Book	37	131	.2	2.7	27	90	.2	2.3	53	133	.3	2.7	51	114	.3	3.1	33	101	.2	3.0	
+KMXE-AM																					
SP '04	10	35	.1	.7	8	16		.7	3	17		.2	4	17		.2					
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																					
SP '04	19	57	.1	1.3	6	51		.5	41	68	.2	2.2	12	29	.1	.7					
4-Book	19	50	.1	1.2	8	31		.7	24	65	.1	1.2	16	29	.1	.9	8	32	.1	.8	
KNX -AM																					
SP '04	13	57	.1	.9	2	16		.2	4	15		.2	15	46	.1	.9					
4-Book	7	48	.1	.5	1	8		.1	13	36	.1	.7	6	29		.4	7	30		.6	
KOST-FM																					
SP '04	41	147	.2	2.8	45	108	.3	3.7	48	140	.3	2.6	30	129	.2	1.8	12	33	.1	1.0	
4-Book	43	152	.2	2.9	17	53	.1	1.5	32	120	.2	1.7	18	93	.1	1.1	25	86	.2	2.1	
KPWR-FM																					
SP '04	159	567	.9	10.7	53	244	.3	4.4	168	737	1.0	8.9	196	667	1.2	11.5	53	253	.3	4.5	
4-Book	174	633	1.0	11.9	85	337	.5	7.4	196	747	1.2	9.8	167	585	1.0	10.1	97	399	.6	8.8	
KRCD-FM																					
SP '04	39	73	.2	2.6	14	27	.1	1.2	54	133	.3	2.9	20	90	.1	1.2	14	59	.1	1.2	
4-Book	26	60	.1	1.8	11	31	.1	1.0	26	64	.2	1.4	23	61	.1	1.4	12	47	.1	1.1	
KRCV-FM																					
SP '04	12	20	.1	.8	20	54	.1	1.7	38	54	.2	2.0	21	54	.1	1.2	3	16		.3	
4-Book	9	31	.1	.6	9	32	.1	.8	13	28	.1	.7	6	17		.4	3	16		.3	
KRLA-AM																					
SP '04	3	16		.2									8	16		.5					
4-Book	1	4		.1				2	8		.1	2	4		.1						
KROQ-FM																					
SP '04	205	614	1.2	13.8	108	299	.6	9.0	141	545	.8	7.5	162	574	1.0	9.5	185	577	1.1	15.7	
4-Book	139	596	.8	9.6	92	309	.5	8.0	165	645	1.0	8.4	143	531	.8	8.7	113	446	.7	10.2	
KRTH-FM																					
SP '04	42	100	.3	2.8	7	49		.6	48	152	.3	2.6	23	107	.1	1.4	32	91	.2	2.7	
4-Book	27	90	.2	1.8	21	57	.1	1.9	33	106	.2	1.7	27	93	.2	1.6	21	62	.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

		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	
KSCA-FM																						
SP '04		9	63	.1	.6	81	158	.5	6.7	78	208	.5	4.1	57	96	.3	3.3	12	60	.1	1.0	
4-Book		58	146	.4	3.8	71	157	.4	6.1	73	195	.5	3.8	63	124	.4	3.8	31	74	.2	2.8	
KSPN-AM																						
SP '04										16	34	.1	.9	23	88	.1	1.4	2	32		.2	
4-Book		8	30		.5	4	21		.4	21	46	.2	1.1	20	75	.1	1.2	2	16		.2	
KSSE-FM																						
SP '04		44	158	.3	3.0	41	137	.2	3.4	25	89	.1	1.3	59	138	.4	3.5	16	56	.1	1.4	
4-Book		40	141	.3	2.7	40	115	.2	3.5	59	182	.3	3.0	54	143	.3	3.3	26	104	.2	2.4	
KSUR-AM																						
SP '04		2	15		.1	7	15		.6	3	15		.2	4	15		.2					
4-Book		1	7		.1	2	4		.2	1	4		.1	2	8		.1	1	5		.1	
KTWV-FM																						
SP '04		15	59	.1	1.0	12	32	.1	1.0	19	74	.1	1.0	46	82	.3	2.7	27	75	.2	2.3	
4-Book		19	61	.1	1.2	10	29	.1	.8	17	62	.1	.8	40	74	.3	2.4	19	50	.1	1.7	
KWIZ-FM																						
SP '04		7	50		.5	2	15		.2	15	74	.1	.8	5	29		.3	10	32	.1	.9	
4-Book		19	59	.1	1.3	9	35		.8	24	67	.1	1.2	16	49	.1	1.0	13	42	.1	1.2	
KVKV-AM																						
SP '04						2	16		.2	8	16		.4	13	30	.1	.8					
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KVVE-FM																						
SP '04		2	17		.1	18	53	.1	1.5	18	53	.1	1.0	3	25		.2	5	17		.4	
4-Book		3	17		.2	13	45	.1	1.2	15	54	.1	.8	3	20		.2	5	12		.5	
KXOL-FM																						
SP '04		5	45		.3	54	136	.3	4.5	25	105	.1	1.3	28	88	.2	1.6	23	80	.1	2.0	
4-Book		18	69	.1	1.2	27	93	.2	2.3	50	136	.3	2.4	33	82	.2	2.0	26	83	.2	2.3	
KXTA-AM																						
SP '04						1	9		.1	7	27		.4									
4-Book		2	12		.2	4	23		.3	6	31		.3									
XTRA-AM																						
SP '04																						
4-Book			5			2	14		.2	4	18		.2	2	5		.2	4	19		.4	
KYSR-FM																						
SP '04		21	122	.1	1.4	27	130	.2	2.2	50	186	.3	2.7	22	141	.1	1.3	10	106	.1	.9	
4-Book		19	117	.1	1.3	25	88	.2	2.1	42	181	.3	2.1	34	137	.2	2.1	9	64	.1	.8	
KZAB-FM																						
SP '04		10	32	.1	.7	4	17		.3	29	77	.2	1.5	9	17	.1	.5	5	17		.4	
4-Book		16	52	.1	1.1	24	57	.1	2.1	42	115	.3	2.1	23	53	.1	1.4	8	39	.1	.7	
KZLA-FM																						
SP '04		13	67	.1	.9	21	42	.1	1.7	44	129	.3	2.3	42	150	.3	2.5	9	39	.1	.8	
4-Book		15	71	.1	1.0	18	45	.1	1.5	30	99	.2	1.5	19	73	.1	1.1	6	29	.1	.5	
KGGI-FM																						
SP '04		17	44	.1	1.1	8	16		.7	18	57	.1	1.0	21	85	.1	1.2	23	56	.1	2.0	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																						
SP '04		1487	4120	8.9		1204	3409	7.2		1882	5313	11.2		1702	4546	10.1		1175	3465	7.0		
4-Book		1467	4421	8.7		1160	3366	6.9		1972	5450	11.7		1652	4378	9.8		1108	3388	6.6		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - 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	
KABC-AM																				
SP '04	111	1642	.3	2.0	105	724	.3	1.2	169	854	.5	2.2	182	1004	.6	2.7	85	451	.3	3.1
WI '04	80	1283	.3	1.4	86	613	.3	1.0	128	723	.4	1.7	124	720	.4	1.7	62	533	.2	2.3
FA '03	71	1307	.2	1.3	55	472	.2	.7	102	582	.3	1.4	155	720	.5	2.2	66	526	.2	2.5
SU '03	67	1237	.2	1.2	81	549	.3	1.0	125	703	.4	1.7	112	758	.4	1.6	27	352	.1	1.0
4-Book	82	1367	.3	1.5	82	590	.3	1.0	131	716	.4	1.8	143	801	.5	2.1	60	466	.2	2.2
SP '03	76	1173	.2	1.4	80	582	.3	1.0	166	721	.5	2.1	105	737	.3	1.5	47	442	.1	1.7
KBIG-FM																				
SP '04	113	2556	.4	2.0	149	981	.5	1.7	194	1267	.6	2.5	136	1033	.4	2.1	50	728	.2	1.9
WI '04	96	2198	.3	1.7	74	816	.2	.9	149	842	.5	1.9	130	1054	.4	1.8	67	632	.2	2.5
FA '03	76	2070	.2	1.4	100	892	.3	1.2	112	834	.4	1.6	90	803	.3	1.3	38	468	.1	1.5
SU '03	133	2798	.4	2.5	166	1038	.5	2.1	215	1221	.7	2.9	158	1316	.5	2.3	71	757	.2	2.5
4-Book	105	2406	.3	1.9	122	932	.4	1.5	168	1041	.6	2.2	129	1052	.4	1.9	57	646	.2	2.1
SP '03	127	2613	.4	2.3	151	858	.5	1.8	234	1155	.7	3.0	141	1146	.4	2.0	55	573	.2	2.0
KBUA-FM																				
SP '04	33	482	.1	.6	50	258	.2	.6	44	227	.1	.6	38	277	.1	.6	7	73	.3	.3
WI '04	40	553	.1	.7	87	332	.3	1.1	59	327	.2	.8	36	275	.1	.5	11	106	.4	.4
FA '03	36	378	.1	.7	63	279	.2	.8	52	200	.2	.7	35	256	.1	.5	15	153	.6	.6
SU '03	52	533	.2	1.0	82	324	.3	1.1	75	364	.2	1.0	55	286	.2	.8	23	160	.1	.8
4-Book	40	487	.1	.8	71	298	.3	.9	58	280	.2	.8	41	274	.1	.6	14	123	.5	.5
SP '03	34	437	.1	.6	51	215	.2	.6	58	218	.2	.7	31	246	.1	.4	15	170	.6	.6
KBUE-FM																				
SP '04	227	2950	.7	4.1	319	1552	1.0	3.7	312	1625	1.0	4.1	267	1547	.8	4.0	103	937	.3	3.8
WI '04	187	2712	.6	3.4	297	1439	.9	3.6	247	1412	.8	3.2	217	1483	.7	3.0	100	841	.3	3.8
FA '03	187	2384	.6	3.5	282	1185	.9	3.5	287	1255	.9	4.0	196	1291	.6	2.8	71	615	.2	2.7
SU '03	163	2299	.5	3.0	257	1167	.8	3.3	219	1272	.7	2.9	177	1186	.6	2.6	90	735	.3	3.2
4-Book	191	2586	.6	3.5	289	1336	.9	3.5	266	1391	.9	3.6	214	1377	.7	3.1	91	782	.3	3.4
SP '03	180	2507	.6	3.3	196	1160	.6	2.4	217	1339	.7	2.8	260	1336	.8	3.7	137	921	.4	5.1
KCBS-FM																				
SP '04	141	3741	.4	2.6	169	1356	.5	1.9	197	1775	.6	2.6	212	2011	.7	3.2	63	1041	.2	2.3
WI '04	179	3861	.6	3.2	235	1638	.7	2.8	301	1874	.9	3.9	223	2243	.7	3.1	75	1154	.2	2.8
FA '03	154	3301	.5	2.9	221	1435	.7	2.7	271	1363	.9	3.8	191	1907	.6	2.7	51	792	.2	2.0
SU '03	176	3928	.6	3.3	244	1702	.8	3.2	299	2150	.9	4.0	185	1919	.6	2.7	73	1294	.2	2.6
4-Book	163	3708	.5	3.0	217	1533	.7	2.7	267	1791	.8	3.6	203	2020	.7	2.9	66	1070	.2	2.4
SP '03	188	3836	.6	3.4	232	1786	.7	2.8	336	2109	1.1	4.3	215	1996	.7	3.0	49	858	.2	1.8
KDLD-FM																				
SP '04	30	632	.1	.5	9	131	.1	.1	66	408	.2	.9	48	392	.2	.7	19	170	.1	.7
WI '04	34	838	.1	.6	19	245	.1	.2	54	551	.2	.7	49	511	.2	.7	24	312	.1	.9
FA '03	24	775	.1	.5	22	277	.1	.3	9	240	.1	.1	39	360	.1	.6	34	412	.1	1.3
SU '03	36	868	.1	.7	45	323	.1	.6	34	510	.1	.5	40	444	.1	.6	26	403	.1	.9
4-Book	31	778	.1	.6	24	244	.1	.3	41	427	.1	.6	44	427	.2	.7	26	324	.1	1.0
SP '03	26	658	.1	.5	21	282	.1	.3	27	330	.1	.3	32	291	.1	.5	20	277	.1	.7
KDLE-FM																				
SP '04	38	739	.1	.7	46	341	.1	.5	73	439	.2	1.0	57	371	.2	.9	11	230	.4	.4
WI '04	44	778	.1	.8	34	376	.1	.4	85	424	.3	1.1	75	552	.2	1.0	16	162	.1	.6
FA '03	47	863	.1	.9	73	438	.2	.9	90	450	.3	1.3	48	407	.2	.7	26	324	.1	1.0
SU '03	21	738	.1	.4	16	260	.1	.2	26	351	.1	.3	25	304	.1	.4	17	250	.1	.6
4-Book	38	780	.1	.7	42	354	.1	.5	69	416	.2	.9	51	409	.2	.8	18	242	.1	.7
SP '03	33	685	.1	.6	31	296	.1	.4	32	345	.1	.4	42	367	.1	.6	33	321	.1	1.2
KFI -AM																				
SP '04	184	2787	.6	3.3	370	1712	1.2	4.2	241	1293	.8	3.1	210	1361	.7	3.2	97	859	.3	3.6
WI '04	140	2098	.4	2.5	260	1204	.8	3.1	161	879	.5	2.1	204	1188	.6	2.8	76	639	.2	2.9
FA '03	172	2482	.5	3.2	340	1519	1.1	4.2	195	1231	.6	2.7	272	1651	.9	3.9	96	756	.3	3.7
SU '03	145	2662	.5	2.7	255	1448	.8	3.3	147	1012	.5	2.0	247	1432	.8	3.6	97	739	.3	3.4
4-Book	160	2507	.5	2.9	306	1471	1.0	3.7	186	1104	.6	2.5	233	1408	.8	3.4	92	748	.3	3.4
SP '03	162	2310	.5	2.9	305	1430	1.0	3.7	198	909	.6	2.6	238	1253	.8	3.4	110	774	.3	4.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
	KFSH-FM																			
SP '04	58	804	.2	1.0	84	432	.3	1.0	93	516	.3	1.2	56	461	.2	.8	21	312	.1	.8
WI '04	39	831	.1	.7	60	476	.2	.7	30	338	.1	.4	48	456	.2	.7	30	313	.1	1.1
FA '03	30	820	.1	.6	29	411	.1	.4	48	348	.2	.7	52	456	.2	.7	8	221		.3
SU '03	44	781	.1	.8	66	505	.2	.9	49	364	.2	.7	59	431	.2	.9	16	256	.1	.6
4-Book	43	809	.1	.8	60	456	.2	.8	55	392	.2	.8	54	451	.2	.8	19	276	.1	.7
SP '03	44	712	.1	.8	58	325	.2	.7	62	333	.2	.8	59	431	.2	.8	10	205		.4
KFVB-AM																				
SP '04	43	1760	.1	.8	83	767	.3	1.0	33	467	.1	.4	57	781	.2	.9	33	508	.1	1.2
WI '04	50	1971	.2	.9	126	1195	.4	1.5	48	672	.2	.6	64	814	.2	.9	11	251		.4
FA '03	55	2297	.2	1.0	114	1277	.4	1.4	44	732	.1	.6	83	1128	.3	1.2	21	604	.1	.8
SU '03	53	2122	.2	1.0	116	949	.4	1.5	37	625	.1	.5	66	898	.2	1.0	39	430	.1	1.4
4-Book	50	2038	.2	.9	110	1047	.4	1.4	41	624	.1	.5	68	905	.2	1.0	26	448	.1	1.0
SP '03	64	2432	.2	1.2	118	1341	.4	1.4	67	878	.2	.9	99	1297	.3	1.4	30	576	.1	1.1
KHHT-FM																				
SP '04	104	2457	.3	1.9	89	882	.3	1.0	147	1061	.5	1.9	113	1094	.4	1.7	99	992	.3	3.7
WI '04	143	2551	.4	2.6	182	1088	.6	2.2	185	1049	.6	2.4	172	1251	.5	2.4	83	908	.3	3.1
FA '03	126	2488	.4	2.4	136	1032	.4	1.7	212	1297	.7	3.0	132	1172	.4	1.9	79	750	.2	3.0
SU '03	106	2655	.3	2.0	117	1079	.4	1.5	159	1111	.5	2.1	117	1089	.4	1.7	58	769	.2	2.1
4-Book	120	2538	.4	2.2	131	1020	.4	1.6	176	1130	.6	2.4	134	1152	.4	1.9	80	855	.3	3.0
SP '03	107	2465	.3	1.9	145	1016	.5	1.8	161	1111	.5	2.1	112	1192	.4	1.6	70	754	.2	2.6
KHJ -AM																				
SP '04	53	923	.2	1.0	113	371	.4	1.3	71	437	.2	.9	56	323	.2	.8	13	127		.5
WI '04	55	946	.2	1.0	80	434	.3	1.0	99	551	.3	1.3	63	377	.2	.9	16	211	.1	.6
FA '03	58	778	.2	1.1	87	338	.3	1.1	101	519	.3	1.4	51	313	.2	.7	25	208	.1	1.0
SU '03	53	813	.2	1.0	86	444	.3	1.1	92	446	.3	1.2	50	350	.2	.7	17	120	.1	.6
4-Book	55	865	.2	1.0	92	397	.3	1.1	91	488	.3	1.2	55	341	.2	.8	18	167	.1	.7
SP '03	56	910	.2	1.0	106	440	.3	1.3	74	443	.2	1.0	44	307	.1	.6	24	226	.1	.9
KIIS-FM																				
SP '04	104	3641	.3	1.9	131	1517	.4	1.5	143	1507	.4	1.9	133	1680	.4	2.0	54	1160	.2	2.0
WI '04	161	4394	.5	2.9	241	1997	.8	2.9	221	2030	.7	2.9	204	2226	.6	2.8	65	1014	.2	2.5
FA '03	115	3756	.4	2.2	148	1649	.5	1.8	146	1587	.5	2.0	154	1822	.5	2.2	63	1020	.2	2.4
SU '03	146	4215	.5	2.7	163	1642	.5	2.1	238	2179	.8	3.2	188	2102	.6	2.7	73	1153	.2	2.6
4-Book	132	4002	.4	2.4	171	1701	.6	2.1	187	1826	.6	2.5	170	1958	.5	2.4	64	1087	.2	2.4
SP '03	114	3730	.4	2.1	208	1714	.7	2.5	135	1640	.4	1.7	128	1598	.4	1.8	41	721	.1	1.5
KVVS-FM																				
SP '04	4	102		.1	2	15			4	52		.1	10	89		.2	3	30		.1
WI '04	4	148		.1	5	52		.1	7	99		.1	4	83		.1		17		
FA '03	6	206		.1	6	61		.1	7	78		.1	10	109		.1	4	48		.2
SU '03	3	125		.1	2	26			3	57			2	63			2	39		.1
4-Book	4	145		.1	4	39		.1	5	72		.1	7	86		.1	2	34		.1
SP '03	4	122		.1	7	74		.1	4	66		.1	5	93		.1	2	26		.1
KJLH-FM																				
SP '04	67	976	.2	1.2	91	510	.3	1.0	78	351	.2	1.0	77	636	.2	1.2	35	383	.1	1.3
WI '04	74	1347	.2	1.3	92	649	.3	1.1	81	458	.3	1.0	68	562	.2	.9	37	391	.1	1.4
FA '03	61	1062	.2	1.1	72	504	.2	.9	60	418	.2	.8	70	545	.2	1.0	37	349	.1	1.4
SU '03	80	1023	.3	1.5	79	494	.3	1.0	92	603	.3	1.2	76	536	.2	1.1	78	386	.2	2.8
4-Book	71	1102	.2	1.3	84	539	.3	1.0	78	458	.3	1.0	73	570	.2	1.1	47	377	.1	1.7
SP '03	55	1008	.2	1.0	51	328	.2	.6	66	486	.2	.9	70	589	.2	1.0	38	292	.1	1.4
KBTT-FM																				
SP '04	137	3523	.4	2.5	248	1468	.8	2.8	155	1675	.5	2.0	157	1598	.5	2.4	76	1040	.2	2.8
WI '04	159	3619	.5	2.9	256	1505	.8	3.1	139	1516	.4	1.8	191	1870	.6	2.6	114	1104	.4	4.3
FA '03	171	3777	.5	3.2	328	1735	1.0	4.1	175	1656	.5	2.4	210	1888	.7	3.0	87	1218	.3	3.3
SU '03	153	3765	.5	2.8	292	1664	.9	3.8	196	1722	.6	2.6	163	1616	.5	2.4	64	1088	.2	2.3
4-Book	155	3671	.5	2.9	281	1593	.9	3.5	166	1642	.5	2.2	180	1743	.6	2.6	85	1113	.3	3.2
SP '03	182	3813	.6	3.3	285	1760	.9	3.4	257	1895	.8	3.3	215	1910	.7	3.0	81	1108	.3	3.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49

Target Listener Trends - Men 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KKLA-FM																			
SP '04	21	615	.1	.4	39	273	.1	.4	30	291	.1	.4	33	311	.1	.5	7	100		.3
WI '04	16	502	.1	.3	21	214	.1	.3	16	132	.1	.2	28	257	.1	.4	9	133		.3
FA '03	18	355	.1	.3	36	179	.1	.4	30	131	.1	.4	26	166	.1	.4	5	116		.2
SU '03	15	483	.1	.3	44	280	.1	.6	11	170	.1	.1	15	183	.2	.2	13	124		.5
4-Book	18	489	.1	.3	35	237	.1	.4	22	181	.1	.3	26	229	.1	.4	9	118		.3
SP '03	16	397	.1	.3	30	226	.1	.4	12	110		.2	29	205	.1	.4	11	109		.4
KLAC-AM																				
SP '04	37	1175	.1	.7	26	125	.1	.3	24	145	.1	.3	44	581	.1	.7	56	720	.2	2.1
WI '04	20	787	.1	.4	9	154	.1	.1	18	146	.1	.2	34	440	.1	.5	29	354	.1	1.1
FA '03	21	894	.1	.4	15	148		.2	16	133	.1	.2	39	535	.1	.6	26	434	.1	1.0
SU '03	16	304	.1	.3	18	149	.1	.2	10	92		.1	14	154		.2	18	134	.1	.6
4-Book	24	790	.1	.5	17	144	.1	.2	17	129	.1	.2	33	428	.1	.5	32	411	.1	1.2
SP '03	22	694	.1	.4	19	149	.1	.2	12	115		.2	21	356	.1	.3	37	391	.1	1.4
KLAX-FM																				
SP '04	385	4350	1.2	7.0	854	2836	2.7	9.8	501	2817	1.6	6.5	350	2174	1.1	5.3	86	849	.3	3.2
WI '04	244	3270	.8	4.4	349	1821	1.1	4.2	390	1803	1.2	5.0	277	1756	.9	3.8	91	897	.3	3.4
FA '03	243	3483	.8	4.6	465	2087	1.5	5.8	328	1687	1.0	4.6	244	1825	.8	3.5	94	794	.3	3.6
SU '03	239	3380	.8	4.4	356	1681	1.1	4.6	375	1974	1.2	5.0	249	1766	.8	3.6	103	970	.3	3.7
4-Book	278	3621	.9	5.1	506	2106	1.6	6.1	399	2070	1.3	5.3	280	1880	.9	4.1	94	878	.3	3.5
SP '03	269	3793	.9	4.9	457	2207	1.5	5.5	377	2105	1.2	4.9	274	1739	.9	3.9	103	975	.3	3.8
KLOS-FM																				
SP '04	189	3854	.6	3.4	314	1725	1.0	3.6	294	1821	.9	3.8	248	2083	.8	3.7	60	954	.2	2.2
WI '04	214	4057	.7	3.9	346	1724	1.1	4.2	280	1672	.9	3.6	315	2361	1.0	4.3	110	1106	.3	4.1
FA '03	213	4478	.7	4.0	299	1976	.9	3.7	298	2080	.9	4.2	297	2499	.9	4.2	113	1259	.4	4.3
SU '03	226	4037	.7	4.2	337	1735	1.1	4.4	328	2004	1.0	4.4	275	2250	.9	4.0	129	1101	.4	4.6
4-Book	211	4107	.7	3.9	324	1790	1.0	4.0	300	1894	.9	4.0	284	2298	.9	4.1	103	1105	.3	3.8
SP '03	170	3980	.5	3.1	263	1583	.8	3.2	242	1927	.8	3.1	238	2213	.8	3.4	77	1162	.2	2.8
KLSX-FM																				
SP '04	282	3770	.9	5.1	768	2557	2.4	8.8	371	1839	1.2	4.8	375	1813	1.2	5.7	84	793	.3	3.1
WI '04	271	3646	.9	4.9	707	2262	2.2	8.6	434	1849	1.4	5.6	323	1939	1.0	4.4	41	657	.1	1.5
FA '03	221	3192	.7	4.2	534	1901	1.7	6.6	305	1561	1.0	4.3	326	1769	1.0	4.7	67	679	.2	2.6
SU '03	212	3518	.7	3.9	484	2106	1.5	6.3	234	1564	.7	3.1	414	2040	1.3	6.0	43	587	.1	1.5
4-Book	247	3532	.8	4.5	623	2207	2.0	7.6	336	1703	1.1	4.5	360	1890	1.1	5.2	59	679	.2	2.2
SP '03	272	3433	.9	4.9	657	2306	2.1	7.9	390	1679	1.2	5.0	422	1721	1.3	6.0	51	586	.2	1.9
KLTX-AM																				
SP '04	43	340	.1	.8	75	257	.2	.9	58	243	.2	.8	47	228	.1	.7	13	160		.5
WI '04	52	355	.2	.9	86	251	.3	1.0	69	275	.2	.9	59	262	.2	.8	26	169	.1	1.0
FA '03	43	423	.1	.8	59	260	.2	.7	63	268	.2	.9	59	232	.2	.8	16	112	.1	.6
SU '03	22	363	.1	.4	35	236	.1	.5	26	238	.1	.3	27	183	.1	.4	6	73		.2
4-Book	40	370	.1	.7	64	251	.2	.8	54	256	.2	.7	48	226	.2	.7	15	129	.1	.6
SP '03	49	391	.2	.9	85	286	.3	1.0	76	277	.2	1.0	38	197	.1	.5	25	187	.1	.9
KLVE-FM																				
SP '04	154	2800	.5	2.8	174	1008	.5	2.0	191	1296	.6	2.5	170	1381	.5	2.6	126	991	.4	4.7
WI '04	174	3046	.5	3.1	210	1386	.7	2.5	283	1441	.9	3.7	213	1398	.7	2.9	90	836	.3	3.4
FA '03	157	3293	.5	3.0	206	1374	.6	2.5	226	1535	.7	3.2	187	1551	.6	2.7	97	1112	.3	3.7
SU '03	150	3254	.5	2.8	179	1408	.6	2.3	206	1699	.7	2.8	166	1315	.5	2.4	106	986	.3	3.8
4-Book	159	3098	.5	2.9	192	1294	.6	2.3	227	1493	.7	3.1	184	1411	.6	2.7	105	981	.3	3.9
SP '03	154	3112	.5	2.8	219	1351	.7	2.6	208	1467	.7	2.7	148	1177	.5	2.1	97	949	.3	3.6
KLYY-FM																				
SP '04	109	1721	.3	2.0	108	629	.3	1.2	202	990	.6	2.6	104	743	.3	1.6	57	383	.2	2.1
WI '04	113	1712	.4	2.0	124	835	.4	1.5	206	1103	.6	2.7	111	814	.3	1.5	44	488	.1	1.7
FA '03	96	1588	.3	1.8	95	669	.3	1.2	148	758	.5	2.1	102	631	.3	1.5	56	542	.2	2.2
SU '03	78	1628	.2	1.4	99	710	.3	1.3	115	820	.4	1.5	92	709	.3	1.3	24	365	.1	.9
4-Book	99	1662	.3	1.8	107	711	.3	1.3	188	918	.5	2.2	102	724	.3	1.5	45	445	.2	1.7
SP '03	94	1678	.3	1.7	84	699	.3	1.0	133	903	.4	1.7	121	865	.4	1.7	47	517	.1	1.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
+KMXE-AM																				
SP '04	50	415	.2	.9	47	191	.1	.5	92	306	.3	1.2	87	312	.3	1.3	35	151	.1	1.3
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	32	919	.1	.6	23	230	.1	.3	46	307	.1	.6	41	334	.1	.6	17	244	.1	.6
WI '04	25	860	.1	.5	27	293	.1	.3	26	326	.1	.3	34	466	.1	.5	20	335	.1	.8
FA '03	32	925	.1	.6	43	302	.1	.5	43	413	.1	.6	33	362	.1	.5	14	211	.1	.5
SU '03	38	1115	.1	.7	35	374	.1	.5	38	337	.1	.5	34	380	.1	.5	43	425	.1	1.5
4-Book	32	955	.1	.6	32	300	.1	.4	38	346	.1	.5	36	386	.1	.5	24	304	.1	.9
SP '03	36	1011	.1	.7	59	465	.2	.7	51	369	.2	.7	37	318	.1	.5	20	304	.1	.7
KNX -AM																				
SP '04	81	2446	.3	1.5	193	1387	.6	2.2	88	855	.3	1.1	106	1180	.3	1.6	16	479	.1	.6
WI '04	93	2379	.3	1.7	170	1399	.5	2.1	83	862	.3	1.1	150	1361	.5	2.1	42	522	.1	1.6
FA '03	59	2176	.2	1.1	116	1125	.4	1.4	58	854	.2	.8	84	1113	.3	1.2	26	540	.1	1.0
SU '03	55	2101	.2	1.0	90	1038	.3	1.2	59	780	.2	.8	83	1105	.3	1.2	31	433	.1	1.1
4-Book	72	2276	.3	1.3	142	1237	.5	1.7	72	838	.3	1.0	106	1190	.4	1.5	29	494	.1	1.1
SP '03	72	2632	.2	1.3	162	1639	.5	2.0	80	912	.3	1.0	115	1409	.4	1.6	20	455	.1	.7
KOST-FM																				
SP '04	142	2540	.4	2.6	171	1120	.5	2.0	218	1140	.7	2.8	166	1297	.5	2.5	75	923	.2	2.8
WI '04	134	2273	.4	2.4	182	1143	.6	2.2	223	929	.7	2.9	152	1042	.5	2.1	69	759	.2	2.6
FA '03	113	2897	.4	2.1	127	1093	.4	1.6	138	1076	.4	1.9	157	1540	.5	2.2	87	1000	.3	3.3
SU '03	114	2647	.4	2.1	124	1034	.4	1.6	132	1194	.4	1.8	155	1148	.5	2.3	93	1069	.3	3.3
4-Book	126	2589	.4	2.3	151	1098	.5	1.9	178	1085	.6	2.4	158	1257	.5	2.3	81	938	.3	3.0
SP '03	128	2531	.4	2.3	152	1027	.5	1.8	184	1076	.6	2.4	148	1225	.5	2.1	105	892	.3	3.9
KPVR-FM																				
SP '04	337	5900	1.1	6.1	534	3353	1.7	6.1	431	3234	1.4	5.6	454	3421	1.4	6.8	176	2053	.6	6.5
WI '04	318	6004	1.0	5.7	485	3193	1.5	5.9	417	3320	1.3	5.4	421	3527	1.3	5.8	176	2222	.6	6.6
FA '03	302	6289	.9	5.7	434	3017	1.4	5.4	339	2978	1.1	4.7	398	3655	1.2	5.7	190	2209	.6	7.3
SU '03	318	6121	1.0	5.9	386	2640	1.2	5.0	392	3494	1.2	5.3	416	3455	1.3	6.1	222	2312	.7	7.9
4-Book	319	6079	1.0	5.9	460	3051	1.5	5.6	395	3257	1.3	5.3	422	3515	1.3	6.1	191	2199	.6	7.1
SP '03	353	5855	1.1	6.4	478	2845	1.5	5.8	476	3266	1.5	6.1	429	3349	1.4	6.1	188	2199	.6	6.9
KRCD-FM																				
SP '04	107	1410	.3	1.9	109	523	.3	1.2	180	831	.6	2.4	120	689	.4	1.8	57	436	.2	2.1
WI '04	93	1318	.3	1.7	98	538	.3	1.2	145	789	.5	1.9	124	764	.4	1.7	52	418	.2	2.0
FA '03	66	914	.2	1.2	80	416	.3	1.0	74	413	.2	1.0	107	396	.3	1.5	52	303	.2	2.0
SU '03	42	712	.1	.8	43	294	.1	.6	76	337	.2	1.0	35	305	.1	.5	26	243	.1	.9
4-Book	77	1089	.2	1.4	83	443	.3	1.0	119	593	.4	1.6	97	539	.3	1.4	47	350	.2	1.8
SP '03	43	696	.1	.8	42	270	.1	.5	61	445	.2	.8	50	392	.2	.7	31	277	.1	1.1
KRCV-FM																				
SP '04	47	575	.1	.9	33	238	.1	.4	71	321	.2	.9	56	290	.2	.8	38	236	.1	1.4
WI '04	35	604	.1	.6	39	301	.1	.5	51	364	.2	.7	49	366	.2	.7	18	194	.1	.7
FA '03	18	456	.1	.3	18	220	.1	.2	34	213	.1	.5	15	167	.2	.7	7	99	.1	.3
SU '03	32	303	.1	.6	55	196	.2	.7	54	232	.2	.7	36	222	.1	.5	11	102	.1	.4
4-Book	33	485	.1	.6	36	239	.1	.5	53	283	.2	.7	39	261	.1	.6	19	158	.1	.7
SP '03	25	426	.1	.5	31	206	.1	.4	22	206	.1	.3	27	188	.1	.4	23	147	.1	.8
KRLA-AM																				
SP '04	52	694	.2	.9	95	448	.3	1.1	100	493	.3	1.3	65	390	.2	1.0	26	204	.1	1.0
WI '04	34	618	.1	.6	54	330	.2	.7	67	402	.2	.9	46	284	.1	.6	12	135	.1	.5
FA '03	29	497	.1	.5	68	335	.2	.8	49	285	.2	.7	34	201	.1	.5	5	52	.1	.2
SU '03	35	482	.1	.6	46	255	.1	.6	90	287	.3	1.2	51	226	.2	.7	4	73	.1	.1
4-Book	38	573	.1	.7	66	342	.2	.8	77	367	.3	1.0	49	275	.2	.7	12	116	.1	.5
SP '03	11	271	.1	.2	14	157	.1	.2	15	137	.1	.2	29	212	.1	.4	4	90	.1	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 18-49

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																				
SP '04	369	6280	1.2	6.7	547	3404	1.7	6.3	495	3189	1.6	6.5	410	3410	1.3	6.2	286	2630	.9	10.6
WI '04	335	6574	1.1	6.0	581	3803	1.8	7.0	390	3373	1.2	5.0	397	3633	1.2	5.5	210	2397	.7	7.9
FA '03	353	6572	1.1	6.7	563	3357	1.8	7.0	458	3287	1.4	6.4	389	3606	1.2	5.6	237	2344	.7	9.1
SU '03	353	6438	1.1	6.5	557	3263	1.8	7.2	479	3533	1.5	6.4	398	3549	1.3	5.8	220	2178	.7	7.8
4-Book	353	6466	1.1	6.5	562	3457	1.8	6.9	456	3346	1.4	6.1	399	3550	1.3	5.8	238	2387	.8	8.9
SP '03	374	6522	1.2	6.8	651	3613	2.1	7.9	516	3359	1.6	6.7	434	3664	1.4	6.2	168	2247	.5	6.2
KRTH-FM																				
SP '04	112	2994	.4	2.0	159	1224	.5	1.8	146	1411	.5	1.9	116	1285	.4	1.7	54	686	.2	2.0
WI '04	93	2613	.3	1.7	107	804	.3	1.3	133	1130	.4	1.7	128	1269	.4	1.8	47	679	.1	1.8
FA '03	119	2535	.4	2.2	149	1105	.5	1.8	198	1094	.6	2.8	141	1146	.4	2.0	35	530	.1	1.3
SU '03	123	2980	.4	2.3	132	1053	.4	1.7	205	1640	.7	2.8	149	1358	.5	2.2	74	764	.2	2.6
4-Book	112	2781	.4	2.1	137	1047	.4	1.7	171	1319	.6	2.3	134	1265	.4	1.9	53	665	.2	1.9
SP '03	100	2692	.3	1.8	149	1207	.5	1.8	175	1133	.6	2.3	95	1010	.3	1.3	37	540	.1	1.4
KSCA-FM																				
SP '04	149	2276	.5	2.7	335	1320	1.1	3.8	177	1148	.6	2.3	108	819	.3	1.6	42	449	.1	1.6
WI '04	246	2998	.8	4.4	395	1441	1.2	4.8	241	1278	.8	3.1	480	1738	1.5	6.6	78	602	.2	2.9
FA '03	307	2953	1.0	5.8	643	1935	2.0	8.0	264	1466	.8	3.7	547	1769	1.7	7.8	75	856	.2	2.9
SU '03	334	3292	1.1	6.2	612	2012	1.9	7.9	303	1385	1.0	4.1	622	2126	2.0	9.1	105	743	.3	3.7
4-Book	259	2880	.9	4.8	496	1677	1.6	6.1	246	1319	.8	3.3	439	1613	1.4	6.3	75	663	.2	2.8
SP '03	312	3519	1.0	5.6	560	2134	1.8	6.8	338	1594	1.1	4.4	610	2167	1.9	8.7	58	622	.2	2.1
KSPN-AM																				
SP '04	40	1141	.1	.7	33	348	.1	.4	63	489	.2	.8	84	637	.3	1.3	11	216	.1	.4
WI '04	31	962	.1	.6	39	326	.1	.5	44	433	.1	.6	62	614	.2	.9	4	89	.1	.2
FA '03	40	1347	.1	.8	33	412	.1	.4	62	613	.2	.9	78	743	.2	1.1	8	258	.1	.3
SU '03	42	940	.1	.8	41	354	.1	.5	62	474	.2	.8	75	503	.2	1.1	22	216	.1	.8
4-Book	38	1098	.1	.7	37	360	.1	.5	58	502	.2	.8	75	624	.2	1.1	11	195	.1	.4
SP '03	24	837	.1	.4	22	313	.1	.3	22	194	.1	.3	56	528	.2	.8	17	273	.1	.6
KSSE-FM																				
SP '04	151	2371	.5	2.7	335	1299	1.1	3.8	172	1043	.5	2.2	147	963	.5	2.2	69	619	.2	2.6
WI '04	145	2320	.5	2.6	277	1387	.9	3.4	199	1283	.6	2.6	144	1102	.5	2.0	71	695	.2	2.7
FA '03	124	2292	.4	2.3	237	1183	.7	2.9	179	1030	.6	2.5	125	1096	.4	1.8	63	655	.2	2.4
SU '03	130	2075	.4	2.4	239	1177	.8	3.1	175	1186	.6	2.4	124	955	.4	1.8	59	616	.2	2.1
4-Book	138	2265	.5	2.5	272	1262	.9	3.3	181	1136	.6	2.4	135	1029	.5	2.0	66	646	.2	2.5
SP '03	115	2154	.4	2.1	167	1049	.5	2.0	183	1123	.6	2.4	138	929	.4	2.0	47	648	.1	1.7
KSUR-AM																				
SP '04	12	190	.2	.2	22	86	.1	.3	17	73	.1	.2	7	69	.1	.1	11	83	.1	.4
WI '04	10	137	.2	.2	4	45	.1	.3	20	68	.1	.3	14	54	.2	.2	5	13	.1	.2
FA '03	2	46	.1	.1	13	13	.1	.1	2	29	.1	.1	4	46	.1	.1	2	33	.1	.1
SU '03	6	138	.1	.1	8	67	.1	.1	9	68	.1	.1	5	51	.1	.1	7	67	.1	.2
4-Book	8	128	.1	.1	9	53	.1	.1	12	60	.1	.2	8	55	.1	.1	6	49	.1	.2
SP '03	10	149	.2	.2	10	68	.1	.1	8	65	.1	.1	9	40	.1	.1	4	40	.1	.1
KTWV-FM																				
SP '04	137	2112	.4	2.5	190	945	.6	2.2	236	1079	.7	3.1	165	1204	.5	2.5	50	534	.2	1.9
WI '04	141	1997	.4	2.5	163	975	.5	2.0	263	1122	.8	3.4	185	1125	.6	2.5	46	654	.1	1.7
FA '03	107	2070	.3	2.0	131	996	.4	1.6	175	979	.5	2.4	132	1069	.4	1.9	61	647	.2	2.3
SU '03	150	2329	.5	2.8	171	1173	.5	2.2	269	1163	.9	3.6	197	1238	.6	2.9	71	829	.2	2.5
4-Book	134	2127	.4	2.5	164	1022	.5	2.0	236	1086	.7	3.1	170	1159	.5	2.5	57	666	.2	2.1
SP '03	125	1987	.4	2.3	145	864	.5	1.8	194	869	.6	2.5	147	1069	.5	2.1	92	894	.3	3.4
KWIZ-FM																				
SP '04	25	631	.1	.5	24	211	.1	.3	50	281	.2	.7	18	168	.1	.3	14	115	.1	.5
WI '04	38	477	.1	.7	32	152	.1	.4	52	275	.2	.7	38	310	.1	.5	31	199	.1	1.2
FA '03	52	928	.2	1.0	67	447	.2	.8	79	538	.2	1.1	60	454	.2	.9	19	177	.1	.7
SU '03	33	596	.1	.6	44	339	.1	.6	31	274	.1	.4	38	236	.1	.6	23	247	.1	.8
4-Book	37	658	.1	.7	42	287	.1	.5	53	342	.2	.7	39	292	.1	.6	22	185	.1	.8
SP '03	40	816	.1	.7	46	416	.1	.6	61	463	.2	.8	39	422	.1	.6	27	277	.1	1.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KWKW-AM																				
SP '04	27	432	.1	.5	45	157	.1	.5	42	185	.1	.5	29	220	.1	.4	23	122	.1	.9
WI '04	20	371	.1	.4	61	265	.2	.7	25	168	.1	.3	19	90	.1	.3	3	30		.1
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	12	277	.2	.2	30	107	.1	.4	14	156	.2	.2	4	83	.1	.1	10	71		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	23	491	.1	.4	49	218	.2	.6	26	228	.1	.3	16	185	.1	.2	17	100	.1	.6
KWVE-FM																				
SP '04	36	599	.1	.7	64	357	.2	.7	55	285	.2	.7	41	348	.1	.6	14	155		.5
WI '04	27	453	.1	.5	47	302	.1	.6	38	183	.1	.5	45	214	.1	.6	7	81		.3
FA '03	20	483	.1	.4	33	303	.1	.4	17	245	.1	.2	31	276	.1	.4	13	110		.5
SU '03	17	382	.1	.3	18	185	.1	.2	15	126	.1	.2	13	155	.1	.2	8	91		.3
4-Book	25	479	.1	.5	41	287	.1	.5	31	210	.1	.4	33	248	.1	.5	11	109		.4
SP '03	23	494	.1	.4	33	272	.1	.4	38	264	.1	.5	37	199	.1	.5	8	89		.3
KXOL-FM																				
SP '04	80	1563	.3	1.4	134	626	.4	1.5	95	782	.3	1.2	85	668	.3	1.3	28	442	.1	1.0
WI '04	120	1864	.4	2.2	183	860	.6	2.2	230	1001	.7	3.0	130	892	.4	1.8	39	353	.1	1.5
FA '03	87	1552	.3	1.6	97	776	.3	1.2	142	856	.4	2.0	115	791	.4	1.6	45	379	.1	1.7
SU '03	135	2219	.4	2.5	163	1173	.5	2.1	219	1276	.7	2.9	150	968	.5	2.2	59	645	.2	2.1
4-Book	106	1800	.4	1.9	144	859	.5	1.8	172	979	.5	2.3	120	830	.4	1.7	43	455	.1	1.6
SP '03	124	2258	.4	2.2	178	987	.6	2.2	203	1212	.6	2.6	105	906	.3	1.5	50	769	.2	1.8
KXTA-AM																				
SP '04	29	709	.1	.5	33	376	.1	.4	77	456	.2	1.0	27	347	.1	.4	14	142		.5
WI '04	26	704	.1	.5	38	316	.1	.5	53	392	.2	.7	36	387	.1	.5	7	74		.3
FA '03	34	755	.1	.6	48	326	.2	.6	70	478	.2	1.0	51	374	.2	.7	6	131		.2
SU '03	39	896	.1	.7	54	453	.2	.7	99	565	.3	1.3	50	432	.2	.7	3	141		.1
4-Book	32	766	.1	.6	43	368	.2	.6	75	473	.2	1.0	41	385	.2	.6	8	122		.3
SP '03	41	744	.1	.7	65	381	.2	.8	119	570	.4	1.5	26	219	.1	.4	4	74		.1
XTRA-AM																				
SP '04	28	937	.1	.5	43	321	.1	.5	60	422	.2	.8	42	502	.1	.6	1	48		
WI '04	27	743	.1	.5	39	314	.1	.5	52	381	.2	.7	43	384	.1	.6	9	85		.3
FA '03	36	1097	.1	.7	42	395	.1	.5	60	451	.2	.8	70	675	.2	1.0	5	149		.2
SU '03	41	916	.1	.8	69	504	.2	.9	84	501	.3	1.1	64	510	.2	.9	5	139		.2
4-Book	33	923	.1	.6	48	384	.1	.6	64	439	.2	.9	55	518	.2	.8	5	105		.2
SP '03	29	746	.1	.5	37	430	.1	.4	51	312	.2	.7	60	500	.2	.9	5	166		.2
KYSR-FM																				
SP '04	99	2950	.3	1.8	196	1119	.6	2.2	119	1216	.4	1.6	104	1242	.3	1.6	36	725	.1	1.3
WI '04	92	2941	.3	1.7	146	1171	.5	1.8	120	1393	.4	1.6	121	1562	.4	1.7	30	617	.1	1.1
FA '03	102	2686	.3	1.9	166	1083	.5	2.1	133	1154	.4	1.9	164	1439	.5	2.3	35	701	.1	1.3
SU '03	103	3192	.3	1.9	142	1347	.5	1.8	134	1340	.4	1.8	116	1507	.4	1.7	33	651	.1	1.2
4-Book	99	2942	.3	1.8	163	1180	.5	2.0	127	1276	.4	1.7	126	1438	.4	1.8	34	674	.1	1.2
SP '03	129	3250	.4	2.3	209	1391	.7	2.5	218	1560	.7	2.8	186	1578	.6	2.6	39	693	.1	1.4
KZAB-FM																				
SP '04	60	1002	.2	1.1	33	316	.1	.4	98	520	.3	1.3	90	520	.3	1.4	32	243	.1	1.2
WI '04	84	872	.3	1.5	115	496	.4	1.4	121	528	.4	1.6	111	551	.3	1.5	26	296	.1	1.0
FA '03	97	1027	.3	1.8	101	573	.3	1.2	146	591	.5	2.0	93	532	.3	1.3	55	357	.2	2.1
SU '03	105	927	.3	1.9	94	517	.3	1.2	180	643	.6	2.4	119	604	.4	1.7	38	295	.1	1.4
4-Book	87	957	.3	1.6	86	476	.3	1.1	136	571	.5	1.8	103	552	.3	1.5	38	298	.1	1.4
SP '03	108	1490	.3	2.0	117	793	.4	1.4	154	899	.5	2.0	124	739	.4	1.8	55	455	.2	2.0
KZLA-FM																				
SP '04	80	1346	.3	1.4	118	618	.4	1.4	108	661	.3	1.4	87	673	.3	1.3	22	475	.1	.8
WI '04	101	1413	.3	1.8	119	673	.4	1.4	164	640	.5	2.1	143	781	.4	2.0	34	372	.1	1.3
FA '03	87	1386	.3	1.6	95	636	.3	1.2	141	786	.4	2.0	120	855	.4	1.7	29	442	.1	1.1
SU '03	66	1407	.2	1.2	101	723	.3	1.3	100	638	.3	1.3	68	730	.2	1.0	19	347	.1	.7
4-Book	84	1388	.3	1.5	108	663	.4	1.3	128	681	.4	1.7	105	760	.3	1.5	26	409	.1	1.0
SP '03	104	1582	.3	1.9	139	856	.4	1.7	147	718	.5	1.9	124	794	.4	1.8	59	450	.2	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KGFI-FM																				
SP '04	14	640		.3	10	166		.1	13	179		.2	25	331	.1	.4	4	86		.1
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	15	543		.3	17	182	.1	.2	22	237	.1	.3	16	254	.1	.2	8	148		.3
SU '03	16	552	.1	.3	18	234	.1	.2	20	188	.1	.3	23	271	.1	.3	16	196	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	15	683		.3	19	265	.1	.2	11	212		.1	21	287	.1	.3	16	157	.1	.6
TOTALS																				
SP '04	5525	30509	17.3		8727	26574	27.4		7653	23401	24.0		6632	25804	20.8		2702	17305	8.5	
WI '04	5539	30693	17.4		8260	26293	25.9		7736	23839	24.3		7264	26317	22.8		2651	17182	8.3	
FA '03	5305	30556	16.7		8084	26257	25.4		7171	23349	22.5		7003	26475	22.0		2602	17654	8.2	
SU '03	5413	30152	17.2		7737	25672	24.5		7431	23619	23.6		6869	25816	21.8		2812	17810	8.9	
4-Book	5446	30478	17.2		8202	26199	25.8		7498	23552	23.6		6942	26103	21.9		2692	17488	8.5	
SP '03	5523	30327	17.5		8277	26145	26.3		7741	23301	24.6		7050	25705	22.4		2707	17215	8.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Men 18-49

Target Listener Estimates

		Men 18-49																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
	SP '04	153	1555	.5	2.0	54	479	.2	1.5	48	130	.2	1.1	58	190	.2	1.0	66	183	.2	1.5	
	4-Book	120	1232	.4	1.6	31	422	.1	.9	27	92	.1	.7	40	150	.1	.7	34	126	.1	.8	
KBIG-FM																						
	SP '04	163	1965	.5	2.1	69	1195	.2	1.9	68	320	.2	1.5	97	325	.3	1.7	84	272	.3	2.0	
	4-Book	142	1862	.5	1.9	71	1100	.2	2.0	66	235	.2	1.5	108	322	.4	1.9	98	332	.3	2.2	
KBUA-FM																						
	SP '04	44	441	.1	.6	30	311	.1	.8	44	91	.1	1.0	78	179	.2	1.3	15	78		.4	
	4-Book	56	428	.2	.8	29	284	.1	.8	48	109	.2	1.1	56	155	.2	1.0	23	84	.1	.5	
KBUE-FM																						
	SP '04	300	2502	.9	3.9	182	1800	.6	5.0	226	547	.7	5.0	380	838	1.2	6.5	270	733	.8	6.3	
	4-Book	257	2239	.8	3.4	142	1488	.5	4.0	186	475	.6	4.4	240	643	.8	4.1	189	526	.6	4.3	
KCBS-FM																						
	SP '04	193	3185	.6	2.5	102	1852	.3	2.8	128	527	.4	2.8	183	699	.6	3.1	113	417	.4	2.6	
	4-Book	232	3091	.7	3.1	105	1817	.4	2.9	128	480	.4	3.0	205	758	.7	3.5	141	521	.5	3.2	
KDLD-FM																						
	SP '04	43	554	.1	.6	16	282	.1	.4	5	32		.1	33	160	.1	.6	17	68	.1	.4	
	4-Book	37	654	.1	.5	25	386	.1	.7	14	61	.1	.3	34	180	.1	.6	38	126	.2	.9	
KDLE-FM																						
	SP '04	60	669	.2	.8	17	251	.1	.5	10	62		.2	15	95		.3	11	48		.3	
	4-Book	55	656	.2	.8	20	365	.1	.6	10	59		.2	30	128	.1	.5	18	88	.1	.4	
KFI -AM																						
	SP '04	271	2417	.9	3.5	87	1090	.3	2.4	181	455	.6	4.0	103	361	.3	1.8	59	195	.2	1.4	
	4-Book	238	2182	.8	3.2	68	910	.2	1.9	139	390	.4	3.2	95	318	.3	1.6	56	176	.2	1.3	
KFSH-FM																						
	SP '04	79	647	.2	1.0	45	624	.1	1.2	48	203	.2	1.1	58	229	.2	1.0	50	147	.2	1.2	
	4-Book	56	662	.2	.8	36	530	.1	1.0	38	149	.1	.9	41	161	.1	.7	45	142	.2	1.0	
KFWB-AM																						
	SP '04	56	1372	.2	.7	29	702	.1	.8	48	154	.2	1.1	41	266	.1	.7	42	233	.1	1.0	
	4-Book	70	1671	.2	1.0	32	805	.1	.9	42	188	.2	1.0	39	229	.1	.7	28	156	.1	.6	
KHHT-FM																						
	SP '04	119	1873	.4	1.6	80	1106	.3	2.2	39	183	.1	.9	63	219	.2	1.1	52	182	.2	1.2	
	4-Book	149	1982	.5	2.0	95	1220	.3	2.7	64	204	.2	1.5	126	401	.4	2.2	119	331	.4	2.7	
KHJ -AM																						
	SP '04	79	784	.2	1.0	34	359	.1	.9	29	55	.1	.6	98	171	.3	1.7	68	132	.2	1.6	
	4-Book	80	739	.3	1.1	35	401	.1	1.0	38	99	.1	.9	71	160	.2	1.2	47	114	.2	1.1	
KIIS-FM																						
	SP '04	136	3018	.4	1.8	79	1773	.2	2.2	62	286	.2	1.4	132	587	.4	2.2	152	572	.5	3.6	
	4-Book	177	3310	.6	2.4	97	1896	.3	2.8	89	394	.3	2.1	168	723	.5	2.9	150	577	.5	3.4	
KVVS-FM																						
	SP '04	5	102		.1	2	57		.1					5	27		.1					
	4-Book	5	113		.1	4	66		.1	2	14		.1	11	33		.2	4	21		.1	
KJLH-FM																						
	SP '04	82	841	.3	1.1	63	602	.2	1.7	69	204	.2	1.5	65	190	.2	1.1	62	151	.2	1.4	
	4-Book	78	875	.3	1.0	74	732	.2	2.1	72	192	.2	1.7	89	249	.3	1.5	67	166	.2	1.5	
KKBT-FM																						
	SP '04	184	2887	.6	2.4	96	1594	.3	2.7	133	353	.4	2.9	144	613	.5	2.4	115	447	.4	2.7	
	4-Book	206	3044	.7	2.7	112	1736	.4	3.2	123	338	.4	2.9	183	681	.6	3.1	141	467	.5	3.2	
KKLA-FM																						
	SP '04	34	598	.1	.4	8	135		.2	24	77	.1	.5	13	56		.2	3	12		.1	
	4-Book	27	424	.1	.4	7	153		.2	15	55	.1	.3	11	38		.2	2	8		.1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 18-49

	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
KLAC-AM																				
SP '04	31	666	.1	.4	35	493	.1	1.0	3	13	.1		3	13	.1		27	80	.1	.6
4-Book	22	505	.1	.3	21	309	.1	.6	6	22	.2		11	29	.1	.2	23	76	.1	.5
KLAX-FM																				
SP '04	563	3958	1.8	7.3	270	2470	.8	7.5	650	1256	2.0	14.3	435	1236	1.4	7.4	266	783	.8	6.2
4-Book	395	3214	1.3	5.2	194	1980	.6	5.5	365	818	1.2	8.4	311	853	1.0	5.3	226	663	.7	5.1
KLOS-FM																				
SP '04	286	3342	.9	3.7	103	1745	.3	2.9	140	430	.4	3.1	219	750	.7	3.7	119	542	.4	2.8
4-Book	303	3519	1.0	4.0	120	1903	.4	3.4	126	434	.4	2.9	216	751	.7	3.7	165	598	.5	3.7
KLSX-FM																				
SP '04	494	3510	1.6	6.4	37	850	.1	1.0	60	201	.2	1.3	59	225	.2	1.0	31	175	.1	.7
4-Book	432	3315	1.4	5.7	44	747	.2	1.2	55	189	.2	1.3	49	178	.2	.8	39	137	.1	.9
KLTX-AM																				
SP '04	60	323	.2	.8	32	242	.1	.9	48	142	.2	1.1	65	144	.2	1.1	33	118	.1	.8
4-Book	55	340	.2	.7	30	256	.1	.8	52	131	.2	1.3	52	127	.2	.9	34	84	.1	.8
KLVE-FM																				
SP '04	179	2256	.6	2.3	127	1448	.4	3.5	84	221	.3	1.8	170	512	.5	2.9	141	379	.4	3.3
4-Book	203	2521	.7	2.7	116	1509	.4	3.3	136	366	.4	3.2	192	545	.6	3.3	109	356	.3	2.5
KLYY-FM																				
SP '04	143	1383	.4	1.9	83	981	.3	2.3	128	312	.4	2.8	173	417	.5	2.9	95	280	.3	2.2
4-Book	129	1355	.4	1.7	82	908	.3	2.3	104	282	.3	2.4	157	424	.5	2.7	93	257	.3	2.1
+KMXE-AM																				
SP '04	77	399	.2	1.0	13	130	.4		28	60	.1	.6	18	79	.1	.3	13	53	.3	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	37	573	.1	.5	33	403	.1	.9	17	72	.1	.4	38	121	.1	.6	35	117	.1	.8
4-Book	36	674	.1	.5	30	432	.1	.9	20	92	.1	.5	35	136	.1	.6	33	133	.1	.8
KNX -AM																				
SP '04	126	2080	.4	1.6	44	848	.1	1.2	68	219	.2	1.5	85	374	.3	1.4	36	174	.1	.8
4-Book	104	1952	.3	1.4	45	937	.1	1.3	63	257	.2	1.5	77	310	.3	1.3	38	189	.1	.9
KOST-FM																				
SP '04	188	1977	.6	2.5	105	1049	.3	2.9	107	328	.3	2.4	182	359	.6	3.1	148	329	.5	3.5
4-Book	164	2012	.5	2.2	88	1219	.3	2.5	109	311	.4	2.6	154	396	.5	2.6	100	317	.3	2.3
KPWR-FM																				
SP '04	470	5264	1.5	6.1	208	2842	.7	5.8	213	660	.7	4.7	375	1229	1.2	6.4	310	818	1.0	7.2
4-Book	423	5324	1.4	5.6	218	3283	.7	6.2	210	704	.7	4.9	369	1291	1.2	6.3	296	996	1.0	6.7
KRCB-FM																				
SP '04	140	1135	.4	1.8	84	747	.3	2.3	101	221	.3	2.2	169	345	.5	2.9	116	270	.4	2.7
4-Book	101	882	.3	1.3	56	518	.2	1.6	66	163	.2	1.5	108	222	.4	1.8	69	174	.2	1.6
KRCV-FM																				
SP '04	55	423	.2	.7	40	271	.1	1.1	58	132	.2	1.3	66	154	.2	1.1	59	121	.2	1.4
4-Book	44	393	.2	.6	24	236	.1	.7	35	75	.1	.8	40	116	.1	.7	33	83	.1	.8
KRLA-AM																				
SP '04	87	659	.3	1.1	6	144	.2		4	30	.1		4	36	.1		19	37	.1	.4
4-Book	64	523	.2	.9	6	116	.2		6	27	.2		10	32	.2		14	35	.1	.3
KROQ-FM																				
SP '04	485	5423	1.5	6.3	218	2949	.7	6.0	228	806	.7	5.0	308	1217	1.0	5.2	244	835	.8	5.7
4-Book	471	5661	1.5	6.2	219	3189	.7	6.1	217	745	.7	5.1	388	1423	1.2	6.6	292	976	1.0	6.6
KRTH-FM																				
SP '04	141	2340	.4	1.8	100	1346	.3	2.8	95	244	.3	2.1	187	573	.6	3.2	117	336	.4	2.7
4-Book	149	2149	.5	2.0	85	1284	.3	2.4	81	239	.3	1.9	165	568	.5	2.8	88	277	.3	2.0

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	
KSCA-FM	SP '04	205	1812	.6	2.7	122	1251	.4	3.4	237	506	.7	5.2	235	701	.7	4.0	107	293	.3	2.5	
	4-Book	383	2546	1.2	5.1	164	1568	.5	4.6	381	766	1.2	9.0	239	652	.8	4.1	284	567	.9	6.4	
KSPN-AM	SP '04	60	983	.2	.8	25	342	.1	.7	25	96	.1	.5	43	122	.1	.7	36	90	.1	.8	
	4-Book	56	928	.2	.8	24	401	.1	.7	18	86	.1	.4	36	134	.1	.6	30	94	.1	.7	
KSSE-FM	SP '04	215	1990	.7	2.8	93	1318	.3	2.6	160	460	.5	3.5	181	586	.6	3.1	111	267	.3	2.6	
	4-Book	195	1953	.6	2.6	84	1118	.3	2.4	132	403	.4	3.1	140	464	.5	2.4	92	262	.3	2.1	
KSUR-AM	SP '04	16	125	.1	.2	7	106		.2	3	25		.1	14	50		.2	3	40		.1	
	4-Book	10	96		.1	5	76		.2	6	26		.1	9	25		.1	7	29		.2	
KTWV-FM	SP '04	200	1774	.6	2.6	84	1011	.3	2.3	101	252	.3	2.2	97	360	.3	1.7	94	252	.3	2.2	
	4-Book	193	1761	.6	2.6	80	1030	.3	2.2	81	270	.3	1.9	109	351	.4	1.9	94	273	.3	2.1	
KWIZ-FM	SP '04	32	427	.1	.4	20	384	.1	.6	31	84	.1	.7	46	107	.1	.8	22	99	.1	.5	
	4-Book	45	511	.1	.6	33	392	.1	.9	46	125	.1	1.1	58	147	.2	1.0	47	134	.2	1.1	
KVKW-AM	SP '04	39	367	.1	.5	8	88		.2	5	18		.1	8	18		.1	6	28		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM	SP '04	53	527	.2	.7	19	300	.1	.5	36	118	.1	.8	23	111	.1	.4					
	4-Book	34	416	.1	.5	18	247	.1	.5	27	87	.1	.6	23	87	.1	.4	19	65	.1	.4	
KXDL-FM	SP '04	104	1267	.3	1.4	73	809	.2	2.0	114	293	.4	2.5	90	307	.3	1.5	130	240	.4	3.0	
	4-Book	148	1530	.5	2.0	74	861	.2	2.1	98	259	.3	2.3	125	333	.4	2.1	104	244	.3	2.4	
KXTA-AM	SP '04	48	678	.2	.6	3	97		.1	1	12				9			8	40		.2	
	4-Book	55	689	.2	.8	7	167		.2	6	40		.1	15	79	.1	.3	14	49	.1	.3	
XTRA-AM	SP '04	50	834	.2	.7	8	211		.2	19	91	.1	.4	1	26			10	66		.2	
	4-Book	57	806	.2	.8	10	270		.3	15	74	.1	.4	12	58		.2	10	54		.2	
KYSR-FM	SP '04	138	2304	.4	1.8	71	1301	.2	2.0	38	178	.1	.8	156	477	.5	2.7	78	289	.2	1.8	
	4-Book	138	2397	.4	1.9	75	1365	.2	2.1	57	258	.2	1.4	145	535	.5	2.5	100	387	.3	2.2	
KZAB-FM	SP '04	76	831	.2	1.0	50	508	.2	1.4	27	68	.1	.6	89	202	.3	1.5	80	127	.3	1.9	
	4-Book	111	827	.4	1.5	77	564	.3	2.2	87	199	.3	2.1	147	291	.5	2.5	82	181	.3	1.9	
KZLA-FM	SP '04	105	1088	.3	1.4	74	730	.2	2.1	108	256	.3	2.4	132	308	.4	2.2	104	318	.3	2.4	
	4-Book	115	1127	.4	1.5	67	718	.2	1.9	83	238	.3	2.0	123	320	.4	2.1	100	260	.3	2.3	
KGGI-FM	SP '04	16	496	.1	.2	18	359	.1	.5	9	42		.2	16	97	.1	.3	4	34		.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '04	7669	30171	24.1		3604	23675	11.3		4550	11206	14.3		5878	14286	18.5		4278	10877	13.4		
	4-Book	7543	30022	23.7		3560	23852	11.2		4267	11052	13.4		5840	14323	18.4		4424	11306	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 18-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
	KABC-AM SP '04 4-Book	64 31	163 104	.2 .1	2.6 1.3	32 29	106 107	.1 .1	1.3 1.2	55 35	157 123	.2 .1	1.4 .9	43 27	118 103	.1 .1	1.3 .8	58 20	122 64	.2 .1
KBIG-FM SP '04 4-Book	88 87	382 328	.3 .3	3.6 3.5	55 38	239 147	.2 .1	2.2 1.5	60 64	324 254	.2 .2	1.5 1.6	66 60	225 224	.2 .2	2.1 1.9	32 40	189 160	.1 .1	1.6 2.1
KBUA-FM SP '04 4-Book	20 19	75 54	.1 .1	.8 .8	9 17	29 46	.4 .1	.7	30 36	77 94	.1 .1	.8 .9	38 29	104 75	.1 .1	1.2 .9	3 6	17 35	.1 .3	
KBUE-FM SP '04 4-Book	144 116	363 352	.5 .4	5.9 4.7	88 81	287 218	.3 .3	3.5 3.4	133 126	420 349	.4 .4	3.4 3.2	147 119	503 353	.5 .4	4.6 3.7	74 79	247 208	.2 .2	3.6 4.2
KCBS-FM SP '04 4-Book	85 72	308 316	.3 .3	3.5 2.9	35 45	183 219	.1 .2	1.4 1.9	144 119	622 532	.5 .4	3.7 3.1	77 89	273 339	.2 .3	2.4 2.8	38 35	266 203	.1 .1	1.8 1.8
KDLD-FM SP '04 4-Book	11 23	69 108	.4 .1	.9	7 12	37 45	.3 .5		19 30	89 107	.1 .1	.5 .8	22 33	57 104	.1 .1	.7 1.1	9 16	31 69	.4 .1	.8
KDLE-FM SP '04 4-Book	2 18	13 74	.1 .1	.7	5 7	19 45	.2 .3		32 30	115 121	.1 .1	.8 .8	46 34	82 104	.1 .1	1.4 1.1	17 14	74 72	.1 .1	.8 .8
KFI -AM SP '04 4-Book	79 52	222 181	.2 .2	3.2 2.1	84 62	267 198	.3 .2	3.3 2.5	46 56	162 180	.1 .2	1.2 1.5	67 35	209 131	.2 .1	2.1 1.1	88 54	252 182	.3 .2	4.3 2.8
KFSH-FM SP '04 4-Book	2 5	15 41	.1 .2		59 53	252 228	.2 .2	2.4 2.1	87 61	340 293	.3 .2	2.2 1.5	52 35	166 138	.2 .1	1.6 1.1	9 15	50 73	.4 .1	.8
KFWB-AM SP '04 4-Book	5 22	53 82	.2 .1	.9	52 38	172 175	.2 .1	2.1 1.6	26 41	162 209	.1 .1	.7 1.1	24 39	131 201	.1 .1	.8 1.2	2 9	21 77	.1 .4	
KHHT-FM SP '04 4-Book	68 80	248 273	.2 .3	2.8 3.3	29 37	114 130	.1 .1	1.2 1.6	31 66	184 288	.1 .2	.8 1.7	115 85	284 259	.4 .3	3.6 2.7	229 167	470 410	.7 .5	11.1 8.6
KHJ -AM SP '04 4-Book	17 11	33 33	.1 .4	.7	20 23	38 78	.1 .1	.8 1.0	16 51	69 121	.1 .2	.4 1.3	14 30	54 81	.4 .1	.9	12 11	36 38	.6 .6	
KIIS-FM SP '04 4-Book	36 64	204 274	.1 .2	1.5 2.6	37 58	186 217	.1 .2	1.5 2.4	93 112	403 519	.3 .4	2.4 2.8	86 97	393 385	.3 .3	2.7 3.0	41 44	213 241	.1 .1	2.0 2.3
KVVS-FM SP '04 4-Book	2 2	9 9	.1 .1		7 2	30 8	.3 .1		7 3	15 12	.2 .1		5 5	10 10	.2 .2		1 1	8 8	.1 .1	
KJLH-FM SP '04 4-Book	36 40	154 153	.1 .1	1.5 1.6	85 78	235 215	.3 .3	3.4 3.2	81 104	239 265	.3 .4	2.1 2.7	76 93	176 199	.2 .3	2.4 2.9	40 52	108 134	.1 .2	1.9 2.7
KKBT-FM SP '04 4-Book	95 99	324 390	.3 .3	3.9 4.1	46 69	132 206	.1 .2	1.8 2.9	76 101	326 431	.2 .3	1.9 2.6	83 112	257 373	.3 .4	2.6 3.6	75 67	290 247	.2 .2	3.6 3.6
KKLA-FM SP '04 4-Book	2 2	9 13	.1 .1		21 19	57 74	.1 .1	.8 .8	6 10	32 50	.2 .3		5 5	5 5			2 2	9 11	.1 .1	

Target Listener Estimates - Men 18-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 18-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KLAC-AM	SP '04	73	171	.2	3.0	3	13	.1		63	160	.2	1.6	56	233	.2	1.8	42	151	.1	2.0	
	4-Book	28	91	.1	1.1	12	31	.5		34	94	.1	.9	27	103	.1	.9	23	70	.1	1.2	
KLAX-FM	SP '04	79	295	.2	3.2	244	554	.8	9.7	258	687	.8	6.6	187	463	.6	5.9	91	320	.3	4.4	
	4-Book	89	335	.3	3.6	148	404	.5	6.1	203	607	.6	5.2	152	390	.5	4.8	81	286	.3	4.2	
KLOS-FM	SP '04	38	185	.1	1.6	31	145	.1	1.2	118	475	.4	3.0	94	356	.3	2.9	61	225	.2	3.0	
	4-Book	81	306	.3	3.4	59	210	.2	2.4	133	506	.4	3.4	115	416	.4	3.6	63	263	.2	3.3	
KLSX-FM	SP '04	24	119	.1	1.0	35	158	.1	1.4	54	198	.2	1.4	28	108	.1	.9	7	38		.3	
	4-Book	23	101	.1	.9	57	197	.2	2.3	76	232	.3	1.9	42	139	.1	1.3	15	57	.1	.8	
KLTX-AM	SP '04	22	47	.1	.9	30	74	.1	1.2	20	53	.1	.5	22	69	.1	.7	19	71	.1	.9	
	4-Book	13	38	.1	.5	36	107	.1	1.5	28	80	.1	.7	19	51	.1	.6	11	47		.6	
KLVE-FM	SP '04	172	371	.5	7.0	56	171	.2	2.2	141	464	.4	3.6	98	249	.3	3.1	130	364	.4	6.3	
	4-Book	129	360	.4	5.2	74	243	.3	3.0	119	391	.4	3.0	83	260	.3	2.6	77	229	.3	4.0	
KLYY-FM	SP '04	28	123	.1	1.1	28	92	.1	1.1	121	344	.4	3.1	55	150	.2	1.7	27	90	.1	1.3	
	4-Book	47	165	.2	1.9	43	134	.2	1.7	96	260	.3	2.4	72	188	.3	2.3	44	150	.2	2.3	
+KMXE-AM	SP '04	18	53	.1	.7	25	33	.1	1.0	3	17		.1	4	17		.1	**	**	**	**	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM	SP '04	26	74	.1	1.1	36	162	.1	1.4	69	144	.2	1.8	34	90	.1	1.1	7	18		.3	
	4-Book	34	121	.1	1.4	25	95	.1	1.0	47	134	.2	1.2	31	71	.1	1.0	15	66	.1	.8	
KNX -AM	SP '04	16	104	.1	.7	41	171	.1	1.6	75	265	.2	1.9	26	124	.1	.8	6	46		.3	
	4-Book	23	125	.1	.9	36	159	.1	1.5	66	292	.2	1.7	29	170	.1	.9	21	124	.1	1.1	
KOST-FM	SP '04	80	313	.3	3.3	93	222	.3	3.7	88	230	.3	2.2	66	245	.2	2.1	70	192	.2	3.4	
	4-Book	77	297	.3	3.1	60	159	.2	2.5	78	308	.3	2.0	57	256	.2	1.8	65	214	.2	3.3	
KPWR-FM	SP '04	169	622	.5	6.9	93	349	.3	3.7	201	914	.6	5.1	235	779	.7	7.4	75	292	.2	3.6	
	4-Book	192	717	.6	7.8	111	434	.4	4.6	234	934	.8	5.9	203	733	.6	6.4	121	479	.4	6.3	
KRCD-FM	SP '04	75	142	.2	3.1	30	97	.1	1.2	94	196	.3	2.4	62	153	.2	1.9	20	96	.1	1.0	
	4-Book	52	112	.2	2.1	30	85	.1	1.2	53	123	.2	1.4	44	109	.2	1.4	24	96	.1	1.3	
KRCV-FM	SP '04	24	37	.1	1.0	20	54	.1	.8	48	104	.2	1.2	29	70	.1	.9	16	66	.1	.8	
	4-Book	15	54	.1	.6	20	52	.1	.8	31	77	.1	.8	10	25		.3	10	41		.5	
KRLA-AM	SP '04	3	16		.1									16	28	.1	.5	2	12		.1	
	4-Book	2	9		.1					3	13		.1	13	32		.4	2	10		.1	
KROQ-FM	SP '04	240	717	.8	9.8	128	374	.4	5.1	185	732	.6	4.7	190	737	.6	5.9	205	644	.6	9.9	
	4-Book	171	704	.6	7.0	116	407	.4	4.8	217	840	.7	5.6	196	715	.6	6.2	139	524	.4	7.3	
KRTH-FM	SP '04	66	232	.2	2.7	101	215	.3	4.0	136	417	.4	3.5	50	221	.2	1.6	41	142	.1	2.0	
	4-Book	69	232	.2	2.7	72	177	.2	3.0	95	334	.3	2.5	67	210	.2	2.2	39	137	.1	2.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KSCA-FM	SP '04	18	130	.1	.7	112	263	.4	4.5	144	398	.5	3.7	93	247	.3	2.9	38	147	.1	1.8	
	4-Book	76	225	.2	3.0	107	268	.4	4.4	121	318	.4	3.1	106	254	.3	3.3	44	138	.1	2.3	
KSPN-AM	SP '04	2	19		.1	12	26		.5	31	108	.1	.8	50	156	.2	1.6	3	44		.1	
	4-Book	13	58		.5	11	52		.5	40	117	.1	1.1	37	156	.1	1.2	7	35		.3	
KSSE-FM	SP '04	72	229	.2	2.9	60	192	.2	2.4	57	175	.2	1.5	82	228	.3	2.6	30	123	.1	1.5	
	4-Book	56	205	.2	2.2	57	172	.2	2.3	91	289	.3	2.4	69	204	.3	2.2	40	164	.1	2.1	
KSUR-AM	SP '04	11	59		.4	7	15		.3	4	28		.1	4	15		.1	9	44		.4	
	4-Book	4	30		.2	2	7		.1	3	18		.1	5	20		.2	5	21		.2	
KTWV-FM	SP '04	55	191	.2	2.2	45	141	.1	1.8	97	349	.3	2.5	105	237	.3	3.3	82	244	.3	4.0	
	4-Book	60	215	.2	2.4	49	163	.2	2.0	93	345	.3	2.4	104	268	.3	3.3	48	160	.2	2.5	
KWIZ-FM	SP '04	9	66		.4	6	31		.2	18	88	.1	.5	14	59		.4	15	67		.7	
	4-Book	26	79	.1	1.1	14	51	.1	.6	33	87	.1	.9	22	68	.1	.7	17	58	.1	.9	
KWKV-AM	SP '04					7	34		.3	15	45		.4	13	30		.4	9	19		.4	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM	SP '04	14	73		.6	25	93	.1	1.0	36	124	.1	.9	9	42		.3	10	39		.5	
	4-Book	7	37		.3	19	78	.1	.8	27	106	.1	.7	8	39		.3	14	42		.8	
KXOL-FM	SP '04	20	107	.1	.8	99	207	.3	3.9	58	175	.2	1.5	67	143	.2	2.1	31	99	.1	1.5	
	4-Book	35	120	.1	1.4	56	175	.2	2.3	76	212	.3	1.9	60	144	.2	1.9	43	129	.2	2.2	
KXTA-AM	SP '04	3	19		.1	2	21		.1	9	45		.2									
	4-Book	5	25		.2	4	26		.2	8	48		.2	5	28		.2	1	9		.1	
XTRA-AM	SP '04	7	31		.3	12	57		.5	13	62		.3	1	13			1	14			
	4-Book	2	18		.1	14	64		.6	13	69		.3	10	42	.1	.3	6	31		.3	
KYSR-FM	SP '04	41	224	.1	1.7	59	276	.2	2.4	109	479	.3	2.8	55	330	.2	1.7	19	153	.1	.9	
	4-Book	37	221	.1	1.5	58	235	.2	2.4	106	458	.3	2.7	74	286	.2	2.3	22	135	.1	1.1	
KZAB-FM	SP '04	34	113	.1	1.4	19	54	.1	.8	80	185	.3	2.0	33	88	.1	1.0	27	72	.1	1.3	
	4-Book	46	136	.2	1.9	50	126	.2	2.1	99	236	.3	2.5	71	156	.2	2.2	33	101	.1	1.7	
KZLA-FM	SP '04	25	107	.1	1.0	43	103	.1	1.7	92	244	.3	2.3	80	277	.3	2.5	15	51		.7	
	4-Book	37	142	.1	1.5	42	146	.1	1.7	80	238	.3	2.1	53	193	.2	1.7	17	74	.1	.9	
KGGI-FM	SP '04	18	60	.1	.7	12	54		.5	22	73	.1	.6	36	137	.1	1.1	27	73	.1	1.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '04	2451	6969	7.7		2509	7046	7.9		3916	10905	12.3		3194	8531	10.0		2062	6207	6.5		
	4-Book	2483	7583	7.8		2441	7190	7.7		3920	11033	12.3		3188	8527	10.0		1925	5997	6.1		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

		Men 25-49																				
		Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
	SP '04	110	1579	.4	2.4	104	700	.4	1.4	167	815	.7	2.6	178	950	.7	3.3	85	442	.3	4.1	
	WI '04	78	1213	.3	1.7	86	613	.3	1.2	127	699	.5	1.9	123	708	.5	2.0	56	494	.2	2.8	
	FA '03	64	1243	.3	1.5	54	457	.2	.8	102	564	.4	1.7	120	656	.5	2.1	57	479	.2	2.9	
	SU '03	66	1166	.3	1.5	81	533	.3	1.3	121	660	.5	2.0	110	718	.4	2.0	27	352	.1	1.3	
	4-Book	80	1300	.3	1.8	81	576	.3	1.2	129	685	.5	2.1	133	758	.5	2.4	56	442	.2	2.8	
	SP '03	76	1137	.3	1.7	79	570	.3	1.2	166	710	.7	2.6	103	725	.4	1.8	47	442	.2	2.3	
KBIG-FM																						
	SP '04	100	2282	.4	2.2	130	873	.5	1.7	172	1124	.7	2.7	120	921	.5	2.2	45	642	.2	2.2	
	WI '04	87	1854	.3	1.9	63	704	.2	.9	136	757	.5	2.1	125	956	.5	2.1	63	541	.2	3.1	
	FA '03	65	1780	.3	1.5	79	703	.3	1.2	101	716	.4	1.7	77	672	.3	1.3	28	351	.1	1.4	
	SU '03	119	2521	.5	2.7	145	893	.6	2.3	191	1106	.8	3.2	140	1226	.6	2.5	66	693	.3	3.3	
	4-Book	93	2109	.4	2.1	104	793	.4	1.5	150	926	.6	2.4	116	944	.5	2.0	51	557	.2	2.5	
	SP '03	117	2287	.5	2.6	145	766	.6	2.1	215	951	.9	3.4	128	1026	.5	2.2	50	534	.2	2.4	
KBUA-FM																						
	SP '04	22	288	.1	.5	43	161	.2	.6	29	115	.1	.5	22	180	.1	.4	3	32		.1	
	WI '04	34	436	.1	.7	71	249	.3	1.0	52	265	.2	.8	30	234	.1	.5	10	79		.5	
	FA '03	29	261	.1	.7	51	229	.2	.8	46	153	.2	.8	26	171	.1	.4	10	93		.5	
	SU '03	37	390	.1	.9	58	230	.2	.9	55	245	.2	.9	42	205	.2	.8	13	102		.6	
	4-Book	31	344	.1	.7	56	217	.2	.8	46	195	.2	.8	30	198	.1	.5	9	77		.4	
	SP '03	18	313	.1	.4	31	153	.1	.5	36	154	.1	.6	15	183	.1	.3	6	84		.3	
KBUE-FM																						
	SP '04	180	2241	.7	3.9	250	1149	1.0	3.4	261	1209	1.0	4.1	214	1206	.8	4.0	72	695	.3	3.5	
	WI '04	142	1942	.6	3.1	231	1090	.9	3.3	193	1099	.8	3.0	167	1142	.7	2.7	71	582	.3	3.5	
	FA '03	151	1752	.6	3.5	238	886	.9	3.5	234	902	.9	3.9	157	888	.6	2.7	52	426	.2	2.6	
	SU '03	106	1591	.4	2.4	178	837	.7	2.8	137	857	.6	2.3	110	740	.4	2.0	55	449	.2	2.7	
	4-Book	145	1882	.6	3.2	224	991	.9	3.3	206	1017	.8	3.3	162	994	.6	2.9	63	538	.3	3.1	
	SP '03	119	1588	.5	2.7	112	695	.5	1.6	145	931	.6	2.3	179	888	.7	3.1	86	500	.3	4.2	
KCBS-FM																						
	SP '04	125	3049	.5	2.7	159	1139	.6	2.1	182	1462	.7	2.8	184	1745	.7	3.4	47	723	.2	2.3	
	WI '04	159	3282	.6	3.5	221	1473	.9	3.2	266	1557	1.1	4.1	193	1912	.8	3.2	58	973	.2	2.9	
	FA '03	124	2776	.5	2.8	189	1165	.7	2.8	214	1054	.8	3.6	151	1599	.6	2.6	37	642	.1	1.9	
	SU '03	160	3329	.6	3.7	228	1445	.9	3.5	276	1808	1.1	4.6	173	1677	.7	3.1	67	1102	.3	3.3	
	4-Book	142	3109	.6	3.2	199	1306	.8	2.9	235	1470	.9	3.8	175	1733	.7	3.1	52	860	.2	2.6	
	SP '03	166	3272	.7	3.7	217	1632	.9	3.2	292	1783	1.2	4.6	186	1707	.8	3.2	37	751	.1	1.8	
KDLA-FM																						
	SP '04	27	519	.1	.6	6	97		.1	62	375	.2	1.0	45	354	.2	.8	18	145	.1	.9	
	WI '04	31	708	.1	.7	17	215	.1	.2	50	474	.2	.8	43	408	.2	.7	21	266	.1	1.0	
	FA '03	13	504	.1	.3	15	170	.1	.2	6	133		.1	19	228	.1	.3	15	213	.1	.8	
	SU '03	22	593	.1	.5	18	176	.1	.3	16	322	.1	.3	29	304	.1	.5	13	274	.1	.6	
	4-Book	23	581	.1	.5	14	165	.1	.2	34	326	.1	.6	34	324	.2	.6	17	225	.1	.8	
	SP '03	22	540	.1	.5	19	221	.1	.3	22	284	.1	.3	25	235	.1	.4	16	219	.1	.8	
KDLE-FM																						
	SP '04	28	494	.1	.6	38	259	.2	.5	51	301	.2	.8	45	234	.2	.8	6	128		.3	
	WI '04	40	613	.2	.9	34	360	.1	.5	76	316	.3	1.2	67	446	.3	1.1	14	144	.1	.7	
	FA '03	36	606	.1	.8	58	321	.2	.9	76	329	.3	1.3	39	277	.2	.7	11	224		.6	
	SU '03	13	498	.1	.3	9	142		.1	17	232	.1	.3	18	185	.1	.3	7	159		.3	
	4-Book	29	553	.1	.7	35	271	.1	.5	55	295	.2	.9	42	286	.2	.7	10	164		.5	
	SP '03	27	479	.1	.6	23	208	.1	.3	28	250	.1	.4	35	293	.1	.6	26	229	.1	1.3	
KFI -AM																						
	SP '04	173	2575	.7	3.8	365	1648	1.4	4.9	232	1235	.9	3.6	194	1287	.8	3.6	82	782	.3	3.9	
	WI '04	134	1978	.5	2.9	254	1136	1.0	3.6	156	835	.6	2.4	196	1120	.8	3.2	66	590	.3	3.3	
	FA '03	160	2330	.6	3.7	327	1445	1.3	4.8	176	1157	.7	2.9	247	1582	1.0	4.3	89	710	.4	4.5	
	SU '03	138	2498	.6	3.2	250	1404	1.0	3.9	147	1012	.6	2.5	231	1375	.9	4.2	87	681	.4	4.3	
	4-Book	151	2345	.6	3.4	299	1408	1.2	4.3	178	1060	.7	2.9	217	1341	.9	3.8	81	691	.4	4.0	
	SP '03	153	2199	.6	3.4	286	1356	1.2	4.2	188	836	.8	3.0	227	1179	.9	3.9	107	738	.4	5.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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



Target Listener Trends

Men 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
KFSH-FM																				
SP '04	53	671	.2	1.2	81	377	.3	1.1	87	436	.3	1.4	48	361	.2	.9	17	253	.1	.8
WI '04	37	729	.1	.8	57	421	.2	.8	27	281	.1	.4	47	426	.2	.8	30	313	.1	1.5
FA '03	26	715	.1	.6	25	356	.1	.4	43	306	.2	.7	50	428	.2	.9	7	179		.4
SU '03	41	769	.2	.9	62	494	.3	1.0	41	352	.2	.7	53	420	.2	1.0	16	256	.1	.8
4-Book	39	721	.2	.9	56	412	.2	.8	50	344	.2	.8	50	409	.2	.9	18	250	.1	.9
SP '03	39	559	.2	.9	54	290	.2	.8	59	263	.2	.9	52	353	.2	.9	6	149		.3
KFWB-AM																				
SP '04	41	1627	.2	.9	76	712	.3	1.0	32	428	.1	.5	54	709	.2	1.0	31	470	.1	1.5
WI '04	48	1867	.2	1.0	122	1144	.5	1.7	47	653	.2	.7	63	777	.2	1.0	10	216		.5
FA '03	51	2132	.2	1.2	110	1166	.4	1.6	40	631	.2	.7	79	1045	.3	1.4	20	576	.1	1.0
SU '03	51	1984	.2	1.2	114	908	.5	1.8	37	609	.1	.6	65	854	.3	1.2	37	417	.1	1.8
4-Book	48	1903	.2	1.1	106	983	.4	1.5	39	580	.2	.6	65	846	.3	1.2	25	420	.1	1.2
SP '03	57	2221	.2	1.3	107	1256	.4	1.6	55	747	.2	.9	96	1222	.4	1.6	28	523	.1	1.4
KHHT-FM																				
SP '04	81	1644	.3	1.8	72	660	.3	1.0	123	745	.5	1.9	85	776	.3	1.6	69	660	.3	3.3
WI '04	117	1829	.5	2.6	160	883	.6	2.3	152	784	.6	2.3	138	924	.5	2.3	66	626	.3	3.3
FA '03	84	1521	.3	1.9	85	640	.3	1.3	152	828	.6	2.5	93	657	.4	1.6	51	408	.2	2.6
SU '03	78	1853	.3	1.8	97	843	.4	1.5	127	825	.5	2.1	89	758	.4	1.6	33	488	.1	1.6
4-Book	90	1712	.4	2.0	104	757	.4	1.5	139	796	.6	2.2	101	779	.4	1.8	55	546	.2	2.7
SP '03	78	1716	.3	1.7	111	778	.4	1.6	116	828	.5	1.8	81	921	.3	1.4	46	496	.2	2.2
KHJ -AM																				
SP '04	50	788	.2	1.1	110	326	.4	1.5	62	347	.2	1.0	54	294	.2	1.0	12	112		.6
WI '04	52	803	.2	1.1	74	379	.3	1.1	95	474	.4	1.5	62	336	.2	1.0	14	185		.7
FA '03	53	707	.2	1.2	78	281	.3	1.2	92	479	.4	1.5	45	273	.2	.8	22	177	.1	1.1
SU '03	49	751	.2	1.1	77	405	.3	1.2	85	384	.3	1.4	49	321	.2	.9	16	103	.1	.8
4-Book	51	762	.2	1.1	85	348	.3	1.3	84	421	.3	1.4	53	306	.2	.9	16	144	.1	.8
SP '03	49	803	.2	1.1	102	384	.4	1.5	53	380	.2	.8	41	295	.2	.7	22	192	.1	1.1
KIIS-FM																				
SP '04	59	2359	.2	1.3	63	879	.2	.8	85	905	.3	1.3	66	1046	.3	1.2	33	729	.1	1.6
WI '04	113	2944	.4	2.5	166	1378	.7	2.4	145	1298	.6	2.2	148	1483	.6	2.4	38	617	.2	1.9
FA '03	72	2446	.3	1.7	109	1112	.4	1.6	78	908	.3	1.3	99	1208	.4	1.7	34	602	.1	1.7
SU '03	89	2842	.4	2.1	102	1089	.4	1.6	137	1385	.6	2.3	118	1399	.5	2.1	47	689	.2	2.3
4-Book	83	2648	.3	1.9	110	1115	.4	1.6	111	1124	.5	1.8	108	1284	.5	1.9	38	659	.2	1.9
SP '03	79	2498	.3	1.8	155	1125	.6	2.3	96	1063	.4	1.5	87	1028	.4	1.5	22	414	.1	1.1
KVVS-FM																				
SP '04		35							9				1	35						
WI '04	3	105		.1	5	52		.1	7	68		.1	4	71		.1		17		
FA '03	3	137		.1	2	33			5	51		.1	5	68		.1	3	34		.2
SU '03	1	66				13			1	24				24						
4-Book	2	86		.1	2	25			3	38		.1	3	50		.1	1	13		.1
SP '03		39				13				27				24						
KJLH-FM																				
SP '04	62	863	.2	1.4	87	489	.3	1.2	78	341	.3	1.2	71	574	.3	1.3	29	322	.1	1.4
WI '04	64	1073	.3	1.4	81	567	.3	1.2	70	377	.3	1.1	59	475	.2	1.0	26	310	.1	1.3
FA '03	59	968	.2	1.4	71	490	.3	1.0	60	404	.2	1.0	67	464	.3	1.2	34	322	.1	1.7
SU '03	74	838	.3	1.7	74	441	.3	1.1	89	527	.4	1.5	73	449	.3	1.3	72	306	.3	3.6
4-Book	65	936	.3	1.5	78	497	.3	1.1	74	412	.3	1.2	68	491	.3	1.2	40	315	.2	2.0
SP '03	47	820	.2	1.0	45	259	.2	.7	60	400	.2	.9	64	525	.3	1.1	23	254	.1	1.1
KKBT-FM																				
SP '04	87	1985	.3	1.9	186	917	.7	2.5	101	1012	.4	1.6	83	834	.3	1.5	35	471	.1	1.7
WI '04	84	2067	.3	1.8	144	883	.6	2.1	71	808	.3	1.1	113	1042	.4	1.9	53	521	.2	2.6
FA '03	110	2097	.4	2.5	230	1000	.9	3.4	115	951	.5	1.9	128	1074	.5	2.2	48	625	.2	2.4
SU '03	111	2159	.4	2.6	248	1093	1.0	3.9	143	990	.6	2.4	111	939	.4	2.0	34	519	.1	1.7
4-Book	98	2077	.4	2.2	202	973	.8	3.0	108	940	.5	1.8	109	972	.4	1.9	43	534	.2	2.1
SP '03	133	2296	.5	3.0	237	1228	1.0	3.5	202	1136	.8	3.2	155	1231	.6	2.7	38	503	.2	1.8

Target Listener Trends - Men 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKLA-FM																				
SP '04	18	570	.1	.4	32	253	.1	.4	27	262	.1	.4	30	266	.1	.6	5	75	.2	.2
WI '04	16	502	.1	.3	21	214	.1	.3	16	132	.1	.2	28	257	.1	.5	9	133	.4	.4
FA '03	18	339	.1	.4	36	179	.1	.5	30	131	.1	.5	26	166	.1	.4	5	116	.3	.3
SU '03	15	483	.1	.3	44	280	.2	.7	11	170	.2	.2	15	183	.1	.3	13	124	.1	.6
4-Book	17	474	.1	.4	33	232	.1	.5	21	174	.1	.3	25	218	.1	.5	8	112	.4	.4
SP '03	16	384	.1	.4	30	226	.1	.4	12	110	.2	.2	29	205	.1	.5	11	109	.5	.5
KLAC-AM																				
SP '04	32	1039	.1	.7	20	102	.1	.3	19	138	.1	.3	41	550	.2	.8	53	652	.2	2.5
WI '04	19	743	.1	.4	8	144	.1	.1	17	124	.1	.3	32	397	.1	.5	27	332	.1	1.3
FA '03	20	827	.1	.5	15	148	.1	.2	16	133	.1	.3	37	499	.1	.6	23	398	.1	1.2
SU '03	16	287	.1	.4	18	149	.1	.3	10	92	.2	.2	12	137	.1	.2	17	117	.1	.8
4-Book	22	724	.1	.5	15	136	.1	.2	16	122	.1	.3	31	396	.1	.5	30	375	.1	1.5
SP '03	22	625	.1	.5	19	149	.1	.3	12	115	.2	.2	21	345	.1	.4	34	345	.1	1.7
KLAX-FM																				
SP '04	349	3578	1.4	7.6	776	2425	3.1	10.4	463	2463	1.8	7.2	314	1777	1.2	5.8	70	680	.3	3.4
WI '04	199	2663	.8	4.3	288	1496	1.1	4.1	335	1511	1.3	5.1	215	1402	.8	3.5	75	698	.3	3.7
FA '03	209	2721	.8	4.8	413	1703	1.6	6.1	283	1321	1.1	4.7	207	1447	.8	3.6	76	579	.3	3.9
SU '03	177	2415	.7	4.1	278	1312	1.1	4.3	271	1426	1.1	4.5	186	1233	.8	3.3	72	613	.3	3.6
4-Book	234	2844	.9	5.2	439	1734	1.7	6.2	338	1680	1.3	5.4	231	1465	.9	4.1	73	643	.3	3.7
SP '03	213	2846	.9	4.7	364	1711	1.5	5.3	285	1588	1.2	4.5	228	1300	.9	3.9	73	669	.3	3.6
KLCS-FM																				
SP '04	155	2957	.6	3.4	267	1377	1.1	3.6	242	1390	1.0	3.8	206	1648	.8	3.8	39	692	.2	1.9
WI '04	194	3371	.8	4.2	325	1492	1.3	4.7	258	1469	1.0	4.0	277	1985	1.1	4.5	94	891	.4	4.7
FA '03	186	3801	.7	4.3	266	1715	1.1	3.9	270	1836	1.1	4.5	271	2122	1.1	4.7	84	1018	.3	4.3
SU '03	192	3484	.8	4.4	297	1530	1.2	4.6	265	1635	1.1	4.4	223	2003	.9	4.0	109	891	.4	5.4
4-Book	182	3403	.7	4.1	289	1529	1.2	4.2	259	1583	1.1	4.2	244	1940	1.0	4.3	82	873	.3	4.1
SP '03	160	3459	.6	3.6	252	1428	1.0	3.7	227	1675	.9	3.6	225	1991	.9	3.9	72	1017	.3	3.5
KLTX-FM																				
SP '04	241	3242	1.0	5.3	660	2180	2.6	8.9	318	1567	1.3	5.0	302	1501	1.2	5.6	78	683	.3	3.7
WI '04	236	3131	.9	5.1	626	1906	2.5	9.0	361	1587	1.4	5.5	287	1682	1.1	4.7	37	554	.1	1.8
FA '03	201	2795	.8	4.6	485	1621	1.9	7.2	281	1451	1.1	4.7	305	1580	1.2	5.3	57	596	.2	2.9
SU '03	184	3068	.7	4.3	409	1816	1.7	6.4	196	1282	.8	3.3	372	1831	1.5	6.7	37	531	.1	1.8
4-Book	216	3059	.9	4.8	545	1881	2.2	7.9	289	1472	1.2	4.6	317	1649	1.3	5.6	52	591	.2	2.6
SP '03	230	2890	.9	5.1	525	1926	2.1	7.7	333	1336	1.3	5.2	377	1517	1.5	6.5	42	468	.2	2.0
KLTX-AM																				
SP '04	40	309	.2	.9	71	241	.3	1.0	56	212	.2	.9	43	196	.2	.8	12	129	.1	.6
WI '04	49	329	.2	1.1	84	237	.3	1.2	69	263	.3	1.1	56	237	.2	.9	18	143	.1	.9
FA '03	39	366	.2	.9	53	220	.2	.8	62	241	.2	1.0	51	214	.2	.9	8	81	.1	.4
SU '03	19	300	.1	.4	27	187	.1	.4	24	214	.1	.4	21	157	.1	.4	6	73	.1	.3
4-Book	37	326	.2	.8	59	221	.2	.9	53	233	.2	.9	43	201	.2	.8	11	107	.1	.6
SP '03	33	321	.1	.7	64	215	.3	.9	52	231	.2	.8	22	139	.1	.4	21	129	.1	1.0
KLVE-FM																				
SP '04	127	2312	.5	2.8	151	780	.6	2.0	167	1059	.7	2.6	139	1130	.5	2.6	100	756	.4	4.8
WI '04	137	2457	.5	3.0	164	1112	.6	2.4	225	1188	.9	3.4	165	1102	.7	2.7	65	636	.3	3.2
FA '03	132	2773	.5	3.0	180	1199	.7	2.7	192	1260	.8	3.2	163	1355	.6	2.8	69	903	.3	3.5
SU '03	112	2388	.5	2.6	144	1100	.6	2.2	160	1284	.6	2.7	137	1056	.6	2.5	51	602	.2	2.5
4-Book	127	2483	.5	2.9	160	1048	.6	2.3	186	1198	.8	3.0	151	1161	.6	2.7	71	724	.3	3.5
SP '03	131	2498	.5	2.9	189	1119	.8	2.8	186	1227	.8	2.9	126	991	.5	2.2	75	699	.3	3.6
KLYY-FM																				
SP '04	84	1359	.3	1.8	70	421	.3	.9	161	827	.6	2.5	87	605	.3	1.6	47	266	.2	2.3
WI '04	95	1346	.4	2.1	102	653	.4	1.5	181	887	.7	2.8	92	618	.4	1.5	34	372	.1	1.7
FA '03	86	1213	.3	2.0	82	529	.3	1.2	139	635	.5	2.3	87	464	.3	1.5	48	445	.2	2.4
SU '03	55	1172	.2	1.3	64	507	.3	1.0	92	628	.4	1.5	73	574	.3	1.3	15	248	.1	.7
4-Book	80	1273	.3	1.8	80	528	.3	1.2	143	744	.6	2.3	85	565	.3	1.5	36	333	.2	1.8
SP '03	73	1222	.3	1.6	67	533	.3	1.0	102	690	.4	1.6	101	658	.4	1.7	38	389	.2	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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
	+KMXE-AM																			
SP '04	44	372	.2	1.0	47	191	.2	.6	80	263	.3	1.2	67	269	.3	1.2	32	137	.1	1.5
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	30	803	.1	.7	21	205	.1	.3	44	274	.2	.7	39	276	.2	.7	15	198	.1	.7
WI '04	23	753	.1	.5	22	243	.1	.3	26	310	.1	.4	32	401	.1	.5	19	311	.1	.9
FA '03	27	760	.1	.6	35	260	.1	.5	35	321	.1	.6	28	308	.1	.5	13	168	.1	.7
SU '03	24	867	.1	.6	12	274	.2	.2	21	222	.1	.4	22	314	.1	.4	30	290	.1	1.5
4-Book	26	796	.1	.6	23	246	.1	.3	32	282	.1	.5	30	325	.1	.5	19	242	.1	1.0
SP '03	34	866	.1	.8	56	410	.2	.8	49	332	.2	.8	34	282	.1	.6	18	256	.1	.9
KNX -AM																				
SP '04	75	2358	.3	1.6	185	1320	.7	2.5	81	839	.3	1.3	99	1137	.4	1.8	16	479	.1	.8
WI '04	93	2302	.4	2.0	167	1352	.7	2.4	82	849	.3	1.3	150	1361	.6	2.5	42	522	.2	2.1
FA '03	56	2097	.2	1.3	113	1112	.4	1.7	55	821	.2	.9	79	1100	.3	1.4	26	527	.1	1.3
SU '03	54	2041	.2	1.2	88	1024	.4	1.4	59	780	.2	1.0	83	1090	.3	1.5	29	402	.1	1.4
4-Book	70	2200	.3	1.5	138	1202	.6	2.0	69	822	.3	1.1	103	1172	.4	1.8	28	483	.1	1.4
SP '03	69	2541	.3	1.5	150	1588	.6	2.2	77	887	.3	1.2	113	1357	.5	1.9	19	428	.1	.9
KOST-FM																				
SP '04	129	2276	.5	2.8	158	1008	.6	2.1	203	1058	.8	3.2	151	1149	.6	2.8	65	817	.3	3.1
WI '04	121	1892	.5	2.6	165	1041	.7	2.4	198	811	.8	3.0	147	879	.6	2.4	59	642	.2	2.9
FA '03	98	2523	.4	2.3	119	1006	.5	1.8	116	940	.5	1.9	138	1370	.5	2.4	71	870	.3	3.6
SU '03	95	2141	.4	2.2	119	892	.5	1.8	115	949	.5	1.9	120	941	.5	2.2	64	844	.3	3.2
4-Book	111	2208	.5	2.5	140	987	.6	2.0	158	940	.7	2.5	139	1085	.6	2.5	66	793	.3	3.2
SP '03	110	2157	.4	2.5	141	863	.6	2.1	154	893	.6	2.4	121	1041	.5	2.1	93	773	.4	4.5
KPWR-FM																				
SP '04	192	3325	.8	4.2	335	1827	1.3	4.5	250	1861	1.0	3.9	260	1960	1.0	4.8	87	1041	.3	4.2
WI '04	174	3520	.7	3.8	284	1822	1.1	4.1	260	1805	1.0	4.0	199	1815	.8	3.3	76	1159	.3	3.8
FA '03	170	3511	.7	3.9	247	1575	1.0	3.6	194	1624	.8	3.2	216	1921	.9	3.7	103	1088	.4	5.2
SU '03	161	3285	.7	3.7	218	1500	.9	3.4	210	1849	.9	3.5	213	1711	.9	3.8	85	1000	.3	4.2
4-Book	174	3410	.7	3.9	271	1681	1.1	3.9	229	1785	.9	3.7	222	1852	.9	3.9	88	1072	.3	4.4
SP '03	165	3068	.7	3.7	249	1382	1.0	3.6	232	1586	.9	3.7	198	1814	.8	3.4	68	1060	.3	3.3
KRCD-FM																				
SP '04	93	1139	.4	2.0	95	427	.4	1.3	156	683	.6	2.4	102	517	.4	1.9	53	350	.2	2.5
WI '04	85	1109	.3	1.9	88	443	.3	1.3	134	675	.5	2.1	109	655	.4	1.8	48	352	.2	2.4
FA '03	60	804	.2	1.4	77	390	.3	1.1	65	360	.3	1.1	96	343	.4	1.7	48	265	.2	2.4
SU '03	39	613	.2	.9	41	269	.2	.6	74	300	.3	1.2	33	280	.1	.6	22	206	.1	1.1
4-Book	69	916	.3	1.6	75	382	.3	1.1	107	505	.4	1.7	85	449	.3	1.5	43	293	.2	2.1
SP '03	40	628	.2	.9	41	235	.2	.6	57	399	.2	.9	45	345	.2	.8	28	222	.1	1.4
KRCV-FM																				
SP '04	46	546	.2	1.0	33	238	.1	.4	71	321	.3	1.1	53	276	.2	1.0	37	221	.1	1.8
WI '04	34	577	.1	.7	39	301	.2	.6	51	364	.2	.8	49	366	.2	.8	16	180	.1	.8
FA '03	17	429	.1	.4	17	207	.1	.3	34	213	.1	.6	15	167	.1	.3	5	85	.3	.3
SU '03	30	226	.1	.7	55	184	.2	.9	49	181	.2	.8	34	184	.1	.6	10	77	.5	.5
4-Book	32	445	.1	.7	36	233	.2	.6	51	270	.2	.8	38	248	.2	.7	17	141	.1	.9
SP '03	20	380	.1	.4	26	170	.1	.4	16	195	.1	.3	21	153	.1	.4	21	124	.1	1.0
KRLA-AM																				
SP '04	49	649	.2	1.1	93	435	.4	1.3	95	461	.4	1.5	61	372	.2	1.1	23	182	.1	1.1
WI '04	31	591	.1	.7	53	318	.2	.8	64	375	.3	1.0	43	269	.2	.7	8	120	.4	.4
FA '03	21	447	.1	.5	45	285	.2	.7	29	235	.1	.5	32	170	.1	.6	5	52	.3	.3
SU '03	35	482	.1	.8	46	255	.2	.7	90	287	.4	1.5	51	226	.2	.9	4	73	.2	.2
4-Book	34	542	.1	.8	59	323	.3	.9	70	340	.3	1.1	47	259	.2	.8	10	107	.5	.5
SP '03	11	271	.2	.2	14	157	.1	.2	15	137	.1	.2	29	212	.1	.5	4	90	.2	.2

Target Listener Trends - Men 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																				
SP '04	251	4250	1.0	5.5	402	2297	1.6	5.4	354	2022	1.4	5.5	277	2299	1.1	5.1	170	1568	.7	8.2
WI '04	253	4708	1.0	5.5	483	2858	1.9	6.9	282	2146	1.1	4.3	311	2516	1.2	5.1	136	1510	.5	6.8
FA '03	233	4483	.9	5.4	414	2294	1.6	6.1	316	2129	1.2	5.3	250	2291	1.0	4.3	129	1365	.5	6.5
SU '03	235	4316	1.0	5.4	414	2321	1.7	6.4	335	2271	1.4	5.6	277	2373	1.1	5.0	105	1242	.4	5.2
4-Book	243	4439	1.0	5.5	428	2443	1.7	6.2	322	2142	1.3	5.2	279	2370	1.1	4.9	135	1421	.5	6.7
SP '03	248	4527	1.0	5.5	464	2569	1.9	6.8	353	2261	1.4	5.6	275	2539	1.1	4.7	87	1400	.4	4.2
KRTH-FM																				
SP '04	90	2482	.4	2.0	136	996	.5	1.8	104	1105	.4	1.6	96	1119	.4	1.8	45	524	.2	2.2
WI '04	77	2098	.3	1.7	92	675	.4	1.3	117	943	.5	1.8	112	1068	.4	1.8	38	518	.2	1.9
FA '03	103	2063	.4	2.4	131	935	.5	1.9	178	935	.7	3.0	126	973	.5	2.2	33	424	.1	1.7
SU '03	103	2379	.4	2.4	121	869	.5	1.9	160	1252	.6	2.7	124	1094	.5	2.2	61	602	.2	3.0
4-Book	93	2256	.4	2.1	120	869	.5	1.7	140	1059	.6	2.3	115	1064	.5	2.0	44	517	.2	2.2
SP '03	73	2143	.3	1.6	105	945	.4	1.5	126	900	.5	2.0	71	758	.3	1.2	30	405	.1	1.5
KSCA-FM																				
SP '04	127	1788	.5	2.8	298	1090	1.2	4.0	148	898	.6	2.3	90	621	.4	1.7	30	322	.1	1.4
WI '04	204	2392	.8	4.5	318	1101	1.3	4.6	203	960	.8	3.1	418	1450	1.7	6.9	54	432	.2	2.7
FA '03	268	2450	1.1	6.2	546	1589	2.2	8.1	227	1297	.9	3.8	496	1529	2.0	8.6	66	700	.3	3.3
SU '03	270	2549	1.1	6.2	499	1652	2.0	7.7	246	1061	1.0	4.1	515	1696	2.1	9.3	80	550	.3	3.9
4-Book	217	2295	.9	4.9	415	1358	1.7	6.1	206	1054	.8	3.3	380	1324	1.6	6.6	58	501	.2	2.8
SP '03	269	2699	1.1	6.0	475	1691	1.9	6.9	295	1289	1.2	4.6	529	1759	2.1	9.1	45	478	.2	2.2
KSPN-AM																				
SP '04	35	1031	.1	.8	23	298	.1	.3	60	450	.2	.9	74	572	.3	1.4	7	157	.3	.3
WI '04	26	878	.1	.6	30	272	.1	.4	37	383	.1	.6	50	548	.2	.8	4	89	.2	.2
FA '03	37	1264	.1	.8	31	389	.1	.5	57	559	.2	.9	75	690	.3	1.3	8	258	.4	.4
SU '03	40	872	.2	.9	39	325	.2	.6	60	432	.2	1.0	71	477	.3	1.3	21	190	.1	1.0
4-Book	35	1011	.1	.8	31	321	.1	.5	54	456	.2	.9	68	572	.3	1.2	10	174	.5	.5
SP '03	23	783	.1	.5	22	313	.1	.3	18	158	.1	.3	55	509	.2	.9	16	238	.1	.8
KSSE-FM																				
SP '04	115	1797	.5	2.5	268	988	1.1	3.6	113	808	.4	1.8	111	742	.4	2.1	57	437	.2	2.7
WI '04	102	1754	.4	2.2	182	1056	.7	2.6	147	949	.6	2.3	112	814	.4	1.8	50	579	.2	2.5
FA '03	101	1912	.4	2.3	168	922	.7	2.5	147	816	.6	2.4	110	898	.4	1.9	55	535	.2	2.8
SU '03	85	1418	.3	2.0	167	776	.7	2.6	126	831	.5	2.1	72	609	.3	1.3	33	383	.1	1.6
4-Book	101	1720	.4	2.3	196	936	.8	2.8	133	851	.5	2.2	101	766	.4	1.8	49	484	.2	2.4
SP '03	89	1626	.4	2.0	131	814	.5	1.9	142	876	.6	2.2	104	751	.4	1.8	35	508	.1	1.7
KSUR-AM																				
SP '04	8	161	.2	.2	15	56	.1	.2	13	58	.1	.2	3	54	.1	.1	9	68	.4	.4
WI '04	10	137	.2	.2	4	45	.1	.1	20	68	.1	.3	14	54	.1	.2	5	13	.2	.2
FA '03	2	33	.1	.1	1	16	.1	.1	1	16	.1	.1	4	33	.1	.1	2	33	.1	.1
SU '03	6	138	.1	.1	8	67	.1	.1	9	68	.1	.2	5	51	.1	.1	7	67	.3	.3
4-Book	7	117	.1	.1	7	42	.1	.1	11	53	.1	.2	7	48	.1	.1	6	45	.3	.3
SP '03	9	137	.2	.2	10	68	.1	.1	8	52	.1	.1	9	40	.2	.2	4	40	.2	.2
KTWV-FM																				
SP '04	136	2013	.5	3.0	189	910	.7	2.5	236	1065	.9	3.7	164	1175	.6	3.0	50	534	.2	2.4
WI '04	135	1862	.5	2.9	156	888	.6	2.2	256	1037	1.0	3.9	181	1049	.7	3.0	38	574	.2	1.9
FA '03	102	1885	.4	2.3	128	939	.5	1.9	171	921	.7	2.8	124	958	.5	2.1	58	620	.2	2.9
SU '03	140	2079	.6	3.2	166	1071	.7	2.6	260	1056	1.1	4.3	193	1177	.8	3.5	54	748	.2	2.7
4-Book	128	1960	.5	2.9	160	952	.6	2.3	231	1020	.9	3.7	166	1090	.7	2.9	50	619	.2	2.5
SP '03	122	1846	.5	2.7	144	823	.6	2.1	186	785	.8	2.9	143	991	.6	2.5	87	788	.4	4.2
KWIZ-FM																				
SP '04	22	528	.1	.5	18	154	.1	.2	47	252	.2	.7	17	155	.1	.3	13	100	.1	.6
WI '04	20	337	.1	.4	19	81	.1	.3	22	162	.1	.3	23	198	.1	.4	24	131	.1	1.2
FA '03	30	661	.1	.7	38	288	.2	.6	47	337	.2	.8	30	283	.1	.5	14	118	.1	.7
SU '03	24	456	.1	.6	35	287	.1	.5	19	185	.1	.3	22	156	.1	.4	19	176	.1	.9
4-Book	24	496	.1	.6	28	203	.1	.4	34	234	.2	.5	23	198	.1	.4	18	131	.1	.9
SP '03	20	521	.1	.4	20	216	.1	.3	29	288	.1	.5	22	272	.1	.4	14	160	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 25-49

	Men 25-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKW-AM																				
SP '04	22	347	.1	.5	43	127	.2	.6	30	140	.1	.5	24	190	.1	.4	22	107	.1	1.1
WI '04	20	371	.1	.4	61	265	.2	.9	25	168	.1	.4	19	90	.1	.3	3	30		.1
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	12	241	.1	.3	29	81	.1	.5	13	146	.1	.2	4	83	.1	.1	10	71		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	22	479	.1	.5	49	218	.2	.7	26	228	.1	.4	15	172	.1	.3	17	88	.1	.8
KVVE-FM																				
SP '04	33	563	.1	.7	64	341	.3	.9	52	265	.2	.8	39	312	.2	.7	11	135		.5
WI '04	24	390	.1	.5	38	252	.2	.5	37	169	.1	.6	45	214	.2	.7	4	53		.2
FA '03	19	455	.1	.4	31	275	.1	.5	17	245	.1	.3	29	248	.1	.5	12	96		.6
SU '03	14	353	.1	.3	13	172	.1	.2	10	113	.1	.2	6	142	.1	.1	7	78		.3
4-Book	23	440	.1	.5	37	260	.2	.5	29	198	.1	.5	30	229	.1	.5	9	91		.4
SP '03	22	431	.1	.5	31	233	.1	.5	37	252	.1	.6	36	186	.1	.6	8	89		.4
KXOL-FM																				
SP '04	72	1226	.3	1.6	122	552	.5	1.6	88	635	.3	1.4	76	562	.3	1.4	24	365	.1	1.2
WI '04	107	1551	.4	2.3	173	751	.7	2.5	210	826	.8	3.2	122	799	.5	2.0	24	260	.1	1.2
FA '03	80	1351	.3	1.8	86	667	.3	1.3	128	748	.5	2.1	106	710	.4	1.8	43	335	.2	2.2
SU '03	108	1763	.4	2.5	138	973	.6	2.1	181	1055	.7	3.0	121	727	.5	2.2	42	494	.2	2.1
4-Book	92	1473	.4	2.1	130	736	.5	1.9	152	816	.6	2.4	106	700	.4	1.9	33	364	.2	1.7
SP '03	104	1763	.4	2.3	146	756	.6	2.1	175	943	.7	2.8	86	640	.3	1.5	41	585	.2	2.0
KXTA-AM																				
SP '04	27	629	.1	.6	31	342	.1	.4	76	422	.3	1.2	24	292	.1	.4	13	126	.1	.6
WI '04	24	616	.1	.5	37	302	.1	.5	47	318	.2	.7	34	357	.1	.6	7	74		.3
FA '03	33	675	.1	.8	44	300	.2	.6	70	465	.3	1.2	49	345	.2	.8	5	101		.3
SU '03	38	844	.2	.9	54	453	.2	.8	97	523	.4	1.6	48	393	.2	.9	3	128		.1
4-Book	31	691	.1	.7	42	349	.2	.6	73	432	.3	1.2	39	347	.2	.7	7	107		.3
SP '03	38	683	.2	.8	60	331	.2	.9	112	532	.5	1.8	24	193	.1	.4	3	63		.1
XTRA-AM																				
SP '04	27	896	.1	.6	43	314	.2	.6	60	422	.2	.9	39	467	.2	.7	1	48		.2
WI '04	23	683	.1	.5	39	300	.2	.6	43	335	.2	.7	39	350	.2	.6	5	68		.2
FA '03	34	1003	.1	.8	41	376	.2	.6	60	432	.2	1.0	67	619	.3	1.2	5	131		.3
SU '03	41	906	.2	.9	69	504	.3	1.1	84	501	.3	1.4	64	500	.3	1.1	5	139		.2
4-Book	31	872	.1	.7	48	374	.2	.7	62	423	.2	1.0	52	484	.3	.9	4	97		.2
SP '03	29	706	.1	.6	36	414	.1	.5	50	285	.2	.8	60	484	.2	1.0	3	142		.1
KYSR-FM																				
SP '04	79	2428	.3	1.7	162	913	.6	2.2	85	964	.3	1.3	85	1028	.3	1.6	25	568	.1	1.2
WI '04	78	2428	.3	1.7	132	976	.5	1.9	98	1100	.4	1.5	105	1278	.4	1.7	23	462	.1	1.1
FA '03	81	2335	.3	1.9	133	907	.5	2.0	112	995	.4	1.9	131	1182	.5	2.3	19	558	.1	1.0
SU '03	94	2698	.4	2.2	124	1134	.5	1.9	123	1109	.5	2.1	101	1219	.4	1.8	31	605	.1	1.5
4-Book	83	2472	.3	1.9	138	983	.5	2.0	105	1042	.4	1.7	106	1177	.4	1.9	25	548	.1	1.2
SP '03	115	2710	.5	2.6	177	1176	.7	2.6	199	1252	.8	3.1	168	1336	.7	2.9	36	607	.1	1.8
KZAB-FM																				
SP '04	52	810	.2	1.1	27	276	.1	.4	92	418	.4	1.4	80	418	.3	1.5	20	142	.1	1.0
WI '04	70	722	.3	1.5	98	416	.4	1.4	103	448	.4	1.6	97	457	.4	1.6	17	216	.1	.8
FA '03	91	907	.4	2.1	99	561	.4	1.5	143	535	.6	2.4	83	463	.3	1.4	51	319	.2	2.6
SU '03	86	773	.3	2.0	79	440	.3	1.2	142	512	.6	2.4	93	508	.4	1.7	36	271	.1	1.8
4-Book	75	803	.3	1.7	76	423	.3	1.1	120	478	.5	2.0	88	462	.4	1.6	31	237	.1	1.6
SP '03	90	1227	.4	2.0	99	627	.4	1.4	140	745	.6	2.2	105	618	.4	1.8	41	337	.2	2.0
KZLA-FM																				
SP '04	69	1173	.3	1.5	109	545	.4	1.5	97	556	.4	1.5	72	580	.3	1.3	17	391	.1	.8
WI '04	89	1112	.4	1.9	102	524	.4	1.5	152	500	.6	2.3	130	641	.5	2.1	17	292	.1	.8
FA '03	78	1208	.3	1.8	85	582	.3	1.3	130	673	.5	2.2	102	742	.4	1.8	25	381	.1	1.3
SU '03	54	1147	.2	1.2	88	567	.4	1.4	88	538	.4	1.5	55	595	.2	1.0	14	262	.1	.7
4-Book	73	1160	.3	1.6	96	555	.4	1.4	117	567	.5	1.9	90	640	.4	1.6	18	332	.1	.9
SP '03	98	1325	.4	2.2	134	758	.5	2.0	138	614	.6	2.2	117	663	.5	2.0	54	349	.2	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	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
KGGI-FM																				
SP '04	9	411		.2	4	80		.1	6	109		.1	16	227	.1	.3	4	75		.2
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	7	296		.2	11	125		.2	7	116		.1	9	140		.2	4	82		.2
SU '03	9	314		.2	10	105		.2	11	113		.2	17	171	.1	.3	6	119		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	6	329		.1	13	142	.1	.2	3	83			8	140		.1	3	61		.1
TOTALS																				
SP '04	4565	24349	18.0		7439	21446	29.4		6412	18653	25.3		5413	20665	21.4		2085	13249	8.2	
WI '04	4583	24543	18.1		6973	21223	27.5		6528	19032	25.8		6096	21133	24.1		2006	13344	7.9	
FA '03	4355	24432	17.2		6779	21215	26.8		6002	18761	23.7		5801	21157	22.9		1972	13632	7.8	
SU '03	4328	23686	17.5		6439	20697	26.1		5991	18337	24.3		5566	20408	22.5		2028	13241	8.2	
4-Book	4458	24253	17.7		6908	21145	27.5		6233	18696	24.8		5719	20841	22.7		2023	13367	8.0	
SP '03	4485	23750	18.2		6839	20740	27.7		6349	18238	25.7		5820	20408	23.6		2056	13052	8.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	151	1492	.6	2.4	53	469	.2	1.8	48	130	.2	1.2	58	190	.2	1.2	65	174	.3	1.9
4-Book	115	1176	.5	1.9	30	408	.1	1.1	27	92	.1	.8	39	147	.1	.8	33	120	.1	1.0
KBIG-FM																				
SP '04	143	1726	.6	2.2	62	1113	.2	2.1	66	297	.3	1.7	72	296	.3	1.5	75	243	.3	2.2
4-Book	125	1634	.5	2.0	64	1002	.2	2.3	64	225	.3	1.8	94	289	.4	2.0	90	302	.4	2.6
KBUA-FM																				
SP '04	31	274	.1	.5	17	145	.1	.6	35	63	.1	.9	45	82	.2	.9	9	50	.3	.3
4-Book	44	304	.2	.7	21	196	.1	.7	39	83	.2	1.1	38	103	.2	.8	15	62	.1	.5
KBUE-FM																				
SP '04	243	1854	1.0	3.8	142	1403	.6	4.8	189	447	.7	4.8	300	633	1.2	6.3	225	616	.9	6.6
4-Book	198	1627	.8	3.2	106	1076	.4	3.7	153	380	.6	4.3	176	452	.7	3.7	146	408	.6	4.2
KCBS-FM																				
SP '04	175	2634	.7	2.7	89	1516	.4	3.0	119	478	.5	3.0	159	595	.6	3.3	100	358	.4	2.9
4-Book	205	2596	.8	3.3	91	1544	.4	3.2	116	428	.5	3.3	174	660	.7	3.7	121	446	.5	3.5
KDLD-FM																				
SP '04	40	502	.2	.6	12	228	.1	.4	5	32	.1	.3	30	144	.1	.6	17	68	.1	.5
4-Book	28	505	.1	.4	20	299	.1	.7	11	53	.1	.3	29	141	.1	.6	33	111	.2	1.0
KDLE-FM																				
SP '04	45	443	.2	.7	14	184	.1	.5	10	62	.1	.3	15	95	.1	.3	5	35	.1	.1
4-Book	45	458	.2	.7	15	253	.1	.5	8	48	.1	.2	22	100	.1	.5	11	52	.1	.3
KFI -AM																				
SP '04	261	2310	1.0	4.1	78	999	.3	2.7	181	455	.7	4.6	89	325	.4	1.9	51	179	.2	1.5
4-Book	227	2077	.9	3.6	63	850	.3	2.2	138	386	.5	3.9	90	301	.4	1.9	52	164	.2	1.5
KFSH-FM																				
SP '04	73	523	.3	1.1	41	510	.2	1.4	45	194	.2	1.1	56	209	.2	1.2	39	118	.2	1.1
4-Book	52	593	.2	.8	32	472	.2	1.1	35	137	.2	1.0	39	146	.2	.8	37	124	.2	1.0
KFWB-AM																				
SP '04	52	1257	.2	.8	28	669	.1	1.0	45	130	.2	1.1	38	251	.2	.8	42	233	.2	1.2
4-Book	67	1562	.3	1.1	29	759	.1	1.1	41	182	.2	1.2	35	215	.2	.8	26	145	.1	.8
KHHT-FM																				
SP '04	96	1314	.4	1.5	61	767	.2	2.1	36	171	.1	.9	51	170	.2	1.1	40	128	.2	1.2
4-Book	116	1379	.5	1.9	67	838	.3	2.4	52	159	.2	1.5	95	298	.4	2.0	90	248	.4	2.5
KHJ -AM																				
SP '04	75	649	.3	1.2	31	314	.1	1.1	29	55	.1	.7	90	156	.4	1.9	56	102	.2	1.6
4-Book	75	645	.3	1.2	32	364	.1	1.2	36	91	.1	1.0	64	141	.3	1.4	41	100	.2	1.2
KIIS-FM																				
SP '04	72	1883	.3	1.1	53	1196	.2	1.8	24	145	.1	.6	94	408	.4	2.0	109	398	.4	3.2
4-Book	110	2149	.5	1.7	67	1277	.3	2.4	61	266	.2	1.8	112	487	.5	2.4	98	382	.4	2.8
KVVS-FM																				
SP '04		35				14							3	14		.1				
4-Book	3	67		.1	2	46		.1	1	7			9	26		.2	3	18		.1
KJLH-FM																				
SP '04	79	780	.3	1.2	54	498	.2	1.8	60	192	.2	1.5	56	163	.2	1.2	56	111	.2	1.6
4-Book	73	764	.3	1.2	66	627	.3	2.3	61	170	.3	1.7	81	220	.3	1.7	62	147	.3	1.8
KKBT-FM																				
SP '04	121	1679	.5	1.9	63	895	.2	2.2	112	248	.4	2.9	95	330	.4	2.0	79	261	.3	2.3
4-Book	137	1743	.6	2.2	67	994	.3	2.4	81	208	.3	2.3	110	391	.5	2.4	95	280	.4	2.7
KKLA-FM																				
SP '04	30	553	.1	.5	7	106	.2	.3	24	77	.1	.6	13	56	.1	.3	3	12	.1	.1
4-Book	26	413	.1	.4	7	142	.2	.3	13	51	.1	.3	11	38	.1	.3	2	8	.1	.1

Target Listener Estimates - Men 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KLAC-AM																				
SP '04	26	619	.1	.4	30	427	.1	1.0	3	13	.1	3	13	.1	.1	27	80	.1	.8	
4-Book	20	469	.1	.3	20	290	.1	.7	6	22	.2	11	29	.1	.3	23	76	.1	.7	
KLAX-FM																				
SP '04	513	3301	2.0	8.0	245	2116	1.0	8.4	602	1087	2.4	15.3	399	1140	1.6	8.3	245	667	1.0	7.2
4-Book	336	2547	1.3	5.3	180	1549	.6	5.6	308	661	1.3	8.4	259	703	1.0	5.5	178	501	.7	5.1
KLQS-FM																				
SP '04	239	2588	.9	3.7	85	1333	.3	2.9	118	317	.5	3.0	187	603	.7	3.9	95	412	.4	2.8
4-Book	264	2936	1.1	4.2	103	1592	.4	3.6	115	378	.5	3.3	192	658	.8	4.1	138	494	.6	3.9
KLTX-FM																				
SP '04	418	3011	1.7	6.5	34	753	.1	1.2	60	201	.2	1.5	52	183	.2	1.1	25	144	.1	.7
4-Book	376	2861	1.5	6.0	39	662	.2	1.4	49	165	.2	1.4	45	161	.2	1.0	36	123	.2	1.0
KLTX-AM																				
SP '04	56	291	.2	.9	29	210	.1	1.0	44	127	.2	1.1	60	128	.2	1.3	29	103	.1	.8
4-Book	52	296	.2	.8	27	228	.1	1.0	47	117	.2	1.3	49	117	.2	1.1	31	77	.1	.9
KLVE-FM																				
SP '04	153	1870	.6	2.4	98	1154	.4	3.3	71	177	.3	1.8	111	378	.4	2.3	103	301	.4	3.0
4-Book	167	2033	.7	2.7	93	1230	.4	3.3	108	295	.4	3.1	159	454	.6	3.4	94	308	.4	2.7
KLXX-FM																				
SP '04	110	1096	.4	1.7	64	764	.3	2.2	71	177	.3	1.8	140	327	.6	2.9	81	225	.3	2.4
4-Book	106	1041	.4	1.7	65	703	.3	2.3	72	205	.3	2.1	126	324	.5	2.7	82	222	.3	2.3
+KMXE-AM																				
SP '04	66	356	.3	1.0	13	130	.1	.4	28	60	.1	.7	18	79	.1	.4	13	53	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	36	483	.1	.6	32	389	.1	1.1	17	72	.1	.4	37	108	.1	.8	35	104	.1	1.0
4-Book	29	558	.1	.5	27	377	.1	1.0	16	77	.1	.4	35	130	.1	.8	33	123	.1	.9
KNX -AM																				
SP '04	119	2012	.5	1.9	39	798	.2	1.3	68	219	.3	1.7	67	344	.3	1.4	20	158	.1	.6
4-Book	101	1901	.4	1.6	42	905	.2	1.5	61	246	.3	1.7	71	294	.3	1.5	34	185	.2	1.0
KOST-FM																				
SP '04	173	1807	.7	2.7	95	944	.4	3.2	99	300	.4	2.5	165	331	.7	3.5	138	291	.5	4.0
4-Book	147	1745	.6	2.3	78	1043	.3	2.7	98	282	.4	2.8	140	361	.6	3.0	94	282	.4	2.7
KPWR-FM																				
SP '04	279	2954	1.1	4.3	108	1428	.4	3.7	104	282	.4	2.6	185	576	.7	3.9	143	416	.6	4.2
4-Book	240	2908	1.0	3.8	116	1779	.5	4.1	118	385	.5	3.4	199	668	.8	4.3	148	534	.6	4.2
KRCD-FM																				
SP '04	120	906	.5	1.9	73	645	.3	2.5	99	196	.4	2.5	150	314	.6	3.1	100	254	.4	2.9
4-Book	90	745	.4	1.5	50	451	.2	1.7	64	150	.3	1.8	96	204	.4	2.0	62	158	.3	1.8
KRCV-FM																				
SP '04	54	409	.2	.8	37	242	.1	1.3	53	117	.2	1.3	61	140	.2	1.3	49	106	.2	1.4
4-Book	42	370	.2	.7	23	205	.1	.8	34	71	.1	.9	39	113	.2	.8	28	69	.1	.8
KRLA-AM																				
SP '04	84	627	.3	1.3	5	134	.2	.2	4	30	.1	.1	4	36	.1	.1	14	28	.1	.4
4-Book	59	495	.2	1.0	6	110	.2	.2	6	27	.2	.2	9	28	.2	.2	10	29	.1	.3
KROQ-FM																				
SP '04	345	3608	1.4	5.4	137	1810	.5	4.7	157	525	.6	4.0	180	771	.7	3.8	153	528	.6	4.5
4-Book	341	3851	1.4	5.5	140	2062	.5	4.9	143	498	.6	4.1	253	969	1.0	5.4	183	636	.7	5.2
KRTH-FM																				
SP '04	111	1913	.4	1.7	82	1172	.3	2.8	76	198	.3	1.9	159	500	.6	3.3	94	298	.4	2.8
4-Book	126	1744	.5	2.0	68	1048	.3	2.4	61	189	.3	1.7	127	472	.5	2.7	71	233	.3	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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
KSCA-FM SP '04 4-Book	176 324	1412 2035	.7 1.3	2.7 5.2	105 135	1055 1266	.4 .5	3.6 4.8	203 306	407 612	.8 1.2	5.2 8.7	189 197	578 537	.7 .8	4.0 4.2	90 239	266 482	.4 1.0	2.6 6.7
KSPN-AM SP '04 4-Book	53 51	898 855	.2 .2	.8 .8	21 21	292 362	.1 .1	.7 .8	20 16	82 82	.1 .1	.5 .5	41 33	108 122	.2 .1	.9 .7	28 27	76 87	.1 .1	.8 .8
KSSE-FM SP '04 4-Book	160 143	1567 1483	.6 .6	2.5 2.3	75 61	1007 841	.3 .2	2.6 2.2	136 100	373 305	.5 .4	3.5 2.8	164 110	513 355	.6 .4	3.4 2.4	97 73	223 203	.4 .3	2.8 2.1
KSUR-AM SP '04 4-Book	10 8	96 85	.2 .1	.2 .1	4 4	91 69	.1 .1	.1 .1	1 5	10 22	.1 .2	.1 .2	10 8	35 21	.2 .2	.2 .2	2 7	25 22	.1 .2	.1 .2
KTWV-FM SP '04 4-Book	199 189	1695 1631	.8 .8	3.1 3.0	83 74	990 969	.3 .3	2.8 2.6	101 80	252 261	.4 .3	2.6 2.2	94 106	339 339	.4 .4	2.0 2.2	86 86	243 255	.3 .4	2.5 2.5
KWIZ-FM SP '04 4-Book	29 29	370 375	.1 .1	.5 .5	18 21	311 282	.1 .1	.6 .8	26 29	58 79	.1 .1	.7 .8	42 38	91 95	.2 .2	.9 .8	22 34	99 95	.1 .2	.6 1.0
KWKV-AM SP '04 4-Book	32 **	292 **	.1 **	.5 **	5 **	48 **	.2 **	.2 **	5 **	18 **	.1 **	.1 **	8 **	18 **	.2 **	.2 **	3 **	18 **	.1 **	.1 **
KWVE-FM SP '04 4-Book	52 32	491 381	.2 .1	.8 .5	15 15	264 223	.1 .1	.5 .5	27 21	82 75	.1 .1	.7 .6	18 20	75 71	.1 .1	.4 .5	19 19	65 65	.1 .1	.5 .5
KXOL-FM SP '04 4-Book	95 131	1001 1261	.4 .5	1.5 2.1	63 61	613 688	.2 .2	2.2 2.2	96 85	240 222	.4 .4	2.4 2.4	71 101	248 266	.3 .4	1.5 2.2	121 90	210 202	.5 .4	3.5 2.6
KXTA-AM SP '04 4-Book	46 53	598 624	.2 .2	.7 .9	3 7	87 154	.1 .2	.1 .2	1 5	12 36	.1 .2	.1 .2	13 13	66 66	.1 .1	.3 .3	7 14	31 47	.2 .1	.2 .4
XTRA-AM SP '04 4-Book	48 54	793 764	.2 .2	.7 .9	8 9	211 256	.3 .4	.3 .4	19 14	91 69	.1 .1	.5 .4	1 12	26 58	.1 .1	.3 .3	10 10	66 54	.3 .3	.3 .3
KYSR-FM SP '04 4-Book	109 115	1875 1987	.4 .5	1.7 1.8	64 66	1095 1205	.3 .3	2.2 2.3	35 53	154 243	.1 .2	.9 1.5	152 128	435 479	.6 .5	3.2 2.8	67 84	269 334	.3 .4	2.0 2.4
KZAB-FM SP '04 4-Book	68 97	655 700	.3 .4	1.1 1.6	43 66	438 479	.2 .3	1.5 2.3	27 79	68 181	.1 .3	.7 2.3	79 122	186 239	.3 .5	1.7 2.6	46 57	87 134	.2 .2	1.3 1.6
KZLA-FM SP '04 4-Book	93 102	931 934	.4 .4	1.4 1.6	63 57	615 592	.2 .2	2.2 2.0	108 78	256 212	.4 .3	2.7 2.2	123 110	277 271	.5 .5	2.6 2.4	77 75	237 191	.3 .3	2.3 2.1
KGGI-FM SP '04 4-Book	8 **	306 **	.1 **	.1 **	13 **	237 **	.1 **	.4 **	4 **	16 **	.1 **	.1 **	9 **	60 **	.2 **	.2 **	4 **	34 **	.1 **	.1 **
TOTALS SP '04 4-Book	6420 6283	24080 23938	25.3 25.0		2930 2846	18798 18938	11.6 11.3		3928 3550	9190 9064	15.5 14.1		4782 4693	11469 11451	18.9 18.7		3418 3518	8722 8999	13.5 14.0	

Target Listener Estimates - Men 25-49

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-49																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	59	153	.2	3.3	32	106	.1	1.5	55	157	.2	1.7	43	118	.2	1.7	58	122	.2	3.6
4-Book	30	102	.1	1.7	29	107	.1	1.5	35	123	.1	1.1	26	99	.1	1.1	19	60	.1	1.3
KBIG-FM																				
SP '04	74	349	.3	4.1	54	231	.2	2.5	58	312	.2	1.8	66	225	.3	2.6	32	189	.1	2.0
4-Book	79	303	.3	4.3	34	138	.1	1.7	57	234	.2	1.8	54	202	.2	2.2	36	146	.1	2.5
KBUA-FM																				
SP '04	10	32		.6	3	17		.1	16	49	.1	.5	17	33	.1	.7	3	17		.2
4-Book	12	33	.1	.7	14	37	.1	.7	25	74	.1	.8	20	52	.1	.8	5	29		.4
KBUE-FM																				
SP '04	84	241	.3	4.6	65	196	.3	3.0	98	288	.4	3.0	119	405	.5	4.7	59	202	.2	3.7
4-Book	78	242	.3	4.2	58	161	.2	2.9	88	231	.4	2.8	92	268	.4	3.6	62	165	.3	4.5
KCBS-FM																				
SP '04	78	244	.3	4.3	31	154	.1	1.4	126	508	.5	3.9	66	229	.3	2.6	27	174	.1	1.7
4-Book	60	250	.3	3.2	41	188	.2	2.0	105	455	.4	3.3	80	291	.3	3.1	29	157	.1	2.0
KDLDFM																				
SP '04	11	69		.6	3	21		.1	11	64		.3	11	28		.4	3	16		.2
4-Book	19	90	.1	1.0	7	28		.4	24	91	.1	.7	24	84	.1	.9	12	48	.1	.9
KDLE-FM																				
SP '04					5	19		.2	28	95	.1	.9	46	82	.2	1.8	4	39		.3
4-Book	11	39		.6	5	28		.2	27	109	.1	.9	30	85	.1	1.2	7	45		.5
KFI -AM																				
SP '04	64	193	.3	3.5	73	243	.3	3.4	40	146	.2	1.2	67	209	.3	2.7	73	223	.3	4.6
4-Book	45	164	.2	2.5	54	187	.2	2.6	49	167	.2	1.6	35	127	.2	1.4	49	168	.2	3.4
KFSH-FM																				
SP '04					57	221	.2	2.6	79	274	.3	2.4	52	166	.2	2.1	6	35		.4
4-Book	4	33		.2	49	210	.2	2.4	56	261	.2	1.8	31	127	.1	1.2	12	65	.1	.8
KFWB-AM																				
SP '04	5	44		.3	51	163	.2	2.4	26	162	.1	.8	24	131	.1	1.0	2	21		.1
4-Book	20	72	.1	1.1	35	160	.2	1.8	35	193	.2	1.1	37	194	.1	1.5	8	74		.6
KHHT-FM																				
SP '04	50	162	.2	2.8	20	65	.1	.9	22	133	.1	.7	83	217	.3	3.3	172	367	.7	10.8
4-Book	60	190	.2	3.3	28	87	.1	1.4	41	200	.2	1.3	54	169	.2	2.1	106	254	.4	7.4
KHJ -AM																				
SP '04	11	18		.6	20	38	.1	.9	16	69	.1	.5	14	54	.1	.6	12	36		.8
4-Book	9	29		.5	22	75	.1	1.1	46	107	.2	1.5	30	81	.1	1.2	11	38		.8
KIIS-FM																				
SP '04	19	122	.1	1.0	22	118	.1	1.0	78	297	.3	2.4	44	252	.2	1.7	33	161	.1	2.1
4-Book	38	176	.2	2.1	41	148	.2	2.0	87	382	.4	2.7	67	260	.3	2.7	31	153	.1	2.2
KVVS-FM																				
SP '04																				
4-Book	2	9		.1					1	5			1	4		.1	1	5		.1
KJLH-FM																				
SP '04	34	139	.1	1.9	79	209	.3	3.7	67	198	.3	2.0	62	148	.2	2.5	27	80	.1	1.7
4-Book	36	137	.2	2.0	71	189	.3	3.5	96	233	.4	3.0	81	171	.3	3.2	42	103	.2	3.0
KKBT-FM																				
SP '04	55	185	.2	3.0	34	87	.1	1.6	56	190	.2	1.7	40	132	.2	1.6	33	114	.1	2.1
4-Book	61	225	.3	3.3	35	117	.1	1.7	53	231	.2	1.6	60	195	.3	2.4	42	131	.2	3.0
KKLA-FM																				
SP '04					14	37	.1	.6	2	23		.1								
4-Book	2	11		.1	16	65	.1	.8	9	47		.3		5			2	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 25-49

Target Listener Estimates - Men 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAC-AM	60	137	.2	3.3	3	13	.1		56	143	.2	1.7	44	202	.2	1.7	33	129	.1	2.1
SP '04	25	83	.1	1.3	12	31	.6		32	90	.1	1.0	24	94	.1	1.0	20	65	.1	1.4
4-Book																				
KLAX-FM	59	250	.2	3.3	216	474	.9	10.0	237	627	.9	7.2	176	399	.7	7.0	77	265	.3	4.8
SP '04	59	247	.2	3.3	123	330	.5	6.0	182	527	.7	5.7	131	325	.5	5.2	59	209	.3	4.2
4-Book																				
KLDS-FM	32	145	.1	1.8	25	131	.1	1.2	96	368	.4	2.9	76	270	.3	3.0	44	138	.2	2.8
SP '04	64	244	.3	3.5	55	188	.2	2.7	114	432	.5	3.6	97	357	.4	3.8	49	206	.2	3.4
4-Book																				
KLSX-FM	24	119	.1	1.3	31	143	.1	1.4	48	168	.2	1.5	27	99	.1	1.1	7	38	.1	.4
SP '04	19	90	.1	1.0	52	175	.2	2.5	66	206	.3	2.1	39	130	.2	1.5	12	48	.1	.8
4-Book																				
KLTX-AM	15	31	.1	.8	30	74	.1	1.4	20	53	.1	.6	18	54	.1	.7	19	71	.1	1.2
SP '04	9	31	.1	.5	35	104	.1	1.7	26	73	.1	.8	15	40	.1	.6	10	41	.1	.6
4-Book																				
KLVE-FM	142	280	.6	7.8	42	97	.2	1.9	105	403	.4	3.2	78	204	.3	3.1	114	311	.5	7.1
SP '04	102	271	.4	5.6	60	187	.3	2.9	88	318	.4	2.8	65	210	.3	2.6	62	184	.3	4.3
4-Book																				
KLYY-FM	21	98	.1	1.2	12	65	.1	.6	108	315	.4	3.3	52	136	.2	2.1	17	45	.1	1.1
SP '04	36	126	.2	2.0	29	100	.1	1.5	79	222	.3	2.5	63	168	.3	2.5	29	108	.1	2.1
4-Book																				
+KMXE-AM	18	53	.1	1.0	25	33	.1	1.2	3	17	.1	.1	4	17	.2	.2	**	**	**	**
SP '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book																				
KMZT-FM	26	74	.1	1.4	36	162	.1	1.7	69	144	.3	2.1	30	77	.1	1.2	7	18	.1	.4
SP '04	30	106	.1	1.6	21	87	.1	1.0	43	117	.2	1.3	29	64	.1	1.1	14	53	.1	1.0
4-Book																				
KNX -AM	11	88	.1	.6	41	171	.2	1.9	71	250	.3	2.2	23	104	.1	.9	6	46	.1	.4
SP '04	20	113	.1	1.1	36	159	.2	1.8	63	283	.3	2.0	28	160	.1	1.1	20	120	.1	1.4
4-Book																				
KOST-FM	78	303	.3	4.3	84	193	.3	3.9	71	200	.3	2.2	55	215	.2	2.2	70	192	.3	4.4
SP '04	64	244	.3	3.5	56	142	.2	2.8	62	266	.2	1.9	51	217	.2	2.0	57	190	.2	3.9
4-Book																				
KPWR-FM	60	218	.2	3.3	65	214	.3	3.0	125	612	.5	3.8	149	461	.6	5.9	40	124	.2	2.5
SP '04	89	337	.4	4.8	63	227	.3	3.2	136	556	.5	4.2	113	421	.5	4.5	57	206	.3	4.1
4-Book																				
KRCD-FM	55	117	.2	3.0	22	82	.1	1.0	83	165	.3	2.5	62	153	.2	2.5	12	66	.1	.8
SP '04	43	98	.2	2.4	24	68	.1	1.2	48	109	.2	1.5	39	101	.2	1.6	19	71	.1	1.4
4-Book																				
KRCV-FM	24	37	.1	1.3	20	54	.1	.9	48	104	.2	1.5	29	70	.1	1.1	16	66	.1	1.0
SP '04	13	47	.1	.8	19	46	.1	.9	30	74	.1	1.0	10	25	.1	.4	9	37	.1	.6
4-Book																				
KRLA-AM	3	16	.2										16	28	.1	.6	2	12	.1	.1
SP '04	2	9	.1						3	13	.1		13	32	.1	.5	2	10	.1	.1
4-Book																				
KROQ-FM	152	479	.6	8.4	102	272	.4	4.7	133	505	.5	4.1	120	431	.5	4.8	96	307	.4	6.0
SP '04	97	408	.4	5.3	85	285	.3	4.2	155	578	.6	4.9	133	466	.5	5.3	70	260	.3	5.1
4-Book																				
KRTH-FM	42	179	.2	2.3	96	185	.4	4.5	104	330	.4	3.2	40	191	.2	1.6	39	127	.2	2.4
SP '04	57	193	.3	3.0	61	150	.3	3.0	74	273	.3	2.4	56	172	.2	2.2	33	116	.2	2.3
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 25-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSCA-FM	SP '04	14	102	.1	.8	100	234	.4	4.6	127	369	.5	3.9	88	232	.3	3.5	38	147	.2	2.4	
	4-Book	55	175	.2	2.9	89	223	.4	4.4	101	271	.4	3.2	94	226	.4	3.7	38	125	.2	2.7	
KSPN-AM	SP '04	2	19		.1	12	26		.6	23	93	.1	.7	42	122	.2	1.7	1	28		.1	
	4-Book	12	55		.6	9	44		.5	33	99	.1	1.0	33	141	.1	1.3	6	27		.5	
KSSE-FM	SP '04	49	158	.2	2.7	46	158	.2	2.1	46	134	.2	1.4	48	175	.2	1.9	20	99	.1	1.3	
	4-Book	39	149	.2	2.2	41	136	.2	2.0	65	213	.3	2.1	39	130	.2	1.6	26	115	.1	1.8	
KSUR-AM	SP '04	9	44		.5					1	13							9	44		.6	
	4-Book	4	23		.2	1	3			2	14		.1	4	16		.2	5	21		.3	
KTWV-FM	SP '04	55	191	.2	3.0	45	141	.2	2.1	97	349	.4	3.0	105	237	.4	4.2	82	244	.3	5.1	
	4-Book	51	196	.2	2.8	47	154	.2	2.3	88	336	.4	2.8	96	249	.4	3.7	41	148	.2	2.8	
KWIZ-FM	SP '04	9	66		.5	4	16		.2	17	75	.1	.5	10	30		.4	8	51		.5	
	4-Book	18	58	.1	1.0	10	32	.1	.5	17	54	.1	.5	13	31		.5	12	51	.1	.9	
KWKV-AM	SP '04					5	18		.2	7	30		.2					9	19		.6	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM	SP '04	14	73	.1	.8	16	57	.1	.7	29	88	.1	.9	9	42		.4	10	39		.6	
	4-Book	6	33		.4	16	65	.1	.8	24	93	.1	.8	8	39		.3	11	39	.1	.7	
KXOL-FM	SP '04	17	78	.1	.9	91	192	.4	4.2	48	151	.2	1.5	52	102	.2	2.1	28	83	.1	1.8	
	4-Book	26	94	.1	1.4	47	150	.2	2.2	59	168	.3	1.8	50	116	.2	2.0	36	107	.2	2.5	
KXTA-AM	SP '04	3	19		.2	1	12			9	45		.3									
	4-Book	5	25		.3	3	20		.1	8	48		.3	5	28		.2	1	9		.1	
XTRA-AM	SP '04	7	31		.4	12	57		.6	13	62	.1	.4	1	13			1	14		.1	
	4-Book	2	18		.2	13	59	.1	.7	10	64	.1	.3	10	42	.1	.4	6	31		.4	
KYSR-FM	SP '04	33	179	.1	1.8	43	216	.2	2.0	105	448	.4	3.2	51	305	.2	2.0	17	144	.1	1.1	
	4-Book	29	185	.1	1.6	48	204	.2	2.4	102	430	.4	3.1	65	253	.3	2.5	17	112	.1	1.2	
KZAB-FM	SP '04	28	97	.1	1.5	19	54	.1	.9	77	171	.3	2.4	33	88	.1	1.3	27	72	.1	1.7	
	4-Book	38	114	.1	2.0	43	112	.2	2.2	89	201	.4	2.8	66	149	.3	2.6	31	91	.1	2.1	
KZLA-FM	SP '04	20	91	.1	1.1	35	84	.1	1.6	77	196	.3	2.4	55	191	.2	2.2	11	42		.7	
	4-Book	28	115	.1	1.5	35	127	.1	1.8	72	211	.3	2.3	44	156	.2	1.8	14	64	.1	1.0	
KGCI-FM	SP '04	17	46	.1	.9	12	54		.6	10	43		.3	29	93	.1	1.1	21	47	.1	1.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '04	1815	5239	7.2		2156	5903	8.5		3272	8966	12.9		2524	6714	10.0		1596	4764	6.3		
	4-Book	1847	5740	7.4		2027	5926	8.1		3203	9056	12.8		2547	6785	10.2		1429	4504	5.7		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH	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
KABC-AM																				
SP '04	140	1943	.5	2.7	121	867	.4	1.4	228	1075	.8	3.1	245	1256	.8	4.0	94	539	.3	4.0
WI '04	103	1638	.4	2.0	129	796	.4	1.6	156	900	.5	2.1	166	949	.6	2.4	64	575	.2	2.9
FA '03	90	1653	.3	1.8	73	595	.3	.9	136	834	.5	1.9	183	925	.6	2.7	81	636	.3	3.7
SU '03	91	1593	.3	1.8	94	644	.3	1.3	165	879	.6	2.4	157	1035	.6	2.5	34	473	.1	1.4
4-Book	106	1707	.4	2.1	104	726	.4	1.3	171	922	.6	2.4	188	1041	.7	2.9	68	556	.2	3.0
SP '03	107	1577	.4	2.1	119	775	.4	1.5	231	979	.8	3.2	154	999	.5	2.3	51	520	.2	2.2
KBIG-FM																				
SP '04	109	2459	.4	2.1	143	941	.5	1.7	190	1231	.7	2.6	131	1007	.4	2.1	47	685	.2	2.0
WI '04	107	2087	.4	2.0	85	816	.3	1.1	180	900	.6	2.4	158	1067	.5	2.2	65	557	.2	2.9
FA '03	74	2071	.3	1.5	89	786	.3	1.1	112	813	.4	1.6	86	770	.3	1.3	32	425	.1	1.4
SU '03	136	2723	.5	2.7	167	1036	.6	2.3	222	1232	.8	3.2	157	1347	.6	2.5	77	746	.3	3.2
4-Book	107	2335	.4	2.1	121	895	.4	1.6	176	1044	.6	2.5	133	1048	.5	2.0	55	603	.2	2.4
SP '03	125	2462	.4	2.4	153	845	.5	2.0	227	1059	.8	3.1	137	1120	.5	2.1	51	576	.2	2.2
KBUA-FM																				
SP '04	22	305	.1	.4	44	178	.2	.5	29	115	.1	.4	22	180	.1	.4	4	49		.2
WI '04	37	534	.1	.7	77	294	.3	1.0	53	281	.2	.7	36	280	.1	.5	14	147		.6
FA '03	29	272	.1	.6	52	240	.2	.7	47	164	.2	.7	26	171	.1	.4	10	93		.5
SU '03	37	390	.1	.7	58	230	.2	.8	55	245	.2	.8	42	205	.1	.7	13	102		.5
4-Book	31	375	.1	.6	58	236	.2	.8	46	201	.2	.7	32	209	.1	.5	10	98		.5
SP '03	18	313	.1	.4	31	153	.1	.4	36	154	.1	.5	15	183	.1	.2	6	84		.3
KBUE-FM																				
SP '04	185	2376	.6	3.6	259	1230	.9	3.1	264	1240	.9	3.6	227	1274	.8	3.7	72	695	.2	3.1
WI '04	154	2155	.5	2.9	250	1166	.9	3.1	202	1194	.7	2.7	175	1248	.6	2.5	81	676	.3	3.6
FA '03	156	1855	.5	3.1	246	945	.8	3.1	242	947	.8	3.5	159	947	.5	2.4	53	456	.2	2.4
SU '03	119	1785	.4	2.4	203	928	.7	2.8	151	931	.5	2.2	132	874	.5	2.1	60	527	.2	2.5
4-Book	154	2043	.5	3.0	240	1067	.8	3.0	215	1078	.7	3.0	173	1086	.6	2.7	67	589	.2	2.9
SP '03	126	1672	.4	2.5	115	723	.4	1.5	147	973	.5	2.0	187	930	.7	2.8	94	528	.3	4.1
KCBS-FM																				
SP '04	151	3531	.5	2.9	187	1309	.6	2.2	229	1673	.8	3.1	223	2040	.8	3.6	52	847	.2	2.2
WI '04	182	3812	.6	3.5	243	1700	.8	3.0	311	1926	1.1	4.2	223	2189	.8	3.2	66	1101	.2	2.9
FA '03	165	3162	.6	3.3	240	1381	.8	3.0	299	1306	1.0	4.3	207	1825	.7	3.1	43	683	.1	1.9
SU '03	191	3865	.7	3.9	269	1608	.9	3.7	334	2053	1.2	4.9	211	1969	.7	3.3	71	1238	.3	3.0
4-Book	172	3593	.6	3.4	235	1500	.8	3.0	293	1740	1.0	4.1	216	2006	.8	3.3	58	967	.2	2.5
SP '03	172	3596	.6	3.4	226	1739	.8	2.9	297	1887	1.0	4.1	198	1901	.7	3.0	40	797	.1	1.8
KDLD-FM																				
SP '04	27	519	.1	.5	6	97		.1	62	375	.2	.8	45	354	.2	.7	18	145	.1	.8
WI '04	31	733	.1	.6	17	228	.1	.2	51	500	.2	.7	43	408	.1	.6	21	279	.1	.9
FA '03	13	532	.1	.3	17	184	.1	.2	7	147		.1	19	241	.1	.3	15	242	.1	.7
SU '03	22	593	.1	.4	18	176	.1	.2	16	322	.1	.2	29	304	.1	.5	13	274		.5
4-Book	23	594	.1	.5	15	171	.1	.2	34	336	.1	.5	34	327	.1	.5	17	235	.1	.7
SP '03	23	566	.1	.4	20	234	.1	.3	22	297	.1	.3	28	261	.1	.4	17	232	.1	.7
KDLE-FM																				
SP '04	31	563	.1	.6	38	273	.1	.5	59	343	.2	.8	48	276	.2	.8	8	156		.3
WI '04	40	626	.1	.8	37	373	.1	.5	76	316	.3	1.0	67	446	.2	1.0	14	144		.6
FA '03	36	606	.1	.7	58	321	.2	.7	76	329	.3	1.1	39	277	.1	.6	11	224		.5
SU '03	13	514	.1	.3	9	142		.1	17	232	.1	.2	18	185	.1	.3	7	159		.3
4-Book	30	577	.1	.6	36	277	.1	.5	57	305	.2	.8	43	296	.2	.7	10	171		.4
SP '03	27	479	.1	.5	23	208	.1	.3	28	250	.1	.4	35	293	.1	.5	26	229	.1	1.1
KFI -AM																				
SP '04	216	3278	.7	4.2	438	2126	1.5	5.2	299	1610	1.0	4.1	252	1708	.9	4.1	102	917	.4	4.4
WI '04	182	2508	.6	3.5	361	1455	1.2	4.5	228	1184	.8	3.1	255	1319	.9	3.6	76	686	.3	3.4
FA '03	206	2961	.7	4.1	410	1840	1.4	5.2	221	1476	.8	3.2	331	1988	1.1	5.0	110	940	.4	5.0
SU '03	182	3263	.6	3.7	340	1866	1.2	4.7	189	1288	.7	2.8	290	1701	1.0	4.5	114	881	.4	4.8
4-Book	197	3003	.7	3.9	387	1822	1.3	4.9	234	1390	.8	3.3	282	1679	1.0	4.3	101	856	.4	4.4
SP '03	199	2846	.7	3.9	386	1814	1.4	5.0	250	1189	.9	3.5	281	1491	1.0	4.2	120	867	.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

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
KFSH-FM																				
SP '04	55	742	.2	1.1	88	404	.3	1.0	89	479	.3	1.2	48	375	.2	.8	18	267	.1	.8
WI '04	42	791	.1	.8	63	449	.2	.8	33	311	.1	.4	54	472	.2	.8	30	329	.1	1.3
FA '03	33	824	.1	.7	38	396	.1	.5	56	333	.2	.8	56	467	.2	.8	10	192	.5	.5
SU '03	44	853	.2	.9	63	509	.2	.9	46	383	.2	.7	53	420	.2	.8	17	272	.1	.7
4-Book	44	803	.2	.9	63	440	.2	.8	56	377	.2	.8	53	434	.2	.8	19	265	.1	.8
SP '03	40	654	.1	.8	56	326	.2	.7	60	309	.2	.8	53	388	.2	.8	6	161	.3	.3
KFVB-AM																				
SP '04	53	2091	.2	1.0	104	957	.4	1.2	39	540	.1	.5	70	891	.2	1.1	37	590	.1	1.6
WI '04	63	2377	.2	1.2	159	1513	.5	2.0	62	855	.2	.8	88	1039	.3	1.3	13	270	.6	.6
FA '03	64	2541	.2	1.3	142	1377	.5	1.8	52	808	.2	.7	95	1222	.3	1.4	25	675	.1	1.1
SU '03	72	2505	.3	1.5	141	1162	.5	1.9	55	851	.2	.8	97	1141	.3	1.5	53	669	.2	2.2
4-Book	63	2379	.2	1.3	137	1252	.5	1.7	52	764	.2	.7	88	1073	.3	1.3	32	551	.1	1.4
SP '03	74	2755	.3	1.4	134	1567	.5	1.7	73	990	.3	1.0	120	1486	.4	1.8	34	657	.1	1.5
KHHT-FM																				
SP '04	86	1781	.3	1.7	74	695	.3	.9	130	837	.4	1.8	100	868	.3	1.6	73	715	.3	3.1
WI '04	124	1940	.4	2.4	167	943	.6	2.1	164	816	.6	2.2	145	968	.5	2.1	67	639	.2	3.0
FA '03	99	1618	.3	2.0	111	737	.4	1.4	174	888	.6	2.5	106	702	.4	1.6	56	447	.2	2.5
SU '03	83	1947	.3	1.7	110	886	.4	1.5	136	883	.5	2.0	97	837	.3	1.5	34	514	.1	1.4
4-Book	98	1822	.3	2.0	116	815	.4	1.5	151	856	.5	2.1	112	844	.4	1.7	58	579	.2	2.5
SP '03	80	1792	.3	1.6	112	841	.4	1.4	117	858	.4	1.6	82	963	.3	1.2	46	496	.2	2.0
KHJ -AM																				
SP '04	60	940	.2	1.2	139	427	.5	1.7	69	417	.2	.9	60	326	.2	1.0	18	161	.1	.8
WI '04	59	981	.2	1.1	82	458	.3	1.0	107	568	.4	1.4	67	383	.2	1.0	16	199	.1	.7
FA '03	57	830	.2	1.1	87	348	.3	1.1	95	548	.3	1.4	55	356	.2	.8	23	192	.1	1.0
SU '03	58	849	.2	1.2	88	458	.3	1.2	100	456	.4	1.5	58	379	.2	.9	21	145	.1	.9
4-Book	59	900	.2	1.2	99	423	.4	1.3	93	497	.3	1.3	60	361	.2	.9	20	174	.1	.9
SP '03	59	891	.2	1.2	121	430	.4	1.6	69	442	.2	1.0	55	371	.2	.8	24	206	.1	1.1
KIIS-FM																				
SP '04	63	2551	.2	1.2	74	975	.3	.9	89	992	.3	1.2	68	1136	.2	1.1	34	760	.1	1.5
WI '04	123	3213	.4	2.3	185	1517	.6	2.3	153	1405	.5	2.0	168	1623	.6	2.4	41	675	.1	1.8
FA '03	81	2711	.3	1.6	123	1231	.4	1.6	84	986	.3	1.2	117	1372	.4	1.8	41	697	.1	1.9
SU '03	94	3091	.3	1.9	115	1218	.4	1.6	141	1455	.5	2.1	121	1462	.4	1.9	48	717	.2	2.0
4-Book	90	2892	.3	1.8	124	1235	.4	1.6	117	1210	.4	1.6	119	1398	.4	1.8	41	712	.1	1.8
SP '03	86	2689	.3	1.7	169	1234	.6	2.2	107	1182	.4	1.5	96	1128	.3	1.4	24	442	.1	1.1
KVVS-FM																				
SP '04		50								9				35						
WI '04	3	105	.1		5	52	.1		7	68	.1		4	71	.1			17		
FA '03	3	137	.1		2	33			5	51	.1		5	68	.1		3	34		.1
SU '03	1	66				13			1	24				24						
4-Book	2	90	.1		2	25			3	38	.1		3	50	.1		1	13		
SP '03	1	53				13			2	42				24						
KJLH-FM																				
SP '04	80	1013	.3	1.5	117	572	.4	1.4	101	408	.3	1.4	91	655	.3	1.5	37	391	.1	1.6
WI '04	73	1218	.3	1.4	105	617	.4	1.3	74	408	.3	1.0	66	519	.2	.9	29	362	.1	1.3
FA '03	65	1049	.2	1.3	72	503	.2	.9	75	454	.3	1.1	76	490	.3	1.1	35	335	.1	1.6
SU '03	86	982	.3	1.7	87	494	.3	1.2	103	626	.4	1.5	77	502	.3	1.2	83	359	.3	3.5
4-Book	76	1066	.3	1.5	95	547	.3	1.2	88	474	.3	1.3	78	542	.3	1.2	46	362	.2	2.0
SP '03	57	1019	.2	1.1	56	370	.2	.7	65	463	.2	.9	84	626	.3	1.3	25	292	.1	1.1
KKBT-FM																				
SP '04	90	2071	.3	1.7	194	943	.7	2.3	104	1072	.4	1.4	87	871	.3	1.4	36	509	.1	1.5
WI '04	89	2257	.3	1.7	162	948	.6	2.0	76	870	.3	1.0	117	1099	.4	1.7	54	577	.2	2.4
FA '03	115	2217	.4	2.3	251	1089	.9	3.2	117	981	.4	1.7	131	1105	.4	2.0	48	640	.2	2.2
SU '03	114	2232	.4	2.3	252	1139	.9	3.5	153	1048	.5	2.2	116	1001	.4	1.8	35	534	.1	1.5
4-Book	102	2194	.4	2.0	215	1030	.8	2.8	113	993	.4	1.6	113	1019	.4	1.7	43	565	.2	1.9
SP '03	139	2414	.5	2.7	249	1300	.9	3.2	212	1176	.7	2.9	162	1286	.6	2.4	40	528	.1	1.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KKLA-FM																				
SP '04	22	647	.1	.4	41	296	.1	.5	31	304	.1	.4	32	302	.1	.5	7	89		.3
WI '04	31	601	.1	.6	40	313	.1	.5	51	216	.2	.7	52	356	.2	.7	9	145		.4
FA '03	20	382	.1	.4	37	207	.1	.5	34	159	.1	.5	27	181	.1	.4	5	116		.2
SU '03	16	515	.1	.3	44	280	.2	.6	11	186	.2	.2	16	199	.1	.3	13	124		.5
4-Book	22	536	.1	.4	41	274	.1	.5	32	216	.1	.5	32	260	.1	.5	9	119		.4
SP '03	20	490	.1	.4	40	307	.1	.5	15	134	.1	.2	37	252	.1	.6	14	132		.6
KLAC-AM																				
SP '04	43	1430	.1	.8	28	232	.1	.3	26	183	.1	.4	60	755	.2	1.0	66	862	.2	2.8
WI '04	27	885	.1	.5	17	185	.1	.2	27	164	.1	.4	43	468	.1	.6	36	450	.1	1.6
FA '03	21	864	.1	.4	15	148	.1	.2	19	145	.1	.3	38	513	.1	.6	23	410	.1	1.0
SU '03	25	382	.1	.5	18	149	.1	.2	13	156		.2	30	201	.1	.5	32	164	.1	1.3
4-Book	29	890	.1	.6	20	179	.1	.2	21	162	.1	.3	43	484	.1	.7	39	472	.1	1.7
SP '03	31	807	.1	.6	26	209	.1	.3	19	180	.1	.3	32	466	.1	.5	42	405	.1	1.8
KLAX-FM																				
SP '04	381	3910	1.3	7.4	848	2643	2.9	10.1	537	2698	1.8	7.3	330	1929	1.1	5.4	74	727	.3	3.2
WI '04	217	2953	.7	4.1	328	1654	1.1	4.1	352	1700	1.2	4.7	236	1549	.8	3.4	78	784	.3	3.5
FA '03	226	2967	.8	4.5	439	1837	1.5	5.6	306	1464	1.1	4.4	224	1612	.8	3.4	85	640	.3	3.8
SU '03	188	2579	.7	3.8	287	1414	1.0	4.0	298	1547	1.1	4.4	201	1339	.7	3.1	72	628	.3	3.0
4-Book	253	3102	.9	5.0	476	1887	1.6	6.0	373	1852	1.3	5.2	248	1607	.9	3.8	77	695	.3	3.4
SP '03	226	3060	.8	4.4	371	1840	1.3	4.8	305	1734	1.1	4.2	256	1416	.9	3.8	79	755	.3	3.5
KLOS-FM																				
SP '04	178	3455	.6	3.4	318	1586	1.1	3.8	251	1515	.9	3.4	225	1850	.8	3.7	58	873	.2	2.5
WI '04	230	3927	.8	4.4	392	1833	1.3	4.9	309	1744	1.1	4.1	314	2264	1.1	4.5	103	1033	.4	4.6
FA '03	215	4300	.7	4.3	323	1973	1.1	4.1	302	2078	1.0	4.3	304	2342	1.0	4.6	95	1143	.3	4.3
SU '03	205	3921	.7	4.1	321	1736	1.1	4.4	280	1776	1.0	4.1	237	2194	.8	3.7	118	1003	.4	5.0
4-Book	207	3901	.7	4.1	339	1782	1.2	4.3	286	1778	1.0	4.0	270	2163	.9	4.1	94	1013	.3	4.1
SP '03	189	3770	.7	3.7	306	1597	1.1	3.9	270	1819	1.0	3.7	247	2139	.9	3.7	84	1117	.3	3.7
KLTX-FM																				
SP '04	275	3668	.9	5.3	723	2389	2.5	8.6	377	1755	1.3	5.1	349	1740	1.2	5.7	83	792	.3	3.6
WI '04	247	3471	.8	4.7	646	2059	2.2	8.0	369	1738	1.3	4.9	298	1834	1.0	4.2	47	623	.2	2.1
FA '03	231	3255	.8	4.6	556	1902	1.9	7.1	314	1654	1.1	4.5	360	1801	1.2	5.4	62	639	.2	2.8
SU '03	206	3386	.7	4.2	452	1979	1.6	6.2	225	1407	.8	3.3	411	2011	1.5	6.4	45	585	.2	1.9
4-Book	240	3445	.8	4.7	594	2082	2.1	7.5	321	1639	1.1	4.5	355	1847	1.2	5.4	59	660	.2	2.6
SP '03	251	3198	.9	4.9	549	2046	1.9	7.1	382	1542	1.3	5.3	408	1667	1.4	6.1	45	549	.2	2.0
KLTX-AM																				
SP '04	40	327	.1	.8	72	260	.2	.9	56	212	.2	.8	43	196	.1	.7	12	129		.5
WI '04	51	399	.2	1.0	91	308	.3	1.1	69	263	.2	.9	59	253	.2	.8	18	143	.1	.8
FA '03	39	366	.1	.8	53	220	.2	.7	62	241	.2	.9	51	214	.2	.8	8	81		.4
SU '03	25	329	.1	.5	34	216	.1	.5	36	243	.1	.5	28	186	.1	.4	8	88		.3
4-Book	39	355	.1	.8	63	251	.2	.8	56	240	.2	.8	45	212	.2	.7	12	110		.5
SP '03	36	366	.1	.7	64	229	.2	.8	53	247	.2	.7	32	184	.1	.5	22	145	.1	1.0
KLVE-FM																				
SP '04	143	2633	.5	2.8	183	928	.6	2.2	191	1250	.7	2.6	153	1275	.5	2.5	103	828	.4	4.4
WI '04	149	2652	.5	2.8	179	1173	.6	2.2	250	1294	.9	3.3	180	1163	.6	2.6	67	666	.2	3.0
FA '03	146	3071	.5	2.9	204	1305	.7	2.6	215	1440	.7	3.1	173	1517	.6	2.6	73	933	.3	3.3
SU '03	125	2651	.4	2.5	159	1217	.6	2.2	177	1358	.6	2.6	152	1144	.5	2.4	55	672	.2	2.3
4-Book	141	2752	.5	2.8	181	1156	.6	2.3	208	1336	.7	2.9	165	1275	.6	2.5	75	775	.3	3.3
SP '03	140	2729	.5	2.7	206	1247	.7	2.6	201	1331	.7	2.8	136	1110	.5	2.0	77	756	.3	3.4
KLYY-FM																				
SP '04	88	1462	.3	1.7	80	469	.3	1.0	165	893	.6	2.2	88	643	.3	1.4	47	266	.2	2.0
WI '04	106	1547	.4	2.0	115	729	.4	1.4	196	932	.7	2.6	102	663	.4	1.5	38	401	.1	1.7
FA '03	92	1286	.3	1.8	95	573	.3	1.2	154	650	.5	2.2	91	509	.3	1.4	49	475	.2	2.2
SU '03	61	1322	.2	1.2	75	597	.3	1.0	104	716	.4	1.5	80	664	.3	1.3	16	280	.1	.7
4-Book	87	1404	.3	1.7	91	592	.3	1.2	155	798	.6	2.1	90	620	.3	1.4	38	356	.2	1.7
SP '03	75	1290	.3	1.5	68	547	.2	.9	103	704	.4	1.4	104	700	.4	1.6	38	405	.1	1.7

Target Listener Trends - Men 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
+KMXE-AM																				
SP '04	49	419	.2	.9	53	221	.2	.6	94	310	.3	1.3	69	282	.2	1.1	32	137	.1	1.4
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	38	1043	.1	.7	28	305	.1	.3	55	341	.2	.7	46	364	.2	.7	23	302	.1	1.0
WI '04	38	1021	.1	.7	46	419	.2	.6	33	377	.1	.4	50	482	.2	.7	30	446	.1	1.3
FA '03	42	1038	.1	.8	53	414	.2	.7	55	489	.2	.8	45	448	.2	.7	17	236	.1	.8
SU '03	28	1052	.1	.6	17	358	.1	.2	25	341	.1	.4	27	394	.1	.4	32	358	.1	1.3
4-Book	37	1039	.1	.7	36	374	.2	.5	42	387	.2	.6	42	422	.2	.6	26	336	.1	1.1
SP '03	48	1106	.2	.9	71	469	.3	.9	71	439	.3	1.0	62	450	.2	.9	24	335	.1	1.1
KNX -AM																				
SP '04	100	2978	.3	1.9	245	1690	.8	2.9	107	1009	.4	1.5	128	1486	.4	2.1	22	609	.1	.9
WI '04	120	2848	.4	2.3	225	1784	.8	2.8	110	1107	.4	1.5	192	1721	.7	2.7	49	681	.2	2.2
FA '03	85	2843	.3	1.7	176	1617	.6	2.2	76	1137	.3	1.1	122	1507	.4	1.8	34	686	.1	1.5
SU '03	82	2647	.3	1.7	127	1377	.4	1.8	93	1109	.3	1.4	122	1433	.4	1.9	56	616	.2	2.4
4-Book	97	2829	.3	1.9	193	1617	.7	2.4	97	1091	.4	1.4	141	1537	.5	2.1	40	648	.2	1.8
SP '03	115	3208	.4	2.2	236	2023	.8	3.0	142	1291	.5	2.0	169	1813	.6	2.5	32	615	.1	1.4
KOST-FM																				
SP '04	155	2679	.5	3.0	205	1132	.7	2.4	258	1239	.9	3.5	172	1307	.6	2.8	71	930	.2	3.1
WI '04	147	2240	.5	2.8	204	1195	.7	2.5	242	941	.8	3.2	178	1092	.6	2.5	66	723	.2	2.9
FA '03	124	2855	.4	2.5	156	1141	.5	2.0	161	1130	.6	2.3	166	1528	.6	2.5	79	995	.3	3.6
SU '03	103	2333	.4	2.1	133	1008	.5	1.8	125	1012	.4	1.8	135	1042	.5	2.1	67	925	.2	2.8
4-Book	132	2527	.5	2.6	175	1119	.6	2.2	197	1081	.7	2.7	163	1242	.6	2.5	71	893	.2	3.1
SP '03	133	2551	.5	2.6	174	1040	.6	2.2	189	1141	.7	2.6	139	1235	.5	2.1	105	884	.4	4.6
KPWR-FM																				
SP '04	196	3486	.7	3.8	341	1889	1.2	4.0	253	1904	.9	3.4	265	2030	.9	4.3	89	1082	.3	3.8
WI '04	179	3716	.6	3.4	297	1896	1.0	3.7	263	1860	.9	3.5	208	1919	.7	3.0	77	1187	.3	3.4
FA '03	172	3620	.6	3.4	248	1590	.9	3.1	200	1706	.7	2.9	217	1951	.7	3.3	104	1112	.4	4.7
SU '03	161	3317	.6	3.3	218	1500	.8	3.0	210	1865	.7	3.1	216	1743	.8	3.4	85	1000	.3	3.6
4-Book	177	3535	.6	3.5	276	1719	1.0	3.5	232	1834	.8	3.2	227	1911	.8	3.5	89	1095	.3	3.9
SP '03	166	3161	.6	3.2	250	1412	.9	3.2	233	1601	.8	3.2	202	1849	.7	3.0	68	1071	.2	3.0
KRCD-FM																				
SP '04	98	1254	.3	1.9	96	452	.3	1.1	167	766	.6	2.3	107	553	.4	1.7	57	398	.2	2.5
WI '04	89	1193	.3	1.7	95	459	.3	1.2	138	709	.5	1.8	114	705	.4	1.6	51	384	.2	2.3
FA '03	69	889	.2	1.4	108	460	.4	1.4	74	429	.3	1.1	99	373	.3	1.5	51	309	.2	2.3
SU '03	40	643	.1	.8	42	298	.1	.6	75	316	.3	1.1	35	296	.1	.5	22	221	.1	.9
4-Book	74	995	.2	1.5	85	417	.3	1.1	114	555	.4	1.6	89	482	.3	1.3	45	328	.2	2.0
SP '03	45	702	.2	.9	48	281	.2	.6	59	443	.2	.8	48	361	.2	.7	33	254	.1	1.5
KRCV-FM																				
SP '04	54	648	.2	1.0	37	285	.1	.4	75	392	.3	1.0	60	328	.2	1.0	43	287	.1	1.8
WI '04	42	669	.1	.8	51	317	.2	.6	53	410	.2	.7	58	429	.2	.8	26	210	.1	1.2
FA '03	34	515	.1	.7	43	263	.1	.5	61	270	.2	.9	36	239	.1	.5	7	130		.3
SU '03	33	306	.1	.7	60	249	.2	.8	55	239	.2	.8	35	214	.1	.5	10	77		.4
4-Book	41	535	.1	.8	48	279	.2	.6	61	328	.2	.9	47	303	.2	.7	22	176	.1	.9
SP '03	21	418	.1	.4	27	184	.1	.3	19	209	.1	.3	21	153	.1	.3	21	124	.1	.9
KRLA-AM																				
SP '04	60	824	.2	1.2	121	570	.4	1.4	110	541	.4	1.5	77	451	.3	1.3	25	196	.1	1.1
WI '04	40	751	.1	.8	64	379	.2	.8	81	465	.3	1.1	60	359	.2	.9	9	176		.4
FA '03	32	666	.1	.6	70	419	.2	.9	54	345	.2	.8	41	279	.1	.6	5	66		.2
SU '03	57	749	.2	1.2	69	416	.2	1.0	141	466	.5	2.1	95	320	.3	1.5	6	118		.3
4-Book	47	748	.2	1.0	81	446	.3	1.0	97	454	.4	1.4	68	352	.2	1.1	11	139		.5
SP '03	22	364	.1	.4	33	211	.1	.4	34	173	.1	.5	45	261	.2	.7	10	129		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 25-54

Target Listener Trends - Men 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
SP '04	257	4428	.9	5.0	421	2431	1.4	5.0	366	2108	1.3	5.0	280	2385	1.0	4.6	171	1594	.6	7.4
WI '04	262	4835	.9	5.0	495	2916	1.7	6.1	300	2230	1.0	4.0	327	2602	1.1	4.7	138	1554	.5	6.2
FA '03	241	4665	.8	4.8	436	2420	1.5	5.5	326	2225	1.1	4.7	255	2376	.9	3.8	129	1382	.4	5.8
SU '03	236	4427	.8	4.8	418	2340	1.5	5.8	335	2271	1.2	4.9	277	2417	1.0	4.3	105	1256	.4	4.4
4-Book	249	4589	.9	4.9	443	2527	1.5	5.6	332	2209	1.2	4.7	285	2445	1.0	4.4	136	1447	.5	6.0
SP '03	253	4655	.9	4.9	475	2663	1.7	6.1	360	2308	1.3	5.0	282	2614	1.0	4.2	88	1434	.3	3.9
KRTH-FM																				
SP '04	134	3401	.5	2.6	191	1304	.7	2.3	173	1586	.6	2.4	133	1603	.5	2.2	66	793	.2	2.8
WI '04	102	2809	.4	1.9	124	1017	.4	1.5	154	1294	.5	2.1	140	1416	.5	2.0	45	607	.2	2.0
FA '03	144	2858	.5	2.9	188	1261	.6	2.4	242	1290	.8	3.5	170	1299	.6	2.6	42	573	.1	1.9
SU '03	154	3367	.5	3.1	193	1263	.7	2.7	232	1741	.8	3.4	169	1539	.6	2.6	91	874	.3	3.8
4-Book	134	3109	.5	2.6	174	1211	.6	2.2	200	1478	.7	2.9	153	1464	.6	2.4	61	712	.2	2.6
SP '03	112	2846	.4	2.2	154	1195	.5	2.0	190	1248	.7	2.6	123	1118	.4	1.8	36	506	.1	1.6
KSCA-FM																				
SP '04	131	1931	.4	2.5	307	1167	1.1	3.6	158	961	.5	2.2	95	690	.3	1.5	30	340	.1	1.3
WI '04	219	2609	.8	4.2	346	1223	1.2	4.3	215	1068	.7	2.9	447	1587	1.5	6.4	60	460	.2	2.7
FA '03	278	2640	1.0	5.5	570	1705	2.0	7.2	235	1379	.8	3.4	516	1636	1.8	7.7	67	726	.2	3.0
SU '03	287	2671	1.0	5.8	529	1696	1.9	7.3	268	1090	.9	3.9	536	1756	1.9	8.4	93	595	.3	3.9
4-Book	229	2463	.8	4.5	438	1448	1.6	5.6	219	1125	.7	3.1	399	1417	1.4	6.0	63	530	.2	2.7
SP '03	287	2932	1.0	5.6	494	1836	1.7	6.4	310	1357	1.1	4.3	576	1908	2.0	8.6	52	506	.2	2.3
KSPN-AM																				
SP '04	40	1292	.1	.8	28	417	.1	.3	64	544	.2	.9	83	721	.3	1.4	10	262	.1	.4
WI '04	31	1084	.1	.6	35	342	.1	.4	41	440	.1	.5	69	686	.2	1.0	6	185	.1	.3
FA '03	48	1450	.2	1.0	41	453	.1	.5	79	650	.3	1.1	89	826	.3	1.3	12	313	.1	.5
SU '03	44	1048	.2	.9	44	382	.2	.6	62	468	.2	.9	73	509	.3	1.1	23	241	.1	1.0
4-Book	41	1219	.2	.8	37	399	.1	.5	62	526	.2	.9	79	686	.3	1.2	13	250	.1	.6
SP '03	28	954	.1	.5	24	351	.1	.3	21	237	.1	.3	71	627	.3	1.1	19	288	.1	.8
KSSE-FM																				
SP '04	116	1849	.4	2.2	269	1002	.9	3.2	115	835	.4	1.6	112	754	.4	1.8	58	448	.2	2.5
WI '04	104	1867	.4	2.0	182	1072	.6	2.3	154	1031	.5	2.1	114	845	.4	1.6	50	579	.2	2.2
FA '03	106	1971	.4	2.1	180	966	.6	2.3	159	846	.5	2.3	117	943	.4	1.8	55	535	.2	2.5
SU '03	91	1508	.3	1.8	171	820	.6	2.4	143	907	.5	2.1	80	638	.3	1.3	34	397	.1	1.4
4-Book	104	1799	.4	2.0	201	965	.7	2.6	143	905	.5	2.0	106	795	.4	1.6	49	490	.2	2.2
SP '03	89	1665	.3	1.7	131	814	.5	1.7	142	876	.5	2.0	104	763	.4	1.6	35	508	.1	1.5
KSUR-AM																				
SP '04	10	210	.2	.2	15	70	.1	.2	13	75	.2	.2	3	68	.1	.1	10	100	.1	.4
WI '04	11	177	.2	.2	5	56	.1	.1	21	79	.1	.3	16	94	.1	.2	9	29	.1	.4
FA '03	5	61	.1	.1	3	14	.1	.1	5	30	.1	.1	5	47	.1	.1	6	61	.1	.3
SU '03	7	199	.1	.1	8	97	.1	.1	9	68	.1	.1	6	81	.1	.1	8	97	.1	.3
4-Book	8	162	.2	.2	8	59	.1	.1	12	63	.2	.2	8	73	.1	.1	8	72	.1	.4
SP '03	14	199	.3	.3	16	119	.1	.2	14	89	.2	.2	15	65	.1	.2	7	64	.1	.3
KTWV-FM																				
SP '04	164	2578	.6	3.2	218	1117	.7	2.6	288	1334	1.0	3.9	205	1437	.7	3.3	57	697	.2	2.5
WI '04	183	2400	.6	3.5	209	1212	.7	2.6	350	1316	1.2	4.7	243	1405	.8	3.5	54	787	.2	2.4
FA '03	129	2380	.4	2.6	152	1176	.5	1.9	207	1152	.7	3.0	157	1271	.5	2.4	77	803	.3	3.5
SU '03	160	2440	.6	3.2	180	1243	.6	2.5	281	1211	1.0	4.1	215	1326	.8	3.4	65	934	.2	2.7
4-Book	159	2450	.6	3.1	190	1187	.6	2.4	282	1253	1.0	3.9	205	1360	.7	3.2	63	805	.2	2.8
SP '03	169	2503	.6	3.3	194	1113	.7	2.5	270	1080	1.0	3.7	195	1369	.7	2.9	101	935	.4	4.4
KVIZ-FM																				
SP '04	22	528	.1	.4	18	154	.1	.2	47	252	.2	.6	17	155	.1	.3	13	100	.1	.6
WI '04	21	352	.1	.4	19	81	.1	.2	22	162	.1	.3	23	198	.1	.3	24	131	.1	1.1
FA '03	37	723	.1	.7	44	321	.2	.6	62	367	.2	.9	38	313	.1	.6	14	118	.1	.6
SU '03	24	472	.1	.5	35	287	.1	.5	19	185	.1	.3	22	156	.1	.3	19	176	.1	.8
4-Book	26	519	.1	.5	29	211	.1	.4	38	242	.2	.5	25	206	.1	.4	18	131	.1	.8
SP '03	20	521	.1	.4	20	216	.1	.3	29	288	.1	.4	22	272	.1	.3	14	160	.1	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Men 25-54																				
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KWKW-AM																					
SP '04	27	385	.1	.5	46	145	.2	.5	47	177	.2	.6	24	190	.1	.4	22	107	.1	.9	
WI '04	24	434	.1	.5	80	297	.3	1.0	28	198	.1	.4	19	90	.1	.3	3	30		.1	
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '03	13	285		.3	30	109	.1	.4	16	161	.1	.2	4	83		.1	11	85		.5	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '03	23	522	.1	.4	49	233	.2	.6	26	244	.1	.4	19	216	.1	.3	17	88	.1	.7	
KWVE-FM																					
SP '04	41	648	.1	.8	75	385	.3	.9	72	309	.2	1.0	49	342	.2	.8	11	135		.5	
WI '04	26	488	.1	.5	42	280	.1	.5	38	197	.1	.5	48	289	.2	.7	5	97		.2	
FA '03	21	528	.1	.4	32	290	.1	.4	20	260	.1	.3	34	278	.1	.5	12	96		.5	
SU '03	14	385		.3	13	172		.2	11	129		.2	6	142		.1	7	78		.3	
4-Book	26	512	.1	.5	41	282	.1	.5	35	224	.1	.5	34	263	.1	.5	9	102		.4	
SP '03	28	529	.1	.5	42	289	.1	.5	44	275	.2	.6	37	208	.1	.6	13	134		.6	
KXOL-FM																					
SP '04	74	1329	.3	1.4	122	569	.4	1.4	93	705	.3	1.3	81	600	.3	1.3	24	365	.1	1.0	
WI '04	115	1644	.4	2.2	185	784	.6	2.3	217	873	.7	2.9	128	815	.4	1.8	30	307	.1	1.3	
FA '03	89	1426	.3	1.8	113	714	.4	1.4	147	795	.5	2.1	111	755	.4	1.7	43	335	.1	1.9	
SU '03	111	1820	.4	2.2	138	973	.5	1.9	182	1082	.6	2.7	128	769	.5	2.0	44	508	.2	1.8	
4-Book	97	1555	.4	1.9	140	760	.5	1.8	160	864	.5	2.3	112	735	.4	1.7	35	379	.1	1.5	
SP '03	114	1910	.4	2.2	152	798	.5	2.0	187	997	.7	2.6	98	728	.3	1.5	41	598	.1	1.8	
KXTA-AM																					
SP '04	30	768	.1	.6	37	424	.1	.4	79	466	.3	1.1	32	358	.1	.5	13	126		.6	
WI '04	29	769	.1	.5	46	360	.2	.6	57	379	.2	.8	36	387	.1	.5	9	120		.4	
FA '03	36	761	.1	.7	45	315	.2	.6	83	510	.3	1.2	53	359	.2	.8	6	125		.3	
SU '03	39	887	.1	.8	54	468	.2	.7	98	549	.3	1.4	49	405	.2	.8	3	139		.1	
4-Book	34	796	.1	.7	46	392	.2	.6	79	476	.3	1.1	43	377	.2	.7	8	128		.4	
SP '03	40	792	.1	.8	66	377	.2	.8	116	587	.4	1.6	24	193	.1	.4	3	63		.1	
XTRA-AM																					
SP '04	32	1055	.1	.6	45	348	.2	.5	68	448	.2	.9	40	533	.1	.7	2	81		.1	
WI '04	26	777	.1	.5	42	327	.1	.5	45	387	.2	.6	46	403	.2	.7	5	68		.2	
FA '03	36	1093	.1	.7	45	404	.2	.6	60	458	.2	.9	67	641	.2	1.0	5	157		.2	
SU '03	44	1042	.2	.9	71	536	.3	1.0	89	590	.3	1.3	72	573	.3	1.1	5	155		.2	
4-Book	35	992	.1	.7	51	404	.2	.7	66	471	.2	.9	56	538	.2	.9	4	115		.2	
SP '03	31	827	.1	.6	38	440	.1	.5	51	300	.2	.7	68	581	.2	1.0	5	157		.2	
KYSR-FM																					
SP '04	84	2574	.3	1.6	172	962	.6	2.0	92	1003	.3	1.3	89	1075	.3	1.4	26	594	.1	1.1	
WI '04	81	2508	.3	1.5	141	1027	.5	1.7	98	1125	.3	1.3	107	1320	.4	1.5	23	479	.1	1.0	
FA '03	83	2429	.3	1.6	136	946	.5	1.7	113	1022	.4	1.6	134	1245	.5	2.0	19	584	.1	.9	
SU '03	108	2808	.4	2.2	154	1202	.5	2.1	142	1167	.5	2.1	117	1250	.4	1.8	37	636	.1	1.6	
4-Book	89	2580	.3	1.7	151	1034	.5	1.9	111	1079	.4	1.6	112	1223	.4	1.7	26	573	.1	1.2	
SP '03	122	2824	.4	2.4	194	1255	.7	2.5	212	1318	.7	2.9	174	1371	.6	2.6	37	620	.1	1.6	
KZAB-FM																					
SP '04	55	955	.2	1.1	36	343	.1	.4	97	490	.3	1.3	86	491	.3	1.4	21	166	.1	.9	
WI '04	87	799	.3	1.6	123	477	.4	1.5	140	509	.5	1.9	120	502	.4	1.7	18	230	.1	.8	
FA '03	96	1007	.3	1.9	107	631	.4	1.4	148	590	.5	2.1	89	504	.3	1.3	53	347	.2	2.4	
SU '03	92	837	.3	1.9	86	476	.3	1.2	152	549	.5	2.2	99	557	.3	1.6	43	320	.2	1.8	
4-Book	83	900	.3	1.6	88	482	.3	1.1	134	535	.5	1.9	99	514	.3	1.5	34	266	.2	1.5	
SP '03	106	1392	.4	2.1	128	747	.5	1.6	167	854	.6	2.3	112	705	.4	1.7	49	401	.2	2.2	
KZLA-FM																					
SP '04	90	1417	.3	1.7	130	686	.4	1.5	135	714	.5	1.8	89	702	.3	1.4	22	462	.1	.9	
WI '04	105	1421	.4	2.0	126	674	.4	1.6	169	604	.6	2.3	153	841	.5	2.2	26	412	.1	1.2	
FA '03	92	1438	.3	1.8	107	665	.4	1.4	151	718	.5	2.2	113	870	.4	1.7	30	475	.1	1.4	
SU '03	76	1447	.3	1.5	117	709	.4	1.6	118	726	.4	1.7	81	769	.3	1.3	21	355	.1	.9	
4-Book	91	1431	.3	1.8	120	684	.4	1.5	143	691	.5	2.0	109	796	.4	1.7	25	426	.1	1.1	
SP '03	116	1650	.4	2.3	164	908	.6	2.1	167	752	.6	2.3	141	832	.5	2.1	55	385	.2	2.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Men 25-54

	Men 25-54																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KGGI-FM																				
SP '04	9	434		.2	4	80			7	118		.1	16	227	.1	.3	4	75		.2
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	7	329		.1	11	125		.1	7	133		.1	10	158		.2	4	82		.2
SU '03	9	330		.2	10	105		.1	11	128		.2	17	186	.1	.3	6	119		.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	6	329		.1	13	142		.2	3	83			8	140		.1	3	61		.1
TOTALS																				
SP '04	5183	28010	17.8		8421	24605	28.9		7346	21423	25.2		6144	23701	21.1		2326	15186	8.0	
WI '04	5274	28212	18.1		8060	24438	27.7		7472	21821	25.6		7030	24175	24.1		2241	15156	7.7	
FA '03	5039	28021	17.3		7879	24317	27.0		6985	21562	24.0		6664	24382	22.9		2215	15368	7.6	
SU '03	4953	27173	17.5		7256	23581	25.6		6840	21037	24.1		6385	23331	22.5		2379	15229	8.4	
4-Book	5112	27854	17.7		7904	24235	27.3		7161	21461	24.7		6556	23897	22.7		2290	15235	7.9	
SP '03	5114	27242	18.0		7778	23688	27.5		7233	21052	25.5		6668	23522	23.5		2271	14765	8.0	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Men 25-54																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM	SP '04	200	1856	.7	2.7	62	579	.2	1.9	61	190	.2	1.4	73	263	.3	1.4	95	233	.3	2.4
	4-Book	156	1541	.5	2.2	42	541	.1	1.3	30	107	.1	.7	60	218	.2	1.1	53	172	.2	1.3
KBIG-FM	SP '04	157	1850	.5	2.1	65	1197	.2	2.0	66	297	.2	1.5	74	314	.3	1.4	84	274	.3	2.1
	4-Book	146	1822	.5	2.0	71	1110	.2	2.2	72	260	.2	1.8	105	321	.4	2.0	104	342	.4	2.6
KBUA-FM	SP '04	31	290	.1	.4	18	161	.1	.5	35	63	.1	.8	45	82	.2	.8	9	50		.2
	4-Book	45	326	.2	.6	22	211	.1	.6	40	87	.2	1.0	38	103	.2	.7	16	66	.1	.4
KBUE-FM	SP '04	251	1989	.9	3.4	144	1450	.5	4.3	197	464	.7	4.4	300	633	1.0	5.6	225	616	.8	5.7
	4-Book	210	1757	.7	2.9	112	1149	.4	3.4	158	399	.6	3.8	183	471	.6	3.4	150	426	.5	3.7
KCBS-FM	SP '04	214	3007	.7	2.9	106	1780	.4	3.2	142	569	.5	3.2	181	703	.6	3.4	114	405	.4	2.9
	4-Book	252	2994	.9	3.5	109	1788	.4	3.3	144	521	.5	3.5	218	782	.8	4.1	139	517	.5	3.5
KDLD-FM	SP '04	40	502	.1	.5	12	228		.4	5	32		.1	30	144	.1	.6	17	68	.1	.4
	4-Book	28	514	.1	.4	20	299	.1	.6	11	53		.3	29	141	.1	.5	33	111	.1	.8
KDLE-FM	SP '04	49	513	.2	.7	16	225	.1	.5	10	62		.2	23	123	.1	.4	12	49		.3
	4-Book	46	479	.2	.6	16	268	.1	.5	8	48		.2	24	111	.1	.4	13	56		.3
KFI -AM	SP '04	327	2986	1.1	4.5	96	1282	.3	2.9	224	601	.8	5.0	118	387	.4	2.2	63	205	.2	1.6
	4-Book	296	2649	1.0	4.1	84	1124	.3	2.6	185	512	.6	4.5	112	375	.4	2.1	63	203	.2	1.5
KFSH-FM	SP '04	76	580	.3	1.0	44	537	.2	1.3	47	208	.2	1.1	66	237	.2	1.2	42	146	.1	1.1
	4-Book	57	640	.2	.8	36	529	.2	1.1	40	157	.2	1.0	53	174	.2	1.0	38	135	.1	1.0
KFWB-AM	SP '04	69	1648	.2	.9	35	854	.1	1.1	67	206	.2	1.5	49	309	.2	.9	50	291	.2	1.3
	4-Book	89	1987	.3	1.2	38	970	.1	1.2	57	253	.2	1.4	49	308	.2	.9	35	193	.1	.9
KHHT-FM	SP '04	103	1420	.4	1.4	65	847	.2	2.0	53	207	.2	1.2	61	202	.2	1.1	40	128	.1	1.0
	4-Book	128	1469	.5	1.8	72	883	.2	2.2	64	178	.2	1.6	106	323	.4	1.9	94	261	.3	2.3
KHJ -AM	SP '04	88	784	.3	1.2	40	376	.1	1.2	29	55	.1	.7	96	170	.3	1.8	71	134	.2	1.8
	4-Book	85	762	.3	1.2	40	426	.1	1.2	50	116	.2	1.3	78	167	.3	1.5	49	119	.2	1.2
KIIS-FM	SP '04	78	2061	.3	1.1	56	1264	.2	1.7	24	145	.1	.5	99	446	.3	1.8	114	422	.4	2.9
	4-Book	120	2350	.4	1.7	72	1396	.2	2.2	67	293	.2	1.7	121	529	.4	2.2	107	413	.4	2.7
KVVS-FM	SP '04		35			1	29							3	14		.1				
	4-Book	3	67		.1	3	50		.1	1	7			9	26		.2	3	18		.1
KJLH-FM	SP '04	103	902	.4	1.4	70	606	.2	2.1	71	234	.2	1.6	86	218	.3	1.6	83	152	.3	2.1
	4-Book	87	851	.3	1.2	78	726	.3	2.4	69	194	.2	1.7	100	260	.4	1.9	75	172	.3	1.9
KKBT-FM	SP '04	126	1765	.4	1.7	63	921	.2	1.9	115	262	.4	2.6	96	343	.3	1.8	79	261	.3	2.0
	4-Book	144	1849	.5	2.0	68	1015	.2	2.1	84	218	.3	2.0	111	403	.4	2.1	95	280	.3	2.4
KKLA-FM	SP '04	34	631	.1	.5	9	162		.3	30	106	.1	.7	13	56		.2	3	12		.1
	4-Book	35	476	.1	.5	9	181		.3	14	58		.4	14	49	.1	.3	2	8		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 25-54

Target Listener Estimates - Men 25-54

	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
KLAC-AM																				
SP '04	37	860	.1	.5	38	652	.1	1.1	8	34	.2	.2	7	43	.1	.1	41	125	.1	1.0
4-Book	27	576	.1	.4	25	375	.1	.8	12	34	.1	.3	18	50	.1	.3	29	91	.1	.7
KLAX-FM																				
SP '04	569	3621	2.0	7.8	254	2266	.9	7.6	619	1137	2.1	13.9	404	1157	1.4	7.5	258	699	.9	6.6
4-Book	366	2798	1.3	5.1	170	1672	.6	5.2	330	706	1.2	7.9	266	733	.9	4.9	187	527	.7	4.7
KLOS-FM																				
SP '04	263	2931	.9	3.6	108	1642	.4	3.2	162	416	.6	3.6	213	682	.7	4.0	119	490	.4	3.0
4-Book	297	3324	1.1	4.1	124	1853	.4	3.7	146	459	.5	3.6	214	736	.8	4.0	156	560	.5	3.9
KLSX-FM																				
SP '04	475	3321	1.6	6.5	49	977	.2	1.5	79	257	.3	1.8	77	263	.3	1.4	39	204	.1	1.0
4-Book	416	3176	1.4	5.8	48	810	.2	1.5	60	197	.2	1.5	58	206	.2	1.1	40	142	.1	1.0
KLTX-AM																				
SP '04	57	310	.2	.8	29	210	.1	.9	44	127	.2	1.0	60	128	.2	1.1	29	103	.1	.7
4-Book	55	325	.2	.8	29	253	.1	.9	53	135	.2	1.3	49	117	.2	.9	33	85	.1	.8
KLVE-FM																				
SP '04	177	2157	.6	2.4	110	1303	.4	3.3	105	260	.4	2.4	125	408	.4	2.3	107	320	.4	2.7
4-Book	187	2234	.7	2.6	104	1372	.4	3.2	121	343	.5	3.0	181	514	.6	3.4	107	353	.4	2.7
KLYY-FM																				
SP '04	115	1199	.4	1.6	66	813	.2	2.0	77	196	.3	1.7	140	327	.5	2.6	83	242	.3	2.1
4-Book	116	1138	.4	1.6	69	781	.3	2.1	77	220	.3	1.9	130	335	.5	2.4	89	242	.3	2.2
+KMXE-AM																				
SP '04	74	403	.3	1.0	17	160	.1	.5	35	73	.1	.8	24	92	.1	.4	16	66	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	44	659	.2	.6	38	486	.1	1.1	18	81	.1	.4	37	108	.1	.7	46	150	.2	1.2
4-Book	40	758	.2	.6	38	487	.1	1.2	24	118	.1	.6	55	170	.2	1.1	48	163	.2	1.2
KNX -AM																				
SP '04	156	2552	.5	2.1	53	1084	.2	1.6	92	317	.3	2.1	91	427	.3	1.7	30	178	.1	.8
4-Book	140	2476	.5	1.9	58	1201	.2	1.7	94	385	.3	2.3	93	395	.3	1.7	52	252	.2	1.3
KOST-FM																				
SP '04	215	2082	.7	2.9	104	1103	.4	3.1	106	338	.4	2.4	178	395	.6	3.3	142	317	.5	3.6
4-Book	180	1987	.6	2.5	90	1201	.3	2.8	109	314	.4	2.7	160	423	.6	2.9	108	335	.4	2.7
KPWR-FM																				
SP '04	284	3068	1.0	3.9	111	1502	.4	3.3	107	309	.4	2.4	188	589	.6	3.5	155	462	.5	4.0
4-Book	244	3006	.9	3.4	119	1830	.4	3.6	120	395	.4	2.9	203	684	.7	3.8	154	560	.5	3.8
KRCD-FM																				
SP '04	127	1002	.4	1.7	76	712	.3	2.3	101	209	.3	2.3	161	350	.6	3.0	104	273	.4	2.7
4-Book	97	811	.3	1.4	52	480	.2	1.6	65	157	.2	1.6	102	218	.4	1.9	67	171	.3	1.7
KRCV-FM																				
SP '04	59	492	.2	.8	52	344	.2	1.6	80	182	.3	1.8	72	176	.2	1.3	69	141	.2	1.8
4-Book	53	448	.2	.7	32	264	.1	1.0	47	95	.2	1.1	48	133	.2	.9	39	92	.1	1.0
KRLA-AM																				
SP '04	103	789	.4	1.4	6	178	.2	.2	4	30	.1	.1	8	48	.1	.1	17	42	.1	.4
4-Book	83	669	.3	1.2	7	163	.2	.2	7	33	.2	.2	10	31	.2	.2	11	37	.1	.3
KROQ-FM																				
SP '04	356	3785	1.2	4.9	137	1823	.5	4.1	157	525	.5	3.5	180	771	.6	3.3	153	528	.5	3.9
4-Book	351	3984	1.2	4.9	143	2116	.5	4.4	146	506	.5	3.6	258	994	.9	4.8	185	650	.7	4.6
KRTH-FM																				
SP '04	166	2648	.6	2.3	123	1796	.4	3.7	114	369	.4	2.6	245	768	.8	4.6	141	474	.5	3.6
4-Book	178	2435	.6	2.5	104	1538	.4	3.2	102	334	.4	2.5	193	688	.7	3.6	104	344	.4	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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	
KSCA-FM																						
SP '04		184	1537	.6	2.5	106	1091	.4	3.2	203	407	.7	4.6	196	614	.7	3.6	90	266	.3	2.3	
4-Book		342	2168	1.2	4.8	142	1335	.5	4.3	317	637	1.1	7.8	206	569	.7	3.8	247	500	.9	6.1	
KSPN-AM																						
SP '04		59	1127	.2	.8	26	374	.1	.8	31	126	.1	.7	48	134	.2	.9	29	90	.1	.7	
4-Book		59	1018	.2	.8	27	454	.1	.8	24	120	.1	.6	44	160	.2	.8	31	110	.1	.7	
KSSE-FM																						
SP '04		161	1608	.6	2.2	75	1007	.3	2.3	136	373	.5	3.1	164	513	.6	3.0	97	223	.3	2.5	
4-Book		149	1555	.5	2.1	62	860	.2	1.9	100	309	.4	2.5	113	367	.4	2.1	74	206	.2	1.9	
KSUR-AM																						
SP '04		11	126	.2		9	123		.3	9	42		.2	24	49	.1	.4	6	58		.2	
4-Book		10	121	.2		7	99		.2	11	40		.3	11	25	.1	.2	8	30		.2	
KTVV-FM																						
SP '04		241	2146	.8	3.3	98	1246	.3	2.9	108	291	.4	2.4	136	451	.5	2.5	105	329	.4	2.7	
4-Book		230	2033	.8	3.2	97	1239	.3	3.0	104	337	.4	2.6	152	464	.5	2.8	118	352	.4	3.0	
KWIZ-FM																						
SP '04		29	370	.1	.4	18	311	.1	.5	26	58	.1	.6	42	91	.1	.8	22	99	.1	.6	
4-Book		31	387	.1	.5	23	300	.1	.7	30	83	.1	.8	42	102	.1	.8	38	102	.2	1.0	
KWKV-AM																						
SP '04		40	329	.1	.5	7	86		.2	5	18		.1	8	18		.1	13	37		.3	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																						
SP '04		66	548	.2	.9	16	292	.1	.5	27	82	.1	.6	18	75	.1	.3					
4-Book		37	429	.1	.5	17	267	.1	.5	22	78	.1	.5	21	74	.1	.4	20	68	.1	.5	
KXOL-FM																						
SP '04		98	1090	.3	1.3	66	665	.2	2.0	96	240	.3	2.2	77	267	.3	1.4	126	229	.4	3.2	
4-Book		139	1325	.5	1.9	65	731	.2	2.0	89	230	.3	2.2	105	281	.4	1.9	91	207	.3	2.3	
KXTA-AM																						
SP '04		52	736	.2	.7	4	140		.1	2	21		.2					10	62		.3	
4-Book		58	702	.2	.8	8	195		.2	8	50		.2	16	78	.1	.3	16	58	.1	.4	
XTRA-AM																						
SP '04		52	891	.2	.7	15	260	.1	.5	26	140	.1	.6	19	54	.1	.4	18	93	.1	.5	
4-Book		58	855	.2	.8	13	305	.1	.4	16	85	.1	.4	19	75	.1	.4	15	79	.1	.4	
KYSR-FM																						
SP '04		116	1985	.4	1.6	66	1140	.2	2.0	41	166	.1	.9	152	446	.5	2.8	78	290	.3	2.0	
4-Book		124	2079	.4	1.7	69	1249	.3	2.1	56	252	.2	1.4	134	497	.5	2.5	89	346	.3	2.2	
KZAB-FM																						
SP '04		75	776	.3	1.0	43	438	.1	1.3	27	68	.1	.6	79	186	.3	1.5	46	87	.2	1.2	
4-Book		109	779	.4	1.5	68	509	.2	2.1	83	196	.3	2.1	128	261	.5	2.4	69	145	.2	1.5	
KZLA-FM																						
SP '04		119	1152	.4	1.6	86	759	.3	2.6	130	312	.4	2.9	175	371	.6	3.3	95	283	.3	2.4	
4-Book		126	1164	.4	1.8	75	755	.3	2.3	96	276	.3	2.3	146	341	.5	2.7	97	266	.4	2.4	
KGGI-FM																						
SP '04		9	315	.1		14	251		.4	4	16		.1	9	60		.2	4	34		.1	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
SP '04		7307	27694	25.1		3324	21732	11.4		4450	10604	15.3		5382	13001	18.5		3920	10117	13.5		
4-Book		7203	27494	24.9		3285	21809	11.4		4105	10515	14.2		5396	13176	18.7		4030	10332	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 25-54																			
	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '04	62	165	.2	3.1	35	118	.1	1.4	60	183	.2	1.6	51	141	.2	1.8	59	134	.2	3.4
4-Book	39	128	.2	1.9	37	131	.1	1.5	52	185	.2	1.4	42	150	.2	1.4	21	70	.1	1.3
KBIG-FM																				
SP '04	83	376	.3	4.1	55	241	.2	2.2	60	330	.2	1.6	66	225	.2	2.3	37	214	.1	2.1
4-Book	86	324	.3	4.1	36	155	.1	1.5	61	250	.2	1.6	63	224	.2	2.1	43	164	.1	2.6
KBUA-FM																				
SP '04	13	49	.6	.6	3	17	.1	.1	16	49	.1	.4	17	33	.1	.6	3	17	.2	.2
4-Book	14	45	.1	.7	14	37	.1	.6	25	74	.1	.7	20	52	.1	.7	5	29	.3	.3
KBUE-FM																				
SP '04	84	241	.3	4.2	69	214	.2	2.8	102	301	.4	2.7	119	405	.4	4.2	59	202	.2	3.4
4-Book	85	257	.3	4.1	64	181	.2	2.8	92	246	.3	2.5	97	283	.4	3.3	67	173	.2	4.2
KCBS-FM																				
SP '04	80	255	.3	4.0	38	196	.1	1.5	171	626	.6	4.5	87	285	.3	3.1	29	202	.1	1.6
4-Book	67	283	.3	3.3	47	219	.2	2.0	128	525	.5	3.4	97	353	.3	3.2	32	179	.1	1.9
KDLD-FM																				
SP '04	11	69	.5	.5	3	21	.1	.1	11	64	.1	.3	11	28	.1	.4	3	16	.2	.2
4-Book	19	90	.1	.9	7	28	.3	.3	24	91	.1	.6	24	84	.1	.8	12	48	.8	.8
KDLE-FM																				
SP '04	1	14			5	19	.2	.2	28	95	.1	.7	46	82	.2	1.6	4	39	.2	.2
4-Book	11	42	.5	.5	5	28	.2	.2	27	109	.1	.7	30	85	.1	1.1	7	45	.4	.4
KFI -AM																				
SP '04	74	225	.3	3.7	75	267	.3	3.0	61	226	.2	1.6	70	221	.2	2.5	90	275	.3	5.1
4-Book	56	207	.2	2.8	67	233	.2	2.8	70	238	.2	1.9	52	179	.2	1.8	75	234	.3	4.6
KFSH-FM																				
SP '04					64	235	.2	2.6	81	302	.3	2.1	52	166	.2	1.8	6	35	.3	.3
4-Book	5	37	.2	.2	54	232	.2	2.3	60	282	.2	1.6	32	134	.1	1.1	12	65	.1	.7
KFWB-AM																				
SP '04	11	62	.5	.5	56	214	.2	2.3	30	183	.1	.8	30	164	.1	1.1	2	21	.1	.1
4-Book	26	100	.1	1.2	45	221	.2	1.9	46	232	.2	1.2	46	238	.2	1.5	9	77	.5	.5
KHHT-FM																				
SP '04	53	175	.2	2.6	20	65	.1	.8	22	133	.1	.6	87	234	.3	3.1	173	379	.6	9.8
4-Book	62	200	.2	3.0	33	94	.1	1.4	47	206	.2	1.3	58	179	.2	2.0	106	257	.4	6.5
KHJ -AM																				
SP '04	18	33	.1	.9	27	68	.1	1.1	28	98	.1	.7	29	104	.1	1.0	20	51	.1	1.1
4-Book	12	36	.6	.6	25	89	.1	1.1	52	122	.2	1.4	37	100	.1	1.2	14	46	.1	.9
KIIS-FM																				
SP '04	19	122	.1	.9	22	118	.1	.9	87	323	.3	2.3	44	252	.2	1.5	34	179	.1	1.9
4-Book	38	184	.1	1.8	48	182	.2	2.0	95	435	.3	2.5	68	268	.3	2.3	34	164	.1	2.1
KVVS-FM																				
SP '04									1	5			1	4		.1	2	15	.1	.1
4-Book	2	9	.1	.1													1	8	.1	.1
KJLH-FM																				
SP '04	53	180	.2	2.6	82	222	.3	3.3	81	212	.3	2.1	79	174	.3	2.8	35	94	.1	2.0
4-Book	45	160	.2	2.2	79	215	.3	3.4	114	284	.4	3.0	95	205	.3	3.2	48	118	.2	3.1
KKBT-FM																				
SP '04	55	185	.2	2.7	34	87	.1	1.4	59	203	.2	1.5	40	132	.1	1.4	33	114	.1	1.9
4-Book	61	225	.2	2.9	35	119	.1	1.5	54	235	.2	1.4	60	195	.2	2.0	43	135	.2	2.7
KKLA-FM																				
SP '04					24	65	.1	1.0	9	51	.2	.2					6	15	.4	.4
4-Book	2	11	.1	.1	20	82	.1	.9	14	64	.4	.4	1	8						

Target Listener Estimates - 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																			
	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
KLAC-AM																				
SP '04	69	163	.2	3.4	9	46	.4		68	195	.2	1.8	54	292	.2	1.9	39	180	.1	2.2
4-Book	28	94	.1	1.4	14	46	.6		39	115	.1	1.0	32	128	.1	1.1	26	86	.1	1.6
KLAX-FM																				
SP '04	61	263	.2	3.0	232	501	.8	9.4	256	691	.9	6.7	180	412	.6	6.3	80	282	.3	4.5
4-Book	65	266	.3	3.2	131	352	.5	5.5	196	577	.7	5.2	148	366	.5	5.0	63	224	.2	3.9
KLOS-FM																				
SP '04	46	163	.2	2.3	49	215	.2	2.0	135	493	.5	3.5	86	314	.3	3.0	52	157	.2	3.0
4-Book	72	274	.3	3.5	71	244	.3	3.0	148	519	.5	3.9	124	419	.5	4.1	60	238	.2	3.7
KLSX-FM																				
SP '04	24	119	.1	1.2	43	211	.1	1.7	82	260	.3	2.2	40	158	.1	1.4	7	38		.4
4-Book	19	93	.1	.9	66	223	.2	2.8	86	267	.3	2.3	45	155	.2	1.5	13	52	.1	.7
KLTX-AM																				
SP '04	15	31	.1	.7	30	74	.1	1.2	20	53	.1	.5	18	54	.1	.6	19	71	.1	1.1
4-Book	10	35		.5	39	120	.1	1.7	27	77	.1	.7	15	40	.1	.5	10	41		.6
KLVE-FM																				
SP '04	149	314	.5	7.4	44	109	.2	1.8	115	444	.4	3.0	89	221	.3	3.1	125	345	.4	7.1
4-Book	108	294	.4	5.2	66	206	.3	2.8	97	351	.4	2.6	72	232	.3	2.4	70	207	.2	4.3
KLYY-FM																				
SP '04	21	98	.1	1.0	12	65		.5	109	332	.4	2.9	58	148	.2	2.0	17	45	.1	1.0
4-Book	40	141	.2	2.0	32	108	.1	1.4	84	244	.3	2.3	69	183	.2	2.3	29	112	.1	1.8
+KMXE-AM																				
SP '04	18	53	.1	.9	34	51	.1	1.4	12	35		.3	4	17		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	29	98	.1	1.4	43	172	.1	1.7	75	176	.3	2.0	44	108	.2	1.5	8	30		.5
4-Book	33	126	.1	1.6	26	99	.1	1.1	57	165	.2	1.6	40	92	.2	1.4	15	67	.1	1.0
KNX -AM																				
SP '04	14	102		.7	49	251	.2	2.0	102	374	.4	2.7	34	146	.1	1.2	12	76		.7
4-Book	28	144	.1	1.3	50	234	.2	2.1	83	365	.3	2.2	36	195	.1	1.2	26	160	.1	1.6
KOST-FM																				
SP '04	85	320	.3	4.2	91	226	.3	3.7	95	274	.3	2.5	60	244	.2	2.1	70	192	.2	4.0
4-Book	69	270	.3	3.4	69	178	.2	2.9	85	334	.3	2.3	63	254	.2	2.1	58	198	.2	3.5
KPWR-FM																				
SP '04	60	230	.2	3.0	65	214	.2	2.6	132	629	.5	3.5	152	474	.5	5.3	40	124	.1	2.3
4-Book	92	345	.3	4.5	63	227	.2	2.7	139	568	.5	3.7	115	428	.4	3.9	59	209	.2	3.6
KRCB-FM																				
SP '04	55	117	.2	2.7	22	82	.1	.9	83	165	.3	2.2	62	153	.2	2.2	20	85	.1	1.1
4-Book	44	102	.2	2.2	25	72	.1	1.1	51	112	.2	1.4	39	101	.2	1.4	21	75	.1	1.3
KRCV-FM																				
SP '04	40	90	.1	2.0	22	71	.1	.9	60	138	.2	1.6	49	105	.2	1.7	29	101	.1	1.6
4-Book	24	71	.1	1.2	24	57	.1	1.0	40	94	.1	1.1	19	42	.1	.7	15	53		.9
KRLA-AM																				
SP '04	3	16		.1									16	28	.1	.6	4	30		.2
4-Book	3	13		.1	1	4		.1	4	19		.1	16	40	.1	.5	6	28		.4
KROQ-FM																				
SP '04	152	479	.5	7.5	103	286	.4	4.2	133	505	.5	3.5	120	431	.4	4.2	96	307	.3	5.5
4-Book	97	411	.3	4.7	86	297	.3	3.6	160	597	.6	4.3	136	482	.5	4.6	70	260	.2	4.4
KRTH-FM																				
SP '04	74	302	.3	3.7	130	358	.4	5.3	151	498	.5	4.0	60	300	.2	2.1	57	231	.2	3.2
4-Book	73	253	.3	3.5	86	256	.3	3.7	122	428	.4	3.3	94	294	.3	3.2	51	198	.2	3.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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
KSCA-FM																				
SP '04	14	102		.7	100	234	.3	4.1	127	369	.4	3.3	88	232	.3	3.1	38	147	.1	2.2
4-Book	60	186	.2	2.8	90	230	.3	3.9	108	283	.4	2.9	101	253	.3	3.4	38	125	.1	2.4
KSPN-AM																				
SP '04	5	45		.2	20	47	.1	.8	34	119	.1	.9	44	136	.2	1.5	1	28		.1
4-Book	14	65		.6	14	63	.1	.6	41	119	.1	1.1	41	159	.1	1.3	6	32		.4
KSSE-FM																				
SP '04	49	158	.2	2.4	46	158	.2	1.9	46	134	.2	1.2	48	175	.2	1.7	20	99	.1	1.1
4-Book	39	149	.2	1.9	41	136	.2	1.8	66	217	.3	1.8	39	130	.2	1.4	27	118	.1	1.6
KSUR-AM																				
SP '04	9	44		.4	2	14		.1	5	45		.1	2	18		.1	12	62		.7
4-Book	4	26		.2	1	10		.1	6	30		.2	6	29		.2	5	25		.3
KTWV-FM																				
SP '04	60	233	.2	3.0	69	210	.2	2.8	102	392	.4	2.7	123	286	.4	4.3	85	269	.3	4.8
4-Book	67	261	.2	3.2	59	198	.2	2.5	113	437	.4	3.0	117	304	.4	3.9	48	177	.2	2.9
KWIZ-FM																				
SP '04	9	66		.4	4	16		.2	17	75		.4	10	30		.4	8	51		.5
4-Book	18	58		.9	10	32		.4	17	58		.5	13	38		.5	12	51		.8
KWKW-AM																				
SP '04					5	18		.2	15	49		.4					9	19		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
SP '04	14	73		.7	16	57	.1	.6	32	115	.1	.8	9	42		.3	10	39		.6
4-Book	7	37		.3	18	80	.1	.8	26	103	.1	.7	8	43		.3	12	51	.1	.8
KXOL-FM																				
SP '04	17	78	.1	.8	96	211	.3	3.9	58	184	.2	1.5	52	102	.2	1.8	28	83	.1	1.6
4-Book	26	94	.1	1.3	52	162	.2	2.2	66	184	.2	1.7	57	126	.2	1.9	40	118	.2	2.5
KXTA-AM																				
SP '04	3	19		.1	1	12			12	54		.3	4	21		.1				
4-Book	6	29		.3	5	27		.2	10	54		.3	6	33		.2	2	13		.1
XTRA-AM																				
SP '04	7	31		.3	18	92	.1	.7	27	76	.1	.7	8	27		.3	1	14		.1
4-Book	2	18		.1	16	83	.1	.7	15	76	.1	.4	12	53	.1	.4	7	34		.4
KYSR-FM																				
SP '04	35	191	.1	1.7	43	216	.1	1.7	105	448	.4	2.8	51	305	.2	1.8	17	144	.1	1.0
4-Book	32	202	.1	1.5	48	204	.2	2.0	105	437	.4	2.8	68	260	.3	2.2	18	116	.1	1.1
KZAB-FM																				
SP '04	28	97	.1	1.4	19	54	.1	.8	77	171	.3	2.0	33	88	.1	1.2	27	72	.1	1.5
4-Book	38	114	.1	1.8	43	112	.2	1.9	92	205	.4	2.5	68	157	.3	2.3	32	94	.1	2.0
KZLA-FM																				
SP '04	24	128	.1	1.2	54	134	.2	2.2	114	300	.4	3.0	76	248	.3	2.7	22	121	.1	1.2
4-Book	33	151	.1	1.6	46	165	.2	2.0	94	278	.3	2.5	67	209	.2	2.3	21	115	.1	1.3
KGGI-FM																				
SP '04	17	46	.1	.8	15	68	.1	.6	10	43		.3	29	93	.1	1.0	21	47	.1	1.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	2019	5967	6.9		2465	6870	8.5		3813	10420	13.1		2849	7677	9.8		1761	5465	6.0	
4-Book	2073	6502	7.2		2353	6935	8.2		3764	10502	13.0		2989	7918	10.4		1629	5147	5.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	178	2382	.7	4.2	160	1060	.7	2.3	317	1367	1.3	5.3	321	1505	1.3	6.3	84	624	.3	4.9
WI '04	136	2235	.6	3.2	166	1054	.7	2.5	224	1292	.9	3.7	217	1275	.9	3.8	59	730	.2	3.3
FA '03	159	2333	.7	3.8	173	1025	.7	2.7	242	1209	1.0	4.1	303	1495	1.3	5.3	115	847	.5	6.4
SU '03	117	1959	.5	3.0	130	886	.6	2.3	198	1055	.9	3.7	179	1122	.8	3.6	52	545	.2	2.9
4-Book	148	2227	.6	3.6	157	1006	.7	2.5	245	1231	1.0	4.2	255	1349	1.1	4.8	78	687	.3	4.4
SP '03	157	2131	.7	3.8	185	1106	.8	3.0	313	1329	1.4	5.4	233	1351	1.0	4.3	63	637	.3	3.6
KBIG-FM																				
SP '04	82	1796	.3	1.9	110	696	.5	1.6	130	947	.5	2.2	100	714	.4	2.0	37	514	.2	2.2
WI '04	72	1550	.3	1.7	76	593	.3	1.2	123	743	.5	2.1	92	762	.4	1.6	37	297	.2	2.1
FA '03	54	1408	.2	1.3	64	449	.3	1.0	83	583	.3	1.4	63	518	.3	1.1	19	292	.1	1.1
SU '03	110	1976	.5	2.8	125	766	.5	2.2	171	889	.7	3.2	126	1038	.6	2.5	70	628	.3	3.9
4-Book	80	1683	.3	1.9	94	626	.4	1.5	127	791	.5	2.2	95	758	.4	1.8	41	433	.2	2.3
SP '03	98	1623	.4	2.4	112	628	.5	1.8	186	803	.8	3.2	113	771	.5	2.1	35	350	.2	2.0
KBUA-FM																				
SP '04	16	223	.1	.4	17	116	.1	.2	21	103	.1	.3	20	152	.1	.4	2	53		.1
WI '04	13	293	.1	.3	31	123	.1	.5	14	115	.1	.2	15	125	.1	.3	4	85		.2
FA '03	15	224	.1	.4	29	150	.1	.4	21	103	.1	.4	11	78		.2	10	100		.6
SU '03	12	202	.1	.3	20	93	.1	.4	15	109	.1	.3	16	91	.1	.3	3	40		.2
4-Book	14	236	.1	.4	24	121	.1	.4	18	108	.1	.3	16	112	.1	.3	5	70		.3
SP '03	6	112		.1	11	75		.2	11	62		.2	5	75		.1	1	38		.1
KBUE-FM																				
SP '04	92	1391	.4	2.2	126	831	.5	1.8	133	809	.6	2.2	111	744	.5	2.2	42	309	.2	2.5
WI '04	77	1130	.3	1.8	135	609	.6	2.1	84	566	.3	1.4	68	586	.3	1.2	44	372	.2	2.5
FA '03	79	1072	.3	1.9	101	410	.4	1.5	112	476	.5	1.9	90	558	.4	1.6	23	235	.1	1.3
SU '03	52	903	.2	1.3	83	444	.4	1.5	52	399	.2	1.0	69	408	.3	1.4	33	266	.1	1.8
4-Book	75	1124	.3	1.8	111	574	.5	1.7	95	563	.4	1.6	85	574	.4	1.6	36	296	.2	2.0
SP '03	59	876	.3	1.4	54	375	.2	.9	72	524	.3	1.2	80	422	.4	1.5	45	278	.2	2.6
KCBS-FM																				
SP '04	124	3071	.5	2.9	138	1133	.6	2.0	190	1511	.8	3.2	193	1695	.8	3.8	31	653	.1	1.8
WI '04	161	3324	.7	3.7	218	1587	.9	3.3	276	1747	1.1	4.6	188	1909	.8	3.3	53	949	.2	3.0
FA '03	134	2686	.6	3.2	195	1120	.8	3.0	216	1112	.9	3.7	180	1497	.7	3.2	42	579	.2	2.4
SU '03	177	3357	.8	4.6	266	1428	1.2	4.7	298	1764	1.3	5.6	203	1773	.9	4.1	60	1067	.3	3.3
4-Book	149	3110	.7	3.6	204	1317	.9	3.3	245	1534	1.0	4.3	191	1719	.8	3.6	47	812	.2	2.6
SP '03	147	3171	.6	3.6	190	1564	.8	3.0	244	1643	1.1	4.2	164	1685	.7	3.0	37	684	.2	2.1
KDLD-FM																				
SP '04	11	245		.3	3	60		.1	23	208	.1	.4	21	159	.1	.4	5	51		.3
WI '04	16	327	.1	.4	6	97		.1	36	224	.1	.6	21	188	.1	.4	11	104		.6
FA '03	4	174		.1	5	52		.1	2	60		.1	6	77		.1	5	99		.3
SU '03	9	354		.2	10	91		.2	5	173		.1	7	148		.1	6	167		.3
4-Book	10	275		.3	6	75		.1	17	166		.1	14	143		.1	7	105		.4
SP '03	15	312	.1	.4	12	171	.1	.2	18	218	.1	.3	18	167	.1	.3	10	148		.6
KDLE-FM																				
SP '04	13	245	.1	.3	5	86		.1	21	152	.1	.3	27	139	.1	.5	5	73		.3
WI '04	25	297	.1	.6	22	149	.1	.3	43	164	.2	.7	35	238	.1	.6	12	75		.7
FA '03	6	193		.1	7	94		.1	11	106		.2	14	92	.1	.2	1	54		.1
SU '03	5	209		.1	1	30		.1	8	100		.1	4	20		.1	1	34		.1
4-Book	12	236		.3	9	90		.1	21	131		.1	20	122		.1	5	59		.3
SP '03	9	201		.2	5	74		.1	8	100		.1	12	110	.1	.2	10	102		.6
KFI -AM																				
SP '04	281	3726	1.2	6.7	589	2515	2.4	8.6	402	1958	1.7	6.7	318	1998	1.3	6.3	108	943	.4	6.3
WI '04	224	3086	.9	5.2	440	1878	1.8	6.7	297	1646	1.2	5.0	377	1740	1.6	6.5	56	638	.2	3.1
FA '03	245	3535	1.0	5.8	490	2247	2.0	7.5	297	1849	1.2	5.1	375	2124	1.6	6.6	111	944	.5	6.2
SU '03	226	3480	1.0	5.8	482	2200	2.1	8.5	256	1560	1.1	4.8	321	1752	1.4	6.4	109	779	.5	6.0
4-Book	244	3457	1.0	5.9	500	2210	2.1	7.8	313	1753	1.3	5.4	348	1904	1.5	6.5	96	826	.4	5.4
SP '03	226	3038	1.0	5.5	467	2081	2.0	7.5	293	1428	1.3	5.0	297	1648	1.3	5.4	102	888	.4	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 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KFSH-FM																				
SP '04	41	528	.2	1.0	75	299	.3	1.1	55	348	.2	.9	38	302	.2	.8	14	207	.1	.8
WI '04	24	524	.1	.6	34	289	.1	.5	24	212	.1	.4	34	334	.1	.6	11	180	.1	.6
FA '03	25	530	.1	.6	31	254	.1	.5	47	219	.2	.8	38	290	.2	.7	9	138	.1	.5
SU '03	34	662	.1	.9	36	303	.2	.6	49	285	.2	.9	36	264	.2	.7	11	207	.1	.6
4-Book	31	561	.1	.8	44	286	.2	.7	44	266	.2	.8	37	298	.2	.7	11	183	.1	.6
SP '03	33	474	.1	.8	48	231	.2	.8	57	248	.2	1.0	44	279	.2	.8	5	132	.1	.3
KFWB-AM																				
SP '04	79	2600	.3	1.9	151	1253	.6	2.2	75	854	.3	1.2	102	1194	.4	2.0	44	588	.2	2.6
WI '04	77	2642	.3	1.8	191	1589	.8	2.9	89	1084	.4	1.5	90	1072	.4	1.6	14	304	.1	.8
FA '03	85	2968	.4	2.0	169	1737	.7	2.6	65	1086	.3	1.1	132	1420	.5	2.3	45	762	.2	2.5
SU '03	88	2764	.4	2.3	179	1419	.8	3.2	72	1014	.3	1.3	113	1348	.5	2.3	48	708	.2	2.6
4-Book	82	2744	.4	2.0	173	1500	.7	2.7	75	1010	.3	1.3	109	1259	.5	2.1	38	591	.2	2.1
SP '03	106	3119	.5	2.6	180	1733	.8	2.9	105	1225	.5	1.8	186	1806	.8	3.4	46	789	.2	2.7
KHHT-FM																				
SP '04	59	902	.2	1.4	55	350	.2	.8	85	509	.4	1.4	90	533	.4	1.8	27	408	.1	1.6
WI '04	105	1258	.4	2.4	141	638	.6	2.1	146	591	.6	2.4	116	636	.5	2.0	61	374	.3	3.4
FA '03	58	990	.2	1.4	81	526	.3	1.2	94	496	.4	1.6	63	435	.3	1.1	20	273	.1	1.1
SU '03	48	1172	.2	1.2	73	574	.3	1.3	77	550	.3	1.4	56	497	.2	1.1	15	256	.1	.8
4-Book	68	1081	.3	1.6	88	522	.4	1.4	101	537	.4	1.7	81	525	.4	1.5	31	328	.2	1.7
SP '03	51	906	.2	1.2	78	494	.3	1.3	66	422	.3	1.1	53	550	.2	1.0	34	293	.1	2.0
KHJ -AM																				
SP '04	59	921	.2	1.4	137	516	.6	2.0	64	424	.3	1.1	65	415	.3	1.3	12	167	.1	.7
WI '04	48	798	.2	1.1	78	413	.3	1.2	69	481	.3	1.2	52	303	.2	.9	16	173	.1	.9
FA '03	59	741	.2	1.4	93	364	.4	1.4	84	434	.3	1.4	62	340	.3	1.1	26	245	.1	1.5
SU '03	55	667	.2	1.4	70	399	.3	1.2	89	414	.4	1.7	71	404	.3	1.4	23	191	.1	1.3
4-Book	55	782	.2	1.3	95	423	.4	1.5	77	438	.3	1.4	63	366	.3	1.2	19	194	.1	1.1
SP '03	52	708	.2	1.3	111	385	.5	1.8	63	355	.3	1.1	45	340	.2	.8	17	144	.1	1.0
KIIS-FM																				
SP '04	33	1376	.1	.8	46	550	.2	.7	36	508	.1	.6	39	614	.2	.8	21	397	.1	1.2
WI '04	57	1814	.2	1.3	111	878	.5	1.7	51	688	.2	.9	76	832	.3	1.3	20	402	.1	1.1
FA '03	41	1586	.2	1.0	68	837	.3	1.0	42	641	.2	.7	62	757	.3	1.1	20	328	.1	1.1
SU '03	57	1991	.2	1.5	75	837	.3	1.3	84	847	.4	1.6	71	730	.3	1.4	29	420	.1	1.6
4-Book	47	1692	.2	1.2	75	776	.3	1.2	53	671	.2	1.0	62	733	.3	1.2	23	387	.1	1.3
SP '03	56	1606	.2	1.4	109	702	.5	1.7	65	639	.3	1.1	66	645	.3	1.2	17	267	.1	1.0
KVVS-FM																				
SP '04		44				31				9				9						
WI '04	2	84			4	33	.1		3	48		.1	2	51				17		
FA '03	1	86			2	13				18			2	35			1	18		.1
SU '03	1	45				13				13				13						
4-Book	1	65			2	19			1	22			1	27				9		
SP '03	1	52				26			2	27				24						
KJLH-FM																				
SP '04	76	881	.3	1.8	112	492	.5	1.6	106	400	.4	1.8	85	540	.4	1.7	24	330	.1	1.4
WI '04	63	1079	.3	1.5	109	532	.5	1.7	62	377	.3	1.0	45	439	.2	.8	20	313	.1	1.1
FA '03	66	894	.3	1.6	93	475	.4	1.4	63	385	.3	1.1	78	430	.3	1.4	33	267	.1	1.9
SU '03	68	842	.3	1.7	57	406	.2	1.0	80	511	.4	1.5	77	465	.3	1.5	60	313	.3	3.3
4-Book	68	924	.3	1.7	93	476	.4	1.4	78	418	.4	1.4	71	469	.3	1.4	34	306	.2	1.9
SP '03	64	853	.3	1.6	69	400	.3	1.1	81	425	.4	1.4	88	553	.4	1.6	22	213	.1	1.3
KKBT-FM																				
SP '04	51	1093	.2	1.2	150	607	.6	2.2	49	567	.2	.8	41	465	.2	.8	17	256	.1	1.0
WI '04	52	1284	.2	1.2	123	605	.5	1.9	32	513	.1	.5	56	595	.2	1.0	30	323	.1	1.7
FA '03	61	1265	.3	1.4	142	680	.6	2.2	58	532	.2	1.0	63	565	.3	1.1	25	355	.1	1.4
SU '03	64	1303	.3	1.6	162	806	.7	2.9	75	631	.3	1.4	57	543	.2	1.1	21	242	.1	1.2
4-Book	57	1236	.3	1.4	144	675	.6	2.3	54	561	.2	.9	54	542	.2	1.0	23	294	.1	1.3
SP '03	72	1123	.3	1.7	142	632	.6	2.3	103	584	.5	1.8	86	589	.4	1.6	22	235	.1	1.3

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

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

Target Listener Trends

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
KLKA-FM																			
SP '04	20	500	.1	.5	35	211	.1	.5	28	244	.1	.5	36	320	.1	.7	6	63	.4
WI '04	27	543	.1	.6	40	320	.2	.6	50	202	.2	.8	39	280	.2	.7	6	131	.3
FA '03	25	442	.1	.6	51	257	.2	.8	37	168	.2	.6	35	234	.1	.6	6	95	.3
SU '03	12	373	.1	.3	41	243	.2	.7	7	117	.1	.1	8	105	.2	.2	7	75	.4
4-Book	21	465	.1	.5	42	258	.2	.7	31	183	.1	.5	30	235	.1	.6	6	91	.4
SP '03	26	520	.1	.6	43	282	.2	.7	32	196	.1	.6	40	240	.2	.7	13	121	.1
KLAC-AM																			
SP '04	54	1601	.2	1.3	49	315	.2	.7	49	338	.2	.8	64	832	.3	1.3	61	829	.3
WI '04	33	936	.1	.8	20	218	.1	.3	37	182	.2	.6	47	485	.2	.8	45	469	.2
FA '03	32	1097	.1	.8	21	223	.1	.3	31	246	.1	.5	54	683	.2	1.0	30	560	.1
SU '03	29	545	.1	.7	18	191	.1	.3	22	257	.1	.4	49	338	.2	1.0	27	205	.1
4-Book	37	1045	.1	.9	27	237	.1	.4	35	256	.2	.6	54	585	.2	1.0	41	516	.2
SP '03	32	862	.1	.8	33	217	.1	.5	19	195	.1	.3	36	530	.2	.7	39	407	.2
KLAX-FM																			
SP '04	250	2690	1.0	5.9	594	1751	2.5	8.7	369	1955	1.5	6.1	199	1375	.8	3.9	52	516	.2
WI '04	131	1730	.5	3.0	180	922	.7	2.7	199	1038	.8	3.3	167	993	.7	2.9	42	443	.2
FA '03	96	1591	.4	2.3	191	842	.8	2.9	127	753	.5	2.2	98	859	.4	1.7	33	304	.1
SU '03	107	1461	.5	2.8	153	728	.7	2.7	162	809	.7	3.0	140	828	.6	2.8	39	238	.2
4-Book	146	1888	.6	3.5	280	1061	1.2	4.3	214	1139	.9	3.7	151	1014	.6	2.8	42	375	.2
SP '03	137	1691	.6	3.3	195	1007	.9	3.1	180	1043	.8	3.1	187	858	.8	3.4	54	435	.2
KLOS-FM																			
SP '04	159	3004	.7	3.8	301	1395	1.2	4.4	223	1375	.9	3.7	185	1510	.8	3.7	50	730	.2
WI '04	201	3357	.8	4.7	354	1680	1.5	5.4	270	1495	1.1	4.5	259	1922	1.1	4.5	88	821	.4
FA '03	170	3329	.7	4.0	291	1656	1.2	4.5	235	1576	1.0	4.0	233	1663	1.0	4.1	78	899	.3
SU '03	160	2912	.7	4.1	261	1357	1.1	4.6	203	1321	.9	3.8	188	1466	.8	3.8	95	769	.4
4-Book	173	3151	.7	4.2	302	1522	1.3	4.7	233	1442	1.0	4.0	216	1640	.9	4.0	78	805	.3
SP '03	159	2936	.7	3.9	271	1327	1.2	4.3	227	1411	1.0	3.9	198	1704	.9	3.6	68	850	.3
KLSX-FM																			
SP '04	188	2650	.8	4.5	486	1685	2.0	7.1	267	1287	1.1	4.4	217	1164	.9	4.3	57	538	.2
WI '04	145	2445	.6	3.4	367	1380	1.5	5.6	185	1213	.8	3.1	203	1253	.8	3.5	35	494	.1
FA '03	167	2298	.7	4.0	390	1374	1.6	6.0	250	1198	1.0	4.3	265	1187	1.1	4.7	29	395	.1
SU '03	138	2322	.6	3.5	298	1313	1.3	5.2	162	923	.7	3.0	256	1339	1.1	5.1	28	392	.1
4-Book	160	2429	.7	3.9	385	1438	1.6	6.0	216	1155	.9	3.7	235	1236	1.0	4.4	37	455	.1
SP '03	171	2217	.7	4.2	339	1349	1.5	5.4	273	1081	1.2	4.7	267	1272	1.2	4.9	38	422	.2
KLTX-AM																			
SP '04	30	254	.1	.7	47	220	.2	.7	43	155	.2	.7	43	173	.2	.8	9	73	.5
WI '04	37	329	.2	.9	60	231	.2	.9	51	173	.2	.9	42	191	.2	.7	17	132	.1
FA '03	29	242	.1	.7	39	144	.2	.6	48	192	.2	.8	37	183	.2	.7	7	65	.4
SU '03	26	283	.1	.7	31	190	.1	.5	41	180	.2	.8	34	136	.1	.7	9	107	.5
4-Book	31	277	.1	.8	44	196	.2	.7	46	175	.2	.8	39	171	.2	.7	11	94	.6
SP '03	13	198	.1	.3	19	105	.1	.3	12	110	.1	.2	19	94	.1	.3	5	51	.3
KLVE-FM																			
SP '04	87	1750	.4	2.1	126	702	.5	1.8	114	890	.5	1.9	106	878	.4	2.1	39	533	.2
WI '04	121	1811	.5	2.8	141	716	.6	2.1	188	930	.8	3.1	151	774	.6	2.6	51	451	.2
FA '03	113	2158	.5	2.7	156	981	.6	2.4	142	996	.6	2.4	123	1092	.5	2.2	62	604	.3
SU '03	99	1726	.4	2.5	107	742	.5	1.9	130	819	.6	2.4	119	707	.5	2.4	54	461	.2
4-Book	105	1861	.5	2.5	133	785	.6	2.1	144	909	.6	2.5	125	863	.5	2.3	52	512	.2
SP '03	95	1727	.4	2.3	165	931	.7	2.6	128	795	.6	2.2	100	725	.4	1.8	44	466	.2
KLYY-FM																			
SP '04	47	872	.2	1.1	59	347	.2	.9	91	554	.4	1.5	46	359	.2	.9	24	112	.1
WI '04	53	892	.2	1.2	67	367	.3	1.0	90	477	.4	1.5	51	351	.2	.9	17	188	.1
FA '03	45	678	.2	1.1	61	329	.3	.9	85	360	.4	1.4	42	298	.2	.7	13	133	.1
SU '03	30	659	.1	.8	37	381	.2	.7	40	321	.2	.7	44	399	.2	.9	13	210	.1
4-Book	44	775	.2	1.1	56	356	.3	.9	77	428	.4	1.3	46	352	.2	.9	17	161	.1
SP '03	40	750	.2	1.0	39	293	.2	.6	65	389	.3	1.1	50	371	.2	.9	15	197	.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KMXE-AM																				
SP '04	26	296	.1	.6	23	152	.1	.3	61	208	.3	1.0	29	176	.1	.6	16	68	.1	.9
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	67	1314	.3	1.6	72	530	.3	1.1	88	502	.4	1.5	77	538	.3	1.5	46	468	.2	2.7
WI '04	70	1278	.3	1.6	106	575	.4	1.6	98	504	.4	1.6	102	620	.4	1.8	25	456	.1	1.4
FA '03	92	1408	.4	2.2	100	626	.4	1.5	129	717	.5	2.2	104	666	.4	1.8	41	413	.2	2.3
SU '03	42	1213	.2	1.1	50	431	.2	.9	46	432	.2	.9	59	564	.3	1.2	22	311	.1	1.2
4-Book	68	1303	.3	1.6	82	541	.3	1.3	90	539	.4	1.6	86	597	.4	1.6	34	412	.2	1.9
SP '03	74	1340	.3	1.8	99	647	.4	1.6	108	607	.5	1.9	103	678	.5	1.9	28	411	.1	1.6
KNX -AM																				
SP '04	144	3478	.6	3.4	308	1985	1.3	4.5	161	1301	.7	2.7	193	1907	.8	3.8	42	748	.2	2.5
WI '04	159	3627	.7	3.7	291	2172	1.2	4.4	152	1432	.6	2.5	247	2151	1.0	4.3	72	886	.3	4.0
FA '03	116	3473	.5	2.7	217	2032	.9	3.3	115	1497	.5	2.0	170	1898	.7	3.0	46	933	.2	2.6
SU '03	113	3341	.5	2.9	196	1788	.9	3.4	128	1517	.6	2.4	155	1930	.7	3.1	77	910	.3	4.2
4-Book	133	3480	.6	3.2	253	1994	1.1	3.9	139	1437	.6	2.4	191	1972	.8	3.6	59	869	.3	3.3
SP '03	138	3592	.6	3.4	281	2270	1.2	4.5	164	1556	.7	2.8	197	2105	.9	3.6	49	793	.2	2.8
KOST-FM																				
SP '04	124	2311	.5	2.9	156	1037	.6	2.3	211	1120	.9	3.5	154	1278	.6	3.0	55	714	.2	3.2
WI '04	149	2131	.6	3.5	219	1168	.9	3.3	242	985	1.0	4.1	173	1104	.7	3.0	56	589	.2	3.1
FA '03	138	2457	.6	3.3	170	1030	.7	2.6	203	1005	.8	3.5	168	1303	.7	3.0	80	888	.3	4.5
SU '03	93	1994	.4	2.4	106	934	.5	1.9	134	906	.6	2.5	120	949	.5	2.4	48	716	.2	2.6
4-Book	126	2223	.5	3.0	163	1042	.7	2.5	198	1004	.8	3.4	154	1159	.6	2.9	60	727	.2	3.4
SP '03	131	2320	.6	3.2	220	1057	1.0	3.5	175	1004	.8	3.0	150	1211	.7	2.7	73	696	.3	4.2
KPWR-FM																				
SP '04	55	1266	.2	1.3	112	555	.5	1.6	53	517	.2	.9	74	617	.3	1.5	27	339	.1	1.6
WI '04	49	1480	.2	1.1	88	589	.4	1.3	53	521	.2	.9	59	700	.2	1.0	23	402	.1	1.3
FA '03	52	1447	.2	1.2	82	588	.3	1.3	63	708	.3	1.1	57	672	.2	1.0	35	421	.1	2.0
SU '03	51	1177	.2	1.3	88	584	.4	1.5	64	735	.3	1.2	58	555	.3	1.2	22	294	.1	1.2
4-Book	52	1343	.2	1.2	93	579	.4	1.4	58	620	.3	1.0	62	636	.3	1.2	27	364	.1	1.5
SP '03	50	1065	.2	1.2	55	372	.2	.9	59	490	.3	1.0	91	629	.4	1.7	23	318	.1	1.3
KRCD-FM																				
SP '04	70	783	.3	1.7	58	298	.2	.8	126	493	.5	2.1	74	395	.3	1.5	36	271	.1	2.1
WI '04	66	850	.3	1.5	67	305	.3	1.0	81	405	.3	1.4	86	472	.4	1.5	50	298	.2	2.8
FA '03	49	608	.2	1.2	86	316	.4	1.3	43	248	.2	.7	82	266	.3	1.4	28	199	.1	1.6
SU '03	28	399	.1	.7	44	253	.2	.8	56	231	.2	1.0	12	164	.1	.2	12	93	.1	.7
4-Book	53	660	.2	1.3	64	293	.3	1.0	77	344	.3	1.3	64	324	.3	1.2	32	215	.1	1.8
SP '03	36	451	.2	.9	41	199	.2	.7	49	271	.2	.8	41	247	.2	.7	19	173	.1	1.1
KRCV-FM																				
SP '04	36	517	.1	.9	21	227	.1	.3	54	319	.2	.9	39	301	.2	.8	28	205	.1	1.6
WI '04	37	528	.2	.9	49	250	.2	.7	48	327	.2	.8	51	348	.2	.9	20	150	.1	1.1
FA '03	29	381	.1	.7	40	176	.2	.6	50	196	.2	.9	29	178	.1	.5	6	114	.0	.3
SU '03	27	311	.1	.7	53	224	.2	.9	40	211	.2	.7	29	185	.1	.6	10	62	.0	.6
4-Book	32	434	.1	.8	41	219	.2	.6	48	263	.2	.8	37	253	.2	.7	16	133	.1	.9
SP '03	28	406	.1	.7	44	179	.2	.7	40	200	.2	.7	31	204	.1	.6	17	92	.1	1.0
KRLA-AM																				
SP '04	58	992	.2	1.4	125	599	.5	1.8	97	663	.4	1.6	78	500	.3	1.5	22	190	.1	1.3
WI '04	46	910	.2	1.1	77	470	.3	1.2	91	513	.4	1.5	64	416	.3	1.1	19	205	.1	1.1
FA '03	53	932	.2	1.3	111	571	.5	1.7	97	515	.4	1.6	62	356	.3	1.1	9	104	.0	.5
SU '03	62	833	.3	1.6	77	509	.3	1.4	153	553	.7	2.9	95	327	.4	1.9	8	113	.0	.4
4-Book	55	917	.2	1.4	98	537	.4	1.5	110	561	.5	1.9	75	400	.3	1.4	15	153	.1	.8
SP '03	33	502	.1	.8	41	289	.2	.7	56	253	.2	1.0	75	300	.3	1.4	12	157	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 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	
KROQ-FM																				
SP '04	75	1810	.3	1.8	134	802	.6	2.0	102	766	.4	1.7	82	874	.3	1.6	47	641	.2	2.7
WI '04	121	2354	.5	2.8	231	1418	1.0	3.5	163	1083	.7	2.7	164	1342	.7	2.8	34	571	.1	1.9
FA '03	101	2175	.4	2.4	169	1042	.7	2.6	161	1062	.7	2.7	104	913	.4	1.8	56	529	.2	3.1
SU '03	79	1959	.3	2.0	136	958	.6	2.4	111	908	.5	2.1	77	901	.3	1.5	32	525	.1	1.8
4-Book	94	2075	.4	2.3	168	1055	.7	2.6	134	955	.6	2.3	107	1008	.4	1.9	42	567	.2	2.4
SP '03	124	2309	.5	3.0	207	1225	.9	3.3	176	1043	.8	3.0	162	1314	.7	3.0	38	660	.2	2.2
KRTH-FM																				
SP '04	164	3461	.7	3.9	237	1435	1.0	3.5	235	1817	1.0	3.9	169	1758	.7	3.3	48	757	.2	2.8
WI '04	151	3057	.6	3.5	200	1268	.8	3.0	250	1443	1.0	4.2	194	1679	.8	3.4	62	601	.3	3.5
FA '03	165	3000	.7	3.9	195	1254	.8	3.0	272	1331	1.1	4.6	213	1467	.9	3.8	47	610	.2	2.6
SU '03	166	3516	.7	4.3	202	1420	.9	3.6	255	1835	1.1	4.8	180	1601	.8	3.6	95	925	.4	5.2
4-Book	162	3259	.7	3.9	209	1344	.9	3.3	253	1607	1.1	4.4	189	1626	.8	3.5	63	723	.3	3.5
SP '03	142	3078	.6	3.4	209	1353	.9	3.3	232	1405	1.0	4.0	160	1476	.7	2.9	42	606	.2	2.4
KSCA-FM																				
SP '04	94	1331	.4	2.2	220	769	.9	3.2	118	656	.5	2.0	72	450	.3	1.4	21	224	.1	1.2
WI '04	127	1617	.5	3.0	177	711	.7	2.7	115	721	.5	1.9	282	995	1.2	4.9	49	349	.2	2.8
FA '03	166	1616	.7	3.9	339	1022	1.4	5.2	149	848	.6	2.5	322	1003	1.3	5.7	35	396	.1	2.0
SU '03	146	1369	.6	3.8	268	870	1.2	4.7	146	487	.6	2.7	276	901	1.2	5.5	43	313	.2	2.4
4-Book	133	1483	.6	3.2	251	843	1.1	4.0	132	678	.6	2.3	238	837	1.0	4.4	37	321	.2	2.1
SP '03	158	1728	.7	3.8	250	1091	1.1	4.0	185	845	.8	3.2	309	1085	1.4	5.6	31	299	.1	1.8
KSPN-AM																				
SP '04	41	1147	.2	1.0	27	400	.1	.4	62	465	.3	1.0	78	642	.3	1.5	22	364	.1	1.3
WI '04	24	849	.1	.6	30	259	.1	.5	28	318	.1	.5	58	528	.2	1.0	5	180	.3	.3
FA '03	45	1385	.2	1.1	38	434	.2	.6	74	598	.3	1.3	85	840	.4	1.5	14	394	.1	.8
SU '03	40	846	.2	1.0	34	270	.1	.6	55	392	.2	1.0	71	450	.3	1.4	25	243	.1	1.4
4-Book	38	1057	.2	.9	32	341	.1	.5	55	443	.2	1.0	73	615	.3	1.4	17	295	.1	1.0
SP '03	23	801	.1	.6	24	354	.1	.4	23	259	.1	.4	43	503	.2	.8	19	281	.1	1.1
KSSE-FM																				
SP '04	51	814	.2	1.2	83	398	.3	1.2	56	327	.2	.9	64	332	.3	1.3	24	206	.1	1.4
WI '04	43	812	.2	1.0	82	475	.3	1.2	70	553	.3	1.2	47	310	.2	.8	17	196	.1	1.0
FA '03	54	952	.2	1.3	78	414	.3	1.2	90	350	.4	1.5	61	454	.3	1.1	38	246	.2	2.1
SU '03	44	711	.2	1.1	73	348	.3	1.3	65	367	.3	1.2	42	319	.2	.8	16	225	.1	.9
4-Book	48	822	.2	1.2	79	409	.3	1.2	70	399	.3	1.2	54	354	.3	1.0	24	218	.1	1.4
SP '03	38	720	.2	.9	57	372	.2	.9	72	401	.3	1.2	50	296	.2	.9	13	197	.1	.8
KSUR-AM																				
SP '04	12	274	.1	.3	16	88	.1	.2	18	85	.1	.3	5	113	.1	.3	12	160	.1	.7
WI '04	15	216	.1	.3	9	82	.1	.3	23	118	.1	.4	19	107	.1	.3	16	68	.1	.9
FA '03	7	140	.1	.2	7	42	.1	.2	8	83	.1	.3	6	61	.1	.3	8	101	.1	.4
SU '03	12	252	.1	.3	13	127	.1	.2	15	140	.1	.3	14	153	.1	.3	10	127	.1	.6
4-Book	12	221	.1	.3	11	85	.1	.2	16	107	.1	.3	11	109	.1	.2	12	114	.1	.7
SP '03	20	286	.1	.5	16	119	.1	.3	31	138	.1	.5	25	107	.1	.5	9	120	.1	.5
KTWV-FM																				
SP '04	204	2801	.8	4.8	260	1265	1.1	3.8	362	1451	1.5	6.0	249	1556	1.0	4.9	69	697	.3	4.0
WI '04	241	2907	1.0	5.6	280	1410	1.2	4.3	451	1606	1.9	7.5	299	1707	1.2	5.2	92	886	.4	5.2
FA '03	190	2672	.8	4.5	236	1297	1.0	3.6	323	1433	1.3	5.5	227	1584	.9	4.0	102	961	.4	5.7
SU '03	207	2705	.9	5.3	227	1366	1.0	4.0	360	1391	1.6	6.7	281	1548	1.2	5.6	90	1030	.4	5.0
4-Book	211	2771	.9	5.1	251	1335	1.1	3.9	374	1470	1.6	6.4	264	1599	1.1	4.9	88	894	.4	5.0
SP '03	192	2719	.8	4.7	235	1335	1.0	3.8	330	1325	1.4	5.7	225	1566	1.0	4.1	90	1066	.4	5.2
KWIZ-FM																				
SP '04	6	211	.1	.1	8	67	.1	.1	11	114	.2	.2	6	47	.1	.1	14			
WI '04	9	181	.1	.2	6	52	.1	.1	12	67	.2	.2	11	103	.2	.2	9	51	.1	.5
FA '03	22	385	.1	.5	28	186	.1	.4	38	185	.2	.6	26	130	.1	.5	3	34	.1	.2
SU '03	11	156	.1	.3	8	85	.1	.1	11	71	.2	.2	6	55	.1	.1	10	55	.1	.6
4-Book	12	233	.1	.3	13	98	.1	.2	18	109	.1	.3	12	84	.2	.2	6	39	.1	.3
SP '03	10	274	.1	.2	10	94	.1	.2	17	177	.1	.3	11	163	.2	.2	6	68	.1	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Men 35-64

Target Listener Trends - Men 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KVKV-AM																				
SP '04	23	329	.1	.5	45	154	.2	.7	36	146	.1	.6	17	120	.1	.3	16	95	.1	.9
WI '04	18	362	.1	.4	63	240	.3	1.0	15	173	.1	.3	18	75	.1	.3	3	30	.1	.2
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	10	274	.1	.3	18	137	.1	.3	22	182	.1	.4	5	59	.1	.1	5	73	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	24	407	.1	.6	43	183	.2	.7	25	182	.1	.4	23	153	.1	.4	18	86	.1	1.0
KWVE-FM																				
SP '04	35	546	.1	.8	56	301	.2	.8	71	230	.3	1.2	46	300	.2	.9	7	84	.1	.4
WI '04	15	293	.1	.3	27	147	.1	.4	22	130	.1	.4	30	196	.1	.5	3	78	.1	.2
FA '03	19	517	.1	.5	28	272	.1	.4	18	258	.1	.3	28	242	.1	.5	10	63	.1	.6
SU '03	12	343	.1	.3	13	194	.1	.2	8	105	.1	.1	9	103	.1	.2	5	74	.1	.3
4-Book	20	425	.1	.5	31	229	.1	.5	30	181	.1	.5	28	210	.1	.5	6	75	.1	.4
SP '03	23	427	.1	.6	34	238	.1	.5	29	213	.1	.5	28	187	.1	.5	13	112	.1	.8
KXOL-FM																				
SP '04	57	856	.2	1.4	85	404	.4	1.2	86	484	.4	1.4	58	392	.2	1.1	18	246	.1	1.1
WI '04	75	925	.3	1.7	132	442	.5	2.0	138	477	.6	2.3	77	451	.3	1.3	24	181	.1	1.3
FA '03	67	878	.3	1.6	88	416	.4	1.4	108	505	.4	1.8	75	467	.3	1.3	41	232	.2	2.3
SU '03	54	995	.2	1.4	62	518	.3	1.1	78	550	.3	1.5	70	396	.3	1.4	21	284	.1	1.2
4-Book	63	914	.3	1.5	92	445	.4	1.4	103	504	.4	1.8	70	427	.3	1.3	26	236	.1	1.5
SP '03	69	1135	.3	1.7	104	496	.5	1.7	105	597	.5	1.8	68	499	.3	1.2	19	280	.1	1.1
KXTA-AM																				
SP '04	20	531	.1	.5	30	276	.1	.4	51	298	.2	.8	19	199	.1	.4	6	87	.1	.4
WI '04	21	611	.1	.5	31	300	.1	.5	36	254	.1	.6	20	264	.1	.3	13	151	.1	.7
FA '03	34	749	.1	.8	53	341	.2	.8	80	490	.3	1.4	43	296	.2	.8	4	138	.1	.2
SU '03	26	636	.1	.7	32	288	.1	.6	66	331	.3	1.2	34	247	.1	.7	2	71	.1	.1
4-Book	25	632	.1	.6	37	301	.1	.6	58	343	.2	1.0	29	252	.1	.6	6	112	.1	.4
SP '03	20	546	.1	.5	37	287	.2	.6	44	325	.2	.8	18	149	.1	.3	4	53	.1	.2
XTRA-AM																				
SP '04	29	912	.1	.7	49	321	.2	.7	55	377	.2	.9	30	392	.1	.6	3	95	.1	.2
WI '04	22	704	.1	.5	40	302	.2	.6	26	269	.1	.4	48	391	.2	.8	6	79	.1	.3
FA '03	31	980	.1	.7	46	388	.2	.7	49	403	.2	.8	53	500	.2	.9	7	182	.1	.4
SU '03	45	964	.2	1.2	66	454	.3	1.2	88	549	.4	1.6	75	533	.3	1.5	4	123	.1	.2
4-Book	32	890	.1	.8	50	366	.2	.8	55	400	.2	.9	52	454	.2	1.0	5	120	.1	.3
SP '03	25	701	.1	.6	32	342	.1	.5	33	205	.1	.6	58	502	.3	1.1	6	175	.1	.3
KYSR-FM																				
SP '04	56	1597	.2	1.3	125	661	.5	1.8	62	682	.3	1.0	46	666	.2	.9	20	397	.1	1.2
WI '04	58	1677	.2	1.3	116	803	.5	1.8	83	774	.3	1.4	69	829	.3	1.2	13	288	.1	.7
FA '03	63	1564	.3	1.5	108	699	.4	1.7	85	695	.4	1.4	94	737	.4	1.7	15	391	.1	.8
SU '03	70	1560	.3	1.8	96	634	.4	1.7	100	712	.4	1.9	67	704	.3	1.3	25	364	.1	1.4
4-Book	62	1600	.3	1.5	111	699	.5	1.8	83	716	.4	1.4	69	734	.3	1.3	18	360	.1	1.0
SP '03	69	1718	.3	1.7	128	726	.6	2.1	116	803	.5	2.0	81	776	.4	1.5	19	277	.1	1.1
KZAB-FM																				
SP '04	45	733	.2	1.1	29	245	.1	.4	77	436	.3	1.3	72	402	.3	1.4	24	198	.1	1.4
WI '04	73	505	.3	1.7	103	355	.4	1.6	118	364	.5	2.0	89	344	.4	1.5	22	162	.1	1.2
FA '03	89	823	.4	2.1	107	567	.4	1.6	156	506	.6	2.7	85	420	.4	1.5	36	202	.1	2.0
SU '03	58	531	.3	1.5	44	300	.2	.8	91	360	.4	1.7	66	343	.3	1.3	31	255	.1	1.7
4-Book	66	648	.3	1.6	71	367	.3	1.1	111	417	.5	1.9	78	377	.4	1.4	28	204	.1	1.6
SP '03	67	952	.3	1.6	80	505	.4	1.3	94	549	.4	1.6	73	492	.3	1.3	39	283	.2	2.3
KZLA-FM																				
SP '04	101	1454	.4	2.4	152	735	.6	2.2	146	811	.6	2.4	101	791	.4	2.0	25	439	.1	1.5
WI '04	107	1527	.4	2.5	120	725	.5	1.8	164	626	.7	2.7	150	906	.6	2.6	32	421	.1	1.8
FA '03	100	1512	.4	2.4	124	706	.5	1.9	158	757	.7	2.7	127	919	.5	2.2	35	521	.1	2.0
SU '03	94	1429	.4	2.4	155	749	.7	2.7	149	834	.7	2.8	95	765	.4	1.9	23	455	.1	1.3
4-Book	101	1481	.4	2.4	138	729	.6	2.2	154	757	.7	2.7	118	845	.5	2.2	29	459	.1	1.7
SP '03	107	1577	.5	2.6	148	875	.6	2.4	166	768	.7	2.9	137	833	.6	2.5	45	315	.2	2.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KGGI-FM																			
SP '04	3	195	.1	1	16			2	58			7	104	.1		2	48		.1
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	1	112						2	51			3	48	.1		1	32		.1
SU '03	7	214	.2	8	93		.1	7	82		.1	14	121	.1	.3	3	62		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	14	269	.1	.3	31	133	.1	.5	11	113		.2	13	183	.1	.2	1	35	.1
TOTALS																			
SP '04	4214	23192	17.5	6856	20361	28.4		6015	17901	24.9		5063	19528	21.0		1714	12144	7.1	
WI '04	4304	23248	17.8	6574	19988	27.3		5975	17967	24.8		5763	19950	23.9		1781	11727	7.4	
FA '03	4220	23201	17.5	6518	19921	27.0		5881	17801	24.4		5675	20206	23.5		1783	12551	7.4	
SU '03	3890	21933	17.0	5682	18736	24.9		5336	16771	23.3		4987	18759	21.8		1816	11968	7.9	
4-Book	4157	22894	17.5	6408	19752	26.9		5802	17610	24.4		5372	19611	22.6		1774	12098	7.5	
SP '03	4116	21890	18.0	6240	19038	27.3		5803	16917	25.4		5472	19095	23.9		1727	11390	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

Men 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	270	2199	1.1	4.5	79	797	.3	2.9	77	242	.3	2.1	116	409	.5	2.6	110	285	.5	3.5
4-Book	221	1993	.9	3.8	64	814	.3	2.4	57	189	.3	1.7	92	348	.4	2.1	66	219	.3	2.1
KBIG-FM																				
SP '04	115	1356	.5	1.9	55	954	.2	2.0	54	235	.2	1.5	51	223	.2	1.2	54	218	.2	1.7
4-Book	107	1300	.5	1.9	58	837	.3	2.1	55	190	.2	1.7	78	247	.3	1.8	78	266	.3	2.4
KBUA-FM																				
SP '04	20	186	.1	.3	17	156	.1	.6	21	53	.1	.6	40	89	.2	.9	9	50		.3
4-Book	19	179	.1	.3	11	131		.4	16	42	.1	.5	19	55	.1	.4	8	32		.2
KBUE-FM																				
SP '04	124	1270	.5	2.1	70	856	.3	2.5	94	273	.4	2.5	137	349	.6	3.1	101	328	.4	3.3
4-Book	97	949	.4	1.7	64	659	.3	2.3	74	213	.3	2.1	98	276	.4	2.2	79	231	.3	2.5
KCBS-FM																				
SP '04	175	2529	.7	2.9	98	1665	.4	3.6	124	538	.5	3.4	183	760	.8	4.2	90	371	.4	2.9
4-Book	216	2575	.9	3.7	101	1652	.4	3.7	128	506	.6	3.9	207	768	.9	4.7	123	476	.6	3.9
KDL-D-FM																				
SP '04	16	245	.1	.3	7	131		.3					17	81	.1	.4	11	31		.4
4-Book	12	220	.1	.2	9	139		.4	4	19		.1	16	80	.1	.4	15	46		.5
KDLE-FM																				
SP '04	18	201	.1	.3	11	130		.4	5	43		.1	19	83	.1	.4	7	14		.2
4-Book	17	189	.1	.3	9	127		.4	6	38		.2	14	57	.1	.3	8	23		.3
KFI -AM																				
SP '04	434	3385	1.8	7.3	125	1501	.5	4.5	287	778	1.2	7.8	144	506	.6	3.3	83	231	.3	2.7
4-Book	381	3125	1.6	6.5	100	1328	.4	3.6	247	675	1.1	7.3	120	429	.5	2.7	67	211	.3	2.1
KFSH-FM																				
SP '04	56	444	.2	.9	33	367	.1	1.2	40	168	.2	1.1	52	159	.2	1.2	26	92	.1	.8
4-Book	42	446	.2	.7	26	355	.1	.9	27	102	.1	.8	46	128	.2	1.1	21	90	.1	.7
KFVB-AM																				
SP '04	107	2140	.4	1.8	52	1075	.2	1.9	93	347	.4	2.5	87	428	.4	2.0	57	308	.2	1.8
4-Book	116	2329	.5	2.0	52	1180	.2	1.9	85	385	.4	2.5	77	393	.3	1.7	46	227	.2	1.4
KHHT-FM																				
SP '04	77	746	.3	1.3	49	497	.2	1.8	45	82	.2	1.2	65	162	.3	1.5	41	95	.2	1.3
4-Book	90	872	.4	1.5	51	575	.2	1.9	42	94	.2	1.2	86	243	.4	1.9	79	215	.3	2.5
KHJ -AM																				
SP '04	87	820	.4	1.5	41	407	.2	1.5	26	91	.1	.7	94	203	.4	2.1	71	144	.3	2.3
4-Book	78	686	.3	1.4	41	413	.2	1.5	46	115	.2	1.4	80	177	.4	1.8	54	140	.2	1.7
KIIS-FM																				
SP '04	40	1101	.2	.7	29	694	.1	1.1	20	131	.1	.5	53	251	.2	1.2	45	202	.2	1.5
4-Book	63	1340	.3	1.1	37	825	.2	1.4	45	210	.2	1.3	58	281	.2	1.3	49	203	.2	1.5
KVVS-FM																				
SP '04		9			1	35														
4-Book	1	44			2	38		.1	1	4				12		.1	4	16		.1
KJLH-FM																				
SP '04	101	789	.4	1.7	65	601	.3	2.4	71	241	.3	1.9	62	183	.3	1.4	65	128	.3	2.1
4-Book	80	725	.3	1.4	70	660	.3	2.6	71	199	.3	2.0	79	212	.4	1.8	52	133	.2	1.6
KKBT-FM																				
SP '04	78	1030	.3	1.3	26	433	.1	.9	68	128	.3	1.8	39	125	.2	.9	27	100	.1	.9
4-Book	82	1086	.4	1.4	36	545	.2	1.3	58	130	.3	1.7	56	183	.3	1.3	51	155	.2	1.6
KKLA-FM																				
SP '04	32	486	.1	.5	7	152		.3	22	82	.1	.6	2	33			7	28		.2
4-Book	34	412	.2	.6	9	170		.3	12	47	.1	.4	12	37	.1	.3	3	10		.1

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																				
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	
KLAC-AM																				
SP '04	54	1063	.2	.9	48	788	.2	1.7	13	52	.1	.4	13	62	.1	.3	53	170	.2	1.7
4-Book	38	733	.1	.7	32	468	.1	1.2	15	44	.1	.5	33	90	.1	.7	35	120	.2	1.1
KLAX-FM																				
SP '04	386	2519	1.6	6.5	141	1532	.6	5.1	339	654	1.4	9.2	230	762	1.0	5.2	122	377	.5	3.9
4-Book	215	1692	.9	3.7	95	999	.4	3.5	189	414	.8	5.4	141	423	.6	3.2	97	272	.4	3.0
KLOS-FM																				
SP '04	235	2485	1.0	3.9	97	1539	.4	3.5	129	367	.5	3.5	201	678	.8	4.6	113	440	.5	3.6
4-Book	249	2660	1.0	4.2	101	1521	.5	3.7	114	366	.5	3.3	179	644	.8	4.0	116	431	.5	3.6
KLSX-FM																				
SP '04	319	2368	1.3	5.3	43	841	.2	1.6	61	203	.3	1.6	62	194	.3	1.4	32	179	.1	1.0
4-Book	274	2195	1.1	4.7	38	653	.2	1.4	47	152	.2	1.4	53	169	.2	1.2	28	108	.1	.9
KLTX-AM																				
SP '04	44	254	.2	.7	18	152	.1	.7	26	86	.1	.7	45	90	.2	1.0	29	103	.1	.9
4-Book	43	257	.2	.7	21	188	.1	.8	39	99	.2	1.2	32	73	.2	.7	30	75	.1	.9
KLVE-FM																				
SP '04	115	1453	.5	1.9	69	903	.3	2.5	104	230	.4	2.8	97	362	.4	2.2	51	157	.2	1.6
4-Book	134	1480	.6	2.3	89	1043	.4	3.3	113	311	.5	3.3	155	414	.7	3.5	82	255	.4	2.6
KLYY-FM																				
SP '04	67	778	.3	1.1	28	406	.1	1.0	50	138	.2	1.4	60	118	.2	1.4	26	105	.1	.8
4-Book	61	646	.3	1.1	33	426	.1	1.2	42	126	.2	1.2	61	156	.3	1.4	30	92	.1	.9
+KMXE-AM																				
SP '04	39	281	.2	.7	9	80		.3	6	13		.2	15	46	.1	.3	7	31		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	80	959	.3	1.3	57	637	.2	2.1	35	138	.1	.9	56	186	.2	1.3	51	163	.2	1.6
4-Book	87	981	.4	1.5	58	695	.3	2.1	53	199	.2	1.5	96	295	.4	2.2	55	197	.2	1.7
KNX -AM																				
SP '04	216	2992	.9	3.6	84	1414	.3	3.1	130	449	.5	3.5	137	586	.6	3.1	56	249	.2	1.8
4-Book	190	3057	.8	3.2	81	1541	.3	3.0	126	516	.5	3.7	132	539	.6	2.9	66	317	.3	2.1
KOST-FM																				
SP '04	177	1891	.7	3.0	79	1081	.3	2.9	82	309	.3	2.2	133	345	.6	3.0	106	313	.4	3.4
4-Book	174	1782	.7	3.0	88	1164	.4	3.2	96	313	.4	2.8	156	447	.7	3.5	103	352	.4	3.2
KPWR-FM																				
SP '04	78	1013	.3	1.3	34	466	.1	1.2	28	77	.1	.8	38	143	.2	.9	43	163	.2	1.4
4-Book	70	1093	.3	1.2	36	634	.1	1.3	34	109	.1	1.0	56	198	.3	1.3	35	156	.2	1.1
KRCD-FM																				
SP '04	89	691	.4	1.5	60	501	.2	2.2	97	205	.4	2.6	149	262	.6	3.4	58	177	.2	1.9
4-Book	69	557	.3	1.2	41	340	.2	1.5	62	131	.3	1.8	81	164	.4	1.8	47	112	.2	1.5
KRCV-FM																				
SP '04	39	462	.2	.7	35	241	.1	1.3	61	132	.3	1.6	47	122	.2	1.1	55	123	.2	1.8
4-Book	42	382	.2	.8	25	202	.1	.9	31	68	.1	.9	35	97	.2	.8	33	80	.1	1.1
KRLA-AM																				
SP '04	100	927	.4	1.7	9	175		.3	6	39		.2	16	41	.1	.4	20	55	.1	.6
4-Book	95	808	.4	1.7	10	211		.4	7	34		.2	13	45	.1	.3	13	41	.1	.4
KROQ-FM																				
SP '04	106	1471	.4	1.8	39	695	.2	1.4	50	194	.2	1.4	71	314	.3	1.6	35	213	.1	1.1
4-Book	136	1750	.6	2.3	55	911	.3	2.0	59	228	.3	1.8	106	428	.4	2.4	65	257	.3	2.0
KRTH-FM																				
SP '04	215	2819	.9	3.6	152	1988	.6	5.5	137	512	.6	3.7	311	880	1.3	7.1	190	566	.8	6.1
4-Book	220	2626	.9	3.8	124	1742	.5	4.6	124	451	.6	3.6	237	792	1.0	5.4	139	425	.6	4.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Men 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
KSCA-FM																				
SP '04	135	1049	.6	2.3	69	773	.3	2.5	178	375	.7	4.8	122	439	.5	2.8	65	218	.3	2.1
4-Book	201	1307	.9	3.5	78	799	.3	2.8	175	372	.8	5.1	124	360	.5	2.8	145	309	.6	4.5
KSPN-AM																				
SP '04	56	974	.2	.9	25	356	.1	.9	38	136	.2	1.0	33	80	.1	.8	25	71	.1	.8
4-Book	53	876	.2	.9	23	407	.1	.8	27	125	.2	.8	40	152	.2	.9	22	97	.1	.7
KSSE-FM																				
SP '04	67	680	.3	1.1	42	412	.2	1.5	68	152	.3	1.8	74	156	.3	1.7	53	86	.2	1.7
4-Book	68	711	.3	1.2	29	377	.1	1.1	48	126	.2	1.4	46	120	.2	1.0	34	81	.2	1.1
KSUR-AM																				
SP '04	13	171	.1	.2	11	163		.4	9	42		.2	27	53	.1	.6	10	62		.3
4-Book	13	173	.1	.2	9	142		.4	13	51	.1	.4	14	39	.1	.3	11	38		.3
KTWV-FM																				
SP '04	296	2358	1.2	4.9	133	1498	.6	4.8	155	444	.6	4.2	215	640	.9	4.9	182	488	.8	5.9
4-Book	303	2315	1.3	5.2	130	1491	.6	4.8	139	448	.6	4.1	214	617	.9	4.8	167	463	.7	5.2
KWIZ-FM																				
SP '04	9	130		.2	6	143		.2					15	44	.1	.3	9	35		.3
4-Book	15	166		.3	11	142	.1	.4	9	23		.3	21	49	.1	.5	27	57	.1	.9
KWKW-AM																				
SP '04	33	269	.1	.6	9	107		.3	26	40	.1	.7	8	18		.2	13	37	.1	.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
SP '04	59	430	.2	1.0	12	257		.4	27	82	.1	.7	15	58	.1	.3				
4-Book	30	348	.1	.5	13	214	.1	.5	20	70	.1	.6	12	57	.1	.3	21	46	.1	.7
KXOL-FM																				
SP '04	77	741	.3	1.3	47	418	.2	1.7	79	143	.3	2.1	52	156	.2	1.2	72	125	.3	2.3
4-Book	90	773	.4	1.5	42	450	.2	1.5	57	142	.2	1.7	63	183	.3	1.4	56	120	.2	1.8
KXTA-AM																				
SP '04	35	499	.1	.6	4	123		.1	2	21		.1					10	62		.3
4-Book	43	523	.2	.8	8	212		.3	8	51		.2	16	89	.1	.4	16	65	.1	.5
XTRA-AM																				
SP '04	46	721	.2	.8	16	287	.1	.6	26	140	.1	.7	21	67	.1	.5	18	93	.1	.6
4-Book	52	751	.2	.9	13	325	.1	.5	13	79	.1	.4	22	84	.1	.5	16	84	.1	.5
KYSR-FM																				
SP '04	77	1271	.3	1.3	43	700	.2	1.6	18	89	.1	.5	102	305	.4	2.3	63	206	.3	2.0
4-Book	88	1303	.4	1.5	46	804	.2	1.7	38	162	.2	1.1	89	337	.4	2.0	58	219	.3	1.8
KZAB-FM																				
SP '04	61	630	.3	1.0	31	316	.1	1.1	13	53	.1	.4	47	105	.2	1.1	31	51	.1	1.0
4-Book	88	584	.4	1.5	54	372	.2	2.0	58	136	.3	1.7	99	184	.4	2.2	53	112	.2	1.7
KZLA-FM																				
SP '04	134	1217	.6	2.2	95	829	.4	3.5	124	336	.5	3.4	182	430	.8	4.2	115	372	.5	3.7
4-Book	138	1206	.6	2.4	83	847	.4	3.0	101	308	.4	3.0	164	400	.7	3.7	116	341	.5	3.6
KGCI-FM																				
SP '04	3	143		.1	4	103		.1					2	16			1	16		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	5980	22934	24.8		2753	18207	11.4		3697	9168	15.3		4382	10850	18.2		3100	8223	12.9	
4-Book	5856	22566	24.6		2736	18094	11.5		3417	9003	14.3		4446	11015	18.7		3207	8329	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

Men 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	62	170	.3	4.1	66	227	.3	3.0	81	249	.3	2.4	57	174	.2	2.3	62	141	.3	4.6
4-Book	43	147	.2	2.7	80	248	.4	3.7	84	291	.3	2.5	60	204	.3	2.3	32	118	.2	2.4
KBIG-FM																				
SP '04	69	315	.3	4.6	46	183	.2	2.1	69	364	.3	2.0	58	192	.2	2.4	36	200	.1	2.7
4-Book	70	244	.3	4.5	27	116	.1	1.2	50	215	.2	1.5	59	192	.2	2.3	43	157	.2	3.3
KBUA-FM																				
SP '04	7	34		.5	3	17		.1	32	70	.1	.9	17	33	.1	.7	3	17		.2
4-Book	4	25		.2	9	21		.4	19	55	.1	.6	12	26	.1	.5	4	22		.3
KBUE-FM																				
SP '04	50	148	.2	3.3	27	122	.1	1.2	42	193	.2	1.2	77	265	.3	3.2	36	108	.1	2.7
4-Book	51	130	.2	3.3	40	125	.2	1.9	65	189	.3	2.0	62	190	.3	2.5	42	109	.2	3.3
KCBS-FM																				
SP '04	56	223	.2	3.7	28	191	.1	1.3	183	597	.8	5.3	95	288	.4	3.9	18	149	.1	1.3
4-Book	58	244	.3	3.7	46	225	.2	2.1	127	508	.5	3.8	88	332	.4	3.4	26	159	.1	2.0
KDL-D-FM																				
SP '04	8	54		.5					5	35		.1	11	28		.5	3	16		.2
4-Book	8	38		.5	4				9	45		.3	17	55		.7	3	14		.2
KDLE-FM																				
SP '04	1	14		.1					24	59	.1	.7	29	46	.1	1.2				
4-Book	7	23		.5	3	20		.2	19	59	.1	.6	14	44	.1	.6	2	9		.2
KFI -AM																				
SP '04	84	207	.3	5.6	122	346	.5	5.5	94	323	.4	2.7	85	208	.4	3.5	117	316	.5	8.8
4-Book	54	190	.2	3.5	91	295	.4	4.1	85	304	.4	2.6	59	193	.3	2.3	86	247	.4	6.7
KFSH-FM																				
SP '04					45	172	.2	2.0	67	235	.3	1.9	36	106	.1	1.5	4	20		.3
4-Book	2	16		.1	39	172	.2	1.8	44	174	.2	1.3	21	77	.1	.8	7	35		.5
KFWB-AM																				
SP '04	32	107	.1	2.1	69	249	.3	3.1	47	227	.2	1.4	32	189	.1	1.3	8	31		.6
4-Book	38	153	.2	2.4	65	286	.3	3.1	55	290	.2	1.7	45	256	.2	1.7	13	89		1.0
KHHT-FM																				
SP '04	26	112	.1	1.7	24	51	.1	1.1	42	113	.2	1.2	73	160	.3	3.0	75	196	.3	5.6
4-Book	33	123	.2	2.1	28	79	.1	1.3	45	158	.2	1.4	42	116	.2	1.7	56	140	.2	4.3
KHJ -AM																				
SP '04	18	33	.1	1.2	18	67	.1	.8	31	121	.1	.9	47	161	.2	1.9	20	51	.1	1.5
4-Book	21	68	.1	1.3	20	76	.1	1.0	45	130	.2	1.4	39	104	.2	1.5	18	59	.1	1.4
KIIS-FM																				
SP '04	9	60		.6	13	54	.1	.6	46	158	.2	1.3	23	145	.1	.9	21	113	.1	1.6
4-Book	15	84	.1	1.0	31	131	.2	1.4	50	262	.2	1.5	31	146	.1	1.2	18	103	.1	1.4
KVVS-FM																				
SP '04					4	19		.2	2	19		.1					2	15		.1
4-Book	1	5		.1	1	5		.1	2	10		.1					1	8		.1
KJLH-FM																				
SP '04	36	121	.1	2.4	99	261	.4	4.5	95	241	.4	2.8	78	139	.3	3.2	25	69	.1	1.9
4-Book	34	116	.1	2.2	83	228	.4	3.8	108	287	.5	3.3	93	196	.4	3.6	40	99	.2	3.2
KKBT-FM																				
SP '04	22	86	.1	1.5	8	28		.4	27	113	.1	.8	16	40	.1	.7	6	35		.4
4-Book	34	138	.1	2.1	20	68	.1	1.0	29	124	.1	.9	31	99	.1	1.2	14	59	.1	1.1
KKLA-FM																				
SP '04					26	79	.1	1.2	7	28		.2								
4-Book	1	4			21	92	.1	1.0	16	61	.1	.5	2	10		.1	5	15		.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 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
KLAC-AM																				
SP '04	76	232	.3	5.1	10	56	.5		79	209	.3	2.3	93	367	.4	3.8	41	203	.2	3.1
4-Book	28	107	.1	1.9	11	48	.5		47	140	.2	1.4	54	178	.2	2.1	28	100	.1	2.3
KLAX-FM																				
SP '04	42	178	.2	2.8	153	391	.6	6.9	167	498	.7	4.9	60	218	.2	2.5	37	144	.2	2.8
4-Book	44	157	.2	2.8	79	221	.3	3.7	111	346	.5	3.3	81	222	.3	3.2	32	114	.2	2.5
KLOS-FM																				
SP '04	46	162	.2	3.1	40	197	.2	1.8	119	479	.5	3.5	80	279	.3	3.3	46	164	.2	3.4
4-Book	52	223	.2	3.4	62	220	.3	2.8	126	440	.6	3.8	115	355	.5	4.4	43	183	.2	3.3
KLSX-FM																				
SP '04	23	112	.1	1.5	45	234	.2	2.0	81	250	.3	2.4	34	139	.1	1.4	6	30		.4
4-Book	13	66	.1	.9	58	206	.3	2.7	68	221	.3	2.1	28	126	.1	1.1	9	40		.7
KLTX-AM																				
SP '04	1	14		.1	14	37	.1	.6	10	35		.3	18	54	.1	.7	4	18		.3
4-Book	3	19		.2	31	97	.1	1.4	21	51	.1	.6	14	38	.1	.6	6	28		.5
KLVE-FM																				
SP '04	64	187	.3	4.3	26	85	.1	1.2	79	325	.3	2.3	53	149	.2	2.2	69	224	.3	5.2
4-Book	79	200	.4	5.0	53	159	.2	2.4	92	301	.4	2.8	65	189	.3	2.5	61	173	.3	4.9
KLYY-FM																				
SP '04	8	34		.5					51	163	.2	1.5	24	81	.1	1.0				
4-Book	14	50	.1	.9	19	57	.1	.9	53	171	.2	1.6	30	101	.1	1.2	12	53	.1	.9
+KMXE-AM																				
SP '04	7	18		.5	26	35	.1	1.2	9	17		.3								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	49	114	.2	3.3	51	158	.2	2.3	80	244	.3	2.3	87	216	.4	3.6	44	111	.2	3.3
4-Book	38	173	.2	2.5	47	160	.2	2.2	78	251	.3	2.4	61	170	.3	2.4	30	114	.1	2.3
KNX -AM																				
SP '04	20	137	.1	1.3	68	318	.3	3.1	160	558	.7	4.6	45	232	.2	1.8	48	190	.2	3.6
4-Book	38	190	.2	2.4	74	346	.3	3.3	111	476	.5	3.4	59	290	.2	2.3	39	231	.2	3.0
KOST-FM																				
SP '04	54	221	.2	3.6	59	182	.2	2.7	80	237	.3	2.3	53	196	.2	2.2	59	174	.2	4.4
4-Book	50	202	.2	3.2	69	192	.3	3.2	109	382	.5	3.3	72	277	.3	2.8	43	148	.2	3.4
KPWR-FM																				
SP '04	11	80		.7	41	119	.2	1.8	41	209	.2	1.2	50	138	.2	2.1	22	39	.1	1.6
4-Book	23	111	.1	1.5	26	101	.1	1.2	42	207	.2	1.3	43	163	.2	1.7	25	84	.1	2.0
KRCD-FM																				
SP '04	36	69	.1	2.4	24	103	.1	1.1	48	83	.2	1.4	52	83	.2	2.1	13	56	.1	1.0
4-Book	30	61	.1	2.0	22	71	.1	1.0	38	85	.2	1.1	25	57	.1	1.0	19	67	.1	1.5
KRCV-FM																				
SP '04	27	70	.1	1.8	2	17		.1	26	104	.1	.8	38	71	.2	1.6	25	84	.1	1.9
4-Book	16	47	.1	1.1	20	48	.1	.9	36	85	.2	1.1	17	34	.1	.7	12	41		1.0
KRLA-AM																				
SP '04					4	20		.2	11	16		.3	13	41	.1	.5	4	30		.3
4-Book	4	12		.2					11	33		.3	22	59	.1	.9	9	40		.8
KROQ-FM																				
SP '04	36	118	.1	2.4	22	104	.1	1.0	44	187	.2	1.3	30	172	.1	1.2	19	67	.1	1.4
4-Book	33	123	.2	2.2	26	117	.1	1.2	59	221	.3	1.8	57	206	.2	2.2	29	89	.2	2.3
KRTH-FM																				
SP '04	79	336	.3	5.3	144	437	.6	6.5	207	655	.9	6.0	113	388	.5	4.6	31	169	.1	2.3
4-Book	68	258	.3	4.4	94	309	.4	4.3	170	558	.8	5.2	121	342	.5	4.7	40	175	.1	3.1

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
KSCA-FM																				
SP '04	9	67		.6	32	105	.1	1.4	82	253	.3	2.4	41	173	.2	1.7	30	102	.1	2.2
4-Book	24	99	.1	1.6	41	134	.2	1.9	60	161	.3	1.8	59	173	.3	2.3	14	67	.1	1.1
KSPN-AM																				
SP '04	17	72	.1	1.1	20	47	.1	.9	40	147	.2	1.2	32	95	.1	1.3	1	12		.1
4-Book	12	60	.1	.8	13	57	.1	.6	38	127	.2	1.2	27	113	.1	1.1	5	24		.4
KSSE-FM																				
SP '04	30	85	.1	2.0	19	55	.1	.9	45	101	.2	1.3	34	104	.1	1.4	14	67	.1	1.0
4-Book	17	67	.1	1.1	18	56	.1	.8	38	119	.2	1.1	21	68	.1	.8	14	64	.1	1.1
KSUR-AM																				
SP '04	10	53		.7	2	14		.1	8	60		.2	2	18		.1	13	72	.1	1.0
4-Book	6	43		.4	4	21		.2	11	51		.3	8	37		.3	8	33		.6
KTVV-FM																				
SP '04	73	226	.3	4.9	85	252	.4	3.8	148	470	.6	4.3	133	328	.6	5.5	82	240	.3	6.1
4-Book	83	304	.4	5.3	85	267	.4	3.8	163	541	.7	4.9	133	361	.6	5.2	58	200	.2	4.5
KWIZ-FM																				
SP '04	4	30		.3	4	16		.2	3	14		.1	10	30		.4	5	35		.4
4-Book	8	24		.5	5	15		.2	10	24		.3	7	26		.3	4	17		.3
KWKV-AM																				
SP '04					5	18		.2	15	49	.1	.4					9	19		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
SP '04	12	56		.8	9	49		.4	26	123	.1	.8	5	17		.2	4	22		.3
4-Book	6	32		.4	12	59		.5	15	68	.1	.5	5	23		.2	12	47	.1	.9
KXOL-FM																				
SP '04	25	79	.1	1.7	66	128	.3	3.0	51	143	.2	1.5	39	55	.2	1.6	7	18		.5
4-Book	22	64	.1	1.4	42	119	.2	1.9	36	106	.2	1.1	36	78	.2	1.4	26	72	.1	2.1
KXTA-AM																				
SP '04	3	19		.2	1	12			5	27		.1	4	21		.2	4	10		.3
4-Book	4	20		.3	3	16		.2	8	38		.2	8	44		.3	3	16		.2
XTRA-AM																				
SP '04	8	45		.5	18	92	.1	.8	27	76	.1	.8	8	27		.3	2	27		.1
4-Book	4	20		.2	19	90	.1	.9	16	73	.1	.5	14	70		.5	3	19		.2
KYSR-FM																				
SP '04	21	114	.1	1.4	32	146	.1	1.4	60	301	.2	1.7	35	197	.1	1.4	10	55		.7
4-Book	21	125	.1	1.4	34	150	.1	1.6	71	292	.3	2.1	45	164	.2	1.7	14	76	.1	1.0
KZAB-FM																				
SP '04	30	101	.1	2.0	20	58	.1	.9	51	108	.2	1.5	24	71	.1	1.0	25	74	.1	1.9
4-Book	33	94	.1	2.1	29	85	.1	1.4	66	139	.3	2.0	59	130	.3	2.3	29	79	.1	2.2
KZLA-FM																				
SP '04	24	133	.1	1.6	78	228	.3	3.5	133	330	.6	3.9	85	248	.4	3.5	20	127	.1	1.5
4-Book	33	143	.1	2.1	51	201	.2	2.3	101	295	.5	3.1	76	225	.3	3.0	22	126	.1	1.8
KGGI-FM																				
SP '04	1	16		.1	7	52		.3	4	16		.1	15	52	.1	.6	3	17		.2
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	1498	4657	6.2		2218	6308	9.2		3442	9232	14.3		2437	6414	10.1		1334	4311	5.5	
4-Book	1560	4998	6.6		2174	6481	9.2		3311	9134	13.9		2569	6737	10.8		1280	4128	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

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	
KABC-AM																				
SP '04	1	68	.1	.1	1	12	.1		21				13			2	12		.1	
WI '04	6	109	.1	.4	1	9	.1	8	81	.1	.5	25	60	.2	1.2					
FA '03	1	80		.1	1	21		1	25		.1	3	51		.1	1	29		.1	
SU '03		41							15											
4-Book	2	75		.2	1	11		.1	2	36		.2	7	31		.1	.3	1	10	
SP '03	2	79		.1				3	29		.2	8	52		.1	.4	1	16	.1	
KBIG-FM																				
SP '04	26	1038	.2	1.5	31	331	.3	1.6	52	455	.4	3.2	26	423	.2	1.2	10	239	.1	.7
WI '04	18	1026	.2	1.1	23	305	.2	1.2	25	355	.2	1.6	28	384	.2	1.3	8	235	.1	.7
FA '03	34	1066	.3	2.0	40	359	.3	2.0	63	481	.5	3.7	52	552	.4	2.2	15	256	.1	1.1
SU '03	43	1055	.4	2.3	38	311	.3	2.0	70	487	.6	3.1	67	527	.6	3.0	21	261	.2	1.4
4-Book	30	1046		.3	33	327		.3	53	445		.4	43	472		.4	1.9	14	248	
SP '03	29	1166	.2	1.7	24	374	.2	1.3	40	424	.3	2.3	52	598	.4	2.4	14	234	.1	1.1
KBUA-FM																				
SP '04	12	185	.1	.7	12	92	.1	.6	13	94	.1	.8	15	116	.1	.7	9	84	.1	.7
WI '04	12	204	.1	.8	16	103	.1	.8	12	68	.1	.8	8	90	.1	.4	11	59	.1	.9
FA '03	17	175	.1	1.0	32	111	.3	1.6	18	123	.2	1.1	17	74	.1	.7	8	86	.1	.6
SU '03	22	251	.2	1.2	28	152	.2	1.5	35	153	.3	1.6	27	157	.2	1.2	13	95	.1	.9
4-Book	16	204		.1	22	115		.2	20	110		.2	17	109		.1	.8	10	81	
SP '03	6	125	.1	.4	9	79	.1	.5	6	56	.1	.3	3	58		.1	3	56		.2
KBUE-FM																				
SP '04	108	1350	.9	6.4	105	642	.9	5.4	93	713	.8	5.7	128	870	1.1	5.8	111	660	.9	8.0
WI '04	56	891	.5	3.5	69	552	.6	3.6	47	481	.4	3.1	64	563	.5	3.0	46	383	.4	3.8
FA '03	59	959	.5	3.4	68	468	.6	3.4	61	469	.5	3.6	71	547	.6	2.9	41	330	.3	3.0
SU '03	58	1241	.5	3.2	78	531	.7	4.1	55	548	.5	2.5	69	604	.6	3.1	41	487	.3	2.7
4-Book	70	1110		.6	80	548		.7	64	553		.6	83	646		.7	3.7	60	465	
SP '03	53	1110	.4	3.2	75	471	.6	3.9	49	549	.4	2.8	66	594	.6	3.0	31	391	.3	2.4
KCBS-FM																				
SP '04	16	778	.1	1.0	16	291	.1	.8	17	344	.1	1.0	20	401	.2	.9	13	218	.1	.9
WI '04	28	841	.2	1.8	28	320	.2	1.4	46	500	.4	3.0	38	407	.3	1.8	11	219	.1	.9
FA '03	20	767	.2	1.2	32	262	.3	1.6	24	252	.2	1.4	29	410	.2	1.2	12	193	.1	.9
SU '03	22	736	.2	1.2	13	217	.1	.7	29	410	.2	1.3	31	417	.3	1.4	16	218	.1	1.1
4-Book	22	781		.2	22	273		.2	29	377		.2	30	409		.3	1.3	13	212	
SP '03	17	731	.1	1.0	13	223	.1	.7	23	259	.2	1.3	24	375	.2	1.1	18	182	.2	1.4
KDLD-FM																				
SP '04	4	161		.2	5	81		.3	4	63		.2	6	58		.1	.3	5	78	
WI '04	5	213		.3	7	99		.4	4	61		.3	7	124		.1	.3	7	48	
FA '03	5	316		.3	6	97		.3	2	85		.1	10	194		.1	.4	5	121	
SU '03	11	421	.1	.6	15	133	.1	.8	9	171	.1	.4	12	254	.1	.5	12	224	.1	.8
4-Book	6	278		.4	8	103		.1	5	95		.3	9	158		.1	.4	7	118	
SP '03	10	285	.1	.6	7	84	.1	.4	16	146	.1	.9	13	129	.1	.6	8	121	.1	.6
KDLE-FM																				
SP '04	3	220		.2	4	95		.2	1	64		.1	5	102		.2	5	91		.4
WI '04	8	238	.1	.5	8	134	.1	.4	13	159	.1	.9	12	147	.1	.6	5	108		.4
FA '03	14	302	.1	.8	12	193	.1	.6	18	157	.2	1.1	25	140	.2	1.0	5	98		.4
SU '03	25	525	.2	1.4	11	195	.1	.6	27	326	.2	1.2	32	362	.3	1.4	23	275	.2	1.5
4-Book	13	321		.1	9	154		.1	15	177		.1	19	188		.2	.8	10	143	
SP '03	9	322	.1	.5	11	148	.1	.6	11	133	.1	.6	11	170	.1	.5	8	107	.1	.6
KFI -AM																				
SP '04	8	240	.1	.5	6	66	.1	.3	11	96	.1	.7	18	113	.2	.8	2	23		.1
WI '04	6	204	.1	.4	10	113	.1	.5	12	128	.1	.8	8	92	.1	.4		15		
FA '03	9	257	.1	.5	10	99	.1	.5	5	75		.3	25	129	.2	1.0	10	80	.1	.7
SU '03	6	302	.1	.3	2	32		.1	7	121	.1	.3	10	183	.1	.5	8	59	.1	.5
4-Book	7	251		.1	7	78		.1	9	105		.1	15	129		.2	.7	5	44	
SP '03	7	182	.1	.4	17	137	.1	.9	7	61	.1	.4	7	76	.1	.3	5	43		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Women 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
KFSH-FM																				
SP '04	13	432	.1	.8	13	164	.1	.7	9	154	.1	.5	20	230	.2	.9	9	156	.1	.7
WI '04	16	486	.1	1.0	24	257	.2	1.2	13	183	.1	.9	18	301	.2	.8	6	180	.1	.5
FA '03	13	308	.1	.8	15	170	.1	.7	26	121	.2	1.5	15	140	.1	.6	2	25		.1
SU '03	10	333	.1	.5	13	115	.1	.7	6	117	.1	.3	10	122	.1	.5	9	147	.1	.6
4-Book	13	390	.1	.8	16	177	.1	.8	14	144	.1	.8	16	198	.2	.7	7	127	.1	.5
SP '03	11	345	.1	.7	15	136	.1	.8	8	96	.1	.5	10	132	.1	.5	6	104	.1	.5
KFWB-AM																				
SP '04	3	212		.2	11	123	.1	.6		18			2	38		.1	1	53		.1
WI '04	2	80		.1	3	51		.2	4	30		.3	2	25		.1	2	30		.2
FA '03	2	173		.1	4	78		.2	1	20		.1	4	78		.2				
SU '03	3	123		.2	4	45		.2	1	25				17			5	47		.3
4-Book	3	147		.2	6	74		.3	2	23			2	40		.1	2	33		.2
SP '03	3	144		.2	6	82	.1	.3	3	47		.2	8	60	.1	.4	1	45		.1
KHHT-FM																				
SP '04	102	1940	.9	6.1	96	780	.8	5.0	87	839	.7	5.3	104	949	.9	4.7	130	1106	1.1	9.4
WI '04	69	1994	.6	4.3	59	777	.5	3.1	62	785	.5	4.1	69	996	.6	3.2	84	885	.7	6.9
FA '03	95	2116	.8	5.5	89	925	.7	4.4	93	740	.8	5.5	114	1139	1.0	4.7	103	1087	.9	7.6
SU '03	93	2165	.8	5.1	96	915	.8	5.0	117	991	1.0	5.3	90	905	.8	4.1	84	945	.7	5.6
4-Book	90	2054	.8	5.3	85	849	.7	4.4	90	839	.8	5.1	94	997	.8	4.2	100	1006	.9	7.4
SP '03	89	2081	.7	5.3	79	815	.7	4.1	89	794	.7	5.1	98	963	.8	4.5	87	931	.7	6.8
KHJ -AM																				
SP '04	4	150		.2	9	57	.1	.5	2	35		.1	3	46		.1	1	46		.1
WI '04	2	109		.1	2	37		.1	4	72		.3					2	37		.2
FA '03	2	56		.1	1	36			1	24		.1	6	21	.1	.2	3	10		.2
SU '03	8	179	.1	.4	16	78	.1	.8	10	80	.1	.4	10	91	.1	.5	1	36		.1
4-Book	4	124		.2	7	52		.4	4	53		.2	5	40		.1	2	32		.2
SP '03	5	156		.3	12	88	.1	.6	4	56		.2	4	56		.2	4	34		.3
KIIS-FM																				
SP '04	214	5212	1.8	12.7	237	2499	2.0	12.2	172	2604	1.4	10.5	339	3077	2.9	15.4	178	2125	1.5	12.9
WI '04	220	5116	1.9	13.8	268	2492	2.3	13.9	169	2128	1.4	11.1	316	3126	2.7	14.7	202	2201	1.7	16.5
FA '03	183	5056	1.5	10.6	226	2520	1.9	11.2	138	2239	1.2	8.1	257	2837	2.2	10.7	158	1928	1.3	11.7
SU '03	227	5581	1.9	12.3	203	2335	1.7	10.6	279	3442	2.3	12.6	290	3282	2.4	13.1	183	2465	1.5	12.1
4-Book	211	5241	1.8	12.4	234	2462	2.0	12.0	190	2603	1.6	10.6	301	3081	2.6	13.5	180	2180	1.5	13.3
SP '03	198	5100	1.7	11.9	248	2497	2.1	13.0	165	2262	1.4	9.5	283	3040	2.4	12.9	144	2054	1.2	11.2
KVVS-FM																				
SP '04	6	135	.1	.4	14	96	.1	.7	4	95		.2	9	88	.1	.4	1	39		.1
WI '04	17	276	.1	1.1	25	175	.2	1.3	15	166	.1	1.0	23	181	.2	1.1	11	98	.1	.9
FA '03	13	205	.1	.8	17	151	.1	.8	10	116	.1	.6	20	166	.2	.8	10	113	.1	.7
SU '03	7	167	.1	.4	4	58		.2	10	103	.1	.4	10	106	.1	.5	6	86	.1	.4
4-Book	11	196	.1	.7	15	120	.1	.8	10	120	.1	.6	16	135	.2	.7	7	84	.1	.5
SP '03	6	177	.1	.4	7	92	.1	.4	4	86		.2	10	132	.1	.5	2	53		.2
KJLH-FM																				
SP '04	16	482	.1	1.0	13	108	.1	.7	16	161	.1	1.0	13	196	.1	.6	16	156	.1	1.2
WI '04	24	554	.2	1.5	32	184	.3	1.7	14	110	.1	.9	29	140	.2	1.4	12	160	.1	1.0
FA '03	18	484	.2	1.0	9	101	.1	.4	16	157	.1	.9	23	213	.2	1.0	13	185	.1	1.0
SU '03	20	518	.2	1.1	15	203	.1	.8	15	216	.1	.7	16	193	.1	.7	22	191	.2	1.5
4-Book	20	510	.2	1.2	17	149	.2	.9	15	161	.1	.9	20	188	.2	.9	16	173	.1	1.2
SP '03	23	480	.2	1.4	24	141	.2	1.3	19	182	.2	1.1	18	176	.2	.8	14	152	.1	1.1
KKBT-FM																				
SP '04	153	4145	1.3	9.1	150	1840	1.3	7.7	157	2069	1.3	9.5	202	2362	1.7	9.2	121	1724	1.0	8.8
WI '04	129	3578	1.1	8.1	148	1499	1.2	7.7	105	1601	.9	6.9	171	1942	1.4	8.0	124	1557	1.0	10.1
FA '03	170	4045	1.4	9.9	192	1825	1.6	9.5	145	1896	1.2	8.5	230	2416	1.9	9.6	159	1794	1.3	11.7
SU '03	138	3744	1.2	7.5	139	1473	1.2	7.3	151	1985	1.3	6.8	170	1899	1.4	7.7	120	1615	1.0	8.0
4-Book	148	3878	1.3	8.7	157	1659	1.3	8.1	140	1888	1.2	7.9	193	2155	1.6	8.6	131	1673	1.1	9.7
SP '03	138	3865	1.2	8.3	151	1685	1.3	7.9	121	1806	1.0	7.0	204	2331	1.7	9.3	125	1637	1.0	9.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KKLA-FM																				
SP '04	1	52		.1	1	36		.1	2	24		.1	12					9		
WI '04		37			1	11		.1	1	11		.1	11							
FA '03	1	38		.1	3	24		.1	3	28		.2						2	14	.1
SU '03	1	91		.1	2	45		.1	2	24			2	40		.1	1	30		.1
4-Book	1	55		.1	2	29		.1	2	22		.1	1	16			1	13		.1
SP '03	1	74		.1	2	30		.1	2	47		.1	1	43				23		
KLAC-AM																				
SP '04	2	164		.1	2	35		.1	1	23		.1	3	36		.1	3	87		.2
WI '04	5	89		.3	7	38		.4	2	27		.1	4	39		.2		21		
FA '03	4	97		.2	3	25		.1	9	15		.5	5	73		.2	3	14		.2
SU '03	5	44		.3	1	20		.1	7	44		.1	7	44		.3	12	20		.8
4-Book	4	99		.2	3	30		.2	3	16		.2	5	48		.2	5	36		.3
SP '03	2	114		.1		10							1	41			1	35		.1
KLAX-FM																				
SP '04	37	1117	.3	2.2	63	511	.5	3.3	39	378	.3	2.4	33	469	.3	1.5	15	314	.1	1.1
WI '04	39	990	.3	2.4	66	506	.6	3.4	38	460	.3	2.5	41	444	.3	1.9	15	299	.1	1.2
FA '03	59	1165	.5	3.4	66	503	.6	3.3	56	527	.5	3.3	74	592	.6	3.1	43	331	.4	3.2
SU '03	57	1412	.5	3.1	72	578	.6	3.8	70	665	.6	3.1	57	583	.5	2.6	35	427	.3	2.3
4-Book	48	1171	.4	2.8	67	525	.6	3.5	51	508	.4	2.8	51	522	.4	2.3	27	343	.2	2.0
SP '03	81	1423	.7	4.9	87	762	.7	4.6	99	675	.8	5.7	80	622	.7	3.7	48	449	.4	3.7
KLOS-FM																				
SP '04	15	827	.1	.9	16	266	.1	.8	19	274	.2	1.2	17	329	.1	.8	11	206	.1	.8
WI '04	22	548	.2	1.4	16	157	.1	.8	23	187	.2	1.5	31	250	.3	1.4	23	133	.2	1.9
FA '03	13	578	.1	.8	24	233	.2	1.2	12	231	.1	.7	14	291	.1	.6	9	119	.1	.7
SU '03	18	634	.2	1.0	14	263	.1	.7	17	281	.1	.8	30	337	.3	1.4	21	178	.2	1.4
4-Book	17	647	.2	1.0	18	230	.1	.9	18	243	.2	1.1	23	302	.2	1.1	16	159	.2	1.2
SP '03	10	655	.1	.6	24	231	.2	1.3	8	154	.1	.5	13	249	.1	.6	5	151		.4
KLSX-FM																				
SP '04	12	256	.1	.7	32	122	.3	1.7	15	96	.1	.9	18	119	.2	.8	1	37		.1
WI '04	8	274	.1	.5	20	169	.2	1.0	7	99	.1	.5	16	123	.1	.7	2	48		.2
FA '03	7	289	.1	.4	16	119	.1	.8	6	59	.1	.4	14	109	.1	.6	2	34		.1
SU '03	13	283	.1	.7	29	175	.2	1.5	22	129	.2	1.0	15	134	.1	.7	3	52		.2
4-Book	10	276	.1	.6	24	146	.2	1.3	13	96	.1	.7	16	121	.1	.7	2	43		.2
SP '03	9	288	.1	.5	16	126	.1	.8	11	125	.1	.6	17	97	.1	.8	4	61		.3
KLTX-AM																				
SP '04	4	108		.2	9	94		.5	2	19		.1	2	25		.1	2	47		.1
WI '04	3	77		.2	4	53		.2	5	10		.3	4	19		.2	1	37		.1
FA '03	14	120	.1	.8	16	84	.1	.8	18	88	.2	1.1	16	78	.1	.7	10	90	.1	.7
SU '03	5	88		.3	12	67		.6	3	33		.1	5	35		.2	3	23		.2
4-Book	7	98		.4	10	75		.5	7	38		.4	7	39		.3	4	49		.3
SP '03	24	95	.2	1.4	20	65	.2	1.0	28	53	.2	1.6	25	64	.2	1.1	24	62	.2	1.9
KLVE-FM																				
SP '04	61	1328	.5	3.6	58	593	.5	3.0	85	645	.7	5.2	64	638	.5	2.9	52	476	.4	3.8
WI '04	53	1251	.4	3.3	58	546	.5	3.0	68	539	.6	4.5	64	547	.5	3.0	32	419	.3	2.6
FA '03	53	1250	.4	3.1	60	542	.5	3.0	65	441	.5	3.8	58	559	.5	2.4	41	470	.3	3.0
SU '03	84	1492	.7	4.6	74	655	.6	3.9	140	928	1.2	6.3	79	633	.7	3.6	73	593	.6	4.8
4-Book	63	1330	.5	3.7	63	584	.5	3.2	90	638	.8	5.0	66	594	.6	3.0	50	490	.4	3.6
SP '03	40	1150	.3	2.4	42	517	.4	2.2	56	459	.5	3.2	39	406	.3	1.8	31	386	.3	2.4
KLYY-FM																				
SP '04	18	479	.2	1.1	12	134	.1	.6	30	191	.3	1.8	22	204	.2	1.0	9	99	.1	.7
WI '04	21	520	.2	1.3	21	218	.2	1.1	25	238	.2	1.6	29	241	.2	1.4	10	157	.1	.8
FA '03	22	574	.2	1.3	20	191	.2	1.0	34	262	.3	2.0	28	342	.2	1.2	10	196	.1	.7
SU '03	29	657	.2	1.6	23	200	.2	1.2	34	308	.3	1.5	23	310	.2	1.0	17	249	.1	1.1
4-Book	23	558	.2	1.3	19	186	.2	1.0	31	250	.3	1.7	26	274	.2	1.2	12	175	.1	.8
SP '03	31	874	.3	1.9	25	328	.2	1.3	41	470	.3	2.4	60	468	.5	2.7	18	263	.2	1.4

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
+KMXE-AM																			
SP '04	2	61	.1	2	35	.1	.1	3	25	.2	.2	1	25				11		
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																			
SP '04	8	262	.1	.5	10	66	.1	.5	15	80	.1	.9	7	85	.1	.3	5	85	.4
WI '04	4	310	.3	.3	3	76	.2	.2	3	98	.2	.2	7	137	.1	.3	5	135	.4
FA '03	8	332	.1	.5	8	145	.1	.4	3	104	.2	.2	15	136	.1	.6	9	100	.1
SU '03	6	222	.1	.3	8	85	.1	.4	6	95	.1	.3	4	74	.2	.2	4	77	.3
4-Book	7	282	.1	.4	7	93	.1	.4	7	94	.1	.4	8	108	.1	.4	6	99	.5
SP '03	10	276	.1	.6	9	126	.1	.5	3	67	.2	.2	12	97	.1	.5	17	110	.1
KNX -AM																			
SP '04	3	189	.2	.2	10	125	.1	.5	1	26	.1	.1	4	37	.2	.2	1	23	.1
WI '04	3	146	.2	.2	6	74	.1	.3	2	7	.1	.1	1	40				7	
FA '03	2	163	.1	.1	6	90	.1	.3					2	57	.1	.1		14	
SU '03	1	83	.1	.1	1	19	.1	.1					1	18			1	23	.1
4-Book	2	145	.2	.2	6	77	.1	.3	1	10	.1	.1	2	38	.1	.1	1	17	.1
SP '03	1	99	.1	.1	1	24	.1	.1					1	40				13	
KOST-FM																			
SP '04	49	1062	.4	2.9	30	219	.3	1.5	59	479	.5	3.6	90	481	.8	4.1	36	457	.3
WI '04	33	1070	.3	2.1	27	354	.2	1.4	37	407	.3	2.4	54	537	.5	2.5	32	392	.3
FA '03	51	1454	.4	3.0	39	482	.3	1.9	57	445	.5	3.3	60	592	.5	2.5	60	672	.5
SU '03	53	1383	.4	2.9	36	406	.3	1.9	59	551	.5	2.7	58	558	.5	2.6	76	680	.6
4-Book	47	1242	.4	2.7	33	365	.3	1.7	53	471	.5	3.0	66	642	.6	2.9	51	550	.4
SP '03	36	1396	.3	2.2	28	426	.2	1.5	43	465	.4	2.5	45	571	.4	2.1	47	529	.4
KPWR-FM																			
SP '04	231	5367	1.9	13.7	254	2686	2.1	13.1	184	2769	1.5	11.2	336	3290	2.8	15.3	193	2435	1.6
WI '04	236	4842	2.0	14.8	283	2254	2.4	14.6	175	2258	1.5	11.5	358	3174	3.0	16.7	181	1933	1.5
FA '03	264	5199	2.2	15.4	334	2734	2.8	16.5	235	2486	2.0	13.8	408	3575	3.4	16.9	211	2394	1.8
SU '03	244	5266	2.0	13.3	264	2352	2.2	13.8	270	3181	2.3	12.1	303	3043	2.5	13.7	219	2438	1.8
4-Book	244	5169	2.0	14.3	284	2507	2.4	14.5	216	2674	1.8	12.2	351	3271	2.9	15.7	201	2300	1.7
SP '03	236	5511	2.0	14.1	289	2769	2.4	15.2	200	2670	1.7	11.5	323	3297	2.7	14.7	199	2519	1.7
KRCD-FM																			
SP '04	9	363	.1	.5	10	106	.1	.5	14	170	.1	.9	11	153	.1	.5	3	61	.2
WI '04	22	291	.2	1.4	22	137	.2	1.1	31	134	.3	2.0	29	122	.2	1.4	8	83	.1
FA '03	5	146	.3	.3	6	53	.1	.3		10			17	91	.1	.7	2	35	.1
SU '03	9	275	.1	.5	11	78	.1	.6	15	111	.1	.7	8	102	.1	.4	6	78	.1
4-Book	11	269	.1	.7	12	94	.1	.6	15	106	.1	.9	16	117	.1	.8	5	64	.1
SP '03	8	211	.1	.5	8	88	.1	.4	9	92	.1	.5	10	100	.1	.5	10	90	.1
KRCV-FM																			
SP '04	2	60	.1	.1										12			3	47	.2
WI '04	4	116	.3	.3	5	54	.3	.3	11	52	.1	.7	4	42	.2	.2	1	10	.1
FA '03	1	59	.1	.1	1	10			1	31	.1	.1	1	20				12	
SU '03	2	48	.1	.1	3	25	.2	.2	1	23			3	35	.1	.1			
4-Book	2	71	.2	.2	2	22	.1	.1	3	30	.2	.2	2	27	.1	.1	1	17	.1
SP '03	1	47	.1	.1	3	47	.2	.2					2	9	.1	.1			
KRLA-AM																			
SP '04	8	91	.1	.5	4	10	.2	.2	8	22	.1	.5	20	76	.2	.9	10	33	.1
WI '04	1	26	.1	.1	2	26	.1	.1		12			1	12					
FA '03		34				12								13					
SU '03	1	106	.1	.1		14			3	57	.1	.1	2	58	.1	.1			
4-Book	3	64	.2	.2	2	16	.1	.1	3	23	.2	.2	6	40	.1	.3	3	8	.2
SP '03	1	32	.1	.1	1	15	.1	.1		18			4	22	.2	.2			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 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
KROQ-FM																				
SP '04	135	3099	1.1	8.0	193	1449	1.6	10.0	120	1390	1.0	7.3	165	1849	1.4	7.5	133	1563	1.1	9.6
WI '04	139	3147	1.2	8.7	208	1856	1.8	10.8	110	1537	.9	7.2	159	1773	1.3	7.4	126	1452	1.1	10.3
FA '03	130	3069	1.1	7.6	179	1661	1.5	8.8	120	1453	1.0	7.0	156	1802	1.3	6.5	111	1302	.9	8.2
SU '03	173	3280	1.5	9.4	163	1533	1.4	8.5	180	1850	1.5	8.1	221	1963	1.9	10.0	194	1647	1.6	12.9
4-Book	144	3149	1.2	8.4	186	1625	1.6	9.5	133	1558	1.1	7.4	175	1847	1.5	7.9	141	1491	1.2	10.3
SP '03	147	3090	1.2	8.8	174	1601	1.5	9.1	155	1572	1.3	8.9	208	1816	1.7	9.5	124	1400	1.0	9.7
KRTH-FM																				
SP '04	35	1538	.3	2.1	33	540	.3	1.7	36	523	.3	2.2	50	664	.4	2.3	25	416	.2	1.8
WI '04	34	1180	.3	2.1	24	373	.2	1.2	50	365	.4	3.3	50	510	.4	2.3	20	396	.2	1.6
FA '03	33	1213	.3	1.9	30	451	.3	1.5	25	350	.2	1.5	42	446	.4	1.7	38	433	.3	2.8
SU '03	34	1351	.3	1.8	27	458	.2	1.4	57	587	.5	2.6	53	598	.4	2.4	25	359	.2	1.7
4-Book	34	1321	.3	2.0	29	456	.3	1.5	42	456	.4	2.4	49	555	.4	2.2	27	401	.2	2.0
SP '03	41	1415	.3	2.5	47	612	.4	2.5	36	476	.3	2.1	40	483	.3	1.8	29	405	.2	2.3
KSCA-FM																				
SP '04	21	639	.2	1.2	40	276	.3	2.1	33	271	.3	2.0	8	134	.1	.4	7	160	.1	.5
WI '04	20	645	.2	1.3	37	347	.3	1.9	24	237	.2	1.6	34	269	.3	1.6	3	57	.1	.2
FA '03	27	585	.2	1.6	53	272	.4	2.6	26	234	.2	1.5	42	261	.4	1.7	8	98	.1	.6
SU '03	32	775	.3	1.7	39	293	.3	2.0	32	279	.3	1.4	61	378	.5	2.8	17	222	.1	1.1
4-Book	25	661	.2	1.5	42	297	.3	2.2	29	255	.3	1.6	36	261	.3	1.6	9	134	.1	.6
SP '03	26	697	.2	1.6	34	265	.3	1.8	39	271	.3	2.2	36	351	.3	1.6	14	196	.1	1.1
KSPN-AM																				
SP '04	2	114	.1	.1		9							4	38	.2	.2	4	54	.3	.3
WI '04	1	76	.1	.1	1	20	.1	.1	1	20	.1	.1	2	28	.1	.1	1	28	.1	.1
FA '03	1	63	.1	.1	1	21	.1	.1	1	31	.1	.1	3	31	.1	.1	1	24	.1	.1
SU '03	2	70	.1	.1		8				12			3	40	.1	.1	2	23	.1	.1
4-Book	2	81	.1	.1	1	15	.1	.1	1	16	.1	.1	3	34	.1	.1	2	32	.2	.2
SP '03	2	79	.1	.1	1	19	.1	.1					4	37	.2	.2	1	37	.1	.1
KSSE-FM																				
SP '04	61	1410	.5	3.6	101	756	.9	5.2	68	515	.6	4.1	65	616	.5	3.0	37	458	.3	2.7
WI '04	79	1472	.7	4.9	116	804	1.0	6.0	84	658	.7	5.5	96	800	.8	4.5	43	533	.4	3.5
FA '03	65	1176	.5	3.8	66	540	.6	3.3	81	569	.7	4.8	75	687	.6	3.1	47	486	.4	3.5
SU '03	95	1410	.8	5.2	131	749	1.1	6.9	122	821	1.0	5.5	96	747	.8	4.3	43	549	.4	2.8
4-Book	75	1367	.6	4.4	104	712	.9	5.4	89	641	.8	5.0	83	713	.7	3.7	43	507	.4	3.1
SP '03	60	1302	.5	3.6	64	560	.5	3.4	67	619	.6	3.9	80	738	.7	3.7	46	455	.4	3.6
KSUR-AM																				
SP '04	2	70	.1	.1	5	25	.3	.3	2	31	.1	.1	1	13	.1	.1	2	26	.1	.1
WI '04																				
FA '03		11				11														
SU '03																				
4-Book	1	20	.1	.1	1	9	.1	.1	1	8	.1	.1	3	3	.1	.1	1	7	.1	.1
SP '03	2	64	.1	.1	2	22	.1	.1	2	21	.1	.1	4	32	.2	.2				
KTWV-FM																				
SP '04	15	405	.1	.9	20	171	.2	1.0	19	101	.2	1.2	14	165	.1	.6	14	148	.1	1.0
WI '04	8	308	.1	.5	9	98	.1	.5	13	128	.1	.9	14	139	.1	.7	4	75	.1	.3
FA '03	10	221	.1	.6	8	85	.1	.4	14	82	.1	.8	19	135	.2	.8	7	107	.1	.5
SU '03	19	381	.2	1.0	19	220	.2	1.0	29	155	.2	1.3	20	176	.2	.9	17	150	.1	1.1
4-Book	13	329	.1	.8	14	144	.2	.7	19	117	.2	1.1	17	154	.2	.8	11	120	.1	.7
SP '03	8	338	.1	.5	8	127	.1	.4	6	119	.1	.3	11	132	.1	.5	9	112	.1	.7
KWIZ-FM																				
SP '04	11	259	.1	.7	12	106	.1	.6	11	95	.1	.7	13	87	.1	.6	12	101	.1	.9
WI '04	18	232	.2	1.1	29	75	.2	1.5	17	116	.1	1.1	10	84	.1	.5	16	71	.1	1.3
FA '03	10	313	.1	.6	7	134	.1	.3	11	134	.1	.6	21	141	.2	.9	4	84	.1	.3
SU '03	10	330	.1	.5	10	98	.1	.5	11	156	.1	.5	12	170	.1	.5	8	121	.1	.5
4-Book	12	284	.1	.7	15	103	.1	.7	13	125	.1	.7	14	121	.1	.6	10	94	.1	.8
SP '03	11	281	.1	.7	15	126	.1	.8	12	105	.1	.7	10	97	.1	.5	10	139	.1	.8

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	
KVKV-AM																				
SP '04	2	43	.1		14			1	22	.1		3	35	.1		1	22	.1		
WI '04		24		1	11	.1										1	11	.1		
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '03	2	23	.1	1	11	.1		3	23	.1						2	11	.1		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '03	2	50	.1	2	14	.1		10	24	.1	.6						12			
KWVE-FM																				
SP '04	4	104	.2	11	43	.1	.6	4	67	.2		2	24	.1		2	20	.1		
WI '04	4	155	.3	1	20	.1		9	76	.1	.6	11	105	.1	.5					
FA '03	2	130	.1	5	62	.2		2	27	.1			8				8			
SU '03	3	168	.2	4	68	.2		3	47	.1		1	35			2	22	.1		
4-Book	3	139	.2	5	48	.3		5	54	.3		4	43	.2		1	13	.1		
SP '03	1	53	.1	1	28	.1		1	10	.1		1	26			1	16	.1		
KXOL-FM																				
SP '04	19	564	.2	1.1	15	210	.1	.8	24	235	.2	1.5	22	270	.2	1.0	15	211	.1	1.1
WI '04	26	588	.2	1.6	33	272	.3	1.7	41	259	.3	2.7	27	278	.2	1.3	15	167	.1	1.2
FA '03	37	804	.3	2.2	25	316	.2	1.2	52	372	.4	3.0	47	409	.4	2.0	28	249	.2	2.1
SU '03	46	743	.4	2.5	56	458	.5	2.9	59	440	.5	2.7	52	419	.4	2.4	38	333	.3	2.5
4-Book	32	675	.3	1.9	32	314	.3	1.7	44	327	.4	2.5	37	344	.3	1.7	24	240	.2	1.7
SP '03	33	812	.3	2.0	34	326	.3	1.8	51	384	.4	2.9	34	294	.3	1.6	20	234	.2	1.6
KXTA-AM																				
SP '04		12							12											
WI '04		16						1	16	.1										
FA '03	1	10	.1	1	10							2	10	.1		2	10	.1		
SU '03																				
4-Book		10			3				7			1	3			1	3			
SP '03		9			9															
XTRA-AM																				
SP '04		41						1	29	.1										
WI '04		11																		
FA '03																				
SU '03		13			13															
4-Book		16			3				7											
SP '03	1	15	.1					5	15	.3		2	15	.1						
KYSR-FM																				
SP '04	56	1687	.5	3.3	74	771	.6	3.8	79	721	.7	4.8	75	877	.6	3.4	37	457	.3	2.7
WI '04	44	1741	.4	2.8	56	690	.5	2.9	35	672	.3	2.3	59	827	.5	2.7	38	620	.3	3.1
FA '03	49	1680	.4	2.9	93	777	.8	4.6	51	600	.4	3.0	71	749	.6	2.9	25	417	.2	1.8
SU '03	50	1656	.4	2.7	65	657	.5	3.4	74	791	.6	3.3	67	843	.6	3.0	21	370	.2	1.4
4-Book	50	1691	.4	2.9	72	724	.6	3.7	60	696	.5	3.4	68	824	.6	3.0	30	466	.3	2.3
SP '03	50	1588	.4	3.0	91	661	.8	4.8	60	687	.5	3.5	70	913	.6	3.2	21	424	.2	1.6
KZAB-FM																				
SP '04	16	306	.1	1.0	10	108	.1	.5	7	111	.1	.4	34	201	.3	1.5	11	134	.1	.8
WI '04	13	263	.1	.8	16	115	.1	.8	24	132	.2	1.6	23	106	.2	1.1	3	50	.2	
FA '03	15	509	.1	.9	15	199	.1	.7	17	212	.1	1.0	11	207	.1	.5	11	185	.1	.8
SU '03	13	324	.1	.7	17	157	.1	.9	16	157	.1	.7	10	127	.1	.5	9	109	.1	.6
4-Book	14	351	.1	.9	15	145	.1	.7	16	153	.1	.9	20	160	.2	.9	9	120	.1	.6
SP '03	27	423	.2	1.6	25	145	.2	1.3	27	172	.2	1.6	37	255	.3	1.7	21	147	.2	1.6
KZLA-FM																				
SP '04	30	534	.3	1.8	37	314	.3	1.9	31	317	.3	1.9	49	371	.4	2.2	15	210	.1	1.1
WI '04	27	667	.2	1.7	29	384	.2	1.5	42	379	.4	2.8	41	399	.3	1.9	15	235	.1	1.2
FA '03	24	683	.2	1.4	32	401	.3	1.6	23	301	.2	1.3	39	398	.3	1.6	13	203	.1	1.0
SU '03	21	615	.2	1.1	23	216	.2	1.2	28	384	.2	1.3	25	332	.2	1.1	15	194	.1	1.0
4-Book	26	625	.2	1.5	30	329	.3	1.6	31	345	.3	1.8	39	375	.3	1.7	15	211	.1	1.1
SP '03	38	643	.3	2.3	32	320	.3	1.7	60	321	.5	3.5	38	352	.3	1.7	29	243	.2	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KGFI-FM																				
SP '04	28	1039	.2	1.7	24	362	.2	1.2	20	383	.2	1.2	41	548	.3	1.9	30	380	.3	2.2
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	29	1098	.2	1.7	35	468	.3	1.7	21	382	.2	1.2	41	588	.3	1.7	34	510	.3	2.5
SU '03	22	1119	.2	1.2	21	335	.2	1.1	27	425	.2	1.2	27	466	.2	1.2	19	316	.2	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	24	1199	.2	1.4	22	368	.2	1.2	20	417	.2	1.2	26	534	.2	1.2	27	462	.2	2.1
TOTALS																				
SP '04	1683	11479	14.2		1937	9671	16.3		1644	8411	13.8		2198	9765	18.5		1379	8392	11.6	
WI '04	1596	11545	13.4		1933	9697	16.3		1522	8011	12.8		2148	9853	18.1		1225	7739	10.3	
FA '03	1719	11501	14.5		2023	9459	17.0		1705	7913	14.4		2408	10268	20.3		1355	8114	11.4	
SU '03	1841	11639	15.4		1909	9109	16.0		2223	9776	18.6		2212	10220	18.5		1509	8628	12.6	
4-Book	1710	11541	14.4		1951	9484	16.4		1774	8528	14.9		2242	10027	18.9		1367	8218	11.5	
SP '03	1668	11448	14.0		1907	9630	16.0		1734	8373	14.5		2190	10037	18.4		1282	8200	10.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends - Women 12-24

Target Listener Estimates

Women 12-24																			
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																			
SP '04	46			2	35	.1										8	11	.1	.5
4-Book	3 58	.2		1	20	.1										3	6	.1	.2
KBIG-FM																			
SP '04	38 800	.3	2.0	17	363	.1	1.1	3	12	.2		43	122	.4	1.9	29	93	.2	1.6
4-Book	44 810	.4	2.2	19	372	.2	1.3	11	49	.1	.9	31	110	.3	1.4	30	112	.2	1.6
KBUA-FM																			
SP '04	13 185	.1	.7	12	114	.1	.8	7	34	.1	.6	25	45	.2	1.1	6	11	.1	.3
4-Book	20 179	.2	1.0	14	114	.1	.9	13	38	.1	1.1	24	58	.2	1.1	12	35	.1	.7
KBUE-FM																			
SP '04	107 1153	.9	5.6	107	852	.9	7.2	112	329	.9	9.3	117	356	1.0	5.3	122	279	1.0	6.9
4-Book	75 923	.7	3.8	69	677	.6	4.7	63	204	.5	5.3	99	309	.9	4.4	90	235	.8	5.0
KCBS-FM																			
SP '04	18 622	.2	.9	16	405	.1	1.1	8	32	.1	.7	26	136	.2	1.2	15	83	.1	.8
4-Book	27 630	.2	1.4	16	355	.2	1.1	5	28	.1	.5	31	123	.3	1.4	21	86	.2	1.2
KOLD-FM																			
SP '04	5 135	.1	.3	3	39	.2		1	12	.1						21	27	.2	1.2
4-Book	7 231	.1	.4	5	129	.4		5	26	.1	.4	4	37	.1	.2	9	33	.1	.5
KDLE-FM																			
SP '04	3 181	.1	.2	3	106	.1	.2					2	22	.1		1	11	.1	
4-Book	14 284	.1	.7	13	168	.1	.9	11	40	.1	.9	24	63	.2	1.1	21	72	.2	1.2
KFI -AM																			
SP '04	12 196	.1	.6	7	101	.1	.5	16	54	.1	1.3	5	38	.1	.2	16	27	.1	.9
4-Book	10 221	.1	.5	4	72	.3		5	20	.1	.4	7	35	.1	.3	8	22	.1	.5
KFSH-FM																			
SP '04	14 358	.1	.7	14	284	.1	.9	12	78	.1	1.0	20	124	.2	.9	24	118	.2	1.4
4-Book	15 312	.2	.8	14	258	.1	1.0	11	65	.1	.9	24	113	.2	1.1	14	65	.1	.8
KFWB-AM																			
SP '04	4 152	.1	.2	1	60	.1		7	35	.1	.6								
4-Book	3 109	.2		2	57	.1		4	19	.1	.3	1	13						
KHHT-FM																			
SP '04	95 1456	.8	5.0	96	1101	.8	6.4	66	213	.6	5.5	95	434	.8	4.3	80	274	.7	4.5
4-Book	90 1589	.8	4.5	83	1102	.7	5.6	50	200	.4	4.1	83	359	.7	3.7	67	257	.6	3.7
KHJ -AM																			
SP '04	5 105	.1	.3	4	79	.1	.3	19	44	.2	1.6	5	21	.1	.2	3	10	.1	.2
4-Book	6 99	.3		3	46	.2		8	17	.1	.7	1	5	.1		3	13	.1	.2
KIIS-FM																			
SP '04	243 4555	2.0	12.8	185	2968	1.6	12.4	141	607	1.2	11.7	307	1166	2.6	13.8	197	752	1.7	11.1
4-Book	237 4586	2.0	12.1	185	3036	1.6	12.5	146	620	1.2	12.1	294	1246	2.5	13.0	209	848	1.8	11.6
KVVS-FM																			
SP '04	9 125	.1	.5	4	77	.1	.3	6	29	.1	.5	6	28	.1	.3	1	10	.1	.1
4-Book	13 183	.1	.7	9	115	.1	.6	7	41	.1	.6	15	61	.2	.7	13	48	.1	.8
KJLH-FM																			
SP '04	14 335	.1	.7	21	298	.2	1.4	13	32	.1	1.1	21	70	.2	.9	7	31	.1	.4
4-Book	17 341	.1	.9	26	295	.2	1.8	9	28	.1	.7	22	60	.2	1.0	17	51	.2	1.0
KKBT-FM																			
SP '04	169 3588	1.4	8.9	146	2630	1.2	9.8	91	457	.8	7.5	273	1126	2.3	12.3	187	734	1.6	10.6
4-Book	162 3368	1.4	8.2	134	2265	1.1	9.1	114	437	1.0	9.5	223	929	1.9	10.0	171	626	1.5	9.5
KKLA-FM																			
SP '04	1 52	.1														1	4		
4-Book	1 51	.1			11														

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAC-AM																				
SP '04	2	62	.1		2	63	.1						3	14	.1					
4-Book	4	62	.2		4	34	.3					1	4			1	5	.1		
KLAX-FM																				
SP '04	44	786	.4	2.3	38	716	.3	2.5	56	149	.5	4.6	69	289	.6	3.1	44	127	.4	2.5
4-Book	56	921	.5	2.8	48	712	.4	3.3	42	146	.4	3.5	94	305	.8	4.1	64	187	.6	3.5
KLOS-FM																				
SP '04	17	689	.1	.9	14	309	.1	.9	4	23	.3		30	133	.3	1.3	2	19	.1	.1
4-Book	19	528	.2	1.0	14	278	.1	1.0	7	27	.6		25	90	.2	1.1	15	58	.1	.8
KLSX-FM																				
SP '04	21	242	.2	1.1	2	45	.1										4	12	.2	.2
4-Book	17	242	.2	.9	2	48	.1		2	3	.2		1	11	.1		1	3	.1	.1
KLTX-AM																				
SP '04	4	94	.2		3	81	.2		7	23	.1	.6	1	14			4	23	.2	.2
4-Book	8	88	.1	.4	6	62	.4		7	20	.1	.6	11	23	.1	.5	5	16	.3	.3
KLVE-FM																				
SP '04	70	1092	.6	3.7	50	729	.4	3.3	41	137	.3	3.4	92	303	.8	4.1	50	158	.4	2.8
4-Book	74	1125	.6	3.8	53	717	.4	3.6	47	137	.4	3.9	77	243	.6	3.4	44	136	.4	2.4
KLYY-FM																				
SP '04	22	377	.2	1.2	17	274	.1	1.1	14	48	.1	1.2	30	72	.3	1.3	15	92	.1	.8
4-Book	26	447	.2	1.3	25	318	.2	1.7	21	69	.2	1.7	42	123	.4	1.8	29	108	.3	1.6
+KMXE-AM																				
SP '04	2	61	.1		3	24	.2		13	24	.1	1.1	9	24	.1	.4	6	13	.1	.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	11	135	.1	.6	5	99	.3		6	30	.1	.5	6	54	.1	.3	3	28	.2	.2
4-Book	7	187	.1	.4	5	106	.4		4	18	.1	.3	8	37	.1	.4	4	22	.2	.2
KNX -AM																				
SP '04	5	151	.3		3	88	.2		2	13	.2		8	26	.1	.4	5	27	.3	.3
4-Book	3	110	.2		3	57	.2		3	15	.3		8	20	.1	.4	2	10	.1	.1
KOST-FM																				
SP '04	60	797	.5	3.2	41	415	.3	2.7	18	40	.2	1.5	51	123	.4	2.3	60	136	.5	3.4
4-Book	51	896	.4	2.6	37	529	.3	2.5	29	92	.3	2.4	57	189	.5	2.5	43	111	.4	2.4
KPWR-FM																				
SP '04	252	4676	2.1	13.2	218	3443	1.8	14.6	161	735	1.4	13.3	375	1410	3.2	16.9	294	1024	2.5	16.6
4-Book	279	4587	2.3	14.1	212	3122	1.8	14.4	173	724	1.5	14.5	340	1293	2.9	15.1	287	978	2.5	15.9
KRCD-FM																				
SP '04	12	283	.1	.6	7	103	.1	.5	5	27	.4		18	64	.2	.8	8	23	.1	.5
4-Book	15	200	.1	.8	10	102	.1	.7	9	26	.1	.8	16	40	.2	.7	19	45	.2	1.1
KRCV-FM																				
SP '04		12			3	37	.2		4	12	.3		1	12						
4-Book	3	44	.1		2	40	.1		4	11	.3		4	13	.2		2	5	.1	.1
KRLA-AM																				
SP '04	11	76	.1	.6	4	25	.3		4	10	.3		8	10	.1	.4	10	10	.1	.6
4-Book	4	55	.2		1	11	.1		1	6	.1		2	3	.1	.1	3	3	.1	.2
KROQ-FM																				
SP '04	156	2589	1.3	8.2	100	1766	.8	6.7	54	248	.5	4.5	120	616	1.0	5.4	122	512	1.0	6.9
4-Book	162	2781	1.4	8.2	116	1831	1.0	7.9	82	309	.7	6.8	166	715	1.4	7.4	160	650	1.4	8.8
KRTH-FM																				
SP '04	40	1181	.3	2.1	35	710	.3	2.3	27	148	.2	2.2	50	206	.4	2.2	21	120	.2	1.2
4-Book	40	1000	.4	2.1	28	606	.2	1.9	24	121	.2	2.0	43	173	.4	1.9	32	132	.3	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

		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		
KSCA-FM																					
SP '04	27	461	.2	1.4	18	355	.2	1.2	40	104	.3	3.3	6	60	.1	.3	4	12	.2		
4-Book	35	520	.3	1.8	18	308	.2	1.2	32	88	.3	2.6	18	75	.2	.8	27	63	.2	1.5	
KSPN-AM																					
SP '04	1	47	.1		1	25	.1						1	10			1	12	.1		
4-Book	1	49	.1		2	34	.1						1	10			4	16	.2		
KSSE-FM																					
SP '04	77	1156	.6	4.0	48	750	.4	3.2	61	239	.5	5.0	84	284	.7	3.8	56	207	.5	3.2	
4-Book	92	1162	.8	4.6	68	796	.6	4.6	83	266	.7	6.8	130	356	1.1	5.7	71	219	.6	4.0	
KSUR-AM																					
SP '04	2	56	.1		2	26	.1		3	13	.2		5	13	.2						
4-Book	1	17			1	9			1	3	.1		2	6	.1			3			
KTWV-FM																					
SP '04	18	299	.2	.9	9	171	.1	.6	10	35	.1	.8	11	37	.1	.5	13	44	.1	.7	
4-Book	17	254	.2	.9	8	130	.1	.6	5	21	.4		10	29	.1	.5	11	27	.1	.6	
KWIZ-FM																					
SP '04	12	196	.1	.6	9	121	.1	.6	14	46	.1	1.2	2	12	.1	.1	14	34	.1	.8	
4-Book	14	223	.1	.7	12	127	.1	.8	17	49	.1	1.4	15	45	.1	.7	13	29	.1	.7	
KWKV-AM																					
SP '04	2	35	.1		2	31	.1		4	9	.3		2	22	.1		4	9	.2		
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																					
SP '04	5	78	.3		4	68	.3						2	12	.1		11	22	.1	.6	
4-Book	5	103	.2		3	65	.2		1	10	.1		1	6			4	14	.3		
KXOL-FM																					
SP '04	21	405	.2	1.1	21	333	.2	1.4	3	14	.2	.2	20	89	.2	.9	20	63	.2	1.1	
4-Book	38	554	.4	1.9	27	373	.3	1.8	20	59	.2	1.6	47	130	.4	2.1	31	82	.3	1.7	
KXTA-AM																					
SP '04		12																			
4-Book		10																			
XTRA-AM																					
SP '04	1	29	.1		1	12											3	12	.2		
4-Book		11				6											1	3	.1		
KYSR-FM																					
SP '04	77	1403	.6	4.0	32	776	.3	2.1	21	114	.2	1.7	67	256	.6	3.0	59	220	.5	3.3	
4-Book	66	1393	.6	3.4	33	770	.3	2.2	23	86	.2	1.9	49	236	.4	2.2	47	190	.4	2.6	
KZAB-FM																					
SP '04	16	269	.1	.8	19	139	.2	1.3	15	39	.1	1.2	9	39	.1	.4	47	76	.4	2.7	
4-Book	17	278	.1	.8	14	194	.2	1.0	11	31	.1	.9	21	81	.2	.9	26	62	.2	1.5	
KZLA-FM																					
SP '04	39	470	.3	2.0	27	382	.2	1.8	27	102	.2	2.2	30	182	.3	1.3	28	148	.2	1.6	
4-Book	33	556	.3	1.7	20	367	.2	1.4	14	69	.1	1.2	26	121	.2	1.2	24	124	.2	1.3	
KGGI-FM																					
SP '04	27	846	.2	1.4	28	602	.2	1.9	17	78	.1	1.4	38	187	.3	1.7	25	127	.2	1.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																					
SP '04	1904	11281	16.0		1494	9781	12.6		1209	3866	10.2		2224	5982	18.7		1772	4714	14.9		
4-Book	1972	11348	16.6		1475	9712	12.4		1206	3665	10.2		2252	5976	19.0		1807	4880	15.2		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 12-24

Target Listener Estimates - Women 12-24

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM SP '04 4-Book	9 3	23 9	.1 .1	.7 .2					1 8		.1									
KBIG-FM SP '04 4-Book	20 15	62 67	.2 .1	1.5 1.1	10 12	34 51	.1 .1	1.1 1.4	8 19	60 75	.1 .2	.5 1.2	14 23	67 89	.1 .2	.9 1.5	8 11	58 56	.1 .1	.7 1.0
KBUA-FM SP '04 4-Book	6 7	23 24	.1 .1	.4 .6	11 11	23 25	.1 .1	1.3 1.3	18 16	35 46	.2 .2	1.1 1.0	13 13	23 30	.1 .1	.8 .9	7 11	23 31	.1 .1	.6 .9
KBUE-FM SP '04 4-Book	78 56	228 174	.7 .5	5.7 4.3	87 46	241 144	.7 .4	9.9 5.2	154 92	422 250	1.3 .8	9.1 5.6	120 68	329 177	1.0 .6	7.8 4.6	69 39	181 122	.6 .3	6.0 3.4
KCBS-FM SP '04 4-Book	23 14	94 60	.2 .1	1.7 1.1	2 5	23 28	.2 .5		15 18	98 108	.1 .2	.9 1.1	28 25	90 80	.2 .2	1.8 1.7	11 13	53 73	.1 .1	1.0 1.2
KDLD-FM SP '04 4-Book	3 6	8 28	.1 .1	.2 .5	3 3	13 13	.4 .4		1 6	8 33	.1 .1	.4 .4	4 4	24 24	.1 .1	.3 .3	2 2	21 21	.2 .2	
KDLE-FM SP '04 4-Book	1 12	11 57	.1 .1	.1 .9	1 4	11 21	.1 .5		7 12	37 41	.1 .1	.4 .7	9 8	58 43	.1 .1	.6 .5	6 6	39 39	.5 .5	
KFI -AM SP '04 4-Book	16 5	26 13	.1 .1	1.2 .4	3 3	21 14	.3 .3		1 3	10 14	.1 .2			3 3						
KFSH-FM SP '04 4-Book	3 8	27 45	.1 .1	.2 .6	18 18	121 102	.2 .2	2.0 2.0	23 25	137 122	.2 .2	1.4 1.6	15 12	76 63	.1 .1	1.0 .9	5 5	33 33	.4 .4	
KFWB-AM SP '04 4-Book	1 1	6 6	.1 .1		2 2	13 9	.2 .2		1 3	13 16	.1 .2		2 2	25 10	.1 .1		1 1	5 5	.1 .1	
KHHT-FM SP '04 4-Book	73 72	260 258	.6 .6	5.4 5.6	42 39	143 137	.4 .4	4.8 4.4	50 50	252 244	.4 .4	2.9 3.1	97 87	333 327	.8 .7	6.3 6.0	242 196	466 403	2.0 1.6	21.0 17.5
KHJ -AM SP '04 4-Book	1 1	3 3	.1 .1		3 5	25 14	.3 .6		4 3	13 9	.2 .2		4 3	13 9	.3 .2		2 2	3 3	.2 .2	
KIIS-FM SP '04 4-Book	196 179	717 765	1.7 1.5	14.4 13.9	105 112	434 463	.9 1.0	11.9 12.9	240 220	956 956	2.0 1.9	14.1 13.2	170 173	642 675	1.4 1.5	11.1 11.9	98 125	459 544	.8 1.1	8.5 11.1
KVVS-FM SP '04 4-Book	6 6	31 31	.1 .1	.5 .5	4 4	19 20	.5 .5		6 9	38 35	.1 .1	.4 .6	12 10	19 29	.1 .1	.8 .7	6 6	30 30	.1 .1	.5 .5
KJLH-FM SP '04 4-Book	19 21	54 53	.2 .2	1.4 1.6	31 39	77 103	.3 .3	3.5 4.4	31 54	127 134	.3 .5	1.8 3.3	22 31	35 66	.2 .3	1.4 2.1	22 14	44 36	.2 .2	1.9 1.2
KKBT-FM SP '04 4-Book	124 113	543 460	1.0 1.0	9.1 8.6	73 68	293 269	.6 .6	8.3 7.8	169 141	721 580	1.4 1.2	9.9 8.7	97 130	467 498	.8 1.1	6.3 8.9	128 100	502 420	1.1 .9	11.1 8.8
KKLA-FM SP '04 4-Book	1 1	5 5	.1 .1						1 5		.1						1 3		.1 .1	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 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	
KLAC-AM																				
SP '04								8	20	.1	.5	7	30	.1	.5					
4-Book	3	9		.2				11	16	.1	.7	10	22	.1	.7	8	10	.1	.7	
KLAX-FM																				
SP '04	45	165	.4	3.3	19	82	.2	2.2	38	154	.3	2.2	15	74	.1	1.0	18	75	.2	1.6
4-Book	40	142	.4	3.0	26	90	.3	3.0	56	201	.5	3.4	33	129	.3	2.3	26	104	.2	2.3
KLOS-FM																				
SP '04	12	55	.1	.9		8		18	78	.2	1.1	22	61	.2	1.4	16	57	.1	1.4	
4-Book	18	52	.2	1.4	3	25		19	86	.2	1.2	8	34	.1	.5	12	42	.1	1.1	
KLSX-FM																				
SP '04					6	25	.1	.7				7	20	.1	.5	2	12		.2	
4-Book		4			7	26	.1	.8	1	6		5	14	.1	.3	1	6		.1	
KLTX-AM																				
SP '04	3	13		.2	8	24	.1	.9								5	8		.4	
4-Book	5	15		.4	5	17	.1	.6	6	18	.1	.4	5	11	.1	.3	5	8		.4
KLVE-FM																				
SP '04	52	178	.4	3.8	29	107	.2	3.3	24	126	.2	1.4	54	132	.5	3.5	52	169	.4	4.5
4-Book	57	183	.5	4.3	30	105	.3	3.4	62	193	.5	3.8	52	133	.5	3.5	43	140	.4	3.6
KLYY-FM																				
SP '04	16	25	.1	1.2	13	39	.1	1.5	31	70	.3	1.8	14	38	.1	.9	5	12		.4
4-Book	19	62	.2	1.4	21	63	.2	2.4	30	81	.3	1.7	21	66	.2	1.4	15	50	.1	1.2
+KMXE-AM																				
SP '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																				
SP '04					10	47	.1	1.1	4	19		.2	6	11	.1	.4	10	26	.1	.9
4-Book	3	15		.3	8	33	.1	.9	4	28		.2	8	21	.1	.6	5	21		.4
KNX -AM																				
SP '04					1	11		.1					6	49	.1	.4				
4-Book		2			2	11		.2	3	10	.1	.2	4	19	.1	.3		2		
KOST-FM																				
SP '04	51	127	.4	3.7	19	39	.2	2.2	52	129	.4	3.1	36	83	.3	2.3	33	98	.3	2.9
4-Book	54	176	.5	4.1	13	46	.1	1.4	34	116	.3	2.1	29	94	.3	2.0	32	102	.3	2.7
KPWR-FM																				
SP '04	230	845	1.9	16.9	85	359	.7	9.7	230	941	1.9	13.5	242	803	2.0	15.8	109	476	.9	9.4
4-Book	200	788	1.7	15.5	97	417	.8	10.9	233	862	2.0	14.1	213	722	1.8	14.7	135	509	1.1	11.6
KRCO-FM																				
SP '04					3	27		.3	12	39	.1	.7	8	38	.1	.5				
4-Book	5	20		.4	6	19		.6	14	36	.2	.9	11	29	.1	.8	2	8		.2
KRCV-FM																				
SP '04	6	23	.1	.4	8	25	.1	.9	3	25		.2	1	12		.1	1	12		.1
4-Book	2	6		.1	2	9		.3	2	14		.2	2	8		.2	1	6		.1
KRLA-AM																				
SP '04	6	10	.1	.4					1	15		.1								
4-Book	2	5		.2						4										
KRDQ-FM																				
SP '04	112	504	.9	8.2	37	189	.3	4.2	134	558	1.1	7.9	109	380	.9	7.1	94	363	.8	8.1
4-Book	118	485	1.0	9.1	52	232	.4	5.9	122	534	1.0	7.4	114	414	1.0	7.8	100	404	.8	8.6
KRTH-FM																				
SP '04	29	95	.2	2.1	14	77	.1	1.6	37	147	.3	2.2	67	222	.6	4.4	35	117	.3	3.0
4-Book	20	75	.2	1.6	24	97	.2	2.7	27	143	.2	1.6	32	135	.3	2.2	23	99	.2	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KSCA-FM SP '04 4-Book	13 9	49 39	.1 .1	1.0 .7	26 18	79 49	.2 .1	3.0 2.1	28 15	97 67	.2 .1	1.6 .9	24 19	81 65	.2 .2	1.6 1.3	8 8	48 34	.1 .1	.7 .7
KSPN-AM SP '04 4-Book	4	13		.3					2	13		.1	1	3		.1	8 3	14 6	.1 .2	.7 .2
KSSE-FM SP '04 4-Book	40 48	137 206	.3 .4	2.9 3.7	34 39	135 147	.3 .3	3.9 4.4	53 71	257 263	.4 .6	3.1 4.3	32 61	127 175	.3 .5	2.1 4.1	20 37	117 142	.2 .3	1.7 3.2
KSUR-AM SP '04 4-Book	3 1	26 7		.2 .1	3 1	13 3		.3 .1												
KTWV-FM SP '04 4-Book	11 8	30 35	.1 .1	.8 .6	9 6	10 18	.1 .1	1.0 .6	11 14	43 52	.1 .1	.6 .8	4	17		.3	8 5	22 27	.1 .1	.7 .4
KWIZ-FM SP '04 4-Book	8	30	.1	.6	6	27 20	.1 .1	.7 .8	15 13	36 27	.1 .1	.9 .8	12 12	23 26	.1 .1	.8 .9	8 10	36 29	.1 .1	.7 .9
KWKW-AM SP '04 4-Book	**	**	**	**	4 **	8 **		.5 **	2 **	8 **		.1 **	**	**	**	**	**	**	**	**
KWVE-FM SP '04 4-Book	2	10		.1	5 3	20 15		.6 .3	8 5	20 25	.1 .1	.5 .3	2	6		.1	3 1	14 7	.3 .1	
KXDL-FM SP '04 4-Book	6 21	41 73	.1 .2	.4 1.6	17 22	63 67	.1 .2	1.9 2.5	41 31	133 114	.3 .3	2.4 1.9	34 28	94 93	.3 .3	2.2 1.9	22 16	77 57	.2 .1	1.9 1.4
KXTA-AM SP '04 4-Book																				
XTRA-AM SP '04 4-Book									2	3		.1	2	3		.1				
KYSR-FM SP '04 4-Book	28 33	163 145	.2 .3	2.1 2.6	9 15	81 74	.1 .2	1.0 1.6	24 35	167 198	.2 .3	1.4 2.1	31 36	196 199	.3 .3	2.0 2.5	17 25	57 114	.1 .2	1.5 2.2
KZAB-FM SP '04 4-Book	11 10	25 33	.1 .1	.8 .8	21 13	52 42	.2 .1	2.4 1.5	28 17	62 62	.2 .1	1.6 1.0	25 10	51 30	.2 .1	1.6 .7	5 9	13 28	.4 .1	.8 .8
KZLA-FM SP '04 4-Book	12 11	99 74	.1 .1	.9 .8	32 19	92 69	.3 .2	3.6 2.1	30 28	113 137	.3 .3	1.8 1.7	45 30	148 115	.4 .3	2.9 2.0	13 8	84 50	.1 .1	1.1 .7
KGGI-FM SP '04 4-Book	23 **	143 **	.2 **	1.7 **	30 **	70 **	.3 **	3.4 **	48 **	193 **	.4 **	2.8 **	27 **	149 **	.2 **	1.8 **	14 **	66 **	.1 **	1.2 **
TOTALS SP '04 4-Book	1364 1303	3991 4025	11.5 11.0		879 879	2950 2776	7.4 7.4		1701 1647	4922 4752	14.3 13.9		1533 1456	4147 3954	12.9 12.3		1154 1138	3427 3413	9.7 9.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	5	201	.2	2	55	.1	5	40	.1	11	79	.1	4	63	.3					
WI '04	10	207	.1	8	64	.2	12	88	.1	26	142	.2	7	28	.6					
FA '03	6	183	.2	6	67	.2	7	107	.2	5	105	.2	10	45	.1					
SU '03	2	128	.1	2	13	.1	2	22	.1	3	41	.1	1	43	.1					
4-Book	6	180	.2	5	50	.2	7	64	.2	11	92	.1	6	45	.5					
SP '03	6	195	.2	5	55	.1	6	70	.2	17	137	.1	5	52	.4					
KBIG-FM																				
SP '04	92	2225	.6	3.5	90	891	.6	2.5	200	1196	1.2	5.4	130	1098	.8	4.1	31	578	.2	2.4
WI '04	70	1927	.4	2.8	76	633	.5	2.2	136	907	.8	3.7	84	860	.5	2.8	26	524	.2	2.3
FA '03	93	2532	.6	3.5	117	1039	.7	3.2	176	1298	1.1	4.8	115	1308	.7	3.5	41	613	.3	3.1
SU '03	108	2208	.7	3.9	126	867	.8	3.5	212	1166	1.3	5.3	147	1120	.9	4.2	34	506	.2	2.1
4-Book	91	2223	.6	3.4	102	858	.7	2.9	181	1142	1.1	4.8	119	1097	.7	3.7	33	555	.2	2.5
SP '03	99	2186	.6	3.7	129	850	.8	3.6	196	1069	1.2	5.1	133	1112	.8	4.0	20	466	.1	1.4
KBUA-FM																				
SP '04	26	260	.2	1.0	36	163	.2	1.0	43	139	.3	1.2	17	150	.1	.5	9	50	.1	.7
WI '04	14	159	.1	.6	12	83	.1	.3	16	84	.1	.4	14	106	.1	.5	6	63	.5	.5
FA '03	15	146	.1	.6	27	104	.2	.7	16	107	.1	.4	12	79	.1	.4	7	79	.5	.5
SU '03	32	319	.2	1.1	43	200	.3	1.2	59	232	.4	1.5	35	193	.2	1.0	10	94	.1	.6
4-Book	22	221	.2	.8	30	138	.2	.8	34	141	.2	.9	20	132	.1	.6	8	72	.1	.6
SP '03	10	180	.1	.4	11	103	.1	.3	18	118	.1	.5	12	89	.1	.4	4	51	.3	.3
KBUE-FM																				
SP '04	85	1460	.5	3.3	109	690	.7	3.0	105	840	.7	2.8	96	860	.6	3.1	57	543	.4	4.4
WI '04	79	1218	.5	3.2	102	675	.6	2.9	96	652	.6	2.6	97	636	.6	3.2	49	428	.3	4.3
FA '03	82	1319	.5	3.1	87	568	.5	2.4	112	726	.7	3.0	84	718	.5	2.6	40	365	.2	3.1
SU '03	75	1383	.5	2.7	95	585	.6	2.6	93	751	.6	2.3	102	822	.6	2.9	42	417	.3	2.6
4-Book	80	1345	.5	3.1	98	630	.6	2.7	102	742	.7	2.7	95	759	.6	3.0	47	438	.3	3.6
SP '03	60	1147	.4	2.2	80	441	.5	2.2	78	682	.5	2.0	54	509	.3	1.6	28	325	.2	2.0
KCBS-FM																				
SP '04	27	1147	.2	1.0	39	513	.2	1.1	34	476	.2	.9	35	605	.2	1.1	14	263	.1	1.1
WI '04	42	1344	.3	1.7	38	454	.2	1.1	65	650	.4	1.8	66	660	.4	2.2	16	320	.1	1.4
FA '03	32	1094	.2	1.2	41	398	.3	1.1	55	486	.3	1.5	47	567	.3	1.4	15	329	.1	1.1
SU '03	44	1385	.3	1.6	69	562	.4	1.9	81	680	.5	2.0	46	647	.3	1.3	17	363	.1	1.1
4-Book	36	1243	.3	1.4	47	482	.4	1.3	59	573	.4	1.6	49	620	.3	1.5	16	319	.1	1.2
SP '03	43	1297	.3	1.6	58	502	.4	1.6	57	596	.3	1.5	58	658	.4	1.7	26	299	.2	1.9
KDLD-FM																				
SP '04	11	367	.1	.4	15	195	.1	.4	10	191	.1	.3	16	189	.1	.5	8	178	.1	.6
WI '04	8	374	.1	.3	8	129	.1	.2	11	193	.1	.3	13	231	.1	.4	9	92	.1	.8
FA '03	12	484	.1	.5	15	209	.1	.4	6	167	.1	.2	23	336	.1	.7	8	203	.6	.6
SU '03	14	563	.1	.5	10	160	.1	.3	12	257	.1	.3	24	317	.1	.7	11	216	.1	.7
4-Book	11	447	.1	.4	12	173	.1	.3	10	202	.1	.3	19	268	.1	.6	9	172	.1	.7
SP '03	14	441	.1	.5	10	165	.1	.3	17	182	.1	.4	22	249	.1	.7	11	147	.1	.8
KDLE-FM																				
SP '04	13	417	.1	.5	12	189	.1	.3	18	228	.1	.5	17	276	.1	.5	8	102	.6	.6
WI '04	18	491	.1	.7	13	216	.1	.4	21	271	.1	.6	26	314	.2	.9	16	158	.1	1.4
FA '03	23	587	.1	.9	23	287	.1	.6	36	252	.2	1.0	31	277	.2	.9	11	301	.1	.8
SU '03	40	737	.2	1.4	25	317	.2	.7	51	439	.3	1.3	59	466	.4	1.7	23	307	.1	1.4
4-Book	24	558	.1	.9	18	252	.1	.5	32	298	.2	.9	33	333	.2	1.0	15	217	.1	1.1
SP '03	18	617	.1	.7	25	289	.2	.7	19	224	.1	.5	36	404	.2	1.1	12	207	.1	.9
KFI -AM																				
SP '04	23	644	.1	.9	16	225	.1	.4	36	247	.2	1.0	38	275	.2	1.2	18	137	.1	1.4
WI '04	26	498	.2	1.0	31	255	.2	.9	53	297	.3	1.5	43	278	.3	1.4	6	56	.5	.5
FA '03	28	637	.2	1.1	39	258	.2	1.1	23	269	.1	.6	59	344	.4	1.8	21	157	.1	1.6
SU '03	30	673	.2	1.1	31	266	.2	.9	54	280	.3	1.4	38	360	.2	1.1	13	124	.1	.8
4-Book	27	613	.2	1.0	29	251	.2	.8	42	273	.2	1.1	45	314	.3	1.4	15	119	.1	1.1
SP '03	15	513	.1	.6	25	215	.2	.7	19	245	.1	.5	23	238	.1	.7	8	87	.6	.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KFSH-FM																				
SP '04	22	538	.1	.8	22	301	.1	.6	34	293	.2	.9	27	295	.2	.9	9	198	.1	.7
WI '04	34	590	.2	1.4	55	457	.3	1.6	41	321	.3	1.1	37	370	.2	1.2	13	235	.1	1.1
FA '03	20	478	.1	.8	25	224	.2	.7	35	259	.2	.9	31	205	.2	.9	4	134		.3
SU '03	29	700	.2	1.0	33	367	.2	.9	32	374	.2	.8	41	394	.2	1.2	16	223	.1	1.0
4-Book	26	577	.2	1.0	34	337	.2	1.0	36	312	.2	.9	34	316	.2	1.1	11	198	.1	.8
SP '03	21	431	.1	.8	26	235	.2	.7	27	239	.2	.7	27	191	.2	.8	10	126	.1	.7
KFWB-AM																				
SP '04	7	445		.3	27	303	.2	.7	2	74		.1	10	169	.1	.3	1	56		.1
WI '04	11	324	.1	.4	20	254	.1	.6	22	119	.1	.6	12	153	.1	.4	4	80		.3
FA '03	11	515	.1	.4	26	287	.2	.7	3	105		.1	11	222	.1	.3	7	102		.5
SU '03	5	366		.2	12	131	.1	.3	3	72		.1	5	185		.1	4	63		.3
4-Book	9	413	.1	.3	21	244	.2	.6	8	93	.2	.2	10	182	.1	.3	4	75		.3
SP '03	9	476	.1	.3	17	257	.1	.5	7	172		.2	21	206	.1	.6	3	118		.2
KHHT-FM																				
SP '04	133	2616	.8	5.1	145	1165	.9	4.0	170	1348	1.1	4.6	154	1444	1.0	4.9	101	1077	.6	7.8
WI '04	121	2255	.8	4.9	125	902	.8	3.6	182	1207	1.1	5.0	144	1171	.9	4.8	70	899	.4	6.1
FA '03	113	2468	.7	4.3	124	1064	.8	3.4	159	1085	1.0	4.3	128	1213	.8	3.9	90	1007	.6	6.9
SU '03	124	2402	.7	4.4	137	1137	.8	3.8	187	1260	1.1	4.7	146	1248	.9	4.2	80	905	.5	5.0
4-Book	123	2435	.8	4.7	133	1067	.8	3.7	175	1225	1.1	4.7	143	1269	.9	4.5	85	972	.5	6.5
SP '03	113	2494	.7	4.2	133	950	.8	3.7	175	1215	1.1	4.6	123	1223	.7	3.7	89	971	.5	6.4
KHJ -AM																				
SP '04	9	251	.1	.3	10	114	.1	.3	12	125	.1	.3	13	104	.1	.4	2	48		.2
WI '04	9	229	.1	.4	10	121	.1	.3	14	107	.1	.4	8	69		.3	5	67		.4
FA '03	9	214	.1	.3	4	63		.1	14	140	.1	.4	11	60	.1	.3	5	36		.4
SU '03	19	358	.1	.7	29	177	.2	.8	37	205	.2	.9	19	116	.1	.5	3	60		.2
4-Book	12	263	.1	.4	13	119	.1	.4	19	144	.1	.5	13	87	.1	.4	4	53		.3
SP '03	19	253	.1	.7	28	119	.2	.8	22	97	.1	.6	14	98	.1	.4	13	76	.1	.9
KIIS-FM																				
SP '04	153	4558	1.0	5.9	209	2123	1.3	5.7	194	2349	1.2	5.2	218	2485	1.4	6.9	79	1249	.5	6.1
WI '04	163	4479	1.0	6.6	224	2122	1.4	6.4	220	2426	1.4	6.1	212	2568	1.3	7.0	99	1373	.6	8.7
FA '03	139	4273	.9	5.3	192	1826	1.2	5.3	184	2227	1.1	5.0	174	2389	1.1	5.3	62	1347	.4	4.7
SU '03	161	4473	1.0	5.8	196	1979	1.2	5.4	240	2546	1.5	6.0	198	2610	1.2	5.7	88	1464	.5	5.5
4-Book	154	4446	1.0	5.9	205	2013	1.3	5.7	210	2387	1.3	5.6	201	2513	1.3	6.2	82	1358	.5	6.3
SP '03	163	4737	1.0	6.0	222	2190	1.3	6.2	210	2387	1.3	5.5	206	2581	1.2	6.2	77	1431	.5	5.5
KVVS-FM																				
SP '04	14	142	.1	.5	28	98	.2	.8	21	119	.1	.6	23	114	.1	.7	1	29		.1
WI '04	7	167		.3	14	72	.1	.4	14	159	.1	.4	5	98		.2	2	55		.2
FA '03	4	124		.2	1	54		.1	6	57		.2	5	66		.2	1	39		.1
SU '03	10	160	.1	.4	11	70	.1	.3	16	88	.1	.4	9	98	.1	.3	8	60		.5
4-Book	9	148	.1	.4	14	74	.1	.4	14	106	.1	.4	11	94	.1	.4	3	46		.2
SP '03	8	188		.3	7	76		.2	8	95		.2	9	113	.1	.3	3	50		.2
KJLH-FM																				
SP '04	42	747	.3	1.6	41	231	.3	1.1	49	373	.3	1.3	46	423	.3	1.5	30	248	.2	2.3
WI '04	48	748	.3	1.9	65	383	.4	1.9	59	333	.4	1.6	67	367	.4	2.2	17	236	.1	1.5
FA '03	40	767	.2	1.5	37	314	.2	1.0	50	352	.3	1.4	41	379	.3	1.3	25	298	.2	1.9
SU '03	55	713	.3	2.0	53	293	.3	1.5	52	261	.3	1.3	56	355	.3	1.6	67	291	.4	4.2
4-Book	46	744	.3	1.8	49	305	.3	1.4	53	330	.3	1.4	53	381	.3	1.7	35	268	.2	2.5
SP '03	35	742	.2	1.3	29	199	.2	.8	31	309	.2	.8	34	357	.2	1.0	21	223	.1	1.5
KBBT-FM																				
SP '04	131	3412	.8	5.0	205	1608	1.3	5.6	156	1847	1.0	4.2	150	1794	.9	4.8	61	1094	.4	4.7
WI '04	109	2869	.7	4.4	147	1262	.9	4.2	124	1548	.8	3.4	143	1573	.9	4.7	76	969	.5	6.6
FA '03	161	3176	1.0	6.1	266	1462	1.7	7.4	182	1754	1.1	4.9	195	1654	1.2	6.0	89	1188	.6	6.8
SU '03	137	2990	.8	4.9	229	1325	1.4	6.3	153	1551	.9	3.8	170	1520	1.0	4.9	78	1061	.5	4.9
4-Book	135	3112	.8	5.1	212	1414	1.3	5.9	154	1675	1.0	4.1	165	1635	1.0	5.1	76	1078	.5	5.8
SP '03	115	3451	.7	4.3	190	1559	1.1	5.3	132	1649	.8	3.4	158	1732	1.0	4.8	57	1062	.3	4.1

Target Listener Trends - Women 18-34

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	Women 18-34																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKLA-FM																				
SP '04	1	65			4	54	.1		2	20	.1		12			1	20	.1		
W1 '04	3	147	.1		6	78	.2		5	95	.1		2	52	.1	1	43	.1		
FA '03	5	180	.2		11	123	.3		5	53	.1		4	27	.1	2	71	.2		
SU '03	5	153	.2		9	80	.2		5	76	.1		6	59	.2	1	43	.1		
4-Book	4	136	.1		8	84	.1		4	61	.1		3	38	.1	1	44	.1		
SP '03	6	160	.2		23	95	.6		9	117	.2		5	66	.2		10			
KLAC-AM																				
SP '04	3	286	.1		1	27			30				7	161	.2	6	79	.5		
W1 '04	3	116	.1		3	26	.1		4	51	.1		5	65	.2	1	35	.1		
FA '03	5	170	.2		2	15	.1		11	54	.3		5	87	.2	5	94	.4		
SU '03	7	126	.3		9	98	.1		1	31			8	48	.2	13	58	.1		
4-Book	5	175	.2		4	42	.1		4	42	.1		6	90	.2	6	67	.5		
SP '03	3	201	.1		4	54	.1		12				4	125	.1	3	61	.2		
KLAX-FM																				
SP '04	131	1951	.8	5.0	266	1080	1.7	7.3	185	1216	1.2	5.0	108	843	.7	3.4	30	380	.2	2.3
W1 '04	100	1701	.6	4.0	168	967	1.0	4.8	161	1049	1.0	4.4	94	770	.6	3.1	27	405	.2	2.4
FA '03	113	2008	.7	4.3	164	971	1.0	4.5	145	1129	.9	3.9	124	987	.8	3.8	36	511	.2	2.8
SU '03	123	1999	.7	4.4	178	992	1.1	4.9	172	1121	1.0	4.3	127	1000	.8	3.7	58	552	.4	3.6
4-Book	117	1915	.7	4.4	194	1003	1.2	5.4	166	1129	1.0	4.4	113	900	.7	3.5	38	462	.3	2.8
SP '03	141	2051	.9	5.2	172	1206	1.0	4.8	228	1320	1.4	6.0	127	939	.8	3.8	60	622	.4	4.3
KLOS-FM																				
SP '04	34	1193	.2	1.3	43	381	.3	1.2	65	564	.4	1.7	38	453	.2	1.2	13	257	.1	1.0
W1 '04	23	1055	.1	.9	32	454	.2	.9	26	435	.2	.7	29	491	.2	1.0	11	170	.1	1.0
FA '03	25	1063	.2	1.0	42	435	.3	1.2	37	533	.2	1.0	33	483	.2	1.0	8	134		.6
SU '03	40	1205	.2	1.4	27	373	.2	.7	35	440	.2	.9	64	520	.4	1.8	39	313	.2	2.4
4-Book	31	1129	.2	1.2	36	411	.3	1.0	41	493	.3	1.1	41	487	.3	1.3	18	219	.1	1.3
SP '03	27	1108	.2	1.0	47	435	.3	1.3	35	487	.2	.9	38	477	.2	1.1	9	288	.1	.6
KLSX-FM																				
SP '04	67	1074	.4	2.6	132	506	.8	3.6	142	522	.9	3.8	96	623	.6	3.1	3	116		.2
W1 '04	44	789	.3	1.8	107	479	.7	3.1	86	444	.5	2.4	45	317	.3	1.5	2	88		.2
FA '03	28	792	.2	1.1	76	360	.5	2.1	27	303	.2	.7	40	260	.2	1.2	6	95		.5
SU '03	45	863	.3	1.6	136	523	.8	3.7	62	404	.4	1.6	39	370	.2	1.1	9	161	.1	.6
4-Book	46	880	.3	1.8	113	467	.7	3.1	79	418	.5	2.1	55	393	.3	1.7	5	115		.4
SP '03	42	761	.3	1.6	102	433	.6	2.9	56	413	.3	1.5	63	344	.4	1.9	6	111		.4
KLTX-AM																				
SP '04	29	245	.2	1.1	44	206	.3	1.2	43	192	.3	1.2	33	153	.2	1.1	12	121	.1	.9
W1 '04	15	234	.1	.6	17	103	.1	.5	22	158	.1	.6	11	111	.1	.4	7	64		.6
FA '03	23	189	.1	.9	44	163	.3	1.2	37	132	.2	1.0	17	108	.1	.5	5	56		.4
SU '03	30	230	.2	1.1	34	167	.2	.9	45	144	.3	1.1	35	135	.2	1.0	11	77	.1	.7
4-Book	24	225	.2	.9	35	160	.2	1.0	37	157	.2	1.0	24	127	.2	.8	9	80	.1	.7
SP '03	30	197	.2	1.1	37	171	.2	1.0	47	121	.3	1.2	25	82	.2	.8	16	83	.1	1.1
KLVE-FM																				
SP '04	135	2281	.8	5.2	154	1029	1.0	4.2	200	1371	1.2	5.4	132	1047	.8	4.2	91	795	.6	7.1
W1 '04	142	2407	.9	5.7	190	1198	1.2	5.4	276	1542	1.7	7.6	120	1043	.7	4.0	49	665	.3	4.3
FA '03	140	2652	.9	5.3	179	1153	1.1	5.0	223	1412	1.4	6.0	153	1259	1.0	4.7	88	944	.5	6.7
SU '03	134	2499	.8	4.8	141	1162	.9	3.9	219	1534	1.3	5.5	142	1155	.9	4.1	104	991	.6	6.5
4-Book	138	2460	.9	5.3	166	1136	1.1	4.6	230	1465	1.4	6.1	137	1126	.9	4.3	83	849	.5	6.2
SP '03	110	2316	.7	4.1	153	1083	.9	4.3	207	1342	1.3	5.4	84	838	.5	2.5	54	641	.3	3.9
KLYY-FM																				
SP '04	65	1030	.4	2.5	30	301	.2	.8	125	651	.8	3.4	85	485	.5	2.7	33	320	.2	2.6
W1 '04	63	1070	.4	2.5	56	449	.3	1.6	123	679	.8	3.4	59	515	.4	1.9	24	286	.1	2.1
FA '03	51	1051	.3	1.9	47	461	.3	1.3	94	546	.6	2.5	54	568	.3	1.6	19	284	.1	1.5
SU '03	47	1000	.3	1.7	45	383	.3	1.2	69	471	.4	1.7	40	370	.2	1.2	24	299	.1	1.5
4-Book	57	1038	.4	2.2	45	399	.3	1.2	103	587	.7	2.8	60	485	.4	1.9	25	297	.1	1.9
SP '03	81	1546	.5	3.0	71	606	.4	2.0	135	942	.8	3.5	115	806	.7	3.5	46	437	.3	3.3

** Station(s) not reported this survey.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KMXE-AM																				
SP '04	2	54		.1					3	25		.1	2	39		.1		14		
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	19	403	.1	.7	18	156	.1	.5	28	242	.2	.8	28	243	.2	.9	10	65	.1	.8
WI '04	19	568	.1	.8	18	236	.1	.5	28	246	.2	.8	26	257	.2	.9	13	126	.1	1.1
FA '03	11	557	.1	.4	12	192	.1	.3	11	234	.1	.3	15	259	.1	.5	8	194		.6
SU '03	14	514	.1	.5	10	185	.1	.3	25	201	.2	.6	22	236	.1	.6	11	199	.1	.7
4-Book	16	511	.1	.6	15	192	.1	.4	23	231	.2	.6	23	249	.2	.7	11	146	.1	.8
SP '03	16	524	.1	.6	22	228	.1	.6	17	192	.1	.4	21	266	.1	.6	14	146	.1	1.0
KNX -AM																				
SP '04	10	533	.1	.4	28	380	.2	.8	6	132		.2	11	214	.1	.4	7	135		.5
WI '04	8	408		.3	12	168	.1	.3	7	113		.2	13	153	.1	.4	7	7		
FA '03	12	468	.1	.5	26	259	.2	.7	16	148	.1	.4	17	240	.1	.5	4	62		.3
SU '03	8	342		.3	20	210	.1	.5	4	75		.1	17	229	.1	.5	6	156		.4
4-Book	10	438	.1	.4	22	254	.2	.6	8	117	.2	.2	15	209	.1	.5	4	90		.3
SP '03	9	481	.1	.3	19	235	.1	.5	5	113		.1	12	218	.1	.4	6	89		.4
KOST-FM																				
SP '04	132	2151	.8	5.1	123	925	.8	3.4	259	1076	1.6	7.0	191	1041	1.2	6.1	59	817	.4	4.6
WI '04	91	2311	.6	3.7	78	849	.5	2.2	172	1161	1.1	4.7	113	1147	.7	3.7	61	889	.4	5.3
FA '03	108	2694	.7	4.1	114	1168	.7	3.2	159	1020	1.0	4.3	131	1293	.8	4.0	74	1006	.5	5.7
SU '03	109	2329	.7	3.9	101	898	.6	2.8	157	1074	.9	3.9	141	1120	.9	4.1	99	992	.6	6.2
4-Book	110	2371	.7	4.2	104	960	.7	2.9	187	1083	1.2	5.0	144	1150	.9	4.5	73	926	.5	5.5
SP '03	120	2241	.7	4.4	103	810	.6	2.9	200	1002	1.2	5.2	164	1121	1.0	4.9	93	835	.6	6.7
KPWR-FM																				
SP '04	189	4703	1.2	7.2	250	2313	1.6	6.8	217	2583	1.4	5.8	254	2810	1.6	8.1	93	1515	.6	7.2
WI '04	157	4068	1.0	6.3	190	1773	1.2	5.4	157	2082	1.0	4.3	208	2489	1.3	6.9	107	1338	.7	9.4
FA '03	208	4429	1.3	7.9	325	2374	2.0	9.0	230	2259	1.4	6.2	290	2718	1.8	8.9	112	1654	.7	8.6
SU '03	188	4333	1.1	6.7	245	1924	1.5	6.7	233	2489	1.4	5.8	230	2465	1.4	6.6	134	1596	.8	8.4
4-Book	186	4383	1.2	7.0	253	2096	1.6	7.0	209	2353	1.3	5.5	246	2621	1.5	7.6	112	1526	.7	8.4
SP '03	186	4758	1.1	6.9	252	2246	1.5	7.1	237	2557	1.4	6.2	236	2469	1.4	7.1	103	1610	.6	7.4
KRCD-FM																				
SP '04	25	531	.2	1.0	39	203	.2	1.1	39	246	.2	1.0	20	225	.1	.6	22	160	.1	1.7
WI '04	44	534	.3	1.8	62	205	.4	1.8	66	350	.4	1.8	39	182	.2	1.3	16	138	.1	1.4
FA '03	21	357	.1	.8	26	154	.2	.7	23	182	.1	.6	24	163	.1	.7	23	139	.1	1.8
SU '03	27	455	.2	1.0	30	204	.2	.8	45	268	.3	1.1	18	182	.1	.5	18	149	.1	1.1
4-Book	29	469	.2	1.2	39	192	.3	1.1	43	262	.3	1.1	25	188	.1	.8	20	147	.1	1.5
SP '03	22	438	.1	.8	34	154	.2	1.0	30	224	.2	.8	18	193	.1	.5	22	164	.1	1.6
KRCV-FM																				
SP '04	18	293	.1	.7	15	157	.1	.4	12	142	.1	.3	26	127	.2	.8	15	133	.1	1.2
WI '04	19	283	.1	.8	26	121	.2	.7	41	195	.3	1.1	16	137	.1	.5	4	60		.3
FA '03	7	213		.3	6	84		.2	14	156	.1	.4	3	68		.1	3	13		
SU '03	8	144		.3	14	81	.1	.4	13	66	.1	.3	4	46		.1	2	20		.1
4-Book	13	233	.1	.5	15	111	.1	.4	20	140	.2	.5	12	95	.1	.4	5	57		.4
SP '03	6	106		.2	6	62		.2	5	42		.1	4	25		.1	4	38		.3
KRLA-AM																				
SP '04	11	110	.1	.4	9	25	.1	.2	10	37	.1	.3	26	82	.2	.8	11	62	.1	.9
WI '04	13	60	.1	.5	21	46	.1	.6	25	60	.2	.7	20	32	.1	.7	1	17		.1
FA '03	3	70		.1	3	16		.1	3	29		.1	10	30	.1	.3	3	17		.2
SU '03	7	155		.3	8	55		.2	17	100	.1	.4	9	46	.1	.3	1	17		.1
4-Book	9	99	.1	.3	10	36	.1	.3	14	57	.1	.4	16	48	.1	.5	4	28		.3
SP '03	1	36				10			2	20		.1		10						

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KROQ-FM																				
SP '04	164	3541	1.0	6.3	310	2092	1.9	8.5	191	1829	1.2	5.1	171	1908	1.1	5.4	111	1360	.7	8.6
WI '04	153	3734	1.0	6.1	293	2156	1.8	8.4	175	2018	1.1	4.8	174	2028	1.1	5.7	81	1261	.5	7.1
FA '03	172	3694	1.1	6.6	257	2028	1.6	7.1	234	2002	1.5	6.3	241	2188	1.5	7.4	80	1125	.5	6.1
SU '03	165	3498	1.0	5.9	266	2057	1.6	7.3	210	1912	1.3	5.3	189	1869	1.1	5.5	100	1318	.6	6.3
4-Book	164	3617	1.0	6.2	282	2083	1.7	7.8	203	1940	1.3	5.4	194	1998	1.2	6.0	93	1266	.6	7.0
SP '03	175	3755	1.1	6.5	278	2095	1.7	7.8	223	2133	1.3	5.8	198	1985	1.2	6.0	98	1363	.6	7.0
KRTH-FM																				
SP '04	38	1398	.2	1.5	36	493	.2	1.0	56	582	.3	1.5	49	573	.3	1.6	22	387	.1	1.7
WI '04	40	1239	.2	1.6	40	421	.2	1.1	72	505	.4	2.0	49	527	.3	1.6	17	341	.1	1.5
FA '03	34	1354	.2	1.3	27	487	.2	.7	57	584	.4	1.5	48	606	.3	1.5	22	357	.1	1.7
SU '03	42	1322	.3	1.5	35	500	.2	1.0	70	638	.4	1.8	72	686	.4	2.1	30	357	.2	1.9
4-Book	39	1328	.2	1.5	35	475	.2	1.0	64	577	.4	1.7	55	598	.3	1.7	23	361	.1	1.7
SP '03	49	1385	.3	1.8	60	550	.4	1.7	59	578	.4	1.5	35	442	.2	1.1	32	356	.2	2.3
KSCA-FM																				
SP '04	61	1099	.4	2.3	159	623	1.0	4.3	85	631	.5	2.3	29	356	.2	.9	10	177	.1	.8
WI '04	67	1281	.4	2.7	153	661	1.0	4.4	66	500	.4	1.8	95	576	.6	3.1	13	151	.1	1.1
FA '03	68	1191	.4	2.6	131	563	.8	3.6	59	535	.4	1.6	133	660	.8	4.1	13	233	.1	1.0
SU '03	129	1728	.8	4.6	214	811	1.3	5.9	135	737	.8	3.4	258	1034	1.6	7.4	39	470	.2	2.4
4-Book	81	1325	.5	3.1	164	665	1.0	4.6	86	601	.5	2.3	129	657	.8	3.9	19	258	.1	1.3
SP '03	101	1477	.6	3.7	161	711	1.0	4.5	82	664	.5	2.1	211	878	1.3	6.4	40	432	.2	2.9
KSPN-AM																				
SP '04	2	117	.1						2	30	.1		6	79	.2			20		
WI '04	4	106	.2		1	32			7	37	.2		12	45	.1		1	28		.1
FA '03	2	95	.1						6	74	.2		6	74	.2		2	38		.2
SU '03	3	41	.1						1	17			3	17	.1		10	41	.1	.6
4-Book	3	90	.1		8				3	21	.1		7	54	.2		3	32	.2	
SP '03	2	100	.1						1	25			6	73	.2		1	43		.1
KSSE-FM																				
SP '04	137	2140	.9	5.2	226	1265	1.4	6.2	199	1231	1.2	5.3	142	1170	.9	4.5	65	634	.4	5.0
WI '04	135	2235	.8	5.4	273	1397	1.7	7.8	179	1262	1.1	4.9	124	1021	.8	4.1	39	655	.2	3.4
FA '03	138	1931	.9	5.3	172	1053	1.1	4.8	252	1210	1.6	6.8	153	1163	1.0	4.7	61	627	.4	4.7
SU '03	156	2133	.9	5.6	250	1275	1.5	6.9	257	1432	1.6	6.4	145	1194	.9	4.2	45	648	.3	2.8
4-Book	142	2110	.9	5.4	230	1248	1.4	6.4	222	1284	1.4	5.9	141	1137	.9	4.4	53	641	.3	4.0
SP '03	111	2077	.7	4.1	146	947	.9	4.1	165	1282	1.0	4.3	124	1158	.7	3.7	53	677	.3	3.8
KSUR-AM																				
SP '04		54				10			2	31		.1		10				13		
WI '04		14			1	14				14				14			1	14		.1
FA '03																				
SU '03	1	24							4	24		.1	1	11				7		
4-Book	23	23			6	6			2	17		.1	9	9			7	7		
SP '03	3	106	.1		1	25			5	47		.1	7	71	.2		1	14		.1
KTVV-FM																				
SP '04	40	759	.2	1.5	47	313	.3	1.3	74	392	.5	2.0	41	369	.3	1.3	27	242	.2	2.1
WI '04	39	770	.2	1.6	40	321	.2	1.1	72	489	.4	2.0	47	386	.3	1.6	13	215	.1	1.1
FA '03	49	852	.3	1.9	45	310	.3	1.2	94	455	.6	2.5	65	474	.4	2.0	24	383	.1	1.8
SU '03	52	980	.3	1.9	43	467	.3	1.2	89	489	.5	2.2	59	503	.4	1.7	35	293	.2	2.2
4-Book	45	840	.3	1.7	44	353	.3	1.2	82	456	.5	2.2	53	433	.4	1.7	25	283	.2	1.8
SP '03	38	660	.2	1.4	32	239	.2	.9	61	287	.4	1.6	51	300	.3	1.5	25	230	.2	1.8
KWIZ-FM																				
SP '04	18	454	.1	.7	14	150	.1	.4	23	236	.1	.6	22	207	.1	.7	14	110	.1	1.1
WI '04	22	521	.1	.9	36	183	.2	1.0	35	232	.2	1.0	13	168	.1	.4	5	114		.4
FA '03	43	611	.3	1.6	42	336	.3	1.2	80	352	.5	2.2	47	251	.3	1.4	18	193	.1	1.4
SU '03	22	484	.1	.8	21	203	.1	.6	35	251	.2	.9	26	194	.2	.8	10	166	.1	.6
4-Book	26	518	.2	1.0	28	218	.2	.8	43	268	.3	1.2	27	205	.2	.8	12	146	.1	.9
SP '03	32	490	.2	1.2	28	227	.2	.8	54	382	.3	1.4	44	320	.3	1.3	21	228	.1	1.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-34

Target Listener Trends - Women 18-34

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '04	2	60		.1					3	25		.1	1	27			3	30		.2
WI '04	8	117		.3	5	26		.1	13	91	.1	.4	14	104	.1	.5	1	26		.1
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	4	105		.1	2	27		.1	17	67	.1	.4	1	10			1	11		.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	13	165	.1	.5	9	52	.1	.3	37	104	.2	1.0	13	65	.1	.4		12		
KWE-FM																				
SP '04	13	256	.1	.5	32	126	.2	.9	15	135	.1	.4	15	120	.1	.5	2	37		.2
WI '04	8	238		.3	7	105		.2	14	151	.1	.4	15	141	.1	.5	2	63		.2
FA '03	4	185		.2	10	84	.1	.3	5	44		.1	2	50		.1	1	52		.1
SU '03	8	270		.3	14	142	.1	.4	13	122	.1	.3	9	126	.1	.3	1	12		.1
4-Book	8	237		.3	16	114	.1	.5	12	113	.1	.3	10	109	.1	.4	2	41		.2
SP '03	7	233		.3	13	135	.1	.4	6	108		.2	13	95	.1	.4	1	34		.1
KXOL-FM																				
SP '04	64	1211	.4	2.5	105	510	.7	2.9	86	553	.5	2.3	55	572	.3	1.8	21	307	.1	1.6
WI '04	71	1224	.4	2.9	110	600	.7	3.1	103	724	.6	2.8	74	616	.5	2.4	30	294	.2	2.6
FA '03	86	1488	.5	3.3	106	750	.7	2.9	150	978	.9	4.1	92	807	.6	2.8	44	374	.3	3.4
SU '03	98	1372	.6	3.5	126	765	.8	3.5	131	813	.8	3.3	104	721	.6	3.0	66	476	.4	4.1
4-Book	80	1324	.5	3.1	112	656	.7	3.1	118	767	.7	3.1	81	679	.5	2.5	40	363	.3	2.9
SP '03	105	1730	.6	3.9	131	803	.8	3.7	156	1001	.9	4.1	95	766	.6	2.9	56	490	.3	4.0
KXTA-AM																				
SP '04	1	49							1	25			1	28						
WI '04		44								18			1	26						
FA '03																				
SU '03		28											2	28		.1				
4-Book		30							11				1	21						
SP '03		11																11		
XTRA-AM																				
SP '04	3	86		.1					8	42		.2	3	28		.1		13		
WI '04	1	23							1	12			1	12						
FA '03		62			1	17														
SU '03	3	37		.1	5	29		.1	7	17		.2	3	8		.1				
4-Book	2	52		.1	2	12			4	18		.1	2	12		.1		3		
SP '03	1	31							5	15		.1	3	31		.1				
KYSR-FM																				
SP '04	104	3170	.6	4.0	167	1394	1.0	4.6	151	1551	.9	4.1	146	1768	.9	4.7	33	793	.2	2.6
WI '04	100	3121	.6	4.0	184	1420	1.1	5.3	111	1404	.7	3.1	152	1806	.9	5.0	37	826	.2	3.2
FA '03	103	2764	.6	3.9	202	1487	1.3	5.6	133	1259	.8	3.6	153	1468	1.0	4.7	38	711	.2	2.9
SU '03	118	3157	.7	4.2	157	1282	.9	4.3	180	1680	1.1	4.5	190	1951	1.1	5.5	42	875	.3	2.6
4-Book	106	3053	.6	4.0	178	1396	1.1	5.0	144	1474	.9	3.8	160	1748	1.0	5.0	38	801	.2	2.8
SP '03	133	3208	.8	4.9	223	1568	1.3	6.3	186	1621	1.1	4.9	190	1910	1.1	5.7	42	930	.3	3.0
KZAB-FM																				
SP '04	37	443	.2	1.4	32	168	.2	.9	48	260	.3	1.3	55	233	.3	1.8	23	164	.1	1.8
WI '04	35	442	.2	1.4	50	221	.3	1.4	68	245	.4	1.9	39	257	.2	1.3	10	89	.1	.9
FA '03	53	707	.3	2.0	78	426	.5	2.2	84	423	.5	2.3	51	410	.3	1.6	19	311	.1	1.5
SU '03	32	635	.2	1.1	44	293	.3	1.2	34	310	.2	.9	39	334	.2	1.1	11	137	.1	.7
4-Book	39	557	.2	1.5	51	277	.3	1.4	59	310	.4	1.6	46	309	.3	1.5	16	175	.1	1.2
SP '03	62	828	.4	2.3	56	314	.3	1.6	89	526	.5	2.3	77	479	.5	2.3	34	341	.2	2.4
KZLA-FM																				
SP '04	57	1083	.4	2.2	84	586	.5	2.3	73	537	.5	2.0	86	795	.5	2.7	25	431	.2	1.9
WI '04	50	1143	.3	2.0	57	638	.4	1.6	85	662	.5	2.3	71	777	.4	2.3	19	334	.1	1.7
FA '03	64	1067	.4	2.4	79	592	.5	2.2	115	709	.7	3.1	75	637	.5	2.3	20	282	.1	1.5
SU '03	40	931	.2	1.4	43	513	.3	1.2	62	558	.4	1.6	64	541	.4	1.8	18	242	.1	1.1
4-Book	53	1056	.3	2.0	66	582	.4	1.8	84	617	.5	2.3	74	688	.5	2.3	21	322	.1	1.6
SP '03	67	1185	.4	2.5	88	609	.5	2.5	106	780	.6	2.8	82	784	.5	2.5	33	513	.2	2.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
KGFI-FM																				
SP '04	22	888	.1	.8	19	261	.1	.5	27	409	.2	.7	26	378	.2	.8	17	256	.1	1.3
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	17	837	.1	.6	20	362	.1	.6	16	379	.1	.4	21	398	.1	.6	17	240	.1	1.3
SU '03	19	820	.1	.7	18	268	.1	.5	22	338	.1	.6	27	411	.2	.8	12	202	.1	.8
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	19	871	.1	.7	20	284	.1	.6	21	406	.1	.5	17	369	.1	.5	13	252	.1	.9
TOTALS																				
SP '04	2612	15410	16.3		3663	13587	22.9		3722	12870	23.2		3138	13038	19.6		1290	9182	8.1	
WI '04	2488	15627	15.5		3495	13282	21.8		3629	12869	22.7		3031	13079	18.9		1143	9007	7.1	
FA '03	2621	15535	16.4		3615	13412	22.6		3703	12922	23.1		3274	13594	20.4		1308	9466	8.2	
SU '03	2800	16098	16.9		3645	13810	22.0		3985	13726	24.1		3465	14043	20.9		1592	10156	9.6	
4-Book	2630	15668	16.3		3605	13523	22.3		3760	13097	23.3		3227	13439	20.0		1333	9453	8.3	
SP '03	2698	16063	16.3		3561	13842	21.5		3827	13386	23.1		3315	13778	20.0		1395	10125	8.4	

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

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

Target Listener Estimates

		Women 18-34																			
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM	SP '04	6	121		.2	5	119		.3	2	13		.1	10	49	.1	.3	1	17		
	4-Book	7	138		.2	3	63		.2	2	9		.1	5	25		.2	1	11		.1
KBIG-FM	SP '04	145	1787	.9	4.1	39	760	.2	2.1	12	76	.1	.6	93	291	.6	3.0	53	183	.3	2.4
	4-Book	138	1809	.9	3.9	46	874	.3	2.5	28	137	.2	1.5	86	288	.5	2.7	66	245	.4	3.0
KBUA-FM	SP '04	33	220	.2	.9	24	187	.1	1.3	31	77	.2	1.6	45	88	.3	1.5	10	39	.1	.5
	4-Book	28	195	.2	.8	20	137	.1	1.1	26	62	.2	1.4	35	76	.2	1.1	18	49	.1	.8
KBUE-FM	SP '04	104	1264	.6	3.0	73	825	.5	3.9	119	312	.7	6.2	74	269	.5	2.4	92	189	.6	4.3
	4-Book	99	1134	.6	2.8	72	772	.5	3.8	83	247	.5	4.6	119	340	.8	3.7	98	245	.6	4.4
KCBS-FM	SP '04	36	991	.2	1.0	19	452	.1	1.0	13	55	.1	.7	32	175	.2	1.0	15	104	.1	.7
	4-Book	52	1014	.3	1.5	22	530	.1	1.2	12	73	.1	.7	40	171	.3	1.3	23	130	.2	1.1
KDLD-FM	SP '04	14	309	.1	.4	9	183	.1	.5	3	29		.2	6	60		.2	28	77	.2	1.3
	4-Book	13	390	.1	.4	10	217	.1	.5	6	30		.3	12	60	.1	.4	20	78	.2	.9
KDLE-FM	SP '04	16	363	.1	.5	10	199	.1	.5	12	66	.1	.6	16	57	.1	.5	5	37		.2
	4-Book	28	476	.2	.8	21	282	.2	1.1	14	67	.1	.8	40	133	.2	1.2	31	104	.2	1.4
KFI -AM	SP '04	30	530	.2	.9	12	164	.1	.6	15	46	.1	.8	9	83	.1	.3	20	53	.1	.9
	4-Book	39	526	.3	1.1	14	195	.1	.7	22	66	.2	1.2	25	87	.2	.8	14	44	.1	.6
KFSH-FM	SP '04	28	436	.2	.8	19	354	.1	1.0	13	69	.1	.7	29	187	.2	.9	13	79	.1	.6
	4-Book	35	489	.2	1.0	22	385	.2	1.2	14	92	.1	.8	39	174	.2	1.2	20	91	.1	.9
KFWB-AM	SP '04	12	393	.1	.3	3	132		.2	11	69	.1	.6					2	13		.1
	4-Book	13	353	.1	.4	5	132		.3	10	59	.1	.5	5	27		.2	2	14		.1
KHHT-FM	SP '04	158	2098	1.0	4.5	110	1383	.7	5.8	57	217	.4	3.0	137	612	.9	4.5	110	324	.7	5.1
	4-Book	152	1956	1.0	4.3	97	1241	.6	5.2	55	224	.3	3.0	121	468	.8	3.9	77	268	.5	3.5
KHJ -AM	SP '04	12	224	.1	.3	8	123		.4	12	24	.1	.6	21	58	.1	.7	10	25	.1	.5
	4-Book	16	226	.1	.4	9	117		.5	11	30	.1	.6	16	44	.1	.5	8	26	.1	.4
KIIS-FM	SP '04	206	3933	1.3	5.8	110	2286	.7	5.8	90	432	.6	4.7	182	746	1.1	5.9	119	518	.7	5.5
	4-Book	206	3879	1.3	5.8	111	2267	.7	5.9	90	411	.6	5.0	199	915	1.2	6.3	132	567	.8	6.0
KVVS-FM	SP '04	24	142	.1	.7	6	100		.3	17	50	.1	.9	9	41	.1	.3	1	10		
	4-Book	13	134	.1	.4	5	80		.3	6	22		.3	10	41	.1	.3	4	22		.2
KJLH-FM	SP '04	46	610	.3	1.3	44	464	.3	2.3	33	122	.2	1.7	51	176	.3	1.7	22	63	.1	1.0
	4-Book	52	583	.3	1.5	45	444	.3	2.4	26	73	.2	1.5	40	133	.3	1.3	34	106	.2	1.5
KKBT-FM	SP '04	170	2971	1.1	4.8	111	1929	.7	5.9	88	357	.5	4.6	217	834	1.4	7.1	154	585	1.0	7.1
	4-Book	175	2701	1.1	4.9	102	1620	.6	5.4	96	322	.6	5.3	188	731	1.2	6.0	130	458	.8	5.8
KKLA-FM	SP '04	2	65		.1													1	10		.1
	4-Book	5	114		.2	2	52		.1	1	7		.1	2	10		.1	1	10		.1

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
KLAC-AM																			
3	203	.1		3	89	.2													
5	138	.2		3	51	.2		1	7	.1						2	11	.1	
KLAX-FM																			
186	1622	1.2	5.3	99	1198	.6	5.3	174	414	1.1	9.1	160	516	1.0	5.2	91	326	.6	4.2
158	1623	1.0	4.5	96	1098	.6	5.1	123	338	.8	6.8	167	491	1.0	5.3	107	311	.7	4.7
KLCS-FM																			
50	991	.3	1.4	21	407	.1	1.1	40	55	.2	2.1	58	205	.4	1.9	1	8		
40	909	.3	1.1	23	445	.1	1.2	19	49	.1	1.1	50	179	.3	1.6	20	74	.1	.9
KLTX-FM																			
125	1005	.8	3.5	7	194	.4		3	13		.2	5	44		.2	15	38	.1	.7
82	768	.5	2.3	9	188	.1	.5	17	46	.1	1.0	7	46		.2	5	13		.2
KLTX-AM																			
40	245	.2	1.1	19	170	.1	1.0	22	52	.1	1.2	32	86	.2	1.0	10	48	.1	.5
32	203	.2	.9	20	145	.1	1.1	18	54	.1	1.0	31	62	.2	1.0	21	48	.2	1.0
KLVE-FM																			
165	1957	1.0	4.7	112	1195	.7	5.9	116	270	.7	6.1	222	478	1.4	7.2	120	290	.7	5.5
182	2120	1.1	5.1	98	1257	.6	5.2	98	282	.6	5.5	180	463	1.1	5.7	101	294	.6	4.6
KLYY-FM																			
83	878	.5	2.4	55	629	.3	2.9	33	137	.2	1.7	95	224	.6	3.1	67	166	.4	3.1
72	865	.4	2.0	52	574	.3	2.8	43	143	.3	2.4	95	251	.6	3.0	57	168	.4	2.6
+KMXE-AM																			
1	39			4	42	.2		13	13	.1	.7	8	13		.3	6	13		.3
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																			
25	342	.2	.7	15	206	.1	.8	6	37		.3	23	70	.1	.7	12	45	.1	.6
20	390	.1	.6	12	236	.1	.6	7	31		.4	15	72	.1	.5	10	40	.1	.5
KNX -AM																			
14	470	.1	.4	5	118	.3		8	55		.4	5	28		.2	5	27		.2
14	379	.1	.4	5	105	.3		4	26		.2	11	35	.1	.4	2	10		.1
KOST-FM																			
197	1711	1.2	5.6	66	664	.4	3.5	38	100	.2	2.0	96	199	.6	3.1	100	214	.6	4.6
149	1842	.9	4.2	66	1012	.4	3.5	46	175	.3	2.6	98	284	.6	3.1	79	252	.5	3.5
KPWR-FM																			
238	4001	1.5	6.8	165	2719	1.0	8.8	151	607	.9	7.9	307	1174	1.9	10.0	223	776	1.4	10.3
234	3822	1.4	6.6	150	2407	.9	8.0	131	521	.8	7.3	259	1005	1.6	8.2	197	707	1.2	8.9
KRCD-FM																			
33	442	.2	.9	14	275	.1	.7	15	31	.1	.8	32	103	.2	1.0	18	28	.1	.8
36	371	.2	1.0	23	231	.2	1.2	20	51	.2	1.2	33	92	.2	1.0	28	58	.2	1.3
KRCV-FM																			
17	227	.1	.5	20	198	.1	1.1	36	70	.2	1.9	7	26		.2	7	14		.3
16	192	.1	.5	12	118	.1	.7	17	36	.1	.9	11	42	.1	.3	10	24	.1	.5
KRLA-AM																			
15	82	.1	.4	4	38	.2		4	10		.2	10	23	.1	.3	10	10	.1	.5
14	83	.1	.4	2	26	.1		1	6		.1	5	14	.1	.2	6	11	.1	.3
KROQ-FM																			
221	3180	1.4	6.3	98	1894	.6	5.2	61	334	.4	3.2	134	742	.8	4.4	114	511	.7	5.3
224	3239	1.4	6.3	104	1868	.7	5.6	80	329	.5	4.5	173	746	1.1	5.4	130	573	.8	5.8
KRTH-FM																			
48	1073	.3	1.4	31	498	.2	1.6	22	94	.1	1.2	53	219	.3	1.7	23	119	.1	1.1
52	1053	.3	1.5	25	481	.2	1.3	24	92	.1	1.4	51	198	.3	1.6	26	107	.2	1.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-34

	Women 18-34																			
	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KSCA-FM																				
SP '04	91	896	.6	2.6	43	583	.3	2.3	126	219	.8	6.6	48	216	.3	1.6	16	85	.1	.7
4-Book	124	1122	.8	3.5	49	623	.3	2.6	116	234	.7	6.4	59	196	.4	1.9	72	176	.4	3.2
KSPN-AM																				
SP '04	3	96		.1		12											1	12		
4-Book	3	66		.1	1	33		.1					1	7			3	10		.1
KSSE-FM																				
SP '04	190	1988	1.2	5.4	90	1137	.6	4.8	111	349	.7	5.8	202	555	1.3	6.6	91	305	.6	4.2
4-Book	200	1939	1.2	5.6	98	1160	.6	5.3	124	378	.8	6.9	210	582	1.3	6.6	110	312	.7	4.9
KSUR-AM																				
SP '04	1	41																		
4-Book	1	20																		
KTWV-FM																				
SP '04	56	606	.3	1.6	19	310	.1	1.0	20	75	.1	1.0	18	55	.1	.6	23	101	.1	1.1
4-Book	62	689	.4	1.8	30	367	.2	1.6	27	101	.2	1.5	53	126	.3	1.7	46	117	.3	2.0
KWIZ-FM																				
SP '04	20	343	.1	.6	16	221	.1	.8	13	54	.1	.7	9	41	.1	.3	24	52	.1	1.1
4-Book	34	410	.2	1.0	23	275	.1	1.2	29	75	.2	1.7	47	117	.3	1.5	22	58	.1	1.0
KVKV-AM																				
SP '04	2	52	.1		3	34	.2						10	10	.1	.3	8	15	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
SP '04	20	228	.1	.6	8	135	.4		11	48	.1	.6	3	15		.1	4	15	.2	
4-Book	12	205	.1	.4	5	105	.3		4	17	.2	.2	1	10			7	36	.3	
KXDL-FM																				
SP '04	82	1019	.5	2.3	59	608	.4	3.1	71	129	.4	3.7	128	300	.8	4.2	66	203	.4	3.0
4-Book	105	1139	.6	3.0	62	715	.4	3.3	82	204	.5	4.6	120	287	.7	3.8	76	208	.5	3.4
KXTA-AM																				
SP '04	1	40			1	24	.1						5	15	.2		2	24	.1	
4-Book		25			1	9	.1						1	4	.1		2	9	.1	
XTRA-AM																				
SP '04	4	57	.1		2	44	.1						5	15	.2		5	27	.2	
4-Book	3	31	.1		1	25	.1						3	12	.1		3	10	.1	
KYSR-FM																				
SP '04	154	2713	1.0	4.4	64	1393	.4	3.4	42	210	.3	2.2	130	551	.8	4.2	78	333	.5	3.6
4-Book	159	2651	1.0	4.5	59	1377	.4	3.2	40	180	.3	2.2	107	492	.7	3.4	88	383	.5	4.0
KZAB-FM																				
SP '04	45	398	.3	1.3	33	227	.2	1.8	22	59	.1	1.2	47	102	.3	1.5	66	127	.4	3.0
4-Book	52	480	.3	1.5	33	338	.2	1.8	33	97	.2	1.8	58	163	.4	1.8	45	108	.3	2.1
KZLA-FM																				
SP '04	80	1027	.5	2.3	37	592	.2	2.0	66	200	.4	3.5	57	223	.4	1.9	46	179	.3	2.1
4-Book	75	949	.5	2.1	34	572	.2	1.9	38	144	.2	2.1	67	237	.4	2.1	44	176	.3	2.0
KGGI-FM																				
SP '04	24	669	.1	.7	22	494	.1	1.2	13	63	.1	.7	31	121	.2	1.0	28	121	.2	1.3
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	3524	15242	22.0		1884	12595	11.8		1907	5197	11.9		3067	7834	19.1		2164	5697	13.5	
4-Book	3548	15510	22.0		1874	12858	11.6		1802	5130	11.2		3167	8069	19.6		2230	6002	13.8	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-34																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	19	54	.1	1.3				5	13	.2		2	13	.1						
4-Book	9	24	.1	.6	3	6	.3	5	18	.2		2	8	.1						
KBIG-FM																				
SP '04	54	209	.3	3.7	12	62	.1	1.1	41	176	.3	1.8	23	114	.1	1.2	16	60	.1	1.5
4-Book	49	195	.3	3.4	24	110	.2	2.1	60	236	.4	2.6	34	150	.2	1.9	15	70	.1	1.4
KBUA-FM																				
SP '04	11	25	.1	.8	8	25	.7		52	89	.3	2.3	13	37	.1	.7	14	37	.1	1.3
4-Book	11	33	.1	.9	10	29	.1	.9	30	65	.2	1.3	17	50	.1	1.0	8	20		.7
KBUE-FM																				
SP '04	50	151	.3	3.4	37	123	.2	3.3	100	345	.6	4.4	84	281	.5	4.4	34	126	.2	3.1
4-Book	47	149	.3	3.4	40	118	.2	3.4	89	261	.6	3.9	63	182	.4	3.6	35	115	.2	3.2
KCBS-FM																				
SP '04	18	115	.1	1.2	2	23	.2		31	146	.2	1.4	25	79	.2	1.3	11	71	.1	1.0
4-Book	17	83	.1	1.3	7	48	.1	.7	31	162	.2	1.4	27	100	.2	1.5	14	53	.1	1.3
KDLD-FM																				
SP '04	6	31		.4				11	95	.1	.5	12	38	.1	.6	7	66		.6	
4-Book	6	27		.4	5	15	.4	12	68	.1	.5	12	49	.1	.7	7	38		.6	
KDLE-FM																				
SP '04	14	47	.1	1.0	2	38	.2		18	112	.1	.8	5	52		.3	7	32		.6
4-Book	22	95	.2	1.6	5	30	.4	28	108	.2	1.2	15	63	.1	.8	12	65	.1	1.1	
KFI -AM																				
SP '04	27	62	.2	1.9	4	26	.4		1	13			2	13		.1	14	34	.1	1.3
4-Book	14	46	.1	1.0	11	43	.1	.9	17	48	.1	.7	4	20		.2	4	13		.4
KFSH-FM																				
SP '04	6	42		.4	29	184	.2	2.6	38	220	.2	1.7	16	94	.1	.8	4	42		.4
4-Book	9	60	.1	.7	30	172	.2	2.6	36	198	.2	1.6	20	102	.1	1.1	7	58		.7
KFVB-AM																				
SP '04								9	42	.1	.4	3	34		.2					
4-Book	4	8		.3	3	20	.3	6	32		.3	7	31		.4	2	11		.2	
KHHT-FM																				
SP '04	85	352	.5	5.8	41	177	.3	3.7	91	378	.6	4.0	134	414	.8	7.1	206	472	1.3	18.9
4-Book	74	253	.5	5.4	51	178	.3	4.4	77	313	.5	3.4	113	372	.7	6.4	189	399	1.2	17.2
KHJ -AM																				
SP '04					1	13	.1		16	58	.1	.7	4	13		.2				
4-Book	3	12		.3	9	22	.8	15	44	.1	.7	6	21		.3	2	6		.2	
KIIS-FM																				
SP '04	98	391	.6	6.7	71	294	.4	6.4	156	700	1.0	6.8	111	462	.7	5.9	41	257	.3	3.8
4-Book	88	443	.5	6.4	73	304	.5	6.3	139	643	.9	6.1	107	470	.7	6.1	54	269	.4	4.9
KVVS-FM																				
SP '04					9	40	.1	.8	4	28	.2		12	19	.1	.6				
4-Book		2			2	10	.2		4	22	.2		9	24	.1	.5	4	21		.4
KJLH-FM																				
SP '04	35	81	.2	2.4	52	184	.3	4.7	58	191	.4	2.5	65	132	.4	3.4	32	67	.2	2.9
4-Book	24	72	.2	1.7	58	171	.4	5.0	93	236	.6	4.1	62	137	.4	3.5	21	65	.1	1.9
KKBT-FM																				
SP '04	94	434	.6	6.5	27	95	.2	2.4	136	572	.8	5.9	81	391	.5	4.3	72	261	.4	6.6
4-Book	75	323	.5	5.4	49	158	.3	4.2	114	450	.7	5.0	93	333	.6	5.3	61	242	.4	5.6
KKLA-FM																				
SP '04																				
4-Book	2	12		.2	4	13	.3	4	20		.2						1	3		.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KLAC-AM																						
SP '04		2	15		.1					1	13			11	47	.1	.6	8	31		.7	
4-Book		5	19		.4					4	12		.1	6	23		.3	5	18		.5	
KLAX-FM																						
SP '04		56	215	.3	3.8	114	279	.7	10.3	95	301	.6	4.1	68	202	.4	3.6	46	154	.3	4.2	
4-Book		58	197	.3	4.2	86	229	.6	7.5	114	374	.7	5.0	69	218	.4	3.9	44	151	.3	4.0	
KLDS-FM																						
SP '04		2	21		.1	5	35		.5	21	105	.1	.9	27	94	.2	1.4	11	37	.1	1.0	
4-Book		17	55	.1	1.2	10	47		.9	25	132	.1	1.1	22	92	.1	1.2	20	60	.2	1.8	
KLSX-FM																						
SP '04		9	39	.1	.6	6	25		.5	6	43		.3	10	43	.1	.5	5	35		.5	
4-Book		3	16		.2	16	48	.1	1.4	18	70	.1	.8	6	32		.4	1	9		.1	
KLTX-AM																						
SP '04						22	47	.1	2.0	24	66	.1	1.0	22	56	.1	1.2	22	38	.1	2.0	
4-Book		12	24	.1	.9	19	51	.1	1.6	26	76	.2	1.1	21	48	.1	1.2	13	27	.1	1.2	
KLVE-FM																						
SP '04		117	332	.7	8.0	80	252	.5	7.2	96	283	.6	4.2	66	214	.4	3.5	67	207	.4	6.1	
4-Book		110	313	.7	7.9	54	190	.4	4.7	97	322	.6	4.2	71	210	.4	4.1	55	206	.3	5.0	
KLYY-FM																						
SP '04		43	121	.3	3.0	25	102	.2	2.3	76	220	.5	3.3	67	142	.4	3.5	27	100	.2	2.5	
4-Book		32	114	.2	2.3	30	98	.2	2.6	76	214	.5	3.3	51	147	.3	2.8	27	96	.2	2.4	
+KMXE-AM																						
SP '04		3	15		.2	3	14		.3	1	14											
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																						
SP '04		11	57	.1	.8	8	34		.7	17	53	.1	.7	19	62	.1	1.0	18	47	.1	1.6	
4-Book		8	42	.1	.7	7	36		.6	11	60	.1	.5	19	47	.1	1.1	16	58	.1	1.4	
KNX -AM																						
SP '04						7	13		.6	8	22		.3	5	38		.3					
4-Book		2	13		.2	4	15		.3	8	34		.4	4	22		.2	1	11		.1	
KOST-FM																						
SP '04		90	251	.6	6.2	24	89	.1	2.2	65	202	.4	2.8	70	169	.4	3.7	37	130	.2	3.4	
4-Book		91	292	.6	6.6	26	120	.2	2.2	75	262	.5	3.3	55	184	.3	3.1	44	183	.3	3.9	
KPWR-FM																						
SP '04		160	631	1.0	11.0	97	389	.6	8.8	176	732	1.1	7.7	150	558	.9	7.9	47	230	.3	4.3	
4-Book		133	535	.8	9.8	75	302	.5	6.5	175	712	1.1	7.6	140	520	.9	8.0	76	276	.5	7.0	
KRCO-FM																						
SP '04		20	59	.1	1.4	7	28		.6	7	27		.3					6	15		.5	
4-Book		21	56	.1	1.6	19	53	.1	1.6	28	84	.2	1.2	18	40	.1	1.1	14	43	.1	1.2	
KRCV-FM																						
SP '04		13	68	.1	.9	8	54		.7	26	69	.2	1.1	43	84	.3	2.3	24	98	.1	2.2	
4-Book		5	24		.4	7	26		.7	18	41	.1	.8	18	42	.1	1.0	8	34		.7	
KRLA-AM																						
SP '04		6	10		.4					1	15											
4-Book		2	5		.1						4			3	4		.2					
KROQ-FM																						
SP '04		91	465	.6	6.2	64	213	.4	5.8	123	542	.8	5.4	119	489	.7	6.3	71	337	.4	6.5	
4-Book		91	435	.6	6.6	55	213	.4	4.7	119	571	.8	5.2	106	462	.7	6.0	69	316	.4	6.4	
KRTH-FM																						
SP '04		15	97	.1	1.0	10	44	.1	.9	59	208	.4	2.6	33	109	.2	1.7	24	77	.1	2.2	
4-Book		10	63	.1	.7	13	74	.1	1.1	35	141	.2	1.6	27	110	.2	1.5	16	60	.1	1.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		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	
KSCA-FM	SP '04	21	78	.1	1.4	33	109	.2	3.0	48	163	.3	2.1	38	135	.2	2.0	24	78	.1	2.2	
	4-Book	26	95	.2	1.8	42	120	.3	3.6	35	122	.2	1.5	33	114	.2	1.9	19	63	.1	1.7	
KSPN-AM	SP '04									1	10		.1					3	6		.3	
	4-Book	2	10		.2																	
KSSE-FM	SP '04	33	147	.2	2.3	63	229	.4	5.7	107	376	.7	4.7	75	238	.5	4.0	36	172	.2	3.3	
	4-Book	44	203	.3	3.3	55	197	.4	4.8	110	376	.7	4.8	88	258	.6	5.0	40	167	.3	3.6	
KSUR-AM	SP '04																					
	4-Book																					
KTWV-FM	SP '04	14	47	.1	1.0	22	49	.1	2.0	29	89	.2	1.3	27	69	.2	1.4	6	28		.5	
	4-Book	22	91	.2	1.6	17	60	.1	1.4	37	117	.2	1.6	27	84	.2	1.6	10	59	.1	.9	
KWIZ-FM	SP '04	3	14		.2	11	58	.1	1.0	45	113	.3	2.0	16	39	.1	.8	5	23		.5	
	4-Book	10	47	.1	.7	15	42	.1	1.3	37	93	.2	1.6	12	40	.1	.7	5	35		.5	
KVKW-AM	SP '04					4	8		.4	2	8		.1									
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM	SP '04					8	37		.7	28	72	.2	1.2	9	29	.1	.5	1	14		.1	
	4-Book	2	19		.2	7	29		.6	13	50	.1	.6	5	17		.3	2	7		.2	
KXOL-FM	SP '04	22	99	.1	1.5	26	82	.2	2.4	90	188	.6	3.9	52	156	.3	2.7	14	40	.1	1.3	
	4-Book	37	141	.2	2.6	37	113	.2	3.2	72	208	.4	3.1	47	156	.3	2.7	25	94	.2	2.2	
KXTA-AM	SP '04													1	3		.1					
	4-Book																					
XTRA-AM	SP '04									7	17		.3									
	4-Book									3	7		.2	2	3		.1					
KYSR-FM	SP '04	24	183	.1	1.6	24	163	.1	2.2	103	582	.6	4.5	79	333	.5	4.2	25	107	.2	2.3	
	4-Book	34	232	.2	2.6	27	127	.2	2.4	76	478	.4	3.3	66	286	.4	3.7	31	153	.2	2.8	
KZAB-FM	SP '04	26	58	.2	1.8	29	56	.2	2.6	41	96	.3	1.8	27	56	.2	1.4	8	14		.7	
	4-Book	17	49	.1	1.2	21	63	.1	1.8	49	149	.3	2.1	28	59	.2	1.6	12	46	.1	1.0	
KZLA-FM	SP '04	11	95	.1	.8	30	98	.2	2.7	48	206	.3	2.1	40	196	.2	2.1	4	49		.4	
	4-Book	17	95	.1	1.2	20	94	.1	1.7	48	225	.3	2.1	36	165	.2	2.1	7	52		.6	
KGGI-FM	SP '04	18	95	.1	1.2	**	**	**	**	20	99	.1	.9	57	206	.4	3.0	14	81	.1	1.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '04	1457	4483	9.1		1105	3529	6.9		2294	6356	14.3		1893	5076	11.8		1092	3362	6.8		
	4-Book	1377	4449	8.5		1155	3619	7.2		2286	6493	14.2		1764	4886	10.9		1101	3508	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 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	
KABC-AM																				
SP '04	35	764	.1	.7	24	275	.1	.3	60	391	.2	.8	64	433	.2	1.1	25	225	.1	1.1
WI '04	36	718	.1	.7	49	298	.2	.7	48	347	.2	.7	63	468	.2	1.1	21	219	.1	1.1
FA '03	38	865	.1	.7	42	422	.1	.6	62	438	.2	.8	56	461	.2	.9	36	369	.1	1.6
SU '03	26	594	.1	.5	35	258	.1	.5	64	318	.2	.9	35	357	.1	.6	5	131		2.0
4-Book	34	735	.1	.7	38	313	.1	.5	59	374	.2	.8	55	430	.2	.9	22	236	.1	1.2
SP '03	32	826	.1	.6	30	319	.1	.4	48	368	.2	.7	78	498	.3	1.2	13	247		.6
KBIG-FM																				
SP '04	192	4136	.6	3.8	211	1910	.7	2.8	407	2249	1.3	5.5	264	2212	.9	4.3	62	1078	.2	2.7
WI '04	143	3657	.5	2.9	177	1413	.6	2.5	278	1947	.9	3.8	177	1703	.6	3.0	42	856	.1	2.1
FA '03	181	4409	.6	3.5	231	1937	.7	3.1	380	2325	1.2	5.1	221	2132	.7	3.4	60	991	.2	2.6
SU '03	187	4075	.6	3.7	227	1625	.7	3.2	341	2155	1.1	4.7	239	2114	.8	3.8	63	1022	.2	2.5
4-Book	176	4069	.6	3.5	212	1721	.7	2.9	352	2169	1.1	4.8	225	2040	.8	3.6	57	987	.2	2.5
SP '03	206	3924	.7	4.0	251	1722	.8	3.5	394	2122	1.3	5.5	281	2164	.9	4.4	69	888	.2	2.9
KBUA-FM																				
SP '04	49	459	.2	1.0	75	262	.2	1.0	81	239	.3	1.1	39	265	.1	.6	20	108	.1	.9
WI '04	27	346	.1	.6	42	203	.1	.6	37	191	.1	.5	30	201	.1	.5	10	117		.5
FA '03	22	234	.1	.4	38	168	.1	.5	24	159	.1	.3	20	129	.1	.3	8	93		.4
SU '03	41	494	.1	.8	56	302	.2	.8	77	331	.2	1.1	45	292	.1	.7	12	145		.5
4-Book	35	383	.1	.7	53	234	.2	.7	55	230	.2	.8	34	222	.1	.5	13	116		.6
SP '03	20	308	.1	.4	28	171	.1	.4	33	200	.1	.5	20	135	.1	.3	7	74		.3
KBUE-FM																				
SP '04	126	2104	.4	2.5	148	982	.5	2.0	149	1171	.5	2.0	143	1191	.5	2.4	85	794	.3	3.8
WI '04	122	2004	.4	2.5	177	1044	.6	2.5	160	1118	.5	2.2	125	981	.4	2.1	63	635	.2	3.2
FA '03	121	2060	.4	2.3	156	949	.5	2.1	155	1080	.5	2.1	123	1016	.4	1.9	58	590	.2	2.6
SU '03	116	2120	.4	2.3	172	867	.6	2.4	144	1208	.5	2.0	139	1150	.5	2.2	60	665	.2	2.4
4-Book	121	2072	.4	2.4	163	961	.6	2.3	152	1144	.5	2.1	133	1085	.5	2.2	67	671	.2	3.0
SP '03	104	1740	.3	2.0	134	690	.4	1.9	144	1003	.5	2.0	110	814	.4	1.7	46	479	.1	2.0
KCBS-FM																				
SP '04	104	3076	.3	2.1	131	1364	.4	1.8	171	1458	.6	2.3	124	1650	.4	2.0	34	773	.1	1.5
WI '04	112	3242	.4	2.3	131	1292	.4	1.8	171	1351	.6	2.4	161	1732	.5	2.7	32	680	.1	1.6
FA '03	99	2783	.3	1.9	130	1243	.4	1.7	174	1334	.6	2.3	140	1608	.5	2.2	31	745	.1	1.4
SU '03	117	3247	.4	2.3	158	1411	.5	2.2	201	1580	.7	2.8	125	1590	.4	2.0	35	729	.1	1.4
4-Book	108	3087	.4	2.2	138	1328	.4	1.9	179	1431	.6	2.5	138	1645	.5	2.2	33	732	.1	1.5
SP '03	103	2667	.3	2.0	131	1171	.4	1.8	146	1272	.5	2.0	140	1401	.5	2.2	56	638	.2	2.4
KDLD-FM																				
SP '04	28	647	.1	.6	22	244	.1	.3	32	350	.1	.4	43	355	.1	.7	21	236	.1	.9
WI '04	14	575	.1	.3	13	222	.1	.2	22	303	.1	.3	19	337	.1	.3	11	116		.6
FA '03	17	623	.1	.3	19	260	.1	.3	16	267	.1	.2	30	423	.1	.5	9	254		.4
SU '03	20	751	.1	.4	19	239	.1	.3	17	354	.1	.2	33	400	.1	.5	15	309		.6
4-Book	20	649	.1	.4	18	241	.1	.3	22	319	.1	.3	31	379	.1	.5	14	229		.6
SP '03	20	607	.1	.4	15	253	.1	.2	29	299	.1	.4	31	321	.1	.5	13	179		.6
KDLE-FM																				
SP '04	18	642	.1	.4	25	362	.1	.3	21	273	.1	.3	24	367	.1	.4	10	179		.4
WI '04	35	675	.1	.7	28	331	.1	.4	62	425	.2	.9	49	425	.2	.8	18	208	.1	.9
FA '03	26	750	.1	.5	24	326	.1	.3	39	308	.1	.5	35	350	.1	.5	15	375		.7
SU '03	46	881	.1	.9	30	383	.1	.4	57	506	.2	.8	69	559	.2	1.1	25	361	.1	1.0
4-Book	31	737	.1	.6	27	351	.1	.4	45	378	.2	.6	44	425	.2	.7	17	281	.1	.8
SP '03	25	783	.1	.5	32	369	.1	.4	30	330	.1	.4	42	481	.1	.7	15	244		.6
KFI -AM																				
SP '04	105	2171	.3	2.1	157	1028	.5	2.1	191	1234	.6	2.6	154	1111	.5	2.5	35	341	.1	1.6
WI '04	106	1862	.3	2.2	147	927	.5	2.1	211	1165	.7	2.9	157	1023	.5	2.7	21	196	.1	1.1
FA '03	128	2272	.4	2.5	219	1294	.7	2.9	181	1348	.6	2.4	235	1389	.8	3.6	33	445	.1	1.5
SU '03	121	2154	.4	2.4	173	1073	.6	2.5	237	1305	.8	3.2	171	1219	.6	2.7	34	378	.1	1.4
4-Book	115	2115	.4	2.3	174	1081	.6	2.4	205	1263	.7	2.8	179	1186	.6	2.9	31	340	.1	1.4
SP '03	102	2083	.3	2.0	153	1049	.5	2.1	151	1007	.5	2.1	148	1221	.5	2.3	52	493	.2	2.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KFSH-FM																				
SP '04	69	1304	.2	1.4	83	862	.3	1.1	79	698	.3	1.1	68	750	.2	1.1	40	556	.1	1.8
WI '04	65	1221	.2	1.3	101	890	.3	1.4	73	655	.2	1.0	83	744	.3	1.4	25	503	.1	1.3
FA '03	66	1196	.2	1.3	100	693	.3	1.3	96	664	.3	1.3	85	611	.3	1.3	13	309		.6
SU '03	69	1358	.2	1.4	102	801	.3	1.4	80	738	.3	1.1	99	734	.3	1.6	29	454	.1	1.2
4-Book	67	1270	.2	1.4	97	812	.3	1.3	82	689	.3	1.1	84	710	.3	1.4	27	456	.1	1.2
SP '03	45	982	.1	.9	65	537	.2	.9	56	553	.2	.8	69	593	.2	1.1	15	281		.6
KFVB-AM																				
SP '04	22	1041	.1	.4	57	684	.2	.8	13	280		.2	20	386	.1	.3	17	235	.1	.8
WI '04	38	1297	.1	.8	86	872	.3	1.2	42	330	.1	.6	53	676	.2	.9	11	231		.6
FA '03	39	1535	.1	.8	89	1005	.3	1.2	40	488	.1	.5	53	716	.2	.8	11	218		.5
SU '03	25	1361	.1	.5	67	758	.2	.9	18	397	.1	.2	30	567	.1	.5	6	126		.2
4-Book	31	1309	.1	.6	75	830	.3	1.0	28	374	.1	.4	39	586	.2	.6	11	203		.5
SP '03	40	1694	.1	.8	92	1031	.3	1.3	29	627	.1	.4	71	936	.2	1.1	9	301		.4
KHHT-FM																				
SP '04	207	3692	.7	4.1	240	1752	.8	3.2	274	1955	.9	3.7	246	2067	.8	4.0	134	1468	.4	5.9
WI '04	191	3446	.6	3.9	217	1566	.7	3.0	311	1791	1.0	4.3	219	1844	.7	3.7	95	1220	.3	4.8
FA '03	175	3512	.6	3.4	208	1618	.7	2.8	228	1608	.7	3.0	204	1911	.7	3.1	131	1420	.4	5.8
SU '03	173	3318	.6	3.4	208	1620	.7	2.9	254	1778	.8	3.5	200	1745	.6	3.2	104	1169	.3	4.2
4-Book	187	3492	.6	3.7	218	1639	.7	3.0	267	1783	.9	3.6	217	1892	.7	3.5	116	1319	.4	5.2
SP '03	177	3603	.6	3.5	211	1559	.7	2.9	263	1806	.9	3.6	199	2007	.6	3.1	121	1316	.4	5.1
KHJ -AM																				
SP '04	28	598	.1	.6	53	285	.2	.7	39	295	.1	.5	32	212	.1	.5	2	63		.1
WI '04	30	448	.1	.6	38	209	.1	.5	63	249	.2	.9	24	133	.1	.4	8	105		.4
FA '03	26	475	.1	.5	19	146	.1	.3	52	293	.2	.7	23	157	.1	.4	12	121		.5
SU '03	26	631	.1	.5	38	281	.1	.5	44	308	.1	.6	29	194	.1	.5	6	112		.2
4-Book	28	538	.1	.6	37	230	.1	.5	50	286	.2	.7	27	174	.1	.5	7	100		.3
SP '03	46	592	.1	.9	72	281	.2	1.0	73	254	.2	1.0	39	234	.1	.6	21	187	.1	.9
KIIS-FM																				
SP '04	221	6753	.7	4.4	321	3333	1.0	4.3	297	3446	1.0	4.0	294	3776	1.0	4.8	103	1711	.3	4.6
WI '04	238	6349	.8	4.9	356	3190	1.2	5.0	301	3183	1.0	4.1	324	3635	1.0	5.5	124	1713	.4	6.2
FA '03	216	6387	.7	4.2	301	2945	1.0	4.0	291	3207	.9	3.9	281	3491	.9	4.3	93	1790	.3	4.1
SU '03	234	6677	.8	4.6	323	3034	1.0	4.6	333	3647	1.1	4.6	276	3654	.9	4.4	117	2057	.4	4.7
4-Book	227	6542	.8	4.5	325	3126	1.1	4.5	306	3371	1.0	4.2	294	3639	1.0	4.8	109	1818	.4	4.9
SP '03	243	6854	.8	4.8	378	3383	1.2	5.2	294	3371	1.0	4.1	301	3657	1.0	4.7	99	1844	.3	4.2
KVVS-FM																				
SP '04	16	252	.1	.3	29	143	.1	.4	22	148	.1	.3	27	169	.1	.4	3	81		.1
WI '04	13	273		.3	24	143	.1	.3	25	236	.1	.3	10	187		.2	3	71		.2
FA '03	5	194		.1	6	109		.1	6	83		.1	6	92		.1	1	39		
SU '03	13	252		.3	16	151	.1	.2	20	116	.1	.3	13	129		.2	8	91		.3
4-Book	12	243		.3	19	137		.3	18	146		.3	14	144		.2	4	71		.2
SP '03	13	295		.3	12	145		.2	16	144	.1	.2	21	186	.1	.3	4	72		.2
KJLH-FM																				
SP '04	135	1594	.4	2.7	171	729	.6	2.3	171	899	.6	2.3	167	978	.5	2.7	72	582	.2	3.2
WI '04	120	1740	.4	2.5	149	862	.5	2.1	129	814	.4	1.8	139	854	.4	2.4	67	566	.2	3.4
FA '03	117	1676	.4	2.3	149	818	.5	2.0	137	763	.4	1.8	114	831	.4	1.8	67	642	.2	2.9
SU '03	129	1567	.4	2.5	117	676	.4	1.7	150	770	.5	2.1	134	839	.4	2.1	99	586	.3	4.0
4-Book	125	1644	.4	2.5	147	771	.5	2.0	147	812	.5	2.0	139	876	.4	2.3	76	594	.2	3.4
SP '03	111	1649	.4	2.2	139	754	.5	1.9	128	827	.4	1.8	117	875	.4	1.8	61	562	.2	2.6
KKBT-FM																				
SP '04	178	4660	.6	3.5	325	2410	1.1	4.4	196	2370	.6	2.7	195	2424	.6	3.2	74	1345	.2	3.3
WI '04	164	4050	.5	3.4	296	1949	1.0	4.2	179	2088	.6	2.5	187	2081	.6	3.2	97	1249	.3	4.9
FA '03	218	4401	.7	4.2	394	2111	1.3	5.3	237	2235	.8	3.2	263	2301	.9	4.0	107	1523	.3	4.7
SU '03	200	4108	.6	3.9	393	1975	1.3	5.6	222	2029	.7	3.0	242	2053	.8	3.9	99	1228	.3	4.0
4-Book	190	4305	.6	3.8	352	2111	1.2	4.9	209	2181	.7	2.9	222	2215	.7	3.6	94	1336	.3	4.2
SP '03	182	4784	.6	3.6	366	2479	1.2	5.1	200	2338	.6	2.8	230	2412	.7	3.6	68	1258	.2	2.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KKLA-FM																				
SP '04	29	545	.1	.6	48	373	.2	.6	48	297	.2	.6	37	185	.1	.6	11	112		.5
WI '04	21	701	.1	.4	42	415	.1	.6	38	380	.1	.5	23	311	.1	.4	6	126		.3
FA '03	26	601	.1	.5	62	419	.2	.8	37	283	.1	.5	29	238	.1	.4	4	129		.2
SU '03	20	469	.1	.4	39	272	.1	.6	32	241	.1	.4	29	155	.1	.5	2	59		.1
4-Book	24	579	.1	.5	48	370	.2	.7	39	300	.1	.5	30	222	.1	.5	6	107		.3
SP '03	21	567	.1	.4	60	401	.2	.8	24	297	.1	.3	32	277	.1	.5	2	59		.1
KLAC-AM																				
SP '04	21	751	.1	.4	15	120		.2	19	131	.1	.3	31	388	.1	.5	26	307	.1	1.2
WI '04	13	312	.1	.3	17	91	.1	.2	20	144	.1	.3	18	154	.1	.3	3	67		.2
FA '03	16	439	.1	.3	12	108		.2	37	196	.1	.5	21	258	.1	.3	9	151		.4
SU '03	11	277		.2	16	190	.1	.2	6	73		.1	11	100		.2	14	76		.6
4-Book	15	445	.1	.3	15	127	.1	.2	21	136	.1	.3	20	225	.1	.3	13	150		.6
SP '03	13	566		.3	13	164		.2	17	132	.1	.2	17	257	.1	.3	12	186		.5
KLAX-FM																				
SP '04	266	3512	.9	5.3	591	2077	1.9	7.9	356	2214	1.2	4.8	211	1651	.7	3.5	55	716	.2	2.4
WI '04	161	2905	.5	3.3	289	1609	.9	4.1	248	1674	.8	3.4	140	1259	.5	2.4	35	560	.1	1.8
FA '03	158	2969	.5	3.1	234	1450	.8	3.1	217	1592	.7	2.9	153	1337	.5	2.4	50	736	.2	2.2
SU '03	183	3130	.6	3.6	271	1522	.9	3.8	260	1751	.8	3.6	188	1567	.6	3.0	80	823	.3	3.2
4-Book	192	3129	.6	3.8	346	1665	1.1	4.7	270	1808	.9	3.7	173	1454	.6	2.8	55	709	.2	2.4
SP '03	212	3064	.7	4.2	285	1711	.9	3.9	317	1944	1.0	4.4	192	1464	.6	3.0	90	857	.3	3.8
KLOS-FM																				
SP '04	94	2831	.3	1.9	146	1088	.5	2.0	147	1290	.5	2.0	120	1280	.4	2.0	32	625	.1	1.4
WI '04	72	2488	.2	1.5	133	1072	.4	1.9	81	975	.3	1.1	88	1273	.3	1.5	30	400	.1	1.5
FA '03	75	2499	.2	1.4	148	1121	.5	2.0	103	957	.3	1.4	100	1101	.3	1.5	16	388	.1	.7
SU '03	101	2931	.3	2.0	183	1223	.6	2.6	97	1176	.3	1.3	133	1321	.4	2.1	60	640	.2	2.4
4-Book	86	2687	.3	1.7	153	1126	.5	2.1	107	1100	.4	1.5	110	1244	.4	1.8	35	513	.1	1.5
SP '03	73	2165	.2	1.4	121	946	.4	1.7	105	933	.3	1.5	102	1035	.3	1.6	26	499	.1	1.1
KLSX-FM																				
SP '04	126	2107	.4	2.5	279	1219	.9	3.7	228	1134	.7	3.1	156	1074	.5	2.6	16	298	.1	.7
WI '04	92	1754	.3	1.9	203	1031	.7	2.8	207	997	.7	2.9	88	744	.3	1.5	4	153		.2
FA '03	63	1536	.2	1.2	149	817	.5	2.0	78	702	.3	1.0	93	683	.3	1.4	19	241	.1	.8
SU '03	89	1590	.3	1.8	209	903	.7	3.0	135	774	.4	1.8	94	670	.3	1.5	24	288	.1	1.0
4-Book	93	1747	.3	1.9	210	993	.7	2.9	162	902	.5	2.2	108	793	.4	1.8	16	245	.1	.7
SP '03	66	1495	.2	1.3	158	755	.5	2.2	99	797	.3	1.4	87	569	.3	1.4	13	207		.6
KLTX-AM																				
SP '04	41	346	.1	.8	74	294	.2	1.0	61	280	.2	.8	39	227	.1	.6	19	178	.1	.8
WI '04	35	454	.1	.7	66	244	.2	.9	51	314	.2	.7	22	211	.1	.4	16	112	.1	.8
FA '03	49	423	.2	.9	96	330	.3	1.3	79	352	.3	1.1	45	260	.1	.7	11	141		.5
SU '03	55	464	.2	1.1	79	366	.3	1.1	87	329	.3	1.2	63	309	.2	1.0	18	178	.1	.7
4-Book	45	422	.2	.9	79	309	.3	1.1	70	319	.3	1.0	42	252	.1	.7	16	152	.1	.7
SP '03	83	488	.3	1.6	106	387	.3	1.5	116	381	.4	1.6	87	276	.3	1.4	46	222	.1	2.0
KLVE-FM																				
SP '04	224	4025	.7	4.4	305	1930	1.0	4.1	305	2329	1.0	4.1	238	1968	.8	3.9	138	1439	.4	6.1
WI '04	276	4193	.9	5.7	380	2234	1.2	5.3	529	2651	1.7	7.3	238	1810	.8	4.0	99	1034	.3	5.0
FA '03	289	4641	.9	5.6	414	2367	1.3	5.5	452	2557	1.5	6.0	256	2188	.8	3.9	156	1548	.5	6.9
SU '03	253	4371	.8	5.0	359	2241	1.2	5.1	399	2559	1.3	5.5	235	1953	.8	3.7	153	1465	.5	6.2
4-Book	261	4308	.8	5.2	365	2193	1.2	5.0	421	2524	1.4	5.7	242	1980	.8	3.9	137	1372	.4	6.1
SP '03	218	4015	.7	4.3	310	1979	1.0	4.3	361	2233	1.2	5.0	197	1600	.6	3.1	105	1118	.3	4.5
KLYY-FM																				
SP '04	86	1567	.3	1.7	56	492	.2	.8	167	972	.5	2.3	103	670	.3	1.7	39	435	.1	1.7
WI '04	101	1616	.3	2.1	91	714	.3	1.3	208	1003	.7	2.9	98	765	.3	1.7	34	411	.1	1.7
FA '03	92	1763	.3	1.8	86	774	.3	1.1	158	914	.5	2.1	84	933	.3	1.3	45	532	.1	2.0
SU '03	87	1787	.3	1.7	67	638	.2	.9	152	971	.5	2.1	73	742	.2	1.2	44	497	.1	1.8
4-Book	92	1683	.3	1.8	75	655	.3	1.0	171	965	.6	2.4	90	778	.3	1.5	41	469	.1	1.8
SP '03	108	2053	.4	2.1	97	803	.3	1.3	176	1214	.6	2.4	145	1078	.5	2.3	54	556	.2	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

	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
+KMXE-AM																				
SP '04	14	171	.3	.3	8	57	.1	.1	38	99	.1	.5	18	99	.1	.3	6	59	.3	.3
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	54	1296	.2	1.1	69	498	.2	.9	79	648	.3	1.1	71	707	.2	1.2	26	293	.1	1.2
WI '04	35	1173	.1	.7	34	464	.1	.5	53	470	.2	.7	53	529	.2	.9	25	316	.1	1.3
FA '03	57	1493	.2	1.1	56	620	.2	.7	67	727	.2	.9	67	809	.2	1.0	48	567	.2	2.1
SU '03	37	1050	.1	.7	31	459	.1	.4	42	455	.1	.6	56	574	.2	.9	26	388	.1	1.1
4-Book	46	1253	.2	.9	48	510	.2	.6	60	575	.2	.8	62	655	.2	1.0	31	391	.1	1.4
SP '03	29	1018	.1	.6	35	434	.1	.5	30	407	.1	.4	37	452	.1	.6	25	263	.1	1.1
KNX -AM																				
SP '04	35	1534	.1	.7	79	873	.3	1.1	28	434	.1	.4	37	614	.1	.6	19	412	.1	.8
WI '04	33	1440	.1	.7	53	706	.2	.7	38	444	.1	.5	59	702	.2	1.0	5	140	.3	.3
FA '03	41	1667	.1	.8	71	896	.2	.9	49	706	.2	.7	70	859	.2	1.1	23	383	.1	1.0
SU '03	44	1406	.1	.9	93	910	.3	1.3	29	416	.1	.4	80	838	.3	1.3	25	457	.1	1.0
4-Book	38	1512	.1	.8	74	846	.3	1.0	36	500	.1	.5	62	753	.2	1.0	18	348	.1	.8
SP '03	45	1730	.1	.9	76	792	.2	1.1	45	625	.1	.6	71	863	.2	1.1	26	311	.1	1.1
KOST-FM																				
SP '04	277	4378	.9	5.5	268	2036	.9	3.6	515	2233	1.7	7.0	367	2301	1.2	6.0	148	1651	.5	6.6
WI '04	230	4702	.7	4.7	269	2051	.9	3.8	386	2393	1.2	5.3	301	2473	1.0	5.1	119	1487	.4	6.0
FA '03	253	5274	.8	4.9	293	2471	.9	3.9	391	2444	1.3	5.2	316	2962	1.0	4.9	117	1688	.4	5.1
SU '03	229	4603	.7	4.5	245	2046	.8	3.5	386	2123	1.3	5.3	317	2375	1.0	5.1	144	1670	.5	5.8
4-Book	247	4739	.8	4.9	269	2151	.9	3.7	420	2298	1.4	5.7	325	2528	1.1	5.3	132	1624	.5	5.9
SP '03	254	4339	.8	5.0	281	1974	.9	3.9	435	2147	1.4	6.0	370	2394	1.2	5.8	140	1412	.5	5.9
KPWR-FM																				
SP '04	227	5836	.7	4.5	302	2902	1.0	4.1	259	3067	.8	3.5	306	3421	1.0	5.0	116	1793	.4	5.1
WI '04	201	5141	.6	4.1	254	2340	.8	3.6	193	2569	.6	2.7	265	3011	.9	4.5	124	1597	.4	6.2
FA '03	251	5764	.8	4.8	392	2949	1.3	5.2	265	2653	.9	3.5	350	3360	1.1	5.4	142	2047	.5	6.2
SU '03	213	5268	.7	4.2	291	2252	.9	4.1	257	2796	.8	3.5	262	2837	.8	4.2	146	1815	.5	5.9
4-Book	223	5502	.7	4.4	310	2611	1.0	4.3	244	2771	.8	3.3	296	3157	1.0	4.8	132	1813	.5	5.9
SP '03	223	5802	.7	4.4	290	2718	.9	4.0	270	3031	.9	3.7	290	3033	.9	4.5	126	1912	.4	5.3
KRCD-FM																				
SP '04	95	1250	.3	1.9	118	643	.4	1.6	138	733	.4	1.9	98	640	.3	1.6	73	463	.2	3.2
WI '04	121	1233	.4	2.5	166	589	.5	2.3	152	741	.5	2.1	118	591	.4	2.0	70	400	.2	3.5
FA '03	71	818	.2	1.4	81	408	.3	1.1	100	487	.3	1.3	87	447	.3	1.3	59	273	.2	2.6
SU '03	63	956	.2	1.2	81	498	.3	1.1	112	588	.4	1.5	40	416	.1	.6	44	300	.1	1.8
4-Book	88	1064	.3	1.8	112	535	.4	1.5	126	637	.4	1.7	86	524	.3	1.4	62	359	.2	2.8
SP '03	38	722	.1	.7	55	308	.2	.8	58	406	.2	.8	28	268	.1	.4	37	303	.1	1.6
KRCV-FM																				
SP '04	34	569	.1	.7	43	310	.1	.6	28	315	.1	.4	58	321	.2	1.0	18	162	.1	.8
WI '04	32	580	.1	.7	40	249	.1	.6	60	358	.2	.8	33	279	.1	.6	11	110	.6	.6
FA '03	32	524	.1	.6	44	248	.1	.6	66	355	.2	.9	19	203	.1	.3	12	95	.5	.5
SU '03	40	560	.1	.8	48	276	.2	.7	57	327	.2	.8	33	229	.1	.5	24	163	.1	1.0
4-Book	35	558	.1	.7	44	271	.1	.6	53	339	.2	.7	36	258	.1	.6	16	133	.1	.7
SP '03	23	343	.1	.5	34	192	.1	.5	24	127	.1	.3	18	130	.1	.3	13	91	.6	.6
KRLA-AM																				
SP '04	27	382	.1	.5	48	176	.2	.6	41	172	.1	.6	45	209	.1	.7	14	97	.6	.6
WI '04	16	265	.1	.3	27	149	.1	.4	32	201	.1	.4	25	84	.1	.4	1	29	.1	.1
FA '03	18	394	.1	.3	24	171	.1	.3	37	239	.1	.5	21	137	.1	.3	10	65	.4	.4
SU '03	14	376	.1	.3	17	127	.1	.2	30	219	.1	.4	28	178	.1	.4	4	131	.2	.2
4-Book	19	354	.1	.4	29	156	.1	.4	35	208	.1	.5	30	152	.1	.5	7	81	.3	.3
SP '03	19	336	.1	.4	39	257	.1	.5	42	245	.1	.6	20	129	.1	.3	7	48	.3	.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49

Target Listener Trends - Women 18-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																					
SP '04	217	4904	.7	4.3	400	2831	1.3	5.4	269	2420	.9	3.6	245	2665	.8	4.0	125	1635	.4	5.5	
WI '04	196	4973	.6	4.0	371	2807	1.2	5.2	214	2559	.7	2.9	239	2766	.8	4.1	90	1462	.3	4.5	
FA '03	231	5184	.7	4.5	379	2741	1.2	5.1	287	2718	.9	3.8	321	2878	1.0	4.9	109	1500	.4	4.8	
SU '03	224	4985	.7	4.4	399	2741	1.3	5.7	267	2668	.9	3.7	249	2662	.8	4.0	127	1719	.4	5.1	
4-Book	217	5012	.7	4.3	387	2780	1.3	5.4	259	2591	.9	3.5	264	2743	.9	4.3	113	1579	.4	5.0	
SP '03	214	5039	.7	4.2	381	2839	1.2	5.3	259	2590	.8	3.6	239	2586	.8	3.7	119	1637	.4	5.1	
KRTH-FM																					
SP '04	122	3439	.4	2.4	152	1443	.5	2.0	170	1645	.5	2.3	155	1575	.5	2.6	49	773	.2	2.2	
WI '04	126	3155	.4	2.6	153	1382	.5	2.1	218	1409	.7	3.0	139	1438	.4	2.4	54	805	.2	2.7	
FA '03	131	3409	.4	2.5	131	1367	.4	1.8	223	1656	.7	3.0	180	1654	.6	2.8	49	844	.2	2.2	
SU '03	130	3398	.4	2.6	147	1379	.5	2.1	215	1596	.7	2.9	189	1693	.6	3.0	65	794	.2	2.6	
4-Book	127	3350	.4	2.5	146	1393	.5	2.0	207	1577	.7	2.8	166	1590	.5	2.7	54	804	.2	2.4	
SP '03	164	3628	.5	3.2	204	1671	.7	2.8	247	1716	.8	3.4	183	1613	.6	2.9	64	872	.2	2.7	
KSCA-FM																					
SP '04	112	1888	.4	2.2	257	1099	.8	3.4	164	1087	.5	2.2	76	694	.2	1.3	28	341	.1	1.2	
WI '04	160	2471	.5	3.3	297	1196	1.0	4.2	156	1121	.5	2.1	282	1159	.9	4.8	45	378	.1	2.3	
FA '03	193	2520	.6	3.7	363	1302	1.2	4.9	178	1131	.6	2.4	398	1455	1.3	6.1	32	493	.1	1.4	
SU '03	232	2893	.8	4.6	363	1346	1.2	5.1	226	1344	.7	3.1	492	1808	1.6	7.8	65	742	.2	2.6	
4-Book	174	2443	.6	3.5	320	1236	1.1	4.4	181	1171	.6	2.5	312	1279	1.0	5.0	43	489	.1	1.9	
SP '03	195	2416	.6	3.8	322	1177	1.0	4.5	167	1095	.5	2.3	388	1504	1.3	6.1	72	702	.2	3.1	
KSPN-AM																					
SP '04	7	281		.1	7	54		.1	3	53			15	153		.2	7	82		.3	
WI '04	5	145		.1	3	46			7	37		.1	15	71		.3	1	41		.1	
FA '03	5	267		.1	2	56			6	72		.1	10	142		.2	4	117		.2	
SU '03	11	173		.2	2	16			9	33		.1	17	108		.1	3	22	119		.1
4-Book	7	217		.1	4	43			6	49		.1	14	119		.3	9	90		.4	
SP '03	5	247		.1	12				2	38			12	134		.2	3	106		.1	
KSSE-FM																					
SP '04	190	3146	.6	3.8	344	1971	1.1	4.6	273	1832	.9	3.7	197	1588	.6	3.2	72	763	.2	3.2	
WI '04	179	3115	.6	3.7	364	1834	1.2	5.1	238	1764	.8	3.3	159	1367	.5	2.7	58	849	.2	2.9	
FA '03	193	2751	.6	3.7	262	1489	.8	3.5	312	1609	1.0	4.2	207	1505	.7	3.2	92	825	.3	4.0	
SU '03	182	2760	.6	3.6	308	1596	1.0	4.4	289	1779	.9	4.0	167	1446	.5	2.7	56	775	.2	2.3	
4-Book	186	2943	.6	3.7	320	1723	1.0	4.4	278	1746	.9	3.8	183	1477	.6	3.0	70	803	.2	3.1	
SP '03	146	2666	.5	2.9	200	1261	.6	2.8	218	1642	.7	3.0	168	1477	.5	2.6	64	813	.2	2.7	
KSUR-AM																					
SP '04	5	191		.1	2	21			4	81		.1	7	86		.1	9	55		.4	
WI '04	4	75		.1	2	26			9	75		.1	2	50			5	50		.3	
FA '03	4	31		.1	2	31			8	31		.1	4	31		.1	2	31		.1	
SU '03	2	98			5	43		.1	5	39		.1	2	37				15			
4-Book	4	99		.1	3	30			7	57		.1	4	51		.1	4	38		.2	
SP '03	9	207		.2	4	62		.1	20	113		.3	16	123		.1	3	38			
KTWV-FM																					
SP '04	129	2236	.4	2.5	181	1129	.6	2.4	239	1201	.8	3.2	138	1063	.4	2.3	67	706	.2	3.0	
WI '04	169	2434	.5	3.5	180	1210	.6	2.5	319	1370	1.0	4.4	213	1374	.7	3.6	54	654	.2	2.7	
FA '03	192	2762	.6	3.7	231	1289	.7	3.1	371	1552	1.2	4.9	253	1619	.8	3.9	76	873	.2	3.3	
SU '03	126	2503	.4	2.5	140	1321	.5	2.0	203	1310	.7	2.8	149	1352	.5	2.4	60	668	.2	2.4	
4-Book	154	2484	.5	3.1	183	1237	.6	2.5	283	1358	.9	3.8	188	1352	.6	3.1	64	725	.2	2.9	
SP '03	154	2398	.5	3.0	177	1161	.6	2.5	248	1010	.8	3.4	209	1288	.7	3.3	84	904	.3	3.6	
KWIZ-FM																					
SP '04	24	570	.1	.5	15	176		.2	27	281	.1	.4	35	293	.1	.6	21	137	.1	.9	
WI '04	36	797	.1	.7	54	344	.2	.8	57	393	.2	.8	24	280	.1	.4	12	204		.6	
FA '03	61	862	.2	1.2	67	430	.2	.9	108	467	.3	1.4	67	361	.2	1.0	22	255	.1	1.0	
SU '03	30	678	.1	.6	25	242	.1	.4	51	369	.2	.7	37	299	.1	.6	14	204		.6	
4-Book	38	727	.1	.8	40	298	.1	.6	61	378	.2	.8	41	308	.1	.7	17	200	.1	.8	
SP '03	45	715	.1	.9	48	361	.2	.7	76	539	.2	1.1	53	389	.2	.8	29	319	.1	1.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 18-49																					
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
KWKV-AM																					
SP '04	29	373	.1	.6	39	180	.1	.5	65	261	.2	.9	24	104	.1	.4	5	59	.2	.2	
WI '04	24	295	.1	.5	21	104	.1	.3	67	243	.2	.9	20	169	.1	.3	2	52	.1	.1	
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '03	27	398	.1	.5	24	180	.1	.3	73	245	.2	1.0	17	98	.1	.3	11	46	.4	.4	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '03	26	378	.1	.5	11	96	.2	.2	79	240	.3	1.1	21	174	.1	.3	3	45	.1	.1	
KWVE-FM																					
SP '04	35	679	.1	.7	70	413	.2	.9	41	298	.1	.6	46	365	.1	.8	8	139	.4	.4	
WI '04	37	694	.1	.8	48	460	.2	.7	51	408	.2	.7	55	443	.2	.9	22	235	.1	1.1	
FA '03	23	669	.1	.4	45	383	.1	.6	38	306	.1	.5	22	221	.1	.3	8	179	.4	.4	
SU '03	21	612	.1	.4	40	324	.1	.6	22	251	.1	.3	26	339	.1	.4	7	75	.3	.3	
4-Book	29	664	.1	.6	51	395	.2	.7	38	316	.1	.5	37	342	.1	.6	11	157	.6	.6	
SP '03	33	699	.1	.6	77	468	.2	1.1	46	287	.1	.6	40	260	.1	.6	7	102	.3	.3	
KXOL-FM																					
SP '04	107	1898	.3	2.1	143	843	.5	1.9	144	1051	.5	1.9	108	967	.3	1.8	41	525	.1	1.8	
WI '04	111	1951	.4	2.3	169	927	.5	2.4	170	1173	.5	2.3	128	964	.4	2.2	40	420	.1	2.0	
FA '03	152	2516	.5	2.9	199	1217	.6	2.7	272	1629	.9	3.6	152	1328	.5	2.3	67	673	.2	2.9	
SU '03	174	2558	.6	3.4	231	1351	.7	3.3	257	1623	.8	3.5	178	1406	.6	2.8	98	859	.3	4.0	
4-Book	136	2231	.5	2.7	186	1085	.6	2.6	211	1369	.7	2.8	142	1166	.5	2.3	62	619	.2	2.7	
SP '03	151	2707	.5	3.0	214	1360	.7	3.0	230	1632	.7	3.2	132	1175	.4	2.1	71	667	.2	3.0	
KXTA-AM																					
SP '04	1	95							4	43			1	28				16			
WI '04	4	107		.1	3	9				18			4	67		.1	5	41		.3	
FA '03		49			1	33			1	16				8							
SU '03	4	109		.1	4	44		.1	12	28		.2	7	63		.1		34			
4-Book	2	90		.1	2	22			4	26		.1	3	42		.1	1	23		.1	
SP '03	1	60				9			3	13				9			1	25			
XTRA-AM																					
SP '04	6	154		.1	7	45		.1	9	54		.1	4	40		.1	2	36		.1	
WI '04	1	64							2	27			1	12				14			
FA '03	1	112			1	17				12			2	39			1	12			
SU '03	6	125		.1	8	66		.1	11	55		.2	6	33		.1		12			
4-Book	4	114		.1	4	32		.1	6	37		.1	3	31		.1	1	19			
SP '03	3	81		.1	2	25			8	39		.1	4	43		.1					
KYSR-FM																					
SP '04	212	5075	.7	4.2	362	2492	1.2	4.9	342	2625	1.1	4.6	282	2891	.9	4.6	46	1128	.1	2.0	
WI '04	188	4764	.6	3.9	333	2320	1.1	4.7	258	2280	.8	3.6	254	2792	.8	4.3	54	1272	.2	2.7	
FA '03	176	4351	.6	3.4	326	2376	1.1	4.4	237	2129	.8	3.2	265	2394	.9	4.1	64	1121	.2	2.8	
SU '03	200	4846	.6	3.9	288	2121	.9	4.1	295	2536	1.0	4.0	313	2929	1.0	5.0	59	1268	.2	2.4	
4-Book	194	4759	.6	3.9	327	2327	1.1	4.5	283	2393	.9	3.9	279	2752	.9	4.5	56	1197	.2	2.5	
SP '03	197	4860	.6	3.9	339	2345	1.1	4.7	269	2371	.9	3.7	281	2858	.9	4.4	54	1338	.2	2.3	
KZAB-FM																					
SP '04	77	995	.2	1.5	80	457	.3	1.1	107	642	.3	1.4	106	568	.3	1.7	34	270	.1	1.5	
WI '04	72	893	.2	1.5	82	435	.3	1.2	129	519	.4	1.8	80	448	.3	1.4	24	174	.1	1.2	
FA '03	101	1317	.3	2.0	151	732	.5	2.0	151	749	.5	2.0	99	690	.3	1.5	49	451	.2	2.2	
SU '03	69	1150	.2	1.4	84	529	.3	1.2	105	638	.3	1.4	81	585	.3	1.3	22	288	.1	.9	
4-Book	80	1089	.2	1.6	99	538	.4	1.4	123	637	.4	1.7	92	573	.3	1.5	32	296	.1	1.5	
SP '03	118	1330	.4	2.3	103	576	.3	1.4	166	908	.5	2.3	146	807	.5	2.3	60	547	.2	2.5	
KZLA-FM																					
SP '04	147	2376	.5	2.9	224	1283	.7	3.0	219	1322	.7	3.0	222	1649	.7	3.7	51	768	.2	2.3	
WI '04	109	2200	.4	2.2	148	1348	.5	2.1	192	1253	.6	2.6	168	1497	.5	2.9	28	563	.1	1.4	
FA '03	157	2250	.5	3.0	218	1405	.7	2.9	261	1475	.8	3.5	202	1454	.7	3.1	52	707	.2	2.3	
SU '03	126	2151	.4	2.5	141	1186	.5	2.0	201	1410	.7	2.8	187	1248	.6	3.0	39	573	.1	1.6	
4-Book	135	2244	.5	2.7	183	1306	.6	2.5	218	1365	.7	3.0	195	1462	.6	3.2	43	653	.2	1.9	
SP '03	130	2167	.4	2.5	171	1266	.6	2.4	182	1289	.6	2.5	158	1523	.5	2.5	54	795	.2	2.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KGGI-FM																				
SP '04	29	1209	.1	.6	26	361	.1	.3	41	560	.1	.6	36	539	.1	.6	19	323	.1	.8
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	23	1202	.1	.4	34	496	.1	.5	23	495	.1	.3	29	494	.1	.4	18	279	.1	.8
SU '03	26	1045	.1	.5	23	339	.1	.3	30	411	.1	.4	38	538	.1	.6	18	305	.1	.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	27	1086	.1	.5	28	353	.1	.4	22	452	.1	.3	28	505	.1	.4	26	327	.1	1.1
TOTALS																				
SP '04	5064	29786	16.4		7452	26514	24.1		7391	24704	23.9		6078	25094	19.6		2258	16641	7.3	
WI '04	4873	30037	15.7		7125	25983	23.0		7257	24635	23.5		5878	25157	19.0		1989	15758	6.4	
FA '03	5179	30013	16.7		7481	26557	24.2		7511	24957	24.3		6500	25946	21.0		2273	17100	7.3	
SU '03	5080	29929	16.5		7060	26055	22.9		7302	24920	23.7		6270	25811	20.3		2472	17250	8.0	
4-Book	5049	29941	16.3		7280	26277	23.6		7365	24804	23.9		6182	25502	20.0		2248	16687	7.3	
SP '03	5107	29898	16.6		7220	26254	23.4		7222	24566	23.4		6397	25511	20.7		2356	16900	7.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 18-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	50	673	.2	.7	14	263	.4	11	71	.3	19	83	.1	.3	19	64	.1	.5		
4-Book	51	643	.2	.8	12	208	.3	13	59	.4	14	72	.1	.2	15	50	.1	.4		
KBIG-FM																				
SP '04	303	3496	1.0	4.3	82	1650	.3	2.3	42	227	.1	1.1	160	598	.5	2.8	103	422	.3	2.5
4-Book	270	3392	.9	3.9	89	1708	.3	2.5	69	321	.2	1.9	153	589	.5	2.6	124	495	.4	3.0
KBUA-FM																				
SP '04	66	378	.2	.9	37	313	.1	1.1	44	134	.1	1.1	66	145	.2	1.1	30	96	.1	.7
4-Book	47	344	.2	.7	27	212	.1	.8	36	94	.1	1.0	49	109	.2	.8	29	82	.1	.7
KBUE-FM																				
SP '04	147	1771	.5	2.1	117	1223	.4	3.3	179	418	.6	4.7	127	435	.4	2.2	142	336	.5	3.5
4-Book	150	1732	.5	2.2	108	1200	.4	3.1	131	356	.5	3.6	176	518	.6	2.9	137	361	.5	3.3
KCBS-FM																				
SP '04	144	2601	.5	2.1	79	1464	.3	2.3	70	231	.2	1.8	124	574	.4	2.1	76	413	.2	1.8
4-Book	154	2558	.5	2.2	77	1468	.3	2.2	60	289	.2	1.7	133	547	.5	2.2	103	451	.3	2.4
KDLD-FM																				
SP '04	32	562	.1	.5	25	295	.1	.7	9	57	.2	31	114	.1	.5	38	131	.1	.9	
4-Book	23	569	.1	.4	17	324	.1	.5	12	58	.3	23	101	.1	.4	29	116	.1	.7	
KDLE-FM																				
SP '04	23	575	.1	.3	13	282	.4	12	66	.3	23	98	.1	.4	7	51	.2			
4-Book	39	630	.2	.6	27	363	.1	.8	18	84	.1	.5	52	162	.2	.9	35	124	.1	.8
KFI -AM																				
SP '04	169	1965	.5	2.4	38	640	.1	1.1	75	261	.2	2.0	29	182	.1	.5	30	129	.1	.7
4-Book	188	1969	.6	2.7	43	697	.1	1.2	85	283	.3	2.4	69	278	.2	1.1	38	155	.1	.9
KFSH-FM																				
SP '04	77	1092	.2	1.1	75	917	.2	2.1	87	267	.3	2.3	118	432	.4	2.0	99	331	.3	2.4
4-Book	87	1090	.3	1.2	60	843	.2	1.7	53	233	.2	1.5	108	389	.4	1.8	75	256	.2	1.8
KFWB-AM																				
SP '04	29	918	.1	.4	12	388	.3	25	150	.1	.7	12	87	.2	15	93	.4			
4-Book	46	1134	.2	.7	17	474	.1	.5	30	169	.1	.8	23	129	.1	.4	14	84	.3	
KHHT-FM																				
SP '04	255	3045	.8	3.6	170	1974	.5	4.9	142	408	.5	3.7	247	939	.8	4.3	169	493	.5	4.1
4-Book	237	2865	.8	3.4	144	1814	.5	4.1	113	385	.4	3.1	195	723	.6	3.3	129	443	.4	3.1
KHJ -AM																				
SP '04	41	488	.1	.6	22	300	.1	.6	44	113	.1	1.1	61	128	.2	1.1	26	69	.1	.6
4-Book	39	430	.1	.6	21	247	.1	.6	26	72	.1	.7	45	95	.2	.8	27	71	.1	.7
KIIS-FM																				
SP '04	304	5881	1.0	4.3	153	3308	.5	4.4	141	623	.5	3.7	267	1168	.9	4.6	182	833	.6	4.4
4-Book	308	5703	1.0	4.4	163	3217	.5	4.6	144	617	.5	3.9	298	1335	1.0	5.0	192	872	.6	4.6
KVVS-FM																				
SP '04	26	224	.1	.4	8	132	.2	17	50	.1	.4	17	73	.1	.3	6	30	.1		
4-Book	17	214	.1	.3	8	119	.2	10	39	.3	17	60	.1	.3	8	39	.2			
KJLH-FM																				
SP '04	170	1305	.5	2.4	115	1040	.4	3.3	87	287	.3	2.3	131	367	.4	2.3	95	227	.3	2.3
4-Book	144	1301	.4	2.1	125	1080	.4	3.6	75	207	.3	2.1	129	369	.4	2.2	98	275	.3	2.3
KKBT-FM																				
SP '04	235	4089	.8	3.4	145	2483	.5	4.1	128	478	.4	3.3	282	1075	.9	4.9	204	787	.7	5.0
4-Book	257	3731	.9	3.7	135	2164	.5	3.8	130	424	.4	3.5	255	951	.8	4.3	179	619	.6	4.2
KKLA-FM																				
SP '04	45	510	.1	.6	14	197	.4	8	39	.2	20	68	.1	.3	18	39	.1	.4		
4-Book	39	515	.1	.6	10	194	.3	14	45	.4	12	52	.2	9	31	.2				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-49

Women 18-49																				
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	
KLAC-AM SP '04 4-Book	21 19	487 336	.1 .1	.3 .3	17 10	322 164	.1 .5	.5 .3	6 3	26 17	.2 .1					29 14	66 55	.1 .1	.7 .4	
KLAX-FM SP '04 4-Book	384 264	3034 2660	1.2 .9	5.5 3.8	199 158	2103 1751	.6 .5	5.7 4.5	428 236	861 571	1.4 .8	11.2 6.4	322 276	921 781	1.0 .9	5.6 4.6	189 167	638 500	.6 .6	4.6 3.9
KLOS-FM SP '04 4-Book	138 122	2414 2232	.4 .4	2.0 1.8	58 55	1179 1094	.2 .2	1.7 1.6	65 49	156 161	.2 .2	1.7 1.4	115 95	442 382	.4 .3	2.0 1.6	57 66	216 267	.2 .2	1.4 1.6
KLSX-FM SP '04 4-Book	221 160	1966 1561	.7 .5	3.2 2.3	29 24	437 399	.1 .1	.8 .7	15 33	61 99	.4 .1	1.0 1.0	31 21	130 99	.1 .1	.5 .4	39 18	85 46	.1 .1	.9 .4
KLTX-AM SP '04 4-Book	58 64	334 388	.2 .2	.8 .9	27 31	214 252	.1 .1	.8 .9	47 43	96 114	.2 .2	1.2 1.2	36 51	115 118	.1 .2	.6 .9	18 35	62 83	.1 .1	.4 .8
KLVE-FM SP '04 4-Book	284 349	3451 3737	.9 1.1	4.1 5.0	175 188	2076 2217	.6 .6	5.0 5.3	211 229	546 612	.7 .7	5.5 6.3	336 342	894 907	1.1 1.1	5.8 5.7	208 194	592 550	.7 .6	5.1 4.6
KLYY-FM SP '04 4-Book	113 117	1328 1418	.4 .4	1.6 1.7	69 82	877 911	.2 .3	2.0 2.3	42 64	177 215	.1 .2	1.1 1.8	113 160	298 424	.4 .5	1.9 2.7	76 95	203 281	.2 .3	1.8 2.2
+KMXE-AM SP '04 4-Book	22 **	142 **	.1 **	.3 **	5 **	70 **	.1 **	.1 **	13 **	13 **	.3 **	.3 **	12 **	27 **	.2 **	.2 **	6 **	13 **	.1 **	.1 **
KMZT-FM SP '04 4-Book	73 57	1084 999	.2 .2	1.0 .8	37 36	589 599	.1 .1	1.1 1.0	19 20	114 113	.1 .1	.5 .6	64 57	247 239	.2 .2	1.1 1.0	65 39	173 147	.2 .1	1.6 .9
KNX -AM SP '04 4-Book	46 55	1241 1266	.1 .2	.7 .8	27 22	524 508	.1 .1	.8 .6	45 27	171 139	.1 .1	1.2 .7	45 32	182 143	.1 .1	.8 .5	22 14	109 68	.1 .1	.5 .4
KOST-FM SP '04 4-Book	393 344	3530 3840	1.3 1.1	5.6 4.9	156 153	1807 2136	.5 .5	4.5 4.4	131 136	370 486	.4 .5	3.4 3.7	271 251	645 737	.9 .8	4.7 4.2	199 185	561 607	.6 .6	4.8 4.4
KPWR-FM SP '04 4-Book	287 280	5020 4743	.9 .9	4.1 4.0	197 184	3194 2922	.6 .6	5.6 5.3	173 156	683 623	.6 .5	4.5 4.2	383 326	1444 1253	1.2 1.1	6.6 5.4	252 237	858 859	.8 .8	6.1 5.6
KRCD-FM SP '04 4-Book	119 109	1073 898	.4 .4	1.7 1.6	68 67	727 599	.2 .2	1.9 1.9	101 79	281 199	.3 .3	2.6 2.2	105 95	262 236	.3 .3	1.8 1.6	73 79	158 164	.2 .2	1.8 1.9
KRCV-FM SP '04 4-Book	42 45	475 471	.1 .1	.6 .7	30 29	313 272	.1 .1	.9 .8	57 41	128 99	.2 .2	1.5 1.1	29 45	111 136	.1 .2	.5 .7	17 18	58 51	.1 .1	.4 .4
KRLA-AM SP '04 4-Book	44 31	294 301	.1 .1	.6 .5	5 4	87 55	.1 .1		5 3	30 21	.1 .1		14 11	38 25	.2 .2		12 9	24 18	.3 .2	
KROQ-FM SP '04 4-Book	302 300	4318 4456	1.0 1.0	4.3 4.3	127 140	2428 2472	.4 .5	3.6 4.0	75 108	449 456	.2 .3	2.0 3.0	205 247	1008 1023	.7 .8	3.5 4.1	162 182	683 776	.5 .6	3.9 4.3
KRTH-FM SP '04 4-Book	160 176	2783 2729	.5 .6	2.3 2.5	104 92	1582 1436	.3 .3	3.0 2.6	80 71	386 321	.3 .2	2.1 1.9	191 168	681 557	.6 .5	3.3 2.8	107 106	376 375	.3 .4	2.6 2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Women 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		
KSCA-FM																							
SP '04		165	1568	.5	2.4	76	988	.2	2.2	179	311	.6	4.7	82	326	.3	1.4	38	185	.1	.9		
4-Book		264	2105	.9	3.8	104	1180	.3	3.0	234	467	.8	6.4	133	386	.5	2.2	182	392	.6	4.3		
KSPN-AM																							
SP '04		8	200	.1	.1	5	94	.1	.1	5	30	.1	.1	12	42	.2	.2	11	30	.1	.3		
4-Book		8	160	.1	.1	6	91	.2	.2	1	8	.1	.1	8	34	.1	.1	11	30	.1	.3		
KSSE-FM																							
SP '04		271	2936	.9	3.9	125	1580	.4	3.6	159	512	.5	4.1	284	843	.9	4.9	112	418	.4	2.7		
4-Book		261	2674	.9	3.8	131	1567	.4	3.7	165	509	.5	4.5	280	788	.9	4.7	141	418	.5	3.3		
KSUR-AM																							
SP '04		4	143	.1	.1	4	78	.1	.1	3	27	.1	.1					2	11	.1	.1		
4-Book		5	83	.1	.1	3	44	.1	.1	3	10	.1	.1	6	13	.1	.1	5	14	.1	.1		
KTWV-FM																							
SP '04		190	1803	.6	2.7	63	1056	.2	1.8	51	189	.2	1.3	104	404	.3	1.8	67	234	.2	1.6		
4-Book		223	2085	.7	3.2	93	1154	.3	2.6	77	287	.3	2.1	185	496	.6	3.1	138	372	.4	3.3		
KWIZ-FM																							
SP '04		26	445	.1	.4	22	293	.1	.6	13	54	.3	.3	21	87	.1	.4	37	80	.1	.9		
4-Book		49	571	.2	.7	33	390	.1	.9	43	103	.2	1.2	66	177	.2	1.1	31	76	.1	.7		
KWKV-AM																							
SP '04		44	334	.1	.6	17	173	.1	.5	28	79	.1	.7	34	71	.1	.6	41	80	.1	1.0		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KVVE-FM																							
SP '04		52	616	.2	.7	25	351	.1	.7	30	107	.1	.8	28	84	.1	.5	18	30	.1	.4		
4-Book		42	589	.2	.6	19	310	.1	.5	29	94	.1	.8	21	82	.1	.4	23	91	.1	.5		
KXOL-FM																							
SP '04		133	1649	.4	1.9	107	932	.3	3.1	151	303	.5	3.9	227	466	.7	3.9	130	335	.4	3.2		
4-Book		182	1931	.6	2.6	106	1181	.3	3.0	136	343	.4	3.7	216	524	.7	3.6	129	360	.4	3.0		
KXTA-AM																							
SP '04		2	58			1	37							5	15	.1	.1	2	24				
4-Book		3	70			2	29							2	7	.1	.1	4	17		.1		
XTRA-AM																							
SP '04		7	102	.1	.1	6	86	.2	.2	6	30	.2	.2	16	46	.1	.3	14	45	.3	.3		
4-Book		4	71	.1	.1	4	54	.1	.1	2	11	.1	.1	8	27	.1	.1	6	22	.1	.1		
KYSR-FM																							
SP '04		330	4420	1.1	4.7	114	2257	.4	3.3	67	365	.2	1.7	226	908	.7	3.9	165	658	.5	4.0		
4-Book		295	4170	1.0	4.2	107	2116	.4	3.1	84	345	.3	2.3	206	818	.7	3.5	151	641	.5	3.6		
KZAB-FM																							
SP '04		99	927	.3	1.4	68	541	.2	1.9	47	163	.2	1.2	113	285	.4	1.9	117	269	.4	2.8		
4-Book		106	932	.3	1.5	66	641	.2	1.9	60	183	.2	1.6	122	322	.4	2.0	86	209	.3	2.1		
KZLA-FM																							
SP '04		221	2198	.7	3.2	80	1301	.3	2.3	133	551	.4	3.5	153	604	.5	2.6	100	369	.3	2.4		
4-Book		200	2023	.7	2.9	82	1261	.3	2.3	98	395	.3	2.7	161	549	.5	2.7	104	372	.4	2.4		
KGGI-FM																							
SP '04		35	954	.1	.5	27	630	.1	.8	17	93	.1	.4	40	166	.1	.7	30	132	.1	.7		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
TOTALS																							
SP '04		7006	29457	22.6		3505	23842	11.3		3834	10531	12.4		5795	15007	18.7		4115	11085	13.3			
4-Book		6974	29628	22.5		3516	24000	11.4		3657	10301	11.9		6020	15254	19.5		4232	11384	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 - Women 18-49

		Women 18-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
	SP '04	21	65	.1	.9	12	24	.5	.5	17	75	.1	.4	7	40	.2	.2	5	23		.3	
	4-Book	13	43	.6	.6	9	25	.4	.4	16	71	.1	.4	10	51	.3	.3	3	15		.2	
KBIG-FM																						
	SP '04	83	364	.3	3.5	67	227	.2	2.9	108	425	.3	2.5	49	261	.2	1.5	33	185	.1	1.7	
	4-Book	94	378	.3	4.1	56	246	.2	2.4	113	458	.4	2.6	63	300	.2	1.9	34	153	.1	1.8	
KBUA-FM																						
	SP '04	16	54	.1	.7	13	54	.6	.6	76	187	.2	1.7	26	109	.1	.8	18	66	.1	1.0	
	4-Book	15	50	.1	.7	15	44	.1	.7	40	99	.1	.9	23	78	.1	.7	9	31		.5	
KBUE-FM																						
	SP '04	97	285	.3	4.0	79	195	.3	3.4	151	426	.5	3.4	123	398	.4	3.9	50	181	.2	2.6	
	4-Book	72	229	.2	3.2	68	196	.2	2.9	135	394	.4	3.1	94	263	.3	2.9	47	165	.2	2.6	
KCBS-FM																						
	SP '04	40	223	.1	1.7	24	154	.1	1.0	163	593	.5	3.7	80	313	.3	2.5	39	184	.1	2.1	
	4-Book	42	217	.1	1.9	34	171	.1	1.5	125	524	.4	2.9	83	347	.3	2.5	30	132	.1	1.7	
KDLD-FM																						
	SP '04	12	50	.5	.5	6	19	.3	.3	48	152	.2	1.1	31	56	.1	1.0	25	96	.1	1.3	
	4-Book	10	47	.4	.4	6	19	.3	.3	28	108	.1	.7	21	70	.1	.6	12	52	.1	.6	
KDLE-FM																						
	SP '04	17	61	.1	.7	2	38	.1	.1	25	138	.1	.6	11	79	.3	.3	7	32		.4	
	4-Book	27	112	.1	1.2	5	30	.2	.2	37	140	.1	.9	26	98	.1	.8	15	75	.1	.9	
KFI -AM																						
	SP '04	72	180	.2	3.0	30	105	.1	1.3	12	58	.3	.3	12	43	.4	.4	46	122	.1	2.4	
	4-Book	40	139	.1	1.7	35	151	.1	1.5	40	152	.1	.9	23	91	.1	.7	17	60		.9	
KFSH-FM																						
	SP '04	54	221	.2	2.3	63	359	.2	2.7	104	484	.3	2.4	57	241	.2	1.8	16	148	.1	.8	
	4-Book	33	157	.1	1.5	64	322	.2	2.7	79	408	.3	1.8	51	224	.2	1.6	15	105	.1	.8	
KFWB-AM																						
	SP '04	12	54	.5	.5	6	47	.3	.3	20	96	.1	.5	6	46	.2	.2	1	14		.1	
	4-Book	9	40	.4	.4	21	116	.1	.9	20	102	.1	.5	19	98	.1	.6	5	39		.3	
KHHT-FM																						
	SP '04	110	456	.4	4.6	86	271	.3	3.7	140	569	.5	3.2	173	596	.6	5.5	272	625	.9	14.4	
	4-Book	103	353	.4	4.5	81	266	.3	3.4	113	451	.4	2.6	162	539	.5	5.0	240	527	.8	13.2	
KHJ -AM																						
	SP '04	6	15	.3	.3	14	89	.6	.6	22	88	.1	.5	4	13	.1	.1					
	4-Book	9	26	.4	.4	20	57	.1	.9	24	85	.1	.6	12	34	.1	.4	5	16		.3	
KIIS-FM																						
	SP '04	117	515	.4	4.9	88	390	.3	3.8	206	1025	.7	4.7	161	700	.5	5.1	56	307	.2	3.0	
	4-Book	118	593	.4	5.2	102	447	.3	4.3	198	923	.7	4.6	156	685	.5	4.8	81	371	.3	4.5	
KVVS-FM																						
	SP '04					9	40	.4	.4	4	28	.1	.1	12	19	.4	.4	4	13		.2	
	4-Book	1	6			4	24	.2	.2	7	33	.2	.2	10	28	.3	.3	5	25		.3	
KJLH-FM																						
	SP '04	68	203	.2	2.8	146	467	.5	6.2	169	534	.5	3.9	142	295	.5	4.5	82	202	.3	4.3	
	4-Book	66	183	.2	2.9	159	434	.5	6.7	234	622	.8	5.4	165	345	.6	5.1	77	196	.3	4.2	
KKBT-FM																						
	SP '04	106	495	.3	4.4	70	167	.2	3.0	174	780	.6	4.0	102	477	.3	3.2	77	296	.2	4.1	
	4-Book	92	394	.3	4.0	82	235	.3	3.4	142	594	.5	3.3	120	433	.4	3.6	77	304	.2	4.2	
KKLA-FM																						
	SP '04	8	20	.3	.3	34	115	.1	1.5	5	20	.1	.1	5	20	.2	.2	16	35	.1	.8	
	4-Book	5	20	.2	.2	23	81	.1	1.0	10	48	.2	.2	3	13	.1	.1	5	15		.3	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KLAC-AM																				
SP '04	26	80	.1	1.1	4	24	.2	14	70	.3	32	114	.1	1.0	26	123	.1	1.4		
4-Book	12	41	.5		2	9	.1	14	45	.3	17	53	.1	.5	13	44	.1	.8		
KLAX-FM																				
SP '04	78	301	.3	3.3	197	505	.6	8.4	216	619	.7	4.9	125	349	.4	3.9	69	211	.2	3.7
4-Book	76	269	.3	3.3	141	378	.5	6.0	187	595	.6	4.3	124	366	.4	3.8	62	227	.2	3.4
KLOS-FM																				
SP '04	28	123	.1	1.2	21	115	.1	.9	74	434	.2	1.7	72	316	.2	2.3	30	107	.1	1.6
4-Book	35	134	.1	1.6	24	125	.1	1.0	66	328	.2	1.5	71	270	.2	2.2	30	116	.1	1.7
KLSX-FM																				
SP '04	14	85	.6		47	130	.2	2.0	50	114	.2	1.1	39	75	.1	1.2	5	35	.3	
4-Book	8	48	.3		44	131	.2	1.9	44	135	.2	1.0	24	67	.1	.7	4	19	.2	
KLTX-AM																				
SP '04	3	16	.1		34	77	.1	1.5	25	81	.1	.6	26	71	.1	.8	28	54	.1	1.5
4-Book	15	45	.1	.7	35	90	.1	1.5	35	116	.1	.8	22	56	.1	.7	17	43	.1	.9
KLVE-FM																				
SP '04	164	557	.5	6.8	106	351	.3	4.5	150	470	.5	3.4	116	328	.4	3.7	100	291	.3	5.3
4-Book	168	492	.5	7.3	109	351	.4	4.6	215	651	.7	4.9	138	395	.5	4.2	92	325	.3	5.1
KLYY-FM																				
SP '04	57	188	.2	2.4	30	133	.1	1.3	88	264	.3	2.0	84	187	.3	2.7	51	176	.2	2.7
4-Book	51	186	.2	2.2	47	148	.2	2.0	111	294	.4	2.6	74	194	.3	2.3	43	155	.1	2.3
+KMXE-AM																				
SP '04	3	15	.1		5	28	.2		1	14	.2									
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																				
SP '04	33	114	.1	1.4	20	112	.1	.9	29	142	.1	.7	39	180	.1	1.2	25	89	.1	1.3
4-Book	32	120	.1	1.4	20	114	.1	.9	45	189	.2	1.1	42	132	.1	1.3	30	112	.1	1.6
KNX -AM																				
SP '04	5	51	.2		42	179	.1	1.8	35	135	.1	.8	13	110	.4		14	32	.7	
4-Book	12	75	.5		26	118	.1	1.1	28	136	.1	.7	21	111	.1	.7	13	70	.7	
KOST-FM																				
SP '04	168	465	.5	7.0	62	281	.2	2.6	158	461	.5	3.6	134	445	.4	4.2	101	323	.3	5.3
4-Book	139	474	.4	6.1	83	334	.3	3.5	185	593	.6	4.2	141	472	.4	4.4	92	353	.3	5.0
KPWR-FM																				
SP '04	202	726	.7	8.4	115	428	.4	4.9	195	855	.6	4.4	187	660	.6	5.9	54	281	.2	2.9
4-Book	169	651	.6	7.5	90	351	.3	3.8	207	858	.7	4.7	175	633	.6	5.4	94	339	.3	5.2
KRCD-FM																				
SP '04	45	142	.1	1.9	53	130	.2	2.3	99	243	.3	2.3	22	71	.1	.7	42	103	.1	2.2
4-Book	52	133	.2	2.4	47	121	.1	2.0	95	246	.3	2.2	43	101	.2	1.3	41	125	.1	2.3
KRCV-FM																				
SP '04	13	68	.5		11	66	.5		38	109	.1	.9	45	96	.1	1.4	30	127	.1	1.6
4-Book	15	59	.6		20	55	.1	.9	39	108	.1	.9	31	68	.1	.9	19	67	.1	1.1
KRLA-AM																				
SP '04	6	10	.3						1	15										
4-Book	2	5	.1		1	3				4			3	4	.1					
KROQ-FM																				
SP '04	94	501	.3	3.9	69	240	.2	2.9	170	754	.5	3.9	143	590	.5	4.5	85	419	.3	4.5
4-Book	105	499	.3	4.6	70	274	.3	2.9	173	796	.6	4.0	139	605	.5	4.3	81	381	.3	4.4
KRTH-FM																				
SP '04	45	198	.1	1.9	82	272	.3	3.5	152	564	.5	3.5	114	360	.4	3.6	53	202	.2	2.8
4-Book	47	214	.2	2.1	71	241	.3	3.0	125	492	.4	2.9	105	362	.4	3.3	38	153	.1	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 18-49

		Women 18-49																				
		Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSCA-FM																						
SP '04		44	183	.1	1.8	70	201	.2	3.0	81	276	.3	1.8	71	261	.2	2.2	52	154	.2	2.8	
4-Book		54	198	.2	2.4	74	215	.3	3.1	68	229	.3	1.5	80	225	.3	2.4	36	123	.2	2.0	
KSPN-AM																						
SP '04		6	12	.3		1	12			1	14			5	29		.2	1	14		.1	
4-Book		6	23	.3			3			3	23	.1		6	20		.2	6	20		.3	
KSSE-FM																						
SP '04		46	207	.1	1.9	91	315	.3	3.9	165	544	.5	3.8	94	284	.3	3.0	40	188	.1	2.1	
4-Book		59	257	.2	2.6	83	263	.3	3.5	151	496	.5	3.5	113	333	.4	3.5	53	209	.2	2.9	
KSUR-AM																						
SP '04		12	34	.5		1	11			3	11	.1		4	17		.1	3	16		.2	
4-Book		4	12	.2			3			4	17	.1		3	8		.1	2	8		.1	
KTWV-FM																						
SP '04		45	186	.1	1.9	38	137	.1	1.6	94	319	.3	2.1	73	238	.2	2.3	30	129	.1	1.6	
4-Book		60	237	.2	2.6	48	174	.2	2.0	115	353	.4	2.6	79	243	.3	2.4	33	146	.1	1.8	
KWIZ-FM																						
SP '04		5	40	.2		11	58	.5		60	159	.2	1.4	21	54	.1	.7	5	23		.3	
4-Book		12	59	.5		19	51	.1	.8	50	143	.2	1.2	25	70	.1	.8	11	48		.6	
KWKW-AM																						
SP '04		2	15	.1		18	40	.1	.8	2	8			18	48	.1	.6					
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																						
SP '04		7	29	.3		25	91	.1	1.1	71	178	.2	1.6	16	64	.1	.5	4	28		.2	
4-Book		7	50	.3		22	85	.1	.9	32	121	.1	.7	12	50		.4	9	32		.5	
KXOL-FM																						
SP '04		38	127	.1	1.6	40	125	.1	1.7	143	336	.5	3.3	93	228	.3	2.9	35	83	.1	1.9	
4-Book		58	203	.2	2.5	67	197	.2	2.8	122	352	.4	2.8	84	269	.3	2.6	37	136	.1	2.0	
KXTA-AM																						
SP '04														3	12		.1					
4-Book		1	10	.1										3	13		.1	4	7		.2	
XTRA-AM																						
SP '04						2	24	.1		9	29	.2										
4-Book			3			1	9	.1		7	23	.2		4	9		.1	1	3		.1	
KYSR-FM																						
SP '04		40	300	.1	1.7	63	384	.2	2.7	197	930	.6	4.5	107	498	.3	3.4	34	180	.1	1.8	
4-Book		53	335	.2	2.4	62	272	.2	2.6	139	737	.5	3.2	106	451	.4	3.3	48	207	.2	2.7	
KZAB-FM																						
SP '04		40	104	.1	1.7	55	146	.2	2.3	109	306	.4	2.5	36	102	.1	1.1	21	46	.1	1.1	
4-Book		32	108	.1	1.4	41	130	.1	1.7	100	290	.3	2.3	55	132	.2	1.7	24	90	.1	1.3	
KZLA-FM																						
SP '04		37	203	.1	1.5	46	228	.1	2.0	100	477	.3	2.3	61	294	.2	1.9	11	96		.6	
4-Book		39	200	.1	1.7	47	220	.2	2.0	113	502	.4	2.6	76	333	.2	2.3	14	103		.8	
KGGI-FM																						
SP '04		19	109	.1	.8	**	**	**	**	34	155	.1	.8	57	206	.2	1.8	18	94	.1	1.0	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
SP '04		2400	7621	7.8		2341	7427	7.6		4383	12285	14.2		3168	9059	10.2		1889	5935	6.1		
4-Book		2288	7511	7.4		2371	7336	7.7		4357	12335	14.1		3264	8981	10.6		1826	5893	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

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	34	740	.1	.8	23	263	.1	.4	60	391	.2	1.0	64	433	.3	1.3	23	213	.1	1.4
WI '04	33	669	.1	.8	49	298	.2	.8	42	311	.2	.7	50	443	.2	1.0	21	219	.1	1.4
FA '03	38	829	.2	.9	41	402	.2	.7	61	412	.2	1.0	55	435	.2	1.0	36	359	.1	2.2
SU '03	26	579	.1	.7	35	258	.1	.6	64	318	.3	1.1	35	357	.1	.7	5	131		.3
4-Book	33	704	.1	.8	37	305	.2	.6	57	358	.2	1.0	51	417	.2	1.0	21	231	.1	1.3
SP '03	30	773	.1	.7	30	319	.1	.5	46	354	.2	.8	71	461	.3	1.4	12	231		.7
KBIG-FM																				
SP '04	172	3475	.7	4.1	190	1667	.8	3.0	359	1908	1.4	5.7	246	1945	1.0	4.9	56	928	.2	3.3
WI '04	130	3013	.5	3.2	165	1242	.7	2.7	256	1675	1.0	4.2	156	1444	.6	3.3	38	717	.2	2.6
FA '03	154	3743	.6	3.7	201	1706	.8	3.2	323	1967	1.3	5.2	186	1769	.8	3.5	48	838	.2	2.9
SU '03	153	3419	.6	3.8	195	1380	.8	3.3	278	1818	1.1	4.8	184	1734	.8	3.7	49	868	.2	2.9
4-Book	152	3413	.6	3.7	188	1499	.8	3.1	304	1842	1.2	5.0	193	1723	.8	3.9	48	838	.2	2.9
SP '03	187	3192	.8	4.5	232	1504	1.0	3.8	358	1774	1.5	6.1	251	1817	1.0	4.8	64	749	.3	3.7
KBUA-FM																				
SP '04	41	360	.2	1.0	66	207	.3	1.0	73	194	.3	1.2	30	210	.1	.6	16	85	.1	.9
WI '04	20	229	.1	.5	33	161	.1	.5	30	148	.1	.5	24	136	.1	.5	8	95		.5
FA '03	11	141		.3	16	93		.3	13	93		.2	12	91		.2	3	55		.2
SU '03	26	346	.1	.7	37	212	.2	.6	46	241	.2	.8	24	178	.1	.5	7	101		.4
4-Book	25	269	.1	.6	38	168	.2	.6	41	169	.2	.7	23	154	.1	.5	9	84		.5
SP '03	16	236	.1	.4	22	123	.1	.4	27	164	.1	.5	19	99	.1	.4	5	50		.3
KBUE-FM																				
SP '04	97	1450	.4	2.3	111	740	.4	1.7	112	836	.5	1.8	112	824	.5	2.2	65	562	.3	3.8
WI '04	90	1512	.4	2.2	135	743	.5	2.2	127	838	.5	2.1	93	685	.4	1.9	42	409	.2	2.9
FA '03	75	1419	.3	1.8	102	610	.4	1.6	101	706	.4	1.6	75	645	.3	1.4	31	389	.1	1.9
SU '03	76	1397	.3	1.9	114	539	.5	2.0	102	855	.4	1.7	84	700	.3	1.7	34	376	.1	2.0
4-Book	85	1445	.4	2.1	116	658	.5	1.9	111	809	.5	1.8	91	714	.4	1.8	43	434	.2	2.7
SP '03	75	1157	.3	1.8	88	466	.4	1.5	110	644	.5	1.9	79	511	.3	1.5	28	280	.1	1.6
KCBS-FM																				
SP '04	92	2568	.4	2.2	119	1170	.5	1.9	156	1222	.6	2.5	110	1357	.4	2.2	24	638	.1	1.4
WI '04	96	2785	.4	2.4	116	1153	.5	1.9	141	1113	.6	2.3	138	1514	.6	2.9	29	570	.1	2.0
FA '03	85	2330	.3	2.0	111	1099	.4	1.8	152	1143	.6	2.5	119	1350	.5	2.3	23	596	.1	1.4
SU '03	107	2766	.4	2.7	151	1265	.6	2.6	183	1303	.8	3.1	115	1341	.5	2.3	27	605	.1	1.6
4-Book	95	2612	.4	2.3	124	1172	.5	2.1	158	1195	.7	2.6	121	1391	.5	2.4	26	602	.1	1.6
SP '03	89	2172	.4	2.2	120	1001	.5	2.0	125	1077	.5	2.1	120	1167	.5	2.3	40	503	.2	2.3
KDLD-FM																				
SP '04	24	519	.1	.6	19	183	.1	.3	28	287	.1	.4	37	297	.1	.7	16	171	.1	.9
WI '04	11	458		.3	9	181		.1	18	251		.3	14	256		.1	4	80		.3
FA '03	14	441	.1	.3	15	197	.1	.2	15	213	.1	.2	24	316	.1	.5	7	201		.4
SU '03	15	481	.1	.4	16	169	.1	.3	13	252	.1	.2	25	214	.1	.5	7	144		.4
4-Book	16	475	.1	.4	15	183	.1	.2	19	251	.1	.3	25	271	.1	.5	9	149		.5
SP '03	11	410		.3	11	200		.2	15	190		.3	20	238		.1	7	95		.4
KDLE-FM																				
SP '04	16	523	.1	.4	23	311	.1	.4	20	220	.1	.3	23	320	.1	.5	8	144		.5
WI '04	30	542	.1	.7	21	238	.1	.3	51	328	.2	.8	42	354	.2	.9	15	153	.1	1.0
FA '03	18	556	.1	.4	16	208	.1	.3	25	216	.1	.4	27	267	.1	.5	11	291		.7
SU '03	26	475	.1	.7	21	228	.1	.4	35	230	.1	.6	46	291	.2	.9	5	133		.3
4-Book	23	524	.1	.6	20	246	.1	.4	33	249	.1	.5	35	308	.2	.7	10	180		.6
SP '03	17	546	.1	.4	23	266	.1	.4	20	213	.1	.3	32	327	.1	.6	8	167		.5
KFI -AM																				
SP '04	99	2028	.4	2.4	154	1002	.6	2.4	181	1161	.7	2.9	140	1061	.6	2.8	34	317	.1	2.0
WI '04	100	1697	.4	2.5	137	813	.6	2.3	201	1063	.8	3.3	150	943	.6	3.1	20	181	.1	1.4
FA '03	120	2088	.5	2.9	214	1242	.9	3.4	176	1287	.7	2.8	212	1286	.9	4.0	24	378	.1	1.5
SU '03	119	2049	.5	3.0	171	1053	.7	2.9	237	1294	1.0	4.1	166	1134	.7	3.3	30	346	.1	1.8
4-Book	110	1966	.5	2.7	169	1028	.7	2.8	199	1201	.8	3.3	167	1106	.7	3.3	27	306	.1	1.7
SP '03	98	1973	.4	2.4	144	959	.6	2.4	145	957	.6	2.5	143	1166	.6	2.7	51	477	.2	2.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KFSH-FM																				
SP '04	64	1124	.3	1.5	79	804	.3	1.2	76	622	.3	1.2	61	659	.2	1.2	37	469	.1	2.2
WI '04	53	959	.2	1.3	80	718	.3	1.3	62	511	.3	1.0	72	588	.3	1.5	22	433	.1	1.5
FA '03	58	1035	.2	1.4	87	584	.4	1.4	80	587	.3	1.3	76	552	.3	1.4	12	298		.7
SU '03	67	1268	.3	1.7	100	771	.4	1.7	80	713	.3	1.4	98	722	.4	2.0	25	415	.1	1.5
4-Book	61	1097	.3	1.5	87	719	.4	1.4	75	608	.3	1.2	77	630	.3	1.5	24	404	.1	1.5
SP '03	38	769	.2	.9	55	451	.2	.9	50	497	.2	.8	64	535	.3	1.2	10	218		.6
KFWB-AM																				
SP '04	20	876	.1	.5	49	587	.2	.8	13	262	.1	.2	19	375	.1	.4	16	203	.1	.9
WI '04	36	1258	.1	.9	84	847	.3	1.4	37	299	.1	.6	50	651	.2	1.0	9	200		.6
FA '03	39	1453	.2	.9	89	995	.4	1.4	40	478	.2	.6	50	647	.2	1.0	11	218		.7
SU '03	23	1300	.1	.6	65	726	.3	1.1	17	389	.1	.3	30	567	.1	.6	2	91		.1
4-Book	30	1222	.1	.7	72	789	.3	1.2	27	357	.1	.4	37	560	.2	.8	10	178		.6
SP '03	37	1609	.2	.9	87	980	.4	1.4	26	580	.1	.4	64	891	.3	1.2	8	270		.5
KHHT-FM																				
SP '04	156	2592	.6	3.7	186	1299	.8	2.9	215	1383	.9	3.4	200	1559	.8	4.0	79	908	.3	4.7
WI '04	148	2361	.6	3.7	182	1137	.7	3.0	259	1220	1.0	4.2	176	1294	.7	3.7	54	753	.2	3.7
FA '03	115	2270	.5	2.7	152	1056	.6	2.4	147	1037	.6	2.4	137	1296	.6	2.6	77	805	.3	4.7
SU '03	109	2118	.4	2.7	137	1070	.6	2.3	164	1156	.7	2.8	136	1191	.6	2.7	59	611	.2	3.5
4-Book	132	2335	.5	3.2	164	1141	.7	2.7	196	1199	.8	3.2	162	1335	.7	3.3	67	769	.3	4.2
SP '03	119	2384	.5	2.9	156	1125	.6	2.6	187	1268	.8	3.2	140	1479	.6	2.7	66	764	.3	3.8
KHJ -AM																				
SP '04	25	493	.1	.6	44	227	.2	.7	37	272	.1	.6	29	166	.1	.6	1	29		.1
WI '04	28	380	.1	.7	35	172	.1	.6	60	206	.2	1.0	24	133	.1	.5	7	79		.5
FA '03	23	442	.1	.5	18	122	.1	.3	50	270	.2	.8	18	148	.1	.3	9	111		.5
SU '03	19	487	.1	.5	22	203	.1	.4	34	228	.1	.6	22	137	.1	.4	4	76		.2
4-Book	24	451	.1	.6	30	181	.1	.5	45	244	.2	.8	23	146	.1	.5	5	74		.3
SP '03	43	477	.2	1.0	63	224	.3	1.0	69	219	.3	1.2	36	198	.1	.7	20	164	.1	1.1
KIIS-FM																				
SP '04	142	4305	.6	3.4	230	2280	.9	3.6	216	2068	.9	3.5	171	2457	.7	3.4	47	924	.2	2.8
WI '04	149	4081	.6	3.7	249	2255	1.0	4.1	185	1934	.7	3.0	213	2340	.9	4.4	50	866	.2	3.4
FA '03	148	4027	.6	3.5	207	1959	.8	3.3	212	1972	.9	3.4	202	2268	.8	3.8	55	1121	.2	3.3
SU '03	136	3956	.6	3.4	217	1866	.9	3.7	205	2045	.8	3.5	154	2027	.6	3.1	46	1018	.2	2.7
4-Book	144	4092	.6	3.5	226	2090	.9	3.7	205	2005	.8	3.4	185	2273	.8	3.7	50	982	.2	3.1
SP '03	160	4452	.7	3.9	251	2323	1.0	4.1	191	2035	.8	3.2	201	2332	.8	3.9	58	1036	.2	3.3
KVVS-FM																				
SP '04	11	156	.3		17	67	.1	.3	18	62	.1	.3	18	101	.1	.4	2	52		.1
WI '04	7	173	.2		13	120	.1	.2	14	144	.1	.2	6	138		.1	1	46		.1
FA '03	3	142	.1		5	86		.1	1	43			3	40		.1		14		
SU '03	9	177	.2		14	125	.1	.2	15	65	.1	.3	8	75		.2	5	54		.3
4-Book	8	162	.2		12	100	.1	.2	12	79	.1	.2	9	89	.2		2	42		.1
SP '03	10	209	.2		11	124		.2	14	89	.1	.2	18	124	.1	.3	3	62		.2
KJLH-FM																				
SP '04	122	1316	.5	2.9	162	671	.7	2.5	157	771	.6	2.5	161	863	.6	3.2	61	501	.2	3.6
WI '04	108	1471	.4	2.7	132	762	.5	2.2	119	728	.5	1.9	124	761	.5	2.6	61	482	.2	4.2
FA '03	104	1407	.4	2.5	142	777	.6	2.3	122	644	.5	2.0	100	694	.4	1.9	58	518	.2	3.5
SU '03	118	1322	.5	3.0	106	553	.4	1.8	142	686	.6	2.4	121	722	.5	2.4	85	505	.3	5.1
4-Book	113	1379	.5	2.8	136	691	.6	2.2	135	707	.6	2.2	127	760	.5	2.5	66	502	.2	4.1
SP '03	100	1369	.4	2.4	131	686	.5	2.2	119	721	.5	2.0	107	777	.4	2.1	56	490	.2	3.2
KKBT-FM																				
SP '04	112	2792	.5	2.7	260	1601	1.0	4.1	96	1260	.4	1.5	121	1441	.5	2.4	37	707	.1	2.2
WI '04	109	2412	.4	2.7	225	1265	.9	3.7	123	1191	.5	2.0	123	1225	.5	2.6	51	632	.2	3.5
FA '03	135	2405	.5	3.2	282	1288	1.1	4.5	143	1049	.6	2.3	166	1234	.7	3.2	47	743	.2	2.9
SU '03	134	2308	.6	3.4	330	1320	1.4	5.6	153	1086	.6	2.6	147	1134	.6	3.0	43	466	.2	2.6
4-Book	123	2479	.5	3.0	274	1369	1.1	4.5	129	1147	.5	2.1	139	1259	.6	2.8	45	637	.2	2.8
SP '03	125	2895	.5	3.0	298	1739	1.2	4.9	129	1324	.5	2.2	152	1494	.6	2.9	34	636	.1	1.9

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKLA-FM																				
SP '04	29	516	.1	.7	47	356	.2	.7	48	297	.2	.8	37	174	.1	.7	11	112	.7	
WI '04	20	675	.1	.5	41	404	.2	.7	38	369	.2	.6	23	311	.1	.5	6	126	.4	
FA '03	25	573	.1	.6	59	405	.2	.9	34	255	.1	.5	29	238	.1	.6	3	115	.2	
SU '03	19	439	.1	.5	38	243	.2	.7	32	241	.1	.5	28	137	.1	.6	1	29	.1	
4-Book	23	551	.1	.6	46	352	.2	.8	38	291	.2	.6	29	215	.1	.6	5	96	.4	
SP '03	20	534	.1	.5	60	389	.2	1.0	24	274	.1	.4	32	267	.1	.6	2	59	.1	
KLAC-AM																				
SP '04	21	694	.1	.5	15	120	.1	.2	18	116	.1	.3	31	373	.1	.6	25	281	.1	1.5
WI '04	11	259	.1	.3	13	65	.1	.2	18	117	.1	.3	15	127	.1	.3	3	46	.2	
FA '03	13	374	.1	.3	10	93	.1	.2	28	181	.1	.5	17	207	.1	.3	7	138	.4	
SU '03	6	244	.1	.2	15	170	.1	.3	6	73	.1	.1	4	68	.1	.1	2	55	.1	
4-Book	13	393	.1	.3	13	112	.1	.2	18	122	.1	.3	17	194	.1	.3	9	130	.6	
SP '03	12	477	.1	.3	13	154	.1	.2	17	132	.1	.3	16	225	.1	.3	11	176	.6	
KLAX-FM																				
SP '04	246	2961	1.0	5.9	551	1814	2.2	8.7	328	1962	1.3	5.2	198	1459	.8	3.9	49	585	.2	2.9
WI '04	134	2312	.5	3.3	239	1298	1.0	4.0	220	1360	.9	3.6	111	984	.4	2.3	26	367	.1	1.8
FA '03	123	2291	.5	2.9	188	1133	.8	3.0	171	1238	.7	2.8	117	1054	.5	2.2	38	571	.2	2.3
SU '03	142	2299	.6	3.6	220	1207	.9	3.8	213	1366	.9	3.6	142	1147	.6	2.9	53	551	.2	3.2
4-Book	161	2466	.7	3.9	300	1363	1.2	4.9	233	1482	1.0	3.8	142	1161	.6	2.8	42	519	.2	2.6
SP '03	150	2177	.6	3.6	223	1224	.9	3.7	229	1412	.9	3.9	137	1080	.6	2.6	58	563	.2	3.3
KLOS-FM																				
SP '04	85	2336	.3	2.0	137	946	.6	2.2	132	1101	.5	2.1	109	1108	.4	2.2	27	531	.1	1.6
WI '04	67	2221	.3	1.7	129	996	.5	2.1	75	890	.3	1.2	81	1168	.3	1.7	29	351	.1	2.0
FA '03	66	2118	.3	1.6	135	970	.5	2.2	92	771	.4	1.5	91	907	.4	1.7	11	326	.7	
SU '03	90	2536	.4	2.3	176	1066	.7	3.0	87	1006	.4	1.5	115	1134	.5	2.3	44	544	.2	2.6
4-Book	77	2303	.3	1.9	144	995	.6	2.4	97	942	.4	1.6	99	1079	.4	2.0	28	438	.1	1.7
SP '03	67	1772	.3	1.6	112	819	.5	1.8	99	814	.4	1.7	94	881	.4	1.8	22	388	.1	1.3
KLSX-FM																				
SP '04	115	1904	.5	2.7	251	1110	1.0	3.9	214	1051	.9	3.4	138	966	.6	2.7	15	275	.1	.9
WI '04	87	1582	.4	2.2	191	938	.8	3.2	200	912	.8	3.3	74	634	.3	1.5	3	129	.2	
FA '03	57	1315	.2	1.4	135	718	.5	2.2	73	655	.3	1.2	82	622	.3	1.6	18	231	.1	1.1
SU '03	78	1330	.3	2.0	183	741	.8	3.1	113	656	.5	1.9	83	559	.3	1.7	22	249	.1	1.3
4-Book	84	1533	.4	2.1	190	877	.8	3.1	150	819	.6	2.5	94	695	.4	1.9	15	221	.1	.9
SP '03	59	1279	.2	1.4	146	651	.6	2.4	90	699	.4	1.5	74	500	.3	1.4	10	182	.6	
KLTX-AM																				
SP '04	39	303	.2	.9	68	251	.3	1.1	59	261	.2	.9	38	215	.2	.8	17	159	.1	1.0
WI '04	33	420	.1	.8	65	234	.3	1.1	46	304	.2	.7	18	192	.1	.4	15	88	.1	1.0
FA '03	41	374	.2	1.0	85	281	.3	1.4	68	312	.3	1.1	39	229	.2	.7	7	111	.4	
SU '03	52	420	.2	1.3	72	332	.3	1.2	86	308	.4	1.5	59	298	.2	1.2	18	178	.1	1.1
4-Book	41	379	.2	1.0	73	275	.3	1.2	65	296	.3	1.1	39	234	.2	.8	14	134	.1	.9
SP '03	71	444	.3	1.7	96	344	.4	1.6	97	348	.4	1.6	74	243	.3	1.4	40	201	.2	2.3
KLVE-FM																				
SP '04	182	3256	.7	4.3	270	1645	1.1	4.2	240	1908	1.0	3.8	191	1629	.8	3.8	107	1182	.4	6.3
WI '04	240	3435	1.0	6.0	343	1939	1.4	5.7	467	2198	1.9	7.6	201	1522	.8	4.2	81	822	.3	5.6
FA '03	249	3868	1.0	6.0	370	1997	1.5	5.9	392	2198	1.6	6.3	213	1837	.9	4.1	128	1253	.5	7.8
SU '03	192	3383	.8	4.8	307	1761	1.3	5.3	289	1929	1.2	4.9	181	1522	.7	3.6	98	987	.4	5.8
4-Book	216	3486	.9	5.3	323	1836	1.3	5.3	347	2058	1.4	5.7	197	1628	.8	3.9	104	1061	.4	6.4
SP '03	187	3214	.8	4.5	277	1638	1.1	4.6	313	1873	1.3	5.3	168	1344	.7	3.2	82	843	.3	4.7
KLYY-FM																				
SP '04	70	1232	.3	1.7	45	399	.2	.7	138	792	.6	2.2	86	538	.3	1.7	30	350	.1	1.8
WI '04	84	1299	.3	2.1	75	577	.3	1.2	186	825	.8	3.0	72	595	.3	1.5	28	349	.1	1.9
FA '03	76	1375	.3	1.8	74	664	.3	1.2	126	710	.5	2.0	63	685	.3	1.2	37	418	.1	2.3
SU '03	68	1464	.3	1.7	50	542	.2	.9	128	820	.5	2.2	65	622	.3	1.3	35	380	.1	2.1
4-Book	75	1343	.3	1.8	61	546	.3	1.0	145	787	.6	2.4	72	610	.3	1.4	33	374	.1	2.0
SP '03	84	1357	.3	2.0	78	560	.3	1.3	139	811	.6	2.4	96	685	.4	1.8	44	396	.2	2.5

** 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 Trends

Women 25-49

Target Listener Trends - Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KMXE-AM																				
SP '04	12	146		.3	8	57		.1	35	74	.1	.6	17	74	.1	.3	6	59		.4
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	47	1166	.2	1.1	59	431	.2	.9	66	592	.3	1.1	65	657	.3	1.3	24	267	.1	1.4
WI '04	32	1013	.1	.8	32	437	.1	.5	51	407	.2	.8	48	448	.2	1.0	22	262	.1	1.5
FA '03	55	1296	.2	1.3	54	539	.2	.9	64	623	.3	1.0	63	730	.3	1.2	46	536	.2	2.8
SU '03	33	910	.1	.8	28	412	.1	.5	37	394	.2	.6	53	525	.2	1.1	22	321	.1	1.3
4-Book	42	1096	.2	1.0	43	455	.2	.7	55	504	.3	.9	57	590	.3	1.2	29	347	.1	1.8
SP '03	26	865	.1	.6	31	357	.1	.5	27	354	.1	.5	36	427	.1	.7	24	236	.1	1.4
KNX -AM																				
SP '04	33	1424	.1	.8	74	802	.3	1.2	27	421	.1	.4	33	590	.1	.7	18	400	.1	1.1
WI '04	30	1340	.1	.7	51	669	.2	.8	36	437	.1	.6	58	671	.2	1.2	5	132		.3
FA '03	40	1593	.2	1.0	67	849	.3	1.1	49	706	.2	.8	69	835	.3	1.3	23	383	.1	1.4
SU '03	44	1371	.2	1.1	93	897	.4	1.6	29	416	.1	.5	80	829	.3	1.6	24	445	.1	1.4
4-Book	37	1432	.2	.9	71	804	.3	1.2	35	495	.1	.6	60	731	.2	1.2	18	340	.1	1.1
SP '03	45	1671	.2	1.1	76	792	.3	1.3	45	625	.2	.8	71	836	.3	1.4	26	311	.1	1.5
KOST-FM																				
SP '04	244	3771	1.0	5.8	251	1902	1.0	3.9	463	1917	1.9	7.4	308	2058	1.2	6.1	132	1449	.5	7.8
WI '04	206	3972	.8	5.1	247	1802	1.0	4.1	352	2045	1.4	5.7	263	2091	1.1	5.5	100	1214	.4	6.9
FA '03	216	4277	.9	5.2	259	2115	1.0	4.1	339	2077	1.4	5.5	280	2593	1.1	5.3	83	1240	.3	5.0
SU '03	195	3810	.8	4.9	225	1830	.9	3.9	335	1817	1.4	5.7	277	2034	1.1	5.6	107	1265	.4	6.4
4-Book	215	3958	.9	5.3	246	1912	1.0	4.0	372	1964	1.5	6.1	282	2194	1.1	5.6	106	1292	.4	6.5
SP '03	227	3500	.9	5.5	261	1728	1.1	4.3	394	1763	1.6	6.7	337	2027	1.4	6.5	110	1065	.5	6.3
KPWR-FM																				
SP '04	122	3216	.5	2.9	184	1631	.7	2.9	148	1513	.6	2.4	176	1954	.7	3.5	45	724	.2	2.7
WI '04	97	2778	.4	2.4	131	1309	.5	2.2	88	1290	.4	1.4	128	1536	.5	2.7	44	730	.2	3.0
FA '03	115	3197	.5	2.7	212	1569	.9	3.4	92	1215	.4	1.5	162	1715	.7	3.1	62	1013	.3	3.8
SU '03	84	2467	.3	2.1	139	1048	.6	2.4	107	1023	.4	1.8	105	1246	.4	2.1	35	591	.1	2.1
4-Book	105	2915	.4	2.5	167	1389	.7	2.7	109	1260	.5	1.8	143	1613	.6	2.9	47	765	.2	2.9
SP '03	114	3032	.5	2.8	144	1320	.6	2.4	150	1528	.6	2.5	154	1567	.6	3.0	55	890	.2	3.1
KRCD-FM																				
SP '04	92	1146	.4	2.2	113	609	.5	1.8	131	653	.5	2.1	93	604	.4	1.8	72	452	.3	4.3
WI '04	101	1062	.4	2.5	149	500	.6	2.5	123	641	.5	2.0	95	517	.4	2.0	63	341	.3	4.3
FA '03	68	766	.3	1.6	78	389	.3	1.2	100	477	.4	1.6	79	414	.3	1.5	57	251	.2	3.5
SU '03	56	768	.2	1.4	70	428	.3	1.2	100	503	.4	1.7	34	353	.1	.7	39	240	.2	2.3
4-Book	79	936	.3	1.9	103	482	.4	1.7	114	569	.5	1.9	75	472	.3	1.5	58	321	.3	3.6
SP '03	33	600	.1	.8	52	265	.2	.9	56	359	.2	1.0	20	201	.1	.4	27	238	.1	1.5
KRCV-FM																				
SP '04	32	522	.1	.8	43	310	.2	.7	27	303	.1	.4	58	309	.2	1.2	15	115	.1	.9
WI '04	29	504	.1	.7	37	206	.1	.6	53	318	.2	.9	29	248	.1	.6	10	101		.7
FA '03	31	477	.1	.7	44	238	.2	.7	65	325	.3	1.0	18	183	.1	.3	12	95		.7
SU '03	39	534	.2	1.0	46	251	.2	.8	57	314	.2	1.0	32	216	.1	.6	24	163	.1	1.4
4-Book	33	509	.1	.8	43	251	.2	.7	51	315	.2	.8	34	239	.1	.7	15	119	.1	.9
SP '03	23	306	.1	.6	33	155	.1	.5	24	127	.1	.4	18	130	.1	.3	13	91	.1	.7
KRLA-AM																				
SP '04	19	313	.1	.5	44	166	.2	.7	32	150	.1	.5	26	155	.1	.5	4	64		.2
WI '04	16	265	.1	.4	27	149	.1	.4	32	201	.1	.5	25	84	.1	.5	1	29		.1
FA '03	17	386	.1	.4	24	171	.1	.4	37	239	.1	.6	21	137	.1	.4	10	65		.6
SU '03	13	311	.1	.3	17	112	.1	.3	28	174	.1	.5	27	148	.1	.5	4	131		.2
4-Book	16	319	.1	.4	28	150	.1	.5	32	191	.1	.5	25	131	.1	.5	5	72		.3
SP '03	19	325	.1	.5	39	257	.2	.6	42	235	.2	.7	20	129	.1	.4	7	48		.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49																				
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	
KROQ-FM																				
SP '04	133	3198	.5	3.2	259	1897	1.0	4.1	172	1471	.7	2.7	172	1714	.7	3.4	51	833	.2	3.0
WI '04	125	3184	.5	3.1	239	1797	1.0	4.0	143	1503	.6	2.3	168	1879	.7	3.5	40	723	.2	2.7
FA '03	157	3450	.6	3.8	269	1832	1.1	4.3	194	1700	.8	3.1	234	1885	.9	4.5	60	857	.2	3.6
SU '03	144	3393	.6	3.6	303	1828	1.2	5.2	161	1737	.7	2.8	164	1783	.7	3.3	61	970	.3	3.6
4-Book	140	3306	.6	3.4	268	1839	1.1	4.4	168	1603	.7	2.7	185	1815	.8	3.7	53	846	.2	3.2
SP '03	119	3167	.5	2.9	246	1767	1.0	4.1	125	1412	.5	2.1	141	1634	.6	2.7	53	839	.2	3.0
KRTH-FM																				
SP '04	104	2762	.4	2.5	137	1222	.6	2.2	143	1370	.6	2.3	131	1338	.5	2.6	39	642	.2	2.3
WI '04	108	2579	.4	2.7	141	1251	.6	2.3	181	1191	.7	2.9	111	1206	.4	2.3	46	611	.2	3.2
FA '03	116	2737	.5	2.8	121	1150	.5	1.9	203	1371	.8	3.3	161	1428	.6	3.1	35	637	.1	2.1
SU '03	109	2804	.4	2.7	129	1151	.5	2.2	175	1306	.7	3.0	153	1380	.6	3.1	51	599	.2	3.0
4-Book	109	2721	.4	2.7	132	1194	.6	2.2	176	1310	.7	2.9	139	1338	.5	2.8	43	622	.2	2.7
SP '03	143	2966	.6	3.5	182	1423	.7	3.0	222	1433	.9	3.8	166	1427	.7	3.2	51	714	.2	2.9
KSCA-FM																				
SP '04	97	1516	.4	2.3	230	934	.9	3.6	135	923	.5	2.2	70	598	.3	1.4	24	250	.1	1.4
WI '04	144	2067	.6	3.6	269	990	1.1	4.5	133	937	.5	2.2	259	982	1.0	5.4	44	346	.2	3.0
FA '03	170	2138	.7	4.1	317	1132	1.3	5.1	154	933	.6	2.5	365	1285	1.5	6.9	27	429	.1	1.6
SU '03	205	2347	.8	5.1	329	1141	1.4	5.6	198	1120	.8	3.4	440	1517	1.8	8.9	52	574	.2	3.1
4-Book	154	2017	.6	3.8	286	1049	1.2	4.7	155	978	.6	2.6	284	1096	1.2	5.7	37	400	.2	2.3
SP '03	178	2012	.7	4.3	298	1007	1.2	4.9	145	885	.6	2.5	359	1250	1.5	6.9	63	582	.3	3.6
KSPN-AM																				
SP '04	6	234	.1		7	54	.1		3	53			12	126	.2		6	61		.4
WI '04	4	69	.1		2	25			6	17	.1		13	43	.1	.3		13		
FA '03	5	235	.1		2	56			6	72	.1		9	132	.2		3	93		.2
SU '03	11	162	.3		2	16			9	33	.2		17	108	.1	.3	21	108	.1	1.3
4-Book	7	175	.2		3	38			6	44	.1		13	102	.1	.3	8	69		.5
SP '03	3	220	.1		12				2	38			7	106	.1		3	79		.2
KSSE-FM																				
SP '04	147	2350	.6	3.5	269	1531	1.1	4.2	215	1442	.9	3.4	154	1203	.6	3.1	50	551	.2	3.0
WI '04	136	2302	.5	3.4	287	1353	1.2	4.8	174	1273	.7	2.8	118	968	.5	2.5	44	587	.2	3.0
FA '03	145	2019	.6	3.5	217	1182	.9	3.5	236	1159	1.0	3.8	152	1042	.6	2.9	61	563	.2	3.7
SU '03	110	1828	.5	2.8	199	1052	.8	3.4	187	1184	.8	3.2	97	940	.4	2.0	32	442	.1	1.9
4-Book	135	2125	.6	3.3	243	1280	1.0	4.0	203	1265	.9	3.3	130	1038	.5	2.6	47	536	.2	2.9
SP '03	105	1788	.4	2.5	158	886	.6	2.6	157	1169	.6	2.7	110	948	.5	2.1	40	540	.2	2.3
KSUR-AM																				
SP '04	5	160	.1		2	21			2	51			7	86	.1		9	55		.5
WI '04	4	75	.1		2	26			9	75	.1		2	50			5	50		.3
FA '03	4	31	.1		2	31			8	31	.1		4	31	.1		2	31		.1
SU '03	2	98	.1		5	43	.1		5	39	.1		2	37				15		
4-Book	4	91	.1		3	30			6	49	.1		4	51	.1		4	38		.2
SP '03	8	154	.2		3	51			18	92	.1	.3	12	90	.2		1	38		.1
KTWV-FM																				
SP '04	119	2025	.5	2.8	168	1043	.7	2.6	220	1111	.9	3.5	132	971	.5	2.6	60	639	.2	3.6
WI '04	163	2256	.7	4.1	175	1159	.7	2.9	307	1267	1.2	5.0	202	1283	.8	4.2	51	604	.2	3.5
FA '03	183	2611	.7	4.4	224	1226	.9	3.6	357	1480	1.4	5.8	239	1537	1.0	4.5	71	785	.3	4.3
SU '03	110	2206	.5	2.8	122	1132	.5	2.1	178	1186	.7	3.0	129	1186	.5	2.6	45	559	.2	2.7
4-Book	144	2275	.6	3.5	172	1140	.7	2.8	266	1261	1.1	4.3	176	1244	.7	3.5	57	647	.2	3.5
SP '03	148	2204	.6	3.6	171	1090	.7	2.8	245	941	1.0	4.2	201	1195	.8	3.9	79	816	.3	4.5
KWIZ-FM																				
SP '04	16	382	.1	.4	9	117	.1		19	209	.1	.3	24	217	.1	.5	14	72	.1	.8
WI '04	26	647	.1	.6	33	287	.1	.5	44	326	.2	.7	22	246	.1	.5	9	170		.6
FA '03	54	672	.2	1.3	61	329	.2	1.0	98	366	.4	1.6	52	253	.2	1.0	18	182	.1	1.1
SU '03	24	460	.1	.6	17	177	.1	.3	43	258	.2	.7	31	207	.1	.6	9	116		.5
4-Book	30	540	.1	.7	30	228	.1	.5	51	290	.2	.8	32	231	.1	.7	13	135	.1	.8
SP '03	38	517	.2	.9	41	278	.2	.7	65	449	.3	1.1	46	321	.2	.9	24	223	.1	1.4

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - Women 25-49

	Women 25-49																			
	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '04	28	352	.1	.7	39	180	.2	.6	65	261	.3	1.0	23	92	.1	.5	5	59		.3
WI '04	24	295	.1	.6	21	104	.1	.3	67	243	.3	1.1	20	169	.1	.4	2	52		.1
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	26	385	.1	.7	24	180	.1	.4	71	232	.3	1.2	17	98	.1	.3	11	46		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	24	343	.1	.6	11	96		.2	69	216	.3	1.2	21	174	.1	.4	3	33		.2
KWVE-FM																				
SP '04	34	623	.1	.8	68	393	.3	1.1	41	253	.2	.7	44	341	.2	.9	6	119		.4
WI '04	33	591	.1	.8	47	440	.2	.8	41	332	.2	.7	47	390	.2	1.0	22	235	.1	1.5
FA '03	22	596	.1	.5	43	359	.2	.7	36	279	.1	.6	22	212	.1	.4	7	171		.4
SU '03	19	530	.1	.5	37	291	.2	.6	19	227	.1	.3	25	315	.1	.5	6	64		.4
4-Book	27	585	.1	.7	49	371	.2	.8	34	273	.2	.6	35	315	.2	.7	10	147		.7
SP '03	33	662	.1	.8	76	456	.3	1.3	45	277	.2	.8	39	250	.2	.7	7	102		.4
KXOL-FM																				
SP '04	98	1580	.4	2.3	136	738	.5	2.1	129	946	.5	2.1	98	852	.4	1.9	36	431	.1	2.1
WI '04	92	1601	.4	2.3	147	780	.6	2.4	136	1016	.5	2.2	111	812	.4	2.3	31	342	.1	2.1
FA '03	127	2098	.5	3.0	181	1038	.7	2.9	233	1370	.9	3.8	121	1121	.5	2.3	48	546	.2	2.9
SU '03	143	2142	.6	3.6	192	1078	.8	3.3	219	1348	.9	3.7	142	1186	.6	2.9	72	637	.3	4.3
4-Book	115	1855	.5	2.8	164	909	.7	2.7	179	1170	.7	3.0	118	993	.5	2.4	47	489	.2	2.9
SP '03	125	2142	.5	3.0	192	1142	.8	3.2	186	1335	.8	3.2	103	942	.4	2.0	55	506	.2	3.1
KXTA-AM																				
SP '04	1	84							3	32			1	28				16		
WI '04	4	102		.1	3	9				12			4	67		.1	5	41		.3
FA '03		49			1	33			1	16				8						
SU '03	4	109		.1	4	44		.1	12	28		.2	7	63		.1		34		
4-Book	2	86		.1	2	22			4	22		.1	3	42		.1	1	23		.1
SP '03	1	60				9			3	13		.1		9			1	25		.1
XTRA-AM																				
SP '04	5	113		.1	7	45		.1	7	25		.1	4	40		.1	2	36		.1
WI '04	1	53							2	27			1	12				14		
FA '03	1	112			1	17				12			2	39			1	12		.1
SU '03	6	125		.2	8	66		.1	11	55		.2	6	33		.1		12		
4-Book	3	101		.1	4	32		.1	5	30		.1	3	31		.1	1	19		.1
SP '03	1	66			2	25			3	25		.1	1	28						
KYSR-FM																				
SP '04	171	3849	.7	4.1	301	1949	1.2	4.7	276	2008	1.1	4.4	223	2250	.9	4.4	34	853	.1	2.0
WI '04	158	3585	.6	3.9	290	1833	1.2	4.8	229	1752	.9	3.7	212	2189	.9	4.4	36	931	.1	2.5
FA '03	137	3257	.6	3.3	243	1795	1.0	3.9	191	1647	.8	3.1	219	1961	.9	4.2	45	848	.2	2.7
SU '03	166	3778	.7	4.2	245	1690	1.0	4.2	238	2009	1.0	4.1	266	2302	1.1	5.4	45	1010	.2	2.7
4-Book	158	3617	.7	3.9	270	1817	1.1	4.4	234	1854	1.0	3.8	230	2176	1.0	4.6	40	911	.2	2.5
SP '03	154	3751	.6	3.7	256	1800	1.1	4.2	213	1845	.9	3.6	223	2183	.9	4.3	37	1006	.2	2.1
KZAB-FM																				
SP '04	74	902	.3	1.8	77	421	.3	1.2	104	584	.4	1.7	103	509	.4	2.0	31	235	.1	1.8
WI '04	60	731	.2	1.5	68	345	.3	1.1	106	421	.4	1.7	59	354	.2	1.2	23	154	.1	1.6
FA '03	93	1111	.4	2.2	140	636	.6	2.2	140	640	.6	2.3	92	586	.4	1.7	44	359	.2	2.7
SU '03	62	933	.3	1.6	70	426	.3	1.2	94	525	.4	1.6	76	479	.3	1.5	20	243	.1	1.2
4-Book	72	919	.3	1.8	89	457	.4	1.4	111	543	.5	1.8	83	482	.3	1.6	30	248	.1	1.8
SP '03	101	1066	.4	2.4	86	478	.4	1.4	141	762	.6	2.4	121	644	.5	2.3	51	457	.2	2.9
KZLA-FM																				
SP '04	129	2061	.5	3.1	201	1099	.8	3.2	192	1096	.8	3.1	194	1396	.8	3.8	44	639	.2	2.6
WI '04	85	1666	.3	2.1	124	1048	.5	2.1	152	939	.6	2.5	129	1148	.5	2.7	14	352	.1	1.0
FA '03	139	1817	.6	3.3	194	1151	.8	3.1	240	1231	1.0	3.9	177	1178	.7	3.4	43	583	.2	2.6
SU '03	110	1803	.5	2.8	123	1020	.5	2.1	178	1167	.7	3.0	166	1029	.7	3.3	25	428	.1	1.5
4-Book	116	1837	.5	2.8	161	1080	.7	2.6	191	1108	.8	3.1	167	1188	.7	3.3	32	501	.2	1.9
SP '03	106	1798	.4	2.6	153	1067	.6	2.5	143	1068	.6	2.4	132	1297	.5	2.5	36	634	.1	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-49

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KGGI-FM																				
SP '04	18	673	.1	.4	18	206	.1	.3	33	327	.1	.5	19	293	.1	.4	7	161		.4
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	11	678		.3	22	261	.1	.4	13	274	.1	.2	15	221	.1	.3	3	93		.2
SU '03	15	572	.1	.4	18	195	.1	.3	20	251	.1	.3	21	272	.1	.4	8	184		.5
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	13	469	.1	.3	13	156	.1	.2	7	157		.1	17	272	.1	.3	14	128	.1	.8
TOTALS																				
SP '04	4187	23888	16.9		6367	21491	25.7		6260	19776	25.2		5042	20256	20.3		1689	12748	6.8	
WI '04	4005	24072	16.2		6034	21000	24.3		6143	19665	24.8		4793	20142	19.3		1456	11908	5.9	
FA '03	4184	24061	16.9		6242	21576	25.2		6192	20000	25.0		5258	20658	21.2		1644	13025	6.6	
SU '03	3992	23650	16.4		5844	20853	24.0		5848	19387	24.0		4962	20230	20.4		1677	12630	6.9	
4-Book	4092	23918	16.6		6122	21230	24.8		6111	19707	24.8		5014	20322	20.3		1617	12578	6.6	
SP '03	4132	23676	17.0		6067	21006	24.9		5887	19225	24.2		5214	20089	21.4		1747	12519	7.2	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-49																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	50	661	.2	.8	13	239	.1	.5	11	71	.3	.4	19	83	.1	.4	19	64	.1	.6
4-Book	49	619	.2	.8	11	198	.1	.4	13	59	.1	.4	14	72	.1	.3	15	50	.1	.5
KBIG-FM																				
SP '04	272	2985	1.1	4.6	73	1443	.3	2.6	39	215	.2	1.2	129	513	.5	2.7	97	376	.4	2.9
4-Book	234	2863	1.0	4.1	77	1504	.3	2.8	63	296	.3	2.1	129	508	.5	2.7	109	441	.5	3.3
KBUA-FM																				
SP '04	58	279	.2	1.0	29	248	.1	1.0	40	113	.2	1.2	49	112	.2	1.0	25	85	.1	.8
4-Book	34	238	.1	.6	18	151	.1	.7	28	67	.1	.9	33	74	.2	.7	21	56	.1	.6
KBUE-FM																				
SP '04	112	1238	.5	1.9	92	848	.4	3.3	141	285	.6	4.4	106	315	.4	2.2	110	265	.4	3.3
4-Book	106	1206	.5	1.9	75	830	.3	2.7	93	230	.4	3.1	129	354	.5	2.7	90	235	.4	2.7
KCBS-FM																				
SP '04	131	2148	.5	2.2	69	1204	.3	2.5	62	199	.3	1.9	111	497	.4	2.3	66	363	.3	2.0
4-Book	136	2171	.5	2.4	69	1261	.3	2.5	57	278	.3	1.9	119	494	.5	2.5	91	400	.4	2.8
KDLDFM																				
SP '04	28	446	.1	.5	22	256	.1	.8	9	45	.3	.4	31	114	.1	.7	17	104	.1	.5
4-Book	20	421	.1	.3	15	253	.1	.6	10	48	.4	.4	21	91	.1	.5	22	94	.1	.7
KDLE-FM																				
SP '04	22	471	.1	.4	12	255	.1	.4	12	66	.4	.4	23	98	.1	.5	7	51	.1	.2
4-Book	30	442	.1	.5	19	254	.1	.7	12	58	.4	.4	34	120	.2	.7	21	77	.1	.7
KFI-AM																				
SP '04	160	1866	.6	2.7	33	581	.1	1.2	61	228	.2	1.9	24	144	.1	.5	14	102	.1	.4
4-Book	180	1837	.7	3.1	41	656	.2	1.5	82	275	.3	2.8	66	257	.3	1.4	31	136	.2	.9
KFSH-FM																				
SP '04	72	940	.3	1.2	68	794	.3	2.4	81	234	.3	2.5	106	355	.4	2.2	92	281	.4	2.8
4-Book	79	946	.3	1.4	53	722	.2	1.9	49	202	.2	1.6	96	337	.4	2.0	69	228	.3	2.1
KFWB-AM																				
SP '04	26	792	.1	.4	11	341	.1	.4	18	115	.1	.6	12	87	.1	.3	15	93	.1	.5
4-Book	44	1065	.2	.8	16	446	.1	.6	27	157	.1	.9	22	122	.1	.5	14	84	.1	.4
KHHT-FM																				
SP '04	202	2201	.8	3.4	126	1406	.5	4.5	130	352	.5	4.0	209	714	.8	4.4	130	375	.5	3.9
4-Book	176	1957	.7	3.1	97	1208	.4	3.5	94	301	.4	3.1	147	530	.6	3.0	93	316	.4	2.8
KHJ-AM																				
SP '04	37	395	.1	.6	19	253	.1	.7	31	89	.1	1.0	60	116	.2	1.3	24	59	.1	.7
4-Book	34	353	.1	.6	19	214	.1	.7	19	60	.1	.6	45	92	.2	1.0	25	61	.1	.7
KIIS-FM																				
SP '04	207	3730	.8	3.5	90	2036	.4	3.2	86	396	.3	2.7	185	806	.7	3.9	119	584	.5	3.6
4-Book	205	3575	.8	3.6	98	1915	.4	3.5	94	379	.4	3.2	199	865	.8	4.1	113	534	.5	3.4
KVVS-FM																				
SP '04	18	129	.1	.3	4	66	.1	.1	11	21	.3	.3	10	45	.2	.2	5	20	.1	.2
4-Book	11	134	.1	.2	5	77	.1	.1	7	25	.2	.2	10	31	.2	.2	5	26	.1	.2
KJLH-FM																				
SP '04	160	1098	.6	2.7	98	856	.4	3.5	75	256	.3	2.3	114	319	.5	2.4	89	206	.4	2.7
4-Book	133	1102	.5	2.3	111	931	.5	4.0	70	192	.3	2.3	120	339	.5	2.5	90	247	.4	2.7
KKBT-FM																				
SP '04	154	2420	.6	2.6	88	1321	.4	3.1	92	307	.4	2.9	171	577	.7	3.6	135	492	.5	4.1
4-Book	177	2131	.7	3.1	79	1178	.4	2.8	75	239	.3	2.5	157	523	.6	3.3	111	371	.5	3.3
KKLA-FM																				
SP '04	44	481	.2	.7	14	197	.1	.5	8	39	.2	.2	20	68	.1	.4	18	39	.1	.5
4-Book	38	491	.2	.7	9	183	.1	.3	14	45	.5	.5	12	52	.2	.2	9	27	.1	.3

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																				
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	
KLAC-AM																				
SP '04	21	472	.1	.4	16	292	.1	.6	6	26	.2					29	66	.1	.9	
4-Book	16	299	.1	.3	9	144	.1	.3	3	17	.1		7	19	.1	13	50	.1	.4	
KLAX-FM																				
SP '04	357	2662	1.4	6.0	182	1756	.7	6.5	412	815	1.7	12.8	284	776	1.1	6.0	170	564	.7	5.2
4-Book	225	2134	.9	3.9	128	1361	.5	4.6	210	482	.9	6.9	215	599	.9	4.4	122	380	.5	3.7
KLOS-FM																				
SP '04	126	1995	.5	2.1	51	1022	.2	1.8	65	156	.3	2.0	92	358	.4	1.9	57	208	.2	1.7
4-Book	112	1905	.5	1.9	48	947	.2	1.8	45	147	.2	1.5	81	333	.4	1.7	64	257	.3	1.9
KLSX-FM																				
SP '04	202	1762	.8	3.4	28	406	.1	1.0	15	61	.1	.5	31	130	.1	.7	34	74	.1	1.0
4-Book	146	1375	.6	2.5	22	360	.1	.8	31	96	.2	1.1	20	89	.1	.4	17	43	.1	.5
KLTX-AM																				
SP '04	55	291	.2	.9	24	171	.1	.9	41	85	.2	1.3	36	115	.1	.8	13	39	.1	.4
4-Book	59	349	.3	1.0	27	220	.1	1.0	38	104	.2	1.3	46	111	.2	1.0	30	70	.1	.9
KLVE-FM																				
SP '04	234	2878	.9	4.0	139	1597	.6	5.0	188	463	.8	5.9	263	695	1.1	5.6	175	499	.7	5.3
4-Book	293	3044	1.2	5.1	154	1772	.6	5.6	197	522	.8	6.6	288	759	1.2	6.0	164	465	.7	4.9
KLYY-FM																				
SP '04	93	1055	.4	1.6	56	675	.2	2.0	31	143	.1	1.0	90	239	.4	1.9	65	143	.3	2.0
4-Book	97	1129	.4	1.7	64	716	.3	2.4	47	164	.2	1.6	136	352	.6	2.8	76	220	.3	2.3
+KMXE-AM																				
SP '04	21	117	.1	.4	2	58	.1	.1					4	15	.1	.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	63	995	.3	1.1	33	528	.1	1.2	13	83	.1	.4	64	232	.3	1.4	63	158	.3	1.9
4-Book	52	892	.2	.9	32	525	.1	1.2	16	98	.1	.6	54	220	.3	1.1	37	136	.2	1.1
KNX -AM																				
SP '04	43	1157	.2	.7	25	458	.1	.9	43	158	.2	1.3	41	167	.2	.9	17	81	.1	.5
4-Book	54	1207	.2	.9	19	468	.1	.7	25	127	.1	.8	25	129	.1	.5	12	58	.1	.4
KOST-FM																				
SP '04	350	3062	1.4	5.9	130	1628	.5	4.6	118	344	.5	3.7	229	572	.9	4.8	163	502	.7	4.9
4-Book	305	3277	1.3	5.3	128	1834	.5	4.6	117	426	.5	3.9	207	634	.8	4.3	153	533	.6	4.6
KPWR-FM																				
SP '04	168	2806	.7	2.8	92	1518	.4	3.3	88	285	.4	2.7	208	782	.8	4.4	117	387	.5	3.6
4-Book	137	2488	.6	2.4	86	1412	.4	3.1	72	271	.3	2.4	164	647	.7	3.4	105	397	.4	3.2
KRCD-FM																				
SP '04	114	970	.5	1.9	68	716	.3	2.4	101	281	.4	3.1	105	262	.4	2.2	73	158	.3	2.2
4-Book	98	793	.4	1.7	61	564	.3	2.2	76	189	.3	2.5	85	220	.4	1.8	67	145	.3	2.0
KRCV-FM																				
SP '04	41	463	.2	.7	28	290	.1	1.0	53	116	.2	1.6	27	99	.1	.6	17	58	.1	.5
4-Book	43	435	.2	.7	27	248	.1	1.0	37	93	.2	1.3	43	125	.2	.9	17	49	.1	.5
KRLA-AM																				
SP '04	34	240	.1	.6	1	62			1	20			6	28	.1	.1	2	14		.1
4-Book	29	274	.1	.5	3	44		.1	2	16		.1	9	22	.2	.2	6	15		.2
KROQ-FM																				
SP '04	199	2844	.8	3.4	73	1419	.3	2.6	43	307	.2	1.3	133	622	.5	2.8	106	422	.4	3.2
4-Book	204	2954	.8	3.6	86	1518	.4	3.1	63	285	.3	2.1	168	650	.7	3.5	114	480	.5	3.4
KRTH-FM																				
SP '04	137	2292	.6	2.3	89	1315	.4	3.2	67	342	.3	2.1	164	594	.7	3.5	99	349	.4	3.0
4-Book	151	2254	.6	2.6	81	1185	.3	2.9	62	279	.3	2.1	147	480	.6	3.1	97	329	.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

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	
KSCA-FM																						
SP '04		144	1293	.6	2.4	63	763	.3	2.3	145	242	.6	4.5	78	289	.3	1.6	33	173	.1	1.0	
4-Book		235	1763	1.0	4.1	90	969	.4	3.3	208	401	.8	7.0	117	328	.5	2.4	162	343	.7	4.9	
KSPN-AM																						
SP '04		7	173	.1		5	82	.2		5	30	.2		12	42	.3		9	19	.3		
4-Book		7	139	.1		5	67	.2		1	8	.1		8	27	.2		8	21	.3		
KSSE-FM																						
SP '04		213	2210	.9	3.6	97	1158	.4	3.5	121	327	.5	3.8	225	671	.9	4.8	77	289	.3	2.3	
4-Book		193	1939	.8	3.3	90	1105	.4	3.3	111	333	.5	3.7	193	566	.8	4.0	93	282	.4	2.8	
KSUR-AM																						
SP '04		3	113	.1		4	78	.1		3	27	.1						2	11	.1		
4-Book		4	75	.1		3	44	.1		3	10	.1		6	13	.1		5	14	.2		
KTWV-FM																						
SP '04		177	1638	.7	3.0	56	969	.2	2.0	43	166	.2	1.3	94	380	.4	2.0	55	191	.2	1.7	
4-Book		209	1916	.8	3.6	87	1072	.4	3.1	73	269	.3	2.5	175	473	.7	3.6	128	347	.5	3.9	
KVIZ-FM																						
SP '04		18	308	.1	.3	15	219	.1	.5	6	29	.2		19	75	.1	.4	24	56	.1	.7	
4-Book		39	422	.2	.7	26	312	.1	.9	32	72	.1	1.1	57	147	.2	1.2	24	60	.1	.7	
KWKV-AM																						
SP '04		44	322	.2	.7	16	165	.1	.6	28	79	.1	.9	34	71	.1	.7	41	80	.2	1.2	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																						
SP '04		50	561	.2	.8	23	331	.1	.8	30	107	.1	.9	28	84	.1	.6	18	30	.1	.5	
4-Book		39	523	.2	.7	18	287	.1	.6	29	94	.1	1.0	21	82	.1	.5	22	82	.1	.7	
KXOL-FM																						
SP '04		122	1450	.5	2.1	98	756	.4	3.5	151	303	.6	4.7	224	442	.9	4.7	123	299	.5	3.7	
4-Book		156	1630	.6	2.7	90	986	.4	3.3	122	307	.5	4.1	187	458	.8	3.9	111	319	.5	3.3	
KXTA-AM																						
SP '04		2	47			1	37							5	15	.1		2	24	.1		
4-Book		3	66			2	29	.1						2	7	.1		4	17	.1		
XTRA-AM																						
SP '04		6	73	.1		6	75	.2		6	30	.2		16	46	.1	.3	11	34	.3		
4-Book		4	64	.1		3	49	.1		2	11	.1		8	27	.1		5	19	.2		
KYSR-FM																						
SP '04		267	3413	1.1	4.5	93	1696	.4	3.3	49	277	.2	1.5	180	707	.7	3.8	133	536	.5	4.0	
4-Book		244	3198	1.0	4.2	86	1600	.4	3.1	69	293	.3	2.3	173	649	.7	3.6	118	516	.5	3.6	
KZAB-FM																						
SP '04		95	834	.4	1.6	67	519	.3	2.4	47	163	.2	1.5	113	285	.5	2.4	111	258	.4	3.4	
4-Book		95	783	.4	1.7	61	556	.3	2.2	57	175	.2	1.9	112	283	.5	2.3	77	187	.3	2.3	
KZLA-FM																						
SP '04		196	1891	.8	3.3	69	1102	.3	2.5	117	482	.5	3.6	144	537	.6	3.0	91	300	.4	2.8	
4-Book		174	1646	.7	3.0	70	1024	.3	2.5	88	345	.4	2.9	146	481	.6	3.0	91	296	.4	2.7	
KGGI-FM																						
SP '04		24	543	.1	.4	17	364	.1	.6	13	62	.1	.4	26	105	.1	.5	21	85	.1	.6	
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS																						
SP '04		5918	23622	23.9		2796	18910	11.3		3213	8573	13.0		4728	12032	19.1		3293	8838	13.3		
4-Book		5776	23681	23.4		2768	18953	11.2		2998	8362	12.2		4845	12197	19.7		3322	8969	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
KABC-AM																			
SP '04	11	41	.6	12	24	.6	17	75	.1	.5	7	40	.3	5	23	.4			
4-Book	10	37	.6	9	25	.5	15	68	.1	.4	10	51	.4	3	15	.3			
KBIG-FM																			
SP '04	72	326	.3	61	206	.2	3.1	102	390	.4	2.9	45	237	.2	1.9	29	153	.1	2.1
4-Book	84	346	.4	48	214	.2	2.5	99	417	.4	2.9	53	265	.2	2.1	27	124	.1	2.1
KBUA-FM																			
SP '04	11	43	.6	8	43	.4	59	165	.2	1.7	21	97	.1	.9	12	55	.9		
4-Book	8	29	.5	9	31	.1	.5	29	76	.1	.9	16	56	.1	.6	4	17	.3	
KBUE-FM																			
SP '04	90	225	.4	68	146	.3	3.5	110	245	.4	3.1	76	263	.3	3.2	44	130	.2	3.2
4-Book	49	149	.2	50	137	.2	2.6	94	269	.4	2.7	60	178	.3	2.4	32	103	.1	2.4
KCBS-FM																			
SP '04	28	170	.1	21	132	.1	1.1	153	528	.6	4.3	64	245	.3	2.7	31	142	.1	2.2
4-Book	37	192	.2	31	155	.2	1.7	114	458	.5	3.3	72	308	.3	2.9	24	101	.1	1.9
KDLD-FM																			
SP '04	9	42	.5					47	144	.2	1.3	31	56	.1	1.3	25	96	.1	1.8
4-Book	7	40	.4	5	14		.3	25	94	.1	.7	18	57	.1	.7	11	40	.1	.8
KDLE-FM																			
SP '04	17	61	.1	2	38		.1	19	123	.1	.5	10	67		.4	7	32		.5
4-Book	16	67	.1	2	20		.1	30	119	.1	.9	22	76	.1	.9	10	43		.8
KFI -AM																			
SP '04	63	165	.3	30	105	.1	1.5	12	58		.3	12	43		.5	46	122	.2	3.3
4-Book	37	131	.2	34	145	.1	1.8	37	140	.1	1.1	23	91	.1	.9	17	60	.1	1.3
KFSH-FM																			
SP '04	53	206	.2	55	282	.2	2.8	94	415	.4	2.7	47	198	.2	2.0	16	148	.1	1.1
4-Book	32	138	.1	54	263	.2	2.8	66	340	.3	1.9	45	187	.2	1.8	13	90	.1	1.0
KFVB-AM																			
SP '04	12	54	.7	6	47		.3	20	96	.1	.6	6	34		.2	1	14		.1
4-Book	9	40	.6	21	116	.1	1.1	18	99	.1	.5	18	92	.1	.7	4	34		.4
KHHT-FM																			
SP '04	81	351	.3	65	204	.3	3.3	121	438	.5	3.4	133	428	.5	5.5	133	354	.5	9.5
4-Book	70	225	.3	56	182	.2	2.9	83	304	.4	2.4	108	336	.4	4.3	119	288	.5	9.1
KHJ -AM																			
SP '04	6	15	.3	14	77	.1	.7	18	76	.1	.5					4	14		.3
4-Book	8	23	.5	17	49	.1	.9	22	76	.1	.6	10	25	.1	.4				
KIIS-FM																			
SP '04	64	288	.3	48	238	.2	2.5	99	587	.4	2.8	85	413	.3	3.5	33	166	.1	2.4
4-Book	61	313	.3	56	274	.3	2.9	109	527	.5	3.1	96	431	.4	3.8	50	222	.2	3.9
KVVS-FM																			
SP '04				5	21		.3									4	13		.3
4-Book	1	6		3	19		.2	5	18		.1	6	17		.3	3	13		.2
KJLH-FM																			
SP '04	55	172	.2	116	399	.5	6.0	148	466	.6	4.2	124	269	.5	5.2	62	168	.3	4.4
4-Book	53	151	.2	137	376	.6	7.2	201	551	.8	5.8	146	309	.6	5.7	68	178	.3	5.3
KKBT-FM																			
SP '04	46	233	.2	59	129	.2	3.0	107	463	.4	3.0	60	281	.2	2.5	35	131	.1	2.5
4-Book	50	207	.2	58	160	.2	3.0	83	345	.3	2.4	58	226	.2	2.3	38	140	.2	3.0
KKLA-FM																			
SP '04	8	20	.5	34	115	.1	1.7	5	20		.1	5	20		.2	16	35	.1	1.1
4-Book	4	16	.2	23	81	.1	1.2	9	43		.3	3	13		.1	4	12		.3

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

Target Listener Estimates

Women 25-49

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAC-AM																				
SP '04	26	80	.1	1.5	4	24	.2		14	70	.1	.4	26	84	.1	1.1	26	123	.1	1.9
4-Book	9	32	.6		2	9	.1		11	40	.1	.3	14	36	.1	.6	12	41	.1	.9
KLAX-FM																				
SP '04	52	205	.2	2.9	182	447	.7	9.4	197	549	.8	5.6	121	325	.5	5.0	67	187	.3	4.8
4-Book	52	187	.2	3.1	121	315	.5	6.3	158	475	.7	4.5	105	284	.4	4.1	48	179	.2	3.7
KLOS-FM																				
SP '04	27	115	.1	1.5	21	108	.1	1.1	64	389	.3	1.8	54	278	.2	2.2	25	96	.1	1.8
4-Book	26	114	.1	1.6	22	109	.1	1.2	54	277	.2	1.6	66	255	.3	2.6	25	97	.1	2.0
KLXS-FM																				
SP '04	14	85	.1	.8	44	118	.2	2.3	50	114	.2	1.4	31	55	.1	1.3	2	23		.1
4-Book	8	44	.4		38	111	.2	2.0	43	129	.2	1.3	22	59	.1	.9	3	16		.2
KLTX-AM																				
SP '04	3	16	.2		27	65	.1	1.4	25	81	.1	.7	26	71	.1	1.1	23	46	.1	1.6
4-Book	11	40	.1	.7	31	79	.1	1.6	29	100	.1	.8	20	51	.1	.8	13	39	.1	1.0
KLVE-FM																				
SP '04	127	445	.5	7.2	77	244	.3	4.0	128	370	.5	3.6	80	248	.3	3.3	70	186	.3	5.0
4-Book	127	375	.5	7.7	89	287	.4	4.6	179	536	.7	5.1	108	316	.4	4.2	69	238	.3	5.3
KLYY-FM																				
SP '04	41	163	.2	2.3	26	121	.1	1.3	71	207	.3	2.0	70	149	.3	2.9	46	164	.2	3.3
4-Book	36	148	.2	2.1	32	105	.1	1.6	91	238	.4	2.6	56	148	.2	2.2	32	122	.1	2.4
+KMXE-AM																				
SP '04	3	15	.2		5	28	.3		1	14										
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	33	114	.1	1.9	12	78	.6		25	123	.1	.7	33	168	.1	1.4	15	63	.1	1.1
4-Book	31	113	.1	1.9	15	88	.1	.8	41	164	.2	1.2	34	115	.1	1.4	26	94	.1	2.0
KNX -AM																				
SP '04	5	51	.3		42	179	.2	2.2	35	135	.1	1.0	8	72	.3		14	32	.1	1.0
4-Book	11	73	.7		25	110	.1	1.3	26	132	.1	.8	18	98	.1	.7	13	68	.1	1.0
KOST-FM																				
SP '04	143	400	.6	8.1	49	254	.2	2.5	114	376	.5	3.2	112	403	.5	4.7	99	311	.4	7.1
4-Book	103	360	.4	6.2	76	303	.3	3.9	157	519	.6	4.5	122	419	.5	4.8	81	310	.4	6.2
KPVR-FM																				
SP '04	78	309	.3	4.4	68	239	.3	3.5	85	397	.3	2.4	74	283	.3	3.1	16	106	.1	1.1
4-Book	73	276	.3	4.5	47	171	.2	2.5	91	411	.4	2.6	83	315	.3	3.3	47	151	.2	3.7
KRCD-FM																				
SP '04	45	142	.2	2.5	53	130	.2	2.7	96	231	.4	2.7	22	71	.1	.9	42	103	.2	3.0
4-Book	48	122	.2	3.0	43	114	.2	2.3	86	225	.4	2.4	35	88	.2	1.4	41	122	.2	3.2
KRCV-FM																				
SP '04	7	45	.4		10	55	.5		37	98	.1	1.0	44	84	.2	1.8	29	115	.1	2.1
4-Book	13	53	.8		19	52	.1	1.0	38	100	.1	1.1	28	59	.1	1.1	18	61	.1	1.4
KRLA-AM																				
SP '04					1	3							3	4	.1					
4-Book																				
KROQ-FM																				
SP '04	35	220	.1	2.0	47	120	.2	2.4	88	432	.4	2.5	89	388	.4	3.7	43	254	.2	3.1
4-Book	46	249	.2	2.8	44	159	.2	2.3	109	513	.4	3.1	94	399	.4	3.7	40	191	.2	3.1
KRTH-FM																				
SP '04	39	174	.2	2.2	77	245	.3	4.0	132	503	.5	3.7	94	325	.4	3.9	38	155	.2	2.7
4-Book	43	193	.2	2.6	63	197	.3	3.3	112	437	.4	3.2	93	310	.4	3.7	29	112	.1	2.2

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	
KSCA-FM	SP '04	31	134	.1	1.7	63	165	.3	3.2	64	215	.3	1.8	53	200	.2	2.2	44	106	.2	3.2	
	4-Book	46	168	.2	2.8	62	179	.3	3.2	56	180	.3	1.6	64	173	.3	2.5	29	95	.1	2.2	
KSPN-AM	SP '04	6	12		.3	1	12		.1	1	14			5	29		.2	1	14		.1	
	4-Book	4	16		.3		3			2	13		.1	6	20		.2	6	18		.4	
KSSE-FM	SP '04	40	175	.2	2.3	66	218	.3	3.4	128	386	.5	3.6	79	205	.3	3.3	31	131	.1	2.2	
	4-Book	38	149	.2	2.4	57	177	.3	3.0	106	341	.4	3.0	84	247	.3	3.3	35	142	.1	2.7	
KSUR-AM	SP '04	12	34		.7	1	11		.1	3	11		.1	4	17		.2	3	16		.2	
	4-Book	4	12		.2		3			4	17		.1	3	8		.1	2	8		.1	
KTWV-FM	SP '04	38	176	.2	2.1	29	127	.1	1.5	88	301	.4	2.5	73	238	.3	3.0	28	121	.1	2.0	
	4-Book	54	212	.2	3.2	44	161	.2	2.3	107	322	.5	3.1	77	237	.3	3.0	31	131	.1	2.4	
KVIZ-FM	SP '04	5	40		.3	6	30		.3	46	135	.2	1.3	9	31		.4					
	4-Book	8	44		.5	14	36		.1	44	129	.2	1.3	20	56		.8	8	30		.6	
KVKV-AM	SP '04	2	15		.1	14	32		.1	18	48		.1	18	48		.1					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM	SP '04	7	29		.4	20	71		1.0	62	158		1.7	16	64		.1	4	28		.3	
	4-Book	7	45		.5	19	72		1.0	29	114		.8	11	47		.4	9	32		.7	
KXOL-FM	SP '04	38	127	.2	2.1	34	102	.1	1.7	117	267	.5	3.3	67	161	.3	2.8	24	58	.1	1.7	
	4-Book	45	166	.2	2.6	53	162	.2	2.8	102	293	.4	2.9	65	220	.3	2.6	28	110	.1	2.2	
KXTA-AM	SP '04													3	12		.1					
	4-Book	1	10		.1					3	13		.1	3	13		.1	4	7		.3	
XTRA-AM	SP '04					2	24		.1	9	29		.3									
	4-Book		3			1	9		.1	6	20		.2	2	6		.1	1	3		.1	
KYSR-FM	SP '04	21	171	.1	1.2	59	346	.2	3.0	183	814	.7	5.2	86	367	.3	3.6	22	135	.1	1.6	
	4-Book	37	241	.2	2.3	52	229	.2	2.7	116	593	.5	3.3	87	322	.4	3.4	33	134	.2	2.5	
KZAB-FM	SP '04	40	104	.2	2.3	55	146	.2	2.8	107	294	.4	3.0	36	102	.1	1.5	21	46	.1	1.5	
	4-Book	32	105	.2	1.9	38	118	.2	1.9	93	263	.4	2.7	54	129	.2	2.1	21	76	.1	1.6	
KZLA-FM	SP '04	28	128	.1	1.6	34	205	.1	1.7	95	432	.4	2.7	41	192	.2	1.7	7	47		.5	
	4-Book	31	140	.1	1.9	39	180	.2	2.0	97	411	.4	2.8	58	255	.2	2.3	10	72		.8	
KGGI-FM	SP '04	8	47		.5	**	**	**	**	15	70	.1	.4	37	82	.1	1.5	15	69	.1	1.1	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TOTALS	SP '04	1774	5787	7.2		1943	6071	7.8		3545	9862	14.3		2407	7035	9.7		1395	4501	5.6		
	4-Book	1660	5547	6.8		1920	5949	7.8		3494	9883	14.2		2544	7000	10.3		1298	4288	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

Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '04	48	1018	.2	1.0	41	419	.1	.6	83	571	.3	1.1	87	615	.3	1.5	29	303	.1	1.5
WI '04	48	1008	.2	1.0	69	477	.2	1.0	54	477	.2	.8	77	655	.3	1.4	28	339	.1	1.6
FA '03	58	1172	.2	1.2	63	566	.2	.9	83	584	.3	1.2	105	641	.4	1.7	52	472	.2	2.7
SU '03	45	930	.2	1.0	63	415	.2	.9	85	496	.3	1.3	76	589	.3	1.3	13	187	.1	.7
4-Book	50	1032	.2	1.1	59	469	.2	.9	76	532	.3	1.1	86	625	.3	1.5	31	325	.1	1.6
SP '03	52	1164	.2	1.1	65	487	.2	.9	74	497	.3	1.1	96	666	.3	1.6	25	345	.1	1.3
KBIG-FM																				
SP '04	193	3925	.7	4.0	230	1879	.8	3.1	394	2122	1.4	5.4	272	2159	.9	4.6	59	980	.2	3.1
WI '04	151	3285	.5	3.2	197	1357	.7	2.8	311	1864	1.1	4.4	182	1629	.6	3.2	38	740	.1	2.2
FA '03	166	4164	.6	3.4	216	1882	.7	3.0	347	2156	1.2	4.9	192	1917	.7	3.2	51	920	.2	2.7
SU '03	175	3789	.6	3.8	219	1532	.8	3.2	315	2019	1.1	4.6	220	1986	.8	3.8	58	1043	.2	3.0
4-Book	171	3791	.6	3.6	216	1663	.8	3.0	342	2040	1.2	4.8	217	1923	.8	3.7	52	921	.2	2.8
SP '03	205	3544	.7	4.3	254	1626	.9	3.6	390	1953	1.4	5.7	277	1948	1.0	4.6	71	792	.3	3.7
KBUA-FM																				
SP '04	41	360	.1	.8	66	207	.2	.9	73	194	.3	1.0	30	210	.1	.5	16	85	.1	.8
WI '04	20	243	.1	.4	33	161	.1	.5	32	163	.1	.4	24	136	.1	.4	8	95	.1	.5
FA '03	12	168	.1	.2	18	108	.1	.2	13	105	.1	.2	15	105	.1	.2	4	67	.1	.2
SU '03	26	361	.1	.6	37	212	.1	.5	46	241	.2	.7	24	178	.1	.4	10	115	.1	.5
4-Book	25	283	.1	.5	39	172	.1	.5	41	176	.2	.6	23	157	.1	.4	10	91	.1	.5
SP '03	16	267	.1	.3	22	123	.1	.3	28	180	.1	.4	21	114	.1	.4	5	50	.1	.3
KBUE-FM																				
SP '04	106	1611	.4	2.2	118	806	.4	1.6	127	888	.4	1.7	118	891	.4	2.0	73	628	.3	3.8
WI '04	97	1614	.3	2.1	138	779	.5	1.9	134	925	.5	1.9	97	737	.3	1.7	52	470	.2	3.0
FA '03	85	1568	.3	1.8	114	670	.4	1.6	117	780	.4	1.7	90	748	.3	1.5	32	417	.1	1.7
SU '03	84	1553	.3	1.8	133	626	.5	2.0	112	897	.4	1.6	88	741	.3	1.5	35	403	.1	1.8
4-Book	93	1587	.3	2.0	126	720	.5	1.8	123	873	.4	1.7	98	779	.3	1.7	48	480	.2	2.6
SP '03	82	1265	.3	1.7	102	526	.4	1.5	118	707	.4	1.7	85	535	.3	1.4	33	294	.1	1.7
KCBS-FM																				
SP '04	100	2963	.3	2.1	128	1328	.4	1.7	166	1410	.6	2.3	120	1554	.4	2.0	28	750	.1	1.5
WI '04	111	3247	.4	2.4	136	1376	.5	1.9	173	1292	.6	2.4	164	1809	.6	2.9	29	588	.1	1.7
FA '03	93	2629	.3	1.9	122	1176	.4	1.7	162	1281	.6	2.3	129	1480	.4	2.1	24	655	.1	1.3
SU '03	125	3188	.4	2.7	169	1464	.6	2.5	211	1484	.7	3.1	138	1561	.5	2.4	32	707	.1	1.7
4-Book	107	3007	.4	2.3	139	1336	.5	2.0	178	1367	.6	2.5	138	1601	.5	2.4	28	675	.1	1.6
SP '03	96	2480	.3	2.0	126	1119	.4	1.8	135	1195	.5	2.0	130	1354	.5	2.2	43	561	.2	2.2
KDLD-FM																				
SP '04	24	536	.1	.5	19	183	.1	.3	28	287	.1	.4	37	297	.1	.6	16	171	.1	.8
WI '04	11	469	.1	.2	10	192	.1	.1	18	251	.1	.3	14	256	.1	.2	4	80	.1	.2
FA '03	14	463	.1	.3	15	197	.1	.2	15	235	.1	.2	24	328	.1	.4	7	212	.1	.4
SU '03	16	497	.1	.3	16	169	.1	.2	15	268	.1	.2	26	230	.1	.4	7	144	.1	.4
4-Book	16	491	.1	.3	15	185	.1	.2	19	260	.1	.3	25	278	.1	.4	9	152	.1	.5
SP '03	12	460	.1	.3	13	249	.1	.2	17	215	.1	.2	21	249	.1	.4	7	95	.1	.4
KDLE-FM																				
SP '04	17	536	.1	.3	24	324	.1	.3	20	233	.1	.3	23	333	.1	.4	8	144	.1	.4
WI '04	31	568	.1	.7	23	252	.1	.3	54	343	.2	.8	43	369	.1	.8	17	179	.1	1.0
FA '03	18	572	.1	.4	16	208	.1	.2	25	216	.1	.4	28	283	.1	.5	11	307	.1	.6
SU '03	27	502	.1	.6	22	255	.1	.3	37	244	.1	.5	48	305	.2	.8	7	146	.1	.4
4-Book	23	545	.1	.5	21	260	.1	.3	34	259	.1	.5	36	323	.1	.6	11	194	.1	.6
SP '03	17	569	.1	.4	23	266	.1	.3	20	213	.1	.3	32	339	.1	.5	8	178	.1	.4
KFI -AM																				
SP '04	147	2746	.5	3.0	238	1454	.8	3.2	244	1545	.8	3.3	202	1465	.7	3.4	54	402	.2	2.8
WI '04	143	2371	.5	3.0	224	1218	.8	3.1	257	1430	.9	3.6	216	1409	.7	3.8	25	248	.1	1.4
FA '03	173	2754	.6	3.6	326	1656	1.1	4.5	219	1608	.8	3.1	284	1654	1.0	4.7	50	601	.2	2.6
SU '03	150	2638	.5	3.2	216	1313	.8	3.2	290	1629	1.0	4.3	208	1407	.7	3.6	46	525	.2	2.4
4-Book	153	2627	.5	3.2	251	1410	.9	3.5	253	1553	.9	3.6	228	1484	.8	3.9	44	444	.2	2.3
SP '03	140	2520	.5	2.9	201	1331	.7	2.9	216	1337	.8	3.1	208	1531	.7	3.5	57	587	.2	2.9

Target Listener Trends - Women 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KFSH-FM																				
SP '04	72	1281	.2	1.5	101	924	.3	1.4	89	741	.3	1.2	69	754	.2	1.2	38	481	.1	2.0
WI '04	56	1007	.2	1.2	84	756	.3	1.2	64	548	.2	.9	77	625	.3	1.4	24	459	.1	1.4
FA '03	59	1059	.2	1.2	88	608	.3	1.2	85	611	.3	1.2	77	566	.3	1.3	13	322		.7
SU '03	69	1307	.2	1.5	102	784	.4	1.5	82	752	.3	1.2	101	748	.4	1.7	26	441	.1	1.3
4-Book	64	1164	.2	1.4	94	768	.3	1.3	80	663	.3	1.1	81	673	.3	1.4	25	426	.1	1.4
SP '03	41	856	.1	.9	59	495	.2	.8	55	569	.2	.8	66	580	.2	1.1	10	218		.5
KFVB-AM																				
SP '04	26	1235	.1	.5	63	753	.2	.9	17	365	.1	.2	26	530	.1	.4	19	271	.1	1.0
WI '04	44	1586	.2	.9	100	1067	.3	1.4	44	446	.2	.6	64	785	.2	1.1	12	230		.7
FA '03	56	1948	.2	1.2	116	1273	.4	1.6	73	679	.3	1.0	74	907	.3	1.2	14	296		.7
SU '03	41	1933	.1	.9	93	1055	.3	1.4	25	590	.1	.4	58	983	.2	1.0	17	268	.1	.9
4-Book	42	1676	.2	.9	93	1037	.3	1.3	40	520	.2	.6	56	801	.2	.9	16	266	.1	.8
SP '03	48	1999	.2	1.0	116	1157	.4	1.7	29	678	.1	.4	81	1098	.3	1.4	13	309		.7
KHHT-FM																				
SP '04	180	3024	.6	3.7	223	1516	.8	3.0	260	1583	.9	3.6	230	1764	.8	3.9	85	975	.3	4.4
WI '04	173	2618	.6	3.7	207	1256	.7	2.9	286	1382	1.0	4.0	207	1434	.7	3.7	74	797	.3	4.3
FA '03	130	2567	.4	2.7	173	1200	.6	2.4	181	1204	.6	2.6	155	1414	.5	2.6	80	845	.3	4.2
SU '03	122	2321	.4	2.6	152	1138	.5	2.2	192	1277	.7	2.8	153	1313	.5	2.6	63	676	.2	3.3
4-Book	151	2633	.5	3.2	189	1278	.7	2.6	230	1362	.8	3.3	186	1481	.6	3.2	76	823	.3	4.1
SP '03	127	2575	.4	2.7	165	1205	.6	2.3	198	1370	.7	2.9	149	1527	.5	2.5	67	784	.2	3.5
KHJ -AM																				
SP '04	31	623	.1	.6	59	293	.2	.8	45	325	.2	.6	35	218	.1	.6	3	81		.2
WI '04	48	525	.2	1.0	67	242	.2	.9	76	304	.3	1.1	38	231	.1	.7	23	163	.1	1.3
FA '03	33	538	.1	.7	37	164	.1	.5	54	311	.2	.8	26	161	.1	.4	19	152	.1	1.0
SU '03	20	545	.1	.4	25	232	.1	.4	37	257	.1	.5	22	151	.1	.4	4	76		.2
4-Book	33	558	.1	.7	47	233	.2	.7	53	299	.2	.8	30	190	.1	.5	12	118	.1	.7
SP '03	48	546	.2	1.0	68	278	.2	1.0	85	279	.3	1.2	38	213	.1	.6	21	179	.1	1.1
KIIS-FM																				
SP '04	156	4613	.5	3.2	258	2485	.9	3.5	245	2224	.8	3.4	183	2640	.6	3.1	48	974	.2	2.5
WI '04	159	4537	.6	3.4	271	2516	.9	3.8	199	2105	.7	2.8	229	2564	.8	4.1	51	905	.2	2.9
FA '03	158	4414	.5	3.3	225	2115	.8	3.1	230	2178	.8	3.3	217	2428	.8	3.6	56	1146	.2	2.9
SU '03	143	4273	.5	3.1	225	1968	.8	3.3	211	2153	.7	3.1	168	2218	.6	2.9	49	1095	.2	2.5
4-Book	154	4459	.5	3.3	245	2271	.9	3.4	221	2165	.8	3.2	199	2463	.7	3.4	51	1030	.2	2.7
SP '03	174	4808	.6	3.7	270	2510	1.0	3.8	218	2196	.8	3.2	221	2506	.8	3.7	61	1092	.2	3.1
KVVS-FM																				
SP '04	12	178	.2		19	88	.1	.3	19	71	.1	.3	20	110	.1	.3	2	61		.1
WI '04	7	173	.1		13	120	.2		14	144	.2		6	138	.1		1	46		.1
FA '03	3	142	.1		5	86	.1		1	43			3	40				14		
SU '03	9	191	.2		14	125	.2		16	80	.1	.2	8	75	.1		5	69		.3
4-Book	8	171	.2		13	105	.2		13	85	.1	.2	9	91	.1		2	48		.1
SP '03	10	209	.2		11	124	.2		14	89	.2		18	124	.1	.3	3	62		.2
KJLH-FM																				
SP '04	142	1546	.5	2.9	189	817	.7	2.6	181	893	.6	2.5	184	996	.6	3.1	69	563	.2	3.6
WI '04	135	1695	.5	2.9	164	889	.6	2.3	147	833	.5	2.1	152	915	.5	2.7	82	563	.3	4.7
FA '03	120	1631	.4	2.5	165	890	.6	2.3	136	743	.5	1.9	117	825	.4	1.9	72	642	.2	3.8
SU '03	150	1555	.5	3.2	139	700	.5	2.0	171	795	.6	2.5	150	852	.5	2.6	101	604	.4	5.2
4-Book	137	1607	.5	2.9	164	824	.6	2.3	159	816	.6	2.3	151	897	.5	2.6	81	593	.3	4.3
SP '03	114	1553	.4	2.4	149	821	.5	2.1	142	815	.5	2.1	125	876	.4	2.1	63	532	.2	3.2
KGBT-FM																				
SP '04	122	3047	.4	2.5	282	1771	1.0	3.8	111	1332	.4	1.5	130	1515	.4	2.2	41	795	.1	2.1
WI '04	124	2620	.4	2.6	274	1422	.9	3.8	131	1244	.5	1.8	131	1281	.5	2.3	57	657	.2	3.3
FA '03	141	2670	.5	2.9	305	1461	1.1	4.2	147	1137	.5	2.1	171	1348	.6	2.8	47	756	.2	2.5
SU '03	145	2536	.5	3.1	373	1475	1.3	5.5	161	1200	.6	2.4	154	1181	.5	2.7	45	489	.2	2.3
4-Book	133	2718	.5	2.8	309	1532	1.1	4.3	138	1228	.5	2.0	147	1331	.5	2.5	48	674	.2	2.6
SP '03	138	3162	.5	2.9	345	1889	1.2	4.9	133	1406	.5	1.9	159	1583	.6	2.7	39	690	.1	2.0

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID					
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr		
	KLKA-FM																					
SP '04	36	621	.1	.7	56	437	.2	.8	58	370	.2	.8	43	227	.1	.7	16	138	.1	.8		
WI '04	24	827	.1	.5	51	460	.2	.7	41	462	.1	.6	24	325	.1	.4	10	168		.6		
FA '03	30	716	.1	.6	71	494	.2	1.0	40	322	.1	.6	34	302	.1	.6	6	162		.3		
SU '03	24	546	.1	.5	49	330	.2	.7	42	318	.1	.6	36	215	.1	.6	2	60		.1		
4-Book	29	678	.1	.6	57	430	.2	.8	45	368	.1	.7	34	267	.1	.6	9	132		.5		
SP '03	25	695	.1	.5	69	471	.2	1.0	29	349	.1	.4	38	353	.1	.6	3	104		.2		
KLAC-AM																						
SP '04	26	874	.1	.5	20	154	.1	.3	26	152	.1	.4	35	432	.1	.6	35	361	.1	1.8		
WI '04	17	407	.1	.4	26	155	.1	.4	23	178	.1	.3	21	189	.1	.4	5	73		.3		
FA '03	17	575	.1	.4	17	182	.1	.2	33	259	.1	.5	27	350	.1	.4	7	152		.4		
SU '03	11	338		.2	22	249	.1	.3	19	134	.1	.3	7	97		.1	2	74		.1		
4-Book	18	549	.1	.4	21	185	.1	.3	25	181	.1	.4	23	267	.1	.4	12	165		.7		
SP '03	17	629	.1	.4	17	187	.1	.2	30	177	.1	.4	19	287	.1	.3	14	220		.7		
KLAX-FM																						
SP '04	264	3161	.9	5.4	597	1937	2.1	8.1	358	2060	1.2	4.9	214	1541	.7	3.7	52	613	.2	2.7		
WI '04	144	2434	.5	3.1	252	1372	.9	3.5	242	1456	.8	3.4	113	1005	.4	2.0	29	414	.1	1.7		
FA '03	142	2492	.5	2.9	203	1208	.7	2.8	195	1362	.7	2.8	142	1184	.5	2.3	55	688	.2	2.9		
SU '03	147	2475	.5	3.2	222	1251	.8	3.3	221	1470	.8	3.3	149	1218	.5	2.6	57	580	.2	3.0		
4-Book	174	2641	.6	3.7	319	1442	1.1	4.4	254	1587	.9	3.6	155	1237	.5	2.7	48	574	.2	2.6		
SP '03	163	2391	.6	3.4	243	1363	.9	3.5	247	1520	.9	3.6	152	1203	.5	2.5	62	610	.2	3.2		
KLOS-FM																						
SP '04	99	2637	.3	2.0	169	1140	.6	2.3	141	1166	.5	1.9	125	1197	.4	2.1	28	587	.1	1.5		
WI '04	82	2586	.3	1.7	147	1195	.5	2.1	94	1018	.3	1.3	108	1310	.4	1.9	33	410	.1	1.9		
FA '03	83	2426	.3	1.7	177	1135	.6	2.4	112	889	.4	1.6	103	1074	.4	1.7	21	419	.1	1.1		
SU '03	105	2772	.4	2.3	206	1187	.7	3.0	110	1084	.4	1.6	137	1249	.5	2.4	47	583	.2	2.4		
4-Book	92	2605	.3	1.9	175	1164	.6	2.5	114	1039	.4	1.6	118	1208	.4	2.0	32	500	.1	1.7		
SP '03	85	2059	.3	1.8	141	1005	.5	2.0	126	945	.4	1.8	121	1064	.4	2.0	26	462	.1	1.3		
KLXS-FM																						
SP '04	136	2191	.5	2.8	314	1290	1.1	4.2	244	1220	.8	3.3	154	1064	.5	2.6	18	299	.1	.9		
WI '04	96	1813	.3	2.0	215	1074	.7	3.0	217	1002	.8	3.1	79	709	.3	1.4	3	139		.2		
FA '03	64	1501	.2	1.3	157	817	.5	2.2	84	692	.3	1.2	88	697	.3	1.5	20	244	.1	1.1		
SU '03	88	1514	.3	1.9	202	826	.7	3.0	131	712	.5	1.9	99	656	.3	1.7	22	262	.1	1.1		
4-Book	96	1755	.3	2.0	222	1002	.8	3.1	169	907	.6	2.4	105	782	.4	1.8	16	236	.1	.8		
SP '03	80	1581	.3	1.7	207	844	.7	2.9	125	936	.4	1.8	86	661	.3	1.4	15	257	.1	.8		
KLTX-AM																						
SP '04	40	348	.1	.8	71	266	.2	1.0	61	276	.2	.8	41	246	.1	.7	18	190	.1	.9		
WI '04	46	477	.2	1.0	93	277	.3	1.3	67	346	.2	.9	22	220	.1	.4	20	116	.1	1.2		
FA '03	45	388	.2	.9	94	295	.3	1.3	72	326	.2	1.0	42	243	.1	.7	9	125		.5		
SU '03	59	491	.2	1.3	79	358	.3	1.2	97	364	.3	1.4	68	328	.2	1.2	21	223	.1	1.1		
4-Book	48	426	.2	1.0	84	299	.3	1.2	74	328	.2	1.0	43	259	.1	.8	17	164	.1	.9		
SP '03	81	500	.3	1.7	113	400	.4	1.6	108	376	.4	1.6	79	285	.3	1.3	44	229	.2	2.3		
KLVE-FM																						
SP '04	198	3561	.7	4.1	290	1753	1.0	3.9	261	2083	.9	3.6	220	1781	.8	3.8	119	1275	.4	6.2		
WI '04	265	3746	.9	5.7	381	2051	1.3	5.3	499	2327	1.7	7.0	224	1676	.8	4.0	99	915	.3	5.7		
FA '03	265	4206	.9	5.5	392	2140	1.4	5.4	409	2380	1.4	5.8	231	1907	.8	3.8	141	1342	.5	7.4		
SU '03	213	3754	.8	4.6	332	1980	1.2	4.9	325	2104	1.1	4.8	206	1731	.7	3.5	103	1084	.4	5.3		
4-Book	235	3817	.8	5.0	349	1981	1.2	4.9	374	2224	1.3	5.3	220	1774	.8	3.8	116	1154	.4	6.2		
SP '03	205	3582	.7	4.3	313	1854	1.1	4.5	338	2062	1.2	4.9	184	1529	.7	3.1	90	963	.3	4.6		
KLYY-FM																						
SP '04	79	1386	.3	1.6	55	466	.2	.7	157	905	.5	2.1	88	579	.3	1.5	32	377	.1	1.7		
WI '04	87	1374	.3	1.9	80	592	.3	1.1	196	862	.7	2.8	73	623	.3	1.3	28	357	.1	1.6		
FA '03	81	1528	.3	1.7	78	718	.3	1.1	136	787	.5	1.9	64	714	.2	1.1	38	454	.1	2.0		
SU '03	75	1522	.3	1.6	58	569	.2	.9	134	863	.5	2.0	71	665	.3	1.2	36	391	.1	1.9		
4-Book	81	1453	.3	1.7	68	586	.3	1.0	156	854	.6	2.2	74	645	.3	1.3	34	395	.1	1.8		
SP '03	88	1442	.3	1.8	82	603	.3	1.2	147	854	.5	2.1	100	732	.4	1.7	45	420	.2	2.3		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
+KMXE-AM																				
SP '04	14	159	.3	8	70	.1	37	87	.1	.5	19	86	.1	.3	6	59	.3			
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																				
SP '04	61	1424	.2	1.3	77	534	.3	1.0	97	700	.3	1.3	70	803	.2	1.2	35	368	.1	1.8
WI '04	50	1277	.2	1.1	47	572	.2	.7	81	561	.3	1.1	79	599	.3	1.4	34	323	.1	2.0
FA '03	61	1453	.2	1.3	60	624	.2	.8	77	680	.3	1.1	69	813	.2	1.1	48	578	.2	2.5
SU '03	49	1252	.2	1.1	50	567	.2	.7	69	564	.2	1.0	71	698	.3	1.2	24	394	.1	1.2
4-Book	55	1352	.2	1.2	59	574	.2	.8	81	626	.3	1.1	72	728	.3	1.2	35	416	.1	1.9
SP '03	38	1120	.1	.8	45	437	.2	.6	49	514	.2	.7	51	551	.2	.9	26	297	.1	1.3
KNX -AM																				
SP '04	48	1800	.2	1.0	105	1012	.4	1.4	40	574	.1	.5	60	792	.2	1.0	22	476	.1	1.1
WI '04	44	1768	.2	.9	79	922	.3	1.1	51	563	.2	.7	73	865	.3	1.3	7	179	.1	.4
FA '03	55	2072	.2	1.1	93	1166	.3	1.3	61	900	.2	.9	90	1115	.3	1.5	34	558	.1	1.8
SU '03	54	1790	.2	1.2	108	1071	.4	1.6	44	585	.2	.6	95	1003	.3	1.6	31	568	.1	1.6
4-Book	50	1858	.2	1.1	96	1043	.4	1.4	49	656	.2	.7	80	944	.3	1.4	24	445	.1	1.2
SP '03	54	2136	.2	1.1	91	974	.3	1.3	51	745	.2	.7	82	1003	.3	1.4	32	426	.1	1.6
KOST-FM																				
SP '04	295	4519	1.0	6.1	340	2302	1.2	4.6	561	2343	1.9	7.7	367	2538	1.3	6.3	140	1628	.5	7.3
WI '04	241	4771	.8	5.1	298	2203	1.0	4.2	415	2472	1.4	5.8	301	2467	1.0	5.3	115	1388	.4	6.6
FA '03	256	4964	.9	5.3	315	2471	1.1	4.3	404	2459	1.4	5.7	327	2997	1.1	5.4	100	1412	.3	5.3
SU '03	261	4680	.9	5.6	321	2370	1.1	4.7	458	2274	1.6	6.7	353	2543	1.2	6.1	126	1511	.4	6.5
4-Book	263	4734	.9	5.5	319	2337	1.1	4.5	460	2387	1.6	6.5	337	2636	1.2	5.8	120	1485	.4	6.4
SP '03	277	4279	1.0	5.8	330	2177	1.2	4.7	493	2207	1.7	7.2	409	2536	1.4	6.8	123	1269	.4	6.3
KPWR-FM																				
SP '04	127	3405	.4	2.6	196	1730	.7	2.6	149	1536	.5	2.0	181	2007	.6	3.1	46	774	.2	2.4
WI '04	100	2884	.3	2.1	139	1386	.5	2.0	89	1309	.3	1.3	132	1608	.5	2.3	46	751	.2	2.7
FA '03	120	3321	.4	2.5	219	1611	.8	3.0	100	1272	.3	1.4	169	1773	.6	2.8	63	1024	.2	3.3
SU '03	87	2605	.3	1.9	141	1104	.5	2.1	111	1079	.4	1.6	111	1331	.4	1.9	36	604	.1	1.9
4-Book	109	3054	.4	2.3	174	1458	.6	2.4	112	1299	.4	1.6	148	1680	.5	2.5	48	788	.2	2.6
SP '03	126	3228	.4	2.6	162	1391	.6	2.3	166	1629	.6	2.4	168	1682	.6	2.8	58	935	.2	3.0
KRCD-FM																				
SP '04	105	1295	.4	2.2	129	703	.4	1.7	137	738	.5	1.9	101	647	.3	1.7	92	532	.3	4.8
WI '04	123	1239	.4	2.6	187	614	.6	2.6	148	778	.5	2.1	111	598	.4	2.0	79	411	.3	4.6
FA '03	70	808	.2	1.4	83	417	.3	1.1	101	491	.3	1.4	81	427	.3	1.3	58	264	.2	3.1
SU '03	59	829	.2	1.3	75	459	.3	1.1	102	549	.4	1.5	40	398	.1	.7	41	270	.1	2.1
4-Book	89	1043	.3	1.9	119	548	.4	1.6	122	639	.4	1.7	83	518	.3	1.4	68	369	.2	3.7
SP '03	39	685	.1	.8	56	295	.2	.8	72	444	.3	1.0	25	246	.1	.4	29	253	.1	1.5
KRCV-FM																				
SP '04	38	598	.1	.8	47	338	.2	.6	35	353	.1	.5	64	349	.2	1.1	18	138	.1	.9
WI '04	32	568	.1	.7	38	219	.1	.5	56	381	.2	.8	31	270	.1	.5	14	127	.1	.8
FA '03	41	596	.1	.8	60	338	.2	.8	72	394	.2	1.0	23	229	.1	.4	19	128	.1	1.0
SU '03	41	602	.1	.9	47	293	.2	.7	60	371	.2	.9	33	257	.1	.6	25	178	.1	1.3
4-Book	38	591	.1	.8	48	297	.2	.7	56	375	.2	.8	38	276	.1	.7	19	143	.1	1.0
SP '03	25	391	.1	.5	36	178	.1	.5	30	166	.1	.4	21	190	.1	.4	13	105	.1	.7
KRLA-AM																				
SP '04	26	493	.1	.5	56	235	.2	.8	42	213	.1	.6	38	243	.1	.6	11	103	.1	.6
WI '04	19	359	.1	.4	35	183	.1	.5	37	251	.1	.5	32	145	.1	.6	1	29	.1	.1
FA '03	27	518	.1	.6	46	258	.2	.6	55	293	.2	.8	32	211	.1	.5	11	78	.1	.6
SU '03	22	487	.1	.5	34	231	.1	.5	48	324	.2	.7	35	236	.1	.6	5	175	.1	.3
4-Book	24	464	.1	.5	43	227	.2	.6	46	270	.2	.7	34	209	.1	.6	7	96	.1	.4
SP '03	26	471	.1	.5	52	326	.2	.7	58	320	.2	.8	28	188	.1	.5	7	61	.1	.4

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

Target Listener Trends

Women 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
KROQ-FM																				
SP '04	144	3460	.5	3.0	271	2043	.9	3.7	178	1589	.6	2.4	186	1807	.6	3.2	59	905	.2	3.1
WI '04	127	3365	.4	2.7	247	1897	.9	3.5	145	1540	.5	2.0	170	1929	.6	3.0	42	742	.1	2.4
FA '03	165	3613	.6	3.4	289	1900	1.0	4.0	205	1768	.7	2.9	242	2009	.8	4.0	61	873	.2	3.2
SU '03	146	3594	.5	3.1	309	1905	1.1	4.6	163	1799	.6	2.4	165	1844	.6	2.8	61	985	.2	3.2
4-Book	146	3508	.5	3.1	279	1936	1.0	4.0	173	1674	.6	2.4	191	1897	.7	3.3	56	876	.2	3.0
SP '03	125	3342	.4	2.6	258	1884	.9	3.7	128	1485	.5	1.9	146	1694	.5	2.4	58	873	.2	3.0
KRTH-FM																				
SP '04	154	3753	.5	3.2	202	1668	.7	2.7	242	1887	.8	3.3	186	1897	.6	3.2	48	853	.2	2.5
WI '04	155	3429	.5	3.3	213	1749	.7	3.0	268	1651	.9	3.8	168	1712	.6	3.0	56	830	.2	3.2
FA '03	162	3624	.6	3.3	178	1553	.6	2.4	291	1919	1.0	4.1	213	1873	.7	3.5	44	819	.2	2.3
SU '03	163	3778	.6	3.5	208	1605	.7	3.1	234	1758	.8	3.4	209	1906	.7	3.6	76	967	.3	3.9
4-Book	159	3646	.6	3.3	200	1644	.7	2.8	259	1804	.9	3.7	194	1847	.7	3.3	56	867	.2	3.0
SP '03	179	3937	.6	3.8	227	1727	.8	3.2	265	1911	.9	3.9	217	1925	.8	3.6	58	927	.2	3.0
KSCA-FM																				
SP '04	101	1623	.3	2.1	239	1002	.8	3.2	137	952	.5	1.9	74	650	.3	1.3	24	250	.1	1.2
WI '04	163	2256	.6	3.5	297	1051	1.0	4.2	142	1034	.5	2.0	317	1145	1.1	5.6	46	380	.2	2.7
FA '03	187	2353	.6	3.9	352	1200	1.2	4.8	164	1006	.6	2.3	398	1419	1.4	6.6	31	460	.1	1.6
SU '03	220	2504	.8	4.7	362	1237	1.3	5.3	207	1170	.7	3.0	478	1622	1.7	8.2	56	605	.2	2.9
4-Book	168	2184	.6	3.6	313	1123	1.1	4.4	163	1041	.6	2.3	317	1209	1.1	5.4	39	424	.2	2.1
SP '03	190	2184	.7	4.0	320	1076	1.1	4.6	156	919	.6	2.3	374	1349	1.3	6.3	64	596	.2	3.3
KSPN-AM																				
SP '04	7	291	.1		7	54	.1		3	53			13	146	.2		6	61	.3	
WI '04	4	96	.1		2	40			6	17	.1		14	56	.2		13	13		
FA '03	8	326	.2		3	85			11	131	.2		13	204	.2		3	105	.2	
SU '03	12	220	.3		3	30			9	47	.1		19	136	.1		24	138	.1	1.2
4-Book	8	233	.2		4	52			7	62	.1		15	136	.2		8	79	.4	
SP '03	3	254	.1		12				2	38			7	106	.1		3	79	.2	
KSSE-FM																				
SP '04	152	2455	.5	3.1	272	1574	.9	3.7	218	1497	.8	3.0	162	1258	.6	2.8	50	551	.2	2.6
WI '04	138	2353	.5	2.9	289	1390	1.0	4.1	175	1283	.6	2.5	123	1004	.4	2.2	45	602	.2	2.6
FA '03	152	2129	.5	3.1	230	1237	.8	3.2	244	1214	.8	3.4	165	1111	.6	2.7	62	577	.2	3.3
SU '03	115	1981	.4	2.5	210	1143	.7	3.1	194	1245	.7	2.9	104	1009	.4	1.8	34	474	.1	1.8
4-Book	139	2230	.5	2.9	250	1336	.9	3.5	208	1310	.7	3.0	139	1096	.5	2.4	48	551	.2	2.6
SP '03	108	1918	.4	2.3	160	920	.6	2.3	164	1230	.6	2.4	120	1009	.4	2.0	40	570	.1	2.1
KSUR-AM																				
SP '04	6	201	.1		3	38			2	80			8	103	.1		12	67	.6	
WI '04	4	89	.1		2	26			9	75	.1		3	65	.1		5	50	.3	
FA '03	5	79	.1		3	58			9	65	.1		6	57	.1		3	67	.2	
SU '03	7	158	.2		8	71	.1		10	52	.1		12	97	.2		3	58	.2	
4-Book	6	132	.1		4	48			8	68	.1		7	81	.1		6	61	.3	
SP '03	10	222	.2		8	85	.1		18	103	.1	.3	12	113	.2		2	49	.1	
KTWV-FM																				
SP '04	188	2836	.7	3.9	241	1543	.8	3.3	358	1581	1.2	4.9	229	1433	.8	3.9	75	865	.3	3.9
WI '04	203	2825	.7	4.3	227	1406	.8	3.2	380	1564	1.3	5.3	255	1666	.9	4.5	66	810	.2	3.8
FA '03	215	3098	.7	4.4	273	1465	.9	3.7	424	1816	1.5	6.0	267	1845	.9	4.4	78	925	.3	4.1
SU '03	159	2851	.6	3.4	174	1418	.6	2.6	260	1586	.9	3.8	199	1590	.7	3.4	58	814	.2	3.0
4-Book	191	2903	.7	4.0	229	1458	.8	3.2	356	1637	1.2	5.0	238	1634	.8	4.1	69	854	.3	3.7
SP '03	198	2821	.7	4.2	222	1444	.8	3.2	346	1370	1.2	5.0	255	1539	.9	4.3	96	980	.3	4.9
KWIZ-FM																				
SP '04	17	397	.1	.3	12	132	.2		22	225	.1	.3	25	233	.1	.4	14	72	.7	
WI '04	26	667	.1	.6	34	295	.1	.5	44	334	.2	.6	22	246	.1	.4	9	178	.5	
FA '03	54	686	.2	1.1	61	329	.2	.8	98	366	.3	1.4	52	253	.2	.9	19	196	.1	1.0
SU '03	26	487	.1	.6	20	205	.1	.3	49	285	.2	.7	32	223	.1	.6	9	116	.5	
4-Book	31	559	.1	.7	32	240	.1	.5	53	303	.2	.8	33	239	.1	.6	13	141	.7	
SP '03	38	526	.1	.8	41	278	.1	.6	65	449	.2	.9	46	321	.2	.8	25	232	.1	1.3

Target Listener Trends - Women 25-54

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KWKV-AM																				
SP '04	30	379	.1	.6	39	180	.1	.5	72	288	.2	1.0	23	92	.1	.4	5	59	.3	.1
WI '04	25	310	.1	.5	23	119	.1	.3	73	258	.3	1.0	20	169	.1	.4	2	52	.1	.1
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	27	399	.1	.6	24	180	.1	.4	71	232	.3	1.0	17	98	.1	.3	11	46	.6	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	25	412	.1	.5	11	110		.2	71	240	.3	1.0	23	189	.1	.4	4	48	.2	.2
KWVE-FM																				
SP '04	35	660	.1	.7	69	404	.2	.9	43	266	.1	.6	47	365	.2	.8	6	119	.3	.3
WI '04	39	724	.1	.8	57	523	.2	.8	48	412	.2	.7	64	469	.2	1.1	22	258	.1	1.3
FA '03	28	640	.1	.6	60	377	.2	.8	39	310	.1	.6	24	239	.1	.4	9	201	.5	.5
SU '03	27	635	.1	.6	48	338	.2	.7	36	259	.1	.5	35	374	.1	.6	7	92	.4	.4
4-Book	32	665	.1	.7	59	411	.2	.8	42	312	.1	.6	43	362	.2	.7	11	168	.6	.6
SP '03	33	706	.1	.7	76	467	.3	1.1	47	299	.2	.7	40	261	.1	.7	7	102	.4	.4
KXOL-FM																				
SP '04	101	1735	.3	2.1	142	773	.5	1.9	133	1014	.5	1.8	99	865	.3	1.7	38	470	.1	2.0
WI '04	96	1669	.3	2.0	147	780	.5	2.1	143	1057	.5	2.0	118	838	.4	2.1	31	342	.1	1.8
FA '03	146	2255	.5	3.0	210	1138	.7	2.9	254	1438	.9	3.6	146	1209	.5	2.4	57	607	.2	3.0
SU '03	149	2263	.5	3.2	199	1169	.7	2.9	223	1379	.8	3.3	148	1246	.5	2.5	81	712	.3	4.2
4-Book	123	1981	.4	2.6	175	965	.6	2.5	188	1222	.7	2.7	128	1040	.4	2.2	52	533	.2	2.8
SP '03	137	2284	.5	2.9	207	1209	.7	2.9	210	1434	.7	3.1	116	1046	.4	1.9	58	566	.2	3.0
KXTA-AM																				
SP '04	1	92							3	32			2	36				16		
WI '04	4	127		.1	3	9				27			4	82		.1	5	41		.3
FA '03		74			1	33			1	28			1	21						
SU '03	4	109		.1	4	44		.1	12	28		.2	7	63		.1		34		
4-Book	2	101		.1	2	22			4	29		.1	4	51		.1	1	23		.1
SP '03	1	60				9			3	13				9			1	25		.1
XTRA-AM																				
SP '04	6	135		.1	8	54		.1	9	38		.1	6	62		.1	2	36		.1
WI '04	1	91							3	42			2	27			2	27		.1
FA '03	2	128			1	17			2	28			3	55			1	12		.1
SU '03	6	125		.1	8	66		.1	11	55		.2	6	33		.1		12		
4-Book	4	120		.1	4	34		.1	6	41		.1	4	44		.1	1	22		.1
SP '03	1	77			2	25			3	25			1	28						
KYSR-FM																				
SP '04	185	4061	.6	3.8	333	2080	1.2	4.5	297	2115	1.0	4.1	249	2339	.9	4.2	35	890	.1	1.8
WI '04	165	3844	.6	3.5	306	1971	1.1	4.3	235	1844	.8	3.3	224	2353	.8	4.0	38	965	.1	2.2
FA '03	144	3422	.5	3.0	253	1840	.9	3.5	199	1759	.7	2.8	231	2072	.8	3.8	47	874	.2	2.5
SU '03	180	4068	.6	3.9	263	1843	.9	3.9	257	2180	.9	3.8	286	2467	1.0	4.9	53	1059	.2	2.8
4-Book	169	3849	.6	3.6	289	1934	1.0	4.1	247	1975	.9	3.5	248	2308	.9	4.2	43	947	.2	2.3
SP '03	173	4104	.6	3.6	293	2001	1.0	4.2	247	2000	.9	3.6	243	2343	.9	4.1	40	1079	.1	2.1
KZAB-FM																				
SP '04	82	959	.3	1.7	84	478	.3	1.1	120	627	.4	1.6	111	537	.4	1.9	33	264	.1	1.7
WI '04	74	869	.3	1.6	90	431	.3	1.3	130	505	.4	1.8	67	435	.2	1.2	29	206	.1	1.7
FA '03	106	1298	.4	2.2	163	743	.6	2.2	161	763	.6	2.3	101	678	.3	1.7	46	392	.2	2.4
SU '03	64	1020	.2	1.4	70	426	.2	1.0	99	599	.3	1.5	81	520	.3	1.4	20	257	.1	1.0
4-Book	82	1037	.3	1.7	102	520	.4	1.4	128	624	.4	1.8	90	543	.3	1.6	32	280	.1	1.7
SP '03	106	1155	.4	2.2	93	508	.3	1.3	149	807	.5	2.2	122	659	.4	2.0	58	502	.2	3.0
KZLA-FM																				
SP '04	155	2409	.5	3.2	234	1322	.8	3.2	232	1350	.8	3.2	228	1628	.8	3.9	50	733	.2	2.6
WI '04	110	2003	.4	2.3	175	1286	.6	2.5	184	1128	.6	2.6	157	1390	.5	2.8	23	419	.1	1.3
FA '03	174	2191	.6	3.6	253	1416	.9	3.5	301	1440	1.0	4.3	221	1452	.8	3.6	47	669	.2	2.5
SU '03	138	2231	.5	3.0	160	1282	.6	2.4	220	1428	.8	3.2	214	1322	.8	3.7	29	532	.1	1.5
4-Book	144	2209	.5	3.0	206	1327	.7	2.9	234	1337	.8	3.3	205	1448	.7	3.5	37	588	.2	2.0
SP '03	135	2145	.5	2.8	193	1252	.7	2.7	198	1296	.7	2.9	169	1476	.6	2.8	40	734	.1	2.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 25-54

Target Listener Trends - Women 25-54

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KGGI-FM																				
SP '04	19	706	.1	.4	18	206	.1	.2	34	340	.1	.5	19	313	.1	.3	7	161		.4
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	14	753		.3	27	278	.1	.4	16	287	.1	.2	18	265	.1	.3	4	107		.2
SU '03	17	619	.1	.4	20	211	.1	.3	23	284	.1	.3	22	303	.1	.4	8	200		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	13	502		.3	14	190		.2	7	168		.1	17	272	.1	.3	14	128		.7
TOTALS																				
SP '04	4860	27805	16.8		7407	24930	25.6		7312	23072	25.3		5863	23545	20.3		1927	14539	6.7	
WI '04	4689	28003	16.2		7123	24406	24.7		7112	22727	24.6		5639	23463	19.5		1731	13715	6.0	
FA '03	4837	27956	16.7		7292	25041	25.2		7074	23031	24.5		6057	23911	21.0		1901	15029	6.6	
SU '03	4656	27500	16.5		6787	24132	24.0		6798	22483	24.0		5808	23454	20.5		1926	14712	6.8	
4-Book	4761	27816	16.6		7152	24627	24.9		7074	22828	24.6		5842	23593	20.3		1871	14499	6.5	
SP '03	4761	27460	16.8		7025	24231	24.8		6882	22368	24.3		5974	23264	21.1		1942	14299	6.9	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	71	926	.2	1.0	21	334	.1	.7	16	99	.1	.4	27	122	.1	.5	38	120	.1	1.0
4-Book	74	921	.3	1.1	20	316	.1	.6	19	81	.1	.5	32	132	.1	.6	31	97	.1	.8
KBIG-FM																				
SP '04	306	3338	1.1	4.4	81	1674	.3	2.5	48	255	.2	1.3	138	542	.5	2.5	106	446	.4	2.8
4-Book	264	3168	.9	3.9	86	1687	.3	2.7	73	343	.3	2.1	145	560	.5	2.6	123	500	.4	3.2
KBUA-FM																				
SP '04	58	279	.2	.8	29	248	.1	.9	40	113	.1	1.1	49	112	.2	.9	25	85	.1	.7
4-Book	35	248	.1	.5	18	151	.1	.6	28	67	.1	.8	33	74	.1	.6	21	56	.1	.6
KBUE-FM																				
SP '04	122	1344	.4	1.8	100	931	.3	3.1	146	327	.5	4.0	114	329	.4	2.1	117	305	.4	3.1
4-Book	116	1311	.4	1.8	82	905	.3	2.6	100	257	.4	2.8	142	378	.5	2.5	96	258	.3	2.5
KCBS-FM																				
SP '04	140	2499	.5	2.0	79	1407	.3	2.5	69	243	.2	1.9	132	611	.5	2.4	77	420	.3	2.0
4-Book	154	2497	.6	2.3	79	1470	.3	2.5	67	329	.2	1.9	142	604	.5	2.5	106	473	.4	2.8
KDLD-FM																				
SP '04	28	446	.1	.4	22	273	.1	.7	9	45	.2	.2	31	114	.1	.6	17	104	.1	.5
4-Book	20	434	.1	.3	15	260	.1	.5	11	51	.3	.3	21	94	.1	.4	22	97	.1	.6
KDLE-FM																				
SP '04	22	484	.1	.3	13	267	.1	.4	12	66	.3	.3	23	111	.1	.4	9	64	.1	.2
4-Book	31	460	.1	.5	20	265	.1	.6	12	62	.3	.3	34	123	.1	.6	23	84	.1	.6
KFI -AM																				
SP '04	229	2536	.8	3.3	63	871	.2	2.0	110	346	.4	3.0	58	264	.2	1.1	43	152	.1	1.1
4-Book	244	2435	.9	3.6	64	932	.2	2.0	141	408	.5	4.0	101	359	.4	1.8	52	193	.2	1.3
KFSH-FM																				
SP '04	87	1097	.3	1.3	70	832	.2	2.2	82	247	.3	2.2	106	368	.4	1.9	96	307	.3	2.6
4-Book	85	1013	.3	1.3	55	750	.2	1.7	50	208	.2	1.4	98	354	.4	1.7	72	245	.3	1.9
KFWB-AM																				
SP '04	34	1068	.1	.5	16	496	.1	.5	24	173	.1	.7	20	152	.1	.4	19	127	.1	.5
4-Book	61	1449	.2	.9	25	651	.1	.8	36	206	.2	1.1	37	193	.1	.7	21	128	.1	.5
KHHT-FM																				
SP '04	240	2554	.8	3.5	138	1618	.5	4.3	138	379	.5	3.8	238	831	.8	4.3	139	417	.5	3.7
4-Book	204	2194	.7	3.1	109	1374	.4	3.4	103	340	.4	2.9	165	586	.6	2.9	106	352	.4	2.8
KHJ -AM																				
SP '04	46	511	.2	.7	23	293	.1	.7	31	89	.1	.8	76	156	.3	1.4	24	59	.1	.6
4-Book	44	437	.2	.7	28	288	.1	.9	29	87	.1	.8	65	139	.2	1.2	32	79	.1	.8
KIIS-FM																				
SP '04	230	4020	.8	3.3	98	2162	.3	3.0	108	485	.4	2.9	200	849	.7	3.6	121	597	.4	3.2
4-Book	222	3887	.8	3.3	105	2092	.4	3.3	107	438	.4	3.0	214	939	.8	3.8	121	589	.4	3.1
KVVS-FM																				
SP '04	20	150	.1	.3	5	87	.2	.2	11	21	.3	.3	12	57	.2	.2	11	41	.1	.3
4-Book	12	143	.2	.2	5	82	.2	.2	7	25	.2	.2	10	34	.2	.2	7	31	.1	.2
KJLH-FM																				
SP '04	184	1284	.6	2.7	115	1031	.4	3.6	80	271	.3	2.2	126	364	.4	2.3	98	244	.3	2.6
4-Book	158	1285	.5	2.4	136	1110	.5	4.2	80	215	.3	2.3	149	415	.5	2.7	114	295	.4	2.9
KKBT-FM																				
SP '04	169	2627	.6	2.5	95	1423	.3	3.0	96	322	.3	2.6	179	603	.6	3.3	144	530	.5	3.8
4-Book	193	2335	.7	2.9	84	1260	.3	2.6	80	261	.3	2.3	165	559	.6	2.9	116	389	.4	3.0
KKLA-FM																				
SP '04	53	575	.2	.8	20	261	.1	.6	16	63	.1	.4	22	94	.1	.4	20	52	.1	.5
4-Book	46	604	.2	.7	12	217	.1	.4	16	51	.1	.5	12	60	.1	.2	10	33	.1	.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Women 25-54

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	
KLAC-AM																				
SP '04	27	557	.1	.4	19	363	.1	.6	18	48	.1	.5	5	33	.1	33	89	.1	.9	
4-Book	23	422	.1	.4	11	198	.4		6	23	.2		10	39	.2	15	64		.4	
KLAX-FM																				
SP '04	387	2824	1.3	5.6	188	1861	.7	5.8	444	896	1.5	12.1	285	788	1.0	5.2	181	589	.6	4.8
4-Book	243	2277	.8	3.6	137	1456	.5	4.3	227	522	.8	6.4	224	627	.8	4.0	129	396	.4	3.4
KLDS-FM																				
SP '04	145	2214	.5	2.1	65	1158	.2	2.0	76	189	.3	2.1	114	420	.4	2.1	65	252	.2	1.7
4-Book	134	2138	.5	2.0	59	1096	.2	1.8	56	181	.2	1.6	96	392	.3	1.7	79	296	.3	2.1
KLTX-FM																				
SP '04	238	1998	.8	3.5	35	534	.1	1.1	15	61	.1	.4	46	172	.2	.8	50	123	.2	1.3
4-Book	166	1559	.6	2.5	26	429	.1	.8	34	103	.1	1.0	29	114	.1	.5	23	62	.1	.6
KLTX-AM																				
SP '04	58	322	.2	.8	25	185	.1	.8	46	98	.2	1.3	36	115	.1	.7	13	39		.3
4-Book	68	389	.2	1.0	33	252	.1	1.1	51	127	.2	1.5	52	131	.2	.9	36	84	.1	.9
KLVE-FM																				
SP '04	257	3134	.9	3.7	146	1684	.5	4.5	191	476	.7	5.2	275	736	1.0	5.0	185	526	.6	4.9
4-Book	319	3319	1.1	4.8	168	1925	.6	5.2	208	553	.7	5.9	311	817	1.1	5.5	179	503	.6	4.6
KLYY-FM																				
SP '04	105	1181	.4	1.5	64	757	.2	2.0	65	196	.2	1.8	101	279	.3	1.8	65	143	.2	1.7
4-Book	104	1222	.4	1.5	72	791	.3	2.2	59	185	.2	1.7	151	387	.5	2.7	82	231	.3	2.1
+KMKE-AM																				
SP '04	22	129	.1	.3	3	70		.1					7	27		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZZ-FM																				
SP '04	82	1205	.3	1.2	42	615	.1	1.3	17	108	.1	.5	87	275	.3	1.6	78	197	.3	2.1
4-Book	71	1098	.2	1.1	41	655	.1	1.3	22	124	.1	.6	72	280	.3	1.3	48	179	.2	1.3
KNX -AM																				
SP '04	66	1481	.2	1.0	33	606	.1	1.0	54	202	.2	1.5	67	249	.2	1.2	20	92	.1	.5
4-Book	73	1547	.3	1.1	28	672	.1	.9	34	174	.1	1.0	49	239	.2	.9	22	113	.1	.6
KOST-FM																				
SP '04	433	3722	1.5	6.3	152	1912	.5	4.7	129	382	.4	3.5	274	691	.9	5.0	182	583	.6	4.8
4-Book	379	3965	1.3	5.7	155	2206	.6	4.8	138	517	.5	3.9	260	786	.9	4.6	178	646	.6	4.6
KPWR-FM																				
SP '04	174	2940	.6	2.5	97	1599	.3	3.0	88	285	.3	2.4	208	782	.7	3.8	119	402	.4	3.2
4-Book	143	2600	.5	2.1	89	1467	.3	2.8	73	275	.3	2.1	170	668	.6	3.0	110	411	.4	2.8
KRCD-FM																				
SP '04	123	1079	.4	1.8	81	837	.3	2.5	125	323	.4	3.4	122	317	.4	2.2	77	171	.3	2.0
4-Book	109	884	.4	1.6	69	625	.3	2.2	90	217	.3	2.6	100	253	.4	1.8	72	157	.3	1.9
KRCV-FM																				
SP '04	48	526	.2	.7	33	339	.1	1.0	66	129	.2	1.8	40	134	.1	.7	24	80	.1	.6
4-Book	48	513	.2	.7	33	306	.1	1.0	45	114	.2	1.3	53	152	.2	.9	26	74	.1	.7
KRLA-AM																				
SP '04	45	375	.2	.7	4	111		.1	1	20			16	65	.1	.3	2	14		.1
4-Book	41	405	.2	.6	3	62		.1	2	16			12	34	.1	.2	6	15		.2
KROQ-FM																				
SP '04	209	3071	.7	3.0	86	1483	.3	2.7	48	318	.2	1.3	159	663	.6	2.9	130	462	.4	3.5
4-Book	211	3121	.7	3.1	91	1598	.3	2.8	66	307	.3	1.9	180	686	.6	3.2	125	512	.4	3.3
KRTH-FM																				
SP '04	213	3136	.7	3.1	121	1861	.4	3.8	92	436	.3	2.5	262	875	.9	4.8	129	508	.4	3.4
4-Book	221	3062	.8	3.3	116	1724	.4	3.6	105	420	.4	3.0	221	739	.8	3.9	135	480	.5	3.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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	
KSCA-FM																				
SP '04	149	1400	.5	2.2	68	818	.2	2.1	165	285	.6	4.5	84	318	.3	1.5	44	187	.2	1.2
4-Book	256	1918	.9	3.9	98	1038	.3	3.0	229	436	.8	6.6	128	362	.4	2.3	181	376	.7	4.7
KSPN-AM																				
SP '04	7	193	.1		7	119	.2		8	43	.2		13	53	.2		9	19	.2	
4-Book	8	179	.1		6	91	.2		2	11	.1		8	33	.1		14	32	.1	.4
KSSE-FM																				
SP '04	217	2306	.8	3.1	107	1210	.4	3.3	133	356	.5	3.6	236	687	.8	4.3	97	319	.3	2.6
4-Book	200	2023	.7	3.0	95	1168	.3	2.9	118	358	.4	3.4	204	602	.7	3.6	99	297	.4	2.6
KSUR-AM																				
SP '04	4	142	.1		4	95	.1		3	27	.1						5	28	.1	
4-Book	6	113	.1		4	62	.1		4	14	.1		8	20	.2		7	22	.2	
KTWV-FM																				
SP '04	282	2312	1.0	4.1	97	1412	.3	3.0	55	228	.2	1.5	182	663	.6	3.3	101	323	.3	2.7
4-Book	280	2460	1.0	4.2	116	1414	.4	3.6	86	325	.3	2.5	233	664	.8	4.1	155	451	.5	4.0
KWIZ-FM																				
SP '04	20	323	.1	.3	15	219	.1	.5	6	29	.2		19	75	.1	.3	24	56	.1	.6
4-Book	41	435	.2	.6	27	318	.1	.9	34	79	.1	1.0	58	150	.2	1.0	24	60	.1	.6
KWKW-AM																				
SP '04	47	349	.2	.7	16	165	.1	.5	28	79	.1	.8	34	71	.1	.6	41	80	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
SP '04	52	584	.2	.8	24	355	.1	.7	31	118	.1	.8	28	84	.1	.5	19	41	.1	.5
4-Book	47	592	.2	.7	21	324	.1	.7	36	112	.1	1.0	24	93	.1	.5	23	92	.1	.6
KXOL-FM																				
SP '04	125	1565	.4	1.8	103	853	.4	3.2	153	316	.5	4.2	226	451	.8	4.1	132	324	.5	3.5
4-Book	166	1734	.6	2.5	96	1067	.3	3.0	133	332	.5	3.8	194	483	.7	3.4	121	352	.4	3.1
KXTA-AM																				
SP '04	2	55			1	37							5	15	.1		2	24		.1
4-Book	3	78			2	32		.1					2	7	.1		4	17		.1
XTRA-AM																				
SP '04	7	95	.1		6	75	.2		6	30	.2		16	46	.1	.3	11	34		.3
4-Book	5	77	.1		4	55	.1		2	13	.1		8	27	.1		5	19		.1
KYSR-FM																				
SP '04	294	3610	1.0	4.3	95	1764	.3	3.0	51	292	.2	1.4	184	731	.6	3.3	134	547	.5	3.6
4-Book	260	3413	.9	3.9	90	1691	.3	2.8	73	314	.3	2.1	184	687	.7	3.2	127	547	.4	3.3
KZAB-FM																				
SP '04	106	891	.4	1.5	71	576	.2	2.2	53	191	.2	1.4	122	314	.4	2.2	114	272	.4	3.0
4-Book	108	897	.4	1.6	68	627	.2	2.1	66	201	.2	1.9	127	328	.4	2.2	88	207	.3	2.3
KZLA-FM																				
SP '04	231	2239	.8	3.4	90	1302	.3	2.8	142	593	.5	3.9	181	664	.6	3.3	118	374	.4	3.1
4-Book	217	1993	.8	3.2	89	1253	.3	2.8	106	418	.4	3.0	190	628	.7	3.4	115	387	.4	3.0
KGGI-FM																				
SP '04	24	575	.1	.3	17	364	.1	.5	13	62	.4		26	105	.1	.5	21	85	.1	.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	6895	27477	23.9		3220	21918	11.1		3665	9876	12.7		5507	14012	19.1		3759	10209	13.0	
4-Book	6719	27513	23.4		3228	22079	11.2		3513	9769	12.3		5659	14270	19.7		3863	10404	13.4	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54

Target Listener Estimates - Women 25-54

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '04	15	50	.1	.8	22	43	.1	.9	28	117	.1	.7	16	82	.1	.6	8	31	.5	
4-Book	18	65	.1	1.0	14	45	.1	.6	22	95	.1	.6	16	75	.1	.5	7	27	.4	
KBIG-FM																				
SP '04	79	360	.3	4.0	64	230	.2	2.8	116	454	.4	2.9	58	306	.2	2.1	29	153	.1	1.8
4-Book	95	392	.3	4.9	50	224	.2	2.2	105	452	.4	2.6	60	298	.2	2.0	29	134	.1	1.9
KBUA-FM																				
SP '04	11	43	.6		8	43	.3		59	165	.2	1.5	21	97	.1	.8	12	55	.8	
4-Book	8	29	.4		9	31	.4		29	76	.1	.7	16	56	.1	.6	4	17	.3	
KBUE-FM																				
SP '04	93	252	.3	4.7	73	173	.3	3.1	120	287	.4	3.0	95	304	.3	3.4	45	144	.2	2.8
4-Book	50	160	.2	2.6	57	161	.2	2.5	106	302	.4	2.6	72	203	.3	2.4	33	110	.1	2.2
KCBS-FM																				
SP '04	33	215	.1	1.7	30	163	.1	1.3	165	631	.6	4.1	80	367	.3	2.9	37	199	.1	2.3
4-Book	39	214	.1	2.1	39	190	.2	1.7	125	512	.4	3.1	81	357	.3	2.8	28	125	.1	1.8
KDLD-FM																				
SP '04	9	42	.5						49	161	.2	1.2	31	56	.1	1.1	25	96	.1	1.6
4-Book	7	40	.4		5	14	.2		26	101	.1	.7	18	57	.1	.6	11	40	.1	.7
KDLE-FM																				
SP '04	17	61	.1	.9	3	50	.1		19	123	.1	.5	10	67	.4		7	32	.4	
4-Book	17	74	.1	.9	2	23	.1		31	122	.1	.8	23	83	.1	.8	10	43	.7	
KFI -AM																				
SP '04	103	264	.4	5.2	61	188	.2	2.6	31	133	.1	.8	23	76	.1	.8	71	201	.2	4.5
4-Book	57	198	.2	3.0	50	199	.2	2.2	61	217	.2	1.5	30	114	.1	1.0	26	93	.1	1.7
KFSH-FM																				
SP '04	53	206	.2	2.7	56	295	.2	2.4	98	453	.3	2.4	49	224	.2	1.8	16	160	.1	1.0
4-Book	32	142	.1	1.7	55	273	.2	2.4	70	369	.3	1.7	47	206	.2	1.6	13	93	.1	.9
KFVB-AM																				
SP '04	12	54	.6		9	69	.4		26	119	.1	.6	12	73	.4		6	27	.4	
4-Book	11	49	.6		29	156	.1	1.3	33	167	.1	.8	29	135	.1	1.0	8	49	.5	
KHHT-FM																				
SP '04	82	363	.3	4.1	69	219	.2	3.0	137	481	.5	3.4	150	502	.5	5.4	141	379	.5	8.9
4-Book	73	245	.3	3.8	62	199	.2	2.8	99	347	.4	2.5	127	389	.5	4.3	129	309	.5	8.6
KHJ -AM																				
SP '04	6	15	.3		14	77	.6		27	90	.1	.7	3	14	.1					
4-Book	15	46	.1	.8	25	62	.1	1.1	29	93	.1	.7	19	51	.1	.6	11	36	.7	
KIIS-FM																				
SP '04	65	297	.2	3.3	64	288	.2	2.8	101	606	.3	2.5	90	425	.3	3.2	33	166	.1	2.1
4-Book	64	341	.2	3.3	61	296	.2	2.7	116	575	.4	2.9	99	450	.4	3.3	51	236	.2	3.4
KVVS-FM																				
SP '04					5	21	.2										4	13	.3	
4-Book	1	6			3	19	.1		5	18	.1		6	17	.2		3	13	.2	
KJLH-FM																				
SP '04	62	183	.2	3.1	160	506	.6	6.9	183	602	.6	4.5	155	352	.5	5.5	64	182	.2	4.0
4-Book	69	183	.2	3.6	172	454	.6	7.6	247	683	.8	6.1	181	393	.6	6.1	77	204	.3	5.2
KKBT-FM																				
SP '04	50	256	.2	2.5	59	129	.2	2.5	116	489	.4	2.9	65	295	.2	2.3	45	156	.2	2.8
4-Book	55	222	.2	2.9	59	169	.2	2.6	90	369	.3	2.2	62	236	.2	2.1	43	149	.2	2.8
KKLA-FM																				
SP '04	18	33	.1	.9	48	155	.2	2.1	10	45	.2		5	20	.2		22	48	.1	1.4
4-Book	6	19	.3		31	104	.1	1.3	12	58	.3		4	17	.1		7	19	.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 25-54																				
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	
KLAC-AM																				
SP '04	28	93	.1	1.4	4	24	.2	14	70	.3	27	96	.1	1.0	26	136	.1	1.6		
4-Book	10	39	.1	.5	5	19	.2	15	53	.4	15	43	.1	.5	12	48	.1	.8		
KLAX-FM																				
SP '04	53	216	.2	2.7	187	473	.6	8.0	202	562	.7	5.0	121	325	.4	4.3	67	187	.2	4.2
4-Book	57	201	.2	3.0	129	340	.5	5.6	166	498	.6	4.1	117	308	.4	4.0	58	197	.2	3.9
KLDS-FM																				
SP '04	27	115	.1	1.4	35	143	.1	1.5	89	425	.3	2.2	78	336	.3	2.8	33	109	.1	2.1
4-Book	33	143	.1	1.7	28	124	.1	1.2	71	324	.3	1.8	80	298	.3	2.7	32	112	.1	2.1
KLSX-FM																				
SP '04	18	110	.1	.9	44	118	.2	1.9	64	158	.2	1.6	40	87	.1	1.4	5	36		.3
4-Book	10	57	.1	.5	38	114	.2	1.7	49	152	.2	1.2	24	69	.1	.8	4	22		.3
KLTX-AM																				
SP '04	3	16		.2	27	65	.1	1.2	25	81	.1	.6	26	71	.1	.9	23	46	.1	1.5
4-Book	13	47	.1	.7	39	96	.2	1.7	36	121	.1	.9	24	61	.1	.8	17	49	.1	1.1
KLVE-FM																				
SP '04	144	494	.5	7.2	77	244	.3	3.3	134	408	.5	3.3	82	261	.3	2.9	70	186	.2	4.4
4-Book	141	421	.5	7.3	97	312	.4	4.2	197	597	.7	4.9	117	342	.4	3.9	79	270	.3	5.3
KLYY-FM																				
SP '04	47	177	.2	2.4	36	135	.1	1.5	75	235	.3	1.8	72	163	.2	2.6	46	164	.2	2.9
4-Book	39	161	.1	2.0	37	120	.1	1.6	98	259	.4	2.4	63	164	.2	2.2	34	131	.1	2.3
+KMXE-AM																				
SP '04	3	15		.2	8	40		.3	5	26		.1								
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	50	153	.2	2.5	17	89	.1	.7	33	146	.1	.8	33	168	.1	1.2	15	63	.1	.9
4-Book	41	146	.2	2.1	20	105	.1	.9	49	206	.2	1.2	38	139	.1	1.3	28	108	.1	1.9
KNX -AM																				
SP '04	5	51		.3	49	215	.2	2.1	46	168	.2	1.1	9	83		.3	16	45	.1	1.0
4-Book	16	86	.1	.9	30	152	.1	1.3	36	181	.2	.9	22	124	.1	.7	15	81	.1	1.0
KOST-FM																				
SP '04	144	411	.5	7.2	75	317	.3	3.2	131	450	.5	3.2	146	514	.5	5.2	121	383	.4	7.6
4-Book	118	418	.4	6.1	94	377	.4	4.1	186	639	.7	4.6	152	513	.5	5.2	99	380	.3	6.6
KPWR-FM																				
SP '04	81	318	.3	4.1	77	272	.3	3.3	98	431	.3	2.4	84	317	.3	3.0	18	117	.1	1.1
4-Book	75	285	.3	3.9	50	183	.2	2.2	95	422	.3	2.4	86	329	.3	2.9	47	154	.2	3.2
KRCD-FM																				
SP '04	54	183	.2	2.7	65	169	.2	2.8	109	273	.4	2.7	22	71	.1	.8	65	155	.2	4.1
4-Book	55	147	.2	2.9	47	127	.2	2.1	93	242	.3	2.3	37	91	.2	1.2	51	146	.2	3.4
KRCV-FM																				
SP '04	7	45		.4	13	68		.6	37	98	.1	.9	51	106	.2	1.8	32	129	.1	2.0
4-Book	16	72	.1	.9	24	66	.1	1.1	42	113	.1	1.0	36	80	.1	1.2	22	75	.1	1.4
KRLA-AM																				
SP '04					5	19		.2	2	19			2	13		.1				
4-Book					2	8		.1	1	8			3	8		.1				
KROQ-FM																				
SP '04	39	238	.1	2.0	48	133	.2	2.1	101	450	.3	2.5	113	418	.4	4.0	46	273	.2	2.9
4-Book	48	263	.2	2.5	44	163	.2	1.9	114	532	.4	2.8	102	418	.4	3.4	41	201	.2	2.7
KRTH-FM																				
SP '04	54	270	.2	2.7	99	345	.3	4.3	167	639	.6	4.1	110	426	.4	3.9	47	215	.2	3.0
4-Book	58	282	.2	3.0	94	328	.3	4.2	161	626	.6	4.0	116	409	.4	3.9	37	150	.2	2.5

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener 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
KSCA-FM																				
SP '04	31	134	.1	1.6	66	178	.2	2.8	68	229	.2	1.7	53	200	.2	1.9	44	106	.2	2.8
4-Book	51	185	.2	2.7	64	190	.2	2.8	64	203	.2	1.6	70	186	.3	2.3	30	98	.1	2.0
KSPN-AM																				
SP '04	6	12	.3		4	24	.2		9	27	.2		6	41	.2		1	14	.1	
4-Book	4	16	.3		1	6	.1		5	19	.1		9	28	.3		6	18	.4	
KSSE-FM																				
SP '04	55	204	.2	2.8	76	234	.3	3.3	128	386	.4	3.2	86	229	.3	3.1	37	147	.1	2.3
4-Book	44	167	.2	2.4	62	192	.3	2.7	107	349	.4	2.7	87	260	.3	3.0	36	146	.1	2.4
KSUR-AM																				
SP '04	12	34	.6		1	11			3	11	.1		4	17	.1		3	16	.2	
4-Book	4	15	.2			3			6	24	.2		4	15	.1		2	8	.1	
KTVV-FM																				
SP '04	58	217	.2	2.9	68	257	.2	2.9	157	498	.5	3.9	107	372	.4	3.8	35	163	.1	2.2
4-Book	69	282	.2	3.5	68	237	.3	3.0	161	468	.6	4.0	109	319	.4	3.7	36	160	.1	2.4
KWIZ-FM																				
SP '04	5	40	.3		6	30	.3		46	135	.2	1.1	9	31	.3					
4-Book	8	44	.4		14	36	.6		46	132	.2	1.1	20	56	.1	.7	8	30	.5	
KWKV-AM																				
SP '04	2	15	.1		14	32	.6						18	48	.1	.6				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM																				
SP '04	7	29	.4		21	82	.1	.9	66	170	.2	1.6	16	75	.1	.6	4	28	.3	
4-Book	8	53	.5		25	87	.1	1.1	34	135	.1	.8	11	53	.4		12	44	.8	
KXDL-FM																				
SP '04	44	140	.2	2.2	45	147	.2	1.9	123	291	.4	3.0	71	186	.2	2.5	24	58	.1	1.5
4-Book	53	185	.2	2.7	62	188	.3	2.7	106	306	.4	2.6	70	233	.3	2.3	33	120	.1	2.2
KXTA-AM																				
SP '04													3	12	.1					
4-Book	1	10	.1						3				3	13	.1		4	7	.3	
XTRA-AM																				
SP '04					2	24	.1		9	29	.2									
4-Book		3			1	9	.1		6	23	.1		2	6	.1		2	7	.1	
KYSR-FM																				
SP '04	23	184	.1	1.2	62	357	.2	2.7	186	832	.6	4.6	87	379	.3	3.1	23	150	.1	1.5
4-Book	40	254	.1	2.1	55	246	.2	2.5	121	615	.4	3.0	88	337	.3	3.0	33	138	.1	2.2
KZAB-FM																				
SP '04	40	104	.1	2.0	62	174	.2	2.7	114	322	.4	2.8	36	102	.1	1.3	21	46	.1	1.3
4-Book	37	119	.1	1.9	44	137	.2	1.9	102	291	.4	2.5	55	133	.2	1.9	22	83	.1	1.5
KZLA-FM																				
SP '04	30	151	.1	1.5	40	236	.1	1.7	131	542	.5	3.2	74	274	.3	2.6	10	78	.6	
4-Book	35	181	.1	1.8	48	231	.2	2.1	124	506	.5	3.1	76	319	.3	2.6	16	100	.6	1.1
KGGI-FM																				
SP '04	8	47	.4		**	**	**	**	15	70	.1	.4	37	82	.1	1.3	15	69	.1	.9
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	2000	6512	6.9		2327	7225	8.1		4059	11398	14.0		2797	8309	9.7		1582	5125	5.5	
4-Book	1922	6442	6.7		2278	7059	7.9		4064	11527	14.2		2958	8151	10.3		1503	4950	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

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	85	1605	.3	2.1	87	750	.4	1.4	134	986	.5	2.2	132	982	.5	2.8	52	449	.2	3.3
WI '04	84	1485	.3	2.1	101	677	.4	1.7	108	827	.4	1.8	119	908	.5	2.5	71	520	.3	5.0
FA '03	135	1874	.5	3.3	201	1030	.8	3.1	211	1020	.9	3.5	209	1156	.8	4.1	76	676	.3	4.8
SU '03	79	1488	.3	2.1	110	770	.5	1.9	152	880	.6	2.8	106	806	.4	2.3	31	334	.1	2.1
4-Book	96	1613	.4	2.4	125	807	.5	2.0	151	928	.6	2.6	142	963	.6	2.9	58	495	.2	3.8
SP '03	99	1636	.4	2.6	135	776	.6	2.3	165	809	.7	3.0	170	948	.7	3.5	34	434	.1	2.4
KBIG-FM																				
SP '04	137	2725	.6	3.4	177	1375	.7	2.9	280	1540	1.1	4.7	186	1544	.8	3.9	37	639	.1	2.4
WI '04	116	2312	.5	2.9	166	1029	.7	2.7	241	1471	1.0	4.1	149	1204	.6	3.1	20	410	.1	1.4
FA '03	109	2723	.4	2.6	149	1320	.6	2.3	241	1411	1.0	4.0	125	1171	.5	2.4	22	491	.1	1.4
SU '03	127	2612	.5	3.3	151	1052	.6	2.7	193	1325	.8	3.5	153	1420	.6	3.3	63	805	.3	4.3
4-Book	122	2593	.5	3.1	161	1194	.7	2.7	239	1437	1.0	4.1	153	1335	.6	3.2	36	586	.2	2.4
SP '03	134	2445	.6	3.5	152	1151	.6	2.6	242	1357	1.0	4.3	187	1360	.8	3.8	60	558	.3	4.2
KBUA-FM																				
SP '04	26	229	.1	.6	44	129	.2	.7	43	130	.2	.7	25	145	.1	.5	12	73		.8
WI '04	19	218	.1	.5	32	135	.1	.5	27	137	.1	.5	25	111	.1	.5	9	69		.6
FA '03	10	140		.2	22	104	.1	.3	9	77		.1	11	77		.2	3	39		.2
SU '03	17	236	.1	.4	20	148	.1	.4	28	131	.1	.5	11	129		.2	10	96		.7
4-Book	18	206	.1	.4	30	129	.1	.5	27	119	.1	.5	18	116	.1	.4	9	69		.6
SP '03	11	178		.3	16	69	.1	.3	18	117	.1	.3	10	61		.2	3	23		.2
KBUE-FM																				
SP '04	59	964	.2	1.5	64	453	.3	1.0	69	496	.3	1.2	56	448	.2	1.2	48	381	.2	3.0
WI '04	62	1037	.3	1.6	96	493	.4	1.6	100	703	.4	1.7	44	486	.2	.9	26	299	.1	1.8
FA '03	52	1004	.2	1.3	87	496	.4	1.4	65	499	.3	1.1	61	472	.2	1.2	22	296	.1	1.4
SU '03	54	1015	.2	1.4	100	427	.4	1.8	65	530	.3	1.2	47	441	.2	1.0	26	325	.1	1.8
4-Book	57	1005	.2	1.5	87	467	.4	1.5	75	557	.3	1.3	52	462	.2	1.1	31	325	.1	2.0
SP '03	53	783	.2	1.4	68	309	.3	1.1	75	401	.3	1.3	62	345	.3	1.3	22	169	.1	1.5
KCBS-FM																				
SP '04	92	2566	.4	2.3	106	1115	.4	1.7	152	1283	.6	2.5	105	1343	.4	2.2	30	672	.1	1.9
WI '04	96	2646	.4	2.4	133	1183	.5	2.2	161	1039	.6	2.7	130	1517	.5	2.7	17	401	.1	1.2
FA '03	87	2251	.4	2.1	108	1014	.4	1.7	154	1129	.6	2.5	123	1323	.5	2.4	20	551	.1	1.3
SU '03	100	2564	.4	2.6	120	1129	.5	2.1	160	1166	.7	2.9	113	1280	.5	2.4	25	519	.1	1.7
4-Book	94	2507	.4	2.4	117	1110	.5	1.9	157	1154	.6	2.7	118	1366	.5	2.4	23	536	.1	1.5
SP '03	75	1921	.3	1.9	83	852	.3	1.4	108	901	.5	1.9	101	1034	.4	2.1	37	463	.2	2.6
KDLD-FM																				
SP '04	18	313	.1	.4	7	49		.1	22	159	.1	.4	27	165	.1	.6	16	74	.1	1.0
WI '04	6	212		.2	6	104		.1	11	110		.2	6	106		.1	2	23		.1
FA '03	5	161		.1	5	50		.1	10	122		.2	7	99		.1	2	63		.1
SU '03	7	257		.2	9	107		.2	7	153		.1	9	99		.2	5	122		.3
4-Book	9	236		.2	7	78		.1	13	136		.2	12	117		.3	6	71		.4
SP '03	7	235		.2	7	137		.1	14	140	.1	.3	9	83		.2	2	31		.1
KDLE-FM																				
SP '04	6	275		.1	13	186	.1	.2	4	58		.1	10	140		.2	2	101		.1
WI '04	19	210	.1	.5	17	130	.1	.3	44	169	.2	.7	24	125	.1	.5	3	75		.2
FA '03	4	210		.1	1	54			4	71		.1	8	120		.2	5	106		.3
SU '03	9	186		.2	8	108		.1	10	95		.2	11	106		.2	6	83		.4
4-Book	10	220		.2	10	120		.1	16	98		.1	13	123		.3	4	91		.3
SP '03	7	223		.2	7	81		.1	12	122	.1	.2	7	106		.1	4	64		.3
KFI -AM																				
SP '04	204	3278	.8	5.1	380	1882	1.5	6.2	316	2046	1.3	5.3	278	1806	1.1	5.8	50	432	.2	3.2
WI '04	191	3028	.8	4.8	324	1664	1.3	5.4	335	1925	1.4	5.6	286	1752	1.2	6.0	28	367	.1	2.0
FA '03	261	3409	1.1	6.3	511	2219	2.1	8.0	383	2112	1.5	6.3	380	2036	1.5	7.4	62	765	.3	3.9
SU '03	205	3015	.9	5.3	310	1641	1.3	5.5	357	1923	1.5	6.5	304	1667	1.3	6.5	56	587	.2	3.8
4-Book	215	3183	.9	5.4	381	1852	1.6	6.3	348	2002	1.4	5.9	312	1815	1.3	6.4	49	538	.2	3.2
SP '03	191	2888	.8	4.9	302	1699	1.3	5.1	298	1616	1.3	5.3	259	1745	1.1	5.3	60	650	.3	4.2

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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
KFSH-FM																				
SP '04	60	988	.2	1.5	87	720	.4	1.4	61	549	.2	1.0	55	616	.2	1.1	37	385	.1	2.4
WI '04	50	832	.2	1.3	70	540	.3	1.2	61	468	.2	1.0	75	509	.3	1.6	17	337	.1	1.2
FA '03	51	879	.2	1.2	81	568	.3	1.3	68	502	.3	1.1	57	457	.2	1.1	10	221	.1	.6
SU '03	52	911	.2	1.4	88	565	.4	1.6	56	521	.2	1.0	75	489	.3	1.6	15	274	.1	1.0
4-Book	53	903	.2	1.4	82	598	.4	1.4	62	510	.2	1.0	66	518	.3	1.4	20	304	.1	1.3
SP '03	33	705	.1	.9	51	413	.2	.9	40	416	.2	.7	50	499	.2	1.0	7	184	.1	.5
KFWB-AM																				
SP '04	40	1633	.2	1.0	81	894	.3	1.3	38	611	.2	.6	40	734	.2	.8	26	348	.1	1.7
WI '04	52	1986	.2	1.3	136	1247	.5	2.2	40	567	.2	.7	70	960	.3	1.5	14	348	.1	1.0
FA '03	65	2004	.3	1.6	137	1349	.6	2.1	84	757	.3	1.4	86	984	.3	1.7	19	388	.1	1.2
SU '03	53	2188	.2	1.4	119	1316	.5	2.1	36	775	.2	.7	57	933	.2	1.2	28	350	.1	1.9
4-Book	53	1953	.2	1.3	118	1202	.5	1.9	50	678	.2	.9	63	903	.3	1.3	22	359	.1	1.5
SP '03	62	2382	.3	1.6	154	1358	.6	2.6	42	856	.2	.8	89	1382	.4	1.8	15	298	.1	1.0
KHHT-FM																				
SP '04	118	1625	.5	2.9	159	874	.6	2.6	166	836	.7	2.8	148	900	.6	3.1	57	503	.2	3.6
WI '04	106	1714	.4	2.7	127	889	.5	2.1	172	895	.7	2.9	123	948	.5	2.6	50	461	.2	3.5
FA '03	84	1479	.3	2.0	114	783	.5	1.8	115	771	.5	1.9	105	884	.4	2.0	51	503	.2	3.2
SU '03	72	1382	.3	1.9	98	688	.4	1.7	117	741	.5	2.1	78	712	.3	1.7	34	389	.1	2.3
4-Book	95	1550	.4	2.4	125	809	.5	2.1	143	811	.6	2.4	114	861	.5	2.4	48	464	.2	3.2
SP '03	90	1485	.4	2.3	127	799	.5	2.1	127	805	.5	2.3	106	945	.4	2.2	38	424	.2	2.7
KHJ -AM																				
SP '04	51	634	.2	1.3	85	331	.3	1.4	83	347	.3	1.4	50	271	.2	1.0	9	83	.1	.6
WI '04	52	469	.2	1.3	83	234	.3	1.4	70	286	.3	1.2	37	222	.1	.8	28	166	.1	2.0
FA '03	39	485	.2	.9	49	183	.2	.8	56	252	.2	.9	36	183	.1	.7	22	169	.1	1.4
SU '03	34	538	.1	.9	37	242	.2	.7	41	259	.2	.7	47	203	.2	1.0	14	84	.1	.9
4-Book	44	532	.2	1.1	64	248	.3	1.1	63	286	.3	1.1	43	220	.2	.9	18	126	.1	1.2
SP '03	39	562	.2	1.0	63	286	.3	1.1	70	270	.3	1.3	33	202	.1	.7	9	125	.1	.6
KIIS-FM																				
SP '04	88	2735	.4	2.2	151	1477	.6	2.4	137	1312	.6	2.3	98	1610	.4	2.0	26	535	.1	1.7
WI '04	91	2565	.4	2.3	162	1466	.7	2.7	99	1001	.4	1.7	135	1396	.5	2.8	27	427	.1	1.9
FA '03	93	2788	.4	2.2	134	1431	.5	2.1	130	1253	.5	2.1	137	1402	.6	2.7	34	522	.1	2.2
SU '03	89	2730	.4	2.3	154	1267	.6	2.7	107	1278	.5	1.9	106	1317	.4	2.3	33	682	.1	2.2
4-Book	90	2705	.4	2.3	150	1410	.6	2.5	118	1211	.5	2.0	119	1431	.5	2.5	30	542	.1	2.0
SP '03	101	2765	.4	2.6	196	1530	.8	3.3	120	1293	.5	2.1	121	1327	.5	2.5	29	520	.1	2.0
KVVS-FM																				
SP '04	3	132	.1	.1	4	67	.1	.1	1	37	.1	.1	6	64	.1	.1	2	61	.1	.1
WI '04	5	106	.1	.1	10	72	.2	.2	11	77	.2	.2	4	90	.1	.1	1	16	.1	.1
FA '03	2	71	.1	.1	4	55	.1	.1	1	26	.1	.1	1	26	.1	.1	1	45	.1	.1
SU '03	4	131	.1	.1	5	81	.1	.1	4	43	.1	.1	5	31	.1	.1	1	31	.1	.1
4-Book	4	110	.1	.1	6	69	.1	.1	4	46	.1	.1	4	53	.1	.1	1	31	.1	.1
SP '03	5	107	.1	.1	4	69	.1	.1	8	49	.1	.1	12	73	.1	.2	1	22	.1	.1
KJLH-FM																				
SP '04	136	1387	.5	3.4	195	805	.8	3.2	172	774	.7	2.9	167	801	.7	3.5	58	458	.2	3.7
WI '04	144	1538	.6	3.6	196	765	.8	3.2	152	783	.6	2.6	146	854	.6	3.1	85	555	.3	6.0
FA '03	109	1381	.4	2.6	166	753	.7	2.6	114	586	.5	1.9	108	677	.4	2.1	63	548	.3	4.0
SU '03	127	1343	.5	3.3	127	661	.5	2.2	138	734	.6	2.5	132	751	.6	2.8	58	474	.2	3.9
4-Book	129	1412	.5	3.2	171	746	.7	2.8	144	719	.6	2.5	138	771	.6	2.9	66	509	.3	4.4
SP '03	107	1367	.5	2.8	155	789	.7	2.6	140	696	.6	2.5	108	695	.5	2.2	53	465	.2	3.7
KKBT-FM																				
SP '04	78	1636	.3	1.9	168	1067	.7	2.7	81	658	.3	1.4	79	756	.3	1.6	25	381	.1	1.6
WI '04	87	1633	.4	2.2	243	1000	1.0	4.0	86	723	.3	1.5	65	699	.3	1.4	29	331	.1	2.0
FA '03	68	1698	.3	1.6	171	960	.7	2.7	62	675	.3	1.0	75	789	.3	1.5	20	374	.1	1.3
SU '03	90	1467	.4	2.3	241	896	1.0	4.3	89	645	.4	1.6	91	649	.4	1.9	30	243	.1	2.0
4-Book	81	1609	.4	2.0	206	981	.9	3.4	80	675	.3	1.4	78	723	.3	1.6	26	332	.1	1.7
SP '03	87	1809	.4	2.2	234	1153	1.0	4.0	85	889	.4	1.5	83	827	.3	1.7	19	304	.1	1.3

Target Listener Trends - Women 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KKLA-FM																				
SP '04	45	731	.2	1.1	72	521	.3	1.2	68	433	.3	1.1	59	320	.2	1.2	19	171	.1	1.2
WI '04	36	902	.1	.9	74	527	.3	1.2	60	468	.2	1.0	34	409	.1	.7	14	189	.1	1.0
FA '03	41	765	.2	1.0	91	517	.4	1.4	60	380	.2	1.0	53	363	.2	1.0	6	136		.4
SU '03	28	612	.1	.7	53	383	.2	.9	50	282	.2	.9	41	260	.2	.9	2	76		.1
4-Book	38	753	.2	.9	73	487	.3	1.2	60	391	.2	1.0	47	338	.2	1.0	10	143	.1	.7
SP '03	27	704	.1	.7	60	456	.3	1.0	32	309	.1	.6	42	376	.2	.9	7	145		.5
KLAC-AM																				
SP '04	35	971	.1	.9	36	232	.1	.6	47	266	.2	.8	40	511	.2	.8	36	376	.1	2.3
WI '04	29	692	.1	.7	37	275	.1	.6	48	365	.2	.8	33	293	.1	.7	14	155	.1	1.0
FA '03	29	792	.1	.7	32	293	.1	.5	45	403	.2	.7	41	516	.2	.8	16	246	.1	1.0
SU '03	37	627	.2	1.0	57	423	.2	1.0	67	384	.3	1.2	48	313	.2	1.0	7	120		.5
4-Book	33	771	.1	.8	41	306	.1	.7	52	355	.2	.9	41	408	.2	.8	18	224	.1	1.2
SP '03	19	834	.1	.5	16	220	.1	.3	34	288	.1	.6	23	327	.1	.5	14	223	.1	1.0
KLAX-FM																				
SP '04	165	1936	.7	4.1	404	1231	1.6	6.6	216	1223	.9	3.6	122	921	.5	2.5	28	375	.1	1.8
WI '04	81	1538	.3	2.0	144	804	.6	2.4	128	883	.5	2.2	56	600	.2	1.2	13	251	.1	.9
FA '03	78	1383	.3	1.9	101	676	.4	1.6	120	685	.5	2.0	70	573	.3	1.4	34	384	.1	2.2
SU '03	74	1486	.3	1.9	114	669	.5	2.0	104	837	.4	1.9	71	679	.3	1.5	31	386	.1	2.1
4-Book	100	1586	.4	2.5	191	845	.8	3.2	142	907	.6	2.4	80	693	.3	1.7	27	349	.1	1.8
SP '03	93	1434	.4	2.4	139	689	.6	2.3	116	766	.5	2.1	100	716	.4	2.1	39	322	.2	2.7
KLOS-FM																				
SP '04	76	2105	.3	1.9	144	1018	.6	2.3	92	835	.4	1.5	103	978	.4	2.1	20	439	.1	1.3
WI '04	73	1956	.3	1.8	142	892	.6	2.3	89	754	.4	1.5	99	993	.4	2.1	24	306	.1	1.7
FA '03	71	2003	.3	1.7	152	921	.6	2.4	88	589	.4	1.5	88	934	.4	1.7	18	376	.1	1.1
SU '03	81	2088	.3	2.1	187	986	.8	3.3	90	883	.4	1.6	97	998	.4	2.1	27	394	.1	1.8
4-Book	75	2038	.3	1.9	156	954	.7	2.6	90	765	.4	1.5	97	976	.4	2.0	22	379	.1	1.5
SP '03	70	1534	.3	1.8	118	751	.5	2.0	105	643	.4	1.9	97	866	.4	2.0	25	328	.1	1.7
KLTX-AM																				
SP '04	22	184	.1	.5	50	142	.2	.8	28	142	.1	.5	17	143	.1	.4	8	103		.5
WI '04	39	351	.2	1.0	84	213	.3	1.4	61	241	.2	1.0	17	156	.1	.4	14	105	.1	1.0
FA '03	45	318	.2	1.1	90	223	.4	1.4	63	276	.3	1.0	37	193	.1	.7	17	127	.1	1.1
SU '03	39	391	.2	1.0	58	280	.2	1.0	64	295	.3	1.2	41	220	.2	.9	14	199	.1	.9
4-Book	36	311	.2	.9	71	215	.3	1.2	54	239	.2	.9	28	178	.1	.6	13	134	.1	.9
SP '03	63	346	.3	1.6	86	273	.4	1.5	81	287	.3	1.4	68	235	.3	1.4	35	166	.1	2.4
KLVE-FM																				
SP '04	131	2464	.5	3.3	219	1237	.9	3.6	150	1319	.6	2.5	163	1288	.7	3.4	70	826	.3	4.4
WI '04	189	2410	.8	4.8	280	1332	1.1	4.6	319	1440	1.3	5.4	165	1065	.7	3.5	83	574	.3	5.8
FA '03	201	2787	.8	4.8	314	1677	1.3	4.9	293	1646	1.2	4.8	150	1220	.6	2.9	94	814	.4	5.9
SU '03	171	2609	.7	4.5	317	1480	1.3	5.6	271	1351	1.1	4.9	137	1142	.6	2.9	56	600	.2	3.8
4-Book	173	2568	.7	4.4	283	1432	1.2	4.7	258	1439	1.1	4.4	154	1179	.7	3.2	76	704	.3	5.0
SP '03	147	2425	.6	3.8	243	1330	1.0	4.1	202	1318	.9	3.6	144	1099	.6	3.0	71	716	.3	5.0
KLYY-FM																				
SP '04	34	787	.1	.8	43	321	.2	.7	71	514	.3	1.2	22	269	.1	.5	11	179		.7
WI '04	45	729	.2	1.1	47	338	.2	.8	94	376	.4	1.6	44	324	.2	.9	12	147		.8
FA '03	55	978	.2	1.3	44	397	.2	.7	100	544	.4	1.7	37	438	.1	.7	28	326	.1	1.8
SU '03	47	893	.2	1.2	33	298	.1	.6	92	574	.4	1.7	39	415	.2	.8	21	209	.1	1.4
4-Book	45	847	.2	1.1	42	339	.2	.7	89	502	.4	1.6	36	362	.2	.7	18	215	.1	1.2
SP '03	35	646	.1	.9	32	275	.1	.5	58	368	.2	1.0	41	353	.2	.8	9	143		.6

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
+KMKE-AM																				
SP '04	21	193	.1	.5	17	101	.1	.3	54	118	.2	.9	23	88	.1	.5	14	78	.1	.9
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	80	1824	.3	2.0	90	673	.4	1.5	130	929	.5	2.2	91	1020	.4	1.9	47	566	.2	3.0
WI '04	72	1561	.3	1.8	86	765	.3	1.4	111	765	.4	1.9	105	847	.4	2.2	42	433	.2	3.0
FA '03	66	1659	.3	1.6	64	661	.3	1.0	81	796	.3	1.3	75	926	.3	1.5	47	532	.2	3.0
SU '03	63	1376	.3	1.6	77	656	.3	1.4	95	684	.4	1.7	78	752	.3	1.7	27	428	.1	1.8
4-Book	70	1605	.3	1.8	79	689	.3	1.3	104	794	.4	1.8	87	886	.4	1.7	41	490	.2	2.7
SP '03	76	1363	.3	2.0	98	571	.4	1.7	122	689	.5	2.2	95	684	.4	2.0	30	324	.1	2.1
KNX -AM																				
SP '04	81	2205	.3	2.0	144	1179	.6	2.3	71	843	.3	1.2	108	1072	.4	2.3	30	632	.1	1.9
WI '04	70	2250	.3	1.8	116	1182	.5	1.9	81	751	.3	1.4	97	1153	.4	2.0	18	348	.1	1.3
FA '03	68	2301	.3	1.6	112	1275	.5	1.8	69	1016	.3	1.1	99	1231	.4	1.9	37	640	.1	2.3
SU '03	78	2126	.3	2.0	157	1248	.7	2.8	63	789	.3	1.1	107	1064	.5	2.3	48	604	.2	3.2
4-Book	74	2221	.3	1.9	132	1221	.6	2.2	71	850	.3	1.2	103	1130	.4	2.1	33	556	.1	2.2
SP '03	78	2475	.3	2.0	152	1221	.6	2.6	75	1025	.3	1.3	104	1141	.4	2.1	41	533	.2	2.9
KOST-FM																				
SP '04	238	3852	1.0	5.9	285	1928	1.2	4.6	432	2054	1.7	7.2	292	2347	1.2	6.1	116	1239	.5	7.4
WI '04	214	3857	.9	5.4	301	1984	1.2	5.0	344	2043	1.4	5.8	272	2089	1.1	5.7	81	899	.3	5.7
FA '03	248	4288	1.0	6.0	319	2164	1.3	5.0	402	2299	1.6	6.6	308	2660	1.2	6.0	80	1103	.3	5.1
SU '03	239	4029	1.0	6.2	284	2133	1.2	5.0	414	1949	1.7	7.5	332	2348	1.4	7.1	113	1189	.5	7.6
4-Book	235	4007	1.0	5.9	297	2052	1.2	4.9	398	2086	1.6	6.8	301	2361	1.2	6.2	98	1108	.4	6.5
SP '03	260	3860	1.1	6.7	364	2219	1.5	6.2	461	2158	1.9	8.3	378	2385	1.6	7.8	81	1043	.3	5.7
KPWR-FM																				
SP '04	45	1393	.2	1.1	66	728	.3	1.1	46	547	.2	.8	57	680	.2	1.2	24	343	.1	1.5
WI '04	56	1289	.2	1.4	78	710	.3	1.3	45	570	.2	.8	75	690	.3	1.6	25	341	.1	1.8
FA '03	54	1675	.2	1.3	78	671	.3	1.2	51	586	.2	.8	78	793	.3	1.5	34	464	.1	2.2
SU '03	30	1164	.1	.8	51	397	.2	.9	30	397	.1	.5	42	494	.2	.9	12	256	.1	.8
4-Book	46	1380	.2	1.2	68	627	.3	1.1	43	525	.2	.7	63	664	.3	1.3	24	351	.1	1.6
SP '03	52	1311	.2	1.3	57	559	.2	1.0	51	602	.2	.9	74	739	.3	1.5	26	347	.1	1.8
KRCD-FM																				
SP '04	100	1030	.4	2.5	128	632	.5	2.1	123	686	.5	2.1	101	564	.4	2.1	74	416	.3	4.7
WI '04	112	1026	.5	2.8	164	574	.7	2.7	138	647	.6	2.3	101	535	.4	2.1	73	360	.3	5.1
FA '03	71	664	.3	1.7	101	396	.4	1.6	107	373	.4	1.8	70	339	.3	1.4	51	244	.2	3.2
SU '03	43	622	.2	1.1	56	341	.2	1.0	75	378	.3	1.4	34	323	.1	.7	29	197	.1	2.0
4-Book	82	836	.4	2.0	112	486	.5	1.9	111	521	.5	1.9	77	440	.3	1.6	57	304	.2	3.8
SP '03	25	490	.1	.6	35	253	.1	.6	45	302	.2	.8	17	155	.1	.3	19	172	.1	1.3
KRCV-FM																				
SP '04	32	485	.1	.8	42	268	.2	.7	44	300	.2	.7	47	301	.2	1.0	12	97	.1	.8
WI '04	24	449	.1	.6	25	184	.1	.4	30	301	.1	.5	22	194	.1	.5	23	121	.1	1.6
FA '03	48	517	.2	1.2	70	323	.3	1.1	77	311	.3	1.3	32	227	.1	.6	33	146	.1	2.1
SU '03	50	577	.2	1.3	57	285	.2	1.0	83	395	.3	1.5	47	283	.2	1.0	27	191	.1	1.8
4-Book	39	507	.2	1.0	49	265	.2	.8	59	327	.2	1.0	37	251	.2	.8	24	139	.1	1.6
SP '03	21	392	.1	.5	35	186	.1	.6	29	177	.1	.5	18	182	.1	.4	9	67	.1	.6
KRLA-AM																				
SP '04	46	767	.2	1.1	108	421	.4	1.8	73	400	.3	1.2	53	345	.2	1.1	19	148	.1	1.2
WI '04	17	526	.1	.4	40	272	.2	.7	35	352	.1	.6	16	165	.1	.3		12		
FA '03	32	659	.1	.8	66	371	.3	1.0	68	380	.3	1.1	29	282	.1	.6	10	117	.1	.6
SU '03	26	586	.1	.7	40	285	.2	.7	39	364	.2	.7	46	315	.2	1.0	9	181	.1	.6
4-Book	30	635	.1	.8	64	337	.3	1.1	54	374	.2	.9	36	277	.2	.8	10	115	.1	.6
SP '03	33	639	.1	.9	64	418	.3	1.1	68	437	.3	1.2	38	262	.2	.8	8	79	.1	.6

Target Listener Trends - Women 35-64

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Women 35-64																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KROQ-FM																				
SP '04	66	1746	.3	1.6	113	956	.5	1.8	88	805	.4	1.5	89	877	.4	1.9	22	362	.1	1.4
WI '04	47	1481	.2	1.2	88	766	.4	1.5	43	608	.2	.7	67	804	.3	1.4	11	220		.8
FA '03	70	1794	.3	1.7	147	813	.6	2.3	66	869	.3	1.1	97	942	.4	1.9	32	424	.1	2.0
SU '03	61	1755	.3	1.6	140	773	.6	2.5	59	831	.2	1.1	67	882	.3	1.4	27	415	.1	1.8
4-Book	61	1694	.3	1.5	122	827	.5	2.0	64	778	.3	1.1	80	876	.4	1.7	23	355	.1	1.5
SP '03	45	1472	.2	1.2	115	873	.5	1.9	40	530	.2	.7	47	674	.2	1.0	27	307	.1	1.9
KRTH-FM																				
SP '04	181	4127	.7	4.5	258	1900	1.0	4.2	280	2090	1.1	4.7	223	2129	.9	4.7	48	811	.2	3.0
WI '04	192	3560	.8	4.8	259	1874	1.0	4.3	351	1906	1.4	5.9	217	1892	.9	4.5	61	885	.2	4.3
FA '03	189	3859	.8	4.6	230	1747	.9	3.6	331	2029	1.3	5.5	242	2028	1.0	4.7	50	864	.2	3.2
SU '03	171	3904	.7	4.5	229	1645	1.0	4.0	249	1849	1.0	4.5	207	1886	.9	4.4	68	961	.3	4.6
4-Book	183	3863	.8	4.6	244	1792	1.0	4.0	303	1969	1.2	5.2	222	1984	.9	4.6	57	880	.2	3.8
SP '03	210	4225	.9	5.4	271	1870	1.1	4.6	324	2082	1.4	5.8	265	2198	1.1	5.5	53	1046	.2	3.7
KSCA-FM																				
SP '04	69	1066	.3	1.7	133	651	.5	2.2	99	621	.4	1.7	66	438	.3	1.4	28	231	.1	1.8
WI '04	124	1575	.5	3.1	201	705	.8	3.3	103	790	.4	1.7	274	872	1.1	5.7	35	276	.1	2.5
FA '03	165	1734	.7	4.0	315	927	1.3	4.9	134	724	.5	2.2	358	1037	1.4	7.0	31	347	.1	2.0
SU '03	152	1544	.6	4.0	254	806	1.1	4.5	126	752	.5	2.3	337	1020	1.4	7.2	37	366	.2	2.5
4-Book	128	1480	.5	3.2	226	772	.9	3.7	116	722	.5	2.0	259	842	1.1	5.3	33	305	.1	2.2
SP '03	108	1141	.5	2.8	187	553	.8	3.2	98	494	.4	1.8	194	743	.8	4.0	33	285	.1	2.3
KSPN-AM																				
SP '04	7	321	.2		7	54	.1		2	55			10	103	.2		9	105		.6
WI '04	2	132	.1		4	53	.1		1	13			4	65	.1		1	27		.1
FA '03	7	292	.2		3	99			11	131	.2		8	170	.2		3	108		.2
SU '03	10	283	.3		5	60	.1		8	30	.1		19	172	.1	.4	15	108	.1	1.0
4-Book	7	257	.2		5	67	.1		6	57	.1		10	128	.2		7	87		.5
SP '03	3	206	.1		12				1	27			7	74	.1		2	63		.1
KSSE-FM																				
SP '04	67	1244	.3	1.7	125	785	.5	2.0	95	767	.4	1.6	77	573	.3	1.6	11	199		.7
WI '04	47	1012	.2	1.2	94	505	.4	1.6	60	528	.2	1.0	42	403	.2	.9	21	222	.1	1.5
FA '03	65	1071	.3	1.6	106	517	.4	1.7	74	515	.3	1.2	72	485	.3	1.4	31	224	.1	2.0
SU '03	33	828	.1	.9	70	428	.3	1.2	40	439	.2	.7	30	336	.1	.6	13	158	.1	.9
4-Book	53	1039	.2	1.4	99	559	.4	1.6	67	562	.3	1.1	55	449	.2	1.1	19	201	.1	1.3
SP '03	40	792	.2	1.0	63	403	.3	1.1	65	460	.3	1.2	54	399	.2	1.1	14	184	.1	1.0
KSUR-AM																				
SP '04	15	359	.1	.4	5	102	.1		12	184	.2		22	206	.1	.5	25	119	.1	1.6
WI '04	9	207	.2		4	63	.1		17	167	.1	.3	14	143	.1	.3	7	74		.5
FA '03	11	177	.3		5	99	.1		20	104	.1	.3	14	112	.1	.3	5	95		.3
SU '03	18	364	.1	.5	18	168	.1	.3	27	151	.1	.5	29	198	.1	.6	4	107		.3
4-Book	13	277	.1	.4	8	108	.2		19	152	.1	.3	20	165	.1	.4	10	99		.7
SP '03	15	281	.1	.4	13	132	.1	.2	32	150	.1	.6	20	162	.1	.4	1	35		.1
KTWV-FM																				
SP '04	227	3065	.9	5.7	280	1717	1.1	4.5	403	1670	1.6	6.8	276	1675	1.1	5.8	83	1021	.3	5.3
WI '04	217	2991	.9	5.5	233	1518	.9	3.8	395	1660	1.6	6.7	288	1773	1.2	6.0	69	816	.3	4.9
FA '03	238	3207	1.0	5.7	318	1488	1.3	5.0	445	1907	1.8	7.4	299	1885	1.2	5.8	80	858	.3	5.1
SU '03	179	2947	.8	4.7	200	1543	.8	3.5	279	1645	1.2	5.1	235	1698	1.0	5.0	53	843	.2	3.6
4-Book	215	3053	.9	5.4	258	1567	1.0	4.2	381	1721	1.6	6.5	275	1758	1.1	5.7	71	885	.3	4.7
SP '03	232	3130	1.0	6.0	270	1697	1.1	4.6	393	1702	1.7	7.0	300	1772	1.3	6.2	104	1082	.4	7.3
KWIZ-FM																				
SP '04	8	131	.2		5	42	.1		6	61	.1		14	101	.1	.3	7	28		.4
WI '04	15	328	.1	.4	19	184	.1	.3	24	184	.1	.4	13	128	.1	.3	7	98		.5
FA '03	18	265	.1	.4	25	93	.1	.4	28	115	.1	.5	20	110	.1	.4	5	75		.3
SU '03	11	236	.3		7	66	.1		22	146	.1	.4	12	121	.1	.3	5	52		.3
4-Book	13	240	.1	.3	14	96	.1	.2	20	127	.1	.4	15	115	.1	.3	6	63		.4
SP '03	14	269	.1	.4	23	168	.1	.4	23	175	.1	.4	9	70	.2		9	100		.6

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

Target Listener Trends

Women 35-64

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KWKV-AM																				
SP '04	33	431	.1	.8	40	191	.2	.6	84	354	.3	1.4	27	120	.1	.6	3	41		.2
WI '04	19	266	.1	.5	21	137	.1	.3	65	198	.3	1.1	8	80		.2	1	26		.1
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SU '03	28	389	.1	.7	28	187	.1	.5	74	244	.3	1.3	18	122	.1	.4	11	51		.7
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	19	313	.1	.5	3	59		.1	44	160	.2	.8	15	140	.1	.3	17	79	.1	1.2
KVVE-FM																				
SP '04	26	570	.1	.6	41	326	.2	.7	35	249	.1	.6	37	292	.1	.8	7	117		.4
WI '04	39	717	.2	1.0	53	510	.2	.9	47	420	.2	.8	62	424	.3	1.3	22	225	.1	1.5
FA '03	34	711	.1	.8	58	410	.2	.9	49	418	.2	.8	32	289	.1	.6	10	190		.6
SU '03	38	619	.2	1.0	66	332	.3	1.2	47	221	.2	.9	40	383	.2	.9	15	195	.1	1.0
4-Book	34	654	.2	.9	55	395	.2	.9	45	327	.2	.8	43	347	.2	.9	14	182	.1	.9
SP '03	36	609	.2	.9	74	381	.3	1.3	52	257	.2	.9	38	232	.2	.8	10	105		.7
KXOL-FM																				
SP '04	55	963	.2	1.4	54	427	.2	.9	67	596	.3	1.1	61	438	.2	1.3	33	302	.1	2.1
WI '04	56	964	.2	1.4	76	403	.3	1.3	98	645	.4	1.7	81	466	.3	1.7	11	146		.8
FA '03	101	1490	.4	2.4	136	679	.5	2.1	178	888	.7	2.9	99	678	.4	1.9	39	442	.2	2.5
SU '03	90	1451	.4	2.3	115	742	.5	2.0	147	925	.6	2.7	85	798	.4	1.8	44	504	.2	3.0
4-Book	76	1217	.3	1.9	95	563	.4	1.6	123	764	.5	2.1	82	595	.3	1.7	32	349	.1	2.1
SP '03	75	1259	.3	1.9	122	713	.5	2.1	131	816	.6	2.3	60	583	.3	1.2	22	272	.1	1.5
KXTA-AM																				
SP '04	1	55							3	19		.1		8				16		
WI '04	4	117		.1	4	22		.1		30			4	56		.1	5	41		.4
FA '03	1	88			1	33			1	28			1	35			1	14		.1
SU '03	5	107		.1	5	59		.1	12	28	.1	.2	9	61		.2		34		
4-Book	3	92		.1	3	29		.1	4	26		.1	4	40		.1	2	26		.1
SP '03	2	60		.1		9			3	13		.1	2	21			2	25		.1
XTRA-AM																				
SP '04	6	138		.1	8	54		.1	4	52		.1	4	55		.1	2	37		.1
WI '04	1	79							1	29			1	15			2	27		.1
FA '03	6	107		.1	3	16			11	43		.2	8	71		.2	1	12		.1
SU '03	4	114		.1	7	52		.1	4	37		.1	3	51		.1		12		
4-Book	4	110		.1	5	31		.1	5	40		.1	4	48		.1	1	22		.1
SP '03	3	125		.1	3	38		.1	4	51		.1	5	51		.1		14		
KYSR-FM																				
SP '04	127	2243	.5	3.2	244	1315	1.0	4.0	217	1218	.9	3.6	168	1265	.7	3.5	15	407	.1	1.0
WI '04	97	2074	.4	2.4	173	1051	.7	2.9	155	1036	.6	2.6	116	1228	.5	2.4	19	481	.1	1.3
FA '03	87	1957	.4	2.1	157	1026	.6	2.5	114	1028	.5	1.9	131	1123	.5	2.6	30	477	.1	1.9
SU '03	103	2158	.4	2.7	155	1085	.7	2.7	141	1104	.6	2.6	149	1205	.6	3.2	34	481	.1	2.3
4-Book	104	2108	.4	2.6	182	1119	.8	3.0	157	1097	.7	2.7	141	1205	.6	2.9	25	462	.1	1.6
SP '03	91	2177	.4	2.3	173	1074	.7	2.9	129	971	.5	2.3	121	1177	.5	2.5	18	508	.1	1.3
KZAB-FM																				
SP '04	49	701	.2	1.2	55	345	.2	.9	83	482	.3	1.4	60	389	.2	1.3	15	161	.1	1.0
WI '04	63	730	.3	1.6	65	396	.3	1.1	105	433	.4	1.8	65	383	.3	1.4	20	152	.1	1.4
FA '03	76	978	.3	1.8	115	509	.5	1.8	116	573	.5	1.9	64	458	.3	1.2	36	214	.1	2.3
SU '03	50	704	.2	1.3	53	293	.2	.9	89	490	.4	1.6	59	353	.2	1.3	13	179	.1	.9
4-Book	60	778	.3	1.5	72	386	.3	1.2	98	495	.4	1.7	62	396	.3	1.3	21	177	.1	1.4
SP '03	75	712	.3	1.9	74	366	.3	1.3	105	519	.4	1.9	84	394	.4	1.7	37	284	.2	2.6
KZLA-FM																				
SP '04	141	2148	.6	3.5	213	1258	.9	3.5	220	1409	.9	3.7	205	1416	.8	4.3	35	542	.1	2.2
WI '04	118	1986	.5	3.0	192	1218	.8	3.2	206	1180	.8	3.5	159	1256	.6	3.3	20	335	.1	1.4
FA '03	170	2064	.7	4.1	261	1418	1.1	4.1	271	1224	1.1	4.5	208	1398	.8	4.1	47	656	.2	3.0
SU '03	149	2199	.6	3.9	187	1221	.8	3.3	221	1386	.9	4.0	203	1254	.9	4.3	36	573	.2	2.4
4-Book	145	2099	.6	3.6	213	1279	.9	3.5	230	1300	.9	3.9	194	1331	.8	4.0	35	527	.2	2.3
SP '03	131	1910	.6	3.4	180	1092	.8	3.0	195	1089	.8	3.5	175	1263	.7	3.6	28	479	.1	2.0

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			
KGGI-FM																						
SP '04	7	361		.2	7	108		.1	14	164		.1	.2	11	180		.2	2	67		.1	
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
FA '03	10	484		.2	22	165		.1	.3	12	158		.2	14	169		.1	.3	3	68		.2
SU '03	9	320		.2	8	118		.1	.1	11	135		.2	12	173		.1	.3	6	118		.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
SP '03	8	300		.2	11	117		.2	2	95				11	148		.2	13	75		.1	.9
TOTALS																						
SP '04	4007	23712	16.2		6166	21007	24.9		5967	19597	24.1		4791	19881	19.3		1574	11787	6.4			
WI '04	3970	23683	16.0		6053	20642	24.4		5931	19349	23.9		4771	19788	19.3		1422	10878	5.7			
FA '03	4148	23818	16.7		6387	21358	25.8		6053	19515	24.4		5126	20153	20.7		1580	12360	6.4			
SU '03	3838	22921	16.2		5665	19905	23.9		5511	18435	23.2		4693	19195	19.8		1482	11603	6.2			
4-Book	3991	23534	16.3		6068	20728	24.8		5866	19224	23.9		4845	19754	19.8		1515	11657	6.2			
SP '03	3873	22688	16.3		5915	19940	24.9		5587	18284	23.5		4861	19080	20.5		1433	11061	6.0			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64																				
Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	119	1489	.5	2.1	48	576	.2	1.8	31	152	.1	1.0	86	260	.3	1.9	99	287	.4	3.1
4-Book	140	1466	.6	2.5	42	576	.2	1.5	52	172	.2	1.6	69	244	.3	1.5	59	194	.2	1.8
KBIG-FM																				
SP '04	219	2379	.9	3.9	59	1289	.2	2.2	46	218	.2	1.4	84	387	.3	1.8	75	379	.3	2.4
4-Book	188	2190	.8	3.4	63	1184	.3	2.3	62	261	.3	1.9	95	395	.4	2.0	88	362	.4	2.7
KBUA-FM																				
SP '04	38	188	.2	.7	14	142	.1	.5	15	73	.1	.5	21	57	.1	.5	22	72	.1	.7
4-Book	25	189	.1	.5	12	97	.1	.4	15	51	.1	.5	20	49	.1	.4	16	45	.1	.5
KBUE-FM																				
SP '04	64	741	.3	1.1	57	560	.2	2.1	66	165	.3	2.1	68	227	.3	1.5	64	220	.3	2.0
4-Book	72	823	.3	1.3	48	572	.2	1.7	56	139	.2	1.8	77	236	.3	1.6	56	170	.3	1.7
KCBS-FM																				
SP '04	123	2153	.5	2.2	77	1346	.3	2.9	70	257	.3	2.2	120	577	.5	2.6	73	388	.3	2.3
4-Book	132	2081	.6	2.4	72	1298	.3	2.6	63	306	.3	2.0	127	550	.5	2.7	107	445	.5	3.2
KDLD-FM																				
SP '04	19	253	.1	.3	16	129	.1	.6	6	28	.2	.2	25	55	.1	.5	10	54	.3	.3
4-Book	11	201	.1	.2	8	120	.1	.3	6	31	.2	.2	12	47	.1	.2	9	42	.3	.3
KDLE-FM																				
SP '04	8	262	.1	.1	3	95	.1	.1					8	54	.2	.2	3	27	.1	.1
4-Book	13	192	.1	.2	7	92	.1	.2	5	21	.2	.2	12	32	.3	.3	5	26	.1	.1
KFI -AM																				
SP '04	324	3071	1.3	5.7	95	1209	.4	3.5	195	517	.8	6.1	89	349	.4	1.9	66	217	.3	2.1
4-Book	347	2980	1.4	6.2	93	1272	.4	3.4	215	592	.9	6.7	145	514	.6	3.0	76	273	.3	2.3
KFSH-FM																				
SP '04	67	879	.3	1.2	63	657	.3	2.3	86	224	.3	2.7	104	300	.4	2.3	92	292	.4	2.9
4-Book	69	785	.3	1.3	49	593	.2	1.7	51	169	.2	1.6	90	292	.4	1.9	70	213	.3	2.1
KFWB-AM																				
SP '04	52	1411	.2	.9	29	640	.1	1.1	53	233	.2	1.7	40	197	.2	.9	33	155	.1	1.0
4-Book	75	1675	.3	1.3	34	814	.1	1.2	56	268	.3	1.8	45	239	.2	.9	26	142	.1	.8
KHHT-FM																				
SP '04	159	1400	.6	2.8	86	864	.3	3.2	125	264	.5	3.9	162	474	.7	3.5	78	240	.3	2.5
4-Book	128	1300	.5	2.3	68	821	.3	2.5	80	233	.3	2.5	107	350	.4	2.2	72	244	.3	2.2
KHJ -AM																				
SP '04	74	521	.3	1.3	40	358	.2	1.5	53	153	.2	1.7	104	189	.4	2.3	34	92	.1	1.1
4-Book	57	408	.3	1.0	39	322	.2	1.4	40	112	.2	1.3	75	148	.3	1.6	43	106	.2	1.3
KIIS-FM																				
SP '04	130	2440	.5	2.3	57	1257	.2	2.1	80	306	.3	2.5	110	508	.4	2.4	74	356	.3	2.3
4-Book	129	2349	.5	2.3	63	1231	.3	2.3	75	296	.3	2.3	122	532	.5	2.6	72	373	.3	2.2
KVVS-FM																				
SP '04	3	104	.1	.1	3	54	.1	.1					9	45	.2	.2	11	41	.3	.3
4-Book	5	90	.1	.1	3	51	.1	.1	4	18	.1	.1	8	25	.2	.2	5	22	.2	.2
KJLH-FM																				
SP '04	177	1085	.7	3.1	115	985	.5	4.3	75	245	.3	2.3	130	336	.5	2.8	102	234	.4	3.2
4-Book	151	1122	.6	2.7	134	1025	.6	4.8	88	221	.4	2.8	156	391	.6	3.2	110	261	.5	3.3
KKBT-FM																				
SP '04	107	1443	.4	1.9	61	728	.2	2.3	63	181	.3	2.0	104	297	.4	2.3	77	270	.3	2.4
4-Book	118	1397	.5	2.1	51	698	.2	1.9	58	159	.3	1.8	91	281	.4	1.9	68	206	.3	2.1
KKLA-FM																				
SP '04	67	685	.3	1.2	23	310	.1	.9	29	102	.1	.9	22	94	.1	.5	22	67	.1	.7
4-Book	60	686	.3	1.1	17	249	.1	.6	22	69	.1	.7	23	75	.1	.5	12	46	.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																				
		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	
KLAC-AM	SP '04	41	653	.2	.7	24	419	.1	.9	18	48	.1	.6	8	56	.2	.2	41	105	.2	1.3	
	4-Book	45	630	.2	.8	20	343	.1	.7	15	53	.1	.5	28	122	.1	.6	31	126	.2	.9	
KLAX-FM	SP '04	245	1733	1.0	4.3	115	1091	.5	4.3	308	577	1.2	9.6	174	456	.7	3.8	133	361	.5	4.2	
	4-Book	138	1343	.6	2.5	81	864	.4	3.0	144	314	.6	4.5	147	386	.6	3.1	81	234	.3	2.5	
KLOS-FM	SP '04	111	1806	.4	2.0	51	918	.2	1.9	36	135	.1	1.1	79	299	.3	1.7	65	252	.3	2.1	
	4-Book	112	1704	.4	2.0	45	858	.2	1.6	45	167	.2	1.4	64	284	.3	1.3	65	252	.3	2.0	
KLSX-FM	SP '04	162	1330	.7	2.9	32	412	.1	1.2	15	62	.1	.5	48	144	.2	1.0	42	107	.2	1.3	
	4-Book	115	1101	.5	2.1	22	341	.1	.8	24	79	.1	.8	34	108	.2	.7	23	58	.1	.7	
KLTX-AM	SP '04	31	158	.1	.5	16	97	.1	.6	52	97	.2	1.6	14	52	.1	.3	24	53	.1	.8	
	4-Book	51	273	.2	.9	26	191	.1	.9	54	108	.2	1.7	36	97	.2	.7	26	67	.1	.8	
KLVE-FM	SP '04	175	2099	.7	3.1	93	1252	.4	3.4	133	382	.5	4.1	155	597	.6	3.4	130	405	.5	4.1	
	4-Book	234	2214	.9	4.2	130	1364	.5	4.7	183	466	.7	5.7	237	640	1.0	4.9	132	374	.5	4.0	
KLYY-FM	SP '04	47	672	.2	.8	25	411	.1	.9	46	114	.2	1.4	43	174	.2	.9	8	37	.3	.3	
	4-Book	58	730	.3	1.0	42	462	.2	1.5	35	102	.1	1.1	85	227	.4	1.7	49	138	.2	1.4	
+KMXE-AM	SP '04	33	146	.1	.6	5	89	.2	.2	4	15	.1	.1	7	27	.2	.2	**	**	**	**	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM	SP '04	106	1523	.4	1.9	56	853	.2	2.1	50	243	.2	1.6	93	364	.4	2.0	89	261	.4	2.8	
	4-Book	91	1312	.4	1.7	54	806	.2	1.9	40	194	.2	1.3	87	345	.4	1.8	63	231	.3	1.9	
KNX -AM	SP '04	105	1775	.4	1.9	75	1114	.3	2.8	131	378	.5	4.1	128	496	.5	2.8	42	171	.2	1.3	
	4-Book	100	1818	.4	1.8	58	1032	.2	2.1	83	310	.3	2.6	93	395	.4	2.0	38	187	.2	1.1	
KOST-FM	SP '04	344	3181	1.4	6.1	132	1801	.5	4.9	135	437	.5	4.2	258	717	1.0	5.6	148	498	.6	4.7	
	4-Book	337	3421	1.4	6.0	146	1936	.6	5.2	150	535	.6	4.7	269	821	1.1	5.6	187	645	.8	5.6	
KPWR-FM	SP '04	56	1224	.2	1.0	38	572	.2	1.4	30	91	.1	.9	82	286	.3	1.8	32	97	.1	1.0	
	4-Book	57	1127	.3	1.1	42	613	.2	1.5	30	121	.1	.9	78	287	.3	1.7	50	185	.2	1.5	
KRCD-FM	SP '04	118	888	.5	2.1	84	672	.3	3.1	152	375	.6	4.7	121	296	.5	2.6	81	176	.3	2.6	
	4-Book	101	737	.4	1.8	63	515	.3	2.3	90	208	.4	2.8	103	235	.4	2.2	66	146	.3	2.0	
KRCV-FM	SP '04	44	433	.2	.8	24	256	.1	.9	37	80	.1	1.2	44	130	.2	1.0	36	117	.1	1.1	
	4-Book	49	444	.2	.9	30	273	.1	1.1	35	95	.2	1.1	54	142	.2	1.1	31	82	.1	.9	
KRLA-AM	SP '04	78	628	.3	1.4	7	156	.3	.3	5	39	.2	.2	27	75	.1	.6	8	24	.3	.3	
	4-Book	52	567	.2	1.0	6	94	.2	.2	7	34	.3	.3	18	42	.1	.4	8	20	.3	.3	
KROQ-FM	SP '04	96	1486	.4	1.7	44	641	.2	1.6	21	142	.1	.7	101	317	.4	2.2	72	213	.3	2.3	
	4-Book	87	1469	.4	1.5	42	720	.2	1.5	32	153	.1	1.0	88	326	.4	1.8	64	239	.3	1.9	
KRTH-FM	SP '04	256	3455	1.0	4.5	138	2189	.6	5.1	108	502	.4	3.4	318	925	1.3	6.9	174	612	.7	5.5	
	4-Book	260	3233	1.1	4.6	133	1989	.6	4.8	116	482	.5	3.7	265	827	1.1	5.5	155	542	.7	4.7	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

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		
KSCA-FM																							
SP '04		100	915	.4	1.8	43	525	.2	1.6	77	151	.3	2.4	51	171	.2	1.1	32	114	.1	1.0		
4-Book		194	1309	.8	3.5	75	718	.3	2.7	164	317	.7	5.1	98	259	.4	2.0	150	281	.6	4.5		
KSPN-AM																							
SP '04		6	165	.1		9	177	.3		8	43	.2		13	53	.1	.3	17	33	.1	.5		
4-Book		7	182	.1		7	114	.2		3	14	.1		9	36	.1	.2	17	40	.1	.5		
KSSE-FM																							
SP '04		99	1178	.4	1.7	51	534	.2	1.9	68	209	.3	2.1	99	343	.4	2.2	41	142	.2	1.3		
4-Book		74	907	.3	1.3	41	502	.2	1.5	51	162	.2	1.6	84	263	.3	1.8	38	128	.2	1.1		
KSUR-AM																							
SP '04		13	255	.1	.2	10	192	.4		13	63	.1	.4	14	43	.1	.3	8	44		.3		
4-Book		16	222	.1	.3	10	159	.4		10	33	.1	.3	19	67	.1	.4	13	43	.1	.4		
KTWV-FM																							
SP '04		326	2527	1.3	5.8	147	1755	.6	5.5	90	365	.4	2.8	284	955	1.1	6.2	174	482	.7	5.5		
4-Book		310	2572	1.3	5.5	144	1657	.6	5.2	106	400	.5	3.3	298	861	1.2	6.2	197	566	.8	6.0		
KWIZ-FM																							
SP '04		8	117	.1	.1	6	72	.1	.2					12	46	.1	.3	13	28	.1	.4		
4-Book		16	178	.1	.3	11	128	.1	.4	18	39	.1	.6	20	63	.1	.4	10	20	.1	.3		
KWKW-AM																							
SP '04		53	401	.2	.9	19	167	.1	.7	39	90	.2	1.2	32	88	.1	.7	39	75	.2	1.2		
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
KWVE-FM																							
SP '04		37	522	.1	.7	18	240	.1	.7	20	71	.1	.6	25	69	.1	.5	15	26	.1	.5		
4-Book		47	580	.2	.9	25	322	.1	.9	42	120	.2	1.3	33	107	.1	.7	29	93	.1	.9		
KXOL-FM																							
SP '04		61	820	.2	1.1	60	484	.2	2.2	86	202	.3	2.7	109	206	.4	2.4	72	156	.3	2.3		
4-Book		102	1038	.4	1.8	60	638	.2	2.1	73	187	.3	2.3	113	300	.5	2.3	71	210	.3	2.2		
KXTA-AM																							
SP '04		1	27				12											2	8				
4-Book		4	74		.1	1	30							1	3						.1		
XTRA-AM																							
SP '04		5	102	.1		10	70	.4		10	44	.3		27	58	.1	.6	16	32	.1	.5		
4-Book		5	73	.1		5	52	.2		3	17	.1		10	29	.2		7	19	.2			
KYSR-FM																							
SP '04		211	2005	.9	3.7	53	967	.2	2.0	28	188	.1	.9	100	391	.4	2.2	88	336	.4	2.8		
4-Book		160	1862	.7	2.9	57	905	.2	2.1	52	201	.2	1.7	118	390	.5	2.4	80	305	.3	2.4		
KZAB-FM																							
SP '04		67	660	.3	1.2	40	403	.2	1.5	33	149	.1	1.0	76	212	.3	1.7	54	156	.2	1.7		
4-Book		79	677	.3	1.4	51	456	.2	1.8	51	147	.2	1.6	101	245	.4	2.1	59	141	.2	1.8		
KZLA-FM																							
SP '04		213	1998	.9	3.8	83	1195	.3	3.1	121	549	.5	3.8	160	649	.6	3.5	97	327	.4	3.1		
4-Book		213	1873	.9	3.8	96	1215	.4	3.4	112	430	.5	3.5	192	627	.8	4.0	124	389	.5	3.7		
KGGL-FM																							
SP '04		11	325	.2		4	136	.1		4	29	.1		9	45	.2		2	11	.1			
4-Book		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
TOTALS																							
SP '04		5666	23364	22.9		2697	18638	10.9		3205	8875	12.9		4578	11895	18.5		3155	8682	12.7			
4-Book		5613	23201	22.9		2773	18683	11.4		3197	8761	13.1		4815	12125	19.7		3314	8837	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 35-64																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04	20	72	.1	1.3	35	82	.1	1.6	64	236	.3	1.9	38	153	.2	1.7	14	41	.1	1.1
4-Book	24	93	.1	1.6	36	106	.2	1.7	48	182	.2	1.4	29	128	.1	1.2	21	63	.1	1.7
KBIG-FM																				
SP '04	44	217	.2	2.9	62	213	.3	2.8	90	367	.4	2.6	45	262	.2	2.0	24	162	.1	1.9
4-Book	62	244	.3	4.2	45	188	.2	2.1	76	314	.3	2.2	52	246	.2	2.1	25	111	.1	2.1
KBUA-FM																				
SP '04	6	29	.4		6	44	.3		24	99	.1	.7	17	86	.1	.8	4	29		.3
4-Book	7	28	.5		9	26	.4		14	46	.1	.4	15	42	.1	.6	5	19		.4
KBUE-FM																				
SP '04	52	179	.2	3.5	48	116	.2	2.2	65	155	.3	1.9	61	189	.2	2.7	31	101	.1	2.5
4-Book	30	102	.1	2.0	39	115	.2	1.8	62	186	.3	1.8	46	122	.2	1.9	19	72	.1	1.6
KCBS-FM																				
SP '04	47	203	.2	3.1	31	173	.1	1.4	145	563	.6	4.2	76	385	.3	3.4	40	193	.2	3.2
4-Book	34	177	.1	2.3	37	171	.2	1.7	113	470	.5	3.2	71	336	.3	2.8	23	119	.1	1.9
KDLD-FM																				
SP '04	6	18	.4					39	74	.2	1.1	18	18	.1	.8	18	30	.1	1.4	
4-Book	4	20	.2		2	4	.1	18	50	.1	.5	9	24		.4	5	14		.4	
KDLE-FM																				
SP '04	3	14	.2		1	13		7	26	.2		6	26		.3					
4-Book	6	25	.4			3		11	36	.1	.3	12	42	.1	.5	3	9		.3	
KFI -AM																				
SP '04	109	311	.4	7.2	123	325	.5	5.5	46	188	.2	1.3	58	133	.2	2.6	84	280	.3	6.7
4-Book	59	208	.2	3.9	83	293	.3	3.8	86	325	.4	2.5	54	169	.2	2.2	38	155	.2	3.1
KFSH-FM																				
SP '04	51	193	.2	3.4	38	214	.2	1.7	71	316	.3	2.1	54	213	.2	2.4	14	134	.1	1.1
4-Book	26	112	.1	1.8	48	210	.2	2.2	54	280	.2	1.6	45	183	.2	1.8	9	64		.8
KFWB-AM																				
SP '04	22	77	.1	1.5	35	164	.1	1.6	24	132	.1	.7	12	60		.5	19	41	.1	1.5
4-Book	11	57	.7		47	221	.2	2.2	46	213	.2	1.3	34	153	.1	1.3	12	68		1.0
KHHT-FM																				
SP '04	39	163	.2	2.6	66	139	.3	3.0	71	265	.3	2.1	63	271	.3	2.8	83	194	.3	6.6
4-Book	38	142	.2	2.6	45	131	.2	2.1	59	210	.3	1.7	72	235	.3	2.9	67	167	.3	5.5
KHJ -AM																				
SP '04	6	15	.4		30	109	.1	1.3	56	122	.2	1.6	24	61	.1	1.1	10	32		.8
4-Book	21	65	.1	1.4	33	83	.1	1.5	41	122	.2	1.2	39	84	.2	1.5	20	60	.1	1.7
KIIS-FM																				
SP '04	22	148	.1	1.5	39	171	.2	1.8	58	361	.2	1.7	55	251	.2	2.5	20	76	.1	1.6
4-Book	35	189	.2	2.4	40	187	.2	1.9	72	355	.3	2.1	56	251	.2	2.3	31	122	.2	2.6
KVVS-FM																				
SP '04					1	14		.1	3	14		.1	1	3		.1	4	13		.3
4-Book	1	4															1	3		.1
KJLH-FM																				
SP '04	42	150	.2	2.8	164	482	.7	7.4	203	599	.8	5.9	143	358	.6	6.4	66	188	.3	5.2
4-Book	65	168	.3	4.4	158	408	.7	7.3	239	648	1.0	6.8	179	393	.7	7.1	74	195	.3	6.2
KKBT-FM																				
SP '04	19	98	.1	1.3	64	114	.3	2.9	78	263	.3	2.3	56	130	.2	2.5	32	90	.1	2.5
4-Book	29	106	.1	2.0	45	107	.2	2.1	49	188	.2	1.4	45	126	.2	1.8	27	88	.1	2.2
KKLA-FM																				
SP '04	20	41	.1	1.3	50	171	.2	2.2	14	55	.1	.4	7	35		.3	25	56	.1	2.0
4-Book	6	18		.4	37	112	.2	1.7	15	62	.1	.4	12	38	.1	.5	10	33		.8

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Women 35-64

Target Listener Estimates - Women 35-64

	Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAC-AM																				
SP '04	31	112	.1	2.1	14	54	.1	.6	32	107	.1	.9	28	116	.1	1.2	19	114	.1	1.5
4-Book	14	59	.1	.9	10	30	.1	.5	26	88	.1	.8	22	73	.1	.9	14	56	.1	1.1
KLAX-FM																				
SP '04	30	132	.1	2.0	93	279	.4	4.2	128	342	.5	3.7	57	147	.2	2.5	25	68	.1	2.0
4-Book	28	103	.1	1.9	68	195	.3	3.1	91	271	.4	2.6	73	182	.3	2.9	28	101	.1	2.4
KLOS-FM																				
SP '04	26	102	.1	1.7	31	115	.1	1.4	77	366	.3	2.3	69	290	.3	3.1	27	83	.1	2.1
4-Book	27	114	.1	1.8	24	104	.1	1.1	60	258	.2	1.7	67	248	.3	2.7	17	71	.1	1.4
KLSX-FM																				
SP '04	9	71	.6		44	118	.2	2.0	63	128	.3	1.8	37	63	.1	1.7	3	13		.2
4-Book	8	44	.5		33	100	.1	1.5	33	91	.2	1.0	22	53	.1	.9	6	20		.5
KLTX-AM																				
SP '04	11	31	.7		11	30	.5		10	31	.3		4	16	.2		6	16		.5
4-Book	10	39	.6		36	84	.1	1.7	27	81	.1	.8	9	25	.4		9	30		.7
KLVE-FM																				
SP '04	86	355	.3	5.7	38	131	.2	1.7	88	304	.4	2.6	68	208	.3	3.0	45	132	.2	3.6
4-Book	88	280	.4	5.9	84	239	.4	3.9	163	460	.7	4.7	88	256	.4	3.5	59	195	.3	4.9
KLYY-FM																				
SP '04	23	102	.1	1.5	17	65	.1	.8	18	92	.1	.5	20	68	.1	.9	26	96	.1	2.1
4-Book	24	98	.1	1.6	27	83	.1	1.3	53	130	.3	1.5	34	73	.1	1.3	21	77	.1	1.8
+KMXE-AM																				
SP '04	8	32	.5		5	27	.2		4	12	.1						7	17		.6
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	60	162	.2	4.0	29	154	.1	1.3	63	279	.3	1.8	50	209	.2	2.2	10	84		.8
4-Book	49	162	.2	3.3	36	168	.2	1.7	69	272	.3	2.0	51	199	.2	2.0	27	121	.1	2.3
KNX -AM																				
SP '04	21	119	.1	1.4	108	406	.4	4.9	95	346	.4	2.8	42	157	.2	1.9	38	143	.2	3.0
4-Book	33	145	.2	2.2	71	288	.3	3.3	71	300	.3	2.1	42	193	.2	1.7	31	143	.2	2.6
KOST-FM																				
SP '04	84	282	.3	5.6	85	371	.3	3.8	138	486	.6	4.0	111	433	.4	5.0	89	280	.4	7.1
4-Book	79	322	.3	5.3	99	396	.4	4.5	171	607	.7	4.9	134	458	.6	5.4	73	279	.3	6.2
KPWR-FM																				
SP '04	45	103	.2	3.0	27	71	.1	1.2	32	158	.1	.9	46	136	.2	2.1	9	62		.7
4-Book	42	134	.2	2.9	23	69	.1	1.1	40	171	.2	1.2	44	140	.2	1.8	23	73	.1	1.9
KRCD-FM																				
SP '04	47	140	.2	3.1	70	197	.3	3.1	118	313	.5	3.5	26	88	.1	1.2	59	140	.2	4.7
4-Book	45	123	.2	3.1	36	99	.2	1.7	85	221	.3	2.5	33	81	.1	1.3	43	116	.2	3.5
KRCV-FM																				
SP '04					19	41	.1	.9	20	82	.1	.6	26	76	.1	1.2	16	68	.1	1.3
4-Book	17	65	.1	1.2	24	61	.1	1.1	33	105	.1	.9	27	64	.1	1.1	20	60	.1	1.7
KRLA-AM																				
SP '04					5	19	.2		2	19	.1		2	13	.1		6	15		.5
4-Book	5	7	.3		4	14	.2		2	18	.1		3	10	.1		2	7		.2
KROQ-FM																				
SP '04	7	55	.5		10	55	.4		72	246	.3	2.1	48	130	.2	2.1	18	100	.1	1.4
4-Book	16	78	.1	1.1	17	71	.1	.8	64	258	.3	1.9	40	162	.2	1.6	13	76	.1	1.1
KRTH-FM																				
SP '04	65	276	.3	4.3	112	402	.5	5.0	164	668	.7	4.8	120	445	.5	5.4	39	194	.2	3.1
4-Book	67	301	.3	4.5	109	393	.5	5.0	177	723	.7	5.1	130	469	.5	5.2	38	170	.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 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	
KSCA-FM	SP '04	32	121	.1	2.1	53	122	.2	2.4	41	158	.2	1.2	32	126	.1	1.4	31	91	.1	2.5	
	4-Book	38	139	.2	2.5	41	124	.2	1.9	48	156	.2	1.4	62	149	.3	2.4	19	71	.1	1.5	
KSPN-AM	SP '04	7	26	.5		8	40		.4	9	27		.3	13	69	.1	.6	1	14		.1	
	4-Book	5	23	.4		2	10		.1	6	22		.2	11	35	.1	.4	3	14		.3	
KSSE-FM	SP '04	28	89	.1	1.9	47	119	.2	2.1	73	191	.3	2.1	37	110	.1	1.7	10	31		.8	
	4-Book	22	72	.1	1.5	37	92	.2	1.7	48	141	.2	1.4	32	109	.1	1.3	15	46	.1	1.3	
KSUR-AM	SP '04	18	49	.1	1.2	3	27		.1	4	21		.1	8	32		.4	9	44		.7	
	4-Book	7	35	.5		3	25		.2	13	61		.4	9	38		.4	4	21		.3	
KTWV-FM	SP '04	80	289	.3	5.3	93	357	.4	4.2	220	629	.9	6.4	156	553	.6	7.0	63	240	.3	5.0	
	4-Book	71	293	.3	4.8	78	288	.3	3.6	195	576	.8	5.6	143	418	.6	5.7	51	201	.2	4.2	
KWIZ-FM	SP '04	2	26		.1					15	46		.4	5	16		.2					
	4-Book	2	13		.1	5	13		.2	16	57		.5	13	30		.5	6	13		.5	
KWKW-AM	SP '04	4	26		.3	20	43	.1	.9	10	28		.3	18	48	.1	.8					
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM	SP '04	7	29	.5		18	65	.1	.8	45	119	.2	1.3	8	46		.4	3	15		.2	
	4-Book	9	48	.6		28	111	.1	1.3	33	126	.1	.9	19	70	.1	.7	10	42		.9	
KXDL-FM	SP '04	28	56	.1	1.9	37	135	.1	1.7	70	204	.3	2.1	52	113	.2	2.3	27	58	.1	2.1	
	4-Book	32	91	.2	2.1	54	155	.2	2.5	63	195	.3	1.8	50	149	.2	2.0	23	71	.1	2.0	
KXTA-AM	SP '04													3	12		.1					
	4-Book	2	13		.1						3			2	10		.1	4	11		.3	
XTRA-AM	SP '04					6	37		.3	16	26	.1	.5	7	14		.3					
	4-Book		3			2	12		.1	10	30		.3	7	17		.3	2	7		.2	
KYSR-FM	SP '04	18	147	.1	1.2	44	250	.2	2.0	99	374	.4	2.9	31	184	.1	1.4	12	112		1.0	
	4-Book	25	129	.1	1.7	43	181	.2	2.0	72	297	.3	2.1	44	186	.2	1.7	20	68	.1	1.6	
KZAB-FM	SP '04	19	62	.1	1.3	34	118	.1	1.5	74	237	.3	2.2	9	47		.4	15	48	.1	1.2	
	4-Book	26	89	.1	1.7	34	103	.2	1.5	80	215	.4	2.3	38	100	.2	1.5	16	65	.1	1.4	
KZLA-FM	SP '04	33	165	.1	2.2	28	214	.1	1.3	114	457	.5	3.3	99	284	.4	4.4	17	121	.1	1.3	
	4-Book	39	198	.2	2.6	56	250	.2	2.6	133	489	.6	3.8	90	326	.4	3.6	22	112	.1	1.9	
KGGI-FM	SP '04	1	14		.1					14	56	.1	.4					4	12		.3	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '04	1504	5062	6.1		2224	6945	9.0		3414	9680	13.8		2241	6834	9.0		1260	4158	5.1		
	4-Book	1485	5061	6.1		2176	6646	8.9		3486	9811	14.2		2523	6926	10.3		1196	3983	4.9		

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KABC-AM																				
SP '04	4	147		.3	6	58	.1	.4	5	72		.6	6	76	.1	.3				
WI '04	4	89		.3	2	24		.1	4	61		.5	15	65	.1	.8				
FA '03	2	108		.1	3	55		.2	1	14		.1	6	53	.1	.3				
SU '03	1	56		.1	1	18		.1	1	15		.1	18	18						
4-Book	3	100		.2	3	39		.2	3	41		.3	7	53	.1	.4				
SP '03	1	89		.1		15				15			2	49		.1	1	17		.1
KBIG-FM																				
SP '04	8	523	.1	.6	11	129	.1	.7	5	161		.6	10	200	.1	.5	5	103		.4
WI '04	9	617	.1	.7	12	161	.1	.8	6	162	.1	.8	16	252	.1	.8	5	125		.4
FA '03	14	709	.1	1.0	17	224	.1	1.1	11	208	.1	1.5	21	255	.2	1.0	10	187	.1	.8
SU '03	14	654	.1	1.0	8	100	.1	.6	12	223	.1	.8	19	257	.2	1.1	11	183	.1	.9
4-Book	11	626	.1	.8	12	154	.1	.8	9	189	.1	.9	17	241	.2	.9	8	150	.1	.6
SP '03	12	581	.1	.9	6	171	.1	.4	8	117	.1	1.1	29	322	.3	1.5	10	94	.1	.8
KBUA-FM																				
SP '04	5	127		.4	6	64	.1	.4	5	49		.6	7	89	.1	.3	5	61		.4
WI '04	8	215	.1	.6	11	110	.1	.7	7	57	.1	.9	3	57		.2	11	54	.1	1.0
FA '03	14	144	.1	1.0	21	99	.2	1.4	11	82	.1	1.5	19	86	.2	.9	6	73	.1	.5
SU '03	11	160	.1	.8	18	85	.2	1.4	12	97	.1	.8	9	66	.1	.5	9	74	.1	.7
4-Book	10	162	.1	.7	14	90	.2	1.0	9	71	.1	1.0	10	75	.1	.5	8	66	.1	.7
SP '03	3	67		.2	8	46	.1	.6		20			2	36		.1	4	47		.3
KBUE-FM																				
SP '04	100	1156	.9	7.2	83	585	.7	5.4	72	575	.6	8.0	130	746	1.1	6.4	111	626	.9	8.2
WI '04	42	775	.4	3.3	48	438	.4	3.1	22	280	.2	2.9	52	473	.4	2.8	45	349	.4	3.9
FA '03	31	695	.3	2.3	30	314	.3	2.0	18	191	.2	2.4	47	387	.4	2.2	34	328	.3	2.6
SU '03	45	769	.4	3.3	49	335	.4	3.8	42	362	.4	2.9	49	346	.4	2.9	34	342	.3	2.7
4-Book	55	849	.5	4.0	53	418	.5	3.6	39	352	.4	4.1	70	488	.6	3.6	56	411	.5	4.4
SP '03	37	896	.3	2.8	40	382	.4	2.9	22	344	.2	2.9	61	454	.5	3.1	26	302	.2	2.0
KCBS-FM																				
SP '04	13	776	.1	.9	15	289	.1	1.0	8	243	.1	.9	21	366	.2	1.0	11	194	.1	.8
WI '04	19	747	.2	1.5	26	344	.2	1.7	16	310	.1	2.1	30	339	.3	1.6	12	195	.1	1.0
FA '03	20	816	.2	1.5	26	307	.2	1.8	10	220	.1	1.3	32	443	.3	1.5	17	275	.1	1.3
SU '03	24	669	.2	1.7	15	229	.1	1.2	20	297	.2	1.4	45	354	.4	2.6	16	204	.1	1.3
4-Book	19	752	.2	1.4	21	292	.2	1.4	14	268	.1	1.4	32	376	.3	1.7	14	217	.1	1.1
SP '03	8	551	.1	.6	8	144	.1	.6	6	130	.1	.8	13	290	.1	.7	7	165	.1	.5
KDLD-FM																				
SP '04	1	59		.1	2	30		.1					1	27						
WI '04	2	110		.2	3	58		.2		9			2	43		.1				
FA '03	6	215	.1	.4	5	48		.3	3	45		.4	12	132	.1	.6	3	97		.2
SU '03	8	237	.1	.6	13	89	.1	1.0	10	155	.1	.7	8	126	.1	.5	7	101	.1	.6
4-Book	4	155	.1	.3	6	56		.4	3	52		.3	6	82	.1	.3	3	59		.2
SP '03	7	201	.1	.5	5	59		.4	3	66		.4	14	132	.1	.7	5	78		.4
KDLE-FM																				
SP '04	3	166		.2	2	44		.1		11			5	89		.2	4	70		.3
WI '04	4	187		.3	2	54		.1	4	88		.5	9	116	.1	.5	3	53		.3
FA '03	8	156	.1	.6	6	93	.1	.4	5	82		.7	21	74	.2	1.0	5	61		.4
SU '03	5	184		.4	2	39		.2	7	98	.1	.5	9	118	.1	.5	5	77		.4
4-Book	5	173		.4	3	58		.2	4	70		.4	11	99	.1	.6	4	65		.4
SP '03	3	158		.2	5	92		.4	1	16		.1	7	74	.1	.4	1	44		.1
KFI -AM																				
SP '04	5	224		.4	13	120	.1	.8	1	42		.1	11	143	.1	.5	1	29		.1
WI '04	3	150		.2	5	50		.3	1	26		.1	4	61		.2	2	32		.2
FA '03	5	324		.4	16	188	.1	1.1		14			8	132	.1	.4				
SU '03	5	295		.4	6	36	.1	.5	7	133	.1	.5	7	136	.1	.4	4	27		.3
4-Book	5	248		.4	10	99	.1	.7	2	54		.2	8	118	.1	.4	2	30		.2
SP '03	10	324	.1	.8	22	163	.2	1.6	6	75	.1	.8	12	156	.1	.6	7	90	.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

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		
KFSH-FM																					
SP '04	21	449	.2	1.5	26	205	.2	1.7	19	170	.2	2.1	27	239	.2	1.3	15	162	.1	1.1	
WI '04	10	385	.1	.8	11	153	.1	.7	4	72	.5		12	198	.1	.6	8	167	.1	.7	
FA '03	11	262	.1	.8	6	105	.1	.4	14	57	.1	1.9	13	143	.1	.6	10	96	.1	.8	
SU '03	15	422	.1	1.1	15	135	.1	1.2	12	148	.1	.8	17	216	.2	1.0	9	174	.1	.7	
4-Book	14	380	.1	1.1	15	150	.1	1.0	12	112	.1	1.3	17	199	.2	.9	11	150	.1	.8	
SP '03	13	320	.1	1.0	15	107	.1	1.1	7	104	.1	.9	24	221	.2	1.2	8	115	.1	.6	
KFWB-AM																					
SP '04	2	120		.1	4	60		.3					2	47		.1	2	50		.1	
WI '04	1	119		.1	3	54		.2													
FA '03	2	257		.1	7	143		.5	2	66		.3	3	57		.1					
SU '03	4	157		.3	4	25		.3	5	29		.3	3	39		.2	1	13		.1	
4-Book	2	163		.2	5	71		.3	2	28		.2	2	36		.1	1	16		.1	
SP '03	4	225		.3	5	99		.4	1	15		.1	10	85		.1	.5	3	89		.2
KHHT-FM																					
SP '04	74	1435	.6	5.3	58	554	.5	3.8	39	450	.3	4.3	83	680	.7	4.1	105	840	.9	7.8	
WI '04	41	1380	.3	3.2	34	485	.3	2.2	23	440	.2	3.1	45	650	.4	2.4	64	589	.5	5.6	
FA '03	51	1370	.4	3.8	45	549	.4	3.0	19	261	.2	2.5	62	725	.5	2.9	65	679	.6	5.0	
SU '03	48	1554	.4	3.5	43	593	.4	3.3	43	624	.4	3.0	56	597	.5	3.3	58	684	.5	4.7	
4-Book	54	1435	.4	4.0	45	545	.4	3.1	31	444	.3	3.2	62	663	.5	3.2	73	698	.6	5.8	
SP '03	46	1273	.4	3.5	32	485	.3	2.3	24	369	.2	3.2	57	609	.5	2.9	52	593	.5	4.0	
KHJ -AM																					
SP '04	2	85		.1	2	15		.1	2	42		.2	1	15			1	28		.1	
WI '04	2	133		.2	2	29		.1	1	29		.1	2	33		.1	1	27		.1	
FA '03	1	35		.1	1	12		.1		13			2	24		.1		13			
SU '03	1	71		.1	1	14		.1	1	25		.1	4	46		.2	1	12		.1	
4-Book	2	81		.1	1	14		.1	1	27		.1	2	30		.1	1	20		.1	
SP '03	16	89	.1	1.2	20	54	.2	1.4	25	58	.2	3.3	18	55	.2	.9	6	36	.1	.5	
KIIS-FM																					
SP '04	182	4388	1.5	13.1	212	2172	1.8	13.8	116	1745	1.0	12.8	290	2677	2.5	14.2	160	1946	1.4	11.9	
WI '04	172	4419	1.5	13.4	220	2300	1.9	14.0	80	1281	.7	10.7	277	2727	2.4	14.7	153	1817	1.3	13.3	
FA '03	154	4187	1.3	11.4	182	2210	1.5	12.3	82	1446	.7	10.9	232	2372	2.0	10.8	151	1737	1.3	11.7	
SU '03	190	4441	1.7	13.8	152	1729	1.4	11.8	218	2516	1.9	15.3	249	2355	2.2	14.6	163	2095	1.5	13.1	
4-Book	175	4359	1.5	12.9	192	2103	1.7	13.0	124	1747	1.1	12.4	262	2533	2.3	13.6	157	1899	1.4	12.5	
SP '03	165	4229	1.5	12.7	179	2184	1.6	12.8	93	1313	.8	12.4	273	2593	2.4	14.0	136	1789	1.2	10.5	
KVVS-FM																					
SP '04	2	116		.1	3	32		.2	2	30		.2	1	41			2	23		.1	
WI '04	14	237	.1	1.1	18	193	.2	1.1	4	108		.5	24	192	.2	1.3	11	86	.1	1.0	
FA '03	11	210	.1	.8	19	184	.2	1.3	5	90		.7	18	128	.2	.8	10	88	.1	.8	
SU '03	8	173	.1	.6	18	90	.2	1.4	7	75	.1	.5	6	88	.1	.4	5	80		.4	
4-Book	9	184	.1	.7	15	125	.2	1.0	5	76		.5	12	112	.1	.6	7	69	.1	.6	
SP '03	7	197	.1	.5	11	135	.1	.8	6	81	.1	.8	13	136	.1	.7	2	68		.2	
KJLH-FM																					
SP '04	8	397	.1	.6	7	105	.1	.5	3	61		.3	12	188	.1	.6	6	122	.1	.4	
WI '04	16	458	.1	1.2	18	131	.2	1.1	5	46		.7	23	139	.2	1.2	13	148	.1	1.1	
FA '03	11	384	.1	.8	6	134	.1	.4	3	64		.4	11	97	.1	.5	6	86	.1	.5	
SU '03	19	470	.2	1.4	10	164	.1	.8	19	232	.2	1.3	12	151	.1	.7	11	170	.1	.9	
4-Book	14	427	.1	1.0	10	134	.1	.7	8	101	.1	.7	15	144	.1	.8	9	132	.1	.7	
SP '03	22	398	.2	1.7	29	190	.3	2.1	15	144	.1	2.0	16	170	.1	.8	17	110	.2	1.3	
KBFT-FM																					
SP '04	152	4325	1.3	10.9	166	2052	1.4	10.8	93	1648	.8	10.3	208	2450	1.8	10.2	173	1988	1.5	12.8	
WI '04	142	3665	1.2	11.1	168	1615	1.4	10.7	98	1321	.8	13.1	178	2184	1.5	9.4	133	1613	1.1	11.5	
FA '03	151	3689	1.3	11.1	154	1837	1.3	10.4	96	1241	.8	12.8	246	2373	2.1	11.4	161	1735	1.4	12.5	
SU '03	143	3630	1.3	10.4	145	1447	1.3	11.3	166	1983	1.5	11.6	168	1981	1.5	9.8	117	1668	1.0	9.4	
4-Book	147	3827	1.3	10.9	158	1738	1.4	10.8	113	1548	1.0	12.0	200	2247	1.7	10.2	146	1751	1.3	11.6	
SP '03	137	3527	1.2	10.5	154	1679	1.4	11.0	81	1208	.7	10.8	227	2333	2.0	11.6	150	1800	1.3	11.6	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - 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
KKLA-FM																				
SP '04	1	24		.1		19			2	24		.2						9		
WI '04	1	76		.1	1	9		.1	1	23		.1	2	36		.1				
FA '03	1	53		.1	5	36		.3	2	17		.3	1	17						
SU '03		62				15				24			1	23		.1				
4-Book	1	54		.1	2	20		.1	1	22		.2	1	19		.1		2		
SP '03	1	129		.1	3	55		.2	1	24		.1	1	32		.1		23		
KLAC-AM																				
SP '04	3	236		.2	2	45		.1	1	8		.1	5	76		.2	6	144		.4
WI '04	4	70		.3	3	27		.2		14				13			3	19		.3
FA '03	1	72		.1		10							3	49		.1	2	25		.2
SU '03		35							1	13		.1	1	22		.1				
4-Book	2	103		.2	1	21		.1	1	9		.1	2	40		.1	3	47		.2
SP '03	2	118		.2					1	17		.1	3	40		.2	5	85		.4
KLAX-FM																				
SP '04	29	914	.2	2.1	32	351	.3	2.1	27	291	.2	3.0	36	393	.3	1.8	17	312	.1	1.3
WI '04	25	773	.2	1.9	34	341	.3	2.2	21	225	.2	2.8	28	279	.2	1.5	16	199	.1	1.4
FA '03	35	877	.3	2.6	33	350	.3	2.2	16	298	.1	2.1	51	501	.4	2.4	39	329	.3	3.0
SU '03	27	875	.2	2.0	26	351	.2	2.0	41	450	.4	2.9	23	284	.2	1.3	14	240	.1	1.1
4-Book	29	860	.2	2.2	31	348	.3	2.1	26	316	.2	2.7	35	364	.3	1.8	22	270	.2	1.7
SP '03	35	854	.3	2.7	48	467	.4	3.4	25	254	.2	3.3	42	392	.4	2.1	27	267	.2	2.1
KLOS-FM																				
SP '04	15	815	.1	1.1	18	302	.2	1.2	8	261	.1	.9	23	364	.2	1.1	13	231	.1	1.0
WI '04	28	737	.2	2.2	30	295	.3	1.9	20	192	.2	2.7	54	464	.5	2.9	26	191	.2	2.3
FA '03	22	912	.2	1.6	36	430	.3	2.4	10	249	.1	1.3	30	410	.3	1.4	18	296	.2	1.4
SU '03	16	619	.1	1.2	14	213	.1	1.1	17	252	.2	1.2	34	369	.3	2.0	8	156	.1	.6
4-Book	20	771	.2	1.5	25	310	.2	1.7	14	239	.2	1.5	35	402	.3	1.9	16	219	.2	1.3
SP '03	18	644	.2	1.4	36	366	.3	2.6	9	105	.1	1.2	30	307	.3	1.5	12	176	.1	.9
KLTX-AM																				
SP '04	4	106		.3	8	28		.5	1	14		.1	15	36		.7	1	42		.1
WI '04	4	168		.3	11	142		.7	2	33		.3	4	32		.2	1	24		.1
FA '03	7	216	.1	.5	16	108	.1	1.1	6	63	.1	.8	12	99	.1	.6	6	68	.1	.5
SU '03	4	96		.3	4	13		.3	1	28		.1	14	79	.1	.8	4	56		.3
4-Book	5	147		.4	10	73		.7	3	35		.3	11	62		.6	3	48		.3
SP '03	4	148		.3	7	55		.5	3	41		.4	6	41		.3	1	51		.1
KLTX-AM																				
SP '04	5	125		.4	11	112		.7					7	43		.3	2	57		.1
WI '04	3	59		.2	7	59		.4	6	16		.8	6	16		.1	1	28		.1
FA '03	10	126	.1	.7	8	77	.1	.5	9	75	.1	1.2	16	75	.1	.7	7	59	.1	.5
SU '03	3	90		.2	8	67		.6	4	45		.3	2	46		.1	4	46		.3
4-Book	5	100		.4	9	79		.6	5	34		.6	8	45		.4	4	48		.3
SP '03	20	161	.2	1.5	13	62	.1	.9	17	62	.2	2.3	27	127	.2	1.4	28	95	.2	2.2
KLVE-FM																				
SP '04	28	831	.2	2.0	34	476	.3	2.2	26	314	.2	2.9	30	423	.3	1.5	33	328	.3	2.4
WI '04	27	854	.2	2.1	36	374	.3	2.3	17	178	.1	2.3	38	436	.3	2.0	19	302	.2	1.6
FA '03	30	898	.3	2.2	28	307	.2	1.9	21	220	.2	2.8	49	441	.4	2.3	17	267	.1	1.3
SU '03	31	803	.3	2.2	28	277	.2	2.2	36	403	.3	2.5	37	301	.3	2.2	23	183	.2	1.9
4-Book	29	847	.3	2.1	32	359	.3	2.2	25	279	.2	2.6	39	400	.3	2.0	23	270	.2	1.8
SP '03	22	572	.2	1.7	23	269	.2	1.6	21	185	.2	2.8	18	233	.2	.9	23	200	.2	1.8
KLYY-FM																				
SP '04	6	240	.1	.4	5	91		.3	7	61	.1	.8	10	120	.1	.5	5	63		.4
WI '04	7	360	.1	.5	9	114	.1	.6	6	74	.1	.8	6	105	.1	.3	4	128		.3
FA '03	10	406	.1	.7	10	163	.1	.7	4	127		.5	15	191	.1	.7	5	138		.4
SU '03	23	521	.2	1.7	14	195	.1	1.1	27	260	.2	1.9	29	326	.3	1.7	18	209	.2	1.5
4-Book	12	382	.1	.8	10	141	.1	.7	11	131	.1	1.0	15	186	.2	.8	8	135	.1	.7
SP '03	9	319	.1	.7	8	153	.1	.6	4	82		.5	15	132	.1	.8	9	150	.1	.7

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

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	
+KMXE-AM																				
SP '04	1	53	.1	3	53	.2										1	28	.1		
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KMZT-FM																				
SP '04	3	282	.2	5	60	.3		2	48	.2		2	71	.1		3	59	.2		
WI '04	3	297	.2	3	79	.2		3	87	.4		5	115	.3		4	149	.3		
FA '03	9	371	.1	16	174	.1	1.1	2	75	.3		15	157	.1	.7	10	105	.1	.8	
SU '03	2	149	.1	6	52	.1	.5	1	34	.1		2	47	.1			22			
4-Book	4	275	.3	8	91	.1	.5	2	61	.3		6	98	.3		4	84	.3		
SP '03	10	218	.1	8	80	.1	.6	4	48	.5		12	111	.1	.6	20	122	.2	1.5	
KNX -AM																				
SP '04	2	154	.1	7	111	.1	.5	1	14	.1		1	29			1	29	.1		
WI '04	2	158	.2	8	103	.1	.5		17			3	59	.2		1	14	.1		
FA '03	2	189	.1	3	73	.2			17			6	99	.1	.3		14			
SU '03	1	110	.1	1	31	.1			33			1	9	.1		1	11	.1		
4-Book	2	153	.1	5	80	.1	.3		20			3	49	.2		1	17	.1		
SP '03	6	196	.1	3	90	.2		2	28	.3		7	70	.1	.4	4	56	.3		
KOST-FM																				
SP '04	20	693	.2	1.4	14	113	.1	.9	9	226	.1	1.0	39	362	.3	1.9	23	344	.2	1.7
WI '04	11	617	.1	.9	7	187	.1	.4	3	89	.4		19	247	.2	1.0	14	168	.1	1.2
FA '03	20	781	.2	1.5	14	262	.1	.9	10	92	.1	1.3	31	351	.3	1.4	30	289	.3	2.3
SU '03	24	852	.2	1.7	20	226	.2	1.6	11	335	.1	.8	23	306	.2	1.3	47	418	.4	3.8
4-Book	19	736	.2	1.4	14	197	.1	1.0	8	186	.1	.9	28	317	.3	1.4	29	305	.3	2.3
SP '03	13	807	.1	1.0	14	293	.1	1.0	5	148	.7		18	344	.2	.9	21	251	.2	1.6
KPWR-FM																				
SP '04	276	5622	2.3	19.9	320	3271	2.7	20.8	159	2376	1.4	17.6	454	3750	3.9	22.3	263	2913	2.2	19.5
WI '04	299	5309	2.5	23.3	373	3013	3.2	23.8	169	2079	1.4	22.6	484	3629	4.1	25.6	250	2419	2.1	21.7
FA '03	293	5242	2.5	21.6	318	2815	2.7	21.4	148	1966	1.3	19.8	473	3714	4.0	21.9	307	2824	2.6	23.8
SU '03	258	4981	2.3	18.7	247	2461	2.2	19.2	260	2892	2.3	18.2	351	3159	3.1	20.5	230	2519	2.1	18.5
4-Book	282	5289	2.4	20.9	315	2890	2.7	21.3	184	2328	1.6	19.6	441	3563	3.8	22.6	263	2669	2.3	20.9
SP '03	293	5282	2.6	22.6	327	2793	2.9	23.3	137	2019	1.2	18.3	442	3548	3.9	22.6	319	2900	2.8	24.7
KRCD-FM																				
SP '04	6	335	.1	.4	7	93	.1	.5	7	90	.1	.8	8	157	.1	.4	3	66	.2	
WI '04	4	172	.3		5	67	.3		2	34	.3		5	48	.3		1	25	.1	
FA '03	9	230	.1	.7	6	47	.1	.4	1	14	.1		29	152	.2	1.3	3	52	.2	
SU '03	3	172	.2			9			4	50	.3		3	78	.2		3	54	.2	
4-Book	6	227	.1	.4	5	54	.1	.3	4	47	.4		11	109	.1	.6	3	49	.2	
SP '03	3	117	.2		4	46	.3		7	60	.1	.9	3	47	.2			25		
KRCV-FM																				
SP '04		14																		
WI '04	2	41	.2		2	11	.1		3	11	.4		1	11	.1					
FA '03	1	40	.1							14			1	14				12		
SU '03	1	58	.1		1	23	.1		1	11	.1		1	22	.1		1	13	.1	
4-Book	1	38	.1		1	9	.1		1	9	.1		1	12	.1		1	6		
SP '03	2	24	.2		1	9	.1			15			4	24	.2		1	15	.1	
KRLA-AM																				
SP '04		41											1	41						
WI '04	1	26	.1		2	26	.1			12			1	12	.1					
FA '03		51			1	26	.1		1	26	.1			13						
SU '03		40								13			1	28	.1					
4-Book		40			1	13	.1			13			1	24	.1					
SP '03	1	22	.1		1	15	.1			7			4	22	.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

Teens 12-17

Target Listener Trends - Teens 12-17

	Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KROQ-FM																				
SP '04	141	3104	1.2	10.1	147	1391	1.3	9.6	82	1040	.7	9.1	229	1987	1.9	11.2	145	1638	1.2	10.8
WI '04	141	3182	1.2	11.0	188	1936	1.6	12.0	77	1076	.7	10.3	200	1978	1.7	10.6	134	1337	1.1	11.6
FA '03	132	3067	1.1	9.7	145	1611	1.2	9.8	58	992	.5	7.7	200	2058	1.7	9.3	138	1541	1.2	10.7
SU '03	201	3449	1.8	14.6	173	1500	1.5	13.5	191	1914	1.7	13.4	242	1980	2.2	14.1	257	1952	2.3	20.7
4-Book	154	3201	1.3	11.4	163	1610	1.4	11.2	102	1256	.9	10.1	218	2001	1.9	11.3	169	1617	1.5	13.5
SP '03	138	2833	1.2	10.6	116	1386	1.0	8.3	66	973	.6	8.8	245	1913	2.2	12.5	177	1558	1.6	13.7
KRTH-FM																				
SP '04	38	1536	.3	2.7	30	508	.3	2.0	31	479	.3	3.4	65	839	.6	3.2	22	418	.2	1.6
WI '04	26	1142	.2	2.0	19	406	.2	1.2	17	227	.1	2.3	45	539	.4	2.4	26	368	.2	2.3
FA '03	29	1052	.2	2.1	30	386	.3	2.0	8	170	.1	1.1	42	422	.4	1.9	32	372	.3	2.5
SU '03	23	1217	.2	1.7	21	384	.2	1.6	33	490	.3	2.3	27	414	.2	1.6	15	279	.1	1.2
4-Book	29	1237	.2	2.1	25	421	.3	1.7	22	342	.2	2.3	45	554	.4	2.3	24	359	.2	1.9
SP '03	29	1167	.3	2.2	31	475	.3	2.2	18	259	.2	2.4	33	462	.3	1.7	25	406	.2	1.9
KSCA-FM																				
SP '04	14	474	.1	1.0	31	273	.3	2.0	17	181	.1	1.9	10	108	.1	.5	3	83	.2	.2
WI '04	8	466	.1	.6	17	238	.1	1.1	3	103	.4	.4	16	142	.1	.8	2	24	.2	.2
FA '03	17	538	.1	1.3	32	317	.3	2.2	11	174	.1	1.5	34	255	.3	1.6	6	98	.1	.5
SU '03	11	427	.1	.8	16	177	.1	1.2	6	102	.1	.4	23	174	.2	1.3	5	105	.4	.4
4-Book	13	476	.1	.9	24	251	.2	1.6	9	140	.1	1.1	21	170	.2	1.1	4	78	.3	.3
SP '03	12	379	.1	.9	17	153	.2	1.2	17	61	.2	2.3	11	140	.1	.6	5	75	.4	.4
KSPN-AM																				
SP '04	3	153	.2	.2	2	41	.1	.1		15			5	81	.2	.2	5	56	.4	.4
WI '04	1	49	.1	.1	2	33	.1	.1	2	35	.3	.3	2	30	.1	.1		14		
FA '03	2	132	.1	.1	1	21	.1	.1	1	45	.1	.1	5	79	.2	.2		26		
SU '03	3	126	.2	.2	2	37	.2	.2	1	39	.1	.1	4	65	.2	.2	6	23	.1	.5
4-Book	2	115	.2	.2	2	33	.1	.1	1	34	.1	.1	4	64	.2	.2	3	30	.2	.2
SP '03	4	154	.3	.3	4	48	.3	.3	2	29	.3	.3	9	64	.1	.5	1	36	.1	.1
KSSE-FM																				
SP '04	22	799	.2	1.6	35	392	.3	2.3	14	190	.1	1.5	28	278	.2	1.4	17	277	.1	1.3
WI '04	44	978	.4	3.4	54	497	.5	3.4	26	246	.2	3.5	66	527	.6	3.5	38	364	.3	3.3
FA '03	23	733	.2	1.7	26	305	.2	1.8	10	201	.1	1.3	25	344	.2	1.2	24	335	.2	1.9
SU '03	29	618	.3	2.1	28	276	.2	2.2	24	309	.2	1.7	36	312	.3	2.1	25	263	.2	2.0
4-Book	30	782	.3	2.2	36	368	.3	2.4	19	237	.2	2.0	39	365	.3	2.1	26	310	.2	2.1
SP '03	24	632	.2	1.8	26	242	.2	1.9	10	219	.1	1.3	30	303	.3	1.5	24	272	.2	1.9
KSUR-AM																				
SP '04	2	39	.1	.1	5	25	.3	.3					1	13			2	26	.1	.1
WI '04																				
FA '03		11				11														
SU '03																				
4-Book	1	13			1	9		.1					3				1	7		
SP '03		11			1	11		.1												
KTWV-FM																				
SP '04	8	289	.1	.6	10	98	.1	.7	5	23	.6	.6	10	100	.1	.5	9	113	.1	.7
WI '04	10	388	.1	.8	10	112	.1	.6	7	121	.1	.9	15	159	.1	.8	12	110	.1	1.0
FA '03	9	243	.1	.7	10	110	.1	.7	5	41	.7	.7	13	112	.1	.6	11	91	.1	.9
SU '03	5	204	.4	.4	2	56	.2	.2	6	80	.1	.4	4	48	.2	.2	4	65	.3	.3
4-Book	8	281	.1	.6	8	94	.1	.6	6	66	.1	.7	11	105	.1	.5	9	95	.1	.7
SP '03	5	288	.4	.4	3	118	.2	.2	6	112	.1	.8	6	79	.1	.3	8	51	.1	.6
KWIZ-FM																				
SP '04	5	133	.4	.4	6	64	.1	.4	5	57	.6	.6	4	40	.2	.2	8	70	.1	.6
WI '04	9	165	.1	.7	9	35	.1	.6	4	68	.5	.5	9	98	.1	.5	13	37	.1	1.1
FA '03	10	192	.1	.7	6	75	.1	.4	11	62	.1	1.5	15	74	.1	.7	6	54	.1	.5
SU '03	7	225	.1	.5	7	72	.1	.5	6	95	.1	.4	14	153	.1	.8	6	45	.1	.5
4-Book	8	179	.1	.6	7	62	.1	.5	7	71	.1	.8	11	91	.1	.6	8	52	.1	.7
SP '03	7	207	.1	.5	12	91	.1	.9	1	29	.1	.1	8	95	.1	.4	6	76	.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

Teens 12-17																				
Monday-Sunday 6AM-MID				Monday-Friday 6AM-10AM				Monday-Friday 10AM-3PM				Monday-Friday 3PM-7PM				Monday-Friday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KWKV-AM																				
SP '04	1	22	.1		14			1	22	.1		2	22	.1		1	22	.1		
WI '04	1	42	.1	3	29	.2										1	11	.1		
FA '03	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SU '03	1	22	.1	1	11	.1		1	11	.1						2	11	.1	.2	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
SP '03	1	41	.1	4	27	.3										1	14	.1		
KWVE-FM																				
SP '04	4	83	.3	10	39	.1	.7	4	22	.4		7	35	.1	.3					
WI '04	2	142	.2						16			8	113	.1	.4	1	14	.1	.1	
FA '03	1	107	.1	3	38	.2		1	17	.1										
SU '03	3	139	.2	4	60	.3		1	33	.1		2	23	.1		2	28	.2	.2	
4-Book	3	118	.2	4	34	.3		2	22	.2		4	43	.1	.2	1	11	.1	.1	
SP '03	1	63	.1	4	52	.3						2	28	.1		1	16	.1	.1	
KXOL-FM																				
SP '04	13	385	.1	.9	11	150	.1	.7	12	163	.1	1.3	16	217	.1	.8	12	191	.1	.9
WI '04	11	470	.1	.9	18	219	.2	1.1	9	134	.1	1.2	13	204	.1	.7	9	168	.1	.8
FA '03	20	634	.2	1.5	13	246	.1	.9	19	208	.2	2.5	27	338	.2	1.3	16	189	.1	1.2
SU '03	19	474	.2	1.4	19	207	.2	1.5	23	210	.2	1.6	27	291	.2	1.6	14	124	.1	1.1
4-Book	16	491	.2	1.2	15	206	.2	1.1	16	179	.2	1.7	21	263	.2	1.1	13	168	.1	1.0
SP '03	11	394	.1	.8	14	150	.1	1.0	13	140	.1	1.7	11	154	.1	.6	5	111	.1	.4
KXTA-AM																				
SP '04		26			1	15	.1													
WI '04		26			1	15	.1		1	11	.1			15						
FA '03	2	110	.1		5	73	.3		1	35	.1		2	34	.1		4	50	.3	
SU '03		13																		
4-Book	1	44			2	26	.1		1	12	.1		1	12			1	13	.1	
SP '03	2	83	.2		2	40	.1		3	18	.4		2	30	.1					
XTRA-AM																				
SP '04		16			1	16	.1						2	16	.1					
WI '04		19											1	19	.1					
FA '03	2	68	.1		1	25	.1		1	25	.1		1	14			1	14	.1	
SU '03		13				13														
4-Book	1	29			1	14	.1			6			1	12	.1			4		
SP '03		26												12						
KYSR-FM																				
SP '04	19	706	.2	1.4	23	362	.2	1.5	13	114	.1	1.4	19	321	.2	.9	30	275	.3	2.2
WI '04	19	891	.2	1.5	18	308	.2	1.1	10	210	.1	1.3	28	445	.2	1.5	26	397	.2	2.3
FA '03	15	879	.1	1.1	18	335	.2	1.2	8	233	.1	1.1	29	425	.2	1.3	8	207	.1	.6
SU '03	27	972	.2	2.0	36	411	.3	2.8	26	422	.2	1.8	34	362	.3	2.0	17	255	.2	1.4
4-Book	20	862	.2	1.5	24	354	.2	1.7	14	245	.1	1.4	28	388	.2	1.4	20	284	.2	1.6
SP '03	12	721	.1	.9	10	147	.1	.7	9	303	.1	1.2	21	394	.2	1.1	6	152	.1	.5
KZAB-FM																				
SP '04	16	324	.1	1.2	10	121	.1	.7	4	96	.4		34	181	.3	1.7	10	131	.1	.7
WI '04	3	163	.2		2	57	.1		6	64	.1	.8	2	29	.1		2	46	.2	
FA '03	13	413	.1	1.0	9	171	.1	.6	8	159	.1	1.1	11	171	.1	.5	16	148	.1	1.2
SU '03	7	164	.1	.5	5	65	.4		6	65	.1	.4	7	45	.1	.4	9	112	.1	.7
4-Book	10	266	.1	.7	7	104	.1	.5	6	96	.1	.7	14	107	.1	.7	9	109	.1	.7
SP '03	17	339	.2	1.3	11	88	.1	.8	7	83	.1	.9	28	188	.2	1.4	16	113	.1	1.2
KZLA-FM																				
SP '04	21	408	.2	1.5	24	236	.2	1.6	15	156	.1	1.7	31	222	.3	1.5	14	137	.1	1.0
WI '04	10	333	.1	.8	13	215	.1	.8	5	121	.7		22	150	.2	1.2	3	78	.3	
FA '03	9	372	.1	.7	9	188	.1	.6	4	99	.5		18	206	.2	.8	4	106	.3	
SU '03	9	436	.1	.7	6	75	.1	.5	14	235	.1	1.0	9	194	.1	.5	5	92	.4	
4-Book	12	387	.1	.9	13	179	.1	.9	10	153	.1	1.0	20	193	.2	1.0	7	103	.5	
SP '03	19	466	.2	1.5	25	228	.2	1.8	25	181	.2	3.3	17	235	.2	.9	14	138	.1	1.1

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Trends

Target Listener Trends - 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
KGGI-FM																				
SP '04	22	862	.2	1.6	20	279	.2	1.3	19	298	.2	2.1	31	480	.3	1.5	21	290	.2	1.6
WI '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FA '03	22	824	.2	1.6	27	323	.2	1.8	16	268	.1	2.1	36	458	.3	1.7	23	377	.2	1.8
SU '03	20	1008	.2	1.5	21	296	.2	1.6	28	428	.2	2.0	18	326	.2	1.1	17	275	.2	1.4
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SP '03	14	891	.1	1.1	12	300	.1	.9	7	201	.1	.9	18	408	.2	.9	16	316	.1	1.2
TOTALS																				
SP '04	1390	11073	11.8		1535	9027	13.1		905	6262	7.7		2040	9551	17.4		1348	8138	11.5	
WI '04	1283	11198	10.9		1566	9203	13.3		747	5819	6.4		1890	9414	16.1		1152	7125	9.8	
FA '03	1355	11211	11.5		1483	9001	12.6		749	5633	6.4		2155	9703	18.3		1289	7642	11.0	
SU '03	1379	10783	12.3		1285	7692	11.5		1429	8159	12.7		1711	8897	15.3		1241	7697	11.1	
4-Book	1352	11066	11.6		1467	8731	12.6		958	6468	8.3		1949	9391	16.8		1258	7651	10.9	
SP '03	1299	10595	11.6		1403	8466	12.5		749	5707	6.7		1954	9174	17.4		1291	7468	11.5	

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		Teens 12-17																				
		Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM				
		AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																						
SP '04		6	136	.1	.4	2	47		.2					3	26		.2	8	11	.1	.5	
4-Book		4	87	.1	.3	2	31		.2	2	8		.2	1	7		.1	4	9	.1	.2	
KBIG-FM																						
SP '04		8	405	.1	.6	9	205	.1	.7					18	70	.2	1.0	26	62	.2	1.6	
4-Book		12	443	.1	.9	12	275	.1	.9	7	33	.1	.7	16	66	.2	.9	21	83	.2	1.3	
KBUA-FM																						
SP '04		6	127	.1	.4	3	49		.2	3	12		.3	7	12	.1	.4					
4-Book		11	126	.1	.7	9	106	.1	.7	11	35	.1	1.1	13	39	.1	.7	6	12	.1	.4	
KBUE-FM																						
SP '04		93	987	.8	6.4	105	771	.9	8.0	85	257	.7	7.9	114	296	1.0	6.1	121	316	1.0	7.5	
4-Book		53	701	.5	3.7	57	547	.5	4.4	42	160	.4	4.0	71	218	.6	3.8	64	175	.6	4.0	
KCBS-FM																						
SP '04		14	595	.1	1.0	12	344	.1	.9	1	14		.1	15	91	.1	.8	12	92	.1	.7	
4-Book		22	614	.2	1.6	18	344	.2	1.4	9	57	.1	.9	32	124	.3	1.7	23	96	.2	1.4	
KDLD-FM																						
SP '04		1	46		.1																	
4-Book		5	123	.1	.3	4	80	.1	.3	5	20		.5	6	38	.1	.3	4	22		.2	
KDLE-FM																						
SP '04		2	111		.1	3	112		.2					3	39		.2	6	28		.1	
4-Book		6	134	.1	.4	5	82		.3	5	15	.1	.5	6	25	.1	.4	9	30	.1	.5	
KFI -AM																						
SP '04		8	213	.1	.6	2	77		.2	8	56	.1	.7									
4-Book		6	206	.1	.5	2	81		.2	4	30		.4	4	18		.2	1	8		.1	
KFSH-FM																						
SP '04		23	347	.2	1.6	19	296	.2	1.4	19	103	.2	1.8	23	90	.2	1.2	34	114	.3	2.1	
4-Book		14	280	.1	1.0	16	245	.2	1.2	15	62	.2	1.5	27	96	.3	1.4	14	59	.1	.9	
KFVB-AM																						
SP '04		2	70		.1	1	23		.1													
4-Book		3	110		.2	2	64		.2	1	7		.1	2	9		.1	2	4		.1	
KHHT-FM																						
SP '04		58	983	.5	4.0	79	902	.7	6.0	75	249	.6	7.0	81	307	.7	4.3	80	300	.7	5.0	
4-Book		45	1048	.4	3.1	55	801	.5	4.2	47	175	.4	4.5	57	239	.5	3.0	54	215	.5	3.3	
KHJ -AM																						
SP '04		2	42		.1	2	43		.2	6	20	.1	.6	4	9		.2					
4-Book		2	53		.1	2	31		.2	2	5		.2	7	17	.1	.4	2	9		.1	
KIIS-FM																						
SP '04		199	3796	1.7	13.7	167	2559	1.4	12.7	125	571	1.1	11.6	279	1053	2.4	14.9	180	689	1.5	11.2	
4-Book		187	3730	1.6	13.2	165	2496	1.4	12.7	137	551	1.2	13.2	268	1050	2.3	14.3	194	738	1.7	12.0	
KVVS-FM																						
SP '04		2	63		.1	2	53		.2					3	13		.2	7	18		.1	
4-Book		10	158	.1	.7	7	104	.1	.6	5	34	.1	.5	10	39	.1	.5	15	50	.1	1.0	
KJLH-FM																						
SP '04		7	247	.1	.5	10	218	.1	.8					5	37		.3	1	9		.1	
4-Book		10	270	.1	.7	22	247	.2	1.7	9	26	.1	.8	21	43	.2	1.2	16	37	.2	1.0	
KKBT-FM																						
SP '04		151	3676	1.3	10.4	140	2507	1.2	10.7	90	429	.8	8.4	225	971	1.9	12.0	191	770	1.6	11.8	
4-Book		154	3325	1.3	10.9	137	2202	1.2	10.6	112	447	1.0	10.8	211	847	1.8	11.3	182	671	1.6	11.2	
KKLA-FM																						
SP '04		1	24		.1																	
4-Book		1	47		.1	1	12		.1	1	3		.1									

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17

Target Listener Estimates - Teens 12-17

	Monday-Friday 6AM-7PM				Weekend 6AM-MID				Saturday 6AM-10AM				Saturday 10AM-3PM				Saturday 3PM-7PM			
	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAC-AM																				
SP '04	2	113		.1	2	45		.2					3	14		.2				
4-Book	1	59		.1	3	25		.3					1	7		.1				
KLAX-FM																				
SP '04	31	671	.3	2.1	34	592	.3	2.6	52	144	.4	4.8	50	214	.4	2.7	51	156	.4	3.2
4-Book	30	634	.3	2.1	32	556	.3	2.4	32	118	.3	3.1	58	205	.5	3.0	37	134	.3	2.4
KLOS-FM																				
SP '04	16	659	.1	1.1	14	406	.1	1.1	5	39		.5	15	120	.1	.8	12	78	.1	.7
4-Book	24	618	.2	1.7	16	371	.2	1.3	12	56	.1	1.2	28	120	.2	1.5	29	128	.3	1.8
KLSX-FM																				
SP '04	7	78	.1	.5	1	28		.1									4	14		.2
4-Book	7	128	.1	.5	2	26		.2	1	3		.1					2	7		.1
KLTX-AM																				
SP '04	5	112		.3	7	53	.1	.5	9	27	.1	.8	11	29	.1	.6	9	15	.1	.6
4-Book	7	91	.1	.5	5	41	.1	.4	9	20	.1	.9	12	23	.1	.7	5	10	.1	.3
KLVE-FM																				
SP '04	29	702	.2	2.0	22	358	.2	1.7	21	70	.2	2.0	21	120	.2	1.1	24	81	.2	1.5
4-Book	31	672	.3	2.2	30	445	.3	2.3	19	72	.2	1.8	40	152	.4	2.1	27	88	.2	1.6
KLYY-FM																				
SP '04	7	169	.1	.5	6	105	.1	.5	3	14		.3	7	12	.1	.4	4	32		.2
4-Book	12	281	.1	.8	14	207	.1	1.0	11	40	.1	1.0	24	83	.2	1.3	16	70	.1	1.0
+KMXE-AM																				
SP '04	1	53		.1	1	28		.1	1	11		.1	1	11		.1				
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KMZT-FM																				
SP '04	3	146		.2	4	115		.3	5	28		.5	8	65	.1	.4	1	13		.1
4-Book	5	196		.4	4	87		.3	2	17		.2	7	31	.1	.4	4	21		.2
KNX -AM																				
SP '04	3	125		.2	1	22		.1					3	11		.2				
4-Book	3	117		.2	2	43		.1	1	3		.1	2	6		.1				
KOST-FM																				
SP '04	20	494	.2	1.4	20	311	.2	1.5	5	14		.5	8	50	.1	.4	24	77	.2	1.5
4-Book	16	509	.2	1.2	17	358	.2	1.3	10	37	.1	1.0	20	103	.2	1.0	20	57	.2	1.2
KPWR-FM																				
SP '04	299	5151	2.5	20.6	244	3583	2.1	18.6	229	860	1.9	21.3	399	1552	3.4	21.3	294	1093	2.5	18.2
4-Book	303	4823	2.6	21.4	257	3326	2.2	19.9	218	827	1.9	20.9	379	1401	3.3	20.1	333	1108	2.9	20.5
KRCB-FM																				
SP '04	8	240	.1	.6	7	101	.1	.5	6	37	.1	.6	18	64	.2	1.0	8	23	.1	.5
4-Book	7	147	.1	.5	6	107	.1	.5	9	25	.1	.9	9	35	.1	.5	13	34	.1	.8
KRCV-FM																				
SP '04					1	14		.1									3	6		.2
4-Book	1	18		.1	1	20		.1	1	5		.1	2	6		.1				
KRLA-AM																				
SP '04		41																		
4-Book		40																		
KROQ-FM																				
SP '04	147	2583	1.3	10.2	127	1848	1.1	9.7	76	325	.6	7.1	167	761	1.4	8.9	184	689	1.6	11.4
4-Book	156	2819	1.4	11.0	138	1922	1.2	10.7	97	352	.8	9.3	191	747	1.7	10.2	201	690	1.7	12.3
KRTH-FM																				
SP '04	41	1247	.3	2.8	43	792	.4	3.3	43	175	.4	4.0	69	280	.6	3.7	49	203	.4	3.0
4-Book	30	916	.2	2.1	31	639	.3	2.4	29	120	.3	2.8	47	196	.4	2.5	36	143	.3	2.3

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

		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	
KSCA-FM	SP '04	19	378	.2	1.3	13	247	.1	1.0	22	107	.2	2.1	17	65	.1	.9	5	31		.3	
	4-Book	17	379	.2	1.2	10	230	.1	.8	17	76	.2	1.6	9	50	.1	.5	21	56	.2	1.3	
KSPN-AM	SP '04	2	90		.1	2	45		.2	2	15		.1	2	15		.1	2	10		.1	
	4-Book	2	92		.1	2	31		.2	3	16		.2	3	16		.2	2	10		.1	
KSSE-FM	SP '04	25	584	.2	1.7	21	388	.2	1.6	24	67	.2	2.2	38	159	.3	2.0	22	79	.2	1.4	
	4-Book	30	601	.3	2.2	31	441	.3	2.4	31	107	.3	3.0	54	178	.5	2.9	29	108	.3	1.8	
KSUR-AM	SP '04	2	25		.1	2	26		.2	3	13		.3	5	13		.3	5	13		.3	
	4-Book	1	9		.1	1	9		.1	1	3		.1	2	6		.1	2	6		.1	
KTWV-FM	SP '04	8	174	.1	.6	8	118	.1	.6	2	12		.2	13	36	.1	.7	8	12	.1	.5	
	4-Book	8	194	.1	.6	8	120	.1	.6	5	16		.5	7	33	.1	.4	8	20	.1	.5	
KWIZ-FM	SP '04	5	122		.3	3	78		.2	8	39		.7	8	27		.6	4	25		.2	
	4-Book	8	154	.1	.6	8	81	.1	.7	6	27	.1	.6	10	22	.1	.5	13	30	.1	.7	
KWKW-AM	SP '04	1	22		.1	1	22		.1	4	9		.4	2	22		.1	4	9		.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KWVE-FM	SP '04	7	57	.1	.5	2	67		.2	1	19		.1	2	12		.1	11	22	.1	.7	
	4-Book	3	74		.2	2	73		.2	2	14		.2	1	6		.1	4	10		.3	
KXOL-FM	SP '04	13	283	.1	.9	14	251	.1	1.1	8	43	.1	.7	23	83	.2	1.2	22	58	.2	1.4	
	4-Book	17	399	.2	1.2	15	288	.1	1.2	11	48	.1	1.0	28	94	.2	1.5	18	60	.2	1.1	
KXTA-AM	SP '04		15				11							1	11		.1					
	4-Book	1	35		.1		6								3							
XTRA-AM	SP '04	1	16		.1	1	22		.1	1	8		.1	2	8		.1	1	4		.1	
	4-Book	1	22		.1	1	22		.1	1	8		.1	2	8		.1	1	4		.1	
KYSR-FM	SP '04	18	571	.2	1.2	14	344	.1	1.1	5	42		.5	24	63	.2	1.3	34	112	.3	2.1	
	4-Book	21	673	.2	1.5	19	400	.2	1.4	13	61	.1	1.2	24	103	.2	1.3	24	100	.2	1.5	
KZAB-FM	SP '04	15	256	.1	1.0	23	187	.2	1.8	15	39	.1	1.4	13	65	.1	.7	50	94	.4	3.1	
	4-Book	9	200	.1	.6	13	147	.1	1.0	8	25	.1	.8	14	55	.1	.8	23	56	.2	1.4	
KZLA-FM	SP '04	23	341	.2	1.6	22	258	.2	1.7	21	52	.2	2.0	33	154	.3	1.8	27	108	.2	1.7	
	4-Book	14	324	.1	1.0	13	214	.1	1.0	8	32	.1	.8	15	71	.1	.8	14	59	.1	.9	
KGGI-FM	SP '04	23	734	.2	1.6	21	458	.2	1.6	18	63	.2	1.7	29	158	.2	1.5	19	126	.2	1.2	
	4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS	SP '04	1448	10804	12.3		1314	9017	11.2		1073	3585	9.1		1872	5255	15.9		1614	4452	13.7		
	4-Book	1420	10775	12.2		1294	8988	11.1		1040	3362	9.0		1880	5286	16.2		1627	4454	14.0		

** 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 - Teens 12-17

Teens 12-17																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KABC-AM																				
SP '04				2	10		.2	2	10		.1	1	10		.1					
4-Book	1	6		.1	1	3		.1	2	14		.1	3	9		.2				
KBIG-FM																				
SP '04	9	23	.1	.7	3	14	.3	4	42	.3	.9	11	43	.1	.9	3	26		.3	
4-Book	16	58	.2	1.4	5	25	.7	10	64	.1	.7	16	72	.1	1.2	6	36	.1	.5	
KBUA-FM																				
SP '04	1	12		.1	6	12	.1	.7	1	12		.1	8	12	.1	.6	2	12		.2
4-Book	1	9		.1	18	33	.2	2.3	10	37	.1	.8	8	27	.1	.6	6	21	.1	.5
KBUE-FM																				
SP '04	93	258	.8	7.6	101	285	.9	11.8	147	348	1.3	9.9	106	336	.9	8.3	75	193	.6	7.3
4-Book	50	162	.4	4.2	46	143	.4	5.5	84	231	.8	5.9	61	175	.5	4.6	40	111	.3	4.0
KCBS-FM																				
SP '04	12	52	.1	1.0	5	49		.6	12	96	.1	.8	23	74	.2	1.8	11	22	.1	1.1
4-Book	14	58	.1	1.2	5	34		.7	19	96	.2	1.4	28	94	.3	2.1	13	64	.1	1.3
KDLD-FM																				
SP '04					3	11		.4	6	26	.1	.4	2	11		.2	3	17		.3
4-Book	5	24	.1	.4																
KDLE-FM																				
SP '04	1	11		.1	1	11		.1	2	38		.1	8	46	.1	.6	2	17		.2
4-Book	2	11		.2	2	11		.2	7	34	.1	.5	4	21		.3	2	15		.2
KFI -AM																				
SP '04	7	11	.1	.6	3	21	.3	.3	1	10		.1				.1	2	5		.2
4-Book	3	10		.3	2	19		.2	2	14		.2	1	7		.1	2	5		.2
KFSH-FM																				
SP '04	6	28	.1	.5	15	69	.1	1.7	27	130	.2	1.8	34	112	.3	2.7				
4-Book	11	40	.1	1.0	19	90	.2	2.3	20	105	.2	1.4	15	57	.1	1.2	7	27	.1	.6
KFWB-AM																				
SP '04	1	11		.1	2	13		.2	2	23		.1	3	23		.2				
4-Book	2	16		.2	3	20		.4	2	15		.1	5	23		.3	2	12		.2
KHHT-FM																				
SP '04	87	292	.7	7.1	33	121	.3	3.8	41	197	.3	2.7	83	264	.7	6.5	145	315	1.2	14.1
4-Book	63	214	.5	5.2	23	90	.2	2.8	29	150	.2	2.1	49	190	.4	3.7	111	265	.9	11.0
KHJ -AM																				
SP '04	1	11		.1	2	12		.2	1	11		.1				.1	2			
4-Book		3			2	6		.2	3	6		.2								
KIIS-FM																				
SP '04	208	743	1.8	17.1	84	431	.7	9.8	185	789	1.6	12.4	138	516	1.2	10.8	108	497	.9	10.5
4-Book	161	656	1.4	13.6	96	428	.8	11.9	172	755	1.5	12.3	148	541	1.3	11.1	123	518	1.1	12.1
KVVS-FM																				
SP '04					6	13	.1	.7	2	10		.1				.4	4	25	.1	.4
4-Book	7	36	.1	.6	5	22	.1	.6	7	22	.1	.5	5	22	.1	.4	4	25	.1	.4
KJLH-FM																				
SP '04	8	38	.1	.7	13	37	.1	1.5	39	133	.3	2.6	9	25	.1	.7	2	9		.2
4-Book	9	29	.1	.8	33	85	.3	4.1	52	126	.5	3.8	28	59	.2	2.1	8	27	.1	.8
KKBT-FM																				
SP '04	126	508	1.1	10.3	98	427	.8	11.4	151	611	1.3	10.1	99	469	.8	7.8	125	586	1.1	12.1
4-Book	133	527	1.2	11.2	73	329	.6	8.9	134	561	1.2	9.6	137	539	1.2	10.3	103	456	.9	10.1
KKLA-FM																				
SP '04					2	9		.2		3										
4-Book																				

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Teens 12-17																			
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID			
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr
KLAC-AM SP '04 4-Book								9 8 32 14 .1 .6 .1 .6				1 12 .1 .1 9 14 .1 .7				7 11 .1 .7			
KLAX-FM SP '04 4-Book				18 14 81 59 .2 2.1 .1 1.7				35 43 138 146 .3 2.3 .4 3.1				26 30 109 108 .2 2.0 .3 2.2				20 16 66 72 .2 1.9 .2 1.6			
KLOS-FM SP '04 4-Book				4 3 29 27 .5 .4				24 18 154 107 .2 1.6 .2 1.3				19 14 97 74 .2 1.5 .2 1.1				20 13 77 46 .2 1.9 .1 1.2			
KLSX-FM SP '04 4-Book				3 2 14 10 .3 .2				3 7 .2				2 6 .2				1 6 .1			
KLTX-AM SP '04 4-Book				5 2 27 10 .6 .3				5 2 15 10 .3 .1				4 3 15 10 .3 .3				3 1 15 7 .3 .1			
KLVE-FM SP '04 4-Book				15 17 50 68 .1 1.7 .1 2.1				9 42 74 142 .1 .6 .4 3.1				23 42 81 113 .2 1.8 .4 3.1				27 25 78 76 .2 2.6 .2 2.4			
KLYY-FM SP '04 4-Book				8 7 26 27 .1 .9 .1 .8				20 21 31 59 .2 1.3 .2 1.5				10 38 .1 .7				11 37 .1 1.1			
+KMXE-AM SP '04 4-Book				6 ** 17 ** .1 .7 ** **				** ** ** **				** ** ** **				** ** ** **			
KMZT-FM SP '04 4-Book				8 5 23 16 .1 .9 .1 .6				2 9 .2				1 1 14 10 .1 .1				3			
KNX -AM SP '04 4-Book				1 4 11 20 .1 .5				4 18 .1 .3				1 2 11 11 .1 .1							
KOST-FM SP '04 4-Book				10 11 28 33 .1 1.2 .1 1.3				23 14 87 83 .2 1.5 .1 1.0				21 15 56 65 .2 1.6 .2 1.1				30 25 87 83 .3 2.9 .2 2.4			
KPWR-FM SP '04 4-Book				133 155 561 610 1.1 15.5 1.3 19.1				263 269 1006 962 2.2 17.6 2.3 19.4				238 246 850 839 2.0 18.7 2.1 18.5				166 181 659 670 1.4 16.1 1.6 17.8			
KRCD-FM SP '04 4-Book				3 5 27 16 .3 .6				10 6 37 25 .1 .7 .4				9 5 48 28 .1 .7 .4				2 9 .2			
KRCV-FM SP '04 4-Book				7 2 14 6 .1 .8 .2				1 1 14 6 .1 .1											
KRLA-AM SP '04 4-Book																			
KROQ-FM SP '04 4-Book				60 74 205 298 .5 7.0 .7 9.2				168 136 630 582 1.4 11.3 1.2 9.7				129 150 412 462 1.1 10.1 1.3 11.3				117 130 440 465 1.0 11.4 1.1 12.8			
KRTH-FM SP '04 4-Book				18 26 97 97 .2 2.1 .3 3.2				55 36 190 172 .5 3.7 .3 2.5				55 29 236 121 .5 4.3 .3 2.2				21 20 81 78 .2 2.0 .2 1.9			

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

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

Target Listener Estimates

Target Listener Estimates - Teens 12-17

Teens 12-17																				
Saturday 7PM-MID				Sunday 6AM-10AM				Sunday 10AM-3PM				Sunday 3PM-7PM				Sunday 7PM-MID				
AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	AQH (00)	Cume (00)	AQH Rtg	AQH Shr	
KSCA-FM																				
SP '04				23	67	.2	2.7	20	62	.2	1.3	18	61	.2	1.4	1	14		.1	
4-Book	3	20	.3	12	43	.1	1.4	10	45	.1	.7	12	37	.1	.9	2	12		.2	
KSPN-AM																				
SP '04													1	16	.1	1.0	30	.1	1.0	
4-Book	3	9	.2					2	10	.1		1	7	.1		3	8		.3	
KSSE-FM																				
SP '04	34	105	.3	8	38	.1	.9	16	99	.1	1.1	16	48	.1	1.3	10	60	.1	1.0	
4-Book	31	108	.3	13	62	.1	1.6	29	137	.3	2.1	37	115	.3	2.7	21	95	.2	2.1	
KSUR-AM																				
SP '04	3	26	.2	3	13		.3													
4-Book	1	7	.1	1	3		.1													
KTWV-FM																				
SP '04	6	32	.1	.5				17	37	.1	1.1	8	12	.1	.6	6	14	.1	.6	
4-Book	10	35	.1	.8	5	17	.6	10	38	.1	.7	7	28	.1	.5	6	21	.1	.6	
KWIZ-FM																				
SP '04	8	25	.1	.7	3	8	.3	4	27	.1	.3	4	14	.1	.3	2	12		.2	
4-Book								8	20	.1	.6	10	22	.1	.7	7	17	.1	.7	
KWKW-AM																				
SP '04	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
KWVE-FM																				
SP '04				2	19		.2									3	14		.3	
4-Book	4	17	.1	.4	2	16	.2	4	29		.3	1	3		.1	2	14		.2	
KXDL-FM																				
SP '04	6	41	.1	.5	11	41	.1	1.3	16	80	.1	1.1	11	41	.1	.9	15	83	.1	1.5
4-Book	11	45	.1	1.0	9	38	.1	1.1	18	82	.2	1.4	15	70	.2	1.2	10	42	.1	1.0
KXTA-AM																				
SP '04				2	3		.2													
4-Book																				
XTRA-AM																				
SP '04				1	4		.1	2	11		.2	1	4				4			
4-Book		4																		
KYSR-FM																				
SP '04	17	67	.1	1.4	7	54	.1	.8	10	67	.1	.7	12	94	.1	.9	5	12	.5	
4-Book	25	94	.2	2.1	7	40	.1	.9	19	87	.2	1.4	24	107	.2	1.8	12	51	.1	1.2
KZAB-FM																				
SP '04	18	53	.2	1.5	24	63	.2	2.8	31	78	.3	2.1	31	75	.3	2.4	11	27	.1	1.1
4-Book	15	45	.2	1.3	11	33	.1	1.3	14	49	.1	1.0	13	40	.1	1.0	10	25	.1	1.0
KZLA-FM																				
SP '04	8	33	.1	.7	23	88	.2	2.7	25	78	.2	1.7	30	72	.3	2.4	12	45	.1	1.2
4-Book	5	30		.4	14	47	.1	1.7	17	81	.1	1.3	23	75	.2	1.8	7	33	.1	.7
KGGI-FM																				
SP '04	13	93	.1	1.1	30	70	.3	3.5	33	125	.3	2.2	10	66	.1	.8	11	41	.1	1.1
4-Book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTALS																				
SP '04	1218	3797	10.4		859	2864	7.3		1491	4369	12.7		1274	3773	10.8		1029	3302	8.8	
4-Book	1182	3751	10.2	813	2700	7.0		1391	4234	12.0		1332	3673	11.5		1017	3144	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.

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	492	4	277	2	21	55	64	60	76	211	1	5	24	20	41	120
(%)	100	1	56		4	11	13	12	15	43		1	5	4	8	24
Rating	.5		.6		.2	.5	.8	1.1	1.5	.4		.1	.2	.2	.7	1.6
Share	2.9	.3	3.5	.2	1.1	2.9	4.5	6.5	9.7	2.7	.1	.3	1.4	1.4	4.6	10.5
KBIG-FM	379	8	136	13	33	55	21	5	8	235	20	72	63	57	17	6
(%)	100	2	36	3	9	15	6	1	2	62	5	19	17	15	4	2
Rating	.4	.1	.3	.2	.3	.5	.3	.1	.2	.5	.3	.7	.6	.6	.3	.1
Share	2.2	.6	1.7	1.4	1.7	2.9	1.5	.5	1.0	3.0	2.3	4.1	3.8	3.9	1.9	.5
KBUA-FM	97	5	35	11	9	3	11	2		57	8	18	14	9	3	5
(%)	100	5	36	11	9	3	11	2		59	8	19	15	9	3	5
Rating	.1		.1	.2	.1		.1			.1	.1	.2	.1	.1	.1	.1
Share	.6	.4	.4	1.1	.5	.2	.8	.2		.7	.9	1.0	.8	.6	.3	.4
KBUE-FM	500	100	251	47	106	56	23	13	5	150	29	56	31	18	9	6
(%)	100	20	50	9	21	11	5	3	1	30	6	11	6	4	2	1
Rating	.5	.9	.5	.7	1.0	.5	.3	.2	.1	.3	.5	.6	.3	.2	.2	.1
Share	2.9	7.2	3.2	4.9	5.6	3.0	1.6	1.4	.6	1.9	3.3	3.2	1.9	1.2	1.0	.5
KCBS-FM	319	13	184	16	41	49	61	14	3	122	12	15	36	50	6	3
(%)	100	4	58	5	13	15	19	4	1	38	4	5	11	16	2	1
Rating	.3	.1	.4	.2	.4	.5	.7	.3	.1	.3	.2	.2	.4	.6	.1	
Share	1.9	.9	2.3	1.7	2.2	2.6	4.3	1.5	.4	1.6	1.4	.9	2.1	3.5	.7	.3
KDLD-FM	60	1	31	3	17	11		1		29	4	7	15	2	1	
(%)	100	1	51	5	28	18		1		47	7	12	24	4	1	
Rating	.1		.1		.2	.1				.1	.1	.1	.1			
Share	.4	.1	.4	.3	.9	.6		.1		.4	.5	.4	.9	.1	.1	
KDLE-FM	64	3	43	10	20	7	5	1		19	1	11	4	2		
(%)	100	4	67	15	30	10	8	2		29	2	18	6	2	1	
Rating	.1		.1	.2	.2	.1	.1					.1				
Share	.4	.2	.5	1.0	1.1	.4	.4	.1		.2	.1	.6	.2	.1		
KFI -AM	763	5	401	11	32	97	87	97	77	357	7	16	53	78	73	131
(%)	100	1	53	1	4	13	11	13	10	47	1	2	7	10	10	17
Rating	.7		.9	.2	.3	.9	1.0	1.9	1.5	.7	.1	.2	.5	.9	1.3	1.8
Share	4.5	.4	5.1	1.1	1.7	5.2	6.2	10.5	9.8	4.6	.8	.9	3.2	5.4	8.3	11.4
KFSH-FM	169	21	62	5	15	25	15	1	1	87	5	17	41	15	4	6
(%)	100	12	36	3	9	15	9			52	3	10	24	9	3	3
Rating	.2	.2	.1	.1	.1	.2	.2			.2	.1	.2	.4	.2	.1	.1
Share	1.0	1.5	.8	.5	.8	1.3	1.1	.1	.1	1.1	.6	1.0	2.4	1.0	.5	.5
KFWB-AM	218	2	132	2	6	17	30	32	45	84	2	6	10	11	20	37
(%)	100	1	61	1	3	8	14	15	21	39	1	3	4	5	9	17
Rating	.2		.3		.1	.2	.4	.6	.9	.2		.1	.1	.1	.3	.5
Share	1.3	.1	1.7	.2	.3	.9	2.1	3.4	5.7	1.1	.2	.3	.6	.8	2.3	3.2
KHHT-FM	461	74	133	23	46	26	14	19	5	254	51	82	61	37	20	4
(%)	100	16	29	5	10	6	3	4	1	55	11	18	13	8	4	1
Rating	.4	.6	.3	.4	.4	.2	.2	.4	.1	.5	.8	.8	.6	.4	.3	.1
Share	2.7	5.3	1.7	2.4	2.4	1.4	1.0	2.0	.6	3.3	5.8	4.7	3.6	2.6	2.3	.3
KHJ -AM	176	2	106	3	17	23	20	16	27	68	3	6	10	16	26	8
(%)	100	1	61	2	10	13	11	9	15	39	2	3	6	9	15	4
Rating	.2		.2		.2	.2	.2	.3	.5	.1		.1	.1	.2	.5	.1
Share	1.0	.1	1.3	.3	.9	1.2	1.4	1.7	3.4	.9	.3	.3	.6	1.1	2.9	.7
KIIS-FM	540	182	112	45	34	14	15	4	1	245	79	74	50	32	6	4
(%)	100	34	21	8	6	3	3	1		45	15	14	9	6	1	1
Rating	.5	1.5	.2	.7	.3	.1	.2	.1		.5	1.3	.7	.5	.4	.1	.1
Share	3.2	13.1	1.4	4.7	1.8	.7	1.1	.4	.1	3.2	9.0	4.3	3.0	2.2	.7	.3
KVVS-FM	23	2	4	4				1		17	5	9	1	2		
(%)	100	8	18	16	1			1		73	22	38	3	10		
Rating				.1							.1	.1				
Share	.1	.1	.1	.4						.2	.6	.5	.1	.1		

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID																
Cume Persons (00)																
	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KABC-AM	7003	147	3831	63	354	847	741	793	1032	3025	23	177	411	429	765	1219
(%)	100	2	55	1	5	12	11	11	15	43		3	6	6	11	17
Rating	6.6	1.3	8.3	1.0	3.5	8.1	8.9	15.1	19.7	6.3	.4	1.8	4.0	4.9	13.3	16.5
KBIG-FM	8830	523	3085	274	841	1185	434	178	174	5221	662	1563	1349	1013	363	272
(%)	100	6	35	3	10	13	5	2	2	59	7	18	15	11	4	3
Rating	8.3	4.4	6.7	4.2	8.2	11.3	5.2	3.4	3.3	10.8	10.8	15.8	13.2	11.5	6.3	3.7
KBUA-FM	1217	127	555	195	138	66	100	56		534	99	161	139	60	30	45
(%)	100	10	46	16	11	5	8	5		44	8	13	11	5	2	4
Rating	1.1	1.1	1.2	3.0	1.3	.6	1.2	1.1		1.1	1.6	1.6	1.4	.7	.5	.6
KBUE-FM	7053	1156	3356	709	1153	754	469	167	104	2542	653	806	422	384	159	117
(%)	100	16	48	10	16	11	7	2	1	36	9	11	6	5	2	2
Rating	6.6	9.8	7.3	10.9	11.2	7.2	5.6	3.2	2.0	5.3	10.6	8.2	4.1	4.4	2.8	1.6
KCBS-FM	9356	776	4737	692	872	1331	1328	412	102	3843	508	639	1229	1095	241	130
(%)	100	8	51	7	9	14	14	4	1	41	5	7	13	12	3	1
Rating	8.8	6.6	10.3	10.6	8.5	12.7	15.9	7.9	1.9	8.0	8.3	6.5	12.0	12.4	4.2	1.8
KDLD-FM	1395	59	656	113	298	221		24		680	128	239	199	98	16	
(%)	100	4	47	8	21	16		2		49	9	17	14	7	1	
Rating	1.3	.5	1.4	1.7	2.9	2.1		.5		1.4	2.1	2.4	1.9	1.1	.3	
KDLE-FM	1723	166	850	245	348	106	109	30	12	707	118	298	151	86	37	16
(%)	100	10	49	14	20	6	6	2	1	41	7	17	9	5	2	1
Rating	1.6	1.4	1.8	3.8	3.4	1.0	1.3	.6	.2	1.5	1.9	3.0	1.5	1.0	.6	.2
KFI -AM	11376	224	5792	212	600	1401	1277	1049	1254	5360	142	502	1001	1244	1033	1438
(%)	100	2	51	2	5	12	11	9	11	47	1	4	9	11	9	13
Rating	10.7	1.9	12.6	3.2	5.9	13.3	15.3	20.0	24.0	11.1	2.3	5.1	9.8	14.1	17.9	19.4
KFSH-FM	3070	449	966	133	256	265	220	42	49	1655	180	359	652	270	66	128
(%)	100	15	31	4	8	9	7	1	2	54	6	12	21	9	2	4
Rating	2.9	3.8	2.1	2.0	2.5	2.5	2.6	.8	.9	3.4	2.9	3.6	6.4	3.1	1.1	1.7
KFWB-AM	7284	120	4105	133	343	787	962	852	1029	3059	165	280	360	594	678	981
(%)	100	2	56	2	5	11	13	12	14	42	2	4	5	8	9	13
Rating	6.9	1.0	8.9	2.0	3.3	7.5	11.5	16.3	19.7	6.3	2.7	2.8	3.5	6.7	11.8	13.2
KHHT-FM	8524	1435	2754	813	988	507	286	109	51	4335	1100	1517	785	722	117	94
(%)	100	17	32	10	12	6	3	1	1	51	13	18	9	8	1	1
Rating	8.0	12.2	6.0	12.5	9.6	4.8	3.4	2.1	1.0	9.0	17.9	15.4	7.7	8.2	2.0	1.3
KHJ -AM	2642	85	1550	135	289	315	336	270	206	1007	105	146	191	286	157	122
(%)	100	3	59	5	11	12	13	10	8	38	4	6	7	11	6	5
Rating	2.5	.7	3.4	2.1	2.8	3.0	4.0	5.2	3.9	2.1	1.7	1.5	1.9	3.2	2.7	1.6
KIIS-FM	15925	4388	4084	1281	1357	661	534	181	70	7454	2448	2110	1581	921	232	161
(%)	100	28	26	8	9	4	3	1		47	15	13	10	6	1	1
Rating	15.0	37.3	8.9	19.6	13.2	6.3	6.4	3.5	1.3	15.5	39.8	21.4	15.5	10.5	4.0	2.2
KVVS-FM	547	116	157	67	25	9	15	19	21	273	96	46	49	83		
(%)	100	21	29	12	5	2	3	4	4	50	18	8	9	15		
Rating	.5	1.0	.3	1.0	.2	.1	.2	.4	.4	.6	1.6	.5	.5	.9		

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+
KJLH-FM	323	8	107	6	17	22	42	12	9	208	12	30	57	55	24	30
(%)	100	2	33	2	5	7	13	4	3	65	4	9	18	17	7	9
Rating	.3	.1	.2	.1	.2	.2	.5	.2	.2	.4	.2	.3	.6	.6	.4	.4
Share	1.9	.6	1.4	.6	.9	1.2	3.0	1.3	1.1	2.7	1.4	1.7	3.4	3.8	2.7	2.6
KKBT-FM	514	152	151	50	50	21	20	10		211	66	66	35	22	21	2
(%)	100	30	29	10	10	4	4	2		41	13	13	7	4	4	
Rating	.5	1.3	.3	.8	.5	.2	.2	.2		1.1	.7	.3	.2	.4	.4	
Share	3.0	10.9	1.9	5.2	2.6	1.1	1.4	1.1		2.7	7.5	3.8	2.1	1.5	2.4	.2
KKLA-FM	90	1	30	3	4	7	11	2	2	60		1	14	21	10	14
(%)	100	1	33	3	4	8	12	3	3	66		1	15	24	11	15
Rating	.1		.1			.1	.1			.1			.1	.2	.2	.2
Share	.5	.1	.4	.3	.2	.4	.8	.2	.3	.8		.1	.8	1.4	1.1	1.2
KLAC-AM	202	3	104	5	8	12	22	19	38	94		3	12	11	12	56
(%)	100	1	52	2	4	6	11	9	19	47		1	6	5	6	28
Rating	.2		.2	.1	.1	.1	.3	.4	.7	.2			.1	.1	.2	.8
Share	1.2	.2	1.3	.5	.4	.6	1.6	2.0	4.8	1.2		.2	.7	.8	1.4	4.9
KLAX-FM	804	29	457	36	155	146	80	23	16	319	20	110	103	51	12	23
(%)	100	4	57	4	19	18	10	3	2	40	3	14	13	6	1	3
Rating	.8	.2	1.0	.6	1.5	1.4	1.0	.4	.3	.7	.3	1.1	1.0	.6	.2	.3
Share	4.7	2.1	5.8	3.8	8.2	7.8	5.7	2.5	2.0	4.1	2.3	6.3	6.1	3.5	1.4	2.0
KLOS-FM	359	15	231	34	38	91	49	18	1	113	9	25	33	40	3	3
(%)	100	4	64	9	10	25	14	5		31	3	7	9	11	1	1
Rating	.3	.1	.5	.5	.4	.9	.6	.3		.2	.1	.3	.3	.5	.1	.1
Share	2.1	1.1	2.9	3.5	2.0	4.8	3.5	1.9	.1	1.5	1.0	1.4	2.0	2.8	.3	.3
KLTX-AM	116	5	46	3	13	26	1	3		65	3	26	11	3	8	14
(%)	100	4	39	2	11	23	1	2		56	2	23	10	2	7	12
Rating	.1		.1		.1	.2		.1		.1		.3	.1		.1	.2
Share	.7	.4	.6	.3	.7	1.4	.1	.3		.8	.3	1.5	.7	.2	.9	1.2
KLVE-FM	519	28	188	27	70	48	26	13	4	304	42	93	72	33	25	38
(%)	100	5	36	5	13	9	5	3	1	58	8	18	14	6	5	7
Rating	.5	.2	.4	.4	.7	.5	.3	.2	.1	.6	.7	.9	.7	.4	.4	.5
Share	3.1	2.0	2.4	2.8	3.7	2.6	1.8	1.4	.5	3.9	4.8	5.4	4.3	2.3	2.8	3.3
KLYY-FM	220	6	113	24	42	41	5	1		101	16	50	20	9	5	2
(%)	100	3	51	11	19	19	2	1		46	7	23	9	4	2	1
Rating	.2	.1	.2	.4	.4	.4	.1			.2	.3	.5	.2	.1	.1	.1
Share	1.3	.4	1.4	2.5	2.2	2.2	.4	.1		1.3	1.8	2.9	1.2	.6	.6	.2
KMXE-AM	86	1	56	6	24	16	9	1		28	2		9	4	8	5
(%)	100	1	66	7	28	19	10	1		33	2		10	5	9	6
Rating	.1		.1	.1	.2	.2	.1			.1			.1		.1	.1
Share	.5	.1	.7	.6	1.3	.9	.6	.1		.4	.2		.5	.3	.9	.4
KMZT-FM	262	3	112	1	6	20	12	35	38	146	7	12	18	31	30	47
(%)	100	1	43	1	2	8	4	13	14	56	3	5	7	12	12	18
Rating	.2		.2		.1	.2	.1	.7	.7	.3	.1	.1	.2	.4	.5	.6
Share	1.5	.2	1.4	.1	.3	1.1	.9	3.8	4.8	1.9	.8	.7	1.1	2.1	3.4	4.1
KNX -AM	357	2	212	6	13	35	53	56	51	143	2	8	18	22	41	51
(%)	100		60	2	4	10	15	16	14	40	1	2	5	6	11	14
Rating	.3		.5	.1	.1	.3	.6	1.1	1.0	.3		.1	.2	.2	.7	.7
Share	2.1	.1	2.7	.6	.7	1.9	3.8	6.0	6.5	1.8	.2	.5	1.1	1.5	4.6	4.5
KOST-FM	629	20	201	12	55	55	45	24	10	407	33	99	112	84	43	37
(%)	100	3	32	2	9	9	7	4	2	65	5	16	18	13	7	6
Rating	.6	.2	.4	.2	.5	.5	.5	.5	.2	.8	.5	1.0	1.1	1.0	.7	.5
Share	3.7	1.4	2.6	1.3	2.9	2.9	3.2	2.6	1.3	5.2	3.8	5.7	6.7	5.8	4.9	3.2

* 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+
KJLH-FM	4327	397	1511	113	339	282	392	207	178	2420	278	468	567	511	309	286
(%)	100	9	35	3	8	7	9	5	4	56	6	11	13	12	7	7
Rating	4.1	3.4	3.3	1.7	3.3	2.7	4.7	3.9	3.4	5.0	4.5	4.7	5.6	5.8	5.4	3.9
KKBT-FM	13300	4325	3861	1538	1209	562	301	231	21	5114	1868	1544	955	548	133	67
(%)	100	33	29	12	9	4	2	2		38	14	12	7	4	1	1
Rating	12.5	36.8	8.4	23.6	11.8	5.3	3.6	4.4	.4	10.6	30.4	15.6	9.4	6.2	2.3	.9
KLAA-FM	1947	24	850	45	195	255	197	47	110	1073	29	37	301	283	147	277
(%)	100	1	44	2	10	13	10	2	6	55	1	2	15	15	8	14
Rating	1.8	.2	1.8	.7	1.9	2.4	2.4	.9	2.1	2.2	.5	.4	2.9	3.2	2.6	3.7
KLAC-AM	5444	236	2858	136	326	496	608	497	795	2350	56	229	344	301	326	1093
(%)	100	4	53	3	6	9	11	9	15	43	1	4	6	6	6	20
Rating	5.1	2.0	6.2	2.1	3.2	4.7	7.3	9.5	15.2	4.9	.9	2.3	3.4	3.4	5.7	14.8
KLAX-FM	10319	914	5202	772	1535	1510	866	315	205	4204	551	1400	1093	668	175	316
(%)	100	9	50	7	15	15	8	3	2	41	5	14	11	6	2	3
Rating	9.7	7.8	11.3	11.8	15.0	14.4	10.3	6.0	3.9	8.7	9.0	14.2	10.7	7.6	3.0	4.3
KLOS-FM	8908	815	4735	897	812	1505	1139	361	21	3359	496	697	1058	883	165	61
(%)	100	9	53	10	9	17	13	4		38	6	8	12	10	2	1
Rating	8.4	6.9	10.3	13.7	7.9	14.3	13.6	6.9	.4	7.0	8.1	7.1	10.4	10.0	2.9	.8
KLTX-FM	7320	106	4568	528	1309	1423	936	291	81	2647	204	870	740	581	149	102
(%)	100	1	62	7	18	19	13	4	1	36	3	12	10	8	2	1
Rating	6.9	.9	9.9	8.1	12.8	13.5	11.2	5.6	1.5	5.5	3.3	8.8	7.2	6.6	2.6	1.4
KLTX-AM	975	125	373	31	88	207	32	15		476	43	202	86	60	38	46
(%)	100	13	38	3	9	21	3	2		49	4	21	9	6	4	5
Rating	.9	1.1	.8	.5	.9	2.0	.4	.3		1.0	.7	2.0	.8	.7	.7	.6
KLVE-FM	9431	831	3539	489	1170	891	572	286	131	5061	769	1511	1391	659	415	316
(%)	100	9	38	5	12	9	6	3	1	54	8	16	15	7	4	3
Rating	8.9	7.1	7.7	7.5	11.4	8.5	6.8	5.5	2.5	10.5	12.5	15.3	13.6	7.5	7.2	4.3
KLYY-FM	4011	240	1904	363	669	601	192	79		1868	335	695	453	238	96	50
(%)	100	6	47	9	17	15	5	2		47	8	17	11	6	2	1
Rating	3.8	2.0	4.1	5.6	6.5	5.7	2.3	1.5		3.9	5.5	7.0	4.4	2.7	1.7	.7
KMXE-AM	910	53	540	43	178	140	102	54	24	317	25	29	101	29	63	70
(%)	100	6	59	5	20	15	11	6	3	35	3	3	11	3	7	8
Rating	.9	.5	1.2	.7	1.7	1.3	1.2	1.0	.5	.7	.4	.3	1.0	.3	1.1	.9
KMZT-FM	5816	282	2474	116	277	365	401	548	766	3060	131	272	534	618	672	833
(%)	100	5	43	2	5	6	7	9	13	53	2	5	9	11	12	14
Rating	5.5	2.4	5.4	1.8	2.7	3.5	4.8	10.5	14.6	6.3	2.1	2.8	5.2	7.0	11.7	11.2
KNX -AM	9141	154	5191	88	564	1137	1276	1064	1062	3796	110	423	643	734	828	1058
(%)	100	2	57	1	6	12	14	12	12	42	1	5	7	8	9	12
Rating	8.6	1.3	11.3	1.3	5.5	10.8	15.2	20.3	20.3	7.9	1.8	4.3	6.3	8.3	14.4	14.3
KOST-FM	11261	693	3902	264	924	975	780	556	402	6666	607	1544	1568	1408	877	663
(%)	100	6	35	2	8	9	7	5	4	59	5	14	14	13	8	6
Rating	10.6	5.9	8.5	4.0	9.0	9.3	9.3	10.6	7.7	13.8	9.9	15.6	15.4	16.0	15.2	8.9

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+
KPWR-FM	853	276	342	145	142	37	17	1		235	105	83	33	10	1	2
(%)	100	32	40	17	17	4	2			28	12	10	4	1		
Rating	.8	2.3	.7	2.2	1.4	.4	.2			.5	1.7	.8	.3	.1		
Share	5.0	19.9	4.4	15.1	7.5	2.0	1.2	.1		3.0	12.0	4.8	2.0	.7	.1	.2
KRCD-FM	295	6	140	14	41	43	14	13	15	149	3	22	57	26	17	24
(%)	100	2	47	5	14	15	5	4	5	50	1	8	19	9	6	8
Rating	.3	.1	.3	.2	.4	.4	.2	.2	.3	.3	.2	.2	.6	.3	.3	.3
Share	1.7	.4	1.8	1.5	2.2	2.3	1.0	1.4	1.9	1.9	.3	1.3	3.4	1.8	1.9	2.1
KRCV-FM	117		64	1	24	18	11	6	3	52	1	16	10	12	11	3
(%)	100		55	1	21	15	10	5	2	45	1	14	8	10	9	2
Rating	.1		.1		.2	.2	.1	.1	.1	.1		.2	.1	.1	.2	
Share	.7		.8	.1	1.3	1.0	.8	.6	.4	.7	.1	.9	.6	.8	1.2	.3
KRLA-AM	233		132	2	19	18	23	17	53	101	8	2	15	9	22	44
(%)	100		57	1	8	8	10	7	23	43	4	1	6	4	9	19
Rating	.2		.3		.2	.2	.3	.3	1.0	.2	.1		.1	.1	.4	.6
Share	1.4		1.7	.2	1.0	1.0	1.6	1.8	6.8	1.3	.9	.1	.9	.6	2.5	3.8
KROQ-FM	753	141	379	118	186	53	19	4		232	83	81	43	20	3	2
(%)	100	19	50	16	25	7	2	1		31	11	11	6	3		
Rating	.7	1.2	.8	1.8	1.8	.5	.2	.1		.5	1.4	.8	.4	.2	.1	
Share	4.4	10.1	4.8	12.3	9.8	2.8	1.3	.4		3.0	9.5	4.7	2.6	1.4	.3	.2
KRTH-FM	504	38	221	22	25	34	75	55	9	245	18	20	42	92	47	26
(%)	100	8	44	4	5	7	15	11	2	49	4	4	8	18	9	5
Rating	.5	.3	.5	.3	.2	.3	.9	1.0	.2	.5	.3	.2	.4	1.0	.8	.4
Share	3.0	2.7	2.8	2.3	1.3	1.8	5.3	5.9	1.1	3.2	2.1	1.2	2.5	6.3	5.3	2.3
KSCA-FM	319	14	170	22	54	58	20	16	1	135	15	46	43	12	14	5
(%)	100	4	53	7	17	18	6	5		42	5	14	13	4	4	1
Rating	.3	.1	.4	.3	.5	.6	.2	.3		.3	.2	.5	.4	.1	.2	.1
Share	1.9	1.0	2.2	2.3	2.8	3.1	1.4	1.7	.1	1.7	1.7	2.6	2.6	.8	1.6	.4
KSPN-AM	90	3	76	5	7	24	10	8	24	11	1	1	3	3	2	2
(%)	100	3	85	6	7	26	11	8	26	12	1	1	4	3	2	2
Rating	.1		.2	.1	.1	.2	.1	.2	.5							
Share	.5	.2	1.0	.5	.4	1.3	.7	.9	3.1	.1	.1	.1	.2	.2	.2	.2
KSSE-FM	383	22	155	36	68	40	8	3	1	205	43	94	49	10	9	1
(%)	100	6	41	9	18	11	2	1		54	11	25	13	3	2	
Rating	.4	.2	.3	.6	.7	.4	.1	.1		.4	.7	1.0	.5	.1	.2	
Share	2.3	1.6	2.0	3.8	3.6	2.1	.6	.3		2.6	4.9	5.4	2.9	.7	1.0	.1
KSUR-AM	84	2	39	4	1	6	3	3	22	44			4	2	9	29
(%)	100	2	46	5	1	7	4	4	26	52			4	2	10	34
Rating	.1		.1	.1		.1		.1	.4	.1					.2	.4
Share	.5	.1	.5	.4	.1	.3	.2	.3	2.8	.6			.2	.1	1.0	2.5
KTWW-FM	563	8	242	1	22	56	85	63	15	313	10	29	41	118	68	47
(%)	100	1	43		4	10	15	11	3	56	2	5	7	21	12	8
Rating	.5	.1	.5		.2	.5	1.0	1.2	.3	.6	.2	.3	.4	1.3	1.2	.6
Share	3.3	.6	3.1	.1	1.2	3.0	6.0	6.8	1.9	4.0	1.1	1.7	2.4	8.1	7.7	4.1
KWIZ-FM	55	5	25	3	16	5	1			25	8	10	6	2		
(%)	100	9	46	5	30	9	1			46	14	18	10	3		
Rating	.1		.1		.2					.1	.1	.1	.1			
Share	.3	.4	.3	.3	.8	.3	.1			.3	.9	.6	.4	.1		
KWKW-AM	85	1	44	4	7	14	7	2	11	39			2	15	6	3
(%)	100	1	52	5	8	16	8	3	13	46			2	17	7	4
Rating	.1		.1	.1	.1	.1	.1		.2	.1			.1	.1	.1	
Share	.5	.1	.6	.4	.4	.7	.5	.2	1.4	.5			.1	.9	.7	.3
KWVE-FM	98	4	52	2	13	14	13	8	1	42	2	12	16	8	2	3
(%)	100	4	53	2	14	15	13	8	1	43	2	12	16	8	2	3
Rating	.1		.1		.1	.1	.2	.2		.1		.1	.2	.1		
Share	.6	.3	.7	.2	.7	.7	.9	.9	.1	.5	.2	.7	1.0	.6	.2	.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+
KPWR-FM	17898	5622	6130	2575	2289	751	445	69		6145	2620	2083	888	435	71	49
(%)	100	31	34	14	13	4	2			34	15	12	5	2		
Rating	16.9	47.8	13.3	39.5	22.3	7.1	5.3	1.3		12.7	42.6	21.1	8.7	4.9	1.2	.7
KRCD-FM	3887	335	1803	270	565	424	265	94	184	1749	104	427	568	300	163	188
(%)	100	9	46	7	15	11	7	2	5	45	3	11	15	8	4	5
Rating	3.7	2.9	3.9	4.1	5.5	4.0	3.2	1.8	3.5	3.6	1.7	4.3	5.6	3.4	2.8	2.5
KRCV-FM	1726	14	855	29	271	187	190	140	37	858	47	246	173	179	134	80
(%)	100	1	50	2	16	11	11	8	2	50	3	14	10	10	8	5
Rating	1.6	.1	1.9	.4	2.6	1.8	2.3	2.7	.7	1.8	.8	2.5	1.7	2.0	2.3	1.1
KRLA-AM	3340	41	1782	45	176	318	330	344	568	1517	69	41	234	217	316	640
(%)	100	1	53	1	5	10	10	10	17	45	2	1	7	6	9	19
Rating	3.1	.3	3.9	.7	1.7	3.0	3.9	6.6	10.9	3.1	1.1	.4	2.3	2.5	5.5	8.6
KROQ-FM	15032	3104	6587	2030	2699	1256	473	81	48	5341	1706	1836	995	629	122	53
(%)	100	21	44	14	18	8	3	1		36	11	12	7	4	1	
Rating	14.2	26.4	14.3	31.1	26.3	11.9	5.7	1.5	.9	11.1	27.8	18.6	9.7	7.1	2.1	.7
KRTH-FM	12748	1536	5128	512	884	979	1538	944	271	6084	677	722	1098	1933	1096	559
(%)	100	12	40	4	7	8	12	7	2	48	5	6	9	15	9	4
Rating	12.0	13.1	11.1	7.8	8.6	9.3	18.4	18.0	5.2	12.6	11.0	7.3	10.8	21.9	19.0	7.5
KSCA-FM	5465	474	2645	488	765	801	366	164	62	2345	372	727	571	326	170	180
(%)	100	9	48	9	14	15	7	3	1	43	7	13	10	6	3	3
Rating	5.2	4.0	5.7	7.5	7.5	7.6	4.4	3.1	1.2	4.9	6.1	7.4	5.6	3.7	3.0	2.4
KSPN-AM	2953	153	2247	110	376	476	440	231	614	552	47	70	108	114	99	115
(%)	100	5	76	4	13	16	15	8	21	19	2	2	4	4	3	4
Rating	2.8	1.3	4.9	1.7	3.7	4.5	5.3	4.4	11.7	1.1	.8	.7	1.1	1.3	1.7	1.6
KSSE-FM	6730	799	2491	574	1078	584	187	42	26	3440	796	1344	852	258	134	56
(%)	100	12	37	9	16	9	3	1		51	12	20	13	4	2	1
Rating	6.3	6.8	5.4	8.8	10.5	5.6	2.2	.8	.5	7.1	13.0	13.6	8.3	2.9	2.3	.8
KSUR-AM	1608	39	770	30	65	48	97	129	402	799	31	23	102	76	181	386
(%)	100	2	48	2	4	3	6	8	25	50	2	1	6	5	11	24
Rating	1.5	.3	1.7	.5	.6	.5	1.2	2.5	7.7	1.7	.5	.2	1.0	.9	3.1	5.2
KTWV-FM	8461	289	3745	100	429	992	1157	652	415	4428	211	549	821	1467	777	603
(%)	100	3	44	1	5	12	14	8	5	52	2	6	10	17	9	7
Rating	8.0	2.5	8.1	1.5	4.2	9.4	13.8	12.4	7.9	9.2	3.4	5.6	8.0	16.6	13.5	8.1
KWIZ-FM	1388	133	659	103	345	170	14	28		596	188	266	104	27		11
(%)	100	10	47	7	25	12	1	2		43	14	19	7	2		1
Rating	1.3	1.1	1.4	1.6	3.4	1.6	.2	.5		1.2	3.1	2.7	1.0	.3		.1
KWKV-AM	1217	22	599	85	121	208	56	65	65	596	21	40	248	92	91	104
(%)	100	2	49	7	10	17	5	5	5	49	2	3	20	8	8	9
Rating	1.1	.2	1.3	1.3	1.2	2.0	.7	1.2	1.2	1.2	.3	.4	2.4	1.0	1.6	1.4
KWVE-FM	1806	83	806	36	168	278	202	65	56	917	56	200	290	169	110	91
(%)	100	5	45	2	9	15	11	4	3	51	3	11	16	9	6	5
Rating	1.7	.7	1.7	.6	1.6	2.6	2.4	1.2	1.1	1.9	.9	2.0	2.8	1.9	1.9	1.2

Listener Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener AQH Composition

Monday-Sunday 6AM-MID

AQH Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KXOL-FM	264	13	108	8	30	39	5	12	13	143	9	54	38	9	8	24
(%)	100	5	41	3	11	15	2	5	5	54	4	21	15	3	3	9
Rating	.2	.1	.2	.1	.3	.4	.1	.2	.2	.3	.1	.5	.4	.1	.1	.3
Share	1.6	.9	1.4	.8	1.6	2.1	.4	1.3	1.7	1.8	1.0	3.1	2.3	.6	.9	2.1
KXTA-AM	39		37	1	14	11	5	4	1	2		1	1			
(%)	100		95	3	37	29	12	11	3	5		1	2			1
Rating			.1		.1	.1	.1	.1								
Share	.2		.5	.1	.7	.6	.4	.4	.1			.1	.1			
XTRA-AM	56		46	1	11	10	11	8	6	9		2	2	2	2	1
(%)	100	1	83	1	20	18	19	14	11	17	1	4	3	4	4	2
Rating	.1		.1		.1	.1	.1	.2	.1					.1	.2	.1
Share	.3		.6	.1	.6	.5	.8	.9	.8	.1		.1	.1	.1	.2	.1
KYSR-FM	358	19	107	19	31	43	9	3	1	232	41	64	79	42	5	1
(%)	100	5	30	5	9	12	3	1		65	11	18	22	12	1	
Rating	.3	.2	.2	.3	.3	.4	.1	.1		.5	.7	.6	.8	.5	.1	
Share	2.1	1.4	1.4	2.0	1.6	2.3	.6	.3	.1	3.0	4.7	3.7	4.7	2.9	.6	.1
KZAB-FM	177	16	69	8	14	28	13	4	2	92	2	35	26	21	2	5
(%)	100	9	39	5	8	16	7	2	1	52	1	20	15	12	1	3
Rating	.2	.1	.1	.1	.1	.3	.2	.1		.2		.4	.3	.2		.1
Share	1.0	1.2	.9	.8	.7	1.5	.9	.4	.3	1.2	.2	2.0	1.6	1.4	.2	.4
KZLA-FM	406	21	149	10	22	21	48	32	16	236	18	39	34	82	25	39
(%)	100	5	37	3	5	5	12	8	4	58	4	10	8	20	6	9
Rating	.4	.2	.3	.2	.2	.2	.6	.6	.3	.5	.3	.4	.3	.9	.4	.5
Share	2.4	1.5	1.9	1.0	1.2	1.1	3.4	3.4	2.0	3.0	2.1	2.2	2.0	5.7	2.8	3.4
KGGI-FM	67	22	14	5	6	3				30	11	11	6	1		1
(%)	100	33	22	8	9	4				45	16	17	9	2		1
Rating	.1	.2		.1	.1					.1	.2	.1	.1			
Share	.4	1.6	.2	.5	.3	.2				.4	1.3	.6	.4	.1		.1
TOTALS	17010	1390	7854	960	1896	1877	1410	928	784	7766	877	1736	1675	1449	883	1146
(%)	100	8	46	6	11	11	8	5	5	46	5	10	10	9	5	7
Rating	16.0	11.8	17.0	14.7	18.5	17.9	16.8	17.7	15.0	16.1	14.3	17.6	16.4	16.4	15.3	15.5

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

Listener Cume Composition

Monday-Sunday 6AM-MID

Cume Persons (00)

	Persons 12+	Teens 12-17	Men 18+	Men 18-24	Men 25-34	Men 35-44	Men 45-54	Men 55-64	Men 65+	Women 18+	Women 18-24	Women 25-34	Women 35-44	Women 45-54	Women 55-64	Women 65+
KXOL-FM	4709	385	1872	338	603	516	209	131	75	2452	318	893	515	327	121	278
(%)	100	8	40	7	13	11	4	3	2	52	7	19	11	7	3	6
Rating	4.4	3.3	4.1	5.2	5.9	4.9	2.5	2.5	1.4	5.1	5.2	9.0	5.0	3.7	2.1	3.8
KXTA-AM	1152	26	994	80	304	272	192	67	80	131	12	37	46	8		28
(%)	100	2	86	7	26	24	17	6	7	11	1	3	4	1		2
Rating	1.1	.2	2.2	1.2	3.0	2.6	2.3	1.3	1.5	.3	.2	.4	.5	.1		.4
XTRA-AM	1703	16	1428	42	281	405	369	138	193	259	41	45	44	45	49	35
(%)	100	1	84	2	16	24	22	8	11	15	2	3	3	3	3	2
Rating	1.6	.1	3.1	.6	2.7	3.9	4.4	2.6	3.7	.5	.7	.5	.4	.5	.9	.5
KYSR-FM	9426	706	3247	522	1074	1150	351	97	54	5472	1226	1944	1364	753	126	60
(%)	100	7	34	6	11	12	4	1	1	58	13	21	14	8	1	1
Rating	8.9	6.0	7.0	8.0	10.5	10.9	4.2	1.9	1.0	11.4	20.0	19.7	13.4	8.5	2.2	.8
KZAB-FM	2897	324	1260	192	309	392	254	87	26	1313	93	349	409	201	91	169
(%)	100	11	44	7	11	14	9	3	1	45	3	12	14	7	3	6
Rating	2.7	2.8	2.7	2.9	3.0	3.7	3.0	1.7	.5	2.7	1.5	3.5	4.0	2.3	1.6	2.3
KZLA-FM	6450	408	2338	173	449	434	534	486	261	3704	315	767	722	920	507	474
(%)	100	6	36	3	7	7	8	8	4	57	5	12	11	14	8	7
Rating	6.1	3.5	5.1	2.7	4.4	4.1	6.4	9.3	5.0	7.7	5.1	7.8	7.1	10.4	8.8	6.4
KGGI-FM	2833	862	694	229	239	137	58		30	1277	535	352	277	76	8	28
(%)	100	30	24	8	8	5	2		1	45	19	12	10	3	1	1
Rating	2.7	7.3	1.5	3.5	2.3	1.3	.7		.6	2.6	8.7	3.6	2.7	.9	.1	.4
TOTALS	100885	11073	44016	6160	9880	10066	8064	5062	4784	45795	5898	9512	9901	8392	5419	6673
(%)	100	11	44	6	10	10	8	5	5	45	6	9	10	8	5	7
Rating	95.1	94.2	95.4	94.4	96.4	95.8	96.4	96.6	91.4	95.0	96.0	96.3	97.0	95.2	94.1	90.1

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 (%)	335 52	234 37	63 10	8 1	325 44	262 35	142 19	10 1	162 62	93 36	1 1	4 2	274 56	154 32	53 11	7 1
KBIG-FM (%)	80 17	152 33	225 49	3 1	102 14	142 19	472 65	15 2	78 32	110 46	39 16	14 6	78 21	112 30	175 47	7 2
KBUA-FM (%)	39 34	35 31	38 34		52 38	17 12	68 49	2 1	64 58	29 26	8 8	9 8	41 44	21 22	29 31	2 3
KBUE-FM (%)	195 39	126 25	166 33	9 2	168 32	86 16	252 48	18 3	212 52	90 22	59 15	44 11	176 44	83 21	123 31	18 4
KCBS-FM (%)	56 14	182 47	138 36	11 3	55 12	144 31	248 54	15 3	128 39	152 46	39 12	11 3	60 20	130 43	106 35	10 3
KDLT-FM (%)	10 16	33 53	17 27	2 3	22 23	38 39	36 37	1 1	26 42	24 39	11 18		16 27	25 41	18 30	1 2
KDLE-FM (%)	18 22	32 39	32 39		14 13	29 27	62 58	2 2	21 44	19 40	7 15	1 2	16 26	21 34	24 38	1 2
KFI -AM (%)	565 49	426 37	145 13	16 1	509 45	376 33	219 19	26 2	120 45	131 49	10 4	4 2	397 52	251 33	98 13	12 2
KFSH-FM (%)	54 30	101 56	24 13		70 35	83 41	45 22	3 1	80 45	88 49		10 5	56 38	74 49	17 11	2 2
KFWB-AM (%)	125 39	183 57	12 4	1	66 32	130 63	11 5		70 44	86 55	2 1		99 46	109 50	8 4	
KHHT-FM (%)	134 30	153 34	139 31	18 4	123 23	110 21	282 53	14 3	149 46	108 34	54 17	11 3	150 39	103 27	120 31	14 4
KHJ -AM (%)	130 53	63 25	54 22		138 60	32 14	58 25	1 1	138 77	15 8	25 14	1	105 60	31 18	37 21	1 1
KIIS-FM (%)	112 23	293 60	75 15	9 2	111 23	177 36	188 38	13 3	115 33	170 49	46 13	17 5	95 27	179 50	73 20	11 3
KVVS-FM (%)	9 24	14 38	14 38		2 8	5 17	20 74		5 32	10 63		1 5	5 24	8 36	9 40	
KJLH-FM (%)	114 30	187 49	73 19	6 2	99 25	129 33	156 40	7 2	196 53	120 33	25 7	27 7	131 42	116 37	60 19	8 3
KKBT-FM (%)	187 35	236 44	103 19	12 2	115 29	139 35	128 32	19 5	146 43	152 44	24 7	20 6	134 37	146 40	68 19	14 4
KKLA-FM (%)	74 52	60 42	7 5	1 1	46 38	59 49	14 11	1 1	20 51	17 44	2 5		45 51	36 41	7 8	1 1
KLAC-AM (%)	113 52	81 37	22 10	2 1	116 45	79 31	59 23	2 1	97 54	62 34	11 6	11 6	108 55	64 32	22 11	4 2
KLAX-FM (%)	466 39	328 28	387 33	8 1	389 37	235 22	423 40	15 1	317 54	159 27	84 14	22 4	330 43	198 26	236 30	11 1
KLOS-FM (%)	124 24	250 49	130 26	5 1	131 27	130 27	220 45	10 2	110 39	136 48	34 12	5 2	104 30	141 41	94 27	5 1
KLSX-FM (%)	333 34	427 44	195 20	14 1	223 29	253 33	280 36	15 2	82 61	46 34	4 3	3 2	176 34	205 40	122 24	9 2
KLTX-AM (%)	88 61	37 26	20 14		83 51	41 25	39 24		61 72	19 22	5 6		70 63	25 23	15 13	
KLVE-FM (%)	303 51	167 28	113 19	10 2	333 51	102 16	209 32	14 2	267 61	73 17	80 18	15 3	284 58	96 20	101 21	10 2
KLYY-FM (%)	81 39	63 30	57 28	5 3	185 46	73 18	135 33	12 3	125 56	56 25	30 14	10 5	100 47	49 23	58 27	7 3

* 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
KMXE-AM (%)	19 20	29 30	49 50		24 14	43 25	107 61		14 50	5 19	9 31		25 30	20 23	40 47	
KMZT-FM (%)	133 47	84 29	66 23	2 1	150 38	85 21	157 40	3 1	167 59	91 32	18 6	7 2	132 51	66 26	58 22	3 1
KNX -AM (%)	213 38	316 56	27 5	5 1	74 20	234 64	55 15	2 1	144 45	154 48	19 6	4 1	141 40	187 53	24 7	3 1
KOST-FM (%)	168 23	213 29	352 48	5 1	209 19	179 16	696 63	13 1	182 41	104 23	154 34	7 2	174 29	140 23	287 47	7 1
KPWR-FM (%)	261 32	385 47	148 18	23 3	159 23	222 32	289 41	29 4	252 45	195 35	66 12	43 8	204 35	222 39	122 21	29 5
KRCD-FM (%)	168 54	59 19	84 27	2 1	165 39	101 24	155 37	2 1	175 60	48 17	64 22	5 2	157 55	52 18	76 26	3 1
KRCV-FM (%)	57 44	42 33	29 23		53 34	45 29	57 37		69 52	26 20	38 29		54 46	30 25	33 28	
KRLA-AM (%)	245 65	86 23	35 9	10 3	267 64	80 19	64 15	7 2	55 88	6 9	1 1	1 1	156 67	47 20	25 11	6 3
KROQ-FM (%)	189 22	428 51	217 26	9 1	160 20	228 29	392 50	11 1	174 40	182 42	51 12	25 6	181 30	247 40	171 28	13 2
KRTH-FM (%)	157 27	247 43	170 29	5 1	154 23	201 29	313 46	14 2	258 47	205 37	75 13	16 3	154 33	169 36	134 29	9 2
KSCA-FM (%)	194 42	122 27	130 28	11 2	145 36	95 23	157 38	11 3	135 56	54 22	45 19	7 3	137 45	76 25	85 28	7 2
KSPN-AM (%)	35 30	75 65	6 5		16 16	65 66	16 17	1 1	58 57	33 33	10 10		36 40	45 51	7 8	
KSSE-FM (%)	169 32	205 39	144 27	12 2	190 40	103 22	175 37	7 1	169 54	94 30	42 13	7 2	143 40	120 33	91 25	7 2
KSUR-AM (%)	30 39	28 37	17 23	1 1	63 51	30 24	29 24	1 1	64 62	39 37	1 1		48 58	22 27	12 14	1 1
KTWV-FM (%)	213 32	214 32	240 35	10 1	262 27	183 19	511 53	11 1	285 55	195 38	23 5	16 3	211 38	150 27	185 33	9 2
KWIZ-FM (%)	22 44	17 34	9 18	2 3	26 33	7 9	44 55	3 3	29 46	24 38	8 13	2 3	22 43	13 25	15 29	1 3
KWKW-AM (%)	42 44	37 38	15 16	2 2	77 43	13 7	88 49		26 52	7 15	13 27	3 6	41 50	17 20	24 29	1 1
KWVE-FM (%)	39 28	66 47	35 25	1	37 25	42 28	68 46	1	34 54	24 38	2 3	3 5	31 33	36 39	25 27	1 1
KXDL-FM (%)	186 59	66 21	60 19	1	178 54	54 16	89 27	10 3	205 67	54 18	35 11	13 4	154 61	46 18	45 18	5 2
KXTA-AM (%)	12 27	26 57	7 15	1	33 33	30 31	35 35	1 1	1 11	7 72	2 16		12 32	16 42	10 25	1
XTRA-AM (%)	16 22	44 60	12 16	1 2	24 21	55 49	31 28	2 2	28 66	8 18	6 15	1 1	15 28	28 51	11 20	1 2
KYSR-FM (%)	146 28	228 43	145 27	11 2	85 17	123 25	284 57	7 1	118 41	131 45	24 8	16 5	89 26	134 39	108 32	8 2
KZAB-FM (%)	78 43	70 38	33 18	2 1	88 35	60 24	104 41	1	91 50	47 26	43 24	1	74 46	45 28	40 25	2 1
KZLA-FM (%)	174 33	243 46	109 21	5 1	184 33	190 34	180 32	5 1	190 48	171 44	26 7	6 1	141 36	162 42	79 21	4 1

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
KGFI-FM (%)	17 34	19 38	13 26	1 2	7 13	17 31	31 56		24 41	28 47	6 10	1 2	15 34	16 36	12 27	1 3
TOTALS (%)	7701 37	8230 39	4801 23	311 1	7260 32	6044 27	8687 39	426 2	6733 51	4495 34	1525 12	475 4	6478 41	5113 33	3707 24	322 2

* Listener estimates adjusted for reported broadcast schedule.

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

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KABC-AM										
SP '04	8:45	5:45	8:00	8:15	6:45	9:00	9:30	3:30	6:00	6:45
WI '04	8:30	7:45	7:15	7:30	8:30	8:00	7:45	6:15	6:00	7:00
FA '03	9:00	6:45	6:45	8:45	8:15	7:00	8:30	3:45	6:15	9:00
SU '03	7:30	3:30	6:45	7:15	4:00	7:15	7:30	2:00	6:00	6:45
4-Book	8:30	6:00	7:15	8:00	7:00	7:45	8:15	4:00	6:00	7:30
SP '03	9:15	5:30	7:15	8:30	6:30	8:30	9:15	4:00	5:30	7:30
KBIG-FM										
SP '04	5:30	5:15	6:00	6:00	5:15	5:30	5:45	5:15	6:15	6:15
WI '04	5:30	5:00	6:00	6:15	5:30	6:30	6:00	4:30	5:45	6:15
FA '03	4:45	4:30	4:45	5:00	4:00	4:30	4:45	4:45	5:00	5:00
SU '03	6:00	6:00	6:00	6:30	5:30	6:15	7:00	6:15	5:45	6:15
4-Book	5:30	5:15	5:45	6:00	5:00	5:45	6:00	5:15	5:45	6:00
SP '03	6:00	5:15	7:00	7:15	4:15	6:30	7:30	5:45	7:15	7:00
KBUA-FM										
SP '04	10:00	9:45	12:00	11:30	7:30	9:00	8:45	12:30	14:30	14:15
WI '04	9:30	10:15	9:15	8:00	10:00	8:45	5:45	10:45	10:30	11:15
FA '03	11:00	12:30	11:45	8:45	12:45	13:30	8:30	12:30	9:15	9:00
SU '03	11:00	14:00	10:30	8:00	15:00	12:00	7:15	12:45	9:15	8:45
4-Book	10:30	11:45	11:00	9:00	11:15	10:45	7:30	12:15	11:00	10:45
SP '03	8:15	9:30	7:30	7:30	10:45	7:15	6:45	7:00	7:45	8:00
KBUE-FM										
SP '04	9:00	9:00	9:15	8:00	10:15	9:45	8:30	7:15	8:15	7:45
WI '04	8:00	8:15	8:15	8:00	8:30	9:00	8:30	8:15	7:30	7:30
FA '03	7:45	8:45	8:45	8:00	9:30	10:30	9:15	7:45	6:45	6:30
SU '03	7:45	8:30	7:45	7:00	9:45	8:30	7:15	6:45	6:45	6:45
4-Book	8:15	8:45	8:30	7:45	9:30	9:30	8:30	7:30	7:15	7:15
SP '03	7:30	8:15	9:00	8:30	9:15	9:30	8:30	6:30	8:15	8:30
KCBS-FM										
SP '04	4:15	4:00	5:00	4:45	4:30	5:30	5:00	3:00	4:15	4:30
WI '04	5:00	4:30	5:15	5:30	5:00	6:00	6:00	4:00	4:15	4:30
FA '03	5:15	5:30	5:30	5:45	7:00	6:30	6:15	3:45	4:30	4:45
SU '03	5:15	4:00	5:45	6:00	4:00	6:15	6:45	4:00	5:00	5:00
4-Book	5:00	4:30	5:30	5:30	5:15	6:00	6:00	3:45	4:30	4:45
SP '03	5:00	4:45	5:30	5:30	5:30	6:00	5:45	4:15	4:45	5:00
KDLD-FM										
SP '04	5:30	5:00	6:00	6:30	6:00	6:30	5:45	3:45	5:45	7:00
WI '04	4:00	3:45	4:30	5:15	4:15	5:15	6:15	2:45	3:00	3:45
FA '03	3:30	3:45	3:30	3:30	4:00	3:15	2:45	3:15	4:00	4:00
SU '03	4:30	4:45	4:30	3:30	6:30	4:45	3:15	3:00	4:00	3:30
4-Book	4:30	4:15	4:45	4:45	5:15	5:00	6:00	3:15	4:15	4:30
SP '03	4:15	4:00	4:30	5:15	4:00	5:15	6:00	4:00	3:30	4:00
KDLE-FM										
SP '04	4:45	5:15	5:30	4:30	6:15	7:00	6:45	3:45	4:00	2:45
WI '04	6:15	5:00	7:30	10:45	5:15	8:15	10:30	4:30	7:00	11:15
FA '03	5:30	6:15	5:45	3:15	7:30	7:30	4:15	4:45	4:00	2:30
SU '03	5:15	5:30	5:00	4:15	4:00	3:15	2:45	6:45	7:00	6:00
4-Book	5:30	5:30	6:00	5:45	5:45	6:30	6:00	5:00	5:30	5:45
SP '03	4:30	4:45	5:15	4:45	6:15	7:00	5:30	3:45	3:45	4:15
KFI -AM										
SP '04	8:30	5:45	7:30	8:45	6:45	8:15	9:30	4:30	6:45	7:45
WI '04	8:45	7:45	8:30	8:30	8:45	9:15	9:15	6:45	7:30	8:00
FA '03	9:00	7:00	8:15	9:15	8:15	8:45	8:45	5:30	8:00	9:45
SU '03	8:00	6:00	7:00	8:15	6:15	7:00	8:15	5:30	7:15	8:30
4-Book	8:30	6:45	7:45	8:45	7:30	8:15	9:00	5:30	7:30	8:30
SP '03	9:00	5:45	8:00	8:45	7:15	8:45	9:30	3:45	7:00	8:15
KFSH-FM										
SP '04	7:00	5:45	8:00	8:30	6:30	9:30	9:45	5:00	7:00	7:45
WI '04	6:30	7:00	6:45	6:45	6:45	6:30	5:45	7:15	7:00	7:30
FA '03	5:45	4:45	6:15	6:45	4:00	5:00	6:00	5:15	7:00	7:15
SU '03	6:15	6:30	6:30	7:00	9:30	6:30	6:30	5:15	6:45	7:15
4-Book	6:30	6:00	7:00	7:15	6:45	7:00	7:00	5:45	7:00	7:30
SP '03	6:15	5:15	6:45	7:00	4:15	7:30	8:45	6:15	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
KFWB-AM										
SP '04	3:45	2:15	3:00	3:30	2:15	3:15	3:45	2:00	2:45	3:00
WI '04	4:00	2:45	3:30	3:30	2:00	3:15	3:45	4:15	3:30	3:15
FA '03	4:00	2:45	3:30	3:45	3:00	3:15	3:30	2:30	3:45	4:00
SU '03	4:15	2:15	3:15	3:30	2:30	3:30	4:00	1:45	2:45	3:00
4-Book	4:00	2:30	3:15	3:30	2:30	3:15	3:45	2:45	3:15	3:15
SP '03	4:00	2:30	3:15	3:45	2:45	3:15	4:15	2:30	3:00	3:15
KHHT-FM										
SP '04	6:45	5:45	7:00	8:45	4:45	6:00	8:15	6:30	7:30	9:15
WI '04	6:30	6:00	8:15	9:00	4:45	8:00	10:30	6:45	8:15	7:45
FA '03	6:15	6:00	7:00	7:15	6:15	7:45	7:15	5:45	6:30	7:00
SU '03	5:30	6:00	6:00	6:00	5:00	5:15	5:15	6:30	6:45	6:30
4-Book	6:15	6:00	7:00	7:45	5:15	6:45	7:45	6:30	7:15	7:45
SP '03	5:45	5:15	6:00	7:30	4:45	5:30	7:00	5:45	6:15	7:45
KHJ -AM										
SP '04	8:30	5:30	7:15	9:00	6:00	8:00	8:00	4:30	6:15	10:15
WI '04	9:00	6:45	9:00	10:00	7:45	7:30	7:30	5:00	11:30	14:00
FA '03	9:00	7:00	8:15	10:15	8:15	8:45	10:00	5:00	7:45	10:15
SU '03	8:15	7:30	7:00	9:15	8:15	8:30	10:30	6:30	4:45	7:45
4-Book	8:45	6:45	8:00	9:45	7:30	8:15	9:00	5:15	7:30	10:30
SP '03	9:15	7:15	9:30	9:00	6:00	8:15	9:15	9:15	11:15	8:45
KIIS-FM										
SP '04	4:15	4:00	3:45	3:45	3:45	3:00	3:00	4:15	4:15	4:00
WI '04	4:30	4:45	4:30	4:15	5:00	4:45	4:00	4:30	4:30	4:30
FA '03	4:15	4:15	4:15	4:00	4:15	3:45	3:15	4:00	4:30	4:15
SU '03	4:30	4:30	4:00	4:00	4:45	3:45	3:30	4:30	4:15	4:00
4-Book	4:30	4:30	4:15	4:00	4:30	3:45	3:30	4:15	4:30	4:15
SP '03	4:30	4:00	4:15	4:30	3:30	4:00	4:30	4:15	4:30	4:30
KVVS-FM										
SP '04	5:30	9:45	6:45	2:15	5:15	1:00	1:00	12:45	8:30	2:45
WI '04	5:45	4:45	4:45	5:00	3:45	4:00	3:15	5:15	5:15	6:30
FA '03	4:45	4:15	2:45	2:15	5:00	3:00	1:45	3:45	2:30	2:45
SU '03	5:00	6:00	5:15	3:15	3:15	2:45	3:00	7:30	6:15	3:15
4-Book	5:15	6:15	5:00	3:15	4:15	2:45	2:15	7:15	5:45	3:45
SP '03	4:45	5:00	5:15	4:15	4:30	1:30	1:30	5:30	6:15	5:30
KJLH-FM										
SP '04	9:30	6:45	11:00	11:45	6:15	10:00	10:45	7:00	11:30	12:15
WI '04	9:00	7:30	9:00	10:00	6:45	7:30	7:15	8:00	10:00	11:45
FA '03	8:15	6:15	8:45	9:45	5:45	7:45	9:15	6:30	9:15	10:00
SU '03	10:00	9:00	11:45	11:15	8:00	11:00	10:15	9:45	12:15	12:00
4-Book	9:15	7:30	10:15	10:45	6:45	9:00	9:30	7:45	10:45	11:30
SP '03	8:00	5:15	8:30	9:45	4:00	7:00	9:30	6:00	9:15	10:00
KKBT-FM										
SP '04	4:45	4:45	5:15	6:00	4:30	5:30	6:00	4:45	5:00	6:00
WI '04	5:15	5:15	5:30	6:00	5:30	5:00	5:00	4:45	6:00	6:45
FA '03	5:45	6:00	6:30	5:30	5:30	6:30	6:00	6:30	6:45	5:00
SU '03	5:45	5:30	6:45	7:00	5:00	6:30	6:15	5:45	7:15	7:45
4-Book	5:30	5:30	6:00	6:15	5:15	6:00	5:45	5:30	6:15	6:30
SP '03	5:30	4:45	6:15	6:45	5:30	7:15	8:00	4:15	5:30	6:00
KKLA-FM										
SP '04	5:45	3:30	5:45	6:45	3:45	4:15	5:00	2:30	7:15	7:45
WI '04	5:00	3:30	4:45	5:30	4:45	6:30	6:15	2:30	3:30	5:00
FA '03	6:00	4:00	5:45	7:00	5:30	6:30	7:15	3:15	5:15	6:45
SU '03	4:30	3:30	4:45	5:15	3:30	3:45	4:00	3:45	5:30	5:45
4-Book	5:15	3:45	5:15	6:15	4:30	5:15	5:45	3:00	5:30	6:15
SP '03	5:30	4:15	4:45	5:30	2:45	5:15	6:15	5:00	4:30	4:45
KLAC-AM										
SP '04	4:45	2:45	3:45	4:15	3:30	3:45	4:15	1:30	3:45	4:30
WI '04	6:00	2:30	4:15	4:45	2:30	4:00	4:30	3:00	5:15	5:15
FA '03	5:15	3:45	3:15	4:00	4:00	3:00	3:45	3:45	3:45	4:30
SU '03	6:45	7:15	6:15	7:00	8:30	8:00	6:45	6:30	4:00	7:30
4-Book	5:45	4:00	4:30	5:00	4:45	4:45	4:45	3:45	4:15	5:30
SP '03	4:30	2:30	4:15	3:45	3:00	4:45	4:45	1:45	3:30	3:00

** 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
KLAX-FM										
SP '04	9:45	9:30	11:30	11:15	10:30	12:15	11:45	8:30	10:30	10:45
WI '04	7:45	8:30	8:30	8:15	9:45	9:15	9:30	7:30	7:30	6:45
FA '03	7:30	8:15	8:30	7:30	9:15	9:30	7:45	7:00	7:15	7:00
SU '03	7:15	8:15	8:15	7:45	8:45	9:15	9:15	7:45	7:30	6:15
4-Book	8:00	8:45	9:15	8:45	9:30	10:00	9:30	7:45	8:15	7:45
SP '03	8:15	8:15	9:00	9:15	8:00	9:15	10:15	8:45	8:30	8:15
KLQS-FM										
SP '04	5:00	4:30	5:45	5:45	5:15	6:30	6:45	3:30	4:45	4:30
WI '04	5:30	4:15	6:00	6:30	5:00	7:30	7:30	2:45	4:00	4:45
FA '03	5:00	4:30	5:30	5:45	5:30	6:15	6:30	3:00	4:15	4:30
SU '03	5:30	5:30	5:45	6:00	6:15	6:30	7:00	4:15	4:45	5:00
4-Book	5:15	4:45	5:45	6:00	5:30	6:45	7:00	3:30	4:30	4:45
SP '03	5:15	3:45	6:00	6:30	4:30	6:15	6:45	3:00	5:15	5:45
KLSX-FM										
SP '04	9:00	9:15	8:45	8:45	10:15	9:30	9:00	7:45	7:45	8:15
WI '04	7:45	9:15	8:15	7:00	10:15	9:00	7:30	7:00	6:45	6:00
FA '03	7:45	7:30	7:45	8:00	9:00	9:00	9:15	4:30	5:30	5:45
SU '03	7:30	8:00	7:30	7:30	8:30	7:45	7:30	6:30	7:15	7:15
4-Book	8:00	8:30	8:00	7:45	9:30	8:45	8:15	6:30	6:45	6:45
SP '03	8:45	9:15	8:45	8:30	10:15	10:00	9:45	7:00	6:15	6:15
KLTX-AM										
SP '04	15:00	15:30	15:00	15:00	16:30	15:30	14:45	14:45	14:45	15:15
WI '04	13:15	11:45	14:00	14:15	19:30	16:00	14:15	8:00	12:15	14:00
FA '03	13:45	12:30	14:00	16:30	10:00	13:15	15:00	15:00	14:30	17:45
SU '03	11:45	12:45	13:00	12:00	8:30	9:30	11:30	16:30	15:15	12:30
4-Book	13:30	13:15	14:00	14:30	13:45	13:30	14:00	13:30	14:15	15:00
SP '03	18:15	20:00	17:00	17:30	20:45	12:30	8:15	19:00	20:15	22:45
KLVE-FM										
SP '04	7:00	7:30	7:00	6:30	7:15	6:45	6:15	7:30	7:00	6:45
WI '04	7:45	7:00	8:15	9:15	6:30	7:00	8:30	7:30	9:00	9:45
FA '03	7:00	6:15	7:00	8:00	6:00	6:00	6:30	6:45	8:00	9:00
SU '03	7:00	6:00	6:45	7:45	5:15	6:00	7:15	6:45	7:15	8:15
4-Book	7:15	6:45	7:15	8:00	6:15	6:30	7:15	7:15	7:45	8:30
SP '03	6:30	6:00	7:00	7:15	5:45	6:30	7:00	6:00	7:15	7:45
KLYY-FM										
SP '04	7:00	8:00	7:15	6:15	8:00	7:30	6:45	8:00	7:15	5:30
WI '04	7:15	8:00	8:15	7:45	8:30	8:30	7:30	7:30	8:00	7:45
FA '03	6:45	6:45	7:45	7:45	7:15	9:00	8:30	6:15	6:45	7:00
SU '03	6:15	6:15	6:00	6:15	6:15	5:45	5:45	6:00	6:15	6:45
4-Book	6:45	7:15	7:15	7:00	7:30	7:45	7:15	7:00	7:00	6:45
SP '03	6:30	6:45	7:30	6:45	7:00	7:15	6:45	6:30	7:45	6:45
+KMXE-AM										
SP '04	11:45	14:45	13:45	12:15	17:00	14:45	11:00	4:30	10:45	14:00
WI '04	**	**	**	**	**	**	**	**	**	**
FA '03	**	**	**	**	**	**	**	**	**	**
SU '03	**	**	**	**	**	**	**	**	**	**
4-Book	**	**	**	**	**	**	**	**	**	**
SP '03	**	**	**	**	**	**	**	**	**	**
KMZT-FM										
SP '04	5:45	4:15	5:00	5:45	2:30	4:30	6:30	6:00	5:30	5:30
WI '04	7:15	4:15	4:45	6:15	4:15	4:45	7:00	4:15	5:00	5:45
FA '03	6:15	2:45	5:15	6:30	2:45	5:15	8:15	2:30	5:15	5:00
SU '03	5:45	4:30	4:15	5:00	5:30	3:15	4:15	3:30	5:00	5:45
4-Book	6:15	4:00	4:45	6:00	3:45	4:30	6:30	4:00	5:15	5:30
SP '03	6:30	4:00	4:45	7:00	4:00	5:30	7:00	3:45	4:15	7:00
KNX -AM										
SP '04	5:00	3:00	4:00	5:00	3:30	4:15	5:15	2:15	3:15	4:45
WI '04	5:00	2:45	4:30	5:00	2:45	5:15	5:30	2:30	3:00	4:00
FA '03	4:15	3:00	3:30	4:00	2:45	3:45	4:15	3:00	3:15	3:45
SU '03	4:45	2:45	3:45	4:30	2:30	4:00	4:15	3:00	3:45	4:30
4-Book	4:45	3:00	4:00	4:45	3:00	4:15	4:45	2:45	3:15	4:15
SP '03	4:45	3:00	4:00	4:30	3:30	4:30	4:45	2:15	3:15	4:00

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KOST-FM										
SP '04	7:00	7:30	7:45	7:30	7:00	7:15	6:45	7:45	8:15	7:45
WI '04	6:15	5:00	7:00	7:45	5:00	8:15	8:45	5:00	6:15	7:00
FA '03	6:15	4:45	6:15	7:15	4:30	5:30	7:00	5:00	6:30	7:15
SU '03	6:30	5:45	6:30	7:00	5:30	5:30	5:45	6:00	7:00	7:30
4-Book	6:30	5:45	7:00	7:30	5:30	6:45	7:00	6:00	7:00	7:30
SP '03	7:00	6:30	7:30	8:00	5:45	6:30	7:15	6:45	8:15	8:30
KPWR-FM										
SP '04	6:00	6:15	6:00	4:45	7:30	7:00	5:30	5:00	4:45	4:00
WI '04	6:15	6:15	5:15	4:45	7:15	6:00	4:15	4:45	4:15	5:30
FA '03	6:00	6:15	5:15	4:15	6:15	6:00	4:30	6:00	4:30	4:00
SU '03	6:00	6:15	5:15	4:15	6:45	6:15	5:30	5:30	4:15	3:15
4-Book	6:00	6:15	5:30	4:30	7:00	6:15	5:00	5:15	4:30	4:15
SP '03	6:30	6:30	5:45	5:15	7:45	6:30	5:45	5:00	5:00	5:00
KRCD-FM										
SP '04	9:30	7:15	10:00	11:45	8:15	10:00	11:15	6:00	10:15	12:15
WI '04	10:30	8:45	11:00	12:00	7:30	9:30	9:45	10:15	12:30	13:45
FA '03	9:30	7:30	10:15	12:00	7:30	9:45	10:15	7:15	11:00	13:30
SU '03	7:45	7:30	8:30	8:45	7:30	8:00	8:45	7:30	9:00	8:30
4-Book	9:15	7:45	10:00	11:15	7:45	9:15	10:00	7:45	10:45	12:00
SP '03	7:30	5:30	7:30	8:15	4:30	8:00	10:00	6:15	7:15	6:30
KRCV-FM										
SP '04	8:30	9:15	9:15	8:30	10:45	10:30	8:45	7:30	8:00	8:15
WI '04	7:45	7:45	7:30	8:00	7:15	8:00	9:00	8:15	7:15	6:45
FA '03	9:15	4:15	8:30	10:45	4:45	8:15	9:30	4:00	8:30	11:30
SU '03	9:30	8:15	10:15	11:00	9:45	13:30	11:00	7:00	8:30	11:00
4-Book	8:45	7:30	9:00	9:30	8:15	10:00	9:30	6:45	8:00	9:30
SP '03	8:15	7:30	7:00	7:45	7:30	6:15	8:45	7:15	8:00	6:45
KRLA-AM										
SP '04	8:45	12:15	8:15	7:30	12:00	9:15	7:30	12:30	6:45	7:30
WI '04	6:15	9:30	6:45	5:30	4:00	6:45	6:30	26:30	6:45	4:00
FA '03	7:15	8:15	6:15	6:45	9:45	6:00	7:15	5:30	6:30	6:00
SU '03	8:00	5:30	8:00	7:45	6:00	9:30	9:15	5:15	5:45	5:30
4-Book	7:30	9:00	7:15	7:00	8:00	8:00	7:45	12:30	6:30	5:45
SP '03	6:45	2:00	7:15	7:15	1:45	7:30	8:15	2:15	7:00	6:30
KROQ-FM										
SP '04	6:15	7:15	6:30	5:00	8:00	7:15	5:15	5:45	5:15	4:45
WI '04	5:45	5:45	6:00	5:30	6:15	6:45	6:30	5:15	4:45	4:00
FA '03	6:00	6:30	6:15	5:30	7:00	6:30	6:00	6:00	5:45	5:00
SU '03	6:30	6:45	6:00	4:45	7:30	6:45	5:00	6:00	5:15	4:30
4-Book	6:15	6:30	6:15	5:15	7:15	6:45	5:45	5:45	5:15	4:30
SP '03	6:15	6:45	6:00	5:45	7:15	6:45	6:45	5:45	4:45	3:45
KRTH-FM										
SP '04	5:00	3:45	5:00	5:45	4:15	5:00	6:00	3:30	5:15	5:30
WI '04	5:45	3:45	5:15	6:30	3:30	4:30	6:15	4:00	5:45	6:45
FA '03	5:45	4:00	6:00	6:30	4:45	6:15	7:00	3:15	5:30	6:15
SU '03	5:00	4:00	5:30	5:45	4:00	5:45	6:00	4:00	5:30	5:30
4-Book	5:30	4:00	5:30	6:15	4:15	5:30	6:15	3:45	5:30	6:00
SP '03	5:45	5:00	5:30	6:00	5:30	5:00	5:45	4:30	5:45	6:15
KSCA-FM										
SP '04	7:15	7:15	8:15	8:30	7:30	8:30	8:45	7:00	7:45	8:15
WI '04	9:00	9:00	10:00	10:00	10:45	10:30	10:00	6:30	9:00	10:00
FA '03	10:45	10:00	11:45	12:30	12:00	13:15	13:00	7:15	10:00	12:00
SU '03	11:15	11:00	12:15	13:00	12:15	13:30	13:30	9:30	11:00	12:30
4-Book	9:30	9:15	10:30	11:00	10:45	11:30	11:15	7:30	9:30	10:45
SP '03	10:15	9:45	11:45	11:45	10:45	12:15	11:30	8:45	11:00	12:00
KSPN-AM										
SP '04	3:45	2:45	3:45	4:15	3:00	3:45	4:30	1:45	3:00	3:00
WI '04	4:00	4:45	3:45	3:15	4:45	3:45	3:30	5:15	5:15	1:45
FA '03	4:00	3:30	4:00	4:00	4:00	4:15	4:00	2:15	3:00	3:00
SU '03	4:45	4:30	5:30	5:30	4:00	5:15	6:00	9:30	7:00	4:30
4-Book	4:15	4:00	4:15	4:15	4:00	4:15	4:30	4:45	4:30	3:00
SP '03	3:30	3:15	3:15	3:15	3:30	3:45	3:30	2:30	1:30	1:45

** Station(s) not reported this survey.

*Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

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
KSSE-FM										
SP '04	7:15	8:00	7:45	7:15	7:45	8:00	8:00	8:00	7:45	6:45
WI '04	7:00	7:45	7:15	6:15	8:00	7:00	6:45	7:30	7:15	6:00
FA '03	7:15	8:00	8:00	7:30	6:30	6:45	7:15	9:00	9:00	7:45
SU '03	7:45	8:30	7:30	6:15	7:45	7:30	7:45	9:15	7:15	5:00
4-Book	7:15	8:00	7:45	6:45	7:30	7:15	7:30	8:30	7:45	6:30
SP '03	6:15	6:30	7:00	6:30	6:15	6:45	6:45	6:45	7:00	6:30
KSUR-AM										
SP '04	6:30	4:30	5:00	5:15	6:30	6:00	5:45	1:00	3:45	5:00
WI '04	9:15	3:15	7:30	7:15	2:15	8:15	8:45	4:00	6:15	5:30
FA '03	8:15	2:30	9:00	7:15	2:30	9:30	6:30	0:00	8:30	7:45
SU '03	6:30	3:45	5:00	6:00	2:00	4:30	6:00	5:00	5:15	6:15
4-Book	7:45	3:30	6:45	6:30	3:15	7:00	6:45	2:30	6:00	6:15
SP '03	8:00	3:00	7:00	7:45	1:30	9:00	8:45	3:30	5:30	6:45
KTWV-FM										
SP '04	8:30	6:00	8:15	9:15	5:30	8:00	9:15	6:30	8:15	9:15
WI '04	9:00	6:45	9:15	9:45	7:30	9:30	10:30	6:30	9:00	9:00
FA '03	8:30	5:30	8:00	9:15	2:45	6:45	9:00	7:15	8:45	9:15
SU '03	8:15	6:30	7:30	8:30	6:00	8:15	9:45	6:45	7:00	7:45
4-Book	8:30	6:15	8:15	9:15	5:30	8:15	9:45	6:45	8:00	8:45
SP '03	9:00	7:00	8:45	9:00	6:30	8:30	9:00	7:15	8:45	9:15
KWIZ-FM										
SP '04	5:00	5:00	5:30	5:00	5:15	5:15	3:45	4:45	5:30	7:15
WI '04	7:00	7:45	5:45	6:00	12:00	7:15	6:15	5:15	5:00	5:45
FA '03	8:00	8:15	8:00	7:45	7:45	6:30	7:00	8:45	10:00	8:30
SU '03	5:45	5:45	6:30	7:00	6:00	6:30	8:45	5:45	6:45	5:45
4-Book	6:30	6:45	6:30	6:30	7:45	6:30	6:30	6:15	6:45	6:45
SP '03	6:30	7:30	7:00	5:30	7:00	5:00	4:30	8:15	9:00	6:15
KWKV-AM										
SP '04	8:45	6:15	9:15	9:15	6:45	8:45	8:45	4:45	9:45	9:45
WI '04	7:30	8:30	8:15	7:30	8:30	7:00	6:15	8:30	10:15	9:15
FA '03	**	**	**	**	**	**	**	**	**	**
SU '03	7:00	5:30	7:15	7:15	5:30	5:45	4:45	5:15	8:15	9:15
4-Book	**	**	**	**	**	**	**	**	**	**
SP '03	7:30	7:00	6:30	7:30	5:00	5:30	7:30	9:30	7:45	7:30
KWVE-FM										
SP '04	6:45	8:00	7:15	7:00	9:45	8:00	8:15	6:30	6:45	5:45
WI '04	6:00	5:15	6:45	6:45	6:15	6:30	6:30	4:00	6:45	6:45
FA '03	5:15	3:15	5:15	5:30	4:00	5:00	4:45	2:30	5:30	6:00
SU '03	5:45	5:00	5:00	6:30	7:00	4:30	4:15	4:00	5:30	7:45
4-Book	6:00	5:30	6:00	6:30	6:45	6:00	6:00	4:15	6:15	6:30
SP '03	6:00	4:15	6:15	7:15	5:00	6:45	6:45	3:45	6:00	7:30
KXOL-FM										
SP '04	7:00	6:00	7:15	7:45	5:15	7:00	8:15	6:30	7:15	7:15
WI '04	7:30	7:15	8:00	8:45	7:30	8:45	10:15	7:15	7:15	7:15
FA '03	7:30	6:45	8:00	9:00	5:45	7:45	9:30	7:15	8:15	8:30
SU '03	7:45	8:15	8:00	7:30	7:45	7:45	6:45	9:00	8:15	7:45
4-Book	7:30	7:00	7:45	8:15	6:30	7:45	8:45	7:30	7:45	7:45
SP '03	7:30	7:00	7:30	7:30	6:30	7:30	7:30	7:45	7:30	7:30
KXTA-AM										
SP '04	4:15	4:45	4:45	4:30	5:15	5:00	4:45	1:30	1:45	1:45
WI '04	4:15	5:00	4:30	4:15	5:30	4:45	4:30	1:15	3:45	3:45
FA '03	5:00	5:45	5:30	5:15	5:45	6:00	5:45	0:00	0:45	1:00
SU '03	4:45	4:45	5:30	5:15	4:45	5:30	5:15	1:00	5:00	6:00
4-Book	4:30	5:00	5:00	4:45	5:15	5:15	5:00	1:00	2:45	3:15
SP '03	5:30	8:00	6:15	4:45	8:15	6:30	4:45	0:30	2:45	4:00
XTRA-AM										
SP '04	4:15	4:30	4:00	4:15	4:30	3:45	4:00	3:45	5:30	5:30
WI '04	4:15	5:30	4:00	3:45	5:30	4:15	4:00	5:00	2:00	1:30
FA '03	4:00	3:30	4:00	4:15	4:00	4:00	4:00	1:00	2:00	6:30
SU '03	5:30	6:30	5:30	5:45	6:15	5:15	6:00	9:15	5:45	4:00
4-Book	4:30	5:00	4:30	4:30	5:00	4:15	4:30	4:45	3:45	4:30
SP '03	4:00	4:00	4:30	4:15	3:45	4:45	4:30	6:00	2:15	2:30

Time Spent Listening

** Station(s) not reported this survey.

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

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

Time Spent Listening

Monday-Sunday 6AM-MID										
Hours and Minutes										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KYSR-FM										
SP '04	4:45	4:00	5:00	6:00	4:00	4:00	4:30	4:15	5:45	7:00
WI '04	4:15	4:00	4:45	5:15	3:45	4:00	4:15	4:00	5:30	6:00
FA '03	4:45	4:30	5:00	5:15	4:15	4:15	5:00	4:45	5:15	5:30
SU '03	4:45	4:15	5:15	6:00	3:30	4:45	5:45	4:45	5:30	6:00
4-Book	4:45	4:15	5:00	5:45	4:00	4:15	5:00	4:30	5:30	6:15
SP '03	5:00	5:15	5:15	5:15	5:15	5:30	5:00	5:15	5:15	5:15
KZAB-FM										
SP '04	7:45	8:00	9:00	8:15	5:30	7:15	7:45	10:30	10:45	8:45
WI '04	11:30	9:30	12:15	14:00	9:00	13:45	18:15	10:00	10:45	11:00
FA '03	9:45	9:00	11:00	11:30	8:15	12:00	13:45	9:30	10:15	9:45
SU '03	10:30	10:00	10:30	11:00	14:00	13:45	13:45	6:15	8:00	9:00
4-Book	10:00	9:15	10:45	11:15	9:15	11:45	13:30	9:00	10:00	9:45
SP '03	10:00	10:00	10:30	10:45	10:45	9:45	8:45	9:30	11:30	13:15
KZLA-FM										
SP '04	8:00	6:30	8:00	8:30	6:30	8:00	8:45	6:45	8:00	8:15
WI '04	7:15	6:00	8:00	8:00	7:15	9:15	8:45	5:30	7:00	7:30
FA '03	8:30	7:15	9:15	9:30	6:15	8:00	8:15	7:30	10:00	10:15
SU '03	7:15	5:00	7:15	8:30	4:30	6:45	8:15	5:15	7:45	8:30
4-Book	7:45	6:15	8:15	8:45	6:15	8:00	8:30	6:15	8:15	8:45
SP '03	7:45	6:45	8:15	8:30	6:15	9:00	8:30	7:15	8:00	8:30
KGGI-FM										
SP '04	3:00	3:00	3:00	2:30	3:00	2:30	2:00	3:15	3:15	2:30
WI '04	**	**	**	**	**	**	**	**	**	**
FA '03	3:00	3:00	2:30	2:30	3:45	2:45	1:30	2:30	2:15	2:45
SU '03	3:00	3:00	3:30	3:45	3:30	3:15	4:00	2:45	3:30	3:30
4-Book	**	**	**	**	**	**	**	**	**	**
SP '03	3:00	2:45	3:00	5:00	2:45	2:15	6:30	2:45	3:15	3:30

** Station(s) not reported this survey.

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Notations

Cume Duplication Percent

Persons 12+																					
Monday-Sunday 6AM-MID																					
	KABC-AM	KBIG-FM	KBUA-FM	KBUE-FM	KCBS-FM	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	KLOS-FM	KLSX-FM
Cume Pers. (00)	7003	8830	1217	7053	9356	1395	1723	11376	3070	7284	8524	2642	15925	547	4327	13300	1947	5444	10319	8908	7320
KABC-AM	100	4			7	5	2	37	7	14	1	1	2		3	1	11	19		5	10
KBIG-FM	5	100		5	17	14	12	7	7	8	14	2	19	4	6	9	14	9	4	14	12
KBUA-FM			100	1										5							
KBUE-FM		4	5	100	1	6	3		1	1	8	34	5		2	10	1	1	34	1	2
KCBS-FM	9	19	1	1	100	23	14	8	10	13	9	3	10		6	8	11	2	46	20	
KDLD-FM	1	2		1	3	100		1	1	1	2	2	1		1	1	1		3	4	
KDLE-FM		2		1	3		100	1	2	1	1		3		1			1	3	3	
KFI-AM	60	9		10	6	9	100	11	21	4	5	5	10	5	2	15	26	1	12	20	
KFSH-FM	3	2		1	3	3	3	100	2	1			3	3	1	1	29	2	3		
KFWB-AM	15	7		1	10	6	3	13	6	100	2	4	4	5	2	8	24	9	9	10	
KHHT-FM	2	14	12	10	8	10	6	3	4	2	100	3	14	13	32	36	6	4	6	7	
KHJ-AM	1	1	12	13	1			1	2	2	1	100	1	8		1			11		
KIIS-FM	3	34	8	10	16	14	27	7	16	8	27	4	100	21	11	37	10	10	6	16	12
KVVS-FM			2								1	2	1	100					1		
KJLH-FM	2	3		1				2	2	3	16	3	3	100	15	9	3	3	1	1	2
KKBT-FM	2	13	11	18	9	6	10	3	5	4	57	2	31	12	47	100	7	7	11	7	10
KKLA-FM	3	3			2	1		3	18	2	1	1	1		4	1	100	2		2	1
KLAC-AM	15	5			6	4	1	12	4	18	2	1	3		4	3	5	100	1	6	8
KLAX-FM		5	30	49	3	2	4	1	1	1	7	43	4	11	1	9	1	2	100	2	5
KLOS-FM	7	14	2	1	44	18	16	9	9	11	7	2	9	5	1	5	10	9	1	100	23
KLSX-FM	11	10	1	3	16	23	15	13	1	10	6	1	5	5	3	5	2	11	4	19	100
KLTX-AM								4			1				2	1	1	1	1	1	1
KLVE-FM		9	27	26	3	4	5	1	3	2	8	33	9	12	2	8	4	2	28	4	3
KLYY-FM		3	2	18	1	2	2	1	1	1	3	20	2	2	3	1			15	1	1
KMXE-AM		1	2	1								6		6		1			3		
KMZT-FM	9	7	2	1	7	8	3	8	7	13	2	3	3	3	2	2	8	9	1	7	5
KNX-AM	21	9			11	14	2	19	6	32	3	3	6	7	2	4	28	1	9	12	12
KOST-FM	10	38	2	4	14	11	11	14	11	15	14	5	18	9	9	10	18	12	3	12	12
KPWR-FM	2	19	23	33	15	15	17	3	8	6	60	6	42	8	37	73	5	8	18	11	16
KRCD-FM		3	14	16	1	1	1	1	1	1	3	20	2		1	3	1	1	13	1	1
KRCV-FM		1	1	6							1	12					1		7		1
KRLA-AM	30	2			3	1	1	18	6	7	1	1	1			8	11		3	4	
KROQ-FM	7	21	6	6	31	52	56	9	11	11	16	2	28	3	3	18	5	7	4	36	27
KRTH-FM	9	26	9	10	29	20	15	12	10	15	14	6	15	7	10	14	16	8	21	15	15
KSCA-FM		4	23	32	2	3	2	1		5	30	2	2	2	4	3		28	1	1	1
KSPN-AM	10	2			4	3	8	7	5	11	1	1	1		2	1	2	13	5	9	9
KSSE-FM	1	8	8	19	3	7	9	2		1	6	10	8	4	1	7	1	2	17	2	4
KSUR-AM	5	1			1	3		4	1	5		2		2		3	12		1	2	2
KTVV-FM	9	14		2	13	4	4	9	10	13	14	1	7	4	27	10	18	14	2	12	9
KVIZ-FM		2	2	7			2				1	4	2			1		1	6	1	1
KWKV-AM				3				1				10					1		4		
KVVE-FM	2	2	3	1	1		3	2	13	1	1	1	1		3	13	1	1	1	1	1
KXOL-FM		3	26	18	1	1	2	2	2	1	4	26	2	13	1	4	3	21	2	1	1
KXTA-AM	2	1			1	3		2	1	3	2		1		1	1	6		1	2	6
XTRA-AM	4	2			2	2	4	5	1	5	1		1		2	1	1	8	2	4	4
KYSR-FM	6	27		1	21	22	16	9	8	11	11	1	20	13	4	9	7	2	20	18	18
KZAB-FM	1	2	3	7	2	2		1	1		2	12	3		3	3	1	10	2	2	7
KZLA-FM	6	8			13	1	3	7	11	8	3		5	2	1	2	8	10		10	7
KGGI-FM		4	1	3	3	3	4	1	3	2	14	1	9	25	5	12	4	1	2	3	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

	KLTX-AM	KLVE-FM	KLYY-FM	KMXE-AM	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	KTWV-FM	KWIZ-FM	KWKW-AM	KWVE-FM
Cume Pers. (00)	975	9431	4011	910	5816	9141	11261	17898	3887	1726	3340	15032	12748	5465	2953	6730	1608	8461	1388	1217	1806
KABC-AM	2			2	11	16	6	1	1	1	64	3	5		24	1	20	7		1	7
KBIG-FM		9	7	9	10	9	30	9	6	3	5	12	18	6	6	11	5	15	10	1	9
KBUA-FM		4	1	2				2	4	1			1	5		1		2	2		2
KBUE-FM	1	20	31	9	2		3	13	29	25		3	5	41		20	1	2	34	15	4
KCBS-FM	1	3	1		11	11	12	8	2	3	8	20	21	4	13	4	7	14	3	2	6
KDLD-FM		1	1		2	2	1	1				5	2	1	1	1	2	1			
KDLE-FM		1	1		1		2	2	2			6	2	1	5	2		1	2		3
KFI-AM		2	2	6	16	23	14	2	2	2	63	7	11	1	26	3	28	12			11
KFSH-FM	14	1			4	2	3	1	1		5	2	2		5		1	4		2	22
KFWB-AM		2	1		17	26	10	2	2	3	16	5	9		26		22	11	1	2	5
KHHT-FM	1	7	6	1	2	2	10	29	6		2	9	9	7	3	8		14	4	2	2
KHJ-AM	2	9	13	18	1	1	1	1	14	18	1		1	14	1	4	3		8	22	1
KIIS-FM	7	15	6	6	9	10	26	38	8	2	4	30	19	7	8	20	5	13	17	1	8
KVVS-FM		1		3									1								
KJLH-FM	1	1			2	3	3	9	1		1	1	3		3	1	7	14	1	1	6
KKBT-FM	10	12	9	4	4	3	12	54	11	2	1	16	10	11	5	14	1	15	11		3
KKLA-FM	3	1	1	2	3	1	3	1	2		4	1	2	1	1		3	4		1	14
KLAC-AM	4	1	1	3	8	17	6	3	1		18	3	7		24	1	42	9	5	2	4
KLAX-FM	8	31	40	34	2	1	3	10	34	44		3	6	53	26	1	2	44	33		5
KLOS-FM	3	4	2	2	10	9	10	5	2		7	21	15	2	14	2	5	12	3		6
KLSX-FM	4	2	1		7	9	8	7	1	5	9	13	9	1	21	5	7	8	4		2
KLTX-AM	100	1	1	3				1	1	2			1	1							4
KLVE-FM	8	100	32	37	4	1	8	10	39	32		5	7	31		41		5	31	24	11
KLYY-FM	3	14	100	23	1		2	4	20	27		1	2	20		16		1	41	28	1
KMXE-AM	3	4	5	100		1		2	5				1	4	1	4			3	9	
KMZT-FM		2	1	3	100	15	9	2	4	1	13	4	6	1	10	3	21	9		2	5
KNX-AM		1	1	7	24	100	9	2	1	1	26	5	10	1	26	2	22	14	1	3	7
KOST-FM		10	5		17	11	100	10	6	6	11	10	22	5	11	10	14	18	6	4	11
KPWR-FM	9	19	17	8	5	4	17	100	17	3	2	30	17	20	4	24	2	13	23	4	4
KRCD-FM	3	16	19	7	2		2	4	100	11		1	4	16	1	11		1	18	20	3
KRCV-FM	3	6	12	9			1		5	100			1	8		4		9	6	2	2
KRLA-AM	2				7	9	3				100	2	3		16	1	15	4		1	8
KROQ-FM		8	2		10	9	14	25	5	2	7	100	18	5	17	12	3	9	6		10
KRTH-FM	3	10	7	12	14	14	25	12	13	7	10	15	100	9	12	8	17	18	8	3	10
KSCA-FM	5	18	28	26	1		2	6	22	26		2	4	100		15		2	32	18	6
KSPN-AM				3	5	8	3	1			14	3	3		100		15	5			2
KSSE-FM		29	27	32	3	1	6	9	18	16	1	6	4	18		100	1	2	39	16	6
KSUR-AM					6	4	2				7		2		8		100	3			1
KTWV-FM	2	4	3	2	13	13	14	6	3	1	9	5	12	2	14	3	16	100	5	2	11
KWIZ-FM		5	14	5			1	2	6	7		1	1	8		8		1	100	1	2
KWKV-AM	9	3	9	12					6	4				4		3			1	100	2
KWVE-FM	8	2			1	1	2		1	2	4	1	1	2	1	2	1	2	2	3	100
KXOL-FM	3	23	24	22	1	1	2	4	30	27		1	4	23		15		2	29	18	3
KXTA-AM					1	2	1	1	1			2	1					1	3	2	1
XTRA-AM					2	4	2	1			2	3	1		21		2	2	4		4
KYSR-FM		4	2		8	11	16	9	2	2	8	22	12	2	8	7	8	11	3	1	6
KZAB-FM	1	15	13	15	1		2	3	14	19	1	1	3	9		11		1	17	14	3
KZLA-FM		1	1		7	7	9	3	1		4	6	11		4	2	5	9	2		5
KGGI-FM	1	2	2		1	1	4	10	4			5	3	1	1	2		2	1		1

Cume Duplication Percent

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

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

Exclusive & Overnight Listening

Persons 12+

Monday-Sunday

	Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr		Exclusive 6AM-MID		Overnight MID-6AM		7-Day 24-Hr
	(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)		(00)	%	AQH (00)	Cume (00)	Cume (00)
	KABC-AM	430	6	260	1272		7041	KLAC-AM	285	5	9		234	5506	KRTH-FM	762	6
KBIG-FM	286	3	32	957	8970	KLAX-FM	897	9	115	2185	10384	KSCA-FM	237	4	57	1198	5617
KBUA-FM	200	16	21	391	1246	KLOS-FM	422	5	52	1174	8995	KSPN-AM	77	3	11	283	2989
KBUE-FM	477	7	78	1238	7145	KLSX-FM	406	6	93	1077	7395	KSSE-FM	292	4	52	746	6834
KCBS-FM	190	2	32	910	9417	KLTX-AM	457	47	9	173	975	KSUR-AM	146	9	14	203	1608
KDLD-FM	59	4	7	146	1405	KLVE-FM	783	8	42	945	9521	KTWV-FM	715	8	65	1116	8517
KDLE-FM	76	4	8	184	1723	KLYY-FM	111	3	13	409	4059	KWIZ-FM	47	3	3	123	1417
KFI -AM	567	5	287	2646	11511	KMXE-AM			6	106	910	KWKW-AM	102	8	6	100	1251
KFSH-FM	384	12	21	539	3116	KMZT-FM	275	5	24	367	5844	KWVE-FM	182	10	13	172	1836
KFVB-AM	387	5	59	991	7391	KNX -AM	565	6	130	1902	9431	KXOL-FM	209	4	32	529	4720
KHHT-FM	381	4	130	1353	8591	KOST-FM	706	6	60	1143	11444	KXTA-AM	16	1	15	93	1169
KHJ -AM	226	9	17	403	2689	KPWR-FM	696	4	98	2298	17946	XTRA-AM	20	1	2	63	1703
KIIS-FM	838	5	42	1456	15989	KRCO-FM	285	7	37	657	3921	KYSR-FM	214	2	45	761	9435
KVVS-FM	28	5		19	547	KRCV-FM	150	9	17	363	1776	KZAB-FM	133	5	12	201	2911
KJLH-FM	525	12	66	829	4378	KRLA-AM	103	3	20	429	3403	KZLA-FM	690	11	30	835	6541
KKBT-FM	379	3	63	1485	13354	KROQ-FM	1152	8	99	2031	15063	GGI-FM	32	1	11	373	2860
KKLA-FM	176	9	17	243	1974												
TOTALS														2683	29685	101103	

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							KKBT-FM						
Total	492	100	.5	7003	100	6.6	Total	514	100	.5	13300	100	12.5
Black	39	8	.5	356	5	4.2	Black	262	51	3.1	4025	30	47.6
Hispanic	57	12	.1	807	12	1.9	Hispanic	175	34	.4	6443	48	14.8
KBIG-FM							KLAC-AM						
Total	379	100	.4	8830	100	8.3	Total	202	100	.2	5444	100	5.1
Black	6	2	.1	319	4	3.8	Black	12	6	.1	390	7	4.6
Hispanic	163	43	.4	3108	35	7.1	Hispanic	30	15	.1	783	14	1.8
KBUA-FM							KLAX-FM						
Total	97	100	.1	1217	100	1.1	Total	804	100	.8	10319	100	9.7
Black							Black	1			54	1	.6
Hispanic	97	100	.2	1217	100	2.8	Hispanic	794	99	1.8	10076	98	23.2
KBUE-FM							KLOS-FM						
Total	500	100	.5	7053	100	6.6	Total	359	100	.3	8908	100	8.4
Black							Black	13	4	.2	253	3	3.0
Hispanic	495	99	1.1	6836	97	15.7	Hispanic	119	33	.3	2560	29	5.9
KCBS-FM							KLSX-FM						
Total	319	100	.3	9356	100	8.8	Total	516	100	.5	7320	100	6.9
Black	13	4	.2	291	3	3.4	Black	41	8	.5	564	8	6.7
Hispanic	87	27	.2	2601	28	6.0	Hispanic	117	23	.3	1657	23	3.8
KDLD-FM							KLTX-AM						
Total	60	100	.1	1395	100	1.3	Total	116	100	.1	975	100	.9
Black	3	6		32	2	.4	Black				13	1	.2
Hispanic	9	14		348	25	.8	Hispanic	116	100	.3	962	99	2.2
KDLE-FM							KLVE-FM						
Total	64	100	.1	1723	100	1.6	Total	519	100	.5	9431	100	8.9
Black	4	6		82	5	1.0	Black				10		.1
Hispanic	23	35	.1	502	29	1.2	Hispanic	510	98	1.2	9143	97	21.0
KFI -AM							KLYY-FM						
Total	763	100	.7	11376	100	10.7	Total	220	100	.2	4011	100	3.8
Black	33	4	.4	502	4	5.9	Black	1			39	1	.5
Hispanic	110	14	.3	1872	16	4.3	Hispanic	216	98	.5	3863	96	8.9
KFSH-FM							KMXE-AM						
Total	169	100	.2	3070	100	2.9	Total	86	100	.1	910	100	.9
Black	3	2		88	3	1.0	Black						
Hispanic	66	39	.2	919	30	2.1	Hispanic	85	99	.2	884	97	2.0
KFWB-AM							KMZT-FM						
Total	218	100	.2	7284	100	6.9	Total	262	100	.2	5816	100	5.5
Black	22	10	.3	445	6	5.3	Black	7	3	.1	216	4	2.6
Hispanic	34	16	.1	1173	16	2.7	Hispanic	45	17	.1	1135	20	2.6
KHHT-FM							KNX -AM						
Total	461	100	.4	8524	100	8.0	Total	357	100	.3	9141	100	8.6
Black	159	34	1.9	2626	31	31.0	Black	35	10	.4	542	6	6.4
Hispanic	240	52	.6	4237	50	9.7	Hispanic	44	12	.1	1076	12	2.5
KHJ -AM							KOST-FM						
Total	176	100	.2	2642	100	2.5	Total	629	100	.6	11261	100	10.6
Black							Black	49	8	.6	616	5	7.3
Hispanic	175	99	.4	2561	97	5.9	Hispanic	194	31	.4	3343	30	7.7
KIIS-FM							KPWR-FM						
Total	540	100	.5	15925	100	15.0	Total	853	100	.8	17898	100	16.9
Black	24	4	.3	816	5	9.6	Black	166	19	2.0	3139	18	37.1
Hispanic	228	42	.5	6463	41	14.9	Hispanic	527	62	1.2	10357	58	23.8
KVVS-FM							KRCD-FM						
Total	23	100		547	100	.5	Total	295	100	.3	3887	100	3.7
Black	1	3		27	5	.3	Black				18		.2
Hispanic	3	14		229	42	.5	Hispanic	289	98	.7	3704	95	8.5
KJLH-FM													
Total	323	100	.3	4327	100	4.1							
Black	274	85	3.2	3472	80	41.0							
Hispanic	22	7	.1	430	10	1.0							

* 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
KRCV-FM							KWKV-AM						
Total	117	100	.1	1726	100	1.6	Total	85	100	.1	1217	100	1.1
Black							Black				19	2	.2
Hispanic	115	98	.3	1666	97	3.8	Hispanic	84	99	.2	1198	98	2.8
KRLA-AM							KWVE-FM						
Total	233	100	.2	3340	100	3.1	Total	98	100	.1	1806	100	1.7
Black	12	5	.1	173	5	2.0	Black	5	5	.1	121	7	1.4
Hispanic	47	20	.1	526	16	1.2	Hispanic	40	41	.1	774	43	1.8
KROQ-FM							KXOL-FM						
Total	753	100	.7	15032	100	14.2	Total	264	100	.2	4709	100	4.4
Black	16	2	.2	377	3	4.5	Black				29	1	.3
Hispanic	338	45	.8	5933	39	13.6	Hispanic	261	99	.6	4547	97	10.5
KRTH-FM							KXTA-AM						
Total	504	100	.5	12748	100	12.0	Total	39	100		1152	100	1.1
Black	20	4	.2	525	4	6.2	Black	4	11		155	13	1.8
Hispanic	225	45	.5	5302	42	12.2	Hispanic	9	24		304	26	.7
KSCA-FM							XTRA-AM						
Total	319	100	.3	5465	100	5.2	Total	56	100	.1	1703	100	1.6
Black	1			33	1	.4	Black	4	7		121	7	1.4
Hispanic	318	100	.7	5357	98	12.3	Hispanic	9	16		273	16	.6
KSPN-AM							KYSR-FM						
Total	90	100	.1	2953	100	2.8	Total	358	100	.3	9426	100	8.9
Black	5	5	.1	247	8	2.9	Black	16	5	.2	410	4	4.8
Hispanic	15	16		445	15	1.0	Hispanic	112	31	.3	2390	25	5.5
KSSE-FM							KZAB-FM						
Total	383	100	.4	6730	100	6.3	Total	177	100	.2	2897	100	2.7
Black	1			77	1	.9	Black				13		.2
Hispanic	373	97	.9	6392	95	14.7	Hispanic	174	98	.4	2705	93	6.2
KSUR-AM							KZLA-FM						
Total	84	100	.1	1608	100	1.5	Total	406	100	.4	6450	100	6.1
Black	3	3		98	6	1.2	Black	10	2	.1	128	2	1.5
Hispanic	5	6		174	11	.4	Hispanic	59	15	.1	818	13	1.9
KTWV-FM							KGGI-FM						
Total	563	100	.5	8461	100	8.0	Total	67	100	.1	2833	100	2.7
Black	173	31	2.0	2127	25	25.1	Black	9	14	.1	469	17	5.5
Hispanic	105	19	.2	1819	22	4.2	Hispanic	37	56	.1	1387	49	3.2
KWIZ-FM													
Total	55	100	.1	1388	100	1.3							
Black				11	1	.1							
Hispanic	55	99	.1	1301	94	3.0							
TOTALS													
Total	17010	100	16.0	100885	100	95.1	Total	17010	100	16.0	100885	100	95.1
Black	1638	10	19.4	8464	8	99.9	Black	1638	10	19.4	8464	8	99.9
Hispanic	8025	47	18.5	42097	42	96.8	Hispanic	8025	47	18.5	42097	42	96.8

Ethnic Composition

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



Notations

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KABC-AM										
TSA AQH	548	30	212	305	24	158	211	6	54	94
Metro AQH	492	28	188	264	23	140	178	5	48	85
TSA Cume	8027	746	3439	4606	498	2283	2818	249	1156	1788
Metro Cume	7003	618	2960	3987	417	1943	2382	201	1018	1605
KBIG-FM										
TSA AQH	456	169	346	257	58	124	97	111	222	160
Metro AQH	379	138	302	219	46	109	82	92	193	137
TSA Cume	10554	3956	7525	5379	1356	2934	2162	2601	4592	3217
Metro Cume	8830	3339	6384	4521	1115	2459	1796	2225	3925	2725
KBUA-FM										
TSA AQH	97	45	63	42	20	22	16	26	41	26
Metro AQH	97	45	63	42	20	22	16	26	41	26
TSA Cume	1233	600	675	461	339	311	226	260	363	235
Metro Cume	1217	593	665	451	333	305	223	260	360	229
KBUE-FM										
TSA AQH	510	242	296	154	156	190	96	86	106	59
Metro AQH	500	238	291	151	153	185	92	85	106	59
TSA Cume	7246	3408	4080	2407	1928	2441	1429	1480	1639	978
Metro Cume	7053	3321	3987	2355	1861	2376	1391	1460	1611	964
KCBS-FM										
TSA AQH	421	119	330	275	84	207	164	35	124	111
Metro AQH	319	84	251	216	57	151	124	27	100	92
TSA Cume	11373	3312	7970	6898	1842	4377	3848	1469	3593	3050
Metro Cume	9356	2711	6494	5636	1564	3531	3071	1147	2963	2566
KDLD-FM										
TSA AQH	61	31	52	29	20	28	12	11	24	18
Metro AQH	60	31	51	29	20	27	11	11	24	18
TSA Cume	1437	788	1082	587	414	532	259	374	550	328
Metro Cume	1395	778	1055	558	411	519	245	367	536	313
KDLE-FM										
TSA AQH	65	43	48	19	30	31	13	13	17	6
Metro AQH	64	42	48	19	29	31	13	13	17	6
TSA Cume	1751	1038	1099	520	609	563	245	429	536	275
Metro Cume	1723	1010	1099	520	593	563	245	417	536	275
KFI -AM										
TSA AQH	1135	112	559	704	75	336	410	37	222	293
Metro AQH	763	65	363	485	43	216	281	23	147	204
TSA Cume	15846	2109	8414	9706	1243	4575	5147	866	3839	4559
Metro Cume	11376	1457	6024	7004	813	3278	3726	644	2746	3278
KFSH-FM										
TSA AQH	175	45	133	104	20	56	42	25	78	62
Metro AQH	169	41	127	101	20	55	41	22	72	60
TSA Cume	3144	952	2086	1558	392	759	543	559	1327	1016
Metro Cume	3070	927	2022	1517	389	742	528	538	1281	988
KFWB-AM										
TSA AQH	241	21	93	131	13	64	88	8	29	43
Metro AQH	218	16	79	119	9	53	79	7	26	40
TSA Cume	8034	1051	3792	4698	587	2405	2873	465	1387	1824
Metro Cume	7284	920	3326	4233	475	2091	2600	445	1235	1633
KHHT-FM										
TSA AQH	535	233	313	210	83	99	67	150	214	142
Metro AQH	461	202	266	177	69	86	59	133	180	118
TSA Cume	10501	5332	5901	3235	2242	2195	1128	3090	3705	2107
Metro Cume	8524	4418	4805	2527	1801	1781	902	2616	3024	1625
KHJ -AM										
TSA AQH	181	33	96	111	24	64	59	9	32	52
Metro AQH	176	29	91	110	20	60	59	9	31	51
TSA Cume	2754	731	1641	1604	470	980	930	262	661	673
Metro Cume	2642	675	1563	1554	424	940	921	251	623	634

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

TSA Target Listeners

Monday-Sunday 6AM-MID										
AQH and Cume Persons (00)										
Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64	
KIIS-FM										
TSA AQH	655	269	267	157	88	81	48	181	186	109
Metro AQH	540	232	219	121	78	63	33	153	156	88
TSA Cume	19236	8536	8579	5128	3053	3020	1705	5483	5560	3423
Metro Cume	15925	7196	7164	4110	2638	2551	1376	4558	4613	2735
KVVS-FM										
TSA AQH	27	20	14	4	4	1		16	13	4
Metro AQH	23	18	12	3	4			14	12	3
TSA Cume	635	296	286	193	109	72	49	187	214	144
Metro Cume	547	234	227	176	92	50	44	142	178	132
KJLH-FM										
TSA AQH	328	67	223	212	22	81	76	45	142	136
Metro AQH	323	64	222	211	22	80	76	42	142	136
TSA Cume	4417	1256	2598	2291	469	1043	895	787	1555	1396
Metro Cume	4327	1199	2559	2268	452	1013	881	747	1546	1387
KKBT-FM										
TSA AQH	600	274	249	151	126	105	58	147	144	93
Metro AQH	514	231	213	129	100	90	51	131	122	78
TSA Cume	15752	7308	6017	3268	3397	2447	1258	3911	3570	2010
Metro Cume	13300	6158	5118	2729	2747	2071	1093	3412	3047	1636
KKLA-FM										
TSA AQH	105	14	69	71	7	25	23	7	44	48
Metro AQH	90	8	58	65	7	22	20	1	36	45
TSA Cume	2279	346	1459	1435	259	757	606	87	702	828
Metro Cume	1947	305	1268	1231	240	647	500	65	621	731
KLAC-AM										
TSA AQH	219	17	72	94	14	45	57	3	26	37
Metro AQH	202	16	69	89	13	43	54	3	26	35
TSA Cume	6149	848	2503	2931	550	1586	1776	298	917	1156
Metro Cume	5444	748	2304	2572	462	1430	1601	286	874	971
KLAX-FM										
TSA AQH	879	353	705	452	210	414	271	143	290	181
Metro AQH	804	321	645	415	191	381	250	131	264	165
TSA Cume	11476	4828	7819	5042	2645	4395	2961	2183	3423	2081
Metro Cume	10319	4258	7071	4626	2307	3910	2690	1951	3161	1936
KLOS-FM										
TSA AQH	479	123	379	332	84	258	236	40	120	96
Metro AQH	359	106	277	235	71	178	159	34	99	76
TSA Cume	11564	3588	8101	6871	2076	4754	4176	1512	3347	2696
Metro Cume	8908	2902	6093	5109	1709	3455	3004	1193	2637	2105
KLSX-FM										
TSA AQH	633	255	516	361	182	367	255	73	149	106
Metro AQH	516	216	412	284	149	275	188	67	136	96
TSA Cume	8933	3442	7205	5148	2227	4671	3393	1215	2534	1756
Metro Cume	7320	2910	5860	4121	1836	3668	2650	1074	2191	1471
KLTX-AM										
TSA AQH	123	45	81	55	16	40	30	29	40	25
Metro AQH	116	45	81	52	16	40	30	29	40	22
TSA Cume	996	365	675	446	120	327	254	245	348	192
Metro Cume	975	365	675	438	120	327	254	245	348	184
KLVE-FM										
TSA AQH	625	272	420	275	108	168	107	164	251	168
Metro AQH	519	232	341	218	96	143	87	135	198	131
TSA Cume	11141	4660	7323	4971	1964	3131	2079	2696	4192	2892
Metro Cume	9431	3939	6194	4214	1658	2633	1750	2281	3561	2464
KLYY-FM										
TSA AQH	376	213	280	146	112	142	74	101	138	72
Metro AQH	220	131	166	81	66	88	47	65	79	34
TSA Cume	6421	3228	4450	2622	1580	2285	1396	1648	2166	1226
Metro Cume	4011	2062	2848	1660	1031	1462	872	1030	1386	787

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

Monday-Sunday 6AM-MID										
AQH and Cume Persons (00)										
Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64	
KMXE-AM										
TSA AQH	97	35	71	55	33	56	30	2	15	25
Metro AQH	86	32	63	47	30	49	26	2	14	21
TSA Cume	1061	319	687	587	256	491	343	63	196	244
Metro Cume	910	275	578	489	221	419	296	54	159	193
KMZT-FM										
TSA AQH	317	29	117	172	9	53	82	20	64	90
Metro AQH	262	27	99	146	8	38	67	19	61	80
TSA Cume	6847	883	2797	3591	431	1230	1515	453	1567	2076
Metro Cume	5816	796	2468	3139	393	1043	1314	403	1424	1824
KNX -AM										
TSA AQH	442	33	178	273	21	121	178	12	57	96
Metro AQH	357	28	148	225	18	100	144	10	48	81
TSA Cume	11595	1426	5873	7101	817	3731	4391	609	2142	2710
Metro Cume	9141	1184	4778	5683	652	2978	3478	533	1800	2205
KOST-FM										
TSA AQH	741	239	519	421	81	174	138	158	344	284
Metro AQH	629	199	449	362	67	155	124	132	295	238
TSA Cume	13247	3946	8331	7232	1396	3051	2663	2550	5280	4569
Metro Cume	11261	3339	7198	6164	1188	2679	2311	2151	4519	3852
KPWR-FM										
TSA AQH	924	509	346	110	306	212	63	203	134	47
Metro AQH	853	476	322	100	287	196	55	189	127	45
TSA Cume	20217	10844	7674	2964	5532	3943	1420	5312	3731	1545
Metro Cume	17898	9567	6891	2659	4864	3486	1266	4703	3405	1393
KRCD-FM										
TSA AQH	296	81	204	170	56	99	70	25	105	100
Metro AQH	295	80	203	170	55	98	70	25	105	100
TSA Cume	3933	1383	2576	1834	846	1268	790	537	1307	1044
Metro Cume	3887	1367	2549	1814	836	1254	783	531	1295	1030
KRCV-FM										
TSA AQH	126	46	97	72	28	57	39	18	40	34
Metro AQH	117	43	91	68	26	54	36	18	38	32
TSA Cume	1957	665	1402	1129	355	757	614	310	645	515
Metro Cume	1726	593	1246	1002	301	648	517	293	598	485
KRLA-AM										
TSA AQH	251	39	90	112	28	62	64	11	28	48
Metro AQH	233	32	86	104	21	60	58	11	26	46
TSA Cume	3556	358	1385	1886	243	866	1065	115	519	821
Metro Cume	3340	332	1317	1759	222	824	992	110	493	767
KROQ-FM										
TSA AQH	858	530	461	174	351	305	102	179	156	72
Metro AQH	753	468	401	141	304	257	75	164	144	66
TSA Cume	17243	9425	9036	4209	5426	5189	2232	3999	3847	1977
Metro Cume	15032	8270	7887	3556	4729	4428	1810	3541	3460	1746
KRTH-FM										
TSA AQH	617	95	351	429	52	173	216	44	177	213
Metro AQH	504	85	288	345	47	134	164	38	154	181
TSA Cume	15451	3219	8570	9322	1572	4034	4263	1647	4536	5059
Metro Cume	12748	2794	7154	7588	1396	3401	3461	1398	3753	4127
KSCA-FM										
TSA AQH	414	180	306	205	104	177	116	76	129	89
Metro AQH	319	136	232	163	75	131	94	61	101	69
TSA Cume	6882	3003	4503	2942	1625	2501	1625	1378	2002	1318
Metro Cume	5465	2351	3555	2397	1252	1931	1331	1099	1623	1066
KSPN-AM										
TSA AQH	103	18	54	55	16	47	47	2	7	8
Metro AQH	90	14	47	48	12	40	41	2	7	7
TSA Cume	3334	693	1808	1688	568	1501	1329	125	307	359
Metro Cume	2953	603	1583	1468	486	1292	1147	117	291	321

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.



TSA Target Listeners

TSA Target Listeners

Monday-Sunday 6AM-MID										
AQH and Cume Persons (00)										
	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KSSE-FM										
TSA AQH	430	279	290	126	112	127	55	168	163	70
Metro AQH	383	240	269	119	103	116	51	137	152	67
TSA Cume	7332	4127	4621	2246	1752	2001	921	2376	2620	1325
Metro Cume	6730	3792	4304	2058	1652	1849	814	2140	2455	1244
KSUR-AM										
TSA AQH	84	5	16	27	5	10	12		6	15
Metro AQH	84	5	16	27	5	10	12		6	15
TSA Cume	1626	148	411	633	94	210	274	54	201	359
Metro Cume	1608	148	411	633	94	210	274	54	201	359
KTWV-FM										
TSA AQH	662	74	403	496	29	187	231	44	216	265
Metro AQH	563	62	352	431	23	164	204	40	188	227
TSA Cume	10212	1525	6384	7052	687	3027	3318	838	3357	3735
Metro Cume	8461	1289	5415	5866	529	2578	2801	759	2836	3065
KWIZ-FM										
TSA AQH	57	38	41	14	21	24	6	18	17	8
Metro AQH	55	37	40	14	19	22	6	18	17	8
TSA Cume	1417	921	948	352	461	551	221	460	397	131
Metro Cume	1388	902	925	343	447	528	211	454	397	131
KVKW-AM										
TSA AQH	87	13	58	59	11	28	25	2	30	34
Metro AQH	85	13	57	56	11	27	23	2	30	33
TSA Cume	1263	273	793	799	212	406	360	60	387	439
Metro Cume	1217	266	764	760	206	385	329	60	379	431
KVVE-FM										
TSA AQH	160	40	118	107	18	53	50	23	65	56
Metro AQH	98	29	76	61	16	41	35	13	35	26
TSA Cume	2953	709	2056	1866	277	918	817	432	1138	1049
Metro Cume	1806	459	1308	1116	204	648	546	256	660	570
KXDL-FM										
TSA AQH	273	103	183	119	39	80	63	65	103	56
Metro AQH	264	102	176	112	38	74	57	64	101	55
TSA Cume	4904	2231	3177	1914	971	1419	925	1261	1758	990
Metro Cume	4709	2152	3064	1819	941	1329	856	1211	1735	963
KXTA-AM										
TSA AQH	46	19	38	25	19	37	24	1	1	1
Metro AQH	39	16	32	21	16	30	20	1	1	1
TSA Cume	1325	476	1001	689	427	909	634	49	92	55
Metro Cume	1152	433	860	586	383	768	531	49	92	55
XTRA-AM										
TSA AQH	87	23	62	56	19	55	50	3	7	7
Metro AQH	56	14	38	35	12	32	29	3	6	6
TSA Cume	2476	614	1710	1519	496	1539	1337	118	172	182
Metro Cume	1703	408	1190	1050	322	1055	912	86	135	138
KYSR-FM										
TSA AQH	400	173	302	204	56	98	66	118	205	138
Metro AQH	358	155	269	182	50	84	56	104	185	127
TSA Cume	10594	5288	7422	4345	1755	2908	1824	3533	4514	2521
Metro Cume	9426	4765	6634	3840	1596	2574	1597	3170	4061	2243
KZAB-FM										
TSA AQH	177	59	137	94	22	55	45	37	82	49
Metro AQH	177	59	137	94	22	55	45	37	82	49
TSA Cume	2909	946	1917	1441	504	958	736	443	959	704
Metro Cume	2897	944	1914	1434	502	955	733	443	959	701
KZLA-FM										
TSA AQH	487	106	301	291	41	122	129	65	179	163
Metro AQH	406	89	245	242	32	90	101	57	155	141
TSA Cume	7901	2056	4721	4377	780	1811	1808	1276	2910	2568
Metro Cume	6450	1705	3826	3601	623	1417	1454	1083	2409	2148

* Listener estimates adjusted for reported broadcast schedule.

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

& Both of the previous footnotes apply.

TSA Target Listeners

Monday-Sunday 6AM-MID

AQH and Cume Persons (00)

	Persons 12+	Persons 18-34	Persons 25-54	Persons 35-64	Men 18-34	Men 25-54	Men 35-64	Women 18-34	Women 25-54	Women 35-64
KGGI-FM										
TSA AQH	266	126	105	55	51	38	18	75	67	36
Metro AQH	67	33	28	11	11	9	3	22	19	7
TSA Cume	7489	3459	2937	1622	1470	1179	582	1989	1759	1040
Metro Cume	2833	1356	1140	556	469	434	195	888	706	361
TOTALS										
TSA AQH	23189	7316	13537	11290	3826	7062	5847	3490	6475	5443
Metro AQH	17010	5468	10043	8222	2856	5183	4214	2612	4860	4007
TSA Cume	140672	43081	76713	65599	21990	38490	32404	21091	38223	33195
Metro Cume	100885	31450	55815	46904	16040	28010	23192	15410	27805	23712


TSA Target Listeners

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

& Both of the previous footnotes apply.

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KABC-AM																			
P 12+		635	.5	3610	864	.6	4886	786	.6	4601	372	.3	2455	769	.6	7283	544	.4	7983
Teens 12-17		7		69	5		72	6		76			16	6		148	4		159
M 18-34		30	.1	210	36	.2	291	39	.2	302	21	.1	105	35	.2	498	24	.1	498
W 18-34		2		59	6		58	12	.1	100	6		90	7		146	6		249
M 18-49		112	.3	810	218	.5	1065	209	.5	1165	87	.2	486	183	.4	1833	127	.3	1920
W 18-49		25	.1	296	66	.2	454	70	.2	493	27	.1	265	55	.1	754	38	.1	868
M 25-49		110	.3	786	216	.7	1026	205	.6	1111	87	.3	476	180	.6	1770	125	.4	1857
W 25-49		24	.1	280	66	.2	454	70	.2	493	25	.1	250	55	.2	739	37	.1	841
M 25-54		131	.3	994	280	.7	1315	275	.7	1449	96	.3	577	233	.6	2182	157	.4	2275
W 25-54		42	.1	437	97	.3	671	97	.3	692	33	.1	357	80	.2	1040	54	.1	1154
M 35-64		182	.6	1254	390	1.2	1686	377	1.2	1807	90	.3	699	322	1.0	2614	208	.7	2802
W 35-64		91	.3	811	155	.5	1139	144	.4	1046	57	.2	488	132	.4	1656	94	.3	1773
KBIG-FM																			
P 12+		561	.4	4329	868	.6	5451	601	.4	5057	159	.1	2613	691	.5	8470	455	.3	10473
Teens 12-17		18	.1	184	10	.1	226	16	.1	248	6		135	14	.1	519	12	.1	651
M 18-34		72	.3	500	106	.5	628	73	.3	641	26	.1	360	85	.4	1043	58	.3	1356
W 18-34		120	.6	1070	237	1.2	1394	151	.7	1241	36	.2	642	175	.9	2064	110	.5	2559
M 18-49		173	.4	1172	225	.5	1478	171	.4	1335	58	.1	816	192	.5	2347	133	.3	3003
W 18-49		266	.7	2274	472	1.2	2647	310	.8	2539	70	.2	1230	359	.9	4099	226	.6	4824
M 25-49		143	.4	1043	190	.6	1306	146	.4	1183	50	.2	715	162	.5	2068	113	.3	2681
W 25-49		239	.7	2003	411	1.3	2254	282	.9	2238	62	.2	1055	318	1.0	3515	201	.6	4077
M 25-54		157	.4	1145	209	.6	1431	160	.4	1290	53	.1	773	178	.5	2243	124	.3	2909
W 25-54		280	.8	2225	448	1.2	2487	309	.8	2455	65	.2	1107	353	.9	3888	222	.6	4546
M 35-64		130	.4	845	152	.5	1097	122	.4	945	43	.1	613	136	.4	1664	97	.3	2138
W 35-64		207	.6	1595	321	1.0	1819	223	.7	1815	41	.1	759	256	.8	2822	159	.5	3210
KBUA-FM																			
P 12+		145	.1	686	143	.1	594	92	.1	707	42		316	128	.1	1068	97	.1	1233
Teens 12-17		6		64	5		49	7		89	5		61	6		127	5		127
M 18-34		34	.2	165	24	.1	148	21	.1	148	6		57	26	.1	298	20	.1	339
W 18-34		36	.2	163	43	.2	139	17	.1	150	9		50	33	.2	220	26	.1	260
M 18-49		50	.1	264	44	.1	231	38	.1	281	7		73	44	.1	448	33	.1	492
W 18-49		75	.2	262	81	.2	239	39	.1	265	20		108	66	.2	378	49	.1	462
M 25-49		43	.1	164	29	.1	118	22	.1	184	3		32	31	.1	277	22	.1	295
W 25-49		66	.2	207	73	.2	194	30	.1	210	16	.1	85	58	.2	279	41	.1	363
M 25-54		44	.1	181	29	.1	118	22	.1	184	4		49	31	.1	294	22	.1	311
W 25-54		66	.2	207	73	.2	194	30	.1	210	16		85	58	.2	279	41	.1	363
M 35-64		17	.1	116	21	.1	103	20	.1	152	2		53	20	.1	186	16	.1	226
W 35-64		44	.1	133	44	.1	133	25	.1	145	12		73	38	.1	191	26	.1	235
KBUE-FM																			
P 12+		640	.5	3682	607	.4	3900	591	.4	3894	337	.2	2635	612	.4	6122	510	.4	7246
Teens 12-17		83	.5	585	72	.5	575	130	.8	746	111	.7	634	93	.6	987	100	.6	1163
M 18-34		232	1.1	965	202	.9	1018	185	.9	1004	72	.3	687	206	1.0	1601	156	.7	1928
W 18-34		109	.5	695	105	.5	840	97	.5	866	57	.3	543	104	.5	1275	86	.4	1480
M 18-49		337	.8	1621	320	.8	1686	270	.7	1591	107	.3	966	310	.8	2592	234	.6	3054
W 18-49		149	.4	994	150	.4	1179	143	.4	1197	85	.2	794	147	.4	1789	127	.3	2137
M 25-49		260	.8	1179	268	.8	1246	216	.7	1243	76	.2	716	249	.8	1904	185	.6	2306
W 25-49		112	.4	752	113	.4	843	112	.4	824	65	.2	562	112	.4	1250	97	.3	1478
M 25-54		268	.7	1259	271	.7	1277	229	.6	1311	76	.2	716	257	.7	2039	190	.5	2441
W 25-54		119	.3	818	128	.3	896	118	.3	891	73	.2	628	122	.3	1356	106	.3	1639
M 35-64		133	.4	847	139	.4	832	112	.4	760	44	.1	316	129	.4	1294	96	.3	1429
W 35-64		65	.2	460	70	.2	504	56	.2	448	48	.1	381	64	.2	749	59	.2	978
KCBS-FM																			
P 12+		478	.3	4562	652	.5	5303	596	.4	6067	167	.1	2809	581	.4	9395	419	.3	11270
Teens 12-17		18	.1	334	9	.1	258	21	.1	381	12	.1	209	15	.1	651	14	.1	873
M 18-34		101	.5	716	125	.6	800	126	.6	1011	55	.3	641	118	.5	1572	84	.4	1828
W 18-34		45	.2	645	44	.2	676	44	.2	761	21	.1	353	44	.2	1263	34	.2	1458
M 18-49		231	.6	1726	311	.8	2179	305	.7	2539	83	.2	1193	285	.7	3878	198	.5	4547
W 18-49		160	.4	1644	203	.5	1847	155	.4	2036	49	.1	957	175	.4	3170	128	.3	3753
M 25-49		218	.7	1458	276	.8	1834	271	.8	2220	66	.2	858	256	.8	3254	177	.5	3775
W 25-49		146	.5	1373	184	.6	1512	136	.4	1652	35	.1	778	158	.5	2590	112	.4	3096
M 25-54		249	.7	1662	326	.9	2087	317	.8	2574	73	.2	1004	299	.8	3702	206	.5	4352
W 25-54		156	.4	1571	200	.5	1746	150	.4	1882	41	.1	911	171	.5	3004	123	.3	3559
M 35-64		177	.6	1479	261	.8	1908	258	.8	2185	38	.1	755	234	.7	3169	164	.5	3816
W 35-64		131	.4	1315	181	.6	1519	132	.4	1611	39	.1	787	150	.5	2526	111	.3	3016

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

DMA Target Listeners

AOH and Cume Persons																		
Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID			
AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	
KDLD-FM																		
P 12+	34		414	98	.1	797	96	.1	800	44		457	78	.1	1212	61		1431
Teens 12-17	2		30						1		27			13		46		59
M 18-34	7		81	43	.2	224	30	.1	247	14	.1	134	28	.1	333	20	.1	411
W 18-34	15	.1	195	10		191	16	.1	189	8		178	14	.1	309	11	.1	373
M 18-49	9		131	66	.2	408	49	.1	400	19		174	43	.1	562	30	.1	640
W 18-49	22	.1	244	32	.1	354	43	.1	359	21	.1	240	32	.1	570	28	.1	661
M 25-49	6		97	62	.2	375	46	.1	363	18	.1	149	40	.1	510	27	.1	527
W 25-49	19	.1	183	28	.1	291	37	.1	301	17	.1	175	28	.1	454	24	.1	529
M 25-54	6		97	62	.2	375	46	.1	363	18		149	40	.1	510	27	.1	527
W 25-54	19	.1	183	28	.1	291	37	.1	301	17		175	28	.1	454	24	.1	550
M 35-64	3		60	23	.1	212	21	.1	168	5		55	16	.1	257	12		257
W 35-64	7		49	22	.1	167	27	.1	170	16		78	19	.1	264	18	.1	328
KDLE-FM																		
P 12+	77	.1	810	109	.1	828	95	.1	970	28		552	95	.1	1545	65		1751
Teens 12-17	2		44			11	5		89	4		70	2		111	3		166
M 18-34	43	.2	294	65	.3	361	35	.2	298	9		207	49	.2	570	30	.1	609
W 18-34	12	.1	189	18	.1	233	17	.1	288	8		102	16	.1	374	13	.1	429
M 18-49	47	.1	349	75	.2	455	58	.1	379	11		238	61	.1	684	38	.1	754
W 18-49	25	.1	362	21	.1	279	25	.1	379	10		179	24	.1	587	18		654
M 25-49	38	.1	259	51	.2	301	45	.1	234	6		128	45	.1	443	28	.1	494
W 25-49	23	.1	311	20	.1	220	23	.1	320	8		144	22	.1	471	16	.1	523
M 25-54	38	.1	273	59	.2	343	48	.1	276	8		156	49	.1	513	31	.1	563
W 25-54	24	.1	324	20	.1	233	23	.1	333	8		144	22	.1	484	17		536
M 35-64	5		86	21	.1	152	27	.1	139	5		73	18	.1	201	13		245
W 35-64	13		186	4		58	10		140	2		101	8		262	6		275
KFI -AM																		
P 12+	2052	1.5	9339	1654	1.2	8568	1277	.9	7830	421	.3	3321	1660	1.2	13770	1087	.8	15148
Teens 12-17	20	.1	183	7		69	18	.1	214	2		49	14	.1	320	9	.1	368
M 18-34	107	.5	725	74	.3	483	116	.5	626	67	.3	481	97	.4	1040	73	.3	1219
W 18-34	28	.1	265	64	.3	376	58	.3	363	20	.1	169	51	.2	709	35	.2	846
M 18-49	535	1.3	2393	363	.9	1768	334	.8	1930	134	.3	1110	407	1.0	3316	268	.6	3753
W 18-49	228	.6	1375	294	.7	1705	211	.5	1513	43	.1	443	248	.6	2594	151	.4	2859
M 25-49	517	1.6	2256	347	1.1	1670	317	1.0	1836	117	.4	997	390	1.2	3124	253	.8	3451
W 25-49	225	.7	1345	279	.9	1609	197	.6	1455	40	.1	404	237	.7	2465	143	.4	2674
M 25-54	625	1.7	2878	447	1.2	2169	405	1.1	2392	150	.4	1206	489	1.3	3998	320	.9	4357
W 25-54	339	.9	1952	368	1.0	2151	292	.8	1995	70	.2	544	336	.9	3365	212	.6	3640
M 35-64	793	2.5	3332	560	1.8	2562	467	1.5	2726	161	.5	1275	603	1.9	4487	391	1.2	4899
W 35-64	506	1.6	2536	449	1.4	2719	378	1.2	2450	71	.2	611	445	1.4	4038	280	.9	4312
KFSH-FM																		
P 12+	245	.2	1789	233	.2	1729	181	.1	1796	86	.1	1153	221	.2	2590	175	.1	3144
Teens 12-17	26	.2	205	19	.1	170	27	.2	245	15	.1	162	24	.2	353	21	.1	454
M 18-34	17	.1	160	40	.2	230	21	.1	191	8		137	27	.1	292	20	.1	392
W 18-34	25	.1	319	42	.2	313	31	.2	316	11	.1	216	33	.2	456	25	.1	559
M 18-49	86	.2	446	93	.2	520	57	.1	479	22	.1	316	80	.2	665	58	.1	822
W 18-49	90	.2	887	90	.2	732	72	.2	771	42	.1	574	85	.2	1127	74	.2	1338
M 25-49	82	.3	391	87	.3	439	49	.2	379	17	.1	257	74	.2	541	53	.2	688
W 25-49	86	.3	829	87	.3	654	65	.2	677	39	.1	487	80	.3	972	69	.2	1156
M 25-54	89	.2	419	89	.2	482	49	.1	393	18		271	77	.2	598	56	.1	759
W 25-54	108	.3	954	102	.3	787	74	.2	780	40	.1	504	95	.3	1142	78	.2	1327
M 35-64	76	.2	313	55	.2	348	39	.1	316	14		207	57	.2	458	42	.1	543
W 35-64	91	.3	732	65	.2	577	55	.2	624	37	.1	390	70	.2	907	62	.2	1016
KFVB-AM																		
P 12+	449	.3	4169	218	.2	2913	260	.2	3643	177	.1	1874	302	.2	6799	241	.2	8024
Teens 12-17	4		60			6	3		62	2		50	2		91	2		141
M 18-34	17	.1	233	5		98	11	.1	244	23	.1	199	10		434	13	.1	577
W 18-34	29	.1	323	2		79	10		176	1		67	13	.1	413	8		465
M 18-49	98	.2	897	38	.1	541	67	.2	925	47	.1	572	65	.2	1608	54	.1	2040
W 18-49	61	.2	742	15		326	21	.1	422	19		264	31	.1	1013	23	.1	1137
M 25-49	90	.3	834	36	.1	494	64	.2	853	44	.1	526	61	.2	1478	51	.2	1892
W 25-49	51	.2	633	15		308	21	.1	404	18	.1	225	28	.1	875	21	.1	960
M 25-54	118	.3	1096	43	.1	622	83	.2	1057	55	.1	669	78	.2	1892	64	.2	2395
W 25-54	70	.2	831	19	.1	424	30	.1	592	21	.1	303	38	.1	1211	29	.1	1387
M 35-64	169	.5	1414	80	.3	940	113	.4	1328	51	.2	637	117	.4	2366	88	.3	2873
W 35-64	90	.3	998	41	.1	682	44	.1	802	27	.1	378	57	.2	1592	43	.1	1824

* Listener estimates adjusted for reported broadcast schedule.

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

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KHHT-FM																			
P 12+		583	.4	4422	646	.5	4740	627	.5	5245	420	.3	4178	621	.4	8138	533	.4	10434
Teens 12-17		67	.4	656	45	.3	537	92	.6	791	113	.7	945	66	.4	1194	81	.5	1723
M 18-34		75	.3	778	101	.5	815	79	.4	894	89	.4	848	86	.4	1560	83	.4	2227
W 18-34		169	.8	1367	185	.9	1541	170	.8	1651	114	.6	1199	176	.9	2482	149	.7	3063
M 18-49		115	.3	1154	168	.4	1301	132	.3	1320	112	.3	1186	141	.3	2289	124	.3	3081
W 18-49		295	.7	2145	317	.8	2370	286	.7	2499	162	.4	1741	301	.8	3766	244	.6	4537
M 25-49		90	.3	848	138	.4	913	94	.3	903	73	.2	747	110	.3	1605	92	.3	2030
W 25-49		234	.7	1596	255	.8	1711	235	.7	1903	102	.3	1116	242	.8	2742	188	.6	3212
M 25-54		92	.2	890	145	.4	1008	111	.3	1006	77	.2	806	118	.3	1722	98	.3	2178
W 25-54		273	.7	1828	301	.8	1928	267	.7	2129	108	.3	1187	282	.8	3133	213	.6	3690
M 35-64		64	.2	456	98	.3	634	96	.3	610	28	.1	439	87	.3	927	67	.2	1122
W 35-64		195	.6	1098	197	.6	1088	179	.6	1180	73	.2	661	191	.6	1809	142	.4	2102
KHJ -AM																			
P 12+		301	.2	1239	233	.2	1377	204	.1	1092	64		514	245	.2	2332	178	.1	2731
Teens 12-17		2		15	2		42	1		15	1		28	2		42	2		85
M 18-34		44	.2	138	32	.1	242	16	.1	103	8		49	31	.1	391	21	.1	447
W 18-34		11	.1	120	12	.1	125	13	.1	104	2		48	12	.1	230	9		262
M 18-49		115	.3	389	71	.2	445	57	.1	330	13		127	80	.2	816	54	.1	955
W 18-49		54	.1	295	39	.1	305	32	.1	220	2		63	42	.1	512	28	.1	627
M 25-49		112	.3	336	62	.2	347	55	.2	301	12		112	75	.2	666	50	.2	805
W 25-49		44	.1	232	37	.1	283	29	.1	174	1		29	37	.1	413	25	.1	516
M 25-54		141	.4	437	69	.2	417	61	.2	333	18		161	88	.2	801	61	.2	957
W 25-54		59	.2	303	45	.1	335	38	.1	238	3		81	47	.1	541	32	.1	661
M 35-64		139	.4	526	64	.2	424	65	.2	415	12		167	88	.3	830	59	.2	930
W 35-64		86	.3	345	83	.3	357	53	.2	294	9		86	75	.2	554	52	.2	673
KIIS-FM																			
P 12+		891	.6	9092	712	.5	8641	910	.7	10383	384	.3	5805	828	.6	16397	654	.5	19160
Teens 12-17		257	1.6	2631	139	.9	2150	350	2.2	3252	195	1.2	2337	241	1.5	4575	222	1.4	5290
M 18-34		116	.5	1352	125	.6	1319	112	.5	1411	41	.2	868	118	.5	2594	88	.4	3053
W 18-34		245	1.2	2496	229	1.1	2816	260	1.3	2972	88	.4	1436	244	1.2	4710	180	.9	5456
M 18-49		162	.4	1825	161	.4	1751	155	.4	2004	65	.2	1299	160	.4	3546	123	.3	4289
W 18-49		390	1.0	3979	347	.9	4167	362	.9	4483	117	.3	2013	365	.9	7095	266	.7	8174
M 25-49		82	.3	1051	97	.3	1032	83	.3	1263	39	.1	836	88	.3	2194	73	.2	2767
W 25-49		277	.9	2724	246	.8	2479	211	.7	2834	53	.2	1081	245	.8	4435	170	.5	5153
M 25-54		96	.3	1172	108	.3	1134	93	.2	1369	42	.1	879	100	.3	2402	81	.2	3005
W 25-54		307	.8	2968	277	.7	2663	223	.6	3051	54	.1	1136	270	.7	4773	186	.5	5514
M 35-64		65	.2	689	54	.2	621	59	.2	790	28	.1	482	59	.2	1346	47	.1	1690
W 35-64		187	.6	1815	156	.5	1617	124	.4	1865	31	.1	662	156	.5	2961	109	.3	3401
KVVS-FM																			
P 12+		41		254	35		297	45		351	8		178	40		488	27		635
Teens 12-17		3		36	3		35	2		50	2		27	3		71	2		124
M 18-34		2		21	4		48	11	.1	91	3		36	6		109	4		109
W 18-34		31	.2	123	24	.1	159	25	.1	133	1		49	27	.1	182	16	.1	187
M 18-49		2		21	5		58	11		100	3		41	6		119	4		124
W 18-49		34	.1	176	27	.1	196	29	.1	192	3		101	30	.1	277	19		310
M 25-49				6			15	2		46			11	1		52	1		57
W 25-49		19	.1	89	22	.1	94	20	.1	119	2		61	21	.1	165	12		193
M 25-54				6			15	2		46			11	1		52	1		72
W 25-54		21	.1	110	22	.1	103	23	.1	128	2		70	22	.1	186	13		214
M 35-64							9			9			5			9			49
W 35-64		4		75	3		46	7		68	2		61	5		116	4		144
KJLH-FM																			
P 12+		415	.3	2040	404	.3	2027	369	.3	2503	164	.1	1556	397	.3	3486	328	.2	4417
Teens 12-17		7		105	8	.1	72	13	.1	199	6		122	9	.1	258	9	.1	407
M 18-34		23	.1	178	14	.1	148	21	.1	231	21	.1	173	19	.1	336	22	.1	469
W 18-34		42	.2	237	51	.2	393	50	.2	458	32	.2	274	48	.2	651	45	.2	787
M 18-49		91	.2	510	78	.2	351	77	.2	636	36	.1	397	82	.2	841	68	.2	1007
W 18-49		171	.4	738	174	.4	928	172	.4	1021	74	.2	611	173	.4	1354	138	.3	1643
M 25-49		87	.3	489	78	.2	341	71	.2	574	30	.1	336	79	.2	780	62	.2	893
W 25-49		162	.5	674	159	.5	780	161	.5	872	61	.2	503	161	.5	1106	123	.4	1324
M 25-54		117	.3	572	101	.3	408	91	.2	655	37	.1	405	103	.3	902	81	.2	1043
W 25-54		189	.5	819	182	.5	901	185	.5	1005	69	.2	565	185	.5	1293	142	.4	1555
M 35-64		112	.4	492	106	.3	400	85	.3	540	25	.1	344	101	.3	789	76	.2	895
W 35-64		196	.6	807	173	.5	783	167	.5	810	58	.2	460	178	.6	1094	136	.4	1396

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

DMA Target Listeners

AQH and Cume Persons																		
Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID			
AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	
KKBT-FM																		
P 12+	973	.7	7490	569	.4	6840	725	.5	7863	390	.3	5268	741	.5	13233	597	.4	15573
Teens 12-17	187	1.2	2308	103	.6	1875	237	1.5	2845	187	1.2	2187	170	1.1	4253	170	1.1	4997
M 18-34	169	.8	1257	140	.6	1507	165	.8	1519	80	.4	1078	157	.7	2596	126	.6	3335
W 18-34	221	1.1	1813	169	.8	2065	179	.9	2041	76	.4	1256	188	.9	3354	147	.7	3876
M 18-49	279	.7	1718	188	.5	1963	205	.5	1947	97	.2	1282	221	.5	3412	169	.4	4211
W 18-49	382	1.0	2826	220	.5	2656	235	.6	2781	90	.2	1558	275	.7	4713	206	.5	5418
M 25-49	211	.6	1078	115	.4	1141	106	.3	1016	42	.1	568	142	.4	1951	101	.3	2311
W 25-49	308	1.0	1917	115	.4	1415	141	.4	1656	40	.1	803	182	.6	2794	131	.4	3250
M 25-54	219	.6	1130	119	.3	1201	111	.3	1058	45	.1	635	147	.4	2067	105	.3	2427
W 25-54	337	.9	2115	130	.3	1499	152	.4	1753	44	.1	897	201	.5	3032	143	.4	3546
M 35-64	164	.5	699	55	.2	598	51	.2	538	20	.1	308	87	.3	1160	58	.2	1238
W 35-64	219	.7	1346	94	.3	748	93	.3	891	27	.1	438	132	.4	1754	93	.3	2010
KKLA-FM																		
P 12+	200	.1	1359	143	.1	1213	131	.1	989	39		452	157	.1	2096	105	.1	2271
Teens 12-17	3		55	5		55	2		20	2		26	4		81	3		81
M 18-34	15	.1	132	10		123	5		64	3		50	10		235	7		259
W 18-34	10		69	15	.1	41	7		31	1		26	11	.1	87	7		87
M 18-49	42	.1	318	31	.1	311	37	.1	338	7		100	37	.1	664	23	.1	691
W 18-49	57	.1	409	63	.2	334	46	.1	215	12		126	56	.1	558	36	.1	593
M 25-49	36	.1	298	28	.1	283	35	.1	293	5		75	33	.1	619	20	.1	646
W 25-49	56	.2	389	63	.2	331	46	.1	204	12		126	56	.2	526	36	.1	562
M 25-54	46	.1	362	33	.1	333	38	.1	339	7		89	38	.1	722	25	.1	755
W 25-54	68	.2	494	73	.2	410	55	.1	275	17		151	66	.2	650	44	.1	696
M 35-64	40	.1	274	30	.1	272	41	.1	358	6		63	36	.1	574	23	.1	604
W 35-64	78	.2	574	71	.2	458	67	.2	377	21	.1	203	72	.2	776	48	.1	822
KLAC-AM																		
P 12+	223	.2	1678	284	.2	2102	248	.2	2922	198	.1	2493	254	.2	4215	217	.2	6082
Teens 12-17	2		45	1		8	5		76	6		156	2		113	3		253
M 18-34	9		58	10		66	15	.1	182	23	.1	308	11	.1	240	14	.1	550
W 18-34	1		27	30		30	7		167	6		84	3		210	3		298
M 18-49	26	.1	125	25	.1	167	45	.1	611	60	.1	796	32	.1	718	39	.1	1323
W 18-49	16		126	19		136	32	.1	405	26	.1	315	22	.1	504	21	.1	782
M 25-49	20	.1	102	20	.1	160	42	.1	576	55	.2	722	27	.1	668	34	.1	1160
W 25-49	16	.1	126	19	.1	121	31	.1	384	25	.1	283	22	.1	483	21	.1	713
M 25-54	29	.1	239	29	.1	212	63	.2	806	68	.2	942	39	.1	933	45	.1	1586
W 25-54	20	.1	165	26	.1	167	35	.1	447	35	.1	373	27	.1	583	26	.1	917
M 35-64	55	.2	380	54	.2	393	68	.2	880	63	.2	869	58	.2	1179	57	.2	1776
W 35-64	37	.1	269	51	.2	326	41	.1	553	37	.1	423	44	.1	749	37	.1	1148
KLAX-FM																		
P 12+	1918	1.4	6773	1166	.8	6938	748	.5	5146	213	.2	2439	1269	.9	9956	874	.6	11361
Teens 12-17	36	.2	408	30	.2	351	38	.2	415	20	.1	369	34	.2	752	32	.2	1019
M 18-34	429	2.0	1624	258	1.2	1469	206	1.0	1178	51	.2	514	294	1.4	2285	206	1.0	2568
W 18-34	299	1.5	1184	198	1.0	1316	115	.6	929	32	.2	419	203	1.0	1798	143	.7	2166
M 18-49	930	2.3	3159	539	1.3	3097	386	.9	2378	96	.2	988	612	1.5	4402	419	1.0	4852
W 18-49	652	1.6	2243	386	1.0	2375	226	.6	1781	63	.2	776	419	1.0	3289	291	.7	3813
M 25-49	842	2.6	2688	497	1.5	2711	347	1.1	1962	76	.2	775	557	1.7	3665	380	1.2	3998
W 25-49	610	1.9	1957	356	1.1	2106	211	.7	1545	57	.2	624	390	1.2	2850	270	.8	3174
M 25-54	914	2.4	2906	571	1.5	2946	364	1.0	2114	80	.2	822	613	1.6	3985	412	1.1	4330
W 25-54	664	1.8	2098	388	1.0	2224	228	.6	1633	60	.2	659	423	1.1	3045	290	.8	3407
M 35-64	628	2.0	1903	392	1.2	2113	222	.7	1498	58	.2	607	412	1.3	2742	269	.9	2942
W 35-64	443	1.4	1330	237	.7	1319	133	.4	978	36	.1	409	268	.8	1871	181	.6	2081
KLOS-FM																		
P 12+	854	.6	5150	642	.5	4825	588	.4	5441	159	.1	2553	691	.5	9543	473	.3	11406
Teens 12-17	24	.2	373	9	.1	289	28	.2	419	17	.1	280	19	.1	756	19	.1	983
M 18-34	120	.6	876	116	.5	827	109	.5	1043	37	.2	519	115	.5	1754	81	.4	2042
W 18-34	51	.2	475	68	.3	662	45	.2	595	17	.1	330	56	.3	1221	39	.2	1503
M 18-49	475	1.2	2405	385	.9	2349	341	.8	2738	74	.2	1175	399	1.0	4378	262	.6	5083
W 18-49	183	.5	1423	174	.4	1589	141	.4	1598	39	.1	749	167	.4	2988	114	.3	3566
M 25-49	427	1.3	2014	330	1.0	1874	296	.9	2258	52	.2	871	350	1.1	3547	226	.7	4056
W 25-49	172	.5	1234	157	.5	1359	128	.4	1355	32	.1	618	153	.5	2468	103	.3	2931
M 25-54	497	1.3	2293	348	.9	2074	323	.9	2529	72	.2	1068	386	1.0	4024	257	.7	4688
W 25-54	209	.6	1455	169	.5	1451	146	.4	1480	33	.1	692	174	.5	2736	118	.3	3285
M 35-64	469	1.5	2036	326	1.0	1934	282	.9	2129	63	.2	891	356	1.1	3481	235	.7	4123
W 35-64	182	.6	1328	118	.4	1065	122	.4	1212	24	.1	506	139	.4	2241	94	.3	2634

* Listener estimates adjusted for reported broadcast schedule.

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

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KLSX-FM																			
P 12+		1532	1.1	5438	932	.7	4401	827	.6	4520	159	.1	1785	1085	.8	8056	628	.5	8838
Teens	12-17	8	.1	34	1		14	17	.1	67	2		48	8	.1	109	5		139
M	18-34	473	2.2	1508	244	1.1	1115	279	1.3	1320	47	.2	522	325	1.5	2108	181	.8	2217
W	18-34	154	.7	610	147	.7	582	105	.5	711	4		142	136	.7	1142	73	.4	1214
M	18-49	946	2.3	3152	504	1.2	2311	512	1.2	2433	117	.3	973	642	1.6	4434	372	.9	4710
W	18-49	311	.8	1399	244	.6	1300	172	.4	1261	20		396	243	.6	2266	138	.3	2441
M	25-49	830	2.6	2722	444	1.4	2006	423	1.3	2063	111	.3	855	556	1.7	3856	326	1.0	4103
W	25-49	277	.9	1268	229	.7	1202	152	.5	1126	19	.1	365	220	.7	2028	126	.4	2200
M	25-54	894	2.4	2938	507	1.4	2221	477	1.3	2364	116	.3	982	617	1.6	4228	362	1.0	4592
W	25-54	345	.9	1468	260	.7	1390	170	.5	1233	23	.1	413	259	.7	2283	149	.4	2527
M	35-64	600	1.9	2076	350	1.1	1585	317	1.0	1584	84	.3	681	417	1.3	3021	250	.8	3324
W	35-64	265	.8	1087	169	.5	1021	102	.3	772	22	.1	338	178	.6	1555	106	.3	1749
KLTX-AM																			
P 12+		207	.1	792	171	.1	659	129	.1	638	53		467	169	.1	938	123	.1	996
Teens	12-17	11	.1	112			7	7		43	2		57	5		112	5		125
M	18-34	32	.1	71	23	.1	102	7		69	4		87	21	.1	102	16	.1	120
W	18-34	44	.2	206	43	.2	192	33	.2	153	12	.1	121	40	.2	245	29	.1	245
M	18-49	75	.2	257	58	.1	243	47	.1	228	13		160	60	.1	323	43	.1	340
W	18-49	74	.2	294	61	.2	280	39	.1	227	19		178	58	.1	334	41	.1	346
M	25-49	71	.2	241	56	.2	212	43	.1	196	12		129	56	.2	291	40	.1	309
W	25-49	68	.2	251	59	.2	261	38	.1	215	17	.1	159	55	.2	291	39	.1	303
M	25-54	72	.2	260	56	.1	212	43	.1	196	12		129	57	.2	310	40	.1	327
W	25-54	71	.2	266	61	.2	276	41	.1	246	18		190	58	.2	322	40	.1	348
M	35-64	47	.1	220	43	.1	155	43	.1	173	9		73	44	.1	254	30	.1	254
W	35-64	57	.2	150	31	.1	150	20	.1	151	8		103	36	.1	166	25	.1	192
KLVE-FM																			
P 12+		812	.6	4999	855	.6	5695	684	.5	5422	390	.3	3736	789	.6	9238	620	.4	11048
Teens	12-17	38	.2	525	26	.2	324	33	.2	470	35	.2	363	32	.2	770	31	.2	950
M	18-34	140	.6	779	126	.6	843	100	.5	891	105	.5	714	122	.6	1541	108	.5	1938
W	18-34	178	.9	1206	245	1.2	1605	155	.8	1241	99	.5	927	197	1.0	2269	158	.8	2644
M	18-49	206	.5	1236	236	.6	1498	196	.5	1644	139	.3	1163	214	.5	2677	178	.4	3310
W	18-49	359	.9	2241	400	1.0	2725	308	.8	2346	156	.4	1667	359	.9	4022	276	.7	4680
M	25-49	174	.5	958	211	.6	1245	164	.5	1374	108	.3	881	185	.6	2237	148	.5	2738
W	25-49	312	1.0	1857	323	1.0	2219	253	.8	1920	122	.4	1341	298	.9	3317	226	.7	3751
M	25-54	212	.6	1132	242	.6	1466	185	.5	1545	112	.3	981	215	.6	2582	168	.4	3117
W	25-54	333	.9	2006	350	.9	2441	287	.8	2096	138	.4	1463	326	.9	3639	246	.7	4127
M	35-64	148	.5	809	157	.5	1051	132	.4	1078	44	.1	629	146	.5	1740	107	.3	2077
W	35-64	259	.8	1443	214	.7	1550	219	.7	1529	85	.3	963	229	.7	2471	168	.5	2879
KLYY-FM																			
P 12+		357	.3	2386	674	.5	3622	373	.3	2659	154	.1	1496	484	.3	5072	361	.3	6103
Teens	12-17	13	.1	179	14	.1	141	18	.1	238	15	.1	187	15	.1	320	14	.1	462
M	18-34	114	.5	610	198	.9	847	99	.5	681	45	.2	387	142	.7	1182	106	.5	1493
W	18-34	58	.3	515	197	1.0	1010	111	.5	717	40	.2	456	128	.6	1330	97	.5	1567
M	18-49	176	.4	1007	307	.7	1490	177	.4	1174	77	.2	565	227	.5	2090	167	.4	2516
W	18-49	115	.3	837	287	.7	1568	160	.4	1044	54	.1	640	195	.5	2043	144	.4	2395
M	25-49	119	.4	710	244	.8	1237	156	.5	989	66	.2	422	178	.5	1683	133	.4	2011
W	25-49	98	.3	680	236	.7	1271	133	.4	821	43	.1	499	162	.5	1610	119	.4	1850
M	25-54	129	.3	772	251	.7	1323	158	.4	1041	67	.2	435	185	.5	1835	137	.4	2192
W	25-54	113	.3	765	270	.7	1425	142	.4	900	47	.1	542	182	.5	1790	134	.4	2058
M	35-64	85	.3	541	126	.4	805	84	.3	565	34	.1	202	101	.3	1177	72	.2	1335
W	35-64	81	.3	500	138	.4	813	61	.2	455	21	.1	264	97	.3	1019	69	.2	1162
KMXE-AM																			
P 12+		95	.1	482	193	.1	651	132	.1	570	58		370	144	.1	917	96	.1	1054
Teens	12-17	3		53			14	1		28	1		28	1		53	1		53
M	18-34	34	.2	89	50	.2	152	67	.3	209	19	.1	105	50	.2	232	33	.2	256
W	18-34			5	3		34	2		44	1		19	2		48	2		63
M	18-49	56	.1	225	106	.3	349	98	.2	350	38	.1	171	88	.2	463	57	.1	487
W	18-49	8		68	40	.1	127	18		104	6		64	24	.1	169	15		199
M	25-49	56	.2	225	93	.3	306	79	.2	307	35	.1	157	77	.2	420	51	.2	444
W	25-49	8		68	38	.1	102	17	.1	78	6		64	22	.1	144	13		174
M	25-54	63	.2	255	107	.3	353	80	.2	320	35	.1	157	85	.2	467	56	.1	491
W	25-54	9		87	41	.1	124	20	.1	94	6		64	25	.1	166	15		196
M	35-64	29	.1	176	69	.2	244	35	.1	193	19	.1	81	46	.1	328	30	.1	343
W	35-64	21	.1	129	58	.2	154	25	.1	99	14		78	37	.1	190	23	.1	237

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

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KMZT-FM																			
P 12+		347	.2	2450	486	.4	3300	359	.3	3329	165	.1	2006	404	.3	5306	317	.2	6824
Teens 12-17		7		68	2		53	4		105	5		66	4		185	5		348
M 18-34		4		71	11	.1	138	10		200	7		165	9		282	9		431
W 18-34		18	.1	156	29	.1	258	29	.1	263	11	.1	88	26	.1	373	20	.1	445
M 18-49		35	.1	281	67	.2	340	54	.1	434	18		272	53	.1	683	42	.1	1057
W 18-49		69	.2	498	84	.2	703	75	.2	779	27	.1	317	77	.2	1166	56	.1	1418
M 25-49		33	.1	254	65	.2	307	52	.2	376	16		227	51	.2	589	41	.1	938
W 25-49		59	.2	431	70	.2	637	68	.2	708	24	.1	267	66	.2	1053	48	.2	1257
M 25-54		45	.1	378	85	.2	398	63	.2	495	24	.1	331	66	.2	797	53	.1	1230
W 25-54		78	.2	548	101	.3	761	75	.2	875	35	.1	377	86	.2	1295	64	.2	1553
M 35-64		88	.3	607	120	.4	581	95	.3	682	47	.1	475	103	.3	1114	82	.3	1515
W 35-64		99	.3	756	148	.5	1091	105	.3	1180	48	.1	604	120	.4	1731	90	.3	2070
KNX -AM																			
P 12+		855	.6	6146	455	.3	4464	483	.3	5240	145	.1	2514	587	.4	9364	427	.3	11171
Teens 12-17		8	.1	129	1		14	1		36	1		55	3		146	3		251
M 18-34		61	.3	466	15	.1	206	21	.1	281	7		169	31	.1	688	21	.1	807
W 18-34		32	.2	409	7		149	15	.1	265	7		146	17	.1	536	11	.1	599
M 18-49		224	.5	1732	99	.2	1103	134	.3	1507	24	.1	655	148	.4	2614	95	.2	3039
W 18-49		89	.2	954	31	.1	499	42	.1	701	20		441	52	.1	1399	40	.1	1732
M 25-49		216	.7	1661	91	.3	1074	126	.4	1451	24	.1	655	140	.4	2534	90	.3	2938
W 25-49		84	.3	874	30	.1	480	38	.1	663	19	.1	429	49	.2	1286	38	.1	1592
M 25-54		286	.8	2086	122	.3	1304	168	.4	1868	32	.1	803	187	.5	3174	120	.3	3659
W 25-54		118	.3	1144	44	.1	671	71	.2	943	24	.1	528	75	.2	1722	56	.2	2102
M 35-64		370	1.2	2467	203	.6	1703	239	.8	2347	53	.2	950	265	.8	3714	175	.6	4270
W 35-64		158	.5	1393	82	.3	1014	122	.4	1261	33	.1	697	118	.4	2123	93	.3	2629
KOST-FM																			
P 12+		842	.6	5783	1313	.9	6595	952	.7	7063	364	.3	4209	1057	.8	10681	741	.5	13187
Teens 12-17		15	.1	136	11	.1	260	40	.3	406	24	.2	349	21	.1	588	22	.1	821
M 18-34		103	.5	573	135	.6	546	92	.4	672	41	.2	504	112	.5	1009	81	.4	1382
W 18-34		150	.7	1065	311	1.5	1267	226	1.1	1219	77	.4	967	235	1.1	1976	158	.8	2533
M 18-49		195	.5	1316	256	.6	1274	191	.5	1507	81	.2	995	217	.5	2310	160	.4	2923
W 18-49		309	.8	2284	607	1.5	2602	428	1.1	2681	174	.4	1903	460	1.1	4068	321	.8	5120
M 25-49		180	.6	1165	238	.7	1175	174	.5	1324	70	.2	866	201	.6	2081	146	.4	2592
W 25-49		289	.9	2138	547	1.7	2244	368	1.2	2419	156	.5	1655	413	1.3	3550	285	.9	4379
M 25-54		230	.6	1318	297	.8	1383	199	.5	1507	76	.2	999	246	.7	2392	174	.5	3034
W 25-54		383	1.0	2583	657	1.8	2729	441	1.2	2968	173	.5	1865	506	1.4	4308	344	.9	5250
M 35-64		170	.5	1220	234	.7	1295	171	.5	1475	56	.2	746	195	.6	2205	137	.4	2646
W 35-64		326	1.0	2211	521	1.6	2442	366	1.1	2762	136	.4	1430	413	1.3	3766	284	.9	4562
KPWR-FM																			
P 12+		1282	.9	10640	925	.7	9728	1306	.9	11833	609	.4	7563	1152	.8	17593	920	.7	20095
Teens 12-17		362	2.3	3562	173	1.1	2634	491	3.1	4200	283	1.8	3203	329	2.1	5702	303	1.9	6314
M 18-34		458	2.1	3190	406	1.9	3030	401	1.9	3133	165	.8	1915	420	1.9	4898	305	1.4	5491
W 18-34		269	1.3	2495	234	1.1	2830	270	1.3	3061	100	.5	1664	256	1.2	4472	202	1.0	5280
M 18-49		569	1.4	3703	462	1.1	3554	475	1.2	3731	191	.5	2251	499	1.2	5863	360	.9	6648
W 18-49		322	.8	3098	277	.7	3327	324	.8	3710	123	.3	1971	306	.8	5538	242	.6	6509
M 25-49		352	1.1	1981	270	.8	2058	275	.8	2151	93	.3	1143	297	.9	3284	205	.6	3737
W 25-49		190	.6	1735	156	.5	1600	186	.6	2073	48	.2	798	175	.5	3005	129	.4	3499
M 25-54		360	1.0	2062	273	.7	2101	280	.7	2221	97	.3	1196	302	.8	3417	210	.6	3921
W 25-54		203	.5	1840	158	.4	1628	191	.5	2146	49	.1	849	182	.5	3159	134	.4	3708
M 35-64		123	.4	627	60	.2	582	79	.3	678	30	.1	389	85	.3	1140	61	.2	1410
W 35-64		69	.2	753	50	.2	597	61	.2	747	27	.1	379	59	.2	1325	47	.1	1545
KRCD-FM																			
P 12+		332	.2	1646	433	.3	2238	312	.2	1865	189	.1	1302	364	.3	3200	296	.2	3933
Teens 12-17		8	.1	96	7		90	8	.1	157	3		66	8	.1	243	7		338
M 18-34		64	.3	275	88	.4	469	71	.3	397	27	.1	237	75	.3	630	56	.3	846
W 18-34		39	.2	203	39	.2	249	20	.1	225	22	.1	163	33	.2	445	25	.1	537
M 18-49		110	.3	530	181	.4	837	122	.3	699	58	.1	443	141	.3	1151	108	.3	1426
W 18-49		118	.3	643	138	.3	739	98	.2	640	73	.2	466	119	.3	1080	96	.2	1262
M 25-49		95	.3	434	157	.5	686	103	.3	524	54	.2	357	122	.4	920	94	.3	1153
W 25-49		113	.4	609	131	.4	656	93	.3	604	72	.2	455	114	.4	973	93	.3	1155
M 25-54		97	.3	459	168	.4	770	109	.3	560	59	.2	405	128	.3	1016	99	.3	1268
W 25-54		129	.3	703	137	.4	741	101	.3	650	92	.2	535	123	.3	1086	105	.3	1307
M 35-64		58	.2	301	126	.4	493	74	.2	398	36	.1	274	89	.3	699	70	.2	790
W 35-64		128	.4	632	123	.4	693	101	.3	568	74	.2	416	118	.4	898	100	.3	1044

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

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KRCV-FM	P 12+	115	.1	933	167	.1	1071	160	.1	1011	81	.1	621	149	.1	1567	126	.1	1942
Teens	12-17									6						6			20
	M 18-34	21	.1	144	37	.2	159	36	.2	143	24	.1	135	32	.1	239	28	.1	355
	W 18-34	16	.1	162	13	.1	152	27	.1	131	15	.1	133	18	.1	237	18	.1	302
	M 18-49	36	.1	278	73	.2	341	62	.2	355	45	.1	281	58	.1	525	51	.1	689
	W 18-49	45	.1	328	31	.1	345	60	.1	333	18	.1	162	44	.1	505	35	.1	599
	M 25-49	36	.1	278	73	.2	341	58	.2	328	43	.1	254	57	.2	498	49	.2	648
	W 25-49	45	.1	328	31	.1	334	60	.2	321	15	.1	115	44	.1	493	34	.1	553
	M 25-54	40	.1	325	76	.2	412	66	.2	380	50	.1	320	62	.2	581	57	.2	750
	W 25-54	49	.1	356	39	.1	387	67	.2	365	18	.1	138	51	.1	559	40	.1	637
	M 35-64	25	.1	285	58	.2	347	41	.1	330	30	.1	232	43	.1	540	38	.1	607
	W 35-64	45	.1	282	46	.1	324	48	.1	311	12	.1	97	46	.1	457	34	.1	515
KRLA-AM	P 12+	438	.3	2105	435	.3	2103	358	.3	1681	94	.1	883	412	.3	3068	244	.2	3528
Teens	12-17									46						46			57
	M 18-34	35	.2	166	50	.2	155	23	.1	116	9		82	37	.2	216	22	.1	229
	W 18-34	9		25	10		37	26	.1	82	12	.1	66	15	.1	82	11	.1	115
	M 18-49	100	.2	462	104	.3	517	68	.2	401	26	.1	204	92	.2	688	54	.1	722
	W 18-49	48	.1	176	41	.1	172	46	.1	215	15		108	45	.1	300	28	.1	403
	M 25-49	99	.3	449	100	.3	485	65	.2	382	23	.1	182	89	.3	655	52	.2	677
	W 25-49	44	.1	166	32	.1	150	26	.1	161	6		74	34	.1	247	19	.1	335
	M 25-54	127	.3	584	115	.3	569	80	.2	466	25	.1	196	108	.3	821	62	.2	856
	W 25-54	57	.2	240	43	.1	219	41	.1	255	12		114	47	.1	386	28	.1	519
	M 35-64	136	.4	625	107	.3	727	88	.3	534	22	.1	190	110	.3	991	64	.2	1056
	W 35-64	112	.3	458	75	.2	405	61	.2	382	19	.1	154	82	.3	671	48	.1	821
KROQ-FM	P 12+	1312	.9	9177	1024	.7	7976	1045	.8	9503	628	.5	6730	1119	.8	14752	857	.6	17164
Teens	12-17	166	1.0	1617	93	.6	1177	246	1.5	2181	152	1.0	1743	162	1.0	2910	152	1.0	3488
	M 18-34	510	2.4	3080	493	2.3	2878	394	1.8	3042	271	1.3	2318	468	2.2	4731	351	1.6	5378
	W 18-34	324	1.6	2293	208	1.0	2052	195	.9	2164	123	.6	1537	240	1.2	3562	179	.9	3988
	M 18-49	661	1.6	3950	613	1.5	3681	494	1.2	3979	324	.8	2958	591	1.4	6249	441	1.1	7311
	W 18-49	421	1.1	3129	290	.7	2705	276	.7	3007	138	.3	1873	326	.8	4838	235	.6	5539
	M 25-49	480	1.5	2666	420	1.3	2356	337	1.0	2692	189	.6	1696	413	1.3	4167	297	.9	4940
	W 25-49	274	.9	2101	184	.6	1616	190	.6	1887	58	.2	949	214	.7	3128	145	.5	3544
	M 25-54	507	1.4	2835	432	1.2	2463	340	.9	2784	190	.5	1722	427	1.1	4382	305	.8	5156
	W 25-54	287	.8	2254	191	.5	1736	205	.6	1987	67	.2	1029	225	.6	3361	156	.4	3821
	M 35-64	187	.6	1064	137	.4	954	111	.4	1086	54	.2	680	145	.5	1815	102	.3	2230
	W 35-64	120	.4	1068	92	.3	870	96	.3	974	25	.1	436	102	.3	1641	71	.2	1959
KRTH-FM	P 12+	798	.6	6301	870	.6	7259	721	.5	7304	208	.1	3277	802	.6	12276	610	.4	15165
Teens	12-17	39	.2	636	37	.2	554	73	.5	912	25	.2	483	48	.3	1421	44	.3	1798
	M 18-34	61	.3	661	65	.3	631	59	.3	571	40	.2	425	62	.3	1165	52	.2	1562
	W 18-34	38	.2	520	63	.3	652	58	.3	677	27	.1	425	54	.3	1220	43	.2	1609
	M 18-49	194	.5	1404	189	.5	1641	153	.4	1548	59	.1	743	179	.4	2735	141	.3	3507
	W 18-49	171	.4	1657	191	.5	1911	176	.4	1840	55	.1	896	180	.4	3286	139	.3	4086
	M 25-49	168	.5	1114	143	.4	1290	129	.4	1330	50	.2	573	146	.4	2218	116	.4	2905
	W 25-49	156	.5	1427	160	.5	1577	148	.5	1540	44	.1	748	155	.5	2698	118	.4	3265
	M 25-54	252	.7	1541	234	.6	1865	181	.5	1883	71	.2	841	223	.6	3105	173	.5	3993
	W 25-54	227	.6	1952	269	.7	2216	215	.6	2218	55	.1	995	239	.6	3718	175	.5	4437
	M 35-64	317	1.0	1790	311	1.0	2201	226	.7	2110	53	.2	805	287	.9	3441	214	.7	4203
	W 35-64	298	.9	2261	319	1.0	2544	258	.8	2499	54	.2	986	294	.9	4153	210	.6	4960
KSCA-FM	P 12+	971	.7	4066	519	.4	3510	298	.2	2469	114	.1	1217	590	.4	5742	411	.3	6841
Teens	12-17	39	.2	341	19	.1	205	11	.1	135	5		105	23	.1	479	18	.1	592
	M 18-34	232	1.1	965	135	.6	867	77	.4	663	28	.1	325	147	.7	1357	104	.5	1611
	W 18-34	203	1.0	769	98	.5	732	36	.2	466	16	.1	229	111	.5	1137	76	.4	1369
	M 18-49	457	1.1	1747	230	.6	1434	151	.4	1104	57	.1	546	275	.7	2374	196	.5	2887
	W 18-49	345	.9	1380	191	.5	1294	90	.2	899	35	.1	402	207	.5	2006	142	.4	2368
	M 25-49	403	1.2	1438	197	.6	1150	130	.4	876	43	.1	404	240	.7	1887	170	.5	2313
	W 25-49	302	.9	1151	153	.5	1058	80	.3	724	26	.1	273	176	.6	1602	120	.4	1853
	M 25-54	414	1.1	1529	207	.6	1213	135	.4	945	44	.1	422	248	.7	2026	175	.5	2469
	W 25-54	323	.9	1233	160	.4	1121	87	.2	782	28	.1	280	188	.5	1743	129	.3	1994
	M 35-64	274	.9	956	133	.4	755	91	.3	572	32	.1	283	163	.5	1303	114	.4	1607
	W 35-64	189	.6	801	118	.4	769	77	.2	547	31	.1	246	127	.4	1154	89	.3	1318

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

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KSPN-AM																			
P 12+		78	.1	882	123	.1	1221	186	.1	1658	69		931	128	.1	2572	103	.1	3316
Teens 12-17		3		52	1		21	6		92	6		68	3		106	4		188
M 18-34		19	.1	172	20	.1	210	29	.1	311	5		97	22	.1	487	16	.1	568
W 18-34					2		30	6		79			20	3		96	2		125
M 18-49		39	.1	406	79	.2	596	91	.2	716	12		258	71	.2	1155	46	.1	1340
W 18-49		7		54	3		53	16		159	7		88	8		206	7		297
M 25-49		29	.1	356	77	.2	556	82	.3	641	8		189	64	.2	1060	41	.1	1212
W 25-49		7		54	3		53	13		133	7		68	7		180	7		250
M 25-54		34	.1	474	84	.2	656	93	.2	803	11		300	71	.2	1301	47	.1	1489
W 25-54		7		54	3		53	13		153	7		68	7		200	7		307
M 35-64		30	.1	433	75	.2	552	89	.3	733	23	.1	387	66	.2	1121	47	.1	1314
W 35-64		7		54	2		55	10		110	11		138	6		172	8		359
KSSE-FM																			
P 12+		784	.6	4102	576	.4	3597	443	.3	3327	176	.1	1968	599	.4	6346	430	.3	7332
Teens 12-17		37	.2	425	14	.1	197	29	.2	300	18	.1	304	26	.2	624	23	.1	868
M 18-34		264	1.2	981	126	.6	799	94	.4	697	47	.2	471	159	.7	1450	112	.5	1752
W 18-34		263	1.3	1435	267	1.3	1396	174	.8	1324	73	.4	713	237	1.2	2214	168	.8	2376
M 18-49		351	.8	1366	184	.4	1111	157	.4	1038	70	.2	666	227	.5	2115	163	.4	2532
W 18-49		387	1.0	2176	342	.9	2015	229	.6	1770	81	.2	858	321	.8	3213	222	.6	3436
M 25-49		283	.9	1048	125	.4	868	118	.4	802	59	.2	483	171	.5	1677	126	.4	1935
W 25-49		286	.9	1631	225	.7	1520	167	.5	1301	56	.2	608	226	.7	2359	158	.5	2506
M 25-54		283	.8	1062	127	.3	895	119	.3	814	59	.2	509	172	.5	1718	127	.3	2001
W 25-54		289	.8	1677	228	.6	1579	174	.5	1355	56	.2	614	230	.6	2458	163	.4	2620
M 35-64		88	.3	427	62	.2	364	66	.2	367	25	.1	259	72	.2	745	55	.2	921
W 35-64		131	.4	824	101	.3	796	79	.2	609	12		221	104	.3	1248	70	.2	1325
KSUR-AM																			
P 12+		77	.1	526	122	.1	802	82	.1	780	62		605	96	.1	1174	84	.1	1626
Teens 12-17		5		25				1		13	2		26	2		25	2		39
M 18-34		9		55	5		54	6		39	2		15	6		94	5		94
W 18-34				10	2		31			10			13	1		41			54
M 18-49		22	.1	86	17		73	7		69	11		83	16		125	12		190
W 18-49		2		21	4		81	7		86	9		55	4		143	5		191
M 25-49		15		56	13		58	3		54	9		68	10		96	8		161
W 25-49		2		21	2		51	7		86	9		55	3		113	5		160
M 25-54		15		70	13		75	3		68	10		100	11		126	10		210
W 25-54		3		38	2		80	8		103	12		67	4		142	6		201
M 35-64		16	.1	88	18	.1	85	5		113	12		160	13		171	12		274
W 35-64		5		102	12		184	22	.1	206	25	.1	119	13		255	15		359
KTWV-FM																			
P 12+		825	.6	4696	1116	.8	5164	773	.6	5472	266	.2	2936	921	.7	8329	661	.5	10157
Teens 12-17		17	.1	132	13	.1	65	17	.1	146	15	.1	165	15	.1	246	13	.1	414
M 18-34		28	.1	237	45	.2	285	38	.2	320	16	.1	232	38	.2	534	29	.1	687
W 18-34		53	.3	346	84	.4	419	47	.2	393	30	.1	259	63	.3	653	44	.2	824
M 18-49		212	.5	1138	277	.7	1258	189	.5	1455	73	.2	683	230	.6	2129	163	.4	2568
W 18-49		209	.5	1299	275	.7	1366	163	.4	1269	76	.2	831	220	.5	2111	152	.4	2621
M 25-49		209	.6	1046	269	.8	1207	181	.6	1368	66	.2	626	223	.7	1966	158	.5	2355
W 25-49		196	.6	1208	255	.8	1274	156	.5	1175	69	.2	758	206	.6	1940	142	.4	2399
M 25-54		241	.6	1310	323	.9	1515	224	.6	1657	73	.2	805	267	.7	2507	187	.5	3027
W 25-54		273	.7	1737	403	1.1	1808	259	.7	1693	84	.2	1004	319	.9	2708	216	.6	3342
M 35-64		292	.9	1496	397	1.3	1649	272	.9	1812	86	.3	830	326	1.0	2771	231	.7	3316
W 35-64		330	1.0	1997	463	1.4	1988	316	1.0	2054	93	.3	1196	377	1.2	3058	265	.8	3713
KWKV-AM																			
P 12+		123	.1	545	185	.1	751	79	.1	503	32		262	133	.1	1114	87	.1	1263
Teens 12-17				14	1		22	2		22	1		22	1		22	1		22
M 18-34		12	.1	65	26	.1	105	12	.1	100	7		48	17	.1	185	11	.1	212
W 18-34					3		25	1		27	3		30	2		52	2		60
M 18-49		45	.1	157	43	.1	200	29	.1	228	23	.1	122	39	.1	382	27	.1	447
W 18-49		40	.1	187	67	.2	268	24	.1	112	5		59	46	.1	342	29	.1	380
M 25-49		43	.1	127	30	.1	154	25	.1	198	22	.1	107	32	.1	307	22	.1	362
W 25-49		40	.1	187	67	.2	268	23	.1	99	5		59	45	.1	329	29	.1	359
M 25-54		47	.1	152	50	.1	198	26	.1	205	22	.1	107	41	.1	351	28	.1	406
W 25-54		40	.1	187	74	.2	296	23	.1	99	5		59	48	.1	357	30	.1	387
M 35-64		47	.1	166	39	.1	166	21	.1	151	16	.1	95	36	.1	300	25	.1	360
W 35-64		41	.1	198	86	.3	362	28	.1	128	3		41	54	.2	409	34	.1	439

* Listener estimates adjusted for reported broadcast schedule.

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

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KWVE-FM																			
P 12+		270	.2	1518	212	.2	1196	188	.1	1404	46		503	223	.2	2347	150	.1	2754
Teens 12-17		10	.1	50	5		50	8	.1	45			6	7		95	5		137
M 18-34		30	.1	160	25	.1	140	22	.1	148	7		78	25	.1	241	17	.1	247
W 18-34		42	.2	204	24	.1	210	23	.1	196	5		57	29	.1	341	20	.1	406
M 18-49		83	.2	431	59	.1	330	49	.1	410	16		175	63	.2	635	42	.1	728
W 18-49		108	.3	621	72	.2	464	69	.2	572	20		218	82	.2	923	59	.1	1028
M 25-49		82	.3	415	57	.2	309	47	.1	374	14		155	62	.2	599	40	.1	692
W 25-49		105	.3	591	70	.2	404	66	.2	538	18	.1	192	79	.2	845	57	.2	940
M 25-54		95	.3	496	77	.2	365	58	.2	423	14		168	77	.2	700	48	.1	838
W 25-54		117	.3	665	73	.2	441	78	.2	608	20	.1	199	88	.2	953	62	.2	1065
M 35-64		83	.3	428	84	.3	306	56	.2	376	10		117	75	.2	592	46	.1	753
W 35-64		93	.3	593	68	.2	408	69	.2	507	19	.1	224	76	.2	881	54	.2	970
KXQL-FM																			
P 12+		382	.3	1959	355	.3	2518	303	.2	2285	110	.1	1422	347	.2	4077	273	.2	4896
Teens 12-17		11	.1	150	12	.1	163	16	.1	217	12	.1	191	13	.1	283	13	.1	385
M 18-34		65	.3	303	37	.2	407	47	.2	416	18	.1	275	49	.2	755	39	.2	971
W 18-34		106	.5	520	87	.4	563	56	.3	596	21	.1	307	83	.4	1042	65	.3	1261
M 18-49		148	.4	680	103	.2	802	98	.2	740	29	.1	450	115	.3	1366	86	.2	1662
W 18-49		147	.4	855	144	.4	1060	110	.3	991	42	.1	528	134	.3	1675	109	.3	1953
M 25-49		136	.4	598	96	.3	655	88	.3	627	24	.1	365	106	.3	1092	78	.2	1316
W 25-49		140	.4	750	130	.4	956	99	.3	862	37	.1	433	123	.4	1462	99	.3	1600
M 25-54		136	.4	615	100	.3	725	93	.2	664	24	.1	365	109	.3	1180	80	.2	1419
W 25-54		145	.4	788	134	.4	1027	100	.3	874	38	.1	472	127	.3	1580	103	.3	1758
M 35-64		99	.3	451	93	.3	504	69	.2	435	18	.1	246	87	.3	809	63	.2	925
W 35-64		57	.2	440	70	.2	614	61	.2	449	33	.1	305	63	.2	844	56	.2	990
KXTA-AM																			
P 12+		58		648	110	.1	725	60		595	17		210	79	.1	1175	46		1316
Teens 12-17		1		26												26			37
M 18-34		15	.1	227	50	.2	284	26	.1	258	9		74	32	.1	427	19	.1	427
W 18-34					1		25	1		28				1		40	1		49
M 18-49		42	.1	450	89	.2	547	40	.1	392	14		151	60	.1	798	34	.1	839
W 18-49					4		43	1		28			16	2		58	1		95
M 25-49		40	.1	416	88	.3	513	36	.1	337	14		135	57	.2	718	33	.1	759
W 25-49					3		32	1		28			16	2		47	1		84
M 25-54		48	.1	509	91	.2	556	47	.1	413	14		135	64	.2	868	37	.1	909
W 25-54					3		32	2		36			16	2		55	1		92
M 35-64		40	.1	359	54	.2	349	28	.1	248	6		96	42	.1	592	24	.1	633
W 35-64					3		19			8			16	1		27	1		55
XTRA-AM																			
P 12+		120	.1	822	165	.1	1069	108	.1	1132	9		264	134	.1	1886	82	.1	2234
Teens 12-17		1		22			9	2		19			3	1		30			30
M 18-34		23	.1	201	46	.2	258	27	.1	287	1		25	33	.2	448	17	.1	452
W 18-34					8		50	5		41			19	5		78	3		118
M 18-49		78	.2	518	102	.2	633	67	.2	679	3		91	84	.2	1145	47	.1	1270
W 18-49		8		53	10		62	7		53	2		42	8		123	6		186
M 25-49		78	.2	511	102	.3	633	64	.2	642	3		88	83	.3	1101	47	.1	1226
W 25-49		8		53	9		33	7		53	2		36	8		94	6		139
M 25-54		80	.2	550	111	.3	677	66	.2	724	4		122	88	.2	1221	52	.1	1407
W 25-54		8		62	10		45	8		75	2		36	9		115	7		161
M 35-64		79	.3	466	91	.3	542	58	.2	566	4		113	77	.2	973	46	.1	1193
W 35-64		8		54	6		77	5		80	2		37	6		127	7		163
KYSR-FM																			
P 12+		736	.5	4867	569	.4	4629	493	.4	5242	129	.1	2487	597	.4	8812	399	.3	10543
Teens 12-17		27	.2	425	14	.1	125	20	.1	368	30	.2	294	20	.1	667	20	.1	814
M 18-34		114	.5	623	67	.3	630	68	.3	722	18	.1	435	82	.4	1351	56	.3	1755
W 18-34		185	.9	1560	171	.8	1710	163	.8	1949	39	.2	894	173	.8	3005	117	.6	3507
M 18-49		226	.5	1262	127	.3	1293	114	.3	1368	39	.1	805	153	.4	2549	109	.3	3269
W 18-49		389	1.0	2732	366	.9	2838	304	.8	3167	52	.1	1234	354	.9	4866	228	.6	5585
M 25-49		188	.6	1015	92	.3	1008	94	.3	1142	27	.1	620	122	.4	2076	89	.3	2702
W 25-49		319	1.0	2125	294	.9	2170	241	.8	2484	38	.1	926	285	.9	3746	183	.6	4213
M 25-54		201	.5	1080	107	.3	1087	103	.3	1215	28	.1	660	135	.4	2226	97	.3	2900
W 25-54		364	1.0	2315	327	.9	2340	275	.7	2616	42	.1	973	323	.9	4011	204	.5	4493
M 35-64		136	.4	735	78	.2	752	59	.2	773	22	.1	433	90	.3	1430	66	.2	1815
W 35-64		267	.8	1454	235	.7	1352	182	.6	1427	18	.1	422	229	.7	2252	137	.4	2514

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

DMA Target Listeners

AOH and Cume Persons																		
Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID			
AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	
KZAB-FM																		
P 12+	146	.1	1106	257	.2	1634	263	.2	1536	89	.1	884	225	.2	2519	177	.1	2907
Teens 12-17	10	.1	121	4		96	34	.2	181	10	.1	131	15	.1	256	16	.1	324
M 18-34	18	.1	175	30	.1	207	28	.1	208	14	.1	134	26	.1	396	22	.1	502
W 18-34	32	.2	168	48	.2	260	55	.3	233	23	.1	164	45	.2	398	37	.2	443
M 18-49	33	.1	320	98	.2	520	91	.2	523	32	.1	243	76	.2	835	60	.1	1006
W 18-49	80	.2	457	107	.3	642	106	.3	568	34	.1	270	99	.2	927	77	.2	995
M 25-49	27	.1	280	92	.3	418	80	.2	421	20	.1	142	69	.2	658	52	.2	813
W 25-49	77	.2	421	104	.3	584	103	.3	509	31	.1	235	95	.3	834	74	.2	902
M 25-54	36	.1	347	97	.3	490	87	.2	494	21	.1	166	75	.2	779	55	.1	958
W 25-54	84	.2	478	120	.3	627	111	.3	537	33	.1	264	106	.3	891	82	.2	959
M 35-64	29	.1	248	77	.2	436	72	.2	405	24	.1	198	61	.2	633	45	.1	736
W 35-64	55	.2	345	84	.3	486	60	.2	389	15		161	67	.2	664	49	.2	704
KZLA-FM																		
P 12+	698	.5	4288	707	.5	4378	649	.5	4975	158	.1	2300	686	.5	6983	486	.4	7863
Teens 12-17	25	.2	273	17	.1	204	34	.2	306	14	.1	153	25	.2	463	22	.1	532
M 18-34	44	.2	403	48	.2	339	54	.2	453	25	.1	305	49	.2	664	40	.2	770
W 18-34	96	.5	683	84	.4	625	104	.5	913	27	.1	452	94	.5	1182	65	.3	1268
M 18-49	156	.4	834	148	.4	822	119	.3	940	37	.1	609	142	.3	1434	105	.3	1710
W 18-49	262	.7	1558	250	.6	1571	259	.6	1958	55	.1	835	256	.6	2608	169	.4	2835
M 25-49	147	.5	761	136	.4	714	103	.3	816	31	.1	525	129	.4	1245	94	.3	1505
W 25-49	236	.7	1350	222	.7	1315	225	.7	1653	48	.2	706	227	.7	2243	150	.5	2461
M 25-54	177	.5	938	188	.5	908	126	.3	961	36	.1	602	166	.4	1508	121	.3	1792
W 25-54	273	.7	1618	268	.7	1598	264	.7	1929	55	.1	823	268	.7	2653	179	.5	2902
M 35-64	198	.6	954	197	.6	1011	127	.4	986	30	.1	574	176	.6	1513	128	.4	1797
W 35-64	249	.8	1527	251	.8	1633	235	.7	1703	42	.1	657	246	.8	2370	163	.5	2568
KCAL-FM																		
P 12+	179	.1	1161	188	.1	1198	185	.1	1400	64		671	184	.1	1957	134	.1	2291
Teens 12-17	28	.2	216	22	.1	186	44	.3	279	22	.1	157	31	.2	401	28	.2	460
M 18-34	51	.2	263	45	.2	273	46	.2	418	12	.1	158	47	.2	545	32	.1	615
W 18-34	33	.2	263	42	.2	331	30	.1	280	14	.1	183	36	.2	408	25	.1	466
M 18-49	97	.2	538	104	.3	527	91	.2	652	24	.1	247	98	.2	875	67	.2	1006
W 18-49	46	.1	376	54	.1	454	43	.1	429	18		245	48	.1	616	34	.1	740
M 25-49	65	.2	369	78	.2	379	66	.2	409	15		139	70	.2	561	47	.1	663
W 25-49	33	.1	260	28	.1	277	25	.1	300	11		165	29	.1	428	21	.1	505
M 25-54	69	.2	388	78	.2	385	68	.2	420	15		145	72	.2	585	48	.1	693
W 25-54	33	.1	260	28	.1	277	25	.1	306	11		173	29	.1	434	21	.1	518
M 35-64	50	.2	301	61	.2	265	47	.1	249	12		95	53	.2	362	37	.1	427
W 35-64	16		118	16		129	16		168	4		78	16		227	11		301
KFRG-FM																		
P 12+	306	.2	1826	323	.2	1949	302	.2	2212	81	.1	909	312	.2	3241	233	.2	3906
Teens 12-17	10	.1	116	11	.1	86	9	.1	133	4		40	10	.1	248	9	.1	285
M 18-34	11	.1	94	28	.1	215	16	.1	138	4		58	19	.1	265	13	.1	297
W 18-34	30	.1	230	41	.2	249	33	.2	266	6		135	35	.2	428	24	.1	514
M 18-49	45	.1	302	56	.1	384	63	.2	367	12		140	55	.1	568	39	.1	707
W 18-49	83	.2	578	77	.2	609	75	.2	687	24	.1	338	78	.2	1042	62	.2	1225
M 25-49	43	.1	279	47	.1	280	61	.2	330	10		113	50	.2	448	34	.1	567
W 25-49	75	.2	495	69	.2	512	65	.2	577	21	.1	263	69	.2	884	55	.2	1004
M 25-54	63	.2	338	68	.2	325	75	.2	399	10		125	69	.2	536	46	.1	694
W 25-54	86	.2	590	79	.2	620	85	.2	745	24	.1	323	83	.2	1052	66	.2	1229
M 35-64	97	.3	432	71	.2	340	84	.3	467	14		155	83	.3	637	58	.2	828
W 35-64	97	.3	645	84	.3	653	90	.3	822	26	.1	345	90	.3	1099	70	.2	1303
KGGI-FM																		
P 12+	293	.2	3124	278	.2	3174	335	.2	4005	186	.1	2271	300	.2	6251	265	.2	7418
Teens 12-17	79	.5	984	60	.4	913	120	.8	1357	82	.5	934	85	.5	1983	83	.5	2270
M 18-34	53	.2	619	48	.2	537	68	.3	811	27	.1	317	56	.3	1190	51	.2	1448
W 18-34	82	.4	840	97	.5	1017	86	.4	1021	49	.2	657	89	.4	1654	75	.4	1981
M 18-49	72	.2	795	68	.2	708	84	.2	1010	32	.1	421	74	.2	1545	64	.2	1888
W 18-49	125	.3	1150	136	.3	1402	118	.3	1432	65	.2	829	127	.3	2333	106	.3	2807
M 25-49	46	.1	467	38	.1	384	43	.1	541	12		217	42	.1	874	34	.1	1087
W 25-49	79	.2	658	85	.3	798	70	.2	834	32	.1	436	79	.2	1350	64	.2	1624
M 25-54	49	.1	481	42	.1	403	47	.1	581	15		250	45	.1	930	37	.1	1157
W 25-54	81	.2	682	89	.2	855	75	.2	913	33	.1	455	82	.2	1464	67	.2	1737
M 35-64	26	.1	237	26	.1	220	21	.1	268	8		136	24	.1	464	18	.1	582
W 35-64	49	.2	382	43	.1	450	39	.1	518	19	.1	219	44	.1	864	36	.1	1027

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

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Monday-Friday 6AM-10AM			Monday-Friday 10AM-3PM			Monday-Friday 3PM-7PM			Monday-Friday 7PM-MID			Monday-Friday 6AM-7PM			Monday-Sunday 6AM-MID		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KOLA-FM																			
P 12+		244	.2	1760	309	.2	1824	237	.2	2146	55		987	267	.2	3305	194	.1	4216
Teens 12-17		4		92	3		61	7		157	4		114	4		260	5		402
M 18-34		12	.1	94	14	.1	104	15	.1	158	10		158	13	.1	221	11	.1	337
W 18-34		10		70	28		174	14		128	5		80	18	.1	225	12	.1	309
M 18-49		36	.1	331	55	.1	348	41	.1	467	15		258	45	.1	730	33	.1	944
W 18-49		53	.1	376	86	.2	500	63	.2	483	14		242	69	.2	794	44	.1	1001
M 25-49		33	.1	298	52	.2	308	38	.1	406	14		217	42	.1	639	31	.1	804
W 25-49		49	.2	332	77	.2	427	55	.2	398	10		206	61	.2	691	38	.1	836
M 25-54		65	.2	473	74	.2	431	62	.2	585	21	.1	294	67	.2	907	52	.1	1116
W 25-54		72	.2	532	90	.2	555	70	.2	558	13		283	79	.2	955	52	.1	1168
M 35-64		98	.3	620	123	.4	679	85	.3	777	15		238	104	.3	1175	75	.2	1429
W 35-64		96	.3	735	114	.4	653	87	.3	742	18	.1	326	100	.3	1174	70	.2	1421
+KWIE-FM																			
KWRP-FM																			
P 12+		140	.1	1237	133	.1	1168	182	.1	1434	112	.1	1055	150	.1	2073	134	.1	2354
Teens 12-17		60	.4	554	34	.2	380	86	.5	587	49	.3	499	58	.4	811	54	.3	919
M 18-34		35	.2	276	45	.2	307	42	.2	294	33	.2	234	41	.2	442	35	.2	495
W 18-34		19	.1	204	26	.1	262	25	.1	302	14	.1	174	23	.1	419	22	.1	481
M 18-49		50	.1	343	61	.1	407	55	.1	363	40	.1	290	56	.1	579	45	.1	658
W 18-49		30	.1	322	36	.1	362	40	.1	461	22	.1	245	35	.1	646	33	.1	727
M 25-49		18	.1	103	18	.1	135	19	.1	128	8		81	18	.1	205	14		253
W 25-49		17	.1	193	22	.1	201	27	.1	297	14		134	22	.1	387	20	.1	415
M 25-54		18		103	18		135	19	.1	128	8		81	18		205	14		253
W 25-54		17		203	22	.1	214	29	.1	320	15		148	23	.1	416	22	.1	458
M 35-64		16	.1	75	16	.1	107	13		69	7		64	15		144	11		170
W 35-64		11		128	11		113	17	.1	182	9		85	13		257	13		290
+ TOTALS																			
P 12+		32282	23.3	112190	30185	21.7	102385	26291	18.9	109436	10672	7.7	71763	29633	21.3	129065	21831	15.7	131142
Teens 12-17		2051	12.9	12037	1225	7.7	8602	2640	16.6	12731	1715	10.8	10663	1915	12.0	14553	1822	11.5	14937
M 18-34		5405	24.9	17546	4943	22.8	15982	4351	20.1	17299	2009	9.3	12109	4903	22.6	20289	3597	16.6	20526
W 18-34		4534	22.1	17124	4721	23.0	16465	3925	19.1	16655	1614	7.9	11675	4418	21.5	19444	3266	15.9	19679
M 18-49		11080	26.8	34041	9919	24.0	30061	8636	20.9	33218	3412	8.3	21645	9881	23.9	38844	7083	17.2	39293
W 18-49		9368	23.4	33946	9388	23.4	31802	7654	19.1	32367	2829	7.1	21240	8848	22.1	37970	6393	16.0	38423
M 25-49		9396	28.9	27227	8283	25.5	23688	7074	21.8	26376	2565	7.9	16268	8253	25.4	30733	5824	17.9	31078
W 25-49		7955	24.9	27394	7859	24.6	25273	6278	19.7	25877	2103	6.6	16169	7402	23.2	30236	5246	16.4	30572
M 25-54		10719	28.6	31393	9515	25.4	27323	8075	21.5	30425	2862	7.6	18685	9442	25.2	35508	6651	17.7	35916
W 25-54		9292	25.0	31797	9205	24.7	29504	7362	19.8	30147	2414	6.5	18501	8665	23.3	35229	6123	16.4	35648
M 35-64		8886	28.2	26454	7944	25.2	23105	6726	21.3	25471	2130	6.8	15152	7859	24.9	29832	5510	17.5	30211
W 35-64		7892	24.4	27299	7671	23.7	25430	6143	19.0	25904	1971	6.1	15286	7269	22.5	30443	5146	15.9	30909

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

DMA Target Listeners

AQH and Cume Persons																		
Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM			
AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	
KABC-AM																		
P 12+	322	.2	902	369	.3	1215	305	.2	932	185	.1	511	252	.2	880	172	.1	647
Teens 12-17				3		26	8	.1	11			2		10	1			10
M 18-34	12	.1	19	1		11	5		28	17	.1	44						
W 18-34	2		13	10		49	1		17	19	.1	54	5		13	2		13
M 18-49	48	.1	130	58	.1	190	68	.2	190	64	.2	163	56	.1	171	44	.1	125
W 18-49	15		81	21	.1	96	22	.1	78	21	.1	65	17		78	7		43
M 25-49	48	.1	130	58	.2	190	68	.2	180	59	.2	153	56	.2	171	44	.1	125
W 25-49	15		81	21	.1	96	22	.1	78	11		41	17	.1	78	7		43
M 25-54	64	.2	204	73	.2	268	97	.3	240	63	.2	171	62	.2	197	52	.1	148
W 25-54	20	.1	114	36	.1	150	41	.1	134	15		50	29	.1	120	16		85
M 35-64	85	.3	275	117	.4	421	114	.4	303	65	.2	186	90	.3	297	62	.2	184
W 35-64	35	.1	166	94	.3	287	102	.3	300	20	.1	72	64	.2	240	45	.1	181
KBIG-FM																		
P 12+	173	.1	806	408	.3	1532	312	.2	1184	254	.2	1062	271	.2	1234	185	.1	787
Teens 12-17	2		15	19	.1	77	26	.2	62	19	.1	34	9	.1	59	12	.1	47
M 18-34	16	.1	94	78	.4	254	47	.2	125	38	.2	137	16	.1	99	16	.1	81
W 18-34	16	.1	104	101	.5	333	69	.3	229	65	.3	252	42	.2	191	26	.1	132
M 18-49	69	.2	330	116	.3	420	99	.2	317	96	.2	425	69	.2	362	82	.2	258
W 18-49	57	.1	298	179	.4	689	126	.3	501	98	.2	433	115	.3	482	58	.1	304
M 25-49	67	.2	308	84	.3	362	90	.3	287	83	.3	392	67	.2	350	78	.2	251
W 25-49	54	.2	286	147	.5	598	120	.4	454	88	.3	395	108	.3	441	53	.2	275
M 25-54	67	.2	308	89	.2	396	99	.3	319	96	.3	435	69	.2	368	78	.2	251
W 25-54	62	.2	326	156	.4	627	129	.3	524	95	.3	429	123	.3	505	66	.2	344
M 35-64	61	.2	266	70	.2	280	63	.2	244	79	.3	363	73	.2	376	70	.2	218
W 35-64	62	.2	291	101	.3	468	90	.3	438	49	.2	243	98	.3	423	53	.2	295
KBUA-FM																		
P 12+	98	.1	272	163	.1	375	49		196	41		158	137	.1	340	92	.1	262
Teens 12-17	3		12	7		12				1		12	1		12	8	.1	12
M 18-34	28	.1	58	50	.2	129	5		28	17	.1	58	18	.1	44	21	.1	70
W 18-34	31	.2	77	45	.2	88	10		39	11	.1	25	52	.3	89	13	.1	37
M 18-49	44	.1	91	78	.2	179	15		81	20		75	30	.1	81	38	.1	104
W 18-49	44	.1	134	66	.2	145	31	.1	99	16		54	76	.2	187	26	.1	109
M 25-49	35	.1	63	45	.1	82	10		53	10		32	16		52	17	.1	33
W 25-49	40	.1	113	49	.2	112	26	.1	88	11		43	59	.2	165	21	.1	97
M 25-54	35	.1	63	45	.1	82	10		53	13		49	16		52	17		33
W 25-54	40	.1	113	49	.1	112	26	.1	88	11		43	59	.2	165	21	.1	97
M 35-64	21	.1	53	40	.1	89	10		53	7		34	32	.1	74	17	.1	33
W 35-64	15		73	21	.1	57	23	.1	75	6		29	24	.1	99	17	.1	86
KBUE-FM																		
P 12+	532	.4	1388	658	.5	1722	564	.4	1566	363	.3	1040	488	.4	1423	432	.3	1414
Teens 12-17	85	.5	257	114	.7	296	121	.8	316	93	.6	258	147	.9	348	106	.7	336
M 18-34	153	.7	355	256	1.2	552	177	.8	474	115	.5	285	98	.5	283	75	.3	281
W 18-34	119	.6	312	79	.4	284	92	.4	189	51	.2	157	100	.5	345	87	.4	287
M 18-49	227	.5	554	381	.9	845	273	.7	746	145	.4	370	134	.3	429	156	.4	519
W 18-49	179	.4	418	132	.3	450	142	.4	336	99	.2	291	153	.4	432	126	.3	404
M 25-49	190	.6	454	302	.9	640	228	.7	629	86	.3	248	100	.3	297	129	.4	421
W 25-49	141	.4	285	109	.3	324	110	.3	265	90	.3	225	111	.3	251	76	.2	263
M 25-54	199	.5	471	302	.8	640	228	.6	629	86	.2	248	104	.3	310	129	.3	421
W 25-54	146	.4	327	117	.3	338	117	.3	305	93	.2	252	121	.3	293	95	.3	304
M 35-64	94	.3	273	137	.4	349	102	.3	335	50	.2	148	44	.1	202	87	.3	281
W 35-64	66	.2	165	68	.2	227	64	.2	220	52	.2	179	66	.2	161	61	.2	189
KCBS-FM																		
P 12+	328	.2	1273	528	.4	2237	291	.2	1334	187	.1	842	502	.4	1973	309	.2	1164
Teens 12-17	1		22	17	.1	106	12	.1	92	13	.1	57	16	.1	117	24	.2	83
M 18-34	54	.2	206	69	.3	237	49	.2	158	36	.2	133	51	.2	261	36	.2	126
W 18-34	18	.1	89	44	.2	246	17	.1	124	31	.2	172	45	.2	211	29	.1	112
M 18-49	160	.4	591	233	.6	861	135	.3	502	88	.2	328	161	.4	669	99	.2	324
W 18-49	95	.2	317	151	.4	726	87	.2	476	54	.1	293	193	.5	706	93	.2	399
M 25-49	151	.5	542	205	.6	731	122	.4	443	80	.2	263	142	.4	555	89	.3	281
W 25-49	85	.3	274	129	.4	610	76	.2	406	38	.1	215	177	.6	609	77	.2	325
M 25-54	178	.5	643	230	.6	849	139	.4	512	83	.2	275	195	.5	708	112	.3	352
W 25-54	93	.2	323	154	.4	740	96	.3	480	43	.1	266	190	.5	718	93	.2	447
M 35-64	162	.5	635	239	.8	927	113	.4	478	56	.2	236	218	.7	702	122	.4	349
W 35-64	91	.3	313	140	.4	679	92	.3	448	49	.2	222	163	.5	622	84	.3	438

* Listener estimates adjusted for reported broadcast schedule.

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

DMA Target Listeners

DMA Target Listeners

	AQH and Cume Persons																	
	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KDLD-FM																		
P 12+	15		89	64		274	58		206	23		119	68		258	53		116
Teens 12-17																		
M 18-34	5		32	16	.1	79	7		37	3		15	13	.1	53	11	.1	29
W 18-34	3		29	6		60	30	.1	80	6		31	11	.1	95	12	.1	41
M 18-49	5		32	33	.1	160	17		68	11		69	19		89	22	.1	57
W 18-49	9		57	31	.1	114	39	.1	135	12		50	48	.1	152	31	.1	59
M 25-49	5		32	30	.1	144	17	.1	68	11		69	11		64	11		28
W 25-49	9		45	31	.1	114	17	.1	104	9		42	47	.1	144	31	.1	59
M 25-54	5		32	30	.1	144	17		68	11		69	11		64	11		28
W 25-54	9		45	31	.1	114	19	.1	108	9		42	49	.1	161	31	.1	59
M 35-64				17	.1	81	11		31	8		54	5		35	11		28
W 35-64	6		28	25	.1	55	11		58	6		18	39	.1	74	18	.1	18
KDLE-FM																		
P 12+	22		128	51		288	33		162	21		106	58		292	66		212
Teens 12-17				3		39	6		28	1		11	2		38	8		46
M 18-34	5		19	5		49	12	.1	56	2		13	8		56	17	.1	35
W 18-34	12	.1	66	17	.1	63	5		37	14	.1	53	18	.1	112	6		58
M 18-49	10		62	16		103	12		56	2		13	32	.1	115	46	.1	82
W 18-49	12		66	23	.1	105	7		51	17		68	25	.1	138	11		84
M 25-49	10		62	15		95	5		35				28	.1	95	46	.1	82
W 25-49	12		66	23	.1	98	7		51	17	.1	61	19	.1	123	10		67
M 25-54	10		62	23	.1	123	12		49	1		14	28	.1	95	46	.1	82
W 25-54	12		66	23	.1	111	9		64	17		61	19	.1	123	10		67
M 35-64	5		43	19	.1	83	7		14	1		14	24	.1	59	29	.1	46
W 35-64				8		54	3		27	3		14	7		26	6		26
KFI -AM																		
P 12+	1199	.9	3108	528	.4	1810	307	.2	1018	470	.3	1336	295	.2	1072	341	.2	935
Teens 12-17	17	.1	82	1		5	1		5	7		11	2		16			
M 18-34	36	.2	113	30	.1	121	29	.1	82	57	.3	176	10		59	17	.1	65
W 18-34	20	.1	64	14	.1	99	20	.1	59	31	.2	75	6		23	5		31
M 18-49	226	.5	597	133	.3	446	80	.2	255	105	.3	289	74	.2	261	75	.2	226
W 18-49	107	.3	383	46	.1	266	40	.1	173	81	.2	209	23	.1	95	16		69
M 25-49	224	.7	592	120	.4	410	72	.2	239	89	.3	255	65	.2	212	75	.2	226
W 25-49	94	.3	351	40	.1	228	24	.1	146	70	.2	188	23	.1	95	16	.1	69
M 25-54	304	.8	809	181	.5	514	88	.2	295	110	.3	317	88	.2	295	105	.3	287
W 25-54	176	.5	552	77	.2	362	60	.2	234	123	.3	333	48	.1	187	39	.1	131
M 35-64	380	1.2	1014	212	.7	647	109	.3	326	109	.3	287	122	.4	401	130	.4	292
W 35-64	297	.9	800	116	.4	467	88	.3	318	130	.4	391	66	.2	260	75	.2	203
KFSH-FM																		
P 12+	179	.1	638	227	.2	866	193	.1	665	64		278	234	.2	1088	172	.1	641
Teens 12-17	19	.1	103	23	.1	90	34	.2	114	6		28	27	.2	130	34	.2	112
M 18-34	10		48	16	.1	97	27	.1	83	2		15	25	.1	160	19	.1	75
W 18-34	13	.1	69	29	.1	187	13	.1	79	6		42	38	.2	220	16	.1	94
M 18-49	48	.1	203	58	.1	229	50	.1	147	2		15	87	.2	340	52	.1	166
W 18-49	92	.2	274	121	.3	439	99	.2	331	54	.1	221	107	.3	491	57	.1	241
M 25-49	45	.1	194	56	.2	209	39	.1	118				79	.2	274	52	.2	166
W 25-49	85	.3	241	108	.3	362	92	.3	281	53	.2	206	97	.3	422	47	.1	198
M 25-54	47	.1	208	66	.2	237	42	.1	146				81	.2	302	52	.1	166
W 25-54	87	.2	259	110	.3	380	97	.3	313	53	.1	206	102	.3	465	50	.1	229
M 35-64	40	.1	168	52	.2	159	26	.1	92				67	.2	235	36	.1	106
W 35-64	91	.3	236	107	.3	312	93	.3	298	51	.2	193	75	.2	328	54	.2	218
KFWB-AM																		
P 12+	308	.2	1266	248	.2	1229	187	.1	898	145	.1	517	142	.1	774	97	.1	520
Teens 12-17																		
M 18-34	3		24	9		76	20	.1	135	19	.1	38	7		41	12	.1	59
W 18-34	11	.1	69				3		20				9		42	3		34
M 18-49	52	.1	173	47	.1	286	69	.2	314	25	.1	91	29	.1	169	25	.1	150
W 18-49	25	.1	150	12		87	16		104	12		54	20		96	10		56
M 25-49	49	.2	149	44	.1	271	69	.2	314	24	.1	82	29	.1	169	25	.1	150
W 25-49	18	.1	115	12		87	15		97	12		54	20	.1	96	9		44
M 25-54	70	.2	225	56	.1	329	76	.2	372	31	.1	106	34	.1	202	31	.1	183
W 25-54	25	.1	177	20	.1	152	20	.1	131	12		54	27	.1	132	16		84
M 35-64	101	.3	385	95	.3	455	84	.3	366	34	.1	122	48	.2	238	34	.1	214
W 35-64	54	.2	237	40	.1	197	33	.1	161	23	.1	80	25	.1	146	16		71

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

DMA Target Listeners

AQH and Cume Persons																		
	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KHHT-FM																		
P 12+	397	.3	1193	560	.4	1975	418	.3	1383	326	.2	1296	369	.3	1383	525	.4	1591
Teens 12-17	77	.5	262	84	.5	326	85	.5	321	92	.6	321	54	.3	237	87	.5	295
M 18-34	38	.2	199	45	.2	175	43	.2	163	48	.2	204	57	.3	194	108	.5	242
W 18-34	71	.3	254	150	.7	664	114	.6	359	100	.5	387	107	.5	446	151	.7	474
M 18-49	65	.2	253	78	.2	265	65	.2	231	72	.2	279	74	.2	255	160	.4	361
W 18-49	163	.4	482	279	.7	1060	200	.5	608	135	.3	526	168	.4	686	209	.5	708
M 25-49	61	.2	233	64	.2	208	53	.2	177	54	.2	186	37	.1	156	97	.3	257
W 25-49	151	.5	419	237	.7	806	159	.5	464	101	.3	407	145	.5	542	165	.5	529
M 25-54	77	.2	269	76	.2	248	53	.1	177	57	.2	199	37	.1	156	103	.3	282
W 25-54	159	.4	447	267	.7	930	169	.5	514	101	.3	418	161	.4	585	186	.5	613
M 35-64	66	.2	122	76	.2	184	50	.2	124	29	.1	130	52	.2	129	85	.3	187
W 35-64	134	.4	304	186	.6	565	109	.3	334	50	.2	197	85	.3	321	86	.3	338
KHJ -AM																		
P 12+	148	.1	398	294	.2	668	185	.1	382	65		125	122	.1	404	118	.1	321
Teens 12-17	6		20	4		9				1		11	1		11			
M 18-34	23	.1	24	27	.1	67	20	.1	42	6		15	7		34	5		17
W 18-34	12	.1	24	23	.1	62	11	.1	30			16	.1		58	4		13
M 18-49	34	.1	62	99	.2	178	68	.2	132	17		33	16		69	14		54
W 18-49	44	.1	117	64	.2	137	27	.1	74	6		15	23	.1	93	4		13
M 25-49	34	.1	62	92	.3	163	56	.2	102	11		18	16		69	14		54
W 25-49	32	.1	93	62	.2	126	24	.1	64	6		15	19	.1	80			
M 25-54	34	.1	62	98	.3	177	71	.2	134	18		33	28	.1	98	29	.1	104
W 25-54	32	.1	93	78	.2	166	24	.1	64	7		18	27	.1	94	6		20
M 35-64	26	.1	91	94	.3	203	71	.2	144	18	.1	33	31	.1	121	47	.1	161
W 35-64	54	.2	157	104	.3	193	34	.1	92	7		18	57	.2	129	27	.1	70
KIIS-FM																		
P 12+	482	.3	2107	888	.6	3712	667	.5	2680	448	.3	1804	631	.5	2833	500	.4	2098
Teens 12-17	151	.9	718	344	2.2	1300	232	1.5	865	252	1.6	886	229	1.4	951	176	1.1	670
M 18-34	63	.3	251	114	.5	517	130	.6	456	35	.2	195	70	.3	369	71	.3	302
W 18-34	108	.5	504	219	1.1	890	136	.7	602	108	.5	436	183	.9	843	144	.7	631
M 18-49	88	.2	382	166	.4	745	173	.4	637	46	.1	256	116	.3	518	92	.2	441
W 18-49	181	.5	757	323	.8	1402	231	.6	1021	141	.4	616	261	.7	1252	213	.5	930
M 25-49	48	.1	231	121	.4	513	129	.4	456	29	.1	165	98	.3	383	49	.2	292
W 25-49	114	.4	488	212	.7	932	162	.5	728	83	.3	364	140	.4	725	119	.4	554
M 25-54	48	.1	231	134	.4	571	134	.4	484	29	.1	165	107	.3	408	49	.1	292
W 25-54	137	.4	577	228	.6	989	164	.4	740	83	.2	372	142	.4	745	128	.3	580
M 35-64	35	.1	184	72	.2	325	53	.2	241	14		76	57	.2	193	31	.1	170
W 35-64	103	.3	373	135	.4	640	109	.3	486	37	.1	205	89	.3	457	78	.2	326
KVVS-FM																		
P 12+	18		71	29		139	18		69	2		5	20		103	15		35
Teens 12-17				3		17	7		18				2		15			
M 18-34				6		33							8		21	1		6
W 18-34	17	.1	50	9		41	1		10	2		5	8		48	14	.1	29
M 18-49				6		33							8		21	1		6
W 18-49	17		50	18		77	6		30	2		5	8		48	14		29
M 25-49				4		20							1		6	1		6
W 25-49	11		21	11		49	5		20				1		10	1		5
M 25-54				4		20							1		6	1		6
W 25-54	11		21	13		62	11		41				1		10	1		5
M 35-64													2		19			
W 35-64				10		49	11		41									
KJLH-FM																		
P 12+	224	.2	739	352	.3	986	273	.2	638	163	.1	565	507	.4	1484	417	.3	930
Teens 12-17				15	.1	48	1		9	8	.1	38	39	.2	133	9	.1	25
M 18-34	25	.1	48	38	.2	78	31	.1	82	18	.1	74	29	.1	91	30	.1	86
W 18-34	33	.2	122	56	.3	196	42	.2	84	37	.2	102	58	.3	191	65	.3	132
M 18-49	69	.2	212	65	.2	190	62	.2	151	36	.1	154	82	.2	247	76	.2	176
W 18-49	87	.2	287	136	.3	388	116	.3	248	70	.2	223	170	.4	540	142	.4	295
M 25-49	61	.2	201	56	.2	163	56	.2	111	34	.1	139	69	.2	207	62	.2	148
W 25-49	75	.2	256	114	.4	319	89	.3	206	55	.2	172	149	.5	472	124	.4	269
M 25-54	72	.2	242	86	.2	218	83	.2	152	53	.1	180	82	.2	220	79	.2	174
W 25-54	80	.2	271	126	.3	364	98	.3	244	62	.2	183	185	.5	608	155	.4	352
M 35-64	71	.2	241	62	.2	183	65	.2	128	36	.1	121	95	.3	241	78	.2	139
W 35-64	75	.2	245	130	.4	336	102	.3	234	42	.1	150	204	.6	605	143	.4	358

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

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KKBT-FM																			
P 12+		441	.3	1564	824	.6	3155	617	.4	2392	373	.3	1598	513	.4	2049	400	.3	1547
Teens 12-17		101	.6	482	258	1.6	1119	213	1.3	871	134	.8	567	167	1.1	707	122	.8	572
M 18-34		101	.5	331	142	.7	568	118	.5	455	87	.4	300	91	.4	326	108	.5	315
W 18-34		91	.4	393	239	1.2	928	173	.8	660	106	.5	496	141	.7	606	90	.4	453
M 18-49		167	.4	431	187	.5	692	138	.3	536	104	.3	368	103	.2	387	125	.3	365
W 18-49		140	.3	542	319	.8	1219	227	.6	876	120	.3	581	188	.5	842	118	.3	565
M 25-49		121	.4	278	106	.3	361	88	.3	314	57	.2	206	65	.2	220	47	.1	177
W 25-49		102	.3	338	199	.6	660	149	.5	545	53	.2	275	116	.4	505	71	.2	343
M 25-54		123	.3	291	107	.3	373	88	.2	314	58	.2	220	68	.2	233	47	.1	177
W 25-54		106	.3	353	210	.6	699	159	.4	593	57	.2	304	125	.3	530	76	.2	357
M 35-64		76	.2	149	46	.1	136	31	.1	112	24	.1	106	29	.1	118	17	.1	51
W 35-64		72	.2	209	127	.4	386	82	.3	293	22	.1	128	86	.3	292	64	.2	157
KKLA-FM																			
P 12+		108	.1	355	62		217	66		166	23		61	52		184	18		69
Teens 12-17					3		6	2		9	2		6			32	5		7
M 18-34		9		39	12	.1	39			8			9	6		7			7
W 18-34		6		13	13	.1	13			8			1			7			
M 18-49		27	.1	87	13		56	8		22			9	6		32	6		17
W 18-49		14		52	32	.1	81	26	.1	58	8		20	6		26	7		24
M 25-49		27	.1	87	13		56	8		22			2			23	6		17
W 25-49		14		52	32	.1	81	26	.1	58	8		20	6		26	7		24
M 25-54		33	.1	122	13		56	8		22			11			64	6		17
W 25-54		24	.1	87	35	.1	107	28	.1	77	19	.1	38	12		58	7		24
M 35-64		29	.1	103	2		33	12		41			9			48	1		10
W 35-64		34	.1	120	22	.1	94	22	.1	73	20	.1	47	14		61	9		39
KLAC-AM																			
P 12+		74	.1	292	110	.1	468	196	.1	689	189	.1	631	257	.2	803	256	.2	1042
Teens 12-17					3		14						11	.1	37	1		12	
M 18-34										15	.1	42	33	.2	87	31	.1	115	
W 18-34										2		15	1		13	11	.1	53	
M 18-49		3		13	3		13	27	.1	80	73	.2	171	76	.2	203	66	.2	262
W 18-49		6		26			29	29	.1	66	26	.1	80	15		75	33	.1	125
M 25-49		3		13	3		13	27	.1	80	60	.2	137	63	.2	166	54	.2	231
W 25-49		6		26			29	29	.1	66	26	.1	80	15		75	26	.1	89
M 25-54		8		34	7		43	44	.1	136	69	.2	163	75	.2	218	63	.2	321
W 25-54		18		48	5		33	33	.1	89	28	.1	93	15		75	28	.1	102
M 35-64		15		60	15		69	56	.2	181	76	.2	232	88	.3	243	102	.3	393
W 35-64		19	.1	54	9		64	48	.1	138	35	.1	138	36	.1	144	29	.1	128
KLAX-FM																			
P 12+		1374	1.0	2783	970	.7	2920	665	.5	1956	229	.2	865	613	.4	1818	407	.3	1131
Teens 12-17		52	.3	152	59	.4	251	58	.4	170	23	.1	106	36	.2	158	34	.2	146
M 18-34		362	1.7	715	242	1.1	593	175	.8	491	44	.2	150	118	.5	303	139	.6	278
W 18-34		199	1.0	444	177	.9	578	100	.5	366	59	.3	224	105	.5	343	73	.4	233
M 18-49		705	1.7	1356	473	1.1	1357	298	.7	871	91	.2	330	279	.7	761	204	.5	512
W 18-49		473	1.2	922	349	.9	1006	212	.5	715	87	.2	329	227	.6	668	137	.3	393
M 25-49		657	2.0	1188	437	1.3	1261	277	.9	756	71	.2	285	259	.8	698	194	.6	448
W 25-49		458	1.4	876	308	1.0	855	189	.6	615	61	.2	233	209	.7	598	131	.4	352
M 25-54		674	1.8	1238	442	1.2	1278	290	.8	787	73	.2	298	278	.7	761	197	.5	461
W 25-54		496	1.3	963	310	.8	881	201	.5	640	61	.2	244	217	.6	617	135	.4	358
M 35-64		374	1.2	720	260	.8	856	147	.5	432	54	.2	213	184	.6	561	69	.2	247
W 35-64		335	1.0	614	185	.6	493	147	.5	398	36	.1	151	132	.4	355	67	.2	166
KLOS-FM																			
P 12+		367	.3	1107	566	.4	1929	339	.2	1342	138	.1	614	342	.2	1501	318	.2	1205
Teens 12-17		6		50	26	.2	176	18	.1	103	15	.1	83	31	.2	174	39	.2	141
M 18-34		65	.3	230	80	.4	265	68	.3	257	13	.1	102	57	.3	173	55	.3	215
W 18-34		43	.2	81	62	.3	238	8		40	5		33	24	.1	132	34	.2	118
M 18-49		219	.5	641	313	.8	939	161	.4	691	55	.1	290	148	.4	577	135	.3	505
W 18-49		77	.2	221	140	.3	515	85	.2	303	33	.1	156	86	.2	521	90	.2	391
M 25-49		194	.6	516	277	.9	781	136	.4	558	48	.1	247	125	.4	465	115	.4	390
W 25-49		74	.2	201	116	.4	425	80	.3	281	32	.1	143	75	.2	463	67	.2	335
M 25-54		241	.6	632	318	.8	907	167	.4	671	66	.2	289	171	.5	625	128	.3	447
W 25-54		85	.2	235	139	.4	493	89	.2	325	32	.1	143	100	.3	500	91	.2	393
M 35-64		205	.7	564	295	.9	882	157	.5	625	62	.2	248	141	.4	586	107	.3	385
W 35-64		47	.1	179	101	.3	354	86	.3	306	28	.1	123	89	.3	435	82	.3	346

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KLSX-FM																			
P 12+		136	.1	437	180	.1	649	162	.1	542	66		294	205	.1	612	122	.1	391
Teens 12-17								5		16									7
M 18-34		29	.1	78	28	.1	136	28	.1	99	2		11	18	.1	88	8		37
W 18-34		4		24	6		57	17	.1	49	10		44	7		56	12	.1	55
M 18-49		96	.2	286	96	.2	311	65	.2	233	45	.1	159	75	.2	243	49	.1	141
W 18-49		16		72	35	.1	156	45	.1	125	15		96	53	.1	137	42	.1	115
M 25-49		96	.3	286	89	.3	269	54	.2	193	45	.1	159	69	.2	214	48	.1	132
W 25-49		16	.1	72	35	.1	156	41	.1	113	14		91	53	.2	137	33	.1	84
M 25-54		115	.3	342	114	.3	349	68	.2	252	45	.1	159	103	.3	305	60	.2	191
W 25-54		16		72	49	.1	198	62	.2	169	19	.1	122	67	.2	181	41	.1	115
M 35-64		88	.3	274	93	.3	272	56	.2	216	44	.1	148	101	.3	285	55	.2	175
W 35-64		15		62	52	.2	166	53	.2	147	11		91	64	.2	142	39	.1	92
KLTX-AM																			
P 12+		149	.1	351	157	.1	379	89	.1	281	55		152	71	.1	211	52		156
Teens 12-17		9	.1	27	11	.1	29	9	.1	15	6		28	5		15	4		15
M 18-34		29	.1	71	19	.1	53	4		16	20	.1	33	10		17	4		16
W 18-34		22	.1	52	32	.2	86	10		48			24	.1	66	22	.1	56	
M 18-49		48	.1	142	65	.2	144	33	.1	118	22	.1	47	20		53	22	.1	69
W 18-49		47	.1	96	36	.1	115	18		62	3		16	25	.1	81	26	.1	71
M 25-49		44	.1	127	60	.2	128	29	.1	103	15		31	20	.1	53	18	.1	54
W 25-49		41	.1	85	36	.1	115	13		39	3		16	25	.1	81	26	.1	71
M 25-54		44	.1	127	60	.2	128	29	.1	103	15		31	20	.1	53	18	.1	54
W 25-54		46	.1	98	36	.1	115	13		39	3		16	25	.1	81	26	.1	71
M 35-64		26	.1	86	45	.1	90	29	.1	103	1		14	10		35	18	.1	54
W 35-64		58	.2	105	15		60	26	.1	61	12		39	10		31	4		16
KLVE-FM																			
P 12+		563	.4	1403	809	.6	2277	544	.4	1463	472	.3	1390	444	.3	1484	342	.2	976
Teens 12-17		28	.2	84	27	.2	158	32	.2	102	38	.2	116	10	.1	92	25	.2	90
M 18-34		57	.3	145	114	.5	258	104	.5	271	127	.6	274	78	.4	209	62	.3	125
W 18-34		120	.6	289	261	1.3	566	147	.7	362	125	.6	348	126	.6	376	87	.4	283
M 18-49		100	.2	271	200	.5	577	164	.4	444	186	.5	432	145	.4	485	108	.3	284
W 18-49		239	.6	648	402	1.0	1049	247	.6	704	175	.4	589	207	.5	640	160	.4	451
M 25-49		88	.3	227	133	.4	433	121	.4	356	152	.5	333	106	.3	413	82	.3	231
W 25-49		216	.7	562	312	1.0	809	199	.6	574	136	.4	470	177	.6	497	115	.4	339
M 25-54		122	.3	310	156	.4	477	124	.3	375	161	.4	381	125	.3	468	94	.3	248
W 25-54		223	.6	587	330	.9	874	217	.6	619	154	.4	525	185	.5	542	125	.3	371
M 35-64		116	.4	263	128	.4	428	64	.2	191	73	.2	241	88	.3	350	58	.2	176
W 35-64		162	.5	477	190	.6	695	152	.5	467	91	.3	376	118	.4	388	98	.3	280
KLYY-FM																			
P 12+		384	.3	1047	533	.4	1401	295	.2	895	128	.1	495	392	.3	1112	231	.2	644
Teens 12-17		5		34	15	.1	38	20	.1	67	4		31	24	.2	56	10	.1	48
M 18-34		129	.6	305	174	.8	451	89	.4	273	26	.1	114	107	.5	282	55	.3	144
W 18-34		61	.3	212	158	.8	385	88	.4	248	51	.2	150	120	.6	342	86	.4	208
M 18-49		196	.5	492	247	.6	616	138	.3	429	39	.1	168	173	.4	472	86	.2	240
W 18-49		104	.3	321	215	.5	568	122	.3	355	72	.2	241	161	.4	471	115	.3	289
M 25-49		121	.4	315	202	.6	479	118	.4	335	31	.1	132	151	.5	425	78	.2	207
W 25-49		86	.3	269	169	.5	445	106	.3	269	55	.2	211	132	.4	385	97	.3	240
M 25-54		127	.3	334	210	.6	509	120	.3	352	31	.1	132	155	.4	449	85	.2	220
W 25-54		129	.3	335	187	.5	497	110	.3	275	61	.2	224	142	.4	418	101	.3	260
M 35-64		79	.3	230	89	.3	216	60	.2	193	15		64	69	.2	214	43	.1	119
W 35-64		89	.3	203	96	.3	310	38	.1	114	32	.1	133	65	.2	206	37	.1	125
KMXE-AM																			
P 12+		56		120	65		198	33		118	31		124	21		77	8		24
Teens 12-17		1		11	1		11												
M 18-34		28	.1	60	14	.1	60	12	.1	42	10		35	3		17	8		24
W 18-34		13	.1	13	8		13	6		13	3		15	1		14			
M 18-49		28	.1	60	18		79	19		67	18		53	3		17	8		24
W 18-49		13		13	12		27	6		13	3		15	2		20			
M 25-49		28	.1	60	18	.1	79	19	.1	67	18	.1	53	3		17	8		24
W 25-49					4		15				3		15	2		20			
M 25-54		35	.1	73	24	.1	92	21	.1	80	18		53	12		35	8		24
W 25-54					8		30				3		15	9		42			
M 35-64		6		13	15		46	9		38	7		18	9		17			
W 35-64		8		23	8		30				8		32	7		28			

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

DMA Target Listeners

DMA Target Listeners

	AQH and Cume Persons																	
	Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KMZT-FM																		
P 12+	220	.2	775	383	.3	1378	309	.2	954	184	.1	586	412	.3	1229	315	.2	975
Teens 12-17	9	.1	33	11	.1	84	1		13	14	.1	28	11	.1	26	8	.1	25
M 18-34				1		14	7		46	19	.1	57	41	.2	68	12	.1	29
W 18-34	6		37	23	.1	70	12	.1	45	11	.1	57	17	.1	58	19	.1	62
M 18-49	19		82	49	.1	139	40	.1	127	26	.1	74	87	.2	168	48	.1	115
W 18-49	19		118	65	.2	258	66	.2	179	33	.1	114	37	.1	165	46	.1	192
M 25-49	19	.1	82	47	.1	125	40	.1	113	26	.1	74	87	.3	168	43	.1	101
W 25-49	14		88	64	.2	243	64	.2	164	33	.1	114	33	.1	146	41	.1	181
M 25-54	33	.1	109	65	.2	143	55	.1	177	29	.1	98	100	.3	220	61	.2	136
W 25-54	19	.1	115	92	.2	290	79	.2	203	50	.1	153	44	.1	177	44	.1	184
M 35-64	51	.2	165	84	.3	221	62	.2	198	49	.2	114	109	.3	298	106	.3	247
W 35-64	56	.2	256	111	.3	417	95	.3	278	60	.2	162	84	.3	346	65	.2	232
KNX -AM																		
P 12+	511	.4	1652	561	.4	1997	230	.2	813	110	.1	567	535	.4	1673	180	.1	718
Teens 12-17	1		12	3		11	6		11			6			20	4		23
M 18-34	26	.1	83	26	.1	85	18	.1	31	14	.1	63	5		27	16	.1	52
W 18-34	8		55	5		28	5		27			8			22	5		38
M 18-49	77	.2	259	89	.2	401	42	.1	189	18		110	86	.2	312	28	.1	140
W 18-49	48	.1	189	52	.1	214	24	.1	117	5		51	49	.1	178	14		128
M 25-49	77	.2	259	71	.2	371	26	.1	174	13		94	82	.3	297	26	.1	120
W 25-49	47	.1	177	48	.2	199	19	.1	89	5		51	49	.2	178	10		89
M 25-54	101	.3	360	95	.3	459	37	.1	197	16		108	115	.3	427	39	.1	166
W 25-54	58	.2	226	85	.2	305	35	.1	132	6		66	72	.2	232	17		114
M 35-64	145	.5	512	162	.5	657	81	.3	315	21	.1	145	175	.6	617	52	.2	259
W 35-64	142	.4	442	149	.5	568	63	.2	236	23	.1	137	123	.4	416	51	.2	200
KOST-FM																		
P 12+	391	.3	1250	731	.5	1900	548	.4	1650	342	.2	1171	503	.4	1655	362	.3	1244
Teens 12-17	13	.1	27	13	.1	56	25	.2	84	35	.2	94	33	.2	112	26	.2	79
M 18-34	69	.3	166	95	.4	176	74	.3	162	41	.2	147	50	.2	144	30	.1	129
W 18-34	48	.2	123	101	.5	233	119	.6	265	102	.5	304	78	.4	277	78	.4	215
M 18-49	126	.3	380	205	.5	394	157	.4	369	85	.2	327	95	.2	248	68	.2	251
W 18-49	146	.4	420	281	.7	723	220	.5	624	182	.5	526	186	.5	615	154	.4	547
M 25-49	113	.3	342	179	.6	356	141	.4	314	83	.3	318	78	.2	218	56	.2	221
W 25-49	133	.4	393	235	.7	628	183	.6	544	154	.5	428	133	.4	466	130	.4	490
M 25-54	120	.3	380	191	.5	420	146	.4	345	90	.2	335	105	.3	299	66	.2	265
W 25-54	145	.4	437	295	.8	778	208	.6	647	158	.4	460	158	.4	559	167	.4	610
M 35-64	84	.3	326	151	.5	372	112	.4	347	61	.2	243	110	.3	284	59	.2	222
W 35-64	145	.4	477	289	.9	835	172	.5	613	94	.3	336	177	.5	646	134	.4	518
KPWR-FM																		
P 12+	675	.5	2409	1218	.9	4536	945	.7	3130	658	.5	2566	717	.5	3020	758	.5	2617
Teens 12-17	237	1.5	897	416	2.6	1655	323	2.0	1205	251	1.6	1003	281	1.8	1083	278	1.7	968
M 18-34	201	.9	668	356	1.6	1185	293	1.4	776	178	.8	664	172	.8	764	215	1.0	738
W 18-34	156	.8	636	320	1.6	1244	235	1.1	854	167	.8	694	188	.9	794	164	.8	615
M 18-49	242	.6	728	391	.9	1307	340	.8	911	192	.5	729	205	.5	942	256	.6	854
W 18-49	180	.4	717	400	1.0	1532	265	.7	936	209	.5	788	210	.5	929	205	.5	735
M 25-49	127	.4	328	194	.6	619	166	.5	480	71	.2	269	127	.4	631	164	.5	519
W 25-49	94	.3	302	218	.7	831	126	.4	426	80	.3	321	94	.3	429	85	.3	337
M 25-54	132	.4	366	196	.5	632	180	.5	530	74	.2	293	134	.4	648	167	.4	532
W 25-54	94	.3	302	218	.6	831	128	.3	441	83	.2	330	107	.3	463	94	.3	371
M 35-64	50	.2	112	39	.1	150	63	.2	198	18	.1	102	41	.1	209	51	.2	142
W 35-64	31	.1	96	87	.3	303	32	.1	97	45	.1	103	35	.1	169	50	.2	154
KRCO-FM																		
P 12+	369	.3	906	476	.3	1166	284	.2	634	177	.1	441	295	.2	690	122	.1	356
Teens 12-17	6		37	19	.1	67	8	.1	26			10	.1	37	9	.1	48	
M 18-34	23	.1	69	78	.4	193	72	.3	153	39	.2	73	54	.2	133	20	.1	90
W 18-34	15	.1	31	32	.2	106	19	.1	31	20	.1	59	7		27			
M 18-49	101	.2	221	169	.4	345	116	.3	270	75	.2	142	94	.2	196	62	.2	153
W 18-49	101	.3	281	106	.3	268	74	.2	160	45	.1	142	99	.2	243	22	.1	71
M 25-49	99	.3	196	150	.5	314	100	.3	254	55	.2	117	83	.3	165	62	.2	153
W 25-49	101	.3	281	106	.3	268	74	.2	160	45	.1	142	96	.3	231	22	.1	71
M 25-54	101	.3	209	161	.4	350	104	.3	273	55	.1	117	83	.2	165	62	.2	153
W 25-54	125	.3	323	124	.3	323	78	.2	174	54	.1	183	109	.3	273	22	.1	71
M 35-64	97	.3	205	149	.5	262	58	.2	177	36	.1	69	48	.2	83	52	.2	83
W 35-64	152	.5	375	122	.4	299	81	.3	176	47	.1	140	118	.4	313	26	.1	88

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KRCV-FM																			
P 12+		164	.1	406	159	.1	447	140	.1	335	63		220	122	.1	401	148	.1	366
Teens 12-17																			
M 18-34		24	.1	64	31	.1	69	33	.2	52	12	.1	20	38	.2	54	33	.2	88
W 18-34		36	.2	70	7		26	7		14	13	.1	68	26	.1	69	43	.2	84
M 18-49		58	.1	132	68	.2	161	61	.1	127	26	.1	43	48	.1	104	41	.1	104
W 18-49		59	.1	134	34	.1	124	17		58	16		76	39	.1	116	45	.1	96
M 25-49		53	.2	117	62	.2	147	52	.2	113	26	.1	43	48	.1	104	35	.1	92
W 25-49		55	.2	122	33	.1	113	17	.1	58	10		52	38	.1	104	44	.1	84
M 25-54		80	.2	182	73	.2	183	72	.2	148	42	.1	97	60	.2	138	54	.1	127
W 25-54		69	.2	141	46	.1	154	25	.1	86	10		52	38	.1	104	51	.1	106
M 35-64		61	.2	132	48	.2	129	58	.2	130	30	.1	76	26	.1	104	38	.1	71
W 35-64		40	.1	92	51	.2	150	37	.1	123	3		8	21	.1	88	26	.1	76
KRLA-AM																			
P 12+		40		162	98	.1	328	112	.1	271	13		48	27		132	33		94
Teens 12-17					4		11												
M 18-34					4		36	13	.1	25	3		16				8		16
W 18-34		4		10	10		23	10		10	6		10	1		15			
M 18-49		4		30	4		36	19		37	3		16				16		28
W 18-49		5		30	18		48	12		24	6		10	1		15			
M 25-49		4		30	4		36	14		28	3		16				16		28
W 25-49		1		20	10		38	2		14									
M 25-54		4		30	8		48	17		42	3		16						28
W 25-54		4		25	22	.1	80	2		14				2		19	2		13
M 35-64		6		39	16	.1	41	20	.1	55				11		16	13		41
W 35-64		7		44	33	.1	91	8		24				2		19	2		13
KROQ-FM																			
P 12+		432	.3	1849	811	.6	3418	670	.5	2490	466	.3	1851	623	.4	2436	569	.4	2061
Teens 12-17		81	.5	358	180	1.1	822	189	1.2	725	103	.6	464	185	1.2	691	138	.9	449
M 18-34		187	.9	679	250	1.2	986	228	1.1	711	214	1.0	665	159	.7	617	199	.9	660
W 18-34		67	.3	380	150	.7	828	122	.6	557	94	.5	488	136	.7	599	135	.7	570
M 18-49		260	.6	943	375	.9	1425	280	.7	970	257	.6	805	225	.5	859	243	.6	883
W 18-49		83	.2	507	226	.6	1117	177	.4	755	98	.2	524	188	.5	851	163	.4	690
M 25-49		187	.6	632	240	.7	917	177	.5	603	163	.5	542	169	.5	617	151	.5	540
W 25-49		45	.1	324	144	.5	684	120	.4	477	36	.1	230	95	.3	483	102	.3	446
M 25-54		188	.5	646	240	.6	917	177	.5	603	163	.4	542	169	.5	617	151	.4	540
W 25-54		51	.1	335	170	.5	728	144	.4	517	40	.1	249	108	.3	502	126	.3	475
M 35-64		74	.2	277	125	.4	438	53	.2	259	44	.1	155	66	.2	242	46	.1	233
W 35-64		22	.1	155	105	.3	344	79	.2	238	7		55	78	.2	287	52	.2	149
KRTH-FM																			
P 12+		488	.4	1884	1061	.8	3103	677	.5	2130	296	.2	1177	718	.5	2406	476	.3	1649
Teens 12-17		47	.3	221	86	.5	320	55	.3	226	36	.2	158	66	.4	224	57	.4	243
M 18-34		39	.2	118	66	.3	209	44	.2	111	42	.2	100	56	.3	166	28	.1	134
W 18-34		29	.1	106	63	.3	237	28	.1	143	17	.1	103	64	.3	242	36	.2	122
M 18-49		119	.3	356	228	.6	677	137	.3	409	81	.2	274	178	.4	496	84	.2	315
W 18-49		94	.2	418	220	.5	766	131	.3	452	50	.1	229	173	.4	667	142	.4	441
M 25-49		97	.3	270	191	.6	584	114	.4	371	57	.2	222	144	.4	402	72	.2	277
W 25-49		77	.2	369	186	.6	667	119	.4	413	42	.1	199	149	.5	581	119	.4	396
M 25-54		157	.4	469	280	.7	869	161	.4	548	90	.2	350	194	.5	598	91	.2	385
W 25-54		104	.3	479	291	.8	966	158	.4	613	60	.2	317	189	.5	731	141	.4	514
M 35-64		198	.6	657	366	1.2	1015	232	.7	687	96	.3	402	265	.8	776	158	.5	494
W 35-64		122	.4	567	366	1.1	1081	225	.7	755	74	.2	335	195	.6	793	158	.5	545
KSCA-FM																			
P 12+		693	.5	1429	436	.3	1483	222	.2	705	95	.1	435	312	.2	1008	224	.2	680
Teens 12-17		35	.2	125	18	.1	77	6		38	9	.1	35	25	.2	89	20	.1	64
M 18-34		134	.6	297	149	.7	373	75	.3	165	15	.1	92	88	.4	250	61	.3	113
W 18-34		155	.8	277	54	.3	245	23	.1	110	26	.1	101	58	.3	197	46	.2	156
M 18-49		321	.8	644	266	.6	800	140	.3	365	25	.1	173	168	.4	473	109	.3	283
W 18-49		251	.6	432	112	.3	403	56	.1	239	51	.1	211	96	.2	331	85	.2	305
M 25-49		281	.9	537	214	.7	669	119	.4	330	22	.1	145	149	.5	436	103	.3	265
W 25-49		211	.7	346	108	.3	360	47	.1	207	35	.1	151	72	.2	255	65	.2	233
M 25-54		284	.8	551	221	.6	705	119	.3	330	22	.1	145	149	.4	436	103	.3	265
W 25-54		244	.7	402	114	.3	402	58	.2	221	35	.1	151	77	.2	275	69	.2	239
M 35-64		217	.7	454	130	.4	499	74	.2	242	11		81	95	.3	285	53	.2	192
W 35-64		133	.4	228	76	.2	232	43	.1	143	35	.1	126	46	.1	186	43	.1	155

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

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KSPN-AM																			
P 12+		70	.1	276	116	.1	349	112	.1	346	49		173	108	.1	347	111	.1	494
Teens 12-17		2		17	2		15	4		6							1		16
M 18-34		5		15	29	.1	85	15	.1	53	1		7	17	.1	37	24	.1	96
W 18-34								1		12	1		3	1		6			
M 18-49		26	.1	101	45	.1	129	37	.1	94	4		29	32	.1	111	51	.1	164
W 18-49		5		30	12		42	11		30	7		14	3		20	5		29
M 25-49		22	.1	87	43	.1	115	29	.1	79	4		29	23	.1	97	42	.1	122
W 25-49		5		30	12		42	9		19	7		14	3		20	5		29
M 25-54		32	.1	131	50	.1	141	30	.1	93	9		58	34	.1	122	45	.1	142
W 25-54		8		43	13		53	9		19	7		14	10		33	6		41
M 35-64		41	.1	149	35	.1	85	30	.1	79	21	.1	79	47	.1	158	35	.1	112
W 35-64		8		43	13		53	17	.1	33	7		26	9		27	14		75
KSSE-FM																			
P 12+		409	.3	1207	601	.4	1830	316	.2	902	176	.1	649	362	.3	1022	231	.2	669
Teens 12-17		24	.2	67	40	.3	176	22	.1	79	34	.2	105	16	.1	99	16	.1	48
M 18-34		114	.5	379	138	.6	493	92	.4	230	45	.2	165	55	.3	124	62	.3	145
W 18-34		128	.6	384	231	1.1	618	107	.5	348	38	.2	190	152	.7	472	79	.4	252
M 18-49		179	.4	504	215	.5	654	138	.3	318	75	.2	248	88	.2	217	86	.2	234
W 18-49		175	.4	547	314	.8	912	128	.3	461	51	.1	252	210	.5	643	97	.2	297
M 25-49		156	.5	418	195	.6	565	124	.4	274	52	.2	178	76	.2	176	51	.2	181
W 25-49		127	.4	341	250	.8	714	84	.3	304	40	.1	182	151	.5	421	82	.3	219
M 25-54		156	.4	418	195	.5	565	124	.3	274	52	.1	178	76	.2	176	51	.1	181
W 25-54		139	.4	370	261	.7	730	103	.3	333	55	.1	211	151	.4	421	89	.2	243
M 35-64		75	.2	167	87	.3	186	55	.2	102	32	.1	98	46	.1	108	34	.1	104
W 35-64		68	.2	209	104	.3	357	41	.1	142	28	.1	92	73	.2	194	37	.1	110
KSUR-AM																			
P 12+		57		214	152	.1	442	87	.1	361	65		262	104	.1	335	66		264
Teens 12-17		3		13	5		13	3		3	3		26						
M 18-34		3		15	11	.1	40	3		40	2		15	3		15	4		15
W 18-34																			
M 18-49		3		25	14		50	3		40	11		59	4		28	4		15
W 18-49		3		27				2		11	12		34	3		11	4		17
M 25-49		1		10	10		35	2		25	9		44	1		13			
W 25-49		3		27				2		11	12		34	3		11	4		17
M 25-54		9		42	24	.1	49	6		58	9		44	5		45	2		18
W 25-54		3		27				5		28	12		34	3		11	4		17
M 35-64		9		42	27	.1	53	10		62	10		53	8		60	2		18
W 35-64		13		63	14		43	8		44	18	.1	49	4		21	8		32
KTWV-FM																			
P 12+		438	.3	1408	815	.6	2437	538	.4	1521	276	.2	895	618	.4	1827	492	.4	1472
Teens 12-17		2		19	15	.1	48	8	.1	21	7		35	18	.1	47	8	.1	12
M 18-34		21	.1	59	25	.1	102	16	.1	50	15	.1	59	19	.1	74	46	.2	82
W 18-34		22	.1	79	22	.1	63	25	.1	107	17	.1	53	30	.1	98	28	.1	76
M 18-49		128	.3	356	128	.3	456	106	.3	296	72	.2	229	129	.3	394	122	.3	300
W 18-49		63	.2	218	126	.3	456	90	.2	287	64	.2	237	120	.3	395	107	.3	331
M 25-49		118	.4	327	122	.4	405	97	.3	287	72	.2	229	129	.4	394	122	.4	300
W 25-49		54	.2	195	116	.4	432	77	.2	244	55	.2	221	112	.4	367	106	.3	325
M 25-54		130	.3	382	167	.4	533	117	.3	384	77	.2	271	138	.4	455	143	.4	366
W 25-54		70	.2	272	216	.6	745	128	.3	386	85	.2	285	192	.5	595	146	.4	478
M 35-64		187	.6	557	261	.8	760	199	.6	566	89	.3	264	185	.6	546	153	.5	415
W 35-64		124	.4	444	336	1.0	1099	207	.6	577	109	.3	370	270	.8	783	210	.6	696
KWKV-AM																			
P 12+		82	.1	168	54		145	86	.1	188	4		26	35		106	37		102
Teens 12-17		4		9	2		22	4		9									
M 18-34								2		10				8		16	13	.1	30
W 18-34					10		10	8		15				2		8			
M 18-49		5		18	8		18	6		28				15		45	13		30
W 18-49		28	.1	79	34	.1	71	41	.1	80	2		15	2		8	18		48
M 25-49		5		18	8		18	3		18				7		30			
W 25-49		28	.1	79	34	.1	71	41	.1	80	2		15			18	.1		48
M 25-54		5		18	8		18	13		37				15		49			
W 25-54		28	.1	79	34	.1	71	41	.1	80	2		15			18			48
M 35-64		27	.1	46	9		24	14		43				16	.1	54	18		48
W 35-64		39	.1	90	32	.1	88	39	.1	75	4		26	10		28	18	.1	48

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KWVE-FM																			
P 12+		148	.1	463	122	.1	414	69		196	46		233	161	.1	588	51		236
Teens 12-17		4		29	4		17	11	.1	22	1		6	1		10			
M 18-34		9		36	8		53			2	2		24	18	.1	53	4		32
W 18-34		32	.2	93	12	.1	57	12	.1	51	4		16	33	.2	92	15	.1	70
M 18-49		36	.1	124	26	.1	126	4		7	14		80	39	.1	132	9		49
W 18-49		84	.2	238	59	.1	187	36	.1	81	20		74	85	.2	247	32	.1	129
M 25-49		27	.1	88	21	.1	90	4		7	14		80	32	.1	96	9		49
W 25-49		81	.3	232	59	.2	187	35	.1	75	20	.1	74	77	.2	227	32	.1	129
M 25-54		28	.1	94	22	.1	95	7		13	14		80	40	.1	143	10		53
W 25-54		84	.2	251	60	.2	193	36	.1	92	22	.1	78	83	.2	250	33	.1	140
M 35-64		35	.1	108	24	.1	91	9		20	12		56	36	.1	157	7		27
W 35-64		66	.2	190	56	.2	155	29	.1	59	22	.1	88	64	.2	201	19	.1	85
KXOL-FM																			
P 12+		331	.2	738	423	.3	1087	338	.2	803	87	.1	321	310	.2	800	223	.2	528
Teens 12-17		8	.1	43	23	.1	83	22	.1	58	6		41	16	.1	80	11	.1	41
M 18-34		53	.2	167	43	.2	170	63	.3	133	5		45	25	.1	105	28	.1	88
W 18-34		77	.4	152	136	.7	323	67	.3	206	22	.1	99	91	.4	195	52	.3	161
M 18-49		119	.3	300	96	.2	333	130	.3	240	20		107	58	.1	178	67	.2	143
W 18-49		157	.4	327	236	.6	489	131	.3	337	38	.1	127	144	.4	344	93	.2	233
M 25-49		101	.3	247	78	.2	274	121	.4	210	17	.1	78	49	.2	154	52	.2	102
W 25-49		152	.5	306	225	.7	445	124	.4	302	38	.1	127	118	.4	275	67	.2	165
M 25-54		101	.3	247	84	.2	293	126	.3	229	17		78	58	.2	188	52	.1	102
W 25-54		154	.4	319	226	.6	454	133	.4	327	44	.1	140	124	.3	298	72	.2	190
M 35-64		84	.3	150	59	.2	181	72	.2	125	25	.1	79	51	.2	146	39	.1	55
W 35-64		86	.3	202	109	.3	206	72	.2	156	28	.1	56	70	.2	204	52	.2	113
KXTA-AM																			
P 12+		3		27	9		66	13		96	3		19	12		57	9		55
Teens 12-17					1		11												
M 18-34							9	1		9				7		27			
W 18-34					5		15	2		24									
M 18-49		1		17	1		15	8		40	3		19	10		48			4
W 18-49					5		15	2		24							3		12
M 25-49		1		17			6	7		31	3		19	10		48			4
W 25-49					5		15	2		24							3		12
M 25-54		3		27			6	10		62	3		19	12		57	4		25
W 25-54					5		15	2		24							3		12
M 35-64		3		27			6	10		62	3		19	6		31	4		25
W 35-64																	3		12
XTRA-AM																			
P 12+		64		280	70	.1	247	55		201	12		68	53		144	19		52
Teens 12-17					1		3	6		10				1		3			
M 18-34					5		18	5		27				8		23			
W 18-34					11		48	23	.1	93	7		37	15		74	5		25
M 18-49		27	.1	111	16		49	14		45	7		37	10		35			
W 18-49		6		30	16		49	11		34	7		37	15		74	5		25
M 25-49		27	.1	111	16		49	11		34	7		37	15		74	5		25
W 25-49		6		30	16	.1	49	11		34	7		37	9		29			
M 25-54		35	.1	159	30	.1	80	32	.1	121	7		37	29	.1	88	12		39
W 25-54		6		30	16		49	11		34	7		37	9		29			
M 35-64		41	.1	175	31	.1	90	26	.1	111	9		50	28	.1	84	12		39
W 35-64		10		44	27	.1	58	16		32				16		26	7		14
KYSR-FM																			
P 12+		139	.1	745	444	.3	1629	331	.2	1216	119	.1	726	355	.3	1694	207	.1	1084
Teens 12-17		7		48	24	.2	69	34	.2	118	17	.1	72	10	.1	67	13	.1	99
M 18-34		31	.1	135	63	.3	223	31	.1	126	27	.1	143	54	.2	222	26	.1	156
W 18-34		46	.2	228	136	.7	596	84	.4	356	33	.2	229	112	.5	646	92	.4	393
M 18-49		45	.1	227	161	.4	509	93	.2	346	47	.1	248	127	.3	550	65	.2	380
W 18-49		74	.2	407	237	.6	978	172	.4	686	50	.1	352	207	.5	1019	124	.3	575
M 25-49		38	.1	174	156	.5	459	82	.3	318	39	.1	203	119	.4	490	62	.2	355
W 25-49		52	.2	300	190	.6	767	139	.4	558	28	.1	207	192	.6	892	101	.3	433
M 25-54		48	.1	197	168	.4	482	104	.3	350	43	.1	227	121	.3	501	62	.2	355
W 25-54		53	.1	315	193	.5	791	141	.4	569	29	.1	219	197	.5	920	102	.3	444
M 35-64		24	.1	118	117	.4	326	85	.3	255	23	.1	129	77	.2	350	42	.1	235
W 35-64		31	.1	216	104	.3	416	90	.3	341	19	.1	153	101	.3	409	35	.1	201

* Listener estimates adjusted for reported broadcast schedule.

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

DMA Target Listeners

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KZAB-FM																			
P 12+		104	.1	351	223	.2	581	258	.2	528	107	.1	329	236	.2	622	119	.1	291
Teens 12-17		15	.1	39	13	.1	65	50	.3	94	18	.1	53	31	.2	78	31	.2	75
M 18-34		21	.1	51	41	.2	97	49	.2	76	10		32	29	.1	77	9		17
W 18-34		22	.1	59	47	.2	102	66	.3	127	26	.1	58	41	.2	96	27	.1	56
M 18-49		27	.1	68	89	.2	202	80	.2	127	34	.1	113	80	.2	185	33	.1	88
W 18-49		47	.1	163	113	.3	285	117	.3	269	40	.1	104	109	.3	306	36	.1	102
M 25-49		27	.1	68	79	.2	186	46	.1	87	28	.1	97	77	.2	171	33	.1	88
W 25-49		47	.1	163	113	.4	285	111	.3	258	40	.1	104	107	.3	294	36	.1	102
M 25-54		27	.1	68	79	.2	186	46	.1	87	28	.1	97	77	.2	171	33	.1	88
W 25-54		53	.1	191	122	.3	314	114	.3	272	40	.1	104	114	.3	322	36	.1	102
M 35-64		13		53	47	.1	105	31	.1	51	30	.1	101	51	.2	108	24	.1	71
W 35-64		33	.1	149	76	.2	212	54	.2	156	19	.1	62	74	.2	237	9		47
KZLA-FM																			
P 12+		462	.3	1547	632	.5	2077	459	.3	1546	165	.1	770	439	.3	1488	379	.3	1210
Teens 12-17		21	.1	52	33	.2	159	27	.2	108	8	.1	33	26	.2	84	30	.2	72
M 18-34		46	.2	111	47	.2	100	52	.2	129	18	.1	84	49	.2	143	46	.2	164
W 18-34		66	.3	200	62	.3	246	55	.3	205	14	.1	114	49	.2	223	48	.2	210
M 18-49		125	.3	330	156	.4	380	119	.3	387	38	.1	187	108	.3	291	84	.2	298
W 18-49		143	.4	584	173	.4	683	125	.3	462	46	.1	267	104	.3	511	75	.2	349
M 25-49		125	.4	330	148	.5	349	92	.3	306	33	.1	162	94	.3	243	60	.2	212
W 25-49		127	.4	515	165	.5	616	116	.4	394	37	.1	192	99	.3	466	55	.2	247
M 25-54		150	.4	405	207	.6	455	117	.3	363	36	.1	199	130	.3	347	81	.2	269
W 25-54		152	.4	640	204	.5	763	147	.4	474	43	.1	228	145	.4	604	95	.3	349
M 35-64		143	.5	423	218	.7	533	135	.4	457	48	.2	216	153	.5	390	90	.3	281
W 35-64		132	.4	596	187	.6	751	119	.4	417	42	.1	222	130	.4	520	114	.4	363
KCAL-FM																			
P 12+		78	.1	287	183	.1	439	100	.1	291	47		196	141	.1	426	86	.1	291
Teens 12-17		21	.1	63	52	.3	125	49	.3	105	31	.2	89	28	.2	94	12	.1	47
M 18-34		12	.1	39	36	.2	59	10		54	4		52	46	.2	88	28	.1	73
W 18-34		19	.1	64	24	.1	99	13	.1	44	4		18	17	.1	59	15	.1	62
M 18-49		33	.1	120	77	.2	144	33	.1	124	10		74	82	.2	188	53	.1	163
W 18-49		22	.1	95	48	.1	155	16		55	6		34	27	.1	136	19		73
M 25-49		25	.1	112	46	.1	102	23	.1	70	9		64	55	.2	136	32	.1	119
W 25-49		14		67	37	.1	116	11		39	6		28	16	.1	95	10		43
M 25-54		25	.1	117	46	.1	108	23	.1	70	9		64	55	.1	136	32	.1	119
W 25-54		14		67	37	.1	116	11		39	6		28	16		95	10		43
M 35-64		23	.1	89	45	.1	94	23	.1	70	5		22	39	.1	103	26	.1	93
W 35-64		3		31	26	.1	61	2		11	3		15	10		82	4		16
KFRG-FM																			
P 12+		211	.2	674	342	.2	991	261	.2	754	102	.1	337	262	.2	723	170	.1	552
Teens 12-17		12	.1	26	23	.1	45	10	.1	22	6		10	9	.1	27	9	.1	20
M 18-34		5		15	15	.1	42	17	.1	38	1		10	21	.1	51	8		41
W 18-34		12	.1	59	41	.2	123	27	.1	84	11	.1	41	22	.1	100	12	.1	34
M 18-49		43	.1	126	58	.1	179	30	.1	75	6		16	36	.1	104	19		77
W 18-49		44	.1	198	110	.3	328	87	.2	256	29	.1	122	72	.2	269	54	.1	186
M 25-49		43	.1	126	53	.2	160	17	.1	44	5		6	19	.1	64	14		46
W 25-49		42	.1	187	102	.3	295	76	.2	208	29	.1	122	68	.2	230	51	.2	170
M 25-54		54	.1	160	74	.2	193	25	.1	75	7		24	26	.1	91	18		63
W 25-54		55	.1	240	116	.3	354	90	.2	275	33	.1	161	76	.2	269	61	.2	222
M 35-64		81	.3	202	85	.3	242	47	.1	140	10		32	45	.1	140	33	.1	117
W 35-64		66	.2	265	109	.3	375	105	.3	349	42	.1	180	61	.2	230	61	.2	238
KGGI-FM																			
P 12+		190	.1	791	389	.3	1375	302	.2	1122	190	.1	741	285	.2	1074	303	.2	1017
Teens 12-17		76	.5	300	102	.6	460	89	.6	402	61	.4	282	101	.6	380	78	.5	304
M 18-34		30	.1	162	96	.4	245	84	.4	237	59	.3	154	51	.2	177	64	.3	210
W 18-34		36	.2	150	110	.5	390	79	.4	312	55	.3	219	72	.4	325	95	.5	312
M 18-49		33	.1	192	109	.3	299	90	.2	274	60	.1	182	65	.2	230	89	.2	287
W 18-49		70	.2	260	150	.4	537	106	.3	395	65	.2	252	112	.3	441	122	.3	397
M 25-49		18	.1	104	40	.1	141	28	.1	128	21	.1	78	40	.1	159	73	.2	211
W 25-49		49	.2	163	94	.3	340	65	.2	235	28	.1	106	74	.2	250	88	.3	228
M 25-54		18		107	42	.1	155	30	.1	131	21	.1	78	45	.1	173	75	.2	219
W 25-54		54	.1	180	100	.3	358	71	.2	248	30	.1	118	74	.2	250	92	.2	241
M 35-64		7		43	29	.1	93	12		57	2		38	19	.1	67	27	.1	84
W 35-64		40	.1	129	49	.2	180	36	.1	107	12		48	41	.1	118	39	.1	107

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

DMA Target Listeners

		AQH and Cume Persons																	
		Saturday 6AM-10AM			Saturday 10AM-3PM			Saturday 3PM-7PM			Saturday 7PM-MID			Sunday 10AM-3PM			Sunday 3PM-7PM		
		AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)	AQH (00)	AQH Rtg	Cume (00)
KOLA-FM																			
P 12+		177	.1	618	323	.2	972	173	.1	601	81	.1	330	220	.2	736	133	.1	501
Teens 12-17		12	.1	36	6		38	6		24	11	.1	40	9	.1	69	7		28
M 18-34		2		7	3		16	12	.1	36	13	.1	46	13	.1	40	7		22
W 18-34				3	10		56	6		17	3		31	2		12	5		31
M 18-49		26	.1	114	42	.1	133	35	.1	77	21	.1	66	34	.1	86	16		65
W 18-49		12		72	41	.1	160	25	.1	98	9		74	22	.1	133	20		108
M 25-49		26	.1	114	40	.1	124	35	.1	77	21	.1	66	26	.1	69	16		65
W 25-49		12		69	37	.1	134	20	.1	86	8		60	20	.1	120	17	.1	85
M 25-54		47	.1	170	90	.2	226	72	.2	233	23	.1	72	52	.1	184	30	.1	138
W 25-54		25	.1	110	60	.2	217	32	.1	138	19	.1	120	54	.1	205	30	.1	124
M 35-64		81	.3	258	148	.5	382	78	.2	265	17	.1	65	82	.3	261	42	.1	182
W 35-64		53	.2	218	118	.4	387	55	.2	220	35	.1	141	84	.3	285	35	.1	137
+KVIE-FM																			
KWRP-FM																			
P 12+		94	.1	364	152	.1	444	138	.1	412	124	.1	341	139	.1	467	150	.1	402
Teens 12-17		38	.2	165	61	.4	195	53	.3	167	44	.3	141	64	.4	182	68	.4	174
M 18-34		16	.1	52	24	.1	64	35	.2	134	34	.2	77	24	.1	105	25	.1	53
W 18-34		23	.1	70	34	.2	104	36	.2	72	28	.1	85	26	.1	91	21	.1	70
M 18-49		20		62	34	.1	81	38	.1	150	34	.1	83	32	.1	121	33	.1	68
W 18-49		33	.1	123	49	.1	154	46	.1	94	45	.1	117	43	.1	165	38	.1	132
M 25-49		4		16	13		29	14		48	3		19	11		33	11		21
W 25-49		16	.1	74	30	.1	110	19	.1	55	26	.1	54	26	.1	101	36	.1	121
M 25-54		4		16	13		29	14		48	3		19	11		33	11		21
W 25-54		18		88	38	.1	124	19	.1	55	26	.1	54	26	.1	101	47	.1	148
M 35-64		4		10	10		17	3		16	1		7	8		15	8		15
W 35-64		13		67	23	.1	63	10		22	17	.1	32	17	.1	75	28	.1	90
+ TOTALS																			
P 12+		18347	13.2	48705	24952	18.0	62741	17828	12.8	47480	9979	7.2	31312	18358	13.2	50357	14018	10.1	38377
Teens 12-17		1410	8.9	4769	2498	15.7	6975	2102	13.2	5830	1592	10.0	4988	1960	12.3	5731	1705	10.7	4924
M 18-34		2713	12.5	6960	3777	17.4	9123	2898	13.4	7197	1782	8.2	5043	2387	11.0	6660	2204	10.2	5853
W 18-34		2362	11.5	6457	3802	18.5	9866	2669	13.0	7152	1764	8.6	5505	2833	13.8	7971	2350	11.4	6398
M 18-49		5766	14.0	14403	7487	18.1	17989	5450	13.2	13767	3012	7.3	8782	5013	12.1	13629	4140	10.0	10893
W 18-49		4869	12.2	13433	7312	18.3	19080	5225	13.0	14135	2949	7.4	9508	5519	13.8	15589	4133	10.3	11706
M 25-49		4932	15.2	11774	6061	18.6	14365	4363	13.4	11003	2232	6.9	6617	4151	12.8	11125	3238	10.0	8476
W 25-49		4070	12.8	10929	5940	18.6	15223	4184	13.1	11251	2177	6.8	7191	4455	14.0	12464	3185	10.0	9140
M 25-54		5688	15.2	13699	6965	18.6	16427	5036	13.4	12857	2477	6.6	7484	4867	13.0	12983	3687	9.8	9719
W 25-54		4724	12.7	12687	6925	18.6	17716	4806	12.9	13028	2477	6.7	8195	5151	13.8	14422	3758	10.1	10787
M 35-64		4928	15.6	12241	5905	18.7	14129	4134	13.1	10819	1860	5.9	5921	4437	14.1	11539	3152	10.0	8121
W 35-64		4254	13.2	11676	5905	18.3	15311	4159	12.9	11445	1917	5.9	6523	4410	13.6	12426	3078	9.5	8925

* Listener estimates adjusted for reported broadcast schedule.

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

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 is 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 PSA 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	Sat 10A-3P	Mon-Fri	Mon-Fri	Weekend	Mon-Fri	Mon-Fri	Mon-Sun	Mon-Sun
		Sat 3P-7P	10A-7P	Sat 7P-MID	6A-10A	10A-3P	6A-MID	6A-10A + 3P-7P	6A-7P	MID-6A	6A-MID
Persons 12+	69.04	103.81	126.54	102.75	128.83	130.05	152.15	152.51	141.67	156.93	163.60
Persons 18+	*****	*****	119.94	*****	*****	118.78	*****	144.87	*****	*****	155.39
Men											
18+	50.35	*****	*****	*****	*****	*****	*****	*****	*****	*****	121.82
18-24	19.65	*****	*****	*****	*****	*****	*****	*****	*****	*****	57.30
25-34	22.81	*****	*****	*****	*****	*****	*****	*****	*****	*****	60.48
35-44	24.27	*****	*****	*****	*****	*****	*****	*****	*****	*****	60.95
45-54	22.50	*****	*****	*****	*****	*****	*****	*****	*****	*****	55.74
55-64	18.86	*****	*****	*****	*****	*****	*****	*****	*****	*****	50.89
65+	17.79	*****	*****	*****	*****	*****	*****	*****	*****	*****	38.79
12-24	28.13	49.53	*****	48.21	62.44	58.81	73.18	*****	65.93	*****	78.85
18-34	30.40	47.68	58.41	46.02	62.22	58.35	70.64	70.56	68.47	*****	80.02
18-49	41.70	64.71	75.52	62.70	82.04	75.24	91.33	91.23	88.52	*****	103.46
25-49	37.41	56.65	*****	55.83	71.37	65.96	83.98	*****	73.19	*****	90.26
25-54	40.25	60.13	73.71	59.76	76.11	70.01	89.14	82.84	77.68	*****	95.80
35-64	38.32	55.99	70.72	57.18	72.63	67.37	85.52	79.48	74.53	*****	91.91
Women											
18+	54.56	*****	*****	*****	*****	*****	*****	*****	*****	*****	125.42
18-24	21.01	*****	*****	*****	*****	*****	*****	*****	*****	*****	56.94
25-34	24.60	*****	*****	*****	*****	*****	*****	*****	*****	*****	63.03
35-44	25.93	*****	*****	*****	*****	*****	*****	*****	*****	*****	66.87
45-54	24.24	*****	*****	*****	*****	*****	*****	*****	*****	*****	57.55
55-64	20.59	*****	*****	*****	*****	*****	*****	*****	*****	*****	49.15
65+	21.31	*****	*****	*****	*****	*****	*****	*****	*****	*****	48.23
12-24	29.10	47.68	*****	47.13	58.32	59.29	71.50	*****	63.56	*****	74.46
18-34	32.59	50.22	62.01	48.50	63.43	61.44	75.30	70.40	67.35	*****	81.70
18-49	43.73	67.06	80.81	65.50	83.60	80.19	98.14	91.74	87.77	*****	106.48
25-49	39.99	59.35	*****	59.22	75.26	71.60	88.96	*****	81.53	*****	96.10
25-54	43.48	63.83	78.52	63.75	81.13	76.35	95.36	91.42	87.40	*****	103.01
35-64	41.49	60.08	72.66	60.16	75.65	72.18	88.24	84.60	80.88	*****	95.33
Persons											
12-24	38.28	62.52	*****	61.67	77.52	75.24	91.54	*****	84.63	*****	98.43
18-34	41.70	64.36	80.02	62.27	82.06	79.31	96.42	96.65	89.14	*****	103.67
18-49	55.99	85.40	103.87	83.11	106.47	100.86	125.16	125.46	115.71	*****	134.58
25-49	49.74	74.56	*****	73.90	93.60	88.43	109.98	*****	101.67	*****	118.25
25-54	53.56	79.35	98.14	79.14	100.07	94.39	118.26	118.54	109.33	*****	127.16
35-64	51.41	74.22	92.70	75.03	95.12	90.58	111.70	111.96	103.26	*****	120.10
Teens 12-17	26.66	43.68	*****	44.51	59.71	66.00	67.86	*****	72.19	*****	78.72
Black P12+	20.47	*****	*****	*****	*****	*****	*****	*****	*****	*****	48.50
Hispanic P12+	44.08	*****	*****	*****	*****	*****	*****	*****	*****	*****	104.45

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

TSA Table B

Total Survey Area	All Cume Estimates	Mon-Sun 6A-MID*
Persons 12+	88.14	204.95
Men		
18-34	38.94	102.24
25-54	51.36	119.35
35-64	49.08	115.95
Women		
18-34	40.78	101.83
25-54	55.47	131.03
35-64	52.53	121.18
Persons		
18-34	52.77	131.68
25-54	68.55	159.35
35-64	65.56	152.00

* Average Quarter-Hour Estimates

DMA Table B

Average Quarter-Hour Estimates

Designated Market Area	All Cume Estimates	Sat 6A-10A	Sat 10A-3P	Mon-Fri	Mon-Fri	Mon-Fri	Mon-Sun
		Sat 3P-7P	Sat 7P-MID	6A-10A	10A-3P	Mon-Fri 6A-7P	6A-MID
Persons 12+	76.55	125.07	122.82	156.22	150.58	187.00	204.56
Men							
18-34	37.45	57.30	55.77	74.04	69.19	81.33	98.28
18-49	51.58	77.06	75.58	96.84	90.23	105.32	124.61
25-49	45.55	68.15	67.70	85.37	81.28	88.85	111.26
25-54	49.21	72.62	72.49	91.73	86.65	94.86	117.27
35-64	46.97	67.98	69.43	88.54	83.00	91.34	108.11
Women							
18-34	39.69	61.32	58.83	77.17	75.36	82.26	100.64
18-49	54.57	81.77	79.49	102.18	99.01	107.82	131.66
25-49	48.68	71.72	71.78	92.03	88.81	100.42	122.44
25-54	53.10	77.22	77.24	98.87	94.49	107.34	131.04
35-64	50.72	73.99	73.47	92.26	90.84	100.18	121.41
Teens 12-17	34.59	55.50	56.21	75.34	82.50	90.66	101.19

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* (available at www.arbitron.com) 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 may 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 Arbitron Radio 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 International, LLC (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-facilitated 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 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 usage (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 ascription 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:

- 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**
- 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**
- 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:

- 9.49 percent or less – Each station must independently meet the criteria used for nonsimulcast stations. (See Paragraph 8.)
- 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 of the following dayparts: Monday-Friday 6AM-10AM, 10AM-3PM, 3PM-7PM, 7PM-Midnight; or Monday-Sunday 6AM-Midnight.
- 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 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 International, LLC 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 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 diary placement, 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 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/Each Arbitron radio audience estimate, as well as the map contained herein, is confidential, proprietary to, and copyrighted by Arbitron. All Arbitron audience data and estimates 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, and shall include the appropriate market, survey period, type of audience estimate, applicable daypart(s), and applicable demographic group(s) (e.g., Los Angeles, Spring 2004, 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 if at least 30 Black and/or 30 Hispanic diaries are in-tab for the Metro, as applicable.

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 may 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), which 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 in-tab diary 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 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 Spring 2004 Metro definition. Group Quarters Populations, Ethnic Populations, and Household Data are based on Census 2000. Retail Sales and Household Income are based upon Claritas's 2003 Demographic Update. Employer Industries Data are based on the 2001 County Business Patterns reports (U.S. Census Bureau).

1. Total Households are based on Census 2000 data, updated to 1/1/04.

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 (Census 2000-based, updated to 1/1/04).

3. Value of Owner-Occupied Housing Units are Census 2000 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 Census 2000 Metro housing units, which includes total housing units.

4. Monthly Contract Rent of Renter-Occupied Housing Units are Census 2000 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 Census 2000 Metro housing units, which includes total housing units.

5. Household Size categories are for Persons 0+. These categories are based on Census 2000 data, updated to 1/1/04.

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 (Census 2000). The Metro Percent is Census 2000 total Metro housing units (occupied and unoccupied).

7. Education represents the educational attainment of Persons 25+ in the Metro (Census 2000).

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 Census 2000 data and represent the number of Persons 16+ that are employed in each of six occupation categories. Percentages are based on Census 2000 total Metro employed Persons 16+.

10. Farm Population data are Census 2000 data for total Persons 0+ living on a farm within the Metro definition.

11. Transportation to Work data are Census 2000 data for total Metro employed Persons 16+ who work away from home.

12. Average Travel Time to Work data are Census 2000 data for total Metro employed Persons 16+ who work away from home.

13. Car Ownership by Household data are divided into four Car Ownership categories. Percentages are based on total 1/1/04 household estimates.

Magazine and Newspaper Circulation

Magazine and newspaper circulation data, as of June 2004, were obtained from the Audit Bureau of Circulations' e-Data Division, 900 North Meacham Road, Schaumburg, IL 60173, (847)605-0909, Copyright 2004, Audit Bureau of Circulations. All rights reserved. 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 2004 Radio Market Survey Schedule

METRO MKT RANK	MARKET	WINTER 04	SPRING 04	SUMMER 04	FALL 04
233	Abilene, TX		C		C
73	Akron	■	■	■	■
261	Albany, GA		C		C
64	Albany-Schenectady-Troy	■	■	■	■
71	Albuquerque	■	■	■	■
217	Alexandria, LA		C		C
70	Allentown-Bethlehem	■	■	■	■
256	Altoona	●	●	●	●
193	Amarillo, TX		C		C
173	Anchorage	●	●	●	●
147	Ann Arbor	●	●	●	●
137	Appleton-Oshkosh	●	●	●	●
160	Asheville	●	●	●	●
11	Atlanta	■	■	■	■
136	Atlantic City-Cape May	●	●	●	●
109	Augusta, GA	●	●	●	●
261	Augusta-Waterville, ME		C		C
42	Austin	■	■	■	■
86	Bakersfield	■	■	■	■
19	Baltimore	■	■	■	■
213	Bangor	●	●	●	●
83	Baton Rouge	■	■	■	■
254	Battle Creek, MI		C		C
132	Beaumont-Port Arthur, TX		C		C
283	Beckley, WV		C		C
257	Billings, MT		C		C
138	Biloxi-Gulfport-Pascagoula, MS	●	●	●	●
178	Binghamton	●	●	●	●
57	Birmingham	■	■	■	■
276	Bismarck, ND		C		C
222	Blacksburg-Christiansburg-Radford-Pulaski, VA		C		C
236	Bloomington	●	●	●	●
270	Bluefield, WV		C		C
120	Boise	●	●	●	●
9	Boston	■	■	■	■
209	Bowling Green, KY		C		C
118	Bridgeport	●	●	●	●
286	Brunswick, GA		C		C
230	Bryan-College Station, TX		C		C
52	Buffalo-Niagara Falls	■	■	■	■
139	Burlington-Plattsburgh	●	●	●	●
129	Canton	●	●	●	●
182	Cape Cod, MA		C		C
287	Casper, WY		C		C
207	Cedar Rapids	●	●	●	●
215	Champaign, IL		C		C
89	Charleston, SC	■	■	■	■
179	Charleston, WV	●	●	●	●
37	Charlotte-Gastonia-Rock Hill	■	■	■	■
224	Charlottesville, VA		C		C
106	Chattanooga	■	■	■	■
281	Cheyenne, WY		C		C
3	Chicago	■	■	■	■
196	Chico, CA		C		C
26	Cincinnati	■	■	■	■
203	Clarksville-Hopkinsville, TN-KY		C		C

METRO MKT RANK	MARKET	WINTER 04	SPRING 04	SUMMER 04	FALL 04
25	Cleveland	■	■	■	■
95	Colorado Springs	■	■	■	■
252	Columbia, MO		C		C
90	Columbia, SC	■	■	■	■
180	Columbus, GA	●	●	●	●
35	Columbus, OH	■	■	■	■
258	Columbus-Starkville-West Point, MS		C		C
275	Cookeville, TN		C		C
135	Corpus Christi	●	●	●	●
5	Dallas-Ft. Worth	■	■	■	■
195	Danbury, CT		C		C
58	Dayton	■	■	■	■
91	Daytona Beach	●	●	●	●
268	Decatur, IL		C		C
22	Denver-Boulder	■	■	■	■
92	Des Moines	■	■	■	■
10	Detroit	■	■	■	■
192	Dothan, AL		C		C
234	Dubuque, IA		C		C
204	Duluth-Superior	●	●	●	●
240	Eau Claire, WI		C		C
246	Elizabeth City-Nags Head, NC		C		C
214	Elmira-Corning, NY		C		C
76	El Paso	■	■	■	■
166	Erie	●	●	●	●
149	Eugene-Springfield	●	●	●	●
161	Evansville	●	●	●	●
220	Fargo-Moorhead	●	●	●	●
128	Fayetteville, NC	●	●	●	●
151	Fayetteville (Northwest Arkansas)		C		C
154	Flagstaff-Prescott, AZ		C		C
126	Flint	●	●	●	●
210	Florence, SC		C		C
249	Florence-Muscle Shoals, AL		C		C
125	Ft. Collins-Greeley, CO		C		C
67	Ft. Myers-Naples-Marco Island	●	●	●	●
110	Ft. Pierce-Stuart-Vero Beach	●	●	●	●
176	Ft. Smith, AR		C		C
218	Ft. Walton Beach, FL		C		C
103	Ft. Wayne	●	●	●	●
199	Frederick, MD		C		C
164	Fredericksburg	■	■	■	■
68	Fresno	■	■	■	■
88	Gainesville-Ocala	●	●	●	●
277	Grand Forks, ND-MN		C		C
259	Grand Junction, CO		C		C
66	Grand Rapids	■	■	■	■
284	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 04	SPRING 04	SUMMER 04	FALL 04
169	Hagerstown-Chambersburg-Waynesboro, MD-PA		C		C
79	Harrisburg-Lebanon-Carlisle	■	■	■	■
265	Harrisonburg, VA		C		C
49	Hartford-New Britain-Middletown	■	■	■	■
216	Hilton Head, SC		C		C
63	Honolulu	■	■	■	■
7	Houston-Galveston	■	■	■	■
155	Huntington-Ashland	●	●	●	●
119	Huntsville	■	■	■	■
41	Indianapolis	■	■	■	■
274	Ithaca, NY		C		C
123	Jackson, MS	■	■	■	■
279	Jackson, TN		C		C
50	Jacksonville	■	■	■	■
98	Johnson City-Kingsport-Bristol	■	■	■	■
184	Johnstown	●	●	●	●
280	Jonesboro, AR		C		C
235	Joplin, MO		C		C
183	Kalamazoo	●	●	●	●
29	Kansas City	■	■	■	■
153	Killeen-Temple, TX		C		C
72	Knoxville	■	■	■	■
238	Lafayette, IN	●	●	●	●
101	Lafayette, LA	●	●	●	●
219	Lake Charles, LA		C		C
100	Lakeland-Winter Haven	●	●	●	●
115	Lancaster	●	●	●	●
122	Lansing-East Lansing	■	■	■	■
211	Laredo, TX		C		C
39	Las Vegas	■	■	■	■
223	Laurel-Hattiesburg, MS		C		C
269	Lawton, OK		C		C
272	Lewiston-Auburn, ME		C		C
102	Lexington-Fayette	●	●	●	●
241	Lima, OH		C		C
175	Lincoln	●	●	●	●
85	Little Rock	■	■	■	■
2	Los Angeles	■	■	■	■
5	Louisville	■	■	■	■
181	Lubbock	●	●	●	●
156	Macon	●	●	●	●
97	Madison	■	■	■	■
186	Manchester	●	●	●	●
264	Mankato-New Ulm-St. Peter, MN		C		C
231	Marion-Carbondale (Southern Illinois)		C		C
282	Mason City, IA		C		C
62	McAllen-Brownsville-Harlingen	●	●	●	●
245	Meadville-Franklin, PA		C		C
212	Medford-Ashland, OR		C		C
99	Melbourne-Titusville-Cocoa	●	●	●	●
48	Memphis	■	■	■	■
189	Merced, CA		C		C

NOTE/Metro ranks listed above are based on Spring 2004 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 2004 Radio Market Survey Schedule

METRO MKT RANK	MARKET	WINTER 04	SPRING 04	SUMMER 04	FALL 04
285	Meridian, MS		C		C
12	Miami-Ft. Lauderdale-Hollywood	■	■	■	■
36	Middlesex-Somerset-Union	■	■	■	■
33	Milwaukee-Racine	■	■	■	■
16	Minneapolis-St. Paul	■	■	■	■
93	Mobile	■	■	■	■
121	Modesto		•		•
51	Monmouth-Ocean		•		•
251	Monroe, LA		C		C
75	Monterey-Salinas-Santa Cruz	■	■	■	■
150	Montgomery		•		•
197	Morgantown-Clarksburg-Fairmont, WV		C		C
110	Morristown, NJ		C		C
202	Muncie-Marion, IN		C		C
227	Muskegon, MI		C		C
167	Myrtle Beach, SC		C		C
45	Nashville	■	■	■	■
18	Nassau-Suffolk (Long Island)	■	■	■	■
173	New Bedford-Fall River, MA		C		C
108	New Haven		•		•
171	New London, CT		C		C
46	New Orleans	■	■	■	■
1	New York	■	■	■	■
144	Newburgh-Middletown, NY (Mid-Hudson Valley)		C		C
40	Norfolk-Virginia Beach-Newport News	■	■	■	■
188	Odessa-Midland, TX		C		C
53	Oklahoma City	■	■	■	■
206	Olean, NY		C		C
74	Omaha-Council Bluffs	■	■	■	■
38	Orlando	■	■	■	■
116	Oxnard-Ventura		•		•
157	Palm Springs		•		•
239	Panama City, FL		C		C
243	Parkersburg-Marietta, WV-OH		C		C
124	Pensacola		•		•
143	Peoria		•		•
6	Philadelphia	■	■	■	■
15	Phoenix	■	■	■	■
232	Pittsburg, KS (Southeast Kansas)		C		C
23	Pittsburgh, PA	■	■	■	■
165	Portland, ME		•		•
24	Portland, OR	■	■	■	■
117	Portsmouth-Dover-Rochester		•		•
162	Poughkeepsie, NY		C		C
34	Providence-Warwick-Pawtucket	■	■	■	■
248	Pueblo		•		•
13	Puerto Rico	■	■	■	■
142	Quad Cities (Davenport-Rock Island-Moline)		•		•
44	Raleigh-Durham	■	■	■	■
267	Rapid City, SD		C		C
133	Reading, PA		C		C

METRO MKT RANK	MARKET	WINTER 04	SPRING 04	SUMMER 04	FALL 04
224	Redding, CA		C		C
127	Reno		•		•
56	Richmond	■	■	■	■
28	Riverside-San Bernardino	■	■	■	■
112	Roanoke-Lynchburg		•		•
228	Rochester, MN		C		C
54	Rochester, NY	■	■	■	■
152	Rockford		•		•
27	Sacramento	■	■	■	■
130	Saginaw-Bay City-Midland		•		•
220	St. Cloud, MN		C		C
20	St. Louis	■	■	■	■
145	Salisbury-Ocean City		•		•
31	Salt Lake City-Ogden-Provo	■	■	■	■
273	San Angelo, TX		C		C
30	San Antonio	■	■	■	■
17	San Diego	■	■	■	■
4	San Francisco	■	■	■	■
32	San Jose	■	■	■	■
170	San Luis Obispo, CA		C		C
200	Santa Barbara, CA		C		C
237	Santa Fe, NM		C		C
205	Santa Maria-Lompoc, CA		C		C
107	Santa Rosa		•		•
78	Sarasota-Bradenton		•		•
159	Savannah		•		•
14	Seattle-Tacoma	■	■	■	■
277	Sebring, FL		C		C
266	Sheboygan, WI		C		C
131	Shreveport	■	■	■	■
263	Sioux City, IA		C		C
172	South Bend		•		•
94	Spokane	■	■	■	■
81	Springfield, MA	■	■	■	■
146	Springfield, MO		•		•
141	Stamford-Norwalk, CT		C		C
250	State College, PA		C		C
87	Stockton		•		•
247	Sussex, NJ		C		C
80	Syracuse	■	■	■	■
163	Tallahassee		•		•
21	Tampa-St. Petersburg-Clearwater	■	■	■	■
201	Terre Haute		•		•
255	Texarkana, TX-AR		C		C
82	Toledo	■	■	■	■
191	Topeka		•		•
190	Traverse City-Petoskey, MI		C		C
140	Trenton, NJ		C		C
208	Tri-Cities, WA (Richland-Kennewick-Pasco)		C		C
61	Tucson	■	■	■	■
65	Tulsa	■	■	■	■
185	Tupelo, MS		C		C
229	Tuscaloosa, AL		C		C
148	Tyler-Longview		•		•
158	Utica-Rome		•		•

METRO MKT RANK	MARKET	WINTER 04	SPRING 04	SUMMER 04	FALL 04
134	Victor Valley		•		•
104	Visalia-Tulare-Hanford		•		•
194	Waco, TX		C		C
8	Washington, DC	■	■	■	■
244	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	■	■	■	■
241	Wheeling		•		•
96	Wichita	■	■	■	■
253	Wichita Falls, TX		C		C
69	Wilkes Barre-Scranton	■	■	■	■
260	Williamsport, PA		C		C
77	Wilmington, DE		•		•
177	Wilmington, NC		•		•
226	Winchester, VA		C		C
113	Worcester		•		•
198	Yakima, WA		C		C
105	York	■	■	■	■
114	Youngstown-Warren		•		•

NOTE/Metro ranks listed above are based on Spring 2004 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

2004 Arbitron Qualitative Delivery Schedule

Scarborough 2004 Release Schedule

Market Name	Release 1	Release 2
Albany, NY	05/20/04	11/04/04
Albuquerque, NM	06/24/04	12/02/04
Atlanta, GA	04/29/04	10/14/04
Austin, TX	06/24/04	12/09/04
Baltimore, MD	06/10/04	11/18/04
Birmingham, AL	06/10/04	11/26/04
Boston, MA	06/17/04	12/02/04
Buffalo, NY	06/24/04	12/09/04
Charleston, WV	07/22/04	01/13/05
Charlotte, NC	06/03/04	11/18/04
Chicago, IL	06/03/04	11/18/04
Cincinnati, OH	06/17/04	12/02/04
Cleveland, OH	06/10/04	11/18/04
Columbus, OH	06/24/04	12/09/04
Dallas, TX	05/20/04	11/04/04
Dayton, OH	07/01/04	12/16/04
Denver, CO	05/20/04	11/04/04
Des Moines, IA	06/10/04	11/26/04
Detroit, MI	04/22/04	10/07/04
El Paso, TX	05/20/04	11/04/04
Flint, MI	07/22/04	01/13/05
Fort Myers, FL	04/29/04	10/14/04
Fresno, CA	04/22/04	10/07/04
Grand Rapids, MI	07/01/04	12/09/04
Greensboro, NC	07/01/04	12/09/04
Greenville, SC	07/08/04	12/23/04
Harrisburg, PA	07/08/04	12/16/04
Hartford, CT	05/13/04	10/28/04
Honolulu, HI	07/01/04	12/16/04
Houston, TX	05/27/04	11/11/04
Indianapolis, IN	05/13/04	10/28/04
Jacksonville, FL	07/15/04	12/23/04
Kansas City, MO	06/03/04	11/18/04
Knoxville, TN	07/22/04	01/06/05
Las Vegas, NV	06/24/04	12/02/04
Lexington, KY	07/22/04	01/06/05
Los Angeles, CA	04/22/04	10/07/04
Louisville, KY	07/15/04	12/23/04
Memphis, TN	07/15/04	12/30/04
Miami, FL	04/29/04	10/14/04
Milwaukee, WI	05/13/04	10/28/04
Minneapolis, MN	05/06/04	10/21/04
Mobile, AL	05/13/04	10/28/04
Nashville, TN	05/06/04	10/21/04
New Orleans, LA	07/15/04	12/23/04
New York, NY	05/27/04	11/11/04
Norfolk, VA	06/17/04	11/26/04
Oklahoma City, OK	07/15/04	12/23/04
Oriando, FL	05/06/04	10/21/04
Philadelphia, PA	05/06/04	10/21/04
Phoenix, AZ	04/22/04	10/07/04
Pittsburgh, PA	06/10/04	11/26/04
Portland, OR	06/03/04	11/18/04
Providence, RI	07/08/04	12/16/04
Raleigh-Durham, NC	07/08/04	12/16/04
Richmond, VA	07/01/04	12/16/04
Roanoke, VA	05/20/04	11/04/04
Rochester, NY	05/13/04	10/28/04
Sacramento, CA	06/03/04	11/18/04
Salt Lake City, UT	05/20/04	11/04/04

(continued)

Scarborough 2004 Release Schedule (continued)

Market Name	Release 1	Release 2
San Antonio, TX	04/22/04	10/07/04
San Diego, CA	04/22/04	10/07/04
San Francisco, CA	05/13/04	10/28/04
Seattle, WA	05/27/04	11/11/04
Spokane, WA	06/17/04	12/02/04
St. Louis, MO	05/06/04	10/21/04
Syracuse, NY	07/15/04	12/30/04
Tampa, FL	04/29/04	10/14/04
Toledo, OH	07/22/04	01/13/05
Tucson, AZ	04/29/04	10/14/04
Tulsa, OK	06/17/04	11/26/04
Washington, DC	06/10/04	11/26/04
West Palm Beach, FL	04/29/04	10/14/04
Wichita, KS	05/06/04	10/21/04
Wilkes-Barre, PA	07/22/04	01/06/05

RetailDirect 2004 Release Schedule

Market Name	2004 Release 1	2004 Release 2
Allentown-Bethlehem, PA	01/27/04	08/12/04
Atlantic City-Cape May, NJ	06/10/04	12/20/04
Bakersfield, CA	05/12/04	11/05/04
Baton Rouge, LA	02/23/04	08/24/04
Charleston, SC	02/23/04	08/24/04
Chattanooga, TN	06/10/04	12/20/04
Colorado Springs, CO	02/23/04	08/24/04
Evansville, IN	04/23/04	10/05/04
Ft. Wayne, IN	12/29/03	08/12/04
Gainesville-Ocala, FL	04/23/04	10/05/04
Greenville-New Bern- Jacksonville, NC	06/10/04	12/20/04
Huntsville, AL	04/23/04	10/05/04
Lafayette, LA	04/23/04	10/05/04
Little Rock, AR	12/29/03	08/12/04
Lubbock, TX	06/10/04	12/20/04
Macon, GA	04/23/04	10/05/04
Monterey-Salinas- Santa Cruz, CA	05/12/04	11/05/04
Omaha-Council Bluffs, NE-IA	02/23/04	08/24/04
Palm Springs, CA	04/23/04	
Rockford, IL	01/27/04	
Santa Barbara, CA	04/23/04	
Springfield, MA	01/27/04	08/12/04
Springfield, MO	02/23/04	08/24/04
Youngstown-Warren, OH	05/12/04	11/05/04

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 "Qualitative")

2004 Arbitron Qualitative Delivery Schedule

2004 Qualitative Diary Markets*

Abilene, TX Akron, OH Albany, GA Alexandria, LA Altoona, PA Amarillo, TX Anchorage, AK Ann Arbor, MI Appleton-Oshkosh, WI Asheville, NC Augusta, GA Augusta-Waterville, ME Bangor, ME Battle Creek, MI Beaumont-Port Arthur, TX Beckley, WV Billings, MT Biloxi-Gulfport-Pascagoula, MS Binghamton, NY Bismarck, ND Blacksburg-Christiansburg- Radford-Pulaski, VA (a.k.a. New River Valley) Bloomington, IL Bluefield, WV Boise, ID Bowling Green, KY Brunswick, GA Bryan-College Station, TX Burlington-Plattsburgh, VT-NY Canton, OH Cape Cod, MA Casper, WY Cedar Rapids, IA Champaign, IL Charlottesville, VA Cheyenne, WY Chico, CA Clarksville-Hopkinsville, TN-KY Columbia, MO Columbia, SC Columbus, GA Columbus-Starkville-West Point, MS Cookeville, TN Corpus Christi, TX Daytona Beach, FL Decatur, IL Dothan, AL Dubuque, IA Duluth-Superior, MN-WI Eau Claire, WI Elizabeth City-Nags Head, NC	Elmira-Corning, NY Erie, PA Eugene-Springfield, OR Fargo-Moorhead, ND-MN Fayetteville (Northwest Arkansas), AR Fayetteville, NC Flagstaff-Flagstaff, AZ Florence, SC Florence-Muscle Shoals, AL Ft. Collins-Greeley, CO Ft. Smith, AR Ft. Walton Beach, FL Grand Forks, ND-MN Grand Junction, CO Great Falls, MT Green Bay, WI Hagerstown-Chambersburg- Waynesboro, MD-PA Harrisonburg, VA Hilton Head, SC‡ Huntington-Ashland, WV-KY Ithaca, NY Jackson, MS Jackson, TN Johnson City-Kingsport- Bristol, TN-VA Johnstown, PA Jonesboro, AR Joplin, MO Kalamazoo, MI Killeen-Temple, TX Lafayette, IN Lake Charles, LA Lakeland-Winter Haven, FL Lansing-East Lansing, MI Laredo, TX Laurel-Hattiesburg, MS Lawton, OK Lewiston-Auburn, ME Lima, OH Lincoln, NE Macon, GA Madison, WI Manchester, NH Mankato-New Ulm-St. Peter, MN Marion-Carbondale, IL (Southern Illinois) Mason City, IA McAllen-Brownsville-Harlingen, TX Meadville-Franklin, PA Medford-Ashland, OR Melbourne-Titusville-Cocoa, FL Merced, CA	Meridian, MS Modesto, CA Monroe, LA Montgomery, AL Morgantown-Clarksburg- Fairmont, WV Muncie-Marion, IN Muskegon, MI Myrtle Beach, SC New London, CT Newburgh-Middletown (Mid-Hudson Valley), NY Odessa-Midland, TX Olean, NY Oxnard-Ventura, CA Panama City, FL Parkersburg-Marietta, WV-OH Peoria, IL Pittsburg, KS (Southeast Kansas) Portland, ME Portsmouth-Dover-Rochester, NH Poughkeepsie, NY Pueblo, CO Puerto Rico Quad Cities (Davenport- Rock Island-Moline), IA-IL Rapid City, SD Reading, PA Redding, CA Reno, NV Rochester, MN Salisbury-Ocean City, MD San Angelo, TX San Luis Obispo, CA Santa Fe, NM Santa Maria-Lompoc, CA Savannah, GA Sebring, FL Sheboygan, WI Shreveport, LA Sioux City, IA South Bend, IN Springfield, MO St. Cloud, MN State College, PA Stockton, CA Sussex, NJ Tallahassee, FL	Terre Haute, IN Texarkana, TX-AR Topeka, KS Traverse City-Petoskey, MI (formerly Northwest MI) Tri-Cities, WA (Richland-Kennewick-Pasco) Tupelo, MS Tuscaloosa, AL Tyler-Longview, TX Utica-Rome, NY Victor Valley, CA Visalia-Tulare-Hanford, CA Waco, TX Waterloo-Cedar Falls, IA Watertown, NY Wausau-Stevens Point (Central Wisconsin), WI Wheeling, WV Wichita Falls, TX Williamsport, PA Wilmington, DE Wilmington, NC Winchester, VA Worcester, MA Yakima, WA
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* The qualitative information is delivered through MaximiSer at the same time as the ratings data for these markets. ‡ Begins Spring 2004

Arbitron 2004 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings**		MaximiSer®/Media ProfessionalSM		Market Report	TAPSCAN®	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Akron	Aug 24	1:00PM LMT	Sep 21	1:00PM	Oct 19	1:00PM	Oct 19	4:00PM	Oct 20	1:00PM	Oct 20	Oct 25	Oct 20
Albany-Schenectady-Troy	Aug 31	10:00AM LMT	Sep 28	10:00AM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 27	10:00AM	Oct 27	Nov 01	Oct 27
Albuquerque	Sep 03	11:00AM LMT	Oct 01	11:00AM	Oct 29	12:30PM	Oct 29	3:30PM	Nov 01	12:30PM	Nov 01	Nov 04	Nov 01
Allentown-Bethlehem	Aug 24	1:00PM LMT	Sep 21	1:00PM	Oct 19	1:00PM	Oct 19	4:00PM	Oct 20	1:00PM	Oct 20	Oct 25	Oct 20
Atlanta	Aug 27	10:00AM LMT	Sep 24	10:00AM	Oct 22	10:00AM	Oct 22	1:00PM	Oct 25	10:00AM	Oct 25	Oct 28	Oct 25
Austin	Sep 03	10:30AM LMT	Oct 01	10:30AM	Oct 29	12:00PM	Oct 29	3:00PM	Nov 01	12:00PM	Nov 01	Nov 04	Nov 01
Bakersfield	Sep 03	11:30AM LMT	Oct 01	11:30AM	Oct 29	1:00PM	Oct 29	4:00PM	Nov 01	1:00PM	Nov 01	Nov 04	Nov 01
Baltimore	Aug 25	10:00AM LMT	Sep 22	10:00AM	Oct 20	10:00AM	Oct 20	1:00PM	Oct 21	10:00AM	Oct 21	Oct 26	Oct 21
Baton Rouge	Sep 03	10:30AM LMT	Oct 01	10:30AM	Oct 29	1:30PM	Oct 29	4:30PM	Nov 01	1:30PM	Nov 01	Nov 04	Nov 01
Birmingham	Sep 01	9:00AM LMT	Sep 29	9:00AM	Oct 27	9:00AM	Oct 27	12:00PM	Oct 28	9:00AM	Oct 28	Nov 02	Oct 28
Boston	Aug 24	11:30AM LMT	Sep 21	11:30AM	Oct 19	11:30AM	Oct 19	2:30PM	Oct 20	11:30AM	Oct 20	Oct 25	Oct 20
Buffalo-Niagara Falls	Aug 26	11:30AM LMT	Sep 23	11:30AM	Oct 21	11:30AM	Oct 21	2:30PM	Oct 22	11:30AM	Oct 22	Oct 27	Oct 22
Charleston, SC	Sep 02	11:30AM LMT	Sep 30	11:30AM	Oct 28	10:00AM	Oct 28	1:00PM	Oct 29	10:00AM	Oct 29	Nov 03	Oct 29
Charlotte-Gastonia-Rock Hill	Aug 31	11:30AM LMT	Sep 28	11:30AM	Oct 26	11:30AM	Oct 26	2:30PM	Oct 27	11:30AM	Oct 27	Nov 01	Oct 27
Chattanooga	Sep 02	10:00AM LMT	Sep 30	10:00AM	Oct 28	11:30AM	Oct 28	2:30PM	Oct 29	11:30AM	Oct 29	Nov 03	Oct 29
Chicago	Aug 23	12:00PM LMT	Sep 20	12:00PM	Oct 18	12:00PM	Oct 18	3:00PM	Oct 19	12:00PM	Oct 19	Oct 22	Oct 19
Cincinnati	Aug 26	10:00AM LMT	Sep 23	10:00AM	Oct 21	10:00AM	Oct 21	1:00PM	Oct 22	10:00AM	Oct 22	Oct 27	Oct 22
Cleveland	Aug 25	11:30AM LMT	Sep 22	11:30AM	Oct 20	11:30AM	Oct 20	2:30PM	Oct 21	11:30AM	Oct 21	Oct 26	Oct 21
Colorado Springs	Sep 03	11:00AM LMT	Oct 01	11:00AM	Oct 29	2:00PM	Oct 29	5:00PM	Nov 01	2:00PM	Nov 01	Nov 04	Nov 01
Columbia, SC	Sep 02	10:00AM LMT	Sep 30	10:00AM	Oct 28	1:00PM	Oct 28	4:00PM	Oct 29	1:00PM	Oct 29	Nov 03	Oct 29
Columbus, OH	Aug 27	10:00AM LMT	Sep 24	10:00AM	Oct 22	10:00AM	Oct 22	1:00PM	Oct 25	10:00AM	Oct 25	Oct 28	Oct 25
Dallas-Ft. Worth	Aug 26	10:30AM LMT	Sep 23	10:30AM	Oct 21	10:30AM	Oct 21	1:30PM	Oct 22	10:30AM	Oct 22	Oct 27	Oct 22
Dayton	Aug 30	11:30AM LMT	Sep 27	11:30AM	Oct 25	11:30AM	Oct 25	2:30PM	Oct 26	11:30AM	Oct 26	Oct 29	Oct 26
Denver-Boulder	Aug 26	2:00PM LMT	Sep 23	2:00PM	Oct 21	2:00PM	Oct 21	5:00PM	Oct 22	2:00PM	Oct 22	Oct 27	Oct 22
Des Moines	Sep 02	1:30PM LMT	Sep 30	1:30PM	Oct 28	1:30PM	Oct 28	4:30PM	Oct 29	1:30PM	Oct 29	Nov 03	Oct 29
Detroit	Aug 24	10:00AM LMT	Sep 21	10:00AM	Oct 19	10:00AM	Oct 19	1:00PM	Oct 20	10:00AM	Oct 20	Oct 25	Oct 20
El Paso	Sep 03	11:00AM LMT	Oct 01	11:00AM	Oct 29	12:30PM	Oct 29	3:30PM	Nov 01	12:30PM	Nov 01	Nov 04	Nov 01
Fredericksburg	Aug 25	1:00PM LMT	Sep 22	1:00PM	Oct 20	1:00PM	Oct 20	4:00PM	Oct 21	1:00PM	Oct 21	Oct 26	Oct 21
Fresno	Sep 01	10:00AM LMT	Sep 29	10:00AM	Oct 27	10:00AM	Oct 27	1:00PM	Oct 28	10:00AM	Oct 28	Nov 02	Oct 28
Grand Rapids	Sep 02	1:00PM LMT	Sep 30	1:00PM	Oct 29	10:00AM	Oct 29	1:00PM	Nov 01	10:00AM	Nov 01	Nov 04	Nov 01
Greensboro-Winston Salem-High Point	Sep 01	1:00PM LMT	Sep 29	1:00PM	Oct 27	1:00PM	Oct 27	4:00PM	Oct 28	1:00PM	Oct 28	Nov 02	Oct 28
Greenville-New Bern-Jacksonville	Sep 03	4:00PM LMT	Oct 01	4:00PM	Nov 01	10:00AM	Nov 01	1:00PM	Nov 02	10:00AM	Nov 02	Nov 05	Nov 02
Greenville-Spartanburg	Sep 02	10:00AM LMT	Sep 30	10:00AM	Oct 28	1:00PM	Oct 28	4:00PM	Oct 29	1:00PM	Oct 29	Nov 03	Oct 29
Hamptons-Riverhead					Oct 18	10:00AM	Oct 18	1:00PM	Oct 19	10:00AM	Oct 19	Oct 22	Oct 19
Harrisburg-Lebanon-Carlisle	Sep 01	2:30PM LMT	Sep 29	2:30PM	Oct 28	10:00AM	Oct 28	1:00PM	Oct 29	10:00AM	Oct 29	Nov 03	Oct 29
Hartford-New Britain-Middletown	Aug 24	11:30AM LMT	Sep 21	11:30AM	Oct 19	11:30AM	Oct 19	2:30PM	Oct 20	11:30AM	Oct 20	Oct 25	Oct 20
Honolulu	Aug 31	10:00AM LMT	Sep 28	10:00AM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 27	10:00AM	Oct 27	Nov 01	Oct 27
Houston-Galveston	Aug 26	1:30PM LMT	Sep 23	1:30PM	Oct 21	1:30PM	Oct 21	4:30PM	Oct 22	1:30PM	Oct 22	Oct 27	Oct 22
Huntsville	Sep 03	3:00PM LMT	Oct 01	3:00PM	Nov 01	9:00AM	Nov 01	12:00PM	Nov 02	9:00AM	Nov 02	Nov 05	Nov 02
Indianapolis	Aug 30	9:00AM LMT	Sep 27	9:00AM	Oct 25	9:00AM	Oct 25	12:00PM	Oct 26	9:00AM	Oct 26	Oct 29	Oct 26
Jackson, MS	Sep 03	10:30AM LMT	Oct 01	10:30AM	Oct 29	12:00PM	Oct 29	3:00PM	Nov 01	12:00PM	Nov 01	Nov 04	Nov 01
Jacksonville	Sep 02	1:00PM LMT	Sep 30	1:00PM	Oct 29	10:00AM	Oct 29	1:00PM	Nov 01	10:00AM	Nov 01	Nov 04	Nov 01
Johnson City-Kingsport-Bristol	Sep 02	10:00AM LMT	Sep 30	10:00AM	Oct 29	11:30AM	Oct 29	2:30PM	Nov 01	11:30AM	Nov 01	Nov 04	Nov 01
Kansas City	Aug 27	12:00PM LMT	Sep 24	12:00PM	Oct 22	12:00PM	Oct 22	3:00PM	Oct 25	12:00PM	Oct 25	Oct 28	Oct 25
Knoxville	Sep 01	11:30AM LMT	Sep 29	11:30AM	Oct 27	11:30AM	Oct 27	2:30PM	Oct 28	11:30AM	Oct 28	Nov 02	Oct 28
Lansing-East Lansing	Sep 02	11:30AM LMT	Sep 30	11:30AM	Oct 28	1:00PM	Oct 28	4:00PM	Oct 29	1:00PM	Oct 29	Nov 03	Oct 29
Las Vegas	Aug 31	10:00AM LMT	Sep 28	10:00AM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 27	10:00AM	Oct 27	Nov 01	Oct 27
Little Rock	Sep 02	1:30PM LMT	Sep 30	1:30PM	Oct 28	1:30PM	Oct 28	4:30PM	Oct 29	1:30PM	Oct 29	Nov 03	Oct 29
Los Angeles	Aug 23	10:00AM LMT	Sep 20	10:00AM	Oct 18	10:00AM	Oct 18	1:00PM	Oct 19	10:00AM	Oct 19	Oct 22	Oct 19
Louisville	Aug 30	10:00AM LMT	Sep 27	10:00AM	Oct 25	10:00AM	Oct 25	1:00PM	Oct 26	10:00AM	Oct 26	Oct 29	Oct 26
Madison	Sep 03	9:00AM LMT	Oct 01	9:00AM	Oct 29	12:00PM	Oct 29	3:00PM	Nov 01	12:00PM	Nov 01	Nov 04	Nov 01
Memphis	Aug 31	3:00PM LMT	Sep 28	3:00PM	Oct 27	9:00AM	Oct 27	12:00PM	Oct 28	9:00AM	Oct 28	Nov 02	Oct 28
Miami-Ft. Lauderdale-Hollywood	Aug 27	11:30AM LMT	Sep 24	11:30AM	Oct 22	11:30AM	Oct 22	2:30PM	Oct 25	11:30AM	Oct 25	Oct 28	Oct 25
Middlesex-Somerset-Union	Aug 23	11:30AM LMT	Sep 20	11:30AM	Oct 18	11:30AM	Oct 18	2:30PM	Oct 19	11:30AM	Oct 19	Oct 22	Oct 19
Milwaukee-Racine	Aug 27	12:00PM LMT	Sep 24	12:00PM	Oct 22	12:00PM	Oct 22	3:00PM	Oct 25	12:00PM	Oct 25	Oct 28	Oct 25

* All times are local market

** All times indicate START of Market calling

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Arbitron 2004 Summer Delivery Schedule

Market	May-Jun-Jul Arbitrends		Jun-Jul-Aug Arbitrends		Summer Arbitrends		Advance Ratings**		MaximiSer®/Media Professional™		Market Report	TAPSCAN®	
	Date	Time*	Date	Time*	Date	Time*	Date	Time*	ADE	Mail	Mail Date	Date	
Minneapolis-St. Paul	Aug 26	1:30PM LMT	Sep 23	1:30PM	Oct 21	1:30PM	Oct 21	4:30PM	Oct 22	1:30PM	Oct 22	Oct 27	Oct 22
Mobile	Sep 03	9:00AM LMT	Oct 01	9:00AM	Oct 29	10:30AM	Oct 29	1:30PM	Nov 01	10:30AM	Nov 01	Nov 04	Nov 01
Monterey-Salinas-Santa Cruz	Aug 26	10:00AM LMT	Sep 23	10:00AM	Oct 21	10:00AM	Oct 21	1:00PM	Oct 22	10:00AM	Oct 22	Oct 27	Oct 22
Nashville	Aug 31	1:30PM LMT	Sep 28	1:30PM	Oct 26	1:30PM	Oct 26	4:30PM	Oct 27	1:30PM	Oct 27	Nov 01	Oct 27
Nassau-Suffolk (Long Island)	Aug 23	11:30AM LMT	Sep 20	11:30AM	Oct 18	11:30AM	Oct 18	2:30PM	Oct 19	11:30AM	Oct 19	Oct 22	Oct 19
New Orleans	Aug 30	10:30AM LMT	Sep 27	10:30AM	Oct 25	10:30AM	Oct 25	1:30PM	Oct 26	10:30AM	Oct 26	Oct 29	Oct 26
New York	Aug 23	10:00AM LMT	Sep 20	10:00AM	Oct 18	10:00AM	Oct 18	1:00PM	Oct 19	10:00AM	Oct 19	Oct 22	Oct 19
Norfolk-Virginia Beach-Newport News	Sep 01	10:00AM LMT	Sep 29	10:00AM	Oct 27	10:00AM	Oct 27	1:00PM	Oct 28	10:00AM	Oct 28	Nov 02	Oct 28
Oklahoma City	Sep 01	10:30AM LMT	Sep 29	10:30AM	Oct 27	10:30AM	Oct 27	1:30PM	Oct 28	10:30AM	Oct 28	Nov 02	Oct 28
Omaha-Council Bluffs	Aug 30	12:00PM LMT	Sep 27	12:00PM	Oct 25	12:00PM	Oct 25	3:00PM	Oct 26	12:00PM	Oct 26	Oct 29	Oct 26
Oriando	Sep 02	1:00PM LMT	Sep 30	1:00PM	Oct 29	11:30AM	Oct 29	2:30PM	Nov 01	11:30AM	Nov 01	Nov 04	Nov 01
Philadelphia	Aug 24	10:00AM LMT	Sep 21	10:00AM	Oct 19	10:00AM	Oct 19	1:00PM	Oct 20	10:00AM	Oct 20	Oct 25	Oct 20
Phoenix	Aug 30	8:30AM LMT	Sep 27	8:30AM	Oct 25	8:30AM	Oct 25	11:30AM	Oct 26	8:30AM	Oct 26	Oct 29	Oct 26
Pittsburgh, PA	Aug 26	10:00AM LMT	Sep 23	10:00AM	Oct 21	10:00AM	Oct 21	1:00PM	Oct 22	10:00AM	Oct 22	Oct 27	Oct 22
Portland, OR	Aug 31	10:00AM LMT	Sep 28	10:00AM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 27	10:00AM	Oct 27	Nov 01	Oct 27
Providence-Warwick-Pawtucket	Aug 25	11:30AM LMT	Sep 22	11:30AM	Oct 20	11:30AM	Oct 20	2:30PM	Oct 21	11:30AM	Oct 21	Oct 26	Oct 21
Puerto Rico	Aug 27	11:30AM LMT	Sep 24	11:30AM	Oct 22	11:30AM	Oct 22	2:30PM	Oct 25	11:30AM	Oct 25	Oct 28	Oct 25
Raleigh-Durham	Sep 01	11:30AM LMT	Sep 29	11:30AM	Oct 28	10:00AM	Oct 28	1:00PM	Oct 29	10:00AM	Oct 29	Nov 03	Oct 29
Richmond	Sep 01	10:00AM LMT	Sep 29	10:00AM	Oct 27	11:30AM	Oct 27	2:30PM	Oct 28	11:30AM	Oct 28	Nov 02	Oct 28
Riverside-San Bernardino	Aug 24	11:30AM LMT	Sep 21	11:30AM	Oct 19	11:30AM	Oct 19	2:30PM	Oct 20	11:30AM	Oct 20	Oct 25	Oct 20
Rochester, NY	Aug 31	10:00AM LMT	Sep 28	10:00AM	Oct 26	10:00AM	Oct 26	1:00PM	Oct 27	10:00AM	Oct 27	Nov 01	Oct 27
Sacramento	Sep 01	10:00AM LMT	Sep 29	10:00AM	Oct 27	10:00AM	Oct 27	1:00PM	Oct 28	10:00AM	Oct 28	Nov 02	Oct 28
Salt Lake City-Ogden-Provo	Aug 30	12:30PM LMT	Sep 27	12:30PM	Oct 25	12:30PM	Oct 25	3:30PM	Oct 26	12:30PM	Oct 26	Oct 29	Oct 26
San Antonio	Aug 31	1:30PM LMT	Sep 28	1:30PM	Oct 26	1:30PM	Oct 26	4:30PM	Oct 27	1:30PM	Oct 27	Nov 01	Oct 27
San Diego	Aug 24	11:30AM LMT	Sep 21	11:30AM	Oct 19	11:30AM	Oct 19	2:30PM	Oct 20	11:30AM	Oct 20	Oct 25	Oct 20
San Francisco	Aug 25	11:30AM LMT	Sep 22	11:30AM	Oct 21	10:00AM	Oct 21	1:00PM	Oct 22	10:00AM	Oct 22	Oct 27	Oct 22
San Jose	Aug 25	11:30AM LMT	Sep 22	11:30AM	Oct 21	10:00AM	Oct 21	1:00PM	Oct 22	10:00AM	Oct 22	Oct 27	Oct 22
Seattle-Tacoma	Aug 27	11:30AM LMT	Sep 24	11:30AM	Oct 22	11:30AM	Oct 22	2:30PM	Oct 25	11:30AM	Oct 25	Oct 28	Oct 25
Shreveport	Sep 02	1:30PM LMT	Sep 30	1:30PM	Oct 28	1:30PM	Oct 28	4:30PM	Oct 29	1:30PM	Oct 29	Nov 03	Oct 29
Spokane	Sep 03	1:00PM LMT	Oct 01	1:00PM	Nov 01	10:00AM	Nov 01	1:00PM	Nov 02	10:00AM	Nov 02	Nov 05	Nov 02
Springfield, MA	Aug 25	11:30AM LMT	Sep 22	11:30AM	Oct 20	11:30AM	Oct 20	2:30PM	Oct 21	11:30AM	Oct 21	Oct 26	Oct 21
St. Louis	Aug 25	12:00PM LMT	Sep 22	12:00PM	Oct 20	12:00PM	Oct 20	3:00PM	Oct 21	12:00PM	Oct 21	Oct 26	Oct 21
Syracuse	Aug 31	11:30AM LMT	Sep 28	11:30AM	Oct 26	11:30AM	Oct 26	2:30PM	Oct 27	11:30AM	Oct 27	Nov 01	Oct 27
Tampa-St. Petersburg-Clearwater	Aug 27	10:00AM LMT	Sep 24	10:00AM	Oct 22	10:00AM	Oct 22	1:00PM	Oct 25	10:00AM	Oct 25	Oct 28	Oct 25
Toledo	Aug 31	1:00PM LMT	Sep 28	1:00PM	Oct 26	1:00PM	Oct 26	4:00PM	Oct 27	1:00PM	Oct 27	Nov 01	Oct 27
Tucson	Aug 30	10:00AM LMT	Sep 27	10:00AM	Oct 25	10:00AM	Oct 25	1:00PM	Oct 26	10:00AM	Oct 26	Oct 29	Oct 26
Tulsa	Sep 02	10:30AM LMT	Sep 30	10:30AM	Oct 28	12:00PM	Oct 28	3:00PM	Oct 29	12:00PM	Oct 29	Nov 03	Oct 29
Washington, DC	Aug 25	10:00AM LMT	Sep 22	10:00AM	Oct 20	10:00AM	Oct 20	1:00PM	Oct 21	10:00AM	Oct 21	Oct 26	Oct 21
West Palm Beach-Boca Raton	Sep 03	2:30PM LMT	Oct 01	2:30PM	Nov 01	10:00AM	Nov 01	1:00PM	Nov 02	10:00AM	Nov 02	Nov 05	Nov 02
Westchester	Aug 23	11:30AM LMT	Sep 20	11:30AM	Oct 18	11:30AM	Oct 18	2:30PM	Oct 19	11:30AM	Oct 19	Oct 22	Oct 19
Wichita	Sep 03	9:00AM LMT	Oct 01	9:00AM	Oct 29	10:30AM	Oct 29	1:30PM	Nov 01	10:30AM	Nov 01	Nov 04	Nov 01
Wilkes Barre-Scranton	Sep 01	4:00PM LMT	Sep 29	4:00PM	Oct 28	11:30AM	Oct 28	2:30PM	Oct 29	11:30AM	Oct 29	Nov 03	Oct 29
York	Sep 01	2:30PM LMT	Sep 29	2:30PM	Oct 28	11:30AM	Oct 28	2:30PM	Oct 29	11:30AM	Oct 29	Nov 03	Oct 29

New Delivery Schedule

In response to a request from the Arbitron Radio Advisory Council, effective with the release of Summer 2004 quarterly estimates, Arbitron will be implementing a new delivery schedule in all markets.

Beginning with Summer, MaximiSer®, Media Professional™ and TAPSCAN® estimates will be available via Arbitron Data Express™ and TapMedia® one day after the release of Advance Ratings and

Arbitrends™. In prior surveys, Arbitron Data Express and TapMedia data released two days after Advance Ratings and Arbitrends.

Also beginning with Summer, the Summary Data Set (also known as the Client CD) will be delivered to customers and processors the day after release of Advance Ratings and Arbitrends. This will enable processors to provide access to the data on the same day that Arbitron releases

MaximiSer and Media Professional data. In prior surveys, the Summary Data Set information could not be accessed until the date of book mailing (four days after the release of Advance Ratings and Arbitrends).

The printed book will continue to mail four days after the release of Advance Ratings and Arbitrends.

* All times are local market

** All times indicate START of Market calling



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2004-2005 Radio Survey Schedule

SPRING: April 1 - June 23, 2004

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

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

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

SUMMER: July 1 - September 22, 2004

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
31			

FALL: September 23 - December 15, 2004

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

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

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

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

WINTER: January 6 - March 30, 2005

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		

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NOTE/The survey dates are subject to change.

Who to Call at Arbitron

062204

New York

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

Radio Station Services:

Tom O'Sullivan, VP, Eastern Div.
Sales (212) 887-1368
Vin Ciavatta, Sr. AM
(212) 887-1304
Jennifer de Castro, Sr. AM
(212) 887-1306
Brendan Kane (212) 887-1310
Special Projects Coordinator:
Maiou Watterson (212) 887-1371
Arbitron Training Specialist:
Laura Van Iderstine (212) 887-1439
Scarborough Training Specialist:
Susan Richards (212) 887-1367
Customer Service Representative:
Ingrid Petrovitch (212) 887-1336

Group Services:

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

Rep/Network Services:

Alan Tobkes, Mgr. (212) 887-1354

Product Development:

Gary Marinice, VP (412) 859-3740

Advertiser/Agency Services:

Michael Sharp, Northeast Reg. Mgr.
(212) 887-1502
Joe Loiacono, Sr. National Accts.
Mgr. (212) 887-1325
Lung Huang (212) 887-1337
Richard Salazar (212) 887-1356
Nicole Sangari (212) 887-1471
Steve Williamson (212) 887-1377
Product Training Specialist:
Stella London (212) 887-1398
Customer Service Representative:
Ian Samuel (212) 887-1471

Press Relations:

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

Chicago

222 South Riverside Plaza,
Suite 1050/60606
Phone: (312) 542-1900
Fax: (312) 542-1901

Radio Station Services:

John Nolan, Regional Mgr.
(312) 542-1877
John Lennon (312) 542-1876
Patrick Pendergast (312) 542-1878
David Rice (312) 542-1874
Arbitron Training Specialists:
Amy Lucas (312) 542-1879
Joe Walker (312) 542-1881
Scarborough Training Specialist:
Sarah Liddle (312) 542-1882
Customer Service Representative:
Janean Becker (312) 542-1892

Advertiser/Agency Services:

Carol Hanley, Sr. VP (312) 542-1885
James Tobolski, Sr. Sales Mgr.
(312) 542-1888
Mike Covin (312) 542-1868
Derek Duman (312) 542-1873
Tony Hereau (312) 542-1869
Tim Roberts (312) 542-1871
Customer Service Representative:
Kristen Latkowski (312) 542-1867

Advertiser Services:

Alisa Joseph, VP (312) 542-1890
National Accounts Managers:
Dveda Brown (312) 542-1884
Dennis McGrath (312) 542-1894
Thomas Moore (312) 542-1889
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:

Jim Remeny, Regional Mgr.
(770) 668-5412
Jerry Wiese, Marketing Mgr.
(770) 668-5414
Christlan Meinhardt (770) 668-5405
Martha Walton (770) 668-5405
Kevin Wolfson (770) 668-5403
Arbitron Training Specialists:
Tamara Hutson (770) 668-5408
Scarborough Training Specialist:
Jim Haynes (770) 668-5410
Customer Service Representative:
Carrie Sexton (770) 668-5421

Urban Radio Marketing Services:

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

Advertiser/Agency Services:

Dan Griffin (770) 668-5423
Jennifer Cadoret (770) 668-5432
Nicole Jordan (770) 668-5422
Product Training Specialist:
Dedra Duvall (205) 977-6158
Customer Service Representative:
Katy Flatau (770) 668-5424

Los Angeles

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

Radio Station Services:

Tony Belzer, VP, Western Div. Sales
(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
Senior Arbitron Training Specialists:
Cynthia Gilmore (310) 824-6637
Mandy Adams (310) 824-6607
Arbitron Training Specialist:
Cristina Perez (310) 824-6648
Scarborough Training Specialists:
Jackie Goldman (310) 824-6606
Eric Rose (310) 824-6636
Customer Service Representative:
Judy Ogren (310) 824-6603

Advertiser/Agency Services:

John Hegelmeyer, Mgr.
(310) 824-6626
Vanessa Ware, Training Mgr.
(310) 824-6642
Lovlyn Corbett (310) 824-6621
Stacie de Armas (310) 824-6613
Debbie Lahm, Sr. AM
(310) 824-6622
Product Training Specialist:
Maria Guzman (310) 824-6628
Advertiser Training Specialist:
Brooke Wagner (310) 824-6649
Customer Service Representative:
Michael Nelson (310) 824-6617

Advertiser Services:

John Kuyasa, National Accounts
Mgr. (310) 824-6620

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
Jennifer Thompson, Prod. Training
Mgr. (972) 385-5391
Arbitron Training Specialists:
Don Feuerborn (972) 385-5386
Karen Morriss (972) 385-5393
Ramon Padilla (972) 385-5314
Scarborough Training Specialist:
Jenny Tsao (972) 385-5390
Customer Service Representative:
Jennifer Bratten (972) 385-5382

Latin American Marketing:

Clara Carneiro, VP (972) 385-5384
Nora Sandoval, Acct. Mgr.
(972) 385-5385
Customer Service Representative:
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
Karla Howes, Sr. AM
(972) 385-5379
Julia Johnston (972) 385-5379
Karen Miller (972) 385-5344

Product Training Specialist:

Kelly McLean, National
(972) 385-5364

Senior Client Service Representative:
Britt Clure (972) 385-5378

Washington/Baltimore

9705 Patuxent Woods Drive
Columbia, MD 21046
Phone: (410) 312-8000
Fax: (443) 259-7596

Radio Station Services:

Tom O'Sullivan, VP, Eastern Div.
Sales (212) 887-1368
David Chipman, Sr. AM
(443) 259-7594
Mason Meyer (443) 259-7575
Michael Powderly, Sr. AM
(443) 259-7586

Arbitron Training Specialists:

Dave Sullivan (443) 259-7570
Rich Sheffer (443) 259-7571
Scarborough Training Specialist:
Jon Tuengel (443) 259-7522

Group Services:

Brad Kelly, VP, National Radio Sales
(757) 336-1192
Laura Kutscher, Mgr., National Radio
Sales (443) 259-7574
John Snyder, VP, National Radio
Sales (443) 259-7599

Customer Service Representative:

Eileen Messick (443) 259-7595

Rep/Network Services:

Bruce Supowitz, VP, National Radio
Services (410) 312-8797

Advertiser/Agency Services:

Neil Schwartz (443) 259-7601

Advertiser Services:

Karla Eyerly, National Accounts Mgr.
(443) 259-7593

2004 Radio Advisory Council Members

Nick Anthony**

Vice President &
Director of Operations
WQMX-FM
1795 West Market Street
Akron, OH 44313
(330) 864-2268
(330) 864-2261 (fax)
nick@nickanthony.com

Gerry Boehme

Sr. Vice President,
Strategic Planning
Katz Media Group
125 West 55th Street, 21st Floor
New York, NY 10019
(212) 424-6784
(917) 206-9085 (fax)
gerry.boehme@katz-media.com
Researcher - Appointed

Jim Dolan

Vice President & Market Manager
WPOC-FM
711 West 40th Street, Suite 350
Baltimore, MD 21211
(410) 554-1887
(410) 243-1902 (fax)
jimdol@clearchannel.com
Country - Continuous

Gary Fries

President
Radio Advertising Bureau
261 Madison Avenue, 23rd Floor
New York, NY 10016
(212) 681-7210
(212) 681-7217 (fax)
gfries@rab.com
At Large - Appointed

Val Garris

Corporate Director
WAOA-FM
3535 Piedmont Road
Bldg. 14, Suite 1400
Atlanta, GA 30305
(404) 949-0700
(404) 949-0740 (fax)
val.garris@cumulus.com
CHR/Top 40 - Noncontinuous

Steve Goldstein*

Executive Vice President
WLZR
One Turkey Hill Road South
Westport, CT 06880
(203) 221-1666
(203) 222-9633 (fax)
sjgoldstein@sprynet.com
AOR - Continuous

John C. Halford

General Manager
WHKX-FM/WHQX-FM
900 Bluefield Avenue
Bluefield, WV 24701
(304) 327-7114
(304) 325-7850 (fax)
jhalford@adventureradio.com
Country - Noncontinuous

Neysa Hinton

Market Manager
KMHX-FM
6640 Redwood Drive, Suite 202
Rohnert Park, CA 94928
(707) 584-1058
(707) 584-7944 (fax)
neysa@mix1041.com
Adult Contemporary - Noncontinuous

William E. Kelly

Market Manager
WKBN-AM
7461 South Avenue
Boardman, OH 44512
(330) 965-0057
(330) 965-8277 (fax)
billkelly@clearchannel.com
News/Talk - Noncontinuous

Jay Meyers

Senior Vice President
WHAS-AM
50 East River Center Boulevard
12th Floor
Covington, KY 41011
(859) 655-6518
(859) 655-9356 (fax)
jaymeyers@clearchannel.com
News/Talk - Continuous

Stu Naar

Executive Vice President/
Director of Research
INTEREP
100 Park Avenue
New York, NY 10017
(212) 818-8912
(212) 916-0774 (fax)
stu_naar@interep.com
Researcher - Appointed

William C. Pasha

Vice President of Programming
Entercom
709 Charingworth Ct.
Westminster, MD 21158
(410) 857-3713
bpasha@sprynet.com
Group Programmer - Appointed

Robert Philips

Senior Vice President & Market Manager
WLIF-FM
600 Washington Avenue, Suite 201
Baltimore, MD 21204
(410) 823-1570
(410) 825-6100 (fax)
rephilips@cbs.com
Adult Contemporary - Continuous

W. Palmer Pyle

President
WGFN-FM
3183 Logan Valley Road
Traverse City, MI 49686
(231) 922-4981 ext. 103
(231) 922-3633 (fax)
ppyle@nbsbroadcasting.com
AOR - Noncontinuous

Dave Robbins

Vice President & General Manager
WUSN/WJMK
180 N. Stetson, Suite 900
Chicago, IL 60601
(312) 870-6421
(312) 870-6422 (fax)
dave.robbins@infinitybroadcasting.com
Gold/Oldies

Bill Saurer

Vice President & General Manager
WOBM-AM
2401 Route 66
Ocean, NJ 07712
(732) 897-8282
(732) 897-8283 (fax)
bill.saurer@mrgnj.com
MOR

Steve Sinicropi

Vice President &
General Manager
WHZT-FM
220 North Main Street, Suite 402
Greenville, SC 29601
(864) 282-1037
(864) 370-8505 (fax)
steve.sinicropi@cox.com
CHR/Top 40 - Continuous

Tom Skinner***

Vice President & General Manager
KZST-FM
3392 Mendocino Avenue
Santa Rosa, CA 95403
(707) 528-4434
(707) 527-8216 (fax)
toms@kzst.com

McHenry T. Tichenor, Jr.

President
WVIV-FM
3102 Oak Lawn Avenue
Suite 215
Dallas, TX 75219
(214) 525-7712
(214) 525-7830 (fax)
mtichenor@univisionradio.com
Hispanic

Michele Williams-Dressekie

General Manager
WMMJ-FM/WKYS-FM
5900 Princess Garden Parkway, #800
Lanham, MD 20706
(301) 306-1111
(301) 306-9474 (fax)
mwilliams@radio-one.com
Black/Urban

* 2004 Chairman

** 2004 Vice Chairman

*** Immediate Past Chairman





New York

142 West 57th Street
New York, New York 10019-3300
(212) 887-1300

Chicago

222 South Riverside Plaza, Suite 1050
Chicago, Illinois 60606-6101
(312) 542-1900

Atlanta

9000 Central Parkway, Suite 300
Atlanta, Georgia 30328-1639
(770) 668-5400

Los Angeles

10877 Wilshire Blvd., Suite 1600
Los Angeles, California 90024-4341
(310) 824-6600

Dallas

13355 Noel Road, Suite 1120
Dallas, Texas 75240-6646
(972) 385-5388

Washington/Baltimore

9705 Patuxent Woods Drive
Columbia, Maryland 21046-1572
(410) 312-8000

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